



## Deliverable 7.3

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### Dissemination Material



<b>Grant Agreement number</b>	101060703
<b>Project title</b>	BlueBioClusters – Supporting European coastal regions in their transition to a sustainable blue bioeconomy
<b>Deliverable title</b>	Dissemination Material
<b>Deliverable number</b>	7.3
<b>Deliverable version</b>	Final Version
<b>Contractual date of delivery</b>	31.07.2025
<b>Actual date of delivery</b>	29.07.2025
<b>Document status</b>	Completed
<b>Document version</b>	2.0
<b>Online access</b>	Yes
<b>Diffusion</b>	Public
<b>Nature of deliverable</b>	Report
<b>Work Package</b>	7
<b>Partner responsible</b>	SUBMARINER Network for Blue Growth EEIG
<b>Contributing Partners</b>	SUBMARINER Network for Blue Growth EEIG
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<b>Abstract</b>	This deliverable presents the BlueBioClusters project's dissemination activities, which focused on sharing key outcomes and results while fostering collaboration across blue bioeconomy. Through a mix of digital platforms, events, and direct engagement, the project ensured long-term access to its outputs and strengthened connections among stakeholders.
<b>Keywords</b>	Blue bioeconomy, dissemination, digital tools, events, BlueBioMatch, community building, SMEs, startups, value chain, ecosystem approach

<b>HISTORY OF CHANGES</b>		
<b>Version</b>	<b>Publication date</b>	<b>Changes</b>
1.0	08.07.2025	Initial version



2.0	29.07.2025	Final version
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## Acronyms

BBC	BlueBioClusters
BBM	BlueBioMatch

## Executive Summary

The BlueBioClusters project has placed a strong emphasis on dissemination as an element of its strategy to maximise the impact of its outcomes and ensure long-term value. The project has disseminated its results to a diverse audience, including the scientific community, startups, SMEs, policymakers, and civil society, through a structured approach that combines digital platforms, events, and direct engagement.

Through the project's website, social media, and presentations at key events, we have communicated key project outputs such as the *Value Chain Facilitation Tool* and the *Ecosystem Approach Tool*, ensuring these resources reach a broad audience and remain accessible beyond the project's lifetime.

Additionally, we have created direct engagement opportunities for stakeholders by organising events like the Technology Matchmaking Webinars and Blue Bio Bootcamps, and by publishing recordings and summaries online to ensure ongoing access to the knowledge shared. Dedicated webpages and regular social media campaigns have further expanded the reach of these initiatives.

The [BlueBioMatch platform](#) has served as a key hub for connecting stakeholders, fostering collaboration, and supporting an active community that will continue to benefit from the project's tools and network after its conclusion.

Overall, the project's dissemination activities have been designed not only to share results but also to build lasting connections and ensure continued use of the project's outputs across Europe's blue bioeconomy.

## Introduction

Through its dissemination activities, the BlueBioClusters project has shared valuable knowledge and fostered collaboration across the blue bioeconomy sector. This deliverable focuses on the project's dissemination tools and resources designed to promote and share the project's outcomes with relevant stakeholders. Using various platforms, including the project website, social media channels, and BlueBioMatch, BlueBioClusters has effectively communicated its findings, results, and innovations.

From the dissemination of essential outcomes like the Value Chain Facilitation Tool and the Ecosystem Approach Tool to the engagement of stakeholders through bootcamps, webinars, and external events, the project has ensured that its outcomes are accessible, relevant, and impactful.

## Project Website

The project website was developed to ensure broad accessibility and reach, adhering to best practice guidelines for EU-funded project websites. Throughout the duration of the project, it received over 15,000 views, serving as a central platform for sharing project results and key outcomes.

The website is structured to support the effective dissemination of information. The [homepage](#) provides a concise yet comprehensive overview of the project, including its main objectives, activities, and partners. This ensures that any visitor can quickly grasp the core purpose and scope of the project.

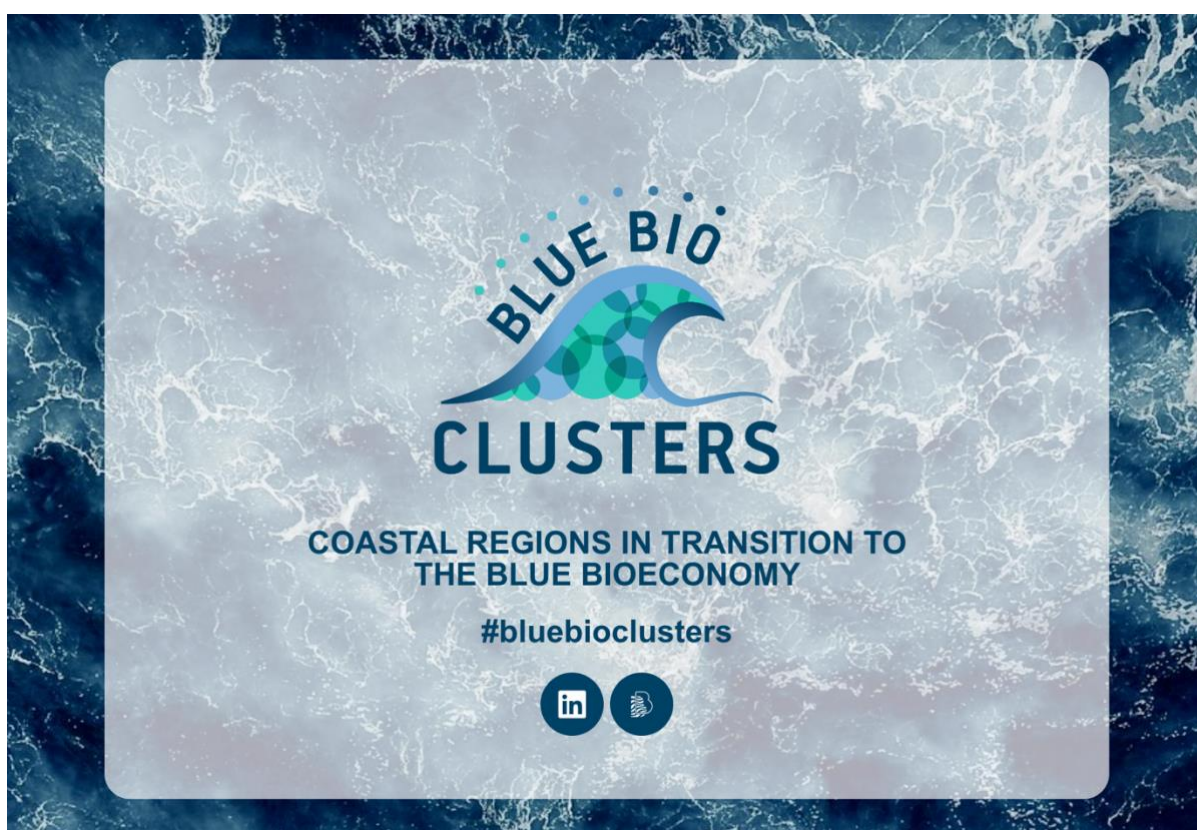


Figure 1. Homepage of the BlueBioClusters website

In addition, the website reflects the regional focus of the project. For instance, a [dedicated page](#) presents the nine European regions involved in BlueBioClusters (Figure 2). These regional pages detail specific approaches, challenges, and case studies that characterise the blue bioeconomy in each area, making the project's regional dimension and focus not only visible but also accessible and informative for external audiences.

Explore how each region is advancing its transition to the Blue Bioeconomy and unlocking new opportunities.

The Blue Bioeconomy focuses on sustainably using marine resources like fish, algae, and shellfish to create innovative products in food, cosmetics, and biotechnology. By turning side streams and waste into valuable materials, it supports a circular, eco-friendly economy and drives growth across Europe's coastal regions.



Figure 2. Website page outlining the BlueBioClusters regions

An essential section of the website is a page dedicated to the dissemination of project outcomes (Figure 3). This includes [deliverables](#) approved for publication and tools produced throughout the project. These resources are clearly presented and available for download, ensuring that the project's outputs are accessible and usable by a broad audience, including policymakers, researchers, and practitioners in the blue bioeconomy. This contributes to the long-term visibility and exploitation of project results.

The website also includes an events section (Figure 3), documenting key activities held throughout the project. Beyond communication and visibility, this section plays an important dissemination role by sharing the outcomes and learnings from events such as workshops, webinars, and matchmaking sessions.

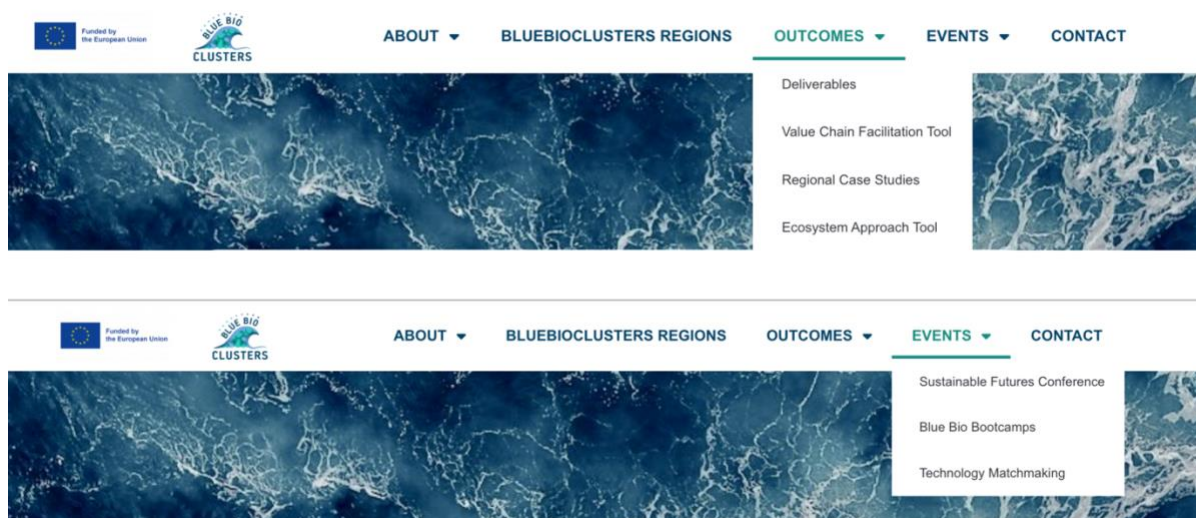


Figure 3. Website's subpages for 'Outcomes' and 'Events'

The website and its navigation organisation have been developed with long-term impact in mind. Its structure and content are designed to remain relevant and accessible beyond the project's formal end, providing an ongoing platform for dissemination and exploitation. This ensures that the knowledge and tools developed by BlueBioClusters will continue to benefit the wider community engaged in transitioning to a sustainable blue bioeconomy.

## Outcomes disseminated through the website

### Value Chain Facilitation Tool

One of the key outcomes disseminated through the website is the [Value Chain Facilitation Tool](#) (Figure 4). This tool is hosted on a dedicated page under the "Outcomes" section (Figure 3), ensuring high visibility and easy access for target audiences. The page includes the tool itself, a description of the tool, information on the target audience, and possible use cases. Its inclusion on the website is for two reasons: firstly, to facilitate broad dissemination among stakeholders across different regions and sectors, and secondly, to support its practical application beyond the immediate scope of the project. The tool is available for free download directly from the website, encouraging its continued use, adaptation, and integration into similar initiatives. The tool can be accessed [here](#).



The Interactive Visual Value Chain was developed for workshop moderators and facilitators to engage multiple stakeholders by facilitating workshops within the BlueBioClusters activities and beyond.

Discover it with us!

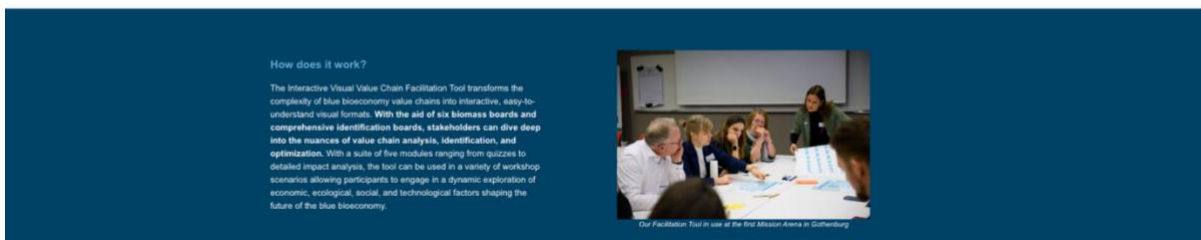


Figure 4. Website page dedicated to the Value Chain Facilitation Tool

## Regional Case Studies of Blue Bio Value Chains and Social Enterprises

Another key outcome disseminated through the project website is the series of [Regional Case Studies](#) (Figure 5). These case studies examine innovative companies embedded in blue bioeconomy value chains across the project's target regions. They are featured in a dedicated section under the "Outcomes" menu on the project website (Figure 3). The inclusion of these case studies serves a strategic dissemination function. They provide concrete, real-world examples of how blue bioeconomy initiatives can operate successfully, offering valuable insights into business models, value creation mechanisms, and stakeholder collaboration. Presenting these cases online enables wide visibility and accessibility to a diverse audience, including entrepreneurs, researchers, and regional policymakers.

# Regional Case Studies

As part of Work Package 2, BlueBioClusters set out to define Blue Bioeconomy value chains, as well as illustrate their growing importance and relevance for the economies of coastal regions.

In doing so, Deliverable 2.3 “Blue Bio Value Chain & Social Enterprises Cases” set out to analyse eight companies operating in blue bioeconomy value chains in the BlueBioCluster Regions. These case studies are intended to be an inspiration for stakeholders inside and outside the BBC region, and to support them to better understand the opportunities linked to operating in the various value chains.

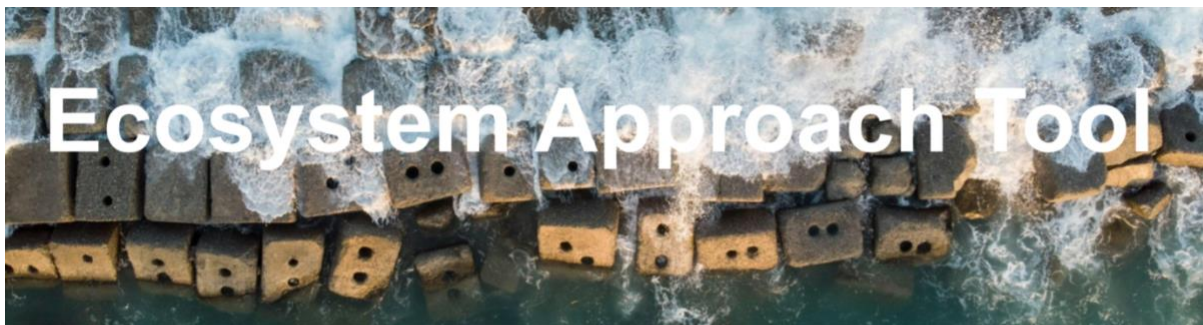


Figure 5. Website page dedicated to the Regional Case Studies

## Ecosystem Approach Tool

Another outcome disseminated through the project website is the [Ecosystem Approach Tool](#) (Figure 6), which is described as a strategy for the integrated management of land, water, and living resources that promotes conservation and sustainable use in an equitable way. The project has developed a user-friendly version of this tool, accessible via the website, to raise awareness and promote understanding of integrated ecosystem management. In addition to providing background information and policy context, the tool enables users to interactively test their own alignment with

the Ecosystem Approach. This feature supports practical learning and self-assessment, empowering stakeholders to reflect on their governance models, strategies, and interventions through the lens of ecosystem health and sustainability. Users and companies can explore the theoretical foundations of the Ecosystem Approach, but they can also engage with the tool directly, conduct the test, and immediately receive results and policy recommendations. It serves both as a knowledge-sharing instrument and a practical mechanism for change, contributing directly to the long-term exploitation and scalability of project outcomes in the broader blue bioeconomy and sustainability contexts.



**The Ecosystem Approach is defined by the Convention on Biological Diversity as “A strategy for the integrated management of land, water, and living resources that promotes conservation and sustainable use in an equitable way.”**

#### How does it work?

The **Ecosystem Approach** recognises the complex interrelationships within ecosystems and aims to maintain their health, productivity, and resilience. Rather than adopting a narrow focus on a single species or environmental concern, the Ecosystem Approach emphasises a holistic view of the entire ecosystem that includes human impacts and the interconnections among various ecosystem components.

Originally centred on minimising human impact, the approach has evolved to incorporate regenerative practices that actively restore and enhance natural ecosystems and benefits provided by ecosystem services, with the understanding that economic activities can also positively impact nature. To achieve this balance, good governance is essential.



*You can take an online awareness test to see how your region (local, national, international) scores on the implementation of Ecosystem Approach regarding Blue Bioeconomy.*

EA Awareness Tool for Policy Makers

EA Awareness Tool for Companies

Figure 6. Website page dedicated to the Ecosystem Approach Tool

## Case Studies on the Ecosystem Approach in the Blue Bioeconomy

In addition, the booklet [Case Studies on the Ecosystem Approach in the Blue Bioeconomy](#) has been disseminated both online, through our website on the page of the Ecosystem Approach for broad access, and in print during key events such as the *Sustainable Future Conference*, where it was shared directly with our target audience.

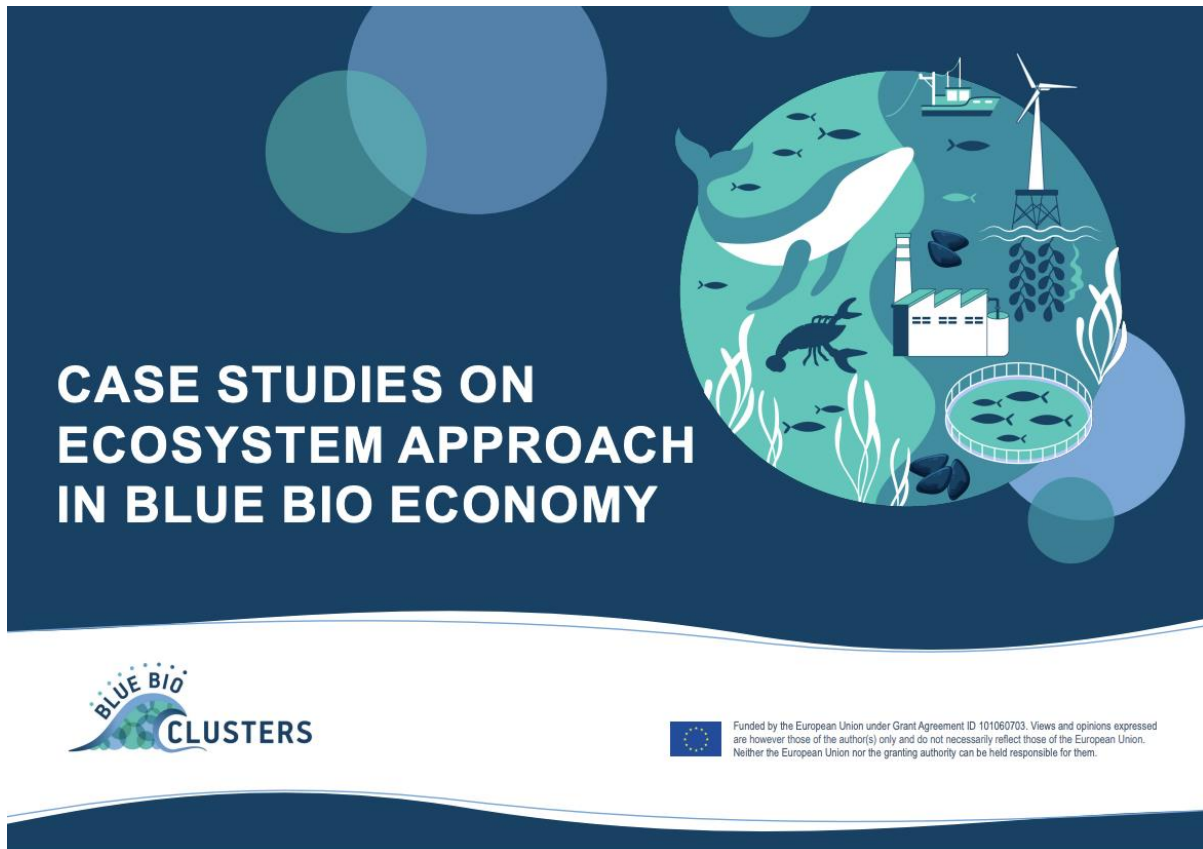


Figure 7. Cover page of the Ecosystem Approach Booklet

## Events disseminated through the website

### The Blue Bio Bootcamps 2024

On the BlueBioClusters website, the [Bootcamp](#) section was specifically structured not only to promote the regional event series (see section ‘Bootcamps’), but also to disseminate key takeaways, resources, and outcomes (Figure 8). This dual-purpose structure ensures both engagement and long-term accessibility to the knowledge shared during the events.



### Dive into the Future: Unlock the Potential of the Blue Bioeconomy with Us!

*Join the Blue Bio Bootcamps 2024: expand your network, gain expert mentorship, and spotlight your innovations in the blue bioeconomy. **Apply now to make it happen!***

#### Unlock the Potential of the Blue Bioeconomy

As part of BlueBioClusters, we're catalysing the growth of the blue bioeconomy across EU coastal regions. This year, we introduce the **Blue Bio Bootcamps** – a series of one-day dynamic events designed specifically for innovators like you, who are ready to tackle the unique challenges of our industry and propel us into a sustainable future!



#### Why You Can't Miss This

Drawing on insights from a comprehensive study conducted by our partners across the Baltic, Nordic, and Atlantic basins, **we have pinpointed a range of challenges that startups and SMEs like you face**. From navigating market access complexities for your innovative food products to pioneering new technologies for marine biomass, these challenges are a call to action.

Figure 8. Website page about the Blue Bio Bootcamps

As part of this dissemination strategy, particular emphasis was placed on the final Transnational Bootcamp, held on 9 April 2025 (Figure 9). This event served as the culmination of the Bootcamp series and brought together participants from across the BlueBioClusters regions. The transnational event featured mentoring sessions, peer exchange, and networking opportunities among entrepreneurs, industry experts, and investors. To ensure the impact of this final Bootcamp, a [video recording](#) link of the session was added on the website alongside a summary of the event. By doing so, the BlueBioClusters project ensures the event contributes to ongoing capacity building, knowledge transfer, and policy-relevant learning, reaching stakeholders who could not attend in person.



#### Bootcamp #4 – April 9, 2025

For the final phase of the BlueBioClusters Bootcamps, a **Transnational Bootcamp** took place on 9 April 2025. This event brought together **entrepreneurs, industry experts, and mentors** to exchange experiences, share best practices, and explore collaboration opportunities across the Blue Bio Cluster regions.

In addition, **investors from both national and international organizations attended**. They had the opportunity to hear startups pitch their companies, fostering a dynamic environment for networking and communication. The event created a space where knowledge exchange and collaboration could thrive, driving innovation and supporting the growth of the blue bioeconomy.

Key insights gathered from mentors and mentees throughout the bootcamp were shared, offering actionable lessons and sector-specific results to inspire the next generation of blue entrepreneurs.

In case you missed the Transnational Bootcamp, you can now watch it [here!](#)

Figure 9. Transnational Bootcamp part of the bootcamp webpage

## The Technology Matchmaking Webinars

The [Technology Matchmaking Webinars](#) addressed key technological gaps and opportunities within blue bio value chains, from marine biomass cultivation to sustainable product development, focusing on engaging startups, SMEs, researchers, and innovation ecosystem actors. To maximise the dissemination potential of these webinars, a dedicated section was established on the BlueBioClusters website (Figure 10). This space serves as a permanent repository where stakeholders can read short summaries about the events and access webinar recordings. This ensures the knowledge shared during the events remains accessible and actionable long after the live sessions have concluded. At this moment, these recordings have over 110 views.

## Webinar #1: Addressing Technology Needs in Cultivation and Harvesting of Marine and Aquatic Biomass



The first matchmaking webinar brought together a diverse group of experts, technology suppliers, and users to discuss current **technological needs across key blue bioeconomy sectors**. Participants joined **dedicated breakout sessions** focusing on **fisheries, macroalgae, bivalves, land-based aquaculture, and microalgae** to explore sector-specific challenges and innovation priorities.

Discussions highlighted the importance of **high-quality side streams, scalable cultivation, standardisation, monitoring technologies, and cross-sector collaboration**. The event sparked valuable exchanges and helped identify collaboration opportunities that continue to grow through the [BlueBioMatch](#) platform and its dedicated working groups.

## Webinar #2: Addressing Technology Needs in Processing and Product Development of Marine and Aquatic Biomass



The second BlueBioClusters Technology Matchmaking Webinar, brought together over 70 participants from across Europe to explore **technology needs and collaboration opportunities in the processing and product development of marine and aquatic biomass**.

The event gathered **technology providers, users, and researchers** for in-depth discussions on challenges and innovation gaps across key value chains, including fish, crustaceans, macroalgae, bivalves, and microalgae.

Through focused breakout sessions, **participants exchanged insights, identified potential partnerships, and explored practical solutions to advance blue bioeconomy innovation**. Several connections have already been facilitated following the webinar, and the conversation continues on the [BlueBioMatch](#) platform, where new collaborations are taking shape.

Figure 10. Technology Matchmaking webinar recordings

## The Sustainable Futures Conference

The [conference](#) explored Europe's sustainable future, with a focus on blue and green innovations through bio-based solutions, renewable energy, and stakeholder engagement. It was co-organised by [BlueRev](#), [Engage4Bio](#), [BlueBioClusters](#), and [SKILLBILL](#), bringing together four Horizon Europe-funded projects working on sustainable regional development. On the BBC website, visitors can find the event summary, links to the co-organising projects, and the events' recommendations (Figure 11).

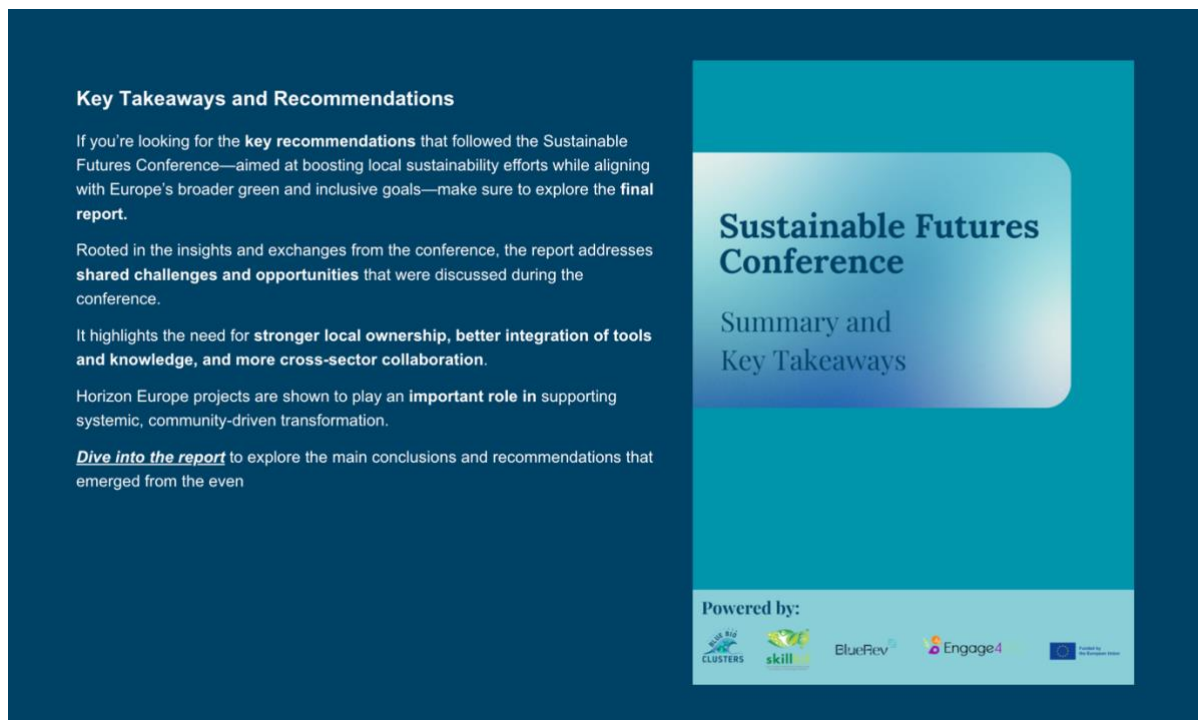


Figure 11. Key takeaways and recommendations from the Sustainable Futures Conference

## Social Media

Throughout the BlueBioClusters project, LinkedIn has been a central communication tool for disseminating activities, outcomes, and key results. The [project's LinkedIn page](#) has served as a primary platform for regularly updating and engaging stakeholders about the project's latest developments, tools, and events.

The active participation of project partners in sharing posts has been crucial in amplifying the reach and visibility of content, expanding the audience to over 1,350 followers. The consistent engagement and content sharing has been instrumental in achieving higher levels of visibility and interaction, particularly for critical activities like bootcamps, webinars, and the development of various tools and resources.

### Key activities and dissemination achievements through LinkedIn include:

- **Dedicated Posts on Outcomes and Deliverables:** The project made sure to go beyond basic promotional content by crafting posts that delved deeply into the outcomes and deliverables, such as the Blue Bio Value Chain Facilitation Tool, the Ecosystem Approach Tool (Figure 12) and the Bootcamps. These posts were not only informative but also positioned the outcomes as valuable

resources for stakeholders, providing clear explanations on how to access and utilize these tools for their benefit.



Figure 12. LinkedIn Posts about the Ecosystem Approach Tools

- **Event and Webinar Promotion:** The bootcamps, Technology Matchmaking Webinars, and the Sustainable Futures Conference were widely promoted through LinkedIn (Figure 13). Posts highlighted key takeaways and shared recordings of the webinars, ensuring that the insights and discussions reached a larger audience, including those unable to attend the live sessions.



**BlueBioClusters Project**  
1,239 followers  
Timo · Edited · 🌐

Ready to shape the future of the blue bioeconomy? 🌊

As we enter the final phase of the BBC Bootcamps, we're excited to gather insights from our participating mentors and mentees on how mentorship has driven blue bioeconomy development.

📅 On 9 April 2025, we'll host the Transnational Bootcamp, bringing together entrepreneurs, industry experts, and mentors to exchange experiences, share best practices, and explore collaboration opportunities across the Blue Bio Cluster regions.

This bootcamp will highlight the impact of mentorship in overcoming business challenges and driving innovation in the sector. We'll also be gathering key lessons and sector-specific results to inspire the next wave of blue entrepreneurs.

Stay tuned as we continue to gather and share actionable insights that will help shape the future of the blue bioeconomy! 🌊

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#BlueBioClusters #HorizonEU #REA\_research  
#MissionOcean  
#BlueBioMatch #BlueEconomy #BlueEconomyEU  
#TechMatchmaking  
#MarineInnovation #SustainableDevelopment



Figure 13. LinkedIn Posts about the events

- Sharing Research Findings and Project Results:** The LinkedIn page has been an essential platform for sharing valuable research findings and project results, especially those that align with the interests of the target stakeholders (Figure 14). By strategically sharing research insights and conclusions, we ensured that these findings reached the right audiences, enhancing their practical relevance and impact on the wider blue bioeconomy community.



Figure 14. LinkedIn Posts about research findings

To maintain consistency and uphold the integrity of the project’s visual identity, all materials used for promotional content strictly adhered to the BlueBioClusters’ branding and design guidelines. This ensured a cohesive look and feel across all posts, while also aligning with EU design guidelines.

In addition to promoting the tools and outcomes, social media has been used to highlight the contributions of the project partners. This has helped to showcase the collaborative nature of the project, emphasising the collective effort behind the successful outcomes. Each partner’s unique contributions have been acknowledged, reinforcing the importance of the partnerships in achieving the project’s goals.

Moving forward, the social media strategy will continue to focus on sharing relevant updates and information, maintaining engagement with the community, and providing a central place for accessing project-related knowledge. All project partners’ social media channels will continue to share content and direct their audience to the BlueBioClusters LinkedIn page and website to ensure maximum reach and engagement.

## BlueBioMatch

[BlueBioMatch](#) is a community platform that connects stakeholders within the blue bioeconomy and beyond. This platform brings together startups and SMEs, funders, researchers, policymakers, MPA managers, planners, local actors, and creatives, all

working together to foster collaboration and promote and disseminate sustainable development in the blue bioeconomy (Figure 15).

With a growing membership of over 1000 active users, BlueBioMatch is a hub for information exchange, networking, and matchmaking.

## Key Features of BlueBioMatch

- **Working Groups:** allow users to connect with industry peers, share ideas, and stay current with the latest trends and innovations in the blue bioeconomy and related fields.
- **Events:** This session grants users access to information on upcoming events, conferences, and networking opportunities that allow them to expand their knowledge and connect with other professionals. Moreover, users are able to publish and promote their own events there, hence making this a critical space to stay up to date with blue bioeconomy events.
- **Mentorship module:** The platform facilitates the creation of mentorship opportunities, enabling users to either become mentors or seek expert guidance to accelerate their professional and business growth.
- **Products Showcase:** This section of the platform allows companies and individuals to display their blue bioeconomy products and/or services, increasing their visibility and allowing them to connect with potential customers, partners, and collaborators.
- **Opportunities:** similarly to events, this section allows users to access a wide range of opportunities, including job openings, funding calls, and collaboration prospects in the blue bioeconomy sector, and publish their own opportunities to a large community of users.

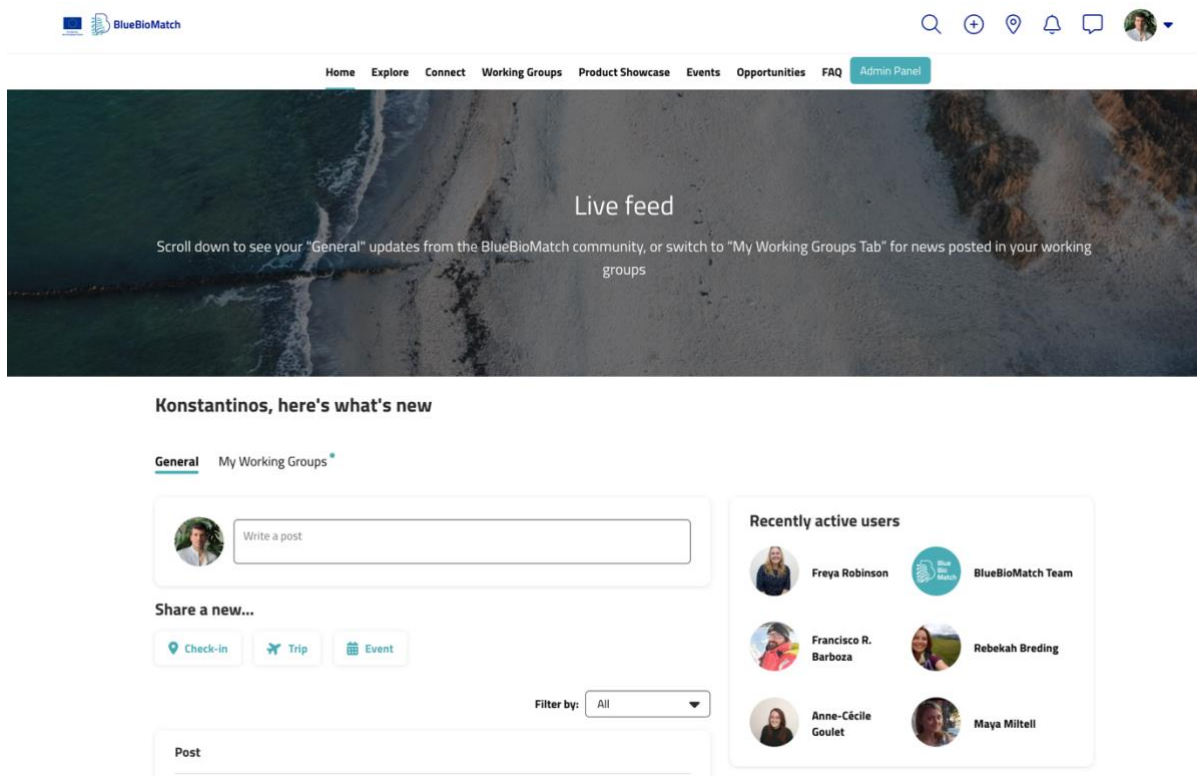


Figure 15. Landing Page of BlueBioMatch

## The Matchmaking Working Group

Additionally, BlueBioMatch has established a dedicated [Matchmaking Group](#) within the platform (Figure 16), aimed at simplifying networking and facilitating partnerships across the blue bio value chains. This group, hosted by the BlueBioClusters project consortium, to connect technology providers, investors, or potential users. Participants from BlueBioClusters' bootcamps and related events have been invited to join the group to maximise collaboration opportunities.

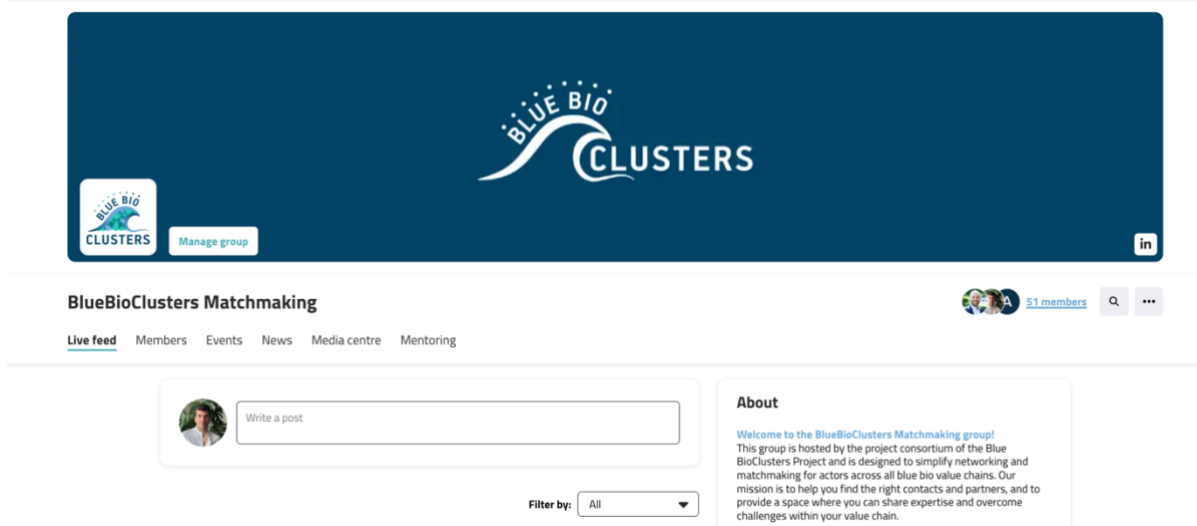


Figure 16. Matchmaking Working Group

BlueBioMatch is a dissemination outcome of the project. It serves as a long-term resource for fostering collaboration, sharing project results, and promoting innovation in the blue bioeconomy. To ensure the platform continues to serve the community and remains a valuable resource, a dedicated [LinkedIn profile](#) has been created for BlueBioMatch (Figure 17). This profile will focus entirely on the platform, sharing updates, features, and developments related to the blue bioeconomy. It will serve as a continuous engagement and knowledge-sharing tool, helping build an enduring community around BlueBioMatch.

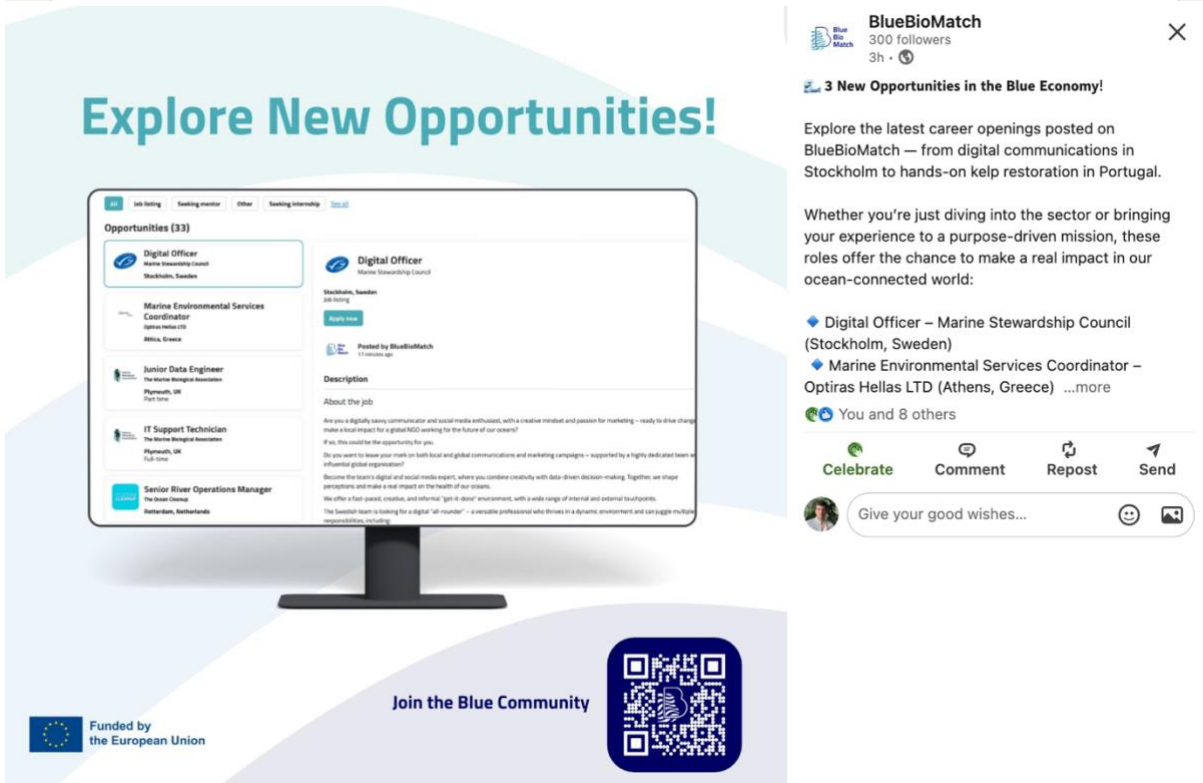


Figure 17. BlueBioMatch LinkedIn profile

## Events

The BlueBioClusters project has effectively engaged stakeholders across Europe through a series of bootcamps, webinars, and participation in external events. These activities have been crucial for fostering transnational collaboration, supporting start-ups and SMEs, and promoting innovation within the blue bioeconomy sector.

### Bootcamps

The bootcamps organised across various European locations were instrumental in engaging stakeholders, fostering cross-border collaboration, and driving knowledge exchange.

To enhance visibility and ensure alignment with the project's visual identity, branded roll-ups, both for BlueBioClusters and for BlueBioMatch, consistent with our branding guidelines, were prominent at each location (Figure 18). In addition, BlueBioMatch stickers were distributed to participants, leveraging the in-person setting to spark conversations and encourage organic dissemination of our activities and results.

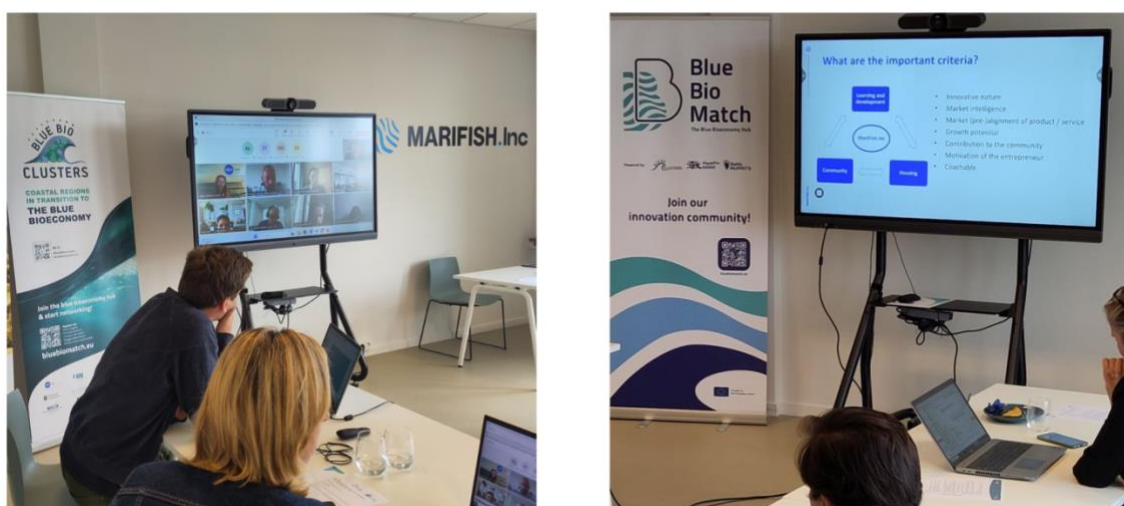


Figure 18. Bootcamp event with roll-ups

### Webinars

The **Technology Matchmaking webinars** were a key dissemination channel, connecting industry stakeholders across the blue bioeconomy ecosystem. With over 200 registrations and over 100 online views, the webinars demonstrated strong interest and engagement from the target audience. They served not only as a space for dialogue and visibility of project outcomes but also as an effective means to share updates on future activities and highlight synergies with other relevant initiatives. Information shared during the events also included communication about

BlueBioMatch itself (Figure 19), encouraging participants to engage further with the platform and continue their conversations and collaborations there.


16 Jan

**Addressing Technology Needs in Processing and Product Development of Marine and Aquatic Biomass | BlueBioClusters Tech Matchmaking Webinar #2**

16 January 2025 14:00 - 15:30 CET

Online event [i](#)

[Add to calendar](#)

H  A [+120](#)

Registration closed

**How to contact the organiser**

BlueBioClusters Project  
[media@bluebioclusters.eu](mailto:media@bluebioclusters.eu)

BlueBioClusters Tech Matchmaking Webinar #2

Addressing Technology Needs in Processing and Product Development of Marine and Aquatic Biomass

Thursday, 16 January 2024  
14:00-15:30 (CET)

Join our matchmaking webinar to connect technology suppliers with users addressing critical needs in the BlueBio value chains.

**Are you a technology supplier, researcher, startup, or SME working on or exploring advancements in processing or product development for aquatic biomass?**

Then join us for the **#2nd Matchmaking Webinar** designed to connect technology suppliers with users and address critical needs in blue bio value chains. By offering insights on current trends and fostering collaboration, we aim to tackle pressing challenges and identify innovative solutions for processing technologies and product development.

Figure 19. Matchmaking event promotion on BlueBioMatch

## The Sustainable Futures Conference

The conference explored Europe's sustainable future, with a focus on blue and green innovations through bio-based solutions, renewable energy, and stakeholder engagement. It was co-organized by BlueRev, Engage4Bio, BlueBioClusters, and SKILLBILL.

During the event, BlueBioClusters had its own dedicated booth which attracted plenty of curiosity and sparked many conversations (Figure 20). The booth was used to disseminate key project outcomes including the Value Chain Tool, the BlueBioMatch platform, the booklet featuring real-life case studies on the Ecosystem Approach in the Blue Bioeconomy but also a variety of sustainable, seaweed-based products.

As this conference was co-organised with three other projects, we also carried out joint communication efforts before and during the event. By sharing coordinated posts about the conference sessions and activities across our communication channels, we reached a much broader audience both online and offline.



Figure 20. BBC booth during the Sustainable Futures Conference

## External Events

In addition to internal activities, BlueBioClusters actively participated in several external events to broaden the project's outreach and visibility. Notable examples include Flanders Algae Day, the Nordic Co-location Conference, and Mission Arena 3 in Amsterdam, among others (Figure 21).

At each of these events, dissemination was strategically carried out through dedicated presentations, workshops showcasing project outcomes, or the display of branded roll-up banners featuring information about both the BlueBioClusters and BlueBioMatch initiatives. These efforts helped raise awareness among new audiences and promoted the project's objectives and tools to a broader community of stakeholders, including policymakers, researchers, entrepreneurs, and industry players.

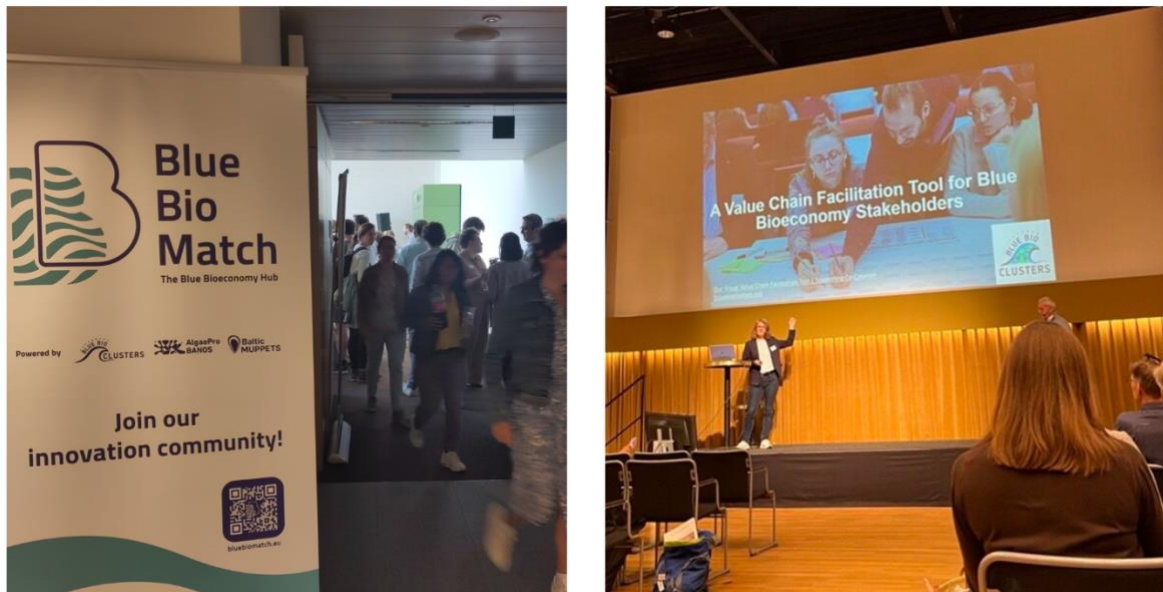


Figure 21. External Events

In conclusion, the BlueBioClusters project's dissemination activities have been crucial in reaching its goals. Through organising and participating in important events and creating high-quality dissemination materials, the project has effectively fostered partnerships, increased awareness, and advanced sustainable solutions in the blue economy bioeconomy.