

#GEN_E

GEN 2023 E

EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL



ISTANBUL



11 -14 JULY 2023



#GEN_E

SOCIAL MEDIA PACK

MARCH/APRIL 2023



GENERAL INFO

TAGS

Tag JA Europe and JA Turkiye while sharing posts of Gen-E. We will do our best to interact with all of you and increase the visibility of Gen-E.

INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
@jaeurope	@JAEurope	@JA Europe	@JA_Europe
@gencbasariegitimvakfi	@GencBasari	@Genç Başarı Eğitim Vakfı	@GencBasari

HASHTAGS

Use the **#Gen_E** hashtag to help us increase impressions and results in the social media activity. Other relevant hashtags are included in the social media guidelines.

CALL TO ACTION

If any of the calls to action included in the copy of the social media posts are not suitable, feel free to change them based on your needs.

- Example, on Instagram you can direct people to your stories, your link in bio or if you have the possibility to include a link, redirect people to JA Europe link in bio (to check out XX, check out [@jaeurope](#) link in bio)
- If you don't know where to direct people, [gen-e.eu](#) website is the best place to let people discover all the details they need.

LANGUAGE BARRIER

If you believe that English might not be the best language for your audience, feel free to translate these messages into your mother tongue.

TIMING

If you are busy with your own schedule, no worries (and that's amazing!) feel free to post anything related to Gen-E based on your need and timing, is important just NOT TO SHARE EARLIER than planned on this calendar.

VISUALS

All the visuals will be available on Canva in case you need to apply changes (**please, do not delete for any reason the English version, always create a copy on that file or in a new one to allow everybody to have the mother file untouched**). If a video is mentioned on the social media posts, you can find the videos uploaded in the gen-e.eu dashboard.

[GEN-E 2023 SQUARE FORMAT](#)

[GEN-E 2023 INSTAGRAM STORIES FORMAT](#)

More templates will be provided in the upcoming months.

If other formats/versions are needed or do you need some help, get in contact with gaia@jaeurope.org

OVERVIEW

DATE	CONTENT
7 MARCH	INTEL ONLINE AWARD
9 MARCH	PMIEF ONLINE AWARD
13 MARCH	EUROPEN ONLINE AWARD
16 MARCH	J&J ONLINE AWARD
20 MARCH	EIT MANUFACTURING ONLINE AWARD
23 MARCH	UNICEF ONLINE AWARD
29 MARCH	SAVE THE DATE!
5 APRIL	INSPIRATION FROM PAST JA BUSINESSES
12 APRIL	TIMELINE KEY DATES
19 APRIL	REMINDER FOR ONLINE AWARDS APPLICATION
26 APRIL	LAST CALL FOR ONLINE AWARDS APPLICATIONS

7 MARCH - INTEL® AI INNOVATORS AWARD

INSTAGRAM & FACEBOOK

Are you using AI tools and methodology in your JA Business to create AI-based solutions addressing social challenges? You can then apply for the @Intel® AI Innovators Award!

Have a look at the criteria on **LINK TO BE INCLUDED** and apply!

#Gen_E

The LINK is referred to the [registration platform](#) where students registered their businesses and will be able to apply for the online awards.



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9 MARCH - PMIEF BEST PROJECT PLAN AWARD

INSTAGRAM & FACEBOOK

JA Businesses with excellence project management practices including superior planning, organisation, innovation, execution and positive impact on society are eligible to apply for the @PMIEF Best Application of Project Management Award!

Check out the criteria and apply!

LINK TO BE INCLUDED

The LINK is referred to the [registration platform](#) where students registered their businesses and will be able to apply for the online awards.



13 MARCH - EUROPEAN MARKET EXPANSION AWARD

INSTAGRAM & FACEBOOK

If your #JABusiness has explored opportunities, recognised problems and found solutions to operate its business across different markets in Europe, you should definitely apply for the @EUROPEN Market Expansion Award!

Find out more about the criteria on **LINK TO BE INCLUDED**

#Gen_E

The LINK is referred to the [registration platform](#) where students registered their businesses and will be able to apply for the online awards.



16 MARCH - JOHNSON&JOHNSON BRILLIANT STEM INNOVATION AWARD

INSTAGRAM & FACEBOOK

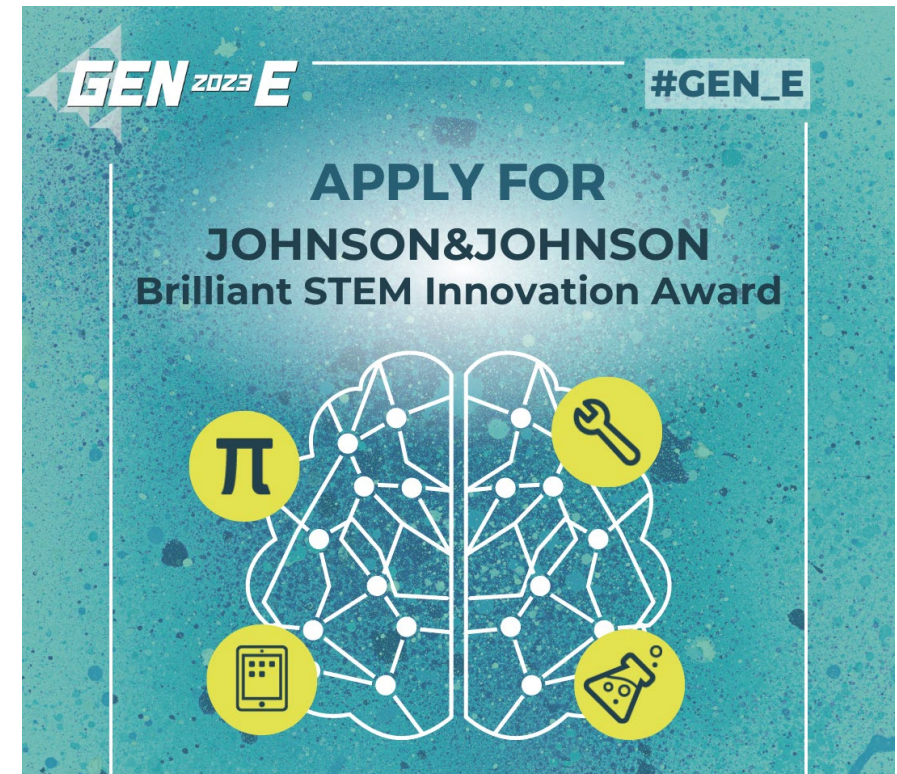
Did you incorporate innovative science, technology, engineering and math strategies and practices aimed at creating a positive community impact?

This is the online award you have to apply to the @Johnson&Johnson Brilliant STEM Innovation Award!

Check the criteria and apply with your #JABusiness! **LINK TO BE INCLUDED**

#Gen_E

The LINK is referred to the [registration platform](#) where students registered their businesses and will be able to apply for the online awards.



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Johnson & Johnson



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20 MARCH - EIT MANUFACTURING GREEN MANUFACTURING AWARD

INSTAGRAM & FACEBOOK

Did you developed innovative products or services that use fewer resources, reduce pollution and waste or develop new processes to reduce manufacturing resources and moderate emissions?

Here it is, the perfect awards for you!

Have a look at the criteria on **LINK TO BE INCLUDED** and apply with your #JABusiness for the Green Manufacturing Award by @EIT Manufacturing!

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The LINK is referred to the [registration platform](#) where students registered their businesses and will be able to apply for the online awards.



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23 MARCH - UNICEF SOCIAL COHESION AWARD

INSTAGRAM & FACEBOOK

Your #JABusiness developed solutions that address pressing social issues and make significant contribution to social cohesion in an innovative and effective way?

Apply for the @Unicef Social Cohesion Award!

Find out the criteria on **LINK TO BE INCLUDED**

#Gen_E

The LINK is referred to the [registration platform](#) where students registered their businesses and will be able to apply for the online awards.



29 MARCH – SAVE THE DATE

VISUAL TO INCLUDE: You can find the visual in the Canva link, included in at the beginning of this presentation. THE LINK in the copy is referred to the gen-e.eu

INSTAGRAM	FACEBOOK	LINKEDIN
Save The Date!	Save The Date!	What is entrepreneurship? The capacity to discover new businesses area that can be profitable but also impact positively our communities.
The Official Opening of #Gen_E Virtual Expo and Job Fair will happen on the 24th of May!	The Official Opening of #Gen_E Virtual Expo and Job Fair will happen on the 24th of May!	To see what #JASstudents are developing, their ideas, businesses and how they will shape Europe, meet all of them, follow our Online Official Opening of #Gen_E 23 on the 24th of May!
What can you expect from it? 10:00 - 12:00 Official Opening & LIVE Visits of stands 14:00 - 16:00 LIVE Virtual Job Fair	What can you expect from it? 10:00 - 12:00 Official Opening & LIVE Visits of stands 14:00 - 16:00 LIVE Virtual Job Fair	10:00 - 12:00 Official Opening & LIVE Visits of stands 14:00 - 16:00 LIVE Virtual Job Fair
#JASstudents will have LIVE Interviews with Online Awards Juries.	#JASstudents will have LIVE Interviews with Online Awards Juries.	
Mark this event in your agenda! To be up to date subscribe to the #Gen_E Buzz on gen-e.eu Link in our bio!	Mark this event in your agenda! To be up to date subscribe to the #Gen_E Buzz: LINK	Mark this day in your agenda, and to be up to date subscribe to the #Gen_E Buzz: LINK

5 APRIL – INSPIRATION FROM PAST JA BUSINESSES

VISUAL TO INCLUDE: You can find the visual in the Canva link, included in at the beginning of this presentation. THE LINK in the copy is referred to the two playlists [JA Start Up](#) and [JA Company](#).

INSTAGRAM & FACEBOOK

Are you in the stage of having to prepare the video promo for #Gen_E 2023 and be able to showcase your #JABusiness at its best?

Why don't you have a look at last year's promo videos? You can find some inspiration from #JAAumni and realise a wonderful promotional video to impress your peers and the jury!

Follow the link below: LINKS

12 APRIL – TIMELINE KEY DATES

VISUAL TO INCLUDE: You can find the visual in the Canva link, included in at the beginning of this presentation.

INSTAGRAM & FACEBOOK

What are our next steps on our #Gen_E journey?

28 April - Deadline for Online Awards Applications

24 May - #Gen_E 2023 Official Opening (Virtual) together with Virtual Expo and Virtual Job Fair LIVE

June - Virtual Expo Open Days (more info soon)

12 June - Deadline for Submission of Report/Pitch Deck

3-4 July Main Jury Interviews

5-7 July Signature Jury Interviews

And then what? Then we will finally see each other in person in Istanbul!

Share this timeline with your peers or #JASstudents who will be part of #Gen_E 2023.

19 APRIL – REMINDER FOR ONLINE AWARDS APPLICATIONS

VISUAL TO INCLUDE: You can find the visual in the Canva link, included in at the beginning of this presentation.

THE LINK in the copy is referred to company.gen-e.eu

INSTAGRAM	FACEBOOK
Have you applied for our #Gen_E 2023 Online Awards?	Have your #JAStudents applied for our #Gen_E 2023 Online Awards?
You still have time until 28th of April!	They still have time until 28th of April!
Do you need a recap of all the online awards available?	Do they need a recap of all the online awards available ? Share with them the criteria available on gen-e.eu.
Have a look at gen-e.eu (link in our bio) to get to know about criteria and much more details!	

26 APRIL – LAST CALL FOR ONLINE AWARDS APPLICATIONS

VISUAL TO INCLUDE: You can find the visual in the Canva link, included in at the beginning of this presentation.

THE LINK in the copy is referred to company.gen-e.eu

INSTAGRAM	FACEBOOK
<p>Last Call!</p> <p>The time for you to apply for our online awards is coming to an end! In two days we will close the applications and if you didn't have the time, this is the moment for you to apply!</p> <p>Visit your dedicated session on LINK (link in our bio) and apply to your favorite online awards.</p>	<p>Last Call!</p> <p>The time for #JASstudents to apply for our online awards is coming to an end! In two days we will close the applications so this is the perfect moment to apply!</p> <p>Visit the dedicated session on LINK to apply!</p>

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