

PRESS RELEASE

Multiplier Event 17th November 2023 Errenteria, Spain

Politeknika Txoriერი, in collaboration with TKNIKA, hosted the Gen Z for Green Deal Multiplier Event on November 17, 2023, at TKNIKA's premises in Errenteria, Spain. The event attracted a diverse audience of 51 participants, primarily comprised of Vocational Education and Training (VET) providers, young professionals, and students eager to explore the future implementation of GENZ4GD materials within their organizations.

Politeknika Txoriერი orchestrated a half-day event, running from 10:00h to approximately 12:30h, providing attendees comprehensive insights of the GENZ4GD project and its potential impact. Communication leading up to the event primarily utilized mass email distribution through HETEL, a Basque Association of over 30 VET centers, ensuring broad outreach and participation.

The event's agenda was written to maximize engagement and interaction, with a focus on digital platforms. Attendees were introduced to the project partners, received an overview of the project, and were presented with different project results, including a mapping tool and course materials. Lastly, one of the video-podcasts was displayed before the end of the event, dynamic content and practical insights into green education strategies.

A pivotal aspect of the event was the strategic integration of technology, as evidenced by the utilization of a short PowerPoint presentation supplemented by QR codes, seamlessly directing participants to the project website and YouTube channel. This intentional approach allowed attendees to explore the digital resources firsthand, emphasizing the project's commitment to accessible and user-friendly dissemination of information.

GENZ4GD's Multiplier Event received positive feedback from attendees, who praised the project's innovative approach to green education and its potential to drive positive change within their respective organizations.

For more information about the Gen Z for Green Deal project and upcoming events, please visit the project website or subscribe to the YouTube channel.



<https://genzproject.eu/>



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PROJECT PARTNERS



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