



Microsoft
Partners in Learning

Education Transformation Agreement



Introduction

Education is the great engine of personal development.¹

At Microsoft, we believe that all individuals everywhere have the right to an excellent education, learning in a way that engages them while preparing them for a better future. Besides opening doors to a world of knowledge, education is a social and economic imperative and crucial investment in the future for communities, nations, and the world.

The economic competitiveness of every market depends in large measure on how effectively their educational institutions engage, inspire, and prepare all students to learn and to innovate – an essential for sustainable social and economic success. Getting students ready for the 21st century is also having a transformational effect on how education is delivered.

Technology is a vital part of this change. And, while existing research tells us that investments in ICT can indeed have a profound impact on student learning, that impact is also mediated by other factors – and not least among these are educators.

Partners in Learning is a global initiative and Microsoft's commitment to helping each individual receive the education he or she deserves, by focusing on enabling educators and education leaders to best use technology to dramatically enhance learning.

Partners in Learning relies on several essential, proven components:

- Training for educators and educational leaders.
- Researching the best innovations. We have learned that when educators and schools engage in research on teaching and learning, it can be one of the most powerful methods of professional development.
- Building professional communities to ensure that every student has the benefit of a global network of empowered educators.

This Partners in Learning: Education Transformation Agreement provides a comprehensive joint public-private program for educational excellence. The key strategic aims are to

- Transform Learning
- Further Innovation
- Develop 21st Century Skills and Employability

This agreement encompasses mutually agreed-upon projects and solutions and includes tools to support overall educational success.

A key objective of the Partners in Learning, the Education Transformation Agreement is to establish firm commitments from all stakeholders to ensure that common goals are achieved. This forms the basis of an on-going partnership, based on regular review and measurement, which will keep the components of the educational programs functioning well and aligned for the long term.

Most importantly, the focus of this agreement is intended to ensure educational development and success both now and throughout our continuing relationship, long into the future.

¹Nelson Mandela



Exhibit 1

About JADE:

JADE – the European Confederation of Junior Enterprises – is an international, non-profit umbrella-organisation of enterprises across Europe established and managed solely by students.

The Junior Enterprise (JE) movement, represented by JADE, is managed on local, national and international level entirely by students mainly between 18 and 26 years old (22,000 young people).

The Junior Enterprises aim to foster an entrepreneurial spirit among young people, while raising a generation of proactive and skilled European citizens. The Junior Enterprise concept bridges the gap between theory and practice for students that follow higher education studies, providing them with a “learning by doing” experience: while still at university, students create and manage their own non-profit SMEs, offering various services in relation to their fields of study, giving them the possibility to exchange their knowledge with other students, develop their entrepreneurial mind-set and their personal, social, civil and professional skills.

JADE also gives European students the opportunity to cooperate with other Junior Enterprises from 13 European countries and the sister networks in Brazil and North Africa on projects and student exchanges. Furthermore, JADE, supported by Microsoft, aims in contributing towards building the right ecosystem for fostering youth entrepreneurship.



Exhibit 1

Microsoft and JADE will cooperate and focus on the initiatives described in this Exhibit.

1. Transforming Learning

The partnership will focus upon activities and joint engagements which help to transform learning opportunities to support an Entrepreneurial Culture, Youth Citizenship and Social Impact.

2. Furthering Innovation

The partnership will focus upon activities and joint engagements which promote innovative practices and behaviours.

3. Developing 21st Century Skills and Employability

The partnership will focus upon activities and joint engagements which assist students in the development of 21st Century Skills which positively impact upon employability.

4. Joint Promotion and Awareness

The partnership will focus upon activities and joint engagements which increase awareness of both partners' core student offerings and services and which positively impact student perception.



Transforming Learning

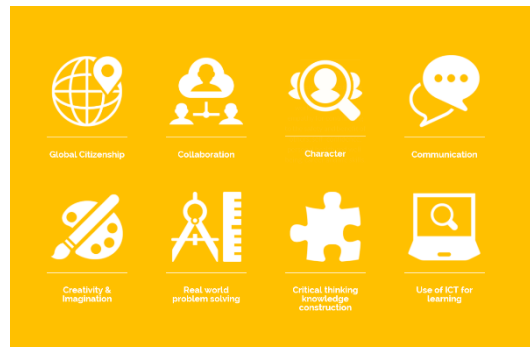
Transforming Learning to support an Entrepreneurial Culture, Youth Citizenship and Social Impact

- The core metric will be the number of students reached via the partners' efforts to amplify and extend messaging around the importance of these vital skills as part of a transformative educational agenda.
- Today's youth face an opportunity divide – a gap between those who have access to the skills and training they need to be successful, and those who do not. With more than 75 million unemployed youth around the world, we must work together to close this divide in order to secure the future of our youth, and of our global economy.
- Entrepreneurship: Entrepreneurship refers to an individual's ability to turn ideas into action. It includes creativity, innovation and risk taking, as well as the ability to plan and manage projects in order to achieve objectives. This supports everyone in day to day life at home and in society, makes employees more aware of the context of their work and better able to seize opportunities, and it provides a foundation for entrepreneurs to establish a social and commercial activity.
[http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/files/education/effects_impact_high_edu_final_report_en.pdf]
- Beyond a great idea, starting and being successful running your own business requires specific skills and knowledge. Microsoft YouthSpark and supporting programs and initiatives such as YouthSpark Live, YouthSpark Hub, Microsoft Ventures, BizSpark, Sprout and TEAL help students to identify the skills they need to reach their goals, figure out how technology will accelerate them forward, and get connected to programs that will help to them get there.
- The Junior Enterprise concept aims to bridge the gap between theory and practice for students in higher education, providing them with a “learning by doing” experience: while still at university, students create and manage their own non-profit SMEs, offering various services in relation to their fields of study, giving them the possibility to exchange their knowledge with other students, develop their entrepreneurial mind-set and their personal, social, civil and professional skills. At the same time, this experience opens up a new set of inspiration for the young students: entrepreneurship as an alternative of employment; and the possibility to create your own job and jobs for others.



Transforming Learning

- Youth Citizenship and Social Impact: Global Citizenship has been recognized as one of the Core 21st Century Skills required by all students to be successful in their personal lives and careers, and as a foundation for a strong and equitable society.



[Source: New Pedagogies for Deep Learning: a global partnership]

- The partners will work together in support of autonomous and joint programs to increase awareness of and access to resource which support students' development of these core skills.
- Microsoft and JADE aim to support young people's awareness and participation in the decision making processes of EU policies regarding youth entrepreneurship, at national, European and global level. This is done through the constant dialogue between young people, achievement and dissemination of results and through inclusive debates with EU and Global institutions, social partners and think-tanks.
- Through its objectives, the programme presented aims to tackle these challenges (youth unemployment, fear of failure, skills mismatch) by fostering an entrepreneurial spirit while creating a proactive and skilled generation of EU citizens.
- Measurement will reference
 - (i) Number of students reached through joint awareness campaigns
 - (ii) Number of students reached through events and media/outreach campaigns
 - (iii) Number of students who enrol in related programs and activities



Furthering Innovation

Furthering Innovation

- The core metric will be number of partnership events and activities delivered into the student community by the partners which specifically support and advance innovative practices and outcomes. Joint advocacy in support of innovative approaches to and practices within education into a diverse set of audiences including policymakers and influencers will also be a core focus of the partnership.
- The products of these activities will be made available to a variety of stakeholders: young students in European and Emerging nations who can augment their skills for employability; universities and institutes of higher education who will have access to an increased pool of talent; private companies and local economies, institutions and societies, who will all accrue benefit from the promotion of 21st Century skills.
- There is a widening gap between the knowledge required to be successful in society and that provided by education institutions. Students across all geographies may question whether this disconnect between existing process and desired outcome is a simple question of engagement or a profound question of future economic survival. We believe that the economic competitiveness of every geographic area depends, in large measure, on how effectively their education institutions engage, inspire, and prepare all students to learn and innovate.
- Innovation is a driver of growth and well-being, of new technologies, products, and services, and it creates jobs in new and rejuvenated industries. But to reap those gains, policymakers need to understand how the way we innovate is changing. This presents new opportunities for innovation and improvement in education systems.
- The partnership will serve to promote Innovation in Teaching and Learning practices and will highlight examples of student-led innovation which demonstrate and further such practices. Furthermore, both Microsoft and JADE commit to support and spread the impact of the programme in their networks, reaching numbers of hundreds of thousands via both their own discrete networks and as change-makers within their environments.



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Furthering Innovation



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Furthering Innovation

- Measurement will reference
 - (iv) Number of events run and/or supported by the partners with a focus upon innovation and innovative practices.
 - (v) Number of joint activities run by and/or supported by the partners.
 - (vi) Estimated number of students reached via events, outreach and awareness activities.



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Developing 21st Century Skills and Employability

Developing 21st Century Skills and Employability

- The core metric will be the number of students reached and given access to programs which assist them in their acquiring of 21st Century Skills so as to enhance their employability prospects.
- In addition to its day-to-day support of 21st Century skills and employability JADE organizes two annual events bringing together students from across Europe and other continents in a collaborative workspace, providing workshops and networking opportunities to assist students in building and modelling these skills in their host environments. These events bring Junior Entrepreneurs together with representatives from academia, policymakers and businesses at the European Parliament, showcasing EU values and increasing young people's awareness of their role in the future of Europe.
- Microsoft provides students with the technology and training needed to build skills for success in tomorrow's workplace. Keeping up in today's world requires the right skills, education, and experiences in order to be prepared for new jobs and opportunities. Microsoft partners with education communities globally to create and deliver an ecosystem of resources to help drive real impact, real learning, and real innovation.
- Many of our efforts are in partnership with governments and combine Microsoft products and services with years of citizenship, government, and education expertise, along with broad Public Private Partnership experience. We are focused on helping countries accelerate economic growth by expanding technology access and inclusion and by developing workforce skills for the 21st century to improve job readiness and placement.
- Empowering young people includes providing access to technology skills training, and Microsoft Certifications can help students differentiate themselves in today's competitive job market. With close to 11,000 Microsoft IT Academy members in more than 160 countries, the Microsoft IT Academy program helps drive employability, digital literacy, and 21st-century workforce development through IT training and certification for students and educators.



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Developing 21st Century Skills and Employability

- Measurement will reference
 - (i) Number of students reached through joint awareness campaigns
 - (ii) Number of students reached through events and media/outreach campaigns
 - (iii) Number of students who enrol in related programs and activities



Joint Promotion & Awareness

Joint Promotion & Awareness

- The core metric will be the number of people reached through joint promotions and outreach activities through all media formats and events, and measureable improvements in both (a) awareness of and (b) positive perception of the partner organizations and their respective programs and offerings.
- The partners will look to leverage their extended networks, PR and communications engines to ensure that the impact of joint initiatives extends beyond the end of the joint projects and by sharing the results of these activities will all who can benefit from them.
- The partners will further commit to grow awareness of key projects and programs within the extended student audience in support of the shared aims and objectives of this agreement.



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Joint Promotion & Awareness

- Measurement will reference
 - (i) Number of events at which the organizations and core programs are elevated by each/both partner(s)
 - (ii) Number of students reached via awareness campaigns, social and web properties and PR/outreach communications
 - (iii) Improvements in NSAT and similar measurements of student perception/favourability of the respective organizations, based on student polls and testimonials solicited during the period of the agreement.



Conditions of Satisfaction

The Conditions of Satisfaction (CoS) allows for accountability on both sides of the partnership and builds a process for an open dialogue between all members of the partnership.

Value of Partnering	Changes and Efficiency Improvements	Partnership Revisions

COS Owner	
Educational customer Contact	
Job Title	

Relationships	
Communications	
Events	



Terms & Conditions

Parties: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-7329, USA (“**Microsoft**”) and **JADE, the European Confederation of Junior Enterprises**, Rue Potagère 119, Brussels, 1210, Belgium (“**JADE**”)

1 PURPOSE. The purpose of this Partners in Learning Education Transformation Agreement (“**Agreement**”) is to establish the Parties’ intent to cooperate in the education activities as described in Exhibit 1. During the Term of this Agreement, the Parties may enter into other agreements, as anticipated by this framework Agreement, that will specify the Parties’ commitments in the individual areas described in Exhibit 1.

2 SHARED OBJECTIVES. JADE and Microsoft recognize the need to improve access to and use of information and communications technology (“**ICT**”) in higher education. JADE and Microsoft recognize the value of technology in schools and seek to jointly improve both access to, and the use of, **ICT** for the support of teaching and learning. JADE and Microsoft understand the power of an international exchange of information. JADE and Microsoft understand the need to make this vision a scalable, sustainable reality.

3 COMMUNICATIONS. The Parties will create a communications plan to ensure the mutual public promotion of the Parties’ relationship and awareness of the Parties’ initiatives and activities under this Agreement. The communications plan will include but not be limited to the following items: (i) public relations, (ii) internal communications within the JADE of all applicable programs, (iii) appointing representatives of the JADE as points of contact and to act as catalyst to ensure the Agreement is fully implemented, and, (iv) recognition and promotion of the Parties’ relationship in the <Education Customer>’s communication materials. The Parties further agree to provide adequate publicity to the content of their collaboration. The Parties will collaborate in planning and publishing a joint press release, which will describe the content of their collaboration.

4 TERMS & CONDITIONS OF LICENSING AND SERVICES. The Parties acknowledge and agree that Microsoft may fulfil its obligations under this Agreement through its affiliates, and/or other Microsoft local organizations or partners, even when not expressly stipulated in this Agreement.

5 INITIATIVES OF JADE.

JADE aims to foster entrepreneurship among youth and develop useful skills to increase employability.

JADE and Microsoft will work together to support the use of validly-licensed software in Microsoft’s education sector. In particular, the JADE will, with Microsoft’s support and within its competencies and authorizations, seek to raise public awareness of the importance of intellectual property rights and the proper use of software in the education sector. JADE will strive to serve as a model for other <Education Customers> in the management of software assets and Microsoft will assist the JADE with development and implementation of an effective software asset management system



Terms & Conditions

6 TERM. The Agreement will remain effective until June 30, 2018 unless either Party terminates the Agreement earlier by written notice. It is understood that such earlier termination will not entitle the other Party to any refund, damages, or other compensation. The Parties will review the operation of the Agreement prior to its expiration and will jointly determine its renewal or revision.

7 DATA PROTECTION AND PRIVACY. The Parties shall at all times in the performance of this Agreement comply with all applicable data protection and privacy laws, rules and regulations. JADE will safeguard any personal data, as defined under applicable data protection and privacy laws, that Microsoft provides to JADE (“Microsoft Personal Data”). JADE will implement and maintain reasonable security measures to protect Microsoft Personal Data from unauthorized use, access, disclosure, alteration, or destruction. JADE will only use such Microsoft Personal Data for purposes of this Agreement. JADE will notify Microsoft immediately of any unauthorized use or disclosure of any Personal Data and will take immediate action to contain the disclosure. JADE shall ensure that prior to sharing any personal data with Microsoft JADE will have obtained the consent of data subjects of the such personal data for the sharing with and use by Microsoft.

8 CONTACTS. The Parties hereby designate the following persons as their main contact person for the respective other Party within the framework of the Agreement:

JADE	MICROSOFT
Printed name: JADE	Printed name: Microsoft
Contact: Ioana David	Contact: Steven Duggan

9 NO EXCLUSIVITY. The co-operation of the Parties under the Agreement will be non-exclusive. Each Party will remain entitled to enter into similar contractual relations with third parties. It is acknowledged by the Parties that the JADE has, and will maintain, full discretion to procure software products and/or services from vendors other than Microsoft and its affiliates.

10 RELATIONSHIP OF THE PARTIES. The relationship of the Parties as described in this Agreement is strictly that of independent parties. Neither this Agreement as a whole nor any specific term or condition will be interpreted as creating a partnership, joint venture, agency, or franchise relationship between the parties.

11 GRIEVANCES. Should a conflict or disagreement arise during the duration of this agreement, both parties agree to work collaboratively towards resolving such conflict or disagreement through:

- Early notification of the other party of any area of conflict or disagreement in writing
- Openly discussing and working toward actions to resolve the areas of conflict or disagreement at the next partnership meeting
- Commitment from both parties to take appropriate actions as identified in partnership meetings to resolve the areas of conflict or disagreement
- If needed, seeking the support of an independent neutral third party with the appropriate skills to support both parties identifying and actioning steps to resolve the areas of conflict or disagreement



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Should it become impossible to resolve conflict and disagreement through the above means, either or both parties may choose to terminate this agreement using the process as detailed in TERM (Clause 6).

12 APPLICABLE LAW, JURISDICTION. The Agreement will be governed by the laws of [the State of Washington and federal laws of the United States] except for its conflict of laws rules. The application of the UN Convention on the International Sale of Goods will be excluded. The courts of [the State of Washington, United States] will have exclusive jurisdiction for any disputes in connection with this Agreement.

Between:

Microsoft Corporation

Jan Muehlfeit, Chairman, Europe

JADE

Ioana David, President

In Brussels, Belgium, 4th November 2014



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