



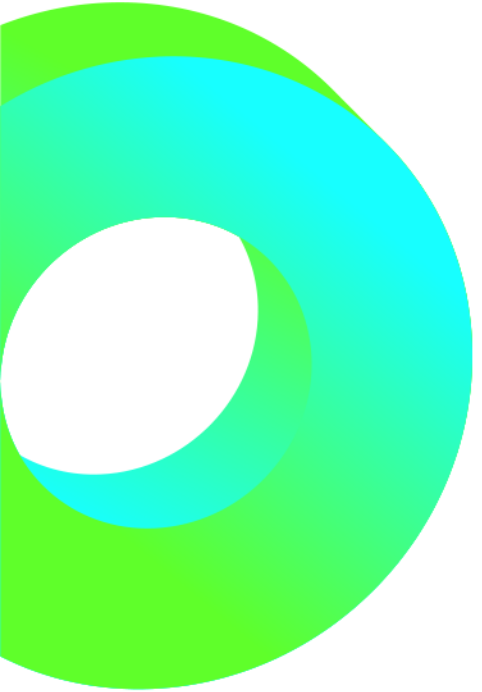
Chiara Pocaterra

Project Coordinator

APRE – Agenzia per la promozione della ricerca europea

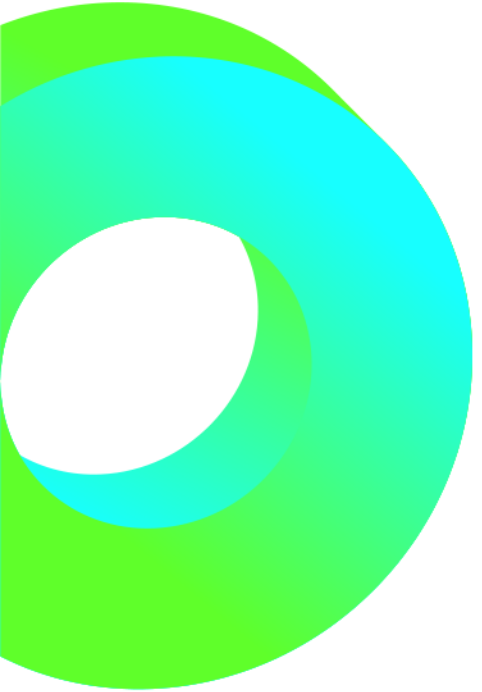
21/02/2023

GenB overview



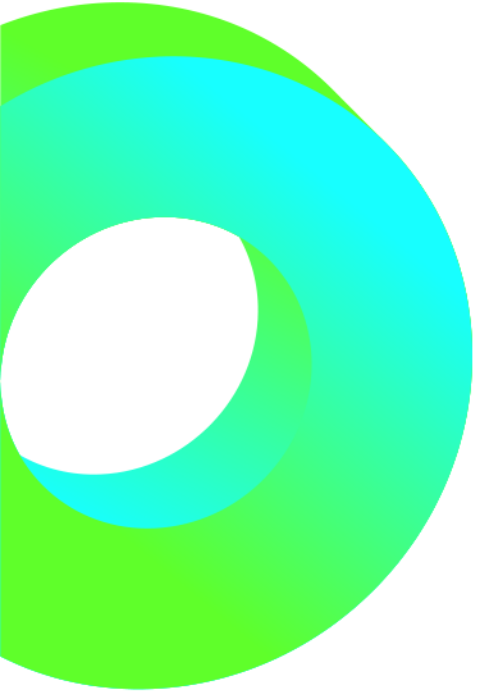
- **1/11/2022-30/04/2025**
- **10 partners:**
APRE (IT), BTG (NL), FVA (IT), ZSI (AT), EUN (BE), LOBA (PT), PEDAL (SK), Q-PLAN (GR), AIJU (ES), HSPN (EL)
- The project's **overall objective** is to inspire and encourage youth and future generations to be aware, sensitive and interested on environmental issues, sustainability and circularity. In cooperation with young people, parents and teachers, GenB will co-create resources like toolkits on bioeconomy and bio-based sectors.
- **website: <https://genb-project.eu/>**

GenB overview



- Collection of bioeconomy awareness, information and education contents -> **GenB resources Library**
 - Co-creation of the awareness, information and education innovative approaches:
 1. Common Ground Camp engaging EU funded projects/initiatives to facilitate cross-contamination, good practices exchange and co-creation of innovative approaches for bioeconomy awareness, information and education
 2. Focus Groups one per target age in three partner countries (ES, EL, BE) to identify young people' preferences and motivations
 3. Living Labs one per target age, involving teachers, parents and youth, in three partners' countries to co-create new approaches of cooperation in real life between teachers, parents and youth to drive collaboratively the bioeconomy transition
- > **Toolkits for young people, teachers and other multipliers**

GenB overview



- Inspire, Inform and Educate
- Engage, Empower & Take a role
- Policy recommendations

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