



## Deliverable D4.2 Report on Updates on Dissemination & Communication Actions

**BioBeo**

*Innovative Education for the BioEconomy*



Co-funded by  
the European Union



## Project factsheet

Acronym: **BioBeo**

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Website: [biobeo.eu](http://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

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Authors:	Dr. Antonija Bogadi, Johannes Braunbruck, SYNYO
Contributors:	All partners

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## 1. Introduction

This report summarises the dissemination efforts carried out during the BioBeo project, covering the activities between **M1** and **M15**. It provides a summary of 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. Further, D4.2 documents updates to the project website, which have been implemented in an earlier stage of the project (M1).

Overall, 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, and predominantly, but not restricted to, Twitter (X). Further, 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. These materials consist primarily of the project website itself, flyers providing a bird’s eye view of the project, and newsletters, all of which applied the same project identity profile consisting of the BioBeo logo and colour scheme.

An overview of the communication and dissemination activities in regard to the KPIs set up in D4.1. that have been run throughout the BioBeo project is available in the table below.

Dissemination Activities	PLANNED	ACHIEVED
Organization of workshops (incl. co-creation workshops)	6	7
Popularised publication (non-scientific and non-peer-reviewed publication)	2	4
Scientific and peer-reviewed publication	2	0
Social media posts	800	2000+
Website visits	3000	6000+
Participation in a conference or conference workshop	5	10
Videos	5	1
Participation in events organized jointly with other EU project(s) and/or other relevant networks	4	4
Press releases	3	4
Newsletters with BioBeo information to relevant networks	5	4
Leaflet	2	2
Participation in an event other than a conference or workshop	5	15

**Table 1:** Dissemination Activities



## 2. Communication materials

Throughout the project duration, various communication and dissemination materials were developed in order to support the communication of and about the project. These consist primarily of the project website, project template and presentation, project fliers and press releases.

This chapter presents the communication materials that were used to present, summarize and disseminate the BioBeo project and outputs. The key materials are posters, a banner and roll-up (for general public at events), factsheets, a BioBeo festival leaflet (for the BioBeo festival in March), stickers (for young audiences), graphics (to display the different aspects of bioeconomy and the project) as well as a comic, produced by coordinator UCD.

### 2.1. Leaflets



Figure 1: BioBeo Leaflet

Until the end of 2023, two leaflets were created:

To spread awareness about the project, a generic leaflet was produced at the beginning of the project. It presents the general aim, background and relevant information, as well as the partners and the funding of BioBeo.



Figure 2: BioBeo Festival Leaflet

A second leaflet is currently in production regarding the BioBeo Festival which will be held in March 2024. This event is currently in development by ODISEE and will be a Pan-European Bio-economy Festival for students and educators across preschool, primary and secondary education. As the festival is currently still under development, so is the flyer.

For the BioBeo Festival, another more festive version of the flyer has been developed to attract the younger stakeholder groups. It also includes the agenda and a QR code for the registration. The latest version is:



Figure 3: BioBeo Festival Leaflet, new version



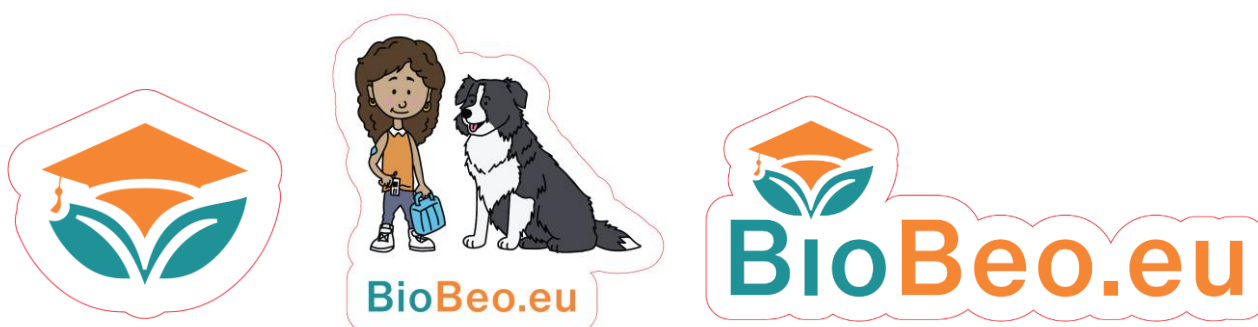
## 2.2. Poster and Rollup



**Figure 4:** BioBeo 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.

## 2.3. Stickers



**Figure 5:** BioBeo 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.

## 2.4. BioBeo comic „Finding Beo“



Figure 6: BioBeo Comic

At the beginning of the project, a comic was created by project coordinator UCD, which introduced the mascot Beo and her loyal dog Raja. Together they explore the wonders of bioeconomy in a playful manner suitable for younger audiences. This comic can be seen and downloaded on the website, and a second edition is planned for spring 2024.

## 2.5. Graphics

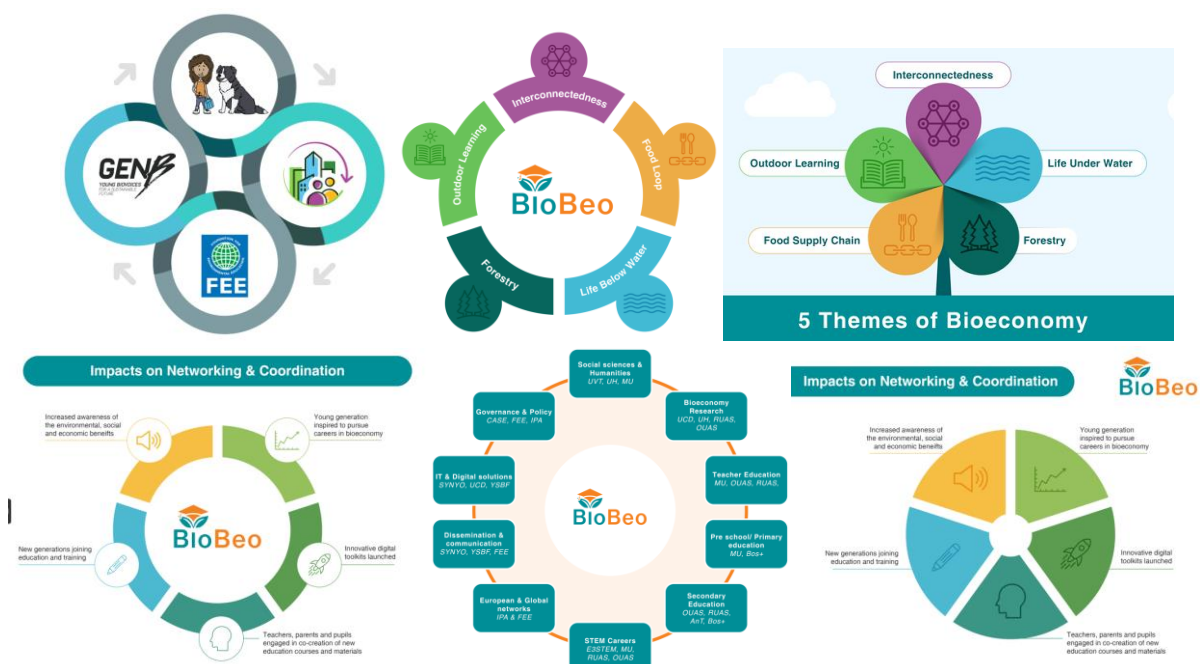


Figure 7: Graphics of BioBeo

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.

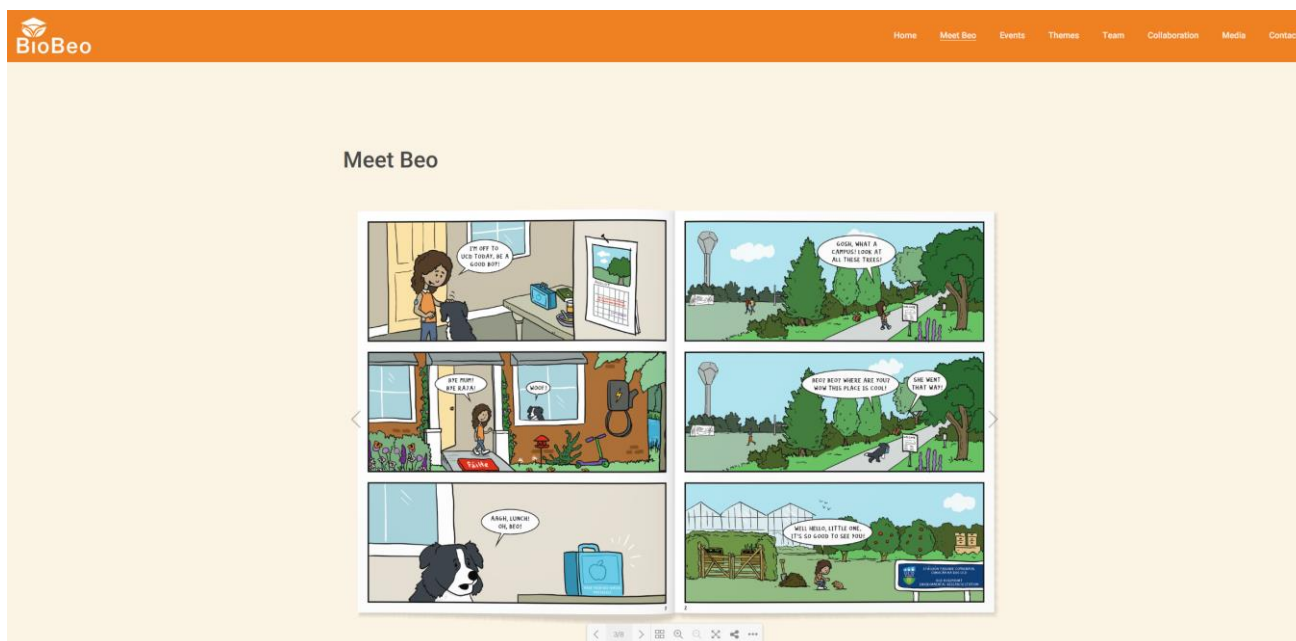
### 3. Project Website

#### 3.1. Project website updates

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 order to ensure the timely provision of appropriate and reliable information to all interested groups, the BioBeo website also includes frequent news and updates on events that were held in relation to the project.

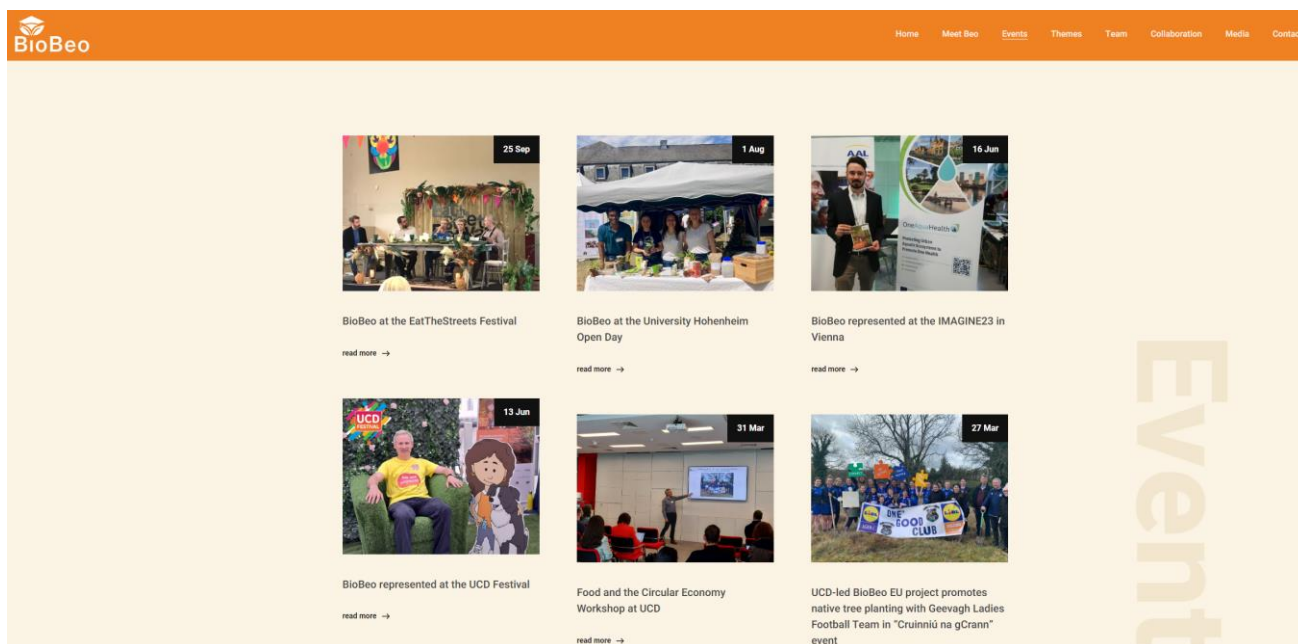
The basic model of the website was gradually expanded to provide information about the project, its partners and its activities. The BioBeo website can be accessed at [www.biobeo.eu](http://www.biobeo.eu).



**Figure 8:** “Meet Beo” comic on the website

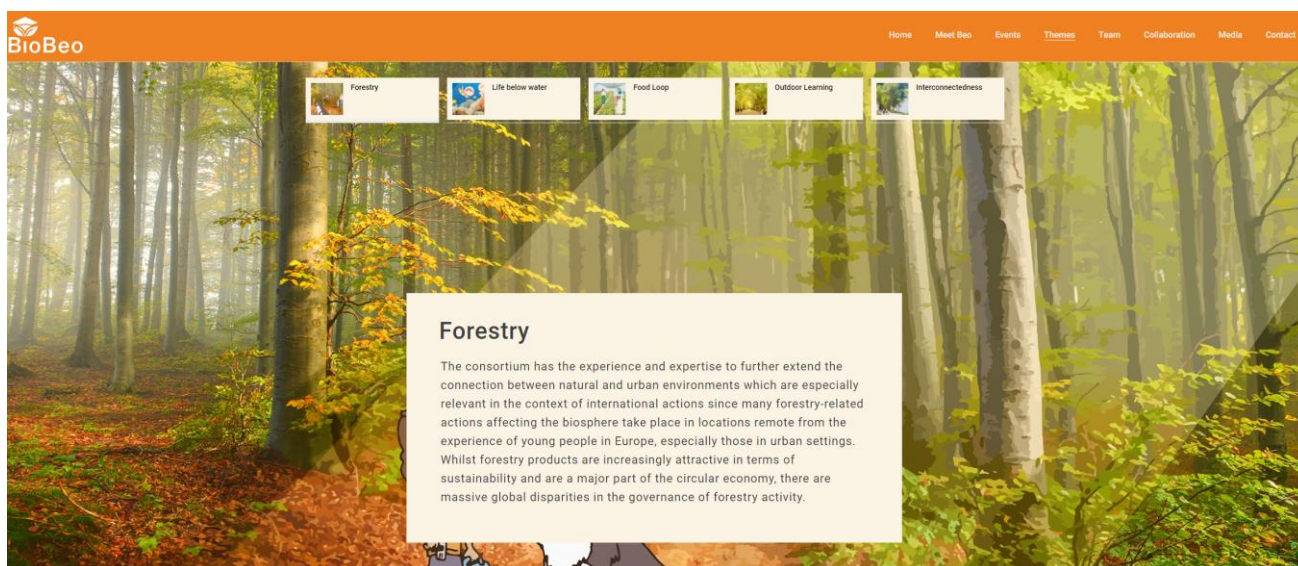
“Meet Beo” presents the comic strip drawn by the coordinator UCD as a small playful insight into the topic. The project mascots Beo and her dog Raja are introduced here. It can be viewed online or downloaded.





**Figure 9.** Blog Page

The "Blog" page reports on interesting events and activities related to the bioeconomy in which BioBeo was represented. So far, over 12 event posts have been published, which estimates roughly one post per month.



**Figure 10.** The five Bioeconomy Themes

"Themes" deals with the five themes of the bioeconomy that BioBeo has as its central topic. In addition to an initial description, interesting outcomes of the project are also planned to extend the information later.

The website will later also show students sustainable entrepreneurship and career trajectories in the bioeconomy as soon as they are collected in WP3.



Figure 11. Collaboration Page

"Collaborations" shows related projects that also deal with the bioeconomy, the circular economy and sustainable education. These projects also work closely with BioBeo when it comes to collaboration and dissemination. At this point, six partner projects and organisations are represented on the website with whom we collaborate closely, especially on social media, but also on joint events and meetings.

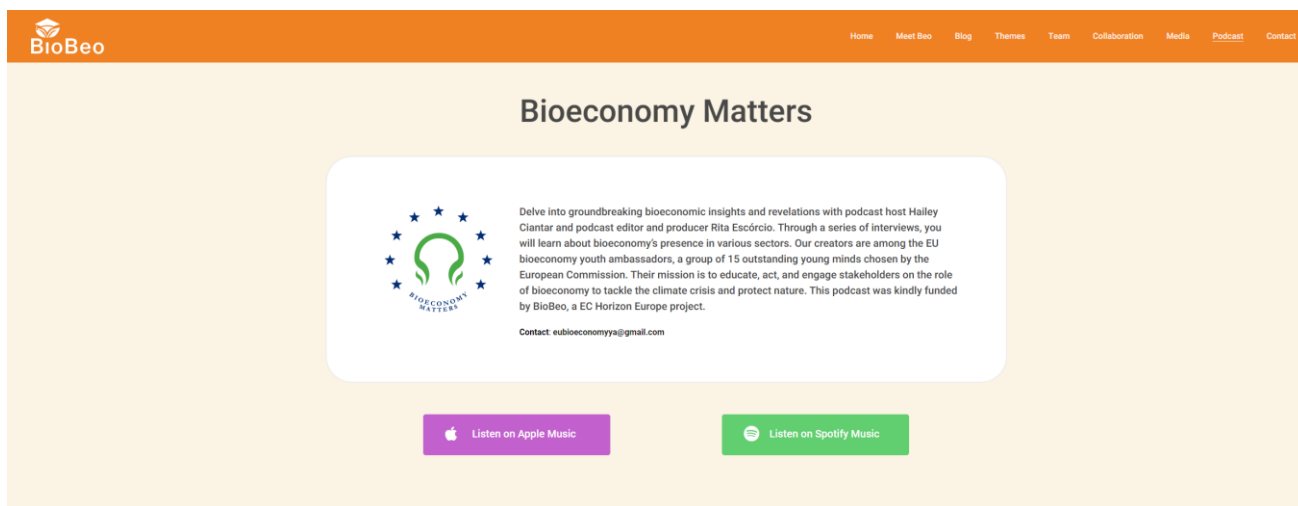
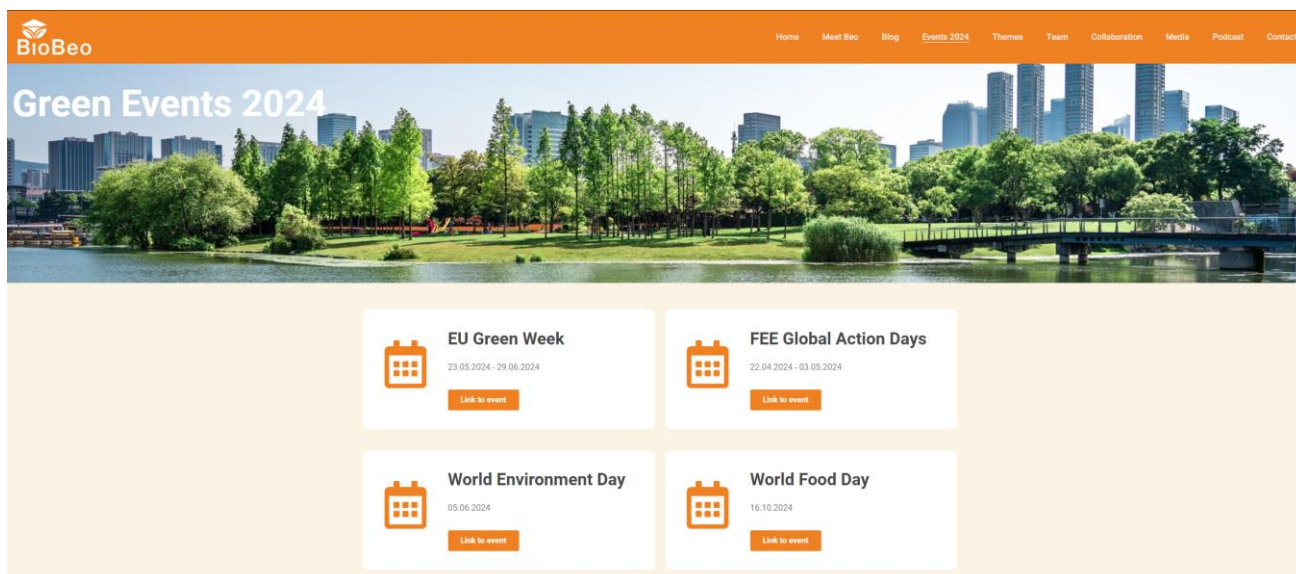


Figure 12. Bioeconomy Podcast

BioBeo has established close ties with the Bioeconomy Youth Ambassadors, which have launched their own podcast “Bioeconomy Matters”. Project coordinator Dr Tom Curran and other consortium members of BioBeo have already made an appearance there and were able to describe the project in more detail and explain the aspects of the bioeconomy.





**Figure 13.** Events Page

The **events page** lists all relevant events that will take place in the current or following year. It focuses on education and green topics and will be continuously expanded through the expertise of the partners. In order to maintain a good overview, only the name, date and link to the event are shown.

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.

### 3.2. Outlook for the Website

- In addition to the first existing **BioBeo comic**, a second one will be produced by UCD and published on the website. It will set the focus on a bioeconomy in a different time.
- **Bioeconomy-related games** will be available for download. Three of these are currently in development: "Resource don't go!", "The Choco Chase" and "Waste not, want not" deal with resource management and sustainability. Once available, they can be downloaded as PDFs for free.
- From the outset, BioBeo aimed to use the website to publish the results, materials and findings of the project. With this in mind, it is now planned to expand it with a "**Knowledge Repository**" from the second phase of the project. In this repository, the various materials (videos, guides, tips, templates, reports) will be reproduced and made freely available to visitors.
- Interesting "**External Resources**" will also be collected by partners, linked and displayed. These are intended to show career opportunities in the bioeconomy, interesting companies, projects or initiatives to further inspire young people and give them a block for further opportunities in the future.
- Finally, the website will also be extended by a "**Digital Handbook**", which is currently being developed by CASE. It details pathways to enhance societal involvement in setting bioeconomy policy and engagement at EC, Regional, National, Local and Community levels and will provide an interactive way to click through different maps to get more information.
- The **BioBeo Festival** which is planned for 15<sup>th</sup> of March has its own dedicated place on the website. On this page the background and the agenda are explained in more detail, a registration button is

available as is information on the workshops offered. The information on the page will be continuously updated with the most recent information. The latest version is:



Figure 14. BioBeo Festival Page

## 4. Social Media Presence

### 4.1. Twitter („X“)

**Twitter:** The most interactive and impactful social media platform so far has been Twitter, 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 BioBeo Twitter channel is used for communication as well as dissemination, e.g., when it comes to new content, such as dissemination of publicly available deliverables and scientific publications, 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 1900 Posts have been created so far.

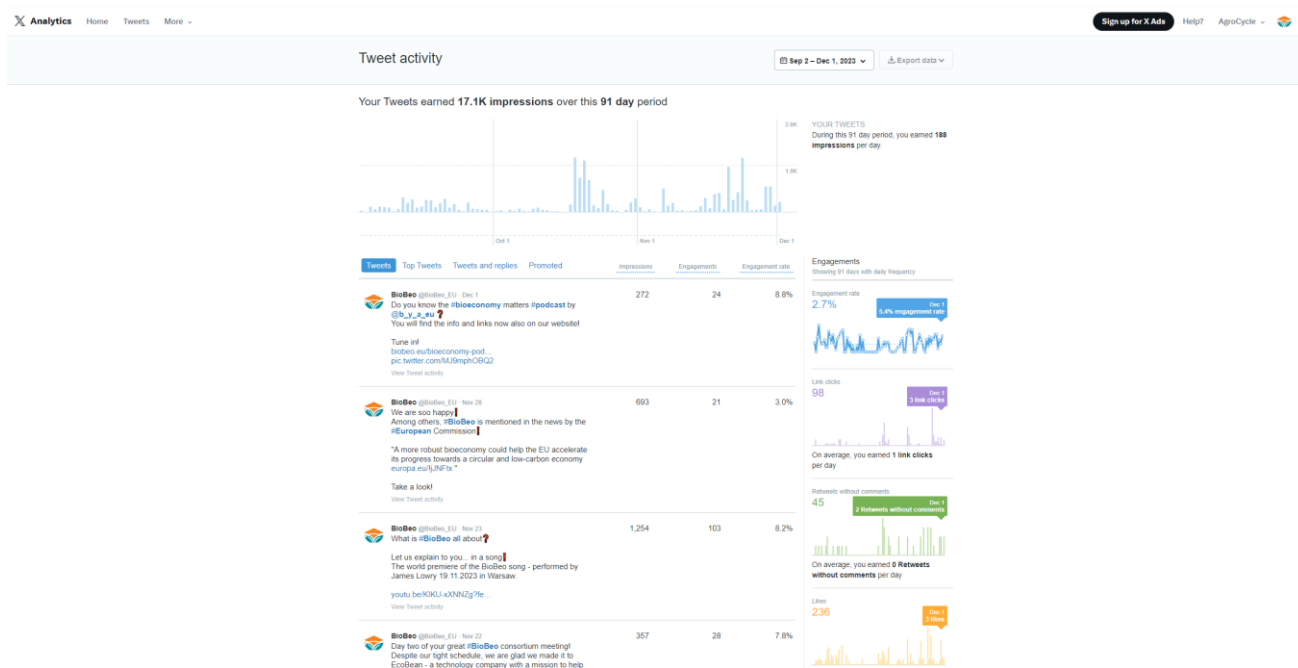


Figure 15: Twitter analytics for the October and November 2023.



Figure 16: Twitter Profile

## 4.2. 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 enables the project coordinators to showcase the BioBeo research outputs and to engage with other researchers and professionals in the respective field. On LinkedIn, BioBeo has reached more than 444 connections and over 550 followers so far.



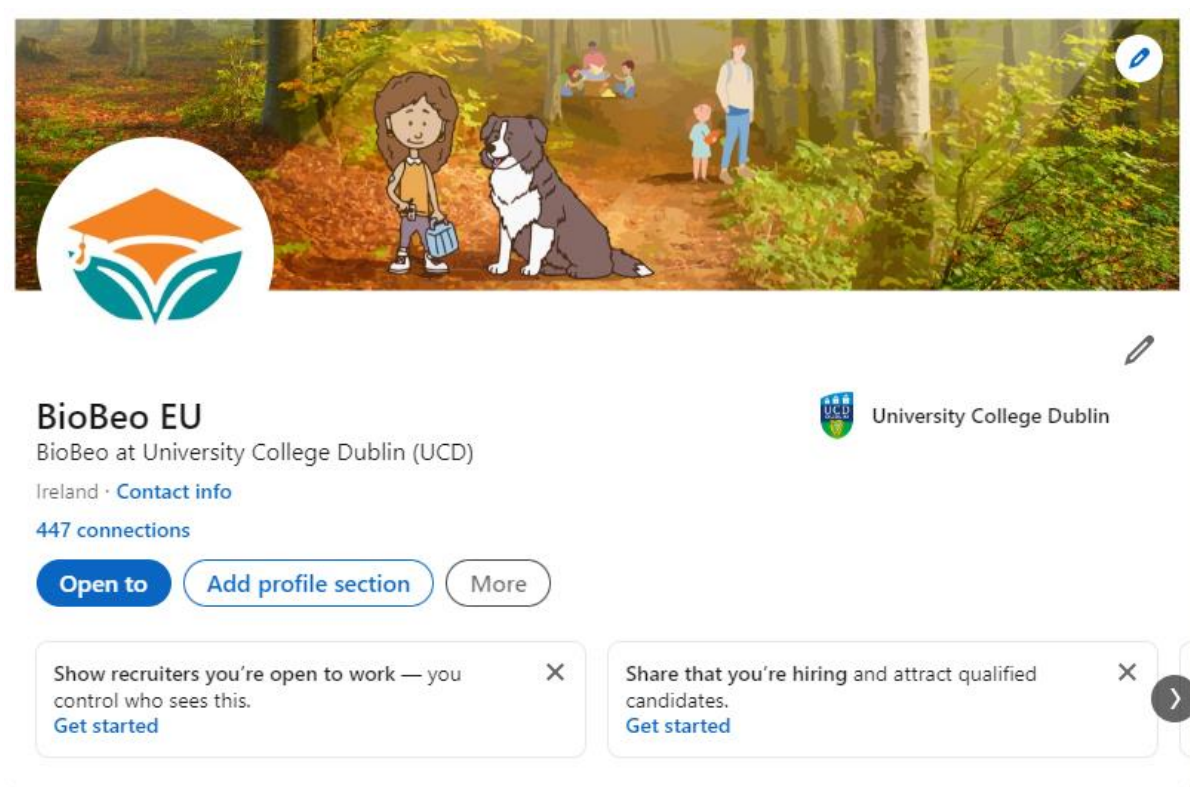


Figure 17: LinkedIn page

### 4.3. 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 has reached over 519 posts and 726 followers so far.

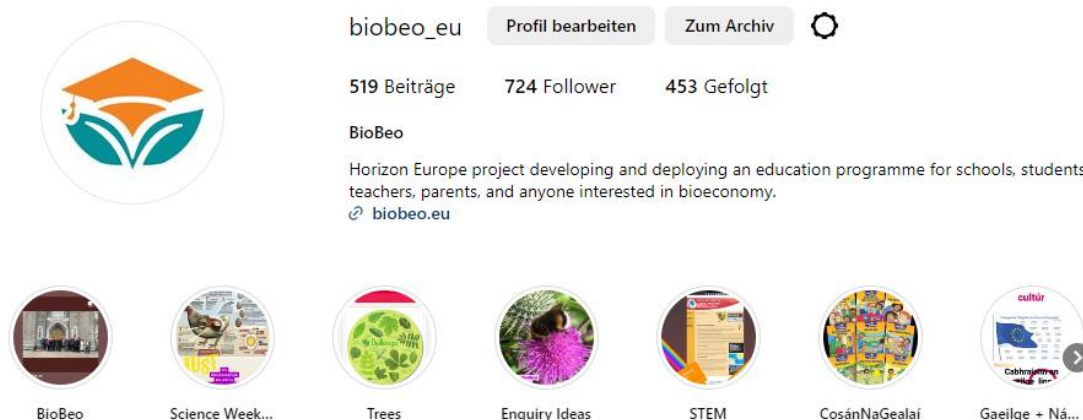


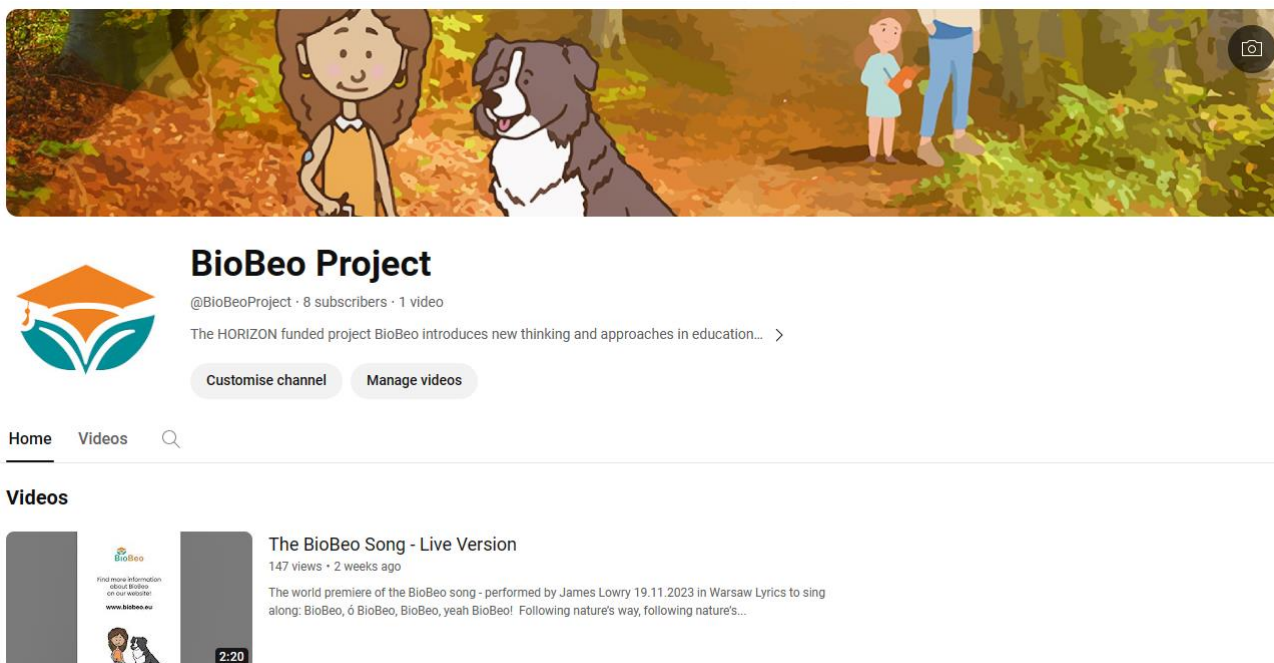
Figure 18: Instagram page



## 4.4. YouTube

**YouTube:** The YouTube channel has seen the least traffic, as no concrete outputs from the project have been presented so far. Since December, the first video has been available, in which the official BioBeo song is presented as well as a [promotion video for the BioBeo festival](#). Various videos and animations from different areas are planned for next year and the channel will be constantly expanded. So far the video was seen 136 times and the channel has 8 followers.

Summarising all social media channels, more than 600 posts have been generated so far and over 250 followers were gained in addition.



**Figure 19: BioBeo YouTube Channel**

## 5. Public outreach

### 5.1. 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	Teachers	300
<a href="#">Startup Village Forum</a>	Policy Makers and Eu Commission	1000
<a href="#">Circo Training day</a>	Teachers	20
<a href="#">National Operator's Meeting</a> for Environmental Education	National Operators from FEE Programmes	100
International week on Sustainability University of Copenhagen	Teachers and Students	20
<a href="#">15th AFIS Conference</a>	University Lectures, Students	50
<a href="#">BioEconomy Week Ireland 2022</a>	University Lecturers	20
<a href="#">IMAGINE 23</a>	General Public	200
<a href="#">EAIE Conference</a>	Education Professionals	6000
<a href="#">EducationForClimate Day</a>	Education Professionals	1000+
<a href="#">EAIE</a>	Education Professionals	1000+

**Table 2.** Official conferences and events attended

## 5.2. Synergies with Other Initiatives and Co-organised of 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"> <li>GreenScent Project</li> </ul>
Meeting with EC, Bioeconomy Youth Ambassadors, GenB in Brussels	<ul style="list-style-type: none"> <li>Bioeconomy Youth Ambassadors,</li> <li>GenB Project</li> </ul>
Attendance in the GenB Common Ground Camp	<ul style="list-style-type: none"> <li>GenB Project</li> </ul>
BioBeo supports the annual Young Economist of the Year (YEOTY) competition in Ireland.	<ul style="list-style-type: none"> <li>Young Economists</li> </ul>
BioBeo support and cooperation in the Bioeconomy Youth Ambassadors Podcast	<ul style="list-style-type: none"> <li>Bioeconomy Youth Ambassadors</li> </ul>
BioBeo promotion of native tree-planting initiative in Ireland	<ul style="list-style-type: none"> <li>Geevagh Ladies Football Team</li> </ul>
BioBeo promoted in the CircularCityChallenge Workshops in Schools in Vienna	<ul style="list-style-type: none"> <li>CircularCityChallenge Project</li> </ul>
Meeting and collaboration with FEE regarding dissemination activities across networks	<ul style="list-style-type: none"> <li>Foundation for Environmental Education</li> </ul>
CBE JU Stakeholder Forum 2023	<ul style="list-style-type: none"> <li>GenB Project</li> </ul>

**Table 3:** Synergy activities with related projects and networks

### 5.3. 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

**Table 4:** Other unofficial Events attended

## 6. Articles and Press Release

### 6.1. Press Releases and Newsletters

To increase the reach of Biobeo, the project was also officially publicised by partners via various tools such as newsletters, online articles and press releases. In addition, it was also mentioned in official external sources. Among them:

- IPA Newsletter
- ESD Newsletter
- UCD Newsletter
- YSBF Newsletter
- European School Heads Association newsletter
- UCD Website
- Model2Bio Project Website
- TU Website
- UVT Website

This list will be extended further throughout the project.

### 6.2. Other 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 videos, newspapers, and reports:

- 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](#)



## 7. Conclusion

This report highlights the activities that have been implemented in the first year 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 further within the first half of the project.

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.

At present, the project has already met almost all of the KPIs in quantitative terms and the next stage will be to provide information about the partners' ongoing activities (such as workshops, training sessions, and curriculum), results and outcomes. From a dissemination of activities point of view, 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. The dissemination materials consist of a range of both online and offline communication and dissemination tools and materials. Namely, the primary online communication and dissemination tool consists of the project website, which documents the project itself, its activities and main outcomes. Further, most relevant social media channels have been utilised to disseminate project updates, news and activities, in a more real-time and interactive manner.

As a next step, BioBeo is entering a new phase of dissemination, where it will share the current activities and outcomes of its current work on bioeconomy. The project will showcase the results of the ongoing 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 will use 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 will be extended to gather and display all relevant outcomes. In addition, the project will also collect and analyse feedback and indicators to measure the effectiveness and impact of the dissemination activities.