

GEN²⁰²²E



Event Report

*Spring 2022, Online
12-14 July 2022, Tallinn*



THANK YOU TO GEN-E 2022 PARTNERS

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MEDIA PARTNERS



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Back to the roots and into the future!

In a lot of ways GEN-E 2022 was a place of many firsts: it was the first time after COVID when the JA family could meet again in person to change ideas and see the competitions live. It was also the first time when two of the largest JA competitions – for the company program and the university start-ups– were held together at a live event.

On the other hand JA Estonia worked diligently to bring back and preserve the best customs these competitions have had to offer. There are so many great JA traditions that help the organizers give the participants the best experience possible. The gala dinner, presentations, exhibition, evening events, etc. are something that have defined JA competitions for decades. We also revived a few ideas: instant feedback from the jury and presentations in one single large hall are what come to mind first.

Overall the experience reminded us again why and for whom we are doing this work: student-orientation was what drove all of our decisions. While digital transformation offers unprecedented opportunities to grow JA's impact and visibility online, the on-site interaction at the competitions that JA has been organizing for over 30 years is what truly change lives. Thank you to the participating youth, the JA network and our partners and judges for having made Gen-E 2022 such an unforgettable experience! We look forward to continuing this journey together by growing our impact, embracing digital transformation and leveraging the power of partnerships to modernize our learning experiences and pan-European competitions.

Kersti Loor
CEO of JA Estonia

Salvatore Nigro
CEO of JA Europe



Video Messages



Several guests joined us virtually sending video messages to European youth: Roberta Metsola President of the European Parliament, Mariya Gabriel EU Commissioner for Innovation, Research, Culture, Education and Youth and Martina Dlabajová Member of the European Parliament



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EVENT IN NUMBERS



On-site event

76

Teachers

321

Total students

32

Guests

20

Jury

921

Total
Participapants

21

Start-Ups

41

Student
companies

Online Results

TOTAL ONLINE IMPRESSIONS

+ 12 MLN

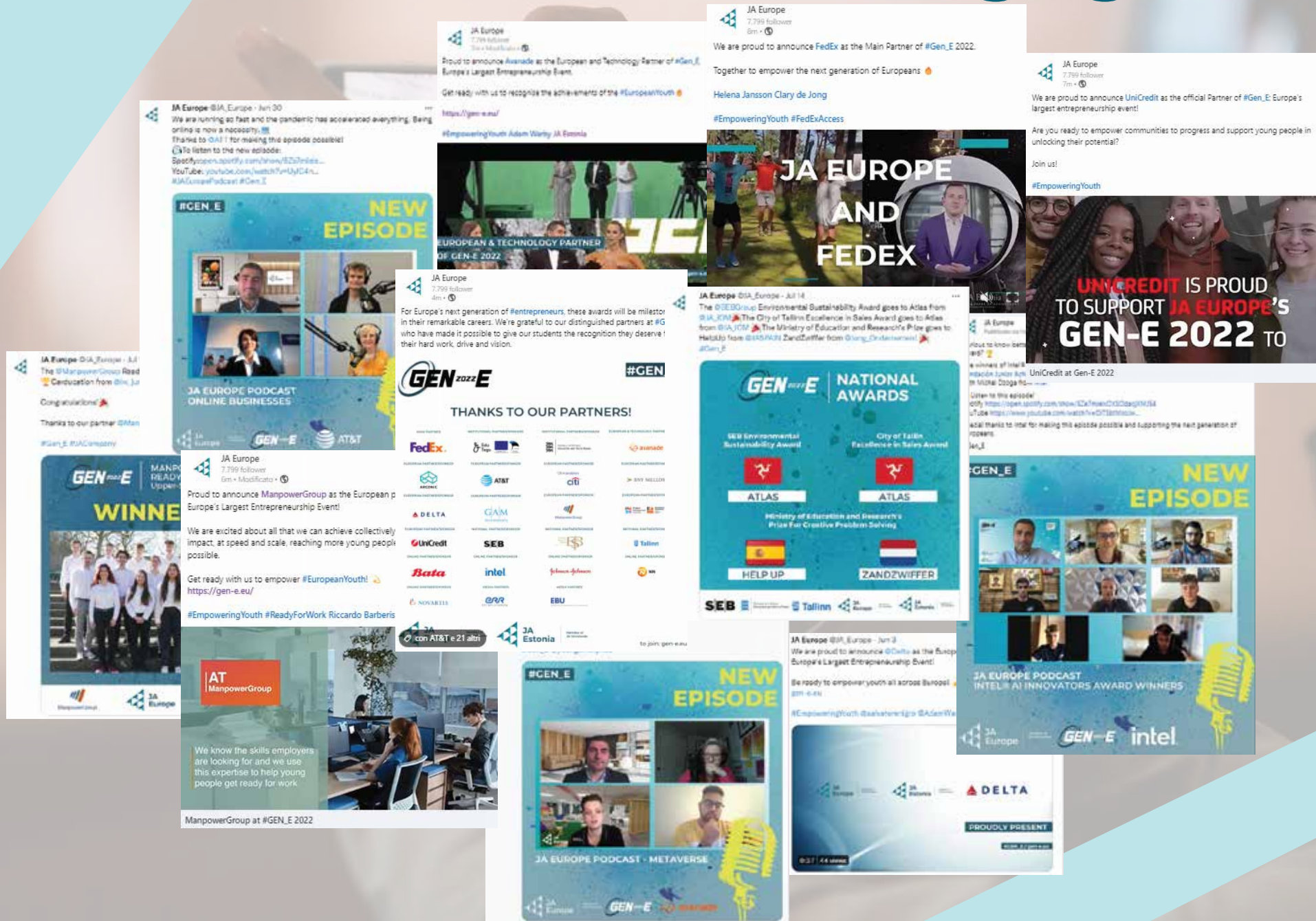
LIVE VIEWS

+ 22.000

WEBSITES UNIQUE VISITS*

+ 24.000

Social Media Engagement



JA Europe Podcast

Gen-E partners joined JA Alumni and colleagues from JA network to discuss new trends in technology, job market, entrepreneurship, finance and more. A total of 9 episodes were released before and after Gen-E. All the episodes were hosted by JA Europe CEO, Salvatore Nigro



Ep. 1 Metaverse with Avanade

Ep. 2 Access to Market with FedEx

Ep. 3 Unlocking the potential of people and businesses with UniCredit

Ep. 4 Entering into the workforce with ManpowerGroup

Ep. 5 Online businesses with AT&T

Ep. 6 The impact of Learning Project Management Early in Life with PMIEF

Ep. 7 Financial sustainability and growth with GAM Investments

Ep. 8 Intel® AI Innovators Award Winners

Ep. 9 The Value of Mentorship with Novartis

LISTEN TO THE PODCAST ON YOUTUBE

National Coverage

Media Coverage*

Paikalliset

Nuori yrittäjyys on kansainvälistä verkostoitumista



kotietoa tarjouksessa olevista punalaputeruista tuotteista. Troa NY sai kansallisessa kilpailussa runsaasti kiitosta ruokahävikin vähentämisestä sekä palvelukokemuksien laadukkaasta suunnittelusta.

Gen-E tapahtumassa Tallinnassa nuoret saivat esiintymiskokemusta ja uusia tuttavuuksia. Kolmipäiväisessä tapah-

FT ADVISER

Home Pensions Investments Mortgages Protection Regulation Tax Your Indu

Long Read Aug 24 2022

How do we teach financial literacy to young people?

Yrittäjyysaiheen FM-kilpailu keräsi

Tapahtuman arvostusta Virossa kuvaa se, että kolmi-

24 DRE | Q

MY Accedi

HOME AT WORK STEM IMPRENDIAMO ONBOARD POLIS WEL-FARE IN FAMIGLIA ALTRI

CATEGORIA / A SCUOLA

Gen-E, reportage dall'Estonia sul festival sull'imprenditorialità giovanile



αποστολή: ΒΑΓΓΕΛΗΣ ΔΙΑΚΟΓΚΟΝΑΣ
ΕΥΡΩΠΑΪΚΟ ΦΕΣΤΙΒΑΛ ΝΕΑΝΙΚΗΣ ΚΑΙΝΟΤΟΜΙΑΣ
ΤΡΙΤΗ ΘΕΣΗ ΓΙΑ ΤΟΥΣ ΕΛΛΗΝΕΣ ΦΟΙΤΗΤΕΣ ΓΙΑ ΤΗ ΔΙΑΧΕΙΡΙΣΗ ΑΧΡΗΣΤΩΝ & ΛΗΓΜΕΝΩΝ ΦΑΡΜΑΚΩΝ
ους του Ιανουαρίου θα δοθούν Αύγουστο ή Σεπτέμβριο. Η ενεργειακή κρίση τροφοδοτεί και 21:50



ENTREPRENEURSHIP

Winners of Europe's largest youth entrepreneurship event unveiled



World Business Report

US dollar could further strengthen against Euro

International Coverage

*If interested to know more about Gen-E media coverage, please get in contact with JA Europe for the full list

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ONLINE VENUES



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.

250+ Student company virtual stands created!

Tallinn Event Programme

Day 1

July 12th

Rehearsals for Stage 9 – 6pm
Presentations

Lunch 12 – 4pm

Tallinn City Game 12 – 6pm

FedEx Masterclass 5 – 6pm

Welcome Event and 7 – 11pm
Dinner

Day 2

July 13th

Rehearsals for Stage 7 – 9am
Presentations

Opening Ceremony 10 - 10:30

Stage Presentations 10.30 – 15

Lunch 12.30

Visits to Start-Ups 2 – 5pm

Roundtable of 4 – 6pm
Inspiration

Dinner and Awards 7 – 11pm
Ceremony

Day 3

July 14th

Stand Setup 9 – 10pm

Exhibition Open for 10 – 2pm
Jury and Visitors

Tallinn City Game 12 – 2pm

Lunch 13:30

JA Board of 14 – 15.30
Executives meeting

GEN-E Awards 18.30
Dinner

Afterparty 12 – 2am

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STUDENT COMPANIES





Nexus
Albania



Drinkhalm
Austria



7Layers
Belgium FL



Don't Be Shy
Belgium FR



Solar Stickers
Bulgaria



Booder
Czech Republic



NutriCa+
Cyprus



Atlas
Denmark



DryCycle
Estonia



Gente UF
Finland



Veget'ACTEURS
France



IRIGO
Georgia



Carducation
Germany



Microgreens-Magicgreens
Greece



TourTime
Holland



Parrot Pallet
Hungary



HAF vítamín
Iceland



Frámaí Chonamara
Ireland



Atlas
Isle of Man



JUNO
Israel



Eion Games
Italy



ThreeCube
Latvia



Dentinullas
Lithuania



Citygum
Luxembourg



Easybeads
Malta



Royal Rafael
Moldova



OBEX - JA Montenegro
Montenegro



Beauty & Health
North-Macedonia



HC Sealift UB
Norway



Bloom
Poland



PolenData
Portugal



EcoNavis
Romania



Moveably
Serbia



Ligo
Slovakia



Resina
Slovenia



Help Up
Spain



Noll Deponi UF
Sweden



MOREinga
Switzerland



ADAXy Company
Turkey



Ocean Revolution
UK



UAndWe
Ukraine

Student Companies Main Awards

1st place



Microgreens-Magicgreens
Greece

2nd place



Drinkhalm
Austria

3rd place



Carducation
Germany

Innovation of the Year



Noll Deponi
Sweden

Student Companies European Signature Awards



BNY Mellon Future First Award



Citi Foundation Client Focus Award



Fedex Access Award



PMIEF Best Project Plan Award



ManpowerGroup Ready for Work Award



Public Choice Award (Supported by AT&T)



Bata Good Governance Award



Alumni Leadership Award (Supported by Delta)

Noll Deponi (Sweden)

Booder (Czech Republic)

Carducation (Germany)

MOREinga (Switzerland)

Carducation (Germany)

Juno (Israel)

Atlas (Isle of Man)

Nina Porubánová - Slovakia

Agniete Kucinskaite - Lithuania

Florian Brenner - Switzerland

Elias Gherbi - France

Iver Høgden Mæle - Norway

Nefeli Andreou - Cyprus

Arturs Kornejevs - Latvia

Alexandros Katsaronas - Greece

Student Companies Signature Awards



The Ministry of Education Problem Solving

HelpUp (Spain)



SEB Environmental Sustainability Award

Atlas (Isle of Man)



City of Tallinn Excellence in Sales Award

Atlas (Isle of Man)

Thank you to the Jury members

Main Jury Secondary Level



KARL J. PAADAM
Managing Partner
PwC Legal Central and
Eastern Europe
CHAIR JUDGE



PETER DALY
Vice President
AT&T



ELENI THEODOROU
Director Strategy and
Philanthropic Relations
We Share Forward



EVRYM BAYAM PAKIS
VP - People and
Corporate Development
Orhan Holding



**HANNES
HUNSCHOFSKY**
Managing Director
EIT Manufacturing East
GmbH



ANDREI VANDY
Founder & CEO
TOKHIT



ANDREJ SOLINC
CEO
CEED Slovenia



ANETTE HØGH SONNICHSEN
Innovation Officer
The Innovation Fund
Denmark



**KONSTANTINOS
TSOURIS**
Vice President
Citi



RUDY MAZZALOVO
Managing Director,
Europe,
Transformation
Partnerships
Accenture



NINA FERENCIC
Senior Regional Adviser on Adolescent
and Youth Health, Development and
Participation at the UNICEF Regional
Office for Europe and Central Asia
UNICEF



#GEN_E

UNIVERSITY

START-UPS





Switch
Albania



ARKAI
Belgium FL



Colz'Iso
Belgium FR



AskTheCP
Bulgaria



Kolokasi Delicacies
Cyprus



RoboE
Denmark



Find Your Shade
Estonia



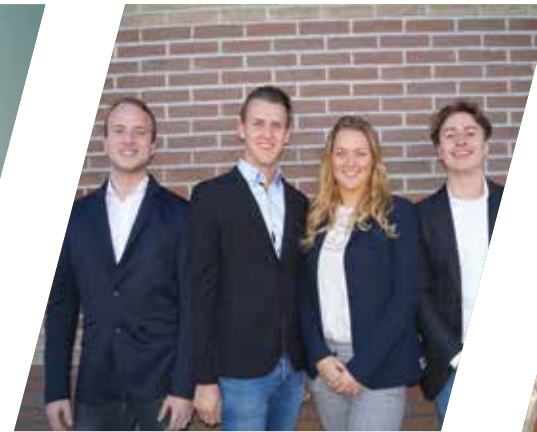
Troa
Finland



Go Bento
France



Drug n Drop
Greece



ZandZwiffer
Holland



MOOSH
Israel



Robo Mobility
Latvia



WeConnect
Luxembourg



Plastopex
Malta



MMEDS SB
Norway



PawPet
Portugal



SignText
Romania



Futura
Spain



Babyistan
Turkey



hearNprotect
UK

University Start-Ups Main Awards

1st place
Innovation



hearNprotect
UK

2nd place
Innovation



ARKAI
Belgium FL

3rd place
Innovation



Drug n Drop
Greece

Start-up of the Year



ZandZwiffer
Holland

University Start-Ups European Signature Awards



Fedex Access Award

WeConnect (Luxembourg)



Avanade Digital Innovation Signature Award

Sign Text (Romania)



Unicredit Future Award

MMEDS (Norway)



Intel® AI Innovators Award

Dermoverse (Spain)



Public Choice Award (Supported by Arconic)

PawPet (Portugal)



GAM Signature Award

Drug n Drop (Greece)



Alumni Leadership Award (Supported by Delta)

Laura Stefani (Belgium FL)
Nikolaos Angelos Spyrellis (Greece)
Natalia Konova (Bulgaria)
Francisco Salas Gómez (Spain)

University Start-Ups Signature Awards



Edu ja Tegu Problem Solving

ZandZiffer (Holland)

Thank you to the Jury members

Main Jury University Level



STEN SAAR
CEO
Zego
CHAIR JUDGE



NUNO J. MARTINS
Government Partnerships
& Initiatives
EMEA Territory Director /
Intel



ELVIRA RAGOZZINO
Governance
Ferrero



IVANA CATTANEO
Executive Director
Oncology Policy &
Healthcare Systems,
Novartis



MARKO CURAVIC
Head Of Unit
European
Commission



MARIE DOUSOVA
BEO Nestle Professional
for Central, Eastern and
Southern Europe
Nestlé



EDWARD DE JAGER
Serial Entrepreneur
and Venture Capitalist
Unknown Group



ALEXANDRE POUILLE
Vice President Finance,
Europe
Anheuser-Busch InBev



FLÁVIO SODRÉ
VP, Global Risk
Management
Anheuser-Busch
InBev



CELINE CARRERA
Director Of Education
EIT Health



**FRÉDÉRIQUE
NAULETTE**
Global Youth Lead
Nestlé Europe

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ONLINE AWARDS



University Start-Ups Online Awards



Intel® AI Innovators Award



AskTheCP
Bulgaria



Novartis Digital Health
Innovation Award



Diligens
Cyprus

Upper Secondary Online Awards

Bata

Bata Good Governance Award



Atlas
Isle of Man

intel.

Intel® AI Innovators Award



Dermoverse
Spain

Johnson & Johnson

Johnson&Johnson Brilliant STEM Innovation Award



Tavolita JA
Italy

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SPEAKERS AND

VIP GUESTS



Alar Karis
President of Estonia



Roberta Metsola
President of the European
Parliament



Kaja Kallas
Prime Minister of Estonia



Mariya Gabriel
EU Commissioner for
Innovation, Research,
Culture, Education
and Youth



Martina Dlabajová
Member of the European
Parliament



Karl J. Paadam
Founder of Yummy
**Chair Judge Upper
Secondary Competition**



Sten Saar
CEO of Zego
**Chair Judge University
Competition**



Adam Warby
CEO Emeritus of Avande
& Chairman of JA Europe



Asheesh Advani
President & CEO of JA
Worldwide



Helena Jansson
Sr. VP. Finance Interna-
tional at FedEx Express



Riccardo Barberis
President of Northern
Europe at ManpowerGroup



Ruth Agyei
Diversity & Inclusion
Council Lead at AT&T



Annika Grosse
Europe AI & Data Lead bei
at Avanade



Tuulike Tuulas
UniCredit Group Media
Relations, Group Identity
& Communication



Kees Roks
Chief Audit Officer of
Novartis



Christiaan Kindermans, PMP
Member of the PMIEF Board
of Directors



Elvira Pignal
COO Continental Europe
& Trustee of Bata Shoe
Foundation



Hendrik Bourgeois
VP of European Government
Affairs, Intel



Alexandra Oniceanu
Head of Communication
and Public Affairs, Citi
Romania



Beatriz Molina
Managing Director, Head of
Global Network Oversight,
BNY Mellon



Ute Dehn
Senior Communications Man-
ager, GAM Investments



Beverley Farrington
VP E&PS EMEA &
Global FM Governance,
Johnson & Johnson



Łukasz Igielski
Sr. Man. Inside Sales | Nordics,
Poland, Czech, Slovakia,
Baltics | FedEx Express Europe



Clary de Jong
Sr. Comm. Spc. | External com-
munications FedEx Express
Benelux

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EVENT VENUES



Rakett69 Science Studio



The first evening was held in Ülemiste City (the tech-hub of Tallinn). While the achievers were dancing on the sand the other guests could try their hand at solving a science problem-The Rakett69 studios host the most popular science show in Estonia and the task was straight from their playbook – how to land an egg safely from a great height.

RAKETT69
TEADUSSTUUDIO

Beach Party

The first evening was held in Ülemiste City (the tech-hub of Tallinn). The evening utilized two rooms in the same building: achievers could go all-out at the indoor Beachhouse. The beach party lasted for hours and left pretty much everybody exhausted.



Stage presentations

The opening ceremony and stage presentations were held at the Estonian Academy of Music and Theatre. Right after the opening the student companies gave their presentations on the large stage. We found it very important to keep the groups together – this way it was possible to watch at least one of the competitions from start to finish.



*Estonian Academy
of Music and Theatre*

Black-box



The university start-ups competed in the black box. This venue helped the participants connect more with the jury since they were standing mere meters from them. This was done on purpose – a real start-up pitch should be more personal than a regular stage presentation.

Estonian Academy of Music and Theatre

Port of Tallinn Cruise Terminal

The second evening (and first awards ceremony) was held at the Cruise terminal building of Port of Tallinn. As a new and very eco-friendly building the Cruise terminal has quickly become a hot spot for galas and awards ceremonies. Our guests could also try out a silent disco that ended the evening in a spectacular fashion.



Freedom Square

The exhibition part of the competition took place in one of the most important venues in Tallinn – the Freedom Square. Right where the President conducts the parade on Estonia's Independence Days (and the president was present for our event as well) were the stands. Even a little (actually a very impressive) rain shower didn't stop the sales. Never ever organise an event in Estonia without a backup plan for rain.



Seaplane Harbour

The evening to end it all... We used all that the facilities had to offer – the University special prizes were awarded outside, on the icebreaker Suur Tõll. Guided by song and dance we moved inside, where other entertainment awaited. The special prizes were given out as close to the students as possible (they got the best seats). For the main prizes the winners and the head judges had to climb up on the submarine Lembit. What a stage!





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OPERATING EUROVISION AND EURORADIO



Eesti Rahvusringhääling

GEN²⁰²²E



**JA
Europe**

Member of
JA Worldwide



**JA
Estonia**

Member of
JA Worldwide

www.gen-e.eu