

# Deliverable 3.1

## Implementation plan for WP3

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<b>Abstract</b>	This document provides a detailed implementation plan for WP3 “Engage, Empower & Take a role” activities, involving GenB ambassadors throughout the GenB project. This implementation plan will be revised every six months and will serve as a guidebook for the partners in the implementation of WP3 activities.
<b>Keywords</b>	Ambassadors, testimonials, bioeconomy, young people, youth, sustainability

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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
GenB Ambassadors	Generation Bioeconomy Youth Ambassadors
BYA	Bioeconomy Youth Ambassadors
IACBG	International Advisory Council on Global Bioeconomy
FEE	Foundation for Environmental Education
EC	European Commission
WP	Work Package
KOM	Kick-off meeting



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# 1 Executive Summary

WP3 “Engage, Empower & Take a Role” implements the innovative approaches co-created in WP1 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 implementation plan for WP3 “Engage, Empower & Take a role” activities, involving GenB ambassadors throughout the GenB project, and will be revised every six months. The WP leader (FVA) coordinated the preparation of this document, defining the methodological approach with the support of all task leaders (APRE, Q-PLAN, ZSI), and in coordination with WP2 leader (BTG), to ensure the adoption of a similar approach for the implementation plan of WP2 (D2.1).

The objective of this deliverable is to provide a practical guidebook for the partners in the implementation of WP3 activities, providing for each task:

- **overview of each activity**, with target audiences, objectives, KPI and target countries;
- **objective and expected outcomes**;
- **description of the activity**, to provide an overview of how the activity will take place, what are the most suitable contexts;
- **inspirational previous experiences**: since GenB is deeply rooted in previous projects like [Transition2BIO](#), [Biobridges](#), [BIOVOICES](#), [BLOOM](#), [Allthings.bioPRO](#), as well as experiences from similar initiatives mobilizing and involving young people, this document aggregates the most relevant previous experiences, among the ones mapped and analysed. The aim is to identify and extract lessons learnt to be implemented for the design of WP3 activities including tips, with a particular focus on what worked and what didn’t work;
- **guidelines for the implementation**, with the aim of providing a step-by-step implementation plan for the partners to organise the activities. It should be noted that some guidelines for the implementation will be further elaborated in the next steps of GenB project, in collaboration with task leaders and all partners responsible for the implementation.

An initial timeline for the implementation of all WP3 activities is also provided.

## 2 Introduction

Young people are determined, creative and have high hopes. They have the energy and willpower to help make their communities and the world better places and are constantly looking for the best opportunities for their future. FridaysForFuture, Youth4Climate, Youth Climate Action, Youth Environmental Activists, Youth Climate Movement, are few examples of global movements of school-age students demanding greater action from governments to fight climate change. In 2022, the European Commission launched the Bioeconomy Youth Ambassadors (BYA) initiative, involving young people between 18 and 32 years old, representing 11 nationalities and living in 12 different Member States from all areas of the EU. They have expertise in various fields related to bioeconomy food systems, forestry, blue bioeconomy, bio-based industry and in science communication.

The initiative of the Bioeconomy Youth Champions (IACBG) has been launched by the Global Bioeconomy Summit 2020 to identify young ambassadors for the bioeconomy.

EU funded projects such as [Transition2BIO](#), [BIOVOICES](#), [BLOOM](#), [Allthings.bioPRO](#) and [Biobridges](#) experimented different formats and activities to engage young people in promoting the Bioeconomy. Maximising the lessons learnt generated by these small-scale experiments, GenB designed a structured methodological approach to engage (T3.1), empower (T3.2) and support (T3.3) the GenB Ambassadors. The whole WP3 is designed to significantly increase the long-term impacts by leveraging the energy of youth to involve their communities in the bioeconomy.

This deliverable provides a detailed implementation plan for WP3 “Engage, Empower & Take a role” activities, involving GenB ambassadors throughout the GenB project. The plan will be updated/revised every six months to follow the project’s evolution. The rest of this deliverable is divided into 6 main sections:

- Chapter 3 provides an overview of WP3 time plan and activities;
- Chapter 4 provides information about engagement of GenB Ambassadors in the project. Specifically, in this section it is described their roles in the project, the communication package to attract them, the criteria for their identification, recruitment and engagement. It refers to T3.1;
- Chapter 5 provides the plan for each activity to be organised to empower GenB Ambassadors, deepening the objective and expected outcomes, description, inspirational previous experiences and practical guidelines for implementation. It refers to T3.2;
- Chapter 6 provides the plan for each activity organised to support GenB Ambassadors to take a role, deepening the objective and expected outcomes, description, inspirational previous experiences and practical guidelines for implementation It refers to T3.3;
- Chapter 7 provides a plan for collaboration with already existing initiatives engaging Ambassadors in bioeconomy. This activity will be transversal to all tasks;
- Chapter 8 provides for each activity organised to promote discussions, mutual-learning, debates and knowledge exchange among youth networks/associations/communities/initiatives involved in the support of the green transition, deepening the objective and expected outcomes, description, inspirational previous experiences and practical guidelines for implementation. It refers to T3.4.

Finally, Section 9 provides conclusions and next steps.

### 3 Overview of WP3 time plan and activities

A preliminary Gantt chart of WP3 activities has been developed, in order 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	M29	M30	
<b>WP3 Engage, Empower &amp; Take a role</b>	FVA																															
<b>Task 3.1 Engage GenB Ambassadors</b>	APRE																															
<i>Task 3.1 a Identify and engage young multipliers</i>																																
<i>Task 3.1 b Define the strategy and value proposition</i>																																
<i>Task 3.1 c Design and promote GenB ambassadors labelling</i>																																
<i>Task 3.1 d Launch the "GenB in action" recruitment campaign</i>																																
<b>Task 3.2 Empower the GenB Ambassadors</b>	ZSI																															
<i>Task 3.2 a Capacity building webinars</i>																																
<i>Task 3.2 b Social Media Pages</i>																																
<i>Task 3.2 c Networking and good practices exchange</i>																																
<b>Task 3.3 Support the GenB Ambassadors to Take a role</b>	FVA																															
<i>Task 3.3 a GenB international competition</i>																																
<i>Task 3.3 b Student2students (in the context of large scale event in SK, EL, IT, PT?)</i>																																
<i>Task 3.3 c Campaigns on social media</i>																																
<i>Task 3.3 d Young journalists publishing on Social Media</i>																																
<b>Task 3.4 European Youth forum on bioeconomy</b>	QPLAN																															
<i>Task 3.4 a Thematic online debate</i>																																
<i>Task 3.4 b Cross-contamination online workshop</i>																																
<i>Task 3.4 c International online workshop "Our GenB future"</i>																																
<b>Leader</b>		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	M29	M30	
		nov-22	dic-22	gen-23	feb-23	mar-23	apr-23	mag-23	giu-23	lug-23	ago-23	set-23	ott-23	nov-23	dic-23	gen-24	feb-24	mar-24	apr-24	mag-24	giu-24	lug-24	ago-24	set-24	ott-24	nov-24	dic-24	gen-25	feb-25	mar-25	apr-25	

Figure 1 - Overview of WP3 time plan and activities






## 4 Engage GenB Ambassadors

This task (T3.1), which will take 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 (GenB Ambassadors)**, who will make his/her voice heard on the circular and sustainable bioeconomy transition, raise awareness on the bioeconomy/sustainability themes and inform and inspire many other young people.

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 recycle. Indeed, all young actors (Young Biovoices) can inspire many other young people increasing their awareness on the bioeconomy and its related sectors, and engage 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"> <li>To engage frontrunners in driving the change (T3.1), attracting and influencing other young people.</li> </ul>	#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"> <li>To engage Bioeconomy Youth (GenB) Ambassadors (T3.1)</li> </ul>	#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"> <li>To involve all ages young people to become Youth (GenB) Ambassadors (T3.1)</li> </ul>	#10.000 views	EU

### 4.1 GenB Ambassadors roles in the project

In general, a GenB Ambassador is intended as any young person (which we refer as Young Biovoices) who has an interest in sustainability/bioeconomy themes or who is interested in sharing its voice on these topics within GenB activities.

The roles of the GenB Ambassadors are various. Indeed, GenB Ambassadors:

- Inform and inspire their communities on sustainable circular bioeconomy and bioeconomy related-fields (e.g., food systems, forestry, agriculture, fisheries, bio-based sectors, nature-based solutions, blue bioeconomy, rural development, ecosystem services, climate change, biotechnology);
- Raise awareness about the role that the bioeconomy can have in boosting the sustainable transition in everyday life;
- Reach out to youth communities and support education about bioeconomy in their countries.

### GenB Ambassadors labels

Different categories of young people may be involved as GenB Ambassadors, enhancing the awareness on the bioeconomy and inspiring other young people in changing their lifestyle. In GenB, these different categories follow a concentric logic. A wider category includes all the **Young Biovoices**, intended as all the young people addressed/involved in GenB activities and who take a role in any form. Among them, at least **#24 Activists**, will be selected from partners' countries, specifically #8 young influencers and activists/volunteers, #8 young environmental journalists and #8 young career testimonials. The characteristics of these ambassadors and their roles are explained in the section 4.3.1. Finally, there are **#20 Frontrunners**, who will be at the front line in GenB, being deeply engaged in several GenB activities, and will act as multipliers, engaging other young people<sup>1</sup>.

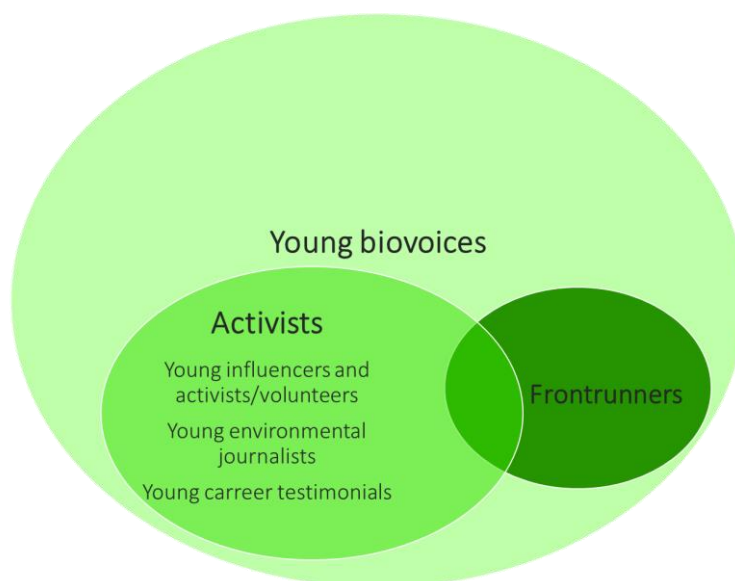


Figure 2 - Scheme representing the different categories of GenB Ambassadors

The different categories of GenB Ambassadors are intended as different levels of engagement. Indeed, it is not guaranteed that all young people have the same interests, expertise or willingness to be involved in the GenB project. Therefore, we will first collect their interest and motivation to be GenB Ambassadors. Secondly,

<sup>1</sup> Note: compared to the GA, the terminology used in labelling is slightly different. This was agreed with the partners to make categorisation more intuitive and easier to be understood.

by interacting with them on a second stage, and on the basis of their levels of expertise, motivation and declared interests, we will identify who can be involved in which type of activity and which role they can take as GenB Ambassadors. Frontrunners, who are the most active young people, will be selected based on a good level of understanding and speaking of English language and a good attitude to public speaking, since they will be at the frontline of GenB activities at European level, participating for instance in TEDx Pitches (T2.2), events, conferences, other youth groups meeting (T3.2 - Bioeconomy Youth Champions and EU Bioeconomy Youth Ambassadors) and Exhibitors in the Bioeconomy Village (T2.1). Activists and even Young Biovoices may be more willing to contribute for instance by guiding young people on their career perspectives (Activists), or by writing a post (Young Biovoices) in their native language on their own social media channels.

The categories are, therefore, considered as internal labels in the GenB project, to differentiate the GenB Ambassadors in their activities and provide awards and recognition for their level of involvement. All GenB Ambassadors will be ultimately identified as **“Generation Bioeconomy Ambassadors” – “GenB Ambassadors”**, to create a common identity, visibility and recognition throughout and after the project.

The Table below provides an overview of the GenB Ambassadors categories, including specifications, selection criteria and activities in which they will be involved.

Table 2 - GenB Ambassadors labels, specifications, selection criteria and activities in which they will be involved (T3.1)

DoA definition and KPI	Specifications	From where are selected	Selection Criteria	Possible Activities in which GenB Ambassadors can be involved (one or more)
Young Biovoices	All the young actors making their voices heard for the bioeconomy promotion, inspiring other young people, increasing their awareness on bioeconomy, and engaging them in changing their lifestyle, etc.	<ul style="list-style-type: none"> <li>• <a href="#">Bioeconomy Youth Ambassadors</a> (BYA from EC)</li> <li>• <a href="#">Bioeconomy Youth Champions</a> (IACBG)</li> <li>• Participants to focus groups (T1.3 - SP, EL, BE)</li> <li>• Students attending living labs (T1.3 - AT, IT, SK)</li> <li>• “Hands-on labs” and playful activities in partners’ countries (T2.1 - AT, IT, SK, SP, EL, BE, PT, NL)</li> <li>• “Bioeconomy village” at large scale events (T2.1)</li> <li>• Role-play game” on bioeconomy jobs (T2.2 - ES, BE, EL) in schools</li> </ul>	Younger than 30 years old, interested in bioeconomy topics and willing to share their voice.	<ul style="list-style-type: none"> <li>• Contribute to the creation of media contents (video, quizzes, educational cards...) (T1.4, T3.2)</li> <li>• Be invited to “A day in a biorefinery” (NL, IT, BE) (T2.2)</li> <li>• Participate in social media campaigns (T3.2) with various contents/media</li> <li>• Be invited to participate to capacity building webinars (T3.2)</li> <li>• Be invited to GenB “driving the transition” International Competition (T3.2)</li> </ul>

		<ul style="list-style-type: none"> <li>• “Schools’ projects” (T2.2 – IT)</li> <li>• “Bioeconomy talks/seminars” inquiry-based learning (T2.3 - AT, IT, SK, SP, EL, BE, PT, NL)</li> <li>• “Online bio educational village” (T2.3)</li> <li>• Activities with multipliers (T2.5 - AT, IT, SK, SP, EL, BE, PT, NL)</li> <li>• “GenB in Action” recruitment campaign on social media (T3.1)</li> <li>• @Biovoices social media</li> </ul>		
24 Activists	#8 Young influencers and activists/volunteers (well-known social media influencers/content creators and green activists/volunteers in partners’ countries)	<ul style="list-style-type: none"> <li>• From the above list</li> <li>• Participants to capacity building webinars (T3.2)</li> <li>• Suggestions from partners</li> </ul>	#1 per partners’ countries.  Influencers already talking about sustainability topics to their community on their social media.  Activists/volunteer already part of green-sensitive social movements or youth communities.	<ul style="list-style-type: none"> <li>• All activities listed for Young Biovoices above</li> <li>• Collaborate leveraging their social media channels (e.g., share, repost...) (T3.2)</li> <li>• Launch joint social media campaigns (T3.3)</li> <li>• Participate in online mutual learning workshop (T3.2)</li> <li>• Be hosted in events, conferences, other youth groups meeting (T3.2)</li> </ul>
	#8 Young Environmental Journalists (young people creating		#1 per partners’ countries.	<ul style="list-style-type: none"> <li>• All activities listed for Young Biovoices above</li> <li>• Creation of GenB contents as journalist</li> </ul>



	<p>sustainability contents in blogs, journals, schools' journals, social media)</p>		<p>Creates written, photo or video contents about bioeconomy and/or sustainability.</p>	<p>on GenB channels (T3.3)</p> <ul style="list-style-type: none"> <li>• Publish news (T3.3)</li> <li>• Participate in online mutual learning workshop (T3.2)</li> <li>• Be hosted in events, conferences, other youth groups meeting (T3.2)</li> </ul>
	<p>#8 Young career testimonials (e.g., entrepreneurs, workers, university students, researchers which will share their professional experiences to inspire young generations)</p>		<p>#1 per partners' countries.</p> <p>Young person working or studying in the field of bioeconomy or any related field.</p>	<ul style="list-style-type: none"> <li>• All activities listed for Young Biovoices above</li> <li>• Collaborate to bioeconomy job profiles (T1.4)</li> <li>• Be interviewed as testimonial for career guidance (T1.4, T3.2)</li> <li>• Be invited to Bioeconomy Career Info Days (IT, BE, EL, SK) (T2.2)</li> <li>• Participate in online mutual learning workshop (T3.2)</li> <li>• Be hosted in events, conferences, other youth groups meeting (T3.2)</li> </ul>
<p>20 Frontrunners</p>	<p>They will be in the front line of GenB activities</p>	<p>Selected among the most active Young Biovoices and Activists.</p>	<p>Younger than 30 years old. Interested in bioeconomy topics and actively sharing their voice. English speaking.</p>	<ul style="list-style-type: none"> <li>• All activities listed for Young Biovoices</li> <li>• All activities listed for Activists</li> <li>• Be invited to participate as part of the organising team to "Bioeconomy village" at large scale events (T2.1)</li> <li>• Deliver TEDx Pitches (T2.2 – IT, BE, SK)</li> <li>• Be hosted in events, conferences, other youth groups meeting (T3.2)</li> </ul>

				<ul style="list-style-type: none"> <li>• Participate in “Students2Students” activities (T3.3)</li> <li>• Participate in #3 thematic online debates on topics relevant for young people (T3.4)</li> <li>• Participate to cross-contamination online workshop (T3.4)</li> <li>• Participate to “Our GenB future” international online workshop (T3.4)</li> <li>• Contribute to the creation of media contents (video, quizzes, educational cards...) (T1.4, T3.2)</li> <li>• Collaborate on social media (e.g., share, repost...) (T3.2)</li> </ul>
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#### 4.2 Communication package to attract the GenB Ambassadors

Young people will be attracted and inspired to become GenB Ambassadors through different channels and activities and will be equipped with the necessary skills, through dedicated capacity buildings (T3.2), to take a role in the transition towards a more sustainable society. In fact, one of the main motivational drivers for youth is the need to be an active player of change and have a say on issues which affect them. Motivational drivers include needs for achievement, sense of belonging and the needs for power/influence. Therefore, recognizing youth role in contributing to the change, encouraging young people with constructive motivation and creating opportunities for them to take an active part of the bioeconomy transition, is a key component of the GenB project.

To motivate young people to become GenB Ambassadors, GenB will provide them with different opportunities to be fully engaged in decisions affecting their future, and which represent personal benefits for them. These include the possibility to:

- Make their voices heard in political decisions related to the bioeconomy, dialoguing with communities, students and civil society at national and European level (e.g., contribute to the position paper “Our GenB future”);
- Raise awareness on the bioeconomy especially in youth communities in their countries;

- Participate freely in trainings and capacity building webinars, enhancing knowledge about the bioeconomy and hard, soft and transversal skills;
- Be visible in the European and national bioeconomy and sustainability community;
- Be invited in GenB and European online events and conferences to inform and inspire others about sustainable and circular bioeconomy;
- Have contents published in @biovoices social media channels (more than 11K followers) to raise awareness about the role of bioeconomy in everyone's life;
- Have a peer-learning dialogue with other Bioeconomy Youth Ambassadors and other Youth communities;
- Have recognition/award for the engagement.

GenB Ambassadors will be invited to participate in capacity building webinars, (see section 5.1) with the aim of empowering them with knowledge and tools to inspire and inform many more young people.

To that end, GenB has a portfolio of different type of activities, in which GenB Ambassadors might be attracted to take an active role throughout the project's implementation. Activities in which GenB Ambassadors can take part include the following, depending on their level of involvement:

- **The Young Biovoices** can:
  - Contribute to the creation of media contents (video, quizzes, educational cards...) (T1.4, T3.2);
  - Be invited to "A day in a biorefinery" (NL, IT, BE) (T2.2);
  - Participate in social media campaigns (T3.2);
  - Be invited to participate to capacity building webinars (T3.2);
  - Be invited to GenB "driving the transition" International Competition (T3.2).
- **The Activists can participate** in all the activities listed for Young Biovoices, and in other activities depending on their interest and expertise:
  - The Young influencers and activists/volunteers can:
    - Collaborate on social media (e.g., share, repost...) (T3.2);
    - Launch social media campaigns (T3.3);
    - Participate in online mutual learning workshop (T3.2);
    - Be hosted in events, conferences, other youth groups meeting (T3.2).
  - The **Young environmental journalists** can:
    - Create of GenB contents as journalist on GenB channels (T3.3);
    - Publish news (T3.3);
    - Participate in online mutual learning workshop (T3.2);
    - Be hosted in events, conferences, other youth groups meeting (T3.2).
  - The **Young career testimonials** will:
    - Collaborate to bioeconomy job profiles (T1.4);
    - Be interviewed as testimonial for career guidance (T1.4, T3.2);
    - Be invited to Bioeconomy Career Info Days (IT, BE, EL, SK) (T2.2);
    - Participate in online mutual learning workshop (T3.2);
    - Be hosted in events, conferences, other youth groups meeting (T3.2).

- As said, **Frontrunners** are the ones who will be in the frontline of GenB activities and will act as multipliers, attracting and influencing other young people. Therefore, Frontrunners may also contribute, in addition to the previous list of activities to:
  - Creation of social media contents (T1.4; T3.2);
  - Participation in “Students2students” activities (T3.3);
  - Involvement in GenB activities (large-scale events, pitches, activities in schools etc.) (T2.1; T2.2; T3.2);
  - Involvement in online workshops with other youth communities and ambassadors (e.g., the Bioeconomy Youth Champions, European Youth European Climate Pact, Youth for climate action, Scheldt Youth Parliament, etc.);
  - Participation in thematic online debates on topics relevant for young people, for instance European Youth forum (T3.4).

As a way to strengthen the GenB Ambassadors’ role and engagement, to recognize and award their involvement as well as to increase their visibility and impact, t-shirts with “Generation Bioeconomy (GenB) Ambassador” will be created. Additionally gadgets with GenB logo will be distributed to GenB Ambassadors as a way to strengthen their sense of belonging.

### 4.3 Identify and engage GenB Ambassadors

GenB Ambassadors will be identified and engaged by partners through different channels. In this section, the identification criteria for GenB Ambassadors will be presented. Section 4.3.1 will present the selection criteria.

Firstly, partners will identify GenB Ambassadors (Activists: young social media influencers and activists/volunteers, young journalists and young career testimonials) through **desk research** using online information in their respective countries; each partner will identify at least 2/3 GenB Ambassadors per category and will include their names and roles in a database provided by APRE in the project sharepoint. Those who will be more suitable to be part of GenB Ambassadors, on the basis of the defined selection criteria, will be directly contacted.

GenB Ambassadors candidates will be identified through an online search on:

- social media (Instagram/Tiktok/Facebook/Linkedin/Twitter/Youtube) with the following suggested hashtags/wording (both in Native languages and in English): #bioeconomy; #circulareconomy; #sustainability; #zerowaste; #recycling, #greeneconomy, #green activist.
- Google with the following wording (both in Native languages and in English): sustainability influencers; circular economy influencers; green influencers; bioeconomy influencers; young environmental activists; sustainability activists; green makers; climate change activists; circular economy jobs; young green entrepreneurs; environmental reporters.

For privacy reasons, partners will use and share only publicly available information (contacts, role, followers, etc.) in the database. Partners can share non-public information within the Consortium only if they have previously collected the consent form.

Secondly, GenB Ambassadors, especially Young Biovoices, will be identified among the participants of several **GenB activities**: for instance, participants in focus groups and students attending living labs (T1.3), students attending “hands-on labs” and playful activities in partners’ countries (T2.1), visitors of GenB large scale events (T2.1), young people attending Bioeconomy talks/seminars (T2.3), or students participating in activities with multipliers (T.2.5). In this way, the project will involve and attract a wide number of young people, already interested and educated to the bioeconomy through the GenB activities, and who can become GenB Ambassadors.

Thirdly, GenB Ambassadors will also be identified among the **existing Bioeconomy Youth Ambassadors (BYA) and Bioeconomy Youth Champions (IACBG)**, or other young ambassadors/influencers in sustainability. The established ambassadors/influencers in sustainability will be supported by the GenB partners in order to acquire knowledge on bioeconomy and they will attract and involve many other young people through their established networks of influence.

In order to collect data on the GenB Ambassadors, the EU regulations on data protection will be respected. Consent forms and GenB Privacy Policy (two forms have been produced: one for children and one for adults) have been published in GenB website ([see link](#) and sections 10.1 and 10.2). Partners will translate the Privacy Policy in their languages and will ask participants to sign it for any activity organised/attended, in order to record video, images and use materials that involve GenB Ambassadors.

#### 4.3.1 Selection criteria for GenB Ambassadors

To become a GenB Ambassador, minimum requirements should be guaranteed:

- As a general rule, the GenB Ambassadors are younger than 30 years old;
- Are legally resident in Europe;
- Are committed to giving time as a GenB Ambassador (e.g. for the Frontrunners we might ask one or two days per month, for the other categories the commitment is lower).

Additional criteria will be taken into account:

- Gender: Females and Males should be balanced;
- Language spoken: English speakers are preferred but it is not a prerequisite;
- Interested/expert in sustainability/bioeconomy field.

As previously said, any young person with the characteristics just cited and willing to share her/his voice and contribute to the sustainable and circular transition can become a GenB Ambassador. Therefore, in order to attract as many GenB Ambassadors as possible and have a wider impact, the selection criteria for GenB Ambassadors are wide and non-exhaustive. As general guideline, the following criteria apply for the different GenB Ambassador categories:

##### 3.3.1.1 Young Biovoices

These are young people (students at any educational level) who have an interest in bioeconomy and who share their voices to inspire many other young people to increase their awareness on bioeconomy and will

engage them in changing their lifestyle. Age ranges from 6 to 30 years old. English language is not mandatory, since the contents might be delivered in local languages.

#### 3.3.1.2 Activists: Young influencers and activists/volunteers

Young influencers are Social Media Influencers and Content Creators who are already talking about sustainability topics to their community on Instagram, YouTube and TikTok. They should have a wide number of followers (min 10K would be optimal).

Young activists/volunteers already participate in social movements (es. Friday for future) or youth communities (e.g., scout, welfare and inclusion, beach clean-up etc.) to raise awareness on the bioeconomy and sustainability topics. They may be using different channels than social media.

#### 3.3.1.3 Activists: Young environmental journalists

Young environmental journalists are young people creating (or who are interested in creating) contents about bioeconomy and/or sustainability in blogs, journals, schools' journals, or other channels. This includes any youngster who published or has an interest in publishing media (writing or photo/video reporting) on bioeconomy topics in any formal/informal channels.

#### 3.3.1.4 Activists: Young career testimonials

A young career testimonial is intended as any young person working or studying in the field of bioeconomy or any related field who will share their professional/study experiences to inspire young generations. These may include:

- Young entrepreneurs who have a start-up or own activity in the bioeconomy related fields;
- High-education students in bioeconomy related fields;
- Researchers who having knowledge in bioeconomy-related topics (e.g., published a scientific article, presented to university classes, organized an academical conference);
- Any professional / practitioner in bioeconomy fields (i.e., agronomy, fishery, climate change);
- Formal education providers (schools, teachers, educators etc.) that work with young generations to act as multipliers;
- Non-formal educators (such as museums, theatres, festivals, fairs, amusement parks, NGOs, science communicators, media producers, etc.) that work with young generations to act as multipliers.

#### 3.3.1.5 Frontrunners

Frontrunners are the most active young GenB Ambassadors, who will act as multipliers engaging and attracting many other young people. They will be selected based on a good level of English and a good attitude to public speaking or communication since they will be at the frontline and deeply engaged in GenB activities also at European level.

### 4.4 "GenB in Action" recruitment campaign

To engage and recruit as many GenB Ambassadors as possible, a **“GenB in Action” recruitment campaign** has been designed and will be launched in June 2023 (M8). The call for recruitment of GenB Ambassadors (see section 10.3) will be open, with periodic cut-off dates (every three months). The selected GenB Ambassadors will be informed within one month after each cut-off date. The call highlights the role of the young people in leading transition to the bio-society, as well as the activities in which they can take part and the benefits deriving from their participation as GenB Ambassadors.

An application form is included in the Call to collect GenB Ambassadors details, interests and motivations in being GenB Ambassadors. Information includes: personal data, country, knowledge and experience in bioeconomy/sustainability, experience in promoting bioeconomy/sustainability, use of social media, in which GenB activities they are interested in, knowledge of the English language. Such information will be used by partners to select the GenB Ambassadors and further decide the activities in which they can be involved in. The data collected through the application form will be processed in compliance with European and national legislation on the protection of personal data (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016) in GenB privacy policy ([link](#)).

Recruitment campaigns are multilingual (partners’ languages) and will be launched in all partner countries and at EU level. In fact, all content will be translated by partners in their national language.

The call will be published on the GenB website ([see link](#)). To reach a wider public, the call will be promoted in relevant youth forums, for instance <https://youthnetworks.net/>. The call will be disseminated by partners via their channels (newsletters to their databases, social media, press releases, etc.) and during any activity and event organised/attended. Supporting materials for partners will be provided to have a standard communication on the call ([a ppt presentation](#) is already available in the internal SharePoint repository).




Finally, to engage GenB Ambassadors, social media campaigns will be launched through all GenB channels. Social media cards will be addressed to different age groups and posted periodically. Promotional short videos to become GenB Ambassadors will be also created and published on GenB social media channels as a way to stimulate young people to be an active part of change. For example, promotional videos can involve students during GenB activities sharing their motivation and importance of being part of the project as a GenB Ambassadors to inspire others. The videos could say: “I’m a GenB ambassador, and you? Be one of the Young Biovoices for a sustainable future!”.

## 5 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. They need to be recognized as drivers for change and be empowered to become engaged in decisions which affect them.

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

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"> <li>To equip the GenB Ambassadors with contents, skills and capacities to support their engagement in GenB activities.</li> </ul>	#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"> <li>To reach, raise awareness, inspire, inform and educate the young generations through social media;</li> <li>To provide tailored contents about the bioeconomy interesting for young people, educators, multipliers, institutions, professionals;</li> <li>To support project's activity with social media promotion.</li> </ul>	#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"> <li>To promote the role and value of GenB Ambassadors in promoting the Bioeconomy among the young generations;</li> </ul>	#25 GenB Ambassadors	EU



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

## 5.1 Capacity building webinars

A series of **18 capacity building webinars** will be organized: In each of the 8 partner countries, 2 webinars will be delivered. Furthermore, 2 English webinars will be held. In total 180 participants are expected.

### Objective and expected outcomes

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 contents, skills and tools to further promote bioeconomy within their living environments and channels.

### Description of the activity

The capacity building webinars will focus on the following aspects:

- Awareness and knowledge of bioeconomy;
- Contents of the GenB toolkits;
- Hard, soft and transversal skills.

Each aspect is described in more detail below.

### Guidelines for the implementation

The capacity building will be developed initially in English (master course), with the collaboration of all partners. The master course will be structured in two levels: **basic and advanced**.

The **basic level** aims to provide basic information and will focus on knowledge and awareness of bioeconomy and on the contents of the GenB toolkits. The basic level will be composed by several modules, in order to address different target audiences, from the newcomers to those who are already aware and interested in bioeconomy, but would like to improve their knowledge and have access to tools to communicate it to third parties (toolkits).

The **advanced level** is designed to support the most involved GenB Ambassadors (Activists and Frontrunners) by enhancing their hard, soft and transversal skills, depending on their role and involvement in the project. Also the advanced level will be modular, to be composed depending on the specific needs of the audience.

Each GenB partner will provide at least one module for the English master webinars. The English master course will be modular and will last at least 2/3 hours per each level (basic and advanced). Training materials, including ppt presentations, links, toolkits and guidelines, will be available for participants and for partners, in order to customize their regional versions. All modules will be recorded by GenB partners and will be available in the GenB website for further exploitation by the main target audience (e.g. high school students; 14-19 y.o., speaking English). The contribution of external experts will be evaluated (in particular for the advanced level), as well as additional modules if a specific need emerges.

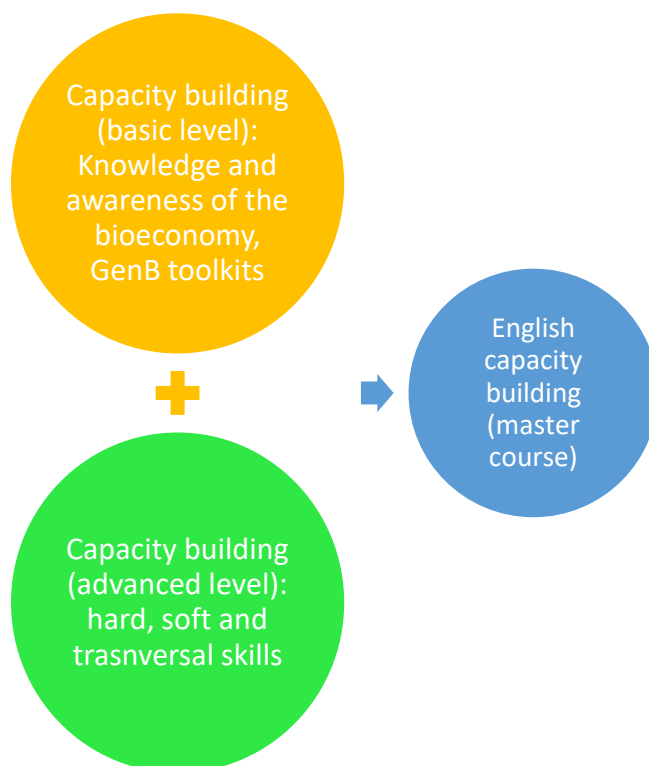


Figure 3 - Structure of English capacity building (master course) aimed at an international audience

The **regional webinars will be implemented in the 8 partner countries**. Each local project partner will take over relevant modules of the English master course, depending on the specific needs. As for the English master course, the first regional capacity building will be basic level and the second one will be advanced. Contents of the English webinars will be translated in the local languages, when necessary.

The regional capacity building duration will vary depending on the regional need and should last at least 1-2 hours per each level (basic and advanced).

The regional capacity buildings could take place in the context of other GenB activities, for instance, to inform and educate participants to living labs and focus groups (using already existing materials). Additionally, capacity building might be delivered in the context of large-scale events or school projects, and therefore could take place also in presence. With regards to the regional capacity building, since they will be delivered in local languages, the target

audience is wider compared to the English master course, and in particular the basic level can be delivered also to the children (elementary school students, 9-13 y.o.) in order to engage them as Young Biovoices. The advanced level is instead more suitable for empowering the most active GenB Ambassadors (Activists and Frontrunners), who are typically from high-schools and beyond.

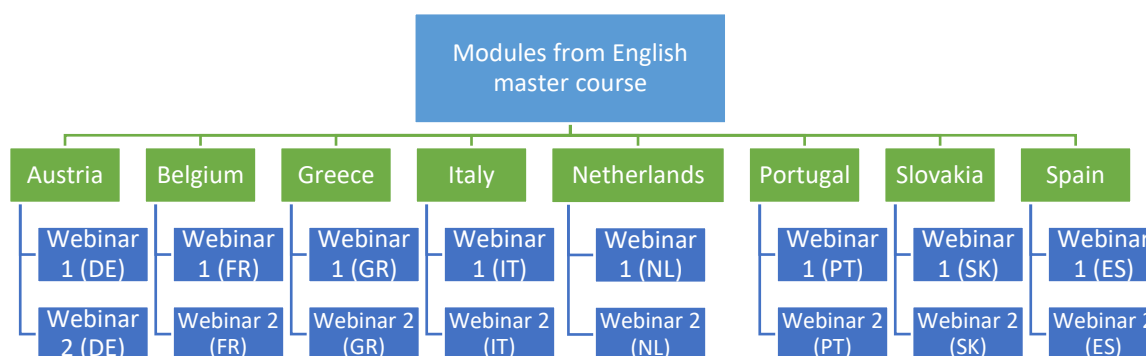


Figure 4 - Structure of local webinars to be held in local language and are to extract content from the modules of the English webinars

### 5.1.1 Basic level 1: Awareness and knowledge of the bioeconomy

#### Description of the activity and guidelines for implementation

The modules of the capacity building webinars focusing on awareness and knowledge of bioeconomy will be developed starting both from ready-to-use contents from previous projects (in particular [Transition2BIO](#) and [BLOOM](#)) and materials developed in the first months of GenB (to support other activities in WP1 and WP2):

- Contents on bioeconomy concepts, challenges, controversial items and job profiles: FVA partner already developed a series of webinars and presentations (in Italian, for high schools) to support both the living labs and GECO for School activities; APRE partner developed a series of webinars and presentations (in Italian, for primary and middle schools) to support the living labs;
- A brief introduction to the bioeconomy, including the connection with sustainability challenges. This presentation was delivered by BTG partner during the [GenB Common Ground camp](#);
- Mentimeter game “How much do you know about bioeconomy?”: FVA partner already developed a Mentimeter game (in Italian, for high schools) to support the living labs. This game switches between interactive, curious questions and educational cards, informing and raising awareness about bioeconomy in a playful way;
- Presentations of contents on bioeconomy concepts and challenges during Austrian and Slovak living labs. Especially during the first workshops the concept and meaning of bioeconomy was described to each age-group in an age-appropriate manner. Additionally for the introduction also general environmental issues have been raised. Students had the chance to bring in their perceptions and it was discussed what they think that could be done. Furthermore, children have been made aware on challenges of the bioeconomy and possible ways of solution.

#### Inspirational previous experiences

- **[Transition2BIO capacity building for regional actors](#)**: Transition2BIO developed the Capacity Building package “How to raise awareness and communicate the bioeconomy”, composed of 4 modules to

- support regional and national stakeholders with contents, methodologies, tools, replicable good practices and formats in the light of strengthening their effectiveness in the implementation of awareness raising, communication and education activities. This training was deployed with several audiences, contexts and target beneficiaries, reaching more than 30 EU regions and Member States;
- **Transition2BIO capacity building for teachers:** In April 2022, the project Transition2BIO organised a free online peer2peer training for teachers (teaching pupils from age 5 to 11) on how to teach bioeconomy at primary school level. The webinar aimed to support teachers with introducing innovative teaching and learning materials on bioeconomy. Four recordings are available: “An introduction to bioeconomy”, “Existing teaching materials on bioeconomy”, “Practical tips for teaching bioeconomy in schools” and a “Good practice example: Bioeconomy for a sustainable future”;
  - **BLOOM MOOC:** The MOOC provides an accessible, flexible training platform for teachers interested in teaching bioeconomy as part of their science, technology, engineering and mathematics (STEM) lessons or simply interested in learning more about bioeconomy and issues related to sustainability. The basis of the MOOC was [the BLOOM School Box](#), a collection of lesson plans co-created by the 20 BLOOM pilot teachers from 10 countries, which illustrate how bioeconomy can be introduced in different STEM subjects. The course content is still available online, however, since the project is concluded, there is no direct support in terms of questions and answers;
  - **BLOOM International webinar series and regional hubs webinars** (<https://bloom-bioeconomy.eu/bioeconomy-webinar-series/>, <https://bloom-bioeconomy.eu/regional-webinar-series/>): Within the BLOOM project international webinars were run and recorded. The recordings are still accessible online. The topics of the webinars ranged from wood and the forest, bioplastics, agriculture and food, bioeconomy, to the strategies for implementation on a policy level;
  - **BLOOM Bioeconomy Quiz:** The BLOOM quiz encompasses questions to test the audience's knowledge of the bioeconomy. There are many questions in the background, however, every play includes only 10 questions. Therefore, participants can play the game numerous times without it getting repetitive and at the same time gaining knowledge on the bioeconomy. The game also has a time limit of 45 seconds for each multiple-choice question to add excitement. For each wrong answer or when the time runs out, the right answer is immediately displayed.

### 5.1.2 Basic level 2: Contents of the GenB toolkits

#### Description of the activity and guidelines for implementation

This module will provide the GenB Ambassadors with a toolkit of resources ready-to-be-used to communicate and inform other people about the bioeconomy.

This module will focus on contents of the GenB toolkits, which are currently being developed in Task 1.4.

The GenB toolkits will start from existing resources from previous projects and will be enriched with the production of new materials identified as relevant for GenB. It should be noted that the toolkits developed in T1.4 are targeting not only young people, but also teachers and other multipliers. Therefore, the partners will select the most suitable tools depending on the GenB Ambassadors (Elementary school or High school students) to be trained. Moreover, in order to effectively reach the GenB Ambassadors in the partners’

countries and equip them with ready-to-use toolkits in their activities within GenB, the toolkits will be produced in 9 languages (English, French, Italian, German, Dutch, Spanish, Portuguese, Greek, Slovak).

Examples of materials that will be included in the toolkit are:

- Book for kids “What’s Bioeconomy” ([BIOVOICES](#));
- Game or gamified educational experiences (including the games stemming from GenB activities such as living labs);
- Bioeconomy quizzes and educational cards;
- Video teasers and educational videos;
- Factsheets explaining “bioeconomy job profiles”;
- Educational and information packages to reach the different target ages.

Practically, during the capacity building “Contents of the GenB toolkits”, the students will be equipped with the toolkits themselves, but also knowledge and examples on how to use the toolkits in their activities as GenB ambassadors.

Additional contents will be made available to the GenB Ambassadors through the GenB resources library, which will be presented and explained during the capacity building.

### Inspirational previous experiences

- **Transition2BIO toolkits:** A set of informational kits to explain the bioeconomy from different perspectives, producing an online package of knowledge and supportive media was produced by Transition2BIO. Each kit is an action-oriented compilation of related information, tools, databases, videos, presentations, platforms and good practices;
- **Transition2BIO Book for kids: “What’s bioeconomy”:** This is a book written for children in order to raise their awareness on the sustainable and circular bioeconomy and, in particular, on bio-based products. The book is available in print and online formats, in 12 different languages, communicates scientific sound contents in an easy and comprehensive way to the European families. All content has been validated by 33 experts from academia and industry;

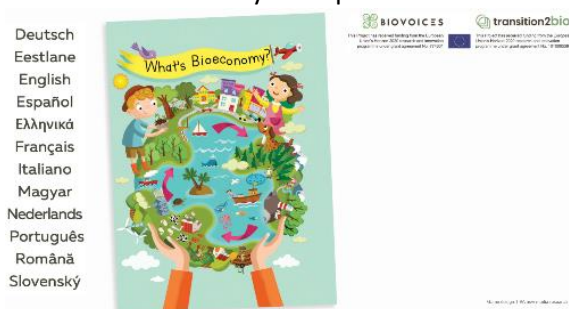


Figure 5 - “What’s bioeconomy” book for kids

- **The BLOOM School Box:** The BLOOM School Box is a collection of bioeconomy related teaching resources which educators can use to introduce the concept of bioeconomy in their classrooms as a trigger to raise student interest in science subjects and their awareness of important societal challenges. The basis of the BLOOM School Box are five innovative learning scenarios, created and tested in classrooms by the 20 BLOOM expert teachers from Austria, Belgium, Croatia, Greece, Italy,

Israel, Poland, Portugal, Spain and Sweden. These Future Classroom Scenarios were developed using the Future Classroom Toolkit methodology (<http://fcl.eun.org/toolkit>). Six additional bioeconomy teaching resources were selected to be included in the BLOOM School Box following the BLOOM “Teach bioeconomy!” competition;

- **Other resources from GenB library:** The GenB virtual library contains a large collection of resources on the bioeconomy especially those related to the teaching of children and young adults or those that can be independently used by the target group to gain knowledge on different aspects of the bioeconomy;
- **Childtizens Toolkits:** it consists of a set of games designed to educate children in social and civic values, including sustainability, and to promote social awareness of these issues. These materials have been developed by the partner AIJU, in the framework of the Childtizens Project, coordinated by AIJU.



Figure 6 - Game Planet of the Childtizens Project Toolkit

### 5.1.3 Advanced level: Hard, Soft and transversal skills

#### Description of the activity and guidelines for implementation

The advanced level is designed to support the most involved GenB Ambassadors (Activists and Frontrunners) by enhancing their hard, soft and transversal skills, through dedicated modules, depending on their role and involvement in the project. As for the other capacity building, the format foreseen for the delivery is through webinars. Nevertheless, in person capacity building might be considered.

A preliminary list of modules was developed for the sake of this deliverable and will be finalized taking into consideration needs and interests of the selected GenB Ambassadors. The methodological approach identified for this capacity building activity consists of the following steps:

- selection of educational contents, developed by previous projects, to build capacity building modules;
- identification of missing materials that GenB Ambassadors consider relevant for them, in order to build additional capacity building modules;
- production of the missing materials and adaptation of existing materials to specific GenB needs;

- creation of the advanced level of GenB capacity building.

Preliminary list of modules is reported below:

- Hard skills:
  - Plan a communication campaign to raise awareness on the bioeconomy;
  - Stakeholder engagement;
  - How to organise a workshop or an event;
  - Copywriting - how to write an article for a journal;
  - Videomaking – how to create video-contents to communicate the bioeconomy.
- Soft and transversal skills:
  - Introduction to transversal competence and soft skills;
  - Design thinking;
  - Visual thinking;
  - Communication, public speaking and pitching;
  - How to be memorable in an online pitch.

Some educational materials have already been developed in the first months of GenB to support other activities in WP1 and WP2 and may be used as starting material for this task, namely:

- Contents on design thinking and capacity building, delivered in the context of the living labs in Italy and Slovakia;
- Contents on the art of pitching, delivered in the context of the Austrian Living Lab in High School;
- A video developed by students of the Austrian living lab with high school students related to the topic of bioeconomy;
- Contents on storytelling used in the Slovakian living labs.

### Inspirational previous experiences

- **Capacity building for journalist:** The HSPN, which operates the International "Eco-Schools", "Young Reporters for the Environment", and "Learning About Forests" Programmes in Greece, is partnering with the Ministry of Education Directorates of Primary and Secondary Education to carry out online or physical capacity building workshops and seminars. These train-the-trainers seminars aim to train educators and school representatives on how to incorporate environmental education into their schools using the aforementioned Programmes (Eco-Schools, Young Reporters for the Environment, and Learning about Forests Programmes). The seminars cover a range of topics related to environmental and sustainability issues. Some examples of these topics include climate change, biodiversity, bioeconomy, and circular economy. Participants learn about the importance of these issues and how they can be addressed within the school community. In addition to theoretical knowledge, practical examples are also provided to demonstrate how schools and teachers can integrate these topics into their curriculum and daily operations. For example, participants learn how to create a school garden, how to reduce waste and promote recycling in the school, and how to engage students in environmental journalism or photography. Overall, the goal of these capacity-building workshops is to enhance the participants' capacity to address environmental and sustainability issues within their school communities by providing them with practical knowledge and tools that they can use to make a positive impact;

- **FEE Academy - Capacity building on Circular Economy:** FEE Academy is an online learning site designed to support global members of the Foundation for Environmental Education (FEE) and their networks of students, teachers, and others by providing key tools and resources through Moodle courses in order to achieve three strategic goals: empowering climate action, protecting global diversity, and reducing environmental pollution. The Circular Economy capacity building course aims to provide high school students with an understanding of the Circular Economy concept and its principles. It introduces them to a regenerative framework to design a production and consumption system in which materials are used in cycles of closed loops. By doing so, it can help students develop a holistic perspective on the environmental, social, and economic impacts of different production and consumption systems. The course highlights the importance of moving away from the traditional linear economy, where resources are extracted, processed, and disposed of, towards a circular economy that focuses on reducing waste, reusing materials, and recycling as much as possible. It also showcases how the principles of circular economy can be applied in different sectors such as manufacturing, agriculture, and transportation. By taking this course, high school students can develop knowledge and skills that are essential for their future as active and responsible citizens. They can learn about sustainable consumption and production practices, which can help them make informed choices in their personal and professional lives. They can also gain an understanding of the circular economy's potential to create jobs and boost economic growth while addressing environmental challenges;
- **TETRA Capacity building for young innovators, researchers and startups (1 + 2):** TETRA was the business accelerator for New Generation Internet beneficiaries, supporting them from research to successfully enter the market. Within TETRA capacity building package, FVA was responsible for the component Transversal Competence and Skills. An extensive package of contents will be made available to GenB, including modules covering the following aspects:
  - Introduction to transversal competence and soft skills – the big 10
  - Design thinking
  - Visual thinking
  - Creativity, artistry, curiosity, imagination, innovation
  - Flexibility/adaptability, uncertainty management and innovation management
  - Critical thinking, problem solving, reasoning, analysis, interpretation, synthesizing information
  - Full stack competences
  - Initiative, proactivity, enthusiasm
  - Perseverance, self-direction, planning, self-discipline
  - Communication, public speaking and presenting
  - Leadership, teamwork, collaboration, cooperation, competencies and skills in small teams
  - The art of pitching and the Unique Selling Proposition
  - How to be memorable in an online pitch

The package is complemented by 2 serious games that an organization can use to engage the teams during the activity. FVA is interested in exploiting contents and modules developed under TETRA for GenB Capacity Building activities;

- **Capacity building for high schools students in the context of the Startup School Academy: Transition2BIO** (Partners FVA with the support of APRE) in collaboration with high-level partners (also



involved in the competition) like Novamont, Cluster SPRING and ReSoil Foundation, organized a package of capacity building addressing high school students, in the context of the Startupper School Academy competition, launched by Lazio Innova, where the project was promoting the “bioeconomy prize”.

The package aimed at providing insightful contents, educational materials and inspirational case studies on the bioeconomy and bio-based products.

During the training activity the partners involved offered their expertise to highlight different perspective of the bioeconomy domain and also to raise awareness among students on the importance of strengthening their entrepreneurial skills, with a special attention to eco-design and the end of life of the products.

The topics addressed were:

- What is bioeconomy and what is its contribution to territorial regeneration
- What are bio-based products through practical examples
- The role of soil in climate change mitigation
- How to create a business in bioeconomy sector
- Evaluation criteria to take into consideration to compete for the bioeconomy prize (eco-design, end of life)
- Inspirational examples – presentation of case studies from students of the last years
- The importance of introducing the bioeconomy in school pathways to raise awareness and attract young generations to future careers in the sector
- Bioeconomy related challenges, like eco-design, End-of-Life, Circularity, Sustainability of Feedstocks, Cascade use of the feedstock, etc.

Several contents of this course can be replicated or be used as source of useful materials for GenB capacity building. In addition, experts involved in the Startupper School Academy might be invited in GenB to deliver dedicated modules (e.g., about careers in the bioeconomy);

- **Video on the Empowerment through Youth Journalism by Natalie Bettendorf.** Natalie Bettendorf, already an accomplished journalist at the age of 18, explains why she believes youth journalism is an important vehicle to making young people's voices heard. She shares a few of the pieces aired on NPR's "All Things Considered" and Youth Radio and provides some ways in which youths can apply aspects of journalism into their daily lives.

## 5.2 Social media pages

Social media play a central role among the tools to raise awareness and engage different target groups and stakeholders, especially young generations. For this reason, GenB will develop a strong strategy to raise awareness on bioeconomy at large and the related environmental and socio-economic impacts, informing and educating young people on more sustainable behaviours and choices to build a future generation informed and interested in bioeconomy.

GenB will tailor specific actions according to the different social media networks, promoting opportunities for youth, relevant news, contents to reach the different project’s target stakeholders, which will 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 considered as a

suitable platform to reach the Generation Z (youngsters born after 1996) which represents over 60% of its users<sup>2</sup>. However, after the European Commission (EC) decision to suspend the use of TikTok on its corporate devices to increase its cybersecurity<sup>3</sup>, 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. Nevertheless, the possibility to launch campaigns with influencers through their Tiktok accounts will be evaluated.

Moreover, with the aim of valorising the successful experience of [BIOVOICES](#) and [Transition2BIO](#) projects, GenB consortium partners decided to keep the @biovoices social media profiles under GenB. This was possible because the consortia of the projects have many partners in common, including the coordinator, the responsible for social media channels and the responsible for communication and dissemination, and because they have a strong focus on raising awareness on the bioeconomy.

Since Transition2BIO and GenB had a common period (from November 2022 to December 2022) it was decided to transfer this activity from Transition2BIO to GenB after the Transition2BIO conclusion (namely from January 2023).

Specifically, @biovoices social media includes:

- [Facebook](#), to reach different generations, both youngsters and adults;
- [Instagram](#), to reach the younger generations thanks to the support of green-sensitive young influencers and activists/volunteers;
- [Twitter](#), to reach the largest number of Bioeconomy Youth Ambassadors, Bioeconomy Youth Champions, Youth organizations/associations/networks/forums, European projects and institutional bodies;
- [LinkedIn](#), to reach experts and professionals (e.g., young career testimonials, young environmental journalists, multipliers);
- Finally, the [YouTube channel](#) will contribute to a huge promotion of the project by allowing the sharing of its contents on all other social channels. This will be particularly important in order to disseminate video interviews, capacity building and mutual learning activities, debates, etc., delivered by GenB Young Biovoices community in different contexts.

Thanks to the appropriate leverage and involvement of multipliers, influencers and youth networks, as well as a constant monitoring of the trends to identify the correct messages and arguments to be adopted, the social media activity is planned to increase the impact and effectiveness of the GenB awareness and public engagement activities.

Transition2BIO reached 10.588 followers by the end of the project, namely December 2022. GenB followers: 11.032 (number updated on 22/05/2023), 444 new followers from January.

### **Guidelines for implementation**

One of the main lessons learnt during the last period of Transition2BIO was on the behavioural change identified among the users (especially Instagram followers), who became greatly interested and responsive

<sup>2</sup> <https://www.forbes.com/sites/forbestechcouncil/2020/07/07/what-the-rise-of-tiktok-says-about-generation-z/>

<sup>3</sup> [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_23\\_1161](https://ec.europa.eu/commission/presscorner/detail/en/ip_23_1161)

to video contents rather than images. For this reason, this format will be further exploited and experimented in GenB, specifically to attract young generations using video reels. Moreover, new strategies, ideas and formats to inform and engage the large public will be experimented following future trends.

In order to successfully implement the video reels campaigns, the following aspects should be considered:

- Instagram Reel cover size is 1080 pixels x 1920 pixels; Aspect ratio is 9:16. Therefore, it is recommended to record the videos holding the cell phone vertically;
- Preferably, videos reels should be no longer than 60 seconds, even if recently Instagram allows to upload videos up to 90 seconds long;
- The videos should be catchy, funny and engaging;
- Reels can be recorded in a series of clips, in a single stream, or shot externally and uploaded;
- It is possible to combine photos, video clips, filters, stickers, captions, music, audio and different effects to create a more engaging reel;
- According to many social media creators, it is important to add subtitles to video reels. In fact, 80% of people are browsing through social media with their volume turned off and without Instagram Reels subtitles, a huge majority of the audience could completely miss out the contents published. For this reason, GenB will add subtitles to keep its audience engaged. This will allow the possibility to share contents also in local languages, adding English subtitles to facilitate the inclusion and overcome linguistic barriers.

### 5.3 Networking and good practices exchange among GenB Ambassadors

#### Objective and expected outcomes

Networking and good practices exchange is essential for the empowerment of the young generation. It will expose young people to new skills and techniques that they may not have otherwise encountered. By sharing knowledge and experiences, they can mutually learn and gain valuable insights that can help them in taking a role. Networking and good practice exchange help young people to develop a sense of community with their peers. They can build relationships based on shared interests and experiences, and feel supported and encouraged to take a role in the field of bioeconomy. Additionally, networking allows young people to expand their social and professional networks. This can help them to make new contacts, build relationships with peers and mentors, and increase their visibility in the field of bioeconomy. They can also learn about new trends and developments and stay up-to-date with the latest news and innovations.

#### 5.3.1 Online mutual learning workshop among GenB Ambassadors

##### Description of the activity

The online mutual learning workshop among 25 GenB Ambassadors will be organised to facilitate networking and good practices exchanges among GenB ambassadors and to highlight the role and value of GenB Ambassadors in promoting bioeconomy among the young generation. The core of this online workshop are the presentations of 5-6 GenB Ambassadors coming on stage and presenting their experiences, including their activities, lessons learnt and challenges. Furthermore, time for exchange in facilitated outbreak rooms will be considered.

### Inspirational previous experiences

- **“Projects2Projects” EuBioNet format:** In the context of European Bioeconomy Network ([EuBioNet](#)), several workshops have been organized to promote the collaboration, knowledge sharing and mutual learning among EU-funded projects and initiatives. Several online and live formats have been successfully experimented, and these experiences will be used as starting points for this GenB activity. Two recent “Projects2Projects” workshops were organized: i) Brussels on 5 October 2022 as satellite event of the [2022 EU Bioeconomy Conference](#), ii) [online, involving 12 EU funded projects and monitoring](#) , promoted by [SUSTRACK project](#) .
- **Mobilisation and mutual learning workshop format:** other inspirational examples of workshops, which took place totally online, were implemented in the context of EU-funded projects [Biobridges](#), [GLAUKOS](#), [SUSTRACK](#), [Transition2BIO](#), [LIFT](#), [BIOBec](#), [BLOOM](#), etc. Most of these workshops were organized based on the formats and methodological approaches developed by [BIOVOICES project](#) (H2020, completed), namely the Mobilisation and Mutual Learning (MML) methodologies. In the last three years, more than 80 workshops have been organized online, exploring new tools (MIRO board, Mentimeter, Slido, etc.) and formats to support collaboration, interaction and knowledge sharing among distributed participants. The knowledge acquired through this experimentation will be made available by partners.

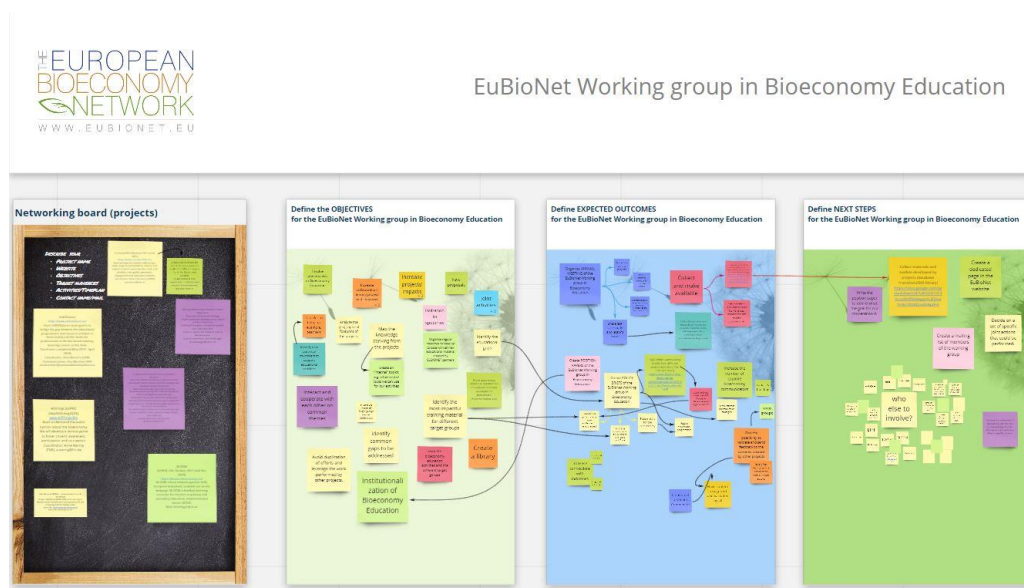


Figure 7 – “Projects2projects” EuBioNet format

### Guidelines for the implementation

The online mutual learning workshop will be a 2 hours webinar and will take place in the last months of 2024. The workshop will be in English and will take place online, to facilitate the participation of all the ambassadors. It is more likely that only Activists and Frontrunners will be participating. Further elaboration of these guidelines will be provided in the next versions of this deliverable.

### 5.3.2 Involvement of GenB Ambassadors in events, conferences

#### Description of the activity

GenB project will involve GenB Ambassadors in events and conferences, to witness the GenB Ambassadors experience in bioeconomy-related events. Specifically, this involvement can take place in several situations:

- events organised by GenB;
- events organised by the EC;
- events organised by third parties (e.g., as part of a good practice presented by GenB representative).

The main objective of this activity is to hear directly from GenB Ambassadors' voices some insights and lessons learnt about their experiences within GenB. This can be very inspirational on one hand for other young people, and on the other hand for the GenB Ambassadors themselves, who can experience the bioeconomy in contexts in which the major experts and stakeholders are present.

#### Inspirational previous experiences

- **Involvement of the Bioeconomy Youth Champions in the R&I day 2021:** Yana Voitovska was invited in the session "Europe's future is the bioeconomy: how can today's youth shape this transition?" to highlight the role of young generations in responding to European Green Deal and promoting the transition towards a green and climate-neutral bioeconomy, based on the sustainable use of biological resources;



Figure 8 – Bioeconomy Youth Champions at R&I day 2021

- **Transition2BIO** organised a **workshop in the context of the "Bioeconomy Day 2021"** to present a series of good practices of educational initiatives in bioeconomy and circular economy, involving schools in Italy. Several students have been invited to share their experiences in their communities promoting and communicating the bioeconomy.



Figure 9 - A moment of the Transition2BIO workshop in the context of "Bioeconomy Day 2021"

- **Involvement of Bioeconomy Youth Ambassadors (BYA) in high-level events organized by EC:** the BYA have been deeply involved in the high-level EU Bioeconomy conference 2022, making their voices heard in speeches and round tables;



Figure 10 - BYA at EU Bioeconomy conference 2022

- **Involvement of BYA in GenB Common Ground Camp:** Rita Escorcio was invited as representative of the BYA to share her experience in the group and to describe how young people can take a role in driving the change through concrete actions;

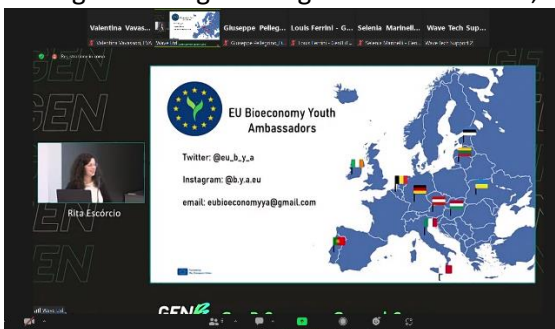


Figure 11- Rita Escorcio at GenB Common Ground Camp





**Guidelines for the implementation**

This activity foresees the participation of 5 GenB Ambassadors in events and conferences, and will take place mainly in the second half of the project. The partners will explore the possibility of involving GenB Ambassadors in events they are organising or organised by third parties.

## 6 Support the GenB Ambassadors to Take a role

In this task, the GenB Ambassadors will be supported in **taking a role** in different ways in the context of GenB activities. Specifically GenB will create a series of opportunities and contexts in which the GenB Ambassadors could actively “jump on stage” to advocate for the bioeconomy.

Table 4 - 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"> <li>To raise awareness and involve young generations</li> <li>To engage additional GenB Ambassadors</li> <li>To provide an appealing format to support GenB Ambassadors to take a role</li> </ul>	#50 participants #10 artefacts collected #2.500 young people invited	EU
“Students2Students” format		<ul style="list-style-type: none"> <li>To raise awareness and educate students</li> <li>To engage GenB Ambassadors as testimonials involving other students</li> <li>To involve GenB Ambassadors in contents creation and participation to activities (e.g. videos, training courses made by students, TEDx talks, educational cards, memes, etc.).</li> </ul>	#10 GenB Ambassadors engaged; #3.000 views, # 5.000 indirect (e.g. families)	EU
Social media campaigns		<ul style="list-style-type: none"> <li>To raise awareness and educate young generations</li> <li>To engage young generations through social media campaigns in collaboration with green-sensitive young influencers and activists</li> <li>To reach a large number of young people and increase the impact of GenB</li> </ul>	#3 campaigns, #50.000 views	EU
Young journalists publishing on GenB social media		<ul style="list-style-type: none"> <li>To raise awareness and inform young generations</li> <li>To write articles and news with the “voice” of young journalists</li> <li>To support the growth of young journalists aware and interested in the bioeconomy</li> </ul>	# 15 news items, #5.000 views	EU



## 6.1 GenB International Competition

### Objective and expected outcomes

The objective of the GenB International Competition is to raise awareness and involve young generations, as well as facilitate the engagement of engaging new GenB Ambassadors. Moreover, in order to effectively support young generations in taking an active role in communicating the bioeconomy, this competition stimulates the creation of innovative and original formats by youngsters, that can be promoted and replicated.

### Description of the activity

GenB will organise an International Competition “GenB driving the transition” for all young people of all ages targeted by GenB project. This activity will be organised approximately from M23 to M28, therefore this description should be considered as preliminary. In the next months of the project, the task leader FVA will discuss in dedicated meetings with the partners how to better design the competition to complement the past and ongoing activities of GenB.

The International Competition “GenB driving the transition” will take place mainly through social media. Participants will be asked to produce artefacts (e.g., drawings/pictures for pre- and early-school and article/media for Elementary school and High schools), in order to creatively communicate the bioeconomy. The artefacts will be published in their social media channels (or social media of institutions such as schools, especially for early ages), tagging #GenBAmbassadors, #GenBdrivingthetransition and @biovoices. Additionally, artefacts resulting from the competition will be used, if suitable, for other GenB activities (e.g., exhibition/installation in the context of large scale events).

The prizes will be educationally oriented (e.g., stage in journal or bio-based industries, interviews with green journals, etc.). Collaborations with similar initiatives (e.g. [Bioeconomy4YOU](#), [GECO for school](#)) will be explored to maximise the impact and participation of this activity.

### Inspirational previous experiences

- The **European Commission launched a creative competition ‘Show us the bioeconomy in your life!’** for youth aged 14-35 years in the summer of 2022. The purpose was to encourage young citizens to show how the bioeconomy is or could be part of their daily life, to raise awareness about the bioeconomy, engage youth and expand horizons on different forms of bioeconomy across Europe. 24 artworks were selected on the basis of artistic creativity and originality and were displayed in an online bioeconomy art gallery in the EC website. The authors of the 6 best artworks won an Interrail Pass;



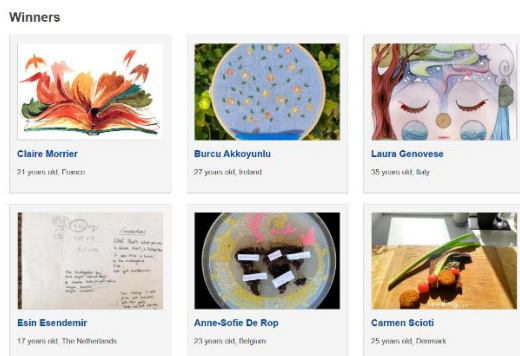


Figure 12 - EC online bioeconomy art gallery

- **The Startupper School Academy** is a school competition recognized by the Italian Ministry of Education, organized for several years by Lazio Innova, the Lazio Region organisation responsible for boosting innovation in the region. Since 2018 the Startupper School Academy is enriched by the thematic award dedicated to the circular bioeconomy, thanks to the collaboration of the Startupper School Academy organizers with projects [BIOVOICES](#) (from 2018 to 2020) and [Transition2BIO](#) (from 2021 to 2022).

The Bioeconomy prize was promoted by these projects, but several additional partners were involved every year, to enrich the prizes and the contents, namely: Novamont, cluster SPRING and ReSoil Foundation. It should be noted that the main objective of this contest is to raise awareness and inform the young generations about the bioeconomy and stimulate entrepreneurial capacities in high schools. An intense package of capacity building activities, for students and teachers, was delivered by both Lazio Innova (mainly competences related to entrepreneurial skills and practical skills about design and prototype development) and the bioeconomy partnership (information about bioeconomy and bio-based products, the applications in every day's fields, the impacts of bioeconomy in the economy, society and environment, the business and careers opportunities in the domain, etc.).

To participate in the bioeconomy prize of the Startupper School Academy, small teams of high school students (up to 5) should present a business idea for a product or service dealing with the bioeconomy and bio-based products. The Startupper School Academy had different phases in which the students receive different types of mentoring and training, to transform their initial idea into a concrete business plan and prototypes (if feasible), to be presented in the form of pitch to the jury. The best idea received a prize money (provided by Novamont), the second and third received a set of bio-based products and were invited to present their solution in the context of large scale events where BIOVOICES/Transition2BIO were exhibiting;

- **Bioeconomy4YOU school competition** was organised by ReSoil Foundation in collaboration with Cluster SPRING, Raul Gardini Foundation, Novamont and Transition2BIO Italian partners. Aim of the contest was to raise awareness, inform and educate young generations on these topics, collecting and awarding the most creative ideas on how they imagine their future in the circular bioeconomy. The contest addressed four different categories of participants:
  - Primary schools: What is the bioeconomy for you? Tell us about the bioeconomy in your daily life! Both classes and single students were invited to present their ideas through many ways

- and formats (videos, articles, drawings, representations, artistic works, etc.), telling their idea of bioeconomy in a simple, clear, effective and innovative way.
- Middle schools: Become an ambassador of change. Lower secondary school classes and students were invited to submit projects to explain to classmates and families what circular bioeconomy means and what bio-based products are, through practical examples that can stimulate behaviour, purchasing choices, changes in daily habits, lifestyles in line with the principles of the circular bioeconomy capable of reducing man's impact on the environment and efforts to combat climate change. Many formats were admitted, e.g., videos, articles, drawings, representations, artworks.
  - Secondary schools: sub-categories secondary schools “bio-based product” and “Our bio-future” project
    - Bio-based product: creation of a bio-based product that responds to a particular environmental problem, considering the entire life cycle of the product itself, from the use of raw materials of biological origin (vegetable or animal, with particular attention to raw materials currently considered waste), to sustainable production, with an end-of-life that recovers the material in a circular way. The project was presented through different tools (e.g., power point presentation, Prezi, video production).
    - Our bio-future: students presented videos, interviews or other multimedia materials, which highlight different aspects of the bioeconomy in the present and future life of young people (as citizens, as students and as future workers or entrepreneurs), showing how bioeconomy represents an opportunity for them and for their future.
  - Teachers: Develop educational content for students. Creation of an educational activity on the bioeconomy, using interactive and/or laboratory teaching methodologies, in order to facilitate the introduction of knowledge and skills on the subject of circular bioeconomy in school curricula of all levels.

Since this competition was a great success, even in terms of objectives, expected outcomes, categories and general organisation, this format is the main inspiration source for the GenB International Competition;

- **An international school competition was launched in the context of Transition2BIO.** It targeted four different groups, namely pupils and teachers from primary and secondary school. One of the main lessons learnt from this experience was the need to have linguistic versions of the competition call, in order to increase the participation from the specific countries, therefore overcoming linguistic barriers. Additionally, in order to promote the competition, it is very important to leverage ongoing engagement activities such as teacher training, because otherwise teachers don't feel confident in inserting these topics in their curriculum;
- **BISC-E:** even if the target audience is of high-level education (e.g. PhD and university students), we decided to consider this example because it bridges academia and industries. The Bio-based Innovation Student Challenge Europe (BISC-E) is an annual Europe-wide student competition (19 countries) to stimulate entrepreneurship and award excellence. The programme offers student teams opportunities to practice entrepreneurship by addressing relevant technological, environmental, or societal challenges with innovative bio-based solutions, in collaboration with

universities and industries. The top-5 student teams will receive training on pitching and making of a video to present their innovative proposal.



Figure 13 – BISC-E format

- BioCannDo** project partner AVANS organised a **bio-based educational competition** in the period November 2018 – January 2019. The Think Bio-based challenge was addressed to European students of higher professional education. Participants were challenged to develop educational materials for primary, secondary, and secondary vocational education. The purpose of the teaching materials was to make pupils aware of bio-based principles in a creative and interactive way. Teaching materials had to be produced in English (and in the participant’s local language). There were no limitations and no constraints: it was all about being creative and getting youngsters to “Think Bio-based”! Promotion of the competition was done through different networks, including the BLOOM project, Scientix, the Dutch network of biobased education programmes, AVANS’s MOOC Think Biobased and Green Office (global platform for sustainability started and run by students and supported by university or college staff).

Almost fifty participants from all over Europe joined the challenge. An international jury judged the submissions. For each of the three categories three prize winners were selected and awarded with prize money.

The announcement of the prize winners was done on 14 March 2019 at a teacher conference on international bio-based education in the Netherlands. The chair of the jury was enthusiastic about the level of the entries: *“We have seen very interesting videos and animations that absolutely create awareness among young people. Education can certainly do something with this.”*

The nine entertaining sets of bio-based lessons can be used by teachers and students and are available for download [here](#).

Full details are provided in BioCannDo [D6.6 Competition results and newly developed educational materials](#) (September 2019). This deliverable reports step-by-step the competition organisation and running.
- The BLOOM “Teach bioeconomy!” competition** was organised by the [BLOOM project](#) (full title: - Boosting European Citizens’ Knowledge and Awareness of Bio-Economy Research and Innovation) and supported by Scientix, the community of science education in Europe. The BLOOM Competition was part of the STEM Discovery Week 2019 Competitions and started on the 25 March 2019 and

ended on the 30 April 2019. The Competition was opened to all primary and secondary school teachers who participated in the [“Boosting bioeconomy knowledge in schools” Massive Open Online Course](#) and had created a learning scenario on integrating bioeconomy in STEM (Science, Technology, Engineering and Mathematics) classes, following the official template provided in this course. Only entries in English were accepted. The competition aimed at raising awareness of the educational gains offered by teaching with bioeconomy and at celebrating those teachers who, inspired by the [BLOOM Massive Open Online Course “Boosting Bioeconomy Knowledge in Schools”](#), created inspiring learning scenarios around using bioeconomy concepts in their STEM teaching. The submitted content for the competition had to be an original creation by one or more participating teachers and consisted of a learning scenario covering the implementation of bioeconomy in one or more STEM (Science, Technology, Engineering and Mathematics) classes. The entries were at two stages, a first selection of 15 finalists was carried out by the organizer of the Competition, followed by selection of 3 competition winners who were decided by an international panel of judges including bioeconomy experts and education specialists from the BLOOM project partner organisations. The 3 BLOOM Competition winners have received Scientix goodies for their classes.

### **Guidelines for the implementation**

The GenB International Competition will be organised approximately from M23 to M28. Partners will elaborate a detailed implementation plan under the guidance of task leader FVA, around M20-M21. FVA, in collaboration with the partners, will monitor possible opportunities to join forces with other projects and initiatives, in order to maximise the impact of this activity. Taking existing opportunities might change the time plan and the final format of the competition, without changing the objectives, target audiences and KPIs.

Preliminary considerations: from the analysis of previous experiences, one of the key challenges to be addressed is the linguistic barrier, when a competition is launched in English, especially targeting younger generations (e.g. pre- and early-school kids). Indeed, when the target audience is mainly composed by young adults (e.g. PhDs and university students as in BISC-E), it is easier to have participants able to submit complex contents in English. When targeting younger generations, mitigation measures should be planned when designing a competition. As an example, the competition call should be translated in partners’ languages or the kids should be requested to produce images, drawings, pictures etc (with no need to write or speak). In addition, the applications might be accepted in local languages and the local partners will be responsible for the evaluation of the materials submitted.

Preliminary ideas for competition: Students might be requested for instance to:

- provide creative ideas about the role of the bioeconomy in addressing environmental and societal challenges;
- provide creative ideas about the bioeconomy in everyday life;
- provide creative ideas on how to communicate the bioeconomy;
- communicate the bioeconomy through art (artefacts, paintings, videos, performances, artistic pieces, installations, music, etc.).

### 6.2 “Students2Students” format to engage GenB Ambassadors as testimonials

### Objective and expected outcomes

“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 involvement of GenB Ambassadors in creating contents and actively participating to GenB activities (e.g., videos, training courses made by students, TEDx talks, educational cards, memes, etc.).

### Description of the activity

The “Students2Students” format was proven to be effective in several previous experiences (see below) because it is based on the direct connection among peers (students). In particular, very young students are keener on learning from other students because they are perceived as inspirational examples, who are close to their age, experiences and who share the same values.

A secondary indirect target of this format are the families, because students are the perfect multipliers of sustainability contents, greatly contributing to promote behavioral and attitudinal changes. For instance, little kids can nicely convince grandparents in adopting more sustainable lifestyles (circular behaviors), as was reported in previous projects ([Transition2BIO](#), [BIOVOICES](#)).

The contents, that will be used by the students within “Students2Students” activities, will be provided during the capacity building (T3.2) and will include dedicated tools (videos, presentations, hands-on experiments, games etc., part of T1.4 Toolkit) and additional materials developed in other Work Packages. Some GenB Ambassadors will be involved in activities, such as large-scale events in the partners’ countries, in which they are identified as the best candidates to convey these messages to peers. For instance, the students involved in the Italian living labs (T1.3) will be hosted in [Maker Faire 2023](#).

Finally, the wide involvement of GenB Ambassadors from partners’ countries will facilitate their participation in “Students2Students” activities delivered in local languages, minimizing the linguistic barriers.

### Inspirational previous experiences

- [Transition2BIO](#) explored several formats promoting the engagement of youth, providing some interesting ideas and formats to be replicated. The most interesting is **“From Students2Students” format**, which supports students (of any age, including the little ones) in taking their role. The format was implemented in the following contexts:
  - Several Italian high school students participated in the **Startupper School Academy** to explain to their peers what the bioeconomy is and address some controversial terminologies with some videos and the support of educational cards;



Figure 14 – Startupper school academy format

- Organization of a **TEDx style pitch**, delivered by students to talk about the bioeconomy and bio-based products. This experiment took place in the context of the awarding event of the Startupper School Academy, involving policymakers: once identified the appropriate stage, two students have been involved, trained, mentored and supported in their bioeconomy pitch. Each of the above-mentioned steps has some challenges to be solved, nevertheless it was a growth experience for the students, as well as a fresh and attractive way to convey bioeconomy related contents in institutional settings;



Figure 15 – TEDx pitch format

- **In the “Giovanni XXIII” Primary School (Gioia Tauro, Italy), the pupils delivered a lesson about bioeconomy to the kids of the kindergarten.** After they were equipped with the Transition2BIO educational materials, the primary school class learnt more about the bioeconomy and was empowered enough to take a role and share their knowledge with the little ones. Finally, inspired by the Transition2BIO hands-on labs collected in the toolkit, they

were also able to replicate some experiments in a video tutorial to be shared with their peers and families;



Figure 16 – Primary school pupils delivering a lesson about bioeconomy to the kids of the kindergarten and hands on lab video tutorials

- **During live exhibitions and large-scale events (e.g. EU Researchers’ Night, Maker Faire), students previously trained were invited to showcase the bioeconomy to younger students.** Indeed, the style of the exchanges among students was much more informal, compared to what happened with the other Transition2BIO adult representatives. The format proved to be effective to attract the younger audience and facilitated the emergence of questions;



Figure 17 - Large scale events format

- **Scientific Bingo at high-school ITT Montani (Fermo),** a science game with 90 interactive experiments: this inspirational case study is an effective format to inspire younger students in pursuing STEM educational pathways and specifically to be inspired to enrol at the high-school ITT Montani. During the school info-day, participants (younger students and families) received a card with 5 numbers corresponding to 5 experiments. Under the guidance of more than 300 ITT Montani students and teachers, everyone could enter in contact with science by performing the assigned experiments. Participants received a prize, awarding their scientific and technical curiosity.



Figure 18 - Scientific bingo format

### Guidelines for the implementation

Tentatively, this activity will take place from M11 to M28. All partners will make sure to maximise the effectiveness of already planned activities in the project by involving students in order to be more appealing and inspiring for GenB main target audiences (namely students). To this aim, partners in process of organising events/activities will discuss with the task leader FVA the possibility of involving GenB Ambassadors, specifically the ones speaking the local language.

List of activities suitable for implementing “Students2Students”:

- activities created during the living labs (T1.3);
- creation of contents for the toolkits (T1.4):
  - games and gamified educational experience
  - bioeconomy quizzes and educational cards;
  - video teasers for social media;
  - educational videos;
- Hands-on labs and playful activities (T2.1);
- Bioeconomy village in the context of large-scale events (T2.1);
- “Inside the bioeconomy” format (T2.1);
- Role-play game on bioeconomy jobs (T2.2);
- TEDx pitches (T2.2);
- Bioeconomy careers info-days (T2.2);
- Schools’ projects (T2.2);
- Bioeconomy talks/seminars (inquired-based learning) (T2.3);
- Social media campaigns (T3.2, T3.3).

The suitable candidates for the “Students2Students” activities will be selected among the GenB Ambassadors, willing to be involved in activities targeting other students. These GenB Ambassadors will be empowered through capacity building in T3.2. Additionally, a toolkit for GenB Ambassadors will be made available in strict collaboration with T1.4 in order to better support them.



Based on previous experiences, it is recommended to provide assistance during the first steps in “Students2Students” activities. This is important because this activity involves unexperienced participants (young students, likely on stage for the first time) and tackles complex concepts, that should be communicated in an appropriate way and might elicit controversial questions. An example of a suitable activity for this format is the “Hands-on labs”, where easy experiments are explained and performed under the guidance of an expert, who might be a youngster. It is important to ensure that the GenB Ambassadors feel confident, supported by the GenB Team and enjoy these experiences.

## 6.3 Thematic campaigns on social media

### 6.3.1 Social media as green-sensitive young influencers and activists/volunteers

#### **Objective and expected outcomes**

Exploiting social media channels is essential to raise awareness, engage and educate young generations. Thematic social media campaigns will engage GenB Ambassadors at all levels (Young Biovoices, Activists and Frontrunners), as they can inspire their peers on embracing more sustainable behaviours and choices to build a future Generation informed and interested in Bioeconomy. Thematic social media campaigns will be tailored with the final aim of reaching a large number of young people, thus increasing the overall impact of GenB.

#### **Description of the activity**

This activity will involve in particular green-sensitive young influencers and activists/volunteers (see description in Chapter 4), because they are very active in the social media and they can bring bioeconomy in their community. Nevertheless, also Frontrunners and the Young Biovoices will be contributing with videos, reels, stories representing the way the young generation speaks nowadays.

GenB will leverage all its work packages’ activities to transversally involve young people in creating contents for GenB social media channels. Specifically, social media activities will involve every youngster who desires to make his voice heard and to contribute to conveying GenB messages and values, exploiting social media as an exceptional showcase to reach large public.

#### **Inspirational previous experiences**

- Interviews:
  - Transition2BIO and the European Bioeconomy Network ([EuBioNet](#)), in collaboration with [BIObec](#) project and with the support of Circular Bio-based Europe Joint Undertaking ([CBE JU](#)), produced a series of **short video interviews** in order to **promote the excellence of European young entrepreneurs involved in the Sustainable and Circular Bioeconomy**. The target entrepreneurs were all under 35 years old.

The aim of this initiative was to inspire, inform and attract young generations towards educational and working careers in the bioeconomy, therefore contributing to raise the future generation of workforce informed and interested in this domain;

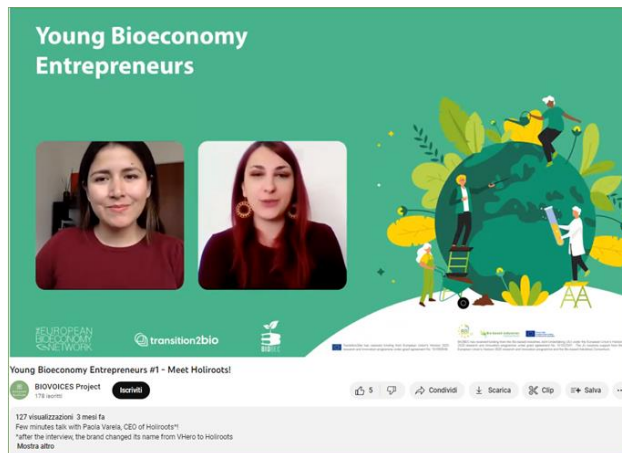


Figure 19 – Video interviews to promote the excellence of European young entrepreneurs

- Transition2BIO together with the [EuBioNet](#) and the [World Bioeconomy Forum](#) organised the **“World Bioproduct Day”** campaign, during which the project extracted 6 winners following 5 specific categories: Innovation, Societal Impact, Environmental Impact, Communication and Innovative Youth. After the winners were announced on social media, [Transition2BIO](#) and the [EuBioNet](#) conducted a series of [video interviews](#) in order to give more visibility to these circular bioeconomy stories.

A similar format can be explored for promoting the results of the GenB International Competition on social media;



Figure 20 – “World Bioproduct Day” winners video interviews

- In the context of [Biobridges](#), the **BioHeroes interview campaign** was launched on social media channels, involving a community of people, acting as "ambassadors" or "influencers" for the project, with very good communication and dissemination skills or/and persons with influence in the sector, motivated to raise awareness about bio-based products and consider bioeconomy as possible alternative economic model;

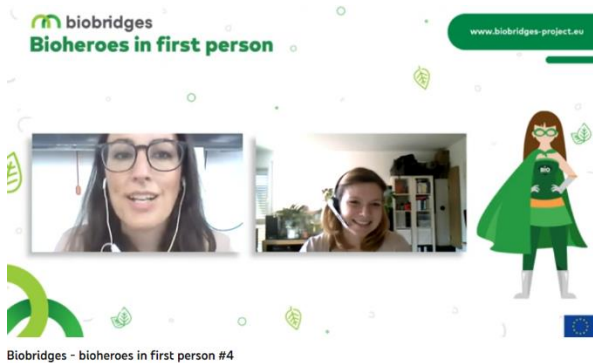


Figure 21 – BioHeroes interview campaign

- In the context of BIOVOICES and Transition2BIO, several **educational cards about bioeconomy, controversial terminology and bio-based products** were produced and shared on social media channels, both as images or explained in a video by high school students participating in the Startupper School Academy;
- Who says that the little ones are too young? Their infectious enthusiasm stimulates the curiosity of everybody! **To promote the book for kids a series of short videos**, each one involving one or more little interviewees from all over Europe, to share, in their native language (with English subtitles), what is their favourite content of the book;



Figure 22 – Short videos to promote the book for kids

- In connection with the Youth Policy Dialogue on Financing future EU priorities, **EC launched a video campaign**, asking 12 youth participants from across Europe what they think the European budget should be focused on in the future;
- In the context of the European Year of Youth 2022, the **EC launched a platform to collect recordings of young voices** expressing opinions on different topics. EC regularly picks up recorded topics and questions, connecting with young people directly via social media channels and starting discussions via comments and live events;

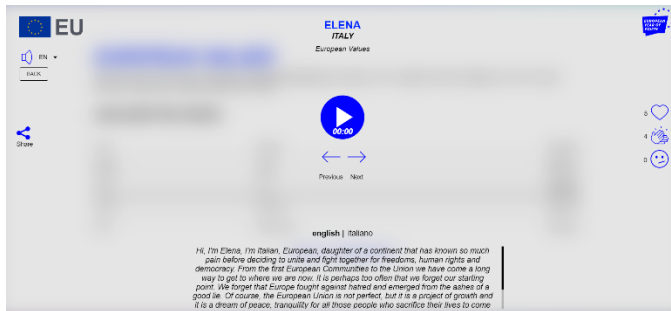


Figure 23 – EC platform to collect recordings of young voices

- In the context of the Maritime Forum 2021, a **social media campaign** was launched under the **#MakeEUBlue** tag, collecting **inspiring pledges** (commitments) of journalists, educators, policy-makers, activists and organisations engaged in ocean protection.



Figure 24 - #MakeEUBlue social media campaign

## Guidelines for the implementation

Starting from M6, FVA as main responsible for GenB social media channels (@biovoices) will identify the most suitable contents to be posted in connection with GenB Ambassadors activities.

This will take place mainly through 2 types of activities:

- GenB thematic social media campaigns in collaboration with:
  - GenB Ambassadors, in particular green-sensitive young influencers and activists/volunteers;
  - Bioeconomy Youth Ambassadors/Champions;
- Sporadic contents:
  - created and posted by Young Biovoices on social media, tagging @biovoices. GenB will reshare these posts, ensuring visibility to valuable contents;
  - created using materials (e.g., photos, videos) recorded/taken during other projects' activities (e.g., living labs, large scale events). Available contents will be posted following a carefully prepared editorial plan, in order to constantly feed GenB social media channels with diversified contents (in terms of formats, age of involved youngsters, etc.), overall enhancing project's impact.

In order to maximise the impact and involvement of the audience, some contents will be produced in linguistic versions of the partners countries. Youngsters will speak in their own language with subtitles.

Moreover, GenB Ambassadors participating in this activity will be empowered through basic and advanced level capacity building, depending on their proactive participation in GenB. Specifically, all the GenB Ambassadors involved in social media content creations will be equipped with basic knowledge on bioeconomy and how to use GenB toolkits (T1.4), collecting educational material and resources from several EU-funded projects and initiatives. Most proactive participants will be empowered with advanced knowledge on hard, soft and transversal skills.

It is GenB priority to ensure respectful and positive use of the images, videos, texts and contributions of the young people involved, and compliant with GDPR. To ensure this, consent forms and GenB Privacy Policy (two forms have been produced: one for children and one for adults, see sections 10.1 and 10.2) have been published in GenB website ([see link](#)). In the absence of such correctly filled consent forms, it will be responsibility of GenB to post images, videos and contributions which do not allow people to be identified. Under no circumstances will the collected images, videos, texts and contributions harm the dignity and decorum of the persons concerned.

## 6.4 Becoming young journalists publishing on GenB social media

### Objective and expected outcomes

The objective of this activity is exploiting social media to support the growth of young journalists, interested in sustainability and keen on deepening their knowledge about bioeconomy. They will be engaged in writing articles and news, providing the “voice of youth” on sustainability topics related to bioeconomy, with the final aim of raising awareness and informing young generations.

### Description of the activity

Social media are privileged communication channels among children and youth. Since there is the need of making communication of environmental topics more attractive and appealing for young generations, GenB will involve young journalists in taking a role to develop communication materials (such as articles, news, video-reporting, photo-reporting, etc.) to be shared on GenB social media channels.

To this aim, one of the GenB Ambassadors categories identified (see Chapter 4), is “Young Environmental Journalists”. Ideally, this category should include young people creating contents about bioeconomy and/or sustainability in blogs, journals, schools’ journals, or social media channels.

### Inspirational previous experiences

- **Young Reporters for the Environment (YRE)** is an award-winning programme coordinated by Foundation for Environmental Education (FEE). The programme empowers young people aged 11-25 to take an educated stand on environmental issues they feel strongly about and gives them a platform to articulate these issues through the media of writing, photography or video. The platform involves 495,393 young reporters from 43 countries. YRE developed several activities, such as:
  - YRE journalism competition: over 19,000 photos, articles and videos are submitted to annual national competitions every year;
  - Webinars, resources and training programmes;
  - Environmental literacy campaigns;

- Opportunity to attend high-level environmental conferences around the world with the aim of creating in-depth journalistic pieces (articles, photos and videos), conducting interviews and making engaging posts for social media.
- YRE Hub platform for YRE Students and Alumni, to share their inspiring stories on an international level and showcase their work within the fields of sustainability and environment. Students are encouraged to share stories that are positive, constructive, well-researched and that inspire people to take action. It can be articles, photo stories or videos.

In 2019 YRE received a Special Commendation award for the Global Youth & New Media Prize. This honours actions that excel in providing young audiences with information and hope for saving the Earth and that strengthen engagement between news media and young people while reinforcing the role of journalism in society. The Global Youth & News Media Prize was created to give recognition to news media organizations around the world that effectively innovate in the quest to serve, support, attract and learn from young audiences. The prize is supported by News-Decoder, the European Journalism Centre, and the Google News Initiative.

- **Giornalisti Nell'Erba** is an Italian network involving thousands of children, youth, teachers, young people, journalists, communicators, environmentalists, researchers. Giornalisti Nell'Erba developed several initiatives, namely:
  - an online newspaper involving nearly 5,000 very young reporters (3-29 years old and teachers, and schools) throughout Italy and an editorial staff with 20 young and very young people;
  - a national and international environmental journalism award for children and youth, classes, schools;
  - a permanent and itinerant laboratory for the creation and training of an innovative environmental communication;
  - organization of events to raise awareness and discuss about environment in a new way, thanks to the contribution of the youngest.

This network has been realized with the contribution of the "Consiglio Nazionale dell'Ordine dei Giornalisti" (Italian National Council Order of Journalists) and in partnership with Ansa News Agency, National Press Federation, European Space Agency. GenB will explore collaborations with Giornalisti Nell'Erba, given its established network, strong expertise and partnerships and its target beneficiaries in line with the main GenB target audiences (youngsters, students and multipliers). FVA has already cooperated with them in previous projects.

- **European Youth Press (EYP)** is a network of youth media organisations in Europe. It works to build a society where empowered young media makers are actively participating and contributing to the public sphere by creating fair, independent and responsible media, fostering the development of democracy, international development and a sustainable future.

With 26 member organisations and several Committees, the EYP reaches more than 60,000 young journalists (20-30 years of age) across Europe, forming a solid volunteer and professional infrastructure. The main aim of the EYP is to inspire young people to involve themselves in media and take an active part in civil society, by fostering fair and independent journalism.

This aim is achieved through:

- Education, working with young media makers, providing training, educative media productions and educational material;

- Cooperation and exchange with other journalist and media organisations such as, but not limited to, member organisations and partners, particularly foundations, governmental and non-governmental organisations;
- Participation, by enabling young journalists to lobby for their cause and by representing young journalists on a policy level;
- The EYP organises seminars, training and debates for young journalists while also taking an active part in discussions regarding the standards in journalism education and media policies throughout the European Union and beyond.

GenB will explore collaborations with the aim of training young journalists belonging to the network to communicate bioeconomy, as well as of leveraging on their expertise to train other future young journalists.

- **European Young Journalists** is an initiative promoted by the European Commission and Eurodesk, with the aim of engaging young people in the content creation of the European Youth Portal. After the success of the 2022 edition, which started in the frame of the European Year of Youth 2022, a new pool of European young journalists has been set up for the year 2023, with an [open call](#), aiming at giving young people a voice as storytellers. 13 young journalists have been selected from across Europe and are responsible for writing articles, creating videos, podcasts and photojournalism on themes of interest to young people. They choose the topics themselves and develop the content alone or as part of a team. The pool is also given the opportunity to cover main European events happening during the year and report back from the ground and receives regular training with experts in the field of journalism.
- **“The Bonghi Times”**, is a school journal edited and written by students of low-secondary school (10-13 years-old) of the I.C. Guicciardini school (Rome, Italy). APRE has already collaborated with the school in the last years. The initiatives collects topics of interests from young students and develops monthly news on the contemporary issues that interest and affect them the most, such as for example “the future of the web”, “climate change”, or newly released music, TV series or interesting sport news.

### Guidelines for the implementation

Young journalists will be selected either through the “GenB in Action” recruitment campaign or by identifying proactive youngsters already participating in other GenB activities, such as living labs, school project etc. Additionally, journalists that are part of existing networks (see inspirational previous experiences) could be equipped with bioeconomy-related contents and tools in order to include this topic in their work. After the selection process, they will be empowered through basic and advanced level capacity building (T3.2), comprising:

- basic knowledge on bioeconomy and how to use GenB toolkits (T1.4);
- advanced knowledge on hard (e.g., videomaking and copywriting), soft and transversal skills (e.g., individual initiative, teamwork, critical thinking, social responsibility, leadership abilities, creativity, etc.).

After this initial phase of empowerment, young journalists will start creating contents for GenB (from M16 onwards).

## 7 Collaboration with other Ambassadors in Bioeconomy

This chapter describes two existing communities of young people committed with bioeconomy-related topics as ambassadors and the way GenB is willing to collaborate with them.

### 7.1 EU Bioeconomy Youth Ambassadors (BYA)

The European Commission Bioeconomy Youth Ambassadors (BYA) are between 18 and 32 years old, represent 11 nationalities and live in 12 different Member States from all areas of the EU. They have expertise in various fields related to bioeconomy food systems, forestry, blue bioeconomy, bio-based industry and in science communication.

For two years they will carry the voice of youth in bioeconomy and:

- lead by example, inform and inspire others about sustainable and circular bioeconomy;
- reach out to communities: students and civil society, and engage decision-makers;
- raise awareness about the role of the bioeconomy in everyone's life especially in youth communities;
- support the ongoing youth and education related processes of the European Union.

#### Collaboration among GenB and the EU Bioeconomy Youth Ambassadors

From the initial phases of the project, GenB consortium established a collaboration with the [EU Bioeconomy Youth Ambassadors](#), the following table summarizes the activities:

Table 5 – Collaboration activities with EU Bioeconomy Youth Ambassadors

Date	Contest	Representatives	How	Actions agreed
6-7 October 2022	EU Bioeconomy Conference 2022, the high-level conference 'The Bioeconomy – Enabling the European Green Deal in Challenging Times'	GenB consortium, APRE and FVA teams (the project was not yet started)	BYA have been informed about GenB project and received the book "What's bioeconomy". Chiara Pocaterra (APRE, GenB coordinator) was involved in roundtable about the role of young generations in driving the transition.	To invite BYA to the GenB KOM and plan future collaborations
7-8 November 2022	GenB KOM – Roma, online	GenB consortium, Stefano Bertacchi (BYA)	Stefano participated to the KOM, to have an overview of GenB activities and possible collaboration. He presented the BYA action plan.	To organise meetings/exchanges to align the action plans
Between December 2022 to	Via e-mail	European Commission, BYA, GenB coordinator	List of concrete proposals for the alignment of the action	To discuss further during a live meeting February 2023



February 2023		(APRE) and WP3 responsible (FVA)	plans and activities for 2023 and 2024	
16 February 2023	One day meeting and workshop.	European Commission, GenB PO, BYA, GenB coordinator (APRE) and WP3 responsible (FVA). BIOBEO project	GenB, BioBeo and the BYA presented their action plans and proposed possible collaborations.	To invite BYAs representatives to GenB activities, specifically the capacity building and “take a role” activities (T3.3) and the T3.4 activities (including the position paper). Links to GenB toolkits and Transition2BIO webinars have been provided.
21 and 22 February 2023	Hybrid and in presence 2 days' workshop to facilitate mobilisation and mutual learning among projects and initiatives	GenB, more than 20 projects and initiatives, BYA representative (Rita Escorcio)	Rita presented the BYA initiative to the participants through an inspirational speech and participated to the co-creation activities	To invite BYAs representatives to GenB activities, specifically the capacity building and “take a role” activities (T3.3)
Social media campaign	Shooting of short videos for a social media campaign	BYA, GenB	Video with 7 BYA <ul style="list-style-type: none"> <li>▪ What is the reason why you decided to be a young ambassador?</li> <li>▪ Why young people as so important to drive the change?</li> </ul>	To program a joint social media campaign



Figure 25 – First collaborations among GenB project and BYA (October 2022 and February 2023)

## 7.2 Bioeconomy Youth Champions

The Bioeconomy Youth Champions are young people with a strong interest in global bioeconomy development (e.g., high school and college students, young researchers and academics, young professionals, policymakers and entrepreneurs, young non-profit leaders, journalists and social media influencers), from all over the world.

The collaboration with this community is not yet officialised, although informal discussions took place with some members of this community in the last months. Susanna Albertini spoke with Johann Liebeton during the JRC KCB foresight exercise in February 2023 about future collaborations, planning a meeting in spring/summer 2023.

Nicholas Ferrini, a FVA team member, is one of the Bioeconomy Youth Champions.

### 7.3 Horizon Europe Young Ambassadors

Horizon Europe Young Ambassadors is an initiative led and implemented by APRE between May and November 2022, which aimed to bring Research and Innovation closer to the needs and desires of society, including younger groups. Horizon Europe Young Ambassadors are young citizens and innovators, between 16 and 35 years old, who want to contribute to the European Research and Innovation. The Ambassadors designed and implemented communication initiatives and the involvement of youth and the local communities, on the 5 themes of EU Missions: Climate change; Cancer; Smart cities; Oceans and water; Soil. Horizon Europe Young Ambassadors are between the ages of 16 and 35 and come from all over Italy. They have participated in the training-action path designed by APRE in collaboration with the GEN C Network of Young Changemakers. In practice, between July and October 2022, they met together, with the guidance of APRE and the Ashoka organisation, to reflect and elaborate proposals and recommendations for the European Commission, and during the yearly APRE Conference in November 2022, they met the European Commission and presented their experiences and recommendations.

### 7.4 Possible involvement of these youth communities in GenB activities

The collaboration with the European Commission Bioeconomy Youth Ambassadors and the Bioeconomy Youth Champions has a great potential, but the continuous update among the projects is needed.

In particular the BYA might benefit from the following activities:

- Use the GenB toolkit;
- Benefit from the capacity building (advanced level);
- Co-creation of media contents (video, quizzes, educational cards... - T1.4) and social media campaigns (T3.2) or mutual promotion;
- Promote and participate to the GenB “driving the transition” International Competition (T3.3);
- Testimonials for the bioeconomy job profiles (T1.4) and bioeconomy Career Info Days (T2.2 - IT, BE, EL, SK);
- Online mutual learning workshop among ambassadors (T3.2);
- Deliver TEDx Pitches (T2.2 – IT, BE, SK);
- Be hosted in events, conferences, other youth groups meeting (T3.2);
- “Students2Students” activities (T3.3) with the support of the GenB toolkit;
- Participate to #3 thematic online debates on topics relevant for young people (T3.4);

- Participate to cross-contamination online workshop (T3.4);
- Participate to “Our GenB future” international online workshop (T3.4).






## 8 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 6 - 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"> <li>• To promote the bioeconomy among youth organizations/ associations/networks/</li> <li>• 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;</li> <li>• To support the existing communities in increase the efficacy of their action in order to produce actionable insights and knowledge;</li> <li>• To gain lessons learnt about youth green communities’ experiences.</li> </ul>	#50 participants	EU
Thematic online debates		<ul style="list-style-type: none"> <li>• To inform youth communities about bioeconomy;</li> <li>• To discuss and exchange on bioeconomy topics relevant for young people, and related challenges and opportunities;</li> <li>• To discuss the role that young people can play in the ecological transition;</li> <li>• To feed the position paper “Our GenB future”.</li> </ul>	#3 debates, #300 participants	EU
International online workshop		<ul style="list-style-type: none"> <li>• To consolidate the findings of the online debates and present them;</li> </ul>	#100 participants, #1 position	EU

<p>“Our future”</p>	<p>GenB</p>	<ul style="list-style-type: none"> <li>• To further co-create and elaborate youth vision for the bioeconomy;</li> <li>• 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.</li> </ul>	<p>paper “Youth to Policy”</p>	
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## 8.1 1 cross-fertilisation online workshop

### Objective and expected outcomes

The main objective of the online cross-fertilisation workshop will be to empower youth organizations/ associations/ networks/ forums to better lead their communities, sidestepping potential barriers and putting their energy into focus. This workshop will help participants (i) understand the motivational drivers of their members in order 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 in order to produce actionable insights and knowledge.

It is worth to mention that the highest value of this workshop will be the 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 and ideas, connect and grow together under a united purpose.

### Description of the activity

The workshop will be held online and will involve members from different youth green communities, forums, conferences, platforms (see Table 7).

Table 7 - Communities and initiatives involved in the support of the green transition

Network	Supported by	Brief Description
<p><b>Bioeconomy Youth Ambassadors</b></p>	<p>European Commission</p>	<p>Elected until 2024, the Bioeconomy Youth Ambassadors will mainly inform and inspire others (e.g. youth communities, policy makers, individuals, etc.) about the sustainable and circular bioeconomy (see Chapter 7).<sup>4</sup></p>
<p><b>Bioeconomy Youth Champions</b></p>	<p>International Advisory Council on Global Bioeconomy (IACGB)</p>	<p>A group of young people with a strong interest in global bioeconomy development selected to act as</p>

<sup>4</sup> EC, Meet our Bioeconomy Youth Ambassadors, [https://research-and-innovation.ec.europa.eu/news/all-research-and-innovation-news/meet-our-bioeconomy-youth-ambassadors-2022-08-04\\_en](https://research-and-innovation.ec.europa.eu/news/all-research-and-innovation-news/meet-our-bioeconomy-youth-ambassadors-2022-08-04_en)

		ambassadors during the virtual Global Bioeconomy Summit in 2020 (see Chapter 7). <sup>5</sup>
<b>European Climate Pact Ambassadors</b>	European Climate Pact launched by the European Commission	The European Climate Pact Ambassadors are people from around Europe passionate about inspiring and supporting climate action in their communities and networks. <sup>6</sup>
<b>Youth Climate Action</b>	YOUNGOs, CliMates and the International Institute for Sustainable Development	Youth Climate Action is a joint project between YOUNGOs, CliMates and the International Institute for Sustainable Development to provide young people the support to influence international climate negotiations and national climate action plans <sup>7</sup>
<b>YOUNGO The Official Children and Youth Constituency of the United Nations Framework Convention on Climate Change (UNFCCC)</b>	United Nations Framework Convention on Climate Change (UNFCCC)	<b>YOUNGO</b> is a group of young people around the world actively engaged in the effort to reverse the climate crisis, leading and participating in a multitude of initiatives at the local, sub-national, national, regional and international levels to create a climate friendly future. <sup>8</sup>
<b>European Youth Forum</b>		The European Youth Forum is the platform of youth organisations in Europe. They represent over 100 youth organisations, which bring together tens of millions of young people from all over Europe. One of the Forum's key pillars of action is climate change. <sup>9</sup>

The format of the workshop will be designed following a series of preparatory discussions with the potential participants so as to understand their main interests, pains and priorities so as to design a tailored workshop that will address their particular needs in a practical and efficient way.

An initial idea would be to start with introductions of the participating communities in terms of their vision, operation, interests, activities, barriers, etc. and then proceed with design thinking methodologies to uncover the good practices and identify areas of improvement. This knowledge will provide useful insights to all the participating communities and will be consolidated in a report to be shared with participating communities and other interested actors.

The KPI for the workshop will be 50 participants.

### Inspirational previous experiences

<sup>5</sup> Global Bioeconomy Summit, Bioeconomy Youth Champions, <https://gbs2020.net/about/bioeconomy-youth-champions/>

<sup>6</sup> EC, European Climate Pact, Meet our Ambassadors, [https://climate-pact.europa.eu/ambassadors/meet-our-ambassadors\\_en](https://climate-pact.europa.eu/ambassadors/meet-our-ambassadors_en)

<sup>7</sup> Youth Climate Action, <https://www.youth-climate.com/>

<sup>8</sup> YOUNGO, The Official Children and Youth Constituency of the United Nations Framework Convention on Climate Change (UNFCCC), <https://youngoclimate.org/>

<sup>9</sup> European Youth Forum, Climate, <https://www.youthforum.org/topics/climate>

Inspirational examples for this activity are:

- **“Projects2Projects” EuBioNet format;**
- **Mobilisation and mutual learning workshop format** implemented in the context of EU-funded projects [BIOVOICES](#), [Biobridges](#), [GLAUKOS](#), [SUSTRACK](#), [Transition2BIO](#), [LIFT](#), [BIOBec](#), [BLOOM](#).

Both examples are extensively described in section 5.3.1.

In the forthcoming months we will analyze additional relevant experiences and methodologies coming from the partners and beyond in order to create an effective workshop based on already tested and validated approaches and methodologies.

### **Guidelines for the implementation**

The guidelines for the implementation of the online cross-fertilisation workshop will be documented in the next update of this deliverable (M13).

## **8.2 Three online thematic debates**

### **Objective and expected outcomes**

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 for young people.

As a result, the youth communities involved in the 3 online debates would be more informed about what could be done to address key bioeconomy challenges (e.g., lack of skills and experience, limited awareness, etc.) and 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 will be 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 (see section 8.3).

### **Description of the activity**

The 3 online thematic debates will be organised in collaboration with existing youth communities and other relevant initiatives dealing with the involvement of youth in the ecological transition.

The online debates could take the format of panel discussion between representatives of youth communities (e.g. the EC Bioeconomy Youth Ambassadors, the Bioeconomy Youth Champions, the European Youth Forum, etc.) with parallel engagement of the audience in the debate through interactive tools (e.g. Mentimeter, Slido, Miro, etc.).

The KPI for the three debates is 300 participants in total. The participants counted in this number will be both the ones directly participating in the debates and the ones taking part asynchronously through relevant

debate questions, that will be encoded online and disseminated through the channels of the project and the partners. This approach could also help stimulate additional traction and discussion through the GenB social media accounts.

### Inspirational previous experiences

- The “**European Climate Pact Ambassador debates**”, organised by LOBA. The aim of these debates was to raise awareness and subsequently facilitate debate around environmental topics. The overall organisation of debates required the following steps:
  - Early discussion and briefing with experts on the theme, who will be co-hosting the debate;
  - Collection of official materials, press releases from institutions (e.g., national agencies and European Commission’s executive agencies and departments);
  - Creation of "Key discussion points" (e.g., implications of EU green taxonomy on adoption of natural gas and nuclear energy; risks and opportunities stemming from the two energy sources; economic opportunities and barriers for private and public sectors, etc.);
  - Sharing with Ambassadors via email and dedicated EC platform what were the Key discussion points and asking to the community which ones they felt most impellent to talk or to learn about;
  - Briefing the experts on the results regarding Key discussion points in order to tailor their respective presentations at the debate;
  - Creation and sharing of Agenda and experts’ presentations with Ambassadors. Ambassadors are asked to share their concerns/ questions in advance with the host and experts;
  - The debate starts with a "Learning moment" consisting in experts’ presentations touching each Key discussion point. The presentations are followed by questions and discussions moderated by the host;
- **European Youth debates (EYD)**: a discussion forum that brings together students passionate about the European Union from all over the world to discuss and propose concrete suggestions for the Union’s future. The EYD is an empowering and engaging experience for students who have the chance to think as policy-makers, to meet outstanding European institutional figures and to grow their interest on European issues. The aim of these debates is to voice the idea of young people about the European Union, present detailed proposals to politicians and the public as well as to connect with students from different nationalities and backgrounds to understand better the Europe young people.  
The EYD begins with an inspiring opening event including keynote speeches from politicians, professors, and journalists. This session is followed by one-and-a-half days of collaborative working in four different round tables each developing one specific theme mentioned. The last day is used to present the proposals in a general assembly.

### Guidelines for the implementation

The implementation plan will be drafted in the forthcoming updates of this deliverable as the topics, format and structure will be primarily shaped based on the interests of the youth communities acting as co-organisers.



With regards to the timeline, the debates could take place from the first semester of 2024, however the exact dates will be defined along with the co-organisers, taking into account any relevant opportunity to collaborate with bigger online events for youth communities (as part of the main program or as a satellite event).

Some indicative topics for the debates could be:

- (i) The **future skills 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 the 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, (iii) 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 on the bioeconomy among young people. Through this debate we could 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](#) will be explored.

This first and preliminary list of topics may vary depending on the activities that the project will organise with young people, to better fulfil their specific priorities, needs and urgencies.

### 8.3 1 international online workshop “Our GenB future”

#### Objective and expected outcomes

The main objective of this workshop is to consolidate the findings of the 3 online debates and present them to the 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.

#### Description of the activity

The international workshop will be organized towards the end of the project and will involve participants representing green youth communities at local and national (mostly referring to the partner countries), European and international level.

The workshop will be organized online, possibly in conjunction with other events to attract a wider audience such as the European Youth Event, the Youth4Climate event, the Global Bioeconomy Summit, the Youth Climate Summit, etc.

In terms of methodology, the workshop could be structured in 5 phases:

- an opening phase;
- an informative phase, whereby the results of the online debates will be presented and discussed;
- a divergence phase exploring in an open way solutions to engage and involve the young generations in the green transition along with the necessary skills (brainstorming);
- a convergence phase bringing ideas together into practical recommendations for policy makers at EU level;
- a closing phase, including a recap session in order to summarise and prioritise the main ideas/ recommendations that will be included in the position paper “Our GenB future”, followed by a brief closer/energizer.

The KPI for the international online workshop is 100 participants.

### Inspirational previous experiences

- For the opening phase of the international online workshop “Our GenB future”, a plethora of different methodologies have been tested in the context of the **co-creation activities of the BLOOM project** such as sociometry, world café, fast networking, joint poster, dreams and nightmares, etc<sup>10</sup>. These approaches will be further examined in order to understand which and how they could be best adapted in an online format with 100 participants;
- For the co-creation sessions of the international online workshop “Our GenB future”, one inspirational experience could be the **Common Ground Camp approach**, which was already implemented in GenB in the context of WP1 activities in order to set the ground for exchange of information, presentation of inspirational examples as well as the co-creation of innovative methods and approaches for bioeconomy education. This workshop consisted of two parts (i) keynote talks and presentation of inspirational practices and (ii) group work and co-creation. For the second part the world café format was implemented, whereby small groups of people discussed and elaborated on ideas for a limited period of time, before changing tables to contemplate another topic, with different groups of people. This approach could be adapted in the online format of the “Our GenB future” workshop with the support of different breakout sessions (e.g., through Microsoft Teams);
- **Mobilisation and Mutual Learning Workshop format** implemented in the context of other EU-funded projects, such as BIOVOICES, Transition2BIO, Biobridges, GLAUKOS, SUSTRACK, LIFT, BIOBec, BLOOM, both in presence and online (in more than 150 workshops), extensively described in section 5.3.1. As an example, in the context of a Transition2BIO activity for the members of the BIOEAST initiative and the GoDanuBio project, a Miro platform was utilized in order to allow participants to ideate and organize their views in a structured template (provided by the moderators) based on specific predefined questions, while interacting with the other participants. In the end the moderators undertook to organize the ideas in a structured way based on thematics and recap the findings. This approach allows the workshop participants to work simultaneously on their own ideas and contribute to the ideas of others;

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<sup>10</sup> BLOOM, H2020, GA 773983, Guidebook on engagement and cocreation methodologies, [https://bloom-bioeconomy.eu/wp-content/uploads/2018/11/D3-3\\_Guidebook-on-engagement-and-co-creation-methods\\_final.pdf](https://bloom-bioeconomy.eu/wp-content/uploads/2018/11/D3-3_Guidebook-on-engagement-and-co-creation-methods_final.pdf)

- For the closing phase of the international online workshop “Our GenB future”, the brief closer/energizer could be set forth following the **approaches of the BLOOM project** such as the 30 second feedback, closing words, adapted bowl of wool, etc.<sup>11</sup>

### Guidelines for the implementation

The guidelines for the implementation of the international workshop will be drafted later on in the project, after the implementation of the 3 online debates (in order to have a good overview of the topics that we are going to discuss with the target audiences). The format, structure, topics and methodologies to be implemented during the workshop will be decided and documented during the 2<sup>nd</sup> period of the project and definitely well before the workshop.

In case the event will be organized in conjunction with other events, the format will be tailored accordingly.

As a general roadmap to collaborate with other events we will:

- Research: Start by researching the events that align with our workshop’s objectives and goals.
- Reach out: Contact the events’ organizers that we identified in our research and express our interest in collaborating with them along with our value propositions.
- Discuss ideas: Once we establish contact, we will discuss our ideas for the workshop and see if there is alignment. Of course, we will be open to feedback and suggestions from them, always seeing if there is a way to combine our ideas, efforts and resources.
- Plan: Once we have agreed on the general idea and goals of the workshop, we will start planning the details such as the date, program, etc.
- Promote: Once the workshop is planned, we will start promoting it to the targeted audiences. We will utilize personal contacts, social media, emails, and other marketing channels to promote the event, and of course collaborate with the participating event to reach their networks.

Overall, this task will produce the position paper "Our GenB future" (D3.4), which will consolidate ideas and recommendations from all Task 3.4 activities. The position paper will be short (less than 5 pages), communicating the youth communities’ stance on their role in the transition to a circular and sustainable bioeconomy.

GenB project will further implement a series of activities to make sure that these outcomes will be effectively transferred to policy makers, maximizing their impact.

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<sup>11</sup> BLOOM, H2020, GA 773983, Guidebook on engagement and cocreation methodologies, [https://bloom-bioeconomy.eu/wp-content/uploads/2018/11/D3-3\\_Guidebook-on-engagement-and-co-creation-methods\\_final.pdf](https://bloom-bioeconomy.eu/wp-content/uploads/2018/11/D3-3_Guidebook-on-engagement-and-co-creation-methods_final.pdf)

## 9 Conclusions

The present deliverable is a live document and will be updated every six months, according to the project progression and incoming opportunities during its development. FVA, as WP3 leader, will organise periodic meetings to discuss and elaborate on the formats still to be developed in due time with respect to the time plan.

## 10 Appendix

### 10.1 GenB Privacy Policy consent form for children

#### **PRIVACY POLICY IN ACCORDANCE WITH ARTICLE 13 OF THE REGULATION**

#### **GENERAL DATA PROTECTION REGULATION**

This information is addressed to people interested in supporting the implementation of "GenB - Informing and educating young people on more sustainable behaviours and choices to build a future Generation informed and interested in Bioeconomy" (G.A. 101060501), funded by the Horizon Europe Programme and coordinated by APRE.

##### *Description of the project*

Young generations are the key drivers of sustainable development, which is why it is important to prepare young people for their role in the circular and sustainable bio-economy. In this context, the GenB project will involve young people with the overall objective of inspiring and encouraging future generations to demonstrate awareness, sensitivity, and interest in environmental issues, sustainability, and circularity. In cooperation with young people, parents, and teachers, GenB will produce educational toolkits focusing on the bio-economy and bio-sectors. In order to maximise the impacts of the project, GenB will involve all citizens, create synergies with other initiatives and consolidate its educational model.

##### *Description of the activities*

Within the GenB project, the partners organise various activities to accompany the new generation in the transition towards a circular and sustainable bio-economy: (a) a number of meetings to co-create new approaches and educational materials; (b) promotional meetings as part of large events to raise awareness among the general public; (c) training meetings to increase knowledge with respect to bioeconomy issues; (d) activities with young ambassadors to promote the bioeconomy; and (e) creation of ad-hoc content (images, videos and texts) for project-related social media and the GenB project website.

In the context of these activities, pictures will be taken and short videos will be recorded.

The pictures and videos will be used for dissemination and documentation purposes of the GenB project activities, in documents, conference presentations, and scientific publications. Furthermore, to promote project activities, communicate specific content on the bioeconomy, and encourage the active involvement of young people as "voices" of change, the images and videos will be shared on social media ([Instagram](#), [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#)) and on the GenB project website. Under no circumstances will the collected images, videos and texts harm the dignity and decorum of the persons concerned. Furthermore, all materials will not be used for commercial purposes by the GenB project. Please note that the contents, once published and disseminated, may be subject to acquisition and republication by third parties, even without GenB's consent. In order to collect and publish images of the child, the consent of both parents/guardians is required for the processing of the child's personal data.



## Type of data processed

As the holder of parental responsibility over the child involved in the GenB project activities, the parent/guardian gives consent to the processing of the following data of the child: name, surname, age, picture and audio.

For greater protection of the child's privacy, only the following personal data of the child will be used on social media and in project publications: name, age, image and audio.

In the case of online registration forms, further personal data may be collected (in optional form), which will only be used for internal research purposes and not published.

Furthermore, in the consent form, the parent provides authorisation for the processing of his/her name and surname.

## Purposes of processing

The child's personal data will be collected and used within the GenB project for the following purposes:

- Dissemination of images and videos on the GenB project's social media channels;
- Production of project publications, news, documents and conference presentations;
- Storage of the multimedia material and data collected at the APRE Sharepoint ([apre.sharepoint/genbconsortium](https://apre.sharepoint.com/genbconsortium)) and at the facility of the partner organising the activity.

In addition, GenB requests consent to process the personal data of the parent/guardian for the following purposes:

- Storage of the data collected at the structure of the partner organising the activity.
- Administration by APRE of requests for information, complaints or disputes.

## Data Controller

APRE – Agenzia per la Promozione della Ricerca Europea,  
via Cavour 71 – 00184 Rome – Italy  
e-mail [privacy@apre.it](mailto:privacy@apre.it)  
Tel +39 6 48939993

## Legal basis for processing personal data

For the above purposes, the legal basis of the processing is the consent given by the parent to the processing of the child's personal data and his/her own data [Article 6.1.a].

## Holder of parental responsibility over the child's rights

In relation to the personal data of the parent/guardian and those of the child, the data subject has the power to exercise the rights set out in Articles 15 to 21 under the GDPR.

In addition, the data subject has the right to withdraw their consent at any time. In this case, APRE will remove the child's personal data from the place where it was published as soon as possible.

Please note that it may be impossible to remove the child's personal data if they have already been included in a document that has already been published or is in the process of being published. Data and images will only be removed from future publications.

Furthermore, if the right of withdrawal is exercised, APRE will remove the child's data and those of the parent/guardian from the SharePoint where they are stored.

The above rights can be exercised in writing by sending an email to [privacy@apre.it](mailto:privacy@apre.it), specifying the name of the child and the GenB project.

The holder of parental responsibility also has the right to lodge a complaint with the *Garante per la protezione dei dati personali*.

## **Data storage and retention**

All personal data collected will be stored in a safe place at the APRE Sharepoint. Only employees of APRE and the Partners, BTG, LOBA, PEDAL, EUN, ZSI, AIJU, Q-PLAN, FVA and HSPN, will have access to this information (<https://www.genb-project.eu/about/consortium/>).

If the holder of parental responsibility over the child does not exercise his or her right of withdrawal, the data will be retained in the Project Database for the time required by the purpose for which it was processed, and in any case no longer than the duration of the GenB project (30 April 2025).

This is without prejudice to any longer retention periods where required by legal obligations.

## **Data dissemination outside GenB**

Your personal data and that of the child may be accessed by IT system staff on behalf of APRE. Each GenB beneficiary is subject to the application of the EU Regulation 679/2016 (GDPR) and its own ethical rules, taking into account national legislation. APRE will provide further information on the Partners' data protection policy if requested by the holder of parental responsibility over the child. Specifically, requests from the holder of parental responsibility over the child to exercise their data protection rights will be handled in a coordinated manner through the email address [privacy@apre.it](mailto:privacy@apre.it) which will be identified as the contact point for the holder of parental responsibility over the child in the data protection information provided to them by each Party.

## **Transfer of data outside the European Union**

Your Data will not be transferred outside the European Union.

## **Changes and updates**

APRE may also make changes and/or additions to this privacy policy as a result of regulatory changes. Accordingly, the data Controller suggests that you frequently read this privacy policy on the project website.

## Data Breach

In the case of a personal data breach, the event will be handled in accordance with Articles 33-34 of the GDPR EU 2016/679 and all necessary measures will be taken to minimise any negative consequences.



## CONSENT TO THE PROCESSING OF PERSONAL DATA

I, the undersigned \_\_\_\_\_ parent/guardian

I, the undersigned \_\_\_\_\_ parent/guardian

of \_\_\_\_\_

declare that:

- I have read and understood the declaration provided by the Data Controller pursuant to Article 13 of the GDPR;
- I have had the opportunity to ask questions and have received satisfactory answers;
- I am aware that my participation is voluntary and that I am free to withdraw at any time without providing a reason and without consequences;
- I have received information on the expected duration of data retention (not exceeding the duration of the project, 20 April 2025)
- I am aware that this information will be treated in strict confidence and managed in accordance with the provisions of the EU General Data Protection Regulation (Reg. 2016/679).

And I consent

- To the processing of children's personal data from APRE within the limits of the purposes set out in the privacy policy
- To the processing of my personal data from APRE within the limits of the purposes set out in the privacy policy

### 10.2 GenB Privacy Policy and consent form for adults

## PRIVACY POLICY IN ACCORDANCE WITH ARTICLE 13 OF THE REGULATION

### GENERAL DATA PROTECTION REGULATION

This information is addressed to people interested in supporting the implementation of "GenB - Informing and educating young people on more sustainable behaviours and choices to build a future Generation informed and interested in Bioeconomy" (G.A. 101060501), funded by the Horizon Europe Programme and coordinated by APRE.

#### *Description of the project*

Young generations are the key drivers of sustainable development, which is why it is important to prepare young people for their role in the circular and sustainable bio-economy. In this context, the GenB project will involve young people with the overall objective of inspiring and encouraging future generations to demonstrate awareness, sensitivity, and interest in environmental issues, sustainability, and circularity. In cooperation with young people, parents, and teachers, GenB will produce educational toolkits focusing on

the bio-economy and bio-sectors. In order to maximise the impacts of the project, GenB will involve all citizens, create synergies with other initiatives and consolidate its educational model.

### *Description of the activities*

Within the GenB project, the partners organise various activities to accompany the new generation in the transition towards a circular and sustainable bio-economy: (a) a number of meetings to co-create new approaches and educational materials; (b) promotional meetings as part of large events to raise awareness among the general public; (c) training meetings to increase knowledge on bioeconomy issues; (d) activities with young Ambassadors to promote the bioeconomy; (e) creation of ad-hoc content (images, videos and texts) for social media ([Instagram](#), [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#)), website and other dissemination materials of the project; (f) creation of educational materials (toolkits, MOOCs, videos, educational fact sheets, etc.) for young people, teachers and other multipliers working with the younger generation (g) activities to exchange good practices among the educational community.

Moreover, pictures will be taken, short videos will be recorded and personal information will be requested from the participants to involve them in the GenB activities.

The images, videos, and personal information will be used for dissemination and documentation purposes of the activities carried out by the GenB project, in documents, conference presentations, and scientific publications. Furthermore, in order to promote project activities, communicate specific content on the bioeconomy, and encourage the active involvement of young people as 'voices' of change, images and videos will be shared on the project's social media and website.

Under no circumstances will the images, videos, and texts collected harm the dignity and decorum of the persons concerned. Furthermore, all materials will not be used for commercial purposes by the GenB project. Please note that the contents, once published and disseminated, may be subject to acquisition and republication by third parties, even without GenB's consent.

To collect and publish the personal data of subjects who participate in the project activities, the data subject's consent is required to process the personal data according to Art.13 GDPR.

## **Type of data processed**

Personal data will be collected and stored on the project website (when you subscribe to the GenB newsletter) or at one of the GenB beneficiaries' premises (legal address) if you attend one of the events organised by the project. Data processed include first name, surname, e-mail, age, gender, Country, image, audio, level of education, work or educational institution; job position, personal website/blog/social media, first and second language spoken.

## **Purposes of processing**

The data subject's personal data will be collected and used within the GenB project for the following purposes:

- Dissemination of images and videos on the GenB project's social media channels;
- Production of project publications, news, documents, and conference presentations;

- Creation of a Database for carrying out activities with young Ambassadors for the promotion of the bio-economy
- Storage of the multimedia material and data collected at the APRE Sharepoint (apre.sharepoint/genbconsortium) and at the facility of the partner organising the activity.
- Participation in GenB initiatives to increase knowledge on bioeconomy issues
- Administration by APRE of requests for information, complaints or disputes

## Data Controller

The Controller is :

**APRE** – Agenzia per la Promozione della Ricerca Europea,  
via Cavour 71 – 00184 Rome – Italy  
e-mail [privacy@apre.it](mailto:privacy@apre.it)  
Tel +39 6 48939993

## Legal basis for processing personal data

For the above purposes, the legal basis of the processing is the consent of the data subject to the processing of his or her personal data [art. 6.1.a GDPR].

## Data Subject Rights

In relation to his or her personal data, the data subject has the power to exercise the rights set out in Articles 15 to 21 under the GDPR.

In addition, the data subject has the right to withdraw his or her consent at any time. In this case, APRE shall remove the personal data of the data subject from the place where it was published as soon as possible.

Please note that it may be impossible to remove the personal data of the person concerned if they have already been included in a document that has already been published or is currently being published. Data and images will only be removed from future publications.

In addition, in the event that the right of revocation is exercised, APRE will remove the data subject's data from the SharePoint where it is stored.

The above rights may be exercised in writing by sending an email to [privacy@apre.it](mailto:privacy@apre.it), specifying the name of the data subject and the 'GenB' project.

The data subject also has the right to lodge a complaint with “Garante per la Protezione dei dati personali”.

## Data storage and retention

All personal data collected will be stored in a safe place at the APRE Sharepoint. Only employees of APRE and the Partners, BTG, LOBA, PEDAL, EUN, ZSI, AIJU, Q-PLAN, FVA and HSPN, will have access to this information (<https://www.genb-project.eu/about/consortium/>).

If the data subject does not exercise the right of withdrawal, the data will be kept in the Project Database for the time required by the purpose for which they were processed, and in any case no longer than the duration of the GenB project (30 April 2025).

This is without prejudice to any longer retention periods where required by legal obligations.

## **Data dissemination outside GenB**

The personal data of the data subject may be accessible to the staff of the IT system on behalf of APRE. Each GenB beneficiary is subject to the application of the EU Regulation 679/2016 (GDPR) and its own ethical rules, taking into account national legislation. APRE will provide further information on the Partners' data protection policy if requested by the data subject.

Specifically, requests by data subjects to exercise their data protection rights will be handled in a coordinated manner through the e-mail address [privacy@apre.it](mailto:privacy@apre.it), which will be identified as the contact point in the data protection information provided to them by each Party.

Moreover, the data could be shared and used for other EU projects that may benefit from them after pseudonymization or anonymization and in accordance with the purpose of the consent given (Art. 25 of GDPR).

## **Transfer of data outside the European Union**

The data will not be transferred outside the European Union.

## **Changes and updates**

APRE may also make changes and/or additions to this privacy policy as a result of regulatory changes. Accordingly, the data Controller suggests that you frequently read this privacy policy on the project website.

## **Data Breach**

In the case of a personal data breach, the event will be handled in accordance with Articles 33-34 of the GDPR EU 2016/679 and all necessary measures will be taken to minimise any negative consequences.

## CONSENT TO THE PROCESSING OF PERSONAL DATA

I, the undersigned \_\_\_\_\_

declare that:

- That I have read and understood the declaration provided by the Data Controller pursuant to Article 13 of the GDPR;
- That I have had the opportunity to ask questions and have received satisfactory answers;
- That I am aware that my participation is voluntary and that I am free to withdraw at any time without providing a reason and without consequences;
- That I have received information on the expected duration of data retention (not exceeding the duration of the project, 20 April 2025)
- That I am aware that this information will be treated in strict confidence and managed in accordance with the provisions of the EU General Data Protection Regulation (Reg. 2016/679).

And I consent

to the processing of my personal data by APRE within the limits of the purposes set out in the information.

Data subject's signature

\_\_\_\_\_

Date

\_\_\_\_\_

10.3 Open call for the recruitment of GenB Ambassadors

# Call for the recruitment of GenB Ambassadors Become a Generation Bioeconomy (GenB) Ambassador!

Are you **younger than 30 years old** and have experience or strong interest in bioeconomy and/or bioeconomy related fields? Would you like to contribute to the sustainable and circular transition of your country and Europe?

**Apply** to join the Generation Bioeconomy Ambassadors to:

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

## What is the role of GenB Ambassadors?

GenB Ambassadors inform and inspire their communities on sustainable circular bioeconomy and bioeconomy related-fields (e.g. food systems, forestry, agriculture, fisheries, bio-based sectors, nature-based solutions, blue bioeconomy, rural development, ecosystem services, climate change, biotechnology).

They are dedicated individuals eager to reach out to communities, students and civil society, and raise awareness on social media about the role of the bioeconomy in everyone's life.

They reach out to youth communities and support the ongoing youth and education related processes of their countries.

## Who can become an GenB Ambassador?

A GenB Ambassador can be:

- All young biovoices (i.e. students) who have interest in bioeconomy and who will inspire many other young people increasing their awareness on bioeconomy, and will encourage them to change their lifestyle to be more sustainable and protect the environment.
- Young green activists/volunteers who already participate in social movements (es. Friday for future) or youth communities (i.e. scout, welfare and inclusion, beach clean-up etc.) to raise awareness on the bioeconomy and sustainability action.
- Young green-sensitive influencers: Social Media Influencers/content creators talking about sustainability topics to their community on Instagram, YouTube or TikTok

- Young environmental journalists: young people creating contents about bioeconomy and/or sustainability in blogs, journals, school journals, or social media channels.
  - Any youngster who publishes or has an interest in publishing (writing or photo/video reporting) on bioeconomy – related topics in any social media or other formal/informal channels.
- Young career testimonials: Any young person working or studying in the field of bioeconomy or any related field who will share their professional/study experiences to inspire young generations These may include:
  - Young entrepreneurs who have a start-up or own activity in the bioeconomy related fields;
  - University students in bioeconomy related fields;
  - Researchers who demonstrate an interest in the related topics (e.g. published a scientific article, teach university classes, organised an academical conference on the topic)
  - Any professional / practitioner in bioeconomy fields (i.e. agronomy, fishery, climate change)
  - Non-formal educators (such as people working in museums, theatres, festivals, fairs and amusement parks, journalists, NGOs, science communicators, media producers, etc.) that work with young generations to act as multipliers
  - Formal education providers (schools, teachers, educators etc.) that work with young generations to act as multipliers

### **Minimum requirements:**

30 years old maximum

Legally resident in Europe

Is committed to give one/two days max. per month as GenB Ambassador.

### **What are the benefits of being an Ambassador?**

- ✓ Free participation in trainings and capacity building webinars (in English language) which can expand your key hard and soft skills and knowledge about the bioeconomy
- ✓ Increase your visibility in the European and national bioeconomy and sustainability action
- ✓ Increase visibility of your contents published in @biovoices social media channels (more than 10K followers)
- ✓ Enable peer-learning dialogue with other Bioeconomy Youth Ambassadors
- ✓ Invitation to the European online events and conferences
- ✓ Have an impact on the decision-making process related to the bioeconomy action at national and European level

- ✓ Recognition/award for your engagement

## **What concrete activities are Ambassadors expected to undertake?**

GenB Ambassadors are expected to undertake a term of up to two years

### The GenB Ambassadors - Young biovoices will:

- Contribute to the creation of media contents (such as videos, quizzes, educational cards)
- Participate in social media campaigns
- Participate to capacity building webinars
- Automatically be eligible for GenB “driving the transition” international competition

### The GenB Ambassadors – Young activists/volunteers and social media influencers will:

- Collaborate on social media (e.g., content creation, share, repost...)
- Launch social media campaigns
- Participate in online mutual learning workshops
- Be a reporters of your activism in GenB channels

### The GenB Ambassadors - Young environmental journalist will:

- Create GenB contents as journalist on @biovoices channels
- Publish at least 2 news on their own channels and repost it on GenB channels
- Participate in online mutual learning workshop

### The GenB Ambassadors - Young career testimonials will:

- Contribute to Bioeconomy job profiles (factsheet explanation for teachers and high-school students)
- Participate in the Bioeconomy career info days as a speakers
- Participate in online mutual learning workshops

## **All the GenB Ambassadors may also...**

- Contribute to the creation of social media contents
- Be involved in GenB activities (large-scale events, pitches, activities in schools etc.)
- Participate in thematic online debates on topics related to the bioeconomy relevant for young people

## **How can you become an Ambassador?**

### Fill in the application form by the following cut-off dates:



- 31<sup>st</sup> August 2023, 11:59 PM CEST
- 30<sup>th</sup> November 2023, 11:59 PM CET
- 29<sup>th</sup> February 2024, 11:59 PM CET
- 31<sup>st</sup> May 2024, 11:59 PM CEST

The selected GenB Ambassadors will be informed within one month after each cut-off date.

## Questions?

If you have questions, please send an email to [genb@apre.it](mailto:genb@apre.it) specifying “GenB Ambassador” in the subject.

For more information, please visit the GenB website: <https://www.genb-project.eu/>

# GEN

## OUR CONSORTIUM



Funded by  
the European Union

[www.genb-project.eu](http://www.genb-project.eu)

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