

GEN²⁰²¹E

MEET THE WINNERS OF THE JA EUROPE ENTERPRISE CHALLENGE 2021

The **European Enterprise Challenge** (EEC in short) is an annual competition organised by JA Europe, which brings together the students who participated in the [JA Start Up Programme](#). After creating their start-up, launching their product or service, and taking part in national competitions, they gather at the European level to win the title of **best Start Up of the year**.

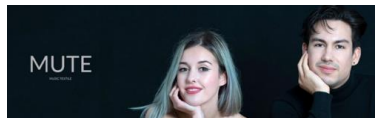
This year's European Enterprise Challenge was hosted by JA Lithuania, and was virtually hosted from Vilnius.



Student start-up **Swim.me from Greece** wins the Enterprise Challenge 2021.

The team created a smart wearable device that preserves the orientation of blind swimmers in the pool. The system consists of an eco-friendly swimming cap and goggles and is intended for use in training conditions. Through integrated waterproof sensors, the device notifies the athletes with vibrations or sound alerts about the exact moment of the turn and their relative position in the pool, while the connection with an IoT mobile app provides performance analytics to the users.

Discover [Swim.me](#)



Second place goes to **Mute from Portugal**, who created a sound absorption module, able to eliminate echo, reverb and unwanted frequencies in a room by using fabric residues. The module relies as a professional, sustainable and innovative solution, that promotes a circular economy.

Discover [Mute](#)



Third place goes to the students from **Norway** with their company **Hjárni**. The ambition of the young entrepreneurs is become the world's most preferred supplier of eco-friendly tanning agents for sustainable leather production. While Europe's leather generates an annual value chain turnover of 125 billion euros, 85% of this leather is made using chrome, which is dangerous for both our health and environment. Hjárni has an alternative that is free from toxins and metals and does not sacrifice the leather quality.

Discover [Hjárni](#)