



# UrBIOfuture

careers, education & research

## Deliverable 5.3. UrBIOFuture Newsletter 1

Acronym: **UrBIOFuture**  
 Project title: **Boosting future careers, education and research activities in the European bio-based industry**  
 Contract N°: **837811**  
 Start date: **May 1, 2019**  
 Duration: **12 months**

### **Deliverable number D5.3.**

<i>Deliverable title</i>	UrBIOFuture Newsletter 1
<i>Submission due date</i>	M3 – July 2019
<i>Actual submission date</i>	25/07/2019
<i>Work Package</i>	WP5
<i>WP Lead Beneficiary</i>	SIE
<i>Dissemination Level</i>	Public
<i>Version</i>	01
<i>Authors</i>	Lorena Bodegas



This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 837811.



## DOCUMENT CONTROL PAGE

***Author(s)*** Lorena Bodegas (SIE)

---



## Content

Deliverable 5.3. UrBIOFuture Newsletter 1 .....	1
DOCUMENT CONTROL PAGE .....	2
Content .....	3
1. Executive Summary .....	4
1.1 Context of WP5 .....	4
1.2 Objective of Task 5.2 .....	4
1.3 Main actions of Task 5.2 .....	4
1.4 Specific actions for UrBIOFuture Newsletter 1 .....	4
2. UrBIOFuture Newsletter 1 (M3) .....	5

## 1. Executive Summary

This document describes the first newsletter launched by the UrBIOFuture Project. This activity has received funding from the European Union's Horizon 2020 programme, grant agreement No. 837811.

### 1.1 Context of WP5

The objectives of WP5 are:

- To enable future exploitation of the results to their full potential by disseminating and communicating them to the relevant stakeholders to boost the programme in the right way.
- To ensure that the findings of UrBIOfuture are widely communicated to the public in general.
- To align the scope of UrBIOfuture with the current standardisation bodies.
- To document undertaken and proposed dissemination and communication activities.
- Preparation of the corporate image and a set of materials for the promotion and comprehensive dissemination of this educational programme and its outcomes.

### 1.2 Objective of Task 5.2

Strategic communication will be carried out in order to engage a range of stakeholders from the bio-based sector, ensuring the success of UrBIOfuture, encouraging the interaction between academia and industry and creating awareness about career opportunities in research and the industry. The project will target therefore audiences that can play a role in establishing and sustaining a bio-based industry in Europe. The project will also highlight the opportunity for cross-sectoral interconnections to create green jobs, stimulate innovation and improve sustainability and competitiveness in the European Bioeconomy. Communication and dissemination activities will include distribution of technical and non-technical information to internal and external stakeholders through various channels, using traditional and digital media as the e-Learning methods to engage specific target audiences.

### 1.3 Main actions of Task 5.2

The main actions of this task include the development of UrBIOfuture website, the organisation of two webinars, the creation of 1 video with the results and data of the implementation of this educational programme, and the development of UrBIOfuture online presence on social media.

At least, 5 newsletters will be produced (every two months). Social media icons will be made available on the programme website and, on UrBIOfuture webinars posted on other websites, educational platforms and portals.

### 1.4 Specific actions for UrBIOFuture Newsletter 1

SIE will be in charge of producing the UrBIOFuture bi-monthly newsletter on the developments and implementation of the project. This Newsletter will be shared with every partner for them to disseminate among their stakeholders.

## 2. UrBIOFuture Newsletter 1 (M3)



### PROJECT KICK OFF

The UrBIOFuture a BBi JU - H2020 Project has started with the Kick Off Meeting celebrated the last month in Barcelona city. In this meeting, Autonomous University of Barcelona (UAB), Coordinator of this project, explained the management on the first stage, the next actions and how all the partners can achieve the success on the development of their tasks.

The consortium presented the Work Packages (WP) tasks description and objectives, the planning for the next months and, the first deliverables to be submitted to the European Commission.

Moreover, they discussed about the strategy to have a good coordination in the development of each task and how this one year project will achieve its main objective and its positive impacts in the European bioeconomy field.

UrBIOFuture project wants to inspire the bioeconomy education in Europe being the example to follow in this area.

### COMMUNICATION & DISSEMINATION BEGINS

The UrBIOFuture team is proud to announce the creation of the website, building a bridge between project execution and end users. During the project, the website will be the primary tool for communication, thus allowing insights on achievements, reflections, and opportunities for our peers. From fellow academics to industrial partners and the curious environmentally engaged consumer — all are welcome. Conversations continue, too, on the social networks where the project will develop its communication: LinkedIn, Instagram & Twitter. Follow, react, and reach out! And do not forget to check out our website: [urbiofuture.eu](http://urbiofuture.eu)







## THE IMPACT

UrBIOfuture main goal is to bring Europe to the forefront of the bio-based sector by boosting careers, new educational programmes and research activities. First, a map of completed and ongoing programs addressing curricula that involve bio-based activities will be developed in a wide range of educational levels and covering a wide geographical scope in the EU, in a first stage, followed by the identification of current education and professional gaps and skills mismatch in the bio-based field. These results will ensure the cooperation and alignment among educational and research institutions and industry and will set the basis for new educational programmes.

“  
*Education in the  
bio-based field is  
the key for the  
future of Europe.*”

## THE CONSORTIUM

The consortium is composed by a University (UAB) coordinating the project, 4 Research and Technological Organizations (CNR, VTT, VITO and IHE) with direct link to prestigious European universities, 3 clusters (ABP, CTA and PSTP) working closely with innovative companies with a strong regional, national and international position in the field of biotechnology sector and 1 SME (SIE) with wide experience in preparation and communication of projects in the biotech, environment and circular economy field. Every member of the consortium, moreover, has close contact to either (or even both) the bioindustry or educational institutions in their respective countries and other European countries..



## DYNAMIC WORKSHOP IN BRUSSELS



The focus group document that was analysed in this Workshop is available on the website:  
<https://www.urbiofuture.eu/documents/#project-documents>

Technological Corporation of Andalusia (CTA) held a dynamic workshop dedicated to detect the educational needs of the European Bioeconomy in the Delegation of the Andalusian Government in Brussels (Belgium). More than 30 professionals linked to the European Bioeconomy participated in this workshop, which was also attended by representatives of the BBI JU and the European Commission, as well as the partners of the UrBIOfuture project. The participants worked in 4 round tables led by CTA to discuss the necessary skills for the digitisation of the sector; soft skills for innovation and entrepreneurship; and the basic skills in Circular Bioeconomy, both for technical profiles and for business development, marketing and communication profiles.