



# GREETINGS FROM ME&MYCITY

WE HAVE GREAT NEWS.

WORKING-LIFE SOCIETY

ECONOMY ENTREPRENEURSHIP

PRIMARY SCHOOL

yrityskylä TAT

SECONDARY SCHOOL

yrityskylä TAT

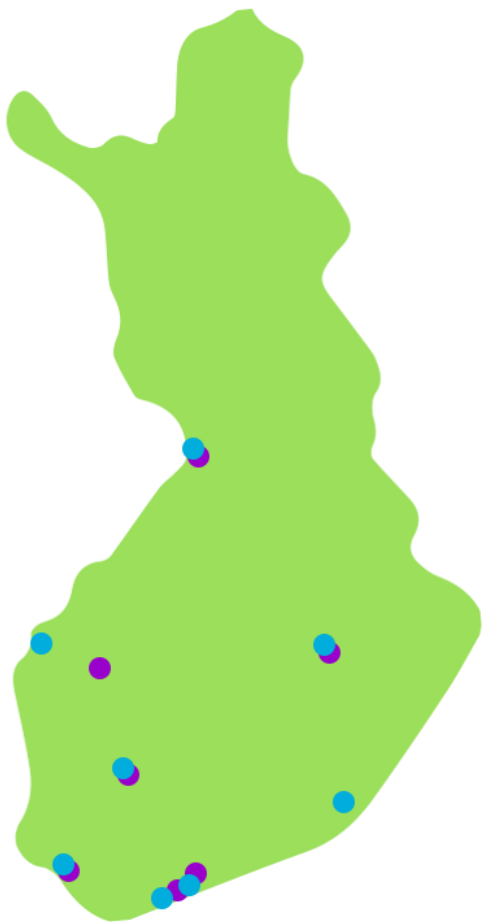
ME & MYCITY

Me & MyCity TAT

SUMMER CITY

yrityskylä TAT

Me & MyCity TAT



## PRIMARY SCHOOL

**Me & MyCity** TAT

8 ME & MYCITIES  
45 000 STUDENTS

## SECONDARY SCHOOL

**Me & MyCity** TAT

7 ME & MYCITIES  
13 000 STUDENTS

# ME & MYCITY PRIMARY SCHOOL

A SOCIETY FOR STUDENTS

**Me & MyCity** 



Youth unemployment  
growing

**ECONOMY IN BAD SHAPE**

**Tens of thousands of  
socially excluded young  
people**

# WHAT DO WE WANT TO TEACH?

Enterprising spirit  
and initiative

Technology  
as a tool

Interaction skills

One's role as part  
of the  
community  
and society

Notions of  
economy  
and working life

Critical media  
literacy

CORE CURRICULUM 2016 

**Me & MyCity** 

# LEARNING MODULE

Teacher-  
training



Learning  
material:  
10 lessons



Visit to  
Me & MyCity



Post-  
reflection





# A SOCIETY FOR STUDENTS

Students as employees, citizens and consumers





about 70 professions  
about 20 miniature  
companies

own banking  
system

mentors as  
support

scripted  
assignments

# THE WORLD'S BEST LEARNING CONCEPT

*WISE Awards 2014 (World Innovation Summit for Education)*

# GLOBAL WINNER: PARTNERSHIPS WHICH BUILD LEARNING COMMUNITIES

*IPN 2016 (The International Partnership Network)*

# BEST DIGITAL SERVICE IN SOCIETAL INFLUENCE

*Blue Arrow Awards 2016*



OVER 90% OF  
THE STUDENTS  
FELT THAT  
AFTER ME &  
MYCITY THEY...



are better at planning their spending



have a better understanding of the importance of co-operation




recognise the significance of responsibility and cause and effect relationships



understand the significance of work and business and want to learn more about them



feel more confident.



I learned to be polite to different people, even those I don't know.

I learned how to interact with different people and how to be responsible and use money.

The day increased my self-confidence and now I know that I can do more demanding things.

Team spirit is important; without it, it would be impossible to work. That's why it's good to have social skills.

9,1  
GRADE GIVEN BY STUDENTS



# LEARNING BENEFITS

- According to a study from the University of Vaasa, participation in Me & MyCity significantly improves the financial skills of schoolchildren.
- More than 75% of 6<sup>th</sup> graders reported that the program increased their interest in economic issues and saving money.
- The children felt they learned skills that are going to be useful in managing their finances and in the world of work.

<http://www.uva.fi/fi/news/yrityskyla/>

# OUR MAIN PARTNERS



Opetus- ja  
kulttuuri-  
ministeriö



**SITRA**

S A A S  
T A M O  
I S E  
N S Ä Ä  
T I Ö



**Nordea**



**SAMSUNG**



# THANK YOU!

[WWW.MEMYCITY.ORG](http://WWW.MEMYCITY.ORG)

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