

1

Achievement 01: The GenB Virtual Library

The Library (<https://library.genb-project.eu/>) collects more than 100 materials, tools and resources. All information can be found in [D1.1 GenB Resources Library](#).

Outcome 01

#810 users, **#1,702** views, **#1,460** downloads from the GenB Virtual Library

2

Achievement 02: Innovative awareness, information and education formats and approaches

GenB co-created new innovative formats, approaches, methods, tools per target group to facilitate bioeconomy awareness and education through Living Labs, a Common Ground Camp and Focus Groups (involving teachers, students, parents, facilitators, and other school actors):

Educational board games per target age:

- 4-8-year-olds: an immersive role-playing card game about professions in the bioeconomy **"the BioHeroes"**
- 9-13-year-olds: **Board game "The BioRace"**, the winner is who will produce more bio-based products from the biomass collected.
- 14-19-year-olds: **Escape game "Escape4Future – Chemistry meets Circular Bioeconomy"**
- The online version of the **book for kids "What's Bioeconomy"** (4-8-year-olds)
- A series of educational videos on **circular and sustainable bioeconomy, bioeconomy careers, the biorefineries, sustainable habits and practices, bio-based products** (4-8-year-olds, 9-13-year-olds and 14-19-year-olds)
- **Educational cards** (9-13-year-olds and 14-19-year-olds) and **Quizzes** cards (14-19-year-olds)
- Hands-on labs: **Bioeconomy experiments** and **Participatory photography** (4-8-year-olds)

All information can be found in [D1.2 Report on Co-Design activities](#)

Outcome 02

The co-creation process of innovative resources involved more than **#1,000** young people, teachers, parents and other multipliers and raised their awareness on bioeconomy. At the end of the first reporting period, the social impact regarding co-creation with citizens involves more than **#15,000** individuals, of which nearly **90%** are youngsters.



3

Achievement 03: Toolkits

Six distinct toolkits designed for different groups: #1 pre- and early-school students (4-8 years), #2 elementary school students (9-13 years), #3 high school students (14-19 years), #4 teachers, #5 multipliers, and #6 stakeholders to boost collaboration. All materials specifically targeted for young people can also be used by teachers and/or multipliers.

All information can be found in [D1.3 Toolkits for young people, teachers and other multipliers](#).

Outcome 03

#126 downloads of the toolkits from the GenB website.

4

Achievement 04: Formats for Inspire, Inform and Educate

Formats ready to be piloted/used in different educational contexts (e.g. schools, events, museums) for inspiring and informing young people based on the toolkits (achievement 03): hands-on labs and playful activities (4-8 years and 9-13-year-olds), exhibition stands featuring sustainable bio-based products ("Bioeconomy Village") (all target ages), expositions of roll-up banners and posters ("BioArt Gallery") (all target ages), Participatory photography (4-8 years), a role play game on bioeconomy jobs (4-8 years), TEDx pitches (14-19-year-olds), Bioeconomy career infodays (14-19-year-olds), a day in a biorefinery study visits and Schools' projects to grow future entrepreneurs (14-19-year-olds), bioeconomy talks/inquiry-based learning (14-19-year-olds), an on-line bio educational village (14-19-year-olds) and Storytelling on bioeconomy for kids (4-8 years).

All information can be found in [D2.2 Report on Inspire, Inform and Educate activities](#).

Outcome 04

#6,000 persons reached in the Schools project's to grow future entrepreneurs; **#50** participants (young people and teachers) participated in "A day in a biorefinery"; **#1,529** participants (young people, teachers and parents) engaged in Hands-on labs; **#3,962** participants (all target groups) engaged for Bioeconomy village; **#4,463** participants (all target groups) engaged for BioArt Gallery; **#73** participants (young people and teachers) engaged for the Role-Play Game; **#130** young people engaged in TEDx pitches; **#234** participants (young people, teachers and multipliers) at the Bioeconomy careers infodays.

5

Achievement 05: Materials for training the teachers and multipliers

Formats and materials ready to be piloted/used in different educational contexts (e.g. schools, events, museums) for educating teachers in teaching the bioeconomy and informing multipliers to promote the bioeconomy: **#1** package of knowledge and capacities for teachers based on the toolkits (achievement 03) to train their students in bioeconomy, **#4** "Bioeconomy job profiles", **#50** multipliers educated and informed in **#4** events, **#695** teachers trained, **#263** teachers and **#5,260** Young people indirect trained GenB Toolkits and Bioeconomy Job Profiles, **#663** participants engaged in educational activities using the toolkits, **#3,246** participants engaged in Bioeconomy talks/seminars inquiry-based learning **#6,000** participants engaged in online bio educational village.

All information can be found in [D2.2 Report on Inspire, Inform and Educate activities](#).

Outcome 05

#263 teachers and **#5,260** Young people indirect used the GenB Toolkits.



6

Achievement 06: Methodology on the involvement of GenB Ambassadors

Methodology and lessons learnt to engage and attract young people of all ages to become Generation Bioeconomy Youth Ambassadors (GenB Ambassadors), who will make his/her voice heard on the circular and sustainable bioeconomy transition, raise awareness on the bioeconomy/sustainability themes and inform and inspire many other young people: **#148** GenB Ambassadors selected, **#1** capacity building Basic level 1 (21 Ambassadors participating), **#12** capacity buildings in partner countries (201 Ambassadors participating), in total **#222** Ambassadors trained, the training materials (English) for the Basic level 1 for the Ambassadors about the sustainable and circular bioeconomy and its communication: <https://genb-project.eu/materials-for-genb-ambassadors/>, **#1** "I'm a GenB Ambassador" social media campaign.

All information can be found in [D3.2 Report on Engage, Empower & Take a Role activities](#).

Outcome 06

8 GenB Ambassadors proactively engaged as speakers in **#4** GenB events, **#102** GenB Ambassadors Taking a Role in Students2Students GenB activities and events (some GenB Ambassadors were involved in more than one activity), **#3** GenB Ambassadors writing articles published on GenB website, **#4** GenB Ambassadors involved as career role model in GenB events, **#22** GenB Ambassadors (from different Countries) involved in "I'm a GenB Ambassador" social media campaign involving GenB Ambassadors, **#23** materials produced by the GenB Ambassadors for GenB social media, toolkits and website, **#3,750** people directly reached by GenB Ambassadors' activities, **#6,250** people indirectly reached by GenB Ambassadors' activities (estimated considering the "multiplier" effect of the people reached)

7

Achievement 07: Communication materials

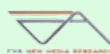
- **GenB website** with **#9,730** views, **#2,250** users from **#27** countries
- **#4** Social media (**Facebook**, **LinkedIn**, **Instagram** and **YouTube**) with **#11,386** followers
- **#2** press releases distributed
- **#6** newsflashes distributed
- **#31** videos developed/ shoted/ edited
- **#2** articles published on Conference proceedings (ICERI2023)[CP2]
- **#19** events where GenB partners have organised activities or were speakers

All information can be found in [D5.2 Dissemination and communication activities report](#).

Outcome 07

#195 downloads from the website, **#54** Environment & education outlets targeted, **#179** Environment & youth-related outlets targeted, **#134** newsletter recipients targeted, **#23,566** video views (only YouTube), **#166,498** reach since the beginning of GenB, **#798** new followers in the GenB Social Media since the beginning of GenB.

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