

H2020 Work Programme

D5.4 - BIObec newsletter - Second version

Lead Contractor: SIE
Author(s): Rocío García

This document BIObec newsletter – Second version comprises the BIObec newsletters (contract no. 101023381) corresponding to D5.4 (M30) led by Sustainable Innovations (SIE) and contains the sixth, seventh, eighth, ninth and tenth newsletters launched since M3, every 3 months until M30, as part of the communication and dissemination activities.

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023381. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium.

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Type of Action	CSA	Coordinator	Davide Viaggi (UNIBO)
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01/02/2024	0.2	Pablo Ariño	Quality check and contributions



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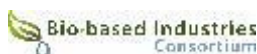
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1.Introduction

This document '**BIObec newsletter – Second version**' comprises the BIObec newsletters (contract no. 101023381) corresponding to D5.4 (M30) led by Sustainable Innovations (SIE) and contains the five newsletters launched since M18, and every 3 months until M30 by SIE, as part of the communication and dissemination activities.

The BIObec Newsletters are part of **Task 5.2 Online & Offline Dissemination & Communication** activities within **Work Package 5: BIObec dissemination, communication, and stakeholder engagement**.

The newsletters were elaborated using the massive mailing service MailChimp with a dedicated account for the project and they were shared with subscribers as well as on the social media channels (LinkedIn and Twitter) and the project's website to maximise their impact.



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2. Channels

2.1 Sixth newsletter

The sixth newsletter was shared on the 9th of March 2023 (M19) through different channels, always respecting GDPR:

- Via MailChimp to subscribers. An option to subscribe was shared on social media, and as [a blog post on the website](#).
- On social media. A [link](#) to the newsletter was posted on the [Twitter](#) and [LinkedIn](#) accounts
- On the project website. The newsletter was [uploaded to the website](#).
- Via direct email to stakeholders. All the partners were encouraged to share the newsletter via direct email to those stakeholders they personally know, always respecting GDPR.

2.2 Seventh newsletter

The seventh newsletter was shared on the 16th of May 2023 (M21) through different channels, always respecting GDPR:

- Via MailChimp to subscribers. An option to subscribe was shared on social media,
- On social media. A [link](#) to the newsletter was posted on the [Twitter](#) and [LinkedIn](#) accounts
- On the project website. The newsletter was [uploaded to the website](#)
- Via direct email to stakeholders. All the partners were encouraged to share the newsletter via direct email to those stakeholders they personally know, always respecting GDPR.



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2.3 Eighth newsletter

The eighth newsletter was shared on August 29th 2023 (M24) through different channels, always respecting GDPR:

- Via MailChimp to more than 350 subscribers. An option to subscribe was shared on :
- On social media. A [link](#) to the newsletter was posted on the [Twitter](#) and [LinkedIn](#) accounts
- On the project website. The newsletter was [uploaded to the website](#)
- Via direct email to stakeholders. All the partners were encouraged to share the newsletter via direct email to those stakeholders they personally know, always respecting GDPR.



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2.4 Ninth newsletter

The ninth newsletter was shared on November 29th 2023 (M27) through different channels, always respecting GDPR:

- Via MailChimp to more than 367 subscribers. An option to subscribe was shared on social media,
- On social media. A [link](#) to the newsletter was posted on the [Twitter](#) and [LinkedIn](#) accounts
- On the project website. The newsletter was [uploaded to the website](#)
- Via direct email to stakeholders. All the partners were encouraged to share the newsletter via direct email to those stakeholders they personally know, always respecting GDPR.



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2.5 Tenth newsletter

The ninth was shared on February 7th, 2024 (M30) through different channels, always respecting GDPR:

- Via [MailChimp](#) to more than 360 subscribers. An option to subscribe was shared on social media.
- On social media. A link to the newsletter was posted on the [Twitter \(X\)](#) and [LinkedIn accounts](#).
- On the project website. The newsletter was [uploaded to the website](#)
- Via direct email to stakeholders. All the partners were encouraged to share the newsletter via direct email to those stakeholders they personally know, always respecting GDPR.



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3. KPIs

The impact and Key Performance Indicator (KPIs) have been measured considering the number of people reached, via MailChimp, direct email, and on social media. There has been a total of 10 newsletters until this moment (5 in this period of analysis). The KPI sets a target of 1,500 readership. Our analysis indicates an estimated audience of 5,778 individuals during the M16-M30. Additionally, they have been contributing to achieving other KPIs such as increasing the number of visits to the project website. This has been boosted by including links and calls to action to visit the website.

Table 1. Newsletters impact

	MailChimp	LinkedIn	Twitter	Total
6th Newsletter	227	340	185	880
7th Newsletter	351	356	182	889
8th Newsletter	352	611	201	1164
9th Newsletter	350	743	110	1203
10th Newsletter	366	826	447	1642
Average	305	503	403	5778

In relation to the KPIs, numbers maintain its good performance thanks to partners, whose have been promoting the project not only on their own social media channels, but also through events, attendance to fairs or collaboration with external stakeholders.

For the final newsletter, these numbers increased as the project had major events in M29, boosting the dissemination of the project.

4. Newsletter design and lay-out

4.6. Sixth newsletter

Figure 1. Newsletter 6



Report on stakeholder engagement and mobilization



This document describes BBI JU's approach for stakeholder engagement and mobilization, including the strategy to select the Implementation and Replication Working Group (IRWG) members, promote contacts and facilitate the debate, mutual learning, good practices exchange and collaboration on challenges towards the creation of BBECCs, ensuring motivation and lively involvement of stakeholders throughout the project.

[Read the report](#)

New website section dedicated to best practices & success cases



BBI JU partners have gathered a series of best practice examples representing regional, national, European and international case studies and collaborations. These case studies include many examples from the bioeconomy sector; however, several case studies from other sectors have also enriched the depth and breadth of best practice including examples detailing thematic that focus on: AR/VR technology integration in education; mentoring programmes for AI graduates and best practice in reworking the hydro environment.

Visit our website to have a look at them!

[Web section](#)

Planning of governance, financial and sustainability assessment



In order to guarantee consistency among the BSECs design, this document has been designed to work as a checklist and guideline to collect initial information about specific plans and assessment information (e.g. governance options, costs) from each BSEC.

[Read the document](#)

BIObec participates in GenB, the European Bioeconomy Workshop in Greece



BIObec project was one of the key players involved in the [GenB Common Ground Camp](#), a two-day workshop to promote bioeconomy practices in formal and non-formal education from Europe.

Giacomo Marco Rossi, PhD student at the University of Bologna and member of the coordinator's team of the project, showcased the evolution of BIObec and the milestones achieved until now.

[Read all our news!](#)

Consortium partners



Visit our website and follow us on social media

We will be posting all the project developments, actions and news on our project website and social media channels. Follow us to make sure you don't miss anything out!



And, if you want to talk to us, you can send us an email to info@bbiju.eu. We would love to hear back from you!



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Our mailing address is:
info@bbiju.eu

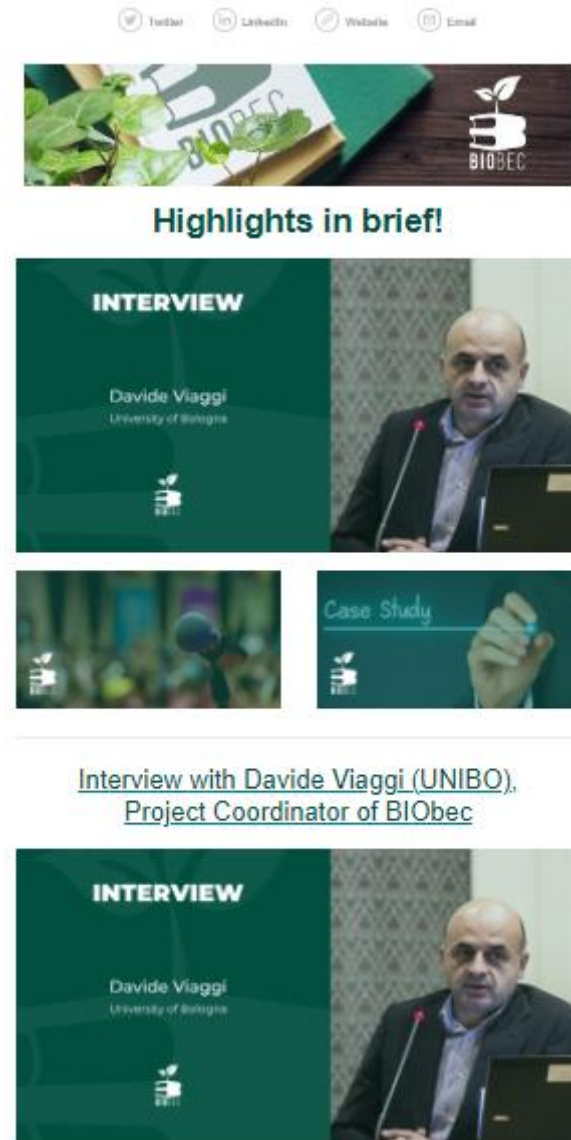
Want to change how you receive our emails?
You can update your preferences or unsubscribe from this list.



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4.7. Seventh Newsletter

Figure 2. Newsletter 7



Davide Viaggi, from the University of Bologna (UNIBO) is the BIObec's Project Coordinator. His role involves the supervision of the scientific programme and direct activities progress towards the objectives and milestones, ensuring adherence to the project timetable and the optimization of the overall impact, among other coordination and management activities. Discover more about its action in our last interview!

[Read More](#)

BIObec and its Contribution to the Sustainable Development Goals (SDGs)



Since September 2021, BIObec is working to unlock the full potential of the bioeconomy and its value chains, through a collaborative perspective that allows the development of new skills, educational approaches, and organisational solutions to provide education and training services. Discover the contribution of BIObec to three of the 17 SDG in this article.

[Read More](#)



[Discover our activity!](#)



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[BIObec participates in an innovative workshop in Bari \(Italy\)](#)

BIObec had the chance to participate during the workshop "Circular bioeconomy and Art: an innovative format in education", organized in Apulia Region (Bari, Italy) in the context of BioGov initiative and under the patronage of the University of San Aldo Moro.



[BIObec participates in the new Circular Bricks webinar series](#)

BIObec was showcased in the EU project Circular Bricks new webinar series "Knowledge Sharing webinar" in its first edition "teaching the CBE: European experiences", among other relevant European initiatives about bioeconomy and education.



[BIObec as a speaker in an international workshop organized by the ICA](#)

BIObec's Project Polish partner Fundacja Edukacji i Dialogu Społecznego Pro Civis represented the BIObec Project through the participation of its Project Coordinator, Damian Kuzmowicz.



[BIObec as a speaker in an Event organized by the Consiglio Nazionale della Ricerca](#)

Consiglio Nazionale della Ricerca (CNR) represented the BIObec Project in the Event "Chemical takes on Circular Economy", organized by the National Research Council (CNR), which opened its doors to school students.

News

[Inspiration Corner: BIObec's Case Studies](#)



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The BIObec project has created a specific section on its website where you can access the best case studies in Bioeconomy and Science Education from different countries. These case studies include learning and practical examples from several sectors and organisations across Europe and other places of the World. Stay tuned to the latest trends in technology, mentoring programmes, networking and business enhancement in our dedicated section!

[Case Studies](#)

Consortium partners



Visit our website and follow us on social media

We will be posting all the project developments, actions and news on our project website and social media channels. Follow us to make sure you don't miss anything out!



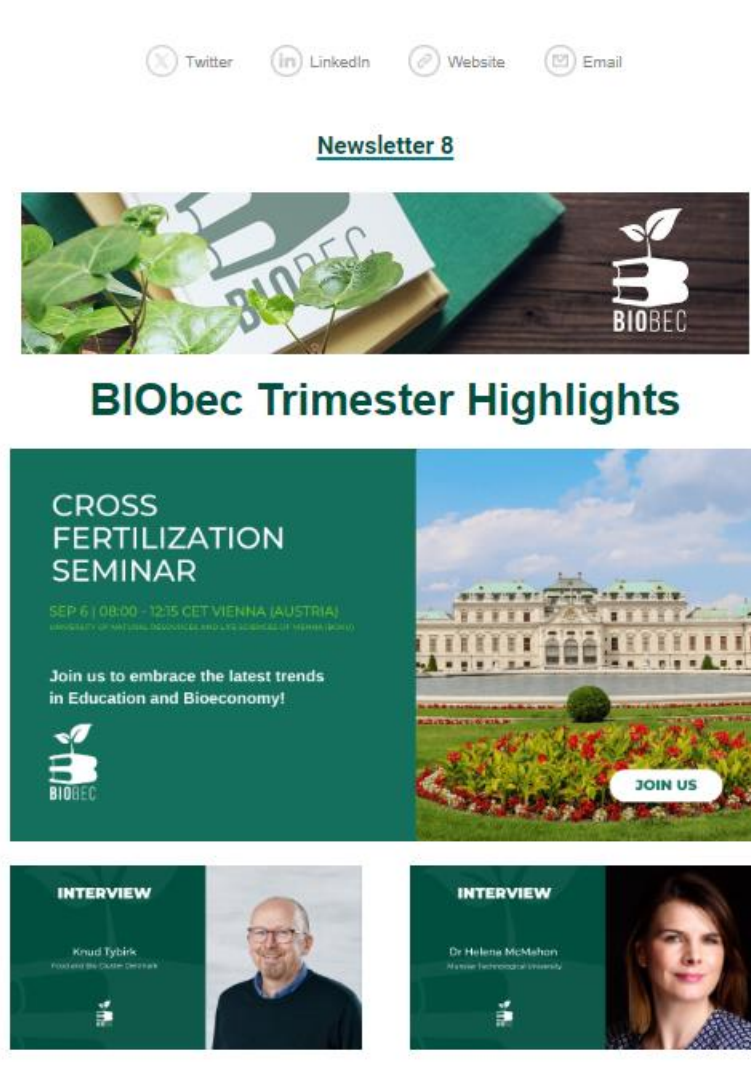
And, if you want to talk to us, you can send us an email to info@biobec.eu



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4.8 Eighth Newsletter

Figure 3. Newsletter 8



Interview with Helena McMahon from Munster Technological University (MTU)

"BIObec Project should create an EU-wide partnership to allow bioeconomy stakeholders across the EU to access education, training, mentorship, and work opportunities".



Dr Helena McMahon is **Munster Technological University (MTU)** principal investigator for **BIObec**. Helena is involved in a wide range of Circular Bioeconomy development activities in research & innovation, education, and enterprise at regional, national, and EU levels. Helena is director of Ireland's Knowledge Center for Carbon Climate and Community Action and co-director of the CIRCbio research group at Munster Technological University (MTU). She is particularly interested in **systems innovation, education in the bioeconomy sector, biobased product development and commercialization.**

[Read More](#)



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Meet Our Partners

Interview with Knud Tybirk, from the Food and Bio Cluster Denmark (FBCD)

"We hope that the BIObec project, in addition to 6 new centres, also can bring about more cross-border cooperation, enhancing the exchange of students and ideas for strengthening EU cooperation and inspiration to bring new jobs and prosperity".



Knud Tybirk, from the Food and Bio Cluster Denmark (FBCD), is a Senior Innovation Manager with deep expertise in environmental project development. Alongside its colleagues from FBCD, is helping the BIObec project in its progress and proper understanding of the North of Europe context regarding Bioeconomy and other related fields. Tybirk has a Ph.D. in Biology from Aarhus University and has an experience of more than 30 years in science and innovation affairs.

[Read More](#)

BIObec General Assembly Highlights: Promoting Bioeconomy Education in Europe



During the BIObec **General Assembly** on June 27 and 28, the 19 partners of this project gathered to discuss their progress and chart the path for future actions in promoting training in the bioeconomy in Europe. BIObec, led by Alma Mater Studiorum - University of Bologna (Italy), aims to bridge the gap between the bio-based industry and the education system. To this end, it aims to establish six multi-level Bio-based Education and Training Centres (BBECs) to act as hubs or knowledge centers.

BIObec's website, nominee for the Web Awards

BIObec website has been nominated for the prestigious **Web Awards 2023!** 🏆 Since 2014, this online competition has been granted the finest websites using the .eu, .eö, or .eu extensions. The nomination and voting period runs until **August 18, 2023**. The finalists will be revealed on **September 4** and winners will be announced at the Ceremony held on **November 16, 2023**.



[Vote Here!](#)



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BIObec presentation in Mexico



Aleix Barrera-Corominas and Joaquín Gairín Sallán from the Autonomous University of Barcelona (UAB) presented the [BioBEC project](#) at the Ibero-American Congress of Pedagogy, held in Mexico. They addressed the need for certification of non-formal training in the context of sustainable development goals, the European Green Deal, and the shift towards a circular economy. Highlighted the significance of education and skills in the bio-industrial domain for achieving ecological and economic sustainability.

Inspiration Corner: BIObec's Case Studies



The BIObec project has created a specific section on its website where you can access the best case studies in Bioeconomy and Science Education from different countries.

The BIObec partners in the 'Bioeconomy in the Circular Economy (BIOCIRCE)' postgraduate program have identified innovative bioeconomy education models/pedagogies and/or best practice examples from industry/education that can inform and enhance the future Bio-Based Education Centers (BBECs) educational design and framework for delivery. These case studies draw on best practice examples from both bioeconomy education providers and outside organizations related to other sectors and industries.

[Read - BIOCIRCE](#)

Events & Conferences



'Cross-Fertilization Seminar: the BIObec Project' in Vienna

CROSS FERTILIZATION SEMINAR

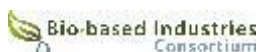
SEP 6 | 08:00 - 12:15 CET VIENNA (AUSTRIA)
UNIVERSITY OF NATURAL RESOURCES AND LIFE SCIENCES OF VIENNA (BOKU)

Join us to embrace the latest trends
in Education and Bioeconomy!



BIObec will approach the latest trends in European Bioeconomy in Vienna. Don't miss our exciting upcoming event '**Cross-fertilization seminar: The BIObec Project**' on **September 6** from 08:00 to 12:15 (CET), in a hybrid format at the University of Natural Resources and Life Sciences (BOKU). The Corporación Tecnológica de Andalucía (CTA), and the University of Bologna will present the success cases and latest findings in bioeconomy and how them can be linked to Education in European countries.

[Sign Up](#)



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Explore Our Activities

🌱 The BIObec project is continuously featured, capturing the attention of key stakeholders and fostering awareness of biodiversity preservation.

BIObec disseminated at several events in Italy. Our partner, Consiglio Nazionale delle Ricerche (CNR), has been very active in disseminating the BIObec project among students in two events held in Italy, as follows: [Chemical Tales of Circular Economy – Bologna \(IT\)](#): As part of the celebration of CNR's 100th birthday, the project was presented in Bologna. **World Biodiversity Day** at the Italian Presidential Residence of Castelporziano: In Rome. This event aimed to promote awareness about biodiversity conservation. **Festival of Sustainability in Molinella (Bologna-IT)** during the '[Sustainability Festival](#)', held in Molinella, Bologna. This event saw the participation of 20 middle school classes, where the project's objectives and significance were shared. A video recording of the project presentation at this event is available at the provided YouTube link.



[Report on stakeholder engagement and mobilization](#)

BIObec has generated a comprehensive report on stakeholder engagement and mobilization. The stakeholders' approach for their involvement and mobilization is crucial in our project, and we have crafted a robust strategy for it. You can access the full report [here](#).

[Read All BIObec News Here](#)



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Consortium partners



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Bio-based Industries
Consortium

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4.9 Ninth Newsletter

Figure 4. Newsletter 9

[Twitter](#) [LinkedIn](#) [Website](#) [Email](#)

Newsletter 9



BIObec Trimester Highlights

BIObec at the CBE JU Stakeholder Forum 2023

Next December, the first Circular Bio-based Europe Joint Undertaking (CBE JU) Stakeholder Forum will take place in Brussels, Belgium. Don't miss the BIObec Workshop 'Developing skills in the bio-based industries: future bioeconomy education pathways'. We will outline the necessary and missing skills and future job profiles, discuss the skills-related regional dimension and priorities and share strategies to attract students and professionals towards careers related to the #bioeconomy.

7 December 2023
09:00-10:45



Workshop
'Developing skills in the bio-based industries:
future bioeconomy education pathways'

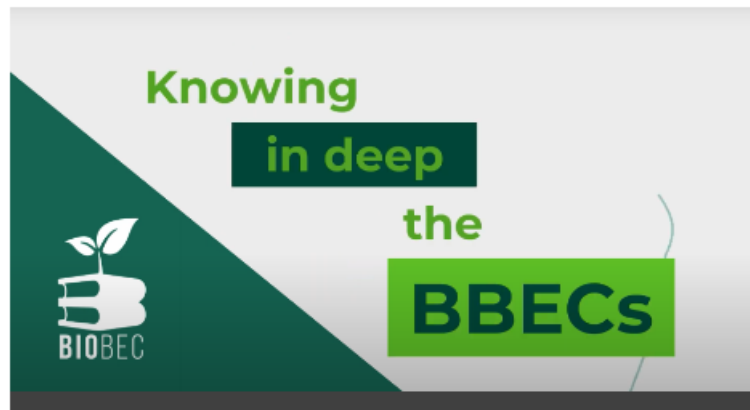


[Register Here](#)

[Agenda](#)

Would you like to know more about our BBEC's experiences? Watch now the interviews with all of our BBEC leaders

In this playlist, you will have the opportunity to learn from our BBEC leaders, who answer six different questions that are very useful for anyone thinking on replicating our experience or just learning from them. There is one video per question, answered by every BBEC leader. Here you have the first out of the six videos. If you want to navigate the entire playlist, click on the video playlist below.



BIObec: The 6 Bio-Based Education Centres



The **six BIObec Centres** will serve as vital knowledge hubs, effectively bridging the divide between academic institutions, students, innovation entities, and policymakers. These biobased education centres are strategically positioned to address the future requirements of the industry, with backing from both private and public stakeholders.

BIObec General Assembly Highlights



Last September 5th, the BIObec Project hosted its **General Assembly** and plenary meetings in Vienna. These gatherings brought together consortium partners on and offline to present the project's current status and its six multi-level Bio-Based Education Centres (BBECs). The University of Natural Resources and Life Sciences in Vienna (BOKU) served as the venue, with Davide Viaggi, Project Coordinator from the University of Bologna, as moderator.

The following day, BIObec's partner CTA organized the 'Cross-fertilization seminar among BBECs and Roadmap co-design experience,' a hybrid event that assembled a diverse group of experts in the fields of bioeconomy and education. This event was a part of the European Bioeconomy Scientific Forum 2023.

During this seminar, the roadmap for the establishment of BBECs was presented, and various working groups related to bioeconomy and education outlined the objectives of these centres. Over the course of two days, participants immersed themselves in the BIObec methodology, gaining practical insights through the BIObec roadmap co-design experience.



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Here you can download the presentations that were used:

[Roadmap for BBECs Replication](#)

[Cross Fertilisation Seminar](#)

Meet Our Partners

[Interview with Katri Rusanen \(UEF\)](#)



"We hope that the BIOBec project, in addition to 6 new Centres, also can bring about more cross-border cooperation, enhancing the exchange of students and ideas for strengthening EU cooperation and inspiration to bring new jobs and prosperity".

[Katri Rusanen](#) from the University of Eastern Finland, discussed the BIObec project and expressed enthusiasm for exploring the educational dimensions of a bio-based economy in Europe.

[Read More](#)

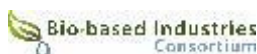
[Interview with María García \(CTA\)](#)

"The BIObec Project will allow Europe, especially its bio-based industries, to have great professionals in this field in the short term, reinforcing the competitiveness of companies and the creation and consolidation of new bioeconomy value chains".



María García Alegre, from Technological Corporation of Andalusia, (CTA) is an Innovation Consultant in the Business Development Department of CTA, one of the largest innovation clusters in Spain. In collaboration with her colleagues, she is helping the BIObec project in the achievement of the milestones regarding the coordination planning for the roll-out and replication of the methodology performed for the BIObec Education Centres ideation. She has almost 20 years of experience in Innovation and Sustainability affairs in several organisations, companies, and public institutions.

[Read More](#)



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Interview with Lina Mayorga, from the University of Hohenheim

"Our BIObec Centre design will give a structure to these activities offering science communication activities, policy recommendations, industry-academia collaboration, consulting services, and networking actions in Germany".



Lina Mayorga, from the University of Hohenheim (UHOH), serves as the Project Coordinator at European Bioeconomy University and as a Scientific Assistant for Biobased Resources in the German Bioeconomy. Alongside colleagues from UHOH, she is contributing to the progress of the BIObec project and fostering a thorough understanding of the European Bioeconomy Center's context and related fields.

[Read More](#)



🌱 The BIObec project is continuously featured, capturing the attention of key stakeholders and fostering awareness of biodiversity preservation.

SIMO Education Conference



BIObec attended the [SIMO Education Fair](#) in Madrid. The event, dedicated to educational technology and innovation, took place from November 14 to 16, 2023.

BioEconomy Week in Ireland



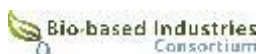
Fiona Scott-Hayward presented the BIObec project, a model for an Irish Bio-based Education Centre, at the **Bioeconomy Week Ireland 2023**. The presentation will include a showcase of the opportunities available within the Irish Bioeconomy and the skills required to grow the industry.

[Read All BIObec News Here](#)



[BioEconomy Action Plan - Ireland](#)

Ireland's first national Bioeconomy Action Plan has been published by the Government to coincide with Bioeconomy Ireland Week 2023, with a key action "to develop an agreed approach to Natural Capital Accounting". Prepared by the Department of the Environment, Climate and Communications and the Department of Agriculture, Food and the Marine Action Plan 2023-2025.



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Bio-based Industries
Consortium

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023381.

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Horizon 2020
European Union Funding
for Research & Innovation


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4.10 Tenth Newsletter

Figure 5. Newsletter 10


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Newsletter 10



BIObec Trimester Highlights

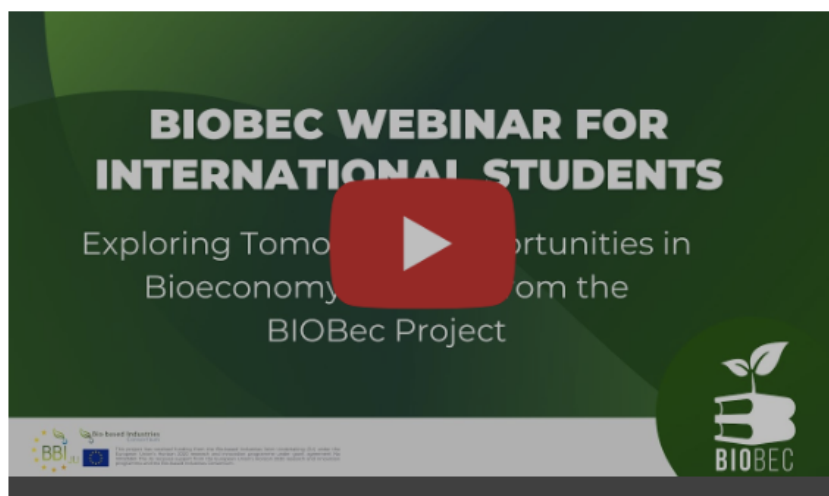
BIObec Final Conference



The BIObec Online Final Conference, held on January 30th provided a valuable opportunity to learn about the results and legacy of the BIObec project, which has established education centers for the EU Bioeconomy. The event featured presentations on identifying education demands, creating business models, activities, budget, governance, sustainability assessment, implementation, and replication. Additionally, an informal breakout group was held to connect with BBEC leaders and stakeholders. We hope that the insights shared during the conference will continue to inspire and inform the development of bioeconomy education initiatives in Europe and beyond.

[Watch it here](#)

BIObec Webinar for International Students



On Wednesday, January 17th, BIObec partners hosted an online webinar to explore opportunities in the bioeconomy. The webinar, was open to students of any discipline, lecturers, and other academics. Attendees heard from the six proposed biobased education center leaders about case studies in the #bioeconomy in their regions and opportunities therein.

The webinar's agenda included:

- Welcome and introduction by Davide Viaggi (UNIBO), BIObec's coordinator
- Presentation of the BIObec replication methodology through its roadmap by Rafael Dueñas (CTA)
- BIObec's E-Learning Materials: Empowering Education in Bioeconomy by Daniel Matilla (SIE)
- 2nd International IRWG workshop by Susanna Albertini (FVA)
- Closing remarks session

The webinar was a valuable opportunity for participants to learn about the growing bioeconomy and the opportunities it presents.



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BIObec at the CBE JU Stakeholder Forum

BIObec attended the **CBE JU Stakeholder Forum** in Belgium and presented the workshop **'Developing skills in the bio-based industries: future bioeconomy education pathways'**, moderated by **Davide Viaggi**. The workshop featured success stories and educational pathways for the bio-based sector, covering competence centers and business models. Giovanna Rizzetto from Circular Bio-based Europe Joint Undertaking (CBE JU), and BIObec project officer, provided some opening remarks highlighting the importance of such initiatives gathering the main projects in bioeconomy education.



BIObec Paper: Paving the way towards sustainable entrepreneurship education



BIObec partners FVA and ART recently authored a significant paper titled "Paving the Way Towards Sustainable Entrepreneurship Education." This noteworthy contribution was presented at the 16th annual International Conference of Education, Research, and Innovation. Notably, BIObec was acknowledged as one of the key projects actively contributing to the advancement of sustainable entrepreneurship education.

[Read more here](#)

BIObec in Italy

In September-November, BIObec participated in five events organized by **CNR**, showcasing its commitment to promoting bioeconomy education and fostering a deeper understanding of its significance among young minds. Find below some event highlights:

European Researchers' Night

BIObec attended the European Researchers' Night, organized by Consiglio Nazionale delle Ricerche. The event held at Piazza Lucio Dalla, Bologna (Italy), allowed school students to step into the shoes of young scientists. They conducted an experiment showcasing the benefits of bioeconomy for society.

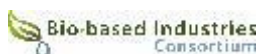
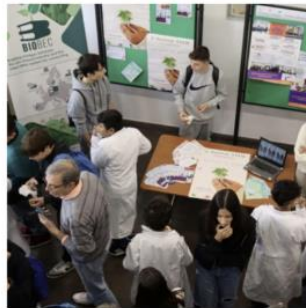


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BIObec partners with XX Conference of Research Language to ignite young minds about the bioeconomy

The XX Conference of Research Language for schools, organized by CNR ISOF, brought together students from all over Italy. Held on November 8 for middle schools and November 9 for high schools, the event showcased the latest research and findings from CNR scientists. BIObec partnered of this two-day event, dedicated to nurturing young talents and inspiring them to pursue careers in STEM fields.



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VIII European Conference of Raw MaTTERS Ambassadors at Schools

BIObec partners with RM@Schools to ignite young minds in materials science and nanotechnology. BIObec joined forces with the VIII European Conference of Raw MaTTERS Ambassadors at Schools (RM@Schools) to foster scientific curiosity among students. The event brought together students, researchers, and teachers from across Europe to explore the latest advancements in materials science and nanotechnology.

Raising Awareness about Bioeconomy

BIObec and CNR-ISOF collaborated to organize a workshop on bioeconomy at Parma University, where students were awarded prizes for their bioeconomy-related projects.



🌱 The BIObec project is continuously featured, capturing the attention of key stakeholders and fostering awareness of biodiversity preservation.

[Read All BIObec News Here](#)

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