



Introduction to GenB project and the Bioeconomy Youth Forum

George Malliopoulos, Q-PLAN INTERNATIONAL

GenB Cross-fertilisation workshop – June 18th, 2024

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The GenB project

GenB project in a nutshell



- GenB is all about **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.

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



Inspiring, influencing and informing young people



Educating young people to accelerate



Training teachers in teaching environmental issues and engage



Engaging and empowering GenB Bioeconomy Ambassadors



Supporting GenB Ambassadors to take a role

GenB results

A vibrant social media community

Follow @biovoices on Facebook, X, LinkedIn, Instagram, YouTube

Engaging activities for bioeconomy education

In 8 countries for young people from 4 – 30+ years old!

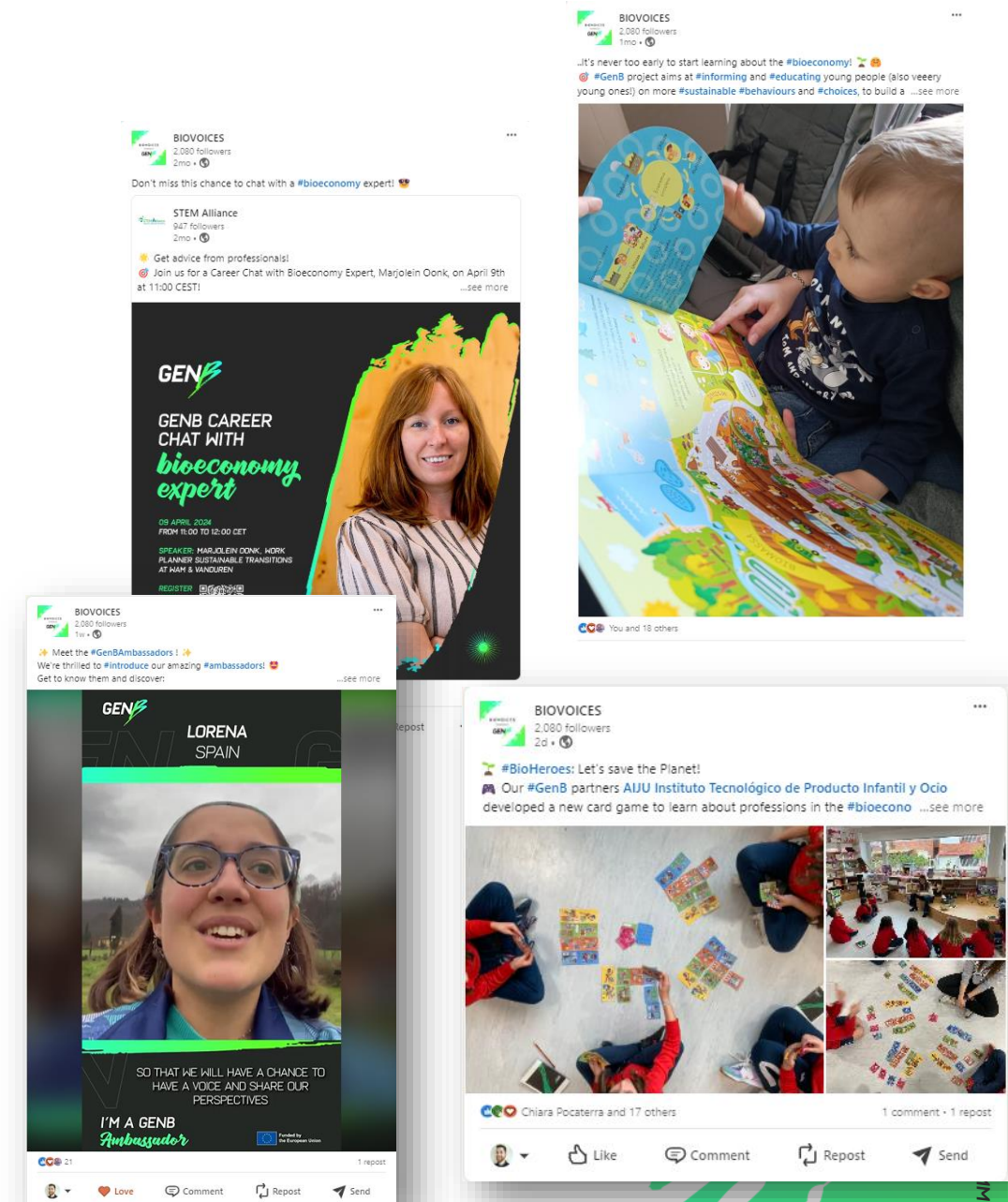
GenB Ambassadors community

80+ young people actively promoting the bioeconomy in Europe and beyond!

GenB Library & Toolkits

Videos, games, educational, career-related bioeconomy material for young people and educators in 8+ languages!

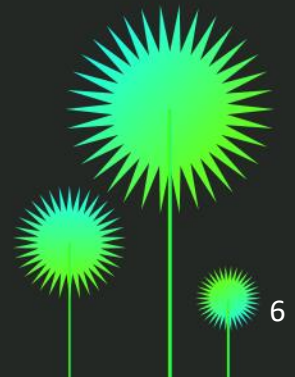
Visit: <https://library.genb-project.eu/>



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The Bioeconomy Youth Forum & Workshop sessions



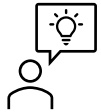
Bioeconomy Youth Forum activities

All activities in
online format!



2023 –2025

Mapping and onboarding of green youth networks
Building and expanding the Bioeconomy Youth Forum



18 Jun 2024

Cross-fertilization workshop for green youth networks
Promote collaboration, exchange good practices, opportunities and challenges



Jul – Oct 2024

Thematic youth debates on the bioeconomy (3 topics)
Online consultation + 3 live roundtables in October



Dec 2024

Policy recommendations workshop
Recommendations for better inclusion of youth to a sustainable future with bioeconomy



Jan – Feb 2025

Position paper “Our GenB future”
Document addressed to the EC and policymakers including the youth recommendations

Cross-fertilization workshop goals

For green youth networks:

- Explore the world of bioeconomy (if not already) and broaden scope of their activities
- Exchange knowledge, experiences and good practices with other networks
- Forge collaborations for development of new formats, initiatives with other youth networks
- Engage in policy discussions and deliver stronger messages

For young individuals:

- Get a broader perspective on the European and Global bioeconomy
- Find events, activities and learning opportunities abroad
- Become member of powerful international networks to raise awareness about the bioeconomy and advocate for a more sustainable future

Agenda & Guest speakers



Timeslot	Session
15:00 – 15:10	Introduction to GenB and the scope of the youth forum activities
15:10 – 15:40	Successful youth engagement initiatives in the bioeconomy sector
15:40 – 16:00	The GenB Ambassadors programme + testimonial from one of our Ambassadors
16:00 – 16:55	Part A: Networking and synergy session for the youth networks Interactive session with MURAL tool
	Part B: Co-design of topics for the online debates Interactive session with MURAL tool
16:55 – 17:00	Event closing & next steps



Johann Liebeton

Bioeconomy Youth Champion @
International Advisory Council on Global
Bioeconomy (IACGB) & Biotech Business
Developer @BioHalo



Etieno Essien

Head of the Bioeconomy Think Tank @ the
Food and Agriculture Youth Institute (FAYI)

Interactive sessions & MURAL tool instructions



- 2 short interactive sessions
- Easy-to-use interactive tool for brainstorming and discussion!
- Invitation to workspace sent this morning – please see link on the chat.
- Can register with **email, Google** or **Microsoft account**.
- Links to the specific boards of the interactive session to be sent on the chat.

The image displays two screenshots of the GEN interactive tool interface. The top screenshot, titled "Networking session", shows a workspace with a central "Collaboration for green youth networks" board. A sidebar on the left lists various collaboration categories with corresponding colored icons: "Get involved in bioeconomy" (green), "Exchange of knowledge and good practices" (teal), "Collaborations for new activities, events and initiatives" (blue), "Collaborations for policy work and advocacy" (purple), "Collaboration tools and channels" (pink), and "Other" (orange). A "We can offer support" board is visible with a "Example" card. The right sidebar shows "Activities for young individuals" with three red cards. The bottom screenshot, titled "Online bioeconomy youth debates", features a "Debate topic #1: Bioeconomy education, training and skills for the future generations" header. It contains two question cards: "Question 1: How to educate young people about the bioeconomy?" and "Question 2: How to promote bioeconomy careers to young generations?". Each question card has a list of four ideas in teal boxes. Below each question is a large text area labeled "Add your ideas here!" and three action buttons: "Add" (teal), "Improve" (orange), and "Remove" (red).

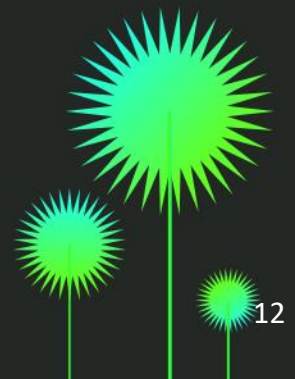
Event feedback form

- Kindly provide us your feedback for the event! **It only takes 5 minutes!**
- Very important for us! Helps the GenB consortium to improve its approach and activities
- Form link will be sent on the chat at the end of the workshop!
- **GenB Partner:** AIJU, Technological Institute for children's products and leisure

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What comes next?



What comes next?

- GenB will launch a series of **3 online youth debates** for the bioeconomy!
 - Topics will be discussed in the 2nd interactive session
 - Online consultation will run from July to October 2024
 - 3 live round tables on a weekly basis in October to conclude the debates!

Debate #1

2nd week October

Bioeconomy education,
training and skills for the future
generations

Debate #2

3rd week October

The young generation
communicating the vision for a
sustainable future with
bioeconomy

Debate #3

4th week October

The youth becoming the next
leaders for a fair, inclusive and
sustainable society with the
bioeconomy



Thank you!

Reach out to us:

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