



Deliverable 3.2

Report on Engage, Empower & Take a role activities - First Period

Project Title	GenB
Contract No.	101060501
Instrument	Coordination and Support Action
Funded under	Cluster 6: Food, Bioeconomy Natural Resources, Agriculture and Environment
Start of Project	1 November 2022
Duration	30 months

OUR CONSORTIUM



Deliverable title	Report on Engage, Empower & Take a role activities - First Period
Deliverable number	D3.2
Deliverable version	V4.0
Previous version(s)	V1.0, V2.0, V3.0
Contractual date of delivery	30 April 2024
Actual date of delivery	29 April 2024
Deliverable filename	D3.2 Report on Engage, Empower & Take a role activities - First Period
Nature of deliverable	Report
Dissemination level	Public
Number of pages	65
Work Package	WP3
Task(s)	T3.1, T3.2, T3.3, T3.4
Partner responsible	FVA
Author(s)	Susanna Albertini, Selenia Marinelli, Valentina Vavassori
Editor	Chiara Pocaterra
EC Project Officer	Gaëlle Le Boulter
Abstract	This deliverable consists on a report (linked to the first reporting period) on the "Engage, Empower & Take a role" activities carried out under WP3. D3.2 is linked to all tasks of WP3.
Keywords	Ambassadors, testimonials, bioeconomy, young people, youth, sustainability

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Contributors

NAME	ORGANISATION
Susanna Albertini, Selenia Marinelli, Valentina Vavassori	FVA NEW MEDIA RESEARCH
Laura Mentini, Flavia Fusconi	APRE
Katharina Handler, Juliet Tschank	ZSI
Michail Mitsouridis, Maya Gerotziafa, George Malliopoulos	Q-PLAN
Gina Mihai, Isidora Salim	EUN
John Vos	BTG
Pietro Rigonat	LOBA
Jana Bielikova	PEDAL
Luciana Chavez	AIJU

Peer Reviews

NAME	ORGANISATION
Chiara Pocaterra	APRE

Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
1.0	20/03/2024	FVA	Chapter And First Draft
2.0	08/04/2024	WP Leaders	Draft version of the sections
2.1	10/04/2024	All partners	Contributions from all partners
3.0	15/04/2024	FVA	First consolidated draft
4.0	18/04/2024	FVA	Final version

The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.

Table of Abbreviations and Acronyms

Abbreviation	Meaning
BYA	Bioeconomy Youth Ambassadors
EC	European Commission
KPI	Key Performance Indicators
KOM	Kick-off meeting
IACBG	International Advisory Council on Global Bioeconomy
GA	Grant Agreement
GenB Ambassadors	Generation Bioeconomy Youth Ambassadors
WP	Work Package

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Executive Summary

WP3 “Engage, Empower & Take a Role” implements the innovative approaches to engage and empower the younger generation to take a role in the transition to a circular and sustainable bioeconomy. In essence, WP3 has the following objectives:

- To engage Generation Bioeconomy Youth Ambassadors (GenB Ambassadors) (T3.1)
- To empower the GenB Ambassadors (T3.2)
- To support the GenB Ambassadors to take a role by creating a wide range of opportunities (T3.3)
- To stimulate the debate on the bioeconomy challenges and opportunities for young generations (T3.4).

This document provides a detailed report on WP3 “Engage, Empower & Take a role” activities involving GenB Ambassadors, based on the implementation plan submitted as D3.1 and updated every six months. The WP leader (FVA) coordinated the preparation of this document, defining the methodological approach with the support of all task leaders (APRE, ZSI, Q-PLAN).

Each chapter is structured as following:

- Description of the format
- Overview of the activities implemented
- Results achieved against the KPI
- Lessons learnt
- Next steps.

1 Introduction

Young people are determined, creative and have high hopes. They have the energy and willpower to help make their communities and the world better places and are constantly looking for the best opportunities for their future.

The whole WP3 is designed to significantly increase the long-term impacts by leveraging the energy of youth to involve their communities in the bioeconomy.

This deliverable provides a detailed report on WP3 “Engage, Empower & Take a role” activities implemented during the first 18 months of the project, involving GenB Ambassadors. According to the Grant Agreement (GA) most of the activities described in this deliverable should be implemented in GenB partners’ Countries. Nevertheless, since partner EUN responsible for the activities in Belgium is a European Network and not a local actor, it was decided that their contribution to WP3 will take place at Pan European level.

The deliverable is divided into the following sections:

- Chapter 2 provides an overview of WP3 time plan and activities;
- Chapter 3 reports about the engagement of GenB Ambassadors in the project. It refers to T3.1 activities;
- Chapter 4 provides reports on the activity organised and planned to empower GenB Ambassadors. It refers to T3.2 activities;
- Chapter 5 provides the activities organised to support GenB Ambassadors to take a role. It refers to T3.3 activities;
- Chapter 6 reports on the collaborations with already existing initiatives engaging Ambassadors in bioeconomy. This activity will be transversal to all tasks;
- Chapter 7 describes the activities foreseen to promote discussions, mutual-learning, debates and knowledge exchange among youth networks/associations/communities/initiatives involved in the support of the green transition. It refers to T3.4 activities.
- Finally, chapter 8 provides conclusions and next steps.

2 Overview of WP3 time plan and activities

A preliminary Gantt chart of WP3 activities has been developed, in order to visualise the time plan of each task. A document with a detailed time plan for all the relevant WPs (WP1, WP2, WP3) is shared on the internal SharePoint accessible for all partners to facilitate at a glance planning of all GenB activities.

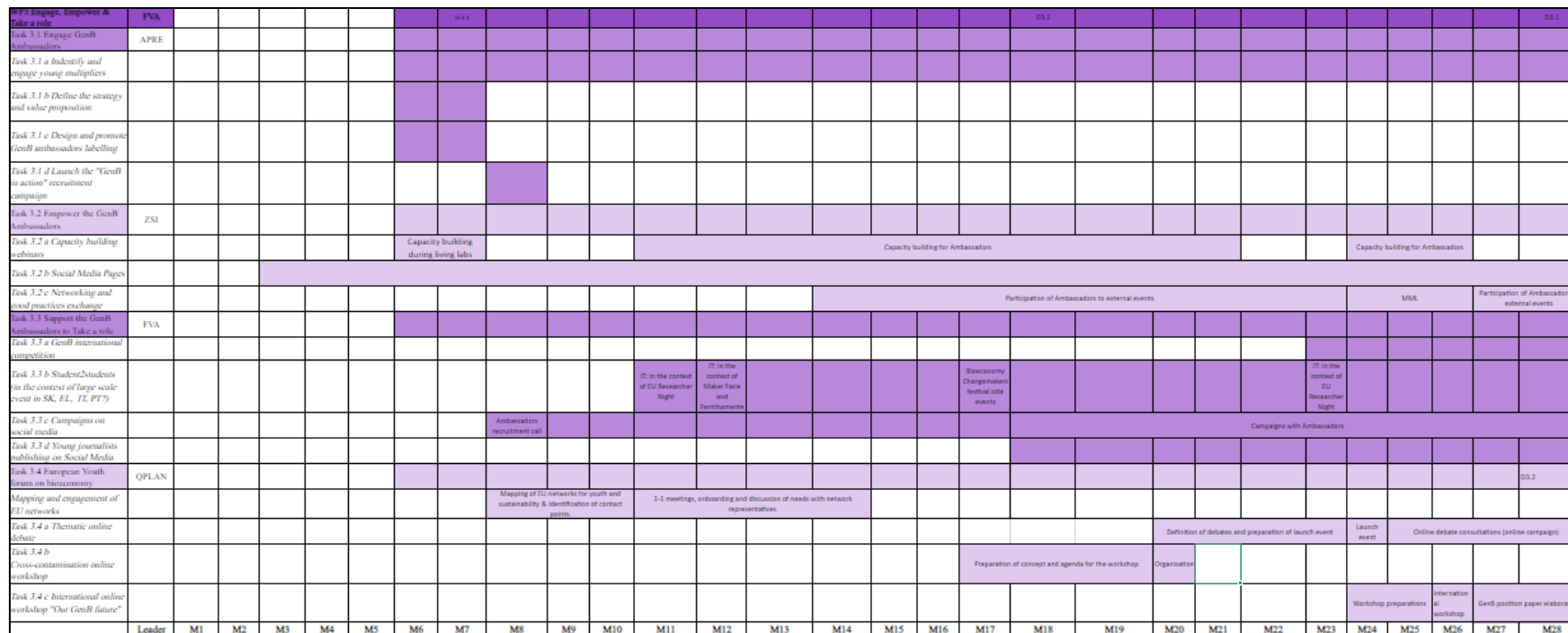





Figure 1 - Overview of WP3 time plan and activities

3 Engage GenB Ambassadors

This task (T3.1), which will take place from M6 to M28, implements a series of activities to engage and attract young people of all ages to become **Generation Bioeconomy Youth Ambassadors** (from now on **GenB Ambassadors**), who will make their voice heard on the circular and sustainable bioeconomy transition, raise awareness on the bioeconomy/sustainability themes and inform and inspire many other young people.

In GenB project, every young person can become an Ambassador: even the pre-and early-school kids (4-8 y.o.) can assume a role, e.g. convincing grandparents to adopt a more sustainable behaviour. Indeed, all young actors (Young Biovoices) can inspire many other young people increasing their awareness on the bioeconomy and its related sectors and engage them in changing their lifestyle. All the young people addressed/involved in GenB activities can potentially be our GenB Ambassadors.

Table 1 - Overview of activities to engage GenB Ambassadors

Activity	Age	What for	KPI	Target Countries
Young multipliers engaged to play as "Frontrunners"		<ul style="list-style-type: none"> To engage frontrunners in driving the change (T3.1), attracting and influencing other young people. 	#20 Frontrunners	EU
Green-sensitive Young influencers and activists/volunteers, Young environmental journalists and Young career testimonials, engaged as "Activists"		<ul style="list-style-type: none"> To engage Bioeconomy Youth (GenB) Ambassadors (T3.1) 	#24 Activists (8 per each group, 2 per each country)	AT, IT, SK, SP, EL, BE, PT, NL
"GenB in action" recruitment campaign on social media		<ul style="list-style-type: none"> To involve all ages young people to become Youth (GenB) Ambassadors (T3.1) 	#10.000 views	EU

3.1 GenB Ambassadors recruitment and engagement

3.1.1 Activities implemented

GenB has implemented several activities to recruit the GenB Ambassadors.

3.1.1.1 Open call

The main action has been the creation of an **open call** to engage young people around the world. The call has been translated in 8 languages (EN, IT, NL, EL, DE, PT, SL, ES) and published on the GenB website.

The Call included the minimum requirements and the GenB Ambassadors roles:

- **Young biovoices:** All who have interest in bioeconomy and who will inspire many other young people increasing their awareness on bioeconomy and will engage them in changing their lifestyle.
- **Young green activists and young green-sensitive influencers:** Social Media Influencers/Content Creators talking about sustainability topics to their community on Instagram, YouTube or TikTok. This category also includes the GenB Ambassadors who actively implement educational activities with peers or the large public (e.g. “Students2Students” format).
- **Young environmental journalists:** Young people creating contents about bioeconomy and/or sustainability in blogs, journals, schools' journals, or social media channels.
- **Young career testimonials:** Any person working or studying in the field of bioeconomy or any related field who will share their professional/study experiences to inspire young generations

Detailed information on the recruitment campaign and its methodology (e.g., selection criteria etc.) can be found in the D.3.1 “Implementation Plan for WP3”.

The distribution of applicants to the open call from the recruitment campaign, from June 2023 to April 2024, is reported in Figure 2.

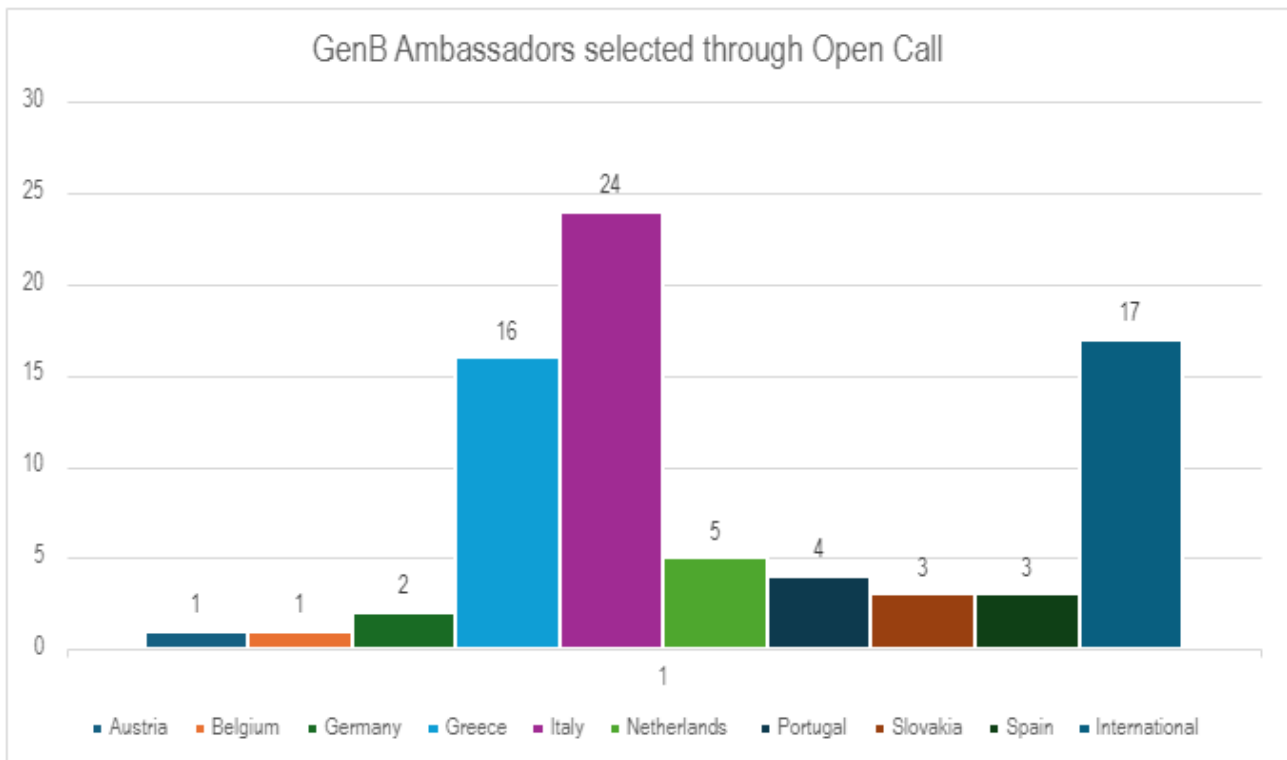


Figure 2 - Geographical distribution of selected GenB Ambassadors from GenB Open call (June 2023-April 2024)

The call was promoted on GenB's social media channels (@Biovoices) through the 'GenB in action' social media recruitment campaign, with different linguistic versions published several times. This campaign, supported by paid promotion, was very effective in reaching views (82.796 views).

The social media post, promoting the GenB Ambassadors call, was shared by partners in their local contexts, reaching additional thousands of views.

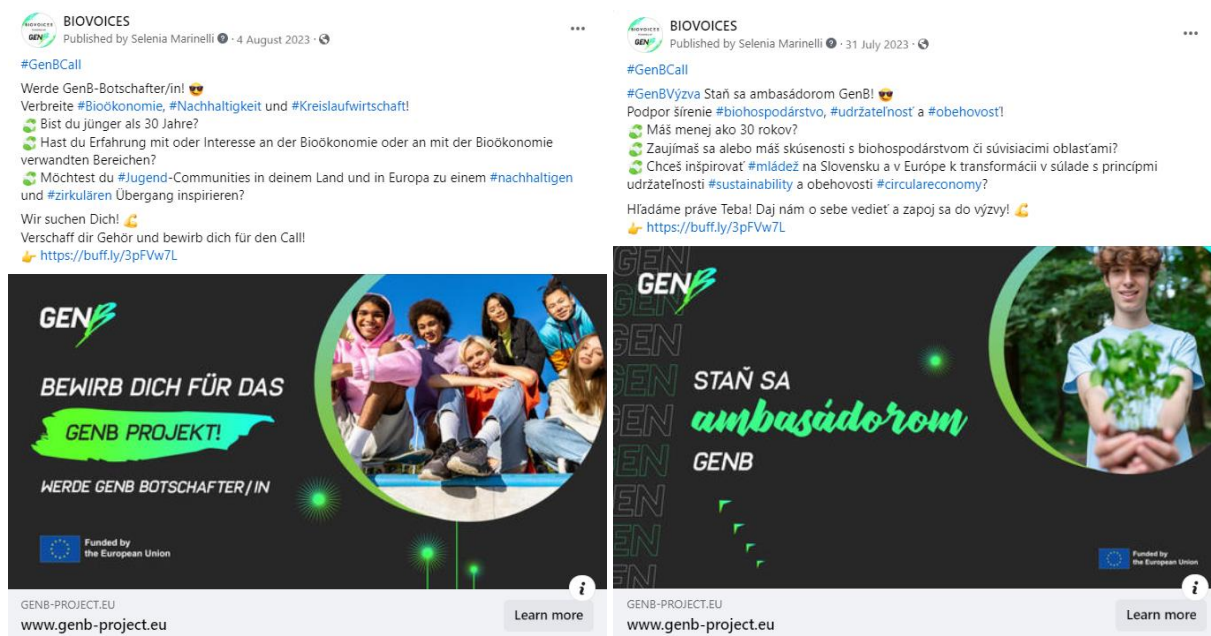


Figure 3 – Screenshot of the social media campaign “GenB in Action”

The table below reports the impact against KPI for the promotion of the open call:

KPI	Reached
GenB Ambassadors Recruitment campaign on social media: #10.000 views	#82.796 views

3.1.1.2 Promotional material supporting the recruitment

For the GenB Ambassadors call, a package of promotional materials (available in GenB Sharepoint) has been developed by LOBA (see D5.2 “Dissemination and Communication Activities Report”), in collaboration with the consortium, including a printable flyer and poster which was used in large-scale events to recruit GenB Ambassadors. Moreover, 2 PowerPoint Presentations were developed to engage new Ambassadors, and inform the already-selected GenB Ambassadors about roles and activities within the project. GenB Partners used this material as form of recruitment in their countries. On the other hand, the already selected Ambassadors have used the material during their school or working activities to attract more students and colleagues to the project.

3.1.1.3 Partners’ activities to support recruitment of GenB Ambassadors

Overall, the open call has been further promoted through the following activities:

- Dissemination in GenB events, such as the Bioeconomy Changemakers Festival and during specific GenB activities like capacity building webinars for teachers and multipliers;

- Direct invitation of young people already engaged in previous projects and activities to apply to the open call proved to be very effective in increasing the applications.

Another effective strategy to recruit GenB Ambassadors was by directly involving them in taking a role **in GenB activities** (such as living labs, workshops, educational activities or large-scale events), becoming GenB Ambassadors “by doing”.

Below are reported the specific activities that have been implemented at the national and international level, to support the promotion of GenB open call and to approach and recruit new GenB Ambassadors.

Italy

The strategic approach adopted in Italy, as a joint effort by APRE and FVA, was to identify students who had already shown an interest for the bioeconomy and circular bioeconomy and propose them to apply to the open call and participate actively in GenB activities.

Specifically, students became GenB Ambassadors by taking a role in the activities, resulting from the GenB living labs, targeting the large public and other students (16 Ambassadors promoted the bioeconomy through games, songs, and hands-on activities in the Sustainability Day; and 24 Ambassadors conducted the ESCAPE4FUTURE game in Fermhamente Science Festival and Maker Faire). Other GenB Ambassadors took a role in delivering educational activities in large-scale events such as EU Researchers' Night 2023 (8 Ambassadors delivered a TEDx speech), Maker Faire (2 Ambassadors facilitated quizzes and bioeconomy village), Bioeconomy Changemakers Festival (7 Ambassadors were involved in several activities, namely TEDx speech, bioeconomy village, career talks, young journalists and ESCAPE4FUTURE game). All these activities are widely described in Chapter 5.

In May 2023, APRE and FVA organised a Bioeconomy talk/seminar for the students at High School *Luigi Sturzo in Castellammare di Stabia* (Naples) providing them with information on the project activities, the basic concepts of bioeconomy, and the GenB Ambassadors call. Thanks to the promotion of the call, 6 students became GenB Ambassadors.

In general, in all activities targeting young people, the Italian partners promoted the open call and encouraged them to become GenB Ambassadors (e.g., during the ECOMONDO faire in Rimini, Startupper School Academy workshops, the Italian Bioeconomy Changemakers Festival – Rome edition).

Slovakia

After opening the call, PEDAL undertook various activities to recruit GenB Ambassadors in Slovakia. These included promoting the open call through their communication channels, reaching out to their network of contacts, as well as during various events (such as the living lab), and reaching out directly to potential prospects or influencers.

Direct contact with persons meeting the conditions within PEDAL's network of contacts proved to be the most effective. In this way, 2 out of 3 submitted an application as GenB Ambassadors, who were also subsequently actively involved in international and local GenB activities (kick-off party, preparation of a video

on bioeconomy, sending a video with information about themselves, participation in the Bioeconomy Changemakers Festival – Nitra Edition).

Spain

AIJU has 2 active ambassadors recruited through the open call carried out on the official GenB website, which AIJU maintains contact with by email, and that are willing to participate in the upcoming GenB activities. One of them is a minor, she is happy to participate but she does not want her image to appear on networks. This is not the case with the other person who has provided us with the reel and is working on the educational video. With the support of the two Spanish Ambassadors, AIJU will take care of recruiting new Ambassadors to maximise the impact of the Call at the national level.

Austria

In Austria students became GenB Ambassadors by directly participating in GenB activities, especially in the living labs. They promoted their activities implemented and their results by informing and reaching out to other students and the wider public (about 100 students in showcase event, teaching bioeconomy to a class of primary students, doing an educational video series).

The call for GenB Ambassadors was promoted at the Austrian Changemakers Festival and shared at the Climate Solution Conference at the St. Gilgen International School on 27th April 2024, where ZSI GenB team presented the GenB Ambassador programme and host a session.

Greece

In Greece, the GenB Ambassadors programme is being jointly managed by Q-PLAN (Thessaloniki and Northern Greece in general) and HSPN (Athens and Southern Greece in general). Recruitment of GenB Ambassadors in Greece has been conducted in 3 phases:

Initial recruitment of Greek GenB Ambassadors (July – September 2023): focusing on engaging at least one Ambassador representing each of the 4 desired profiles (young biovoices, influencers and activists, career testimonials and young journalists). During this initial phase, the official recruitment tools of the project were largely utilised (e.g. GenB social media campaign and open call) in Greek, combined with direct networking activities by Q-PLAN and HSPN. At the end of this phase, the local KPIs for Greece has been exceeded with 9 valid applications and more than 6 Ambassadors showing high interest in committing to GenB activities. Regional distinction was found to be meaningful mostly for physical activities and in-person engagement of the local GenB Ambassadors. Online activities and general communications are being managed centrally at a country-level, by both teams, to expand opportunities for collaboration and to develop a vibrant community.

Greek Ambassadors' engagement to the project (October 2023 – December 2024):

- a. Following the kick-off party, organised by all partners for GenB Ambassadors in all countries, Q-PLAN and HSPN organised a regional meetup one month later (December 11th, 2023) to further connect the Greek Ambassadors amongst themselves and with the Greek project partners.
- b. During the meetup, the Ambassadors agreed on using a direct messaging app (Messenger) to facilitate continuous engagement with the project team and keep an informal tone, as responsiveness to email had been quite slow up to that point. A Messenger group chat was set up and is functioning on an invite-only basis by the group administrators (Q-PLAN and HSPN team

members), for young people having submitted a valid application to the GenB open call and their informed consent to process their personal data. These measures were put in place towards effectively safeguarding the GenB ethical requirements as well as the relevant GDPR provisions. So far, no minors have been engaged in the Greek community of Ambassadors and in such case, they will not be engaged through the online group, as per the EC recent decisions and guidelines related to underage use of social media and related warnings about privacy and safety.

- c. The group chat has been used as the main method of communication with the Greek Ambassadors, in parallel with high-level notifications sent by WP3 task leaders (APRE, ZSI, FVA, Q-PLAN) to announce international activities – such as the capacity building webinars. Additionally, the group has been used to share industry news, GenB materials (e.g. the Ambassadors programme presentation), to invite in GenB and external activities of interest, as well as to generate content with the support of the local Ambassadors' community (e.g. videos for the educational videos of Task 1.4).

Expansion of the GenB Ambassadors community in Greece (January 2024 – April 2025): Despite having achieved the local KPI for GenB Ambassadors' engagement since the initial recruitment phase, there have been continued efforts by the HSPN and Q-PLAN teams to expand the community. The main reasons include the provision of additional networking opportunities for Greek GenB Ambassadors and to actively support local/international activities, while preserving the flexible and casual nature of the GenB ambassador programme. So far, this tactic has proven to be beneficial, as some activities may be in conflict with the Ambassadors' personal schedule (e.g. classes, work and other commitments). As of April 2024, 8 additional Ambassadors have been recruited, the latest ones expressing their interest to apply following their participation at the Bioeconomy Career Info Day Event in the frame of the Bioeconomy Changemakers Festival that took place on March 14th, 2024, in Thessaloniki.

Portugal

In Portugal, GenB Ambassadors have been involved since the beginning: in March 2023 they participated in Planetiers World Gathering in Aveiro and have been recruited as GenB Ambassadors since then. They demonstrated deep interest in discovering bio-based products from the bioeconomy village. After the event, they have been contacted in online format (e-mails) and have been invited to join the Bioeconomy Changemakers Festival in the University of Aveiro campus. One Ambassador joined the event, received GenB gadgets for her and for her friend and ambassador, recorded a video presenting herself and held a brief presentation to students in conjunction with the career booth organised for the event.

Netherlands

BTG recruited 5 Ambassadors, applying various methods. Firstly, all green offices and sustainability working groups in Dutch student cities were identified. BTG contacted each of them in a 1-on-1 direct mail, requesting to promote the 2023 GenB Call for Ambassadors in their channels (e.g., newsletters). The exercise resulted in several of the approached organisations/networks advertising the call for Ambassadors, which in turn yielded 3 applications. BTG also selected and approached a series of influencers, but few of them responded at all and others would only act if we would pay them. Finally, another Ambassador was secured through a direct approach and invitation by the BTG team.

International

At international level, a total of 23 people applied through the GenB call, of which 16 were selected as GenB Ambassadors, coming from countries outside of the consortiums and outside of the EU (e.g. Guatemala, Turkey, France, Finland, Croatia, Romania, Macedonia, Switzerland).

3.1.1.4 Kick-off party

To make the GenB Ambassadors feel part of a young European community and keep them engaged, GenB organised a **Kick-off party** on the 6th November 2023, inviting the selected GenB Ambassadors; among them 36 enthusiastically participated. During the meeting, the GenB Ambassadors had the chance to introduce themselves and to meet each other in a roundtable. Then, the Partners organised a Bioeconomy quiz: “How well do you know bioeconomy?”, to give the first concepts of the bioeconomy and circular economy (see Figure 4). Finally, GenB activities in which the GenB Ambassadors will be involved have been presented, together with the responsible partners for each country.



Figure 4 – Kick-off party with GenB Ambassadors, November 2023

3.1.2 Results achieved

The total GenB Ambassadors engaged to date (April 2024, 148) and distribution per country, age and origin are reported in the table and figures here below.

Country	KPI	Engaged
Italy	At least #2 per each country (total number at least #24)	<ul style="list-style-type: none"> 69 Ambassadors Age range: 7-29 33 Females; 36 Males
Slovakia		<ul style="list-style-type: none"> 3 Ambassadors Age range: 22-29 2 Females; 1 Male
Spain		<ul style="list-style-type: none"> 3 Ambassadors Age range: 15-23 2 Females; 1 Male
Austria		<ul style="list-style-type: none"> 29 Ambassadors Age range: 6-23

		<ul style="list-style-type: none"> • 10 Females; 19 Males
Greece		<ul style="list-style-type: none"> • 17 Ambassadors • Age range: 19 – 31 • 10 Females; 7 Males
Portugal		<ul style="list-style-type: none"> • 5 Ambassadors • Age range: 17-25 • 3 Females; 2 Males
Netherlands		<ul style="list-style-type: none"> • 5 Ambassadors • Age range: 19-26 • 2 Females; 3 Males
International		<ul style="list-style-type: none"> • 17 Ambassadors • Age range: 14-29 • 6 Females; 11 Males

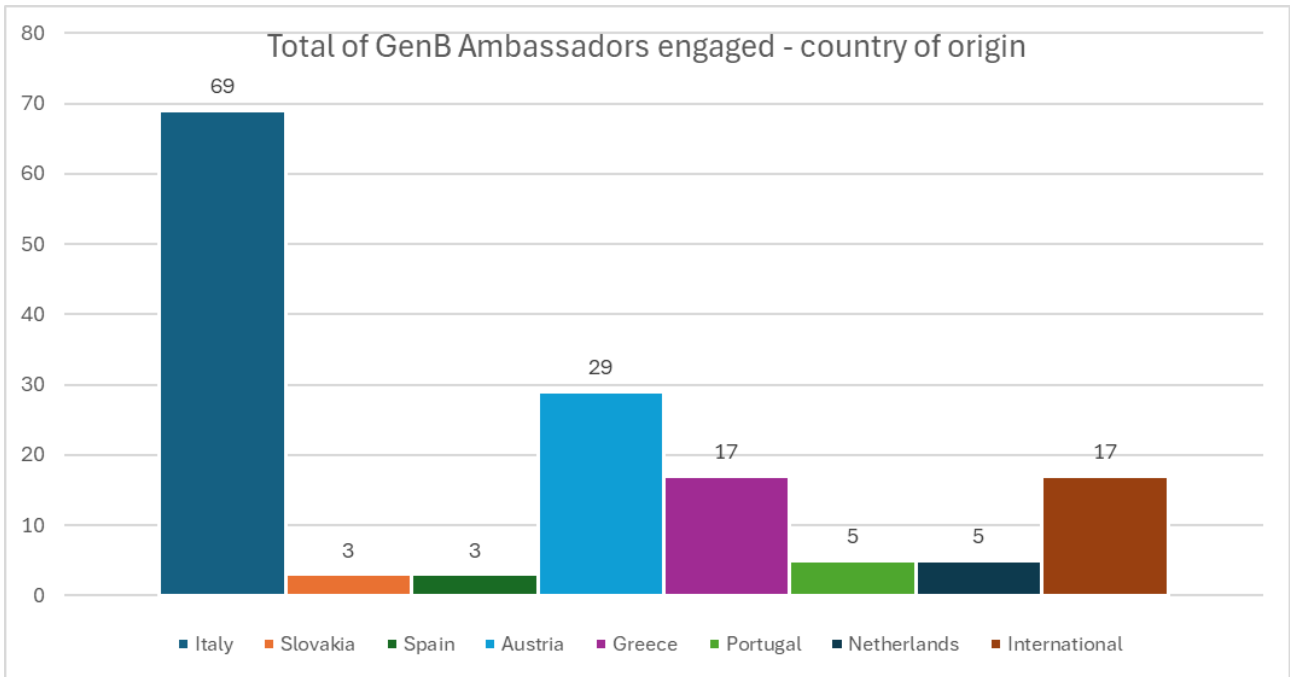


Figure 5 - Total engaged GenB Ambassadors by country of origin

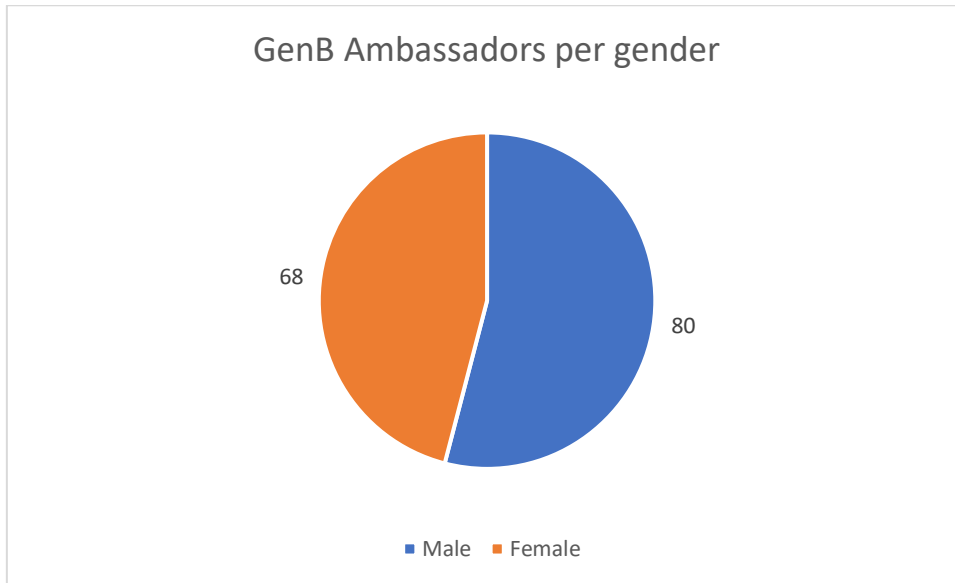


Figure 6 - Total engaged GenB Ambassadors per gender

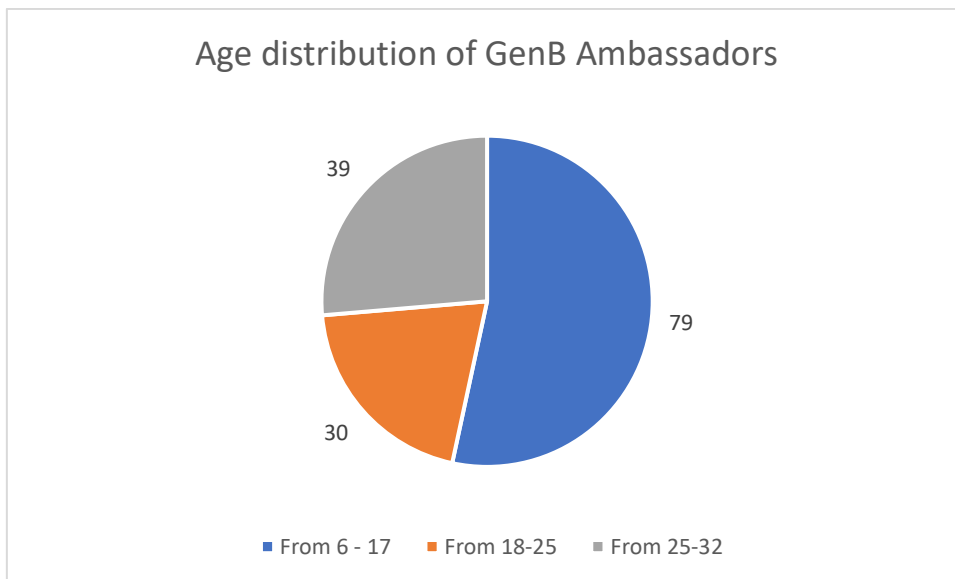


Figure 7 – Age distribution of GenB Ambassadors

3.1.3 Lessons learnt

The direct relationship between the partners and the young people proved to be a very efficient solution for recruiting GenB Ambassadors, as well as initiating their engagement through their activation in a specific activity (e.g., deliver a TEDx in large scale events), as they could feel already involved in the project and take on a specific role, overcoming the fear of “not being good and prepared enough”. In general, live events are the best moment to approach and engage young people, make them discover bioeconomy in gamified and different formats and facilitating the creation of a community. It should be noted that not all the GenB

Ambassadors involved in these activities finally apply to the open call, but still are considered GenB Ambassadors “by doing”.

In addition, the involvement of Ambassadors of different ages allowed the project to become more attractive for a broader audience.

Once recruited, to keep the GenB Ambassadors engaged and make them take an active role in GenB activities, partners should constantly stimulate and communicate opportunities for the GenB Ambassadors through the most appropriate channels. As an example, emails are far less used by young people, if compared to instant messaging apps (e.g., Messenger, Whatsapp). For this reason, during the capacity building, the GenB Ambassadors have been requested to indicate which channel they would like to use for communication, expressing their preference towards Whatsapp. The partners are actually discussing on the implementation of this communication channel, ensuring compliance with GDPR rules.

3.1.4 Next steps

The GenB partners will make sure that the majority of GenB Ambassadors who responded to the call will be participating to the activities. In parallel, APRE, as Task Leader and Coordinator, will support the partners who have recruited less Ambassadors, to improve the engagement strategy. Indeed, the number of Ambassadors is quite unbalanced among the countries and new actions will be necessary to make the role of GenB Ambassadors more understandable to the young people. This will imply creating specific engagement targeted campaigns in local countries, understanding the needs of each partner.

Moreover, GenB will design a specific area on the website which will include names, short bio, and photos of the already selected GenB Ambassadors to emphasise their participation in the project and attract new young people.

Social media campaigns with engaged Ambassadors presenting themselves will be used to attract new GenB Ambassadors (see Chapter 5).

Finally, some GenB Ambassadors applied to the call, but were not very responsive and active in the first reporting period. Therefore, efforts will be made to activate them in the incoming activities.







4 Empower the GenB Ambassadors

Young people are eager to take their role in the transition towards a bio society but often they are not aware of the circular bioeconomy and they don't know where to start to get this information. Also, young people have energy and are willing to take a role in steering the transition, but they may be lacking the adequate skills to do so. To facilitate this process, youth need to be provided with knowledge, capacities (including transversal skills) and opportunities to become frontrunners in driving the change, attracting and influencing other young people.

To respond to these needs and help them in their activities to promote and communicate the circular sustainable bioeconomy, Task 3.2 empowers the GenB Ambassadors with **capacities, knowledge and toolkits**.

Table 2 - Overview of activities to empower GenB Ambassadors in T3.2

Activity	Age	What for	KPI	Target Countries
Capacity building webinars		<ul style="list-style-type: none"> To equip the GenB Ambassadors with contents, skills and capacities to support their engagement in GenB activities. 	#18 capacity building webinars (2 per country + 2 in English to reach audiences outside the partners countries); #180 GenB Ambassadors	AT, IT, SK, ES, EL, BE, PT, NL
Social media profiles (@biovoices (in Instagram, Facebook, LinkedIn, Twitter, YouTube) in English		<ul style="list-style-type: none"> To reach, raise awareness, inspire, inform and educate the young generations through social media; To provide tailored contents about the bioeconomy interesting for young people, educators, multipliers, institutions, professionals; To support project's activity with social media promotion. 	#4 social media profiles; #3.000 additional followers on @biovoices social media	EU
Online mutual learning workshop among GenB Ambassadors		<ul style="list-style-type: none"> To promote the role and value of GenB Ambassadors in promoting the Bioeconomy among the young generations; 	#25 GenB Ambassadors	EU

		<ul style="list-style-type: none"> To facilitate networking and good practices exchanges among GenB Ambassadors. 		
GenB Ambassadors hosted in events, conferences, other youth groups meeting		<ul style="list-style-type: none"> To witness the GenB Ambassadors experience in bioeconomy-related events (including those organised by the EC); To facilitate networking and good practices exchanges within the bioeconomy community. 	#5 events, #5 GenB Ambassadors involved	EU

4.1 Capacity building webinars

The capacity building activities, and in particular those implemented in partners' countries, have the two-fold objective of educating young people about bioeconomy and of engaging them as GenB Ambassadors. Therefore, also young people not officially registered as GenB Ambassadors could participate to the capacity building, being engaged in GenB after this activity.

A series of **18 capacity building webinars**, engaging in total 180 participants, are foreseen:

- 2 English webinars (Master course);
- 2 webinars in each of the 8 partner countries (in local languages).

This number could vary depending on the specific needs of the young people and GenB Ambassadors involved in the different countries. The objective of the capacity building webinars is to empower the GenB Ambassadors to take a role in the transition to a circular and sustainable bioeconomy and to equip them with contents, skills and tools to further promote bioeconomy within their lives and communities.

The general plan for the capacity building to GenB Ambassadors was designed to be first deployed in English (Master course) and later in the different linguistic versions. Nevertheless, some modules of the English version, as well as additional content designed for specific activities (e.g., Changemakers Festival), have been already delivered in some countries before the English capacity building. This activity was useful for testing and validating the contents, which have nurtured the subsequent English version. The English Master course should be considered as the full capacity building package, from which partners can select the most suitable content to be translated and delivered for the webinars in the partners' countries.

4.1.1 Activities implemented

During the first 18 months of the project, the capacity building package was designed and created following several discussions among GenB partners. It is composed by the following levels:

- Basic level 1: Awareness and knowledge of bioeconomy;
- Basic level 2: Contents of the GenB toolkits;
- Advanced level: Hard, soft and transversal skills.

Each level is composed of several modules, which were proposed, discussed and agreed by all partners. Responsibilities for the development of the modules were shared among all partners. Minimum requirements and a guideline for the development were shared by the task leader ZSI. All partners agreed on a peer review process in which each module was peer-reviewed by at least one partner.

Module	Content	Responsible partner	Contributing partner	Peer-review
Basic level 1				
1.	Introduction to bioeconomy including biobased and economic perspective	BTG	APRE	APRE, PEDAL
2.	Contribution to sustainability challenges (including benefits and impact of bioeconomy)	HSPN	FVA	FVA & BTG
3.	Controversial aspects and challenges (Including reference to End-of-life)	ZSI	FVA	FVA & BTG
4.	Focus on applications of bioeconomy (including focus on biomasses and their applications in the development of products as well as sectors related)	BTG		Q-PLAN
5.	Information, communication and raising awareness on bioeconomy + good practices	FVA		HSPN & ZSI
6.	Skills needed and jobs in the fields (including results of BioGov.net study)	Q-PLAN	PEDAL, FVA & APRE	EUN
7.	What can I do? (Habit changes, inspirational cases, policy making)	PEDAL	QPLAN	HSPN & ZSI
8.	Contribution to GenB (Presentation + collection of their feedback/ideas for action)	ZSI		APRE
Basic level 2				
1.	Overview of the GenB toolkit	AIJU		APRE
2.	Bioeconomy job profiles	EUN	FVA	AIJU, PEDAL
3.	Quizzes and educational cards	AIJU	LOBA & FVA & APRE	EUN
4.	Games and gamified solutions	FVA	AIJU & APRE	BTG
5.	Students2students / students2adults (including practice examples + hands-on experiments)	APRE	FVA& HSPN	FVA & AIJU
6.	Educational videos	LOBA		Q-PLAN

Each of the modules is composed by the following elements:

- A presentation supported by a ppt;
- An interactive part, supported by the usage of Mentimeter.

This package is available in the shared online repository to enable the partners to make translations where needed.

4.1.1.1 Delivery of the English capacity building

During the first reporting period, the English master course for basic level 1 was delivered. Based on the structure and modules agreed on by all partners, an invitation email, together with the agenda and the link for registration, was sent to all selected GenB Ambassadors. Reminders were sent by local partners. A dedicated social media card was designed and posted on social media to inform about the webinar. In total 38 Ambassadors registered for the English Master course.

To test the modules for the English capacity building in real-time, a dry run was organised one week before, on 26 March 2024. During the dry run, the modules were delivered by the responsible partners. After all presentations the Consortium discussed how to improve the modules, the presentations and the performance. As a result, most modules have been shortened, the graphical layout of all presentations was unified and the order of the modules was rearranged.

Module	Contents	Responsible partner
0.	Icebreaker + introduction to GenB	ZSI
1.	Introduction to bioeconomy including biobased and economic perspective	BTG
2.	Focus on applications of bioeconomy (including focus on biomasses and their applications in the development of products as well as sectors related)	BTG
3.	Skills needed and jobs in the fields (including results of BioGov.net study)	QPLAN
4.	Controversial aspects and challenges (Including reference to End-of-life)	ZSI
5.	What can I do? (Habit changes, inspirational cases, policy making)	PEDAL
6.	Contribution to sustainability challenges (including benefits and impact of bioeconomy)	HSPN
7.	Information, communication and raising awareness on bioeconomy + good practices	FVA
8.	Contribution to GenB (Presentation + collection of their feedback/ideas for action)	ZSI

Finally, the webinar for Basic Level 1 was delivered on April 3rd 2024 online using Zoom. The time slot was selected to facilitate the participation of the Ambassadors, otherwise they might have been busy with school or work. The webinar was moderated by ZSI and partners presented the modules they developed. 21 Ambassadors participated, coming from Italy, Greece, the Netherlands, Spain, Turkey, Finland, Switzerland and Slovakia.

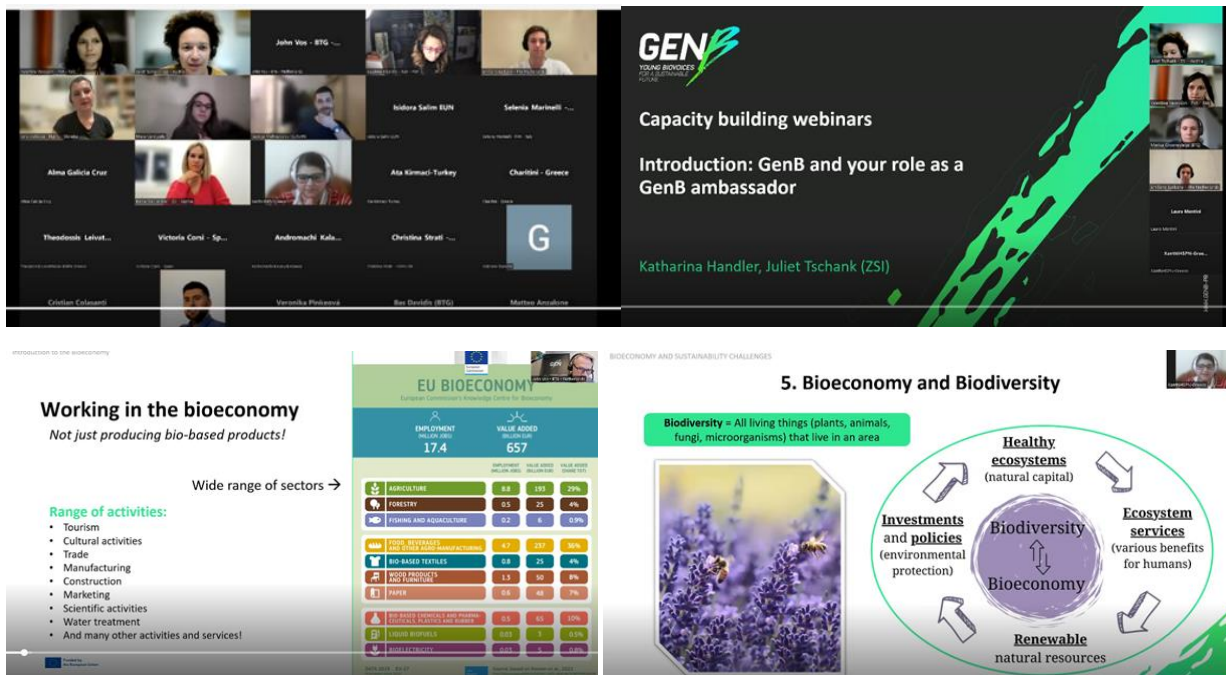


Figure 8 – Some screenshots from the capacity building – Basic level 1

According to their self-assessment, the participating Ambassadors had above-average knowledge of the bioeconomy.

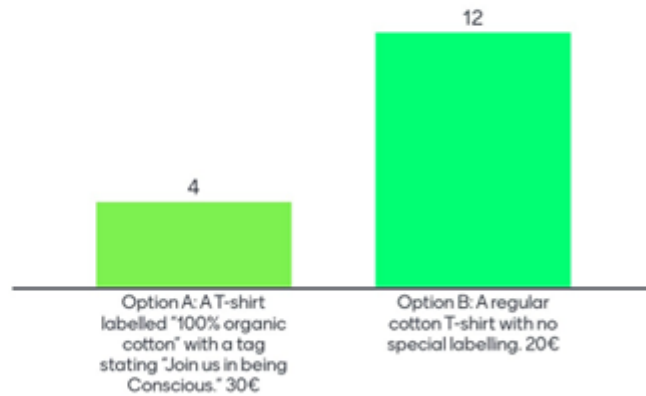
How is your knowledge of the bioeconomy?



Figure 9 – GenB Ambassadors self-assessment of previous knowledge on Bioeconomy

Ambassadors were equipped with modules providing general information on bioeconomy and raising awareness and were actively engaged in the interactive parts of the webinar. The participants were very active during the entire activity and in particular during the interactive parts.

You are shopping for a new T-shirt and come across two options. Which one would you buy?



If you chose option A (100% organic cotton at €30), why did you choose this T-shirt?



If you chose option B (Regular cotton T-shirt at €20), why did you choose this T-shirt despite the other being organic?

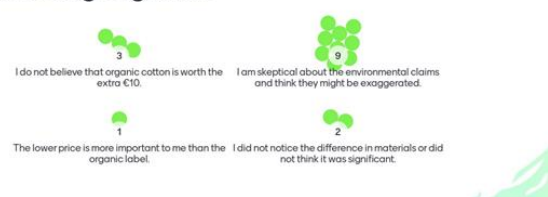


Figure 10 – Some screenshots of the interactive parts during the capacity building

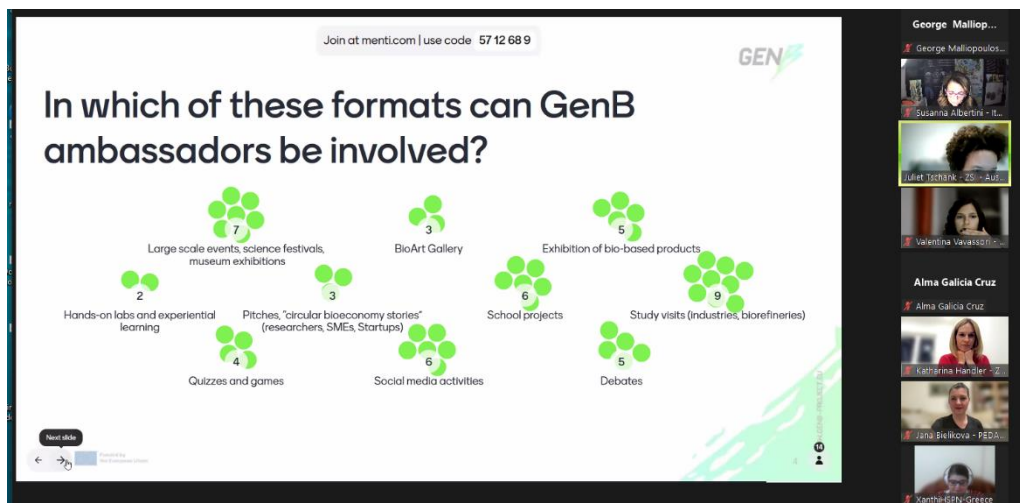


Figure 11 – Activities in which the GenB Ambassadors would like to be involved

At the end of the webinar they were asked to provide their feelings about the experience in one word. The feedback was consistently positive. Participants felt inspired and motivated. Furthermore, they found themselves more informed, aware and enlightened. They were excited and curious to get more information.



Figure 12 – GenB Ambassadors feelings about the capacity building experience

After the webinar, they received a follow up-email with a save the date for the basic level 2 webinar (planned for the 16th May 2024) and the link to the evaluation questionnaire.

The basic level 2 and the advanced level will be delivered in the second reporting period of GenB (see paragraph 4.1.4).

4.1.1.2 Capacity building in partners' countries

To better respond to the GenB Ambassadors' needs, the delivery of capacity building in partners' countries can be implemented by local partners in different ways, depending on the specific needs of the Ambassadors. As an example, in some countries (e.g., The Netherlands), the GenB Ambassadors are keener on following the English Master course; in other countries, specific trainings (e.g., How to deliver a TEDx speech in Italy) have been delivered in local language, based on specific needs connected to foreseen activities involving the GenB Ambassadors.

In addition, compared to the idea of having the capacity building in partners' countries delivered in the form of a webinar, in some cases it was more effective to deliver these activities in presence.

Italy

Several capacity building activities have been organised in Italy, to equip GenB Ambassadors with specific content.

In the context of **EU Researchers' Night and Italian Bioeconomy Changemakers Festival – Rome Edition**, to empower 10 GenB Ambassadors to deliver the TEDx, a dedicated training was organised by APRE and FVA and several rehearsals performed. The topics covered have been:

- What's bioeconomy (providing also some materials from the toolkit);
- What are the bio-based products and their feedstocks;
- Challenges;
- Public speaking (how to deliver a TEDx).

In the context of **EU Researchers' Night and Italian Bioeconomy Changemakers Festival – Rome Edition**, 6 GenB Ambassadors have been empowered by FVA to deliver the Bioeconomy quiz to the large public, and to present the bioeconomy village. The topics covered have been:

- What's bioeconomy (providing also some materials from the toolkit);
- What are the bio-based products and their feedstocks, including a detailed training on the bio-based product included in the Bioeconomy Village;
- How to conduct a quiz engaging large public.

In the context of **Maker Faire and Fermhamente**, **24 GenB Ambassadors (from the high school living lab in Fermo) conducted the Escape Game "ESCAPE4FUTURE"**, involving other students and families, and therefore have been previously empowered by FVA with the following topics, during the living lab process and before the events:

- What's bioeconomy (providing also some materials from the toolkit);
- What are the bio-based products and their feedstocks;
- Challenges and controversial issues;
- How to conduct the Escape Game.

In the context of **living labs** conducted in one primary and one elementary class of the I.C. Guicciardini school in Rome, APRE empowered GenB Ambassadors to deliver communication and dissemination outputs of the living lab activity and the knowledge gained on the bioeconomy to their peers, families and other external stakeholders **during the open event "Sustainability Day" (Rome, May 2023)**. From March to April 2023, the GenB Ambassadors were empowered during the classroom activities, by utilising PPTs, videos and experimental activities, which served as empowerment and capacity building moments. The topic covered were the following:

- What is the bioeconomy
- Biobased products: some examples
- The professions and sectors of the Bioeconomy
- How to conduct hands-on experiments
- How to conduct a living lab project

In addition, in the context of **Bioeconomy talks/seminars inquiry-based learning (T2.3b)** APRE and FVA jointly organised a capacity building seminar for 100 students of the Luigi Sturzo di Castellammare di Stabia high school (Italy)The topics covered were the following:

- Introduction to the bioeconomy,
- The educational materials,
- The toolkits for teachers,
- The experience of the living labs,
- The bioeconomy job profiles,
- The opportunities to become a GenB Ambassador.

As a result of this online capacity building, 6 students decided to become GenB Ambassadors. They have been involved in several GenB project activities such as the Italian Bioeconomy Changemakers Festival-Rome Edition.

Slovakia

Due to the low number of Ambassadors, no dedicated webinar as a capacity building activity was organized at this stage in Slovakia. Since 2 Ambassadors organised and participated in the Bioeconomy Changemakers Festival – Nitra Edition, preparatory meetings took place, during which the topic of bioeconomy was presented. Taking into account the fact that both of the Ambassadors are working in the field of sustainability, focusing on the topic of sustainable fashion, and are well experienced, the discussions focused more on the connection of bioeconomy and sustainability, looking for synergies. Both of the Ambassadors had the opportunity to take part in the different sessions of the event and explore the bioeconomy village, BioArt Gallery, and experiments.

Austria

In the context of the primary and elementary living labs in Austria, pupils received capacity building concerning what is bioeconomy and how is it used. Due to the age of the pupils, it was decided that the best way to explain concept was to use the “What’s bioeconomy?” book. At the beginning of this session, each of the pupils was handed a copy of the book and the moderators went through a few chapters with the pupils. To turn the theory into real-life experience, ZSI staff circulated several products collected from different previous projects for the pupils to see, touch and smell. They also were empowered through hands-on activities and recommendations how to conduct a living lab project. Finally, they were empowered to deliver a presentation of their living lab activities and projects to all other students and teachers of the school in the framework of a final showcase event.

In the context of the secondary living lab in Vienna, students were empowered through capacity building on the following topics:

- What’s bioeconomy
- Challenges and controversial issues
- What are the bio-based products and circulation of a number of products to see, touch and smell
- Performing an experiment from the BLOOM school box to produce bioplastic from orange peels
- How to develop and conduct a living lab project
- Contents on the art of pitching.

As one result students developed a series of educational videos covering various aspects of the circular economy and bioeconomy, such as upcycling of clothes, media influence, economic consequences,

sustainable energy resources, transportation, and bioeconomy in politics. Another result was that a group of students delivered capacity building by themselves to an elementary school class, teaching them about the bioeconomy through theory and hands-on experiments.

Greece

In Greece, 3 GenB Ambassadors participated in the Changemakers Festival (see description of this activity under paragraph 4.4.2.1), where they were involved into a series of activities that contributed to raise their knowledge and capacities. Specifically, they followed a series of webinars with experts, in which they could also take an active role. In addition, 3 Greek GenB Ambassadors participated in the Athens Science Festival 2024, where they were involved in the display of bio-based products and in “Hands-on labs” (see description of this activity under paragraph 4.5.2). On this occasion, the GenB Ambassadors were continuously engaged during all six of the festival, aspect which helped them grasp the concepts of bioeconomy well enough to be able to deliver it to the large public. Moreover, during the festival, there was a small tutorial session in the beginning of the festival where the ambassadors were informed on the materials and processes from which the bioeconomy village products displayed were made of.

4.1.2 Results achieved

Capacity building	KPI	Reached
English Master course	#2 capacity building webinars per country (total number #18) #180 participants to capacity buildings	<ul style="list-style-type: none"> 1 capacity building: Basic level 1 21 Ambassadors empowered in total
Capacity building in Italy		<ul style="list-style-type: none"> 7 capacity building 165 students reached, among them 69 GenB Ambassadors empowered
Capacity building in Slovakia		<ul style="list-style-type: none"> 1 capacity building 2 Ambassadors empowered
Capacity building in Spain		Not implemented yet
Capacity building in Austria		<ul style="list-style-type: none"> 3 capacity building 28 Ambassadors empowered
Capacity building in Greece		<ul style="list-style-type: none"> 1 capacity building 6 Ambassadors empowered
Capacity building in Portugal		Not implemented yet
Capacity building in The Netherlands		Not implemented yet

4.1.3 Lessons learnt

Regarding the English Master course for basic level 1 some potential for improvement was encountered to be considered when implementing basic level 2, the advanced level and the regional activities:

- Send the link to all registered Ambassadors on the day of the webinar to ensure timely access, even if they received it in the confirmation email.
- Presentations should not be read verbatim. They should aim to be stimulating and inviting, encouraging active involvement from Ambassadors.
- The interaction through Mentimeter was effective in keeping the Ambassadors engaged.

- Avoid overwhelming the audience with too much content or rushing through the material. Instead, focus on stimulating questions and discussion.
- Consider dividing the content into two separate webinars if there is a significant amount of information to cover.
- Collect more direct feedback from Ambassadors at the end of the webinar to gauge their responses and improve future sessions.

On the country level, the following lessons learnt have been identified:

In Italy, it is found important to empower GenB Ambassadors not only in general on topics related to bioeconomy but also on specific contents related to the activity they are going to implement (e.g., public speaking for TEDx).

In Slovakia, Ambassadors who are active and well-versed in broader topics such as sustainability are perceived as more likely to welcome practical information (how to collaborate with the project, possible synergies).

In other Countries (such as Portugal and The Netherlands), GenB partners have not identified the necessity to deliver capacity building in the local language. Nevertheless, specific capacity on well-defined topics might be evaluated.

4.1.4 Next steps

The English Master course for basic level 2 will take place on May 16th 2024 online using Teams. Compared to basic level 1, the modules will provide less theoretical input but will focus on the contents of the GenB toolkit (developed under task 1.4), offering ready-to-be-used resources to communicate and inform other people about the bioeconomy.

Module	Content	Responsible partner
1	Overview of the GenB toolkit	AIJU
2	Bioeconomy job profiles	EUN
3	Quizzes and educational cards	AIJU
4	Games and gamified solutions	FVA
5	Students2students / students2adults (including practical examples + hands on experiments)	APRE
6	Educational videos	LOBA

The dry run among partners for basic level 2 took place on April 22nd 2024 and followed the same principles as the previous one implemented for basic level 1. All Ambassadors will again receive an invitation email including the agenda and a link for registration. Once registered, they will receive a confirmation email providing the link to the Teams call.

The English Master course for the advanced level will take place in September 2024. The aim of the advanced level is to support the most involved GenB Ambassadors by enhancing their hard, soft and transversal skills

as copywriting, videomaking, planning a communication campaign as well as design and visual thinking or public speaking. However, GenB Ambassadors will be consulted in the upcoming events (English Master course for basic level 2, capacity building in partner countries, cross fertilisation online workshop) on their needs and interests. Modules will be developed by partners and implemented by them as well as by committed and equipped Ambassadors.

On country level, the local partners will implement the capacity building. They will take over relevant modules of the English Master courses, depending on the specific needs of their Ambassadors. Contents of the English webinars will be translated in the local languages, when necessary. The national capacity buildings can also take place in the context of other GenB activities as well as large-scale events or school projects and therefore can be implemented also in presence.

Italy

A capacity building in Italian is foreseen for May 2024 to empower some GenB Ambassadors in producing video content and reels for the social media campaigns.

Greece

As most Ambassadors have moderate-to-advanced knowledge of the bioeconomy sector and sustainability in general, the local capacity building webinars will complement the English (masterclass) webinars by focusing on more sophisticated topics in the bioeconomy and later iterations will emphasize soft skills development (e.g. communication, journalism, entrepreneurship). The first capacity building webinar in Greece will be based on selected basic level 1 topics and is expected to take place in the second part of the project. The Greek Ambassadors have already been informed about the regional webinars and will soon be invited to select their preferred dates and topics of interest for the first one.

Netherlands

As part of its WP2 activities, including inquiry-based learning, BTG had set-up a collaboration with Natuur-en Milieu Overijssel (NMO), a provincial environmental NGO based in Zwolle, and Bonhoeffer College, a secondary education school based in Enschede. It was agreed that three classes of 2nd graders of Bonhoeffer College (some 80-90 pupils in total) will participate in NMO's educational programme Adviseurs van de Toekomst (Advisors of the Future).

Between 15 April and 21 June 2024, after receiving a capacity building on the bioeconomy, the pupils will work in teams of four on an assignment developed and proposed by GenB partner BTG. In this assignment, pupils will develop a variety of games, and game concepts, addressing different aspects of bioeconomy / circular economy / sustainability. The best performing teams will be awarded and invited to present their game (concept) at a dedicated event at the provincial government house in Zwolle on 21 June 2024, taking a role as GenB Ambassadors.

4.2 Toolkit for GenB Ambassadors

To equip the Gen B Ambassadors with tools to “take a role” and deliver their activities within the project, they will be equipped with a dedicated toolkit, that provides links to the resources developed by the project and selected among existing materials from other EU-funded projects.

The Toolkit for GenB Ambassadors and its usage will be presented during Capacity building basic level 2.

Available materials (1st version) currently are: PPT presentations, Quiz, Games, Educational cards, Hands-on lab brochures.

4.3 Social media pages

To valorise the successful experience of [BIOVOICES](#) and [Transition2BIO](#) projects, GenB consortium partners decided to keep the @Biovoices social media profiles under GenB.

Since Transition2BIO and GenB had a common period (from November 2022 to December 2022) it was decided to transfer this activity from Transition2BIO to GenB after the Transition2BIO conclusion (from January 2023).

GenB social media @biovoices social media profiles include:

- [Facebook](#), to reach different generations, both youngsters and adults;
- [Instagram](#), to reach the younger generations thanks to the support of green-sensitive young influencers and activists/volunteers;
- [Twitter](#), to reach the largest number of Bioeconomy Youth Ambassadors, Bioeconomy Youth Champions, Youth organizations/associations/networks/forums, European projects and institutional bodies;
- [LinkedIn](#), to reach experts and professionals (e.g., young career testimonials, young environmental journalists, multipliers);
- Finally, the [YouTube channel](#) will contribute to a huge promotion of the project by allowing the sharing of its content on all other social channels. This will be particularly important to disseminate video interviews, capacity building and mutual learning activities, debates, etc., delivered by the GenB Young Biovoices community in different contexts.
- After the European Commission (EC) decision to suspend the use of TikTok on its corporate devices to increase its cybersecurity¹, GenB consortium partners had an internal discussion and decided to align with EC's measure and therefore not invest additional effort in populating this social media, despite the channel was already opened.

Thanks to the appropriate leverage and involvement of multipliers, influencers and youth networks, as well as a constant monitoring of the trends to identify the correct messages and arguments to be adopted, the social media activity is planned to increase the impact and effectiveness of the GenB awareness and public engagement activities.

4.3.1 Activities implemented

GenB social media continuously creates posts on social media to promote the events and activities in which the GenB partners are involved to keep the community aware of the project's evolution.

¹ see here: https://ec.europa.eu/commission/presscorner/detail/en/ip_23_1161 and here: <https://digital-strategy.ec.europa.eu/en/news/commission-opens-formal-proceedings-against-tiktok-under-digital-services-act>



BIOVOICES ha diffuso questo post

AJU Instituto Tecnológico de Producto Infantil y Ocio
4,765 follower

Transformando el Futuro: La Bioeconomía a través del Juego

Aprender conceptos relacionados con la **#bioeconomía** y aumentar la ...vedi altro

Vedi traduzione

Oltre 3

2 diffusioni post

BIOVOICES ha diffuso questo post

Chiara Pocaterra • 1*
Head of Projects Department at APRE - Agency for the Promotion of the Eur...
1m • Modificato

There is an opportunity for everybody to be an Avenger!!
Thanks **Pieter Nachtergaele** for recruiting us as **#Bioeconomy #Avengers** to inspire young and very young children for the **#BioBee** Bioeconomy Changem. ...vedi altro



Tu e 41 altre persone

1 commento • 1 diffusione post

Geniale Commenta Diffondi il post

BIOVOICES ha diffuso questo post

HSPN - Hellenic Society for the Protection of Nature
764 follower

On March 30th, we celebrate World Zero Waste Day! It's time to stop producing beyond limits and consuming without restraint. Think about it: What's left afterwards? Just waste we want to get rid of, to throw away... But is ...vedi altro

Vedi traduzione

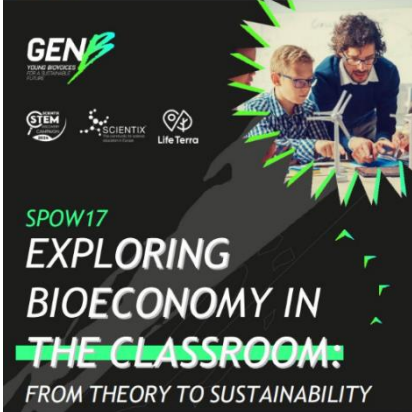



2 diffusioni post

BIOVOICES
2,016 follower
1m • Modificato

#SaveTheDate
SPOW17 - EXPLORING #BIOECONOMY IN THE CLASSROOM: FROM THEORY TO #SUSTAINABILITY: Online workshop!
28 February-13 March 2024
This workshop will be organized jointly with **#Scientix** and **#GenB** project, in the context of the 2024 STEM discovery Campaign, with two tracks within the 17th Science Project Online Workshop.
The tracks will be focused on introducing **#materials** of the **#GenB #Toolkits** for Early Childhood, primary and secondary **#education** and how to effectively use them in practice!

STEM Alliance



BIOVOICES ha diffuso questo post

LOBA
1,158 follower

Estivemos na 17ª edição do Campeonato Nacional de Jogos Matemáticos, na **Universidade de Aveiro**, em representação dos Projetos Europeus **BIOVOICES** e **BioGovnet**.

Bioeconomy changemakers festival - Aveiro edition
Mathematical Games



LOBA

BIOVOICES
2,016 follower
1m • Modificato

Sei una scuola di Roma? Allora non farti scappare questa occasione!

Italian Bioeconomy Changemakers Festival - Rome edition
14 marzo 2024, dalle 9:30 alle 13:30 (con ingresso a partire dalle 9:00)
Spazio Europa, Roma

In occasione dell'evento satellite italiano del **#Bioeconomy #Changemaker Festival** organizzato dalla Commissione Europea, **#GenB** organizza insieme ad altri partner una mattinata per **#formare** e **#coinvolgere** le **#future #generazioni**, per **#ispirarle** e renderle **#protagoniste** di una **#Transizione Ecologica #sostenibile** e **#inclusiva**, attraverso le opportunità offerte dalla **#bioeconomia #circolare!**
Che aspetti? Leggi l'agenda e registrati al form (i posti sono limitati!)
<https://lnkd.in/d/7eHXNB>

Evento in collaborazione con **SPRING - Italian Circular Bioeconomy Cluster**, **Lazio Innova** e **Università degli Studi di Roma UnitelmaSapienza**.



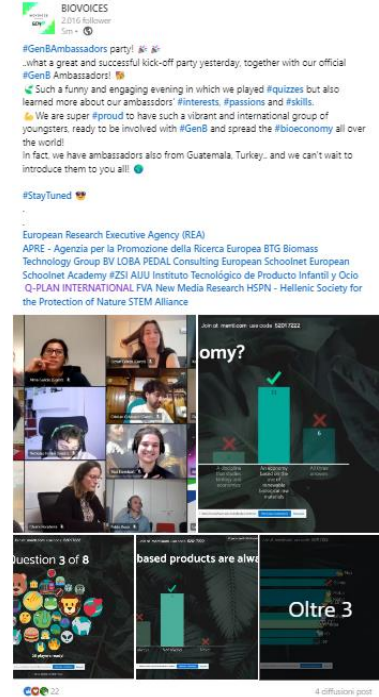
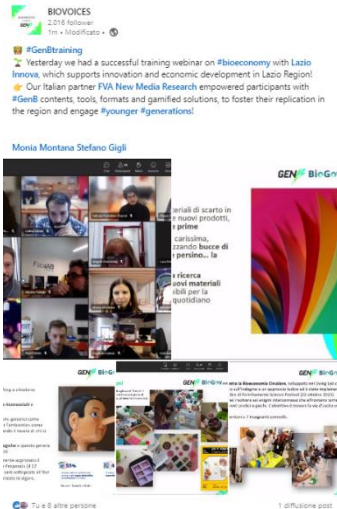


Figure 13 - Overview of some GenB activities on social media

Common Ground Camp social media campaign

To promote the GenB Common Ground Camp, dedicated social media cards with quotes from the experts participating in the event were produced and shared on social media channels, highlighting why it is important to involve younger generations to drive the transition.

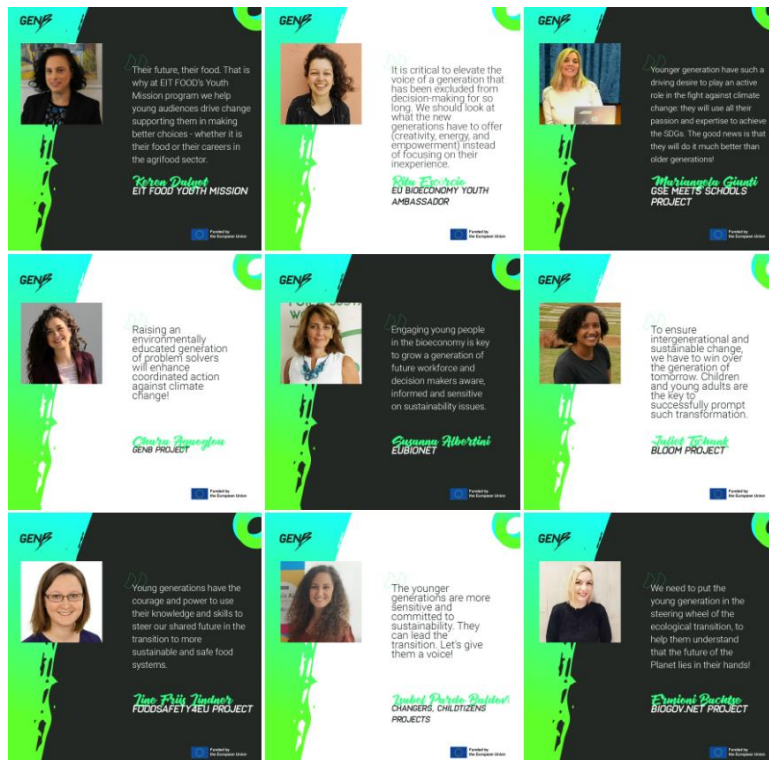


Figure 14 - Common Ground Camp social media campaign

Meet the EU Bioeconomy Youth Ambassadors social media campaign

GenB also promoted short video reels engaging the Bioeconomy Youth Ambassadors (BYA) selected by the European Commission. They specifically provided a brief overview on the reason why they decided to become a young ambassador and why, according to them, young people are so important to drive the change.



Figure 15- Meet the EU Bioeconomy Youth Ambassadors social media campaign

GenB Ambassadors Recruitment campaign

A dedicated social media campaign in different languages was launched to promote the recruitment call to attract youngsters in becoming a GenB Ambassador. Details about the campaign are provided under Chapter 3.

Common Ground Camp Interviews

In the context of the GenB Common Ground Camp, interviews were conducted with speakers and experts participating in the event and sharing their inspirational case studies and discussing how to better design novel approaches to communicate the bioeconomy in formal and informal contexts. Specifically, the video reels of the campaign were focused on the role of youth in boosting the ecological transition.



Figure 16 - Common Ground Camp interviews

Meet the GenB Advisory Board members social media campaign

GenB is also supported by a board of experts in bioeconomy education, research and communication. Through a specific social media campaign, the members of the advisory board were presented to the audience, highlighting the sector in which they operate, their role about GenB and their interest in being members of our Advisory Board.



Figure 17- Meet the GenB Advisory Board members social media campaign

Social media campaigns organised with GenB Ambassadors

From April 2024, GenB Ambassadors are actively engaged in social media campaigns. All details are provided in Chapter 5, paragraph 5.3. It is expected that this activity will inform and attract a large number of young people, by providing tailored content for their target age.

4.3.2 Results achieved

Thanks to the social media animation, BIOVOICES channels keep growing, counting now in total 11.386 followers (798 new followers from January 2023, when there was the official switch from Transition2BIO to GenB). Since the beginning of GenB, different formats and content (banners, videos, photos, thematic cards, images...) have been published to engage the target audiences. Successful social media communication is based on a combination of frequent, topical, relevant, open, authentic, creative and innovative content and dialogue. BIOVOICES social media channels are animated with a variety of content including project activities, events and results, insights, articles, news, information from the Bioeconomy and Sustainability fields.

4.3.3 Lessons learnt

During the first 18 months of the project, the social media were mainly focused on promoting the project and its activities while recruiting GenB Ambassadors. Therefore, the GenB channels currently speak more to the educational community rather than the young people. This will be the communication style of the @Biovoices social media targeting professionals (LinkedIn and Twitter) and adults (Facebook), while Instagram will become the main channel to reach younger generations.

Next steps

The social media activities with the GenB Ambassadors will be strengthened in the incoming months with specific thematic campaigns (see chapter 5).

4.4 Networking and good practices exchange among GenB Ambassadors

4.4.1 Online mutual learning workshop among GenB Ambassadors

This activity will be implemented at the end of 2024. Please refer to D3.1 for detailed plan.

4.4.2 Involvement of GenB Ambassadors in events, conferences

The GenB project aims to engage GenB Ambassadors in events and conferences related to bioeconomy, with the main objective of empowering them. This involvement includes participation to events organized by GenB, the European Commission or third parties in which they can share their experiences as GenB Ambassadors, while learning and growing in an international context and enriching the Ambassadors' understanding of bioeconomy within expert and stakeholder contexts.

All the activities in which the GenB Ambassadors take an active role in delivering educational or engagement activities, are reported under Chapter 5 as part of T3.3.

4.4.2.1 Activities implemented

Greece

3 GenB Ambassadors attended the Bioeconomy Changemakers Festival satellite event that was organised physically on 14 March 2024 in Thessaloniki, Greece by Q-PLAN. The event focused on bioeconomy-related careers and also featured a policy discussion with representatives of the Central Macedonia Region. The GenB Ambassadors participated very actively in all sessions with questions, observations and policy recommendations in the context of the workshop jointly organised with BioGov.net project, also engaging in networking with bioeconomy professionals, academics and policymakers to learn and to promote their own work. For instance, a GenB Ambassador is employed at a local bioeconomy cluster and promoted their work on a related research and innovation project. Additionally, the GenB Ambassadors had the chance to experience the success stories of seasoned bioeconomy professionals in agriculture, industry, urban innovation and science communication as well as to learn about educational and entrepreneurial programmes. More information about the event is provided in GenB D2.2. Additional opportunities to engage the GenB Ambassadors in future events will be explored in a continuous basis. One promising opportunity would be to shape a joint activity at the Researchers' Night in Thessaloniki in September 2024.

In addition, 3 Greek GenB Ambassadors were directly involved in the Athens Science Festival 2024, in April 2024, where they were involved in the display of the bioeconomy products and in the “Hands-on labs” activities (see description of this activity under paragraph 4.5.2). The Festival was attended by thousands of people of all ages, including schools, scientific and educational institutions and families with young children (we will have the exact attendance numbers soon, as the festival just ended). During the “Bioeconomy village” exhibition the Bioart Gallery format was also implemented (“Insects” and “Agricultural waste” rollups). The event was also supported by the second Greek partner, Q-PLAN International with physical at the Festival.

Portugal

In Portugal, all GenB Ambassadors have been invited to attend the Bioeconomy Changemakers Festival satellite event that was organised physically on 14 March 2024 in Aveiro by LOBA. The event was organised in the occasion of the Pi Day and the Portuguese 17th National Mathematical Games Championship, offering a broad and vibrant occasion for youth to discover the sustainable and circular bioeconomy. In such context, 1 Portuguese Ambassador joined LOBA in Aveiro and had to hold a presentation in a classroom in front of other students. The presentation was focused on introducing the role of GenB Ambassadors, their motivations, their objective of creating a community of youth sharing similar principles and interests towards environmental sustainability and on how the sustainable and circular bioeconomy may contribute to reaching these goals. The Ambassador received GenB gadgets for her and her friend and ambassador and expressed her commitment to joining future GenB activities to learn more about and raise awareness among the youth on the sustainable and circular bioeconomy.

International

International Ambassadors were involved in promoting the bioeconomy and the opportunities of GenB Ambassador initiative, during events which happened in their local context. Specifically, the Turkish Ambassador, organized a sustainable summit in the field of climate, environment and zero waste in Turkey where government officials attended the program (January 2024).

On this occasion, the Ambassador attended in the vests of the GenB Ambassador (see Figure 18).



Figure 18 - Turkish GenB Ambassador taking a role, sustainable summit, Turkey, January 2024

4.4.2.2 Results achieved

The following table resumes the KPIs achieved:

KPI	Reached
Total of #5 events, #5 GenB Ambassadors involved	<ul style="list-style-type: none"> • 4 events • 8 Ambassadors involved

4.4.2.3 Lessons learnt

Engaging GenB Ambassadors in events is a good opportunity to empower them and increase their engagement with the projects, facilitating their further activation. The presence of the Ambassadors in third parties' events attracts the interest of other young people, facilitating the recruitment of new Ambassadors. In Greece, as an example, two new Ambassadors have been involved through the peers.

4.4.2.4 Next steps





Partners are continuously exploring opportunities to involve the Ambassadors in further bioeconomy-related events organised by GenB, the EC and third parties.


As an example, the online events of the GenB Bioeconomy Youth Forum (Task 3.4) will involve GenB Ambassadors with the purpose to get to know international youth networks, make their voice heard through participation in debates and to shape the project's position paper "Our GenB future". More details are provided in Chapter 7.

5 Support the GenB Ambassadors to Take a role

In this task, the GenB Ambassadors will be supported in **taking a role** in different ways in the context of GenB activities. Specifically, GenB will create a series of opportunities and contexts in which the GenB Ambassadors could actively “jump on stage” to advocate for the bioeconomy, in line with their background, expertise, level of engagement, linguistic knowledge, etc. Partners are key to engage with the GenB Ambassadors, to know their personal characteristics and inspirations, and to make sure that they are motivated and best valorised in GenB activities, while taking into consideration that this commitment is on voluntary basis and therefore should be compromised with their daily lives and occupations.

Table 3 - Overview of activities to support GenB Ambassadors in taking a role

Activity	Age	What for	KPI	Target Countries
GenB International Competition		<ul style="list-style-type: none"> To raise awareness and involve young generations To engage additional GenB Ambassadors To provide an appealing format to support GenB Ambassadors to take a role 	#50 participants #10 artefacts collected #2.500 young people invited	EU
“Students2Students” format (e.g. videos, training courses made by students, TEDx talks, educational cards, memes, etc.)		<ul style="list-style-type: none"> To raise awareness and educate students To engage GenB Ambassadors as testimonials involving other students To involve GenB Ambassadors in contents creation and participation to activities 	#10 GenB Ambassadors engaged; #3.000 views, # 5.000 indirect (e.g. families)	EU
Social media campaigns		<ul style="list-style-type: none"> To raise awareness and educate young generations To engage young generations through social media campaigns in collaboration with green-sensitive young influencers and activists To reach a large number of young people and increase the impact of GenB 	#3 campaigns, #50.000 views	EU
Young journalists publishing on GenB social media		<ul style="list-style-type: none"> To raise awareness and inform young generations To write articles and news with the “voice” of young journalists 	# 15 news items, #5.000 views	EU

		<ul style="list-style-type: none"> To support the growth of young journalists aware and interested in the bioeconomy 		
Young career testimonials taking a role in GenB activities		<ul style="list-style-type: none"> To inspire and inform other young people or the large public about bioeconomy career opportunities 	#8 young career testimonials*	EU

*This KPI belongs to Task 3.1; here we report the activities undertaken by GenB Ambassadors as career testimonials

5.1 GenB International Competition

The objective of the GenB International Competition is to raise awareness and involve young generations, as well as facilitate the engagement of engaging new GenB Ambassadors. Moreover, in order to effectively support young generations in taking an active role in communicating the bioeconomy, this competition stimulates the creation of innovative and original formats by youngsters, that can be promoted and replicated.

This activity will be implemented in the second half of the project, and it will be launched in autumn 2024. Please refer to D3.1 for detailed plan.

5.2 “Students2Students” format to engage GenB Ambassadors in educational activities

“Students2Students” format engages GenB Ambassadors in educational activities targeting other students to informally raise awareness and inspire their curiosity towards circular bioeconomy. Moreover, this activity facilitates the involvement of GenB Ambassadors in creating content and actively participating in GenB activities targeting mainly students (e.g. videos, training courses made by students, TEDx talks, educational cards, memes, etc.).

The “Students2Students” format was proven to be effective in several previous experiences because it is based on the direct connection among peers (students). In particular, very young students are keener on learning from other students because they are perceived as inspirational examples, who are close to their age and experiences, sharing the same values.

GenB Ambassadors can also take a role in promoting the bioeconomy, fostering behavioral and attitudinal changes among other targets like families, teachers and other stakeholders.

During the first 18 months of the project, the GenB Ambassadors took a role, by developing and piloting the following activities:

- Raising awareness and delivering educational activities targeting peers, families, teachers and other stakeholders
- Delivering and creating specific media content (videos, songs, fairy tales)
- Engaging peers with quizzes, games and hands-on experiments on the bioeconomy
- Delivering TEDx pitches
- Facilitating workshops and debates.

5.2.1 Activities implemented

Involvement of GenB Ambassadors in Students2Students activities in partners' country (e.g., Changemakers festivals).

Italy

Italian GenB partners FVA and APRE took the opportunity to preliminary engage some GenB Ambassadors in various activities organised between September and October 2023. Since these students were not fully equipped with the GenB Capacity building (T3.2, that was foreseen for a later stage of the project), dedicated training activities took place to equip them with the necessary capacities (see paragraph 4.1.1.2). The activities in which the Ambassadors have been involved are described in the following paragraphs. As outcome of the living labs conducted by APRE with two elementary and primary school classes (Rome), 20 young GenB Ambassadors (10 for each class) have been involved in the "Sustainability Day", an open school day to promote these topics to other students and families. Specifically, they explained what a biomass and bio-based product is and how the bioeconomy is important to advancing towards a circular and sustainable transition, in their own words. In addition, during the same event, the GenB Ambassadors of the two classes explained the bioeconomy game (outcome of the living lab) to other peers and adults, taking the role of "experts" during the evaluation phase of the activity. Furthermore, 3 GenB Ambassadors performed a rap song on the bioeconomy in front of the entire school community. Lastly, 2 GenB Ambassadors showcased the Bioeconomy Village to other peers and families with the support of GenB APRE staff (see pictures below).



Figure 19 - Students2Students during the "Sustainability Day"

The Italian GenB Ambassadors were also asked to creatively write short fairytales, stories or riddles on the bioeconomy and environmental sustainability. 6 GenB Ambassadors replied to the call and provided APRE with content, thus displaying engagement and willingness to take on a role. The content, which is under validation is the following:

- Riddle "A world to discover"
- Riddle "The green magic of the bioeconomy"
- Fairytale "Bees in danger: the magic plan of flowerland"
- Riddle "A love story between us and the flowers"
- Riddle "The bioeconomy in rhyme"
- Fairytale "Viola and the small flower"

In the context of the EU Researchers' Night in Rome, Frascati, which took place on 29-30 September 2023, one GenB ambassador was actively engaged by FVA to challenge attendees with sessions of the quiz "What's

Bioeconomy", involving students, teachers, and families. In addition, during the same event, 8 GenB Ambassadors, with the support of APRE and FVA, delivered a TEDx pitch in Frascati's main square, addressing the bioeconomy, its impacts, and showcasing examples of bio-based products, together with two very young GenB Ambassadors who captivated the audience by reading the fairy tale "The Apple's Dream".

Another large-scale event in which 26 Italian GenB Ambassadors were activated was the Maker Faire held on October 2023 in Rome, where they continuously engaged participants of the fair through quiz sessions on bioeconomy, bioeconomy village (2 GenB Ambassadors) and in the escape game Escape4Future. The latter was led by the high school students from the Italian GenB Living Lab (24 GenB Ambassadors), conducted by FVA in collaboration with the ITT Montani in Fermo. Participants were challenged by the Ambassadors to solve 6 interconnected enigmas addressing various themes of green chemistry and bioeconomy through practical experiments or games to find a way out towards a more sustainable and circular lifestyle. The same escape game was also presented by the same 24 GenB Ambassadors in the context of Fermhamente Science Festival, organised on 20 October 2023 in Fermo. In this case, Escape4Future was played in a more simplified version, similar to an experiential learning game rather than a proper escape game, because the age of the participants was very heterogeneous and involved also primary school students for whom the enigmas were too complex to solve.



Figure 20 - Students2Students activities with the Italian GenB Ambassadors (Autumn 2023)

Finally, Italian GenB Ambassadors were also very committed and enthusiastic in taking an active role in the different activities planned in the context of the Italian Bioeconomy Changemakers Festival organised by APRE and FVA on 14 March 2024 and targeting high school students. 7 GenB Ambassadors delivered TEDx pitches, career talks, presented the Bioeconomy Village, facilitated the Escape Game, and animated a social media corner in which they interviewed some of the participants of the event (see D2.2 for a detailed report).



Figure 21 - GenB Ambassadors at the Italian Bioeconomy Changemakers Festival

Slovakia

PEDAL organized one of the satellite events of as a physical event.

In the context of the Bioeconomy Changemakers Festival (on 13 March 2024 in Nitra, Slovakia), two Slovak Ambassadors were directly involved in the preparation of the Bioeconomy Changemakers Festival, one of the Ambassadors from a very early stage (preparation of the application of the satellite event). As their knowledge of the topic of sustainability is very advanced, they contributed to the preparation of the event concept and agenda, as well as specific activities. During the Festival, they had the opportunity to discover further different aspects and applications of bioeconomy. Specifically, for the “Students2Students” format, the GenB Ambassadors facilitated two workshops, organized as the side program of the festival:

- Workshop GROWING GREENER - Facilitated group workshop designed to get to know one's role and the possibilities of living more sustainably – also through the bioeconomy. The workshop aimed to raise awareness and naming of one's attitudes and habits and activation in this topic.
- SOLUTIONS FOR REGIONS: A facilitated workshop that results in creative expressions, focused on awareness of one's path through sustainability and the bioeconomy.

Austria

In the context of the living labs in Austria with five elementary and primary school classes, 13 young GenB Ambassadors have been empowered to present their living lab activities and project to fellow students and teachers of the whole school during a final showcase event.



Figure 22 - GenB Ambassadors at the final showcase event of the elementary and primary living labs

In the context of the living lab in Austria with one secondary school class, 11 students developed a series of educational videos for their peers, covering various aspects of the bioeconomy, such as upcycling of clothes, media influence, economic consequences, sustainable energy resources, transportation, and bioeconomy in politics. 4 other young GenB Ambassadors delivered capacity building on their own to an elementary school class, teaching them about the bioeconomy through theory and hands-on experiments.

Greece

In the context of the Athens Science Festival 2024 in Athens, HSPN implemented the “Bioeconomy Village” (16-21 April 2024, full length of the Festival) and “Hands-on Labs” (two 45-minute labs, 20-21 April 2024). 3 Greek GenB Ambassadors were directly involved in the event, by taking part in the display of the bioeconomy products and explaining to young children and other youngsters the origin and properties of the displayed items and answering any questions they might have. Additionally, the ambassadors were involved in the “Hands-on labs” activities which included 3 experiments:

- Natural color fun
- Biogas factory balloon
- “Silk” easter eggs (new experiment)



Figure 23 – Greek GenB Ambassadors during the Athens Science Festival, participating in the “Bioeconomy Village” and “Hands-on Labs” activities.

5.2.2 Results achieved

The following table resumes the KPIs achieved:

KPI	Reached
#10 GenB Ambassadors engaged; #3.000 views, # 5.000 indirect (e.g. families)	<ul style="list-style-type: none"> • #102 Ambassadors engaged* • ~ #3.750 views** • ~ #6.250 indirect***

*2 of these Ambassadors were engaged in more than one activity.

**people directly reached by GenB Ambassadors activity.

***estimated considering the “multiplier” effect of the people reached.

5.2.3 Lessons learnt

During the first 18 months of the project, several Students2Students activities have been co-designed with the GenB Ambassadors and piloted in several contexts, facilitated by GenB partners. This experimentation led to:

- Identification of capacity needs (that have been addressed through tailored training and capacity building)
- Creation of new formats
- Fine-tune of the formats through piloting
- Creation of guidelines for the replication in other contexts and Countries, including recommendations to ensure the effectiveness of these formats.

While acknowledging the great creativity and enthusiasm of the GenB Ambassadors, it is also important to guide, support and empower them with specific content to also ensure that the messages they convey to other peers and stakeholders are solid and correct. Therefore, the capacity building of young people is key to enable them to take a role in credibly promoting the bioeconomy.

On country level, the following lessons learned have been identified:

In Italy, FVA is experimenting with a daily allowance for the GenB Ambassadors involved in time-consuming activities (e.g., Maker Faire required 3-day full-time presence). This ensures the availability of GenB Ambassadors while recognising economically their commitment.

The Slovak Ambassadors are well familiar with the topic of sustainability, since they are involved in other projects. The Bioeconomy Changemakers Festival was a good opportunity to find synergies between our activities and also to promote each other’s work. This raised the motivation to participate in the preparation of the event.

In Greece, the level of previous knowledge of the ambassadors on bioeconomy varied from basic to advanced, however even the ambassador with little previous knowledge in bioeconomy was able to implement the Bioeconomy Village format by themselves by the end of the Athens Science Festival, as their

active and continuous engagement in the activity during all six days helped them grasp the concepts of bioeconomy and the properties of the displayed items. The involvement of young people in both Bioeconomy Village and Hands-on formats seemed to have been a motivating factor for young children to participate in the activities offered.

5.2.4 Next steps

Building on these experiences, thanks to internal reflections and mutual learning among GenB partners, the formats developed are now ready to be replicated involving other GenB Ambassadors and targeting additional Countries.

Finally, an International Ambassador who is temporarily residing in the Netherlands, has confirmed his interest in delivering an in person TEDx Pitch to international teachers during project partner EUN's Science Projects Workshop at the FCL in Brussels, on 5-6 July 2024.

5.3 Social media engagement of GenB Ambassadors

The project will transversally involve GenB Ambassadors in creating content for GenB social media channels, making their voice heard and stimulating them to contribute to conveying GenB messages and values. GenB Ambassadors will be empowered through basic and advanced level capacity building, depending on their proactive participation in the project, to ensure their effective contribution to the social media activities. The following paragraphs describe the activities that will be performed through specific thematic campaigns.

5.3.1 Educational video "What's Bioeconomy?"

This educational video "What's Bioeconomy?" (see D1.3 for more details) will be launched on GenB social media to explain this topic through the GenB Ambassadors' voices and real-life applications. It will have a dynamic narrative in which each Ambassador brings their unique voice and perspective. The video will be edited to integrate these different voices, creating a cohesive and engaging narrative about what bioeconomy entails. To ensure accessibility and reach, the video will be recorded in English, supplemented with subtitles in the languages of all GenB countries.

Up to now, translations from partners have been collected (SK, EN, IT, DE, NL, PT), and the GenB Ambassadors have been mobilised to produce the materials. The video is foreseen to be launched before summer 2024.

5.3.2 "GenB Ambassadors in action" continuous social media campaign

All project's activities in which the GenB Ambassadors take a role are promoted in social media through a continuous social media campaign to highlight their commitment to promote the bioeconomy and playing the role of social media as green-sensitive young influencers and activists/volunteers.

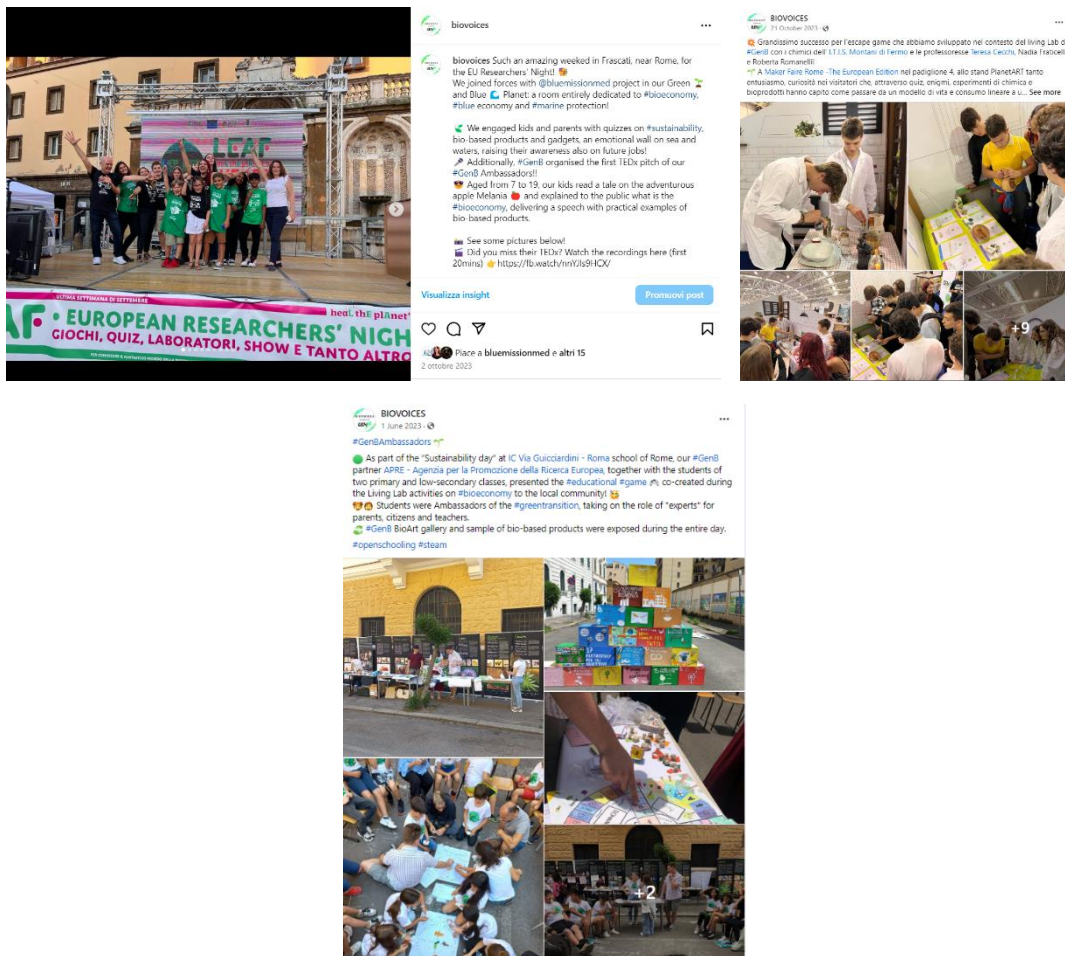


Figure 24 - GenB Ambassadors in action

5.3.3 “I’m a GenB Ambassador” social media campaign

This campaign was launched from April 2024 to present to the online community the GenB Ambassadors through a series of video reels in which they share their interests, passions, as well as studying and working careers and their commitment to be Ambassadors. These reels have been collected by the Country responsible and are edited in a common format. They are recorded in English or the local languages with English subtitles.



Figure 25 - Reels for the “I’m a GenB Ambassador” social media campaign

The collection of video reels from the GenB Ambassadors is an ongoing process and the first campaign includes 22 reels from different Countries, specifically 12 from Italy, 1 from Slovakia, 2 from Spain, 5 from Greece and 2 from The Netherlands.

5.3.4 “Discover the Bioeconomy through bio-based products” Social media campaign

In this campaign (connected to T1.4), GenB Ambassadors will showcase various bio-based products and their corresponding feedstocks. Through informative subtitles, viewers will gain a deeper understanding of the diverse array of products derived from bio-based feedstocks, illustrating the concrete outcomes of bioeconomy.

During this reporting period, the contents for this campaign have been defined as well as the GenB Ambassadors to be involved in the production of the reels to be used.

5.3.5 “Discover the Bioeconomy controversial issues” Social media campaign

In this campaign, GenB Ambassadors will address controversial topics within the circular bioeconomy, through an engaging reel-quiz format. Each GenB Ambassador will pose a question related to a controversial issue and then will provide the correct answer, fostering reflection on complex aspects of circular bioeconomy practices.

During this reporting period, the contents for this campaign have been defined as well as the GenB Ambassadors to be involved in the production of the reels to be used.

5.3.6 Results achieved

The following table resumes the KPIs achieved:

KPI	Reached
#3 social media campaigns involving GenB Ambassadors reaching #50.000 views	# views not available yet

5.3.7 Lessons learnt

Since during this reporting period, the GenB Ambassadors were not already empowered with the capacity building package, the first months of their engagement were dedicated to understand their background and interests to facilitate the selection and involvement of specific activities. As an example, some Ambassadors from Naples, Italy, are students of a communication and media high-school and are eager to be engaged in social media activities as part of their study pathway.

To kick-off the activities in the next reporting period, an intense work of mapping new trends and formats in the social media communication targeting young people has been carried out by FVA. Discussions with some GenB Ambassadors were also organised to understand how to better design the social media campaigns.

5.3.8 Next steps

The campaigns designed in this reporting period will be produced and launched according to a plan that will be scheduled in the next months.

5.4 Becoming young journalists publishing on GenB social media

Although this activity will be widely implemented after the capacity building (see D3.1 for detailed plan), three GenB Ambassadors were already activated as journalists in the context of the Italian Bioeconomy Changemakers Festival. Specifically, they conducted video interviews in Italian with some of the participants, both high school students and professionals as part of the social media activities.



Figure 26 - Italian GenB Ambassadors doing interviews as young journalists

5.4.1 Results achieved

The following table resumes the KPIs achieved:

KPI	Reached
#8 environmental young journalists	#3 GenB Ambassadors involved as environmental young journalists

5.4.2 Lessons learnt

Specific capacity building activity to empower GenB Ambassadors in becoming young journalists is foreseen in the advanced level of the GenB capacity building (see Chapter 4 of this deliverable and D3.1). Nevertheless, some GenB Ambassadors started this activity in form of interviews based on some questions identified by the GenB partners.

5.4.3 Next steps

The GenB Ambassadors interested in taking the role of young journalists will be empowered through the dedicated capacity building to enable them in the production of specific content for social media.

5.5 Becoming career testimonial

Some of the selected GenB Ambassadors are already involved in courses or jobs related to the Sustainable and Circular Bioeconomy. Having them on board as career testimonials is therefore important to inspire, inform and attract their peers towards educational and working careers in the domain, finally contributing to raise the future generation of workforce informed and interested in this sector.

International

Kateryna, one of the GenB Ambassadors, was engaged as a career testimonial in the GenB Job profiles. More information about the Job profiles is provided in D1.3.



Figure 27 – international GenB Ambassador Kateryna engaged as testimonial for GenB Job profiles

Italy

In Italy, in the context of the Italian Bioeconomy Changemakers Festival on 14 March 2024, two GenB Ambassadors were invited to present their entrepreneurial and working experiences, highlighting the challenges encountered as well as success and inspiring stories about their pathways (see Figure 28).

Cristian shared his successful journey as one of the former winners of the special prize in bioeconomy of the Startupper School Academy, which is a programme aiming at promoting talent, innovation, entrepreneurship and creativity of the young high school students located in the Lazio Region. He presented his project GAIA, aiming at valorising the hemp value chain from its phytoremediation capacities, textile and construction applications, towards a virtuous end-of-life solution.

On the other hand, Isabel was participated as speaker in the session dedicated to the Career Talks, where she presented her experience as Bioeconomy and Natural Resource Economics Specialist in FAO, stressing on how the bioeconomy can represent an opportunity for future green jobs.

Moreover, Isabel, as GenB Ambassador also participated in the ECOMONDO Future Proof Skills roundtable (November 2023), focusing on the skills needed in the future green jobs, during which she presented the skills and competences needed in the sector to an audience of highschool students.



Figure 28 – Italian GenB Ambassadors Cristian and Isabel as career testimonials at the Italian Bioeconomy Changemakers Festival

Slovakia

In Slovakia, in the context of the Bioeconomy Changemakers Festival on 13 March 2024, one of the GenB Ambassadors, volunteer, traveller and educator with a focus on sustainability, delivered a speech within the session “Bioeconomy careers infodays”, organized in the TEDx format. The aim of the session was to present the variety of careers in bioeconomy through the stories of 5 inspiring young people.



Figure 29 - Slovak GenB Ambassador Katarina as career testimonial at the Slovak Bioeconomy Changemakers Festival

5.5.1 Results achieved

The following table resumes the KPIs achieved:

KPI	Reached
#8 young career testimonials taking a role in GenB activities	#4 GenB Ambassadors engaged as career testimonials

5.5.2 Lessons learnt

Young professionals under 30 years old are recruited as GenB Ambassadors (see chapter 3) to take a role in sharing their experiences with young people, inspire and inform them about careers in the bioeconomy. According to the feedback provided by the participants to events involving GenB Ambassadors as career testimonials, their involvement proved to be very effective to provide a first-hand experience as professional in this domain.

5.5.3 Next steps

Building on these experiences, the format developed is now ready to be replicated involving other GenB Ambassadors as career testimonials in other Countries.

6 Collaboration with other Ambassadors in Bioeconomy

This chapter describes two existing communities of young people committed with bioeconomy-related topics as Ambassadors and the way GenB is willing to collaborate with them.

6.1 Activities implemented

6.1.1 EU Bioeconomy Youth Ambassadors (BYA)

Table 4 – Collaboration activities with EU Bioeconomy Youth Ambassadors

Date	Contest	Representatives	How	Actions agreed
6-7 October 2022	EU Bioeconomy Conference 2022, the high-level conference 'The Bioeconomy – Enabling the European Green Deal in Challenging Times'	GenB consortium, APRE and FVA teams (the project was not yet started)	BYA have been informed about GenB project and received the book "What's bioeconomy". Chiara Pocaterra (APRE, GenB coordinator) was involved in roundtable about the role of young generations in driving the transition.	To invite BYA to the GenB KOM and plan future collaborations
7-8 November 2022	GenB KOM – Roma, online	GenB consortium, Stefano Bertacchi (BYA)	Stefano participated to the KOM, to have an overview of GenB activities and possible collaboration. He presented the BYA action plan.	To organise meetings/exchanges to align the action plans
Between December 2022 to February 2023	Via e-mail	European Commission, BYA, GenB coordinator (APRE) and WP3 responsible (FVA)	List of concrete proposals for the alignment of the action plans and activities for 2023 and 2024	To discuss further during a live meeting February 2023
16 February 2023	One day meeting and workshop	European Commission, GenB PO, BYA, GenB coordinator (APRE) and WP3 responsible (FVA). BIOBEO project	GenB, BioBeo and the BYA presented their action plans and proposed possible collaborations.	To invite BYAs representatives to GenB activities, specifically the capacity building and "take a role" activities (T3.3) and the T3.4 activities (including the position paper). Links

				to GenB toolkits and Transition2BIO webinars have been provided.
21 and 22 February 2023	Hybrid and in presence 2 days' workshop to facilitate mobilisation and mutual learning among projects and initiatives	GenB, more than 20 projects and initiatives, BYA representative (Rita Escorcio)	Rita presented the BYA initiative to the participants through an inspirational speech and participated to the co-creation activities	To invite BYAs representatives to GenB activities, specifically the capacity building and "take a role" activities (T3.3)
Social media campaign	Shooting of short videos for a social media campaign	BYA, GenB	Video with 7 BYA <ul style="list-style-type: none"> • What is the reason why you decided to be a young ambassador? • Why young people as so important to drive the change? 	To program a joint social media campaign
19 October 2023	Meeting and interview with a representative of the Bioeconomy Youth Ambassadors	Q-PLAN & APRE, BYA	Presentation of the Bioeconomy Youth Forum activities (T3.4) and interview to collect insights on needs, challenges and opportunities	Further engagement in T3.4 activities as experts, speakers and representative of the young Ambassadors of the bioeconomy
7 December 2023	CBE-JU Stakeholder Forum 2023 – Workshops on Bioeconomy Education	FVA & APRE, BYA	GenB and BYA actively collaborated to organise and facilitate 2 workshops on Bioeconomy Education	
January – February 2024	Promotion of the "Bioeconomy youth vision" document to other youth networks	Q-PLAN & APRE	Dissemination of the draft vision document to other youth networks for participation in the online consultation prior to its official release during the Bioeconomy Changemakers Festival	Connection established with the BYAs to provide recommendations in the document. The outcome is not known, as consultation is confidential.

13-14 February 2024	Bioeconomy Changemakers Festival- High level event in Bruxelles	European Commission, GenB PO, BYA representative (Stefano Bertacchi), GenB coordinator (APRE)	GenB, BioBeo and the BYA participates in the initiative as speakers or moderator. GenB and BioBeo presented their action plans and proposed possible collaborations in the "Supporting young changemakers to develop and scale solutions" session. The BYA moderated the "The Voice of Youth in Bioeconomy: Bioeconomy Youth Vision and Youth Assembly" session	
15 February 2024	Bioeconomy Changemakers Festival-BIOBEO project, Brussels	European Commission, GenB PO, BYA representative (Pieter Nachtergaele), GenB coordinator (APRE)	Inspirational event for young and very young children	Presentation of the GenB tools
13 March 2024	"Bioeconomymatters" podcast	GenB coordinator (APRE) and BYA representative (Rita Escorcio)	Podcast about the Bioeconomy Book for Kids, "What's Bioeconomy?"	Presentation of the GenB tools

6.1.2 Bioeconomy Youth Champions

The Bioeconomy Youth Champions are young people with a strong interest in global bioeconomy development (e.g., high school and college students, young researchers and academics, young professionals, policymakers and entrepreneurs, young non-profit leaders, journalists and social media influencers), from all over the world.

The collaboration with this community is not yet officialised, although informal discussions took place with some members of this community in the last months. Susanna Albertini (FVA) spoke with the group coordinator during the JRC KCB foresight exercise in February 2023 about future collaborations, planning a meeting in spring/summer 2023.

Nicholas Ferrini, a FVA team member and GenB Ambassador, was one of the Bioeconomy Youth Champions.

On November 3rd, 2023, FVA introduced Q-PLAN and APRE with a representative of the Bioeconomy Youth Champions to present the Bioeconomy Youth Forum activities of the project and conducted a short interview to map the needs, challenges and opportunities faced by this youth network towards achieving their mission and vision. The Bioeconomy Youth Champions were invited to participate as speakers, experts and representatives of youth Ambassadors in the bioeconomy for Task 3.4 activities (cross-fertilisation workshop, online debates and elaboration of the position paper "Our GenB future" with their support and endorsement).

6.1.3 Horizon Europe Young Ambassadors

Horizon Europe Young Ambassadors is an initiative led and implemented by APRE between May and November 2022, which aimed to bring Research and Innovation closer to the needs and desires of society, including younger groups. Horizon Europe Young Ambassadors are young citizens and innovators, between 16 and 35 years old, who want to contribute to European Research and Innovation. The Ambassadors designed and implemented communication initiatives and the involvement of youth and the local communities, on the 5 themes of EU Missions: Climate change; Cancer; Smart cities; Oceans and water; Soil. Horizon Europe Young Ambassadors are between the ages of 16 and 35 and come from all over Italy. They have participated in the training-action path designed by APRE in collaboration with the GEN C -Network of Young Changemakers. In practice, between July and October 2022, they met together, with the guidance of APRE and the Ashoka organisation, to reflect and elaborate proposals and recommendations for the European Commission, and during the yearly APRE Conference in November 2022, they met the European Commission and presented their experiences and recommendations.

6.2 Next steps

The collaboration with the European Commission Bioeconomy Youth Ambassadors and the Bioeconomy Youth Champions has a great potential, but the continuous communication among the projects is needed. Since the BYA mandate is getting closer to its conclusion, GenB will cooperate with them to disseminate and promote their outcomes. In case the European Commission will launch a second mandate, the project will fully support this activity also by engaging present (and eventually future) BYA in the following activities:

- Use the GenB toolkit;
- Benefit from or contribute to the capacity building (advanced level);
- Co-creation of media contents (video, quizzes, educational cards... - T1.4) and social media campaigns (T3.2) or mutual promotion;
- Promote and participate to the GenB "driving the transition" International Competition (T3.3);
- Testimonials for the bioeconomy job profiles (T1.4) and bioeconomy Career Info Days (T2.2 - IT, BE, EL, SK);
- Online mutual learning workshop among Ambassadors (T3.2);
- Deliver TEDx Pitches (T2.2 – IT, BE, SK);
- Be hosted in events, conferences, other youth groups meeting (T3.2);
- "Students2Students" activities (T3.3) with the support of the GenB toolkit;
- Participate to #3 thematic online debates on topics relevant for young people (T3.4);
- Participate to cross-contamination online workshop (T3.4);




- Participate to “Our GenB future” international online workshop (T3.4).

7 European Youth forum on bioeconomy

This task provides contexts and opportunities for the young generation to discuss and make their voices heard on the transition to a circular and sustainable bioeconomy, by organising a series of activities, detailed in this Chapter, namely:

- 1 cross-fertilisation online workshop;
- 3 online debates;
- 1 international online workshop “Our GenB future”.

Table 5 - Overview of activities to support to promote discussions, mutual-learning, debates and knowledge exchange among youth networks/associations/communities/initiatives

Activity	Age	What for	KPI	Target Countries
Cross-fertilisation online workshop with other youth green communities		<ul style="list-style-type: none"> • To promote the bioeconomy among youth organizations/ associations/networks/ • To facilitate networking, mutual learning and knowledge exchange with the final aim of understanding the motivational drivers, overcoming potential barriers and putting energy into focus; • To support the existing communities in increase the efficacy of their action in order to produce actionable insights and knowledge; • To gain lessons learnt about youth green communities’ experiences. 	#50 participants	EU
Thematic online debates		<ul style="list-style-type: none"> • To inform youth communities about bioeconomy; • To discuss and exchange on bioeconomy topics relevant for young people, and related challenges and opportunities; • To discuss the role that young people can play in the ecological transition; • To feed the position paper “Our GenB future”. 	#3 debates, #300 participants	EU
International online workshop		<ul style="list-style-type: none"> • To consolidate the findings of the online debates and present them; 	#100 participants, #1 position	EU

<p>“Our future”</p>	<p>GenB</p>	<ul style="list-style-type: none"> To further co-create and elaborate youth vision for the bioeconomy; To produce a set of policy recommendations on how to bring the young generation in the forefront of the ecological transition through the “Our GenB future” position paper. 	<p>paper “Youth to Policy”</p>	
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7.1 Activities implemented

The Bioeconomy Youth Forum activities were kickstarted with a screening exercise, that was conducted among the consortium partners to identify contact points with EU and international youth networks that focus on sustainability topics, targeting both networks with and without prior experience in bioeconomy. Additional networks were identified via desk research, resulting in a list of more than 20 relevant communities. Initial contact with the networks was established either through partners’ introductions or using publicly available contact data and were invited to initial meetings with the GenB team, based on informed consent.

The initial meetings were organised as semi-structured discussion, including: a presentation of the youth networks’ mission, vision and activities by their representatives, followed by an introduction to the GenB project and a presentation of GenB youth forum activities. The final part was dedicated to a discussion related to the youth networks’ needs, challenges, good practices and ideas for the GenB activities. The meetings concluded with a presentation of the next steps and confirmation of their interest in participating as speakers, experts and youth leaders. The presentation of the GenB forum activities was done using a **dedicated pitch deck**, as shown in the Figures below.



Figure 30 - Instances from the bioeconomy youth forum pitch deck

During the initial networking round, 13 youth networks were contacted, and online meetings were successfully held with representatives of 6 networks.

- Bioeconomy Youth Ambassadors - October 19th, 2023

- [Bioeconomy Youth Champions](#) - **November 3rd, 2023**
- [UNESCO Youth Climate Action Network \(YOU CAN\)](#) - **October 23rd, 2023**
- [Rural Youth Europe / COCOREADO project Ambassadors](#) - **November 1st, 2023**
- [International Association of Students in Agricultural and Related Sciences \(IAAS\)](#) - **November 10th, 2023**
- [Food and Agriculture Youth Institute \(FAYI\) Think Tank](#) - **January 3rd, 2024**

With respect to the large networks, connections and meetings were held with members of the governance teams (e.g. presidency, executive board members and similar), having decision-making capacity and easy access to the wider network, e.g. member networks or individual members.

7.2 Next steps

The **cross-fertilisation workshop** was originally scheduled to take place in the beginning of February 2024 (i.e. within the first reporting period) to engage the youth networks in knowledge exchange, good practice sharing and forging synergies with the GenB project and among them. During the cross-fertilisation workshop, a co-design session is planned to take place to identify the most relevant debate topics that concern the youth's role in promoting the sustainable transition through circular bioeconomy.

The workshop was postponed due to the organisation of the Bioeconomy Changemakers Festival. The event attracted the attention of the bioeconomy sector in most EU countries, including the GenB partners who organised 4 satellite events, together with the supporting activity that ZSI has performed for the Austrian Bioeconomy Changemaker Festival. Additionally, the network of Bioeconomy Youth Ambassadors was heavily invested in the implementation of the main event in Brussels, as well as the elaboration of the Bioeconomy Youth Vision document, since the beginning of the year, limiting their ability to collaborate with GenB during this period. Thus, it was decided that GenB would be meaningful to build on the work done in the Bioeconomy Changemakers Festival and the Youth Vision document, to further extend its value and message.

As the GenB Ambassadors programme entered in full force (T3.1 - T3.3), with the implementation of the capacity building webinars in English and local languages and preparation of video campaigns, the requests for Ambassadors' commitment became more frequent during this year. To this end, it was agreed among WP3 leaders to hold at the most one major activity involving the Ambassadors each month, to ensure that they are not overburdened with requests and remain committed to the project. As a result, the cross-fertilisation workshop was moved to early June and the online debates will be launched in October.

The revised implementation plan for T3.4 activities will be elaborated in full, in the semester update of D3.1 in May 2024.

8 Conclusions

During the first 18 months of the project, the activities with the GenB Ambassadors were a central task for GenB. This task generated an extensive experience with regard to the engagement, empowerment and activation of bioeconomy Ambassadors in taking a role.

During the next 12 months, when all the efforts done up to now in engaging and empowering GenB Ambassadors will generate meaningful results, it is expected that GenB will explore and consolidate an unprecedented experience in leveraging the power of youth in promoting the bioeconomy, beyond European boundaries, and complementing the efforts done by the European Commission with the BYA.

In addition, GenB will explore and consolidate innovative formats, engaging students and youngsters in awareness and educational activities targeting their peers, but also the large public in general.

Finally, GenB partners will continue to collect lessons learned and discuss them internally, trying to valorise not only the good practices, but also the difficulties and barriers encountered.

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www.genb-project.eu

info@genb-project.eu