



Deliverable D4.4 Final Report on Dissemination & Communication Actions

BioBeo

Innovative Education for the BioEconomy



Co-funded by
the European Union



Co-funded by
the European Union

Project factsheet

Acronym: **BioBeo**

Title: **Innovative Education for the BioEconomy**

Coordinator: **UNIVERSITY COLLEGE DUBLIN (UCD)**

Reference: 101059900

Type: HORIZON

Program: Horizon Europe

Start: 1st November 2022

Duration: 30 months

Website: biobeo.eu

Consortium: **University College Dublin, Ireland (UCD), Coordinator**

Maynooth University, Ireland (MU)

An Taisce, Ireland (AnT)

Universitaet Hohenheim, Germany (UH)

ODISEE University of Applied Sciences, Belgium (OUAS)

Center for Social and Economic Research, Poland (CASE)

Rotterdam University of Applied Sciences, Netherlands (RUAS)

SYNYO GmbH, Austria (SYNYO)

Foundation for Environmental Education, United Kingdom (FEE)

Youth in Science and Business Foundation, Estonia (YSBF)

Hellenic Education Society of STEM, Greece (E3STEM)

International Parents Alliance, Netherlands (IPA)

Universitatea Valahia Targoviste, Romania (UVT)

Technical University Berlin, Germany (TUB)

BOS+, Belgium (BOS+)

Deliverable factsheet

Number:	D4.4
Title:	Final Report on Dissemination & Communication Actions
Lead beneficiary:	SYNYO
Work package:	WP4
Task:	4.1 Dissemination & Communication Plan
Dissemination level:	Public (PU)
Submission date:	30.04.2025
Authors:	Olivia Kafka, SYNYO
Contributors:	All partners

Document history:

Revision	Date	Reviewer
0.1	17/12/2023	Antonija Bogadi (SYNYO)
0.2	10/01/2024	Lizbeth Goodman (UCD)
0.3	15/01/2024	Maire Nic an Bhaird (MU)
0.4	17/01/2024	Reeza Hanselmann (FEE)
0.5	29/01/2024	Bart Hempen (OUAS)
0.6	29/01/2024	Janneke Verloop (RUAS)
0.7	22/04/2025	Olivia Kafka (SYNYO)
1.0	30/04/2025	Ciara O'Connor (UCD)
1.1	01/10/2025	Olivia Kafka (SYNYO)

Disclaimer of Warranties

This project has received funding from the European Union's Horizon Europe HORIZON under Grant Agreement No. 101059900.

This document has been prepared by BioBeo project partners as an account of work carried out within the framework of the EC-GA contract no 101059900.

Any dissemination of results must indicate that it reflects only the author's view and that the Commission Agency is not responsible for any use that may be made of the information it contains.

Neither the Project Coordinator nor any signatory party of the BioBeo Project Consortium Agreement, nor any person acting on behalf of any of them:

- (a) makes any warranty or representation whatsoever, express or implied,
 - (i). with respect to the use of any information, apparatus, method, process, or similar item disclosed in this document, including merchantability and fitness for a particular purpose, or
 - (ii). that such use does not infringe on or interfere with privately owned rights, including any party's intellectual property, or
 - (iii). that this document is suitable to any particular user's circumstance; or
- (b) assumes responsibility for any damages or other liability whatsoever (including any consequential damages, even if the Project Coordinator or any representative of a signatory party of the BioBeo Project Consortium Agreement, has been advised of the possibility of such damages) resulting from your selection or use of this document or any information, apparatus, method, process, or similar item disclosed in this document.

Table of Contents

Project factsheet.....	2
Deliverable factsheet.....	3
Disclaimer of Warranties	4
Table of Contents	5
Introduction	6
1. Communication materials.....	7
1.1. Leaflets	7
1.2. Poster and Rollup	9
1.3. Stickers.....	9
1.4. Graphics.....	10
2. Project Website	10
3. Social Media Presence	18
3.1 X.....	18
3.2 LinkedIn	19
3.3 Instagram.....	20
3.4 YouTube	20
4. In-person outreach	21
4.1 Official Conferences and Events.....	21
4.2 Organised Events.....	23
4.3 Synergies with Other Initiatives and Co-organised Events	24
4.4 Other Unofficial Events	25
5. Publications, press releases and other mentions.....	26
5.1 Publications.....	26
5.2 Press releases and online mentions	27
5.3 The BioBuzz Newsletter	30
6. Conclusion	31
Appendix A	32
Policy Brief: The BioBeo Interconnectedness Programme.....	32

Introduction

This report summarises the dissemination efforts carried out during the BioBeo project, covering the activities during the entire project duration. It provides a summary of all communication and dissemination activities, including the events that the consortium has participated in or organized and lists all communication materials that have been developed. It will give an overview of selected, relevant events, both when organised by the BioBeo consortium, as well as through participation, with regards to which synergies with likeminded stakeholders were drawn. The report builds upon the D4.1 Dissemination and Communication Plan, which has been published in M3 and D4.2 published in M12. D4.4 documents particularly the actions taken in task 4.2 and 4.3. BioBeo has been active both offline, through conferences, workshops and stakeholder engagement, as well as online, primarily through the project website and social media channels (LinkedIn, X, Instagram, YouTube). Various dissemination materials have been developed and published both on the project website, as to make it available to a broader audience, as well as through social media. The website has become a central gateway to the manifold resources, developed by consortium partners throughout the project's lifetime.

An overview of the communication and dissemination activities in regard to the KPIs was set up in D4.1. The finally achieved KPIs are summarised in the table below:

CRITERIA	TARGET	REACHED
Organisation of conference - M12 Warsaw and M23 Brussels	2	2
Organization of workshops (incl. co-creation workshops)	6	23
Popularised publication (non-scientific and non-peer-reviewed publication)	2	20+
Scientific and peer-reviewed publication	2	2 (+7)
Social media posts	800	3.000+
Website visits	3000	7.500+
Participation in a conference or conference workshop	5	50+
Videos	5	9+
Participation in events organized jointly with other EU project(s)/other relevant networks	4	20
Press releases	3	5
Newsletters with BioBeo information to relevant networks	5	13
Leaflet	2	2
Stakeholders' views and opinions focus group	1	2
Policy briefs of the BioBeo Interconnectedness Programme	1	1
Participation in an event other than a conference or workshop	5	16
Key policymakers on a final project meeting in Brussels	5	5

Table 1: KPI Status 25.04.2025

A second leaflet was produced regarding the BioBeo Festival which was held in March 2024. This event was organised by ODISEE as a Pan-European Bio-economy Festival for students and educators across preschool, primary and secondary education.



Figure 2: BioBeo Festival Leaflet

Also one-page flyers were produced for the BioBeo Festival and the BioBeo and BiOrbic Bioeconomy Education Workshop, particularly for the use in online advertisement on social media, eventbrite and the project website.



Figure 3: Event Flyers

1.2. Poster and Rollup

The project poster and rollup are both available on the project website for download to any visitor of BioBeo website and are utilised different events (BioBeo workshops, conferences, etc.). The poster is created in size A0, and contains the most important project information, while the rollup can be used as a stand-up freely for every event needed.



Figure 4: BioBeo Poster and Rollup

1.3. Stickers

Multiple different BioBeo Stickers were created to support the project identity. Since the aim of the project is to reach different stakeholders from all age groups and backgrounds, they are diverse in their appearance. Younger audiences may be more engaged by the image containing the project mascots Beo and her dog Raja, while the more generic logo and text can be utilised for more formal events.



Figure 5: BioBeo Stickers

1.4. Graphics

Multiple different graphics were created. They are used in presentations and on social media to display: the complexities of the bioeconomy, the consortium members and their tasks, the five bioeconomy themes, collaboration and synergies with other projects.

The graphics are created in the identity (fonts, colour coding) of the project, which was established in M1 to achieve recognition value and guarantee a consistent visual identity.

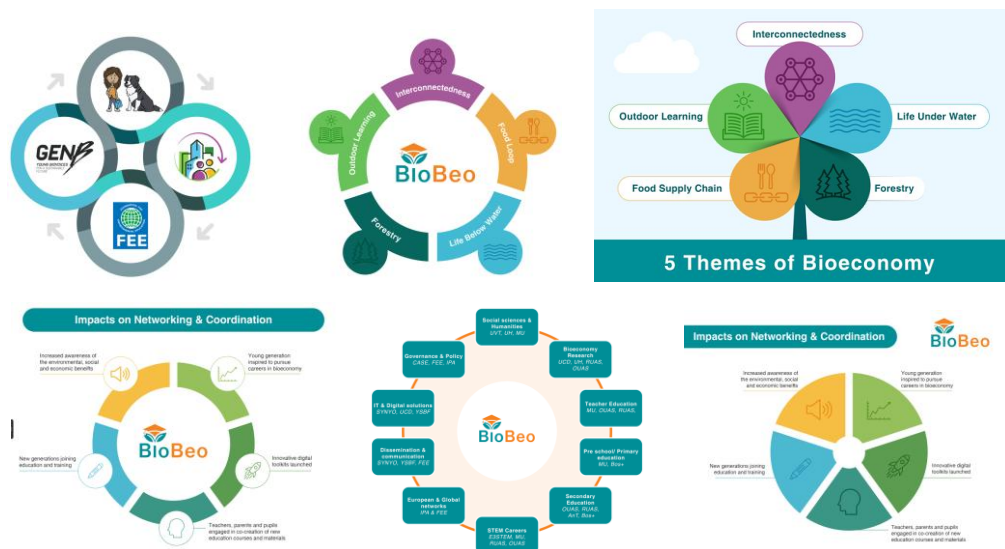


Figure 6: Visualisations for BioBeo

2. Project Website

BioBeo has already established a strong web presence with the website launched at the beginning of the project. All pertinent information about BioBeo and its activities including partner contact details, background information, working papers, events (seminars, workshops, conferences), etc. can be accessed through the website which serves as an important dissemination channel for instructional material – and in this respect, the web acts as a principal means of publication. In developing the design, special attention was given to usability and readability, with sufficient font sizes and a simple structure. The basic model of the website was gradually expanded based on the feedback and discussions within the consortium to establish a comprehensive and easily accessible collection of the manifold resources developed throughout the project.

The website is seen as a central tool to not only create general awareness of the project but also present the results and materials generated during the course of the project. It is therefore relevant to create the greatest possible presence for this and to attract visitors. We currently count 6119 page views in total, of which 3913 were individual visitor accounts.

The BioBeo website can be accessed at www.biobeo.eu.



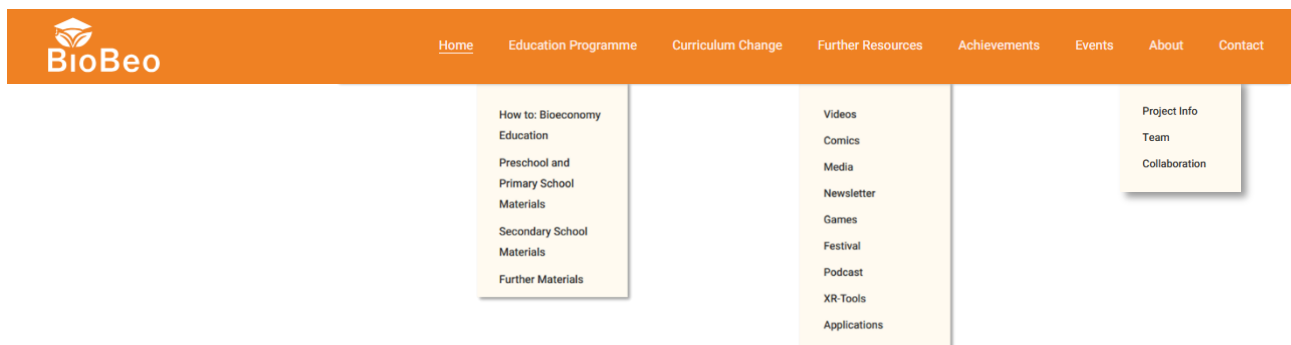


Figure 7: Website Structure

Landing Page “Home”: The landing page serves the purpose of sparking the visitors’ interest, providing a quick and short info about what the project is about as well as giving an overview with “teasers” of which contents can be found on the website:

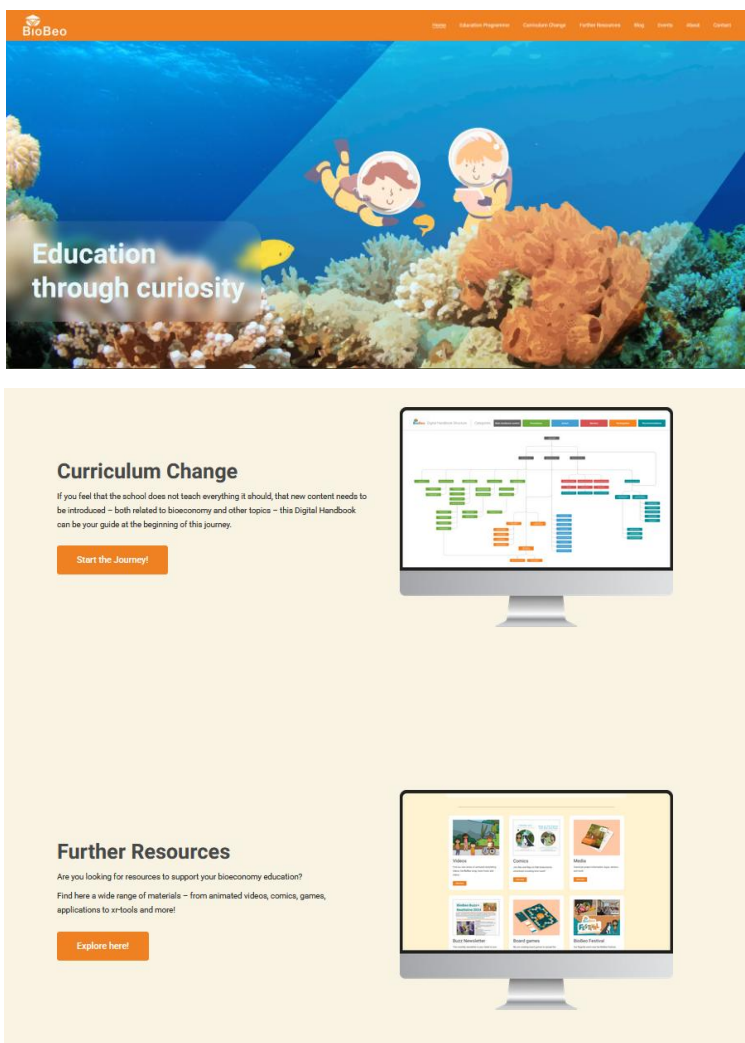


Figure 8: Landing Page Main Contents

Education Programme Section: Towards the end of the project, this section was created to make the many components of the education programme developed in WP3 available for educators and other interested stakeholders around the world and for the years after the official project end. The materials were mainly divided according to age groups, as the most important differentiation for educators visiting the webpage. The subsections feature downloadable guidelines, lesson plans, presentation files and worksheets.

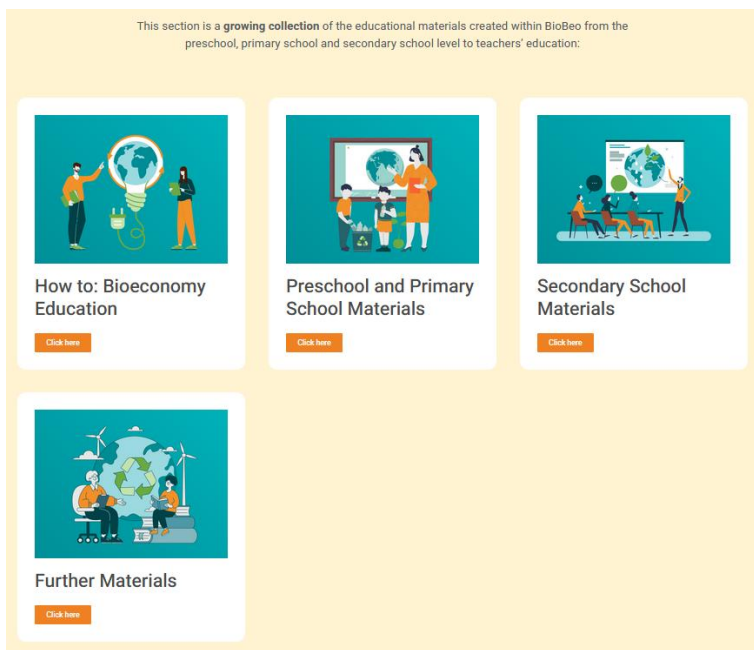


Figure 9. Overview of the Education Programme Section

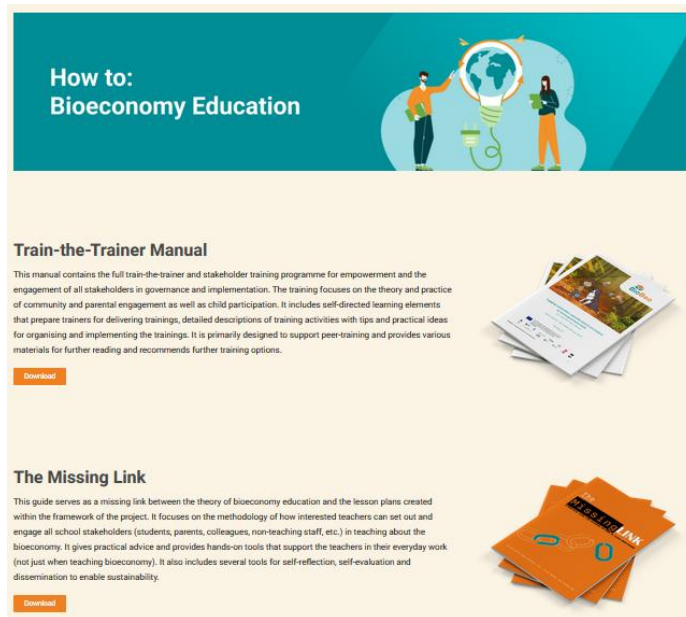


Figure 10. Example of Education Programme subpage

Curriculum Change Section: The innovative governance framework developed in WP2 was implemented as a clickable flowchart, providing information and advice, as well as BioBeo materials and external resources to support this process.

What procedures can I use?

Remember to match the procedure you intend to use both to the goals you want to achieve and to your capabilities.

We can distinguish procedures within the purview of teachers, schools or school heads, as well as oversight bodies and policymakers at the central level. Each of them has its pros and cons.

What do you intend to do?

Procedures	Participation	Recommendations
I want to do it myself, on a small scale	Importance of engagement and participation	I want to know what do you recommend
I want to cooperate with the principal and/or the whole school	Models and factors of citizen engagement in environmental governance	
I want a significant change	From governance engagement in education to civic engagement in adult life	
I want a wide change at the local and/or national level		
What about the EU?		

Materials to use:

Curriculum Resource Pack: Transforming Pedagogy and Learning / Handbook for Training Educators and Teachers on Curriculum

Phases of Curriculum Development

Figure 11. Example of Education Programme subpage

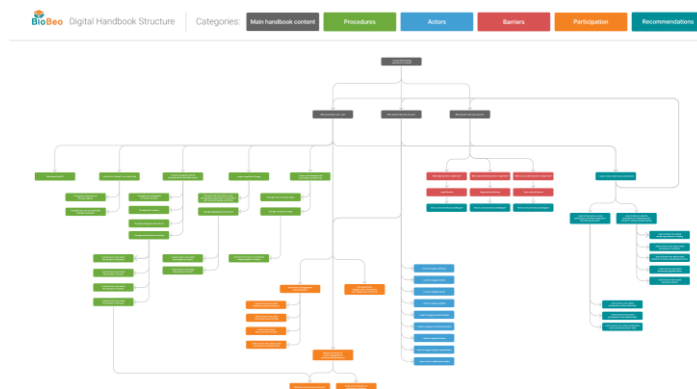
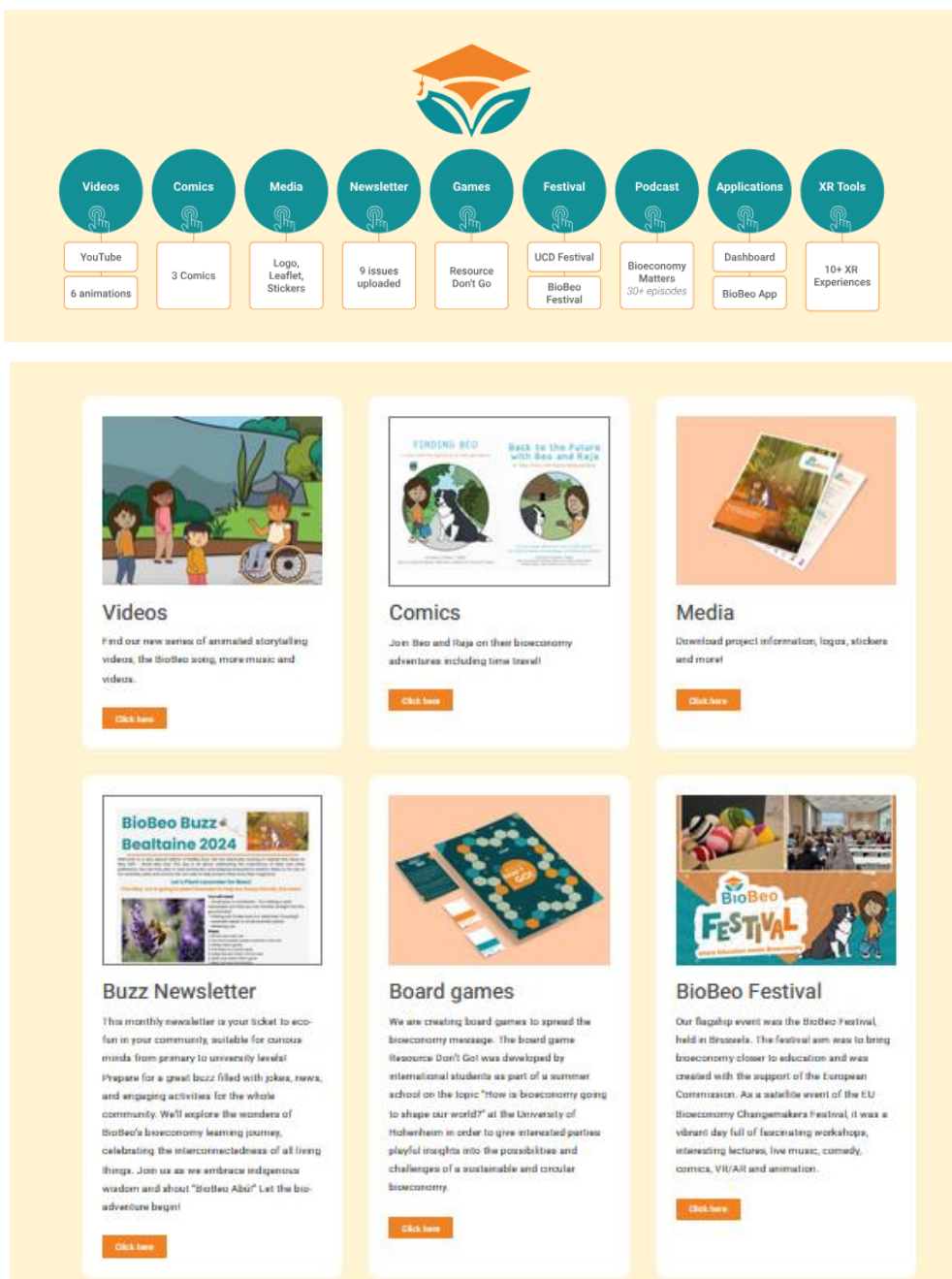


Figure 12. Example of Education Programme subpage

The **Further Resources Section** compiles all multimedia resources, that were created by different partners throughout the project. A clickable graphic on top of the page provides a quick overview and facilitates the navigations through the subsections of this page. It compiles the videos created (also available on the project Youtube channel), the 3 comics, the project media materials, the newsletter editions, one boardgame (with two more to be published), the BioBeo festival, the Bioeconomy Matters podcast, the BioBeo App and Dashboard as well as the xr-tools collection.



The screenshot displays the Education Programme subpage. At the top, there is a navigation menu with nine categories: Videos, Comics, Media, Newsletter, Games, Festival, Podcast, Applications, and XR Tools. Below this menu, there are six resource cards, each with a representative image and a brief description:

- Videos:** Find our new series of animated storytelling videos, the BioBeo song, more music and videos. (6 animations)
- Comics:** Join Beo and Raja on their bioeconomy adventures including time travel! (3 Comics)
- Media:** Download project information, logos, stickers and more! (Logo, Leaflet, Stickers)
- Buzz Newsletter:** This monthly newsletter is your ticket to access in your community, suitable for curious minds from primary to university levels! Prepare for a great buzz filled with jokes, news, and engaging activities for the whole community. We'll explore the wonders of BioBeo's bioeconomy learning journey, celebrating the interconnectedness of all living things. Join us as we embrace indigenous wisdom and about "BioBeo Abdi". Let the bio-adventure begin! (9 issues uploaded)
- Board games:** We are creating board games to spread the bioeconomy message. The board game Resource Don't Go! was developed by international students as part of a summer school on the topic "How is bioeconomy going to shape our world?" at the University of Hohenheim in order to give interested parties playful insights into the possibilities and challenges of a sustainable and circular bioeconomy. (Resource Don't Go)
- BioBeo Festival:** Our flagship event was the BioBeo Festival, held in Brussels. The festival aim was to bring bioeconomy closer to education and was created with the support of the European Commission. As a satellite event of the EU Bioeconomy Changemaker Festival, it was a vibrant day full of fascinating workshops, interesting lectures, live music, comedy, comics, VR/AR and animation. (UCD Festival, BioBeo Festival)

Figure 13. Example of Education Programme subpage

Achievements Section documents the many project activities and accomplishments.

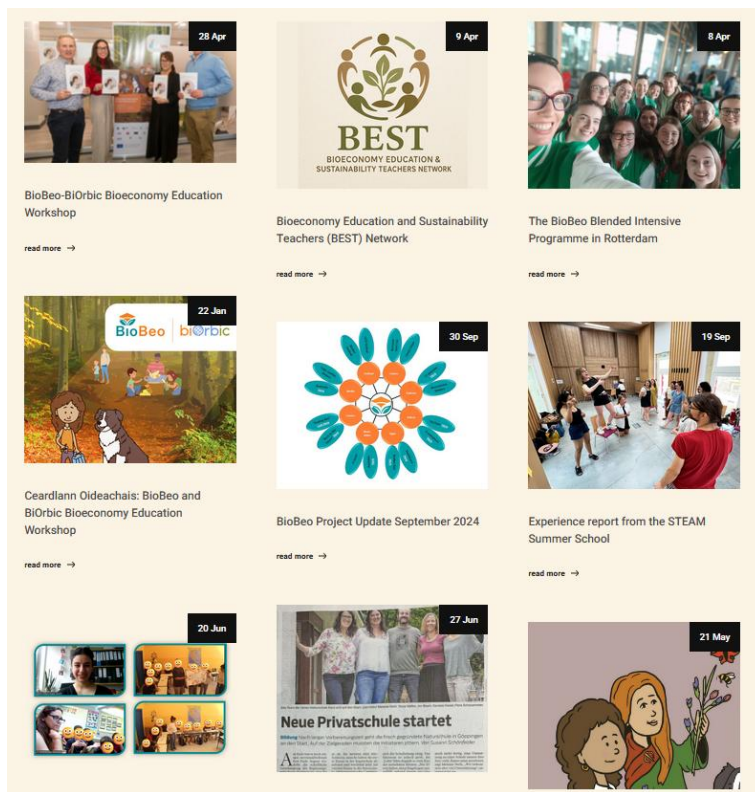


Figure 14. Achievements Section

The events page was set up to advertise events thematically related to BioBeo to create cross-links and better visibility of the project website in online searches and to increase the relevance of the project website for the target communities, particularly at the beginning of the project. Towards the end of the project, this section was also used to advertise more events organised in the scope of BioBeo.

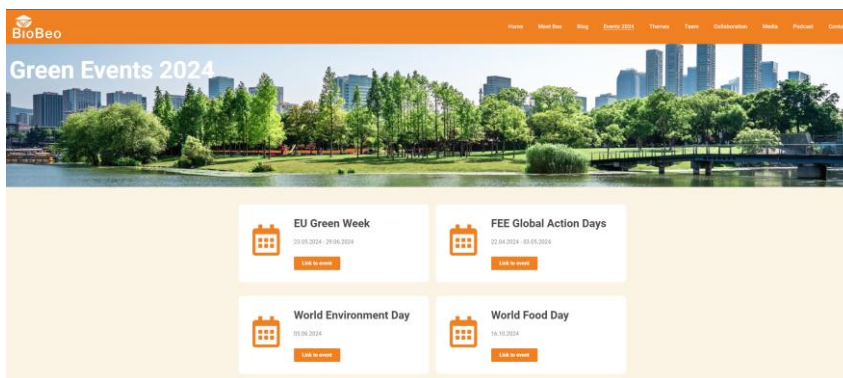


Figure 15. Events Page

The **About** section consists of the subpages Project Info, Team and Collaboration. The section **Project Info** collects the key facts, objectives, tasks and public deliverables. The section **Team** provides the descriptions and contact data for all consortium partners. The **collaboration** section shows 11 related projects that also deal with the bioeconomy, the circular economy and sustainable education. These projects also worked closely with BioBeo when it comes to collaboration and dissemination.

The infographic titled 'Objectives' is set against a yellow background. It features eight icons arranged in two rows of four. Each icon is accompanied by a short text description of an objective. The word 'Objectives' is written vertically in large, bold, orange letters on the right side of the infographic.

- Icon 1 (Arrows):** Introduce new approaches to enhance how governance of education in the circular bioeconomy is tackled and delivered by the education systems across Europe.
- Icon 2 (Gears):** Implement the concept of a bioeconomy via the BioBeo education programme through the 5 BioBeo themes to a cohort of 35 schools i.e. 1,000 students, 500 parents, and 100 teachers.
- Icon 3 (Star):** Provide a basis for piloting the BioBeo education programme and resources in preschools, primary and secondary level schools and also in teacher education modules in university courses and to conduct an ongoing evaluation.
- Icon 4 (Checklist):** Enhance learner outcomes and experiences on the bioeconomy by developing a suite of digital toolkits such as videos, games, and a series featuring bioeconomy children's characters Ed Bio and her friends, social media, prize competitions, etc.
- Icon 5 (People):** Develop the BioBeo Interconnect@ress Programme with primary, secondary and university students which will disseminate bioeconomy resources across consortiums and will outwin the Interconnect@ress Award.
- Icon 6 (Bar Chart):** Demonstrate a measured increase in the engagement of young people and their intention to pursue education and careers in life science, technology and bioeconomy.
- Icon 7 (Network):** Integrate the BioBeo education programme into university curricula in Ireland, Netherlands, Germany, Belgium and Greece.
- Icon 8 (Megaphone):** Coordinate communication and dissemination by optimising the reach and visibility to children of all ages, student teachers, teachers, policy makers and parents including utilising the World Economic Forum G100 Global STEM network with dissemination to 100 additional countries for potential future uptake.

Figure 16. Extract from the Project Info page

The infographic titled 'Our Consortium' is set against a light beige background. It lists six consortium partners, each with their logo, name, and a brief description of their role and focus. Below each partner's name is a row of five small circular icons.

- University College Dublin, National University of Ireland, Dublin:** University College Dublin is Ireland's largest university. It has co-ordinated many international projects such as H2020 AgroCycle addressing the circular economy. It leads BioBic bioeconomy Research Centre, Ireland's national bioeconomy centre. It jointly provides a MSc in Bioeconomy with Business.
- National University of Ireland Maynooth:** Maynooth University focuses on humanities, social sciences and natural sciences, and research into teaching and education methods. It is dedicated to people, ideas and culture, working together as a scholarly community to inquire and discover; to teach and learn, to create, conserve, disseminate and apply knowledge, and to engage with the problems and challenges that face modern society.
- An Taisce - The National Trust for Ireland (Green-Schools):** An Taisce (National Trust for Ireland) is an independent charitable body and works to preserve and protect Ireland's natural and built heritage. Their Environmental Education Unit has built several award-winning environmental programmes such as Green-Schools which is Ireland's leading environmental management and education programme for schools. It promotes long-term, whole-school action for the environment.
- Universität Hohenheim:** University of Hohenheim brings together three relevant faculties covering agriculture, natural science and business economics and social sciences. UHGH has a special profile in bioeconomy research and education, is involved in several bioeconomy related education programmes and is deeply connected with the bioeconomy community of Baden-Württemberg. It is also a co-sponsor of an innovative academic enrichment programme 'Kids' University'.
- Odisee:** Odisee University of Applied Sciences has developed a programme for empowering education in a European context. Their international module aims to create a European learning community of teachers with a focus on teaching in Europe, professional teamwork, education for citizenship and intercultural communication in education.

Figure 17. Extract from the Team page



Figure 18. Extract from the Collaboration page

Outlook for the website:

The website will be hosted and maintained for at least three extra years beyond the official project end.

- Two more **Bioeconomy-related games** will be available for download. They are currently in development: "The Choco Chase" and "Waste not, want not" deal with resource management and sustainability. Once available, they can be downloaded as PDFs for free.
- **Policy recommendations**, including the Policy Brief of the Interconnectedness Programme will be gathered in a short and appealing document and will be accessible for download on the website (Appendix A).
- The **Idea gathering and Youth Engagement Resources** will be published as an additional section of the Education Programme.
- **Bioeconomy Career Profiles** extracted from the BioBuzz Newsletter will be displayed under Further Materials of the Education Programme.

3. Social Media Presence

3.1 X

X: One interactive and impactful social media platform for the project was X, which allows for more casual and open interaction with external parties, due to the lack of closed groups and more open access to content. The fact that many project partners were active on this platform as well (mentioning, liking and reposting BioBeo materials) made sure that the project posts achieved high visibility. The BioBeo X channel was used for communication as well as dissemination, e.g., when it comes to new content, such as dissemination of publicly available deliverables, publications and teaching materials, as well as general updates on the BioBeo project itself, such as upcoming event participation, workshops, consortium meeting, etc. Since its establishment, the account has gained more than 200 followers resulting in over 1900 Followers overall. Over 2150 posts were created.



Figure 19: X Profile 22.04.2025

3.2 LinkedIn

LinkedIn was chosen as the second social media channel as it allows you to reach a wide and diverse audience, including potential collaborators, funders, and stakeholders in a more professional environment. It enabled the project coordinators to showcase the BioBeo research outputs and to engage with other researchers and professionals in the respective field with longer, more informative contributions. With the general trend of users leaving X, LinkedIn became more relevant during the project lifetime. Until project end, BioBeo’s LinkedIn channel reached more than 660 connections and over 990 followers, including many academics and practitioners in the field of bioeconomy.

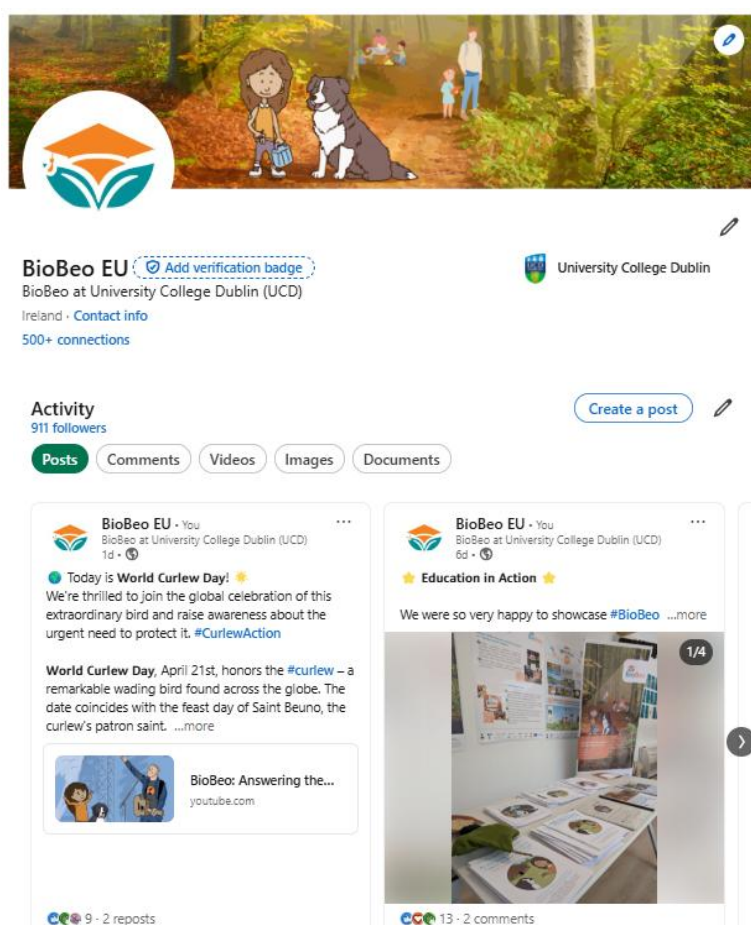


Figure 20: LinkedIn page

3.3 Instagram

Instagram: In comparison to the other social media platforms, Instagram can be seen as the most reliable tool for visual dissemination and communication as it allows one to share the research visually and creatively, and to connect with a large and diverse audience, especially from the younger generation. Many elements of the bioeconomy can be attractively illustrated, as can impressions of nature, the environment, or graphics that can explain the complicated relationships within it. On Instagram, BioBeo reached over 596 posts and 885 followers.

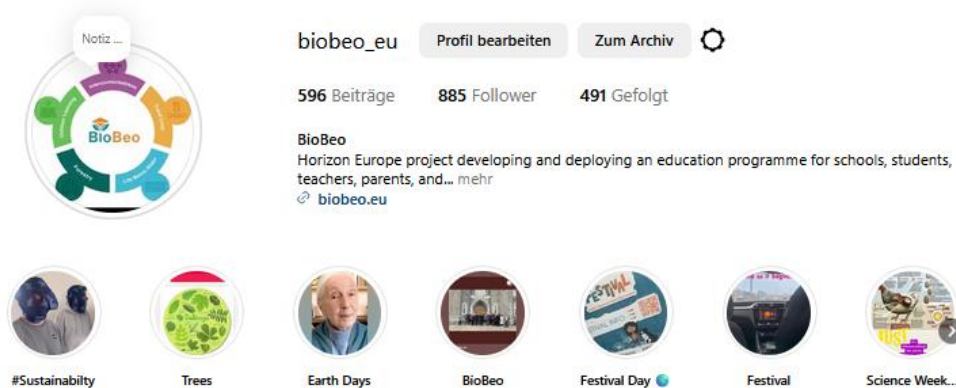


Figure 21: Instagram page

3.4 YouTube

YouTube: Various videos and animations were shared via this channel. The main aim here was not the collection of followers, but making the many project videos easily accessible, e.g. by embedding them on the project website. By the end of the project, 18 videos were published which reached 2.949 views in total. These included the animated video series as well as recordings of webinars and explanatory videos (e.g. bioeconomy teaching, xr-tools).

More info






-  www.youtube.com/@BioBeoProject
-  Joined 22 Nov 2023
-  26 subscribers
-  18 videos
-  2,949 views

Figure 22: YouTube Statistics

In summary of all social media channels, more than **3.000 posts** were published and over **3.700 followers** were reached out to.

4. In-person outreach

4.1 Official Conferences and Events

Partners were encouraged to actively participate in events not organised by the consortium at regional/local, national and European levels to stimulate interest from "new" stakeholders, including the general public. Key European events were identified and selected continuously. The partners participating were also asked to make use of the provided promotional materials and to spread information about the project with other participants, thus raising awareness about the BioBeo activities. Besides presentations, posters, booths and spreading of print materials, partners also actively talked officially and unofficially with interested stakeholders and promoted all official channels to actors seeking further details.

Amongst other activities, consortium members have attended the following official international conferences to present BioBeo in the context of:

Name of Conference	Audience	Number
The Annual Conference of E3STEM	Educators, Policy Makers	50
<u>Startup Village Forum</u>	Policy Makers and Eu Commission	1000
<u>Circo Training day</u>	Teachers	20
<u>National Operator's Meeting for Environmental Education</u>	National Operators from FEE Programmes	100
International week on Sustainability University of Copenhagen	Teachers and Students	20
<u>15th AFIS Conference</u>	University Lectures, Students	50
<u>BioEconomy Week Ireland 2022</u>	University Lecturers	20
<u>IMAGINE 23</u>	General Public	200
<u>EAIE Conference</u>	Education Professionals	6000
<u>EducationForClimate Day</u>	Education Professionals	1000+
<u>EAIE</u>	Education Professionals	1000+
BioEconomy Week Ireland 2022 - Maynooth Community Library	Students, public and library staff	20
NEB-LAB Kickoff Meeting	Consortium Partners	12
<u>UCD Festival</u>	General public, mainly families with young children	1,000
<u>UHOH Open Day Festival</u>	General Public	5000
<u>ERNAPE 2025</u>	researchers	50
Clearing House project FINAL EVENT – RE-GREENING CITIES WITH NATURE-BASED SOLUTIONS IN EUROPE AND CHINA	researchers, city planners,	100
<u>CBE JU Stakeholder Forum 2023</u>	Entrepreneurs and policy makers	50
<u>First etwinning teacher meeting</u>	Teachers	5

BioBeo presentation for European School Education Platform	practitioner organisations and the EC	30
Project actors' networking day	representatives of NGOs, schools and government	60
BioBeo presentation to a number of university students	university students	50
BNE Fachtagung Baden-Württemberg	Teachers from all subjects	150
BaEd thesis poster presentation	BaED students and BaED staff from Odisee	30
Biorbic bioeconomy research seminar in UCD	Researchers	50
National Ploughing Championships		75.000
<u>What's next for bioeconomy education? Pre-University Education and Communication perspectives</u>	Researchers, European Project representatives	31
Excursion for Course on Sustainability & Bio Economy	Teachers trainings students	15
Closing project BioBeo at ACE Events and OUAS in Brussels	Policy Makers	100
BioBeoBIP in Rotterdam		33
BioBeoBIP in Rotterdam		33
<u>NIBI: Taal van het Leven</u>	Biology Teachers Secondary	400
<u>NIBI: Ritme in de Biologie</u>	Biology Teachers Secondary	700
<u>NIBI: Wonderen van de Natuur</u>	Biology Teachers Secondary	700
<u>NIBI: Weerstand</u>	Biology Teachers Secondary	700
<u>Lessons for a hopeful future</u>	All teachers and Teacher Training for Secondary and Vocational Education	250

Table 2. Non-exhaustive list of attended events, extracted from the shared Communication Monitoring Tool

4.2 Organised Events

A wide range of workshops, webinars and similarly interactive events was conducted, aimed at different audiences – educators, parents, researchers or policy makers. Also, **youth and policy outreach events** were organised, as reported in Deliverable D2.3. Towards the end of the project two **stakeholder views and opinion meetings** were arranged (as part of T4.2) in Vienna on March 12th and April 16th 2025 in Vienna. In the meetings, representatives of pupils, teachers for future, a teacher training academy of Lower Austria and the Austrian Ministry of Education were brought together to review the project outcomes and provide feedback. The two meetings were also part of the youth and policy outreach events.

Partner	Activity	Name of Event	Participants
IPA	Workshop	<u>IPA Parents Summit</u>	40
IPA	Workshop	5 interactive workshops	70
ODISEE	Curriculum	<u>BIP BioBeo</u>	25
MU	Presentation	BioBeo and Bioeconomy	
IPA	Workshop	7 interactive workshops in Lithuania	250
IPA	Workshop	16 interactive workshops in Lithuania	500
IPA	Workshop	interactive workshops in Atyrau, Kazakhstan	600
IPA	Online workshop	BioBeo online training: community and parental engagement	30
FEE	Online Workshop	BioBeo session as part of the LEAF National Operators Meeting	40
Green Schools	Workshop	Bioeconomy "Food Loop" Idea workshop.	32
E3STEM	Student Workshop	BioBeo to Biology Week – Aegean College	45
E3STEM	Student Workshop	<u>BioBeo goes to Athens Science Festival!</u>	90
FEE	Online Workshop	<u>Workshop 1: Connecting with Nature through Bioeconomy Education</u>	98
FEE	Online Workshop	<u>Workshop 2: How to Engage Your Students and Their Parents in Bioeconomy Education</u>	45
RUAS	NIBI conference	<u>NIBI: Ritme in de Biologie</u>	700
Green Schools, An Taisce	Webinar	<u>"Bean Around" with Sadhbh Wood. Interactive webinar detailing innovative business using coffee waste. Discussion on how to achieve a career in the bioeconomy</u>	39 school classes
Green Schools, An Taisce	Webinar	<u>World Food Day Webinar with Food Cloud</u>	105 school classes
Green Schools, An Taisce	Webinar	<u>"Our Food, Our Health, Our Planet" Online workshop with Dr Kenneth Keavey, Co-Founder of "Green Earth Organics</u>	25 school classes
UVT	Workshop	<u>An Integrated Approach to Biorefinery - Innovative (Bio)products and Sustainable Development (Workshop)</u>	100
UVT	Summer Symposium	<u>Addressing societal and technological developments through bioeconomy education</u>	100

UVT	Presentation/ workshop	Efficient use of by-products and renewable biological resources	55
UVT	Presentation/ workshop	Food waste - how can we avoid it, how can we reduce it?	55
UVT	Workshop, 25 April 2024	Bioeconomy and the Sustainable Development Goals	50
UVT	Science teachers' day, April 2024	The BioBeo project	30

Table 3: Non-exhaustive list of Organised Workshops and Webinars

4.3 Synergies with Other Initiatives and Co-organised Events

Additionally, further events were utilised to draw additional synergies with other projects and stakeholder groups like the Bioeconomy Youth Ambassadors but also to have close interaction and exchange with the other projects like GenB and GreenScent that are funded under the same call or have the same topics regarding bioeconomy, circularity, or green education. On the chosen events, the various like-minded initiatives were either further connected, or supported in their cause regarding dissemination.

Name of Event	Collaboration
GreenScent Collaboration and Workshop online Event	<ul style="list-style-type: none"> GreenScent Project
Meeting with EC, Bioeconomy Youth Ambassadors, GenB in Brussels	<ul style="list-style-type: none"> Bioeconomy Youth Ambassadors, GenB Project
Attendance in the GenB Common Ground Camp	<ul style="list-style-type: none"> GenB Project
BioBeo supports the annual Young Economist of the Year (YEOTY) competition in Ireland.	<ul style="list-style-type: none"> Young Economists
BioBeo support and cooperation in the Bioeconomy Youth Ambassadors Podcast	<ul style="list-style-type: none"> Bioeconomy Youth Ambassadors
BioBeo promotion of native tree-planting initiative in Ireland	<ul style="list-style-type: none"> Geevagh Ladies Football Team
BioBeo promoted in the CircularCityChallenge Workshops in Schools in Vienna	<ul style="list-style-type: none"> CircularCityChallenge Project
Meeting and collaboration with FEE regarding dissemination activities across networks	<ul style="list-style-type: none"> Foundation for Environmental Education
CBE JU Stakeholder Forum 2023	<ul style="list-style-type: none"> GenB Project
Training involved information and methodology connected to of bioeconomy	<ul style="list-style-type: none"> Dragonfly teacher training, Liget Műhely Alapítvány
Meeting with teachers to collaborate for BioBeo and sharing teacher background as well as Resource-Don't Go game	<ul style="list-style-type: none"> Hugo-Ball-Gesellschaft
Contributed to founding the school LeNa	<ul style="list-style-type: none"> LeNa
Meeting with teachers to collaborate for BioBeo and sharing teacher background as well as Resource-Don't Go game	<ul style="list-style-type: none"> PH Ludwigsburg
presenting BioBeo for teachers of life skills in Lithuania	<ul style="list-style-type: none"> Vytautas Magnus University

presenting BioBeo to EU exchange coordinators of schools	<ul style="list-style-type: none"> • DIPS EFEE
presenting BioBeo as an inspiring practice	<ul style="list-style-type: none"> • EC
presenting BioBeo as an inspiring practice	<ul style="list-style-type: none"> • EC and European SchoolNet
presenting BioBeo as an inspiring practice	<ul style="list-style-type: none"> • ESHA
teaser training on parental engagement and child participation	<ul style="list-style-type: none"> • Learning Planet
3 students workshops (secondary education) on STEM Bioeconomy - BioBeo activities	<ul style="list-style-type: none"> • Athens Science Festival
BioBeo and BiOrbic Bioeconomy Education Workshop	<ul style="list-style-type: none"> • BiOrbic
BioBeo Final Project Event	<ul style="list-style-type: none"> • GenB

Table 4: Synergy activities with related projects and networks

4.4 Other Unofficial Events

BioBeo has also attended many other unofficial events related to the bioeconomy, such as workshops, webinars, fairs, festivals, and exhibitions. These events have provided BioBeo with opportunities to interact with stakeholders in a more informal matter, and to disseminate the project's objectives, activities, and results. Through these events, BioBeo has contributed to raising awareness and interest in the bioeconomy and its potential for innovation and sustainability.

Name of Event	Audience
The annual Circular Harvest event at BlueCity	students, teachers, guest speakers,
Grasduinen: from forest to farmer (BOS+ internal)	teachers, BOS+ staff members, UAS professors, undergraduate students
International week on Sustainability University of Copenhagen	teachers and students
National Ploughing Championships	engineers, students
Workshop in Aegean Omiros College (physical) during the Biology Week	students and professors
BioEconomy Week Ireland	students, public and staff
UCD Festival	general public, mainly families with young children
UHOH Open Day Festival	general public
Blended Intensive Programme at Maynooth University	university students in MU, UCD, RUAS and OUAS
Radio programme - Seal le Seán	educators
BioBus Event	young students
Kindergarten Visit and presentation	kindergarteners
Visit to Malawi	government, civil society, community leaders
Council of Europe expert meeting	CoE, practitioners, civil society
Talk the new innovation programme in UCD	new innovation programme for start-up companies in agrifood or bioeconomy areas.
The Late Late Toy Show	general public of Ireland additional 138 countries
Bioeconomy at Schools: How to teach for sustainable development?	educators, civil society

Table 5: Other unofficial Events attended

5. Publications, press releases and other mentions

5.1 Publications

Scientific and peer-reviewed publications:

- Buruleanu, C.L.; Chléirigh, L.N.; Bhaire, M.N.a.; Curran, T.P.; Reinmuth, E.; Bîzoi, M. (2025). Weaving Knowledge, Innovation, and Learning: A Transdisciplinary Pathway to Circular Bioeconomy through BioBeo. *Sustainability* 2025
 - <https://doi.org/10.3390/su17146541>
 - <http://hdl.handle.net/10197/28834>
- Stoye, J., Schlaile, M. P., von Cossel, M., Bertacchi, S., Escórcio, R., Winkler, B., Curran, T. P., Ní Chléirigh, L., Nic an Bhaire, M., Klakla, J. B., Nachtergaele, P., Ciantar, H., Scheurich, P., Lewandowski, I., & Reinmuth, E. (2025). Towards More Nuanced Narratives in Bioeconomy Strategies and Policy Documents to Support Knowledge-Driven Sustainability Transitions. *Sustainability*, 17(19), 8590.
 - <https://doi.org/10.3390/su17198590>
 - <http://hdl.handle.net/10197/29075>
- Urmetzer, S., Mayorga, L., Lask, J., Winkler, B., Reinmuth, E., & Lewandowski, I. (2025). "15: Education and awareness in the bioeconomy". In *Handbook on the Bioeconomy*. Cheltenham, UK: Edward Elgar Publishing. URL (Accessed April 25th 2025): <https://doi.org/10.4337/9781800373495.00022> peer reviewed
- Ní Chléirigh, L. & Golden, B (2023) "Sustainability". In GLOBAL CITIZENSHIP EDUCATION. Curious Teachers,-Critical Classrooms. IE: The DICE Project Irish Aid. URL (Accessed April 25th 2025):
 - <https://www.thediceproject.ie/documents/Global%20Citizenship%20Education%20-%20Curious%20Teachers%20Critical%20Classrooms.pdf> (978-1-7394706-0-9)
 - <https://mural.maynoothuniversity.ie/id/eprint/20539>

Three further papers and book chapters were submitted by partners from UHOH, MU and UCD for the *Environmental and Societal Transitions Journal*, *Relational Pedagogy* by Routledge and the *American Journal of Irish Studies*. Another four papers and book chapters are in the planning phase. Six of the submitted/planned articles are peer reviewed.

Other (non-scientific) publications:

In the course of the project, a great variety of non-scientific publication formats was used to translate project knowledge into easily accessible formats for practitioners and other interested audiences. Among them were more than 20 lesson plans, guidelines and other classroom materials compiled in the *BioBeo Education Programme*. Examples:

- Teachers' Manual – How To Grow Mushrooms: Rashidpour, R., Ni Chléirigh, L.; Nic an Bhaire, M. & Rumpold, B. Lead by Technical University Berlin, Education for Sustainable Nutrition and Food Science. URL (Accessed April 25th 2025): https://www.static.tu.berlin/fileadmin/www/10002031/Projekte/ManualMushroom_BioBeo_final.pdf

- The Missing Link: Wray-Davies, L., Hanselmann, R., Salamon, E. & Horgas, J. Lead Parents International and Foundation for Environmental Education.
URL (Accessed April 25th 2025):<https://library.parenthelp.eu/missing-link-bioeconomy-manual-biobeo/>
- Reinmuth, E., & Gökçen Zwack, S. (2023). Definition and Narratives of Bioeconomy - BioBeo Project Working Paper (V-13.01.2023). Zenodo. URL (Accessed April 30th 2025) <https://doi.org/10.5281/zenodo.15241496>



Figure 23: Other (non-scientific) publications

5.2 Press releases and online mentions

In addition to the official channels, such as the project website, social media, newsletters, and webinars, BioBeo has also received attention and recognition from other sources and events, such as external newsletters, newspapers, and reports.

To increase the reach of BioBeo, the project was also officially publicised by partners via various tools such as partner social media channels (IPA, FEE, E3STEEM), newsletters, online articles and press releases.

Newsletters:

- IPA Newsletter (approx. 450 recipients)
- ESD Newsletter (approx. 1.000 downloads)
- UCD Newsletter
- UCD Newsletter Earth Institute
- UCD College of Engineering and Architecture newsletter
- UCD Internal Culture and Engagement Office Messaging System (approx. 5.000 employees)
- Nederlands Instituut voor Biologie Newsletter (NIBI) (approx. 1.500 recipients)
- YSBF Newsletter
- RUAS IVL Newsletter (approx. 460 recipients)
- European School Heads Association newsletter (approx. 3.000 recipients)
- FEE Educational Programmes Monthly Newsletter (opened by 2-4.000+ readers)
- Green Schools Newsletter (7.000+ subscribers)

BioBeo Festival 15 maart in Brussel

Voor studenten en docenten die belangstelling hebben voor bio-economie

Op vrijdag 15 maart 2024 vindt in Brussel het BioBeo Festival plaats. Het is een festival voor studenten en docenten, met belangstelling voor de bio-economie. De dag begint met een key-note door Kees Klomp, lector Betekenis-economie, daarna is er een panel 'Wat doe jij voor de bio-economie?', en zijn er stands en interactieve workshops. Vanuit IVL doen Hanneke Maasland, Janneke Verloop en Karin Kreijkes samen met (minor-)studenten mee aan dit project.

[> Lees meer](#)

Bordspelmiddagen bij de Mediatheek

Vanaf 6 februari is het iedere 1e dinsdag van de maand Game On bij de Mediatheek

14 bionieuws 1 MAART 2024

agenda redactie@bionieuws.nl

<p>TOEKOMST VOOR NATUUR 2 maart, 9.30-14.00 uur, Janselhoff, Wageningen Landelijke Vindertag van de Vlinderstichting www.vlinderstichting.nl</p> <p>SYSTEMISCHE WERKEN IN VAKOVERSTIJGENDE LESSESITUATIE 4 maart, 14.00-20.00 uur, Kees Hogeschool, Wageningen Naachtling - 7 pre-university-workshop voor docenten en bestaande vakoverstijging www.wa.nl</p> <p>LESTERKIESELS 6-8 maart, bioscience Werk van de Lestercirkels - projectwerk rond relatieleer en subsektorvorming www.lesterkring.nl</p> <p>OUDE WORDEN OVER HET BOE EN WAGENINGEN 5 maart, 19.45-21.45 uur, C222-Ferum, Campus WU, Wageningen</p>	<p>Lezing Natuurwetenschappelijk gezelschap Wageningen door bioloog en ouderwetenschappelijke Diana van Heems (LUMC) www.natuurwetenschappen.nl</p> <p>GLAD JIS 5 maart, 20.00 uur, Pakhuis de Zwijger, Amsterdam Tipping Point 1, crash course over kantipuncten met jk. onderzoeker Peter Kogut-Maasland (WUML) doelgroep.nl</p> <p>WALLACE 5 maart, 20.00-21.30 uur, Bevestigingskerk, Wageningen KNOX: Natuuracademierikking door bioloog en antropoloog Frank van der Mijl www.wageningen.kno.nl</p> <p>SYSTEMATIC REVIEW AND META-ANALYSIS OF ANIMAL STUDIES 6 maart, 8.30-17.00 uur, Radboudumc,</p>	<p>2-day workshop ZoMe programma Meer kennis met sociale diersoorten www.zooboudumc.nl</p> <p>GLOBE 6 maart, 9.15-14.30 uur, VU, Amsterdam Lezing van Globe Nederland, scholierenwerk voor onderzoek aan natuur en milieu globeonderland.nl</p> <p>EVOLUTIE IS OVERAL! 6 maart t/m 22 mei, Amsterdam 21-dagige cursus met 12000 interactiepagina's Steve Quay (RUIG) en (274) primatoloog Jan van Hoorff (mercurius) UCP www.wa.nl</p> <p>BEVEEGSPROEVEN SPOTTEN 7 maart, De Waard van Ekerden, Kalmthout Campus Zoogdiervereniging / Kenniscentrum Bover www.zoogdiervereniging.nl</p>	<p>BioBeo Festival</p> <p>15 maart, 10.00-16.00 uur, Dilsen, Brouwer I&E BioBeo Festival voor studenten en docenten met belangstelling voor bio-economie, met een keynote door lector Kees Klomp (Hogeschool Rotterdam) www.bioeconomy.nl</p>
---	--	--	--

Figure 24: NIBI and RUAS IVL Newsletter examples

Consortium partner and related websites:

- UCD Website
- IPA Website
- FEE Website
- Model2Bio Project Website
- TU Berlin Website
- UVT Website
- UHOH Bioeconomy Science Hub Website
- BioNews NL
- [European Research Executive Agency Website](#)
- [LEAF Website](#) (featuring BioBeo resources)
- [Food2030 Website](#) (featuring BioBeo resources)
- [LeNa school](#)

Newspaper articles, interviews and other mentions:

- Article in the [Sligo Newspaper](#)
- [Video Interview](#) with Tom Curran about food waste (Talk with Twinkle)
- The official [Bioeconomy Action Plan 2023-2025](#) (government of Ireland)
- Article in [GLOBAL CITIZENSHIP EDUCATION](#)
- The Bioeconomy [Matters Podcast](#)
- Mentioned on the website of the [European Research Executive Agency](#)
- [Radio Interview](#) in Seal le Seán ar Raidió RíRá
- Article in [West Meath examiner](#)
- Article in [Mayolive Newspaper](#)
- UCS Today Magazine



Figure 25. BioBeo newspaper article on BioBeo Schools published in main Irish midlands newspaper (readership of 29k) [Westmeath Examiner BioBeo Schools](#)

5.3 The BioBuzz Newsletter

Monthly circular bioeconomy educational newsletter created by Maynooth University and An Taisce Green Schools with 12 editions published until the end of the project. Each newsletter collects valuable inputs for bioeconomy teaching, such as jokes, instructions, career profiles and engaging activities and news from the field of bioeconomy. By April 2025, the newsletter counted 345 subscribers. Towards the end of the project the newsletter was rebranded to be continued as part of the BEST network.



Figure 26: Example BioBuzz Edition Frontpage

6. Conclusion

This report highlights the activities that have been implemented by all consortium partners in the course of the project. It informs about the materials, measures and tools, as well as the public events that were attended to communicate about the project and its activities.

In the first phase, the main task was to provide information about the project itself, its background and its idea. This was done at public events, in direct presentations and other bioeconomy-related activities but also online via social media channels and websites. As BioBeo entered the second phase of dissemination, the activities, resources and outcomes were published and promoted. The project showcased the results of the tasks, workshops, and processes that the consortium members have performed, such as developing an innovative education programme for young people, creating a network of bioeconomy stakeholders, and promoting best practices and synergies with other initiatives. The project used various channels and formats, such as publications, social media, newsletters, webinars, podcasts, videos, or events, to reach and engage with their target audiences, such as policy makers, industry, academia, media, and consumers. In that regard, especially the project website was extended to gather and display all relevant outcomes. The project met all of the KPIs in quantitative terms and the BioBeo project has had broad coverage in terms of dissemination of content and materials, target audiences and dissemination channels, prepared and applied by the various consortium partners.

Appendix A

Policy Brief: The BioBeo Interconnectedness Programme



Policy Brief: The BioBeo Interconnectedness Programme

BioBeo

Innovative Education for the BioEconomy



**Co-funded by
the European Union**



Project factsheet

Acronym: **BioBeo**

Title: **Innovative Education for the BioEconomy**

Coordinator: **UNIVERSITY COLLEGE DUBLIN (UCD)**

Reference: 101059900

Type: HORIZON

Program: Horizon Europe

Start: 1st November 2022

Duration: 30 months

Website: <https://www.biobeo.eu/>

Consortium: **University College Dublin, Ireland (UCD), Coordinator**

Maynooth University, Ireland (MU)

An Taisce, Ireland (AnT)

Universitaet Hohenheim, Germany (UH)

ODISEE University of Applied Sciences, Belgium (OUAS)

Center for Social and Economic Research, Poland (CASE)

Rotterdam University of Applied Sciences, Netherlands (RUAS)

SYNYO GmbH, Austria (SYNYO)

Foundation for Environmental Education, United Kingdom (FEE)

Youth in Science and Business Foundation, Estonia (YSBF)

Hellenic Education Society of STEM, Greece (E3STEM)

International Parents Alliance, Netherlands (IPA)

Universitatea Valahia Targoviste, Romania (UVT)

Technical University Berlin, Germany (TUB)

BOS+, Belgium (BOS+)

1. Overview

The BioBeo Interconnectedness Programme is a strategic educational initiative promoting environmental literacy and bioeconomy understanding across Europe. Central to the BioBeo project, the programme emphasises sustainability, circularity, and systems thinking, preparing future generations for global challenges through experiential and phenomenon-based learning. Launched in November 2022, the Programme has successfully interconnected schools, universities, students, teachers, and communities across Ireland, Belgium, the Netherlands, Germany, and beyond.

Key Achievements

1. Educational Resources: Developed an online platform, governance blueprint, and digital toolkits (e.g., VR/AR resources, "Resource-Don't Go" game).
2. Curriculum Innovation: Integrated bioeconomy themes across education levels, including primary, secondary, and teacher training.
3. School Engagement: Partnered with schools internationally via platforms like eTwinning and FEE Global Network.
4. Events and Recognition: Organised the BioBeo Festival and launched the BioBeo Award for excellence in bioeconomy education.
5. Network Development: Established the BEST Network (Bioeconomy Education and Sustainability Teachers) connecting 400+ educators across Europe.

Policy Recommendations

- Embed Bioeconomy Education: Integrate phenomenon-based, interdisciplinary bioeconomy modules into national and European curricula.
- Support Outdoor and Experiential Learning: Recognise the critical role of outdoor, place-based education in fostering sustainability literacy.
- Facilitate Cross-border Collaboration: Strengthen EU initiatives like eTwinning and Erasmus+ to support interconnected educational projects.
- Invest in Educator Training: Provide resources and professional development to build educators' confidence in teaching bioeconomy concepts.
- Leverage Digital Innovation: Expand the use of interactive tools (VR/AR, gamified learning) to increase engagement and understanding.

Impact

- 176 primary students directly engaged across pilot schools.
- 400+ educators connected via the BEST Network.
- 87.5% of participants reported improved teaching practice for sustainability and circularity.
- Expansion of bioeconomy-themed activities to over 60 countries through Global Action Days.

Future Directions

- Scale-up the BEST Network to 1,000 educators by December 2025
- Deepen integration of sustainability and bioeconomy within educational policy frameworks.
- Ensure continuity through the BioBeo Blended Intensive Programme and ongoing European festivals
- BioBeo's Vision: A future where interconnected, experiential education empowers every learner to contribute to a thriving, sustainable bioeconomy.