



Game for Change

A PCOOP project by JA Europe



Funded by
the European Union



JA
Europe

Member of
JA Worldwide

PCOOP 2025 Info session

Junior Achievement Europe

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THIS IS JA EUROPE



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OUR 2050 AMBITION
20 MLN YOUTH PER YEAR



Young Europeans have the skillset and mindset to build thriving communities

WHAT WE ARE PROUD OF



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SINCE 1919...

RETURN OF INVESTMENT



11%

Decrease of unjustified
absences from class



84%

Feel JA
connected to the
real world



20%

less likely to become
unemployed



88%

of alumni
satisfied with careers



1€ Invested
45€ returned to society

GLOBAL RECOGNITIONS



JA PREPARE EUROPE'S FUTURE LEADERS



Roberta Metsola
President of the
European Parliament



Alexander de Croo
Prime Minister
of Belgium



Karoli Hindriks
CEO & Founder of Jobbatical
Top 50 influential women in the
European startup and VC space

OUR IMPACT IN 2023-2024 SCHOOL YEAR



BUILDING THRIVING COMMUNITIES

JA Europe is the largest and leading organisation in Europe dedicated to inspiring and preparing young people to succeed. In the last school year, the JA Europe network provided nearly 7 million learning experiences for youth in online, in person and blended formats.

6,707,391

Learning
Experiences

95,581

Educators &
Trainers

86,533

Volunteers

42

Member Nations

WHERE WE ARE



- Albania
- Armenia
- Austria
- Belgium FL (Vlajo)
- Belgium FR (LJE)
- Bulgaria
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Isle of Man
- Israel
- Italy
- Latvia
- Lithuania
- Luxembourg
- North Macedonia
- Malta
- Moldova
- Montenegro
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- Ukraine



Game 4 Change



The Project



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JA Europe and the Project consortium aim to develop a **disrupting training methodology** that will combine video animations with learning. **By blending entrepreneurship with AI and green**, while simultaneously utilising the benefits of the digital technologies to integrate **the “leisure preferences” of youth**, the consortium wants to disrupt the way learning among youth is perceived and to increase their engagement and active participation.

1/02/2025 – 31/01/2027 (24 months)

Main activities/outputs



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To achieve this, the 24-month project will design and develop an **animated learning training programme** on entrepreneurship with AI and green skills with gaming tools and reward system, accessible via an interactive platform.

1. The training will introduce an **animated European Youth Characters that will serve as ambassadors of European values**
2. To bring the European characters to life, **a script will be developed**, followed by a production of a **12-episode learning video-series** to be hosted on an **interactive platform** for learning and networking.
3. The knowledge-check on a specific topic will take the **form of a game where rewards in the form of badges will be used**
4. The programme will be piloted with **1,000 diverse European youth** aged 15-19
5. By M24, **1,000,000 Youth (15-19)** and **1,000 Relevant key stakeholders** (a mix of local + international) will have been reached out through communication and dissemination campaign

The Work Plan



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WP1 - Project management and coordination (WP1)

1) Set up an effective project management and quality assurance plan to guarantee the successful delivery of each output and ensure budget compliance.

WP2 - Definition of a representative European Youth Character

1) To investigate the core characteristics of animated European characters that will represent European values and will be a symbol for learning amongst European youth. The project will involve 100 youth in defining the specific characteristics of representative European Youth Characters.

WP3 - Development of animated series and an interactive learning and networking

1) To develop an interactive animated training programme, integrating: entrepreneurship, AI and green skills and 2) a new interactive digital learning platform:

- At least 2 main European Characters representing the needs of European youth and reflecting the values outlined in the European Youth Strategy.
- Animated video series with Target: 12 eps. X 90 sec short learning videos for entrepreneurship, AI and green skills.
- A designated web-application platform, providing interactive learning experience in the form of a game and a common space for exchanges and collaboration amongst youth.
- An integrated reward mechanism that will enable students to earn a badge and add it to their CVs.

WP4 - Testing of the animated training programme and the interactive platform

1) To test the animated training programme with an existing cohort of youth:

- 1 000 young individuals will be involved in a trial study session to test the platform and provide feedback.

WP5 - Inspiration, dissemination and sustainability

1) To design an inspiration and promotion strategy and corresponding promotional content shared across the European youth community; and 2) To design a replication strategy for the uptake of the programme (direct to youth):

- Promotion and inspiration strategy consisting of an advertising campaign and an organic content strategy.
- Promotional materials
- Reach out to a minimum of 1 000 000 youth and 1 000 key stakeholders within project duration.
- Engagement of 5 European English-speaking influencers that are also of different mother tongues (French, German, Italian, Spanish) to bring the characters closer to European youth.

The Consortium



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- Coordinator (COO) – **Junior Achievement Europe**– (Belgium)
- **IDS Coaching & Consulting** – (North Macedonia) I-DS is an experienced organisation in the field of project management, business development, quality assurance and impact management and measurement.
- **Glyph Social Ltd. (Inflow)** - (Bulgaria) Inflow is a company with over 25 years of experiential marketing expertise to the forefront of digital innovations. They specialise in crafting immersive, tailor-made marketing experiences.
- **Mosaico Studio Engineering s.r.l.** - (Italy) Established in 2005 in Rome, Mosaico Studio is a creative agency offering a wide range of online and offline marketing services designed with the ultimate goal of increasing the brand awareness, reputation and overall growth of its clients

The value of PCOOP funding



Opportunity to...



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- ...think **out of the box**, since it promotes innovative approaches and transdisciplinary dimension.
- ...develop **innovative products** that can be replicated across diverse contexts, advancing our direct-to-youth strategy.
- ...reinforce **JA Europe's alignment with EU priorities and initiatives**, such as the European Skills Agenda, the Social Economy Action Plan, the EIT Deep Tech Talent Initiative, and the Digital Economy Action Plan.
- ...**reduce the administrative burden due to lump-sum funding**, allowing greater focus on project implementation.
- ...**welcome newcomers** and not only the *usual crowd*. This funding model enables consortia to select partners based on their value to the project rather than solely on their experience with EU-funded initiatives.



Thank you

