



D3.4: BioBeo Comprehensive guide on organising a sustainable event promoting bioeconomy

BioBeo

Innovative Education for the BioEconomy



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Project factsheet

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Introducing the BioBeo Festival

On March 15, 2024, **BioBeo organised a Bioeconomy Festival** that took place on the Brussels campus of Odisee University of Applied Sciences. After careful planning and coordination with the EU and Bioeconomy Youth Ambassadors, as an official satellite event of the EU Bioeconomy Changemakers Festival

also taking place in Brussels earlier the same week. The festival aims to bring bioeconomy closer to education during a vibrant day full of fascinating workshops, interesting lectures, live music, comedy and animation. In Brussels, 188 people including 83 pupils from secondary schools participated in the BioBeo festival. Online Irish primary pupils and their teachers from 5 different schools contributed to the festival.

The website <https://www.biobeo.eu/festival> contains a write-up and photos of the day. Pre-festival and Post-festival highlight videos are available on the BioBeo Project YouTube Channel <https://www.youtube.com/@BioBeoProject>

A comprehensive guide on organising a sustainable event promoting bioeconomy.

During the various activities at the festival such as keynote lectures, workshops on bio-economical topics to choose from, as well as a booth exposition fair took place at the bioeconomy festival, it became clear that everyone, young or old, big or small, can have an impact on the wellbeing of our planet and that we are interconnected. Together we can make a difference and counteract the dangers of climate change.

The festival was set-up as a sustainable – no waste – festival, completely in line with the BioBeo project that defines bioeconomy for children as follows: "A bioeconomy is a way of using natural resources to produce food, energy, and products for living while taking care to protect the Earth at the same time. Using renewable, bio-based resources or gifts from the Earth, and reducing our waste in the bioeconomy supports a sustainable and healthy future for the planet and all living things. Each and every one of us needs to choose and use resources wisely and gently for the sake of our shared home- the Earth."

The sustainable way in which the BioBeo festival was organised can be inspirational for future events, therefore we put our experiences on paper and hope this comprehensive guide can be of help to those organising another sustainable event on the bioeconomy or any other academic initiative that benefits society.

We wish you lots of inspiration coming from this guide,
Bart Hempen, Odisee University of Applied Science, Brussels, Belgium
Janneke Verloop, Rotterdam University of Applied Science, Rotterdam, The Netherlands

Six-step event plan

When organising an event, small or big, 6 different steps can be distinguished:

1. **Initiation step:** coming up with a concept (within cost estimates)
2. **Preparation step:** concept is further developed (logistics, program) and options are taken
3. **Elaboration step:** contracts are concluded, and external communication (press) is worked out
4. **Construction step:** setting up the location
5. **Execution step:** actual event
6. **Aftercare and evaluation step:** phasing out, payments, thanks, completion of the objectives, conclusions after the new experiences, what could be improved... (city, neighbourhood, fire brigade)

All of these steps must be taken to avoid the production of waste. For each step this guide provides ideas in order to create an event that is sustainable.

Initiation and preparation step

This step is about coming up with an event idea and the further development of the event, i.e. drafting the programme and taking care of all logistics of the event.

Who is the organiser?

Is a team responsible for the event from A to Z or is the event (partly) outsourced? Advantages of outsourcing are the extensive experience, an objective view, often with an extensive expert network, local staff remains available for the institute. But of course, the biggest disadvantage of outsourcing is their high cost for the service offered. For this reason, we decided to organise the festival ourselves with a small team (around 9 persons) of project partners coming from Belgium, Ireland and the Netherlands. It was explicitly decided not to work with a large organising team, as this reduces its efficiency. Members of this team had a certain knowhow in how to organise an international festival. During the preparation step everyone was given a same number of tasks to keep everyone engaged. Of course, for both the booth fair as well as the workshops offered at the festival, external bioeconomy organisations were involved. These organisations often offered their services for free and kept their “carbon footprint” low.

Target audience

Profiling the participants that you want to join your event is of great importance. The more detailed you can describe your audience, the better. Our BioBeo festival was intended for a broad public. Initially anyone interested in the bioeconomy was welcome. But wasn't this too general? When looking at the BioBeo projects' aim to bring bioeconomy closer to education, we remained aiming at a broad audience but focused on participants/organisations with links to the world of education. Focusing on this more homogeneous group simplified the organisation of the event.

Other audience related factors that are important:

- Language: the event's main language used was English as lingua franca, but with some events taking place in Dutch as most participants came from Flanders/the Netherlands.
- Age: as we were going to invite pupils from secondary schools aged 12-15, our festival should offer events interesting for them.
- Different target groups: besides pupils, we also wanted our tertiary education colleagues to be interested in our festival. So more scientific cases should also be present.

Determining the number of guests

As secondary school pupils were nearly half of the festivals audience, we had decided in an early stage not to ask any participation fee. This made it very difficult for us to estimate the potential audience size. We set-up a free registration tool via [eventbrite.com](https://www.eventbrite.com). This helped in order to estimate the number of participants. We set-up the registration-tool 3 months before the event and reached our aimed maximum of 200 participants just days before the event. We had estimated that there would be a reduction in the amount of registrations of about 10% (due to no-show guests who sign up but don't show up (as they did not have to pay)). It turned out to be a 6% reduction only.

Day and duration

Weekends were out of the question as this means family time. Wednesday was also not good as pupils often attend school only half that day. We either had to aim at the beginning of the week or at the end. For two reasons we decided for the last day of the week (Friday March 15th 2024): it would nicely follow-up the EU Bioeconomy Changemakers Festival that concluded a day before, as well as schools were more willing to come on the last day of the week. Our festival was a one-day event, so participants could attend without having to stay overnight.

Where

Consider your participating audience and then decide which location is best. The choice where to organise an event heavily depends on the budget available. As this was a free festival, one of the organising higher education institutes was chosen. Further location determining factors are outdoors or indoors, number of participants, overnight accommodation necessary, catering available, reachable by sustainable travel, parking necessary, etcetera.

The location of the festival was near Brussels' central station, therefore no parking for participants was offered, in order to stimulate using green means of travel.

Communication

Attention was drawn to the festival on social media, by making it a satellite event of the EU Bioeconomy Changemakers Festival. The various project partners advertised the festival in various ways.

Elaboration step

This step is about permits and contracts that need to be concluded (if any) and external communication that is to be worked out.

Permits

As we planned to make music at the entrance of the festival in order to be an attractive festival right from the start, permit regulations were checked with the city of Brussels. Busking was legal as long as the musicians stayed on the institutes premises and was not performed on the street.

Liability and GDPR

Warnings were displayed in cloakrooms that our institute as an organiser was not responsible for loss of or damage to the participants items. When entering the festival participants were warned that photos were going to be taken for publication reasons. If they did not wish to be photographed, participants were invited to inform the photographer.

Promoting Green Travel to come to the Bioeconomy Festival

On forehand, all participants received an information package about the festival. The package informed participants about sustainable travel options. Encouraging green travel is essential for minimising the festival's overall environmental impact. Here are strategies to promote green travel to the bioeconomy festival:

1. Public Transportation

- Inform participants about local public transportation providers and their prices . Include bus, train, or tram routes that lead directly to the festival venue.
- If applicable, e.g. when many festival-goers come from the airport at the same time or stay in the same hotel, organise shuttle services from there, to reduce the number of individual cars on the road.

2. Carpooling

- **Carpool Registration:** Promote carpool platforms such as *blablacar.com* where attendees can connect and arrange carpools. At the festival venue reserve parking spots for those who carpool.
- **Promote Carpooling Benefits:** Highlight the environmental benefits and potential cost savings of carpooling in festival marketing materials.

3. Biking and Walking Routes

- **Bike Parking and Rentals:** Provide secure bike parking and inform festival-goers about local bike renting possibilities to encourage attendees to bike to the festival.
- **Walking Paths:** Include a map in the festival information package indicating walking paths for attendees who live nearby or are staying in local accommodations, making walking an appealing option.

4. Electric Vehicle (EV) Accessibility

- **Charging Stations:** If present at the venue, promote these facilities in festival communications.

5. Travel Education and Resources

- **Green Travel Guide:** Include in the Festival information package information on sustainable travel options, including links to maps of public transport, bike paths, and carpooling resources.

6. Community Engagement

- **Promotion of Local Culture:** Encourage attendees to explore the local area before or after the festival, promoting eco-friendly tourism and supporting local businesses.

Promoting green travel to the bioeconomy festival is essential for reducing the event's carbon footprint and aligning with its sustainability goals. By providing resources, organisers can encourage attendees to choose eco-friendly travel options, fostering a culture of sustainability that extends beyond the festival itself.

Construction and execution step

This step is about setting up the location and the actual event.

The programme of the festival

Time	Activity
10:00 - 11:00	<p>Welcome to the BioBeo festival</p> <p>Bitesize talk on "Existential Economics" by Prof Kees Klomp (Rotterdam UAS)</p> <p>Panel discussion on "What are you doing for the Bioeconomy?*" moderated by EU Bioeconomy Youth Ambassadors (EBYA)</p>
11:00 - 11:30	<p>BioBeo Awards: videolink with Primary Schools in Ireland to celebrate the work pupils have done for the bioeconomy through working with BioBeo educational materials.</p> <p>Live performance of the BioBeo song.</p>
11:30 - 13:30	<p>BioBeo Food Corner: have a healthy break from a food selection highlighting the importance of local and sustainable food production.</p> <p>BioBeo Bioeconomy Brussels Trail and Quiz: walk around the campus guided by the BioBeo app highlighting bioeconomy initiatives in Brussels while participating in a quiz.</p> <p>BioBeo Bioeconomy Fair: visit the booth expo and meet bio-based innovations, products and technologies (open throughout the festival).</p> <p>BioBeo Movie corner: watch the BioBeo animations and other films related to the bioeconomy.</p> <p>BioBeo Escape room: visit an art installation highlighting the beauty and the importance of forests.</p> <p>BioEComedy: live standup comedy about the bioeconomy (13:00 - 13:30)</p>
13:40 - 14:40	<p>Bioeconomy in Action (session 1): attend an interactive Workshop around a BioBeo theme (food loop, forestry, interconnectedness, life below water and outdoor education) and learn about bio-based activities.</p>
14:50 - 15:50	<p>Bioeconomy in Action (session 2): attend an interactive Workshop around a BioBeo theme (food loop, forestry, interconnectedness, life below water and outdoor education) and learn about bio-based activities.</p>
15:50 - 16:30	<p>Youth forum on Bioeconomy: policy ideas from BioBeo schools and EU Bioeconomy Youth Ambassadors (EBYA)</p> <p>Closing remarks by BioBeo team</p>

The day before the festival the organising team together with the local facility management team made sure all rooms for the events (registration of participants, aula for keynote speakers, booths fair/food corner and workshop rooms) were set-up and ready for the festival. Signage in the building was also arranged.

Registration of participants

All festival goers registered online for the BeoBeo festival at a platform called *eventbrite.com*. The check-in took place at the entrance hall of the festival. Participants received a sustainable name tag and a sustainable goody bag.

Eco-Friendly Lanyards and Name Tags with Carrot Seeds

Incorporating eco-friendly lanyards and name tags at a bioeconomy festival can enhance sustainability and engage attendees in a meaningful way. Here's how to implement this innovative idea:

1. Sustainable Materials for Lanyards

- **Recycled Materials:** Use lanyards made from recycled fabrics or materials, such as lanyards made from organic cotton, hemp, or bamboo, which are biodegradable and sustainable to minimise environmental impact.

2. Seed-Embedded Name Tags

- **Carrot Seed Inclusion:** Have name tags designed that incorporate carrot seeds within the paper or tag itself. This can be done at *sheedostudio.com*, a company that uses paper which is embedded with seeds that attendees can later plant. They use biodegradable or compostable paper for the name tags that dissolve or decompose after use, returning nutrients to the soil.

3. Design and Information

- **Personalisation:** Attendees' names and workshop locations were handwritten on the name tag with biodegradable ink, making them both functional and personal.

4. Promotion of Sustainability

- **Recycling:** Use "blanco" lanyards and promote the re-use of them showing the festival's commitment to sustainability.
- **Engagement:** Encourage attendees to share their planting experiences on social media, creating a community around sustainable practices. Let them share the message about the importance of growing food, local agriculture, and the bioeconomy.

5. Waste Management

- **Post-Festival Planting:** After the festival, encourage attendees to plant their name tags in their gardens or pots, reinforcing the festival's theme of sustainability and bioeconomy.

Eco-friendly lanyards and name tags with carrot seeds offer a creative and sustainable approach to attendee engagement at a bioeconomy festival. By using recycled materials and promoting planting, these items can enhance the festival's message of sustainability and encourage attendees to take actionable steps toward eco-friendly practices.

Sustainable goody bags

Goody bags are a popular way to thank attendees and promote the festival's themes. However, to align with the principles of sustainability and bioeconomy, it's essential to carefully consider their content and packaging. Here are strategies for creating eco-friendly goody bags:

1. Eco-Friendly Materials

- **Biodegradable or Reusable Bags:** Use bags made from recycled paper, organic cotton, or other biodegradable materials. Avoid single-use plastic bags. At the festival participants could learn how to stain their bags with ecological staining colourings.
- **Minimal Packaging:** Choose products with minimal or no packaging. Encourage vendors to contribute items that are eco-friendly.

2. Sustainable Products

- **Local and Organic Items:** Include locally sourced products such as protein snacks (made with insects offered by kriket.be), or artisanal goods. This supports local businesses and reduces carbon footprints.
- **Biodegradable or Compostable Items:** Choose items that can decompose, such as natural lip balm in decomposable packaging (which was freely offered at the festival from wondr.care), bamboo utensils or compostable straws.

3. Educational Materials

- **Informative Brochures:** Include brochures or booklets that educate attendees on bioeconomy principles, sustainable practices, and how they can contribute to environmental conservation.
- **DIY Guides:** Provide simple guides on topics like composting, gardening, or reducing waste, encouraging attendees to implement sustainable practices at home.

4. Incentives for Sustainability

- **Circular sustainable fashion festival Contest Entries:** at our festival wearing sustainable fashion was promoted, reinforcing the festival's focus on sustainability. The most original and sustainable fashion was rewarded.

5. Waste Reduction Strategies

- **No Single-Use Items:** Avoid including items like plastic cutlery, straws, or other single-use products.

By thoughtfully designing goody bags that reflect sustainability and the principles of bioeconomy, festival organisers can enhance the attendee experience while promoting eco-friendly practices. These bags can serve as a tangible reminder of the festival's message, empowering attendees to adopt more sustainable habits in their everyday lives.

Booth fair and food corner

Over lunchtime all participants could visit the booth fair addressing the 5 BioBeo themes:



The booths present where:

[BOS+](#)

At this booth information is displayed on Bos+ projects and an escape to the forest while being at a busy festival.

[Circularity 101- Become a Circular City Changemaker \(Circular City Challenge/SYNYO\)](#)

At this booth information is displayed on the Project and Workshop about our international Contest on how to submit a project regarding circularity. You'll learn how to design innovative solutions for your city. You will also have the chance to compete in an international contest and join a community of changemakers. Don't miss this opportunity to discover your potential impact and how to activate the levers of change!

[Ecostain \(Odisee\)](#)

With EcoStain, we are making qualitative histological research ready for a sustainable future. From the plant residual stream of red cabbage, we are developing an environmental and user-friendly alternative to current synthetic histochemical dyes. To this end, naturally occurring pigments from the non-consumable leaves of red cabbage are optimally extracted and implemented in a validated staining protocol for histological material.

[Green Schools / An Taisce](#)

At this booth information is displayed on food loop, nature connection, projects undertaken by green schools on biodiversity/foodthemes

Parents International

At this booth information is displayed on Parents International’s research, advocacy tools and training offer.

Sea First - Ocean, Climate Change and Our Health

Learn more about the ocean and the impact of climate change on this fascinating and biggest ecosystem on earth. Learn about ocean warming and ocean acidification and the consequences of these phenomena on life beneath the surface and on land. Hope to sea you!

SMARTlab Skelligs/ UCD

At this booth information is displayed on Multiple AR/VR and Olfactory learning experiences including OCEAN scent (spray on), World Sensorium (scent cards and video), Be Earth Experience (VR), Eco Telly and Butterfly Box (AR experiences/interactive) and Muinin Catalyst Learning Tools.

Further information is displayed on our educational programmes, the post primary programmes, some of the outcomes.

Stars are Circular Foundation

At this booth information is displayed on the foundation and how we work on stimulating circular education. The **Stars Are Circular Foundation** educates children and families about the circular economy. It aims to provide them with the tools to become conscious, innovative and collaborative participants in the circular economy. Its educational programmes seek to develop children's social, creative and entrepreneurial skills so that they have a mindset that believes in a healthy planet. The foundation aims to foster individual strengths and talents and have an impact on local communities.

University of Hohenheim

At this booth the game Resource – Don’t Go was introduced and the dedicated work of the eTwinning teachers and students from five different schools in four different countries was presented.



The visitors of the booth not only learned more about the concept of bioeconomy and activities in the eTwinning project but also had a chance to actually play the Resource-Don't Go game with the card set prepared, based on the content provided by several EU-funded projects!

Food corner

Sustainable healthy food was promoted during the festival. Local merchants were offering their products consisting of organic ingredients only.

Sustainable Food Corner at a Bioeconomy Festival

The food corner of the bioeconomy festival plays a crucial role in promoting sustainability and showcasing local, eco-friendly practices. Here are key strategies for creating a sustainable food corner:

1. Local Sourcing

- **Farm-to-Table Approach:** Partner with local farmers and producers to provide fresh, seasonal ingredients. This reduces transportation emissions and supports the local economy.
- **Sustainable Fishing and Livestock:** Ensure that any seafood or meat served comes from sustainable sources, adhering to ethical farming and fishing practices.

2. Plant-Based Options

- **Diverse Menu:** Offer a variety of plant-based dishes to cater to different dietary preferences. Highlight the environmental benefits of plant-based eating.
- **Meat Alternatives:** Include options that feature meat substitutes made from legumes, grains, or other sustainable ingredients.

3. Eco-Friendly Packaging

- **Biodegradable and Compostable Materials:** Use compostable plates, utensils, and cups to minimise waste. Avoid single-use plastics entirely.

4. Waste Management Practices

- **Food Waste Reduction:** Work with vendors to minimise food waste by adjusting portion sizes and using food scraps creatively in dishes.

5. Education and Engagement

- **Workshops:** Offer workshops on topics such as growing your own mushrooms, or reducing food waste, enhancing the educational aspect of the festival.

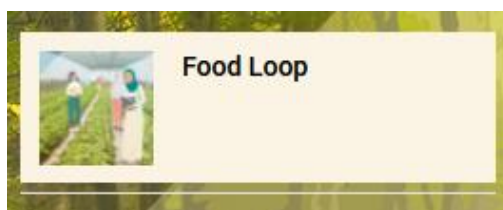
6. Community Involvement

- **Local Chefs and Vendors:** Feature local chefs and food vendors, creating a sense of community and collaboration. This also helps to promote local cuisine.

Creating a sustainable food corner at a bioeconomy festival not only enhances the attendee experience but also embodies the festival's core values. By focusing on local sourcing, reducing waste, and promoting healthy eating, the food corner can serve as a model for sustainable practices that attendees can adopt in their own lives.

Workshops: bioeconomy in action

The workshops covered all 5 BioBeo themes



Workshop: Oyster mushrooms

PermaFungi is a cooperative association with social objectives in Brussels that recycles an urban waste stream - coffee grounds! In this workshop you will learn how to cultivate oyster mushrooms on coffee grounds.

Organiser: [Permafungi](#)

Workshop: Sea First - Cultured Meat

Sea First's core business is education about the ocean and everything that lives, grows, purifies, flows and... goes wrong in it. Meat and fish consumption are closely correlated to climate change, ocean acidification, food system inequity, freshwater shortage, overfishing, zoonosis and animal cruelty. Cultured meat is a form of cellular agriculture and one of the promising scientific solutions for the world's increasing demand for animal protein. Learn more about the cell biology principles underlying cultured meat production as well as the biggest hurdles in this interactive workshop. Hope to sea you!

Organiser: [Sea First](#)



Workshop: Escape to the forest

BOS+ (meaning Forest+) invests in creating a resilient world full of forests and trees, for a better climate, more biodiversity and greater well-being for people, plants and animals.

Organiser: [BOS+](#)



Workshop: Interconnectedness and systems thinking

Djapo is an expert in developing didactic tools and methodologies. In this workshop the 'interconnectedness' pillar of the sustainability issue is addressed using systems thinking.

Organiser: [Djapo](#)

Workshop: Circularity 101- Become a Circular City Changemaker

Are you ready to transform your city into a green, fair, and circular paradise? Join the CircularCityChallenge workshop and learn how to design innovative solutions for your city. You will also have the chance to compete in an international contest and join a community of changemakers. Don't miss this opportunity to discover your potential impact and how to activate the levers of change!

Organiser: [Circular City Challenge](#)

Workshop: Prototyping Circular

Prototyping circulars likes to trigger a change in the awareness of young designers in terms of Circularity, with specific focus on circular bio-based resources and processes. In this workshop you will learn about the importance of sustainability during the design process.

Organiser: [Prototyping circular](#)

Workshop: Starsarecircular: Sharing circular and sustainability

Developing new courses on Circularity and Sustainability is intensive and means that stimulating re-use is in line with the objectives we strive for in education. In this workshop we will share our experiences on these topics and we will discuss our current insights on future research we are initiating.

Organiser: [Stars are Circular Foundation](#)

Workshop: Starsarecircular: Circularity in regular education

During this workshop we will share our information on how we integrated the development of primary and secondary classes on circularity and sustainability in our course Network organisations.

We asked students to develop a lesson on one of the SDGs using their own network. Nice and inspiring lessons were developed and made available for primary and secondary schools in the Netherlands.

Organiser: [Stars are Circular Foundation](#)

Workshop: UCD SMARTlab Skelligs

SMARTlab Skelligs is based in Cahersiveen at the Skellig Coast in the Southwest of Ireland. SMARTlab has created AR/VR and olfactory works and experiences on mobile apps with interactive elements. In this workshop we demonstrate tools, technologies and the importance of the olfactory elements to deep learning and memory.

Organiser: UCD SMARTlab [Skelligs](#)



Workshop: Join for water

Join For Water is an organisation that aims at guaranteeing water for people and nature alike, today, as well as tomorrow. In this workshop you will learn to make sustainable choices around water.

Organiser: [Join for water](#)

Workshop: Sea First - Ocean, Climate Change and Our Health

We would like to invite you to our workshop on the strong relationship between The Ocean, Climate Change and Our Health, organised by the Sea First Foundation. Our Foundation is committed to improving the conditions for life in the ocean. We do this by giving lectures, lessons, presentations and by publishing books and articles – basically by raising awareness among the broad public. We also create lesson packages about the ocean for primary and secondary schools. By doing this we hope to create greater awareness of Ocean Literacy. We believe that knowledge is the best way to protect the most important ecosystem on earth: the ocean.

Learn more about the ocean and the impact of climate change on this fascinating and biggest ecosystem on earth. Learn about ocean warming and ocean acidification and the consequences of these phenomena on life beneath the surface and on land. You are more than welcome to join this interactive workshop! Hope to sea you!

Organiser: [Sea First](#)



Workshop: Biomimicry

Biomimicry expert Saskia van den Muijsenberg shows how nature can serve as inspiration to solve problems regarding sustainability. Designing inspired by nature.

Organiser: [Biomimicrynl.org](#)

Workshop: Making ropes with natural fibers

Natuurpunt is an independent volunteer association that protects vulnerable and endangered nature in Flanders. They unite people with nature. Anke Desender teaches you how to make a rope with natural fibres.

Organiser: Natuuracademie ([Natuurpunt](#))

There was a band playing all day, first at the entrance and later in the room where the booths were.

BioBeo Festival Dresscode

Many festivals are carried out around the world using identifying t-shirts for both facilitators and attendees. Unfortunately, beyond the festivals, these fast fashion t-shirts are rarely worn again. In line with our BioBeo mission, we wanted to ensure that the BioBeo festival on 15th March 2024 in Brussels did not add to the collection of excessive fast fashion sitting in people's wardrobes around Europe. The Horizon Europe funded project BioBeo is dedicated to promoting the principles of a bioeconomy across European communities. Therefore, the inclusion of fast fashion would contradict this mission and was not considered as an option. Pass on fast fashion, opt for compassion! During our festival there was a fashion contest. A jury was walking around to interview people about how they were dressed and what was the origin of their clothes. There was second-hand clothing, fashion made of natural materials, like wool etc. The best and most natural dressed person did win.



It was decided to advertise the BioBeo festival as a 'circular sustainable fashion festival' whereby the participants and facilitators would be invited to wear old clothes, clothes purchased in their local charity shops, or clothes made specifically using sustainable materials. Attendees were interviewed by the jury, regarding their sartorial choices, and they were posted on the BioBeo Instagram page to draw attention to this novel and innovative idea. At the end of the festival some festival-goers were awarded the best dressed attendee award for wearing sustainable fashion. The award was a handmade brooch. We hope that this will encourage others who are hosting events, whether corporate or educational or something else, that it is time for us all to stop, take a moment and ask – are the disposable t-shirts or otherwise really the smartest option? The cost alone is excessive, but most importantly, the footprint is no longer acceptable. Think circular, think sustainable, think vintage, think CREATIVELY!

Funfactor BioBeo Festival

There was close involvement of several of the **EU Bioeconomy Youth Ambassadors** taking part in the **BioEComedy** section of live stand-up comedy about the bioeconomy.



No-waste festival

All food and drinks were served in reusable plates/cups. Sorting of waste was possible on site. Also using a digital program booklet instead of printed booklets reduced waste. Banners were also reused.

Effective waste management is crucial for minimising the environmental impact of a festival. Here are key strategies to implement a robust waste management plan:

1. Zero-Waste Policy

- **Goal Setting:** Aim for a zero-waste festival where 90% or more of the waste is diverted from landfills.
- **Education:** Inform attendees about the zero-waste goal through signage and announcements, encouraging participation.

2. Waste Sorting Stations

- **Clear Signage:** Set up clearly marked recycling, composting, and landfill bins to guide attendees on proper waste disposal.

3. Composting

- **Compostable Materials:** Encourage vendors to use compostable plates, utensils, and cups. Ensure these materials are available at all food stalls.

4. Recycling

- **Recyclable Materials:** Provide bins specifically for recyclable materials (e.g., plastic, metal, paper) and ensure vendors use recyclable packaging.

5. Education and Engagement

- **Workshops:** Offer workshops on food production, waste reduction, composting, and recycling during the festival to educate attendees.

Implementing effective waste management strategies is essential for a sustainable festival. By focusing on education, proper waste sorting, and collaboration with vendors, organisers can significantly reduce the environmental footprint of the event and promote awareness of bioeconomy principles.

Aftercare and evaluation step

This step is about evaluating the event and conclusions afterwards.

BioBeo Awards

At the festival students from primary school level (in Ireland), secondary school level (in Belgium) as well as University Students in Teacher Education from Belgium, Ireland and the Netherlands, who have participated in the BioBeo Education Programme were awarded a BioBeo award, handed out at the **BioBeo Bioeconomy Festival** – showcasing the creation of new generations of bioeconomy ambassadors!

Podcast

BioBeo supports the Bioeconomy Matters podcast initiative of Rita and Hailey <https://www.biobeo.eu/bioeconomy-podcast> and an episode with the keynote speaker Kees Klomp was

recorded in conjunction with the Festival, and previous episodes feature Tom Curran of UCD and Evelyn Reinmuth of UH.

BioBeo Festival Website

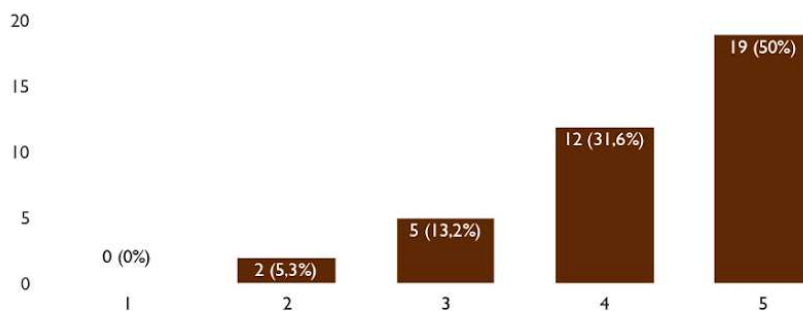
<https://www.biobeo.eu/festival> keeps the festival alive:



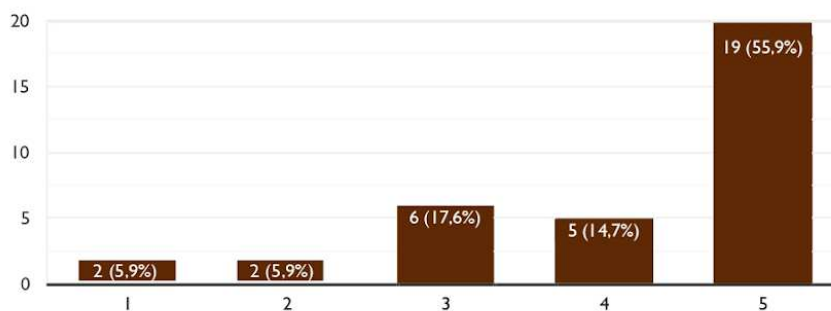
BioBeo Festival evaluation

The festival was evaluated very positively by more than 80% of adult participants through google forms (on a scale from 1-5, where 5 is the best):

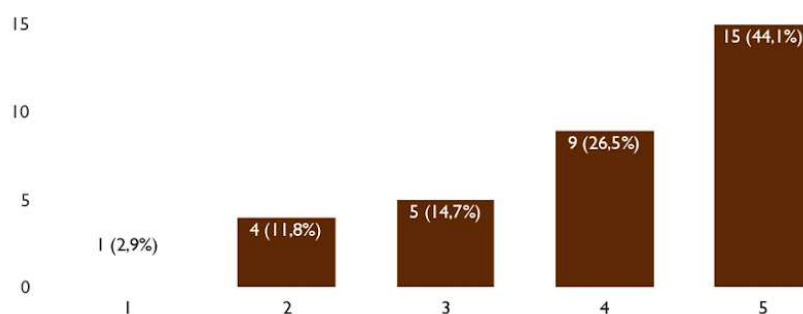
Overall impression of the BioBeo festival



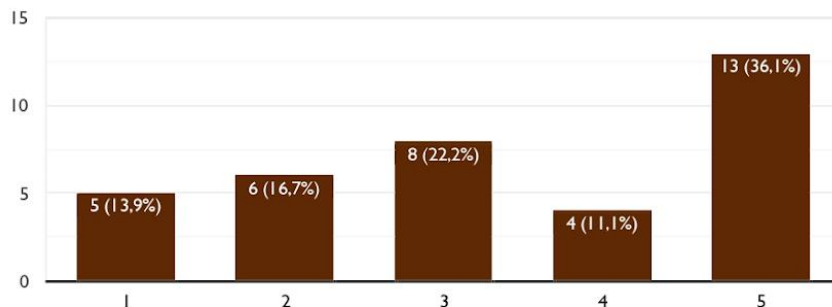
Opening talk by Kees Klomp



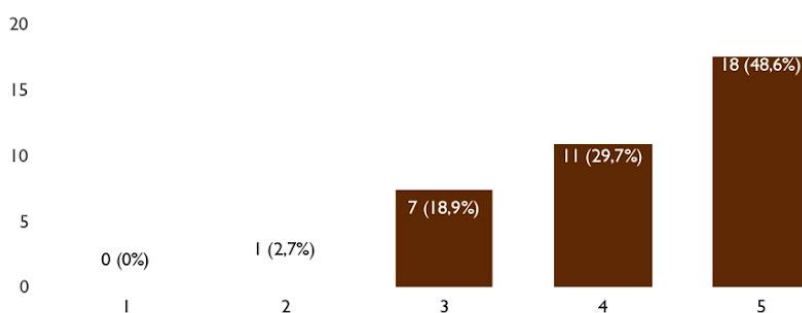
Panel discussion “What are you doing for the Bioeconomy?”



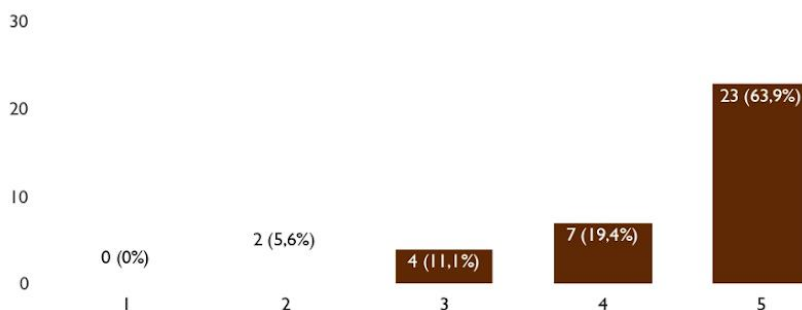
Videolink with Primary Schools in Ireland



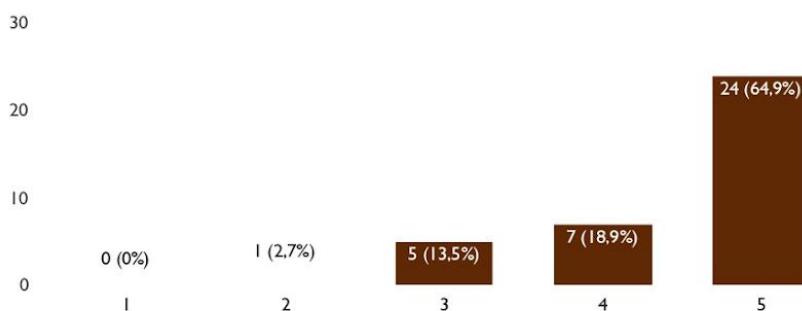
Lunch



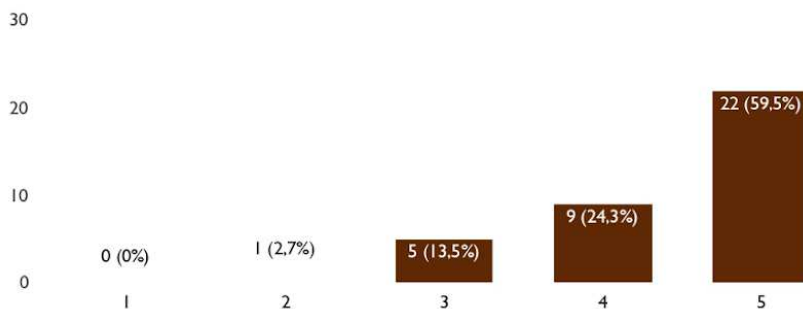
Chocolate praline



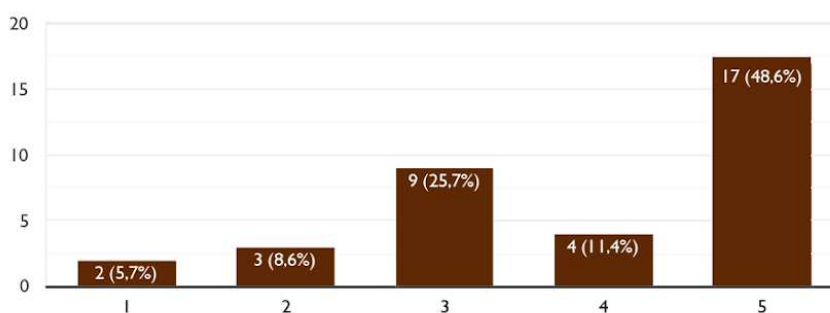
Live music



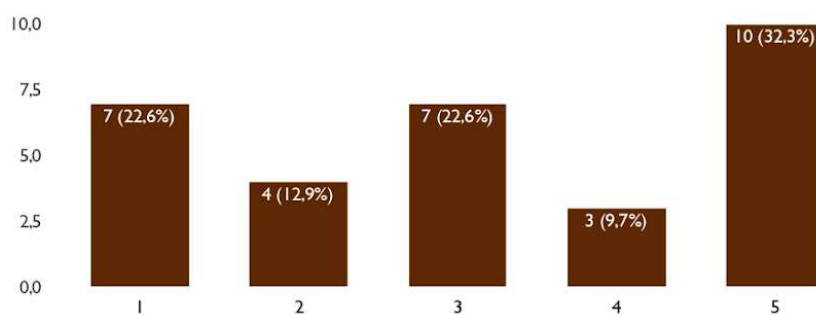
BioBeo booths exposition



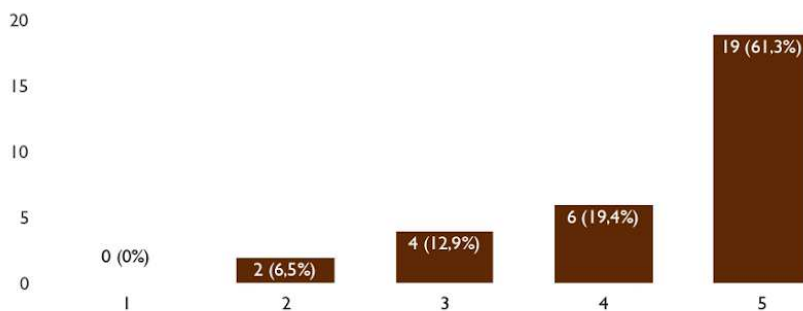
BioEComedy



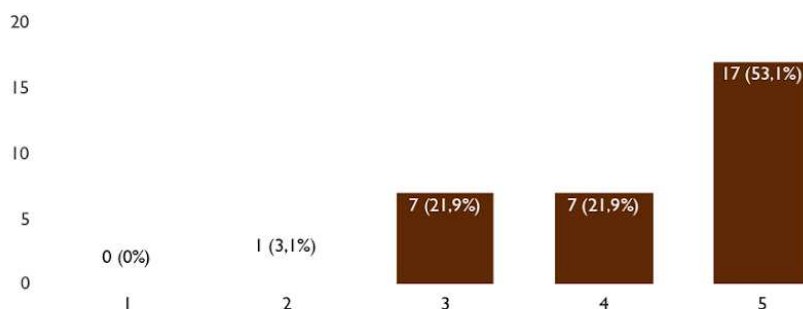
BioBeo android app



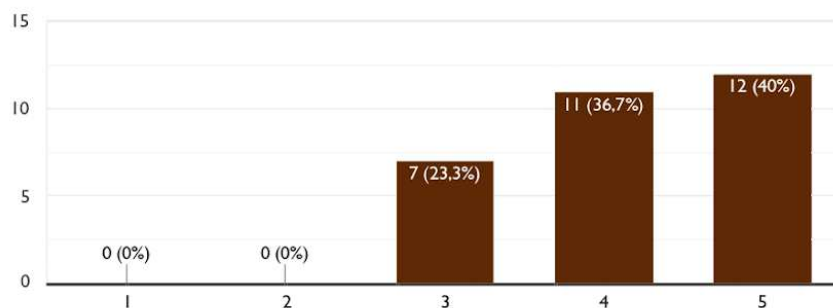
Workshop 1



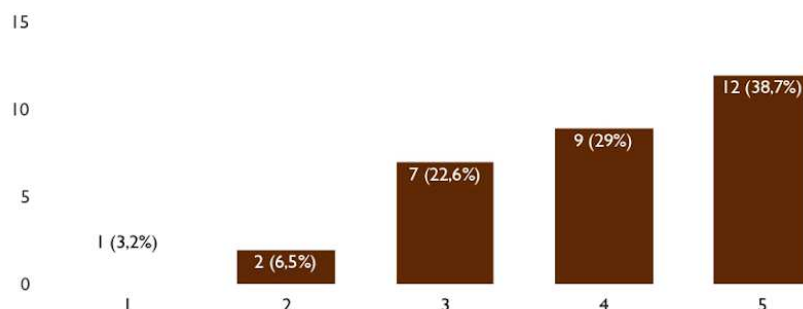
Workshop 2



Closing session: BioBeo awards (biomimicry)



Closing session: Youth forum on Bioeconomy



Key Considerations for Organising a Sustainable Event

Organising a sustainable event requires careful planning and attention to various aspects of event management. Based on the BioBeo Festival experience, here are the most important factors to consider:

Holistic Approach to Sustainability

The BioBeo Festival demonstrated that sustainability should be integrated into every aspect of event planning and execution. From the initial concept to the final evaluation, organisers must prioritise eco-friendly practices throughout the entire process.

Waste Reduction and Management

Implementing a zero-waste policy or strive for minimal waste is crucial. This includes using digital tools for registration, program information, and communication to reduce paper waste, using reusable or compostable materials for food service, and setting up clear waste sorting stations throughout the event space. The festival's success in minimising waste through these methods highlights the importance of this aspect.

Sustainable Transportation

Promoting green travel options is essential for reducing the event's carbon footprint. Encouraging the use of public transportation, carpooling, biking, and walking can significantly decrease emissions associated with attendee travel. Also, offering virtual attendance options help reduce travel-related emissions.

Local and Eco-Friendly Sourcing

Partnering with local vendors and sourcing sustainable, organic products for food and merchandise not only supports the local economy but also reduces transportation emissions. Furthermore, food waste can be minimised by careful planning and donating leftovers. The festival's focus on local, plant-based food options exemplifies this principle.

Educational Component

Incorporating workshops, presentations, and interactive displays on sustainability and bioeconomy topics can enhance attendee engagement and promote long-term behavioural changes. The BioBeo Festival's diverse range of educational activities demonstrates the effectiveness of this approach.

Innovative Sustainable Practices

Creative solutions, such as using seed-embedded name tags that attendees can plant after the event, collaborating with local bio-based startups to showcase their products or technologies, and organising a sustainable fashion contest, can make sustainability fun and memorable for attendees. These unique touches can inspire participants to adopt eco-friendly practices in their daily lives.

Stakeholder Engagement

Involving various stakeholders, including local bioeconomy-focused organisations, educational institutions, and the bioeconomy youth ambassadors, can enrich the event's content and broaden its impact. The BioBeo Festival's collaboration with multiple partners contributed to its success.

Technology and Digital Solutions

Utilising digital tools for registration, program information, and post-event communication can significantly reduce paper waste. Demonstrating VR-options and creating a mobile app help promoting (local) bio-economy initiatives. The festival's use of these technologies and digital solutions showcase the importance of leveraging technology for sustainability.

Post-Event Evaluation

Conducting a thorough evaluation after the event is crucial for identifying areas of improvement and measuring the event's success in meeting sustainability goals. The BioBeo Festival's positive evaluation results demonstrate the value of this step.

By incorporating these principles, event organisers can create sustainable, bioeconomy-aligned events that not only minimise environmental impact but also inspire attendees to embrace eco-friendly practices in their daily lives.