



## It's critical to be critical: Bloomberg and Junior Achievement (JA) empower young people to fight misinformation

*Brussels, 28 July 2021* - When a global leader in business and financial data, news and insight, and the biggest entrepreneurship education network in Europe join forces to fight against fake news and misinformation, expect real impact! As the COVID-19 pandemic disrupted the learning of young people across the globe, Bloomberg L.P and [JA Europe](#) embarked on a joint journey to empower students in 15 European countries<sup>1</sup> to understand and counter the spread of fake news.

During the 2020-21 school year, **21 online information sessions** exploring the logic and underlying mechanisms of fake news were organized for **1,775 young JA students**. This unique collaboration provided JA students with the opportunity to learn first-hand from Bloomberg News journalists about the growing phenomena of misinformation and to put their knowledge into practice.

Students learnt about different types of misinformation - such as impostor content, false context, hacks, fabricated content, manipulated content and deep fakes - and learnt how to source reliable content. Whatever the aspirations of students, understanding the quality and provenance of information has never been more critical for young people taking the first steps in their careers.

Philanthropy and support for communities are an integral part of the culture at Bloomberg. That's why Bloomberg and Junior Achievement deepened the collaboration to ensure that Europe's next generation of entrepreneurs fully embrace the skills to identify and use reliable sources of news through a pan-European session during Junior Achievement's Gen-E 2021 European Entrepreneurship Festival. The "Gen-E" Festival was an important milestone for this new generation of Europeans where "E" stands for Education, Entrepreneurship and Employment and where increased awareness was put on the importance of fighting fake news.

*"JA supports schools in educating young people about the huge issue of misinformation and develop their skills to better address this challenge, and Bloomberg is a unique partner to fight the global war of fake news", said **Salvatore Nigro, CEO JA Europe**. He added: "At the same time, the Bloomberg News professionals delivering the information sessions serve as important professional role models for JA students, boosting their future employability across different sectors including media."*

*"Misinformation represents a growing issue across our communities. At Bloomberg, we're delighted to be able to harness the experience and unique insight of our News professionals to help young people across Europe identify reliable sources of information and make informed choices about the next steps in their careers. We're proud of the impact of our collaboration and look forward to expanding the programme across the EU," said **Ava Zekri, who manages the Corporate Philanthropy program in continental Europe**.*

### About JA Europe

[JA Europe](#) is the largest non-profit in Europe dedicated to preparing young people for employment and entrepreneurship. JA Europe is a member of [JA Worldwide®](#) which for 100 years has delivered hands on, experiential learning in entrepreneurship, work readiness and financial literacy. JA creates pathways for employability, job creation and financial success. Last school year, the JA network in Europe reached almost 4 million young people across 40 countries with the support of nearly 100,000 business volunteers and over 140,000 teachers/educators.

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<sup>1</sup> Belgium, Czech Republic, Denmark, Finland, France, Germany, Israel, Italy, Portugal, Russia, Spain, Sweden, Switzerland, The Netherlands, Turkey



### About Gen-E

[Gen-E](#) is Europe's largest Entrepreneurship Festival and a celebration of youth entrepreneurship and of the achievements of Europe's students, who showcase their cutting-edge business ideas and are recognised with prestigious awards and special prizes. Gen-E is all of us – Boomers, Gen X, Millennials and Gen Z – Europeans who believe in the importance of Education, Entrepreneurship and Employment. The ones who choose action over stagnation and see every challenge as an opportunity. A new Generation of Entrepreneurs, of heroes who change things and challenge the world for the better. Gen-E is organised by JA Europe, and this year hosted virtually by JA Lithuania.

### About Bloomberg

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Terminal. Bloomberg's enterprise solutions build on the company's core strength: leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively.

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