

Interregional concept & action plan for the GRIT youth engagement program

Interreg North Sea – GRIT Project



Executive summary

The GRIT Youth Engagement Program aims to enthuse young people (aged 12–14) for careers in the green industrial transition. By using a gamified approach, students build a 'future-proof port', combining energy transition installations, labour profiles, and ecological measures. The program links technology, sustainability, and labour market needs, while being embedded in classroom practice. Key components include regional stakeholder consultations, game development, testing, a structured Train-the-Trainer trajectory, and interregional collaboration.

1. Introduction & objectives

The GRIT Youth Engagement Program was developed to address skills gaps and labour market needs in the context of the green industrial transition. Its primary objective is to attract and inspire young people to consider technical careers by engaging them through interactive, gamified learning modules.

2. Methodological framework

The concept builds on regional stakeholder consultations (activities 1 & 2), mapping skills gaps and opportunities for youth engagement. A jointly developed concept (activity 3) is tested and refined through feedback loops (activity 5).

3. Interregional strategy for youth engagement

The strategy combines a shared interregional framework with region-specific adaptations:

- Common: gamified learning, ports as context, focus on energy transition.
- Regional: adaptation to local labour market needs and educational needs, regulations, and company input.
- Outreach: storytelling, industry-based examples, and stakeholder involvement.

4. Detailed action plan

4.1 Project Team

Partner	Role
Havencentrum	Lead partner, expertise in developing educational packages for youngsters with the port as a theme.



Ma-Co	Training providers for technical staff, link to industry.
Port of Hamburg Marketing	Representation of companies, embedding labour market needs.

4.2 Stakeholder involvement

Two stakeholder events are organised during the project. Invited stakeholders include:

- Companies (same group as VET roadmap)
- Schools: PITO Stabroek
- Civil society & industry organisations: VOKA Industrie
- Labour market organisations: Talentenfabriek
- Energy transition organisations: Waterstof.net, Flux50

Stakeholder events:

- 18 September 2024 – Initial consultation & concept feedback
- 27 May 2025 – Validation of youth engagement concept

4.3 Budget

The budget is indicative and depends on strategic choices:

Development budget:

- In-house vs outsourced development
- Level of completion / finish
- Digitalisation: higher engagement but higher cost
- Purchase of sustainable game materials

Implementation budget:

- Facilitators (number required)
- Execution of pilot sessions
- Maintenance of game materials

4.4 Timing

The timeline of the project is illustrated below:



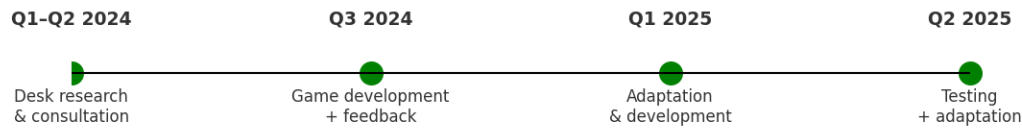


Figure 1: Project Timeline

4.5 Training & train-the-Trainer

Training is a core part of the program. Experience from the adaptation for port of Hamburg shows that:

- Presence of an experienced facilitator is crucial.
- Trainers can adapt explanations in real time.
- Train-the-Trainer modules include:
 - * Hands-on training for teachers
 - * Practical guidance for facilitation
 - * Peer exchange and feedback opportunities

4.7 Stakeholder mapping

Key stakeholders are mapped in relation to the Youth Engagement Program:



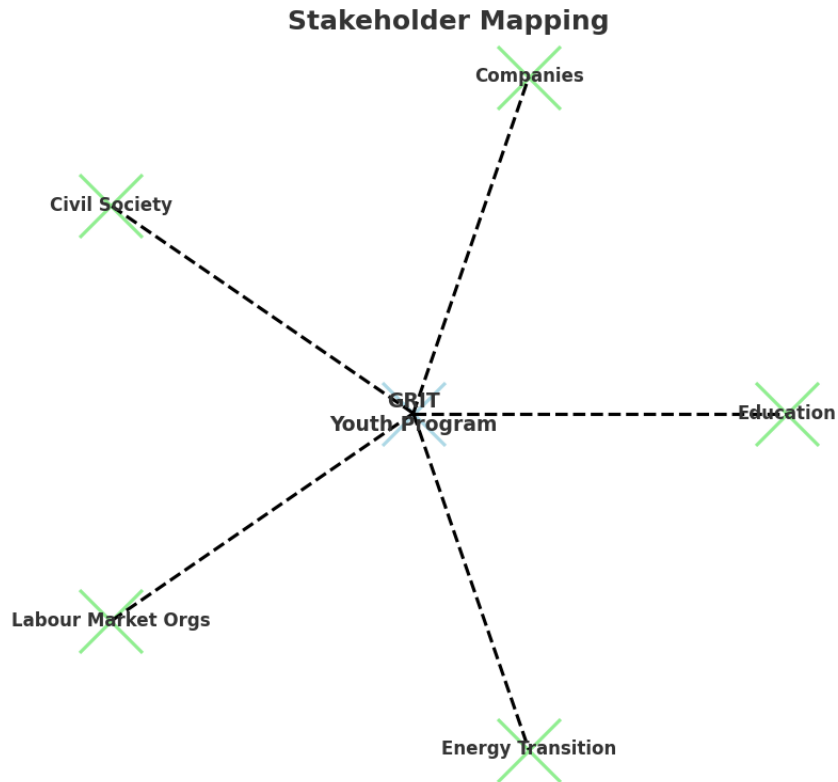


Figure 3: Stakeholder Mapping

5. Implementation & feedback loop

The concept is presented to regional stakeholders (activity 5) for validation and continuous improvement. Feedback loops ensure adaptability to regional contexts.

6. A few extra tips to make sure you adapt the game the right way!

We're adding these extra tips to make sure you make the right decisions when using this action plan!

1. Don't trust AI translators



We used an AI translator to go from Dutch to German, which was real easy because it saved us so much time. But it's not flawless. For example, it still translated quite literally, what caused a couple of illogical things in the rules of the Battles, to call for one. Apparently "hopping on one foot" means "stand still" in German, and those languages are even close connected to each other. Through several online and physical meetings we managed to get the flaws out, but you still need to do that check.

2. Have a trainer come over!

It's really valuable to have someone come over who knows the game really well to train your trainers and be present while playing the game for the first time. We prepared the game on Monday, and then played it with the kids on Tuesday. That Monday, we went through the rules together, through the timeline, the different roles we as trainers would be playing etc. We played the games for the Battles with the trainers, so everybody understood the games completely. We went through all the questions and answers so everybody was on point. This preparation made a great difference in both the confidence of the trainers and how well the game was perceived by the participating youngsters.

7. Conclusions & recommendations

The GRIT Youth Engagement Program offers an innovative, gamified approach to inspire young people towards careers in the green industrial transition. The combination of game-based learning, stakeholder collaboration, and structured training ensures both educational value and labour market relevance.

Annex: references & useful links

- Interreg North Sea Programme: <https://northsearegion.eu/>
- GRIT Project (Interreg): <https://northsearegion.eu/grit/>
- Flux50 (Energy transition): <https://www.flux50.com/>
- Waterstof.net (Hydrogen transition): <https://www.waterstofnet.eu/en>
- VOKA Industrie: <https://www.voka.be/>
- Talentenfabriek: <https://talentenfabriek.be/>

