

# BioBeo Buzz

# Deireadh Fómhair 2024



Hi Everyone! Welcome to our October edition of BioBeo Buzz, the newsletter that keeps you up to date on all things from the world of BioBeo. This EU-funded project wants to keep you informed about sustainability and bio-based initiatives. You can find out all about the project and read our past newsletters [here](#). This month we are delighted to have some guest writers who are going to take us on a journey from the world of podcasting to nature education and bio businesses in Vietnam and all the way back to Ireland for a new project on the links between Irish culture and sustainability! Read on to head on a trip around the world of BioBeo!



## Join the Bioeconomy BiOrbic Adventure with Jamie – The Bioeconomy Bard!



I'm Jamie the Bioeconomy Bard, your PhD researcher and guide on a wild journey with BioCultúr, where Ireland's rich culture and eco-friendly past come alive. What's a bard, you ask? Well, think of a storyteller, a cultural DJ – someone who spins ancient tales and songs into the rhythm of everyday life. As your modern Bioeconomy Bard, I'm here to weave Ireland's folklore, heritage, and wisdom into our path toward a greener future.

Did you know our ancestors practised ecofriendly living long before the term existed? Instead of chopping trees down, they'd trim them close to the ground, allowing regrowth – nature-friendly and endlessly renewable. Their respect for the land offers us fresh insights today, showing how our traditions hold the keys to sustainability.

Over the next few months, we'll dive into Irish language, stories, and eco-traditions – all while discovering how we can protect our planet. Follow along on social media for lively tales, events, and more. And remember the old Irish saying, "Tarraingíonn scéal scéal eile" – "One story leads to another." Ready to be part of a new story? Let's connect past and future for a better world! 🌍

## Solve the Riddle!



I'm a source of energy, bright and warm,  
Helping plants grow and farms transform.  
I shine down from high up in the sky,  
What am I that powers food by and by?

**Find the answer on the last page!**



@BioeconomyBard  
@BioeconomyBard  
@Bioeconomy\_Bard

### So Jamie, who is The Bioeconomy Bard?

Bhuel, is mise Jamie. I've a big passion for music. I've performed in Whelan's and the Button Factory! I love everything from folk to rock. I love Coldplay! Did you know the environmental impact of Coldplay's current tour was down by 47% compared to their 2016-2017 tour?

### Outside of music what do you like to do?

I love to run and have completed four marathons, including the Dublin and London marathons. On the weekends, you'll find me hiking or taking a sea swim because I love being out in nature. Is aoibhinn liom an Ghaeilge cosúil le an-chuid daoine sa lá atá inniu ann and I enjoy reading in my free time—my favourite books are the Harry Potter series and anything by Stephen King.

# Environmental Education and Bioeconomy Initiatives in Vietnam by **Thu Phan**, UCD Masters Student

In Vietnam, every young student grows up learning about the country's rich natural heritages, famously known as "rừng vàng, biển bạc" (jungle gold, silver sea). Similarly to Ireland, we take great pride in our beautiful landscapes. Vietnam owns [9 UNESCO-recognised natural and cultural world heritage sites](#). However, we are also facing serious environmental challenges. BioBee Buzz will explore how education for sustainable development (ESD) and social entrepreneurship can contribute significantly to solve this issue. In this edition, we will highlight examples of ESD and eco startups from Vietnam.



In Vietnam, primary and secondary school students learn about the environment through science subjects and experimental activities. They should understand the basics of the environment and natural phenomena which help them grasp the significance of protecting nature. After that, students can gain hands-on experience by tree planting, waste sorting and recycling. Some schools also organise ecotourism field trips for students to be exposed to organic farming and livestock. These experiences not only teach them about the benefits of using clean and healthy products but also cultivate a deeper appreciation for a pollution-free atmosphere.



In higher education, ESD becomes more practical and engaging. Students have various opportunities to join innovative hubs and projects. For instance, at National Economic University in Vietnam, there is a Centre for Social Innovation and Entrepreneurship which empowers students' circular economy initiatives. Outside schools, students can join projects such as iCreate Winter Camp - a project by AIESEC in Vietnam, a camping model engaging students in responsible consumption and production outdoor activities. For those with an entrepreneurial spirit, competitions such as the Hult Prize offer opportunities to take sustainability challenges. One Vietnamese finalist team in the ASEAN round proposed an innovative idea that utilised vinegar and organic materials to create eco-friendly leather alternatives, addressing fashion's massive environmental impact, as it is the second most polluting industry.



In Vietnam, the country generates approximately 60,000 tonnes of household waste each day, which increases 10-16% annually. Amid these environmental challenges, several Vietnamese social entrepreneurs come up with bioeconomy initiatives to produce sustainable products. One notable example is [Ecos](#), a startup producing vegetable-based straws. Their straws, made entirely from clean vegetable powder, are safe, containing no microplastics, and can even be eaten or used as animal feed for birds and fish. If discarded, the straws decompose quickly within days.



Another innovative startup is [Lagom Vietnam](#), which recycles millions of tonnes of milk cartons to create household products such as eco-hangers, eco-plant pots. Their production allows to completely recycle the aluminum-plastic composite from the milk carton into a material called Lagom-Polyalu. With this technology, they not only utilise all components in the milk cartons but also ensures a closed-loop recycling process that minimises waste output. Their products can also be recycled multiple times, creating a circular economy.

We all share this Earth and its limited natural resources so it is our collective duty to protect and cherish our environment. With cleaner and fresher surroundings, we can all enjoy healthier and happier lives!





Q. What did the President say when they banned plastic straws?  
A: This is the last straw!

Last month we asked you what “Renewable Energy” was. Did you come up with a definition or maybe we could think of some examples. Here is our definition:

Q. Why did the Tree Install Solar Panels?  
A. It wanted to be a power plant!

**Renewable Energy is energy that comes from natural sources like the sun, wind and tides. These sources are renewable, which means they will not run out. They can continue to produce energy for us to use for electricity, heating and transport.**



## Bioeconomy Matters Podcast

Now its your turn! Do you know what “**The Circular Economy**” is? Investigate what this means and maybe think of some examples! Come back for our definition in November!

Tune into [Bioeconomy Matters](#) - your daily dose of sustainability!  
Get ready to discover the bioeconomy all around you! Bioeconomy Matters is a fun, fresh podcast featuring interviews with people from all walks of life – all sharing how we can make the world greener, one step at a time. Hosted by EU Bioeconomy Youth Ambassadors Hailey Ciantar and Rita Escórcio, this podcast connects you to positive stories of sustainability, real-life actions, and big ideas for the planet’s future. Our creators are among the EU Bioeconomy Youth Ambassadors, a group of 15 outstanding young minds chosen by the European Commission. Their mission is to educate, act, and engage stakeholders on the role of bioeconomy to tackle the climate crisis and protect nature. Brought to you by Horizon Europe’s BioBee project, Bioeconomy Matters makes sustainable living accessible, inspiring, and easy to start! Ready to dive in? Scan the QR code and press play! 🌍🎧

**We want to hear from you!**

We’d love to hear from you! If you have stories, tips, or projects related to the bioeconomy or your journey toward sustainable living, share them with BioBee Buzz. Whether it’s an event, an organisation, or how you’re embracing nature-friendly practices, send your article (in Word) along with any images in an email to [office@biobee.eu](mailto:office@biobee.eu). Make sure you put “BioBee Buzz Newsletter” in your title. Let’s work together to inspire a greener, bio-based future!



## The Riddle is Solved!

Did you work it out?  
The answer is...  
**Solar Energy!**

Thanks for reading! You can subscribe or unsubscribe from the newsletter [here](#) and make sure you check out the BioBee website by scanning the QR code! Buzz you again soon!

