



Deliverable 3.3

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

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

OUR CONSORTIUM



Deliverable title	Report on Engage, Empower & Take a role activities - Second Period
Deliverable number	D3.2
Deliverable version	V1.0
Contractual date of delivery	28 February 2025
Actual date of delivery	26/02/2025
Deliverable filename	D3.3 Report on Engage, Empower & Take a role activities - Second Period
Nature of deliverable	Report
Dissemination level	Public
Number of pages	88
Work Package	WP3
Task(s)	T3.1, T3.2, T3.3, T3.4
Partner responsible	FVA
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Abstract	This deliverable consists of a report (linked to the second reporting period) on the "Engage, Empower & Take a role" activities carried out under WP3. D3.3 is linked to all tasks of WP3.
Keywords	Ambassadors, testimonials, bioeconomy, young people, youth, sustainability

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Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
1.0	24/01/2025	FVA	Chapter And First Draft
2.0	07/02/2025	WP Leaders	Draft version of the sections
2.1	17/02/2025	All partners	Contributions from all partners
3.0	21/02/2025	FVA	First consolidated draft
4.0	24/02/2025	FVA	Final version

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



Table of Abbreviations and Acronyms

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



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Executive Summary

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

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

This document provides a detailed report on WP3 “Engage, Empower & Take a role” activities involving GenB Ambassadors, based on the implementation plan submitted as D3.1 and updated every six months and complements D3.2 with the activities implemented during the second reporting period. The WP leader (FVA) coordinated the preparation of this document, defining the methodological approach with the support of all task leaders (APRE, ZSI, Q-PLAN).

Each chapter is structured as follows:

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

1 Introduction

In GenB project, WP3 “Engage, Empower & Take a Role” is specifically designed to maximize long-term impact by harnessing youth energy to engage their communities in the bioeconomy.

This deliverable presents a comprehensive report on the WP3 activities involving GenB Ambassadors during the project's second reporting period. It serves as a continuation of D3.2, which covered activities from the project's first 18 months.

The deliverable is divided into the following sections:

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

2 Overview of WP3 time plan and activities

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

Task	Responsible	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28
WP3 Engage, Empower & Take a role	FVA																												
Task 3.1 Engage GenB Ambassadors	APRE																												
Task 3.1 a Identify and engage young multipliers																													
Task 3.1 b Define the strategy and value proposition																													
Task 3.1 c Design and promote GenB ambassadors labelling																													
Task 3.1 d Launch the "GenB in action" recruitment campaign																													
Task 3.2 Empower the GenB Ambassadors	ZSI																												
Task 3.2 a Capacity building activities																													
Task 3.2 b Social Media Pages																													
Task 3.2 c Networking and good practices exchange																													
Task 3.3 Support the GenB Ambassadors to Take a role	FVA																												
Task 3.3 a GenB international competition																													
Task 3.3 b Shadow2students in the context of large scale event in SK, EL, IT, PT																													
Task 3.3 c Campaigns on social media																													
Task 3.3 d Young journalists publishing on Social Media																													
Task 3.4 European Youth Forum on bioeconomy	OPLAN																												
Mapping and engagement of EU networks																													
Task 3.4 a Thematic online debate																													
Task 3.4 b Cross-contamination online workshop																													
Task 3.4 c International online workshop "Our GenB future"																													

Figure 1 - Overview of WP3 time plan and activities






3 Engage GenB Ambassadors

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

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

Table 1 - Overview of activities to engage GenB Ambassadors

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

3.1 GenB Ambassadors recruitment and engagement

3.1.1 Activities implemented

GenB has implemented several activities to recruit the GenB Ambassadors.

3.1.2 Open call

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

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

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

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

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

3.2 Partners’ activities to support recruitment of GenB Ambassadors

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

- Dissemination in GenB events, such as the Bioeconomy Changemakers Festival and during specific GenB activities like capacity building webinars and workshops for teachers and multipliers.
- Direct invitation of young people already engaged in previous projects and activities to apply to the open call proved to be very effective in increasing the number of applications.
- Social media campaigns where already recruited GenB Ambassadors act as testimonials inviting other youngsters to become Ambassadors.
- Launch of the GenB Bioeconomy Art Competition to identify new Ambassadors who would like to promote bioeconomy through art and creativity.
- Dissemination in large-scale events to promote the project and the open call has contributed to the recruitment of new GenB Ambassadors.
- A specific area on the website which includes names, short bio, and photos of the already selected GenB Ambassadors have been added to emphasise their participation in the project and attract new young people.
- Dissemination through partners’ networks and social media channels has encouraged the youth’s participation in the project and GenB Ambassador Programme.
- Contact institutions to present the project and request their support in sharing it through their networks has supported the uptake of the Call.
- In the Netherlands, BTG approached all Green Offices and other student-led sustainability initiatives in all cities with research universities and/or universities of applied science.

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

The specific activities that have been implemented at national and international level are reported below, to support the promotion of GenB open call and approach and recruit new GenB Ambassadors during the second reporting period.

Italy

In general, in all activities targeting young people, the Italian partners promoted the open call and encouraged them to become GenB Ambassadors (e.g., during the ECOMONDO faire in Rimini, Startupper School Academy workshops, the Italian Bioeconomy Changemakers Festival – Rome edition, European Researchers’ Night 2024). For further details, consult [D.3.2](#).

Slovakia

During the second reporting period, PEDAL leveraged its involvement in multiple parallel projects in bioeconomy education, inviting participants in different events to join and/or further disseminate in their networks the GenB Ambassador. For instance, during the BioGov.Net workshops, teachers and educators from various Slovak schools were directly engaged and introduced to the GenB Ambassadors Programme. Additionally, PEDAL reached out directly to youth networks through universities and personal contacts, rather than relying solely on project-based outreach.

Spain

AIJU has leveraged various events to promote the call for ambassadors. In November, during the Local Capacity Building, we encouraged primary and secondary school students to join the initiative and become GenB Ambassadors.

AIJU also promoted the call for ambassadors within the framework of the GenB Bioeconomy Art Competition in the Spanish educational centres that participated. AIJU visited educational centres in Valencia, where, after explaining the competition to the students, it introduced the role of a GenB Ambassador and encouraged them to register. In parallel, the information was provided to the school administration to be shared with families.

Additionally, AIJU organised an inter-level activity in schools in Valencia, inspired by the Students2Students initiative (T3.3-2). In this activity, the students who participated in the Local Capacity Building explained the *BioHeroes: Let`s save the planet!* game to the younger children. Within this context, we also took the opportunity to introduce the GenB Ambassadors initiative, providing the necessary information to the schools to share with students’ families.

Furthermore, each GenB-related post shared on our social media networks included a call to action, encouraging the public to join the initiative.

Austria

In Austria, ZSI continued to promote the call for ambassadors in all project activities e.g. during the EU researchers’ Night 2024 Graz edition, 27th of September 2024, ZSI informed visitors to the stand about the programme and hang posters and QR code for registration around the stand.

Additionally, ZSI encouraged the registered and active ambassadors from Austria to share the information in their schools and with their peers.

Greece

In Greece, the GenB Ambassadors Programme is being jointly managed by Q-PLAN (Thessaloniki and Northern Greece in general) and HSPN (Athens and Southern Greece in general). Recruitment of GenB Ambassadors in Greece has been conducted in three phases (see D3.2 for more detailed information). Specifically, the Greek GenB Ambassadors used the Messenger app for communication alongside emails. The group chat served as the main communication tool, sharing industry news, GenB materials, event invitations, and supporting content creation for educational videos. High-level updates on international activities were also sent. HSPN and Q-PLAN have continued expanding the GenB Ambassadors community also during the second reporting period, offering more opportunities to engage them in local/international activities and festivals. New applications of potential Ambassadors that expressed interest were continuously supported and additional applicants were drawn in through several educational activities of the HSPN Educational Programmes department (i.e. the Greening Education Programme training activities in various municipalities of Greece where the GenB toolkit was presented).

Portugal

In Portugal, starting from the experience of the Bioeconomy Changemakers Festival held in Aveiro in collaboration with Fabrica and the mathematics games, LOBA leveraged the “Students2Students” format to involve Portuguese ambassadors in live events (e.g., WP2 hands-on labs held in primary schools) and make the Ambassadors themselves promoters of the GenB Ambassador Programme. Indeed, enrolled GenB Ambassadors were revealed to be the best actors to engage and keep young students involved, informed and vibrant during events, encouraging the enrolment in the GenB Ambassador Programme. Enrolled ambassadors and live events were not the only key channels to promote the programme. Indeed, LOBA leveraged the collaborations established with schools and teachers to widely promote the Bioeconomy Art Competition across Portugal (especially through teachers at the primary schools of the Gaia district). Such initiative was a great occasion for young bioeconomy enthusiasts, and their teachers, to take part in the project and participate in the competition (which saw a considerable number of applicants from Portugal, around 150 young students) and get to know the GenB Ambassador Programme, besides getting introduced (mostly for the first time) to the bioeconomy matter.

The Netherlands

BTG recruited six (6) Ambassadors in the first reporting period and another three (3) in the second reporting period, for a total of nine (9). Various methods were applied. Firstly, all Green Offices and student-led sustainability working groups in Dutch student cities were identified. BTG contacted each of these groups individually in a 1-on-1 mail, requesting them to promote the open call in their channels (e.g., newsletters). The exercise resulted in several of the approached organisations/networks advertising the call for Ambassadors, which yielded a total of four (4) applications (three in PR1 plus one more in PR2). BTG also selected and approached a series of influencers, but few of them responded at all and others would only act if we paid them large amounts of money. The five (5) other Ambassadors (two in PR1 and three in PR2) were secured through a direct approach and invitation by BTG.

International

At international level, a total of 24 people were selected as GenB Ambassadors, coming from countries outside of the consortiums and outside of the EU (e.g. Bulgaria, Guatemala, Germany, Turkey, France, Finland, Croatia, Romania, Macedonia, Switzerland, Thailand). Considering their geographical origin, international Ambassadors were engaged mainly through social media posts and online means.

3.2.1 Results achieved

The total GenB Ambassadors engaged to date (January 2025, **192**) and distribution per country and gender are reported in the table and figures here below. In accordance with Article 7 and Recital 53 of the Regulation on Horizon Europe, GenB is committed to ensuring inclusivity and gender balance. Therefore, the gender analysis of GenB Ambassadors is based on the information provided by the young people to the Partners.

Table 2 - GenB Ambassadors engaged per Country

Country	KPI	Engaged
Italy	At least #2 per each country (total number at least #24)	<ul style="list-style-type: none"> 73 Ambassadors Age range: 7-29 37 Females; 36 Males
Slovakia		<ul style="list-style-type: none"> 3 Ambassadors Age range: 22-29 2 Females; 1 Male
Spain		<ul style="list-style-type: none"> 2 Ambassadors Age range: 23-26 2 Females; 0 Male
Austria		<ul style="list-style-type: none"> 54 Ambassadors Age range: 6-29 32 Females; 22 Males
Greece		<ul style="list-style-type: none"> 22 Ambassadors Age range: 19 – 31 13 Females; 9 Males
Portugal		<ul style="list-style-type: none"> 5 Ambassadors Age range: 17-25 3 Females; 2 Males
Netherlands		<ul style="list-style-type: none"> 9 Ambassadors Age range: 19-26 6 Females; 3 Males
International		<ul style="list-style-type: none"> 24 Ambassadors Age range: 13-30 13 Females; 11 Males

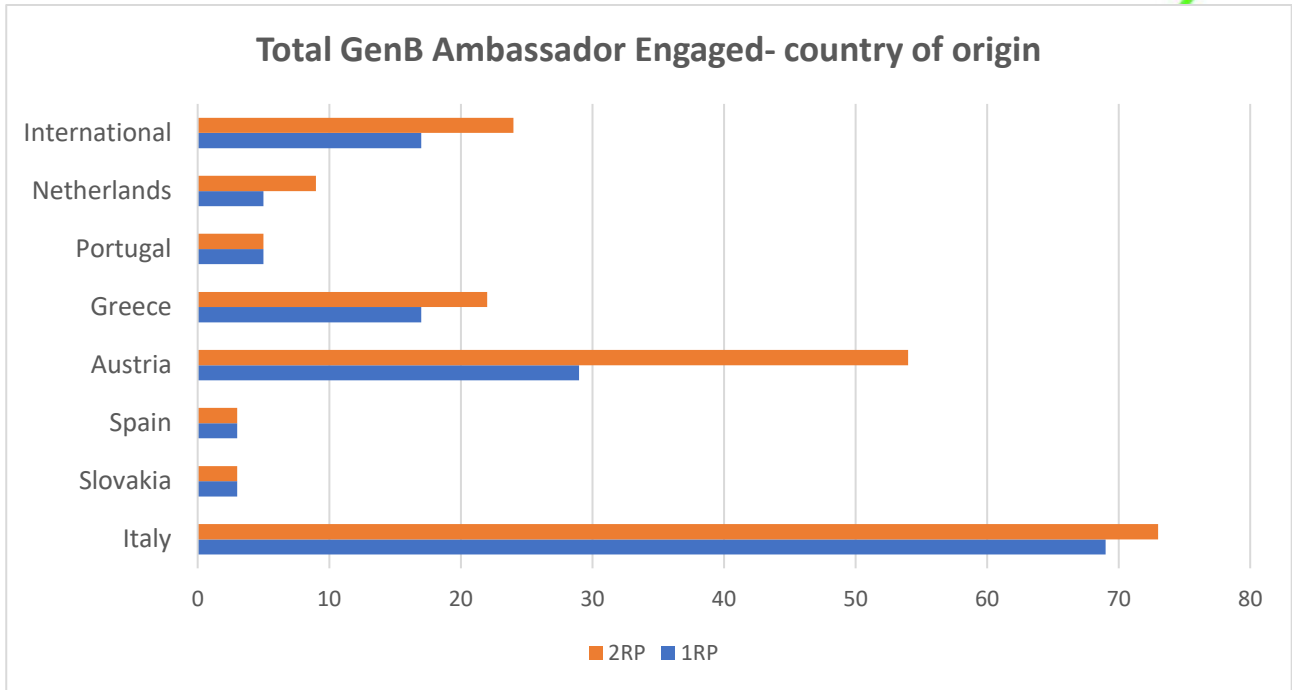


Figure 2 - Total engaged GenB Ambassadors by country of origin

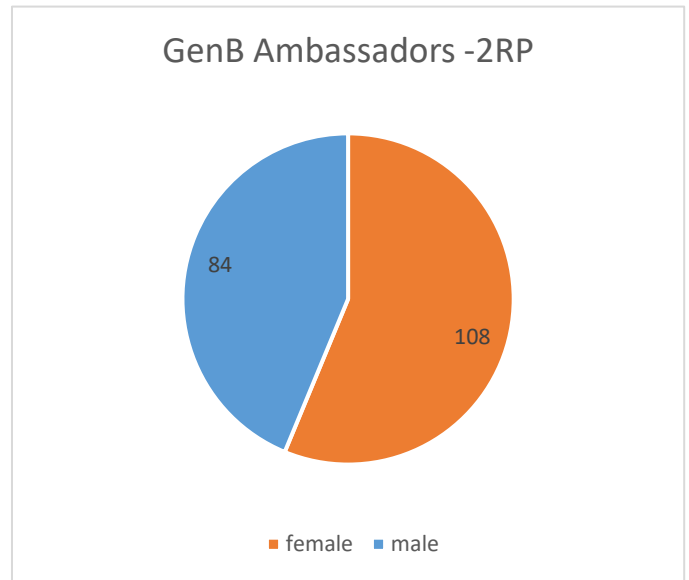
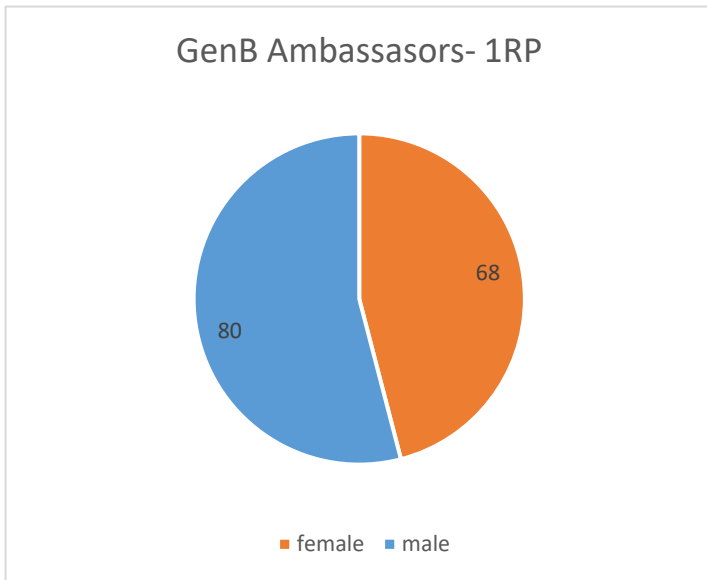


Figure 3 - Total engaged GenB Ambassadors per gender (difference between RP1 and RP2)

3.2.2 Lessons learnt and Next steps

The direct relationship between the partners and the young people proved to be a very efficient solution for recruiting GenB Ambassadors, as well as initiating their engagement through their activation in a specific activity (e.g., deliver a TEDx in large scale events), as they could feel already involved in the project and take

on a specific role, overcoming the fear of “not being good and prepared enough”. In general, live events are the best moment to approach and engage young people, make them discover bioeconomy in gamified and different formats and facilitating the creation of a community.

In addition, the involvement of Ambassadors of different ages, geographical origins and expertise allowed the project to become more attractive to a broader audience, in which many and different young people could recognise and take inspiration.

Once recruited, to keep the GenB Ambassadors engaged and take them an active role in GenB activities, partners constantly stimulated and communicated opportunities for the GenB Ambassadors through the most appropriate channels (for example using direct messages through WhatsApp instead of e-mails, always in compliance with GDPR rules). This demonstrated to be an effective strategy for maintaining the enthusiasm and engagement of young people in the project.

GenB partners ensured that GenB Ambassadors who responded to the call also actively participated in “take a role” activities; indeed, participation in at least one activity was a prerequisite to be considered an active Ambassador and thus featured on the GenB website ([link](#)). In parallel, the Consortium closed the Open Call in December 2024, considering that in the last months of the project, the Partners supported the already engaged GenB Ambassadors to continue taking an active role. However, the participation of new GenB Ambassadors is continually open to those directly involved in GenB Activities (e.g. GenB Bioeconomy Art Competition).







4 Empower the GenB Ambassadors

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

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

Table 3 - Overview of activities to empower GenB Ambassadors in T3.2

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

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

4.1 Capacity building webinars

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

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

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

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

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

4.1.1 Activities implemented

The GenB capacity building training (English Master course) is composed of the following levels:

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

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

Table 4- Capacity building levels and modules

	Module and content	Responsible partner	Contributing partner	Peer-review
Basic level 1				
1.	Introduction to bioeconomy including biobased and economic perspective	BTG	APRE	APRE, PEDAL
2.	Application of the bioeconomy, including bio-based products and biomass	BTG		Q-PLAN
3.	Skills needed and jobs in the fields	Q-PLAN	PEDAL, FVA & APRE	EUN
4.	Controversial aspects in bioeconomy	ZSI	FVA	FVA & BTG
5.	What can I do? (Including community practices)	PEDAL	QPLAN	HSPN & ZSI
6.	Bioeconomy and sustainability challenges	HSPN	FVA	FVA & BTG
7.	Raising awareness and education in bioeconomy + good practices	FVA		HSPN & ZSI
Basic level 2				
1.	GenB toolkit - How do we transfer knowledge to different age groups	AIJU	FVA	APRE
2.	Bioeconomy job profiles including real-world connections	EUN		AIJU, PEDAL
3.	Quizzes and educational cards - How can you use them?	AIJU	LOBA & FVA & APRE	EUN
4.	Games and gamified solutions	FVA	AIJU & APRE	BTG
5.	Educational videos and using the GenB virtual library	APRE	FVA& HSPN	FVA & AIJU
6.	Student2student formats - involving peers	LOBA		Q-PLAN
Advanced level				
1.	Introduction to communication	APRE	LOBA & FVA	AIJU, LOBA
	Dimensions of communication			
	Common theme storytelling			
	Example of Australian coral reef [https://www.youtube.com/watch?v=5n3_Ft7l0n8] + interactive exercise			

2.	Public speaking including practical examples	FVA	APRE, ZSI, PEDAL	HSPN, QPLAN
	Pitching			
	Presentation skills			
	Storytelling (How to structure)			
3.	Writing an article for different target groups and uses	HSPN	QPLAN	BTG, EUN
4.	Introduction to videomaking for bioeconomy and environmental awareness	LOBA	AIJU	FVA, APRE, AIJU
5.	Simplifying bioeconomy topics - helpful tools + practical examples	BTG	EUN	ZSI, PEDAL

Each of the modules is composed by the following elements:

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

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

During the first 18 months of the project, the capacity building package was designed and created following several discussions among GenB partners. The basic level 1 was implemented during the first period. During the second project period, basic level 2 and the advanced level were fine-tuned and implemented.

4.2 Delivery of the English capacity building

For a description of the basic level 1 webinar, please refer to D3.2.

Basic level 2

Basic level 2 provided the GenB Ambassadors with a toolkit of resources ready-to-be-used to communicate and inform other people about the bioeconomy.

This module focused on the GenB toolkits, developed in Task 1.4. The workshop began with an overview of the entire toolkit, followed by detailed discussions on selected tools based on their relevance and ease of implementation by GenB Ambassadors. These included bioeconomy job profiles, quizzes, educational cards, games, gamified solutions, and student-to-student or student-to-adult formats, incorporating hands-on experiments and educational videos. This approach provided Ambassadors with both a broad understanding of the toolkit and in-depth knowledge of the most relevant and practical tools for their role, as identified by project partners.

The session on educational videos was particularly valuable, as it not only taught Ambassadors how to create impactful content but also guided them on where to find additional video resources. It also introduced them

to other materials available in the GenB library beyond those included in the toolkit. This webinar took place on the 16th of May 2024 from 6 to 7.30 pm with attendance of 25 GenB ambassadors.

Advanced level

The advanced level was designed to support the most involved GenB Ambassadors (Activists and Frontrunners) by enhancing their hard, soft and transversal skills, through dedicated modules.

During the registration process for the basic level 1 webinar, GenB ambassadors were asked which topics or skills they would like training in for the advanced level webinar. These topics, along with those listed earlier while planning the task, were included in the registration form for the basic level 2 webinar. GenB Ambassadors registering for the webinar were then able to rate their interest in learning more about each topic. After the basic level 2 webinar, these responses were analysed to identify the ambassadors' interests and preferences.


Based on this, and the expertise within the GenB consortium, topics for the advanced level webinar were selected. The partners responsible for each module prepared the content supported by "contributing" partners. Each module was then peer-reviewed by at least one other consortium partner. Following the integration of the peer-review feedback, a dry-run of the webinar was held on the 5th of September among consortium members. During the dry-run, presenters delivered their modules as they would during the webinar, and the rest of the consortium provided feedback using the critical-friend approach.

The modules of the advanced level placed a strong emphasis on communication. This focus stemmed from both the Ambassadors' expressed interest in the topic and the project consortium's recognition of the importance of building the ambassadors' capacity in this area to them effectively "take a role". From the topics of interest gathered during the registration processes for the first two webinars and consultations between project partners and their country Ambassadors, additional training needs were identified. These included workshop methodologies, stakeholder engagement, and event organisation. However, due to time constraints, it was agreed with partners leading tasks in WP3 to integrate these aspects indirectly into Task 3.4, which focuses on youth debates.

The advanced level webinar took place on 9 September 2024 from 6 to 8pm with the attendance of 21 GenB Ambassadors.

On completion of the English Master course, ZSI prepared a handout of all the modules, their slides and timestamps of the video recording to make it easier for any of the Ambassadors and other interested stakeholders to pick and choose which parts of the course they would like to study outside of the live webinars. This handout can be found here: https://genb-project.eu/app/uploads/2024/10/GenB_Capacity-Building-Webinars_Handout_2.pdf

GenB Capacity Building Webinars for GenB Ambassadors



Overview

The GenB capacity building webinars provided GenB ambassadors and young people in general, with targeted training to enhance their understanding of the circular sustainable bioeconomy, equipping them with the skills to effectively advocate for sustainable practices.

! This handout is designed for individuals of all age groups who are interested in exploring the concept of the bioeconomy.

BASIC LEVEL 1

Bioeconomy. What is it? What are its applications? What can I do? Is it all good?

BASIC LEVEL 2

Bioeconomy explorer: Tools and learning resources from GenB & beyond

ADVANCED LEVEL

Communication in sustainable bioeconomy




CAPACITY BUILDING

The capacity building webinars are structured into a series of modules, each of which builds upon the previous one. The following pages provide overviews of each module.

Resources:
<http://www.youtube.com/@biovoicesproject5291>
<https://genb-project.eu/materials-for-genb-ambassadors/>











Funded by the European Union




BASIC LEVEL I

Bioeconomy: Pathways to a sustainable future

<p>MODULE 1</p> <p>Introduction to the bioeconomy including related concepts and economic perspective</p> <p>🕒 17:15 - 27:46 </p>	<p>MODULE 2</p> <p>Application of the bioeconomy, including bio-based products and biomass</p> <p>🕒 27:47 - 38:35 </p>
<p>MODULE 3</p> <p>Skills needed and jobs in bioeconomy fields</p> <p>🕒 39:38 - 50:32 </p>	<p>MODULE 4</p> <p>Controversial aspects in bioeconomy</p> <p>🕒 52:57 - 1:13:37 </p>
<p>MODULE 5</p> <p>What can I do? (including community practices)</p> <p>🕒 1:18:26 - 1:31:37 </p>	<p>MODULE 6</p> <p>Bioeconomy and sustainability challenges</p> <p>🕒 1:32:17 - 1:41:44 </p>
<p>MODULE 7</p> <p>Raising awareness and education in bioeconomy + good practices</p> <p>🕒 1:42:46 - 1:54:14 </p>	










Resources: Presentation: <https://youtu.be/7os5E3eF-Q>
 Slides: https://www.genb-project.eu/images/O_GenB_Capacity%20Building_Basic%20level%20Master%20presentation_FINAL.pdf




BASIC LEVEL II

Bioeconomy Explorer: Tools and learning resources for GenB

<p>MODULE 1</p> <p>GenB Toolkit - How do we transfer the knowledge to different age groups</p> <p>🕒 04:55 - 13:15 </p>	<p>MODULE 2</p> <p>Bioeconomy job profiles, including real-world connections</p> <p>🕒 13:43 - 28:15 </p>
<p>MODULE 3</p> <p>Quizzes and educational cards - how can you use them?</p> <p>🕒 29:00 - 37:54 </p>	<p>MODULE 4</p> <p>Games and gamified solutions</p> <p>🕒 38:35 - 57:15 </p>
<p>MODULE 5</p> <p>Educational videos and using GenB virtual library</p> <p>🕒 58:00 - 01:03:32 </p>	<p>MODULE 6</p> <p>Student2student formats - involving peers</p> <p>🕒 1:04:37 - 1:21:31 </p>









Resources: Presentation: <https://youtu.be/7os5E3eF-Q>
 Slides: https://www.genb-project.eu/images/O_GenB_Capacity%20Building_Basic%20level%20Master%20presentation_FINAL.pdf



ADVANCED LEVEL

Communication in sustainable bioeconomy

<p>MODULE 1</p> <p>Introduction to communication - the dimensions of communication and common theme storytelling</p> <p>🕒 10:50 - 32:00 </p>	<p>MODULE 2</p> <p>Public speaking including practical examples</p> <p>🕒 33:55 - 1:05:34 </p>
<p>MODULE 3</p> <p>Writing articles for different target groups and uses</p> <p>🕒 1:06:13 - 1:25:19 </p>	<p>MODULE 4</p> <p>Introduction to videomaking for bioeconomy and environmental awareness</p> <p>🕒 1:26:08 - 1:44:00 </p>
<p>MODULE 5</p> <p>Simplifying bioeconomy topics - helpful tools + practical examples</p> <p>🕒 1:45:20 - 2:04:00 </p>	



Resources: Presentation: <https://youtu.be/7os5E3eF-Q>
 Slides: https://www.genb-project.eu/images/O_GenB_Capacity%20Building_Basic%20level%20Master%20presentation_FINAL.pdf



Figure 4 - GenB Capacity Building handout

4.3 Capacity building in partners' countries

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

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

Italy

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

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

- What's bioeconomy (providing also some materials from the toolkit);
- What are the bio-based products and their feedstocks;
- Challenges;

- Public speaking (how to deliver a TEDx).

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

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

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

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

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

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

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

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

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

Austria

In Austria, considering the target group and ZSI's access to them, it was deemed more effective to implement the regional capacity building of Ambassadors in face-to-face settings and bilateral meetings, rather than a webinar in German. Three of the four **registered** Ambassadors can be considered active. Of them, one took part in the advanced level webinar live. Additionally, all three went through the video recordings of all webinars and the accompanying slides on their own and together with ZSI employees in several meetings, received further capacity building on the content of both basic level 1 and basic level 2 webinars. Additionally, ZSI delivered capacity to Ambassadors (53 GenB ambassadors) in the framework of the living labs organised in WP1 and in a workshop in the framework of the 2024 version of the European Researchers' Night in Austria.

Spain

On November 19, 2024, the AIJU team conducted two in-person training sessions at one of the schools in their network, specifically at Colegio Parroquial Marqués de Dos Aguas, located in Bétera (Valencia). These sessions focused on introducing students to the fascinating world of bioeconomy, exploring both its fundamentals and its impact on daily life.

The training was aimed at a total of 50 students: 24 from Primary Education and 26 from Secondary Education, with each session lasting one hour. The topics covered included:

- What is bioeconomy?
- Key concepts related to bioeconomy.
- Practical applications of bioeconomy in daily life.
- Professions and sectors linked to bioeconomy (Using the GenB Toolkit, specifically the *BioHeroes: let's save the planet!* card game).
- Bio-based products and their feedstocks.

The active participation of children and adolescents was remarkable, demonstrating a high level of awareness and interest in the subject. The sessions were further enriched by the students' questions, which were answered on the spot, fostering a constructive and stimulating dialogue.

This activity underscores AIJU's commitment to education and the promotion of bioeconomy as a key axis for sustainable development in the future.



Figure 5 - Pictures from the capacity building in Spain

Slovakia

PEDAL implemented an interactive session with the Slovak Ambassador and other speakers participating in the TEDx session organized within the Bioeconomy Changemakers Festival. As the speakers were young professionals working in the field of bioeconomy, sustainability and related areas, the session focused more on specific topics, such as how bioeconomy contributes to the sustainability goals, controversial issues. During the session, a short training on how to give a TEDx pitch was organized to help the speakers prepare an inspiring and engaging speech.

One of PEDAL's Ambassadors actively participated in multiple workshops, assisting in their organization and facilitation. A key example was the "For Green Region" festival on June 13, 2024, in Budatín Park, organized by the Žilina Self-Governing Region. At the event, PEDAL introduced participants to the fundamentals of bioeconomy using the GenB Toolkit, explored key concepts, and demonstrated practical applications through the Bioeconomy Village. The Slovak Partner also highlighted career opportunities in bioeconomy and showcased bio-based products and their feedstocks. Throughout the entire process, one of the Ambassadors actively assisted, gaining hands-on experience and learning directly in practice. By engaging in discussions, facilitating activities, and interacting with participants, the Ambassador deepened their understanding of bioeconomy concepts, practical applications, career opportunities, and bio-based products, all while developing essential communication and facilitation skills.

Additionally, PEDAL conducted a one-on-one capacity-building session with the ambassador, focusing on writing articles. Since she was particularly interested in the intersection of bioeconomy and journalism, we worked together to strengthen her skills in communicating bioeconomy-related topics effectively.

The Netherlands

In The Netherlands, considering the make-up of the target group (both Dutch and non-Dutch youngsters, typically with very good English language skills) and with some prior knowledge of bioeconomy basics), and BTG's access to them, it was deemed more effective to implement national capacity building of GenB Ambassadors in face-to-face settings and bilateral meetings, rather than running a webinar in Dutch.

In monthly email messages BTG offered to provide Dutch ambassadors such capacity building. The response of the ambassadors on the original offer, and on the emailed reminders, was very low. Capacity building, where useful and asked for, was mainly provided to the Dutch ambassadors that joined the BTG team participating as exhibitors in three large-scale festivals (see D2.3).

Portugal

In Portugal, LOBA involved GenB Ambassadors Guilherme Sales and Madalena Martins in a series of face-to-face interactive sessions with primary schools of the Gaia district organised in collaboration with the municipality of Gaia. The sessions comprised on the one hand live hands-on labs organised by LOBA, on the other, short bioeconomy explanations (using also the GenB ambassadors' video "What is bioeconomy") and career plans presented by the GenB Ambassadors. The objective was to introduce the bioeconomy and potential career paths related to bioeconomy to and by a young audience. This factor facilitated interactions between the young students and GenB Ambassadors as the latter were seen as a more relatable figure. The sessions where GenB ambassadors were involved have been implemented with the following primary schools: EB Loureiro, Grijó (4 November 2024), EB Cabo Mor (18 November 2024), EB Marinha (27 November 2024).

Greece

HSPN in collaboration with Q-PLAN International organised two online capacity building seminars involving Greek GenB Ambassadors. The organisers chose afternoon sessions so that the Ambassadors were not occupied with university lessons or work). Moreover, they chose an online venue to better accommodate the flexibility needed by the Ambassadors. The invitation for both capacity building webinars was sent by e-mail and by group chat, which is a more direct way of communicating with the Greek Ambassadors. The first local capacity building Seminar, was held on 17th October 2024, engaging 12 participants in total. Four speeches were held: i) the bioeconomy and the challenges of sustainability (by HSPN), ii) Controversial aspects of bioeconomy (by Q-PLAN). Iii) Bioeconomy in everyday life: Targeted initiatives and local actions in Greece (by HSPN) and iv) inspirational activities in Greece (by a GenB Ambassador, Sophia Chanioti)

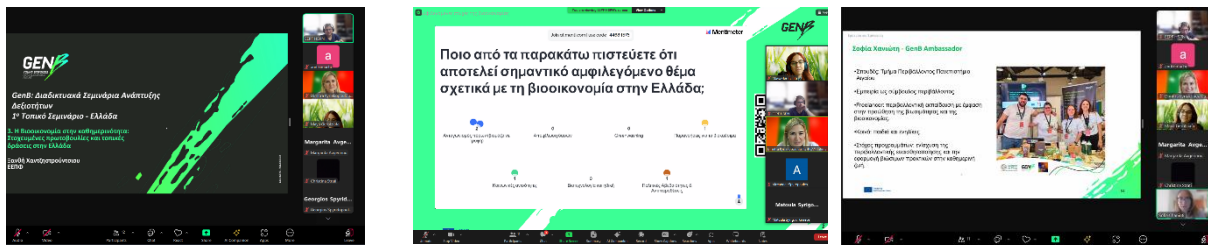


Figure 6 - Photos of the first capacity building seminar

The second local capacity building seminar took place online on 22nd October 2024, again including four speeches: i) Bioeconomy in Education (by an English teacher of Athens College Elementary School, awarded by FEE for inspiring young pupils on environmental education and sustainable development), ii) bioeconomy job profiles –successful Greek professionals (by Q-PLAN), iii) skills needed for bioeconomy (by Q-PLAN) and iv) Greek success stories: Staramaki social cooperative (by Staramaki founder). This seminar engaged 13 participants in total.

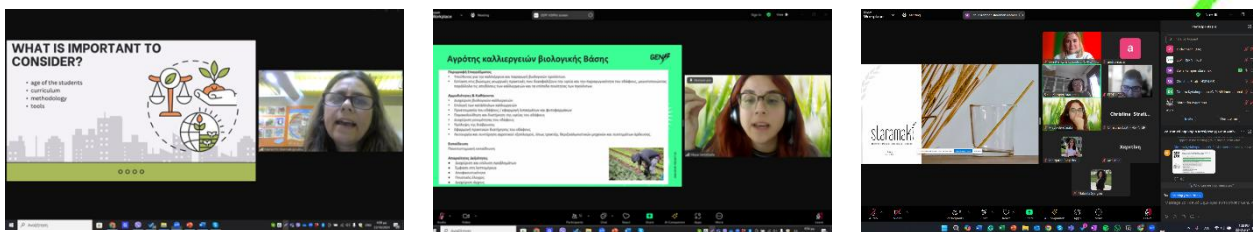


Figure 7 - Photos of the second capacity building seminar

Both capacity building seminars included open discussion and interactive parts through Mentimeter and Slido questions to capture the Ambassadors’ point of view.

4.3.1 Results achieved

The following table summarises the overall KPI reached in terms of capacity building activities performed (either Internationally or locally in partners’ Countries) and the final GenB Ambassadors empowered.

Table 5- Number of capacity building activities implemented and ambassadors empowered

Capacity building	KPI	Reached
English Master course	#2 capacity building webinars per country (total number #18) #180 participants to capacity buildings	<ul style="list-style-type: none"> 3 capacity buildings: Basic level 1, basic level 2, advanced level Attendance: 72 GenB Ambassadors
Capacity building in Italy		<ul style="list-style-type: none"> 10 capacity buildings 165 students reached, among them 74 GenB Ambassadors empowered
Capacity building in Slovakia		<ul style="list-style-type: none"> 3 capacity buildings 3 Ambassadors empowered
Capacity building in Spain		<ul style="list-style-type: none"> 2 capacity buildings 2 Ambassadors empowered
Capacity building in Austria		<ul style="list-style-type: none"> 7 capacity building workshops 54 Ambassadors empowered
Capacity building in Greece		<ul style="list-style-type: none"> 2 capacity buildings 29 Ambassador empowered
Capacity building in Portugal		<ul style="list-style-type: none"> 1 capacity building 2 Ambassadors empowered
Capacity building in The Netherlands		<ul style="list-style-type: none"> 1 capacity building 3 Ambassadors empowered
Total		29 Capacity Buildings 239 Ambassadors empowered

4.3.2 Lessons learnt and Next steps

The GenB capacity-building webinars effectively equipped Ambassadors with knowledge, tools, and skills to advocate for the bioeconomy. However, improvements in engagement strategies, content structuring, and

hybrid learning approaches could further enhance learning outcomes and Ambassador preparedness. Below we summarise the lessons learned from implementing this task.

A. Structure

- Beginning with foundational bioeconomy concepts (basic level 1), progressing to practical tools (basic level 3), and culminating in communication skills (advanced level) training provided a structured learning path. This ensured ambassadors gained both theoretical and applied knowledge, increasing their competence and confidence in taking on their role.
- Introducing the GenB ambassadors to the toolkit and demonstrating its practical applications (basic level 2) not only reinforced their understanding of the bioeconomy but also increased their readiness to apply this knowledge in their role.
- Each webinar included brief references to past webinars, helping maintain continuity without overwhelming participants who had missed earlier sessions. This approach ensured that returning ambassadors could connect previous knowledge while newcomers could still engage with the material.
- The "Simplifying Bioeconomy Topics" module, which concluded the advanced-level webinar, effectively rounded up the entire capacity building training. The structured approach of the GenB capacity building training began with an introduction to the bioeconomy (basic level 1), followed by an overview of the tools available to ambassadors from the GenB toolkit (basic level 2), and culminated in communication skills training (advanced level). This final module tied everything together by reinforcing key concepts and equipping ambassadors with the ability to clearly explain the concept of the bioeconomy to their peers, thereby strengthening their role in raising awareness.
- Additionally delivering training at the regional level in native languages ensured that ambassadors who were less comfortable with English could still participate. Additionally, learning bioeconomy terminology in their local language helped them better communicate concepts within their own communities, making outreach efforts more effective.

B. Content

- Understanding the bioeconomy is essential, but the ability to engage and educate diverse audiences is equally critical. The inclusion of public speaking, storytelling, and media training (advanced level) helped ambassadors improve their communication skills, making them more effective in their role. If resources allow, future sessions could cover a broader range of transversal skills beyond communication. Before the advanced-level webinar, we asked the ambassadors which transversal skills they would find most valuable, and communication emerged as the most relevant and frequently mentioned. However, other important skills could further support ambassadors in their role, and exploring these in future training sessions could enhance their preparedness even more.
- As bioeconomy ambassadors, GenB representatives are likely to encounter challenging or "uncomfortable" questions. It was therefore crucial that they were not only educated on the benefits of transitioning to a bioeconomy but also on the common concerns and criticisms surrounding it (basic level 1 – controversial aspects and challenges). Training them on how to address these issues effectively emphasised the importance of presenting a balanced perspective—acknowledging both the opportunities and the challenges.

- Some sessions contained a large volume of presentations and information (basic level 1 – 7 modules, basic level 2 – 6 modules, and advanced level – 5 modules), which at times felt overwhelming. While we recognised this and reduced the number of modules per webinar, the amount of content still felt excessive. Breaking complex topics into smaller, digestible segments or spreading content across multiple webinars would further improve comprehension and prevent cognitive overload.

C. Engagement

- Tools such as Mentimeter helped keep ambassadors engaged, but interaction in online settings remained limited. Encouraging participants to keep their cameras on, along with incorporating breakout room discussions, group activities, and structured debates, could have made sessions more dynamic and participatory.
- Rather than focusing too heavily on presentations, allowing more time for discussions and Q&A would have helped reinforce key learning points and encouraged deeper engagement.
- The capacity building webinars featured multiple presentations delivered by various presenters, each bringing their style. While this diversity enriched the sessions, it also led to varying levels of engagement. Some presenters relied heavily on reading slides, while others adopted a more interactive approach. Encouraging a consistent emphasis on discussion and active involvement across all presentations would help sustain ambassador participation and attentiveness.

D. Supporting ambassadors beyond the webinars

- Follow-up emails after each webinar with links to materials to all ambassadors and not just those who participated live allowed participants to learn at their own pace and revisit content. This was particularly valuable for those who missed live sessions or needed more time to absorb information.
- Summarising the webinar content into an easily accessible [handout](#), which included individual slide decks for each module and precise timestamps for the video recordings, enabled ambassadors to revisit the material at their own pace. This also allowed those who were unable to attend live sessions to learn flexibly, choosing the order and focus of their study. This approach contributed to a self-sustaining learning ecosystem.

E. Feedback collection

Given that this capacity building series was spread across three workshops, early feedback from the participants—especially from the first two sessions—could have helped shape and improve the subsequent ones. Collecting direct feedback from ambassadors was challenging, as only a few participants responded to the post-webinar survey. Since feedback was gathered mainly through a survey link sent after the session, engagement was low. The survey content also felt somewhat disconnected from that of the webinar. In at least one session, real-time feedback was collected via Mentimeter, which proved helpful in capturing immediate reactions. However, as this was done live, it may have introduced social desirability bias, even though responses were anonymous. The time allocated for this feedback was also quite short, making the process feel somewhat rushed, and it included only one very general question, which limited the depth of responses. In future sessions, feedback should be collected in real-time through more interactive methods, such as live polls, quick discussions, or brief in-session interactive activities. Ensuring that questions are directly linked to the webinar experience would

encourage more meaningful responses. Additionally, allowing more time for open discussions where participants can share their thoughts freely would provide richer insights and help shape future training sessions more effectively.

F. Access

- One of the key advantages of the online format was that it enabled ambassadors from different countries and backgrounds to participate, increasing inclusivity and accessibility. This format allowed those who might not have been able to attend in person due to location, travel constraints, or scheduling conflicts to still be part of the training.
- Some ambassadors had difficulties accessing the webinar links. After the first session, webinar links were also sent on the day of the event to all ambassadors, in addition to the confirmation email. This approach was successful, as it allowed ambassadors who had not registered in advance to join if they were available. Additionally, it ensured easy and timely access to the webinar, as participants did not have to search for the link in their emails, reducing last-minute confusion and improving attendance.
- ZSI, which was responsible for organising the webinars, sent invitations to all ambassadors. Regional partners then followed up with personalised invitations in local languages, making the sessions more accessible and encouraging greater participation from ambassadors across different regions. Additionally, sending frequent reminders helped increase participation, ensuring that more ambassadors were aware of and able to attend the sessions.
- Webinars were scheduled in the evenings (from 6 PM) to maximise participation, considering that ambassadors are young people with school and other obligations during the day. However, time zone differences meant that for some, such as younger ambassadors in Greece, sessions may have been too late. A more flexible scheduling approach or regional timing considerations could improve accessibility.

Looking back on the lessons learned, it's clear that we did a lot of things right, but there's always room to do even better. Reflecting on what worked and what could be improved helps us grow, and these insights will be valuable for similar future tasks. They'll also support all project partners in their work and play a key role in shaping the GenB educational model.

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

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

In **Slovakia**, Ambassadors who are active and well-versed in broader topics such as sustainability are perceived as more likely to welcome practical information (how to collaborate with the project, possible synergies). The smaller number of ambassadors allowed for a more individualized approach, which proved highly beneficial. This personalized engagement enabled capacity-building efforts to be tailored to each ambassador's interests and career aspirations. High levels of enthusiasm were demonstrated, with

ambassadors embracing every opportunity as both a challenge and a stepping stone for their future careers. To maximize their growth, a focus was placed on providing practical knowledge and skills that could be useful in their studies or professional paths. Priority was given to in-person participation at bioeconomy-related events, allowing ambassadors to gain firsthand experience and expand their professional networks. Through these interactions, a deeper understanding of the field was developed, and connections with experts and organizations were established, fostering valuable relationships that could benefit their future careers.

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

In **Austria**, most local capacity-building sessions were conducted face-to-face, allowing for a more immersive and interactive learning experience. This format enabled the use of diverse teaching methods, such as sensory engagement with bio-based products, hands-on experiments, and group activities, which significantly increased interest and facilitated deeper learning. A major advantage of these sessions was that they were held in German, allowing participants to learn and familiarise themselves with bioeconomy-related terminology in their local language. This was particularly beneficial in raising awareness within their communities, as it equipped them to communicate key concepts more effectively in a way that resonates with local audiences. Unlike online sessions, where interaction can sometimes feel limited, the in-person format encouraged more spontaneous discussions and real-time knowledge exchange. Face-to-face sessions also lowered barriers to participation, making it easier for attendees to ask questions and engage in discussions. From a facilitator's perspective, being physically present allowed them to observe participants' facial expressions and body language, making it easier to identify moments of confusion and provide immediate clarification. Beyond knowledge transfer, the in-person sessions also fostered stronger peer-to-peer learning and networking, as participants could interact more naturally, share experiences, and collaborate on problem-solving exercises. This sense of connection and shared purpose enhanced motivation and engagement, which is crucial for ambassadors who will continue advocating for the bioeconomy. To complement the face-to-face sessions, ZSI also conducted dedicated online calls with active ambassadors to review the capacity-building materials. These smaller, focused meetings encouraged active participation and allowed facilitators to tailor discussions to specific areas of interest, ensuring a more personalised learning experience. The combination of in-person and online training proved beneficial, as it balanced hands-on learning opportunities with flexible, targeted support, ensuring ambassadors were well-equipped for their roles.

In **Greece**, MENTI and slido served as tools that revived interaction, participation, and real-time engagement during the sessions. Choosing presenters in the capacity-building events who shared real examples of their bioeconomy entrepreneurial/career path provided participants with a forward-looking perspective on how to work on bioeconomy. Covering several aspects of bioeconomy, such as everyday life, education and careers but in the context of the country (Greece) and providing real examples of controversial issues, professions and good practices relevant to Greece, as well as engaging an ambassador (Sophia Chanioti) in the training and sharing her experience allowed the ambassadors to gain a deeper and more experiential understanding of those concepts.

In **Spain**, we have noticed, that although bioeconomy is a widely discussed topic in schools, young people still lack deep knowledge and true awareness of its importance and application. While they show great

interest and enthusiasm in participating in activities related to this field, there is evident confusion and a lack of understanding of many key terms. This highlights the need to strengthen bioeconomy education, not only from a theoretical perspective but also through more practical and accessible approaches that help them better understand its concepts and impact on society

4.4 Toolkit for GenB Ambassadors – GenB capacity building handout and online learning resources

To support GenB Ambassadors to “take a role”, that is, in their bioeconomy education and outreach activities, a comprehensive [handout](#) was developed, compiling key materials from the capacity-building webinars. This resource provides a structured learning approach and serves as a flexible tool for ambassadors to refresh their knowledge or, if they missed a webinar, to explore the material at their own pace, in their preferred order, and based on their priorities.

The handout is organised into **three modules**, aligned with the webinar structure:

- **Basic Level 1: Bioeconomy – What is it? What are its applications? What can I do? Is it all good?**
This module introduces core bioeconomy concepts, outlining its various applications and ways individuals can engage with the field. It also presents a balanced perspective by discussing both the opportunities and potential challenges of bioeconomy.
- **Basic Level 2: Bioeconomy explorer – Tools and learning resources from GenB & beyond**
This module provides an overview of practical tools and learning materials, including resources from the GenB Toolkit and other relevant EU-funded projects, helping ambassadors deepen their understanding and enhance their ability to communicate bioeconomy topics effectively.
- **Advanced Level: Communication in sustainable bioeconomy**
The final module focuses on effective communication strategies, equipping ambassadors with the skills needed to convey complex bioeconomy concepts to diverse audiences.

Access to learning materials

Each webinar is hosted on YouTube, making it accessible to a global audience. The handout includes timestamps for each module, allowing participants to easily navigate the content or revisit specific sections of interest. Additionally, presentation slides from each session can be downloaded individually or as a complete set, ensuring flexibility in learning.

In addition to the handout, [a dedicated section was developed on the GenB website](#), where all learning resources are permanently available. This section includes:

- The full handout, available for download
- Embedded videos of each webinar, allowing participants to revisit sessions at their convenience
- A complete set of presentation slides per webinar, available for individual or full-session download

4.5 Social media pages

Social media plays a central role among the tools to raise awareness and engage different target groups and stakeholders, especially young generations. For this reason, GenB tailored specific actions according to the different social media networks, promoting opportunities for youth, relevant news, and content to reach the different project's target stakeholders, which nurture the Young Biovoices community, and attract additional GenB Ambassadors. At the beginning of the project, Facebook, Twitter, Instagram and TikTok were envisaged to be the main GenB social media channels. Specifically, since young generations are the main target stakeholders of GenB, TikTok was initially considered as a suitable platform to reach Generation Z (youngsters born after 1996) which represents over 60% of its users¹. However, after the European Commission's (EC) decision to suspend the use of TikTok on its corporate devices to increase its cybersecurity², GenB consortium partners had an internal discussion and decided to align with EC's measure and therefore not invest additional effort in populating this social media, despite the channel was already opened.

The social media activity for GenB has been strategically planned to maximize awareness and engagement, leveraging current trends and targeted messaging. The involvement of GenB Ambassadors in content creation during the second reporting period has further amplified the impact of these efforts. The following paragraph provides an overview of the thematic social media campaigns implemented.

4.5.1 Thematic social media campaigns

Together with the continuous promotion of the project's events and activities, to keep the community aware of the project's evolution, during the second reporting period the GenB social media channels were mostly dedicated to the launch of new campaigns, many of them aimed at directly involve GenB Ambassadors in the production of the contents, specifically:

- **“I'm a GenB Ambassador”**: This campaign was launched from April 2024 and is running continuously, with the aim to present to the online community the GenB Ambassadors through a series of video reels in which they share their interests, passions, as well as studying and working careers and their commitment to be Ambassadors.

¹ <https://www.forbes.com/sites/forbestechcouncil/2020/07/07/what-the-rise-of-tiktok-says-about-generation-z/>

² https://ec.europa.eu/commission/presscorner/detail/en/ip_23_1161



Figure 8 - Reels for the "I'm a GenB Ambassador" social media campaign

- **Educational video "What's Bioeconomy?":** The video aims to explain bioeconomy through the GenB Ambassadors' voices and real-life applications. It has a dynamic narrative in which each Ambassador brings their unique voice and perspective. The video was edited to integrate these different voices, creating a cohesive and engaging narrative about what bioeconomy entails. To ensure accessibility and reach, the video was recorded in English, supplemented with subtitles in the languages of all GenB countries. The video was launched in September 2024 and a specific social media campaign was implemented to promote it.



Figure 9 - "What's bioeconomy?" educational video

- **"What is this made of?":** In each reel, a GenB Ambassador holds with their hands a bio-based product, inviting followers to guess the feedstock used to make it. The reels turn into interactive quizzes, encouraging our audience to discover the surprising natural sources behind everyday items.

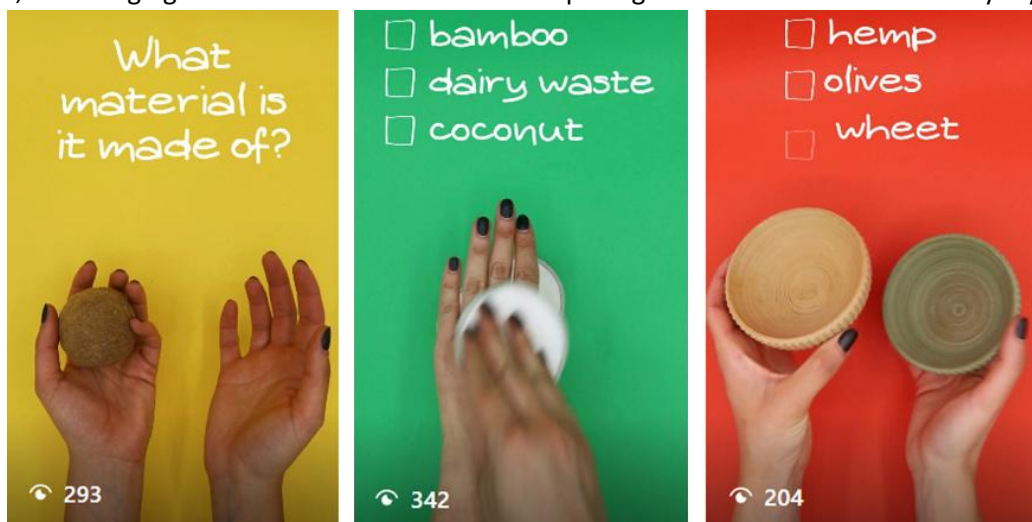


Figure 10 - Reels for the "What is this made of?" social media campaign

- **"Bioeconomy Myths vs Facts":** this campaign aims to debunk common misconceptions around the bioeconomy, providing clear, science-backed information on its role in sustainable development. Through engaging visuals, pictures involving GenB ambassadors and concise explanations, the campaign tackles myths about bio-based products, resource use, and environmental impacts,

empowering followers to better understand how the bioeconomy supports a greener, more circular future.



Figure 11 - Cards for the “Bioeconomy Myths vs Facts” social media campaign

- **“Controversial Issues in Bioeconomy”**: In this campaign, GenB Ambassadors have addressed controversial topics within the circular bioeconomy, through an engaging reel-quiz format. Each GenB Ambassador has posed a question related to a controversial issue and then provided the correct answer, fostering reflection on complex aspects of circular bioeconomy practices.

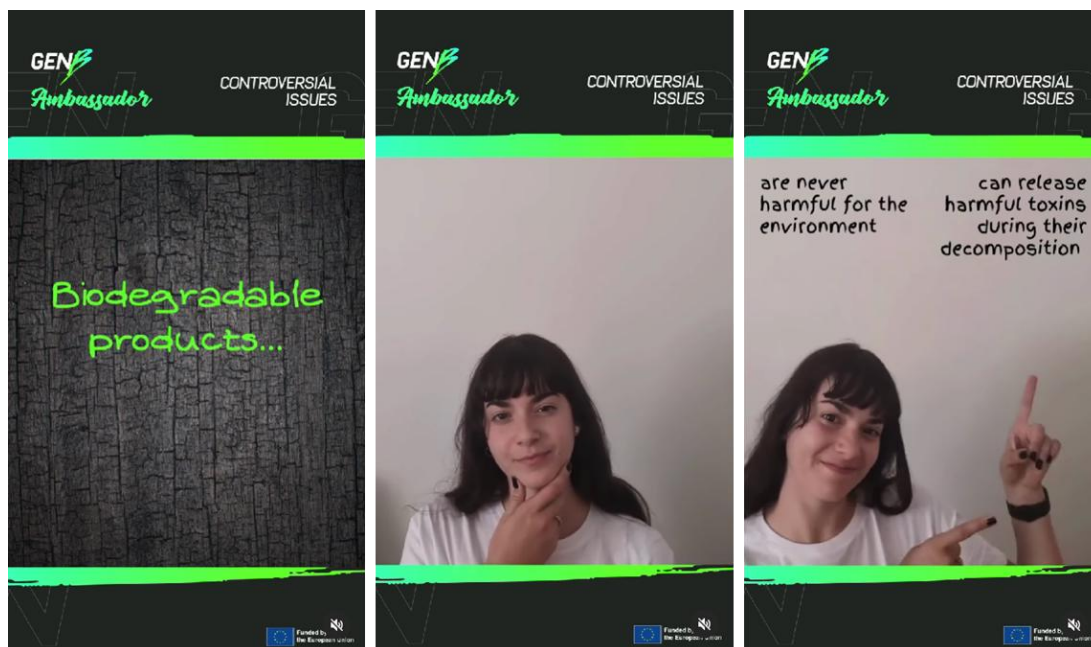


Figure 12 - Reels for the “Controversial Issues in Bioeconomy” social media campaign

- **“Bioeconomy Curiosities: Did You Know?”**: this campaign made with cards was designed to spark curiosity and educate the audience on the fascinating world of bioeconomy. Each post features a fun, surprising, or little-known fact about bio-based technologies, materials, or innovations that are contributing to a sustainable future.



Figure 13 - Cards for the “Bioeconomy Curiosities: Did You Know?” social media campaign

- **“From this to that”:** In this campaign (connected to T1.4), GenB Ambassadors have showcased various bio-based products and their corresponding feedstocks. Viewers have gained a deeper understanding of the diverse array of products derived from bio-based feedstocks, illustrating the concrete outcomes of bioeconomy.



Figure 14 - Reels for the “From this to that” social media campaign

4.5.2 Results achieved

Since the beginning of GenB, different formats and content (video reels, photos, thematic cards...) have been published to engage the target audiences, ensuring a combination of frequent, creative and innovative content to attract younger generations. BIOVOICES social media channels are in fact animated with a variety of content including project activities, events and results, insights, articles, news, reels and information from the Bioeconomy and Sustainability fields.

A consistent social media schedule was designed with 3 posts per week, ensuring a steady flow of content to maintain audience interest and visibility. Video Reels were produced to capture attention and drive engagement with dynamic, trend-aligned storytelling, alternated with educational cards, for clear, impactful messaging.

The involvement of GenB Ambassadors in reels has significantly boosted views and reach in social media, especially on Instagram, with over 25.500 views in the latest thematic video campaigns, marking a very significant data point, as the average age of GenB Instagram followers is younger and aligns perfectly with the project's target audience.

Thanks to a sound social media strategy, the BIOVOICES channels keep growing, counting now in total **12.072³ followers** (+1.484 new followers since January 2023, when there was the official switch from Transition2BIO to GenB; see D3.1 and D3.2 for more details).

4.5.3 Lessons learnt and Next steps

During the second 18 months of the project, the GenB social media channels focused primarily on launching new campaigns, many of which were designed to directly involve GenB Ambassadors in content creation. These campaigns also aimed to engage peers and young audiences, fostering a sense of community and encouraging active participation of followers in bioeconomy-related topics.

A valuable lesson learned is that while the contents published, especially reels, are reaching a wider audience, further strategies may be needed to convert viewers into followers since there's no direct correlation between post interactions and profile follows.

Finally, since TikTok couldn't be implemented, the GenB team focused on creating more video content to attract younger generations. While these contents have proven to be less viral, it has allowed the development of a solid video catalogue on YouTube. With a good collection of educational videos, reels, and shorts, including multilingual subtitles, there is now an opportunity to paid ads on YouTube to help boost visibility and reach, while leveraging the growing interest in video-based content. This marks a shift from previous projects, where YouTube was mainly used as a repository for a limited number of videos.

During the second reporting period, the social media strategy combined engaging Video Reels with educational cards offering concise, impactful information. This blend of formats will be implemented also during the following months and will ensure the channels remain vibrant and engaging until the project's conclusion.

4.6 Networking and good practices exchange among GenB Ambassadors

4.6.1 Online mutual learning workshop among GenB Ambassadors

The online mutual learning workshop among GenB ambassadors took place on the 17th of February 2025 from 18:00 to 20:00 CET and was organised and moderated by ZSI. The event was originally planned for November 2024, however, the project consortium decided that as the event was aimed at sharing experiences, the later it took part, the better. 22 GenB ambassadors from 10 different countries aged 13

³ Number of followers updated on 21/02/2025

years to 30 years registered for the event. It is important to note that the relatively low turnout rate can be related to school and university vacations in February, combined with the timing of the event. Additionally, at least one GenB partner from each country took part in the workshop. The event brought together GenB ambassadors to reflect on their experiences, challenges, lessons learned, and favourite memories as the project approaches its conclusion. The event fostered a sense of community and inspiration among the ambassadors, who shared impactful stories of raising awareness about the bioeconomy. The agenda of the event was as follows:

Table 6- Agenda of mutual learning workshop

Welcome and introduction	
Part 1	Introduction and warm-up
Part 2	Presentation of the ambassadors' activities, challenges and lessons learnt: (Who you are and where you're from What activities you've taken part in as an ambassador The challenges you've faced and lessons learned Your favourite memory of being a GenB ambassador
Part 3	Voting on shared experiences
Part 4	Plenary discussion: How can you as ambassadors continue your activities in raising awareness of the bioeconomy and sustainability, even without the official backing of the GeB project?
Part 5	Outlook and next steps by FVA GenB toolkit How ambassadors can continue their impact post GenB Future opportunities for engagement
Part 6	Award ceremony and recognition Regional partners to say a few words of gratitude to their ambassadors
Conclusion and farewell and EVALUATION	

4.6.1.1 Part 1: Warm-up

To kick-off the event, the participants were asked about their general mood with the use of an interactive Mentimeter question. As can be seen by the number of respondents, not all participants took part in this exercise, as either they had not yet joined the meeting, did not want to or were having technical issues using Mentimeter. Nevertheless, the few responses reflected the general upbeat nature of the workshop, most participants indicated whether sunny, partly cloudy or rainbow which generally denote a positive vibe. None of the participants selected the options "rainy" or "stormy".

What's your vibe today? Pick a weather forecast that matches your mood!

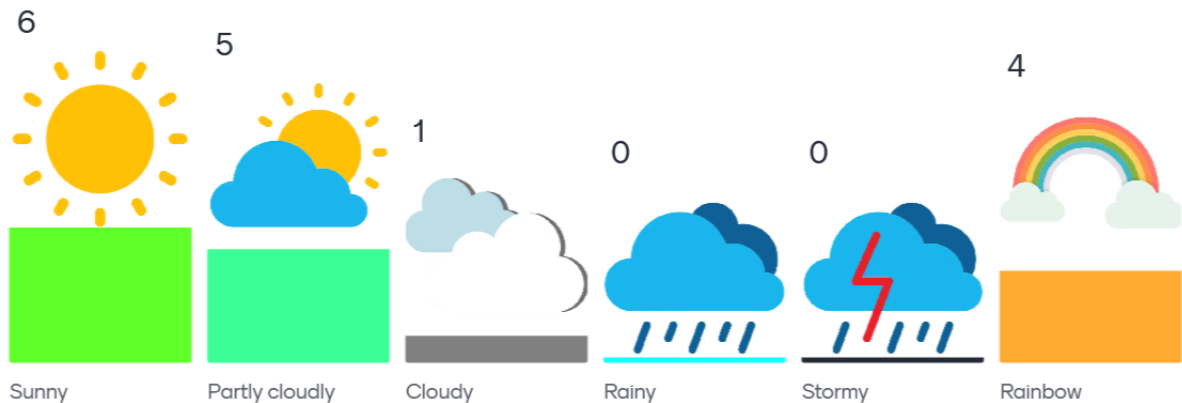


Figure 15 - Mentimeter warm-up activity

4.6.1.2 Part 2 Reflections of GenB ambassadors: Activities, challenges and lessons learnt

1. Activities

After the warm-up exercise, the GenB ambassadors presented themselves one after the other. Each was requested with the confirmation email of their registration to think about the following aspects which they would then informally present to the participants during the workshop:

- Who you are and where you're from
- What activities you've taken part in as an ambassador
- The challenges you've faced and lessons learned
- Your favourite memory of being a GenB ambassador

Summary of activities undertaken by the GenB ambassadors present at the online mutual learning workshop:

- Article writing
- BioArtCompetition
- BioGalleries
- Career testimonials and talks
- Educational activities and workshops
 - Escape room (ERN, Rome, Italy)
 - Hands-on experiments

- Participation in events and festivals
 - Athens science festival (Greece):
 - Bioeconomy Changemaker festival (Rome, Italy; Aviol, Portugal):
 - Climate solutions conference (St. Gilgen, Austria)
 - European Researchers' Night (Rome):
 - Sustainability day in Rome
- Public speaking and speeches
 - Speech at high-level event in Brussels:
 - Talks at schools:
- Social media campaigns

2. Challenges

Some of the challenges that were mentioned by the GenB ambassadors present at the online mutual learning workshop include:

Communicating bioeconomy to unfamiliar audiences: Explaining complex concepts like bioeconomy to audiences with limited or no prior knowledge. For some ambassadors, this challenge was compounded by having to communicate these ideas in English, which is not their native language, adding a linguistic barrier to already complex discussions.

Voices of GenB Ambassadors:

"It was difficult because you have to face people who never heard about bioeconomy and what it is. You have to teach something to someone that doesn't know anything."

"Sustainability is a complex issue and requires continuous education and learning. Many people are not aware of it or do not feel personally impacted."

"Disbelief that bioeconomy can work compared to traditional industrial practices."

"Learning bioeconomy in English is a new skill."

Bioeconomy as a new and emerging concept: Ambassadors highlighted that bioeconomy is still a relatively new and unfamiliar concept to many. This novelty makes it difficult to connect with broader audiences, especially when the benefits are not immediately visible. The perception of bioeconomy as niche or disconnected from everyday concerns also contributed to this challenge.

Voices of GenB ambassadors:

"Feeling secluded from other initiatives! Bioeconomy and all the terms are still an 'underground' idea and utilised for steering capital and marketing (GREENWASHING :D)."

"Bioeconomy in Slovakia is not very common as a concept, so people usually don't understand it."

"Some audiences have had misconceptions."

Engaging high school students: Ambassadors highlighted the difficulty of engaging teenagers who initially appeared disinterested. Overcoming these barriers was challenging but rewarding when students became engaged.

Voices of GenB ambassadors:

"[It was challenging] talking to high schoolers about anything because they have this hard exterior, but when you crack it, it's very rewarding."

"I have had to talk also in front of high schoolers and most of them are older and taller than me, so that's probably been a bit of a challenge. Less so than talking with adults is talking to peers. But it's always been rewarding too, because I can strike up interesting conversations and have debates with people and change their mind. Let them change mine. So even though it's pretty stressful, I think it's worth it to start those conversations."

Public speaking anxiety: Delivering speeches and presentations, particularly in front of high-level stakeholders or peers, was intimidating for many ambassadors. Overcoming stage fright was a significant personal hurdle.

Voices of GenB ambassadors:

"I'm so shy. I haven't done any public speaking, so it's very challenging but a good challenge and I'm willing to."

"Yeah, I was scared. But it was a very good experience. I loved it." (Referring to speaking in Brussels)

"The capacity-building sessions were fundamental because they gave us the basics and taught us how to communicate bioeconomy to people."

Building confidence in bioeconomy knowledge: Before participating in capacity-building sessions, some ambassadors felt underprepared to speak confidently about bioeconomy. Gaining foundational knowledge and learning communication strategies were crucial.

Voices of GenB ambassadors:

"We didn't know a lot about bioeconomy. The capacity-building sessions were fundamental because they gave us the basics and taught us how to communicate bioeconomy to people."

Sustainability is a complex issue: The multifaceted nature of sustainability added complexity to communication efforts. Sustainability concepts require nuanced explanations, continuous learning, and overcoming preconceived notions among various audiences.

Voices of GenB ambassadors

"Sustainability is a complex issue and as such it requires continuous education and learning. Many people are not aware of it or do not feel personally impacted sometimes. Especially because sometimes the benefits coming from bioeconomy are not immediately obvious, or they need time. In this sense, the role can be hard at times, but it is extremely motivating."

"One of the challenges that I probably faced was that every time people asked me more difficult and difficult questions, I was like every time I had to do a little bit more research to be able to answer those questions. So, I was always looking at websites online and books."

Writing articles for a wider audience: Ambassadors faced challenges when transitioning from writing in academic or school settings to crafting articles for a broader, public audience. This required them to adapt their writing style to be engaging yet informative, formal yet accessible, and of the right length to maintain reader interest.

Voices of GenB ambassadors:

"Writing an article was the most challenging part because I hadn't written an article for a while. I tried to keep it formal and informative, but not too long to keep it interesting for readers."

"It was my first time writing an article for anywhere but my school. It was a bit daunting to write it more formally and figure out the right length and how to hook people into reading it."

Balancing time and other commitments: Many ambassadors were students or working professionals. Balancing GenB activities with academic and professional responsibilities proved challenging.

Voices of GenB ambassadors:

"I'm also working full time, and this was quite a big challenge because I didn't have the time to participate in more activities."

Finding opportunities and contacts for activities: Identifying suitable contacts, partners, and platforms to implement bioeconomy-related activities beyond GenB was another challenge. This is particularly relevant when scaling impact after project completion. Additionally, engaging policymakers and decision-makers was challenging because youth recommendations were not always taken seriously.

Voices of GenB ambassadors

"Finding contacts to implement activities beyond GenB was difficult."

"Engaging policymakers and decision-makers is difficult because it's hard for them to take youth recommendations seriously."

Implementing changes in the community: Turning knowledge into tangible action faced external resistance and slow adoption. Ambassadors reported that implementation has been challenging due to lack of immediate, tangible results.

Voices of GenB ambassadors

"Even if implementing changes can be slow, can be full of setbacks, then it is doable and we should keep working on that. It is extremely motivating to have people around that really believe in what we do, and this project helped a lot in this."

Finding reliable information and resources: Conducting research on complex topics, such as sustainability and future agriculture, posed challenges. Ambassadors needed to ensure accuracy and relevance in their discussions, which required extensive research and verification.

Voices of GenB ambassadors:

"I struggled a lot with getting information because it's hard to get some information about the future. I had to make some guesses about agriculture."

3. Lessons learnt

What does it take to turn complex challenges into meaningful impact? How can young ambassadors inspire change in unfamiliar territories? The **lessons learnt** by the GenB ambassadors provide thoughtful answers, revealing key insights into communication, resilience, and leadership in the context of bioeconomy.

The GenB ambassadors' reflections revealed a **dynamic learning journey shaped by their interactions with diverse audiences, their navigation of complex and unfamiliar topics**, and their ability to overcome both personal and practical challenges.

From the outset, the ambassadors recognised that **communicating complex ideas such as the bioeconomy to diverse audiences required adaptability and creativity**. Many discovered that simplifying technical language, employing relatable stories, and using real-life examples were key to stimulating interest and understanding. This realisation not only made their messages more accessible but also highlighted the transformative power of narrative in communicating abstract concepts.

For some, the linguistic challenge of **discussing the bioeconomy in English**, rather than their mother tongue, initially seemed daunting. However, this challenge **became an avenue for personal growth**. This development increased their confidence in participating in international discussions and sharing technical knowledge across linguistic boundaries.

Public speaking proved to be a particularly formative experience. Whether addressing high-level stakeholders or engaging peers, ambassadors faced and overcame their fears. One ambassador, who recalled his speech at an EU event in Brussels, shared, *"I was scared, but it was a very good experience. I loved it."* This highlights not only the bravery required to step into the spotlight but also the pride and confidence that come from such experiences. **The GenB capacity-building master course proved instrumental** in this, providing not only the theory on the bioeconomy but also practical tools to communicate complex topics clearly and effectively.

Beyond communication skills, the ambassadors embraced the **need for continuous learning**. The complex nature of the bioeconomy and sustainability required them to stay informed and adaptable. This commitment to ongoing research ensured that the ambassadors remained credible and well-prepared activists.

Experiential learning also played a key role. Interactive activities—ranging from escape room challenges and art competitions to hands-on demonstrations of bio-based products—proved effective in breaking down complex concepts. Ambassadors noted that these experiences were not only educational but also fun, making the learning process more engaging and memorable. As one of the ambassadors noted, *"Experiential learning, like making bio-based products, helped participants grasp concepts better."* **These hands-on experiences made the abstract tangible, the technical accessible, and the learning journey enjoyable.**

Engaging sceptical or unfamiliar audiences required resilience. Some ambassadors initially encountered resistance at first, especially when working with high school students. However, **persistence and adaptability** proved essential. Overcoming the challenge of engaging so-called "difficult" audiences required ambassadors

to develop relatable content, tailor their communication approaches, and build trust through interactive and inclusive discussions. By using **creative outreach strategies and fostering open dialogue**, they were able to overcome initial resistance and make meaningful connections, leading to productive conversations and greater audience engagement.

Networking emerged as another key benefit. Ambassadors valued the opportunity to connect **with peers and policymakers**, recognising the importance of supportive communities in maintaining motivation and sharing knowledge. *"It was nice to connect to other ambassadors and exchange with them. Meeting new people with the same interests, even if only online, was inspiring."* These **networks extended the impact of GenB beyond national borders, fostering a collective commitment to sustainable practices.**

Importantly, the GenB experience empowered the ambassadors to **turn knowledge into action**. Inspired by the workshops and collaborative projects, several participants launched their own initiatives. *"The workshops really helped me. I'm planning a project on preventing famine in the future,"* said one of the GenB ambassadors. Such examples show how GenB has provided not only theoretical knowledge but also the confidence and tools needed to make a real difference.

4.6.1.3 Part 3: Voting and shared experiences

While the GenB ambassadors shared their reflections, ZSI staff simultaneously documented key insights on three pre-prepared Miro boards: **Activities, challenges, and lessons learnt**. Each board served as a structured framework to capture the diverse experiences and feedback from the ambassadors.

Following the reflection session, ambassadors were invited to vote on the activities in which they had participated. This voting process took place on a dedicated Miro board featuring photographs of the GenB ambassadors in action. To ensure clarity and encourage discussion, the moderator systematically reviewed the content of each board, reading through all entries and encouraged further dialogue with the participants. After these discussions, the ambassadors voted on the activities listed.



Figure 16 - GenB Ambassadors' activities mapped on MIRO

Subsequently, GenB project partners were encouraged to contribute additional items to the **challenges** and **lessons learnt** boards. This step was crucial, as some insights may have been missed during the initial reflections. In addition, the partners were already familiar with the experiences of the ambassadors from their respective countries, allowing for a more comprehensive and enriched collection of feedback. This was followed by a second round of voting followed, where participants were asked to prioritise the items listed on each board.

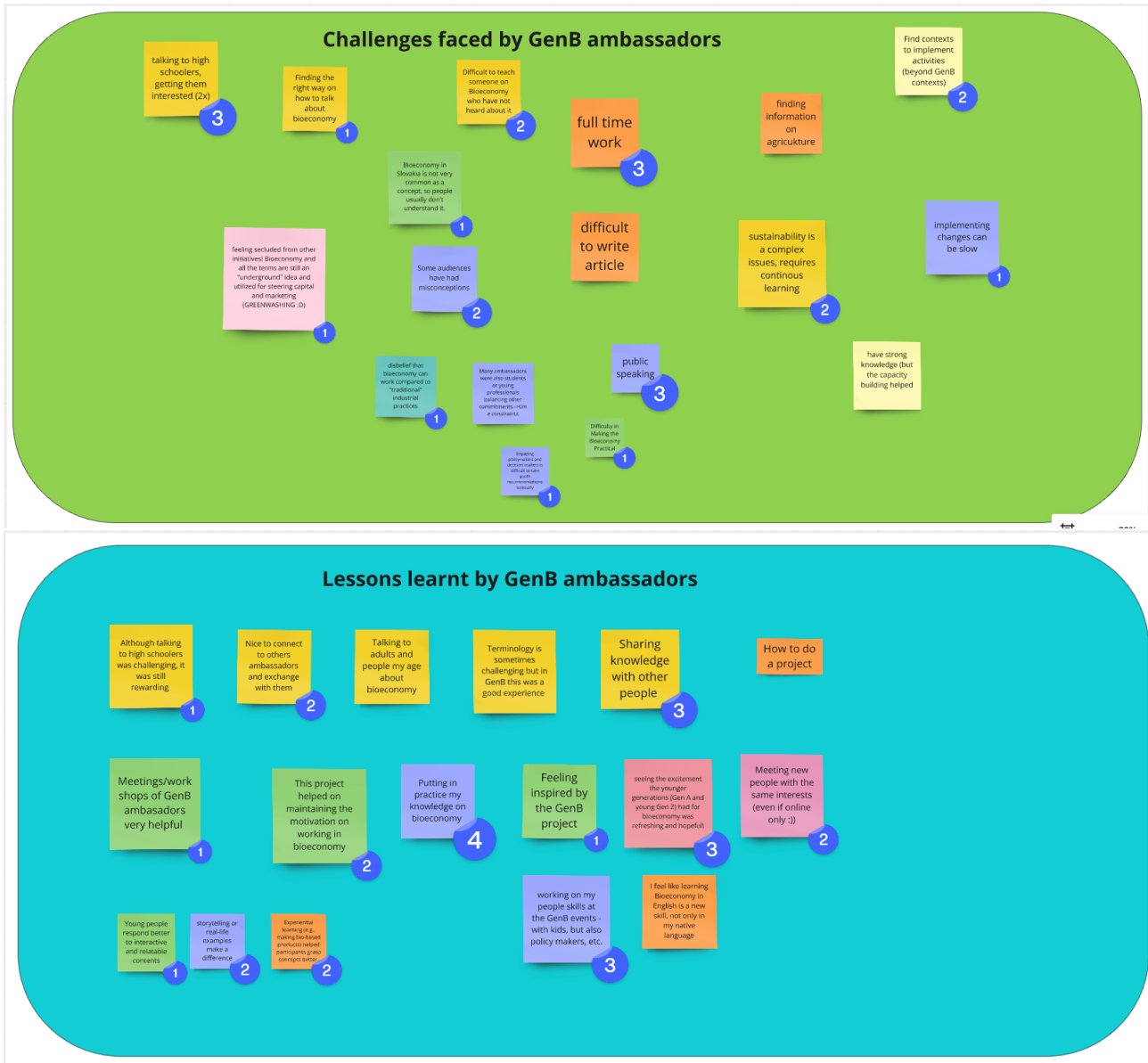


Figure 17 - Screenshots from the Miro interactive exercise

It is important to note that, while the voting sessions provide useful indicators of the most relevant topics, the results should be interpreted with caution. Participation in the voting process appeared to be limited due to several factors, including the use of mobile devices, technical difficulties, and the inability of some

participants being fully engage in the session. As a result, the **challenges** section of this report is presented thematically rather than strictly based on the voting outcomes.

In addition, there was a pre-prepared Miro board showing the different events that the GenB ambassadors had actively participated in. This provided further context to their reflections and served as a visual representation of their journey throughout the project.



Figure 18 - GenB Ambassadors event overview on MIRO

4.6.1.4 Part 4 & 5: Outlook and future engagements

Following the reflection and voting sessions, GenB ambassadors were invited to contemplate the question: *How can you, as ambassadors, continue your activities in raising awareness of the bioeconomy and sustainability, even without the official backing of the GenB project?* The ambassadors shared their ideas through Mentimeter.

Join at menti.com | use code **8328 1496**

How can you as ambassadors continue your activities in raising awareness of the bioeconomy and sustainability, after the end of the GenB project?

10 responses

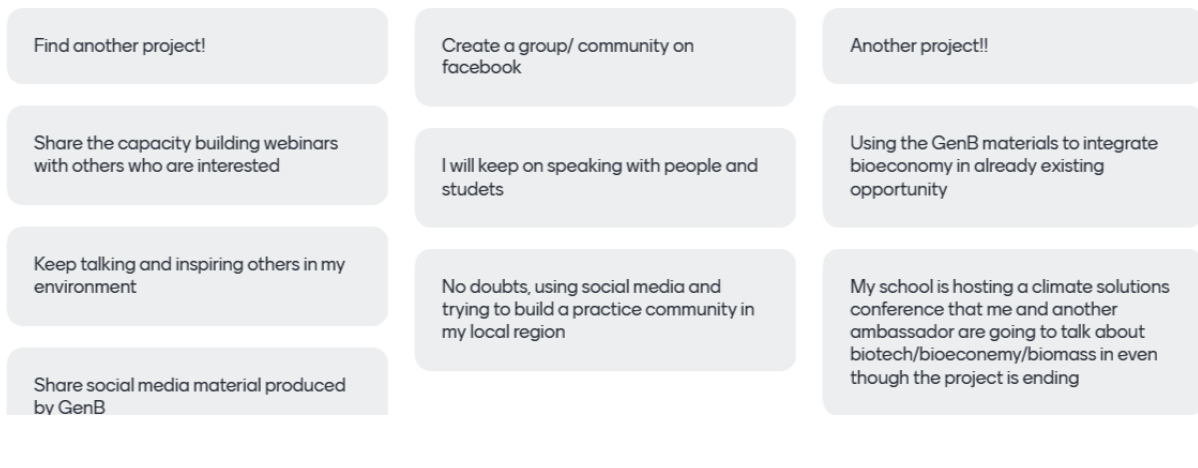


Figure 19 - Some inputs collected on Mentimeter

This discussion seamlessly led into a presentation by Susanna from FVA (lead of “take a role” task), who provided an outlook on the way forward. She began by refreshing participants' memories of the available materials in the **GenB toolkit** and followed with key next steps:

- **GenB Partners will look for opportunities** for further engagement in the last months of the project and after.
- **Future projects:** Opportunities for ambassadors to engage in new initiatives related to bioeconomy and sustainability.
- **Consolidation and sharing of experiences:** Ambassadors' experiences will be consolidated and shared with the **European Commission** and other relevant projects and initiatives involving young people.

4.6.1.5 Part 6: Award ceremony

In the final part of the workshop, each of the GenB project partners shared their experiences of working with their regional ambassadors and expressed their gratitude for their dedication, insight, and efforts in not only achieving the project’s goals but also spearheading the way in raising awareness in the bioeconomy. For the international ambassadors, APRE shared a few words, highlighting the valuable contributions made across borders. Similarly, EUN, although not directly supervising the ambassadors, reflected on their interactions with individual GenB ambassadors during various project events and acknowledged their remarkable impact.

It was a bittersweet end to the workshop, marked by heartfelt thanks and reflections on the shared journey. Ambassadors were informed that they would be receiving certificates of participation from the project in the coming weeks, recognising their contributions and achievements.

Finally, participants were encouraged to complete an evaluation survey. The closing remarks underlined a sense of continuity and optimism, emphasising that while the formal part of the GenB project may be coming to an end, the role of the ambassadors in promoting sustainable practices and awareness of the bioeconomy will undoubtedly continue, based on the dedication they've shown and their passion for the topic.

4.7 Involvement of GenB Ambassadors in events, conferences

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

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

4.7.1 Activities implemented

International

On 18 June 2024, the Italian GenB Ambassador Nicholas Ferrini shared his experience as GenB Ambassador during the Cross-fertilization workshop for Green Youth Networks organised by GenB as part of T3.4 activities. In this context, Nicholas presented some of the activities in which he was involved in Italy as well as the GenB Ambassador Programme and some selected lessons learnt to stimulate the debate.

Additional international activities involving GenB Ambassadors were the thematic Youth Bioeconomy debates organised by Q-PLAN online, in the context of T3.4. Two female Greek GenB ambassadors (Sofia Chanioti and Margarita Avgerinou) were involved as speakers in debate #2 (11/11/2024) and Debate #3 (18/11/2024) respectively. Please read more in 5.2.2 of this deliverable.

Finally, on Wednesday 20 November 2024, GenB project participated in the European Commission's DG Research & Innovation workshop in Brussels entitled "Bioeconomy education to enable the transition to a competitive, regenerative, and fair (bio)economy. Building the next union of skills in the bioeconomy".

This event gathered around 100 experts in bioeconomy education to discuss concrete future policy needs on this subject to be addressed in the update of the European Bioeconomy Strategy.

In this context, the GenB Ambassador Nicholas Ferrini participated in the session dedicated to "Youth and Bioeconomy Education", together with representatives from the Bioeconomy Youth Ambassadors and the Youth Champion of International Advisory Council on Global Bioeconomy. Nicholas presented specifically the GenB Ambassadors Programme through the different activities implemented, such as TEDx pitches, large-scale events and social media campaigns. A huge relevance was given to the capacity building and mentorship activities that GenB Ambassadors received from the project, to be empowered with knowledge, tools and formats and actively take a role in their communities.



Figure 20 - Italian GenB Ambassador Nicholas at the event with the EC

Spain

Spain's GenB ambassador, Rosa María, is a researcher specialising in European projects focused on climate-smart solutions and digitalisation in agriculture. On 26 February 2025, she participated as a speaker in an online event organised by the Federation of Spanish Biotechnologists (FEBIOTEC). During her presentation, she discussed materials related to the bioeconomy and emerging job profiles—topics she is particularly passionate about—intending to inspire others.

4.7.2 Results achieved

The following table resumes the overall KPIs achieved between first and second reporting period:

Table 7- Number of GenB Ambassadors involved in events

KPI	Reached
Total of #5 events, #5 GenB Ambassadors involved	<ul style="list-style-type: none"> 6 events 6 Ambassadors involved

4.7.3 Lessons learnt and Next steps

Engaging GenB Ambassadors in events has proven to be a good opportunity to empower them and increase their engagement with the projects, facilitating their further activation. After they were empowered with the GenB capacity building package (T3.2), during the second reporting period GenB Ambassadors were more confident in being involved as active speakers in international events and workshops. These contexts were important to present the GenB Ambassadors' Programme and share insights and lessons learnt with the bioeconomy community.







Partners are continuously exploring opportunities to involve the Ambassadors in further bioeconomy-related events organised by GenB, the EC and third parties in the last months of the project. For example, partners are considering their involvement in the GenB final event which will take place on April 2025.




5 Support the GenB Ambassadors to Take a role

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

Table 8 - Overview of activities to support GenB Ambassadors in taking a role

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

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

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

5.1 GenB International Competition

On 27 September 2024, the [GenB Bioeconomy Art Competition](#) was launched in conjunction with the European Researchers' Night in which 4 GenB partners were participating in their own Countries (Italy, Austria and The Netherlands). The call to participate in the competition was also launched on all GenB channels targeting teachers or a youngster between 4 and 30 years old who are passionate about the environment and the bioeconomy and love to use art to convey these topics. The main objective of the competition is in fact to show how art can be a powerful tool to inspire people, create emotional connections with the environment, and spread the message of sustainability in a way that everyone can understand.

The competition awarded three Artistic projects per category:

- 4-8 years old
- 9-13 years old
- 14-19 years old
- 20-30 years old

Evaluation criteria:

- Creativity and originality: How innovative and unique is the artwork in representing bioeconomy themes?
- Connection to the bioeconomy: How effectively does the artwork incorporate and convey concepts related to bioeconomy? Are the themes of sustainability, renewable resources, and environmental impact clearly reflected?
- Effectiveness of the message: How impactful and compelling is the artwork in conveying the intended message? Does the artwork engage the audience and provoke meaningful thought or action?

Prizes:

The winning projects was awarded by:

- Receiving educational toolkits about bioeconomy and sustainability
- Being recognised as "GenB Ambassador"
- Visibility of the Artistic project and its author in the GenB website and social media pages (@BIOVOICES), through pictures, videos, interviews
- Receiving the GenB bio-based Gadgets
- Dissemination and showcase/printing of the Artistic project the GenB final event or other suitable contexts (e.g., large scale events in Europe)

Time plan:

- 27 September 2024 Launch in the context of the EU Researchers' Night

- 30 November 2024 deadline for submission
- 20 January 2025 communication of the awarded projects on GenB website, social media channels and direct emails to the winners

FVA as responsible partner for the competition and manager of the social media channels, ran paid social media campaigns throughout the entire duration of the competition, with specific recall strategies, and together with other partners such as EUN leveraged their networks to ensure a wide participation.

People reached through social media campaigns:

- **Facebook and Instagram:** 116,671 people, including 24,500 individuals under 34 years old.
- The campaigns were also designed to reach educators, who involved their classrooms in the competition.

In **Spain**, AIJU carried out this activity through its network of schools, focusing on a target audience between 8 and 15 years old. An educational centre committed to sustainability and projects related to the environment was selected. Although the students already had a knowledge base, a presentation on bioeconomy and its practical application (Local Capacity Building) was prepared. At the end of the session, they were invited to participate in the competition, sparking the interest of many of them, who shared some ideas during the session. Additionally, the necessary information was provided to enrol as a GenB Ambassador. To facilitate the process of registration at the school, AIJU managed the process on behalf of each student, as well as the consent for data handling that was provided by the school, securing 49 applications.

5.2 The results of the GenB Bioeconomy Art competition

The GenB Bioeconomy Art competition received an extraordinary **92 single submissions (more than 500 participants) from 11 countries across Europe, Asia, and Africa**, including Portugal, Italy, Romania, Austria, Turkey, Spain, Greece, Malaysia, Croatia, India, and Uganda. Participants showcased their artistic talents through a wide range of mediums, from drawings, sculptures, and songs to interactive digital works, videos, and performances. The quality and originality of the submissions were truly remarkable, reflecting a deep commitment to the subject as well as an understanding of bioeconomy concepts and creativity.

Each submission was carefully evaluated by a **jury of nine experts**, from three GenB consortium partners: FVA New Media Research, APRE, and EUN. After an initial independent review, the jurors convened to select three winners per each of the four identified categories

The competition **highlighted the incredible potential of art to communicate complex scientific and societal concepts, engaging audiences of all ages and backgrounds**. The selected winners are described in this [web article](#).

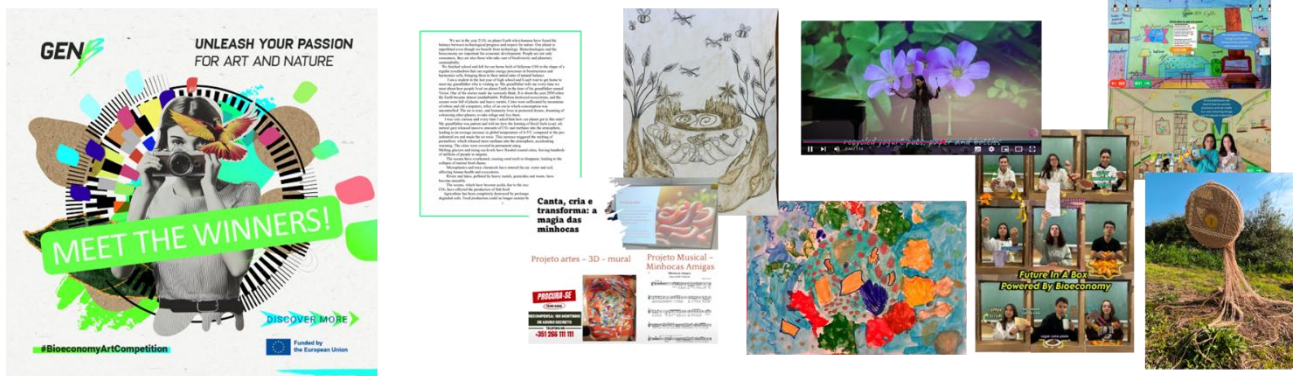


Figure 21 - Some of the winning project of the GenB Bioeconomy Art Competition

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

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

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

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

5.3.1 Activities implemented

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

During the second reporting period, the Students2Students activities took place in the following contexts/formats:

Table 9 - Students2Students activities implemented in the second reporting period

Context and date	Description of the activity	GenB Ambassadors involved
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Expeditie NEXT, the national science festival for kids (6-12 y.o.) Zutphen, The Netherlands, 1 May 2024	2 Ambassadors residing in the Netherlands worked with BTG's team at the GenB booth, implementing the hands-on activities (1. Painting with natural colours, 2. Making your own glue; 3. Feeling/Matching game) and other formats (e.g. product and poster exhibition)	#2 GenB Ambassadors (The Netherlands)
European Researchers' Night (all ages), Groningen, The Netherlands, 27 September 2024	2 Ambassadors residing in the Netherlands worked with BTG's team at the GenB booth, implementing the hands-on activities (1. Feeling/Matching game, 2. Lured by labels fashion ecolabel challenge) and other formats (e.g. product and poster exhibition).	#2 GenB Ambassadors (The Netherlands)
2024 Science Project Workshop, 6 th of July 2024 (EUN)	In the context of the 2024 Science Projects Workshop – Carbon Act Dissemination Workshop in the Future Classroom Lab in Brussels. The workshop was organised by the Carbon Act project, in partnership with Scientix® and the Smart Connected Classrooms project powered by Qualcomm Incorporated through its Qualcomm® Wireless Reach™. The SPW are training sessions on the use of innovative technologies, materials and pedagogies from different projects intended for international teachers and educators, that took place on the 5 th and 6 th July in Brussels, one GenB Ambassador was invited on the second day to give a TEDx pitch to the participants. Through the pitch Ambassador emphasized the importance of the influence teacher have on raising the new generation that is sensitive and aware of the environmental challenges we are facing, focusing on bioeconomy and what is their role in promoting and supporting the transition to bioeconomy.	#1 GenB Ambassador (The Netherlands): Emiliano Barbero
EU Researchers' Night (Roma-Frascati) – 27 and 28 September 2024	The 4 GenB Ambassador conducted 12 sessions of the quiz “what’s bioeconomy”, engaging students, teachers and families and 10 sessions of the “Escape4Future” game, engaging in total 350 students, teachers and families (150 quiz + 200 escape). Furthermore, they also displayed the BioArt Gallery and a small selection of the Bioeconomy Village, explaining the bioeconomy to the visitors.	Alice Sewmy Nicholas Davide (Italy)
Engine Your Mind Hackathon (Ceccano, Italy) - 18-20 October 2024	1 GenB Ambassadors organised BioArt Gallery and Bioeconomy Village exhibition and conducted a selection of “Escape4Future” quests, engaging 200 people.	Cristian (Italy)
Regional festival of environmental	1 Slovak GenB Ambassador participating in the Studenst2Students format. The Ambassador co-	#1 GenB Ambassadors (Slovakia)

organisations "Play for a green region"	facilitated the activities during GenB workshop within the festival, targeting high-school students.	
St. Gilgen school assembly, October 2024	The GenB Ambassador informed her whole school about the GenB international competition. While doing this she had to briefly explain the concept of bioeconomy to her fellow students. This GenB ambassador also shared details to the GenB MOOC with her teachers.	Lyla (Austria)
Teacher-student board meeting Bad-Ischl, October 2024	The GenB Ambassador organised a meeting with members of the teaching staff to promote GenB activities including the MOOC and international competition. She was then permitted to promote the competition within the school – by promoting the competition she had to at the same time educate her peers on the bioeconomy.	Freya (Austria)
Gaia primary schools interactive sessions November 2024	GenB ambassadors Guilherme and Madalena presented to the teachers of 3 primary schools GenB toolkits, materials, running MOOC and (draft) lesson plans in a series of face-to-face interactive sessions with EB Loureiro, Grijó (4 November 2024), EB Cabo Mor (18 November 2024), EB Marinha (27 November 2024).	Guilherme and Madalena (Portugal)

5.3.2 “Students2Students” format implemented in the different Countries

The following sections describe in more detail the involvement of GenB Ambassadors in Students2Students activities in partners’ country during the second reporting period.

Italy

In the context of the Italian edition of the **European Researchers’ Night 2024**, Italian GenB Ambassadors played a central role in animating the two events organised in Frascati, In collaboration with the ILEAF project (27 and 28 September 2024). Specifically, they engaged the audience with games, quizzes and the BioArt Gallery exhibition. Nicholas, Sewmy, Alice and Davide conducted 10 rounds of the ESCAPE4Future – Chemistry meets Circular Bioeconomy game, tailoring the experience for two different types of players: a simplified version of the game for the younger ones, and a more challenging gameplay for the teen-agers and young adults. In total more than 200 players experienced this engaging game, learning by playing facts about the bioeconomy and environmental protection.

The Bioeconomy Quiz was played many times, challenging the participants to answer to questions related to bioeconomy and sustainability. The winners of all ages won bio-based gadgets, including the “what’s bioeconomy” book for kids.

In parallel, the BioArt Gallery was set-up: informative panels with stunning pictures of feedstock and bio-based products raised curiosity and interest, stimulating the visitors to pose questions to the GenB Ambassadors. Among the participants several copies of the “What’s bioeconomy” book for kids were distributed, to teachers and young students.



Figure 22 - Nicholas, Sewmy, Alice and Davide at the EU Researchers' Night 2024, Italy

On October 2024, the Italian GenB Ambassador Cristian organised the **Engine Your Mind Hackathon** in Frosinone, leveraging his involvement as part of the Engine4You APS.

The event run for three days hosting participants from diverse backgrounds. The theme "Cure" was explored through six challenges, ranging from ocean conservation to mental health care, and sustainability. Each team, consisting of up to five participants, selected one of the six proposed challenges and developed an innovative solution to address it.

In this context, as part of the exhibition connected to the event, Cristian organised the BioArt Gallery, the Bioeconomy Village as well a presentation of the book for kids "What's Bioeconomy?", engaging the audience in awareness activities.

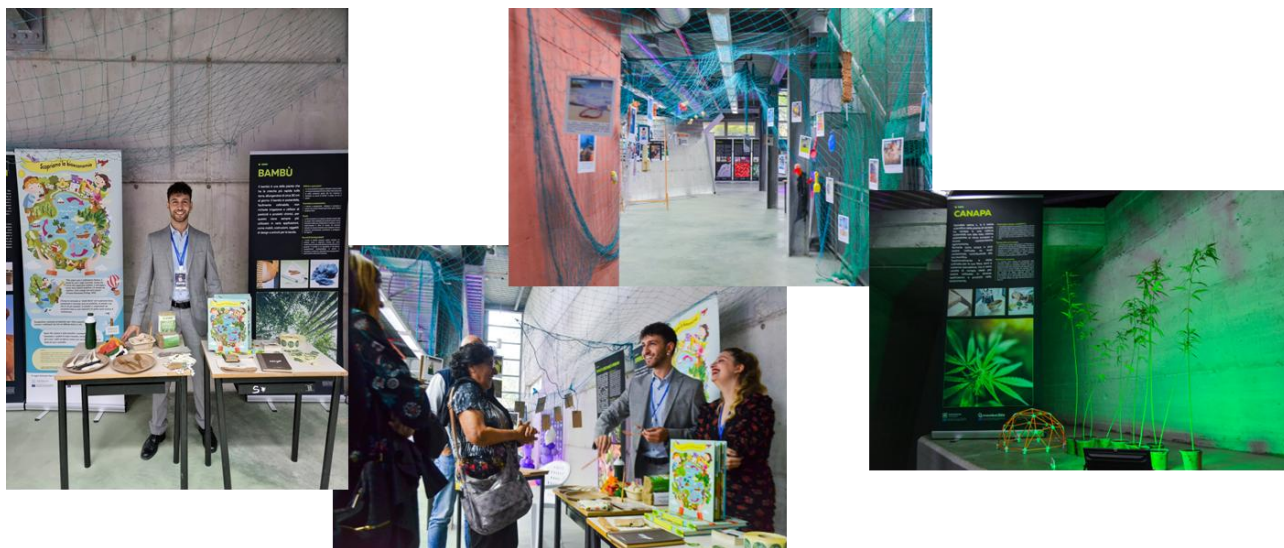


Figure 23 - Cristian at the Engine Your Mind Hackathon

Slovakia

One of the Slovak GenB Ambassadors played a key role during the second reporting period, particularly at the “For Green Regions” festival in Žilina on June 13, 2024. She actively engaged with students from both

primary and high schools, using various materials from the toolkit to facilitate learning about bioeconomy and sustainability.

She made use of the What's Bioeconomy book for kids, set up the Bioeconomy Village, and organized the BioArt Gallery. Through these activities, she provided students with hands-on learning experiences about bio-based products and sustainable practices. The BioArt Gallery featured informative panels with captivating images related to bioeconomy, which sparked curiosity and encouraged visitors to ask questions. Thanks to her direct interaction with the students, they gained valuable insights into environmental protection, the circular economy, and bioeconomy, making the event both educational and engaging.

The Netherlands

Three of the initial six Ambassadors were very active. One Ambassador gave a TED talk in Brussels in July 2024, whereas two other Ambassadors helped BTG staff manning the GenB exhibition booth at the following events:

- Expeditie NEXT, the national science festival for kids, Zutphen, 1 May 2024
- European Researchers' Night, Forum Groningen, 27 September 2024

The GenB Ambassadors helped (a) with the design of and preparations for the GenB exhibition booth (b) supervise the participation of children and accompanying persons in hands-on activities and games, such as: 1. Painting with natural colours, 2. Making your own glue; 3. Feeling/Matching game.

Austria

Two of the Austrian GenB Ambassadors have been very active. In addition to informally raising awareness of people in their environment on the bioeconomy, they also take opportunities such as school assemblies, student conferences etc. To spread the word specifically of activities in the project such as the GenB international competition and the youth debates relevant to young people. In doing this, they implemented the Student2Student format. They also hang posters for the competitions around their schools. Additionally, they have arranged several meetings with the school board and teachers to inform them about GenB opportunities relevant for teachers such as the GenB MOOCs and the webinars for teachers and multipliers (task 2.5 and 4.2) - following the Student2adult format. While promoting these activities, these GenB Ambassadors had to explain to their audiences what bioeconomy is so that they could understand why these activities would be relevant to them.

Greece

Two Greek GenB Ambassadors were involved as speakers to the online **thematic Bioeconomy Youth debates**. More specifically, a Greek GenB Ambassador (Sofia Chanioti) was involved as a speaker in **debate #2 "Communicating the sustainability vision with bioeconomy"** to exchange her views as a Young communicator and influencer advocating for bioeconomy also addressing her point of view on how to use arts and culture to ignite youth passion for bioeconomy, sharing examples of her own activities to motivate kids in circular reuse and artistic expression. Another Greek GenB Ambassador (Margarita Avgerinou) was one of the speakers involved in **debate #3 "The youth leading the sustainable transition through bioeconomy"**. She advocated how young people shape policies affecting their sustainable future. She also

highlighted her view on how bioeconomy can promote fairness and equity and how it can contribute to a more resilient and inclusive economy.

Both Ambassadors gave fresh sight into the benefits of bioeconomy and also called other youth (attending the debates) to action with their final remarks and vision. Their speeches are considered inspirational for other GenB Ambassadors.

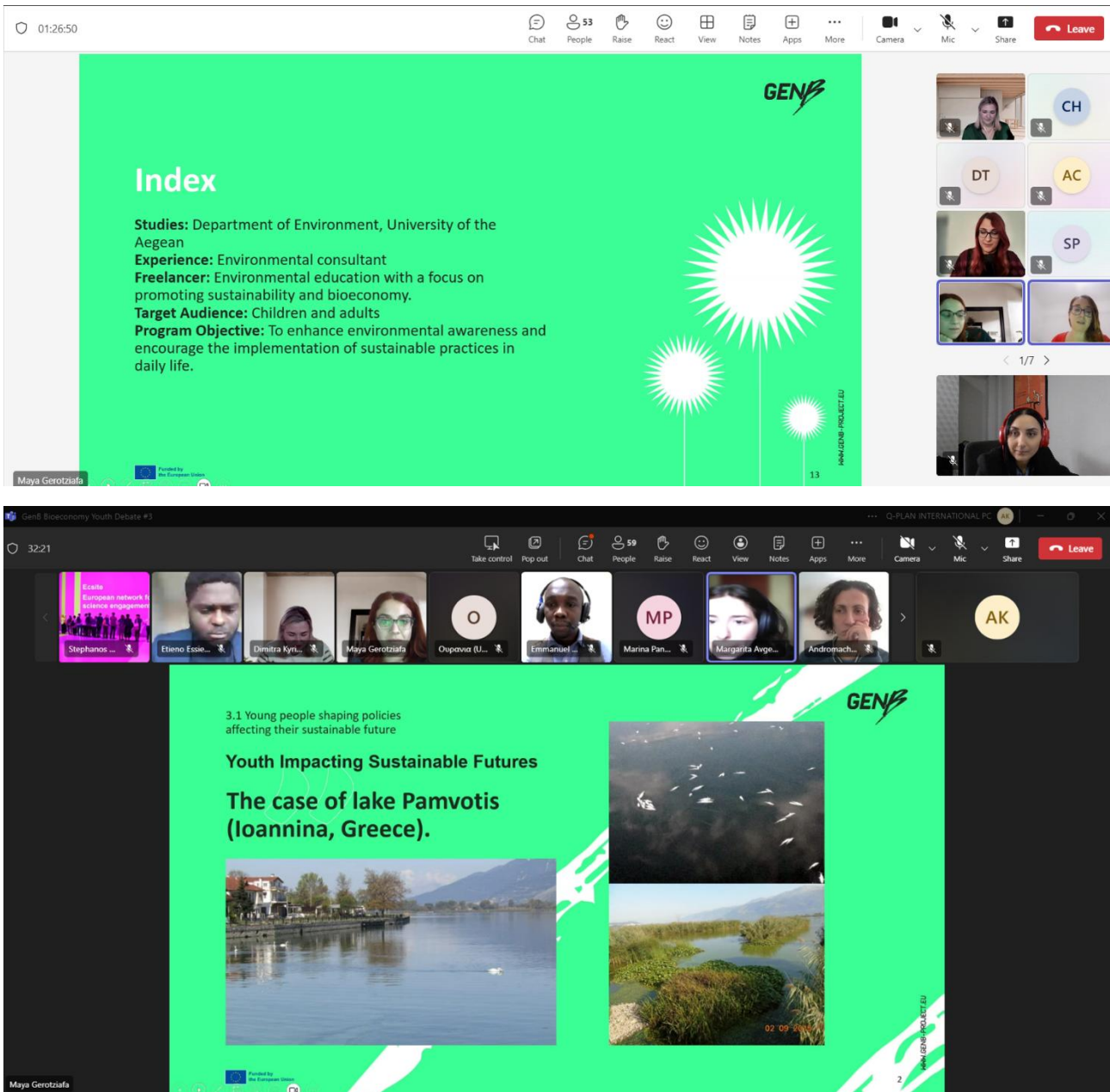


Figure 24 - Greek GenB Ambassadors at the Youth Debates

Spain

GenB Ambassador Rosa María will host a webinar on 26 February 2025 about Job Profiles, aiming to inspire Biotechnology university students. This event will be held in collaboration with the Spanish Federation of Biotechnologists (FEBIOTEC). The invitation will be made through social media, targeting the Federation's student members. At the end of the event, the number of attendees will be recorded.

The event will be titled: The present and the future in the Bioeconomy sector.

International

During the second RP, one of the International GenB Ambassador (Etieno Essien, France) took a role in the GenB Cross-fertilization workshop for Green Youth Networks as speaker, held in June 2024 ([link](#)) and as speaker and moderator in the Youth Bioeconomy Debate #3 “The youth leading the sustainable transition through bioeconomy” organized on 18th November 2024. ([link](#)).

Kateryna Ivanova (Germany) took part as a young career testimonial for the [Job Profiles](#), while Elizabeth, Chavdarska (Bulgaria) participated in the Bioeconomy Myth vs Fact campaign (see section 2.2.1).

Pan-European

In June 2024, the GenB Ambassador, Emiliano Barbero from the Netherlands delivered a TEDx pitch to 46 international teachers in the context of the 2024 Science Project Workshop, in Brussels. Emiliano shared his experience and journey in pursuing bioeconomy, focusing on the importance of the topic and teacher’s role in raising awareness and inspiring students to pursue this path and become responsible citizens of tomorrow. The talk aimed to help teachers reflect on the importance of relatability in environmental education. The TEDx pitch was recorded and included in the Youtube channel as well as the GenB website.



Figure 25 - GenB Ambassador performing the TEDx at the 2024 Science Project Workshop, in Brussels

5.3.3 Results achieved

The following table resumes the overall KPIs achieved between first and second reporting period:

Table 10 - KPI achieved with GenB Ambassadors taking a role

KPI	Reached
#10 GenB Ambassadors engaged; #3.000 views, # 5.000 indirect (e.g. families)	<ul style="list-style-type: none"> • #108 Ambassadors engaged* • ~ #5.300 views** • ~ #8.834 indirect***

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

**people directly reached by GenB Ambassadors activity.

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

5.3.4 Lessons learnt and Next steps

During the second 18 months of the project, the GenB Ambassadors received the GenB capacity building and were fully equipped with the necessary knowledge and formats to disseminate the bioeconomy to their peers. This was especially effective in complementing the tailored training they received in the earlier phase of the project (see D3.2), preparing them to take part in large-scale events. The training and capacity building they received allowed them to effectively engage in various activities and assume leadership roles with confidence. The format continued to be highly effective in engaging students, attracting them through peers who had transitioned into the role of educators. The GenB Ambassadors were not only enthusiastic but also proactive in shaping and facilitating these activities. In collaboration with GenB Ambassadors, the GenB partners were able to fine-tune the tools to be used to communicate the bioeconomy to a younger audience that has been tested and validated through different activities.

During the first reporting period, the deployment of these tools took place with the supervision of GenB partners, while during the second reporting period, some experiments of autonomous implementation of games, exhibitions, quizzes, etc. took place, demonstrating that the GenB toolkit is suitable to be adopted by young people to communicate the bioeconomy, opening new possible exploitation pathways.

5.4 Social media engagement of GenB Ambassadors

The project transversally involved GenB Ambassadors in creating content for GenB social media channels, making their voice heard and stimulating them to contribute to conveying GenB messages and values. GenB Ambassadors were empowered through basic and advanced level capacity building, depending on their proactive participation in the project, to ensure their effective contribution in social media activities and specific thematic social media campaigns (see paragraph 4.3.1 and following paragraph 5.3.1).

5.4.1 Becoming young journalists publishing on GenB social media

GenB Ambassadors were already activated in the first reporting period as journalists. Some of them in fact participated in the “Scientix STEM Discovery Campaign 2024” providing different articles (see [here](#), [here](#) and

here), and some of them contributed by recording video interviews during a Biorefinery visit and in the context of the Italian Bioeconomy Changemakers Festival with both high school students and professionals.

During the second reporting period and after the Ambassadors were well equipped with the capacity building, further exploration of this format was conducted, stimulating GenB Ambassadors both in creating tailored articles for the website or video interviews. Specifically, one Spanish GenB Ambassador Lorena created an article merging her passion for football with sustainability, one of the Austrian Ambassadors, Freya, wrote an article on fast fashion, while Lea from Slovakia wrote an article aiming at providing a general overview of bioeconomy and its importance for a sustainable future. Finally, Leyla and Freya from Austria interviewed as environmental journalists another Austrian GenB Ambassador, asking her about her role as researcher in the bioeconomy.

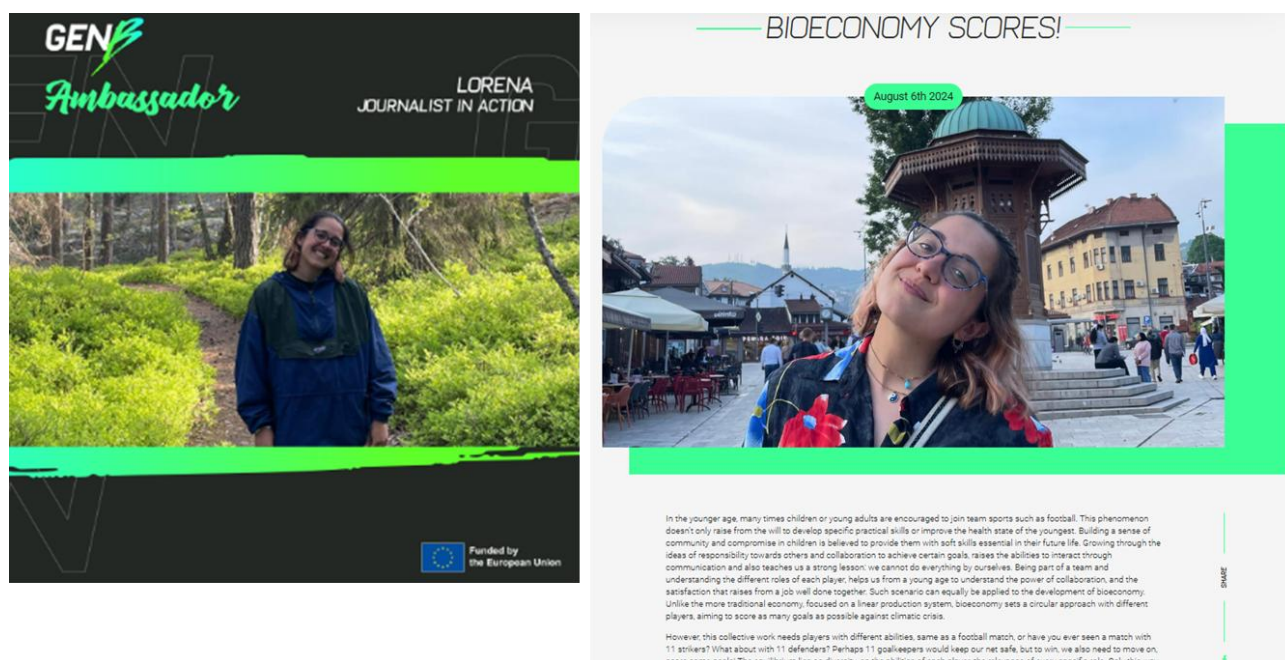


Figure 26 - Spanish GenB Ambassador in action as journalist

5.4.1.1 Results achieved

The following table resumes the overall KPIs achieved between first and second reporting period:

Table 11 - KPI reached with GenB Ambassadors engaged in social media

KPI	Reached
#3 social media campaigns involving GenB Ambassadors reaching #50.000 views	#7 social media campaigns involving GenB Ambassadors #23 social media campaigns involving GenB Ambassadors #50.466 views (campaigns are still ongoing when this document was submitted – additional views will be reached until the end of the project)
#8 environmental young journalists	#11 GenB Ambassadors involved as environmental young journalists



5.4.1.2 Lessons learnt and Next steps

An extensive effort to map new trends and formats in social media communication targeting young people was carried out by FVA to ensure the campaigns were both effective and engaging, successfully attracting younger generations. Additionally, discussions with some GenB Ambassadors played a crucial role in shaping the design of the social media campaigns, incorporating their perspectives as representatives of younger audiences. Since the GenB Ambassadors taking an active role in the campaigns were also empowered with the GenB capacity building activities, this ensured they were more confident in recording the reels and in the production of specific articles for social media.

5.4.2 Becoming career testimonial

Young professionals under 30 years old are recruited as GenB Ambassadors to take a role in sharing their experiences with young people, inspire and inform them about careers in the bioeconomy, and finally contribute to raising the future generation of workforce informed and interested in this sector. During the first months of the project, this activity engaged the GenB Ambassadors to provide first-hand inspirational stories/examples of bioeconomy careers/study (Start-ups, SMEs, researchers, companies, activists, university students, etc.).

During the second reporting period, two young GenB Ambassadors from Austria, Leyla and Freya, performed a video interview on Zoom with a career testimonial in the bioeconomy Semire, who is also GenB Ambassador. This was a valuable opportunity for the interviewers, aged 14 and 16, to develop and showcase their journalistic skills. To make this a meaningful learning experience, ZSI encouraged the two Ambassadors to collaborate in developing the interview questions. ZSI staff then reviewed their questions, provided feedback, and shared official guidelines for recording the videos. This not only strengthened their teamwork but also gave them a sense of ownership and responsibility for the final outcome. The interviewee, a 29-year-old researcher working primarily on EU-funded bioeconomy projects, served as an inspiring example for the young Ambassadors. Despite the age gap, the fact that the interviewee was still relatively young made the discussion particularly engaging. It helped the interviewers realise that career opportunities in the bioeconomy extend beyond highly technical roles, such as developing bio-based products. Seeing someone close to their age with significant experience sparked their curiosity and provided a relatable role model.

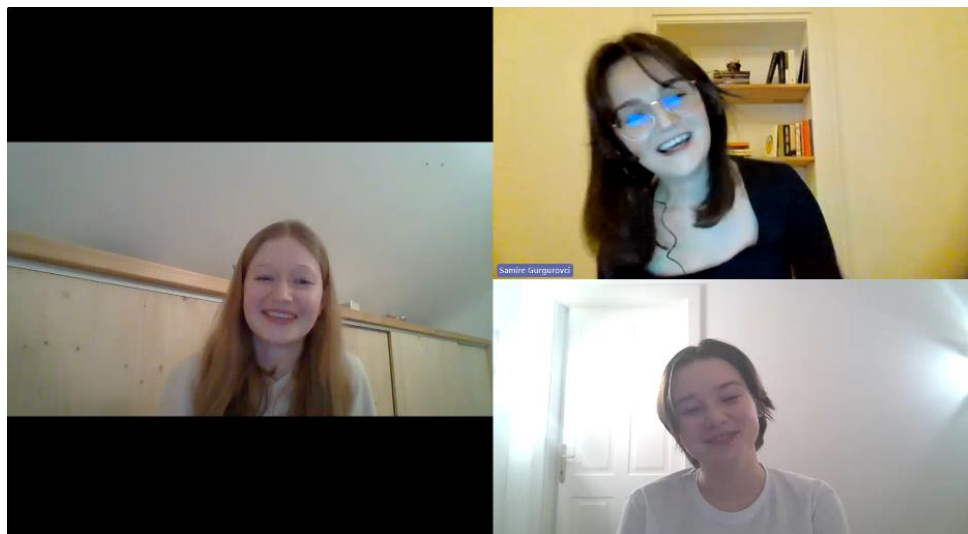


Figure 27 - Screenshot from the video interview among GenB Ambassadors from Austria

Finally, an event/webinar is planned on February 26, 2025, hosted by Spanish GenB Ambassador Rosa María in collaboration with the Spanish Federation of Biotechnologists (FEBIOTEC). This event has the aim of inspiring young university students in their professional careers and sparking their interest in the bioeconomy.

5.4.2.1 Results achieved

The following table resumes the overall KPIs achieved between first and second reporting period:

Table 12 - GenB Ambassadors involved as young career testimonials

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

5.4.2.2 Lessons learnt and Next steps

According to the feedback provided by the participants to events involving GenB Ambassadors as career testimonials, their involvement proved to be very effective in providing a first-hand experience as professionals in this domain.

6 Collaboration with other Ambassadors in Bioeconomy

During the first reporting period, GenB analysed and connected with many youth associations and Ambassadors relevant to the bioeconomy. The collaboration with them took place in many forms during the entire duration of the project, but specifically during the second reporting period most of them took place as part of T3.4 activities. Additionally, the continuous knowledge and good practices exchange with many of these networks affected the GenB activities ensuring the effectiveness of the tools, not only for the specific activities of the project but also in light of future exploitation by other projects and initiatives.

6.1 Activities implemented

Table 13 – Collaboration activities with Youth Networks

Network involved	Collaboration established
European Commission Bioeconomy Youth Ambassadors (BYA)	BYA have been involved since the GenB project kick-off meeting to align plans and activities. GenB has been invited by the EC to several events involving the BYA. GenB involved the BYA to facilitate the knowledge exchange in project activities such as the Common Ground Camp, the GenB Youth Debates, the Youth2Policy workshop and the webinar on Biorefinery in the context of WP2 activities. Some GenB tools (e.g. the book for kids) have been distributed to them. The BYA were also engaged in short videos for the GenB dedicated social media campaign in which they explained their motivation in being young Ambassadors and why young people are important to drive the change.
IACGB Bioeconomy Youth Champions (BYC)	Johann Liebeton in his key role in the network was engaged as speaker and participant in several activities organised by GenB, such as the GenB cross-fertilisation workshop. Additionally, various exchanges with Johann took place during the events in bioeconomy education organised by JRC and the EC.
Food & Agriculture. Youth Institute (FAYI) Bioeconomy ThinkTank	Etieno Essien in his role as Head of the Bioeconomy Think-tank at FAYI was engaged as speaker and participant in several activities organised by GenB, such as the GenB cross-fertilisation workshop, the GenB Youth Debates and the Youth2Policy workshop.
<ul style="list-style-type: none"> • European Youth Parliament • European Youth Forum • European Climate Pact • Youth4Climate • Generation Climate Europe (GCE) • Youth and Environment Europe (YEE) • SDSN Youth 	In the context of T3.4 activities, these youth networks have been mapped and approached. Exploratory meetings and interviews took place with some of them to evaluate possible collaboration and present GenB activities and tools.

<ul style="list-style-type: none"> • Young leaders in Energy and Sustainability (YES) • Federation of Young European Greens (FYEG) • Youth Express Network • Rural Youth Europe (RYE) • AEGEE - European Students' Forum • Erasmus Student Network (ESN) 	
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6.2 Lessons learnt and Next steps

While the enthusiasm of young people is widely recognized as a powerful driver for promoting the bioeconomy among their peers, connecting the various existing youth networks—each with distinct objectives—remains a challenge. To address this, GenB has created multiple opportunities for cross-fertilization and knowledge exchange, fostering future collaborations.

One key need that emerged from these activities was the demand for accessible knowledge and practical tools on the bioeconomy. In response, GenB has designed an educational package that includes capacity-building resources and ready-to-use toolkits. This package is tailored for young individuals eager to become Ambassadors of bioeconomy and sustainability.

In particular, the following material will be made available for the future group of European Commission BYA that will start their mandate in spring 2025:




- GenB toolkit with many resources, formats, contents and materials ready to be used;
- GenB capacity building package for Ambassadors;
- Educational media contents (video, quizzes, educational cards... - T1.4) and social media reels (T3.2);
- Position paper “Our GenB future” stemming from the international online workshop (T3.4).

7 European Youth forum on bioeconomy

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

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

Table 14 - Overview of activities to support to promote discussions, mutual-learning, debates and knowledge exchange among youth networks/associations/communities/initiatives

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

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

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

In order to ensure active engagement in the “Bioeconomy Youth Forum” activities, a preparatory stage was implemented with a view to (a) map the universe of EU-wide networks focusing on youth and sustainability, (b) identify contact points from partners’ networks, (c) develop new connections, (d) inform the networks about GenB activities, (e) co-design our approach in line with the needs, challenges and opportunities of the engaged networks, (f) identify additional synergies and joint actions with the GenB project (especially WP3 activities that also have European focus).

The initiation of the task (cross-fertilisation workshop) was postponed due to the organisation of the Bioeconomy Changemakers Festival by the EC and the Bioeconomy Youth Ambassadors, on March 13 and 14, 2024 in Brussels, not to mention the Satellite events taking place in different European regions around these dates. The Changemakers Festival event attracted the attention of international networks and key actors in the bioeconomy, who expressed limited availability to participate in GenB activities. Moreover, the Bioeconomy Youth Forum activities were decided to build upon and extend the [Bioeconomy Youth Vision](#) elaborated by the BYAs in the context of the festival. The time plan was amended such as to absorb any delays and ensure successful implementation of the task, involving as many young interested persons as possible, keeping in mind that we cannot be overdue with their engagement frequency because this would threaten their active participation in upcoming events.

- The cross-fertilisation workshop was moved to June 2024 and more specifically, it was held on 18th June 2024, online.
- Three online debates were announced on the project's official webpage and an asynchronous online consultation / survey on the theme of each debate was launched in October 2024 to capture insights of as many young people as possible <https://genb-project.eu/bioeconomy-youth-debates/>

- The three live debate events (roundtables) were organised on 4, 11 and 18 November 2024 via MS Teams (online).

Since the KPI for debates’ participants is very high (300 participants), the online asynchronous survey was structured as a supplementary action to engage on the GenB youth forum with as many youngsters as possible, not excluding teachers, multipliers, environmental influencers, bioeconomy experts and decision-makers who were considered much needed for a fruitful discussion.

- The international workshop “Our GenB future” was moved to the second half of January 2025 and was finally organised on 30 January 2025
- The position paper elaboration was not affected, keeping the due date at the end of February 2025

The figure below illustrates the final timeline for Task 3.4 activities.

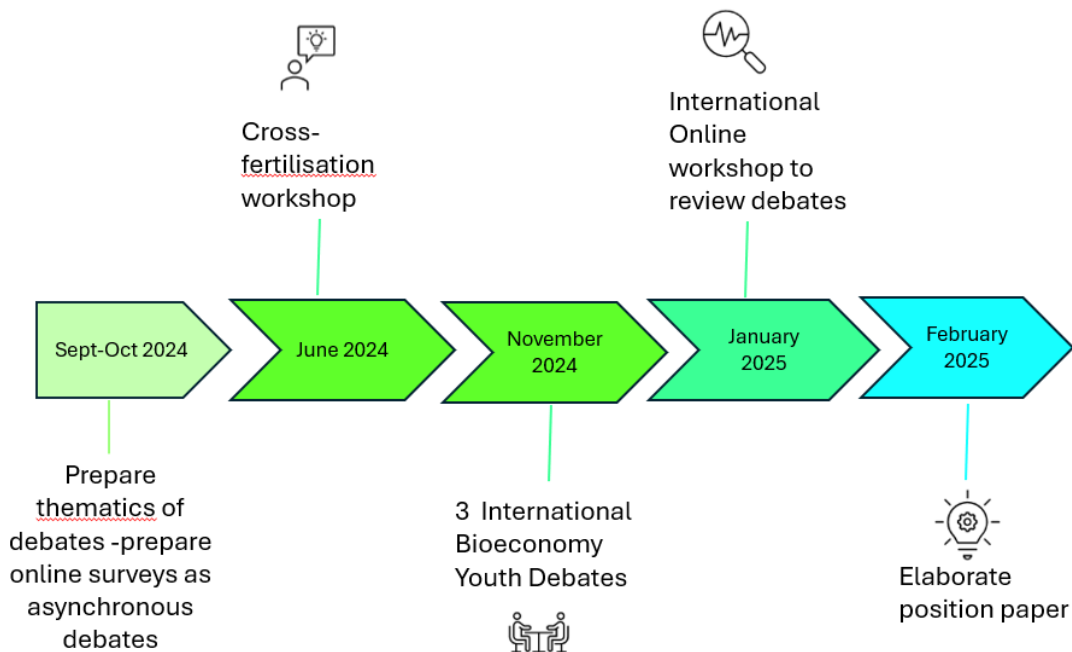


Figure 28 – Updated timeline for Task 3.4 activities

7.1.1 1 cross-fertilisation online workshop

The main objective of the online cross-fertilisation workshop was to empower youth organizations/ associations/ networks/ forums to better lead their communities, sidestepping potential barriers and putting their energy into focus. This workshop aimed at helping participants to (i) understand the motivational drivers of their members to not only enlarge the community but also keep it together, (ii) overcome the difficulties and barriers that they may face and (iii) overall get a better understanding of how to put ideas together in a systematic way to produce actionable insights and knowledge.

It is worth mentioning that the value of this workshop was cross-fertilisation among the communities, in the sense that the participants will have the opportunity to not only focus on how to improve their own operation but more importantly to learn about the drivers and barriers of other communities, exchange experiences, good practices and ideas, connect and grow together under a united purpose.

Finally, the cross-fertilisation workshop provided insights for the design of the 3 online thematic debates for youth on bioeconomy (see section 8.3). In particular, the networks supported the further refinement of the thematic areas and topics by pinpointing debatable topics and highlighting contrasting/opposing views about different topics, following their experience in supporting their young members.

The workshop was held online on 18 June 2024 (15.00 - 17.00 CEST), successfully involving 45 participants in an online session, from 15 countries. GenB Ambassadors were actively engaged in this session and contributed to its success. More information can be found on the official GenB webpage article [here](#).

The registration to the event included an Informed consent form. The online promotion of the event had already begun with the GenB Ambassadors during the implementation of the Capacity Building Webinar - Basic Level 2 (May 16th, 2024) in the frame of Task 3.2. The full-scale promotion of the event started with the event announcement on GenB social media channels and networking by Q-PLAN, the GenB partners and the invited speakers. Initial themes and sub-topics had been designed for the online bioeconomy youth debates, to be further refined during the co-design session of the event with the youth networks and GenB Ambassadors. The initial ideas had been shared with the Bioeconomy Youth Ambassadors for validation or feedback, as the debates are being held on the Bioeconomy Youth Vision document. For the interactive session, a MURAL board was created by Q-PLAN to capture the insights of the participants in written and visualised ways.

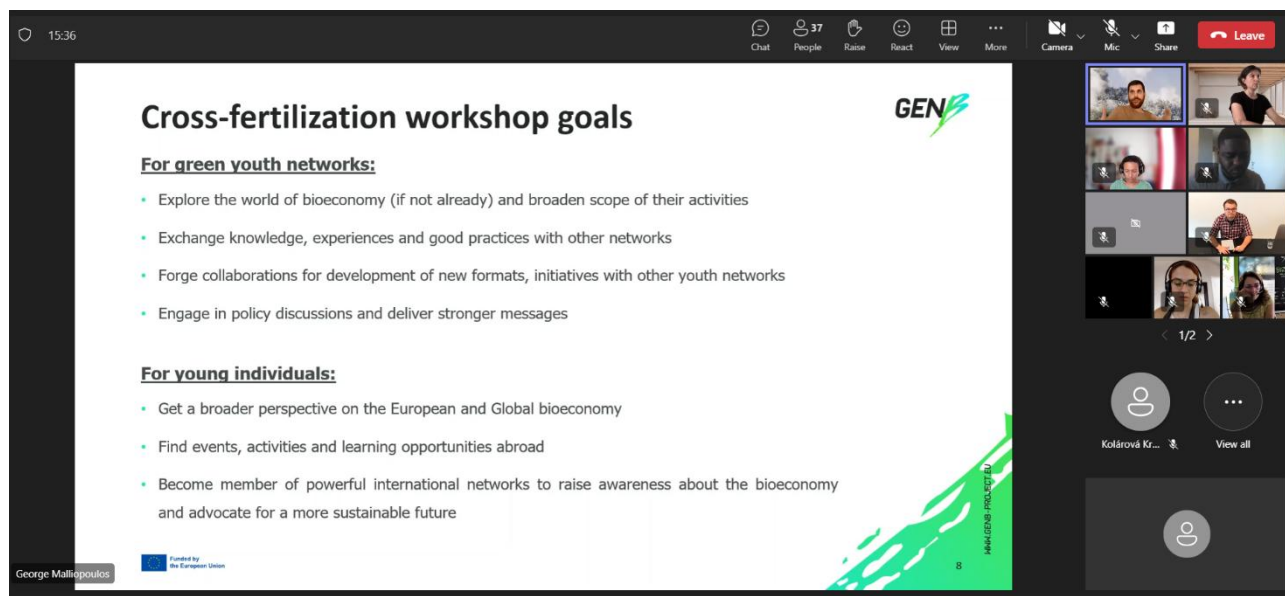


Figure 29 - Screenshot from the Cross-fertilisation workshop



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Workshop Agenda

Timeslot	Session and speakers
15:00 – 15:05	Introduction to GenB and the scope of the youth forum activities George Malliopoulos, Q-PLAN INTERNATIONAL
15:05 – 15:50	Successful youth engagement initiatives in the bioeconomy sector <u>Speakers:</u> Etieno Essien (Food and Agriculture Youth Institute: Bioeconomy Think Tank) Johann Liebeton (International Advisory Council on Global Bioeconomy)
15:50 – 16:05	The GenB Ambassadors programme <u>Speakers:</u> Susanna Albertini (FVA New Media Research), Juliet Tschank (ZSI), Nicholas Ferrini (GenB Ambassador)
16:05 – 16:55	Part A: Interactive synergy session for the youth networks <u>Moderation:</u> George Malliopoulos, Q-PLAN INTERNATIONAL Interactive session with MURAL tool
	Part B: Co-design of topics for the online debates <u>Moderation:</u> George Malliopoulos, Q-PLAN INTERNATIONAL Interactive session with MURAL tool
16:55 – 17:00	Event closing & next steps George Malliopoulos, Q-PLAN INTERNATIONAL

Figure 30 - Agenda of the GenB Cross-fertilisation workshop for green youth networks

7.1.2 Three online thematic debates

The key objectives of this activity are:

- to stimulate debate on the bioeconomy challenges and opportunities for young generations;
- to discuss the role that young people can play in the ecological transition;
- to discuss and exchange on topics relevant to young people.

As a result, the youth communities involved in the 3 online debates are considered more informed about what could be done to address key bioeconomy challenges (e.g., lack of skills and experience, limited awareness, etc.) and to take advantage of the opportunities for young people (e.g., innovation, job creation,

etc.) with a view to becoming more engaged and empowered in leading the transition to a circular and sustainable bioeconomy.

On top of the above, the results from the debates were used to generate the policy recommendations of the position paper “Our GenB future” in order to inform and help policy makers create an environment that supports the involvement of young generations in leading the transition towards a circular and sustainable bioeconomy.

The 3 online thematic debates were organised by Q-PLAN, involving external speakers (from Bioeconomy Organisations, GenB Ambassadors and/or EU Bioeconomy Ambassadors). The three debates were implemented on three consecutive Mondays of November (4th, 11th and 18th) in afternoon sessions to encourage participation of students. To find the most relevant speakers, Q-PLAN mapped GenB Ambassadors' profiles, EU Bioeconomy Ambassadors' short bio and also speakers of previous GenB activities. Moreover, shared a spreadsheet asking all GenB partners to contribute with speaker suggestions that they think are relevant to each topic.

The moderation of all debates was held by Q-PLAN and speakers were encouraged to share their views with the audience, following a Miro Board (created by Q-PLAN during the preparatory process). Each one of the debates was designed following a specific theme, delving into two different topics.

Each speaker was invited to present his/her views on both topics and was highly encouraged to exchange views with the other speaker.

To share a common understanding of what is needed by each speaker, Q-PLAN set up a descriptive text for each one of the debates. The descriptive text was shared with all the speakers and also the wider audience through the official GenB website ([here](#)). Moreover, Q-PLAN set specific online preparatory meetings with the speakers in all debates and clarified steps to be followed for the smooth organisation and implementation of the Bioeconomy Youth debates. All speakers were responsive in the preparatory phase of the debates.).

The online debates were designed to take the format of panel discussions between representatives of youth communities with the parallel engagement of the audience in the debate through the pre-designed interactive tool of Miro Boards. The Miro boards were fully designed and moderated by Q-PLAN and speakers helped in animating the discussions. Keeping in mind that the debates were addressed to youth, all Miro Boards included fun interactive activities like voting, or prioritisation using emoticons and fun symbols to keep the audience engaged and vibrant.

Since the KPI for the three debates is 300 participants in total according to the GA, Q-PLAN has launched in parallel an online consultation survey on each one of the three debates' thematic, as aforementioned. The online format of debates that was chosen, gave the possibility of many participants from different countries to have their say in a flexible and engaging way.

Debate topics:

A list of debate topics was identified during and after the cross-fertilisation workshop. The three thematic areas currently include:

- (i) **The skills and competencies of youth needed in the bioeconomy**, aiming to tackle one of the most important bioeconomy challenges for young people, which is the lack of hard skills and experience in areas such as biotechnology, material science, engineering as well as soft skills, and the skills needed to use their creativity and entrepreneurship to develop new products,

- processes, and services that will contribute to a sustainable bioeconomy. Considering that 2023 is the European Year of Skills, we believe that addressing this topic is particularly relevant.
- (ii) The **role that young people could play in leading the transition** to a circular, sustainable and inclusive bioeconomy, focusing on key dimensions such as their role in (i) education and awareness, (ii) entrepreneurship, (ii) activism, advocacy and policy and (iv) collaboration and networking, with a view to bringing them at the steering wheel of shaping a more sustainable and equitable future for all.
 - (iii) **Art, culture and bioeconomy**, aiming to tackle the key challenge of limited awareness of the bioeconomy among young people. Through this debate, it is possible to examine if art and culture, as universal languages, could be used as a powerful tool in order to help the young generation understand complex concepts in a creative and engaging way. This topic is particularly relevant in connection with [New European Bauhaus](#). For this activity, collaborations with other EU-funded projects such as [BioGov.net](#) and [Engage4BIO](#) have been implemented.

The debate themes and sub-topics have been elaborated, making use of the recommendations and insights provided in the Bioeconomy Youth Vision that match the broad categories as defined above. It should be noted that the elaborated themes in this form are used internally. The **debates, when published, were expressed in simple and clear language** to be inclusive and accessible to children and young people of diverse age groups, locations, and experience with the bioeconomy sector.

The debates were disseminated to more youth networks, apart from the list of Youth Forums enlisted in Table 7. Most specifically the debates invited members of the Foundation for Environmental Education (FEE), Food & Agriculture Youth Institute (FAYI), Young Gifted and Green Network, Young GREENHub, Global Youth Mobilization, European Solidarity Network, Youth Express Network, European Youth Parliament, Europeans and Next GEN Europe networks. The same networks have been also contacted when disseminating the online consultation surveys with the view of capturing more insights of youth on the topics under debate.

The debate topics along with their topics, as implemented in November 2024, are provided in brief below. The full description of each topic and the rationale behind each topic is given on the [GenB Website](#).

Table 15 - Debates' topics

Debate #1: Bioeconomy education and training to develop the skills of the future
Topic 1.1: Teaching the bioeconomy to young people
Topic 1.2: Empowering young people in choosing a bioeconomy career
Debate #2: Communicating the sustainability vision with the bioeconomy
Topic 2.1: Young communicators and influencers advocating for the bioeconomy
Topic 2.2: How the arts and culture can ignite youth passion for the bioeconomy
Debate #3: The youth leading the sustainable transition through bioeconomy
Topic 3.1: Young people shaping policies affecting their sustainable future
Topic 3.2: Envisioning a fairer society through the bioeconomy

The agendas of the three debates also including the speakers, follow:



Debate #1 Agenda

Timeslot	Session and speakers
14:00 – 14:05	Introduction to GenB and the scope of the Bioeconomy Youth Debates Q-PLAN INTERNATIONAL
14:05 – 14:30	Topic 1.1: Teaching the bioeconomy to young people Speakers <ul style="list-style-type: none"> • Lee Wray-Davies (Global Director of Education with the Foundation for Environmental Education) • Rita Escórcio (GenB Advisory Board Member – EU Bioeconomy Youth Ambassador)
14:30 – 15:00	Interactive session with MIRO tool on Topic 1.1 All participants
15:00 – 15:25	Topic 1.2: Empowering young people in choosing a bioeconomy career Speakers <ul style="list-style-type: none"> • Lee Wray-Davies (Global Director of Education with the Foundation for Environmental Education) • Rita Escórcio (GenB Advisory Board Member – EU Bioeconomy Youth Ambassador)
15:25 – 15:55	Interactive session with MIRO tool on Topic 1.2 All participants
15:55 – 16:00	Event closing Q-PLAN INTERNATIONAL



Debate #2 Agenda

Timeslot	Session and speakers
14:00 – 14:05	Introduction to GenB and the scope of the Bioeconomy Youth Debates Q-PLAN INTERNATIONAL
14:05 – 14:30	Topic 2.1: Young communicators and influencers advocating for bioeconomy Speakers <ul style="list-style-type: none"> • Selenia Marinelli (GenB partner – FVA, Bio-Architect) • Sofia Chanioti (GenB Ambassador, Environmental Consultant)
14:30 – 15:00	Interactive session with MIRO tool on Topic 2.1 All participants
15:00 – 15:25	Topic 2.2: How arts and culture can ignite youth passion for bioeconomy Speakers <ul style="list-style-type: none"> • Selenia Marinelli (GenB partner – FVA, Bio-Architect) • Sofia Chanioti (GenB Ambassador, Environmental Consultant)
15:25 – 15:55	Interactive session with MIRO tool on Topic 2.2 All participants
15:55 – 16:00	Event closing Q-PLAN INTERNATIONAL



Debate #3 Agenda

Timeslot	Session and speakers
14:00 – 14:05	Introduction to GenB and the scope of the Bioeconomy Youth Debates Q-PLAN INTERNATIONAL
14:05 – 14:30	Topic 3.1: Young people shaping policies affecting their sustainable future Speakers Margarita Avgerinou (GenB Ambassador, Agriculture Scientist) Emmanuel Oludipe (Bio-scientist, Research Assistant at the Department of Microbiology, Landmark University)
14:30 – 15:00	Interactive session with MIRO tool on Topic 3.1 All participants
15:00 – 15:25	Topic 3.2: Envisioning a fairer society through the bioeconomy Speakers Margarita Avgerinou (GenB Ambassador, Agriculture Scientist) Etieno Essien (Head of the Bioeconomy Think-tank at FAYI - Food and Agriculture Youth Institute)
15:25 – 15:55	Interactive session with MIRO tool on Topic 3.2 All participants
15:55 – 16:00	Event closing Q-PLAN INTERNATIONAL

Figure 31 - The agendas of the three online GenB Youth Debates

The reports of all three debates were developed in December 2024. They set the basis for presenting the debate results during the Online International Workshop “our GenB future” that was organised on 30th January 2025, where the most important debates’ outcomes were presented by Q-PLAN to the wide audience that participated online. To present the MIRO highlights, some pictures are shared below.

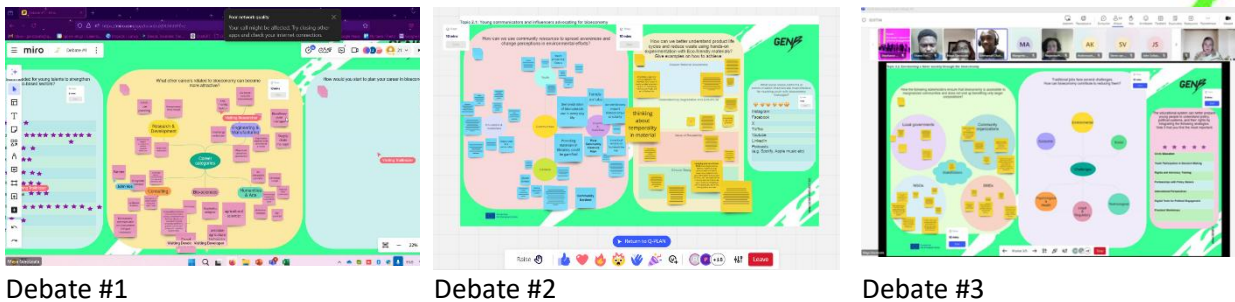


Figure 32 - Pictures from the Miro boards of the 3 Youth Debates

Online consultation:

Keeping in mind the high KPI, Q-PLAN and the GenB consortium commonly decided to support the debates with asynchronous online consultation debates, running as supplementary surveys on the project website. The participants counted in for the debate KPI (300 participants in total) will be counted by adding both the ones directly participating in the debates and the ones taking part asynchronously through relevant debate surveys. The three supplementary surveys came up as an idea to engage as many participants as possible, to make youth start the discussion on bioeconomy and to also capture insights from participants who were registered but didn't make it to participate in the 3 online debates. The consultation survey questionnaires were published on the GenB website under the debates tabs and kept collecting answers until early February 2025. All answers will be studied and will influence the policy recommendations to be developed by the end of February in the form of the Position Paper.

The consultation survey was published on GenB social media (in late November 2024), following the implementation of online debates (in alignment with FVA and LOBA). Promotional cards and reminder posts were prepared and circulated. All partners disseminated the consultation surveys to their youth networks. This approach was followed to jointly stimulate additional interaction and discussion on GenB social media accounts.

The international, EU and national networks were invited to disseminate to their members, too.

Regarding each consultation survey's content, a **digital questionnaire** was developed for each debate topic to collect ideas from young people and to be linked to the corresponding topic description factsheet. Each debate theme contained 2 discussion topics as exactly the online debates were set up. Respondents were allowed to contribute freely to as many topics they felt confident in (minimum 1 idea provided).

Basic demographic variables were collected to enable further analysis and categorisation of the results. The demographic variables have been adapted from the "Call for Ideas on the European Year of Youth consultation and report ([European Youth Portal, 2022](#)). [European Youth Portal, 2022](#)).

- **Nationality:** dropdown with countries (intra- / extra- EU)
- **Age:** <13 / 14-17 / 18-24 / 25-30 / 31-40 /41-50 />50
- **Gender:** Female / Male / Non-binary / Other / Prefer not to say
- **Level of education:** No degree/ Primary / Secondary / Post-secondary / Bachelor's / Master's / Doctorate / Post-doctorate / Prefer not to say
- **Bioeconomy knowledge level:** None / Some / Decent / High / Expert

- **Prior participation in youth initiatives or programmes:** Yes / No / Prefer not to say



Analysis of results and preparations for the online international workshop:

Further analysis of the debate results and the consultation surveys took place before preparing the online international workshop “Youth2Policy-Our GenB Future” (held on 30 January 2025) where the Policy officer RTD Bioeconomy also participated as a speaker.

The total number of participants in both the Youth Debates and the Consultation debates are summed up in the following brief table:

Table 16 - GenB Youth Debates overall results

	Debates unique participants	Consultation Survey Respondents	
#1	55	43	98
#2	67	24	91
#3	91	24	115
TOTAL	213	91	304 (KPI reached)

7.2 1 international online workshop “Our GenB future”

The main objective of this workshop was to consolidate the findings of the 3 online debates and present them to the Our GenB future workshop participants, representing youth communities from around the world, in order to further ideate and ultimately produce a set of policy recommendations on how to bring the young generation in the forefront of the ecological transition through the “Our GenB future” position paper.

The international workshop, organized on 30/1/2025 on MS Teams, involved **133 unique participants** overachieving the KPI of 100 participants as described in the GA. Participants derived from GenB partner countries and beyond, thus broadening EU visibility and pioneering progress in the Bioeconomy for youth at international level.

In terms of methodology, the workshop was structured bringing together both youth and policy representatives to achieve their direct dialogue. Q-PLAN, as the moderator, welcomed everyone and made an introductory speech on the agenda and the esteemed speakers. The GenB Coordinator presented the most impactful outcomes of GenB project through a collection of photos and indicators achieved, to captivate the attention of the audience. The floor was given to the **Policy Officer of RTD Bioeconomy, Giuseppe Pellegrino**, to present “The youth bioeconomy initiatives of the new Commission mandate”. Since the workshop also aimed at inspiring youth to undertake responsibility and role for advancing the bioeconomy and have an impact on decision making, Q-PLAN invited the **Director of Student Development and Youth Engagement at FAYI Bioeconomy ThinkTank** to share international examples where youth had an impact by

driving activities relevant to bioeconomy. After the examples, Q-PLAN presented the collection of debates' results and then invited all participants to think of solutions on how to overcome barriers that youth face in different fields of bioeconomy. This interactive session was organised on [Miro](#) and led to the formulation of a timeplan of solutions dividing them in short-term propositions ("quick win"), medium-term ("need more work") and long-term ("not there yet").

The results of the events can be found on the official GenB Website (<https://genb-project.eu/bioeconomy-youth-debates/>). You can find the agenda and some photos of the interactive session below:



"Youth2Policy for our GenB future" Agenda

Timeslot	Session and speakers
14:30 – 14:40	Welcome by Q-PLAN International Introduction of the workshop -Overview of GenB activities for Youth Chiara Pocaterra, Head of Projects Department at APRE – Agenzia per la Promozione della Ricerca Europea , GenB Coordinator
14:40 – 14:55	The youth bioeconomy initiatives of the new Commission mandate Giuseppe Pellegrino, Policy Officer in the European Commission - Bioeconomy analysis
14:55 – 15:05	From Ideas to Action: Impact of Youth in Bioeconomy Zebulun Ojo, Director of Student Development and Youth Engagement at FAYI Bioeconomy ThinkTank
15:05 – 15:20	Presentation of GenB International Youth Bioeconomy Debates Insights Maya Gerotziafa, Q-PLAN International
15:20 – 15:55	Interactive session with MIRO tool for recommendations co-creation All participants 
15:55 – 16:00	Event closing Dimitra Kyriakopoulou, Q-PLAN INTERNATIONAL

Contacts and support

For any queries or support needed regarding your participation or the event contact, please feel free to contact us!

Dimitra [Kyriakopoulou](mailto:kyriakopoulou@qplan-intl.gr): kyriakopoulou@qplan-intl.gr

Maya Gerotziafa: gerotziafa@qplan-intl.gr

Figure 33 - "Youth2Policy for our GenB Future" agenda

01:03:37

Take control Chat People Raise React View Notes Apps More Camera Mic Share Leave

EUROPE'S CHOICE

POLITICAL GUIDELINES
FOR THE NEXT EUROPEAN COMMISSION
2024–2029

Ursula von der Leyen
Candidate for the European Commission President

Youth Policy Dialogue

"I will ask all Commissioners to organise their first annual **Youth Policy Dialogues** within the first 100 days of the mandate. These dialogues will be repeated annually.

- Enabling young people to express their views on EU policy initiatives.
- Meaningful interaction with Commissioners and to integrate youth views in the EU's political agenda.

Maya Gerotziava

01:13:40

Take control Chat People Raise React View Notes Apps More

THE POWER OF YOUTH IN THE BIOECONOMY

GEN

Why Youth Are the Game-Changers:

- Fresh Perspectives:**

Case study: Netherlands

Dutch students developed sustainable urban farming methods using vertical greenhouses powered by bioenergy. These solutions reduce emissions and supply food to urban populations.
- Rapid Adoption of Technology:**

Case study: India

Youth entrepreneurs in the Indian startup **Cocotech** use AI to convert agricultural waste to biofuels, increasing rural farmers' incomes by 25%.

Funded by the European Union
- Drive to Lead Change:**

Case Study: Spain

Youth from rural areas (**BioRural Youth Movement**) collaborated with policymakers to restore damaged farmlands with sustainable bio-based practices, protecting biodiversity.
- Mobilization Capacity:**

Case Study: Sweden

Swedish youth activists like **Greta Thunberg** demonstrate how grassroots action on climate awareness can influence global bioeconomy policies while inspiring millions of youth worldwide.

Maya Gerotziava

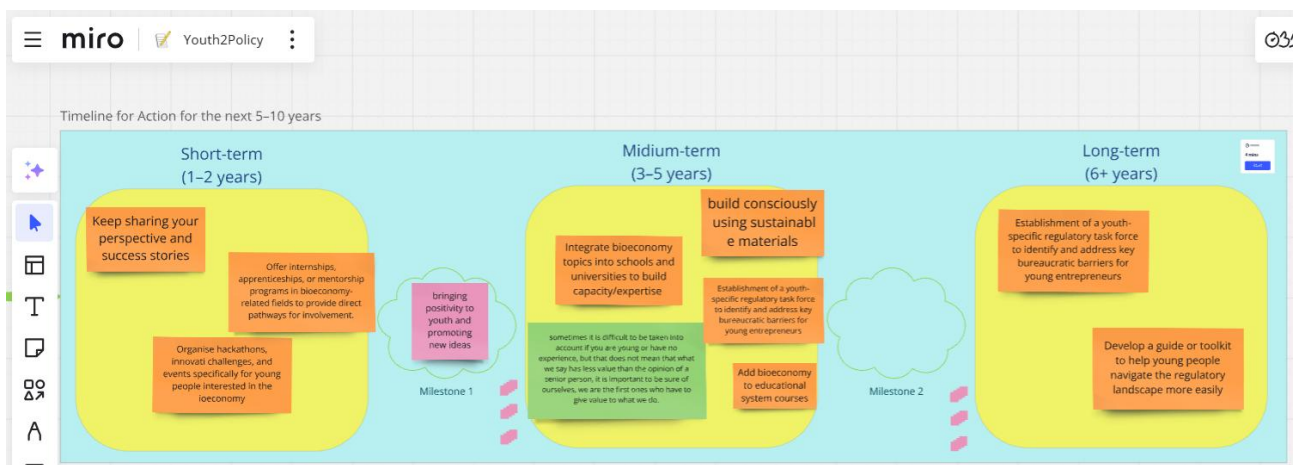
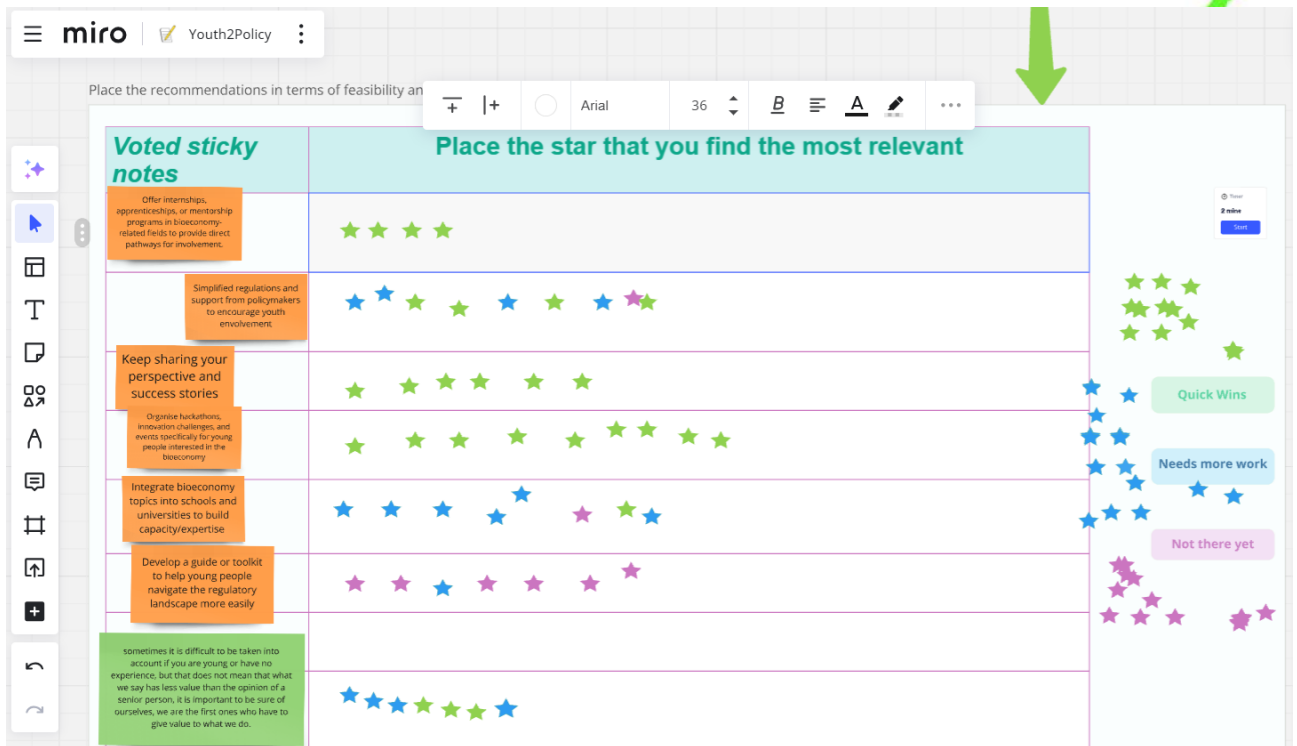


Figure 34 - Some screenshots from the Youth2Policy workshop

7.2.1 Lessons learnt and Next steps

The overall following lessons learnt have been identified by task leader QPLAN, as recommendations to ensure an effective engagement of youth in thematic debates and workshops:

- Involving young people from the very beginning in shaping the debate themes was key to the success and high engagement of the Bioeconomy Youth debates. Their active participation in the cross-fertilization workshop further reinforced this, as they shared valuable insights on areas that should be explored in the upcoming debates.

- Selecting debate speakers from the pool of GenB Ambassadors (Sofia Chanioti and Margarita Avgerinou) made it easier for other Ambassadors to participate, as they could relate to them
- Moreover, selecting an international Ambassador (Etieno Essien) as a speaker in the debate (debate #3) helped extend the discussion beyond EU borders and emphasized that the bioeconomy is a global topic.
- During the Youth Debates, the interactive sessions on Miro kept the audience engaged, enabling them to contribute freely without hesitation or fear of judgment.
- When it came to managerial aspects, keeping time on Miro boards and encouraging more playful contributions—such as using emoticons and stars—made the boards more relatable to young participants and aligned with their everyday forms of expression (speak the language of youth).
- Asynchronous consultation surveys were chosen to ensure broader participation, allowing more young people to share their perspectives at their convenience
- Voting on Miro allowed young participants to prioritize insights based on their own perspectives and opinions
- Explaining the consultation way of thinking and the debates' topics on GenB website provided a clear overview of what to expect in discussions, encouraged troubleshooting, creative thinking and prior reflection on the topics, and ultimately attracted more visitors to the official webpage.
- Promotional posts of all T3.4 activities using QR codes made it easier for youth to learn more about the debates. Promotional paid campaigns through social media focused on attracting youth
- Disseminating the events to external bioeconomy networks and initiatives (inviting them via e-mail or social media) attracted more interested parties to the events
- Prior preparatory meetings with the speakers so that they get aligned and good preparation or presentations and boards resulted in the success of discussions. Challenges preselected by the speakers ignited more effectively the contribution of participants during debates.

8 Conclusions and lessons learnt

The GenB Ambassadors Programme consolidated an unprecedented experience in leveraging the power of youth in promoting the bioeconomy, beyond European boundaries, and complementing the efforts done by the European Commission with the BYA and other youth networks.

During the entire duration of the project, the activities with the GenB Ambassadors were a central task, which generated an extensive experience with regards to the engagement, empowerment and activation of bioeconomy Ambassadors in taking a role. GenB explored and consolidated innovative formats and tools, engaging students and youngsters in awareness and educational activities targeting their peers, but also the large public in general.

The experience with the GenB Ambassadors enabled the partners to explore an innovative methodological approach to engage young people in sustainability issues, supporting them from zero knowledge in the bioeconomy to take an active role in promoting this topic.

The GenB methodology to involve Ambassadors consists of several steps and components to inspire, inform, educate, empower and support young people to take a role. This approach which was widely tested and validated in the context of various activities implemented by GenB project, can be nicely replicated in different topics (e.g. ocean protection, healthy nutrition, etc.), where young people can become the frontrunners in promoting the transition towards a more sustainable lifestyle among peers and adults.

Finally, during the last months of the project, GenB partners will continue to share and discuss good practices, but also the difficulties and barriers encountered, with the aim of consolidating the lessons learnt in light of a solid exploitation and replication pathway, taking into consideration that all the contents and tools developed by the project are available in the GenB toolkits and website.

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