



GEN²⁰²³E

FINAL REPORT

Spring 2023, Online | 11-14 July 2023, Istanbul



Member of
JA Worldwide



Member of
JA Worldwide

**EUROPEAN
YEAR OF
SKILLS**



THANK YOU TO THE GEN-E 2023 PARTNERS

Institutional Partners/Sponsors



Main Partner/Sponsors



European Partners/Sponsors



Online Partners/Sponsors



Local Partners



Media Partners



Content Partners





Thank you #Gen_E 2023!

Where did we get the inspiration to transform an event into an experience? It came from all the JA youth, educators, staff, partners and volunteers who actively participated in Europe's largest Entrepreneurship Event in Istanbul! We had more engagement, more participants, more activity and more visibility than ever before – and this is all a co-creation by every single one of you.

Gen-E is above all an experience: online and on-site, bringing together different generations to share experiences and ideas, JA youth showcasing and competing, dedicated jury members and partners joining from all corners of Europe – and ultimately, everyone celebrating JA's joint impact together with dedicated sessions and workshops. We all have something new to learn from each other, and this makes the true power of Gen-E.

New this year were the thematic parallel sessions we designed around JA's work with educators, Alumni empowerment and policy-makers. We issued three press releases during Gen-E, and the hashtag reach is still growing on social media thanks to your creative use of the on-site visuals and giving them a new life online with over 7.5 million reach.

At the heart of the Gen-E experience is the innovation and energy of JA youth competing in the European finals for upper secondary and university levels. We have been so impressed by the young innovators and business founders from all corners of Europe, and we know that we will continue to hear about their future successes. Gen-E is the culmination of the national JA experience, and the beginning of the next phase of the entrepreneurial journey.

A special thanks goes to our Gen-E partners and sponsors for making this once-in-a-lifetime experience possible for all of us. Thank you for your continuous belief in the boundless potential of Europe's next generation, and for giving JA the means to offer these opportunities to ever growing numbers of youth! We started with 390.000 young entrepreneurs at the beginning of the competition we ended with the smiles of those who were in Istanbul.

Yours,

Salvatore Nigro
CEO JA Europe

Secil Celebi
CEO JA Turkiye



GEN-E COORDINATORS

MINNA MELLERI

Chief of Advocacy and Growth at JA Europe



KUBILAY ÖREN

Gen-E Executive Coordinator at JA Türkiye



Member of
JA Worldwide



JA CEOs ACROSS EUROPE



Member of
JA Worldwide

GEN 2023 E

Istanbul, July 11-14





ADAM WARBY

Chairman of JA Europe
CEO Emeritus of Avanade



ÇELİK ÖREN

JA Türkiye Chairperson
Entrepreneur & Angel Investor



WATCH THE AFTERMOMIE



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GEN-E 2023 IN NUMBERS

10



ONLINE EVENT

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STUDENT BUSINESSES

25



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EVENT VENUES

51



You are providing thousands of students every year with the skills to bridge the digital gap, and empower them to succeed in the digital economy. And for this, I'm deeply grateful

MARGRETHE VESTAGER, European Commission Executive Vice President



As we undergo major green and digital transformations, entrepreneurs are the driving force behind our future. Let's collaborate to design effective policies that empower young people, both women and men, to pursue their entrepreneurial dreams.



NICOLAS SCHMIT, European Commissioner for Jobs and Social Rights



It is minds like yours that hold the potential to lead with innovative solutions to the pressing issues our planet faces. By doing so, we can contribute to shaping our societies for the better!

NICOLA PROCACCINI, Member of European Parliament



As a member of the European Parliament, I believe it is our responsibility to foster an environment that not only nurtures your ideas but also enables them to flourish and make a global impact



EVA MAYDELL, Member of European Parliament and President of the European Movement International

Watch the full messages by clicking in each photo



GEN-E 2023 IN NUMBERS

FINAL ON-SITE EVENT

TOTAL
PARTICIPANTS

803

JURY

47

TEACHERS

101

STUDENT
BUSINESSES

71

JA STAFF

201

JA OFFICES

42

ALUMNI
ATTENDEES

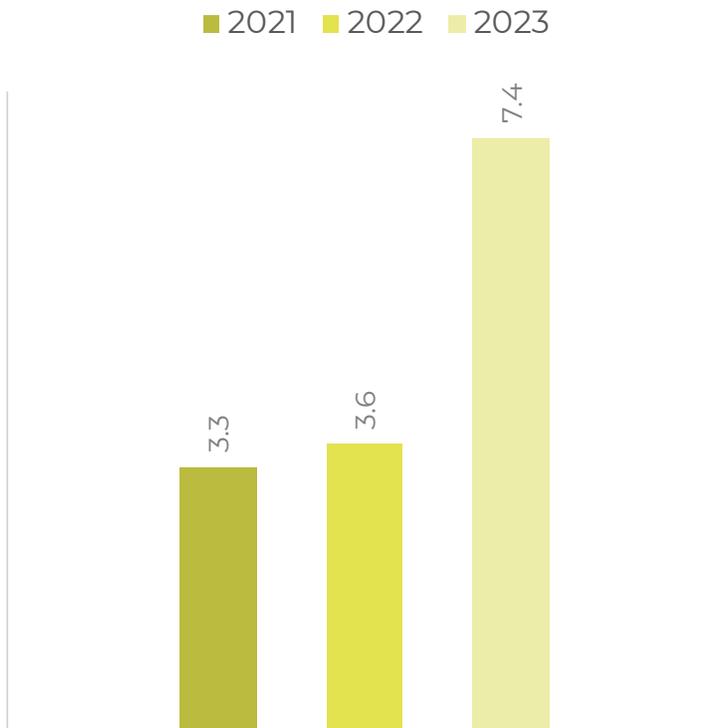
59

NATIONALITIES

53

OVER 390.000 YOUTH STARTED THE JOURNEY

SOCIAL MEDIA REACH



SOCIAL MEDIA REACH

DATA ARE EXPRESSED IN MILLION RELATED TO THE HASHTAG #GEN_E

Equivalent reach in impressions

Year	Equivalent reach in impressions (MLN)
2021	12 MLN
2022	12 MLN
2023	24 MLN approx*

REACH: the total number of people who see your content

IMPRESSIONS: number of times your content is displayed.

2023 IN DETAIL

7.509.801
SOCIAL MEDIA
REACH FOR #GEN_E

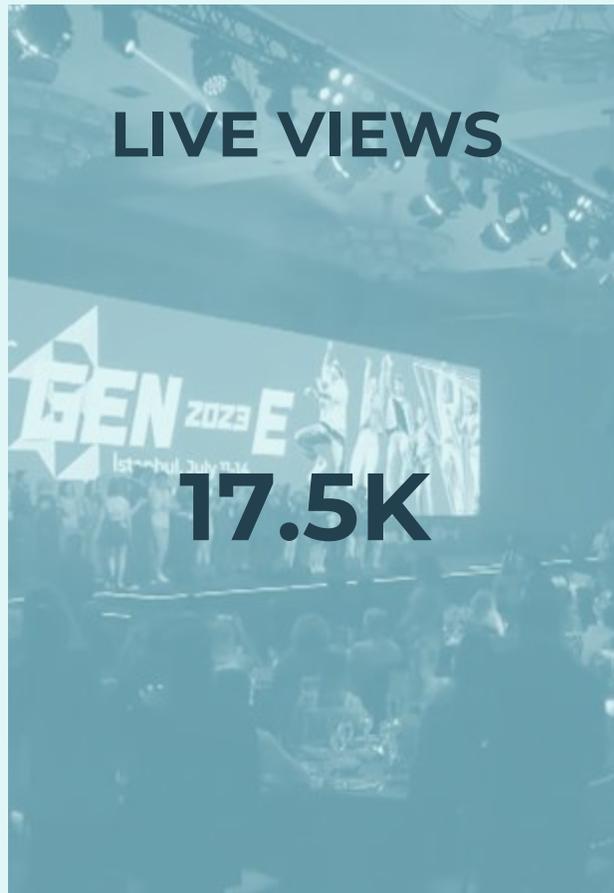
2.585
SOCIAL MEDIA
MENTIONS

421.624
SOCIAL MEDIA
INTERACTIONS

406.433
SOCIAL MEDIA
LIKES

* To be able to track more in deep our activity on social media in January 2023 we replaced our previous tool. The new tools doesn't track impressions so we cannot give a precise number, only a projection based on previous years. The number can be bigger.

ONLINE ACTIVITY IN NUMBERS



GEN-E PODCAST

GEN 2023 E #GEN_E

NEW EPISODE!
JA EUROPE PODCAST

Are our lives interconnected enough?

03:45 15:09

LISTEN NOW

JA Europe Member of JA Worldwide **FedEx**

GEN 2023 E #GEN_E

NEW EPISODE!
JA EUROPE PODCAST

How are businesses tackling environmental issues?

03:45 15:09

LISTEN NOW

JA Europe Member of JA Worldwide **BNY MELLON**

GEN 2023 E #GEN_E

NEW EPISODE!
JA EUROPE PODCAST

What does it take to win the Gen-E Public Choice Award?

03:45 15:09

LISTEN NOW

JA Europe Member of JA Worldwide **AT&T**

GEN 2023 E #GEN_E

NEW EPISODE!
JA EUROPE PODCAST

How can we build a work-readiness generation?

03:45 15:09

LISTEN NOW

JA Europe Member of JA Worldwide **ManpowerGroup**

LISTEN TO THE PODCAST ON [YOUTUBE](#) AND [SPOTIFY](#)

#GEN_E

JA Europe PODCAST

JA Europe Member of JA Worldwide **GEN 2023 E**

MEDIA COVERAGE

EUROPEAN/GLOBAL COVERAGE



COVERAGE

9



BROADCAST

2



NEWS REACH

398,235



BROADCAST REACH

150 MLN

NATIONAL COVERAGE



COVERAGE

85



LIVE TV SERVICES

4



RADIO

2



TOTAL COVERAGE

91

[READ THE FULL MEDIA COVERAGE](#)

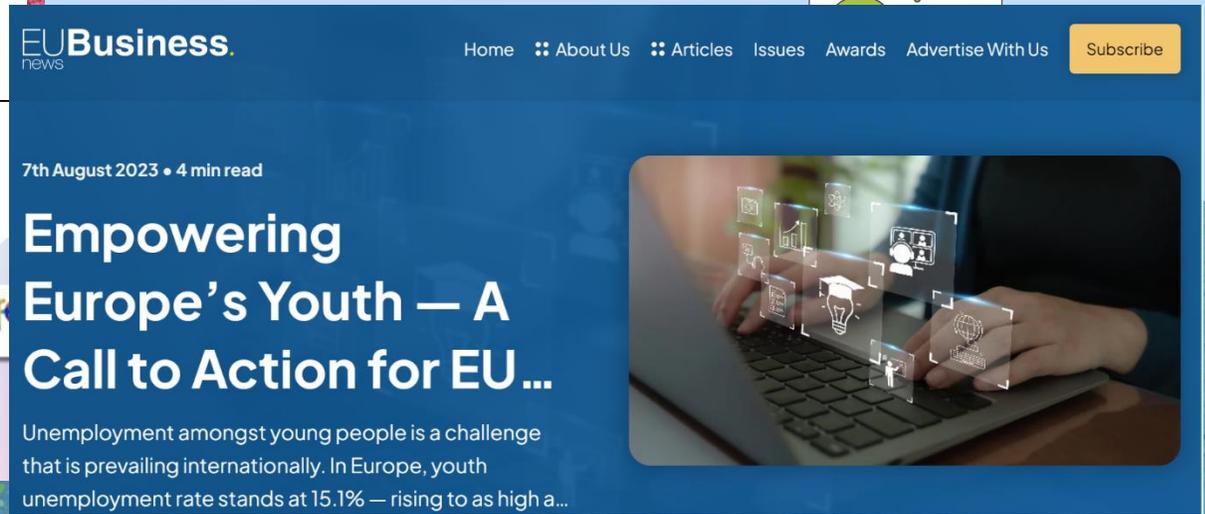
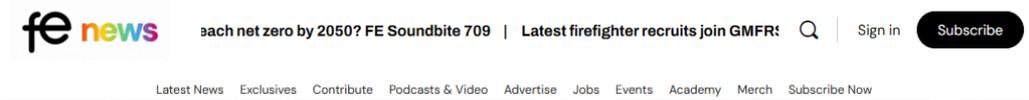
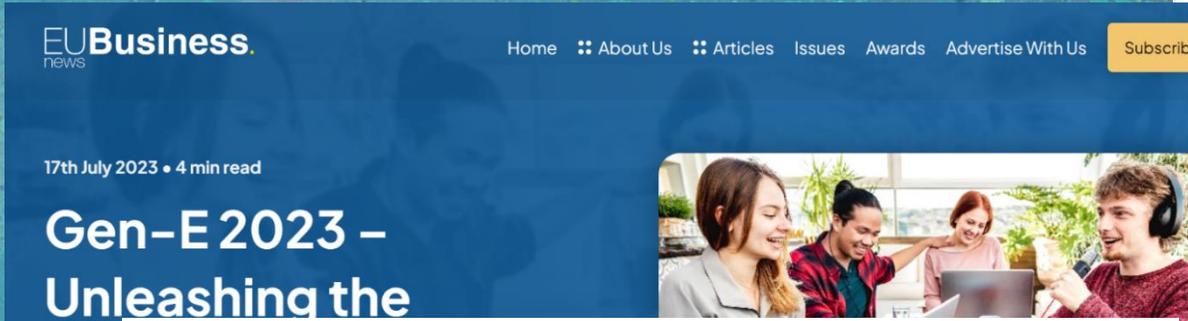
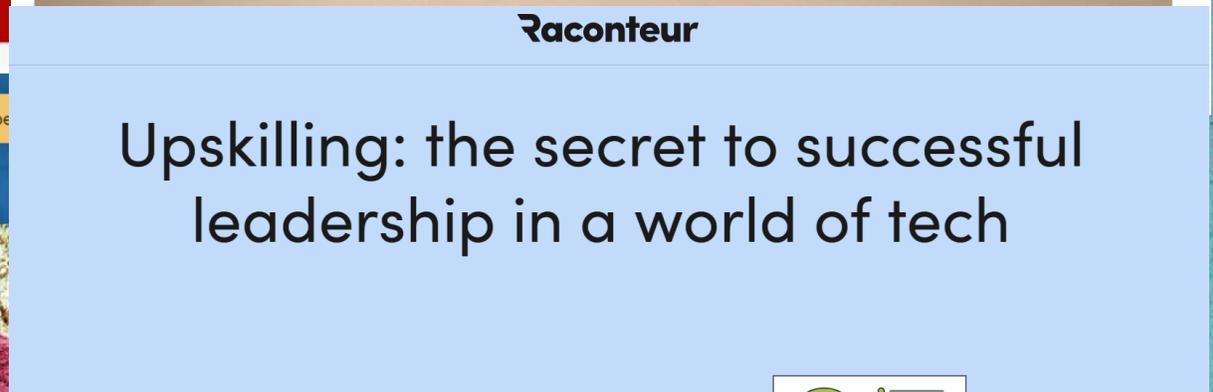


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EUROPEAN MEDIA COVERAGE



NATIONAL MEDIA COVERAGE

Среда, 23 август, 2023 г.

МЕНИДЖЪР.НЕТ

БЪЛГАРИЯ СВЕТ БИЗНЕС МЕНИДЖМЪНТ ТЕХНОЛОГИИ МАРКЕТИНГ ЛЮБОПИТНО ВОСНУЧО ОТ ДЕНЯ СЛУШАНИЕ ПОДАВАТИ СЪБИТИЯ

Бизнес

Финанси | Компании | Енергетика | Икономика |

Български стартъп вля на най-голямото състелмагу прегприемачи в

Обявлено 17.08., 17.07.2023

TIMES MALTA

Latest National World Opinion Fact-check X2 Sport Motoring Business Community Entertainment

Students to represent Malta in largest global entrepreneurship festival

Several Company Programme awards were distributed on May 20

Business Events

11 June 2023 | Times of Malta | 0

3 min read

MeinBezirk.at

News Life Photos & Videos Events Jobs Marketplace Community

"Scherzl mit Herzl" also convinces in Istanbul

July 21, 2023, 13:57 p.m.

EXPERIENCE THE FUTURE

l'avenir

ma région Sports En direct Vidéos Dossiers Lifestyle Festivals Culture Opinions Espace Débat

Mouscron: Saint-Henri a défendu les couleurs belges en Turquie (photos)

Clap de fin d'une aventure de plusieurs mois pour la 7e GTPE: son projet de lampe recyclée l'a mené jusqu'à l'apothéose d'un succès en

- 15:19 Ciney: une nouvelle saison culturelle teintée d'humour, de drame et d'ex
- 15:16 Suspendu dans le vide pendant des heures, huit pakistanais ont finalement été sauvés
- 15:15 Alerte générale dans nos jardins: la chenille de la pyrale saccage tous le buis!

Kauppalehti

UUTISET PÖRSSI UNELMASALKKU YRITYKSET OPTIO TOIMITILAT KESKUSTELU KUMPPANIT Kirjautu

Koodarit yrittivät helpottaa kaverin työmaatuskaa, mutta voittivatkin kansainvälisen pääpalkinnon - näin varmistetaan, että puoli kaupunkia ei jää ilman sähköä

20.7.2023 06:15

Tärkeimmät uutiset ja terävimmät näkemykset nyt.

16:15 ENERGIA Otkiluoto 2 on poissa käytöstä syyskuuhun asti

16:00 UKRAINAN KRIISI Lennokki iskeytyi rakennukseen Moskovassa, lentoliikenne pysäytetty jälleen - CNN: Ukrainan lentoliikenne on suljettu

Ελληνική μαθητική start up στην κορυφή της Ευρώπης

Απο... n W... OTIN

Για δεύτερη ο... τέκτησε την κο... στην Κωνσταντι... κρυμμένα μαθη...

top.tirol

Economy Tourism Innovation

Tyrolean Junior Company gained international experience in

the 24 of July, 2023 | Author: top.tirol Redaktion | Photo: WKO Tirol

ING

Nyheder Blogs Debat Avis Fokus IDA-adgang Job Mere

Kunstig Intelligens Den Internationale Rumstation Energilagring Podcast SpaceX Atomkraft Energi Politik Anlæg Klimatilpasning Transport Tog Offentlig Transport CO2-reduktion Kollektiv trafik

Danske studerende vinder pris for fjernstyret brandslukningsenhed

Uddannelse | Via Ritzaa | 14. juli kl. 09:33

WHOS WHO.MT

Latest Who's Who Profiles Company Profiles CEOs Recruitment The Boardroom

Two groups of students to represent Malta in the largest entrepreneurship festival in the world

The winning teams will be competing against 42 other countries in July in Istanbul

23rd May 2023

Company of the Year

Eystinguish JA Denmark

2



EXPO AREA

ONLINE EVENT

EXPO AREA



VIRTUAL EXPO & VIRTUAL JOB FAIR

The Gen-E Virtual Expo showcased business ideas of JA students for both university and upper-secondary levels. An area of the Expo was dedicated to the Virtual Job Fair where our partners offered opportunities to our students.

+581

Student company
virtual stands created

+1013

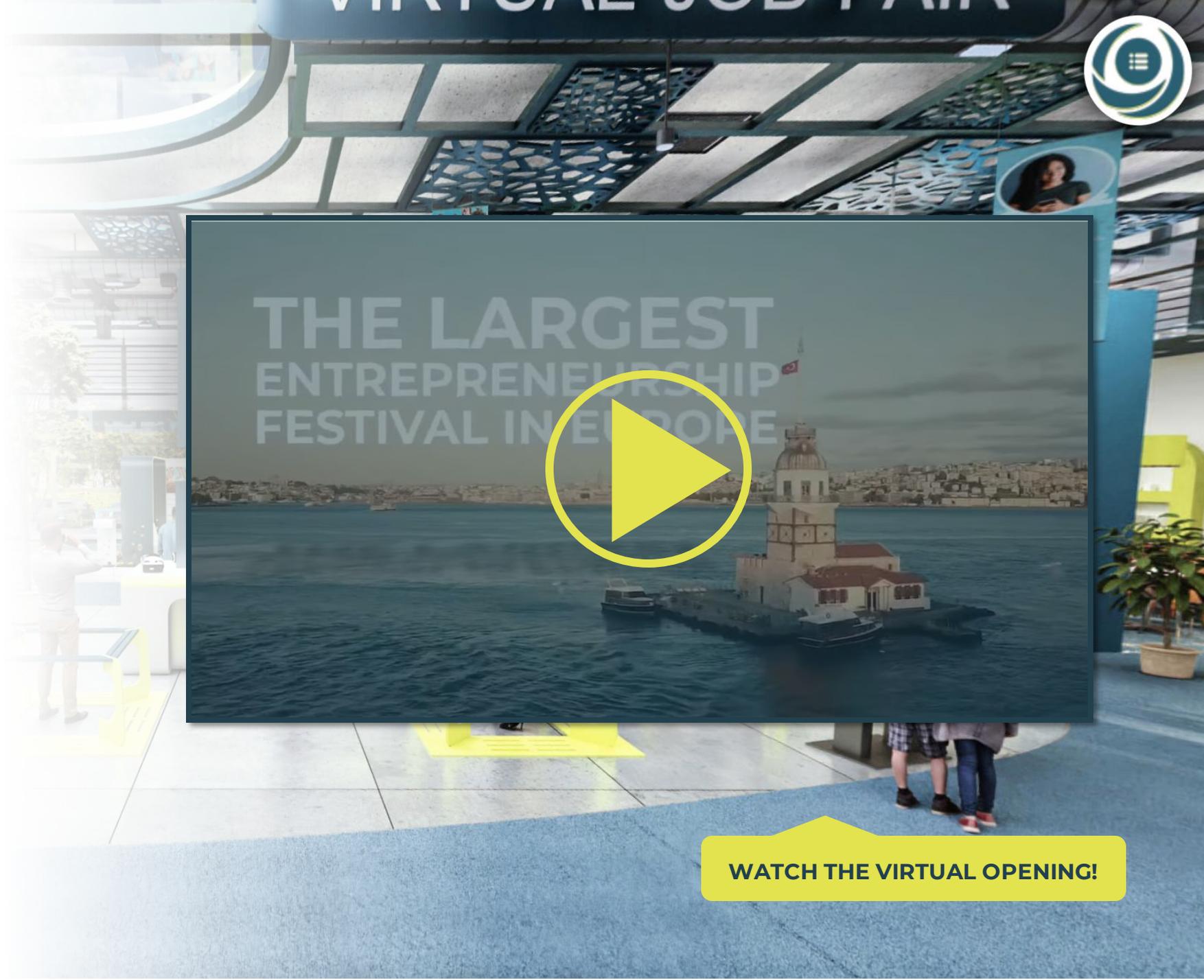
Online awards applications



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WATCH THE VIRTUAL OPENING!

EVENT PROGRAMME IN ISTANBUL

11 JULY

- 9.00 - 18.00** Rehearsals for stage presentations
- 14.00 - 18.00** UPLIFT project meeting with UNICEF
- 17.30 - 19.30** Educators' session "How to advance your student's projects with agile methods"
- 18.30 - 19.30** Unlocking Success: Mastering Logistics with FedEx
- 19.30 - 23.00** Welcome Dinner and Neon Party

12 JULY

- 9.00 - 10.30** Gen-E 2023 Opening Ceremony
- 10.00 - 15.00** Stage Presentations for Upper Secondary & University Level
- 14.00 - 16.00** The EY Entrepreneurship Lab hosted by JA Alumni Europe
- 14.00 - 16.00** Educators' session: The future of entrepreneurship is sustainable
- 16.00 - 18.00** High level policy session: Youth empowerment through education: focus on underserved youth
- 19.00 - 23.00** Istanbul Bosphorus Boat Tour & Dinner

13 JULY

- 8.30 - 9.30** Expo Stands Setup (Upper-Secondary and University Students)
- 9.30 - 13.00** Gen-E 2023 Expo open for jury and visitors
- 18.00 - 23.45** Gen-E 2023 Awards Ceremony

ONLINE AWARDS



GEN 2023 E



GEN 2023 E

ONLINE AWARDS

UPPER-SECONDARY LEVEL

Halove - JA Georgia

BRILLIANT STEM
INNOVATION AWARD

Johnson & Johnson



Epi-CTRL – JA Denmark

UNICEF SOCIAL
COHESION AWARD

unicef | for every child



ReBuild – JA Denmark

GREEN MANUFACTURING AWARD
BY EIT MANUFACTURING



Apollo – JA Isle of Man

INTEL®
AI INNOVATORS AWARD

intel



Sodehal - JA Slovakia

PMIEF BEST APPLICATION OF
PROJECT MANAGEMENT AWARD



ONLINE AWARDS

UNIVERSITY LEVEL

Adsol Tech – JA Spain

GREEN MANUFACTURING AWARD
BY EIT MANUFACTURING



GYNie.ai by ZHIVA – JA Bulgaria

INTEL® AI INNOVATORS AWARD



SEaNSOR – JA Greece

EUROPEN MARKET EXPANSION
AWARD



LupiLicious from JA Belgium (Vlajo)

FOOD SOLUTIONS AWARD
BY EIT FOOD



 **NN SOCIAL INNOVATION AWARD**

Cap-IT - JA Czech Republic

1ST PLACE



Isometricks - JA Greece

2ND PLACE



Chore to Chore - Jong Ondernemen

3RD PLACE



Team Båtsfjord – JA Norway

HYDROGEN SOCIETY INNOVATION
CAMP WINNERS

TOYOTA



YEL.PA.MAK - JA Greece

FOODATHON WINNERS





EUROPEAN COMPETITION
UPPER-SECONDARY LEVEL

AM...
/ TEAM 6 - JA ICELAND



**Aether
JA Moldova**



**EM-PAX
JA Bulgaria**



**AgroStep
JA Romania**



**Freshies
JA Cyprus**



**Halove
JA Georgia**



**Artlight
JA Belgium FR**



**FiStrat
JA Albania**



**Daedalus Sports
JA Ireland**



Cap-It
JA Czech Republic



HistWear
JA Belgium (Vlajo)



Soilnetic
JA Latvia



Brilliant
JA Lithuania



Nomina
JA Iceland



Monito
Young Enterprise



KelpNest UB
JA Norway



WashMeUp JA
JA Italy



**InoVax
JA Macedonia**



**Milspray
JA Estonia**



**Bessen Wessen
JA Luxembourg**



**Le P'tit Palet
JA France**



**Rebalanced
JA Germany**



**Mindcore
JA Isle of Man**



**h2Lo
JA Malta**



**Isometricks
JA Greece**



**SkillTime
JA Montenegro**



**ZaČili
JA Serbia**



**Arpeggio
JA Denmark**



**Subb UF
JA Sweden**



**Scherzl mit Herzl
JA Austria**



**Fluf
JA Slovakia**



**An Open Book
JA Netherlands**



**Praktymarket
JA Poland**



**MUN Company
JA Türkiye**



**Trubadúr
JA Hungary**



**Eco Refill
JA Spain**



**WillChair
JA Portugal**



**Beesoft
JA Switzerland**



**Warm Up Ukraine
JA Ukraine**



**Vapu NY
JA Finland**



**Shredder Team
JA Slovenia**

MAIN AWARDS

Isometriks – JA Greece

JA Europe Company of the Year
1st PLACE



Subb UF - JA Sweden

JA Europe Company of the Year
2nd PLACE



Fluf - JA Slovakia

JA Europe Company of the Year
3rd PLACE



Mindcore - JA Isle of Man

JA Europe Innovation of the Year
1st PLACE



Brailiant - JA Lithuania

JA Europe Innovation of the Year
2nd PLACE



Halove – JA Georgia

JA Europe Innovation of the Year
3rd PLACE



SIGNATURE AWARDS

BEN 2023 E FEDEX ACCESS AWARD
Upper-Secondary Level

WINNERS
KELPNEST UB 🇩🇰



BEN 2023 E PUBLIC CHOICE AWARD
SUPPORTED BY AT&T
Upper-Secondary Level

WINNERS
BE SWEET 🇺🇪



BEN 2023 E BNY MELLON FUTURE FIRST™ AWARD
Upper-Secondary Level

WINNERS
MINDCORE 🇩🇪



BEN 2023 E CITI FOUNDATION CLIENT FOCUS AWARD
Upper-Secondary Level

WINNERS
AGROSTEP 🇷🇺

Citi Foundation



BEN 2023 E ALUMNI LEADERSHIP AWARD -
WITH THE SUPPORT OF DELTA AIR LINES
Upper-Secondary Level

Taufeeq Saleh Sweden 🇸🇪
 Rebeka Hubkova Slovakia 🇸🇰
 Levi Berger Germany 🇩🇪
 Lanners Kim Luxembourg 🇱🇺
 Lars Endreseth Baasland Norway 🇳🇴
 Roberts Andris Erins Latvia 🇱🇻
 Owais Iqbal UK 🇬🇧
 Joseph Munyandamutsa Finland 🇫🇮

WINNERS



BEN 2023 E GOODYEAR BRAND EXCELLENCE AWARD
Upper-Secondary Level

WINNERS
BËSSEN WËSSEN 🇮🇪



BEN 2023 E MANPOWERGROUP
READY FOR WORK AWARD
Upper-Secondary Level

WINNERS
AN OPEN BOOK 🇮🇪



MAIN JURY FOR UPPER-SECONDARY LEVEL



Evrim Bayam Pakis
Vice President of People and Corporate Development & Executive Committee Member, Orhan Holding



Anna Mikulitskaya
Managing Director, SAP



Magnus Helgesson
Lecturer & Coach, Entrepreneur, Author



Patricia Benchenna
Director of Corporate Philanthropy, Schneider Electric



Giorgi Lobjanidze
Director of Professional Development and Education, PMI Tbilisi



Ghazi Almihtar
Director – MENA External & Regulatory Affairs, AT&T



Silvia Cappellini
General Manager UniCredit Foundation ETS



Beáta Smid
Head of Communications and Public Affairs for Central Europe Citi



Olivier Lazar
Vice-President Youth Engagement & Social Impact, Chief Operations Officer, PMIEF



Halla Sigrún Mathiesen
Chairman of the Board JA Iceland for the Ministry of Higher Education, Science and Innovation & Project Manager



Frédérique Naulette
Senior HRBP Europe & Youth Lead, Nestle

EUROPEAN COMPETITION UNIVERSITY LEVEL





List-n-Eat
JA Czech Republic



E-mbracelet
JA Cyprus



Backowl
JA Belgium
(Les Jeunes Entreprises)



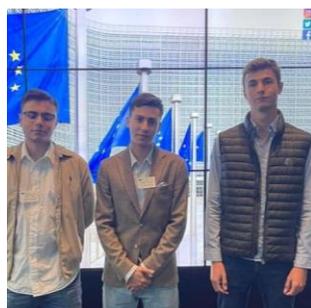
FindIt app
JA Spain



Mozaic
JA Malta



Buddy Bag
JA Netherlands



PoP!Ed
JA Bulgaria



Carexchange
JA Greece



Trade
JA Portugal



Toteuma NY
JA Finland



**Real Albanian
JA Albania**



**Bright Cleaning
JA Luxembourg**



**Tiaki
JA United Kingdom**



**Partial Eclipse
JA Romania**



**AIForSociety
JA Türkiye**



**Fungo
JA Latvia**



**Evstinguish
JA Denmark**



**Oslo Analytics
JA Norway**



**SomeThin
JA Belgium (Vlajo)**



**Spring'Fest
JA France**

MAIN AWARDS

Toteuma NY - JA Finland

JA Europe Start Up of the Year
1st PLACE



Oslo Analytics - JA Norway

JA Europe Start Up of the Year
2nd PLACE



PoP!Ed - JA Bulgaria

JA Europe Start Up of the Year
3rd PLACE



Tiaki - Young Enterprise

JA Europe Innovation of the Year
1st PLACE



Evstinguish - Fonden For Entreprenørskob (JA Denmark)

JA Europe Innovation of the Year
2nd PLACE



Fungo - JA Latvia

JA Europe Innovation of the Year
3rd PLACE



SIGNATURE AWARDS

GEN 2023 E FEDEX ACCESS AWARD
University Level



WINNERS
EVSTINGUISH 



GEN 2023 E PUBLIC CHOICE AWARD
SUPPORTED BY ARCONIC FOUNDATION
University Level



WINNERS
CARTOON YOOSELF 



GEN 2023 E AVANADE DIGITAL INNOVATION AWARD
University Level



WINNERS
OSLO ANALYTIC 



GEN 2023 E ALUMNI LEADERSHIP AWARD -
WITH THE SUPPORT OF DELTA AIR LINES
University Level

Magnus Svendsen of Oslo Analytic  Norway

Jelle Peeters of SomeThin  Belgium FL

Rosanna Collis of Tiaki  UK

Viktor Nedelchev of Pop!Ed  Bulgaria

WINNERS



GEN 2023 E EUROCLEAR FINANCIAL
PERFORMANCE AWARD
University Level



WINNERS
Pop!Ed 



GEN 2023 E EY GEN-E
YOUNG WOMEN LEADERS AWARD
University Level

Elise de Klerk of Buddy Bag from JA Netherlands 

Keita Augstkalne of Fungo from JA Latvia 

Maro Manoli of E-mbracelet from JA Cyprus 

WINNERS



MAIN JURY FOR UNIVERSITY LEVEL



Mirela Jianu
Head of Market Intelligence,
Ecosystems and Partnerships, ENI



Haymon Sinapius
Investment Manager,
Bernhard Schulte
Innoport



Christian Bölling
Director, EIT
Manufacturing



Mario Rocco
Programme Manager
Education, EIT Food



Feyza Narli
General Manager,
ManpowerGroup



**Laetitia Decroix-
Guilloux**
Managing Director, Janssen
TURGAN (Turkey, Ukraine,
Georgia and Azerbaijan), J&J



Francesca Stevens
Secretary General,
EUROPEN



Laila Mamou
Deputy General Manager
Sofinco, Crédit Agricole
Consumer Finance

The image features a central white banner with the text 'THE ENTREPRENEURIAL SCHOOL AWARDS' in a bold, teal, sans-serif font. The banner is set against a background of two flags on poles. The flag in the foreground is black with white and gold text and graphics, including 'JA Europe' and a stylized mountain range. The background flag is white with black text. The entire scene is framed by a teal, textured border with a white square outline.

THE ENTREPRENEURIAL SCHOOL AWARDS



Together with FedEx, we are thrilled to announce the winners of this year's Entrepreneurial Schools (TES) Award! These outstanding educational institutions have been recognized at both national and European level for their exceptional commitment to entrepreneurship education.

1. Belgium - [University of Antwerp – Faculty of Applied Engineering](#)
2. Georgia - [LEPL - Tbilisi N58 Public School](#)
3. Portugal - [Escola Profissional de Vila do Conde](#)
4. Lithuania - [Alytus St Benedict's Gymnasium](#)
5. Greece - [Experimental Senior High School of University of Macedonia](#)
6. Montenegro - [Gimnazija "Tanasije Pejatović"](#)
7. Estonia - [Vändra Gümnaasium](#)
8. Germany - [Comprehensive school Peter-Joseph-Lenné](#)
9. Spain - [IMF Capitol Formación Profesional](#)
10. Latvia - [Riga State Gymnasium No.1](#)
11. Türkiye - [Trabzon Merkez Science High School](#)
12. Serbia - [The Fourth Grammar School in Belgrade](#)
13. Romania - [Scoala Superioara Comerciala Nicolae Kretzulescu \(SSCNK\) Bucharest](#)
14. United Kingdom - [Strathaven Academy](#)
15. Ukraine - [Sokiryanske vocational school](#)
16. Austria - [Competence Centre HTL Anichstraße](#)
17. Poland - [Szkoła Podstawowa im. Jadwigi Śląskiej w Sokołowcu](#)
18. Slovakia - [Obchodná akadémia, Mládežnícka 158/5, Sered'](#)
19. North Macedonia - [SOU Ljupcho Santov](#)
20. Norway - [Thora Storm videregående skole](#)
21. Moldova - [High School "Constantin Spătaru"](#)
22. Cyprus - [Γυμνάσιο - Λύκειο Ολύμπιον](#)
23. Italy - [ITI Guglielmo Marconi](#)
24. Switzerland - [Lycée Jean-Piaget](#)
25. Czech Republic - [Střední škola technická a dopravní Gustava Habrmana Ceska](#)
26. Albania - [Harry Fultz Institute](#)
27. Bulgaria - [108 SU "NIKOLA BELOVEJDOV"](#)

Discovering how technology can help drive inclusion and social impact.



Gillian Hinde
Global Corporate
Sustainability
Leader, EY



Gomersall
Senior
President Comm
Citi Found



Paolo Marchi
Deputy Represent
Unicef Turki



Christ
Be

SPEAKERS AND VIP GUESTS





Margrethe Vestager
Executive Vice
President of the
European Commission
for A Europe Fit for the
Digital Age



Nicolas Schmit
European
Commissioner for
Jobs and Social Rights



Nicola Procaccini
Member of the
European Parliament
(MEP)



Eva Maydell
Member of the
European Parliament
(MEP)



Mark Timmermans
Vice President Road
Network Operations
FedEx Express
Europe



Eser Sezek
Vice President
Ground Operations –
South East Europe,
Israel & Turkey FedEx
Express



Chair Judge
Upper-Secondary Competition

Evrım Bayam
Vice President of
People and Corporate
Development &
Executive Committee
Member at Orhan
Holding



Karen Reddington
President, FedEx
Express Europe



Chair Judge
University Competition

Feyza Narlı
General Manager,
ManpowerGroup
Türkiye



Kylie Jimenez
Senior Vice
President Toyota
Motor Europe



Joseph Young
General Manager of
EMEA at Delta Air
Lines



Janet Johnstone
BNY Mellon Chief
Administrative Officer



Michał Dżoga
Intel Poland Country
Manager



Philippe Cori
UNICEF Europe and
Central Asia
Regional Director a.i.



Francesca Stevens
Secretary General,
EuroPen



Marc De Rycke
Euroclear Group
Deputy CIO



Ghazi Almihtar
Director MENA
External &
Regulatory
Affairs, AT&T



Annika Grosse
Europe Data & AI
Lead at Avanade



Dr. Ashley Forsyth
PMIEF Executive
Director



Mario Roccaro
Programme Manager
Education, EIT Food



Laurence Morvan
Chief of Staff to CEO
Europe & CSR
Officer Accenture



Dr. Nina Ferencic
Senior Regional
Adviser on Adolescent
and Youth Health,
Development and
Participation at the
UNICEF Regional
Office for Europe and
Central Asia



Ceren Özel
Human Resources
Director Goodyear



Henk Huisman
Head of Public and
Government Affairs
NN Group



Federica Celestini Campanari
Extraordinary
Commissioner of the
Italian Youth Agency



Silvia Cappellini
General Manager
UniCredit
Foundation ETS



Ragna Jebsen
Vice President
JA Alumni Europe



Ben Peeters
Vlajo (JA Belgium)



Nevnihal Çiftçi
Public Affairs Cluster
Head for Israel &
Turkey, Citi



Gillian Hinde
Global Corporate
Responsibility
Leader EY



Anna Jenisch
Senior Project Manager
JA Germany



Stefano Scabbio
President Southern and
Eastern Europe and
Talent Solutions Global
Brand Leader at
ManpowerGroup



Çelik Ören
JA Türkiye Chairperson
Entrepreneur & Angel
Investor



Kostas Simitopoulos
Program Manager/
Employability
Consultant
JA Greece



Adam Warby
Chairman of JA Europe
CEO Emeritus of
Avanade



Asheesh Advani
President & CEO of
JA Worldwide



Salvatore Nigro
CEO of JA Europe



Diana Filip
Deputy CEO & Chief
Development Officer JA
Europe



Seçil Yıldırım Çelebi
CEO of JA Türkiye



Jaki Baruh
Founder- Turkey Video
Network



İzel Cansın Emiroğulları
Co-Founder STUNNER
Türkiye

FedEx® MASTERCCLASS



UNLOCKING SUCCESS: MASTERING LOGISTIC WITH FEDEX

Insightful session with our students and alumni on the importance of Global Access for businesses and entrepreneurs.

WEN 2023 E



HIGH LEVEL POLICY SESSION

Youth empowerment through education - Focus on underserved youth
Best practice from policy, business and education



GEN 2023 E

#GEN_E

How can you be the purposeful entrepreneur of tomorrow?

Discovering how technology can help drive inclusion and social impact.



Gillian de la Haza
Global Strategic
Relationships Leader, EY



Amr Mansour
Senior Vice President, Community
Relations, UNICEF



Paolo Marchi
Community Representative
UNICEF Türkiye



Christian Beermann



Moris Vandevyver

President of JA Alumni Europe



THE EY ENTREPRENEURSHIP LAB HOSTED BY JA ALUMNI EUROPE

Session designed to provide JA students and alumni with an engaging experience through three mini-session.



EDUCATOR'S SESSIONS



HOW TO ADVANCE YOUR STUDENT'S PROJECTS WITH AGILE METHODS?

THE FUTURE OF ENTREPRENEURSHIP IS SUSTAINABLE

With  **Project Management Institute.**

 **Educational Foundation Project Management Institute.**

With  **BNY MELLON**



BOARD OF EXECUTIVES



EVENT VENUES

EVENT WEBSITE

Gen-e.eu includes all the relevant information about Gen-E, partners supporting the event, all the awards, schedule with key moments and is also the place where the network was able to access guidelines for the competition and marketing.

[Visit gen-e.eu](#)

EUROPE'S ENTREPRENEUR

Istanbul, Türkiye
11 -14 July 2023

Watch Gen-E 2023 Award Ceremony



Arrivals And Welcome At The Hotel All Day
Venue: WOW Hotel Conference Centre, Istanbul
(GMT+3)

- 09:00 - 18:00 : Rehearsals for stage presentations (Upper-secondary and University level students)
- 12:00 - 14:00 : Lunch
- 14:00 - 18:00 : UPLIFT project meeting with UNICEF (For project partners only)
- 17:30 - 19:30 : Educators' session "How to advance your student's projects with agile methods" (All educators and JA staff)
- 18:30 - 19:30 : Unlocking Success: Mastering Logistics with FedEx (All JA students and Alumni)
- 19:30 - 23:00 : Welcome Dinner and Neon Party

MAIN AWARDS

Upper-Secondary University

Find All Necessary Information Here
JA STAFF INFO DASHBOARD

Here you will find all important internal updates about Gen-E 2023! Deadlines, forms, links, social media content, press releases, gallery and all important information you need to help creating Gen-E 2023 an amazing experience for our youth!

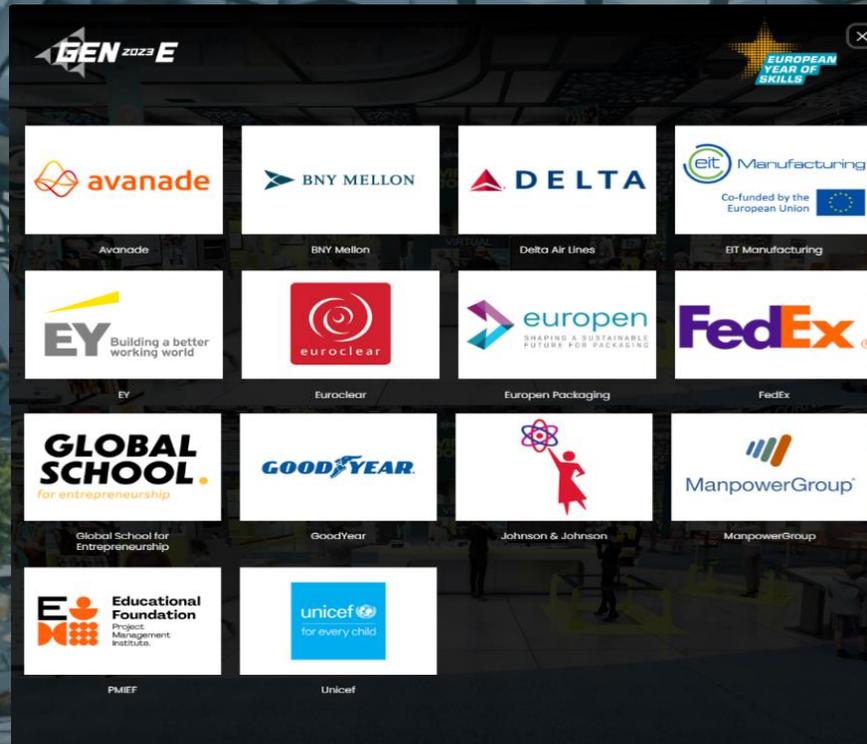
- Social Media Plan - July
- Gen-E 2023 Social Media Guidelines
- Iphone Challenge!

JA EUROPE COMPANY OF THE YEAR

The JA Europe Company of the Year Award recognizes the mini-companies and young people who best demonstrated their business acumen and spirit of entrepreneurship, following their participation to the JA Company Programme. The jury will nominate 1st, 2nd and 3rd place in the JA Company of the Year 2023 Award.

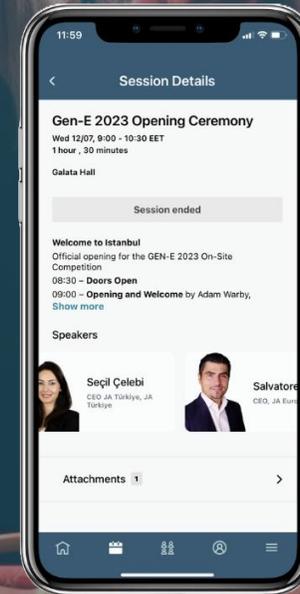
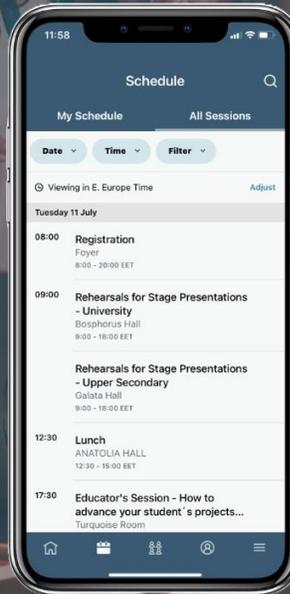
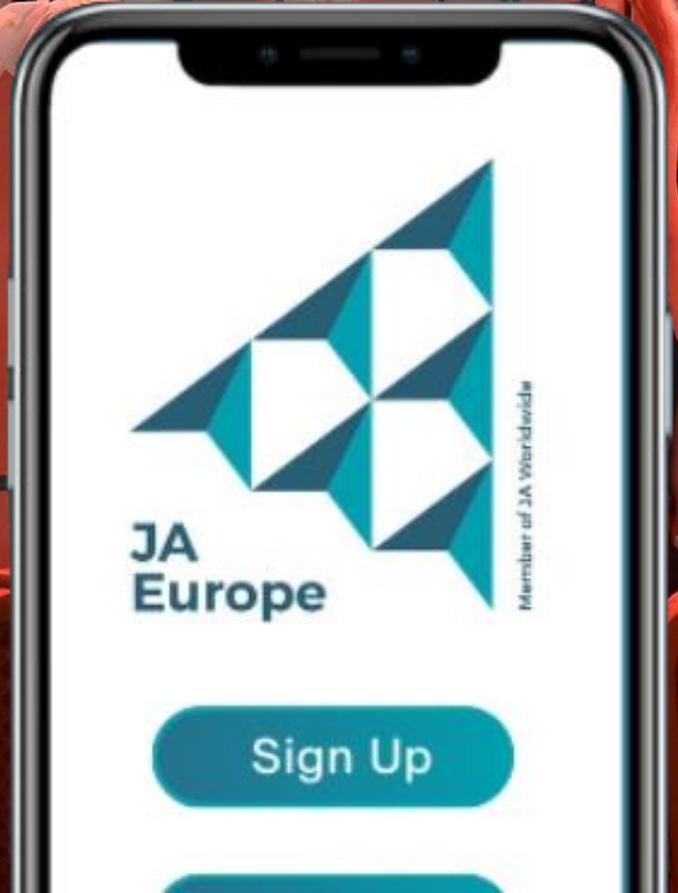
[Learn More](#)

VIRTUAL EXPO & JOB FAIR



Virtual Expo have been live since the beginning of 2023, where JA Students build 581 virtual stands to showcase their innovative ideas. On the Job Fair, 14 partners where there to engage with the youth and offer further opportunities.

EVENT APP



JAE Events App has been launched with Gen-E 2023 to interact with the participants and give them handy all the info needed.

WOW HOTEL



Gen-E 2023 took place at the WOW Istanbul Hotel between 11 and 14 of July, located close to the Istanbul World Trade Centre

BOSPHORUS TOUR



After the Official Opening, Stage Presentations and thematic sessions, we moved on the Bosphorus to enjoy Istanbul from another perspective.



THANK YOU TO GEN-E 2023 PARTNERS

Institutional Partners/Sponsors



Main Partner/Sponsors



European Partners/Sponsors



Online Partners/Sponsors



Local Partners



Media Partners



Content Partners



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