



DELIVERABLE 1.5

Outreach, Synergies Report and Legacy Roadmap



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ABOUT THIS DOCUMENT

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ABBREVIATIONS

ABBREVIATION	DESCRIPTION
BBT	BlueBioTechpreneurs
BBA	BlueBio Alliance
CDE/DEC	Communication, Dissemination and Exploitation
D	Deliverable
DMP	Data Management Plan
DEC	Dissemination Exploitation Communication
EC	European Commission
GA	Grant Agreement
KPI	Key Performance Indicator
M	Month
PC	Project Coordinator
PMBA	Pole Mer Bretagne Atlantique
PO	Project Officer
PP	Project Partner
SDU	University of Southern Denmark
SUB	SUBMARINER Network for Blue Growth EEIG
UG	University of Gdansk
WP	Work Package
WPL	Work Package Leader





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1 INTRODUCTION

The purpose of this deliverable is to document the outreach efforts, synergies, and collaborative actions established throughout the project and to outline a strategic roadmap for the continued use and impact of project results beyond its official end. By capturing the initiatives, tools, and partnerships that have increased the project's visibility and influence, the report serves as a record of achievements and a forward-looking guide to ensure long-term relevance and uptake. It provides insights into how the project has interacted with related EU-funded activities, fostered cooperation, and laid the groundwork for the legacy of its outcomes.

This report covers the current duration of the project. It includes an analysis of communication and dissemination actions, documentation of synergies with other initiatives, and a clear roadmap for future exploitation. The methodology combines a review of outreach materials and records, exchange with project partners and external collaborators, and participatory inputs on legacy planning. Both quantitative data (such as metrics on outreach reach and engagement) and qualitative reflections (such as lessons learned and stakeholder feedback) are used to assess performance and define next steps.

For clarity, the report uses the following definitions: **Outreach** refers to activities aimed at increasing visibility and engagement with external audiences, helping to communicate project aims and results. **Synergies** are collaborative efforts with other projects, networks, or institutions that enhance the project's value, relevance, and reach. **Exploitation** refers to using project outputs, such as tools, data, and recommendations, by various stakeholders in future activities, research, policymaking, or business. **Legacy** describes the lasting impact of the project and the mechanisms put in place to ensure its results remain accessible and integrated into ongoing work across relevant sectors.

2 OUTREACH ACTIVITIES

2.1 Objectives and Strategy

Project Objectives based on the Grant Agreement

The outreach goals of the project are directly aligned with its core objective: to make the blue biotech sector, its potential applications, and business opportunities known to a broad and diverse audience. Through a carefully designed and strategically delivered set of activities, the project aims to inspire the next generation of professionals to explore and pursue careers in this emerging field, while fostering the conditions for long-term collaboration between academia, industry, and entrepreneurial actors.

MOOC

At the heart of this outreach strategy is the development and delivery of Massive Open Online Courses (MOOCs, 5 Courses about the blue bioeconomy, see figure 1), structured around three key elements: the blue biotech sector and its innovative applications; the market opportunities that the Blue sector presents; and its critical role in advancing a circular blue economy that contributes to both the digital and green transitions. The MOOC has been conceptualised with leading universities, industry



entrepreneurs, and experts, including European competence frameworks for digital, entrepreneurial and sustainability skills to reflect the transversal skills and synergies needed to succeed in the sector.

Hackathons

Complementing the MOOC, the BlueBioTech Hackathons are designed as practical, immersive experiences that bridge theory and practice. By connecting students and recent graduates with real-life challenges proposed by blue biotech companies, the hackathons support mentoring, skills-building, and career perspectives. Each of the three hackathons is set in a different sea basin (Atlantic, Baltic, and North), bringing regional perspectives into the innovation process. Outcomes will include viable innovations, startup ideas, and placement offers from industry leaders, emphasising female participation and inclusivity.

Webinars

The project has launched the BlueBioTechpreneurs webinar series to extend outreach and engagement further. These sessions showcase inspiring stories and sustainable innovations from startups and entrepreneurs in the sector, acting as educational tools and networking opportunities. Topics include circular and sustainable applications, women's entrepreneurship, and opportunities in Europe's outermost regions.

BlueBioMatch Community

All participants, especially MOOC learners and Hackathon alumni, were invited to join BlueBioMatch. (<https://bluebiomatch.hivebrite.com>) "Wavemakers" Working group as a dedicated community space for further exchange of hackathon participants or interested students. This interactive space facilitates matchmaking, knowledge sharing, and peer support, connecting learners, mentors, and companies into an active network. The outreach effort thus extends beyond raising awareness to establishing an engaged and collaborative community that supports long-term development of the sector.

These outreach efforts support several EU strategic objectives. BlueBioTechpreneurs contributes directly to the European Skills Agenda, the European Strategy for Universities, and the strategy for Transforming the EU's Blue Economy by equipping students and professionals with relevant entrepreneurial and digital skills. GreenComp, DigComp, and EntreComp frameworks are the baseline for learning content across all activities to ensure consistency, relevance, and transferability across educational contexts.

Finally, by highlighting sustainable, circular, and innovative approaches in the blue bioeconomy, the project contributes to the broader goals of the EU Green Deal and the EU Mission Ocean: Restore our Ocean and Waters by 2030. Outreach in this project is not simply about communication—it is an essential mechanism for education, innovation, and legacy building.



Courses 3 Courses

Learn new skills, pursue your interests or advance your career with our short online courses.

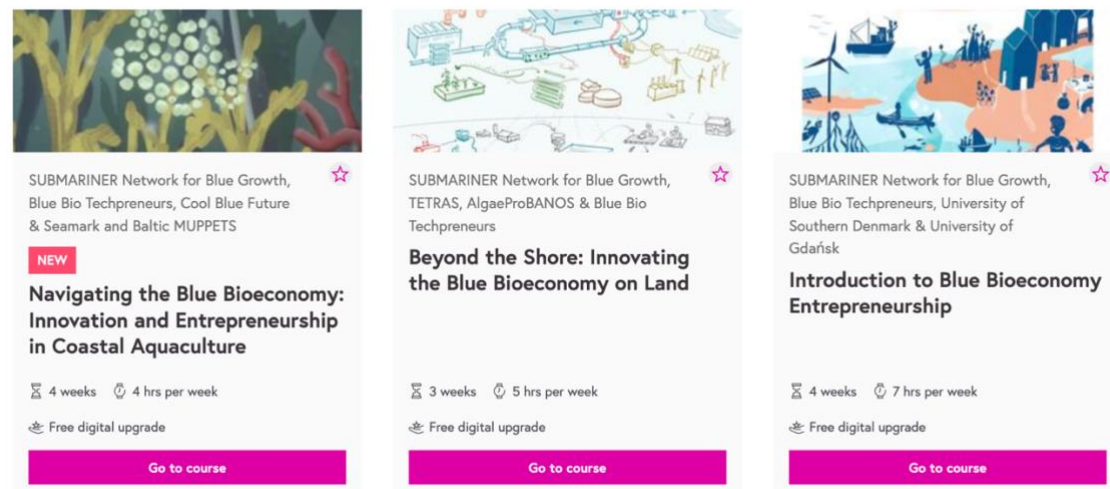


FIGURE 1 MOOC COURSES

2.2 Target Audiences

The project targets a diverse set of audiences, each critical to supporting the growth and innovation of the blue biotech sector. Outreach efforts have been tailored to ensure effective engagement with each group through dedicated channels and content formats.

The primary audience includes master's and PhD students and recent graduates from disciplines related to the blue biotech sector. These early-career individuals represent the next generation of professionals and innovators. The project informs and inspires them through accessible learning resources like the online courses and by involving them in hands-on experiences such as hackathons and webinars. Communication with this group is conducted primarily through BBT partner universities' alumni networks, career services, in-person outreach in university classes, academic and professional events, and online platforms such as Facebook and LinkedIn posts and groups. Partner newsletters and the project website also serve as key information channels.

Another core audience is entrepreneurs, particularly start-ups and SMEs with business models centred on innovative and circular products within the blue biotech sector. These actors are essential for transforming research and ideas into market-ready solutions. Outreach to this group is focused on building personal connections and showcasing collaboration opportunities. The main channels for engagement include direct contact through the extensive business networks of key project partners (notably SUBMARINER Network, PMBA, and BBA), BlueBioMatch and the project website.

Finally, practitioners, professionals, and initiatives already active in the blue economy, such as "[Blue-Jobs](#)," and broader learners interested in expanding their knowledge of the sector form an important secondary audience. They are encouraged to use the project's open-access learning tools, particularly the MOOC and webinar series, to upskill and remain connected with emerging trends. Communication with this group relies on social media (Facebook and LinkedIn), partner newsletters, the BlueBioMatch, the project website and direct communication.

By targeted outreach strategies and communication channels to each target group's specific needs and behaviours, the project ensures broad and meaningful engagement across the blue bioeconomy ecosystem.

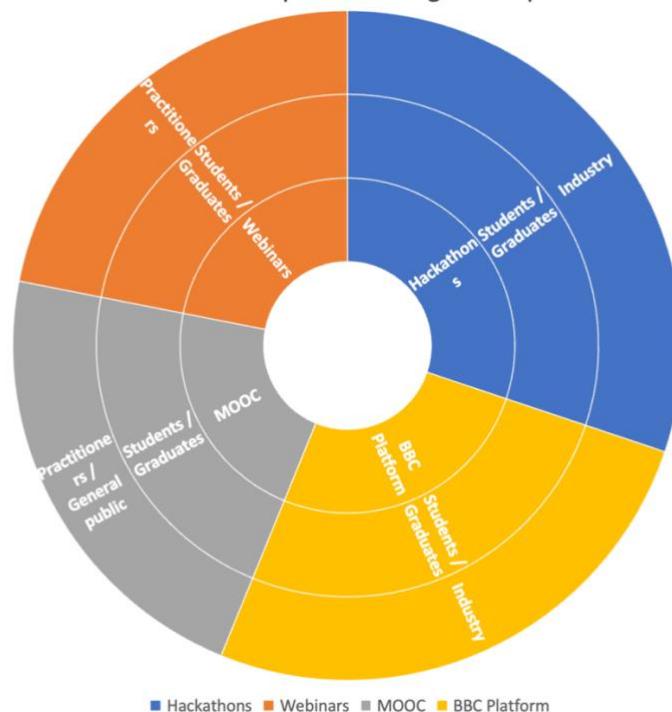


FIGURE 2 TARGET AUDIENCE BY ACTIVITY

2.3 KPIs and Metrics

To evaluate the effectiveness and reach of the project's outreach and engagement activities, a set of Key Performance Indicators (KPIs) and metrics has been defined and monitored throughout the project's implementation. These indicators provide quantitative and qualitative insights into how well the project has raised awareness, engaged target audiences, and promoted its key messages. The KPIs focus on measuring the visibility and impact of the project across various channels, including the number of website visits, participation in events, media coverage, and growth on social media platforms. Together, these metrics help assess progress towards communication objectives and inform adjustments to outreach strategies to maximise reach and relevance.

BBT KPIs

KPI LIST			
KPI	Target/ Baseline value	TOTALS	% COMPLETE
MOOC Participants	1000	1067	107%
MOOC User satisfaction score	8,5	9,9	116%
Hackathons Participants	100	52	52%
Hackathons Innovations presented	10	11	110%
Hackathons Placement offers extended by industry leaders	5	1	20%
Hackathons Start-up ideas generated	10	11	110%
Hackathon Women participation (in %)	50	54,0	108%
Webinars Participants	400	248	62%
Webinars Streams during project's lifetime	500	543	109%
Webinar User satisfaction score	8,5	8,8	104%
Webinar Women participation (in %)	50	71,3	143%
BlueBioMatch Number of alums created a profile	100	152	152%
BlueBioMatch Users joined BBT group	50	100	200%
Communication & Dissemination #likes per project-related post	100	1056	1056%
Communication & Dissemination #visits to project webpage	1000	1505	151%
Communication & Dissemination #shares of project-related posts	50	257	514%
Communication & Dissemination #followers on LinkedIn	500	661	132%

TABLE 1 KPI LIST

MOOC Statistics

Course 1: Introduction to Blue Bioeconomy Entrepreneurship

Introduction to Blue Bioeconomy Entrepreneurship

Have you ever wondered how marine resources can drive innovation, create businesses, and solve global challenges?

[Go to course](#)

610 enrolled on this course

Duration
4 weeks

Weekly study
7 hours

100% online
How it works

Digital upgrade
Free

FIGURE 3 COURSE 1





General information

1. **Publication date:** 24.02.2025
2. **Duration online:** 4 months
3. **Learners (today's date: 24.06.2025):** 610
4. **Available here:** <https://www.futurelearn.com/courses/introduction-to-blue-bioeconomy-entrepreneurship>

Course Content

Introduction to Blue Bioeconomy Entrepreneurship isn't just about theory. It's about real-world opportunities. It will help you explore how the Blue Bioeconomy can contribute to a healthier ocean and a more sustainable future. Whether you're a future entrepreneur, curious ocean enthusiast, or just investigating new career paths, this is your opportunity to learn how marine resources can drive innovation, business, and real-world solutions.

What learners will achieve:

- Evaluate the potential of marine resources in contributing to the Blue Bioeconomy.
- Develop innovative business ideas by exploring case studies and analysing real-world data in the Blue Bioeconomy.
- Explain the impact of key policies, regulations, and governance structures on entrepreneurial ventures in the Blue Bioeconomy.
- Apply essential business skills, such as building a unique value proposition, business modelling, and stakeholder engagement, tailored to the Blue Bioeconomy.
- Assess various legal structures and funding sources, selecting the best support sustainable for Blue Bioeconomy ventures.
- Engage with industry networks and role models to enhance career pathways and entrepreneurial growth within the Blue Bioeconomy.
- Develop an entrepreneurial attitude by practising resilience and creativity in response to challenges within Blue Bioeconomy sectors.

Statistics

General

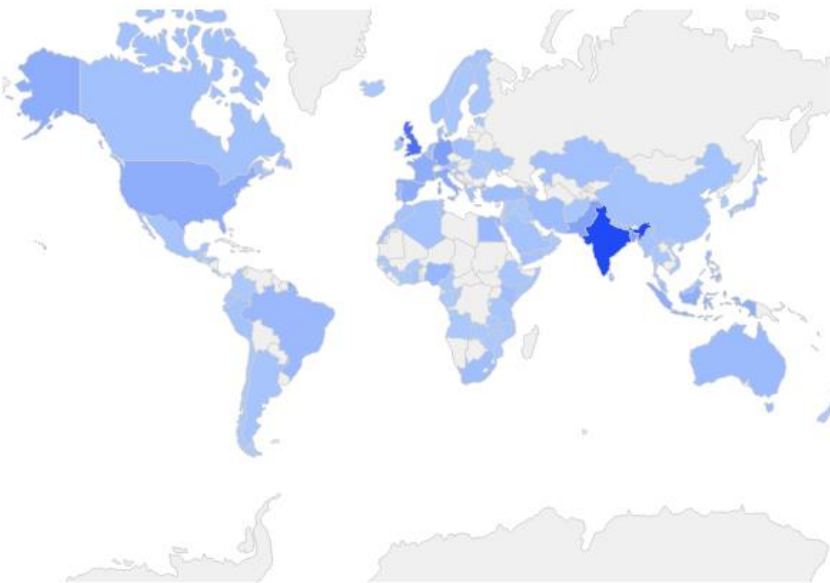
Joiners	610	
Leavers	23	3.8%
Learners	539	88.4%
Active Learners	318	59.0%
Returning Learners	165	30.6%
Social Learners	65	12.1%

TABLE 2 STATISTICS COURSE 1



Demographics, Social & Community Statistics

Country Distribution



548 joiners have signed up from 103 countries

FIGURE 4 GLOBAL DISTRIBUTION OF LEARNERS C1

Age

Enrolments by age range

① Average

Age Range	Percentage	Average
<18	0%	0%
18-25	4%	5%
26-35	7%	8%
36-45	4%	5%
46-55	3%	3%
56-65	1%	2%
>65	2%	2%
Unknown	80%	76%

Data is based on the joiners who completed the survey and replied to the question "What year were you born?".
Unknown indicates they left the answer to the question blank. Percentages are rounded to the nearest whole number.

TABLE 3 DEMOGRAPHIC DATA C1



Leaving personal data after the learner has finished a course is not mandatory. Therefore, the “unknown” is very high, at 80%. The highest value, 7%, is represented by learners aged between 26 and 35, who are the current workforce. The MOOC increases awareness and the probability of a shift to the blue sector.

Engagement

As Chapter 1.1 describes, FutureLearn, the platform, follows a unique community-based learning model. In the table above, the number of Social Learners represents one of these interactive elements. Social Learners are those (of any role) who have posted at least one comment on any step. They are also presented as a percentage of Learners. The total number of comments in course 1 is 395. A selection of comments is shown here:

Comment: *“Thank you very much for the course, I really enjoyed the practical insights and participation although it was an online course. Very useful and inspiring!”*

The courses and the project are also gaining engagement from learners on social media.

Learners’ social media post about course 1:

Accessible here: https://www.linkedin.com/posts/mtpe-minhthaopham_introduction-to-blue-bioeconomy-entrepreneurship-activity-7307420397275074562-ZTpu?utm_source=share&utm_medium=member_desktop&rcm=ACoAACXzvw0BBg5NxVdL0ic-cSTdwZ5jbbmA7Ic



Minh Thao Pham • 1st
International Business (UEH) | Software Engineering (VTCA) | Digital Mar...
3mo • Edited •

...

A Four-Week Milestone in Blue Bioeconomy Entrepreneurship

I am delighted to announce that I have successfully completed the "Introduction to Blue Bioeconomy Entrepreneurship" course, offered by the **SUBMARINER Network for Blue Growth EEIG** and **Blue Bio Techpreneurs**. Over the span of four weeks, dedicating seven hours weekly, I earned a Certificate of Achievement—a testament to my commitment and enthusiasm for exploring the promising realm of the Blue Bioeconomy.

The course provided me with profound insights into the sustainable utilization of marine resources, the application of blue biotechnology, and the development of innovative business concepts that harmonize economic growth with marine conservation. Through market analysis, policy evaluation, entrepreneurial mindset development, and networking with industry experts, I acquired a robust skill set to pursue opportunities in this field.

What stood out most was the integration of real-world case studies and practical exercises, which deepened my understanding of policy impacts, legal frameworks, and sustainable business modeling. Beyond being a mere certificate, this experience has ignited my motivation to further innovate and learn.

I extend my gratitude to the **SUBMARINER Network for Blue Growth EEIG** for delivering such a well-structured program. Looking ahead, I am eager to apply these insights practically and connect with like-minded individuals passionate about the Blue Bioeconomy.

Learner’s backgrounds

The MOOC courses also reach a diverse field of backgrounds, as shown below. The number represents the ranking from 1, the most represented, to 20, the least represented.

1 Environment and agriculture



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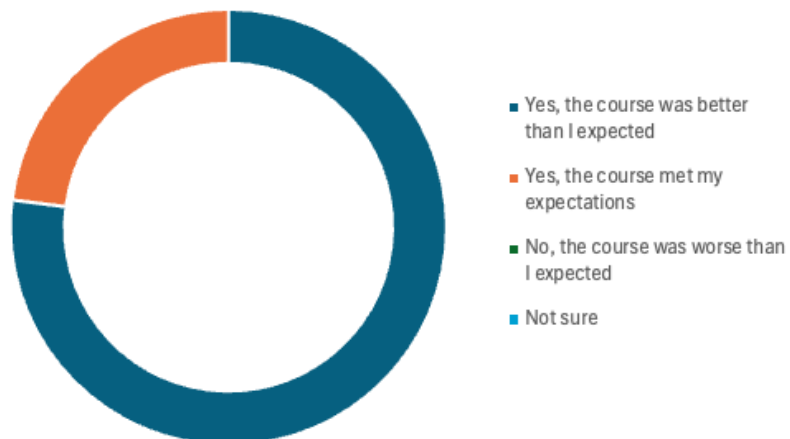


- 2 Teaching and education
- 3 Business consulting and management
- 4 Science and pharmaceuticals
- 5 Accountancy, banking and finance
- 6 Engineering and manufacturing
- 7 Health and social care
- 8 Public sector
- 9 Law
- 10 Retail and sales
- 11 IT and information services
- 12 Creative arts and culture
- 13 Charities and voluntary work
- 14 Energy and utilities
- 15 Marketing, advertising and PR
- 16 Armed forces and emergency services
- 17 Recruitment and PR
- 18 Media and publishing
- 19 Hospitality tourism and sport

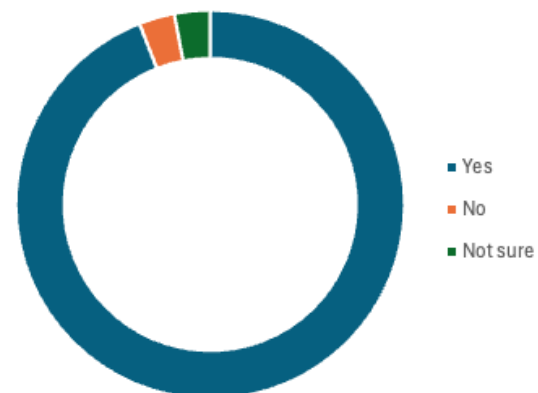


Skills, Knowledge and Satisfaction

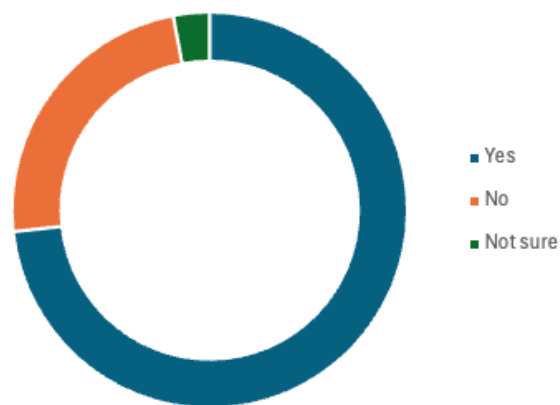
Did this course meet your expectations?



Did you gain new knowledge or skills by taking the course?



Since starting the course, have you applied what you learned?



Course 2: Beyond the Shore: Innovating the Blue Bioeconomy on Land

NEW

Beyond the Shore: Innovating the Blue Bioeconomy on Land

Have you ever wondered how land-based aquaculture can drive innovation, create business opportunities, and open new careers?

[Go to course](#)

316 enrolled on this course

Duration
3 weeks

Weekly study
5 hours

100% online
How it works

Digital upgrade
Free

FIGURE 5 COURSE 2

General information

1. Publication date: 21.04.2025
2. Duration online: 2 months
3. Learners (today's date: 24.06.2025): 316
4. Available here: <https://www.futurelearn.com/courses/beyond-the-shore-innovating-the-blue-bioeconomy-on-land/1>

Cross-project collaboration: AlgaeProBanos, CoolBlue, Tetras

Course Content

In the course, learners explore the principles of land-based aquaculture, algae-based innovation, and business strategy for the growing blue bioeconomy. Combining technical, economic, and environmental perspectives, you'll examine how sustainability and entrepreneurship intersect in marine resource development.

This three-week course will help you discover how land-based practices contribute to the growth of the Blue Bioeconomy. You'll develop the skills to turn blue bioeconomy ideas into impactful ventures with case studies, interactive tasks, and real-world insights.

Gain insight into land-based aquaculture systems and operations

Explore species diversity, sustainability challenges, and best practices for managing water use and waste treatment with a deep dive into land-based aquaculture systems, including Recirculating Aquaculture Systems (RAS).



Further your understanding of the benefits and barriers to scaling environmentally responsible systems.

Explore innovative business models and career opportunities

Investigate commercial strategies for aquaculture and algae-based industries, and you'll evaluate market dynamics and analyse economic feasibility.

Through real-world case studies and building knowledge of emerging business models, blue bioeconomy value chains, and career pathways. From transferable skills to future job opportunities, you'll be prepared to shape your path in this growing field.

Unlock the potential of algae and circular economy innovation

Conclude the course by exploring the diverse applications of algae in food, feed, pharmaceuticals, cosmetics, and beyond.

You'll assess how waste valorisation and circular economy strategies can transform aquaculture operations into sustainable enterprises, with a fresh understanding of how to scale innovation responsibly and sustainably.

Statistics

General

Joiners	314	
Leavers	15	4.8%
Learners	266	84.7%
Active Learners	162	60.9%
Returning Learners	97	36.5%
Social Learners	25	9.4%

TABLE 4 STATISTICS COURSE 2¹

¹ **Joiners** are the number of currently existing enrolments made for that specific course run. This includes educators, admins alongside learners who currently have accounts on the platform.

Leavers are users (of any role) who have chosen to no longer be a part of the course. Leavers remain represented in the number of Joiners. Also presented as a percentage of joiners.

Learners are users (of any role) who have viewed at least one step, at any time, in any course week. This includes those who go on to become Leavers. Also presented as a percentage of Joiners.

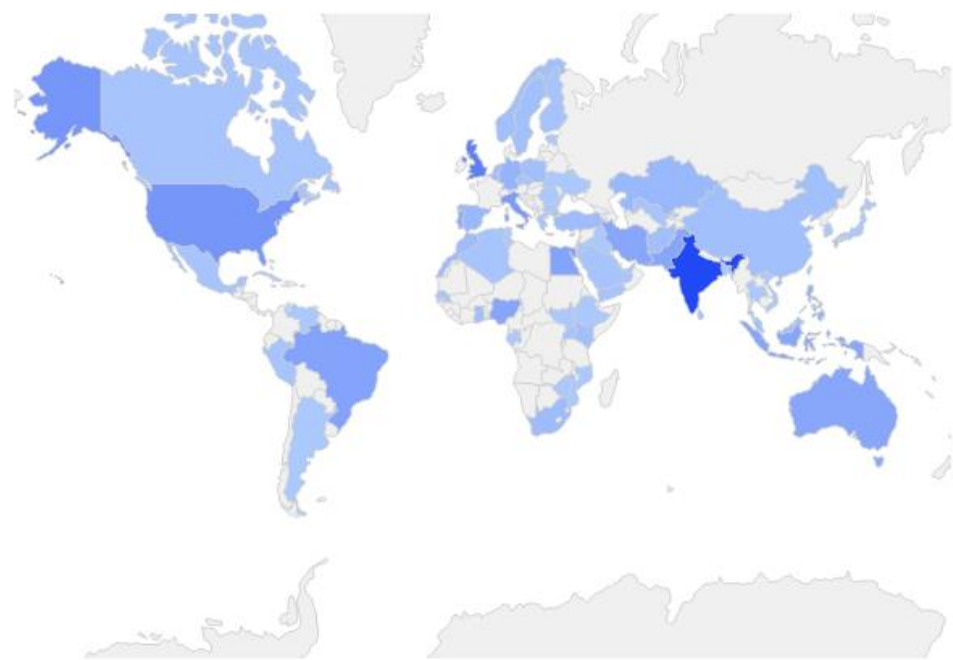
Active Learners are those (of any role) who have completed at least one step at anytime in any course week, including those who go on to become Leavers. Completion varies by step type, with some requiring additional user interaction (e.g. "mark as complete") while others are completed through submission (Assignment, Review) and question attempts (Quizzes & Tests). Also presented as a percentage of Learners.

Social Learners are those (of any role) who have posted at least one comment on any step. Also presented as a percentage of Learners.



Demographics, Social & Community Statistics

Country distribution



278 joiners have signed up from 71 countries

FIGURE 6 GLOBAL DISTRIBUTION OF LEARNERS C2

Age

Enrolments by age range		① Average
<18	0%	0%
18-25	3%	5%
26-35	6%	8%
36-45	4%	5%
46-55	5%	3%
56-65	1%	2%
>65	3%	2%
Unknown	78%	76%

Data is based on the joiners who completed the survey and replied to the question "What year were you born?".
Unknown indicates they left the answer to the question blank. Percentages are rounded to the nearest whole number.

TABLE 5 DEMOGRAPHIC DATA C2



Leaving personal data after the learner has finished a course is not mandatory. Therefore, the “unknown” is very high, at 76%. The highest value, 6%, is represented by learners aged between 26 and 35, who are the current workforce. The MOOC increases awareness and the probability of a shift to the blue sector.

Engagement

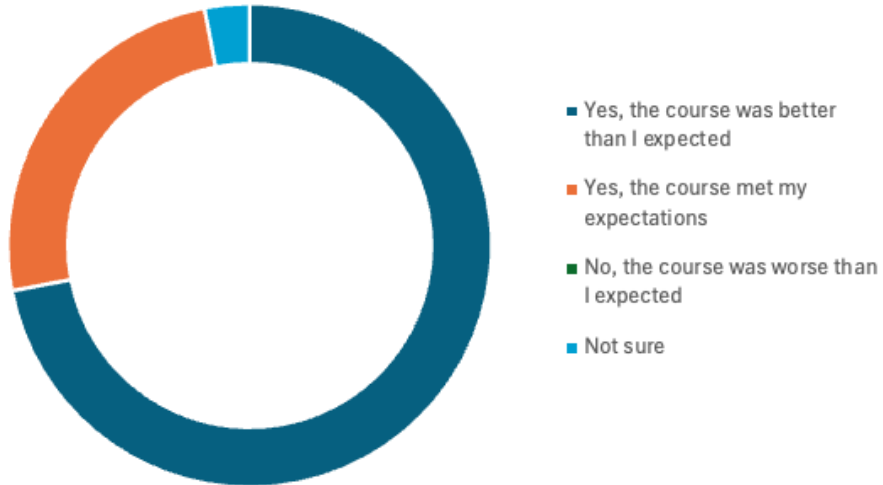
Course 2's engagement is increasing, following the trend of course 1, with a total number of comments of 148. The MOOC courses also reach a diverse field of backgrounds, which is shown below. The number represents the ranking from 1, most represented, to 20, least represented.

- 1 Teaching and education
- 2 Environment and agriculture
- 3 Accountancy, banking and finance
- 4 Science and pharmaceuticals
- 5 Engineering and manufacturing
- 6 Public sector
- 7 Health and social care
- 8 Business consulting and management
- 9 IT and information services
- 10 Energy and utilities
- 11 Creative arts and culture
- 12 Marketing, advertising and PR
- 13 Hospitality tourism and sport
- 14 Armed forces and emergency services
- 15 Retail and sales
- 16 Media and publishing
- 17 Charities and voluntary work
- 18 Law
- 19 Recruitment and PR
- 20 Transport and logistics

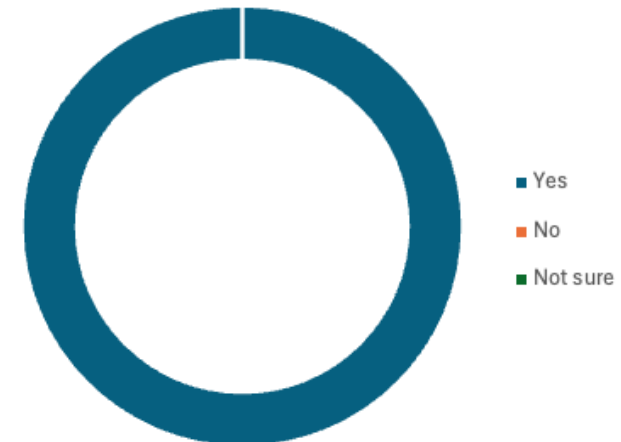


Skills, Knowledge and Satisfaction

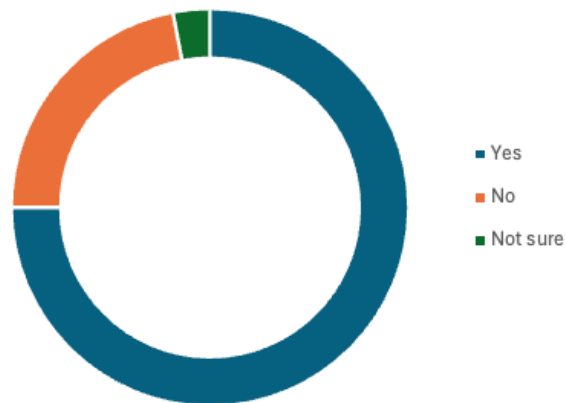
Did this course meet your expectations?



Did you gain new knowledge or skills by taking the course?



Since starting the course, have you applied what you learned?



Course 3: Navigating the Blue Bioeconomy: Innovation and Entrepreneurship in Coastal Aquaculture

Online Courses / Business & Management

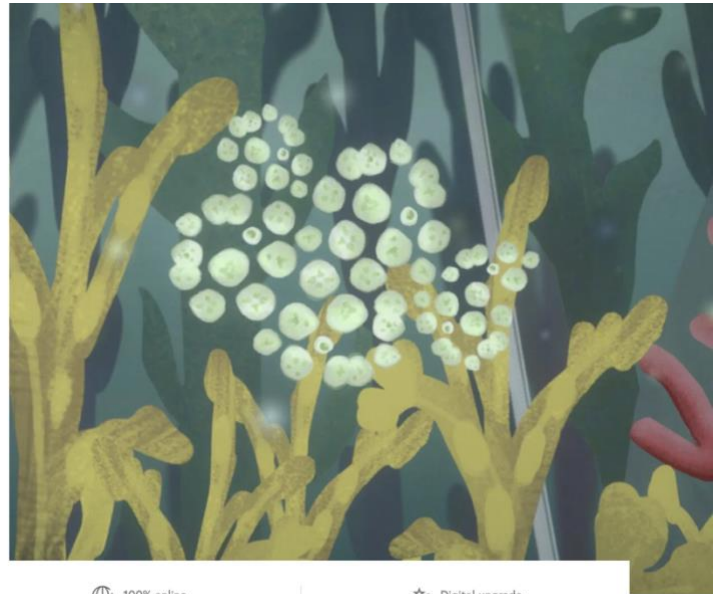


NEW

Navigating the Blue Bioeconomy: Innovation and Entrepreneurship in Coastal Aquaculture

Have you ever wondered how coastal aquaculture can drive innovation, create business opportunities, and open new careers?

[Go to course](#)



Duration
4 weeks

Weekly study
4 hours

100% online
[How it works](#)

Digital upgrade
Free

FIGURE 7 COURSE 3

General Information

We are happy that after only 1 month, 202 learners joined the course.

1. **Publication date:** 14.07.2025
2. **Duration online:** 1 month
3. **Learners (today's date: 13.08.2025):** 202
4. **Available here:** <https://www.futurelearn.com/courses/navigating-the-blue-bioeconomy-innovation-and-entrepreneurship-in-coastal-aquaculture/1>

Course Content

In this four-week course, you will explore coastal aquaculture practices, technologies, and related topics that drive the blue bioeconomy.

Explore sustainable business models using algae and other marine resources

Discover how algae and other marine resources are used in agriculture, food, textiles, and animal feed, and how commercialisation reshapes traditional supply chains.

By analysing blue business models and successful algae applications, you gain knowledge on how to develop market-driven solutions using marine-based products and learn to build scalable ventures in this fast-growing sector.

Understand investment, compliance, and innovation in aquaculture

Delve into funding routes, legal frameworks, and compliance strategies that support sustainable growth and explore how regulatory systems and intellectual property are key in scaling businesses.



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Explore how policy agendas, emerging technologies, and labour market trends influence aquaculture and marine innovation roles.

Connect with the future of marine-based careers.

Investigate tools that drive innovation and careers. Identify blue bioeconomy career opportunities that align with your goals. Explore the skill set needed for future-focused, environmentally sound marine entrepreneurship and shape your path in the blue bioeconomy.

We hope these insights and confidence will support you in taking the next step in your professional journey.

Statistics

The more detailed statistics will follow in the next report deliverable D2.4 Final Report MOOC Implementation, lessons learned and recommendations.

3. SYNERGIES AND COLLABORATIONS

3.1 Strategic Approach to Synergies

Synergies in the BlueBioTechpreneurs project were identified and pursued through a strategic, multi-layered approach that leveraged the project partners' extensive networks, ongoing collaborations, and institutional affiliations, particularly the lead partner, SUBMARINER Network. From the outset, the project team mapped related EU-funded initiatives operating in similar thematic areas, including sustainable blue bioeconomy, entrepreneurship, education, and gender equality. This mapping process drew on the consortium's active participation in more than 20 ongoing European projects across Horizon Europe, Interreg, and i3 funding programmes, enabling the identification of shared goals, complementary activities, and mutual benefits.

Priority was given to projects that offered either thematic alignment (e.g. algae, aquaculture, circular bioeconomy), target audience overlap (e.g. students, entrepreneurs, women in the blue economy), or technical and educational resources that could enhance the value of BlueBioTechpreneurs' outputs. Synergies were actively pursued to ensure a broader scope of content, deeper sectoral insights, and to reinforce the learning offer's credibility and usefulness.

Other synergies were created through shared events and cross-promotional opportunities. For instance, BlueBioTechpreneurs' BlueMissionBANOS Arena workshops brought together diverse stakeholders from various projects and policy frameworks, creating a space for mutual visibility, knowledge exchange, and matchmaking. The project held a joint thematic session within BBA's Webinar series, which regularly showcases innovations, trends, and successful cases from across the blue biotech landscape. This was a low-barrier entry point for joint outreach and dialogue, especially with newer or smaller initiatives.

Notably, the project maintained an inclusive and forward-looking approach by reaching out to emerging initiatives. One such example was the invitation of the WINBIG project, which focused on empowering women in the blue economy, to participate in a webinar on women's entrepreneurship.





This collaboration expanded the visibility of both projects, enriched the webinar content with diverse perspectives and helped build a foundation for future exchanges.

By identifying partners with aligned goals, sharing platforms and audiences, and actively engaging in co-creation and cross-promotion, BlueBioTechpreneurs turned synergies into a core strategy for amplifying impact, avoiding duplication, and building a stronger and more connected blue bioeconomy ecosystem.

3.2 Overview of Collaborations & Synergies

BlueBioClusters Project

A key pillar of the project's legacy and impact strategy is its reinforced collaboration with the BlueBioClusters project, also coordinated by the SUBMARINER Network, with BlueBioAlliance (BBA) and Pôle Mer Bretagne Atlantique (PMBA) as core partners.

The synergies between BlueBioTechpreneurs and BlueBioClusters are being operationalised through shared business support structures, co-developed content, and joint engagement efforts. A central element is the BlueBioMatch, the Europe-wide hub for matchmaking, job and resource sharing, and knowledge exchange across the blue bioeconomy value chain. BlueBioTechpreneurs participants, including MOOC learners, webinar attendees, and hackathon alumni, were informed and invited to join this platform to stay connected with a broader innovation ecosystem.

Through this partnership, BlueBioTechpreneurs will also benefit from access to data, reports, and stakeholder insights generated by BlueBioClusters. This helps to identify and respond to upskilling and reskilling needs, particularly in regions where skills gaps are more pronounced.

Other EU-funded projects and initiatives

As part of its outreach strategy, BlueBioTechpreneurs has taken an active role in the European blue bioeconomy landscape, not only through its activities but also by linking and building synergies with other initiatives at the regional and EU levels. The project has served as the organiser of educational workshops at the BlueMissionBANOS Arena events, engaging diverse audiences and promoting entrepreneurial skills and innovation in the blue biotech sector.

- [Mission Arena 2](#)
- [Mission Arena 3](#)
- [Mission Arena 4](#)

Project activities have been consistently aligned with and reinforced by strategic collaborations. Webinar participation has been strong, particularly for sessions focused on education and entrepreneurship, which bring together students, innovators, and professionals across Europe. These webinars have also served as a platform for promoting synergies, for example, through the invitation of the [WINBIG project](#), which supports women in the blue economy, to join the discussion on female entrepreneurship.

SUBMARINER Network (SUB) plays a pivotal role in maintaining strong connections with over 20 European projects across Horizon Europe, Interreg, and i3 programmes, including flagship initiatives such as PREP4Blue, BlueMissionBANOS, ShapingBio, AlgaeProBANOS, and BlueBioClusters. BlueBioTechpreneurs actively integrated insights, resources, and opportunities into its outreach actions





through these connections. Furthermore, SUB's founding members, and s.Pro sustainable projects GmbH contributes its expertise as a partner in the EU4Algae initiative and as the coordinator of Working Group 7 on Youth & Entrepreneurship, aiming to attract young talent into the algae sector.

Substantial collaboration has taken place in the development of the MOOC, which benefited from content contributions, expert input and BBT project partners aligned with EU-funded projects, including AlgaeProBANOS, Baltic MUPPETS, CoolBlue, TETRAS, SeaMark and the ones mentioned in the latter section. These synergies helped enhance the quality and diversity of the course content while ensuring alignment with ongoing innovation efforts in the blue biotech space.

By leveraging this extensive network of initiatives and institutional connections, the project has created a multiplier effect that amplifies its results, supports knowledge exchange, and promotes collaboration across the blue economy landscape. These synergies are integral to achieving the outreach goals and will be continuously monitored and reported through the defined KPIs.

Nordic Hackathon

The Nordic Hackathon has proven to be a powerful platform for outreach and fostering long-term synergies between students, researchers, and industry partners in the blue biotech sector. As a direct outcome of the event, several student teams expressed interest in continuing the development of their proposed solutions in collaboration with the challenge-owning companies, demonstrating the hackathon's success in bridging education and real-world innovation.

A synergy emerged through a new academic collaboration made during the Nordic Hackathon: Sabira Bokhari, an EU-CONEXUS Joint master's in marine biotechnology student and hackathon participant, conducted her thesis research in Denmark – *Genetic Diversity Analysis of Wild and Cultivated Saccharina latissima* – with co-supervisions from project-affiliated researchers at SDU. Her work assessed the genetic variability of kelp populations, knowledge that is increasingly vital as Europe's seaweed aquaculture sector and consumption scales up. The findings support sustainable cultivation strategies and highlight the role of blue biotechnology in advancing innovation and competitiveness in the blue bioeconomy. She has since completed her master's thesis and is exploring plans to continue working (or pursue a PhD) in blue biotechnology with co-collaborators in Denmark.

Beyond immediate outcomes, the hackathon has also fostered further engagement. Preliminary plans and motivation exist to work further on innovative solutions developed by participants for 2-3 challenges (out of 5 challenges) raised during the hackathon: tackling oxygen deficits in fish farms, creating a sustainable and cost-effective potable water recovery system from humidity in greenhouses, and extending post-harvest seaweed shelf life. Moreover, discussions are ongoing at SDU to adapt and expand the hackathon model to include students and researchers from African countries, potentially opening a new dimension of global outreach and cooperation.

The winning team received travel support to attend and pitch their solution at Mission Area 3, organised by the Blue Mission Banos Project. This opportunity enabled participants to gain feedback, learn from other sectors, and expand their networks.

These developments highlight the Nordic Hackathon's effectiveness as an educational outreach activity and as a launchpad for enduring collaborations, research projects, and international partnerships that extend the project's impact well beyond its original scope.





Baltic Hackathon

The Baltic Hackathon was a powerful catalyst for collaboration and synergy between students, industry mentors, academic institutions, and business sector representatives. Five multidisciplinary teams, guided by experienced mentors from the blue biotech and aquaculture sectors, presented innovative solutions that were met with strong interest from both mentors and industry stakeholders.

This collaborative atmosphere was further reinforced by the involvement of business sector representatives who served as judges during the event. Their recognition of the solutions' potential underscored the hackathon's relevance as a bridge between education and real-world industry needs. Notably, a national Fish Industry Magazine representative featured the event in an article published shortly after the hackathon, reaching an audience of over 2,200 readers and helping to disseminate the outcomes to a broader professional community.

The winning team was awarded mentoring support from the Centre for Sustainable Development and the Technology Transfer Office at the University of Gdańsk. These institutions, which actively engage business sector experts, will work with the winning team to refine their idea and guide its progression toward a viable start-up.

Moreover, the hackathon attracted the attention of representatives from the European Aquaculture Society (EAS), who expressed interest in highlighting the initiative in the EAS Magazine. Such recognition validates the quality of the ideas presented and helps build a broader network of support that can promote and accelerate innovation at a European level.

Outreach FUTURE LEARN

Global Reach & Engagement

- Since its launch, over 19 million learners from around the globe have joined FutureLearn. (Source: [FutureLearn Blog post 2022](#))
- FutureLearn courses are designed for international learners, making them ideal for topics with transnational relevance, like the blue bioeconomy.

Proven Platform for Skills Development

- FutureLearn has been designed to support a pedagogy of social learning. 'Pedagogy' means 'theory and practice of teaching, learning and assessment'. So, pedagogy-informed design means building a learning platform guided by an explicit theory of how to teach and how people learn. (Source: FutureLearn)
- FutureLearn offers micro credentials, Expert Tracks, and professional certificates, making it a go-to platform for transversal skills like leadership, communication, entrepreneurship, and innovation.

Strong in Sustainability & Innovation Topics

- Partner universities such as the University of Exeter, the University of Bergen, and Wageningen have successfully delivered courses in marine science, climate change, and sustainable innovation.
Example: Sustainable Development Goals (SDGs) course by the University of Copenhagen.
- FutureLearn's focus areas include climate action, sustainable development, and business innovation, which align directly with blue bioeconomy entrepreneurship.





Cross-Sectoral Partner Ecosystem

- Partners include UNESCO, the British Council, and top European universities and NGOs, making co-branding or collaborating on courses easier. (Source: [FutureLearn Partners](#))
- The platform connects the blue bioeconomy to business, science, education, and policy audiences, all key sectors in the blue economy innovation space.

Why It is Ideal for Blue Bioeconomy & Transversal Skills

- FutureLearn supports combining technical knowledge (e.g., sustainable aquaculture, marine biotechnology) with soft skills (e.g., entrepreneurship, communication, stakeholder engagement).
- It gives visibility to emerging sectors like the blue bioeconomy, attracting international students, professionals, and policymakers.

Unique Community-Based Learning Experience

FutureLearn stands out among online education platforms for its strong emphasis on community-driven, social learning. At the heart of every course is a commitment to conversation, interaction, and shared reflection. Rather than passively consuming content, learners engage actively with one another and with educators, creating a dynamic, collaborative environment.

Every course is designed to promote dialogue: learners are encouraged to comment on articles, videos, and activities at every step. These conversations are not an add-on but an integral part of the learning process, allowing participants to ask questions, share experiences, and explore diverse perspectives. This fosters more profound understanding, peer-to-peer support, and a sense of belonging.

With participants from around the world, FutureLearn courses form truly global learning communities. Learners connect across countries, cultures, and backgrounds, enriching discussions and broadening worldviews. Educators and facilitators often participate in the conversations, guiding and responding to learners in real time.

By embedding discussion into every element of the course structure, Blue Bio Techpreneurs creates an engaging and participatory learning space where learners don't just gain knowledge but actively connect to the real world.

Blue-JOBS & Marine Training Platform

All BBT online courses are being actively promoted through high-impact training platforms such as the **Blue-Jobs Portal** (<https://www.blue-jobs.com/training/>), which is a central EU gateway for career development in the blue economy, as well as the **Marine Training EU Portal** (<https://www.marinetraining.eu>), where Course one is featured under: <https://www.marinetraining.eu/node/6190> and BBT Course 2 under: <https://www.marinetraining.eu/node/6167>. The presence of the MOOC on these widely used platforms reinforces its value as a high-quality educational offering and positions it among the top-tier learning opportunities available in the blue bioeconomy space. By reaching learners through these targeted channels, the project maximises its visibility, enhances learner diversity, and strengthens the MOOC's potential to contribute meaningfully to skills development, employability, and innovation across Europe and beyond.



Key Campaigns

Overview

Activity	Description	Outcome / Impact
Hackathon Testimonial Campaign	Testimonials from past hackathon participants shared on LinkedIn and the website.	Increased engagement, reached new student networks, and promoted other project initiatives.
Wavemakers Group	A BBM working group with over 100 members, sharing job openings, events, and training opportunities.	Helping to bridge the skills gap by providing blue economy opportunities.
Expert Interviews at Mission Arena 4	Interviews with blue economy experts from academia, startups, and NGOs.	High-quality educational content creation; experts reshared interviews, expanding visibility through their networks and enhancing the credibility of the MOOC.
University Outreach for MOOC	Direct contact with universities with blue economy programs, sharing the MOOC, hackathons, and webinars.	Universities helped disseminate to wider student networks, improving visibility of BBT project
Blue Jobs Platform	Partnership with the Blue Jobs to feature the MOOC courses.	Reached a highly relevant audience interested in upskilling; improved MOOC enrolments and aligned with project goal to close blue skills gap.
Marine Training Platform	MOOC courses included on the Marine Training Platform.	Extended reach to learners seeking blue-related training.
Webinars with Experts	Webinars featuring blue economy experts from academia, startups, and NGOs.	Attracted target audience through expert networks and expanded project awareness and credibility through them.
Webinar Follow-up Outreach	Post-webinar communication with participants to share info on upcoming webinars and opportunities.	Built a recurring audience; effective outreach method to keep target groups informed and engaged with future activities.

TABLE 6 KEY CAMPAIGNS AND OUTCOMES TABLE

Description

Testimonial Campaign

Testimonials were collected from past hackathon students (5 from the Nordic edition, 4 from the Baltic edition) and were shared through [LinkedIn](#) and the [project website](#). The goal was to showcase the authentic experiences of participants to encourage others to engage. These posts were shared by the students themselves, helping to organically expand our reach into new student networks. As a result, we not only increased visibility for future hackathons, but also gained more followers and participants for our other initiatives such as the MOOC and the webinars.



FIGURE 8 TESTIMONIAL CAMPAIGN

BlueBioMatch – [Wavemakers Working Group](#)

This working group was created within the BlueBioMatch platform, focused specifically on early-career professionals and students interested in the blue bioeconomy. With over 100 members, the group became a space for sharing relevant job opportunities, training programs, event invitations, and updates. The purpose was to bridge the skills gap by supporting career development and increasing youth participation in the blue economy sector. The group provided members with continuous access to real opportunities and visibility into emerging trends.

 **Konstantinos Madias**
3 days ago

Heyyy 🌟 just saw four new opportunities pop up on BlueBioMatch — if you're looking for something new (or just curious), definitely worth a look!

🔗 Whether you're into conservation, research, or innovation, there's a bit of everything:

- Country Manager – Blue Alliance PECCA, Pemba Island, Tanzania – <https://bluebiomatch.hivebrite.com/opportunities/329894>
- Research Fellowship – Aquaculture, Biology & Global Change (CCMAR, Portugal) <https://bluebiomatch.hivebrite.com/opportunities/329893>
- Open Call – ADT4Blue Innovation Programme for Blue Economy startups & researchers

[Read more](#)

 **Silvia Tosatto**
24 days ago

Just came across this opportunity on [LinkedIn](#) for aquaculture enthusiasts [DEADLINE JUNE 30 📅]

The [World Aquaculture Society Students](#) Association and European Aquaculture Society Student Association are teaming up to send one lucky STUDENT to AE2025! All you have to do is show us "A Day in Your Aquaculture Life" 🐟🌊📹

How to Enter:

- Create a 2–3 minute video showing what aquaculture looks like in your daily life – whether you're in a lab, on a farm, at a hatchery, or out in the field. Be creative, real, and passionate! Then upload it to TikTok, LinkedIn, YouTube, or Instagram and submit your video link using the application form.

[Read more](#)

NEW OPPORTUNITIES!



Check out BlueBioMatch now to discover them!



FIGURE 9 BLUEBIOMATCH – WAVEMAKERS WORKING GROUP

Expert Interviews at Mission Arena 4

During Mission Arena 4, a series of interviews were conducted with experts across different fields of the blue economy. The interviews were incorporated into the MOOC, uploaded on [YouTube](#), and shared across [social media](#) platforms. Their insights elevated the educational quality of our content while also expanding our outreach, as interviewees promoted the materials within their professional networks. The presence of authoritative voices helped build credibility and interest around the MOOC.

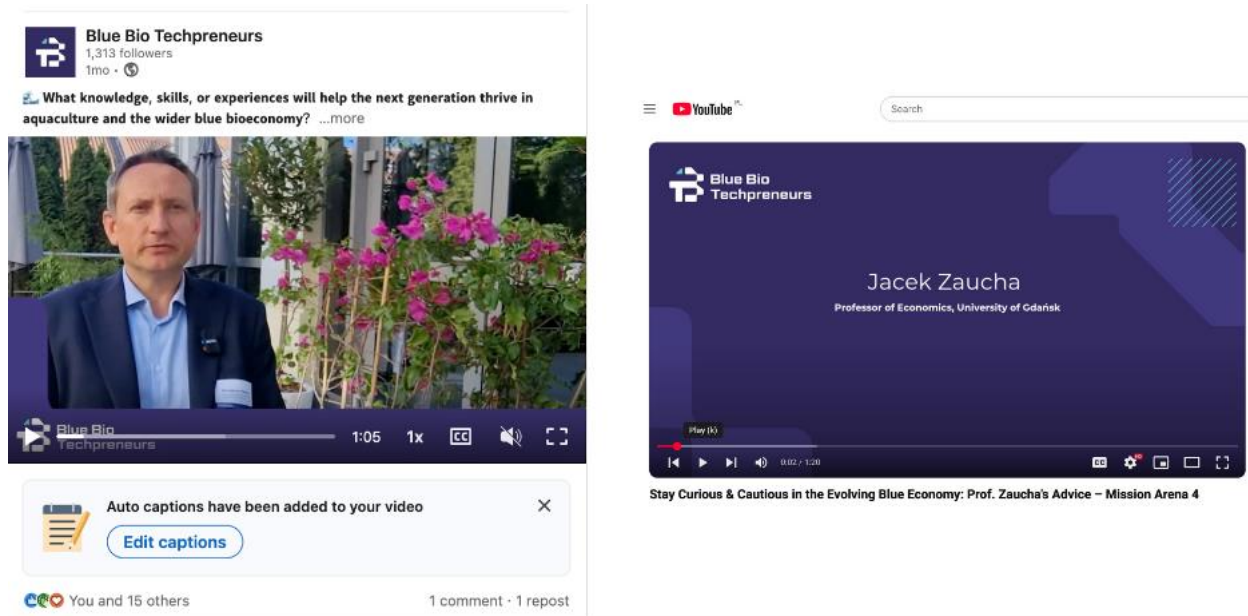


FIGURE 10 EXPERT INTERVIEWS AT MISSION ARENA 4

University Outreach for MOOC

We engaged in direct outreach to universities with relevant blue economy curricula to promote the MOOC, webinars, and hackathons. By identifying departments interested in blue growth topics, we ensured a targeted and efficient communication approach. This method improved visibility within academic environments and contributed to student awareness by positioning our offerings as valuable learning.

Blue Jobs Platform

Two MOOC courses have been featured on [Blue Jobs](#), a dedicated global job platform for the blue economy sectors. This collaboration allowed us to connect with job seekers who were actively searching for opportunities and upskilling pathways. As a result, we were able to drive traffic to the course and attract participants who were already motivated to start their careers in the field. This partnership aligned closely with our mission to close the blue skills gap, especially for students, and increase the professional readiness of learners.



FIGURE 11 BLUE JOBS PLATFORM

Marine Training Platform

In addition to Blue Jobs, we partnered with the [Marine Training Platform](#) to further amplify the visibility of the MOOC. This platform specializes in training resources for marine professionals and students. Listing two course of our MOOC here positioned it alongside other high-value, industry-relevant courses. It enabled us to reach a well-defined audience of learners who are actively pursuing marine-related education and skill development. This resulted in more targeted enrolments and deeper alignment with our educational outreach goals.



FIGURE 12 MARINE TRAINING PLATFORM

Webinars with Experts

Throughout the project, a [series of webinars](#) was organised featuring speakers from academia, entrepreneurship, and industry in the blue bioeconomy space. These included notable names such as Agnes Isabella Dorich (NMBU), Francisco Machado (Easy Harvest), Dr. Alexandra Leeper (Iceland Ocean Cluster), Bernard Kloareg (Aberactives), and many others. The webinars delivered valuable insights, discussions, and expanded outreach by leveraging the guest speakers' professional networks. The diverse speaker backgrounds ensured we reached audiences from different countries, sectors, and interest areas, increasing the overall impact and visibility of the project.



FIGURE 13 WEBINARS

Webinar Follow-Up & Participant Outreach

A strategic element of our outreach involved follow-up communication with webinar participants. Those who attended a webinar were informed about upcoming sessions and other initiatives, creating a continuous engagement cycle. Since these individuals already fit our target audience profile, they were more likely to participate again and spread the word within their networks. This approach helped build a recurring and growing audience for all outreach actions and enhanced community building across the project's lifecycle.

Joint Activities and Cross-Project Collaborations

Joint Activities Table

Activity	Description	Outcome / Impact
Joint Workshop at Mission Arena 4	Co-organised “Shaping Future Blue Leaders” with Cool Blue Future project.	Fostered cross-project learning, discussions on blue career pathways, and built synergies between educators, students, and project teams.
Atlantic Hackathon Ocean Hackathon® x	Hackathon in Peniche co-organised with Ocean Hackathon® network.	Expanded student reach by leveraging Ocean Hackathon®’s audience and network.
SUBMARINER Blue Jobs WG Webinar x	BBT will present the MOOC in a joint webinar hosted by SUBMARINER and Blue Jobs (Sept 2025).	Reach wider audiences focused on blue skills development.
Pitch at Ocean Days (Mission Ocean)	Presented BBT at Mission Ocean event in Brussels during Ocean Days week.	Raised project profile among EU stakeholders; demonstrated impact via hackathons, webinars, and MOOCs; invited further collaboration.
SUBMARINER Newsletter Inclusion	BBT featured in SUBMARINER’s monthly newsletter sent to ~6500 subscribers.	Maintained ongoing communication with key stakeholder groups (students, researchers, professionals); raised awareness of MOOC and hackathons.
Cross-Project Communication	BBT consistently reposted and promoted other project initiatives.	Increased mutual visibility and engagement across blue bioeconomy projects.

TABLE 7 JOINT ACTIVITIES TABLE

Descriptions

Joint Workshop – Mission Arena 4

During Mission Arena 4, BlueBioTechpreneurs co-organised a workshop titled *“Shaping Future Blue Leaders”* together with the Cool Blue Future project. This workshop brought together educators, project partners, and students to discuss the development of blue career pathways. The session featured real-world examples from Poland, Sweden, and Lithuania, showcasing how education and entrepreneurship can work together to bridge blue skills gaps. The event was a space for knowledge exchange, peer learning, and future collaboration planning.



FIGURE 14 JOINT WORKSHOP – MISSION ARENA 4

Atlantic Hackathon x Ocean Hackathon®

Scheduled for October 2025 in Peniche, Portugal, the [Atlantic Hackathon](#) is a collaborative event co-organised with the international Ocean Hackathon® initiative. This partnership allows BBT to tap into Ocean Hackathon's well-established network of students, mentors, and tech experts. The collaboration enhances the event's international visibility and fosters stronger engagement with students interested in blue innovation and entrepreneurship.



FIGURE 15 ATLANTIC HACKATHON X OCEAN HACKATHON®

SUBMARINER x Blue Jobs WG Webinar

On September 4, 2025, BBT will participate in a joint [webinar organised by SUBMARINER and Blue Jobs](#), focused on blue skills development. The project will present its MOOC as a concrete training offer aligned with workforce needs in the marine sector. This will allow BBT to reach new audiences within the SUBMARINER and Blue Jobs networks and align the project's efforts with Europe-wide strategies on ocean-related training and job creation.

Ocean Days – Mission Ocean Pitch

At the [Ocean Days event in Brussels](#), BBT was invited to pitch the project and showcase its approach to empowering blue biotech innovators. The pitch emphasised key components such as hackathons, an online MOOC, and engaging webinars. This high-level visibility helped position the project as a credible actor within the Mission Ocean framework. It facilitated new connections with other projects and institutions interested in blue innovation and education.

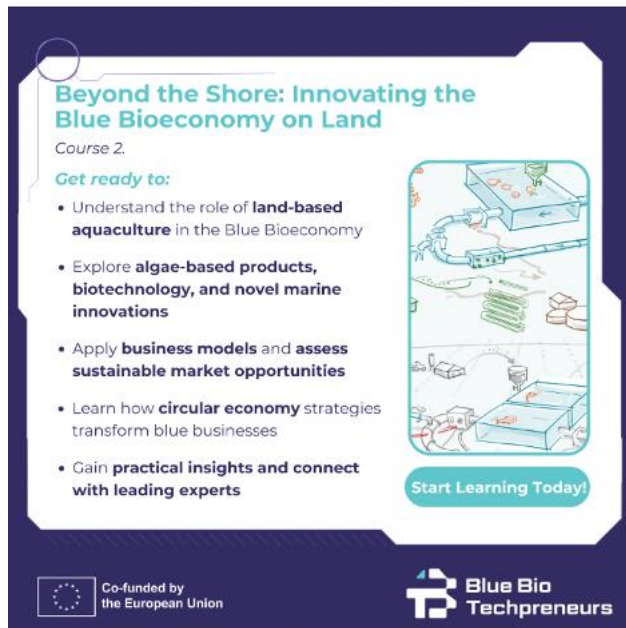


FIGURE 16 OCEAN DAYS – MISSION OCEAN PITCH

SUBMARINER Newsletter Collaboration

The project shared key updates—including MOOC launches, hackathons, and event invitations—via the [SUBMARINER monthly newsletter](#). This newsletter reaches more than 6,500 subscribers, including students, professionals, project partners, and early-career researchers. By consistently appearing in this trusted newsletter, the project maintained high visibility across the European blue economy network.

Project Updates



Beyond the Shore: Innovating the Blue Bioeconomy on Land
Course 2.

Get ready to:

- Understand the role of **land-based aquaculture** in the Blue Bioeconomy
- Explore **algae-based products, biotechnology, and novel marine innovations**
- Apply **business models** and **assess sustainable market opportunities**
- Learn how **circular economy** strategies transform blue businesses
- Gain **practical insights and connect with leading experts**

Start Learning Today!

Co-funded by the European Union

Blue Bio Techpreneurs

Beyond the Shore: Innovating the Blue Economy on Land Course Now Open

Blue Bio Techpreneurs brings you their second course, now focused on land-based aquaculture, algae innovations, and biotech breakthroughs. This course is your gateway to understanding the land-based side of the Blue Bioeconomy, where circularity, entrepreneurship, and marine science meet.

This course is 100% online and free to join!

Enroll here

FIGURE 17 SUBMARINER NEWSLETTER COLLABORATION

Cross-Project Communication via Social Media

The project actively promoted initiatives from other projects through reposts, mentions, and shoutouts on social media platforms. In turn, several BBT posts were reshared by other projects, increasing visibility. For example, the launch of MOOC Course 2 was reposted 11 times, and Course 1 was shared 13 times. This reciprocity expanded the reach of our messaging and helped position the project within a collaborative digital ecosystem of blue bioeconomy actors.

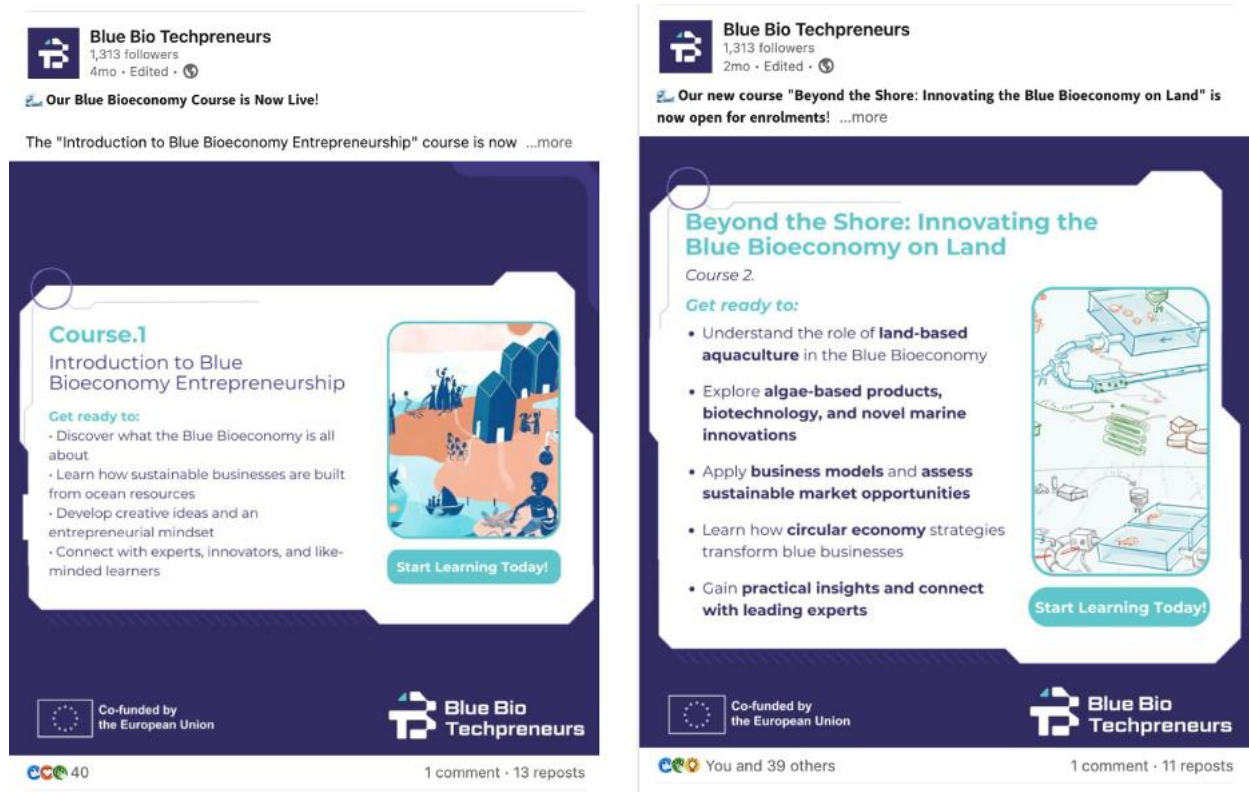


FIGURE 18 CROSS-PROJECT COMMUNICATION VIA SOCIAL MEDIA

4. LEGACY AND EXPLOITATION ROADMAP

4.1 Legacy Vision

The legacy of the BlueBioTechpreneurs project is envisioned as a lasting ecosystem of knowledge, skills, and collaborations that continue to support the growth and innovation of the blue bioeconomy across Europe and beyond. After the project's end, its key educational, community-building, and business-support components should remain accessible and relevant to learners, entrepreneurs, practitioners, and policy stakeholders. The MOOCs, hackathon models, and networking platforms will serve as foundational resources for future training, upskilling, and innovation initiatives. The project also aims to contribute to long-term policy goals by demonstrating effective methods to attract young professionals and promote inclusive, sustainable growth within the blue biotech sector.

4.2 Key Results to Exploit

The project has produced a range of tangible outputs and methodologies that can be exploited and further developed, including:

- **MOOC Series:** A five-course modular online learning programme covering the blue bioeconomy's sectors, such as blue biotech, market opportunities, sustainability, and innovation. Courses are hosted on FutureLearn and promoted via MarineTraining.eu and Blue-Jobs.com.
- **Hackathon Methodology:** A replicable and adaptable format for challenge-based innovation and education involving students, startups, and industry partners.
- **Hackathon video:** The video will serve as an exploitation tool to showcase the emotions and impressions of the BlueBioTech Hackathon events.
- **Webinar Series:** Themed digital sessions showcasing inspiring entrepreneurs, women in blue biotech, circular innovation, and opportunities in outermost regions. These recordings will be kept on the YouTube channel and used to inspire and engage for the blue bioeconomy and entrepreneurship.
- **BlueBioMatch Platform & Wave Makers Group:** This interactive community space is designed for matchmaking, talent support, and collaboration. With more than 1,000 users, it is the perfect space for people who want to start their careers in the blue bioeconomy sector. The dedicated group for students, Wavemakers, will keep the outreach and conversation going because of the platform's interactive concept.
- **Policy Contributions:** The project's outcomes, the policy briefs, directly inform EU goals under the Green Deal, Mission Ocean, the EU Skills Agenda, and the European Strategy for Universities, and can be used to guide future initiatives.

4.3 Pathways for Exploitation

The project results offer numerous pathways for future use and development, including:

- **Integration into Higher Education Curricula:** University partners are exploring incorporating the MOOC as a learning material into curricula as part of a course in their study programmes.
- **Inclusion in Future Projects:** The hackathon methodology and MOOC content will be used or adapted in Horizon Europe, Interreg, or Erasmus+ projects focused on education, innovation, or sustainability in the blue economy.
- **Replication Across Regions:** The hackathon model has already sparked interest in adaptation beyond Europe, such as in African countries, providing a template for global outreach.
- **Training for Professionals and Entrepreneurs:** MOOCs and webinars will remain accessible, offering continuing education opportunities for industry professionals and job seekers.
- **Policy and Strategic Uptake:** The project's insights, including identified skills gaps and recommendations for upskilling, can inform national and regional blue economy strategies.
- **Spin-offs and Follow-Up Initiatives:** The groundwork for academic collaborations, student placements, and entrepreneurial support opens the door for future initiatives, such as startup incubation or innovation challenge calls.

4.4 Responsible Parties and Commitments

To ensure the sustainability and continued use of project results, several pathways for follow-up have been identified:

- **SUBMARINER Network** will continue to host, manage, and promote the **BlueBioMatch platform**, integrate it with other blue bioeconomy activities, and ensure it serves as an active matchmaking and resource hub. SUB also aims to keep the MOOCs on FutureLearn, but needs to identify pathways to do so.
- **University Partners (SDU and UG)** are exploring options to embed the MOOC modules within existing degree programmes or continuing education offers. They may also advance new editions of the blue bio hackathons or supervise follow-up research projects based on hackathon solutions.
- **Project Partners (BBA and PMBA)** will continue promoting the courses and community platform via their member networks and newsletters, and facilitate business engagement through cluster matchmaking activities.
- **Students and Alumni** may remain engaged through the Wavemakers group on BlueBioMatch, helping co-create new content, acting as ambassadors, or joining new collaborative initiatives.
- **MOOC Hosting and Promotion** is aimed to be continued via FutureLearn and through listings on MarineTraining.eu and Blue-Jobs.com, ensuring broad, long-term accessibility to learners globally.
- **Joint Statements or Memoranda of Understanding** among core partners may be considered to formalise continued collaboration, joint promotion, or maintenance responsibilities beyond the project's lifetime.

These commitments will help maintain the project's momentum and ensure that its resources, network, and spirit of collaboration continue to benefit the blue bioeconomy community in the future.

5. CONCLUSIONS AND RECOMMENDATIONS

Throughout the implementation of BlueBioTechpreneurs, several key lessons emerged regarding effective outreach, the value of synergies, and the importance of long-term legacy planning. These insights are essential for informing future EU-funded initiatives to support education, innovation, and entrepreneurship in the blue bioeconomy and beyond.

Lessons Learned

1. **Outreach** requires relevance and continuity.

Engagement is strongest when participants see clear value in their learning and feel part of an ongoing journey. In BlueBioTechpreneurs, the most successful outreach activities, such as the MOOC, hackathons, and webinars, offered practical, applied knowledge and created opportunities for participants to connect meaningfully with real-world issues, experts, and peers.

2. **Hackathons** offer more than learning. They create real connections.

Participants across all past hackathons expressed intense satisfaction with the opportunity to work on real-world challenges presented by blue biotech companies. These activities help bridge the gap between academic knowledge and industry needs, building confidence and competence among students while generating tangible ideas for the companies involved.

3. **Synergies require structure and dedicated effort.**

Synergistic collaborations didn't emerge spontaneously. They were built through active outreach, targeted testimonial campaigns, joint events, shared tools, and formalised content exchange. Embedding synergies in project design and dedicating resources to pursue them was key to their success.

4. **Legacy** planning is not a closing task. It is a strategic pillar.

Tools, platforms, and knowledge products can only achieve lasting impact if they remain accessible, maintained, and promoted beyond the project's duration. Starting this planning early and involving all partners is essential for long-term success.

5. **Upskilling** is a long-term process.

Learning, especially in a fast-evolving field like the blue bioeconomy, doesn't stop at the end of a course or project. Participants need repeated exposure, updated resources, and ongoing access to learning communities. Keeping training materials available and targeting the promotion of past project results over time is crucial.

Recommendations for Future Projects

1. **Support and maintain long-term access to training resources.**

EU-funded projects should not treat educational content and tools as short-lived deliverables. These outputs should be designed from the outset for long-term use, with sustainability built into their format, hosting, and funding model. The use of high-impact platforms (e.g. FutureLearn, MarineTraining.eu, BlueJobs.com) that host several courses on the blue economy can act as a multiplier in terms of impact, extending outreach to users who are not deliberately searching for project results. This also requires adequate funding, promotion and trust-building support mechanisms.

2. **Think beyond the project box.**

Legacy and impact extend beyond the project's formal timeline. Successful outcomes often emerge through continued collaboration, adaptation, and reuse of tools in new contexts. Projects should be designed with flexibility and openness, allowing for spin-offs, partnerships, sharing educational content and further development by others. This means sharing ownership, making content openly accessible, and ensuring documentation is thorough and user-friendly.

3. **Invest in sustained industry-academia collaboration.**

The hackathon format proved an exceptional model for applied learning and industry engagement. Future projects should promote the development of **local or regional fora** that bring together universities, startups, SMEs, and students to work on sector-specific challenges regularly. These fora can help embed innovation into curricula, build pipelines of skilled graduates, and support the competitiveness of local industries.

4. **Create funding mechanisms to maintain project outcomes.**

Upskilling and community-building are long-term processes. EU programmes should include dedicated resources or follow-up funding lines for maintaining and updating successful tools, platforms, and courses beyond the original project to facilitate exploitation beyond project lifespans.

Encourage the development of a central European library for training resources.

With so many valuable materials produced through EU projects, a structured, well-maintained digital repository, curated by the European Commission, would support lifelong learning, avoid duplication, and help consolidate the EU's leadership in sustainability, innovation, and skills development.

5. **Reward deep, outcome-oriented synergies.**

Future calls should incentivise projects to develop shared tools, host joint events, or launch joint initiatives to co-create results and gather resources from the project's onset.

By incorporating these lessons and recommendations, future projects can maximise their short and long-term results and build the foundations for enduring impact, collaboration, and knowledge sharing across the EU blue economy and other strategic sectors.

