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GEN²⁰²⁵E

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Spring-Summer 2025



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AEGEAN



Gen-E is more than a festival and it is more than an event, it's a lighthouse experience for the future of Europe. Each young entrepreneur at Gen-E shows us that talent is everywhere, but chances to grow are not. That's the gap JA Europe is working to close. We're not just supporting youth, we're building a generation that dares to dream, create, and shape a better world. The winds of change are blowing, and it's our job to work alongside young people to set their sails.

Salvatore Nigro, CEO of JA Europe



Gen-E 2025 in Athens was a milestone not only for Junior Achievement Greece but for the entire European community. We witnessed the power of youth entrepreneurship at its best: thousands of students, educators and business leaders coming together to exchange ideas, showcase innovation, and inspire the future. Hosting this celebration in Greece was both an honor and a responsibility, and it proved that when young people are given the stage, they can shape a more sustainable and competitive Europe.

Argiris Tzikopoulos, CEO of JA Greece



The joy, the horizons JA opened to students, and the knowledge they carried back to their homes across Europe, all confirm the lasting impact we created. Gen-E in Athens was more than a celebration of entrepreneurship, it was a powerful reminder of what young people can achieve when given the tools and the chance to dream and build.

Emilios Kyriacou, Chair of JA Greece



Gen-E is a powerful reminder that young people already have the ideas and drive to shape what comes next. Our role, as educators, business leaders, and policymakers, is to clear the path, open doors, and make sure their energy turns into lasting change.

Laurence Morvan, Chair of JA Europe Board

WATCH THE WRAP UP VIDEO!

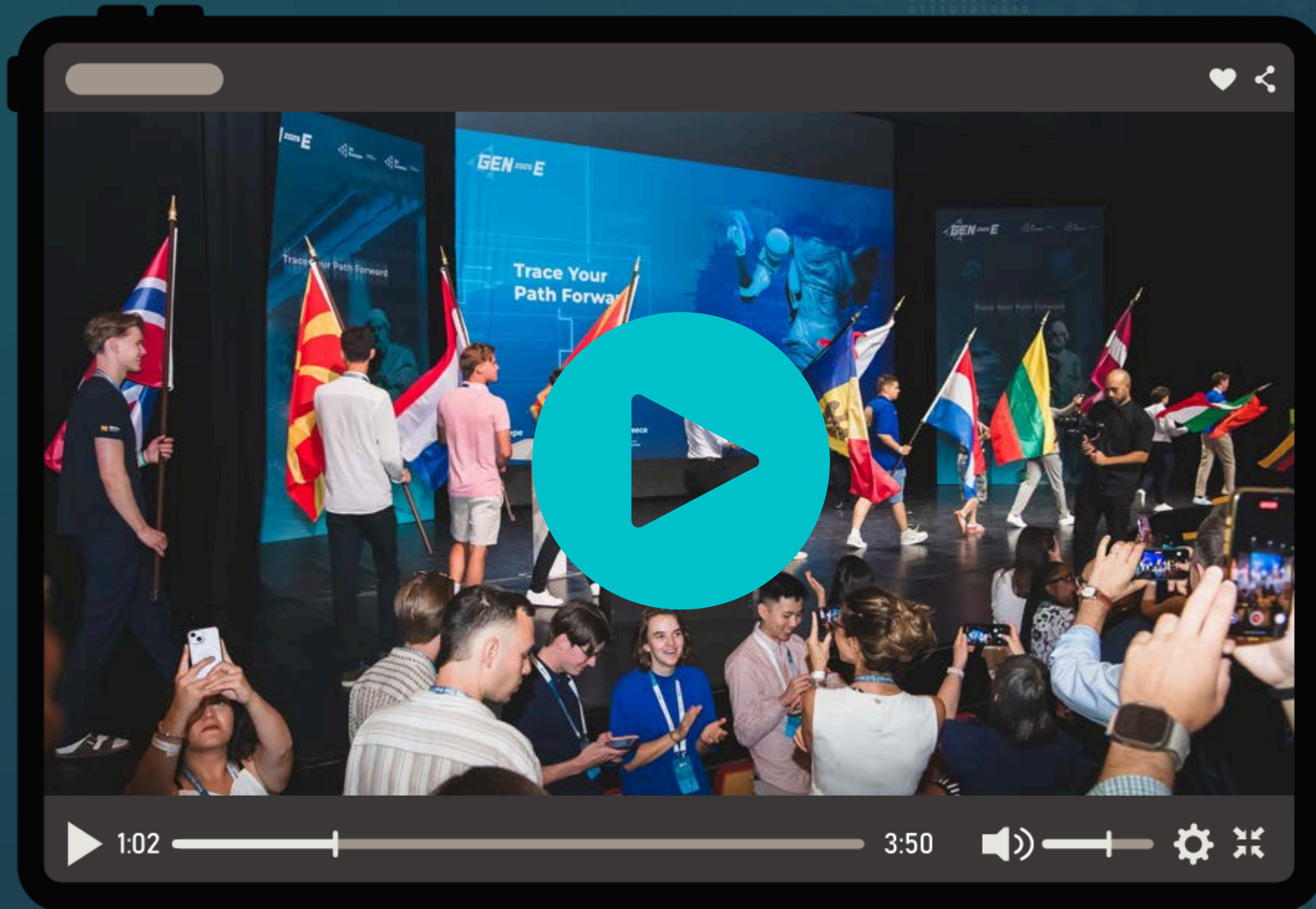


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GEN-E IN NUMBERS



GEN-E IN NUMBERS

410.000 YOUTH STARTED THEIR JOURNEY

TOTAL PARTICIPANTS

1000+

VIRTUAL STANDS

996

NATIONALITIES

50+

JURY

109

JA STAFF

243

YOUTH

315

PARTNERS REPRESENTATIVE

67

JA ALUMNI

59

TEACHERS

106

JA OFFICES

47

STUDENTS BUSINESSES

74



ONLINE EXPERIENCE IN NUMBERS

LIVESTREAMING



Data from May to August 2025

Virtual Opening **1,749** total views **6.5%** impressions CTR **60h** watch time
Awards Ceremony **5,617** total views **17.2%** impressions CTR **27.3h** watch time

GEN-E WEBSITE



Data from January to August 2025

26,720 total active users **262,706** total events
46.39% engagement rate **105,126** page views

VIRTUAL EXPO



Data from May to August 2025

55,973 total active users **915,357** total events
69.1% engagement rate **301,131** page views

GEN-E HASHTAG RESULTS

Data from September to August 2025

SOCIAL MEDIA REACH

7,461,443

USER GENERATED CONTENT

3,333

SOCIAL MEDIA INTERACTIONS

197,880

ADVERTISING VALUE EQUIVALENCY

670,398\$

SEPTEMBER 2024 TO AUGUST 2025

SOCIAL MEDIA REACH

22,338,051

USER GENERATED CONTENT

8,049

SOCIAL MEDIA INTERACTIONS

782,607

ADVERTISING VALUE EQUIVALENCY

1,565,333\$*

2021 TO 2025

*Data don't include the years 2021 and 2022 due to limitations to the previous tool used to track hashtag reach

MEDIA COVERAGE



Greece



Portugal



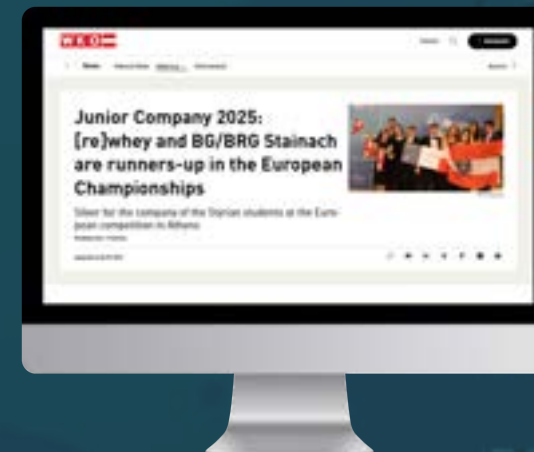
Spain



Belgium



Belgium



Austria



Montenegro



Moldova



Portugal



Malta



Global



Slovakia

24 WINNERS



MAIN AWARDS WINNERS

UPPER-SECONDARY LEVEL

INNOVATION TRACK



JA EUROPE INNOVATION OF
THE YEAR

WINNER

TRAWL TECH



JA EUROPE INNOVATION OF
THE YEAR

1st RUNNER UP

PEELASTIC



JA EUROPE INNOVATION OF
THE YEAR

2nd RUNNER UP

BIOANGLERS



BUSINESS TRACK



JA EUROPE COMPANY OF
THE YEAR

WINNER

VERIFYID



JA EUROPE COMPANY OF
THE YEAR

1st RUNNER UP

[RE]WHEY



JA EUROPE COMPANY OF
THE YEAR

2nd RUNNER UP

AIMA



MAIN AWARDS WINNERS

UNIVERSITY LEVEL

INNOVATION TRACK



JA EUROPE INNOVATION OF
THE YEAR

WINNER

LACTOZEN



JA EUROPE INNOVATION OF
THE YEAR

1st RUNNER UP

TIPTOX



JA EUROPE INNOVATION OF
THE YEAR

2nd RUNNER UP

MEDIMYND



JA EUROPE START UP OF
THE YEAR

WINNER

PIGI



BUSINESS TRACK



JA EUROPE START UP OF
THE YEAR

1st RUNNER UP

TARJOUSMATCH



JA EUROPE START UP OF
THE YEAR

2nd RUNNER UP

LINK3RS



SIGNATURE AWARDS WINNERS

UPPER-SECONDARY LEVEL



ppc

PUBLIC CHOICE AWARD

KEVIN AI



JA Alumni Johnson&Johnson
EUROPE

ALUMNI LEADERSHIP AWARD
WITH THE SUPPORT OF
JOHNSON&JOHNSON

Guy McGuinness, Noah Berlanger,
Anja Pajić, Damjan Gačević,
Carlota Pereira, Mathéo Page



FedEx®

FEDEX ACCESS AWARD

BIOANGLERS



DELTA

DELTA AIR LINES SUSTAINABLE
INNOVATION AWARD

TRAWL TECH



2

Winners

SIGNATURE AWARDS WINNERS

UPPER-SECONDARY LEVEL



**MANPOWERGROUP
READY FOR WORK AWARD**

AIMA



**PMIEF BEST APPLICATION OF
PROJECT MANAGEMENT AWARD**

ELEVATEX



**THE UNICREDIT FOUNDATION
"RE-POWER YOUR FUTURE"
AWARD**

T-BUDDY



SIGNATURE AWARDS WINNERS

UNIVERSITY LEVEL



PUBLIC CHOICE AWARD

LES CULOTTES



FEDEX ACCESS AWARD

MEDIMYND



BNY RESILIENT FUTURES
AWARD

LINK3RS



THE EUROCLEAR FINANCIAL
EXCELLENCE AWARD

ECOWRAP



EY AI INNOVATORS AWARD

COOLTIVATE



2

Winners

ONLINE AWARDS WINNERS

UPPER-SECONDARY LEVEL



FOODTECH INNOVATION
AWARD BY EIT FOOD

MIND FORGE



GREEN MANUFACTURING
AWARD

ACQUABRAIN



Johnson & Johnson

BRILLIANT STEM
INNOVATION AWARD BY
JOHNSON & JOHNSON

ORBIS



intel

INTEL® AI
INNOVATORS AWARD

SEEDSAP



BEST APPLICATION OF
PROJECT MANAGEMENT
AWARD BY PMI

LOOPLAB



DIGITAL INNOVATION AWARD
POWERED BY EU CODEWEEK
AND FUNDED BY THE
EUROPEAN COMMISSION

PULSEPAL



Schneider
Electric Foundation

THE INNOVATION IN ENERGY
AWARD BY THE SCHNEIDER
ELECTRIC FOUNDATION

POWER2Z



2

Winners

ONLINE AWARDS WINNERS

UNIVERSITY LEVEL



EUROPEN MARKET
EXPANSION AWARD

BIONOVA



GREEN MANUFACTURING
AWARD

TESLARI



AVANADE DIGITAL
INNOVATION AWARD

LOKUTOR



EUROPEAN COMPETITIONS WINNERS



FOODATHON 2024

CARBON TRAIL



SOCIAL INNOVATION
RELAY

1st Place

GHIDJOB



SOCIAL INNOVATION
RELAY

2nd Place

GREOCTRAILS



SOCIAL INNOVATION
RELAY

3rd Place

BETTERMINDS





EUROPEAN COMPETITION

Upper-Secondary Level



3 European Competition Upper-Secondary Level



SilverSprings
Albania



ReWhey
Austria



Lacety
Belgium FR



Grind4Good
Belgium FL



ElevateX
Bulgaria



Peellastic
Cyprus



Prismatica
Czech Republic



VerifyID
Denmark



Blouit
Estonia



BioAnglers
Finland



Knowhere
France



Kevin AI
Georgia



PflanzLicht
Germany



WaterLoop
Greece



Indigo
Hungary



Urri
Iceland



Team
Ireland



ArthEsy
Isle of Man



Pet Life
Italy



Blum
Latvia



FiasCo
Lithuania

3 European Competition Upper-Secondary Level



Feel It
Luxembourg



Playful Pages
North Macedonia



Simplex
Malta



ClickStorm
Moldova



Woolish
Montenegro



Skid
Netherlands



Trawl Tech
Norway



CoachMatch
Poland



CindyUp
Portugal



TatoHugs
Romania



T-Buddy
Serbia



Aima
Slovakia



Sound&Round
Slovenia



Green Chain
Spain



A+Intelligence
Sweden



Kiwoko
Switzerland



CodexCompany
Türkiye



Solasta
United Kingdom



StickFriend
Ukraine

3

MAIN JURY

European Competition
Upper-Secondary Level



Emiliós Kyriacou
Chair of JA Greece and CITI
CEO and Banking Head
Greece, Cyprus & Malta



Aleksander Sarapuli
CO-CEO of the
Albanian American
Development Foundation



Bogusława Kus
Head of Client Service
Transaction Processing,
Euroclear Bank



Branislav Chrappan
Director, Network
Engineering Network
Solutions COE, AT&T Global
Network Services



Kari Kivinen
Education Outreach Expert
European Observatory on
Infringements of Intellectual
Property Rights, EUIPO



María Comín
Preuniversity Education
Director, Microsoft



Mark Van Giel
Head of Priority
Banking Animation,
BNP Paribas Fortis



Martinš Bicevskis
CEO of MB Family Trust and a
member of the Supervisory
Board of DelfinGroup, Delfin
Group/MB Family Trust



Sven Fossum
Director of Marketing and
Communications,
ManpowerGroup Norway



Theodoros Loukaidis
Director General at Cyprus
Research and Innovation
Foundation, Cyprus
Research and Innovation
Foundation



Valentina Lugli
Head of Communication &
ESG, CA Auto Bank



EUROPEAN COMPETITION

University Level



4

European Competition University Level



Pigi
Albania



Lactozen
Belgium FR



InnClass
Belgium FL



GreenFilters
Bulgaria



Medschoolpal
Cyprus



Cooltivate
Czech Republic



Tiptox
Denmark



TarjousMatch
Finland



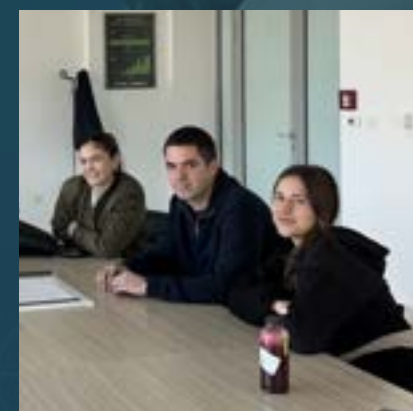
ConKrete
Iceland



Onsko
Luxembourg



MediMynd
Malta



EngineClip
Montenegro



EcoWrap Solutions
Netherlands



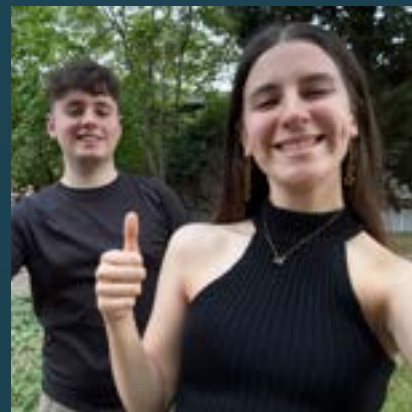
JETA
Norway



Fastshaker
Portugal



Grydic
Romania



Link3rs
Spain



TERA GUARD
Turkiye



Passing Presence
United Kingdom

4

MAIN JURY

European Competition
University Level



Leonidas Canellopoulos
Vice Chairman of the Board JA
Greece, Chief Sustainability &
Innovation Officer TITAN Group



Aikaterini Papadopoulou
Regional Operations
Manager, Pepco



Cindy Boschung
Head of Talent & Organization
Development Zone Europe



Claire Gillissen-Duval
Senior Director Corporate
Social Responsibility EMEA
MEE, SAP



Marina Spyridaki
Corporate Affairs Director,
AEGEAN



**Matthias Graf von
Kielmansegg**
Director Manager,
Vodafone



Salvatore Moccia
Director of Education and
Skills, EIT Digital

TES AWARDS



5

TES Awards

JA EUROPE'S 10 TOP SCHOOLS



Austria - BG/BRG Stainach
Cyprus - The Junior and Senior School
Denmark - Erhvervsakademi Aarhus (Business Academy Aarhus)
Finland - Tampere Vocational College Tredu
Greece - 3rd Junior High School of Argyroupolis
Latvia - Riga Teika Secondary School
Luxembourg - Lycée Aline Mayrisch
Slovakia - Business Academy Nevädzová in Bratislava
Sweden - Hitachigymnasiet Västerås
Ukraine - Vasyilkiv Vocational Lyceum

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Read the news article



SPEAKERS AND VIPS



6 Speakers and VIP Guests



Roberta Metsola
President of the
European Parliament



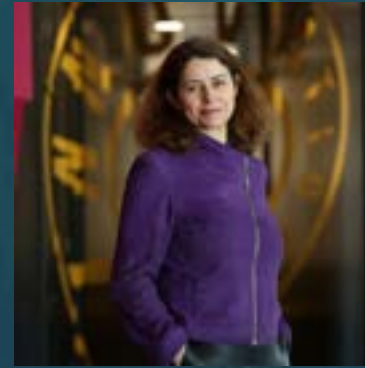
Roxana Mînzatu
European Commissioner



Glenn Micallef
European
Commissioner



Mario Nava
Director-General
European Commission



Laurence Morvan
Chief of Staff EMEA
CEO of Accenture



Sophia Kounenaki
VP of the Hellenic World
Foundation



Emiliós Kyriacou
CITI CEO and Banking Head
Greece, Cyprus & Malta



Leonidas Canellopoulos
Chief Sustainability & Innovation
Officer, TITAN Group



Mark Timmermans
VP Network Planning and
Engineering of FedEx



Christina Alevizou
Managing Director Customer
Experience Operations,
FedEx



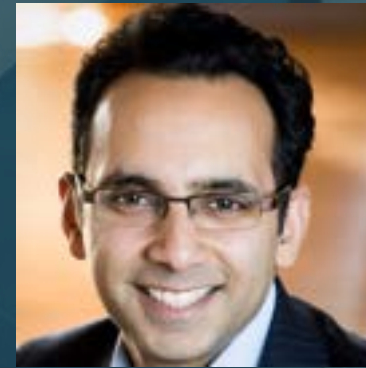
Ioannis Markoulidakis
Director Research &
Innovation, PPC S.A.



Theodoros Loukaidis
Director General at Cyprus
Research and Innovation
Foundation



Karen Reddington
Chair of the Board of
Governors of JA Worldwide



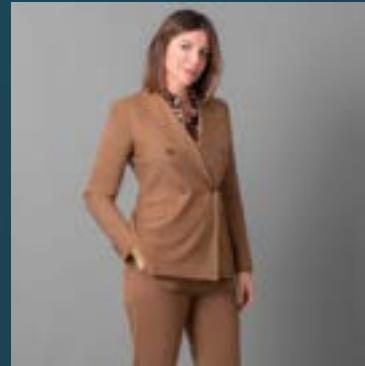
Asheesh Advani
President & CEO of JA
Worldwide and JA Worldwide
Board of Governors Member



Salvatore Nigro
CEO of JA Europe



Charlotte Mukungu
Head of Philanthropy for
EMEA, APAC and LATAM,
BNY



Valentina Lugli
Head of Communication &
ESG, CA Auto Bank



Angelina Koumani
Red Coat/Customer Service
Agent, Delta Air Lines



Mei Li Powell
CEO, Euroclear Foundation



Gillian Hinde
Global Corporate
Responsibility Leader, EY



**Georgios
Papadimitriou**
Managing Partner Greece /
Europe Central Financial
Services Leader



Riccardo Barberis
President of Northern
Europe at ManpowerGroup
and JA Europe Board
Member



Ashley Forsyth
Director, Social Impact
Programs, PMI & Executive
Director, PMIEF



Silvia Cappellini
General Manager,
UniCredit Foundation

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Luigi Pessina
Director, Global Commercial Programs, Intel



Bill Karnazes
CSO & General Manager of Corporate Services for Viohalco Companies



Matthew Caruana
Chair of the Board of Executives / CEO of JA Malta and JA Europe Board Member



Martynas Kandzeras
Founder / CEO of Kandzeras Foundation



Olivier Lazar
JA Europe Board Member



Siobhan McDonagh
Head Of Group People & Culture at UniCredit



Irene Cervellera Micheli
Angel Investor for Start-ups and Vice-Chair of JA Europe



Nuria García Schwab
SVP Deputy Head EMEA of MetLife



Loran Geskens
President of JA Alumni Europe



Mayu Avila
JA Worldwide Board of Governors Member



Camille R. Blair
Founder and CEO of Camille Francis LLC



Jim Carroll
Senior Advisor for Global Government Relations at Honeywell International



Francesco Vanni d'Archirafi
Chairman of Euroclear, JA Europe Honorary Chair



Arnold Evans
Managing Director of JP Morgan Chase



Vidhya Ganesan
Managing Partner at McKinsey Malaysia



Dawn de Lima
Executive Vice President at TC Energy (North America)



Sam Masri
Global Chief Sales Officer at SAP



Peter Njonjo
Founder and Chairman of Selu Foods



Selva Pankaj
CEO at Regent Group



Antonio Perdichizzi
President of Isola Catania Impresa Sociale



Agata Czopek, PHD
Board Member, PMIEF



Shervin Fekri
Programme Manager Community Investment International Corporate Relations/ Sustainability & Social Impact, NN Group N.V.



Diana Filip
Deputy CEO & Chief Development Officer of JA Europe



Ioannis Markoulidakis
Director of Research and Innovation at PPC S.A

Speakers and VIP Guests 6



Illana Magra
Journalist, News anchor
Kathimerini, SKAI News,
Greece



Daniel Paksy
Managing Director,
Greece & Romania,
J&J



Vivian Paraschou
Greece Sustainability Business
Development Leader
Schneider Electric Foundation



**Andriana
Paraskevopoulou**
Journalist & News Anchor,
ERT, Greece



**Sévrine Pereira
Teixeira**
Senior Public Affairs
Manager of EUROPEN



Mario Rocco
Programme Manager
Education, EIT Food



**Argyris
Tzikopoulos**
CEO of JA Greece



Kostas Adamopoulos
Manager Field Planning &
Engineering, South East
Europe & Eastern Europe,
Turkey & Israel, FedEx



Marios Katsiotis
Head of R&D,
TITAN Group



Panos Skiadas
Deputy Chief Services Officer,
Energy & Sustainability,
Viohalco Companies



Hemang Desai
Interim Global Head of
Corporate Social
Responsibility at SAP

WHAT HAPPENED IN ATHENS?



FEDEX MASTERCLASS

HARMONISED DISRUPTORS: WHY AGE DOESN'T DEFINE INNOVATION

FedEx led a Masterclass on the power of age-diverse teams in driving innovation. The session highlighted how the boldness of youth and the experience of older generations together create stronger ideas and solutions.

Speakers included:

- Christina Alevizou, Managing Director Customer Experience Operations, FedEx
- Chiado Eirini (Ada) Katsanou, Student and Winner of the PMIEF Award
- Loran Geskens, President, JA Alumni Europe
- Vanda Franciscy, Director for Events and Development, JA Europe

FedEx® Main European Partner



POLICY ROUNDTABLE: AI IN ENTREPRENEURSHIP EDUCATION

A high-level roundtable on “AI in Entrepreneurship Education”, bringing together policy, business, and education leaders to discuss how AI is transforming the way we prepare young people for the future of work.

Mario Nava, Director General at the European Commission (DG EMPL), emphasized that AI is now a core element of lifelong learning and noted that over 60% of Europe’s workforce will need additional training to adapt to its impact.

Student teams SeedSAP and PulsePal showcased how digital and AI skills can fuel innovation with real societal impact.



7

What happened in Athens?

EDUCATORS SESSION

EDUCATORS' LEADING ENTREPRENEURIAL CHANGE



A dedicated Educator's Session brought together teachers, policymakers, and innovation leaders to explore how entrepreneurial learning can equip students for a fast-changing world. Discussions ranged from integrating AI and project management into classrooms to strengthening links between education and innovation.

The session was moderated by Diana Filip, Deputy CEO at JA Europe, with contributions from Kari Kivinen (EUIPO) and Dr. Ashley Dalton Forsyth (PMIEF).

#PULSEZ CONSORTIUM MEETING

The PulseZ consortium gathered for its second in-person meeting, bringing together representatives from eight partner organisations to advance the development of the PulseZ platform, a hub for new media content creators and journalists across Europe.

Eight young journalists used PulseZ to kick-start their journey in event documentation, content creation, and live reporting. The consortium partners also showcased the platform at the PulseZ stand, engaging with more than 600 participants and expanding its outreach.



GET IN THE RING BY UNKNOWN



The Unknown University of Applied Sciences and Unknown Group brought a unique energy to Athens with Get in the Ring, a competition where young innovators pitched bold solutions in a real boxing ring.

Two standout JA teams entered the spotlight: SeedSAP from JA Denmark and PulsePal from JA Albania. Both teams impressed with their vision and passion, but it was PulsePal who took home the title, recognized for their empathy-driven innovation and potential for societal impact.

The competition was made possible thanks to the support of Eni, and a distinguished jury including experts from EUIPO, SAP, OneValley, UniCredit Foundation, and Unknown Group.

Special thanks to ENI for making this experience possible.

NETWORKING LUNCH

HOSTED BY ACCENTURE AND MANPOWERGROUP

During the “AI & The Future of Work” panel, co-hosted by ManpowerGroup and Accenture, the EMPASS project was spotlighted as a leading example of how micro-credentials can empower youth in an AI-driven world.

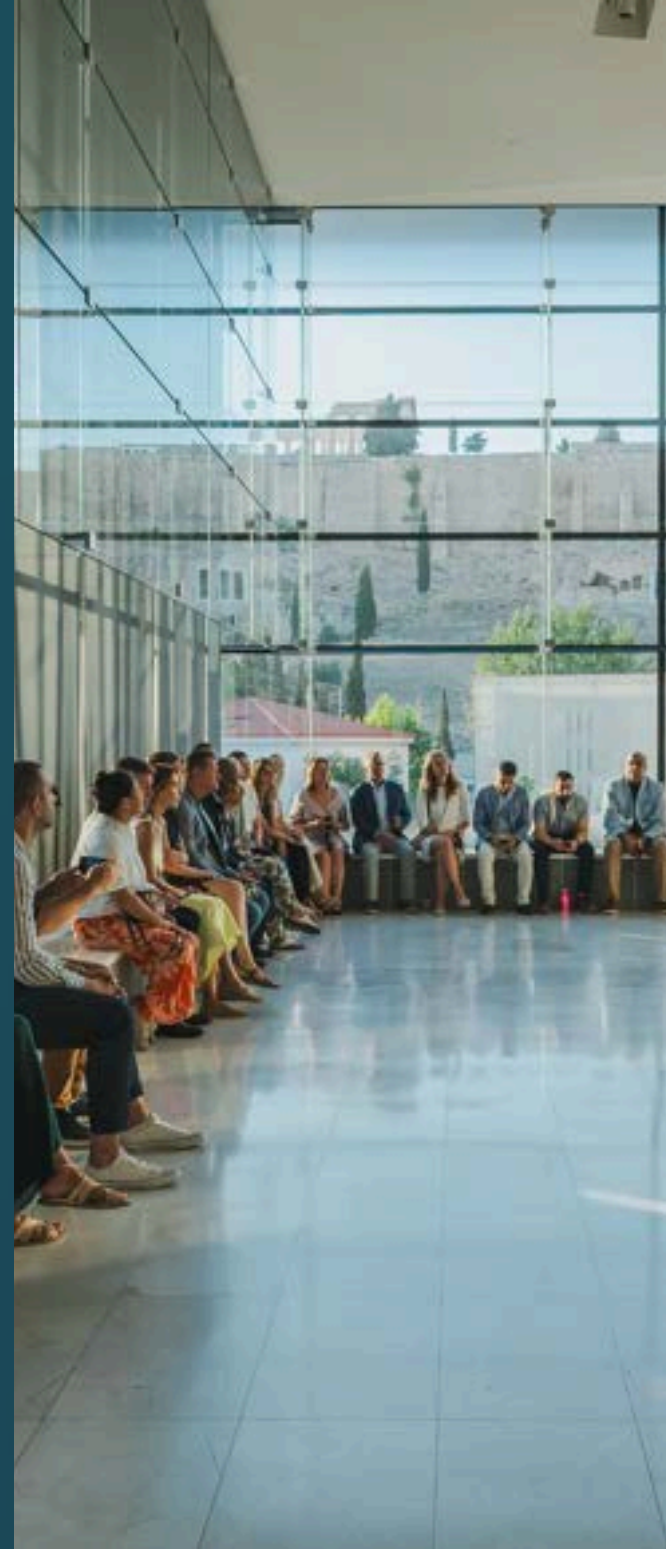
Speakers including Laurence Morvan (Accenture), Riccardo Barberis (ManpowerGroup), Charalambos Kazantzidis (ManpowerGroup Greece), Kyriacos Sabatakakis (Accenture Greece), Alicja Staśkiewicz (Lawyers Without Borders, SOAS), and Salvatore Nigro (JA Europe) highlighted the importance of human-centric skills alongside AI capabilities.



7

What happened in Athens?

EXPERIENCING THE ACROPOLIS MUSEUM WHILE ADVOCATING FOR YOUTH



Under the shadow of the Parthenon and overlooking the Athens skyline, more than 150 distinguished guests from across Europe and beyond gathered for a special evening at the Acropolis Museum Rooftop.

Bringing together board members, strategic partners, jury leaders, and champions of youth entrepreneurship, the dinner was not only set in a stunning location but also anchored in a shared vision: a Europe where every young person has the opportunity to dream, act, and thrive.

7

What happened in Athens?

BOARD MEETINGS



The JA Europe Board of Directors and Board of Executives, together with the JA Worldwide Board of Governors, convened on July 4 in Athens for a joint meeting. The gathering focused on the upcoming strategy cycle and served as a platform to exchange perspectives and practices from across the network.



EVENT VENUES



ON-SITE PROGRAMME

1 JULY

- 12:00 – 17:00 Rehearsals for Stage Presentations
- 13:00 – 17:00 Activity for the youth: huManpower creative Wall: Showcasing the Future of Work
- 09:00 – 18:00 #PulseZ Consortium Meeting
- 18:00 – 19:30 FedEx Masterclass (For all youth) – Harmonised Disruptors: Why Age Doesn't Define Innovation
- 18:00 – 19:15 Educators Session (Open for all) – Educators' Leading Entrepreneurial Change
- 19:30 – 22:00 Welcome Dinner & Evening Programme

2 JULY

- 09:30 – 11:00 Gen-E 2025 Opening Ceremony
- 11:30 – 13:30 Stage Presentations #1 | Upper-Secondary Level
- 11:30 – 13:30 Stage Presentations | University Level
- 14:30 – 16:30 Stage Presentations #2 | Upper-Secondary Level
- 14:00 – 16:00 Policy Roundtable: AI in Entrepreneurship Education
- 20:00 – 23:00 Dinner & Evening Programme

3 JULY

- 09:00 – 10:30 Expo Stands Set-Up
- 10:30 – 11:00 Get in the Ring by Unknown
- 11:00 – 14:00 Expo Open
- 14:00 – 16:00 Networking Lunch hosted by Accenture & ManpowerGroup
- 20:00 – 22:30 Gen-E 2025 Awards Dinner

4 JULY

- 09:30 – 10:30 JA Europe Board Meeting
- 10:30 – 11:30 European Board of Executives & JA Europe Board Meeting
- 11:30 – 12:30 European Board of Executives Meeting

EVENT WEBSITE

The official Gen-E portal, gen-e.eu, served as the central hub for participants. It provided comprehensive access to essential resources, including event schedules, award categories, partner information, competition guidelines, and marketing tools, ensuring the network stayed informed and connected throughout the festival.

 gen-e.eu



VIRTUAL EXPO



The Virtual Expo offered an online platform showcasing student-led projects in technology, sustainability, and social impact from across Europe. It enabled participants and visitors to engage with innovative ideas and view entrepreneurial initiatives in depth, even from afar.

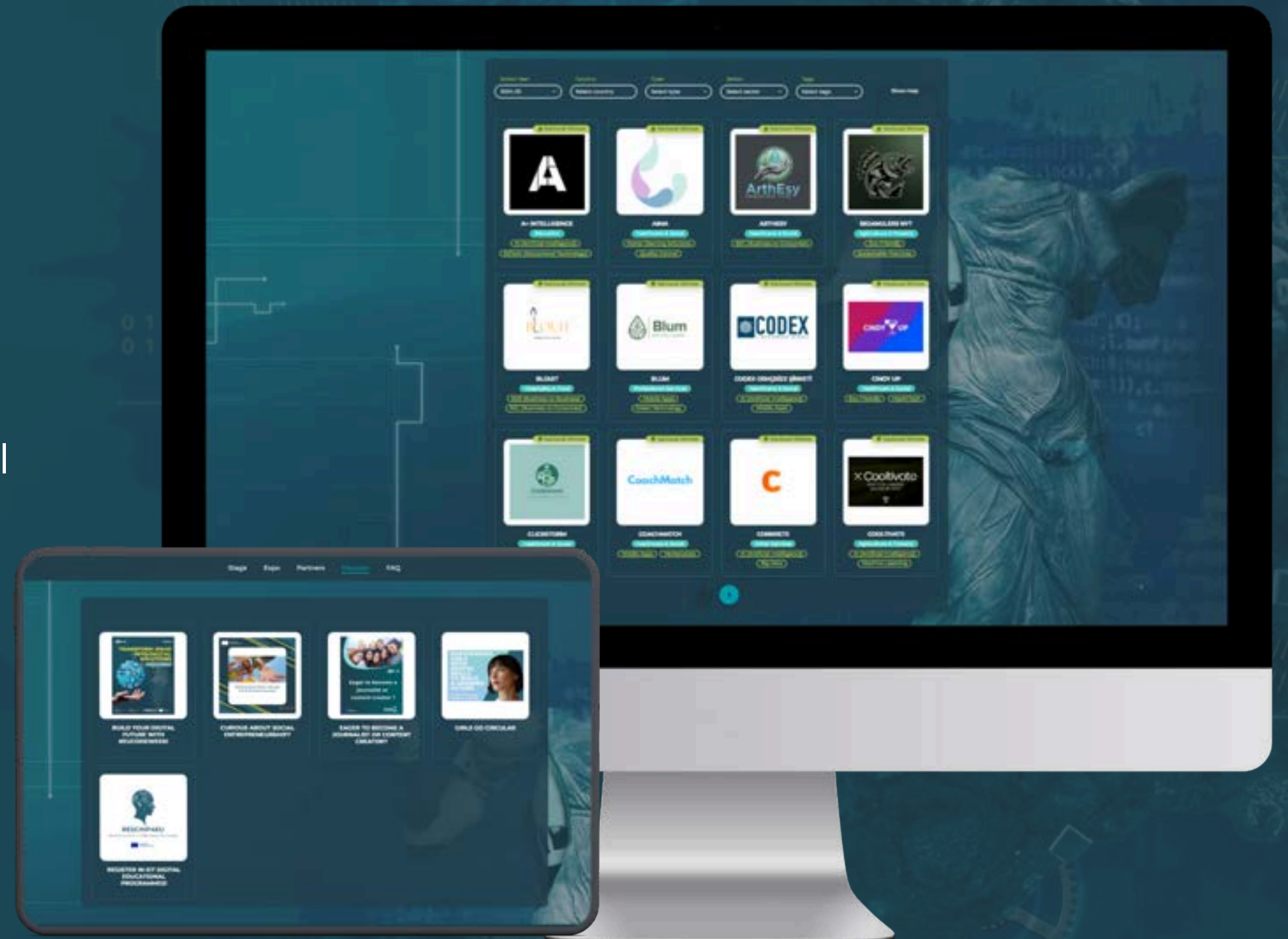
expo.gen-e.eu

STUDENTS AND JA PROJECTS FEATURED IN THE VIRTUAL EXPO

The Virtual Expo at Gen-E 2025 was a showcase of talent and ideas from across Europe. Alongside student companies presenting innovative solutions in fields such as technology, sustainability, and social impact, the Expo also featured JA projects that are shaping the future of entrepreneurship education.

By bringing both startups and educational initiatives into one space, the Expo highlighted the full spectrum of impact driven by the JA network, from empowering young entrepreneurs to scaling projects that support teachers, schools, and communities.

 expo.gen-e.eu



EVENT LOCATIONS

Hellenic Cosmos

The primary activities were held at Hellenic Cosmos, the Cultural Centre and Museum of the Foundation of the Hellenic World. This modern, multi-purpose venue is celebrated for its innovative programming, including Virtual, Augmented and Extended Reality experiences, theater performances, exhibitions, and educational events

Zappeion Megaron

The Zappeion Megaron is a part of national heritage of Greek civilization, designed by T. Hansen (1874-1888). The Zappeion Megaron has been an active part of Greece's history and that of Hellenism, for the last 130 years. Cultural events of great importance take place within the precinct. The Zappeion Hall awaits all Gen-E participants for an unforgettable evening full of connection, interaction and youthful energy.



JA Europe team



JA Greece team

JA network in Europe



JA Worldwide

JA Europe Board



National Board Chairs

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INSTITUTIONAL PARTNERS



MAIN EUROPEAN PARTNER



MAIN NATIONAL PARTNER



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