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Funded by
the European Union



BEYOND BORDERS!



RIGA, LATVIA
JULY 7-10



THANKS TO THE GEN-E 2026 PARTNERS

INSTITUTIONAL PARTNERS



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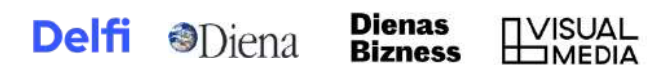
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NATIONAL PARTNERS



MEDIA PARTNERS



CONTENT PARTNERS





is Europe's Largest Youth Entrepreneurship Festival
and the European finals of Junior Achievement's
Company Programme and Start Up Programme.

Throughout the year, **400,000+ youth** compete in school, regional and national competitions **across 40+ countries.**

National winning teams then advance to Gen-E, where **Europe's best young entrepreneurs showcase their businesses, connect with industry leaders, and compete for the European titles.**

#GEN_E

#GEN_E

A man with short dark hair, wearing a dark suit and a white shirt, is smiling and speaking into a microphone. He is holding the microphone with his right hand. The background is blurred, showing what appears to be an indoor event space with other people and lights.

“What will matter most tonight is the feeling you will carry with you long after this event ends: the feeling of arriving under different flags, competing with passion, and leaving united as one Europe, building one shared future. This is why we created Gen-E: to bring together a generation of Europeans who believe in the power of entrepreneurship to shape tomorrow.”

Salvatore Nigro, CEO of JA Europe

A man with light-colored hair, wearing a dark tuxedo jacket, a white shirt, and a dark bow tie, is looking towards the camera. He is wearing a watch on his left wrist. The background is blurred, showing a stage or event space with yellow and blue lighting.

“Tonight I want every single one of you to remember: you being here in Riga means that you have achieved already something really extraordinary. From more than 400.000 students who started the experience last september, you are the only ones who made it here to Gen-E. For all of us at Junior Achievement Latvia, our biggest mission was to make these few days a real celebration of entrepreneurship for youth.”

Janis Krievans, CEO of JA Latvia



"For Latvia, hosting this event is once in a lifetime opportunity. There is no doubt that you will achieve great things in your lives. When that happens, my only wish is that you never forget where you started. Come back to Junior Achievement as partners and mentors, support education and help build the entrepreneurial confidence of the next generation."

Aigars Rostovskis, Chair of JA Latvia Board, President of the Latvian Chamber of Commerce and Industry, Vice President of Eurochambres



"In a world where AI can generate answers in seconds, your greatest advantage will be your ability to see opportunities others miss. At Gen-E, we celebrate a generation of young entrepreneurs who don't just use technology, they use their judgement, creativity, and passion to solve real problems."

Laurence Morvan, Chair of JA Europe Board

VIP GUESTS AND INSTITUTIONAL LEADERS AT GEN-E 2026



Andris Kulbergs
Prime Minister of Latvia



Glenn Micallef
EU Commissioner for
Intergenerational
Fairness, Youth, Culture
and Sport



Baiba Braže
Minister of Foreign
Affairs of Latvia



Viktors Valainis
Minister of Economics of
Latvia



Ieva Siliņa
Vice-minister of
Education and Science
of Latvia



Viesturs Kleinbergs
Mayor of Riga,
Chairman of the Riga City
Council

WATCH THE WRAP UP VIDEO!



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1 GEN-E 2026 IN NUMBERS



#GEN_E

GEN-E IN NUMBERS

400,000+ YOUTH STARTED THEIR JOURNEY

IN-PERSON ATTENDEES IN RIGA

1,000+

YOUTH BUSINESSES IN RIGA

70

PARTNERS

114

JA OFFICES REPRESENTED

43

JURY MEMBERS

74

NATIONALITIES IN GEN-E

45+

VIRTUAL EXPO VISITORS

47,796

VIRTUAL EXPO STANDS

1,324

VIRTUAL EXPO YOUTH REGISTERED

12,500+

JA STAFF MEMBERS IN RIGA

166

EDUCATORS IN RIGA

144

YOUTH VOLUNTEERS IN RIGA

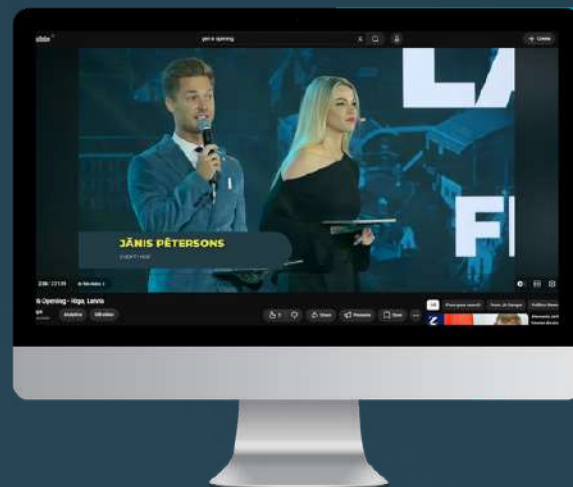
65+



ONLINE EXPERIENCE IN NUMBERS

Data from April to August 2026

LIVESTREAMING



Gen-E Virtual Opening, Official Opening in Riga and Award Ceremony

23,302 total views

21.2% average impressions CTR

GEN-E WEBSITE



Data from January to August 2026

20,613 total active users

250,054 total events

95,224 page views

VIRTUAL EXPO



Data from April to August 2026

47,796 total active users

1,766,173 total events

197,077 page views

GEN-E 2026 HASHTAG RESULTS

Data from 1 September 2025 to 31 August 2026 · Source: Meltwater · #Gen_E

SOCIAL MEDIA REACH

21.9M

NON-SOCIAL MEDIA REACH

4.6M

SENTIMENT

94.5% positive



26.43M
TOTAL REACH

MEDIA COVERAGE HIGHLIGHTS



Latvia



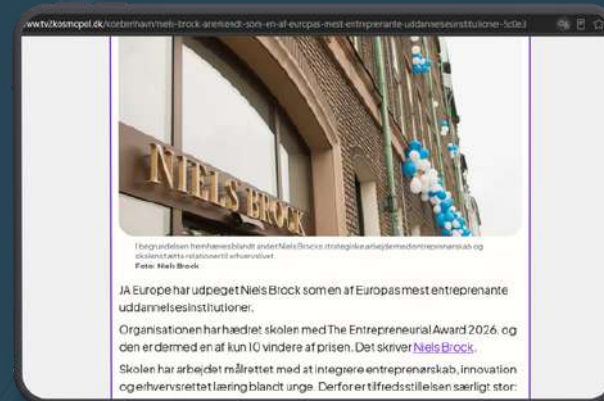
Slovakia



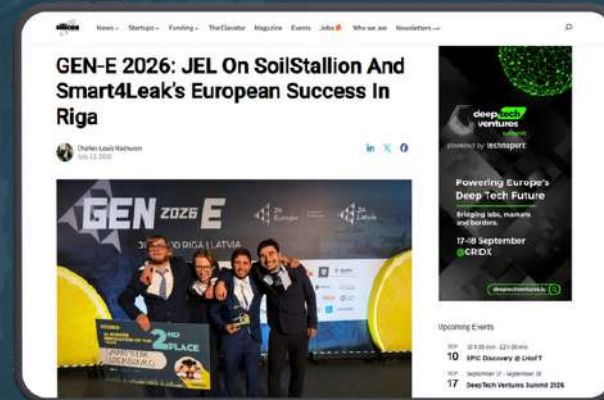
Cyprus



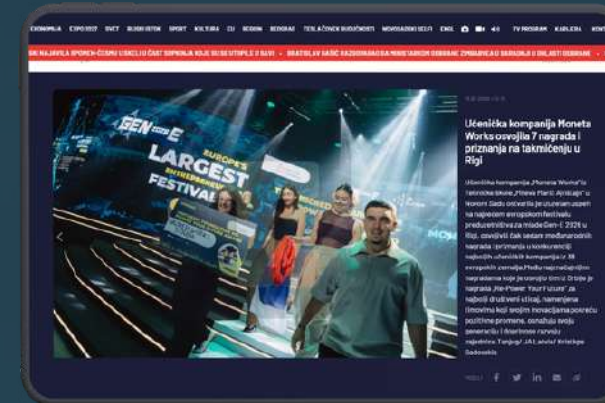
Portugal



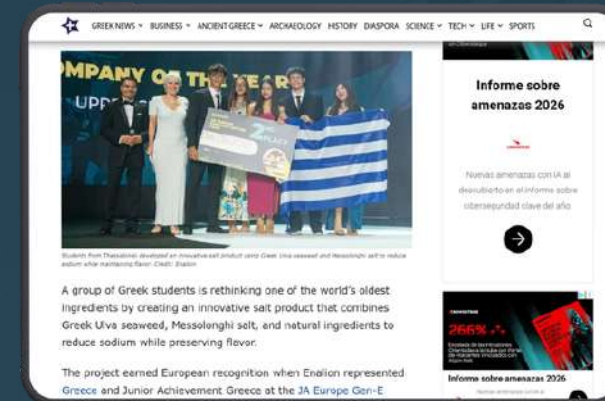
Denmark



Luxembourg



Serbia



Greece



UK

EDITORIAL HIGHLIGHT NOT INCLUDED IN REPORTED FIGURES

USA Today · 1 July 2026
"Meet Gen-E: The Generation Powering Europe's Next Wave of Innovation"

USA Today
News | US | Jul 1, 10:19 PM

Meet Gen-E: The Generation Powering Europe's Next...
of GEN-E 2026," said Jānis Krievāns, CEO of JA Latvia. About #GEN_E GEN-E is

Europe's largest
50.37M
Reach

0 Social
Echo

Positive

Gen-E's single largest editorial placement of the year, framing Riga as the focal point of European youth entrepreneurship. Given its extraordinary and temporary nature, its 50.37M estimated reach is reported here as a highlight only and is excluded from the non-social reach figure, keeping the reported baseline consistent and comparable for future cycles.

50.37M
reach

2 WINNERS



#GEN_E

MAIN AWARDS WINNERS

UPPER-SECONDARY LEVEL

INNOVATION OF THE YEAR



1st Place

MOORE UB



Norway



2nd Place

KIRYAK



Estonia



3rd Place

SAFECLIP



Lithuania

COMPANY OF THE YEAR



1st Place

LIPIGO



Slovakia



2nd Place

ENALION



Greece



3rd Place

HERSHIELD



Cyprus

MAIN AWARDS WINNERS

UNIVERSITY LEVEL

INNOVATION OF THE YEAR



1st Place

LIVIA



Cyprus



2nd Place

SMART4LEAK



Luxembourg



3rd Place

VITISINO



Türkiye

START UP OF THE YEAR



1st Place

VERDIAX



Netherlands



2nd Place

DONA



Bulgaria



3rd Place

RIFF SNACKS



United Kingdom

2

Winners

SIGNATURE AWARDS WINNERS

UPPER-SECONDARY LEVEL



PUBLIC CHOICE AWARD

BIOCEL



ALUMNI LEADERSHIP AWARD
SUPPORTED BY
JOHNSON&JOHNSON

Modestas Raila - Lithuania
Loore Lee Allmaa - Estonia
Natalija Kundacina - Serbia
Papavasileiou Vasileios - Greece
Peter Dzipka - Slovakia
Anastasia Molashkhia - Georgia



FEDEX ACCESS AWARD

MOORE UB



DELTA AIR LINES SUSTAINABLE
INNOVATION AWARD

RE-VITALIZE



SIGNATURE AWARDS WINNERS

UPPER-SECONDARY LEVEL



THE HUMANPOWER AWARD
BY MANPOWERGROUP

FITBOXD



PMIEF BEST APPLICATION OF
PROJECT MANAGEMENT AWARD

ENALION



THE UNICREDIT FOUNDATION
"RE-POWER YOUR FUTURE"
AWARD

MONETA WORKS



THE JØRGEN M. & ANETTE
CLAUSEN AI AWARD

VOICELENS



2

Winners

SIGNATURE AWARDS WINNERS

UNIVERSITY LEVEL



Bata

PUBLIC CHOICE AWARD

ALGEBO.AI



JA Alumni
EUROPE

ALUMNI LEADERSHIP AWARD

Izaak Scicluna - Malta
Tim Bottinga - Netherlands
Daniel Francisco Silva - Luxembourg
Maria Valente - Portugal
Louis Gerard - Belgium FR
Carlos Fraguas - Spain



FedEx

FEDEX ACCESS AWARD

LIVIA



EY

EY AI INNOVATORS AWARD

SIEMAS



NATIONAL SIGNATURE AWARDS WINNERS



RIGA CITY COUNCIL BEST
STAND AWARD

SAFECLIP



INVESTMENT AND
DEVELOPMENT AGENCY
OF LATVIA BEST STAGE
PRESENTATION AWARD

MONETA WORKS



SPECIAL AWARDS WINNERS



GEN-E VIRAL REEL
COMPETITION

BERED



GET IN THE RING BY
UNKNOWN GROUP

INTERDORM



DE LA VEGA GLOBAL
ENTREPRENEURSHIP AWARD

Nominee

LIPIGO



2

Winners

ONLINE AWARDS WINNERS

UPPER-SECONDARY LEVEL



INCLUSION IMPACT AWARD

LIFTUP



EUIPO YOUTH
IP AWARENESS AWARD

UNISON



ENTREPRENEURIAL
JOURNEY OF GROWTH
AWARD SPONSORED BY
EUROCLEAR FOUNDATION

BIOCABA



Johnson & Johnson

J&J BRILLIANT STEM
INNOVATION AWARD

INSIGHTEED



BEST APPLICATION OF
PROJECT MANAGEMENT
AWARD BY PMI

CALMORIA



2

Winners

ONLINE AWARDS WINNERS

UPPER-SECONDARY LEVEL



Schneider
Electric Foundation

THE INNOVATION IN ENERGY
AWARD SUPPORTED BY THE
SCHNEIDER ELECTRIC
FOUNDATION

VIVO



eit Food Co-funded by the
European Union

FOODATHON 2025
BY EIT FOOD

BRAIN
BLOOM



NN

SOCIAL INNOVATION
AWARD

1st Place

INTERDORM



NN

SOCIAL INNOVATION
AWARD

2nd Place

NEIGHBOURLY
FAVOURS



NN

SOCIAL INNOVATION
AWARD

3rd Place

EPIEAR



2

Winners

ONLINE AWARDS WINNERS

UNIVERSITY LEVEL



EUROPEN MARKET
EXPANSION AWARD

ALGEBO.AI



3

EUROPEAN COMPETITION

Upper-Secondary Level

#GEN_E



3 European Competition Upper-Secondary Level



Biocel
Albania



Kippe's
Austria



Petits Héros
Belgium FR



Dinamyk
Belgium FL



NextVision
Bulgaria



HerShield
Cyprus



Fitboxd
Czech Republic



Navis
Denmark



Kiryak
Estonia



Shroomies
Finland



SafeWave
Georgia



AeroOne
Germany



Enalio
Greece



RECAF
Hungary



Pekktu landið
Iceland



Cuan
Ireland



Re-Vitalize
Isle of Man



Natural Shield
Italy



Heatify
Latvia



SafeClip
Lithuania



Soil Stallion
Luxembourg

3 European Competition Upper-Secondary Level



EcoBloom
North Macedonia



Xuga
Malta



SoundStep Tech
Moldova



SafeCircle
Montenegro



Bincare
Netherlands



Moore UB
Norway



Eco.Tina
Poland



BeRed
Portugal



Voice Lens
Romania



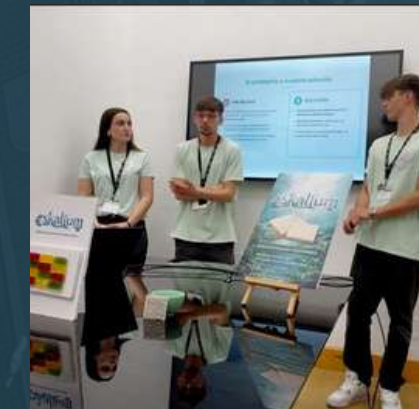
Moneta Works
Serbia



Lipigo
Slovakia



Eneruji
Slovenia



Eskalium
Spain



ReScan UF
Sweden



Aacho
Switzerland



Quareka
Türkiye



Zestee
United Kingdom



InCluVoice
Ukraine

3

MAIN JURY

European Competition
Upper-Secondary Level



Vita Balode-Andrews

Director of the Export and
Innovation Services
Department at the
Investment and Development
Agency of Latvia



Shanga Aziz

CEO, Locker Room Talk



Caroline Cassar Reynaud

People & Purpose leader,
Deloitte in Malta



Nick Collins

Board Member, JA Isle of
Man and Solution Architect,
PDMS



Christian Joos

Strategic Project Manager to
the Supervisory Board,
Würth Group



Kambis Kohansal Vajargah

Head of Startup-Services and
Deputy Head of Founder-
Services, Austrian Chamber
of Commerce (WKO)



Olga Marchuk

Internal
Communication
Manager Zone, Nestlé



Tomislav Mihajlovic

Chief People and Operations
Officer, Nordeus



Dalibor Mladenka

DG Education, Youth, Sport
and Culture, Education and
Skills for Innovation, EIT
Strategy and Impact,
European Commission



Maria Jose Subiela Alvarez

Director of Grants &
Programmes, Euroclear
Foundation



Andrzej Truszczyński

CEO, Schick Architekci



EUROPEAN COMPETITION

University Level



#GEN_E

4 European Competition University Level



KthemaGati
Albania



IsiSoil
Belgium FR



Packo
Belgium FL



DONA
Bulgaria



LIVIA
Cyprus



Solace
Czech Republic



SIEMAS
Denmark



Vaara Coaching
Finland



Bin'lt
France



IORDEN
Iceland



Smart4Leak
Luxembourg



Kinetihear
Malta



EduAI
Montenegro



Verdiar
Netherlands



BlueBond SB
Norway



CropVision
Portugal



OctoTrack
Romania



ReCero
Spain



Vitisino
Türkiye



Riff Snacks
United Kingdom

4

MAIN JURY

European Competition
University Level



Katrina Zarina
CEO, Latvian Chamber of
Commerce and Industry



Jonas Alexandersson
CEO & Founder
Kuorolab.ai



Kim Balle
Co-Founder and CEO
Global StartUp Awards



Marta Lucia Carneiro Enes
Impact Fund Director at
Schneider Electric



Andrew Coiley
Strategic Communications
Manager, Industry & Innovation,
European Climate Foundation



Malthe Ludvigsen
Owner of Malthe Invest,
Founder of Personpilot



Thelma Matuk
Interim CEO and Transition
Director at EIT Health



Marjolein Nijhuis
Founder Plus Projects /
member of EO, Plus Projects



Wided Trifi
Customer Success
Manager, Salesforce

5 NETWORK AWARDS

#GEN_E



JA EUROPE'S TOP 10 ENTREPRENEURIAL SCHOOLS



The Entrepreneurial School Awards were revealed at Gen-E. These outstanding schools are being recognised for their remarkable commitment to entrepreneurship education at primary, secondary, and vocational levels, inspiring the next generation of innovators and leaders across Europe. The awards are supported by FedEx, a long-time partner of JA Europe.

Austria - Schulzentrum HTL HAK Ungargasse

Denmark - Niels Brock

Estonia - Viljandi Kutseõppekeskus – Viljandi Vocational Training Centre

Italy - ISIS John Maynard Keynes

Lithuania - Vilnius Simonas Stanevičius Progymnasium

Malta - St. Aloysius College

Portugal - Escola Profissional de Aveiro

Serbia - Secondary School Žitorađa

Spain - EFA Valdemilanos

Ukraine - Khmelnytskyi Polytechnic Professional College

With the support of **FedEx**®



[Read the news article](#)



FERD'S LIST

The FERD's List is an initiative of Ferd and JA Europe, to recognise inspirational entrepreneurs and leaders who participated in JA programmes. They are individuals who, in the words of Johan H. Andresen, Chairman of Ferd, are inspirational innovators “creating value and leaving lasting footprints”.

At Gen-E 2026 the new cohort of honorees was announced:

- **Hale Acun Aydın** Founder of Türk İşi Minimalizm
- **Franco Ferrario** Founder and CEO of Blu H-Energy
- **Fredrik Hamilton** Founder of Instabee and Founder and CEO of Hemla
- **Kaarel Kotkas** Founder and CEO of Veriff
- **Kristiāns Lancmanis** Founder and CEO of Adsmom
- **Kateryna Oleksiuk** Founder and Director of Kateryna Olek Atelier
- **Pablo Vidarte** Founder and CEO of Bioo





SPEAKERS AND VIPS



6 Speakers and VIP Guests



Andris Kulbergs
Prime Minister of Latvia



Glenn Micallef
EU Commissioner for
Intergenerational Fairness,
Youth, Culture and Sport



Baiba Braže
Minister of Foreign Affairs of
Latvia



Viktors Valainis
Minister of Economics of Latvia



Ieva Siliņa
Vice-minister of Education
and Science of Latvia



Viesturs Kleinbergs
Mayor of Riga, Chairman of the
Riga City Council



Vilnis Kirsis
Deputy Chairman of the Riga
City Council



Helen Oliver Faulkner
Head of Outreach and Network Service,
European Observatory on Infringements
of Intellectual Property Rights, EUIPO



Laurence Morvan
Chair of JA Europe, Accenture
Chief of Staff to EMEA CEO of
Accenture



Aigars Rostovskis
Chair of JA Latvia, Chairman of
the Council of the Latvian
Chamber of Commerce and
Industry



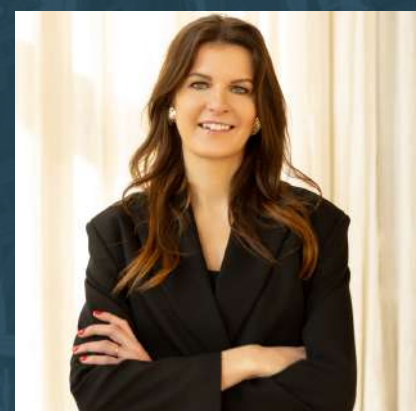
Johan H. Andresen
Owner & Chair, Ferd



Katrina Zarina
CEO, Latvian Chamber of
Commerce and Industry



Vita Balode-Andrews
Director of the Export and
Innovation Services Department
at the Investment and
Development Agency of Latvia



Ieva Jāgere
Director General of the
Investment and Development
Agency of Latvia (LIAA)



Martje van der Linde
FedEx Vice President of Brand,
Communications and Digital
Marketing Europe



Fleur Hudig
Head of Culture &
Inclusion, NN



Martynas Kandzeras
Kandzeras Foundation,
Founder & CEO, Board
Member



David Werner
Managing Director of
International Government
Affairs, Regulatory and
Policy at Delta Air Lines



Asheesh Advani
President & CEO of JA
Worldwide



Salvatore Nigro
CEO, JA Europe



Janis Krievans
CEO, JA Latvia



Silvia Cappellini
General Manager, UniCredit
Foundation



Zane Caune
Global Compliance &
Reporting Partner, EY
Latvia



Raúl Grijalba
Regional Country Manager,
ManpowerGroup



Dąbrówka Król
Head of Clearance
Operations EEU, FedEx



Leonas Lingis
EY Baltics Managing
Partner



**Jurgen
Nieuwenhuijsen**
Managing Director,
Unknown University



Gizem Oğanalp
Communications Manager
at EUROPEN



**Andrew Whitmire,
PMP**
Manager, Grants &
Partnerships, PMIEF



Hale Acun Aydın
JA Alumna | Founder, Türk
İşi Minimalizm



Luciana Caciuleanu
Vice President Human
Resources UPS
International



Zane Čulkstēna
Founder of ERDA and
Future of Work Institute in
Riga



Ellen van Deventer
Director Philanthropic
Foundation, and co-
Founder and Chair at
ADAPT



Franco Ferrario
JA Alumnus | Founder and
CEO of Blu H Energy



Yasen Gyurov
European Observatory on
Infringements of Intellectual
Property Rights, EUIPO



Elena-Livia Ionascu
Intellectual Property
Specialist, IP in Education
for Innovation, EUIPO

6 Speakers and VIP Guests



Kaarel Kotkas
JA Alumnus | Founder and
CEO of Veriff



Kristians Lancmanis
JA Alumnus | Founder &
CEO of Adsmom



Prof. Elīna Miķelsone
Visiting scholar UC Berkeley,
Head of Design Factory, Riga
Technical University professor



Kateryna Oleksiuk
JA Alumna | Founder of
Fashion Leader Mexico



Silvan Vifian
JA Alumnus | President at
JA Alumni Europe



Austė Šilkaitytė
JA Alumna | Partnerships
Manager at JA Alumni
Europe



**Maria Jose
Subiela Alvarez**
Director of Grants &
Programmes, Euroclear
Foundation



Keith Wallace
Get in the Ring, Ring
Master | Managing Director
Hivos Impact Investments



Antigoni Komodiki
Chair of the Board of
Executives JA Europe | CEO
of JA Cyprus



Diana Filip
Deputy CEO & Chief
Development Officer,
JA Europe



Vera Martinho
Chief Impact Officer,
JA Europe



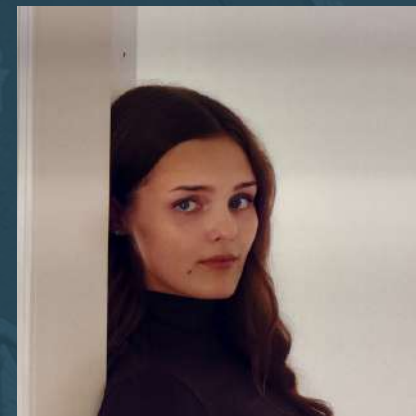
Kristina Velkovska
Chief Financial Officer, JA
Europe / Secretary



Jānis Pētersons
Gen-E Host | Radio Host
and Lead singer of the
band Citi Zēni



Egija Gailuma
Gen-E Host | Entrepreneur,
Co-owner of "Engycell"



Anna Geraseva
JA Alumna & Moderator



Renārs Mihailovs
JA Alumnus &
Moderator



Mohamed Benziane
Development Manager at
JA Alumni Europe



Jules Terrens
Community Manager at
JA Alumni Europe



WHAT HAPPENED IN RIGA?



#GEN_E

CITY RALLY ACTIVITY FOR YOUTH



The City Rally gave Gen-E participants a unique opportunity to discover Riga through an interactive team challenge.



Using a GPS-based mobile app, teams of 2 to 4 students explored the city while completing a series of tasks and challenges designed to encourage collaboration, problem-solving and networking with peers from across Europe.



The activity combined cultural discovery with entrepreneurial spirit, helping participants connect, engage and experience the host city in a fun and dynamic way. The best-performing teams were recognised during the Informal Evening.

EDUCATORS SESSION

FUTURE SKILLS START HERE: EDUCATORS SHAPING THE NEXT GENERATION



Gen-E 2026's Educators' Session brought together voices from research, policy and the classroom. Salvatore Nigro, CEO of JA Europe, opened the session. Zane Čulkstēna (ERDA) grounded the discussion in the World Economic Forum's Future of Jobs data, outlining what tomorrow's skills will demand of today's classrooms.

Livia Ionascu (EUIPO, European Union Intellectual Property Office) explored the role of educators as IP champions in their own right, arguing that shaping an entrepreneurial mindset also means teaching students to protect their ideas. Prof. Elina Mikelsons, FRSA, visiting scholar at the University of California, Berkeley, and Rīgas Tehniskā universitāte (Riga Technical University), closed the session with a hands-on idea generation workshop, putting the session's central idea into practice: entrepreneurship starts in the classroom.

JA STAFF WORKSHOP & NETWORKING SESSION

ONE JA NETWORK, SHARED IMPACT

The JA Staff Session, brought together the people behind JA's 7 million learning experiences from across the network.

JA Worldwide President and CEO Asheesh Advani and JA Europe CEO Salvatore Nigro opened the session with a reminder that the network's impact depends on the people delivering it on the ground.

Contributors to the session included:

- Janis Krievans, CEO of Junior Achievement Latvia, contributed insights on scaling events with impact
- Johanna Vesikallio, CEO of JA Finland (Nuorten yrittäjyys ja talous NYT), contributed insights on Yrityskylä Finland, which gives young people an entire economy to run
- Lucia Zavala, CEO of Junior Achievement España, contributed insights on connecting young talent with the future workforce through Economic Opportunities for All
- Amber Buschmann, PMP, Global Partnership Manager at PMIEF, and Andrew Whitmire, PMP, Manager at PMIEF, contributed an introduction to PMIEF's AI-powered Project Management Learning Agent



FEDEX MASTERCLASS FOR YOUTH

DREAM BIG, DELIVER BIGGER: BUILDING YOUR FUTURE AND BREAKING BARRIERS WITH FEDEX

Hosted by JA Europe's Main European Partner, FedEx, the youth session "Dream Big, Deliver Bigger" inspired participants to think boldly about their future careers and entrepreneurial journeys. Bringing together experienced professionals and young leaders, the session explored the mindset, resilience, and determination needed to turn ambitions into reality.

Dąbrówka Król, Head of Clearance Operations EEU at FedEx, shared an honest account of her professional journey, offering practical insights into the challenges and lessons that shaped her success, **Diana Filip, Deputy CEO and Chief Development Officer at JA Europe**, opened the session, while **Silvan Vifian, President of JA Alumni Europe**, and **Austė Šilkaitytė, Partnerships Manager at JA Alumni Europe**, welcomed students into a vibrant alumni network that extends the Gen-E experience long after the competition concludes.

FedEx® Main European Partner



FERD'S LIST PANELS

INSPIRING THE NEXT GENERATION

Led by **Johan H. Andresen, Founder and Chairman of FERD**, the FERD's List panel sessions at Gen-E 2026 brought together outstanding JA alumni to share how their journeys began through JA programmes.

Through the sessions “Inspiring JA Journeys” and “Once a JA Student, Always a Changemaker”, honourees reflected on the experiences, challenges and lessons that shaped their paths, inspiring both JA staff and young entrepreneurs participating in Gen-E.

The discussions highlighted the lasting impact of entrepreneurship education and the power of alumni role models in encouraging the next generation of changemakers.



7

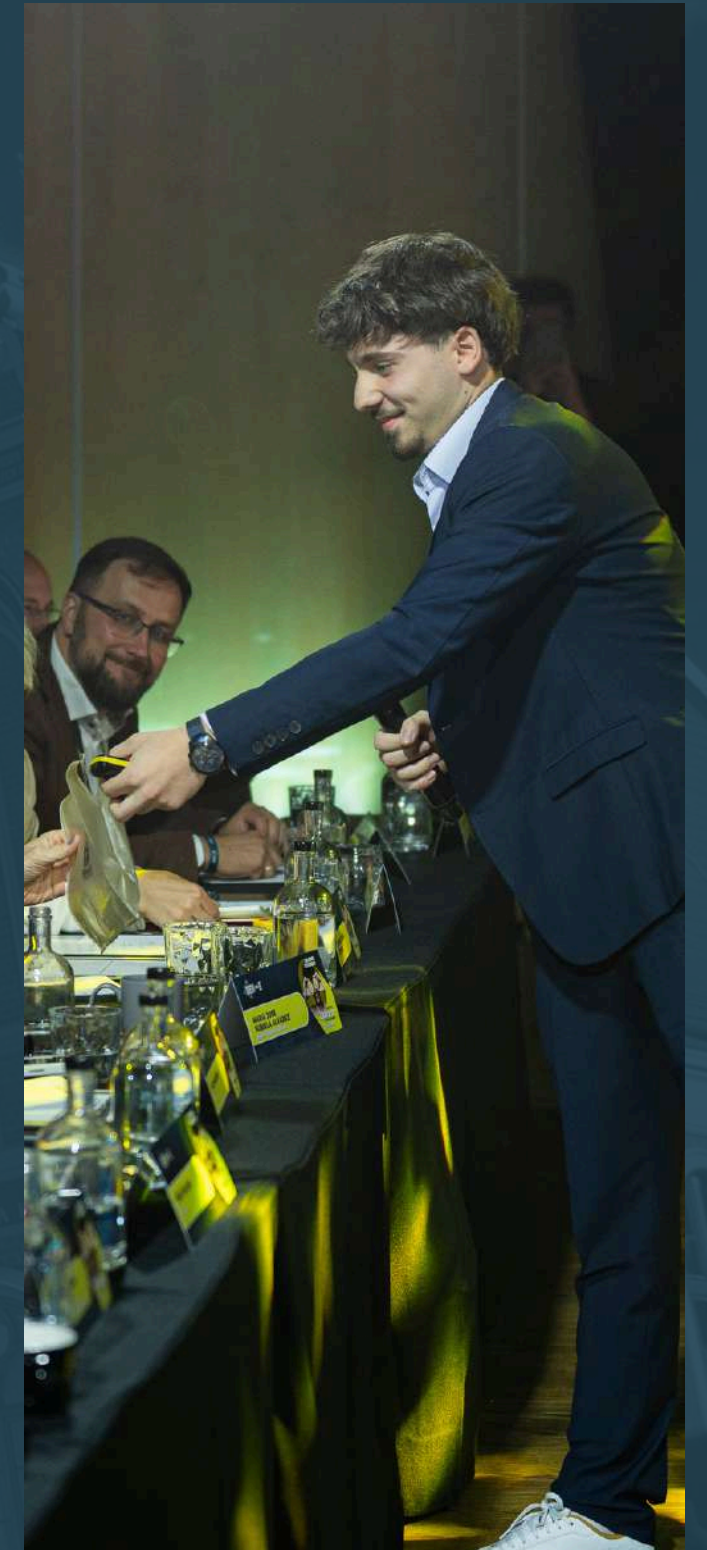
What happened in Riga?

JA BUSINESSES' STAGE PRESENTATIONS

The Gen-E 2026 Stage Presentations showcased Europe's most promising young entrepreneurs as 60 youth-led teams pitched their businesses live in Riga, competing for the European titles.

Through dynamic three-minute presentations, the teams demonstrated their innovative solutions, business achievements, and entrepreneurial skills before expert juries, partners, and fellow participants.

The competition brought the energy, creativity, and ambition of Europe's next generation of changemakers to the Gen-E stage.



7

What happened in Riga?

GET IN THE RING BY UNKNOWN UNIVERSITY



 [Find out More](#)

Get in the Ring gave the 10 online award winning teams the opportunity to show why their idea was worth winning 1st place in a, fast-paced, high-impact, and expert-fuelled pitch battle, on stage, in Riga in Get In The Ring model.

The shortlisted 4 semi-finalists faced off in front of the full Gen-E community. Two teams made it to the final round: InterDorm, a platform connecting students in need of affordable housing with seniors who have a spare room to offer, addressing housing access and elderly isolation as one connected challenge, and Unison, creators of "Picture This!," a party card game built around creative prompts, photography, and tradeable cards designed to bring players together.

InterDorm from Czech Republic took the title as this year's Get in the Ring champions winning the opportunity of scholarship at Unknown University

The Jury:

- Jurgen Nieuwenhuijsen, Managing Director at Unknown University
- Luciana Caciuleanu, Vice President Human Resources at UPS International
- Silvia Cappellini, General Manager at UniCredit Foundation
- Ellen Van Deventer, Director, Philanthropic Foundation, and co-Founder and Chair at ADAPT
- Yassen Gyurov, European Observatory on Infringements of Intellectual Property Rights at EUIPO



POWERED BY



UNKNOWN UNIVERSITY
OF APPLIED SCIENCES

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What happened in Riga?

GIRLS WHO LEAD

FUNDED BY THE EUROPEAN UNION, LED BY JA LATVIA

The Girls Who Lead session brought together educators, project partners, researchers, industry experts, and young women from across Europe to explore how more girls can be empowered to become future leaders.

Moderated by Madara Ūlande, Corporate Social Responsibility and Sponsorship Manager at Swedbank Latvia, the session opened with remarks from Diana Filip, Deputy CEO of JA Europe, and Antigoni Komodiki, CEO of JA Cyprus and Chair of the Board of Executives of JA Europe.

The event highlighted the importance of providing young women with the confidence, skills, networks, and opportunities needed to lead in their communities, education, entrepreneurship, and future careers.



Funded by
the European Union



JA
Latvia

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of JA Worldwide

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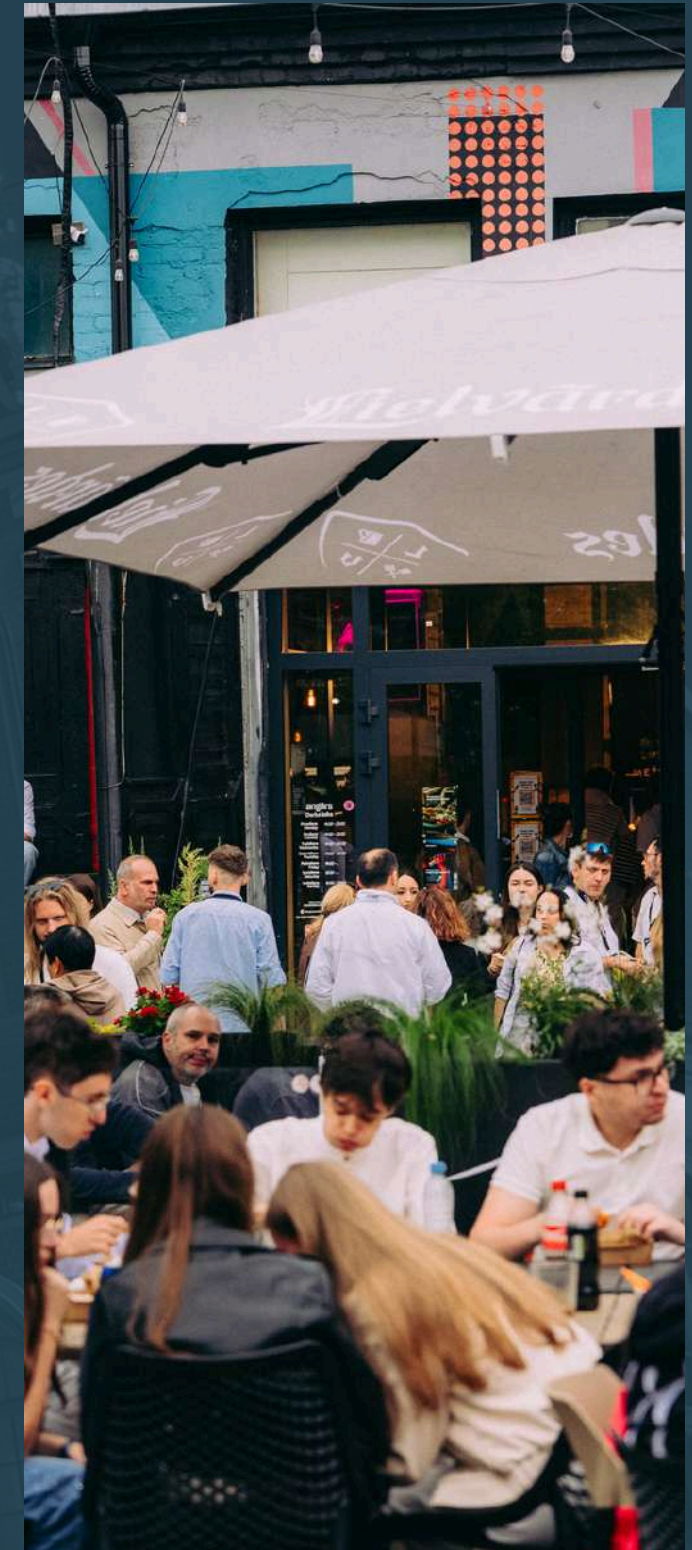
What happened in Riga?

INFORMAL EVENING TALLIN'S QUARTER

Dressed in white and gathered in the open air, the Gen-E 2026 community marked the shift from competition to celebration at the Informal Networking Evening, held at Tallinas kvartāls.

Young entrepreneurs, JA staff, educators, mentors, volunteers and alumni came together for the evening.

The week stopped being a competition and becomes something closer to a shared celebration, one community, one evening.



EXCLUSIVE VIP DINNER EXPERIENCE

MOTOR MUSEUM RIGA

At the Riga Motor Museum, JA Europe and JA Latvia brought together CEOs, Board Members and partners for an evening built around what drives the mission: people.

Viktors Valainis, Minister of Economics of Latvia, joined the evening, and conversation moved from entrepreneurship and innovation to the future the network is building for the next generation.

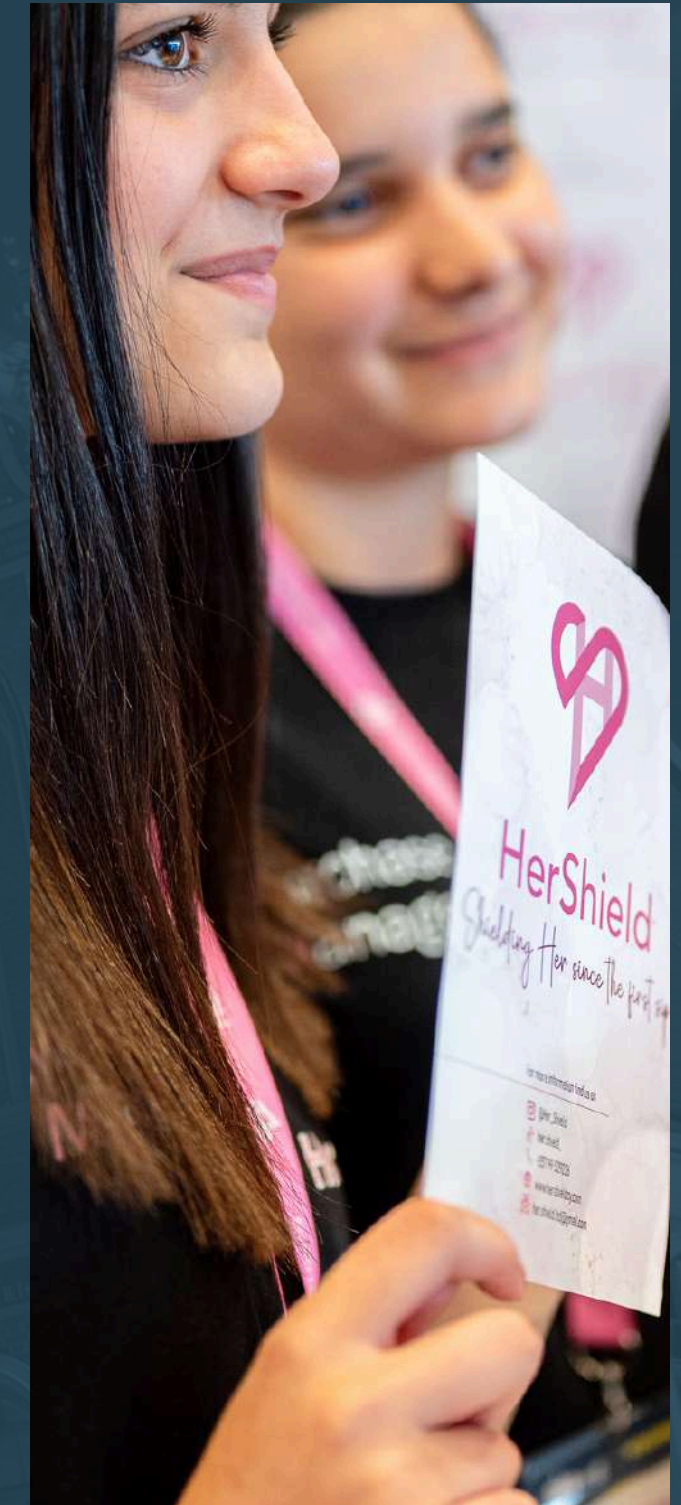
The evening closed with a drift show set against the museum's iconic backdrop, a reminder that the most memorable moments combine precision with passion, and boldness with trust.



JA BUSINESSES EXPO

Based on the success of the 1000+ virtual stands at the Virtual Expo, 70 youth led businesses from accross the JA Europe network showcased their products, services and business concepts, engaging with fellow participants, business leaders, partners and jury members throughout the day.

As visitors moved between stands, they encountered solutions tackling real-world challenges and gained a first-hand look at the creativity, determination and talent shaping the next generation of European innovators.



JA BUSINESSES SALES PITCH ON STAGE



JA Business Sales Pitch gave the teams the opportunity to pitch and promote their businesses directly to Expo visitors, partners, and fellow participants.

Held as part of the on-site Expo experience, the activity encouraged students to communicate their value proposition, showcase their products and services, and demonstrate their entrepreneurial skills in a real-world business environment.

The jury included:

- Jurgen Nieuwenhuijsen, Managing Director at Unknown University
- Kristiāns Lancmanis Founder and CEO of Adsmom
- Kristīne Mežale, Baltic Marketing and Communication Lead at Accenture

OTHER JA PROGRAMMES FEATURED AT GEN-E



The JA Compass stand invited participants to explore a gamified learning experience designed to help them discover their strengths, interests and future pathways.

Through interactive challenges and self-assessment activities, visitors gained insights into their skills while experiencing how JA Compass supports personal and professional development.



RESCHIP EU

Intelligent Chips and Systems is the only master's programme that takes you from silicon to software, offering a complete view of how future technologies are designed.

While many programmes focus only on hardware or only on software, RESCHIP4EU brings both together and adds innovation and business skills.

Built as a double degree, it allows you to study at two different institutions, while benefiting from the wider network of 9 leading universities in 5 European countries, supported by industry and innovation partners.



Entrepreneurial Skills Pass



JA CERTIFICATIONS

The Entrepreneurial Skill Pass (ESP) and the Employability Skills Pass (EMPASS) stand demonstrated how entrepreneurial and employability skills can be recognised through microcredentials.

Attendees discovered new ways to make learning achievements visible, portable and valued across education and employment pathways.



EU CODE WEEK

EU Code Week is a European initiative that promotes coding, computational thinking, and digital skills through thousands of activities organised by schools, educators, companies, and volunteers.

Since 2013, it has reached millions of participants in over 80 countries and aims to empower 25 million Europeans with digital skills by 2030.

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What happened in Riga?

BOARD OF EXECUTIVES MEETING FOR JA CEO'S



The JA Europe Board of Executives which comprises of all the JA Europe Member Nation CEOs, convened on July 9 for a meeting focused on the pan-European strategic initiatives.



The meeting provided an opportunity to review progress and achievements to date, assess the impact of ongoing efforts, and discuss new strategies and approaches for effective implementation and sustainable growth.



7

What happened in Riga?

GALA AWARDS NIGHT

The Gala Awards Night brought Gen-E 2026 to a memorable close, welcoming more than 1,000 guests to the International Exhibition Centre Ķīpsala in Riga. Against the backdrop of the venue's illuminated fountain, students, educators, business leaders, policymakers, partners, and distinguished guests came together to celebrate Europe's next generation of entrepreneurs.

The evening culminated in the announcement of the main Gen-E awards, recognising the most outstanding student companies and start-ups from across Europe. Special moments included the presence of senior Latvian dignitaries, including the Prime Minister and Minister of Foreign Affairs, adding to the significance of the celebration.



Andris Kulbergs
Prime Minister of Latvia



Baiba Braže
Minister of Foreign Affairs of
Latvia



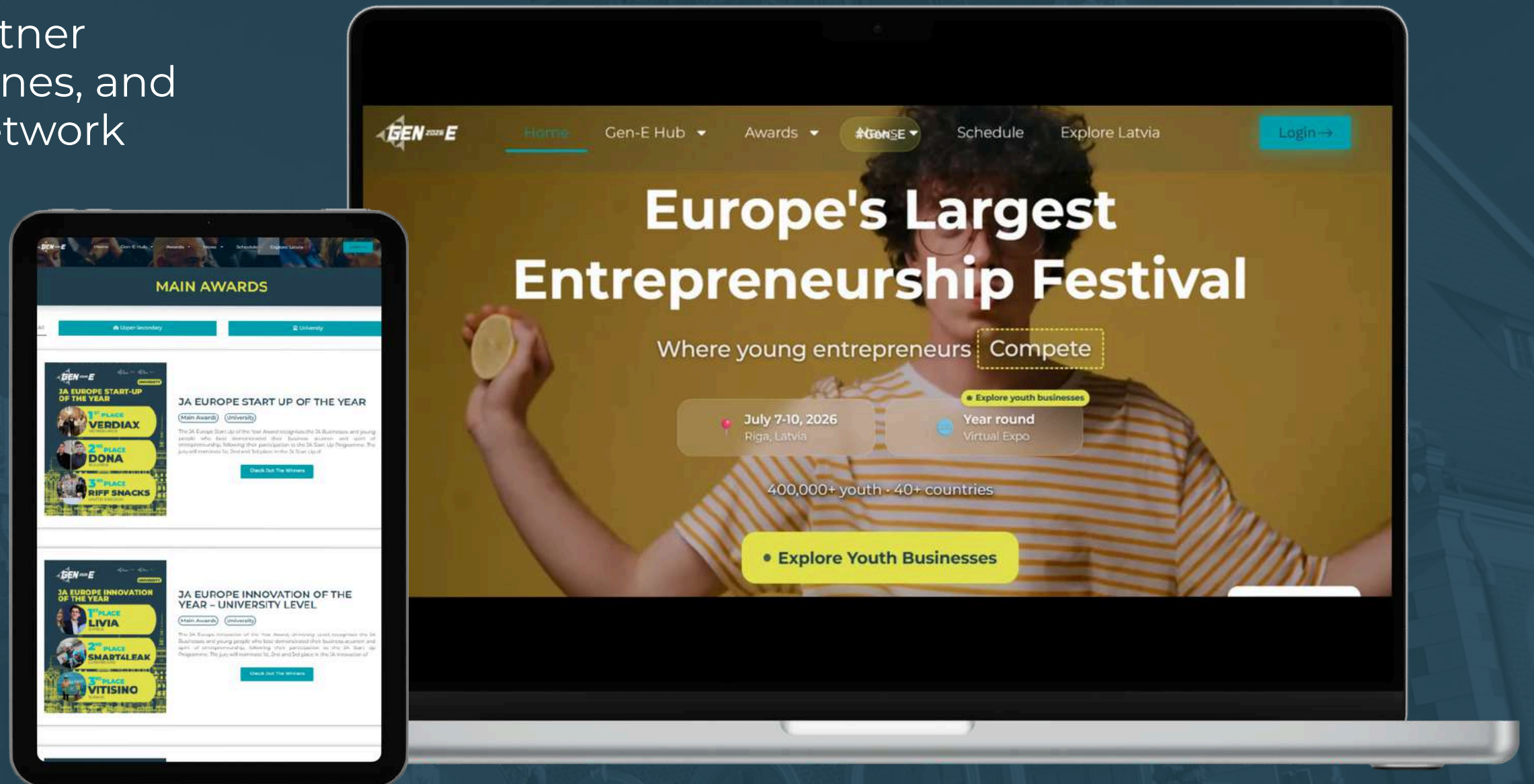
8 GEN-E ECOSYSTEM

#GEN_E



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.



VIRTUAL EXPO



The Virtual Expo at Gen-E 2026 is 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

ON-SITE PROGRAMME

7 JULY

12:00 – 18:00	Stage Rehearsals for JA Businesses
13:00 – 17:00	City Rally Activity for Youth
16:00 – 18:30	Future Skills Start Here: Educators Shaping the Next Generation
17:00 – 18:45	One JA Network, Shared Impact
17:30 – 18:30	Dream Big, Deliver Bigger: Building your Future and Breaking Barriers with FedEx
18:30 – 19:00	Once a JA Student, Always a Changemaker: Meet the Ferd's List Honourees
19:00 – 22:00	Gen-E Official Opening Dinner and National Evening including Online Award Presentations, Ferd's List and TES Award Presentation

8 JULY

09:00 – 16:00	Gen-E 2026 Opening Ceremony
	Stage Presentations University Level
	Get in the Ring Semi Finals #1
	Stage Presentations #1 Upper-Secondary Level
	Get in the Ring Semi Finals #1
	Stage Presentations #2 Upper-Secondary Level
12:00 – 16:00	Company Visits for University Level Youth
15:30 – 17:00	Girls Who Lead
18:30 – 22:00	Informal Evening including Dinner & Activities for Youth, JA Staff, Educators, MEntors Volunteers and Alumni
18:00 – 22:00	Exclusive VIP Dinner
	Experience for CEO's, Board Members, Partners & VIP's

9 JULY

08:00 – 10:00	Stand Exhibition Set-Up Time for Youth
09:00 – 10:30	Board of Executives Meeting for JA CEO's
10:00 – 15:00	JA Business Stand Exhibition
19:00 – 23:30	Gala Awards Dinner

10 JULY

10:30 – 18:00	JA CEO's Retreat
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EVENT LOCATIONS



Radisson Blu Latvia



Digital Art House



Riga City Center



Tallin Quarter Riga



Riga Motor Museum



**International Exhibition
Centre "Kipsala"**

JA Europe Team



JA Latvia Team





Gen-E Awards Ceremony



Aminata



Flag Ceremony



Elizabete Balčus | Fruit Symphonie

THANKS TO THE GEN-E 2026 PARTNERS

INSTITUTIONAL PARTNERS



MAIN EUROPEAN PARTNER



MAIN NATIONAL PARTNER



EUROPEAN PARTNERS/SPONSORS



ONLINE PARTNERS/SPONSORS



NATIONAL PARTNERS



MEDIA PARTNERS



CONTENT PARTNERS



See you next year
in Luxembourg







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