

D5.2

Dissemination and Communication Activities Report

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OUR CONSORTIUM



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1 Executive Summary

D5.2 Dissemination and Communication Activities Report aims to present the dissemination and communication activities implemented from November 2022 to March 2024 in the context of the GenB project, funded under the European Union's Horizon Europe framework.

The report provides an overview of all materials that have been designed and/or developed with a view to maximise the impact of GenB activities comprised in WP1, WP2 and WP3.

The structure of the deliverable is as follows:

1. Brand identity
2. Templates, cover and profile images
3. Promotional materials for onsite and online events and activities
4. Promotional materials related to GenB open call and ambassadors
5. Infographic and booklets summarising project activities
6. Press releases and newsflashes
7. Videos
8. GenB website
9. Synergies with other projects, initiatives and organisations
10. Overview of GenB Consortium contributions to dissemination and communication activities
11. Key Performance Indicators
12. Conclusions

2 Brand identity

The visual identity of a project consists of a set of elements that forms its graphic individuality.

GenB Brand Manual was developed in M1 and was provided as Annex in D5.1.

2.1 Context

The inspirational starting point for the development of GenB brand identity was the quote from Carlos Sim *“Most people try to make a better world for our children while what they should be doing is making better children for our world”*.



Figure 1 - Brand identity: context

In the context of GenB, whose key objectives may be summarized as:

1. Exploring the role of education of the youngest on environmental issues, sustainability and circularity in the Bioeconomy
2. Generate Bioeconomy awareness raising

The key words displayed in Figure 2 were taken into consideration.

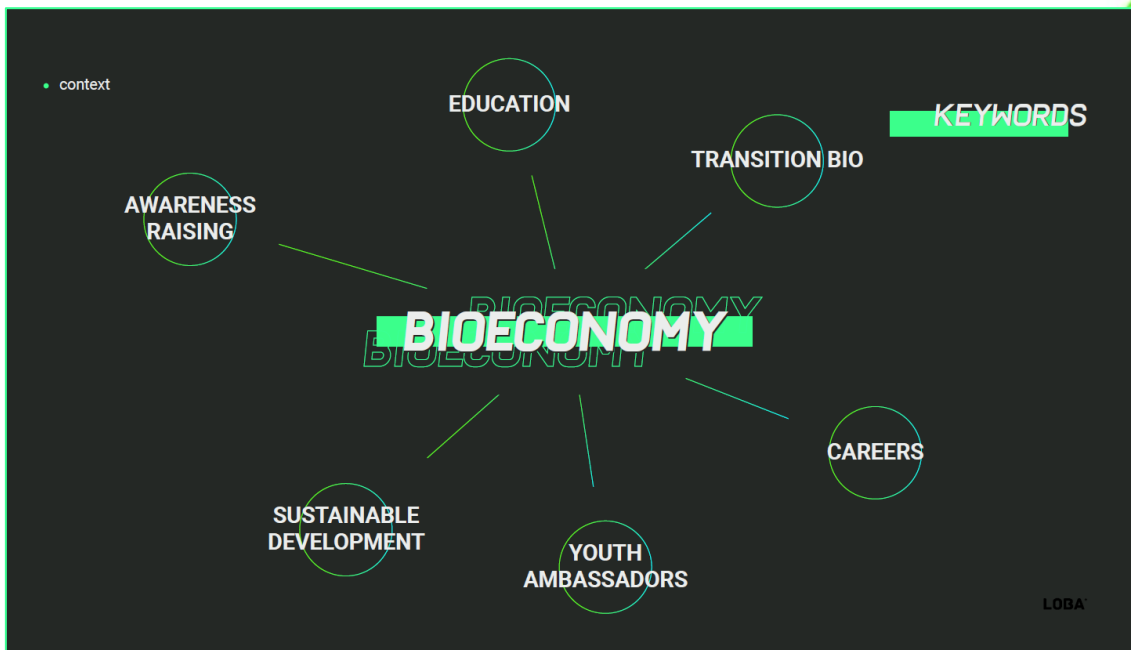


Figure 2 - Brand identity: key words

2.2 Creative concept

Figures 3 and 4 display the creative concept of GenB brand identity, trying to reply to the questions “What’s next after Generation Alpha?”, “Is GenB for you?”, “Be the next generation of Bioeconomy!”.

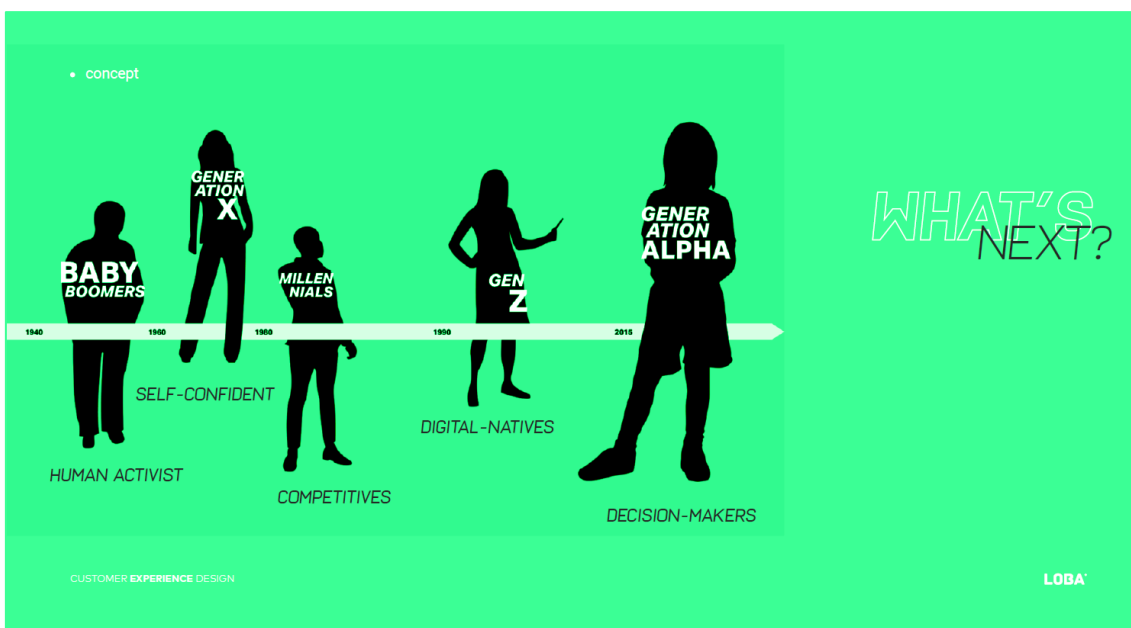


Figure 3 - Brand identity: creative concept (1)



Figure 4 - Brand identity: creative concept (2)

2.3 Logo

The key component of GenB logo, the “Tear” and “B” convey the attitude of the brand. Teenagers want to break old habits and take part of a new, better and more sustainable world for everyone.



Figure 5 - GenB logo

GENB

YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE



Figure 6 - The "Tear"

An important element that characterised the overall look and feel of GenB brand identity consisted in focusing the creative concept around teenagers, giving priority to catchy colours and style for young generations.

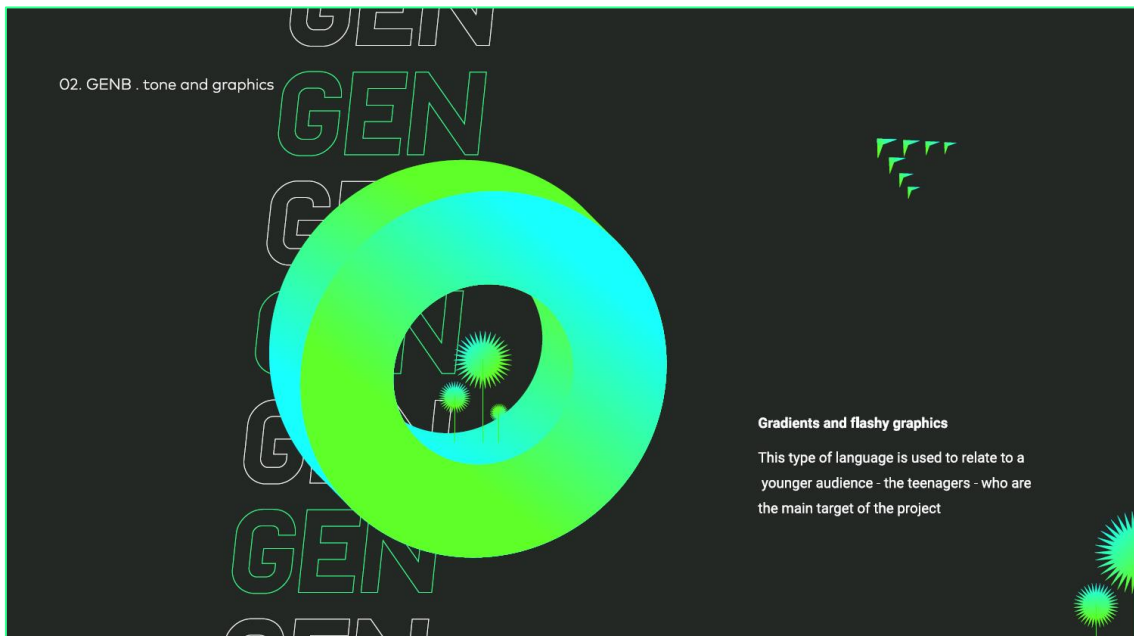


Figure 7 - GenB tone and graphics

3 Templates, cover and profile images

In the course of project lifespan several and different typologies of editable templates have been developed, with a view to provide GenB Consortium with tools to visually represent the project identity across different channels.

3.1 Template for documents and reports

A template for documents and reports was developed to ensure GenB brand identity is correctly represented when developing written contents in the form of document or reports.



Figure 8 - GenB template for documents and reports

3.1.1 Letterhead paper

Similarly to the template for documents and reports, a letterhead paper with GenB branding was developed for any kind of written communication.

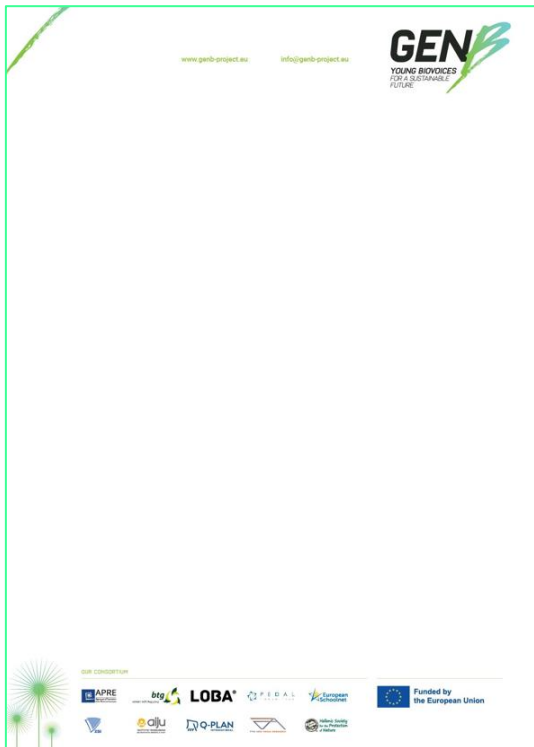


Figure 9 - GenB letterhead paper

3.2 Template for presentations

A template for presentations for live or online activities was developed, in order to correctly visually represent GenB visual identity across all activities.

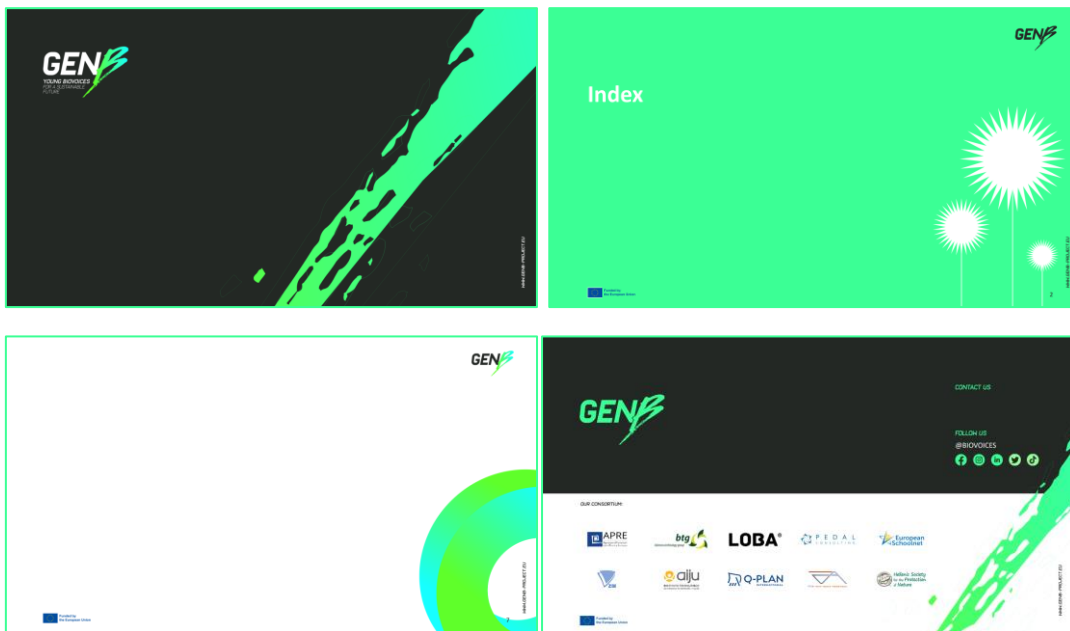


Figure 10 - Template for presentations

3.3 Background for teleconferences

A background for teleconferences with GenB identity was developed for all Consortium when attending an online teleconference or when presenting the project in online formats.

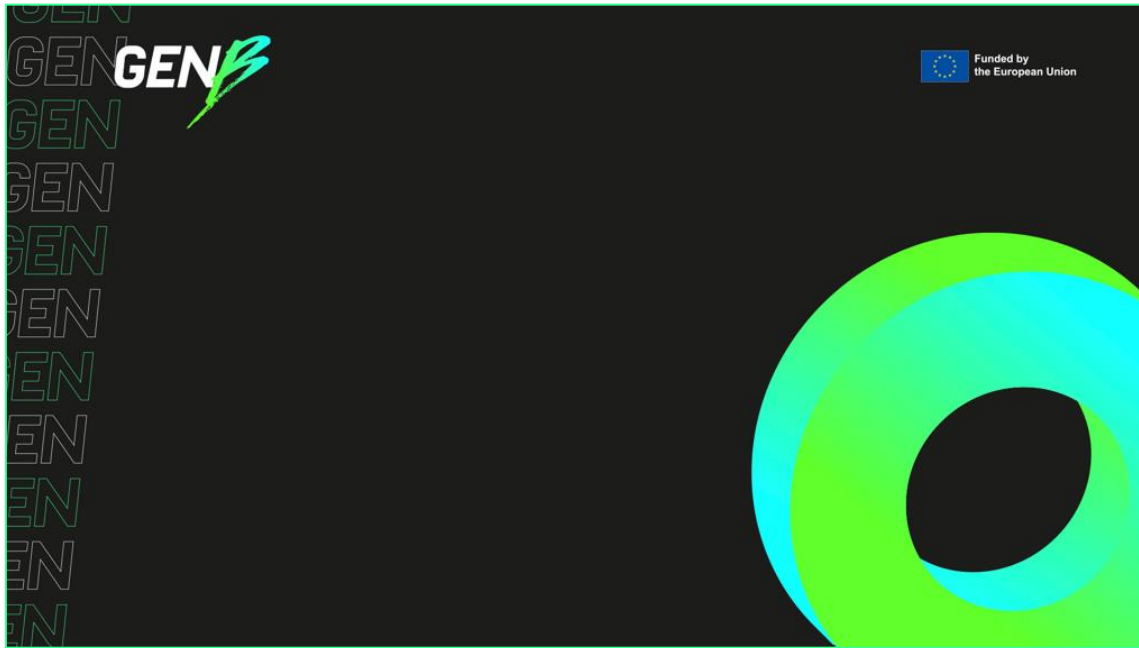


Figure 11 - Background for teleconferences

3.4 Template for video interviews

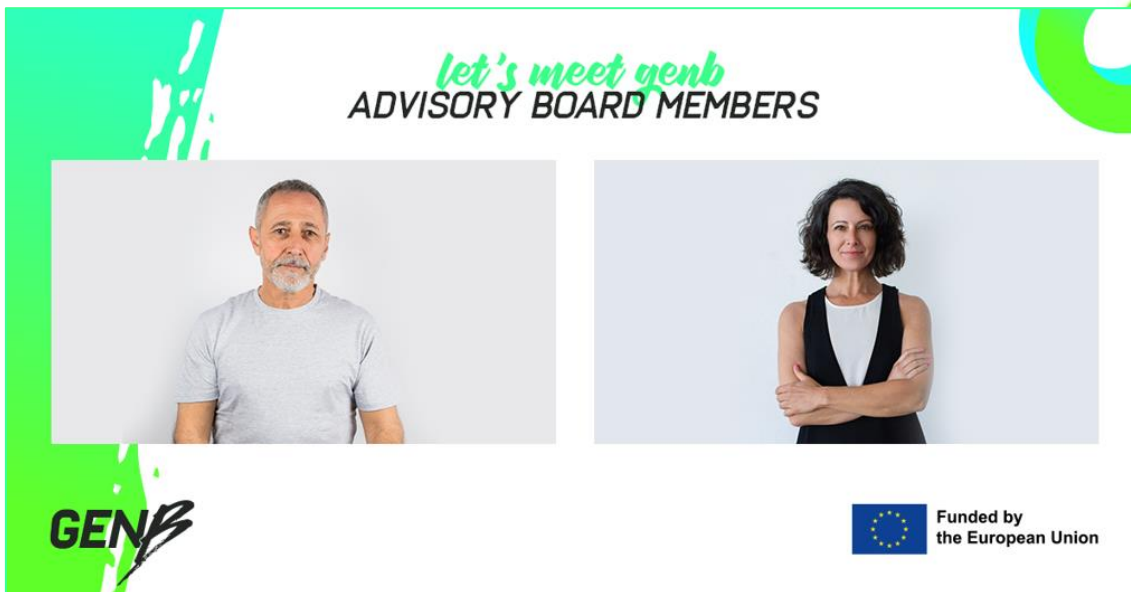


Figure 12 - Template for video interviews

3.5 Social media materials: cover images, profile images and templates

Profile image for Facebook, Instagram, X, LinkedIn and YouTube

Building on the work of the BIOVOICES project, GenB leverages the social media channels with handle @BIOVOICES to reach the widest possible audience.

Profile images were developed to provide a consistent identity between BIOVOICES channels and the GenB project as showcased in Figure 13.

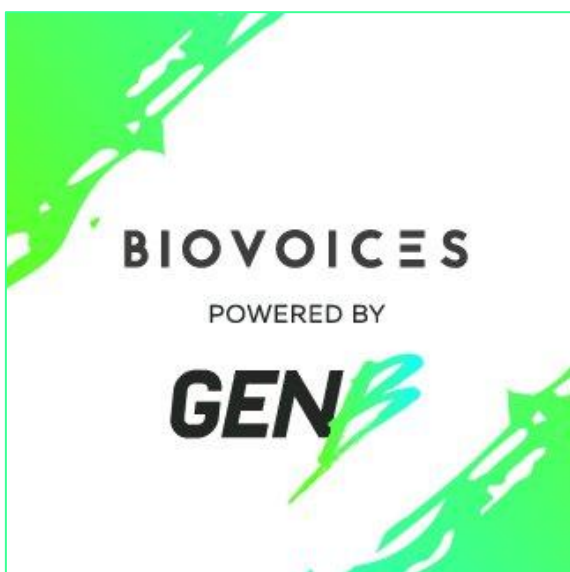


Figure 13 - GenB social media profile image

Cover image for Facebook, X, LinkedIn and YouTube

Similarly to the profile image of GenB social media, cover images blending BIOVOICES and GenB identities have been developed as showcased in the Figures 14 and 15 below.



Figure 14 - GenB cover image (Facebook)



Figure 15 - GenB cover image (X, LinkedIn and YouTube)

Template for quotes

In the occasion of quoting interviews, interventions of speakers at events and similar initiatives, a template for promoting quotes of such initiatives has been developed.



Figure 16 - Template for quotes

Template for videos and reels

When it comes to social media, (vertical) videos are one of the most effective ways to attract a young audience and for this reason, a specific template was developed.

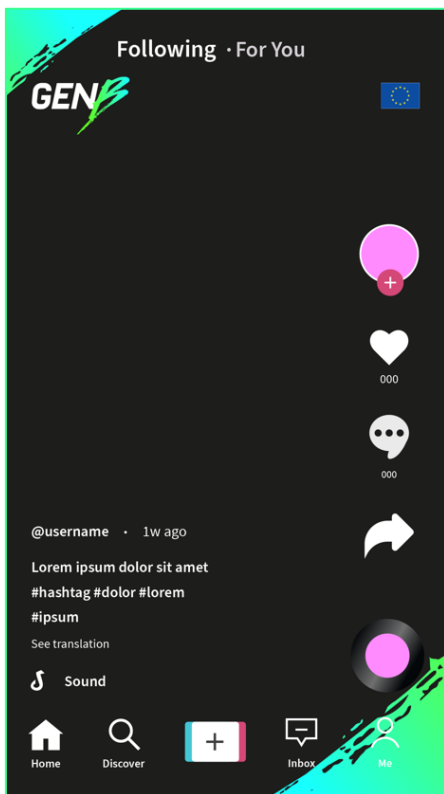


Figure 17 - Template for videos and reels

Social media cards

When specific announcements or activities are scheduled to be promoted on BIOVOICES social media, ad-hoc social media cards are developed as showcased in Figure 18.

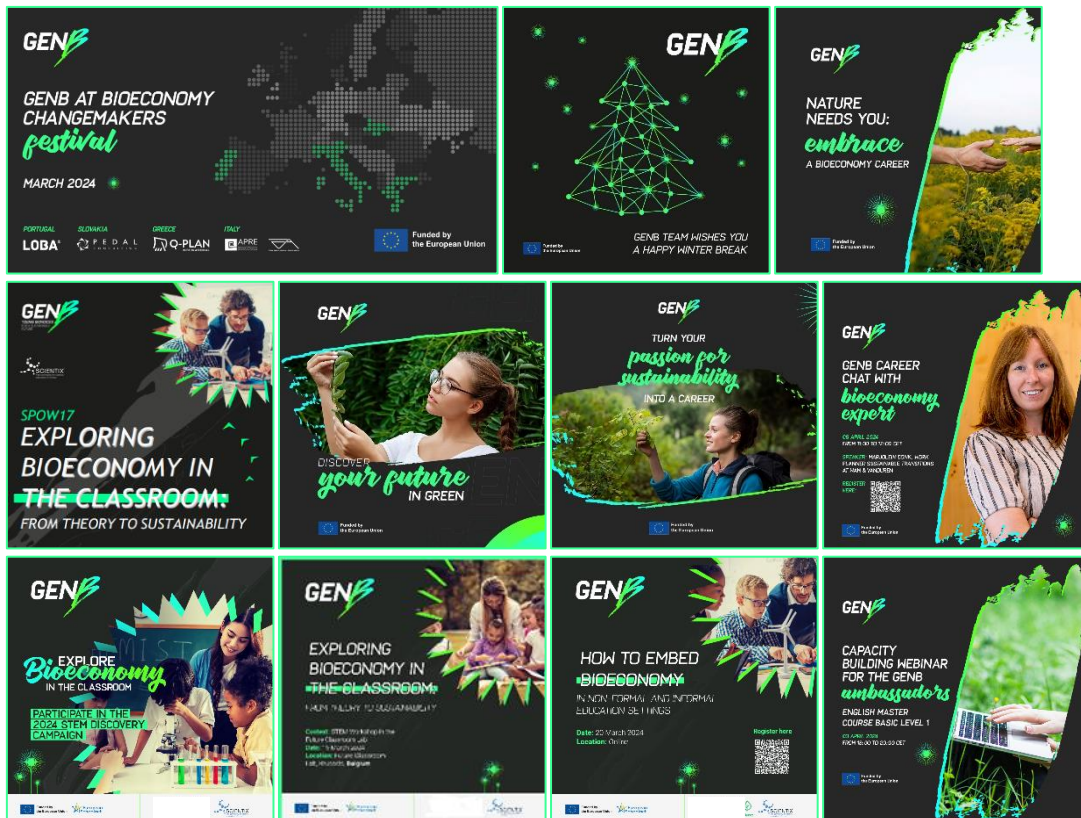


Figure 18 - Social media cards

4 Promotional materials for onsite and online events and activities

4.1 Stationery and goodies

The stationery and promotional materials aim to support partners in their formal and informal communications in meetings, events, as well as mass-mailing announcements or communications (i.e., email signature).

4.1.1 GenB roll-up and Poster



Figure 19 - Roll-up and Poster

4.1.2 Goodies

Goodies have been produced and distributed to partners with the purpose of enhancing brand promotion and brand awareness. All goodies include the logo and EU emblem with disclaimer (whenever applicable).

For the GenB project, the goodies were specifically selected to attract a younger audience as showcased in Figure 20.



Figure 20 - GenB goodies

4.2 Business card

Business cards were designed to represent the project in professional contexts.



Figure 21 - GenB business card

4.3 Email signature

When distributing emails, partners can visually represent the project via customised email signatures as showcased in Figure 22.



Figure 22 - GenB email signature

4.4 Folder

A folder for events with GenB brand identity was developed as showcased in Figure 23.



Figure 23 - GenB folder

4.5 Genb flyer – A5 format



Figure 24 - GenB flyer

4.6 GenB flyer – business card format

GenB flyer was designed also in business card format as showcased in Figure 25-



Figure 25 - GenB flyer – business card format

As showcased in Figure 26, GenB flyer business card was developed also in a “print at home” format.

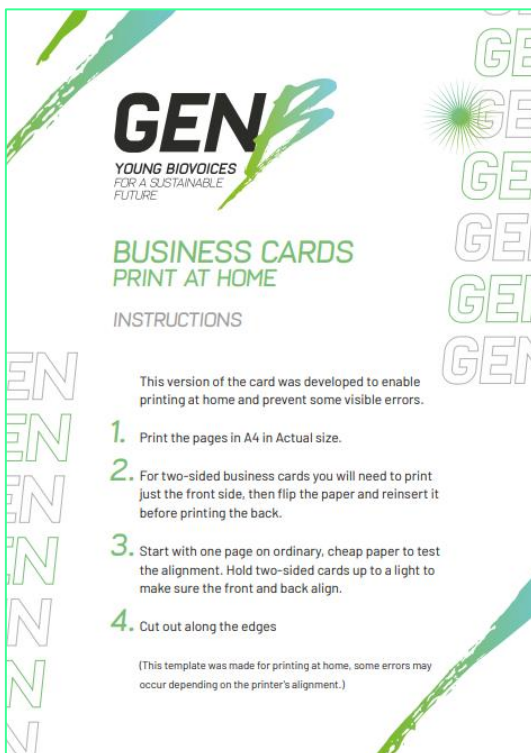




Figure 26 - GenB flyer in business card and "print at home" format

4.7 Promotional materials for events

Since February 2023 GenB has organised multiple onsite and online events whose promotion and implementation required the development of different typologies of materials.

4.7.1 Certificate of attendance

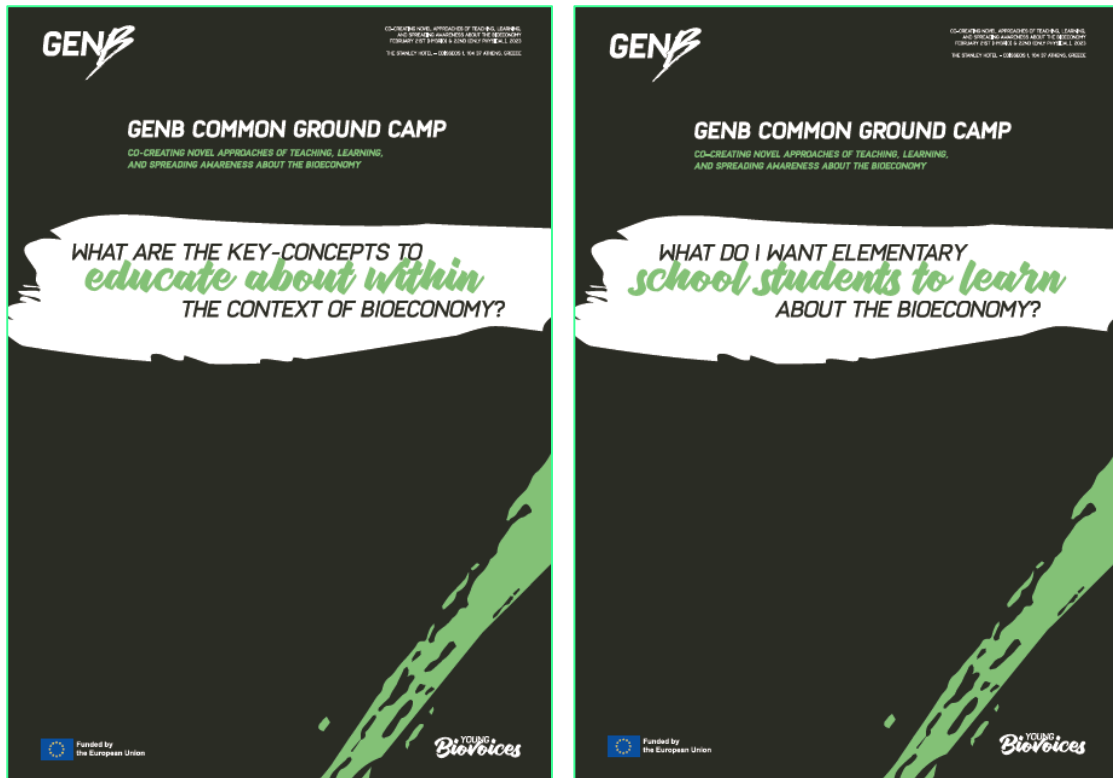
Considering the multiple online and onsite events and activities, a certificate of attendance was designed in order to be shared with participants upon request.



Figure 27 - Certificate of attendance

4.7.2 Interactive posters for GenB Common Ground Camp

The posters showcased in Figure 28 gave the opportunity to participants of GenB Common Ground Camp to share their answers and thoughts via sticky notes.



GENB

CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY FOR THE YOUNGER GENERATIONS IN THE COMMON GROUND CAMP OF ATHENS, GREECE

GENB COMMON GROUND CAMP
CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY

WHY IS IT IMPORTANT TO HAVE
younger generations
DRIVING THE TRANSITION?

Funded by the European Union

YOUNG BioVoices

GENB

CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY FOR THE YOUNGER GENERATIONS IN THE COMMON GROUND CAMP OF ATHENS, GREECE

GENB COMMON GROUND CAMP
CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY

WHAT DO I WANT
middle and high school students
TO LEARN ABOUT THE BIOECONOMY?

Funded by the European Union

YOUNG BioVoices

GENB

CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY FOR THE YOUNGER GENERATIONS IN THE COMMON GROUND CAMP OF ATHENS, GREECE

GENB COMMON GROUND CAMP
CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY

WHAT DO
formal and non-formal
EDUCATORS NEED?

Funded by the European Union

YOUNG BioVoices

GENB

CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY FOR THE YOUNGER GENERATIONS IN THE COMMON GROUND CAMP OF ATHENS, GREECE

GENB COMMON GROUND CAMP
CO-CREATING NOVEL APPROACHES OF TEACHING, LEARNING, AND SPREADING AWARENESS ABOUT THE BIOECONOMY

WHERE DOES THE FIELD
of bioeconomy education
STAND CURRENTLY?

Funded by the European Union

YOUNG BioVoices

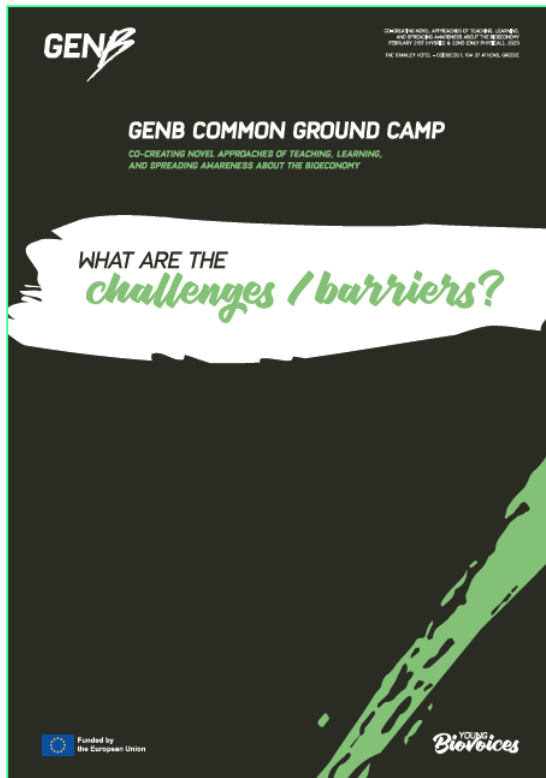


Figure 28 - Interactive posters for GenB Common Ground Camp

4.7.3 Virtual booth for GECO for school initiative

Specific cards and banners were designed to digitally set up the GenB virtual booth organised in the context of the GECO for school initiative.



Figure 29 - Virtual booth

4.7.4 Image for forex cube for Ecomondo 2023

In the context of GenB participation in Ecomondo 2023, a customised image for a forex cube pitching GenB information was designed as showcased in Figure 30.



Figure 30 - Image for forex cube for Ecomondo 2023

4.7.5 Bioart Gallery roll-ups

Building on the work on past projects such as BIOVOICES and Transition2BIO, 24 roll-ups showcasing biological feedstocks and potential bio-based products stemming from them were revised in order to serve as a valuable tool for onsite events. In Figure 31 we provide two examples.

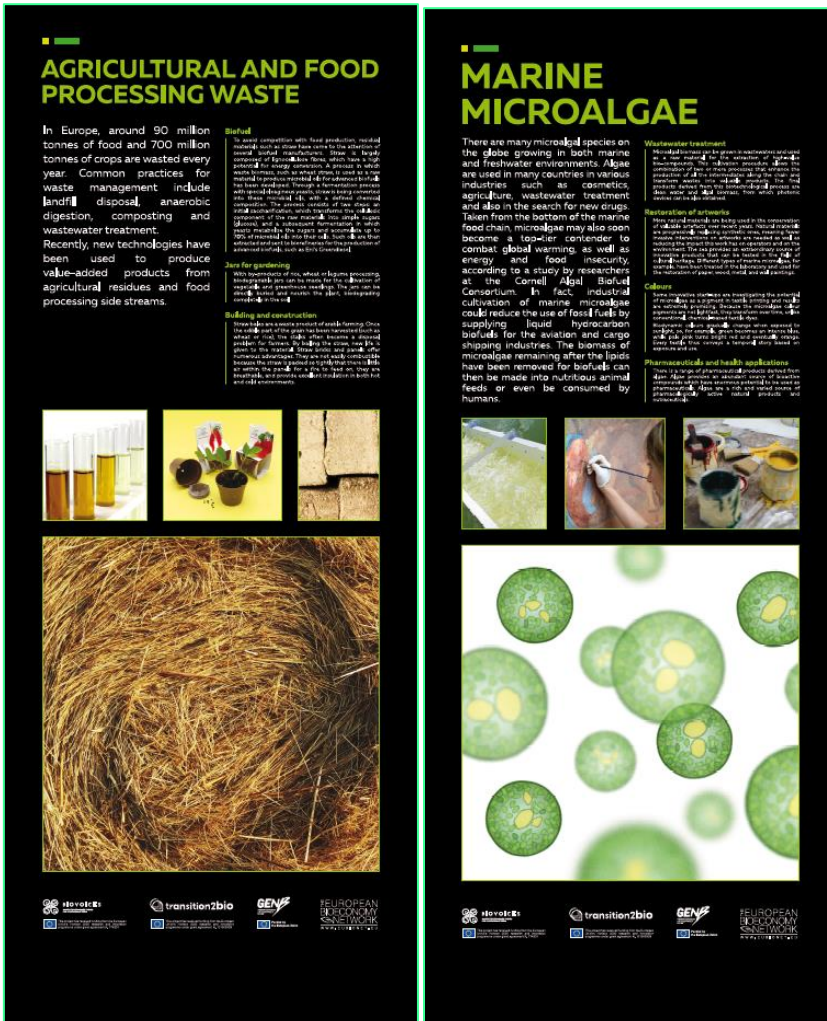


Figure 31 - BioArt Gallery roll-ups

4.7.6 Panel for large scale events

A panel to attract visitors at large scale events was designed as showcased in Figure 32.



Figure 32 - Panel for large scale events

4.7.7 Fact sheet: Exploring bioeconomy in the classroom – from theory to sustainability

A fact sheet was designed, summarizing key information (date, location, etc.), concept and activities of the event “Exploring bioeconomy in the classroom – from theory to sustainability”.



Figure 33 - Fact sheet: Exploring bioeconomy in the classroom – from theory to sustainability

4.7.8 Fact sheet: “How to embed bioeconomy in non-formal and informal education settings”

A fact sheet was designed to visually summarise the key elements of the webinar “How to embed bioeconomy in non-formal and informal education settings”.



Figure 34 - Fact sheet: “How to embed bioeconomy in non-formal and informal education settings”

4.7.9 Fact sheet: “GenB career Chat with Bioeconomy Expert”

A fact sheet was designed to visually summarise the key elements of the event “GenB career Chat with Bioeconomy Expert”.



Figure 35 - Fact sheet: “GenB career Chat with Bioeconomy Expert”

4.7.10 Infographic: “Exploring bioeconomy in the classroom – From theory to sustainability”

Consisting in three interrelated sessions, the initiative “Exploring bioeconomy in the classroom – From theory to sustainability” was summarised in one infographic first explaining the initiative as a whole, second providing details on the three sessions.



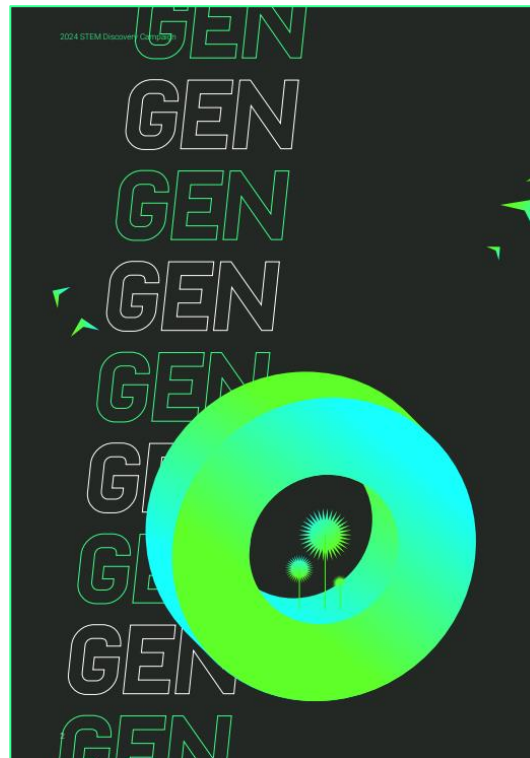
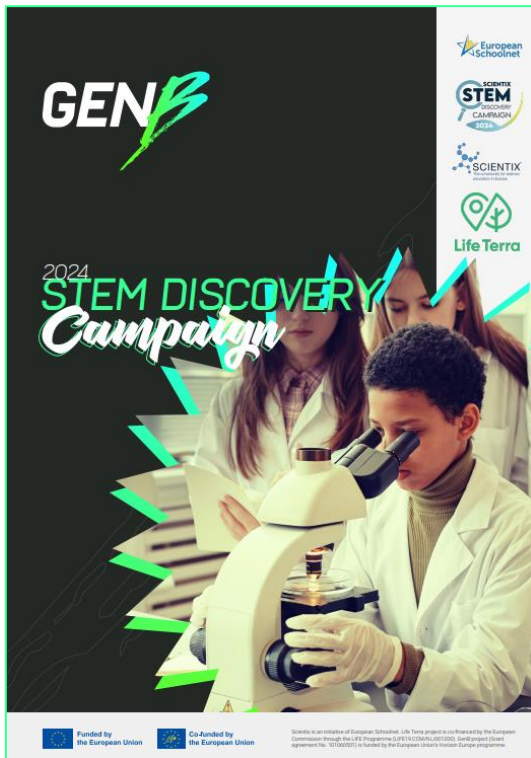
Figure 36 - Infographic: “Exploring bioeconomy in the classroom – From theory to sustainability”

4.7.11 Infographic: 2024 STEM Discovery Campaign

Comprising multiple activities and resources aimed at different target audiences across various times, the STEM Discovery Campaign initiative was visually summarised in one infographic, providing participants with an overview of the concept and materials all in one place.

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GENB SCIENTIX LIFE TERRA

SCIENTIX - BIOECONOMY AWARD SUPPORTING MATERIALS

As part of the Scientix Awards organized within the **2024 STEM Discovery Campaign**, **GenB project** is supporting the **Scientix Bioeconomy Award** designed to honour teachers and educators actively working on raising awareness among new generations about the importance of transitioning to bioeconomy, circular economy and a more sustainable lifestyles.

GenB is a project funded by Horizon Europe, the European Union's funding programme for research and innovation, that is running from November 2022 until May 2025. It is focused on educating and empowering the Generation Bioeconomy (GenB), aware, sensitive and interested in environmental issues, sustainability and circularity. It aims to raise awareness on Bioeconomy building on communication and education that encourage and reward young BIOVOICES to take a role in steering the transition towards more sustainable lifestyles.

We invite all teachers and educators, working with students aged 4 to 18 organize activities with their students that promote and raise awareness about bioeconomy. Activities can be **hands-on classroom actions**, **Bio-Art galleries**, or **role-playing games** related to careers in bioeconomy.

For more information and inspiration check out and use materials provided in this document or explore the **GenB virtual library**. You can use and implement as many of the materials and learning activities as you wish.

After implementing the activity, write a Story of Implementation, to report on implementation process and share it through the SDG Map. You can use for example **this template** to write your Story of Implementation.

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2024 STEM Discovery Campaign

HANDS-ON ACTIVITIES ON BIOECONOMY IN THE CLASSROOM

Hands-on activities on bioeconomy aim to raise awareness and facilitate the understanding of bioeconomy through active engagement of students in the learning process. Hands-on activity can range from organizing living labs, experiments, games, escape rooms and more.

EARLY CHILDHOOD EDUCATION (4-8 Y.O)

- * Transition2Bio. (n.d.). What is bioeconomy? [Gamified book]. <https://library.genb-project.eu/VLToolkit?id=a030900000704cAAD>
- * Transition2Bio. (n.d.). Bioeconomy Memory Game [Game]. <https://library.genb-project.eu/VLToolkit?id=a0309000007000AAH>
- * Transition2Bio. (n.d.). Experiments at home and at school [Game/Teaching materials]. <https://library.genb-project.eu/VLToolkit?id=a03090000070P6BAAH>
- * Energy Kids. (n.d.). Games & Activities with Energy Art [Teaching activities]. <https://library.genb-project.eu/VLToolkit?id=a03090000070P3AAH>
- * US Department of Energy (n.d.). Coloring and activity book. <https://library.genb-project.eu/VLToolkit?id=a03090000070P3AAH>

GEN

YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE



GEN, STEM, SCIENTIX, Life Terra

PRIMARY SCHOOL EDUCATION (9-13 Y.O.)

- * Bioways Project. (2018, May 25). The bioeconomy in our everyday lives - BIOWAYS video [Video]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkGAAX>
- * Business Match. (n.d.) [Game]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkQAAAX>
- * Transition2Bio. (n.d.). Experiments at home and at school [Game/Teaching materials]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkBAAX>
- * Bloom Schoolbox. (2019). Building a new environmental future [Learning Scenario]. <https://bloom-bioeconomy.eu/wp-content/uploads/2019/02/BLOOM-LS-TEAMS-Building-online.pdf>

SECONDARY SCHOOL EDUCATION (14-19 Y.O.)

- * Bloom. (n.d.). Bioeconomy Quiz [Quiz]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkIAAX>
- * BioVoices. (n.d.). Educational Cards [Factsheets]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkBAAX>
- * Bloom Schoolbox. (2019). Back to the future [Learning Scenario]. <https://bloom-bioeconomy.eu/wp-content/uploads/2019/06/BLOOM-LS-compet-Back-to-the-Future.pdf>


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2024 STEM Discovery Campaign

BIOART GALLERY (FOR ALL AGES)

Bio-Art galleries aim to showcase eco-friendly products and their practical use in daily life in a simple and visual way. They can include big pictures, posters, cardboard displays, as well as displays of different bio-based products.

- * BioVoices. (n.d.). The BioArt Gallery Booklet [Booklet]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPu5AAH>
- * BioVoices. (n.d.). BioArt Gallery [Online exhibition]. <https://www.biovoices.eu/gallery>
- * Bioways. (n.d.). Applications factsheets. BIOWAYS [Factsheets]. <https://www.bioways.eu/bio-learn/applications-factsheets/>
- * All Things Bio. (n.d.). Glossary Table [Glossary]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPm4AAH>



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GEN, STEM, SCIENTIX, Life Terra

ROLE-PLAY GAMES ON CAREERS IN BIOECONOMY

Role-play games on careers in bioeconomy requires learners to adopt different roles of bioeconomy experts and learn about the Bioeconomy through gamified approach. Although this activity is aimed at EC teachers, we invite all participants to implement the activity.

EARLY CHILDHOOD EDUCATION (4-8 Y.O.) AND PRIMARY SCHOOL EDUCATION (9-13 Y.O.)

- * Transition2Bio. (n.d.). What is bioeconomy? [Gamified book]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkAAAD>
- * Business Match. (n.d.) [Game]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkQAAAX>
- * SAFEorFAKE? From School to University. (n.d.). [Online toolkit]. <https://www.safeorfake.eu/en/category/unil-4/>

SECONDARY SCHOOL EDUCATION (14-19 Y.O.)

- * AllThingsBioPro. (n.d.). Jobs and Careers in bioeconomy [Factsheet]. <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPkCAAX>
- * UniOfuture. (2020, July 1). Why should you pursue a career in bioeconomy? [Video]. YouTube. <https://www.youtube.com/watch?v=0SL9-42E-e0> <https://library.genb-project.eu/VT/ToolkitId=a030900000TSPzAAAH>

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GEN, STEM, European Schoolnet, Life Terra

CONSORTIUM



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Figure 37 - Infographic: 2024 STEM Discovery Campaign

5 Promotional materials related to GenB open call and ambassadors

Since the launch of [GenB open call](#) to become a GenB ambassador, different promotional materials were developed and, whenever applicable, translated into GenB partners' local languages (Dutch, German, Greek, Italian, Portuguese, Slovak, Spanish).

5.1 Social media cards to promote GenB ambassador open call

In order to promote GenB open call on BIOVOICES social media, three social media cards, translated into GenB partners' local languages were developed.

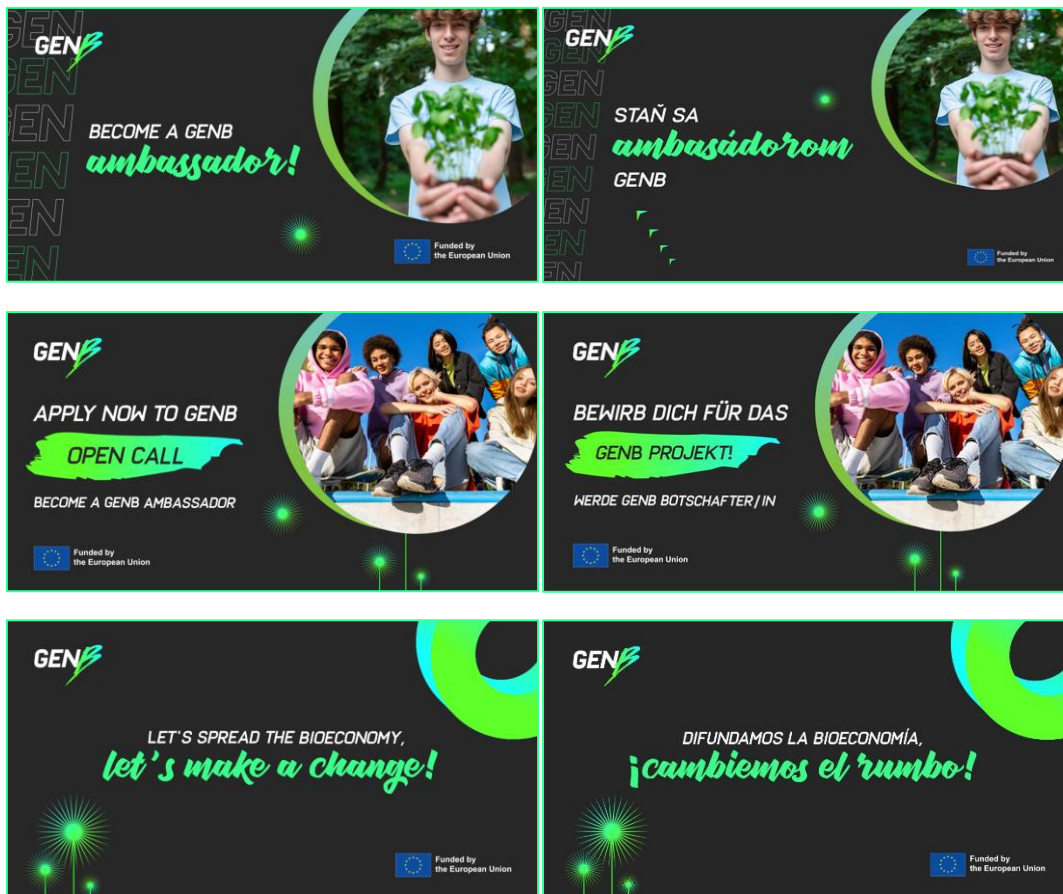


Figure 38 - GenB ambassador open call social media cards

5.3 Flyer and poster to promote GenB ambassador open call

In order to promote the opportunity of becoming a GenB ambassador during events, a flyer (A5) and a poster (A3) were developed and translated into GenB partners' local languages.

BECOME A GENERATION bioeconomy ambassador!

SPREAD THE BIOECONOMY, SUSTAINABILITY, AND CIRCULARITY!

- 01**
ARE YOU YOUNGER THAN 30 YEARS OLD?
- 02**
DO YOU HAVE EXPERIENCE OR STRONG INTEREST IN BIOECONOMY OR BIOECONOMY RELATED FIELDS?
- 03**
WOULD YOU LIKE TO CONTRIBUTE TO THE SUSTAINABLE AND CIRCULAR TRANSITION OF YOUR COUNTRY AND EUROPE?

WE ARE LOOKING for you!

APPLY HERE TO BECOME A GENERATION BIOECONOMY (GENB) AMBASSADOR

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www.genb-project.eu info@genb-project.eu

CONVIÉRTETE EN EMBAJADOR / A de la generación de la bioeconomía

AYUDA A DIFUNDIR LA BIOECONOMÍA, LA SOSTENIBILIDAD Y LA CIRCULARIDAD.

- 01**
¿TIENES MENOS DE 30 AÑOS?
- 02**
¿TIENES EXPERIENCIA O ESTÁS INTERESADO / A EN LA BIOECONOMÍA O EN ÁMBITOS RELACIONADOS?
- 03**
¿TE GUSTARÍA CONTRIBUIR A LA TRANSICIÓN SOSTENIBLE Y CIRCULAR DE TU PAÍS Y DE EUROPA?

¡Te necesitamos!

APÚNTATE AQUÍ PARA CONVERTIRTE EN EMBAJADOR / A DE LA GENERACIÓN DE LA BIOECONOMÍA (GENB)

Funded by the European Union

www.genb-project.eu info@genb-project.eu

WERDE BOTSCHAFTER / IN der Generation Bioökonomie!

Bist du jünger als 30 Jahre?

- 01**
BIST DU JÜNGER ALS 30 JAHRE?
- 02**
HAST DU ERFAHRUNG MIT ODER STARKES INTERESSE AN BIOÖKONOMIE ODER AN MIT DER BIOÖKONOMIE VERWANDTEN BEREICHEN?
- 03**
MÖCHTEST DU ZUM NACHHALTIGEN UND ZIRKULÄREN WANDEL DEINES LANDES UND EUROPAS BEITRAGEN?

WIR SUCHEN Dich!

BEHIRB DICH HIER, UM BOTSCHAFTER / IN DER GENERATION BIOECONOMY (GENB) ZU WERDEN!

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Γίνε κι εσύ Ambassador Νέας γενιάς στη Βιοοικονομία!

Βοήθαγε στη διάδοση της βιοοικονομίας, της βιωσιμότητας & της κυκλικότητας!

- 01**
Είσαι έως 30 ετών.
- 02**
Δραστηριοποιείσαι ήδη ή έχεις έντονο ενδιαφέρον σε τομείς που σχετίζονται με τη βιοοικονομία ή συναφή αντικείμενα.
- 03**
Θα ήθελες να συνεισφέρεις στη βιώσιμη και κυκλική μετάβαση της χώρας σου και κατεπίκταση της Ευρώπης.

Είσαι το πρόσωπο που ψάχνουμε!

Δήλωσε συμμετοχή εδώ! Γίνε ο επόμενος GenB Ambassador της βιοοικονομίας στη νέα γενιά!

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GENB
YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE

— DIVENTA AMBASCIATORE O AMBASCIATRICE —
della generazione bioeconomia!

CONTRIBUISCÌ A DIFFONDERE LA CONSCENZA DELLA
BIOECONOMIA, DELLA SOSTENIBILITÀ E DELLA CIRCOLARITÀ.

- 01**
HAI MENO DI 30 ANNI?
- 02**
HAI ESPERIENZA O INTERESSE NELLA
BIOECONOMIA O IN CAMPI SIMILI?
- 03**
VUOI CONTRIBUIRE ALLA TRANSIZIONE
SOSTENIBILE DEL TUO PAESE E
DELL'EUROPA?

STIAMO CERCANDO proprio te!!



ISCRIVITI QUI PER DIVENTARE
AMBASCIATORE O
AMBASCIATRICE DELLA
GENERAZIONE BIOECONOMIA
(GENB)!

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GENB
YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE

— WORD EEN GENERATIE —
bio-economie ambassadeur!

VERSPREID DE BIO-ECONOMIE, DUURZAAMHEID EN CIRCLARITEIT!

- 01**
BEN JE JONGER DAN 30 JAAR?
- 02**
HEB JE ERVARING OF BIJZONDERE INTERESSE
IN BIO-ECONOMIE OF BIO-ECONOMIE
GERELATEERDE GEBIEDEN?
- 03**
WIL JE BIJDRAGEN AAN DE DUURZAME EN
CIRCULAIRE TRANSITIE VAN JE LAND EN
CAN EUROPA?

DAN ZIJN WIJ OP zoek naar jou!



MELD JE HIER AAN OM
AMBAASADEUR VAN DE
GENERATION BIOECONOMY
(GENB) TE WORDEN.

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GENB
YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE

— TORNA-TE UM EMBAIXADOR —
da geração bioeconomia!

AJUDA A ESPALHAR A PALAVRA SOBRE A BIECONOMIA,
A SUSTENTABILIDADE E A CIRCULARIDADE.

- 01**
TENS MENOS DE 30 ANOS DE IDADE?
- 02**
TENS EXPERIÊNCIA OU INTERESSE NA BIECONOMIA
OU EM DOMÍNIOS SEMELHANTES?
- 03**
QUERES CONTRIBUIR PARA A TRANSIÇÃO
SUSTENTÁVEL DO TEU PAÍS E DA EUROPA?

PRECISAMOS de ti!



INSCREVE-TE AQUI PARA TE
TORNARES UM EMBAIXADOR
OU EMBAIXADORA DA GERAÇÃO
BIECONOMIA (GENB)!

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GENB
YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE

— STAŇ SA AMBASÁDOROM —
generácie biohospodárstva!

PODPOR ŠÍRENIE BIOHOSPODÁRSTVA, UDRŽATEĽNOSTI A
OBEHOVNOSTI MEDZI MLÁDÝMI!

- 01**
MÁS MENEJ AKO 30 ROKOV?
- 02**
ZALUŽIŠ SA ALEBO MÁŠ SKÚSENOSTI S
BIOHOSPODÁRSTVOM ČI SÚVISIACIMI OBLASTAMI?
- 03**
CHCEŠ / A BY SI PRISPIEŤ K UDRŽATEĽNEJ
A OBEHOVEJ TRANSFORMÁCII SLOVENSKA
A EURÓPY?

HLADÁME práve teba!



PRIHLÁŠ SA TU A STAŇ SA
AMBASÁDOROM GENERÁCIE
BIOHOSPODÁRSTVA (GENB)

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Figure 39 – Flyer and poster to promote GenB ambassador open call in English, Dutch, German, Greek, Italian, Portuguese, Slovak, Spanish

5.4 Social media profile mask

A mask to be used on ambassadors' social media profiles was developed as showcased in Figure 40.

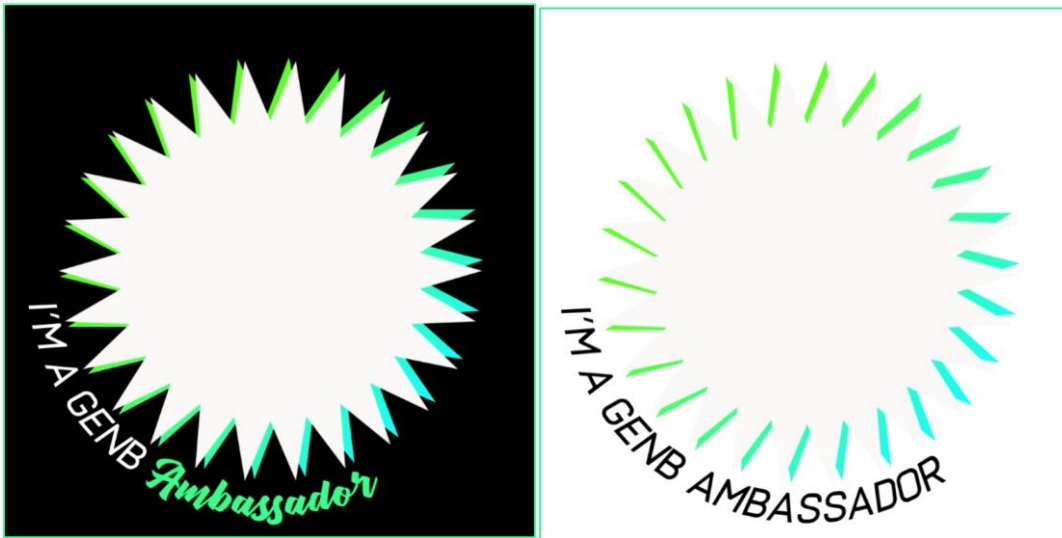


Figure 40 - Social media profile mask

5.5 Templates to promote ambassadors on social media

Templates to individually promote ambassadors on social media via posts, cards and reels were developed as showcased in Figure 41.

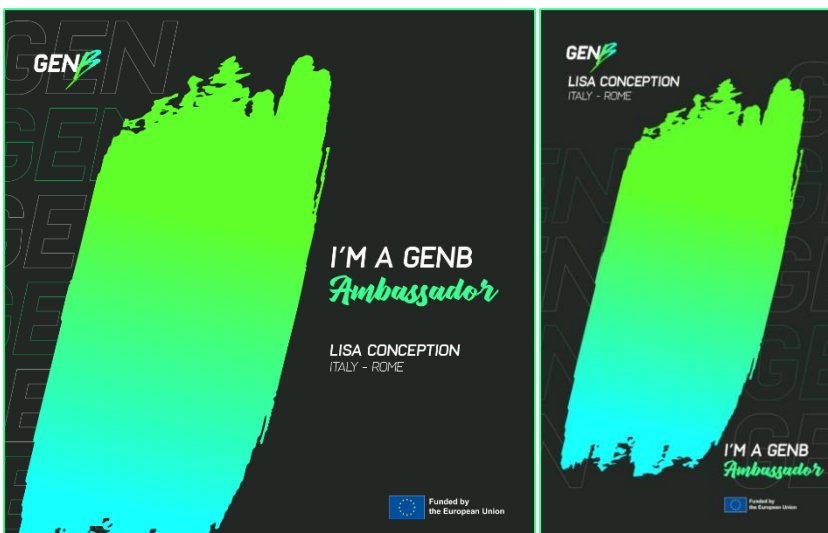
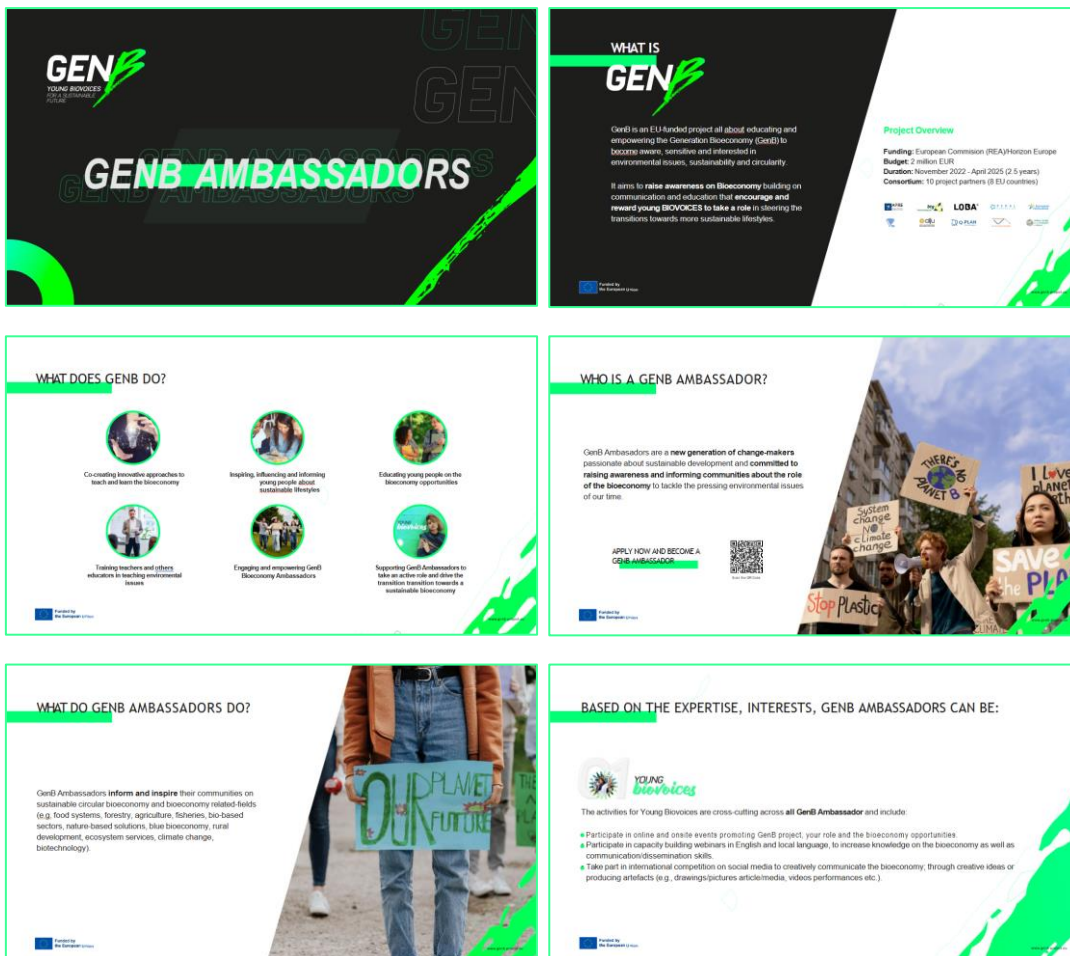




Figure 41 - Templates to promote ambassadors on social media

5.6 Presentation about GenB ambassadors

In order to promote GenB ambassadors, a presentation in editable and non-editable format was developed.



BASED ON THE EXPERTISE, INTERESTS, GENB AMBASSADORS CAN BE:

Additionally, GenB ambassadors can play the following roles:

2 YOUNG GREEN ACTIVISTS

- Be engaged as testimonials of the circular bioeconomy, raising awareness towards this domain.
- Create social media contents to spread the bioeconomy, inspire and inform on more sustainable behaviors and choices.
- Advocate for the bioeconomy and raise awareness about its potential through various channels, including social media, large-scale events, and educational activities.

5 YOUNG GREEN INFLUENCERS

- Participate in events and conferences organized by GenB or the European Commission to share GenB "Ambassadors" voices and experience in front of major experts and stakeholders.
- Contribute to provide recommendations for policy makers, making the voice of youth heard.
- Participate in online workshops and debates with youth green communities.

BASED ON THE EXPERTISE, INTERESTS, GENB AMBASSADORS CAN BE:

Additionally, GenB ambassadors can play the following roles, based on their interests and expertise:

1 YOUNG ENVIRONMENTAL JOURNALISTS

- Write short articles on sustainability topics related to bioeconomy in blogs, magazines, schools' journals, or social media channels.
- Contribute through video or photo journalism on sustainability topics related to bioeconomy.

5 YOUNG CAREER TESTIMONIALS

- Participate in Job orientation days to share professional/study experiences.
- Participate in workshops, mentorship sessions, and networking opportunities with other EU Ambassadors, industry experts, policymakers, and renowned researchers in the field.
- Participate in Tutoring activities for younger people.

WHAT KIND OF GENB AMBASSADOR DO YOU WANT TO BE?

LET US KNOW!

Country	Name, Surname	Country	Email
Austria	Katharina Haderer Jana Tschann	DE	bernd.dietl@bio-economy.de
Italy	Matteo Maffei Daniela Mariani	FR	matteo.maffei@bioeconomy.fr
Slovakia	Jana Bielecka	PE	janabielecka@bioeconomy.pe
Spain	Patric Bana Cristina Bernal	AL	patricbana@bioeconomy.al
Greece	George Moutafopoulos Georgios Christakopoulos	GR	georgiosmoutafopoulos@bioeconomy.gr
Belgium	Geert Meert Bart Van Damme	BE	geertmeert@bioeconomy.be
Poland	Przemysław Krzysztof	PL	przemyslaw@bioeconomy.pl
The Netherlands	Janne Van	NL	janne@bioeconomy.nl

APPLY NOW AND BECOME A GENB AMBASSADOR

WHAT WILL YOU GET AS A GENB AMBASSADOR?

GenB ambassadors will be required to dedicate a maximum of a few hours each month to project activities.

- Visibility and reward:** GenB Ambassadors will be the front-runners in promoting the bioeconomy among young people. Their role will be rewarded through many visibility actions, including social media, participation to conferences as young biovoices, engagement in communication activities at European scale.
- Networking Opportunities:** GenB Ambassadors will have the chance to connect with a global community of like-minded individuals, industry leaders, and organisations committed to driving positive change in the bioeconomy sphere.
- Skill Development:** GenB Ambassadors will have access to a comprehensive training program designed to enhance their understanding of the bioeconomy and its potential, as well as equip them with key skills and tools to promote the bioeconomy. They will gain valuable knowledge and expertise in various aspects of the bioeconomy, including biotechnology, renewable resources, circular economy principles, and sustainable entrepreneurship. GenB Ambassadors will be also equipped with soft and transversal skills, such as design thinking, visual thinking, pitching, and public speaking, to make their voice heard on the bioeconomy (coming soon).

GenB Ambassadors will also be provided with **toolkits** including several formats, tools, resources and educational material, developed in the context of several EU funded projects to further promote bioeconomy (coming soon).

GenB **eco-gadgets:** GenB Ambassadors will be provided with GenB eco-gadgets for their participation in events.

Figure 42 - Presentation about GenB ambassadors

5.7 Presentation for GenB ambassadors

With a view to enabling GenB ambassadors to promote their role and act as multipliers during onsite and online events, a presentation in editable and non-editable format was developed.

GENB AMBASSADORS

WHAT IS GENB

GenB is an EU funded project all about educating and empowering the Generation Bioeconomy (GenB) to become, aware, sensitive and interested in environmental issues, sustainability and circularity.

It aims to raise awareness on Bioeconomy building on communication and education that encourage and reward YOUNG BIOVOICES to take a role in steering the transition towards more sustainable lifestyles.

Project Overview

Funding: European Commission (REA)/Horizon Europe
Budget: 2 million EUR
Duration: November 2022 - April 2025 (2.5 years)
Consortium: 10 project partners (8 EU countries)

WHAT DOES GENB DO?

- Co-creating innovative approaches to teach and learn the bioeconomy
- Inspiring, influencing and informing young people about sustainable lifestyles
- Educating young people on the bioeconomy opportunities
- Training teachers and others educators in teaching environmental issues
- Engaging and empowering GenB Bioeconomy Ambassadors
- Supporting GenB Ambassadors to take an active role and drive the transition towards a sustainable bioeconomy

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WHAT IS THE SUSTAINABLE AND CIRCULAR BIOECONOMY?

Renewable biological resources from land and sea

Biomass

Bioeconomy

- Food and Feed
- Biomaterials
- Bioenergy
- Bio-based products

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WHAT IS BIOMASS?

Biomass
Organic substance derived from plants or animals

Some examples of biomass feedstock

- Wood
- Oil crops
- Sugar
- Algae
- Waste

There are food not competing resources for future generations

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WHAT ARE BIO-BASED PRODUCTS?

Products that can replace fossil intensive ones, potentially saving up to 2.5 billion tons of CO₂ equivalent per year by 2030. They are wholly or partly derived from materials of biological origin, excluding materials embedded in geological formations and/or fossilised.

They cover a variety of sectors and uses, such as...

- Coating
- Chemicals
- Lubricants
- Genetics
- Composites
- Construction
- Textiles

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WHO ARE THE GENB AMBASSADORS?

GenB Ambassadors are a **new generation of change-makers** passionate about sustainable development and committed to raising awareness and informing communities about the role of the **bioeconomy** to tackle the pressing environmental issues of our time.

Become a GenB Ambassador

Stop Plastic

System change not climate change

There's no Planet B

I Love the Planet

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WHAT DO GENB AMBASSADORS DO?

Inform

Inspire

Sustainable circular bioeconomy and bioeconomy-related fields

- Food Systems
- Family
- Agriculture
- Bioeconomy
- Climate Change
- Bio-technology
- Blue Bioeconomy

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OPPORTUNITIES FOR GENB AMBASSADORS

- Be recognised as GenB Ambassadors in national and international contexts
- Receive capacity building (bioeconomy and personal skills) supported or hosted by an active stake in GenB
- Participate to GenB activities with the Ambassadors during national and EU workshops and events
- Exchange experiences with other GenB Ambassadors during national and EU workshops and events
- Use as ambassadors in various other roles possible to drive the transition towards a sustainable bioeconomy
- Deliver TEDx Talks to talk about the bioeconomy in national and international contexts
- Produce content, articles and media for the bioeconomy (like dedicated to the GENB VOICES podcast)
- Network and participate to online debates, European Youth Events and provide policy recommendations

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JOIN THE GENERATION BIOECONOMY AMBASSADORS TO

- 01 Make your voice heard in political decisions, dialoguing with communities, students and civil society, and politicians at national and European level.
- 02 Raise awareness for the bioeconomy especially in youth communities in your country.
- 03 Contribute to GenB social media channels to raise awareness about the role of the bioeconomy in everyone's life.
- 04 Participate in the GenB events to inform and inspire others about sustainable and circular bioeconomy.

JOIN US

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Figure 43 - Presentation for GenB ambassadors

6 Infographic and booklets summarising project activities

6.1 Infographic on project activities up to Month 8

At Month 8, several activities previously implemented and different announcements have been summarised in one infographic showcased in Figure 44.



Figure 44 - Infographics on project activities up to Month 8

6.2 Booklet on Living Labs organised in Italy (1/2)

As of July 2023, an overview of Living Labs organised in Italy was summarised in a booklet as showcased in Figure 45.




GENERAL CONCEPT OF the living lab

In the context of the GenB living labs, Italian partners FVA - New Media Research engaged a high school class of the chemistry course of the ITT Montani in Fermo, Marche region, to co-create an innovative educational format, based on the spectacularisation of science through live experiments, shows and gamified experiences. The aim is to raise awareness on bioeconomy through an experiential live activity such as an escape game.

Do you know what is an escape game? It is an immersive adventure in which groups of participants attempt to find clues and solve a series of puzzles to escape before time runs out!


The concept developed by the ITT Montani was therefore based on the following narrative: Our planet is trapped in a dangerous linear model of production, consumption and lifestyle... let's find a solution through the Bioeconomy escape game!



ACTIVITIES implemented

The first workshop took place on 23 March in Fermo and students and teachers participated in a capacity building activity, whose aim was to consolidate knowledge on the circular bioeconomy, its challenges, terminology and controversial issues, also with support of quizzes and games to make the session more interactive.

The first workshop took place on 23 March in Fermo and students and teachers participated in a capacity building activity, whose aim was to consolidate knowledge on the circular bioeconomy, its challenges, terminology and controversial issues, also with support of quizzes and games to make the session more interactive. FVA also brought to the class a few samples of biomaterials and bio-based products, which are part of the Bioeconomy Village. This helped students and teachers to explore this little exhibition, ask questions to deepen some contents and be inspired for the following brainstorming on the ideas to be implemented during the living lab. For the majority of the students, it was the first time in which they had the chance to familiarise with bio-based products, feel and touch the bioeconomy through practical examples. Indeed, they showed a great enthusiasm about this opportunity, as they were able to understand what are the concrete alternatives to substitute fossil-based products and applications in everyday life.




Many ideas emerged during the brainstorming and the Bioeconomy escape game was finally identified as the most innovative, attractive and engaging format to be developed. Students and teachers were really committed to start drafting the first concepts and contents, that were detailed during the second workshop, which took place online on 3 May. This second meeting focused on the definition of the specific messages to convey, topics to be addressed and quizzes and enigmas to develop. This paved the way towards the co-creation of the game's structure, that was discussed in the third online workshop before the summer break. With the definition of key experiments to be done during the game, as well as the main narrative, the teachers, students and parents will keep on working on fine-tuning the format towards the final showcase.

In fact, ITT Montani, with the support of GenB partner FVA, will present the escape game in the context of two large scale events foreseen in Italy next October: Maker Faire in Rome (on 20 October) and Fermentarte in Fermo (on 22 October).

This will give the chance to reach additional audience, that will be informed about the whole living lab experience, introduced to scientific experiments conducted by the students and will finally learn more about the bioeconomy through a gamified, immersive and exciting experience!

The format will be ready to be replicated in both live and online settings.



THE LIVING LAB in numbers

Number of Living Labs organised (total): 1 living lab with high school students and teachers

Number of activities and experiments implemented (total): 3 workshops were conducted in the co-creation phase and 1 final event will be organized to showcase the living lab outcomes in the context of 2 large scale events. The escape game will consist in around 15 educational tools about the bioeconomy, among experiments, quizzes and enigmas to engage participants in a playful way.

Number of students reached (total): 24 students, 4 teachers during the co-creation phase. 10 parents and additional participants will be engaged in the final showcase of the escape game (expected audience from 80 to 100 people).

Figure 45 - Booklet on Living Labs organised in Italy (1/2)

6.3 Booklet on Living Labs organised in Italy (2/2)

As of July 2023, an overview of Living Labs organised in Italy was summarised in a booklet showcased in Figure 46.



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- 1 Co-creation/co-design:** This is the ideation stage. With the help of different co-creation tools and methodologies, the participants develop a portfolio of ideas aligned with their desired goals.
- 2 Exploration:** With the portfolio of ideas, at this stage the participants explore the ideas in more detail and together reach a consensus on which ideas they would like to pursue. Here, they develop prototypes of the ideas or bring them to life, ready to deploy them to the target population in the next stage.
- 3 Experimentation:** At this stage, the participants test the developed prototypes or products with the target population, gathering feedback and insights to evaluate their effectiveness.
- 4 Evaluation:** In the final stage, the participants reflect on how their products were received by the target population, assessing whether they reached their intended goals. Any necessary adjustments or adaptations are identified to optimise the project's alignment with the desired outcomes.

The GenB Living Labs were implemented in the second semester of the school year 2022/2023 and specifically from March to June 2023 in Austria, Italy and Slovakia for three age groups each 4 to 8, 9 to 13 and 14 to 18. Each Living Lab was designed to have a minimum of three workshops while the pupils and young adults, together with their teachers and other actors that they decide to involve would also work on their ideas between the three workshops.

Recognising the participants' limited prior knowledge regarding the topic of bioeconomy, the first workshop of the GenB Living Labs served as an introductory session. Its main aim was to familiarise the participants with the subject matter and its relevance to their everyday lives, all presented in a manner suitable for their age group. With a concise yet impactful approach, the session, only touched on the first stage of Living Labs, co-creation/co-design, ideation.

Nevertheless, during the period between the first and the second workshop, the participants emerged into the co-creation/co-design stage building on the knowledge acquired in the first stage. With the support of their teachers and/or with the staff involved, the children and young adults discussed the key takeaways from the first workshop and embarked brainstorming to generate project ideas for further development within the process.

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The second workshop, scheduled approximately two weeks after the first, allowed participants ample time to brainstorm, while ensuring the newly acquired knowledge about bioeconomy remained fresh. Representing the second stage of the Living Labs process, exploration, the second workshop aimed to finalise the collection of ideas and narrow down the portfolio to feasible projects that could be implemented by the group or in smaller teams within the given timeframe. The selected ideas were presented to the group, providing an opportunity for the rest of the participants to suggest changes. Finally, tasks were assigned, and a timeline was established.

During the period leading up to the final workshop, the participants worked in developing their ideas as intended.

The third workshop scheduled at least four weeks after the second, to provide the participants with ample time to finalise their ideas, marked two significant stages in the Living Labs process: exploration and evaluation. Firstly, the exploration stage, involved the presentation of the participants' completed projects to a larger group of their peers and/or to the target audience of their projects, if different. Secondly, after the showcase, the participants then discussed the reception of their projects and considered any necessary adjustments and also shared their experiences of the whole process, representing the evaluation stage of the Living Labs. In cases where time was limited, the evaluation phase could also extend beyond this workshop.

Although this third workshop marked the conclusion of the GenB Living Labs, within the schools or leisure centres, they are highly encouraged to consider potential for further implementation of the developed ideas as well as the integration of the bioeconomy in the future.

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GENERAL CONCEPT OF the living lab

From March to May 2023, APRE organized two Living Labs with the "Istituto Comprensivo Quicciardini" school in Rome to co-create new educational approaches and accompany the new generation in the transition towards a circular and sustainable bioeconomy. An early school class (age 8-9 yo) and an elementary school class (age 11-12 yo) were involved. Students were highly engaged and proactive in all phases of the activities especially those

which required autonomous decision-making (i.e. rules making, division in groups, roles of each group for producing the materials etc.). The Activities concluded with the presentation and dissemination of the results of the living lab (final prototype of the game) to the school community in the open school event "Sustainability Day". Objectives of Living Labs in schools:

- 1 Co-create with students new formats for communicating the opportunities from the bioeconomy and the ecological and circular transition.**
- 2 Develop new ideas for sustainability and reduction of the environmental impact by methods creative, fun and non-formal methods.**
- 3 Children as experts & ambassadors of change and of promotion of these issues towards families and society.**



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ACTIVITIES implemented

The Living Lab foresaw four phases with the engagement of teachers, students, parents, and GenB's support staff, in the ways and at the times described below. Between the Workshop phases, APRE maintained constant communication and gave clear instructions to teachers prior to each workshop. The students received homework to review and deepen concepts for the next appointment. Parents were engaged in home activities.



Co-Creation Workshop: the first workshop began with a recap and brainstorming on the bioeconomy concepts, lifestyles and sectors. Responding to different questions, the students understood the bioeconomy approach and its implications in daily life. APRE staff and the class discussed answers collectively. Then the students analysed the first ideas on the educational material to produce in order to educate on the bioeconomy. APRE asked students to divide into groups and think about a type of educational instrument/material they would have liked to produce to teach also other students about the bioeconomy. The groups' ideas were presented to the class that expressed their preferences through a voting mechanism.

Exploration Workshop: In the second Workshop, the classroom worked on the development of new educational product ideas based on the proposals developed during the Co-creation Workshop. To realize the prototype, the class was divided into four groups and the students were assigned roles (i.e. Communication & design Team, Crafting materials Team and Game rules and writing Team). This phase saw the use of innovative formats: flipped classroom, inquiry-based learning, hands-on learning (production of game materials).



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Figure 46 - Booklet on Living Labs organised in Italy (2/2)

6.4 Booklet on Living Labs organised in Austria

As of July 2023, an overview of Living Labs organised in Austria was summarised in a booklet showcased in Figure 47.

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factsheet

**OVERVIEW OF LIVING LABS
ORGANISED IN AUSTRIA
TO EMPOWER CHILDREN
AND YOUNG ADULTS
FOR A SUSTAINABLE
FUTURE**

July 2023

LIVING LABS ORGANIZER




OUR COOPERATION



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**WHAT ARE
living labs?**



Living Labs, a relatively novel concept that emerged in the early 1990s (e.g., Bajger et al., 1991) has transformed the landscape of research and development. While there is no universally accepted definition for Living Labs, Professor William Mitchell, who is most prominently associated with Living Labs, defined them as 'a research methodology for sensing, prototyping, validating and refining complex solutions in multiple and evolving real-life contexts'. Distinguishing themselves from traditional labs, they emphasize user-centricity, experiential learning, real-life contexts, and co-production of knowledge through co-creation methodologies.

Although the users are at the forefront of Living Labs, they usually involve heterogeneous actors. Leminen (2022) describes the membership of Living Labs as the 4P partnership 'public-private-people-partnerships'.

The GenB Living Labs had a clear objective: Co-creating innovative approaches, formats, materials and tools, through the cooperation between children, young adults, parents, teachers and other formal and non-formal education professionals, to provide educational and informational toolkits on bioeconomy in general and bio-based sectors.

Living Labs function in a structured process involving four main stages. While the names of these stages may vary across authors and sectors (see e.g., Ståhlbrist and Holst 2022), these stages which may be iterative depending on the context, form an essential framework for the activities of Living Labs. The GenB Living Labs adapted the stages outlined by Westerlund and Leminen (2011) and featured in the Inmediats Handbook (Niliet et al. 2014): co-creation/co-design, exploration, experimentation and evaluation.

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- 1 Co-creation/co-design:** This is the ideation stage. With the help of different co-creation tools and methodologies, the participants develop a portfolio of ideas aligned with their desired goals.
- 2 Exploration:** With the portfolio of ideas, at this stage the participants explore the ideas in more detail and together reach a consensus on which ideas they would like to pursue. Here, they develop prototypes of the ideas or bring them to life, ready to deploy them to the target population in the next stage.
- 3 Experimentation:** At this stage, the participants test the developed prototypes or products with the target population, gathering feedback and insights to evaluate their effectiveness.
- 4 Evaluation:** In the final stage, the participants reflect on how their products were received by the target population, assessing whether they reached their intended goals. Any necessary adjustments or adaptations are identified to optimise the projects alignment with the desired outcomes.

The GenB Living Labs were implemented in the second semester of the school year 2022/2023 and specifically from March to June 2023 in Austria, Italy and Slovakia for three age groups each 4 to 8, 9 to 13 and 14 to 19. Each Living Lab was designed to have a minimum of three workshops while the pupils and young adults, together with their teachers and other actors that they decide to involve would also work on their ideas between the three workshops.

Recognising the participants' limited prior knowledge regarding the topic of bioeconomy, the first workshop of the GenB Living Labs served as an introductory session. Its main aim was to familiarise the participants with the subject matter and its relevance to their everyday lives, all presented in a manner suitable for their age group. With a concise yet impactful approach, the session, only touched on the first stage of Living Labs, co-creation/co-design, ideation.

Nevertheless, during the period between the first and the second workshop, the participants emerged into the co-creation/co-design stage building on the knowledge acquired in the first stage. With the support of their teachers and/or with the staff involved, the children and young adults discussed the key takeaways from the first workshop and embarked brainstorming to generate project ideas for further development within the process.

The second workshop, scheduled approximately two weeks after the first, allowed participants ample time to brainstorm, while ensuring the newly acquired knowledge about bioeconomy remained fresh. Representing the second stage of the Living Labs process, exploration, the second workshop aimed to finalise the collection of

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ideas and narrow down the portfolio to feasible projects that could implemented by the group or in smaller teams within the given timeframe. The selected ideas were presented to the group, providing an opportunity for the rest of the participants to suggest changes. Finally, tasks were assigned, and a timeline was established.

During the period leading up to the final workshop, the participants worked in developing their ideas as intended.

The third workshop scheduled at least four weeks after the second, to provide the participants with ample time to finalise their ideas, marked two significant stages in the Living Labs process: exploration and evaluation. Firstly, the exploration stage, involved the presentation of the participants' completed projects to a larger group of their peers and/or to the target audience of their projects, if different. Secondly, after the showcase, the participants then discussed the reception of their projects and considered any necessary adjustments and also shared their experiences of the whole process, representing the evaluation stage of the Living Labs. In cases where time was limited, the evaluation phase could also extend beyond this workshop.

Although this third workshop marked the conclusion of the GenB Living Labs, within the schools or leisure centres, they are highly encouraged to consider potential for further implementation of the developed ideas as well as the integration of the bioeconomy in the future.

**GENERAL CONCEPT OF
the living lab**

The GenB Living Labs took place in Austria from April to June 2023, engaging different age groups across two schools. The high school 'AHS am Augarten' in Vienna's 2nd district hosted the Living Lab for students aged 14 to 19. Over three workshops, around 20 students from three 7th grade classes, accompanied by two teachers, actively participated in the sessions, which were integrated into the Human and Environment subject curriculum. Meanwhile, the elementary school

Südstadt in Maria Enzersdorf, Lower Austria, served as the venue for the Living Labs targeting the 4 to 8 and 9 to 13 age groups. A total of approximately 100 pupils and 7 teachers took part, representing all classes in the school, with the exception of two hindered by time constraints. To accommodate the large number of pupils, two Living Labs were organized for 4 to 8-year-olds, while one was dedicated to the 9 to 13-year-olds.

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ACTIVITIES *implemented*

General description of activities implemented. In the first workshop of the High School Living Lab, students were introduced to the concept of bioeconomy and its challenges, with a specific focus on its connection to the food industry—a subject explored in their “human and environment” curriculum for the semester. In the second

workshop, students had the opportunity to present their project ideas, which they had brainstormed during the intervening period. They received support from workshop moderators to further develop their ideas. During the final workshop, students showcased their completed projects and engaged in group reflection on the entire Living Lab process.

The 17-year-old students successfully realised three projects as part of their participation:

- 1 Educational video series: with videos covering various aspects of the bioeconomy, such as upcycling of clothes, media influence, economic consequences, sustainable energy resources, transportation, and bioeconomy in politics.
- 2 Elementary school education: teaching an elementary school class about the bioeconomy through theory and hands-on experiments.
- 3 Sustainable packaging advocacy: sending an information email to the head of a supermarket chain addressing packaging reduction and the potential use of bio-based packaging.

During the first workshop of the elementary school Living Labs, students were introduced to the concept of bioeconomy through the book “What is Bioeconomy?” and a presentation of various related products. They were then encouraged to express their own ideas on the topic through drawing.

From these ideas, the classes collaboratively developed project proposals, which were presented in the second workshop. Additionally, during the second workshop, the students had the chance to engage in hands-on activities at different stations, including painting with natural colours derived from plants and spices, creating seed balls, and playing a memory game focused on the theme of bioeconomy. The final workshop of the Living Labs in the elementary school concluded with a showcase event, where the students’ products and projects were exhibited in the auditorium. Representatives from each class took the stage to present their projects to the entire school community, including teachers and staff members.

Following the opening presentations, all students had the opportunity to explore the exhibition, examine their peers’ completed projects, and engage in discussions with the workshop moderators to gain deeper insights into the project development process and their overall experience with the Living Labs. The elementary school students successfully realised a variety of projects, including flowerpots and purses crafted from recycled tatra packs and fabric remnants, pencil cases from repurposed plastic bottles, bags from fabric remnants, photo frames decorated with buttons, and a poster showcasing ideas for products derived from biobased materials. In addition, the older students created a bioeconomy magazine and produced a series of informative videos on various aspects of the bioeconomy.

THE LIVING LAB *in numbers*

Number of Living Labs organised (total):	4 Living Labs with 3 workshops each (in total 12 workshops)
Number of activities and experiments implemented (Total):	89
Number of students reached (total):	120

Figure 47 - Booklet on Living Labs organised in Austria

6.5 Bioeconomy careers and skills of the future

In the context of Task 1.4, fact sheet templates were developed for Consortium partners to create career sheets in the light of interviews conducted with representatives of bioeconomy-related job profiles.

In Figure 48 we provide one example of the resulting fact sheet.

All fact sheets and related interviews are available on GenB website section: [Bioeconomy job profiles](#).

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About the career sheet
The career sheet serves as an awareness-raising tool for teachers and career counsellors. Specifically, it provides students concrete examples of jobs that are directly related to promoting Bioeconomy, elaborating on the skills needed to pursue a career in the field.

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CAREER SHEET: RESEARCH ASSISTANT

Kateryna Ivanova (Research Assistant, TU Dresden)

My name is Kateryna Ivanova, I was born in Ukraine but raised in Italy where I received my degree. I studied biology in Ferrara, then molecular bioengineering in Dresden. During my master's degree, I was introduced to a practice called "microfluidics", an innovative technology that allows the researcher to do a sample analysis, using only a few microliters of sample, in other words, smaller than a droplet of blood. It got me enthused after which I decided to do my master thesis using this technology. After my graduation, I continued in the field working as a research fellow at the Leibniz Institute for Solid State and Materials (Dresden). Currently, I am working as a research assistant at TU Dresden, also helping to set up microfluidic methods.

OVERVIEW OF THE JOB

I am involved in the development and set-up of microfluidic technologies, applied to biomedicine, synthetic biology, and cell biology. My current work does not have a direct connection to bioeconomy. Yet, microfluidics is a key enabling technology that accelerates the development in the field of biotechnology and (sustainable) chemistry, which are both essential within the bioeconomy. In addition, microfluidics contributes to the reduction of reagent consumption, and therefore, allows for the reduction of waste in terms of lab consumables, solvents, etc. We all know that this is imperative for a sustainable society!

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WHAT INSPIRED YOU

I have always been into natural sciences since my childhood and back then already was oriented towards the field. The unpredicted nature of this field and the influence I can exert as researcher to future improvements in health and environment, is what inspired me to follow the path I am pursuing and enjoying right now.

TYPICAL WORKING DAY

I always begin my day with a cup of coffee and reading my e-mails. Granted that science is unpredictable of nature, I always plan my experiments, reports, and meetings at the beginning of the week. I run my planned experiments and even take notes of subtle details, an important aspect for the next step. Collecting and analysing the data of the experiments are also part of being a researcher but does not happen on a daily basis. If needed, I can show off my work during a presentation.

STUDY & CAREER PATH

I studied biological sciences at the University of Ferrara (Italy), and I did my master's at the Technical University of Dresden (Germany) in Molecular Bioengineering. Currently, I am based in Dresden. All my colleagues, both from bachelor's and master's, continue their career in science. Someone got a job in the biotech industry, another is doing PhD, and others are teaching.

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Essential Careers and Skills of the Future

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Career Sheet: Research Assistant

KEY SKILLS

Critical Thinking: often you have to dive into scientific literature to extract some protocols and ideas, but not all that glitters is gold. So, critical thinking is the basis for researchers.

Collaboration: you never work alone, first you have to collaborate within your team and often research projects are an outcome of multiple institutes/ organizations' efforts.

Data Presentation: Data processing is an often-recurring task, so it is important to learn how to organize it, analyse, and deliver it to your PIs or to the public.

Strategic Planning: as already mentioned, research is also about inconvenience so strategic planning is important to be able to have plan B in case plan A is not working.

Creativity: I thought that this was something that belonged to artists, but when I started to work as a researcher, I was surprised at how creative I was. Sometimes you have an idea but do not have the materials, so you start to look around you and make it happen from what is available to you.

These skills are useful both to academia and the biotech industry.

CHALLENGES

Experimental results may not be what you expect them to be, this is hard to deal with at the beginning (when you start as a researcher), but with time you learn how to make sense of these data and use it to your advantage. Also, inconveniences are a must in research, so you must be able to adapt and re-arrange your schedule.

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Career Sheet: Research Assistant

WHAT YOU LOVE ABOUT YOUR JOB

It is dynamic, every day is a new adventure. Research is cool and sometimes also unpredictable, even though you are following the same protocol for a long time. Sometimes you end up speaking to your equipment as if it was alive and begging it to work smoothly. It is fun if you are into something like Toy Story, it is the adult version of it.

MOVING TOWARDS A BETTER WORLD

Microfluidics is a great technique that offers a lot of opportunities, such as paper-based microfluidics, used in the case of COVID-19 rapid tests. Also, some of the devices developed are used for monitoring water quality. Most often you need only a few microliters of sample and it is not time-consuming, so it is possible to quickly obtain the results. Another advantage of microfluidics is that those are tiny devices (not always though) that can be easily transported/sent.

YOUR ADVICE TO STUDENTS

Always ask questions and remember that there are no stupid questions!

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Career Sheet: Research Assistant

YOUR ADVICE TO TEACHERS AND PARENTS

By having discussions with students/ children and not just telling them what they should do because you are an adult, and you know better. Offer them the opportunity to express their opinion on a topic and do their own research.

LEARN MORE

[Science Communication Lab](#)
[Biology](#)
[Milestone Biotech](#)
[Just Biotech Geeks](#)
[Better Data Visualizations](#), by J. Schwabish

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Figure 48 - Bioeconomy careers and skills of the future

7 Press releases and newsflashes

Press releases and newsflashes to announce specific activities of the project were distributed.

7.1 Press releases

Two press releases were distributed via Agility PR Solutions to respectively: 59 outlets to announce the launch of [GenB ambassador open call](#) and to >1000 outlets to announce launch of [GenB Virtual Library](#).

7.2 Newsflashes

With a view to announcing specific upcoming or past activities, six newsflashes were distributed to GenB newsletter subscribers (134 recipients).

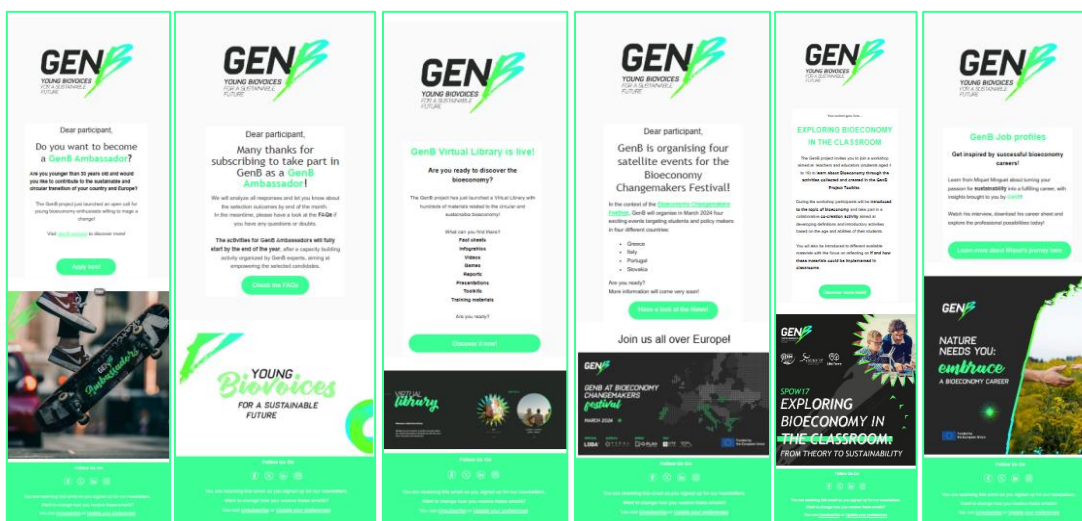


Figure 49 - GenB newsflashes

8 Videos

Until March 2024 the project provided multiple opportunities to develop, film and edit videos supporting all Work Packages, namely:

8.1 GenB video teaser



Figure 50 - GenB video teaser

The video was developed in English and translated also in Italian in occasion of specific events organised locally.

8.2 Live shooting at events

The organisation of GenB Common Ground Camp gave the opportunity to produce a "best moments" video available at the URL:

https://www.youtube.com/watch?v=G_h1fQOv-aE&t=38s&ab_channel=BIOVOICESProject



Figure 51 - Video of GenB Common Ground Camp

8.3 Interviews

With a view to engage stakeholders, 28 interviews were conducted by GenB partners and were edited and whenever applicable provided with subtitles, namely:

- [GenB interviews the EU Bioeconomy Youth Ambassadors #1](#)
- [GenB interviews the EU Bioeconomy Youth Ambassadors #2](#)
- [GenB Common Ground Camp interview #1](#)
- [GenB Common Ground Camp interview #2](#)
- [GenB Common Ground Camp interview #3](#)
- [GenB Common Ground Camp interview #4](#)
- [GenB Common Ground Camp interview #5](#)
- [GenB Common Ground Camp interview #6](#)
- [GenB Common Ground Camp interview #7](#)
- [GenB Common Ground Camp interview #8](#)
- [GenB Common Ground Camp interview #9](#)
- [GenB Common Ground Camp interview #10](#)
- [GenB Common Ground Camp interview #11](#)
- [GenB Common Ground Camp interview #12](#)
- [GenB Common Ground Camp interview #13](#)
- [Bioeconomy careers and skills for the future #1](#)
- [Bioeconomy careers and skills for the future #2](#)
- [Bioeconomy careers and skills for the future #3](#)
- [Meet GenB Advisory Board members #1](#)
- [Meet GenB Advisory Board members #2](#)

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- [Meet GenB Advisory Board members #3](#)
- [Meet GenB Advisory Board members #4](#)
- [Meet GenB Advisory Board members #5](#)
- [Meet GenB Advisory Board members #6](#)
- [Meet GenB Advisory Board members #7](#)
- [Meet GenB Advisory Board members #8](#)
- [Meet GenB Advisory Board members #9](#)
- [Meet GenB Advisory Board members #10](#)

9 GenB website and social media

GenB website was first launched under the domain “genb-project.eu” as a splash page in M2 (December 2022) as showcased in Figure 52. The objective was to facilitate online dissemination and communication activities since the very beginning of the project, in particular leveraging BIOVOICES social media channels.



Figure 52 - GenB splash page

On M4, GenB website was launched and is now structured as showcased in Figure 50. The website is updated with news, events, public results on a weekly basis and monthly maintenance is performed.

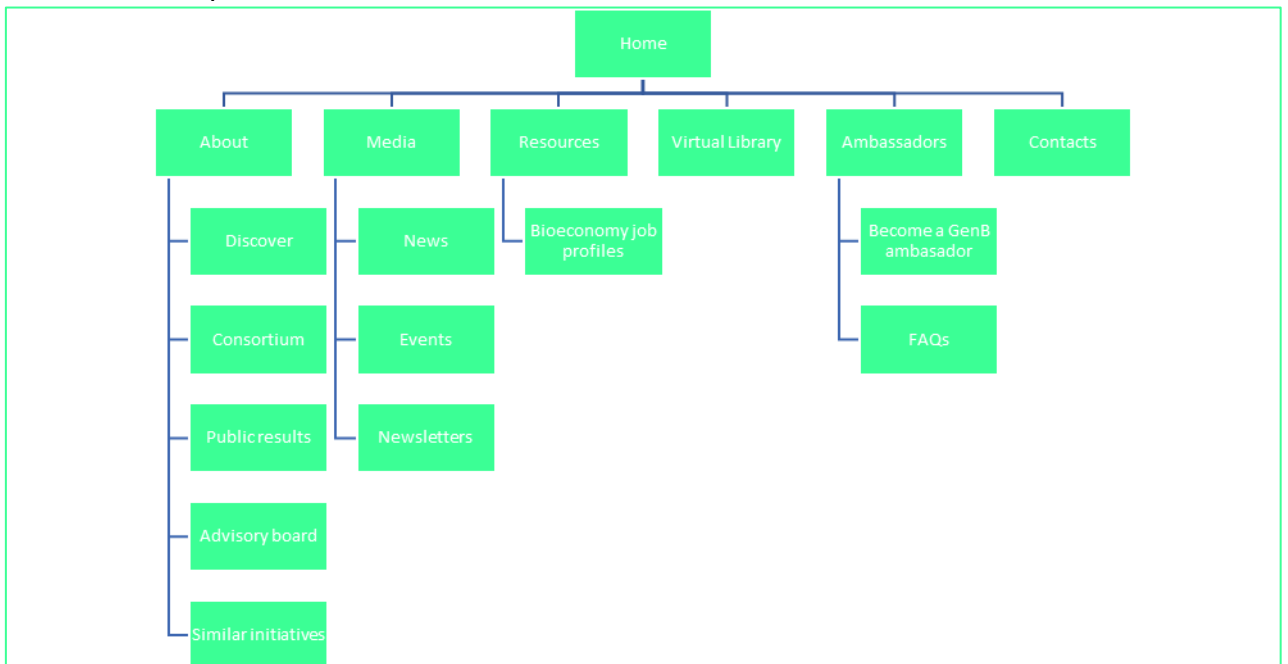


Figure 53 - GenB website map

Since its launch, GenB website collected a total of 9730 views, 2250 users from 27 countries with an average engagement time of 00:01:04 minute as showcased in Figure 54.

↓ Page title and screen class	↓ Views	Users	Views per user	Average engagement time
	9730 100% of total	2250 100% of total	4.32 Avg 0%	1m 04s Avg 0%
1 GenB Project	3120	1630	1.91	34s
2 GenB	1350	420	3.21	34s
3 Discover GenB	1020	580	1.76	37s
4 Virtual Library	760	370	2.05	17s
5 News	590	320	1.84	8s
6 Events	470	240	1.96	8s
7 Consortium	430	290	1.48	30s
8 Download all the presentations of GenB Common Ground Camp on Bioeconomy education!	420	270	1.56	35s
9 Newsletter	410	250	1.64	19s
10 Similar Initiatives	280	220	1.27	16s

Country	Users
	2250 100% of total
1 Portugal	1070
2 Italy	250
3 United States	120
4 Greece	90
5 Türkiye	90
6 Finland	80
7 Netherlands	80
8 Austria	60
9 Ireland	60
10 United Kingdom	60
11 Belgium	50
12 France	30
13 Romania	30
14 Spain	30
15 Albania	20
16 Croatia	20
17 India	20
18 Bulgaria	10
19 China	10
20 Cyprus	10
21 Denmark	10
22 Hungary	10
23 Kazakhstan	10
24 Norway	10
25 Serbia	10
26 Slovakia	10
27 Sweden	10

Figure 54 - GenB website analytics

9.1 GenB Common Ground Camp micro site

With a view to promote at best GenB Common Ground Camp organised in February 2023, a dedicated microsite was developed and launched in the end of December 2022 via Zoho Backstage under the URL:

<https://genb.zohobackstage.eu/GenBCommonGroundCamp>.

The microsite allowed the Consortium to properly promote since the very beginning of the project the speakers, concept and overall opportunity for teachers, professors, formal and non-formal educators.

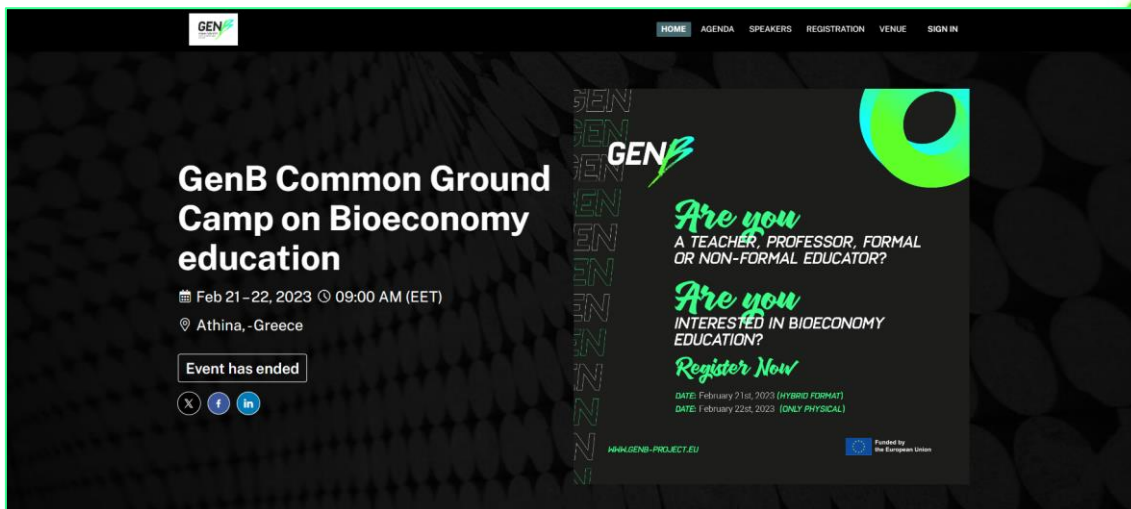


Figure 55 - GenB Common Ground Camp microsite

GenB social media

Building on the work of the BIOVOICES project, GenB leverages the social media channels with handle @BIOVOICES to reach the widest possible audience.

BIOVOICES social media channels have been actively disseminating GenB activities since January 2023.

At least two posts per week are shared on Facebook, X, LinkedIn and Instagram channels which combined now count more than 11.000 followers as showcased in Table 1.

Social media channel	Followers as of March 2024
Facebook	3.403
X	3.864
LinkedIn	2.009
Instagram	1.845

Table 1 - GenB social media

10 Synergies with other projects, initiatives and organisations

In table 1 a list of projects and initiatives GenB partners established synergies with in the context of dissemination and communication activities is provided.

More details on the ecosystem developed during GenB project lifespan will be provided in D5.3 Report on ecosystem building.

Project/ initiative/ organisation	Description
EuBioNet	The European Bioeconomy Network (EuBioNet) is a proactive alliance of 150 EU funded projects and initiatives dealing with Bioeconomy promotion, communication and support. The main goal is to maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.
CBE JU	The Circular Bio-based Europe Joint Undertaking (CBE JU) is a €2 billion partnership between the European Union and the Bio-based Industries Consortium (BIC) that funds projects advancing competitive circular bio-based industries in Europe. CBE JU is operating under the rules of Horizon Europe, the EU's research and innovation programme, for the 2021-2031 period. The partnership is building on the success of its predecessor, the Bio-based Industries Joint Undertaking (BBI JU), while addressing the current challenges facing the industry.
BioBeo (2022-2024)	BioBeo is a 2 year, €2M project with 15 partners, bridging theory and practice. Its overall aim is to develop and deploy an education programme to enhance understanding and engagement across society regarding lifestyle, circularity and bioeconomy, using 5 bioeconomy themes: interconnectedness, outdoor learning, forestry, life below water and the food loop.
BIOBec (2021-2024)	The BIObec project aims to build bridges between the bio-based industry and the education system by interlinking universities, innovation labs, and R&D centres with industrial actors and regions. In order to achieve this, the project proposes a holistic framework that merges the traditional idea of an education centre, with that of a knowledge hub. BIObec will establish multi-level Bio-Based Education Centres (BBECs) to act as knowledge hubs bridging the gaps between academic institutions, students, innovation entities and policy makers. Likewise, the BBECs will be flexible

	<p>enough to answer the actual and future needs of the industry and surrounding ecosystem at local, regional and national levels.</p>
RuralBioUp (2022-2025)	<p>RuralBioUp project will strengthen the cooperation among regional key actors and knowledge holders, empowering them to establish an inclusive and long-lasting ecosystem (the RuralBioUp Regional Hubs) to support the mainstreaming of bio-based business models in rural areas. In particular, RuralBioUp will establish 9 Regional Hubs (30 stakeholders per Hub) in 6 EU countries, that will co-design and implement 9 Action Plans on 18 value chains. Regional Hubs will be empowered by RuralBioUp's partners with mentoring, coaching and training activities in the implementation of their Action Plans.</p>
BioGov.net (2022-2025)	<p>Stakeholder collaboration facilitates decision-making, social engagement and acceptance. The EU-funded BioGov.net project supports the mobilisation of local resources and stakeholders in Estonia, Italy, Netherlands, Greece, Slovakia, Czechia, Portugal, and Germany to establish innovative governance models in the bioeconomy. Doing this will secure optimal decision-making processes, social engagement of all actors and the uptake of sustainable innovations. The work includes completing various assessments to create a training framework and support consumers, industry and public bodies so as to switch to socially and environmentally responsible behaviour. The results will help local biosystems, regulators and policy makers improve knowledge, skills, the bioeconomy and good governance.</p>
SLEs (2022-2025)	<p>STE(A)M Learning Ecologies (SLEs) is an EU-funded project developing engaging open schooling-enabled science learning paths for all in learning continuums of formal and informal education settings focusing on inclusiveness. The project highlights the necessary conditions for bringing together all formal, non-formal and informal education actors, as well as enterprises and the civil society and giving all space and motivation to take initiative and central roles. By building on promising previous results, the project proposes a framework that facilitates the creation of inclusive educational synergies in the form of interconnected knowledge ecosystems. The project is also studying the benefits of open schooling as a driving force in European and national policymaking. To achieve these, SLEs is introducing the powerful concept of "learning ecologies" as vehicles for envisaging and realising impactful local open schooling partnerships. A Learning Ecology is the physical, social and cultural context in which learning takes place.</p>

BlueRev (2022-2025)	The aim of the EU-funded BlueRev project is to encourage innovation in local communities by focusing on “blue” sustainability and creating positive environmental impacts. To that end, it will establish three pilot regions in Europe, where it will focus on introducing meaningful changes across specific value chains in the blue bio-based sector. The project will employ existing or advanced monitoring systems to assess the effectiveness of the value chains and come up with ways to improve governance frameworks and business models in the Bruere blue bio-based sector.
Allthings.bioPRO (ended)	Having citizens participate in the conversation on various issues relevant to their daily life and well-being is an effective way to create substantial and lasting change. The EU-funded Allthings.bioPRO project aimed to engage citizens in four sectors: food packaging, fashion and textiles, kids and schools, and jobs and careers. As gamification represents an incentive, the methodology of the project provided a gamification ecosystem based on a game, a smartphone application and on- and offline communication and engagement activities. These tools enable citizens to provide direct input into the agenda of the bio-based industry. Eventually, the project assisted in the creation of a Citizens Action Network and assessed how it can support a bioeconomy citizen observatory.
Transition2BIO (ended)	Concluded project. Production and consumption drive the economy. Global challenges like climate change, land and ecosystem degradation, coupled with a growing population, force us to seek new, sustainable ways of life that respect the ecological boundaries of our planet. The EU-funded Transition2BIO project is proposing an integrated package of activities addressing a wide range of stakeholders (demand side, supply side, multipliers and supportive environment). It will valorise and exploit sectoral communication tools and activities, raise public awareness of bioeconomy and contribute to the transition towards more sustainable production through engagement and education activities. The project is also funding the activities of the European Bioeconomy Network, an alliance of more than 80 projects and initiatives promoting bioeconomy.
BIOCIRCULARCITIES (ended)	The BIOCIRCULARCITIES project aimed to unlock the circular economy potential of unexploited bio-based waste streams and boost the green and sustainable transition. This transition to a circular bioeconomy requires reconciling legislation, waste management, circularity, and the bioeconomy. For two years, BIOCIRCULARCITIES has been exploring the development of economically and environmentally efficient

	models for organic waste (food and kitchen waste, garden waste, agricultural waste from agro-based industrial sector, wood waste and forestry residue, etc.) management to foster the transition to a circular bioeconomy.
Circular Bricks (ended)	<p>Circular Bioeconomy for improving agrifood VET institutes' teachers' skills and competencies</p> <p>Biotechnology has the potential to reduce the impact of human activities in nature. By developing new bio-based production platforms towards a more efficient use of waste streams, a step forward in industrial circularity can be achieved.</p> <p>To help train and educate the new generation of bioeconomy professionals with the necessary hard and soft skills, we need to rethink and improve our current educational model for the bioeconomy. This is the long-term ambition of Circular Bricks. Across Europe, some initiatives have already been put in place. However, there seems to be a lack of generalized and consistent schemes, especially with regards to the VET field. In order to address these needs, Circular Bricks will train VET teachers from the agri-food sector in order to make them able to educate their students (i.e. the future generation of circular bioeconomy professionals) with the necessary green skills which are required by the current and future industries operating in the European circular bioeconomy.</p>
ARETE (ended)	<p>The ARETE project aims to support the pan-European interactive technologies effort both in industry and academia, through the multi-user interactions within AR technologies evaluated in education in both professional and private contexts.</p> <p>The authoring tools used within ARETE and the provision of access of the AR content developed for the broader community of users within the EU, will increase the European innovation capacity in AR.</p> <p>Through systematic application of human-centred design approaches, ARETE will deliver highly usable, useful and desirable AR technologies and contents, leading to a wider uptake and further stimulate their creative usage.</p>
Scientix	<p>Scientix is the number one community for science education in Europe. It aims to promote and support a Europe-wide collaboration among STEM teachers, education researchers, policymakers and other educational stakeholders to inspire students to pursue careers in the field of Science, Technology, Engineering and Mathematics (STEM).</p>
Climate Champions	<p>The Climate Champions project provides communities with inclusive, driven means by which adults are educated as community champions and by so doing contribute to the</p>

	<p>2030 Agenda for Sustainable Development and 6 of its 17 Sustainable Development Goals (SDGs). Climate Champions meets the needs of our partnership in several following ways:</p> <p>It opens a new field of learning with a very tangible social inclusion intent and reach</p> <p>Uncovers transferrable learning solutions to empower community biodiversity and climate change champions. At the same time a new training product will enhance their educational reach & allow them to apply their environmental learning at a strategic level to a community setting. Some partners will be able to expand from their youth and schools' educational programmes and transfer this knowledge to the adult population.</p>
Slovak Bioeconomy Cluster	<p>Bioeconomy Cluster is an association of legal entities established in 2015 with the aim to promote cooperation, networking, innovation and mutual exchange of information between cluster members and other stakeholders in agri-food and bio-based sectors. The members and partners of Bioeconomy Cluster are research centers, agricultural university and SMEs operating in the sector of agriculture, food, forestry and other areas representing wide bioeconomy spectrum. Therefore, the Bioeconomy Cluster has national coverage.</p> <p>Bioeconomy Cluster connects the entities of knowledge triangle, promotes knowledge transfer and cooperation of R&D with agri-business. Cluster and its members have broad experience in the implementation of national and international projects (EU Framework Programmes, European Territorial Cooperation, International Visegrad Fund, structural funds, etc.), participate in monitoring committees and working groups at national and EU level, have experience in the area of technology transfer including the establishment of transfer centres. Members of the Cluster have built partnerships with major organisations and institutions at international level (OECD, JRC, etc.).</p>
Circular Slovakia	<p>Circular Slovakia is a public-private platform, a cluster, to promote the circular economy. They bring together business companies, government and knowledge institutions, associations and NGOs with the ambition to accelerate the transition to a greener and circular Slovakia.</p>
Agrokomplex	<p>The International Agricultural and Food Exhibition Agrokomplex is one of the most traditional and comprehensive exhibitions of its kind in Slovakia and it is organized by the Ministry of Agriculture and Rural Development of the Slovak Republic and agrokomplex NÁRODNÉ VÝSTAVISKO, state enterprise. The National</p>

	Exhibition of Farm Animals and the Hunting, Fishing and Beekeeping exhibitions are taking place simultaneously.
Forward Green	Forward Green (FG Expo) trade show and conference is a HELEXPO endeavor designed to foster a fresh entrepreneurial mindset in Greece. It centers on promoting a circular economy, sustainable development, and the evolution of business models, all with the goal of preserving our natural resources and advancing toward a sustainable future.
Lazio Innova	LAZIO INNOVA, an in-house company of the Italian Lazio Region, is the result of the reorganisation process of the Lazio Region's companies dedicated to innovation, credit and economic development. It works for the benefit of businesses and local public administration in the provision of incentives from regional, national and/or European resources; in credit support and the issuing of guarantees; in venture capital interventions; in services for internationalisation, the promotion of business networks and regional excellence; in services for business start-ups and development; in measures for social inclusion. It performs specialist technical assistance functions to the Lazio Region, with particular reference to the implementation of European and national Programming, supporting the implementation of regional and European policies in the definition and implementation of the Unified Regional Plan of regional and European policies and in the coordination of the programming, management, operation, monitoring and control of regional Programmes co-financed by Community Funds (ERDF, ESF+, EMFF and EAFRD), by the Development and Cohesion Fund (FSC) and by other Community and national resources allocated to Lazio.
UniBo	The University of Bologna is a public research university in Bologna, Italy. Founded in 1088, it is the oldest university in continuous operation in the world, and the first degree-awarding institution of higher learning. With over 90,000 students, the University of Bologna is one of the largest universities in Europe.
I.C. Guiccardini	From the early 2000s to the present day, the Guicciardini IC has become a solid educational reality, a point of reference for a varied and multi-ethnic public that chooses it for its highly inclusive educational offer, open to the territory, to the enhancement of the historical-artistic and landscape context in which it is located, to educational innovation and sustainability.
I.T.T. Montani	The Istituto Tecnico Tecnologico 'G. e M. Montani' (I.T.T: Montani technical institute) is a secondary school in Fermo, Italy, originally established in 1854.

<p>Universidad de Granada</p>	<p>The University of Granada is a public university situated in the historical city of Granada. Approximately 80,000 individuals – students, researchers, lecturers, and administrative and service staff are directly linked to the UGR, making it the 4th largest university in the country.</p>
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Table 2 - Synergies with other projects and initiatives



11 Overview of GenB Consortium contributions to dissemination and communication activities

In Table 2, an overview of GenB Consortium contributions to dissemination and communication activities is provided.

Partner	Date	Activity	Location	Link (if applicable)
APRE	07/11/2022	GenB ECOMONDO – The Green Technology Expo. Promotion of the EU Stand - "Funding circular economy innovation in Europe" with GenB.	APRE social media	https://www.facebook.com/APRE.it/posts/pfbid02fUvmMLV7xD9PiaTRbYYv7e5RAWtgUFuT4cTRzFupmcZ133uRc6gU75QwpPTaqbtWI
APRE	11/11/2022	GenB kick off meeting on APRE's Facebook profile	APRE social media	https://www.facebook.com/APRE.it/posts/pfbid02Qpj8DZsebRQmfzgryk3dVV6PoiGb2RdpmKNAEy3ZfvCDDjEywHxjiv1vMkYAMjYA!
APRE	16/11/2022	Oral presentation in the BioBeo kickoff meeting	Online	N/A
Q-PLAN	16/11/2022	News item on Q-PLAN's website to announce GenB kick-off	Online	https://qplan-intl.gr/news/genb-project-kick-off-meeting/
Q-PLAN	16/11/2022	Social media post on Q-PLAN's Facebook account to announce GenB kick-off	Online	https://www.facebook.com/photo?fbid=607554594499690&set=a.570001388255011
Q-PLAN	16/11/2022	Social media post on Q-PLAN's Twitter (X) account to announce GenB kick-off	Online	https://x.com/Q_PLANIntl/status/1592857815546486784?s=20
Q-PLAN	16/11/2022	Social media post on Q-PLAN's LinkedIn account to announce GenB kick-off	Online	N/A
PEDAL	16-17/2/2023	Presentation at the Smart Cluster Conference	High Tatras, Slovakia	N/A

FVA	10/01/2023	Project presentation, discussion of possible collaboration	ITT Montani, Fermo, Italy	N/A
Q-PLAN	09/02/2023	Social media post on Q-PLAN's Facebook account to promote the Common Ground Camp	Online	https://www.facebook.com/photo/?fbid=2159316780944571&set=a.762778293931767
Q-PLAN	09/02/2023	Social media post on Q-PLAN's LinkedIn account to promote the Common Ground Camp	Online	N/A
APRE	12/02/2023	APREWeekly: La Bioeconomia nelle scuole: un workshop per co-creare nuovi approcci educativi	Online	N/A
FVA	15/02/2023	Meeting with CBE JU to present GenB project and EuBioNet, with the aim to discuss about future collaborations and joint events organization in bioeconomy education.	Brussels, Belgium	N/A
APRE	16/02/2023	Meeting with EC and BYA to present GenB project activities, with the aim to establish future collaborations with BYA for bioeconomy education and coordinate activities with parallel project BioBeo.	Brussels, Belgium	N/A
PEDAL	16/02/2023	Project overview on PEDAL website	Online	Link
FVA	17/02/2023	Informal meetings to present GenB project to the stakeholders attending Mission Ocean Annual Forum.	Brussels, Belgium	N/A
HSPN	17/02/2023	Social media post on GenB Common Ground Camp	Online	https://www.facebook.com/photo/?fbid=561981945960702&set=a.471597621665802
HSPN	19/02/2023	Social media post on GenB Common Ground Camp	Online	https://www.instagram.com/p/Co2k_z3LCP-/?utm_source=ig_web_copy_link

PEDAL	22/02/2023	Social media post on Common Ground Camp	Online	https://www.facebook.com/photo/?fbid=662344579025814&set=a.437552638171677
PEDAL	22/02/2023	Social media post on Common Ground Camp	Online	https://www.linkedin.com/feed/update/urn:li:share:7034131052860223488/
PEDAL	22/02/2023	Social media post on Common Ground Camp	Online	https://twitter.com/PEDALconsulting/status/1628365853761609730
HSPN	23/02/2023	Social media post on GenB Common Ground Camp	Online	Link
HSPN	23/02/2023	Social media post on GenB Common Ground Camp	Online	https://twitter.com/GreekNature/status/1628751242372558848
Q-PLAN	24/02/2023	News item on Q-PLAN's website about the "Common Ground Camp"	Online	https://qplan-intl.gr/news/genb-common-ground-camp/
Q-PLAN	24/02/2023	Social media post on Q-PLAN's Facebook account about the Common Ground Camp	Online	https://www.facebook.com/photo/?fbid=678287127426436&set=a.570001388255011
Q-PLAN	24/02/2023	Social media post on Q-PLAN's Twitter (X) account about the Common Ground Camp	Online	https://x.com/Q_PLANIntl/status/1629106724136267781?s=20
Q-PLAN	24/02/2023	Social media post on Q-PLAN's LinkedIn account about the Common Ground Camp	Online	N/A
FVA	01/03/2023	Lecture in the context of the course in Geographic and Territorial processes, at UniBo	Online	N/A
APRE	01/03/2023	GenB, Article on APRE Website (2023).	Online	GSE vola a Atene con APRE per raccontare l'esperienza #GSEincontraleScuole - APRE

HSPN	08/03/2023	Project presentation, discussion of possible collaboration	Rabat, Morocco	N/A
APRE	08/03/2023	GenB "Training for teachers" for the primary school	APRE social media	https://www.facebook.com/APRE.it/posts/pfbid02iVfTqc4XM1HrudJzxCb9i2WzL4Etycdsr81SFj4JnExzYS6ZLH31J4umyaVHN77I
FVA	09/03/2023	Meeting on stakeholder management for market acceptance of biobased materials	Online	https://www.coebbe.nl/programma-living-ecosystem-van-start/
FVA	10/03/2023	Participation to Circular Bricks project webinar on bioeconomy education	Online	N/A
APRE	14/03/2023	GenB Capacity Building for Italian school teachers "Bioeconomy at School"	Online	https://year-of-skills.europa.eu/events-and-activities/bioeconomy-school-2023-03-14_en
APRE	14/03/2023	GenB Capacity Building for Italian school teachers "Bioeconomy at School" on GenB website	Online	https://www.genb-project.eu/media/events/genb-webinar-for-italian-primary-school-teachers/ https://www.genb-project.eu/media/events/genb-capacity-building-for-italian-school-teachers-/
APRE	16/03/2023	GenB living labs at IC Guicciardini school – dissemination (workshop 1) on GenB website	Online	https://www.genb-project.eu/media/events/genb-hands-on-labs-at-ic-guicciardini-rome-italy-1/
APRE	16/03/2023	GENB Hands-on Labs at I.C. Guicciardini primary and intermediate school	Online	https://www.genb-project.eu/media/events/genb-hands-on-labs-at-ic-guicciardini-primary-and-intermediate-school/
APRE	16/03/2023	What is bioeconomy? Exploring the bioeconomy with students	Rome, Italy	N/A
APRE	17/03/2023	What is bioeconomy? Exploring the bioeconomy with students	Rome, Italy	N/A
APRE	18/03/2023	GenB living labs in Italy (workshop 3) on GenB website	Rome, Italy	https://www.genb-project.eu/media/events/genb-living-labs-at-ic-guicciardini-rome-italy-third-workshop/

APRE	22/03/2024	GenB Scientix Bioeconomy Award	Online	https://www.facebook.com/APRE.it/posts/pfbid02Tem3kjr3AfcwPWTaCHc6qfsVDqeEX7Yj7s1vw4GVaxCckru8BHYvqJOAzKC7M21VI
EUN	25/03/2023	Project presentation and an inquiry based seminar	Brussels, Belgium	N/A
APRE	27/03/2023	Living labs at IC Guicciardini Rome – dissemination on GenB website	Onsite, Rome, Italy	https://www.genb-project.eu/media/events/genb-hands-on-labs-at-ic-guicciardini-rome-1/
PEDAL	28/03/2023	Presentation "Better environment - How to achieve it"?	Žilina, Slovakia	N/A
PEDAL	30/03/2023	Social media post on workshop organised in Žilina	Online	https://www.linkedin.com/feed/update/urn:li:activity:7047162026602676225
PEDAL	30/03/2023	Social media post on workshop organised in Žilina	Online	https://twitter.com/PEDALconsulting/status/1641395888739237895?s=20
PEDAL	30/03/2023	Social media post on workshop organised in Žilina	Online	https://www.facebook.com/photo?fbid=682800450313560&set=a.437552638171677
PEDAL	05/04/2023	Circular Breakfast, meeting of the Slovak Circular Platform Members (Circular Slovakia)	Bratislava, Slovakia	N/A
PEDAL	17/04/2023	Website news post on GenB workshop organised in Žilina	Online	https://pedal-consulting.eu/genb-project-inspired-youth-through-education/
EUN	17/04/2023	Future Classroom Lab workshop: Imagination and Creativity in the World - Where STEM Meets Arts	Brussels, Belgium	N/A
EUN	17/04/2023	Project presentation, an inquiry based seminar and social media posts	Brussels, Belgium	EUN-Seminar-17April-2023

APRE	20/04/2023	GenB living labs at IC Guicciardini school – dissemination (workshop 2) on GenB website	Onsite, Rome, Italy	https://www.genb-project.eu/media/events/genb-living-labs-at-ic-guicciardini-rome-italy-second-workshop/
PEDAL	21/04/2023	Social media post on meeting with high school students	Online	https://www.instagram.com/p/CrUDL4BPMxJ/
PEDAL	21/04/2023	Social media post on meeting with high school students	Online	https://www.linkedin.com/feed/update/urn:li:activity:7055290632960937984
PEDAL	21/04/2023	Social media post on meeting with high school students	Online	https://twitter.com/PEDALconsulting/status/1649525907403718656
PEDAL	21/04/2023	Social media post on meeting with high school students	Online	Link
EUN	24/04/2023	Project presentation, a teacher training workshop and social media posts	Brussels, Belgium	N/A
PEDAL	25/04/2023	Workshop at the occasion of Earth Day at a leisure centre in Slovakia, presenting GenB materials	Bratislava, Slovakia	N/A
PEDAL	27/04/2023	Social media post on bringing the bioeconomy to children	Online	https://www.linkedin.com/feed/update/urn:li:activity:7057446645784854528
PEDAL	27/04/2023	Social media post on bringing the bioeconomy to children	Online	https://twitter.com/PEDALconsulting/status/1651683711291908097
PEDAL	27/04/2023	Social media post on bringing the bioeconomy to children	Online	Link
PEDAL	27/04/2023	Social media post on bringing the bioeconomy to children	Online	https://www.instagram.com/p/CrjYyq2vA6w/
APRE	01/05/2023	Online debate for the promotion of GenB open call for young ambassadors:	Online	https://ec.europa.eu/eusurvey/runner/949223fe-0f16-ba55-683d-189642b1e58d
PEDAL	04/05/2023	Social media post on on GenB with young students	Online	https://www.linkedin.com/feed/update/urn:li:activity:7059911398960627712
PEDAL	04/05/2023	Social media post on on GenB with young students	Online	https://twitter.com/PEDALconsulting/status/1654146219906682881
PEDAL	04/05/2023	Social media post on on GenB with young students	Online	Link

PEDAL	04/05/2023	Social media post on on GenB with young students	Online	https://www.instagram.com/p/Cr04lxEskI5/
APRE	10/05/2023	GenB workshop: school engagement with High school students	Online	N/A
APRE	15/05/2023	Promotion of GenB at European Researchers' Night	Frascati, Italy	https://www.genb-project.eu/media/events/genb-at-european-researchers-night/
PEDAL	19/05/2023	Social media post on GenB project among pupils in Bratislava	Online	https://www.linkedin.com/feed/update/urn:li:activity:7065377969619283969
PEDAL	19/05/2023	Social media post on GenB project among pupils in Bratislava	Online	Link
PEDAL	19/05/2023	Social media post on GenB project among pupils in Bratislava	Online	https://twitter.com/PEDALconsulting/status/1659613832048943104
APRE	24/05/2023	Italian hands-on presentation at IC Guicciardini school	Online, Rome	https://www.genb-project.eu/media/news/download-the-italian-presentation-on-hands-on-labs-at-ic-guicciardini-school/
APRE	25/05/2023	GenB at Bioeconomy Day	Rome, Italy	https://www.genb-project.eu/media/events/genb-at-bioeconomy-day-/
PEDAL	26/05/2023	Social media post on the Workshop at ZS Bukovčan BA	Online	https://www.linkedin.com/feed/update/urn:li:activity:7067962229542854656
PEDAL	26/05/2023	Social media post on the Workshop at ZS Bukovčan BA	Online	https://www.facebook.com/photo?fbid=714091333851138&set=a.437552638171677
PEDAL	26/05/2023	Social media post on the Workshop at ZS Bukovčan BA	Online	https://twitter.com/PEDALconsulting/status/1662197255648997379?s=20
APRE	28/05/2023	Social media post on sustainability day: "Giornata della Sostenibilità" all'I.C Guicciardini di Roma	Online	Link

APRE	31/05/2023	GenB at Sustainable development festival	Onsite, Rome	https://www.genb-project.eu/media/events/sustainable-development-festival-%E2%80%93-genb-at-school-final-event/
APRE	01/06/2023	GenB “Giornata della Sostenibilità” all’I.C Guicciardini di Roma. Activity of the Living lab with the school (final event)	APRE social media	https://www.facebook.com/APRE.it/posts/pfbid0YHJsYKe1TdGfaHc6PXDVmTFSevfMjEz8hdQqdk18PpcETi7KUunjikYknoP4vYeXl
EUN	05/06/2023	Scientix TV episode featuring educators discussing different STEM topics applicable in non-STEM subjects and fields. Among other topics, teachers discussed bioeconomy and GenB project, as well as the benefits of including the topic of bioeconomy in the classroom. The video has been disseminated to a wide range of project multipliers, such as Ministries of Education, policy-makers, teachers, non-formal educators, industry, researchers and more, as the video is publically available on YouTube.	Online	https://www.youtube.com/watch?v=itSGviimcD8&list=PLtA54levDap3_zlyOBRsf_E475HD4Hb2Q
APRE	06/06/2023	GenBCall: Become a Generation Bioeconomy Youth Ambassador!	Online	https://year-of-skills.europa.eu/events-and-activities/genbcall-become-generation-bioeconomy-youth-ambassador-2023-06-06_en
APRE	08/06/2023	GenBCall: Become a Generation Bioeconomy Youth Ambassador!	Online	Link
EUN	17/06/2023	Project presentation, a teacher training workshop and social media posts	Brussels, Belgium	N/A
APRE	20/06/2023	Good practices in Horizon Europe projects: GenB living labs	Rome, Italy	Link

APRE	20/06/2023	Promotion of GenB and project activities at Seminar: Open schooling and STEAM education. The improvement of STEAM learning through the co-creation of local ecosystems	Rome, Italy	https://year-of-skills.europa.eu/events-and-activities/seminar-open-schooling-and-steam-education-improvement-steam-learning-through-co-creation-local-2023-06-20_en
PEDAL	22/06/2023	Social media post	Online	Link
EUN	26/06/2023	Publication of the call for young bioeconomy ambassadors on Scientix SM channels	Online	(3) Scientix EU - Calling all teachers! 📌 Are you looking for an... Facebook
EUN	26/06/2023	Publication of the call for young bioeconomy ambassadors on STEM Alliance SM channels	Online	STEM Alliance on Twitter
EUN	27/06/2023	Publication of the call for young bioeconomy ambassadors on Scientix SM channels	Online	Scientix on Twitter
EUN	27/06/2023	Publication of the call for young bioeconomy ambassadors on STEM Alliance SM channels	Online	(3) STEM Alliance - 🌱 Attention, educators from Europe! 📌 Encourage... Facebook
EUN	28/06/2023	Publication of the call for young bioeconomy ambassadors on Scientix SM channels	Online	(3) Scientix EU - 🌱 Attention, educators from Europe! 📌 Encourage... Facebook
EUN	28/06/2023	Publication of the call for young bioeconomy ambassadors on STEM Alliance SM channels	Online	STEM Alliance on Twitter
EUN	28/06/2023	Publication of the call for young bioeconomy ambassadors on STEM Alliance SM channels	Online	(3) Post Feed LinkedIn

EUN	28/06/2023	Sharing the Biovoices SM posts of the call for young bioeconomy ambassadors on Scientix and STEM Alliance SM channels	Online	STEM Alliance Facebook
EUN	29/06/2023	Publication of the call for young bioeconomy ambassadors on Scientix website	Online	https://www.scientix.eu/news/news-detail?articleId=1611412
EUN	29/06/2023	Publication of the call for young bioeconomy ambassadors on Scientix SM channels	Online	Scientix on Twitter
EUN	29/06/2023	Publication of the call for young bioeconomy ambassadors on STEM Alliance SM channels	Online	(3) STEM Alliance - Calling all teachers! 📌 Are you looking for an... Facebook
PEDAL	30/06/2023	Social media post on GenB farewell to the school year	Online	Link
PEDAL	30/06/2023	Social media post on GenB farewell to the school year	Online	https://twitter.com/PEDALconsulting/status/1674745707025014784?s=20
PEDAL	30/06/2023	Social media post on GenB farewell to the school year	Online	Link
EUN	30/06/2023	Sharing the Biovoices SM posts of the call for young bioeconomy ambassadors on Scientix and STEM Alliance SM channels	Online	Scientix EU Facebook
EUN	30/06/2023	Sharing the Biovoices SM posts of the call for young bioeconomy ambassadors on Scientix and STEM Alliance SM channels	Online	(3) LinkedIn

BTG	04/07/2023	Sharing the social media post (in English) of the call for young bioeconomy ambassadors	Online	Link
BTG	05/07/2023	News item (in English) at BTG website on the call for young bioeconomy ambassadors	Online	https://www.btgworld.com/nieuws/posts/2023/july/genb-bio-economie-ambassadeurs-gezocht/
BTG	05/07/2023	News item (in Dutch) at BTG website on the call for young bioeconomy ambassadors	Online	https://www.btgworld.com/en/news/posts/2023/july/become-a-genb-bioeconomy-ambassador/
EUN	05/07/2023	Publication of the call for young bioeconomy ambassadors on STEM Alliance SM channels	Online	(3) Post Feed LinkedIn
Q-PLAN	06/07/2023	Publication of the call for young bioeconomy ambassadors on Q-PLAN Twitter (X) account	Online	https://x.com/Q_PLANIntl/status/1676895832266756096?s=20
Q-PLAN	06/07/2023	Publication of the call for young bioeconomy ambassadors on Q-PLAN Facebook account + development of short animated graphic	Online	https://fb.watch/qWLOB4fzv4/
Q-PLAN	06/07/2023	Publication of the call for young bioeconomy ambassadors on Q-PLAN LinkedIn account	Online	Link
PEDAL	07/07/2023	Social media post on Ambassadors	Online	https://www.linkedin.com/feed/update/urn:li:activity:7082947337676840960
PEDAL	07/07/2023	Social media post on Ambassadors	Online	Link

PEDAL	07/07/2023	Social media post on Ambassadors	Online	https://twitter.com/PEDALconsulting/status/1677183243752177664?s=20
EUN	13/07/2023	Publication of the call for young bioeconomy ambassadors in EUN Teachers' Newsletter	Online	https://preview.mailerlite.io/emails/webview/366697/93593303007626773
HSPN	14/07/2023	Publication of the call for young bioeconomy ambassadors	Online	Link
HSPN	14/07/2023	Publication of the call for young bioeconomy ambassadors	Online	Link
HSPN	14/07/2023	Publication of the call for young bioeconomy ambassadors	Online	Link
HSPN	14/07/2023	Publication of the call for young bioeconomy ambassadors	Online	https://twitter.com/GreekNature/status/1679870267521155074?s=20
HSPN	17/07/2023	Project description on website	Online	https://eepf.gr/el/genb
HSPN	17/07/2023	Project description on website	Online	https://eepf.gr/en/genb-en
EUN	18/07/2023	Re-sharing the call for GenB ambassadors in English on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	Link Link
FVA	26/07/2023	The ART of Bioeconomy communication: How bioeconomy meets Art in awareness raising education, ideas from GenB and BioGov.Net EU Funded projects	Online	N/A
EUN	27/07/2023	Re-sharing the call for GenB ambassadors in Italian on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	Link Link

EUN	27/07/2023	Re-sharing the call for GenB ambassadors in Portuguese on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	Link Link
BTG	28/07/2023	Sharing the social media post (in Dutch) of the call for young bioeconomy ambassadors	Online	https://www.linkedin.com/feed/update/urn:li:activity:7090660712900894720
EUN	28/07/2023	Re-sharing the call for GenB ambassadors in Dutch on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	X: https://twitter.com/biovoices/status/1684881389462933504 FB: https://www.facebook.com/story.php?story_fbid=658775766283648&id=100064536918892
PEDAL	01/08/2023	GenB ambassadors repost	Online	https://www.linkedin.com/feed/update/urn:li:activity:7092112687517642754
PEDAL	01/08/2023	GenB ambassadors repost	Online	Link
PEDAL	01/08/2023	GenB ambassadors repost	Online	https://twitter.com/PEDALconsulting/status/1686350676224307200?s=20
PEDAL	01/08/2023	Social media post on GenB ambassadors call	Online	https://www.instagram.com/p/CvZuVw_sTy4/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
APRE	02/08/2023	Overview of Living Labs organised In Italy (1/2) – in GenB website	Rome Italy	https://www.genb-project.eu/media/news/overview-of-living-labs-organised-in-italy-1-2-/
APRE	02/08/2023	Overview of Living Labs organised In Italy (2/2) - in GenB website	Onsite, Rome Italy	https://www.genb-project.eu/media/news/overview-of-living-labs-organised-in-italy-2-2-/
HSPN	04/08/2023	Publication of the initial results of the project (infographic) and our role in GenB	Online	Link

EUN	04/08/2023	Re-sharing the call for GenB ambassadors in Spanish on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	X: https://twitter.com/biovoices/status/1686693334881062912 FB: https://www.facebook.com/story.php?story_fbid=661819349312623&id=100064536918892
EUN	04/08/2023	Re-sharing the call for GenB ambassadors in Slovak on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	X: https://twitter.com/biovoices/status/1685968552615100418 FB: https://www.facebook.com/story.php?story_fbid=pfbid05i8tGk6fzGX6Bx6MqonN27dBXEEBPTS7UgHp75W5cEDwnq2EfVJU3BT1WPMrqq6l&id=100064536918892&_rdr
EUN	04/08/2023	Re-sharing the call for GenB ambassadors in German on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	X: https://twitter.com/biovoices/status/1687418106488954880 FB: https://www.facebook.com/story.php?story_fbid=663004945860730&id=100064536918892
HSPN	17/08/2023	Social media post on GenB Virtual Library	Online	https://www.instagram.com/p/CwDCvhGKI48/?utm_source=ig_web_copy_link
HSPN	17/08/2023	Social media post on GenB Virtual Library	Online	https://www.facebook.com/ProstasiaTisFysis/posts/pfbid035A4iWkUohfUgtxe8Qf2V9kE5Bdiis7wC15S9jH6uT1Aks7GtjEJ9qvZ8RS4Ym94l
PEDAL	17/08/2023	Participation in Agrokomplex exhibition	Nitra, Slovakia	N/A
EUN	22/08/2023	Dissemination of project development and implemented activities in a newsletter distributed among the newsletter subscribers.	Online	Scientix Digest (mailerlite.io)
EUN	22/08/2023	Publication of a news article regarding project development and implementation of activities in the first 8 months of the project	Online	https://www.scientix.eu/news/news-detail?articleId=1624601
APRE	23/08/2023	Presentation of GenB activities and opportunities during Food Science and technology Conference "Opportunities	Rome, Italy	N/A

		for networking and engagement in Horizon Europe running projects”		
Q-PLAN	25/08/2023	Sharing the Biovoices SM posts of the call for young bioeconomy ambassadors on Q-PLAN LinkedIn account	Online	https://www.linkedin.com/posts/q-plan_genbcall-askasrasxoasrassasxasvasxasuashasjasb-activity-7100750387728592896-vC8r?utm_source=share&utm_medium=member_desktop
Q-PLAN	25/08/2023	Sharing the Biovoices SM posts of the call for young bioeconomy ambassadors on Q-PLAN Twitter account	Online	https://twitter.com/Q_PLANIntl/status/1694985701215830227?s=20
Q-PLAN	25/08/2023	Sharing the Biovoices SM posts of the call for young bioeconomy ambassadors on Q-PLAN Facebook account	Online	https://www.facebook.com/photo/?fbid=654901226671102&set=a.616747557153136
EUN	26/08/2023	Re-sharing the call for GenB ambassadors in Greek on Scientix and STEM Alliance social media channels (Facebook, Twitter, LinkedIn-only STEM Alliance)	Online	X: https://twitter.com/biovoices/status/1682344681718333440 FB: https://www.facebook.com/story.php?story_fbid=654901243337767&id=100064536918892
FVA	01/09/2023	Collection best practices in communication and stakeholder engagement. Sharing of good practices stemming from GenB at RuralBioUp capacity building	Online	N/A
FVA	05/09/2023	GenB was mentioned during BIObec project meeting as good practice for the development of tools and formats to inform, educate and empower younger generations on the bioeconomy	Wien, Austria	N/A
FVA	11/09/2023	Meeting with Mirium company to present GenB and the Bioeconomy Village format, to ask for bio-based samples to be included in the collection	Online	N/A

BTG	12/09/2023	SoMe post (in Dutch) on our role in GenB	Online	https://www.linkedin.com/feed/update/urn:li:activity:7107308856740823040
BTG	12/09/2023	News item (in Dutch) at BTG website on our role in GenB	Online	https://www.btgworld.com/nieuws/posts/2023/september/btg-s-rol-in-genb/
BTG	25/09/2023	Participation to Bioeconomy Pitch Perfect Event to have 1-on-1 meetings with bioeconomy actors to learn about technology and market developments & to help assess relevant products for GenB experimental exhibition	Brussels, Belgium	https://www.pitchperfectbioeconomy.eu/
BTG	29/09/2023	Attending the European Night of Researchers 2023. URL:	Groningen, the Netherlands	https://www.rug.nl/aletta/public-engagement/ern-2023/european-researchers-night-2023?lang=en
BTG	30/09/2023	Attending Zpannend Zernike, a science festival for primary school children.	Groningen, the Netherlands	https://www.rug.nl/aletta/public-engagement/ern-2023/zpannend-zernike-2023
APRE	02/10/2023	TEDx pitch by the Italian GenB Ambassadors at European Research Night (2023)	Frascati, Italy	Bioeconomy TEDx pitch by the Italian GenB Ambassadors! (youtube.com)
BTG	11/10/2023	Attending Ecoschools Inspiration Day to shape and promote the Dutch GenB activities. Search for collaborating partners. Meet in person with the organisers.	Almere, the Netherlands	https://eco-schools.nl/actueel/nieuws/meld-je-aan-voor-de-eco-schools-inspiratiedag-2023
HSPN	16/10/2023	Social media post on World Food Day 2023 - Olive	Online	https://fb.watch/osiAIC8IW/
BTG	19/10/2023	SoMe post (in Dutch) on our presence at national inspiration day of EcoSchools Netherlands	Online	https://www.linkedin.com/feed/update/urn:li:activity:7120697368722690049

Q-PLAN	24/10/2023	Attendance at the final event of "Climate Champions" Erasmus+ project - networking and promotion of the GenB project. Discussion about potential local synergies.	Thessaloniki, Greece	https://www.facebook.com/photo/?fbid=815292877138206&set=pcb.815294607138033
Q-PLAN	24/10/2023	Distribution of 5 leaflets on the "Climate Champions" final event	Thessaloniki, Greece	N/A
BTG	24 & 29/10/2023	Attending Dutch Design Week to get familiar with product examples and presentation formats how to draw attention of an (mainly adult) audience. Promote GenB and search for collaboration partners.	Eindhoven, the Netherlands	https://ddw.nl/
EUN	30/10/2023	Sharing the call for GenB ambassadors in English on Scientix Facebook page with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Scientix EU - 🇧🇪 Passionate about sustainability, from Belgium and... Facebook
EUN	30/10/2023	Sharing the call for GenB ambassadors in English on STEM Alliance Facebook page with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	STEM Alliance - 🇧🇪 It's time for the youth of Belgium to lead the... Facebook
EUN	30/10/2023	Sharing the call for GenB ambassadors in English on Scientix (Twitter) channel with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Scientix on X
EUN	30/10/2023	Sharing the call for GenB ambassadors in English on STEM Alliance X (Twitter) channel	Online	STEM Alliance on X
EUN	31/10/2023	Sharing the call for GenB ambassadors in English on Scientix X (Twitter) channel with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Scientix on X

Q-PLAN	01/11/2023	Social media post on Q-PLAN's LinkedIn account for participation at the final event of "Climate Champions" Erasmus+ project - networking and promotion of the GenB project. Discussion about potential local synergies.	Online	Link
Q-PLAN	01/11/2023	Social media post on Q-PLAN's Facebook account for participation at the final event of "Climate Champions" Erasmus+ project - networking and promotion of the GenB project. Discussion about potential local synergies.	Online	https://www.facebook.com/photo/?fbid=816607580261056&set=a.570001388255011
Q-PLAN	01/11/2023	Social media post on Q-PLAN's LinkedIn account for participation at the final event of "Climate Champions" Erasmus+ project - networking and promotion of the GenB project. Discussion about potential local synergies.	Online	https://x.com/Q_PLANIntl/status/1719731766418690313?s=20
APRE	01/11/2023	Paper ICERI2023 Proceedings entitled: "Preparing students to be agents of change through active and experiential learning activities: examples from horizon europe projects"	Online	https://library.iated.org/view/MENTINI2023PRE
APRE	01/11/2023	Paper ICERI2023 Proceedings entitled: "Preparing students to be agents of change through active and experiential learning activities: examples from horizon europe projects"	Online	https://library.iated.org/view/MENTINI2023PRE
EUN	02/11/2023	Sharing the call for GenB ambassadors in English on STEM Alliance LinkedIn page with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Post Feed LinkedIn

EUN	02/11/2023	Sharing the call for GenB ambassadors in English on STEM Alliance LinkedIn page with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Post Feed LinkedIn
EUN	02/11/2023	Sharing the call for GenB ambassadors in English on Scientix X (Twitter) channel with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Scientix on X
EUN	03/11/2023	Sharing the call for GenB ambassadors in English on Scientix Facebook page with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Scientix EU - 🇪🇺: Calling all young Belgians! Help us... Facebook
EUN	07/11/2023	Sharing the call for GenB ambassadors in English on STEM Alliance X (Twitter) channel	Online	STEM Alliance on X
EUN	07/11/2023	Sharing the call for GenB ambassadors in English on Scientix X (Twitter) channel with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Scientix on X
EUN	07/11/2023	Sharing the call for GenB ambassadors in English on STEM Alliance LinkedIn page with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	Post Feed LinkedIn
EUN	09/11/2023	Sharing the call for GenB ambassadors in English on STEM Alliance Facebook page with the focus on inviting young people from Belgium to become GenB Ambassadors	Online	STEM Alliance - 🇪🇺: Calling all young Belgians! Join the... Facebook

APRE	10/11/2023	GenB Session at ECOMONDO Promoting green skills through youth ambassadors and open schooling	Rimini, Italy	GenB session at ECOMONDO (genb-project.eu)
Q-PLAN	10/11/2023	Distribution of 10 GenB leaflets to teachers of the 1 st Junior High School in Kalamaria	Thessaloniki, Greece	N/A
BTG	14/11/2023	Attending Grenzeloos Circulair to get familiar with circular economy innovators and market promoters. Promote GenB and search for collaboration partners.	Delfzijl, onsite	https://www.wamenvanduren.nl/
FVA	14/11/2023	Speech on bio-based materials for a sustainable and circular design to artistic high school students at "Lazio contemporaneo" challenge	Rome, Italy	N/A
APRE	15/11/2023	Presentation of GenB and main methodologies and results during APRE final conference "APRE SPACE 2023 Integrating science education activities in Horizon Europe"	Online, Rome	N/A
FVA	27/11/2023	GenB presented at CBE JU communication thematic group meeting	Online	N/A
APRE	29/11/2023	GenB presentation of formats with multiplier (T2.3 training for multipliers) "Horizon Europe projects dedicated at youth education"	Online	N/A
BTG	03/12/2023	Attending MWAM & VanDuren to discuss practical opportunities for integrating education on circular bio-based building in the Dutch GenB package	Winterswijk, the Netherlands	https://www.wamenvanduren.nl/

BTG	04/12/2023	SoMe post (in English) on our presence at CBE JU Stakeholder Forum	Online	https://www.linkedin.com/feed/update/urn:li:activity:7137433688518127616
BTG	06/12/2023	Attending CBE JU Stakeholder Forum to get familiar with bioeconomy innovators and innovations (that could be showcased in the Dutch GenB package of activities).	Brussels, Belgium	N/A
APRE	07/12/2023	Presentation of GenB during CBEJU stakeholder forum workshop "How to inspire, inform and attract students and professionals towards careers related to the bioeconomy?"	Onsite, Brussels	N/A
BTG	12/12/2023	SoMe post (in English) on our participation in the (GenB-co-led) CBE JU Stakeholder Forum bioeconomy skills workshop	Online	https://www.linkedin.com/feed/update/urn:li:activity:7140279131073605632
HSPN	12/12/2023	Social media post on CBE JU Forum Brussels	Online	Link
PEDAL	13/12/2023	Social media post on Youth conference March 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7140674898531725314
PEDAL	13/12/2023	Social media post on Youth conference March 2023	Online	Link
PEDAL	13/12/2023	Social media post on Youth conference March 2023	Online	Link
PEDAL	13/12/2023	Social media post on Youth conference March 2023	Online	https://x.com/PEDALconsulting/status/1734912796855243141?s=20
Q-PLAN	14/12/2023	Social media post on the organisation and outcomes of the Hands-on lab event organised by GenB / Q-PLAN at the 1st Junior High School of Kalamaria in Thessaloniki.	Online	Link

Q-PLAN	14/12/2023	Social media post on the organisation and outcomes of the Hands-on lab event organised by GenB / Q-PLAN at the 1st Junior High School of Kalamaria in Thessaloniki.	Online	https://twitter.com/Q_PLANIntl/status/1734936804745240954?s=20
Q-PLAN	14/12/2023	Social media post on the organisation and outcomes of the Hands-on lab event organised by GenB / Q-PLAN at the 1st Junior High School of Kalamaria in Thessaloniki.	Online	https://www.facebook.com/photo?fbid=838912358030578&set=a.570001388255011
BTG	15/12/2023	Attending MUSEON-Omniversum to discuss practical opportunities for integrating education on bio-based products in the museum's educational offering	Den Haag, the Netherlands	https://www.museon-omniversum.nl/
HSPN	17/12/2023	Social media post on Hands-on Labs event (Bodossaki Elementary School, Hellenic-American Athens College)	Online	Link
BTG	16/01/2024	Attending Twents Carmel College, locatie Lyceumstraat to discuss practical opportunities for integrating sustainability and circular bioeconomy education in the school's permanent curriculum.	Oldenzaal, the Netherlands	https://www.twentscarmelcollege.nl/locaties/lyceumstraat
PEDAL	30/01/2024	Website post on Mladi a bioregion, festival	Online	https://pedal-consulting.eu/pozvanka-mladi-a-bioregion-sk-bioeconomy-changemakers-festival/
PEDAL	30/01/2024	Social media post on Mladi a bioregion, festival	Online	https://www.linkedin.com/feed/update/urn:li:activity:7158078287821340672
PEDAL	30/01/2024	Social media post on Mladi a bioregion, festival	Online	https://twitter.com/PEDALconsulting/status/1752319031678222416
PEDAL	30/01/2024	Social media post on Mladi a bioregion, festival	Online	Link

PEDAL	30/01/2024	Social media post on Mladi a bioregiony, festival	Online	https://www.instagram.com/p/C2ub4PRMlva/
EUN	02/02/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Facebook account	Online	Link
EUN	02/02/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1753448191721185606
FVA	09/02/2024	Presentation of the key results from GenB at Bricks project final event	Rome, Italy	Link
EUN	09/02/2024	Dissemination of the SPOW 17 on STEM Alliance Facebook account	Online	Link
EUN	09/02/2024	Publishing one pager about the GenB workshop 'Exploring bioeconomy in the classroom: from theory to sustainability' on Scientix website	Online	Page One-pager
EUN	09/02/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Facebook account	Online	Link
EUN	09/02/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix X account	Online	Link
EUN	09/02/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1756007552448340194

EUN	10/02/2024	Dissemination of the SPOW 17 on Scientix Facebook account	Online	Link
EUN	10/02/2024	Dissemination of the SPOW 17 on Scientix X account	Online	https://twitter.com/scientix_eu/status/1756241601599250617
EUN	10/02/2024	Dissemination of the SPOW 17 on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1756372456988938362
EUN	10/02/2024	Dissemination of the SPOW 17 on Scientix Instagram account	Online	https://www.instagram.com/p/C3KvmhqK5tx/?img_index=1
EUN	13/02/2024	Dissemination of the SPOW 17 on Scientix Facebook account	Online	Link
EUN	13/02/2024	Dissemination of the SPOW 17 on STEM Alliance Facebook account	Online	Link
EUN	13/02/2024	Dissemination of the SPOW 17 on Scientix X account	Online	https://twitter.com/scientix_eu/status/1757328768106926365
PEDAL	15/02/2024	Social media post on Circular Summit	Online	https://www.linkedin.com/feed/update/urn:li:activity:7163872961253392385
PEDAL	15/02/2024	Social media post on Circular Summit	Online	Link
PEDAL	15/02/2024	Social media post on Circular Summit	Online	https://twitter.com/PEDALconsulting/status/1758112341156102262
PEDAL	15/02/2024	Social media post on Circular Summit	Online	https://www.instagram.com/p/C3XmoT4MljU/
PEDAL	15/02/2024	BioArt Gallery presented at the first Circular Summit in Slovakia	Bratislava, Slovakia	https://circular-slovakia.sk/

EUN	16/02/2024	Dissemination of the SPOW 17, track on bioeconomy on Scientix Facebook account	Online	Link
EUN	16/02/2024	Dissemination of the SPOW 17, track on bioeconomy on Scientix X account	Online	https://twitter.com/scientix_eu/status/1758400826354397558
EUN	17/02/2024	Dissemination of the SPOW 17, track on bioeconomy on STEM Alliance Facebook account	Online	Link
EUN	17/02/2024	Dissemination of the SPOW 17 on Scientix Instagram account	Online	https://www.instagram.com/p/C3cVtDmh7dK/?img_index=1
Q-PLAN	21/02/2024	Call for event registrations "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	Link Link Link
PEDAL	22/02/2024	Social media post on MLADÍ a BioRegióny.SK	Online	https://www.linkedin.com/feed/update/urn:li:activity:7166434212764487680
PEDAL	22/02/2024	Social media post on MLADÍ a BioRegióny.SK	Online	https://twitter.com/PEDALconsulting/status/1760694139056742761
PEDAL	22/02/2024	Social media post on MLADÍ a BioRegióny.SK	Online	Link
PEDAL	22/02/2024	Social media post on MLADÍ a BioRegióny.SK	Online	https://www.instagram.com/p/C3pyul_tWwh/
EUN	22/02/2024	Dissemination of the SPOW 17 on STEM Alliance Facebook account	Online	Link

EUN	23/02/2024	Dissemination of the SPOW 17, track on bioeconomy on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1761073438272180473
EUN	23/02/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Facebook account	Online	Link
EUN	23/02/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance Facebook account	Online	Link
EUN	23/02/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix X account	Online	https://twitter.com/scientix_eu/status/1761024242970243572
EUN	23/02/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Instagram account	Online	https://www.instagram.com/p/C3sS3Jktw1K/
EUN	24/02/2024	Dissemination of the SPOW 17 track on bioeconomy on Scientix Instagram account	Online	https://www.instagram.com/p/C3uXQxeiSpX/?img_index=1
EUN	27/02/2024	Dissemination of the SPOW 17 on Scientix Instagram account	Online	https://www.instagram.com/p/C32FoVz1q1M/?img_index=1
EUN	28/02/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance LinkedIn account	Online	https://www.linkedin.com/feed/update/urn:li:activity:7159221431556276224/

EUN	29/02/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance Facebook page	Online	Link
EUN	29/02/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1763240212409516536?s=20
EUN	29/02/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on Scientix linkedIn	Online	https://x.com/scientix_eu/status/1763134515361599806?s=20
EUN	29/02/2024	Dissemination of the SPOW 17 on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1763210011268809189
EUN	29/02/2024	Sharing the Call for the GenB Ambassadors on Scientix Facebook account	Online	Link
EUN	29/02/2024	Sharing the Call for the GenB Ambassadors on STEM Alliance Facebook account	Online	Link
EUN	29/02/2024	Sharing the Call for the GenB Ambassadors on Scientix X account	Online	https://twitter.com/scientix_eu/status/1763133867563643076
APRE	29/02/2024	GenB Bioeconomy Changemakers Festival	Online	https://www.facebook.com/APRE.it/posts/pfbid024Zjcd4gSGMV5nTKqjpA9ZsXwtbUwACLp4HhoMyvyxp5rG6fhwR1yCoWVZGDxZSkol
PEDAL	01/03/2024	Social media post on TEDx talks Bioregiony.sk	Online	https://www.linkedin.com/feed/update/urn:li:activity:7169303116859785216

PEDAL	01/03/2024	Social media post on TEDx talks Bioregiony.sk	Online	https://twitter.com/PEDALconsulting/status/1763544447877362000
PEDAL	01/03/2024	Social media post on TEDx talks Bioregiony.sk	Online	Link
PEDAL	01/03/2024	Social media post on TEDx talks Bioregiony.sk	Online	https://www.instagram.com/p/C3-MxUvsQIH/
APRE	01/03/2024	#APREprogetti "Scientix Bioeconomy Award"	Online	https://www.linkedin.com/posts/apre-agenzia-promozione-ricerca-europea_apreprogetti-scientix-genb-activity-7176872786827583488-wWko/?utm_source=share&utm_medium=member_desktop
APRE	01/03/2024	#APREprogetti Il progetto #GenB protagonista al Bioeconomy Changemakers Festival	Online	https://www.linkedin.com/posts/apre-agenzia-promozione-ricerca-europea_apreprogetti-genb-bioeconomia-activity-7173354680637501440-lz_w/?utm_source=share&utm_medium=member_desktop
APRE	01/03/2024	Bioeconomy Changemakers Festival- APRE Website	Online	https://apre.it/evento/bioeconomy-changemakers-festival/
APRE	01/03/2024	Bioeconomy Changemakers Festival- APRE Website	Online	https://apre.it/evento/bioeconomy-changemakers-festival/
APRE	01/03/2024	Bioeconomy Changemakers Festival- Italian edition GenB Website	Online	https://www.genb-project.eu/media/events/bioeconomy-changemakers-festival-rome-edition/
EUN	02/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance Facebook page	Online	Link
EUN	02/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on Scientix Facebook page	Online	Link

EUN	02/03/2024	Dissemination of the SPOW 17 on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1763991410267881908
EUN	04/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on STEM Alliance Facebook page	Online	Link
FVA	05/03/2024	Dissemination and exploitation of the GenB ESCAPE game during the Mission Ocean and Waters annual forum	Brussels	N/A
PEDAL	05/03/2024	Social media post on BIOHOSPODÁRSTVO BLIŽŠIE K VÁM	Online	https://www.linkedin.com/feed/update/urn:li:activity:7170743442560401408
PEDAL	05/03/2024	Social media post on BIOHOSPODÁRSTVO BLIŽŠIE K VÁM	Online	https://twitter.com/PEDALconsulting/status/1764984762521854158
PEDAL	05/03/2024	Social media post on BIOHOSPODÁRSTVO BLIŽŠIE K VÁM	Online	Link
PEDAL	05/03/2024	Social media post on BIOHOSPODÁRSTVO BLIŽŠIE K VÁM	Online	https://www.instagram.com/p/C4lb246sJzK/
EUN	05/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on Scientix Facebook page	Online	Link
EUN	05/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1765044608470286416?s=20
EUN	05/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on Scientix twitter	Online	https://x.com/scientix_eu/status/1765041025314431399?s=20
EUN	05/03/2024	Dissemination of the SPOW 17, track on bioeconomy on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1765067249432375744
EUN	05/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix twitter	Online	https://x.com/scientix_eu/status/1765044604548870532?s=20

EUN	05/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1765074799993540824?s=20
EUN	06/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Facebook page	Online	Link
EUN	06/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
HSPN & Q-PLAN	07/03/2024	Presentation of the GenB project and the ambassadors programme by Q-PLAN and HSPN at the Green Forward Expo (March 7th – 9th, 2024) in Thessaloniki, Greece. The exhibition focused on RES, circular economy and biomass / biowaste, attracting 210 exhibitors from 20 countries and 2350+ attendees.	Thessaloniki, Greece	Link Link Link
Q-PLAN	07/03/2024	Distribution of 13 GenB leaflets at the Green Forward Expo	Thessaloniki, Greece	Link Link
EUN	07/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Instagram	Online	Link
EUN	07/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1765807879419048252?s=20
EUN	08/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on Scientix LinkedIn page	Online	https://x.com/scientix_eu/status/1766131773090545754?s=20

EUN	08/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance Facebook page	Online	Link
EUN	08/03/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Facebook account	Online	Link
EUN	08/03/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance Facebook account	Online	Link
BTG	08/03/2024	Material District: Get familiar with product examples and presentation formats how to draw attention of an (mainly adult) audience. Promote GenB and search for collaboration partners.	Amsterdam, the Netherlands	N/A
EUN	08/03/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix X account	Online	https://twitter.com/scientix_eu/status/1766088714999005389
EUN	08/03/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1766041173574156387
EUN	08/03/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance LinkedIn account	Online	https://www.linkedin.com/feed/update/urn:li:activity:7161773261150793728/
EUN	08/03/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Instagram account	Online	https://www.instagram.com/p/C4QUdj7Pbtv/
EUN	08/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Facebook page	Online	Link
EUN	08/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix twitter	Online	https://x.com/scientix_eu/status/1766116670299345287?s=20

EUN	08/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
EUN	09/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
EUN	09/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1766533158445482141?s=20
EUN	10/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Facebook page	Online	Link
Q-PLAN	11/03/2024	Full programme announcement on Q-PLAN's Twitter (X) account for the event "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	https://x.com/Q_PLANIntl/status/1767212421968515252?s=20
Q-PLAN	11/03/2024	Full programme announcement on Q-PLAN's LinkedIn account for the event "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	Link
Q-PLAN	11/03/2024	Full programme announcement on Q-PLAN's Facebook account for the event "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	https://www.facebook.com/photo/?fbid=890459296209217&set=a.570001388255011
EUN	11/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix twitter	Online	https://x.com/scientix_eu/status/1767203828880093694?s=20

EUN	11/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
EUN	11/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1767258185797415074?s=20
EUN	12/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on STEM Alliance Twitter page	Online	https://x.com/stemalliance_eu/status/1767532300621746288?s=20
EUN	12/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Facebook page	Online	Link
EUN	12/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7172999744569479170
EUN	12/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7172274946767863809
EUN	12/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7171572823444951040
EUN	12/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7170825418919383042
PEDAL	13/03/2024	Social media post on ŠTUDENTI A DETI V NITRE DNES ŽIJÚ BIOHOSPODÁRSTVOM	Online	https://www.linkedin.com/feed/update/urn:li:activity:7173651796815396864

PEDAL	13/03/2024	Social media post on ŠTUDENTI A DETI V NITRE DNES ŽIJÚ BIOHOSPODÁRSTVOM	Online	https://twitter.com/PEDALconsulting/status/1767893136456425849
PEDAL	13/03/2024	Social media post on ŠTUDENTI A DETI V NITRE DNES ŽIJÚ BIOHOSPODÁRSTVOM	Online	Link
PEDAL	13/03/2024	Social media post on ŠTUDENTI A DETI V NITRE DNES ŽIJÚ BIOHOSPODÁRSTVOM	Online	https://www.instagram.com/p/C4dF_9PMfPK/
PEDAL	13/03/2024	Bioeconomy Changemakers Festival, satellite event in Slovakia organized under GenB	Nitra, Slovakia	https://pedal-consulting.eu/pozvanka-mladi-a-bioregiony-sk-bioeconomy-changemakers-festival/
EUN	13/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance Facebook page	Online	Link
EUN	13/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Instagram	Online	Link
EUN	13/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
APRE	13/03/2024	Bioeconomy Changemakers Festival- High-level event - Supporting young changemakers to develop and scale solutions Session	Brussels, Belgium	https://www.youtube.com/watch?v=IlzgVG54-28
APRE	14/03/2024	Bioeconomy Changemakers Festival- Rome Edition – Presentation of GenB activities and opportunities for GenB Ambassadors	Rome, Italy	N/A

FVA	14/03/2024	Intervention at the presentation of the IPSOS research on Stakeholder engagement	Online	N/A
Q-PLAN	14/03/2024	Distribution of 50+ GenB leaflets & 50+ gadgets (bags, notebooks, bottles, earphones) during the “Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector” event	Thessaloniki, Greece	https://www.facebook.com/photo?fbid=895209802400833&set=a.570001388255011
EUN	14/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on STEM Alliance Facebook page	Online	Link
EUN	14/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1768296024488161752?s=20
EUN	14/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Facebook page	Online	Link
EUN	14/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix twitter	Online	https://x.com/scientix_eu/status/1768291002391961930?s=20
EUN	15/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance Facebook page	Online	Link
EUN	15/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
EUN	16/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on STEM Alliance Facebook page	Online	Link

EUN	16/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Facebook page	Online	Link
EUN	17/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix twitter	Online	https://x.com/scientix_eu/status/1769378165343051810?s=20
EUN	18/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
EUN	19/03/2024	Project presentation and a workshop in the Future Classroom Lab teacher training program "Future Classroom Lab workshops: Supporting STEM Educators: Innovative Approaches to Teaching and Learning"	physical (Brussels, Belgium)	N/A
EUN	19/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1770125582497714429?s=20
EUN	19/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Instagram	Online	Link
EUN	19/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix twitter	Online	https://x.com/scientix_eu/status/1770102941392986489?s=20
EUN	19/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7176223468680577024

EUN	19/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7174434174689247232
EUN	19/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7173739606972993537
Q-PLAN	20/03/2024	News item on Q-PLAN's website about event implementation and outcomes "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	Link
Q-PLAN	20/03/2024	Social media post on Q-PLAN's LinkedIn account about event implementation and outcomes "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	Link
Q-PLAN	20/03/2024	Social media post on Q-PLAN's Twitter (X) account about event implementation and outcomes "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	https://x.com/Q_PLANIntl/status/1770424679112774048?s=20
Q-PLAN	20/03/2024	Social media post on Q-PLAN's Facebook account about event implementation and outcomes "Bioeconomy Changemakers Festival – Thessaloniki Edition: Careers and opportunities in the bioeconomy sector"	Online	https://www.facebook.com/photo?fbid=895209802400833&set=a.570001388255011
EUN	20/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on STEM Alliance Twitter page	Online	https://x.com/stemalliance_eu/status/1770405380633297370?s=20

EUN	20/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix Facebook page	Online	https://x.com/scientix_eu/status/1770389955455422959?s=20
EUN	20/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on Scientix twitter	Online	https://x.com/scientix_eu/status/1770389829748219955?s=20
EUN	20/03/2024	Sharing the GenB Webinar: How to embed bioeconomy in non-formal and informal education settings on STEM Alliance Facebook page	Online	Link
EUN	21/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on Scientix Facebook page	Online	Link
EUN	21/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on Scientix LinkedIn page	Online	https://x.com/scientix_eu/status/1770820158921007531?s=20
EUN	21/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance Facebook page	Online	Link
EUN	21/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance twitter	Online	https://x.com/stemalliance_eu/status/1770827711549678029?s=20
EUN	21/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on Scientix Facebook Account	Online	Link
EUN	21/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance Facebook Account	Online	Link
EUN	21/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on Scientix X Account	Online	https://twitter.com/scientix_eu/status/1770835256049869150

EUN	21/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance X Account	Online	https://twitter.com/stemalliance_eu/status/1770873005780115527
EUN	21/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on Scientix Instagram Account	Online	https://www.instagram.com/p/C4xvboJClro/
EUN	22/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7176865210983444481
EUN	22/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on Scientix Facebook page	Online	Link
EUN	22/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance linkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7176616071162949632
EUN	22/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on Scientix linkedIn	Online	https://x.com/scientix_eu/status/1771099749346869254?s=20
EUN	22/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on Scientix twitter	Online	https://x.com/scientix_eu/status/1771198902504730691?s=20
EUN	22/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on Scientix Facebook page	Online	Link
EUN	22/03/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Facebook account	Online	Link

EUN	22/03/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance Facebook account	Online	Link
EUN	22/03/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix X account	Online	https://twitter.com/scientix_eu/status/1771167037462622465
EUN	22/03/2024	Dissemination of the Scientix-Bioeconomy Award on STEM Alliance X account	Online	https://twitter.com/stemalliance_eu/status/1771216518270923155
EUN	22/03/2024	Dissemination of the Scientix-Bioeconomy Award on Scientix Instagram account	Online	https://www.instagram.com/p/C40XelzNe7e/
EUN	22/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance LinkedIn Account	Online	https://www.linkedin.com/feed/update/urn:li:activity:7176638698946490369/
EUN	23/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on instagram page	Online	Link
EUN	23/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on Scientix LinkedIn page	Online	https://x.com/scientix_eu/status/1771484534317383965?s=20
EUN	23/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance linkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7169021070358876161
EUN	23/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on Scientix Facebook page	Online	Link

EUN	23/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance Facebook page	Online	Link
EUN	23/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on Scientix Facebook Account	Online	Link
EUN	23/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance Facebook Account	Online	Link
EUN	23/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on Scientix X Account	Online	https://twitter.com/scientix_eu/status/1771476989758820460
EUN	24/03/2024	Sharing the GenB Job Profile Miquel Minguet, Manager in the field of Bioeconomy on STEM Alliance LinkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7171912624194990081
EUN	24/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on STEM Alliance Facebook page	Online	Link
EUN	24/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on Scientix linkedIn	Online	https://x.com/scientix_eu/status/1771919903295185106?s=20

EUN	24/03/2024	Sharing the GenB Job Profile: Paola Varela Pérez, Social Entrepreneur and Bioeconomist on Bioeconomy on Scientix instagram	Online	Link
EUN	24/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance linkedIn	Online	https://www.linkedin.com/feed/update/urn:li:activity:7170832965596344320
EUN	24/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on STEM Alliance Facebook page	Online	Link
EUN	24/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on Scientix twitter	Online	https://x.com/scientix_eu/status/1771824278557884848?s=20
EUN	24/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on Scientix Facebook page	Online	Link
EUN	24/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance X Account	Online	https://twitter.com/stemalliance_eu/status/1771960173650731111
EUN	25/03/2024	Sharing the GenB Job Profile: Kateryna Ivanova, Research Fellow/ Research Assistant on Scientix Instagram	Online	Link
EUN	25/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance Facebook Account	Online	Link

EUN	25/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on Scientix X Account	Online	https://twitter.com/scientix_eu/status/1772307463368229177
EUN	25/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance LinkedIn Account	Online	https://www.linkedin.com/feed/update/urn:li:activity:7177733412911247361/
EUN	26/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance X Account	Online	https://twitter.com/stemalliance_eu/status/1772564153267625997
APRE	27/03/2024	Promotion of GenB in the event “La bioeconomia circolare in Italia: caratteristiche delle imprese e opportunità di sviluppo”	Rome, Italy	https://www.tagliacarne.it/news/la_bioeconomia_circolare_in_italia_caratteristiche_delle_imprese_e_opportunita_di_sviluppo-3647/
EUN	27/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on Scientix X Account	Online	https://twitter.com/scientix_eu/status/1773032239128846740
EUN	27/03/2024	Sharing the GenB Career Chat with bioeconomy Expert on STEM Alliance LinkedIn Account	Online	https://www.linkedin.com/feed/update/urn:li:activity:7178790376156090368/

Table 3 - Overview of GenB Consortium contributions to dissemination and communication activities

12 Key Performance Indicators

In table 3 an overview of Key Performance Indicators (KPI) and relates status as of March 2024 (M17) is provided.

Activity	KPI	Status at M17
Website	>3.000 visits >25 countries reached	9730 views; 2250 users; 27 countries
Newsletters	>4	6
Press releases	>4	2
Speeches at events and conferences (live and online)	>10	19
Publication	1	2
Final event	1	N/A
GenB promotional video	1	1
Video teasers	2	2
Promotional banners	>10	>20
Factsheet "bioeconomy job profiles"	1	3
Infographics	6	3 infographics; 3 fact sheets
Booklets	2	3
Flyers	2; 500 flyers distributed	3; 5000 flyers distributed
Roll-ups	2	1
Posters	>2	>8

Table 4 - Key Performance Indicators

13 Conclusions

The "Dissemination and Communication Activities Report" (D5.2) for the GenB project presents a comprehensive overview of the efforts made from November 2022 to March 2024 to promote the project's objectives and outcomes. This chapter synthesises the key elements covered in the document and outlines future activities planned for the continuation and expansion of the GenB project.

13.1 Summary of Activities

Brand identity: GenB's visual and brand identity is built around a creative concept designed to resonate with teenagers, emphasizing the role of education on environmental issues, sustainability, and circularity in the Bioeconomy. The brand's imagery, including its distinctive "Tear" logo, aims to appeal to a younger audience with vibrant colours and a dynamic style.

Templates and promotional materials: a variety of templates and promotional materials have been developed to ensure consistent brand identity across different platforms and media. These include document and report templates, social media templates, and items for onsite and online events. The materials are designed to support formal and informal communications, enhance brand awareness, and facilitate the engagement of project participants and the broader community.

Website: the GenB website serves as a central hub for information dissemination, featuring updates on project activities, events, and results. The project's digital presence is further augmented by social media activities, leveraging platforms like Facebook, Instagram, X, LinkedIn and YouTube to reach a wider audience.

Further details on GenB social media will be provided in D3.2 Report on Engage, Empower & Take a role activities - First Period and in D3.3 Report on Engage, Empower & Take a role activities - Second Period.

Press releases and newsflashes: the project has utilised press releases and newsflashes to announce significant milestones and upcoming activities, ensuring timely and effective communication with stakeholders and the public.

Videos: a range of videos, including teasers, event highlights, and interviews, have been produced to visually showcase the project's activities and achievements, engaging stakeholders in a dynamic and accessible format.

13.2 Future Activities

Looking ahead, the GenB project is looking to expand its impact through several key initiatives, including but not limited to:

Design and development of GenB toolkits: ongoing support will be provided for the design and development of toolkits aimed at fostering Bioeconomy education and awareness. These toolkits will serve as valuable resources for educators, students, and

the broader community. More detailed information will be provided in D1.3 Toolkits for young people, teachers and other multipliers.

Capacity building activities: support will be provided in the development of capacity building modules to enhance the skills and knowledge of GenB ambassadors, individuals and organisations involved in Bioeconomy education and promotion.

Supportive materials for GenB ambassadors: additional materials will be developed to support GenB ambassadors in their outreach and engagement efforts. These materials will equip ambassadors with the tools needed to effectively disseminate project results and foster Bioeconomy awareness.

Dissemination of project results: A strategic approach will be taken to disseminate the project's findings and achievements. This will involve leveraging various channels and platforms to reach a diverse audience, including stakeholders in education, industry, and policy-making.

13.3 Conclusions

The GenB project has established a solid foundation for promoting Bioeconomy education and awareness through a set of initiatives and activities and its comprehensive dissemination and communication activities. As the project moves forward, the planned future activities are expected to further amplify its impact, contributing to the creation of a more sustainable and aware generation ready to embrace the principles of the Bioeconomy. The continued support for tool development, capacity building, and ambassador engagement will ensure that the project's objectives are met.

GEN

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