



Trace Your
Path Forward

SOCIAL MEDIA PLAN

ONLINE AWARDS



Member of
JA Worldwide



Member of
JA Worldwide

#GEN_E

ONE GEN-E VOICE

WANNA SPEAK GEN-E LANGUAGE?



BRANDING TOOLKIT



COMMUNICATIONS GUIDELINES



CANVA'S SHARED LINK



CANVA'S INSTAGRAM NEW POST DIMENSIONS

A QUICK RECAP FOR YOU

TAGS

Tag JA Europe and JA Italy 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	X
JA EUROPE	@jaeurope	@JAEurope	@JA Europe	@JA_Europe
JA GREECE	@ja_greece	@Junior Achievement Greece	@Junior Achievement Greece	@JA_Greece

HASHTAGS

Use the **#Gen_E** hashtag to help us increase impressions and results on social media. 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](https://www.instagram.com/jaeurope) link in bio)
- If you don't know where to direct people, [gen-e.eu](https://www.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! 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.

ONLINE PARTNERS

All our online partners who are supporting us on this online journey, remember to tag them in their dedicated online award post.

	INSTAGRAM	FACEBOOK	LINKEDIN	X
JOHNSON&JOHNSON	@inj	JOHNSON&JOHNSON	JOHNSON & JOHNSON	@JNJnews
EIT MANUFACTURING	@eitmanufacturing	EIT Manufacturing	EIT Manufacturing	@EITManufactur
PMIEF	@pmi_org	@Project Management	@Project Management Institute	@PMIinstitute
SCHNEIDER ELECTRIC	@schneiderelectric	@Schneider Electric Foundation	@Schneider Electric	@SchneiderElec
EIT FOOD	/	EIT Food	EIT Food	@EITfood
EUROPEAN COMMISSION	@europeancommission	@European Commission	@European Commission	@EU_Commission
CODE4EUROPE	@codeweekeu	@EU Code Week	@EU Code Week	@CodeWeekEU
AVANADE	@avanadeinc	@Avanade	@Avanade	@Avanade
NN GROUP	/	@NN	@NN Group	@NN_Group

SOCIAL MEDIA CONTENT TO SHARE THE GEN-E VIBE

OVERVIEW

DATE	CONTENT
25.02	J&J Brilliant STEM Innovation Award
27.02	Green Manufacturing Award by EIT Manufacturing
03.03	PMIEF Best Application of Project Management Award
05.03	Schneider Electric - The Innovation in Energy Award
07.03	European Commission (Code4Europe) - Digital Innovation Award
10.03	NN Group Social Impact Innovation Award
12.03	Food Tech Innovation Award by EIT Food
14.03	Avanade Digital Innovation Online Award
17.03	EUROPEN - Online Award Market Expansion



25 FEBRUARY

Johnson&Johnson - J&J Brilliant STEM Innovation Award

IMPORTANT NOTES:





- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

Are you ready to make a positive impact with #STEM?

The J&J Brilliant STEM Innovation Award is calling on young innovators who use science, technology, engineering, and math to tackle #community challenges.

Award criteria:

-  STEM innovation: Bring a novel solution to a local challenge.
-  Impact: Showcase your idea's potential to create social and systemic change.
-  Sustainability: Build a business that's both socially and financially sustainable.
-  Potential market: Define your market and scalability.

Winners will win a trip to #Gen_E 2025 in Athens, Europe's Largest Entrepreneurship Festival! Apply now and take the first step toward transforming your community

[INCLUDE LINK]

@Johnson&Johnson



 Canva link

27 FEBRUARY

EIT Manufacturing - Green Manufacturing Award by EIT Manufacturing

IMPORTANT NOTES:



- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

Are you ready to revolutionise #manufacturing?

The Green Manufacturing Award by EIT Manufacturing is seeking innovative solutions that reduce #waste, #pollution, and resource consumption.

Award criteria:

-  Innovation: Introduce novel materials, processes, or resource-saving methods.
-  Sustainability: Address the entire product lifecycle, from design to disposal.

Winners will earn a trip to Gen-E 2025 in Athens, Europe's hub for entrepreneurial talent!
Submit your application today: [\[INCLUDE LINK\]](#)

@EIT Manufacturing



3 MARCH

PMIEF - PMIEF Best Application of Project Management Award

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

Excel in #project management? This is your moment!

The PMIEF Best Application of Project Management Award recognises teams that have applied exceptional project management practices to make their entrepreneurial dreams a reality.

Award criteria:

- 📅 Planning and execution: Demonstrate excellence throughout the #project lifecycle.
- 💡 Impact: Show how project management improved your operations and #results.

Winners will join us at #Gen_E 2025 in Athens, Europe's Largest Entrepreneurship Festival, for a once-in-a-lifetime #experience!

Don't wait, apply now: [\[LINK TO INCLUDE\]](#)

@PMIEF



5 MARCH

Schneider Electric - The Innovation in Energy Award

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

Got a game-changing idea in energy? This is your chance!

The Schneider Electric - Innovation in Energy Award is here to inspire youth to lead the way in the #energy transition with creative and impactful #solutions.

Award criteria:

- 🏠 Energy transition: Contribute to a #sustainable energy future.
- 💡 Innovation and creativity: Present a bold and original #idea.
- 🌍 Impact: Showcase social and environmental benefits.
- 📁 Feasibility: Highlight practical and economic viability.

Winners will win a trip to #Gen_E 2025 in Athens, Europe's Largest Entrepreneurship Festival! Submit your application today and spark a revolution in energy: [\[LINK TO INCLUDE\]](#)

@Schneider Electric



7 MARCH

European Commission (Code4Europe) - Digital Innovation Award

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

The Digital Innovation Award recognises young entrepreneurs who are transforming the world with cutting-edge digital solutions while mastering essential digital and transversal skills.

What makes a winning team?

- 💡 Innovation and creativity: Is your solution innovative and ready to use?
- 🌍 Impact potential: Can your idea drive social, environmental, or economic change?
- 👥 Presentation and teamwork: Does your team communicate and collaborate effectively?
- 💻 Use of technology: Are you leveraging tech ethically to enhance accessibility and user experience?

Powered by CodeWeek & funded by the European Commission, this is your chance to showcase your digital brilliance and make an impact!

Apply now and shape the future with your innovation (and win a ticket to join Gen-E 2025 in Athens!)

[\[LINK TO INCLUDE\]](#)

#EUCodeWeek



10 MARCH

NN Group Social Impact Innovation Award

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

The @NN Group Social Impact Innovation Award celebrates entrepreneurial teams that develop innovative business concepts to address critical social needs. Who's eligible? This award is open to teams from Czech Republic, Greece, Hungary, Netherlands, Poland, Romania, Slovakia, Spain, and Japan.

What makes a winning idea?

- 💡 **Impact:** Can your solution create meaningful change for individuals, communities, or entire systems?
- 🚀 **Innovation:** Does your idea bring a fresh and well-defined approach to solving a social challenge?
- 📈 **Feasibility and scalability:** Is your business model strong, realistic, and ready to grow?

This is your chance to turn your vision into real impact and be recognized for driving positive social change!

Apply now and be the change-maker of tomorrow! [\[LINK TO INCLUDE\]](#)



 Canva link

12 MARCH

EIT Food - FoodTech Innovation Award by EIT Food

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

Reimagine the future of food! FoodTech Innovation Award by @EIT Food celebrates innovative ideas that contribute to a healthier, more sustainable, and fair food system.

Award criteria:

- 💡 Excellence: How innovative is your idea?
- 🌍 Impact: Does your solution advance the food system and sustainability goals?
- 📈 Business model: Highlight your idea's feasibility and market potential.
- 👥 Teamwork: Show how your team collaborates and excels.

Winners will join us at #Gen_E 2025 in Athens to showcase their ideas on Europe's biggest entrepreneurial stage! Apply now and start shaping the future of food: [\[LINK TO INCKUDE\]](#)



 Canva link

14 MARCH

Avanade - Avanade Digital Innovation Online Award

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

INSTAGRAM & FACEBOOK

The Avanade Digital Innovation Award celebrates young entrepreneurs who harness the power of AI and cutting-edge technology to solve real-world problems.

Win a One-Year Mentorship with @Avanade and @Microsoft specialists, gain Microsoft Certifications, and access the Microsoft Founders Hub to supercharge your entrepreneurial journey.

Do you have a solution that blends innovation, ethics, and a great user experience? This is your chance!

Winners will join us at #Gen_E 2025 in Athens to showcase their ideas on Europe's biggest entrepreneurial stage! Apply now and start shaping the future of food: [\[LINK TO INCKUDE\]](#)



Canva link

17 MARCH

EUROPEN - Online Award Market Expansion

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.
- Link to direct youth to apply: <http://www.gen-e.eu/>

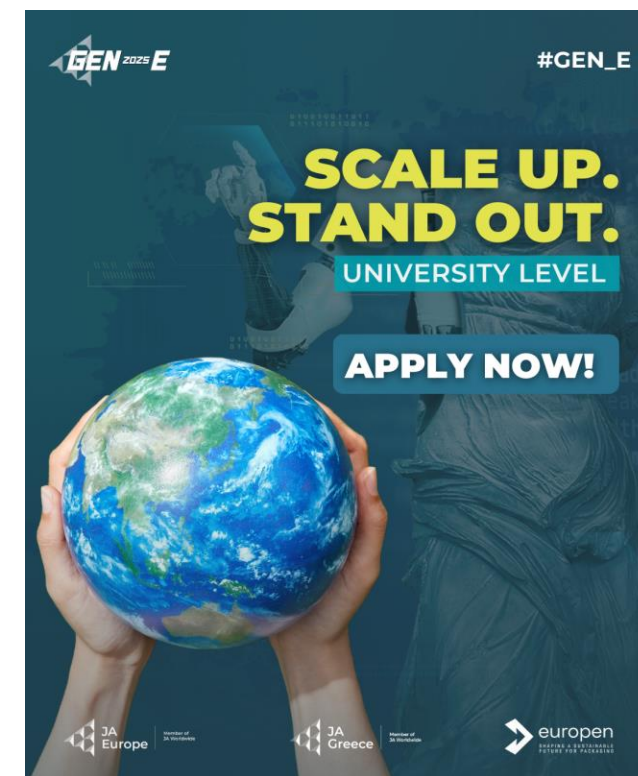
INSTAGRAM & FACEBOOK

Expand Beyond Borders!

The @EUROPEN Market Expansion Award recognizes start-up teams that have successfully leveraged the European Single Market to scale their business across borders.

Are you ready to show how your business has navigated different EU markets, embraced sustainability, driven innovation, and planned for future growth? This is your chance to stand out!

Winners will join us at #Gen_E 2025 in Athens to showcase their ideas on Europe's biggest entrepreneurial stage! Apply now and start shaping the future of food: [\[LINK TO INCKUDE\]](#)



Canva link



JA
Europe

Member of
JA Worldwide



JA
Greece

Member of
JA Worldwide

