



# DELIVERABLE 3.1

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# WEBINAR INTERIM REPORT



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# ABBREVIATIONS

ABBREVIATION	DESCRIPTION
BBT	Blue Bio Techpreneurs
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
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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## ACKNOWLEDGMENTS

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The authors would like to express their sincere gratitude to our webinar guests who generously gave of their time and effort to inspire and inform others. Their passion and expertise were reflected in the quality of their contributions.

For their support, advice and action, we would like to thank the Blue Bio Techpreneurs project consortium and the staff of partner organizations, the commitment and quality of their contributions to the work on this activity was exemplary. Many current and former staff members within their own organizations offered support, guidance and assistance for which they are extremely grateful and without which the webinars would not have been possible.

We are also appreciative of the support we have received in our professional networks amongst academic institutions and support structures, and their enthusiasm in spreading the word about the series and the project.

Finally, we thank our webinar participants. Their questions, comments and suggestions gave our work life and allowed for insights and improvements a less engaged audience would not have yielded. Contact with them never fails to reinvigorate our commitment to the goals of this project and to reinforce our faith in the bright future they represent for a sustainable blue bioeconomy.

# 1. INTRODUCTION/ABSTRACT

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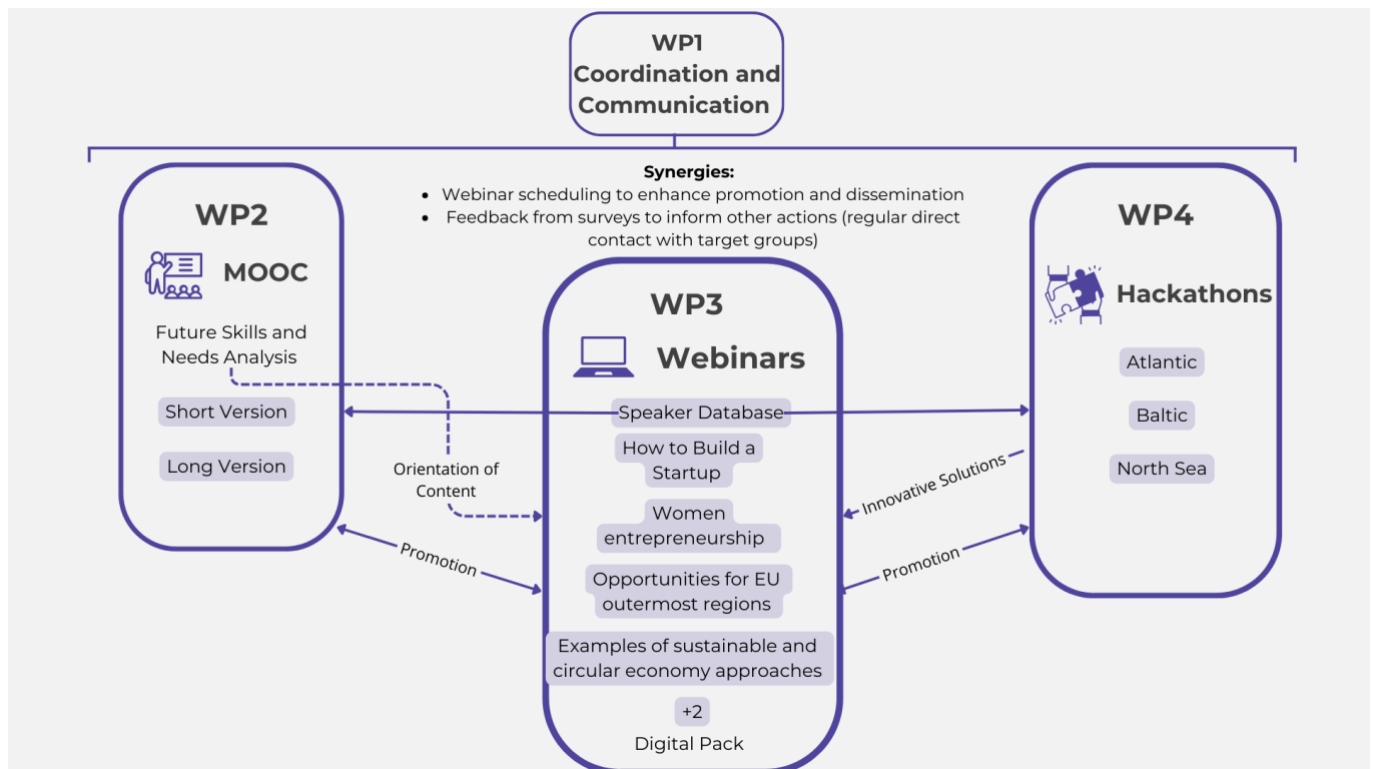
This report covers the design, execution and results of the first five webinars in the Blue Bio Techpreneurs series Transferring the Business Gene, held between February 2024 and February 2025. The webinar series is focused on inspirational front runners, entrepreneurs, case studies and approaches in the blue biotechnology sector. All webinars focus on real-life experiences and showcase concrete applications and entrepreneurial examples of circular innovations in blue biotech. By highlighting voices and stories from the world of blue biotechnology, the series aims to give its audience a concrete vision of what entrepreneurship is and provide encouragement and inspiration in turning toward blue careers.

The webinars contribute directly to the three main project objectives:

1. Boost collaboration between academia and the private sector
  - Speakers from the private sector share experiences with participants from academia (students, young graduates, professionals)
2. Support companies in accessing cross-sectoral talent, fostering innovation and closing the skills gap in the blue biotech sector
  - Entrepreneurs speak directly to a pool of potential hires
  - Webinars focus on themes of entrepreneurship in blue biotech, enhancing awareness of the skills needs of the sector
3. Encourage students, young graduates, and professionals to embrace blue careers
  - Focus on real-life examples from the ecosystem through storytelling
    - Women entrepreneurship, opportunities in outermost regions, and circular economy approaches all highlighted encouraging

It is also situated in synergy with other project activities, promoting, informing, and disseminating the Hackathons and MOOCs. These relationships are illustrated in Figure 1 below.





**FIGURE 1 DIAGRAM WP3 WORK BREAKDOWN STRUCTURE**

## 2. METHODOLOGY

### Best practice research and platform selection

From the beginning of the project lifecycle, best practice research was conducted to benchmark effective webinar hosting strategies. This included consulting the recommendations of prominent webinar platforms, consulting with the communications teams of the respective project partners, consulting various third-party sources, and drawing conclusions from first-hand observations of participation and similar events. As a result, a number of guidelines, objectives and questions of form were defined in line with what worked best in similar circumstances.

This process guided our decision to hold the webinars at 11:00 CET on Tuesdays or Thursdays, as this was in the range of webinars with the highest attendance. We also aimed to keep our webinars to an hour in length and to limit to the best of our abilities the time taken up by formal presentations. Interactivity was a priority for the webinars. As such, webinars began with a poll to the audience related to the subject of the day, and questions from the audience were encouraged and collected throughout

the course of the webinar. The webinar team would either attribute these questions directly to a speaker to answer in the chat function of the platform or incorporate them into the question-and-answer session.

A comparative evaluation of webinar tools was conducted, comparing the functionalities and costs of services, including a number of leading and lesser-known services. In the end, it was determined that in addition to incurring no additional costs to the project, the use of PMBA's existing licence for webinars would allow for features recommended in our best practice research (surveys, polls, customisability of visual identity, recording and participation analysis).

### **Database of Speakers and Topics:**

Given the aims and commitments of the project, a number of webinar topics were predefined. The proposal provided four topics: how to build a startup, women's entrepreneurship, opportunities in the EU's outermost regions, and circular and sustainable approaches in the blue bioeconomy. In addition to these, a number of potential topics were discussed at the project outset and collected in a common document. The first webinar would provide a thematic introduction to the webinar series and an overview of the project, focusing on the move from academia to entrepreneurship from the perspective of a current student and a startup founder.

PMBA, BBA and SUB also included in this common document a list of potential speakers from their formal and informal networks across Europe. Criteria for speaker inclusion included their being an active player in Blue Bio-Tech and possessing proven communication skills in English. Our speakers generously gave of their time without financial compensation. A list of promising speakers has been established, and a grid was created to indicate the suitability of each to the various topics defined for the webinars. The document would also serve as a tool to track speaker outreach.

### **Scheduling:**

In December 2023, a program was published on the project website (Milestone 9). It included the topics for each webinar as well as the month in which each webinar is to fall (a placeholder title was indicated for the final webinar whose topic would be defined following attendee feedback and consortium reflection.) Given that the webinar series' target audience was largely comprised of students, webinars were scheduled to fall while the partner universities' classes were in session. In this way, we could expect a higher level of participation due to the availability and the communication reach of university newsletters and professors' recommendations or requirements. The first two webinars were held in the spring semester of 2024 in February and April of that year. They then resumed after summer break with additions spaced two months apart from October 2024 to April 2025. The two-month rhythm would allow for a degree of regularity to encourage repeat participation while covering a period broad enough

to leverage the webinars as promotion and dissemination opportunities for a number of project activities, notably the Nordic and Baltic Hackathons. With our first webinar completed in February 2024 and the third by November 2024, Milestones 10 and 11 were reached. The final webinar is scheduled for April 2025, timing that will permit the promotion of the MOOC in line with the webinar's focus on finding work in the blue bioeconomy. As such, the project is projected to complete the series ahead of the September 2025 deadline for Milestone 12.

## Communication Campaigns:

An event webpage (<https://bluebiotechpreneurs.eu/events/>) describing the webinar and featuring the webinar was published by SUB on the project website one month before the first webinar was to launch. In addition, a webinars page (<https://bluebiotechpreneurs.eu/webinars/>) was launched to create one space where the target audience can find the webinar information and the recorded videos. A webinar platform registration page was customized according to the BBT visual identity and featured registration questions for the collection of data characterizing our audience. The registration for the webinars was at any time possible, because we left the registration for all webinars open and embedded the registration link on the "webinars page" mentioned above. Proper indications of EU co-funding were included, as was a data-processing consent form. This would be repeated for each new webinar.

**FIGURE 2 WEBINAR REGISTRATION PAGE**

Webinars were announced on the project's LinkedIn page and promoted on the personal LinkedIn accounts of project partners and the organization accounts of SUB, BBA and PMBA. Partner organizations featured the webinar in newsletter postings as well. Partners were provided with outreach templates to target university departments and similar stakeholders and adapted these to their local networks. After the implementation and introduction of BlueBioMatch in the project and through webinars, the webinars were also promoted on the community platform. Campaigns included initial announcements, speaker highlights and reminder posts.

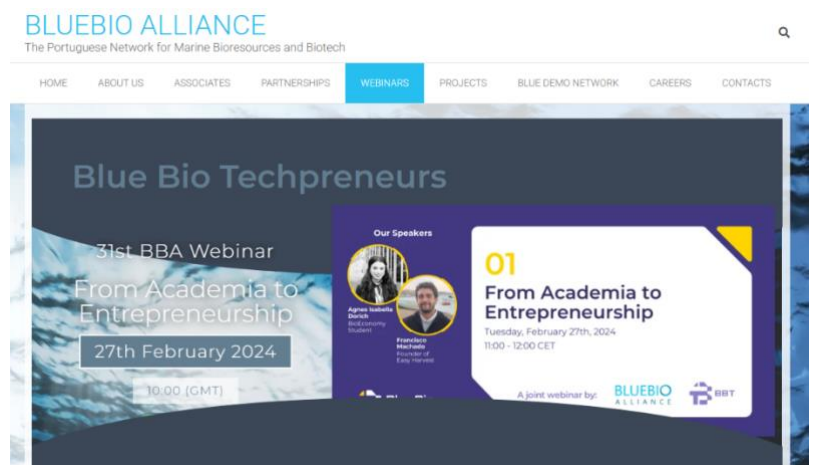
At the start of the project, extensive research identifying educational programs related to biotechnology, marine biology, and related fields was conducted in France and throughout Europe. The results yielded over 100 contacts who were sent individualized emails ahead of the first webinar and

which were integrated into mailing lists for future editions. BBA conducted targeted emailing and calling campaigns to attract a critical mass to the webinars. Speaker headshots, names, and links were incorporated as quickly as possible in each campaign to enhance the attractiveness of the event, the visual interest of comms materials, and the reach of our posts.



**FIGURE 3 WEBINAR A4 POSTER 1**

To launch the webinar series, the first edition of the webinar was officially co-organized and hosted by Blue Bio Alliance. BBA featured the webinar within their established webinar series on their website, with communication personnel working closely with other project partners to coordinate the campaign. BBA personnel welcomed participants and introduced them to the webinar.



**FIGURE 4 WEBINAR 1 EVENT PAGE BBA WEBSITE**

## Risks and Mitigation:

At the beginning of the project, risks associated with the webinars were identified and mitigation measures were put in place. They are as follows:

1. Not enough participation in the webinar series
  - a. Mitigation:
    - i. Active dissemination via the consortium networks and related projects

- ii. Active promotion of the webinars in the participating universities
  - iii. Active promotion of webinars via theme-related associations and networks promoting blue entrepreneurship, gender equality in STEM, etc.
- 2. Technological Failure
  - a. Mitigation
    - i. Identification of reliable software, keep updated
    - ii. Backup Hardware at the ready
    - iii. Dress rehearsal with participants
    - iv. 2 or more simultaneous recording methods (e.g. two organizers in the session at the same time in case of disconnection)
- 3. Going over time
  - a. Mitigation
    - i. Define time limits for each section
    - ii. Hosts practice polite guiding tactics
- 4. "Zoom" bombing
  - a. Mitigation
    - i. Software with strong security controls

### **Webinar Preparation and Organization:**

Speaker outreach was conducted based on the database of speakers and topics as well as input from consortium members with the aim of recruiting speakers one month before the webinar to optimize the communications campaign. Speakers were provided with a document outlining the project, the webinar series and a proposed structure and set of questions for their particular session. In addition to this document, practice runs were organized to ensure familiarity with the webinar platform, allow a chance for speakers to meet one another, and allow discussion of expectations for the event. These meetings were held a week before the webinars to allow for the resolution of any issues raised and the finalization of speaker presentations. Presentations were requested by BBT at least 24 hours prior to the webinar.

Prior to webinars, a script was produced by PMBA, including an introduction and a blow-by-blow outline of the webinar structure, when presentations and polls were to be shared and project-related announcements. This document served as a reference for the host and was shared with PMBA and BBA colleagues as a risk mitigation measure in case of an unforeseen incident preventing the host's participation.

On the day of each webinar, hosts and speakers convened on the platform 15 minutes before start time to resolve any technical issues and answer any final questions before the event.

Following participant requests, participation certificates were created and automatically sent, starting with Webinar 3. These documents allowed students to certify their participation and, in some cases, advertise their participation in the webinar to their professional networks.

### **Webinar Data Collection:**



In order to track Key Performance Indicators and better understand the viewership of the webinars, a webinar registration form was established, allowing for the collection of participant information, including email, country of origin, gender and residence in an EU outermost region. For the second webinar, an additional field was added to determine how the enrollee learned about the webinar.

In-session polls indicated the profiles of those in attendance and their attitudes or familiarity with the topic at hand. They also served as an engagement tool.

At the end of each webinar, participants were directed automatically to a satisfaction survey.

### **Webinar Dissemination:**

As foreseen in the grant agreement, recordings were made of each webinar with the consent of speakers and participants and posted to YouTube. Links to these recordings were made available on the project website (<https://bluebiotechpreneurs.eu/webinars/>; <https://www.youtube.com/playlist?list=PL-bT8PVdyzmslw1CbkDBZsUWwIBc9nN4o>) and communicated in most subsequent communications linked to the webinars.

## 3. WEBINARS

### 3.1 Webinar 1 – From Academia to Entrepreneurship

27 FEB 2024; 11-12 CET



FIGURE 5 PROMOTIONAL IMAGE WEBINAR 1

Recording: [Link](#)

#### Description:

"The first webinar of this series will be in partnership with [BlueBio Alliance](#), a member of the Blue Bio Techpreneurs consortium. Are you looking to find work in Blue Biotech but need guidance in making the leap from academia to the private sector? The first webinar will cover challenges and opportunities in starting a career in marine biotechnology. Individual stories will shed light on the needs of students and entrepreneurs and what can be done to connect graduates to opportunities in the field. The project partners of Blue Bio Techpreneurs will share how their MOOC, webinars and hackathons aim to do just that. A Q&A session will allow participants to speak directly to our speakers and to the project partners. Together, we will share our experiences and the tools we need to build a successful future."

#### Content:



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Following words of welcome from BBA and BBT, **Alberto Terenzi** presented **BBT**. He discussed the inspiration and objectives behind the proposal writing process and described how the project's MOOCs, hackathons and webinars would serve to address real challenges facing the blue biotechnology sector, allowing businesses, students, and recent graduates alike to grow, develop and strengthen for the future. He also presented **BlueBioMatch** and its various features, all aimed to "create a real community of people that want to take the blue bioeconomy and the blue biotech sector forward."

This set the stage for our conversation with our two guest speakers addressing the journey from academia to entrepreneurship. **Agnes Isabella Dorich** discussed her academic and professional journey in the Blue Bioeconomy. She is a Norwegian Chilean **Master's Student at the Norwegian University of Life Sciences**, and she specializes in **sustainable seafood business development**. She discussed the importance of internships and parallel work experiences in allowing students to discover possibilities, describing how multidisciplinary experiences led her from her studies in international development to her current path in biotechnology.

In a follow-up interview, Agnes highlighted a number of challenges in blue biotech, from the need for specialized knowledge, the capital intensity of the sector, regulatory complexity and the variety of ethical and environmental concerns to be taken into account in the work. She nonetheless noted that there were significant multidisciplinary opportunities for young people driven to exciting, sustainability-oriented work, allowing for a **"diverse career path beyond their traditional research and development roles**, in, for example, regulatory affairs, project management, and product management, and environmental policy."

When asked what she hoped for from BBT, Agnes responded that she hoped it would encourage exchange between newcomers to the sector and those with more experience, as these groups had much to learn from one another.



The floor was then given to **Francisco Machado**. Francisco shared his entrepreneurial passion and his journey from research to his work as founder of the Portuguese startup **Easy Harvest**. He described studies in aquaculture and how he "fell in love" with microalgae and seaweed because of their capacity for impact. He underlined **the need to**

**take initiative** in pursuing your career goals, whether it be approaching employers or launching a new venture. He told the story of becoming interested in harmful algal blooms. "So, I wondered, what were they doing with this biomass after they cleaned it up? Well, they were throwing it into the trash. So, again, my spirit just said, well, don't let them do that. That's a waste. We need to change the world." He then discussed how the company is looking to **harvest blooms from the water column to prevent stranding**.

Throughout his presentation, he provided advice to potential entrepreneurs "So I say to all students and non-students to think about what drives you and, why do you wake up to go to your job? I wake up to go to my job because I know that **I love the fact that I'm trying to change something for the better** and that I can help fix all these problems." "Don't be afraid to be afraid." He also emphasized the need for complementary skills in a startup team and to surround yourself with others who share your aims and values.

In closing, Agnes and Francisco offered the advice: "In the realm of entrepreneurship, **we really need people who have diverse skills**. They don't invest in the best ideas, they invest in the best teams" and "If you want to be an entrepreneur, just **dare yourself, give yourself the chance**."

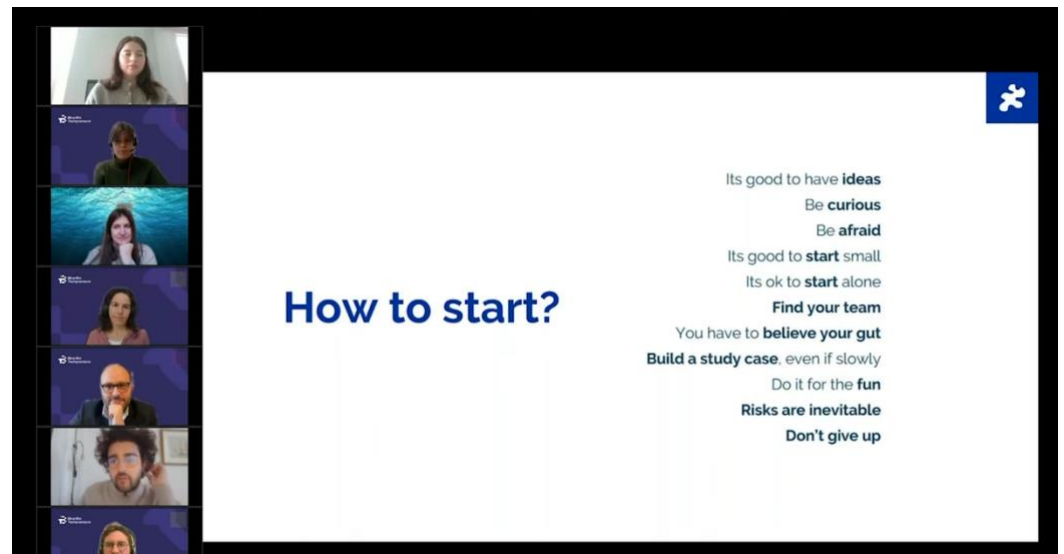


FIGURE 6 IN-SESSION PHOTOGRAPH WEBINAR 11

## 3.2 Webinar 2 – How to Build a Startup?

23 APR 2024; 11-12 CET



FIGURE 7 PROMOTIONAL IMAGE WEBINAR 2

**Recording:** [Link](#)

### **Description:**

"In Blue Biotech, the opportunities are vast and underexploited. But launching a new business venture can feel mysterious or perilous.

In this edition of Transferring the Business Gene, the BlueBioTechpreneurs webinar series, we will be talking to people who have already charted the waters of entrepreneurship and are ready to share their stories.

We will hear how to take an idea or a lab result and turn it into a marketable application that can make a difference in the world. From developing a strong business plan to attracting collaborators and investors, our speakers will share what it took to get their startup off the ground."

## Content:

The discussion centered on how to transition scientific research into viable business ventures, highlighting key lessons from successful biotech entrepreneurs. The roundtable featured three distinguished speakers: Bernard Cloerec, co-founder of Aberactives, Anne Boermans, business founder of Zephyr, and Jean-Michel Pommet, Founder and CEO of Zeni. Each entrepreneur shared their journey of transforming scientific innovation into market-ready solutions. Following a round of presentations, the three entrepreneurs discussed the key phases of launching a biotech startup.

**Bernard Cloerec** emphasized the challenge of shifting from academia to entrepreneurship, stating, "The challenge for us was to be transformed into entrepreneurs." He explained Aberactives' innovative **enzyme-assisted extraction technology that enhances the bioavailability of seaweed-derived compounds** for cosmetics and nutrition.

**Anne Boermans** described **Zeefier's** journey in developing **sustainable textile dyes from seaweed**, addressing the environmental impact of synthetic dyes. She stressed the importance of assembling a strong team and remaining adaptable, advising, "Know what you can do and what you can't do. Be open to pivoting your ideas." Zeefier's success stems from combining scientific research with business acumen to meet industry needs.

**Jean-Michel Pommet** presented **Zeni's** innovative approach to

**microalgae-based wastewater treatment.**

Highlighting the necessity of market research and regulatory awareness, he noted, "**You can have the best solution, but if the market is not ready for it, it's already dead.**" He stressed the importance

of timing, adaptation, and

securing financial backing, outlining how Zeni integrates into the circular economy by transforming wastewater nutrients into valuable biomass for agriculture.

The discussion underscored the significance of **effective communication across different stakeholders**, from investors to industry partners. Participants also explored the role of **support**



**FIGURE 8 IN-SESSION PHOTOGRAPH WEBINAR 2**



**ecosystems**, such as incubators and funding programs, in helping startups navigate financial and regulatory landscapes. As a final takeaway, all three speakers encouraged aspiring entrepreneurs to embrace resilience, seek mentorship, and leverage networking opportunities. As Jean-Michel aptly put it, **"Believe in yourself and your dream. Failing is part of the journey, but so is learning and growth."**



## 3.3 Webinar 3 – Sustainable and Circular Economy Approaches

3 OCT 2024; 11-12 CET



The promotional image for Webinar 3 features a dark blue background. On the left, there are two circular headshots: the top one is of Dr. Alexandra Leeper, CEO of the Iceland Ocean Cluster, and the bottom one is of Johan Ljungquist, Founder of Gårdsfisk. To the right of these headshots, the text '03' is displayed in large, bold, pink font. Below this, the main title 'Serve the Environment... Join the Private Sector!' is written in white, followed by the subtitle 'Circularity and Sustainability in the Blue Bioeconomy' in pink. The date and time 'Thursday, October 3rd, 2024 11:00 - 12:00 CET' are listed below. At the bottom left, the 'Blue Bio Techpreneurs' logo is shown. At the bottom right, it states 'Part of the Blue Bio Techpreneurs Webinar Series: "Transferring the Business Gene"' and includes the BBT logo.

FIGURE 9 PROMOTIONAL IMAGE WEBINAR 3

Recording: [Link](#)

### Description:

"If you have committed your studies to understanding the natural world, chances are you want your career to contribute to its respect and protection. You may be deciding between conducting fundamental research, joining a non-profit, or shaping public policy. But could the world of business hold a place for you and your values?

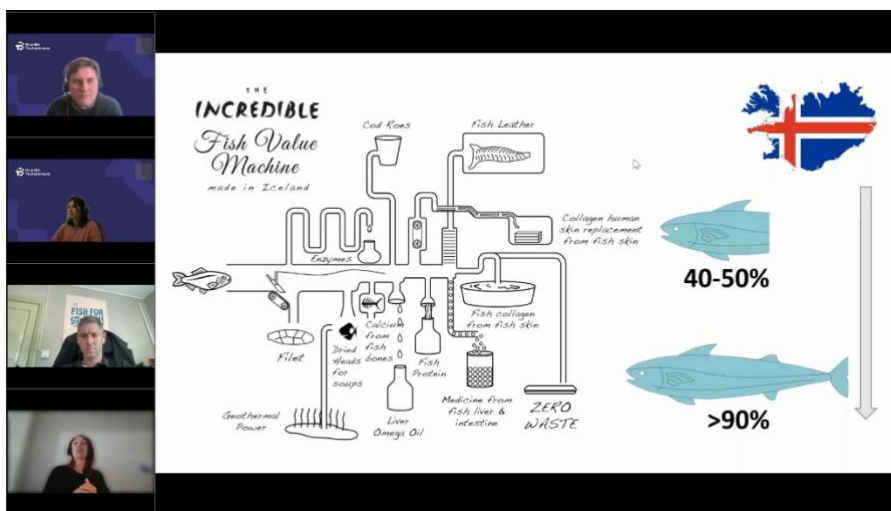
Join the next edition of Transferring the Business Gene, the Blue Bio Techpreneurs webinar series, where we are diving deep into how marine biotechnology is shaping a future where businesses work with nature to protect our planet. Discover the power of sustainability and circular economy approaches in creating a healthier world for all.

We will be joined by blue bioeconomy pioneers who have found better ways of doing business, with sustainability and circularity at the heart of their work. Hear the stories of how the innovators of today are working with nature, for nature."

## Content

The third webinar in the Transferring the Business Gene series event highlighted how circular and sustainable approaches to biomass production and valorization can make work in the blue bioeconomy cohere with the environmental consciousness of the next generation of blue bio techpreneurs. Following the **dissemination of the results of the project's first Hackathon in Denmark**, it highlighted strategies for transforming waste into valuable resources and creating sustainable business models, with a thematic focus on **aquaculture and fisheries**. This session featured speakers Johan Ljunquist, co-founder of Swedish aquaculture producer **Gardfisk**, and Dr Alexandra Leeper, CEO of **Iceland Ocean Cluster**, who shared the innovative approaches to sustainable fish production and utilization pursued in the 100% Fish program.

**Johan Ljunquist** detailed Gardfisk's journey in **sustainable aquaculture**, emphasizing the importance of **selecting robust fish species** that thrive on plant-based diets and require no antibiotics, notably tilapia and catfish. The company **integrates aquaculture with agriculture**, ensuring that water and nutrients are reused efficiently and presenting a sustainable alternative to the consumption of overfished species. Ljunquist highlighted the challenges of entering the industry without financial backing, stating, **"You need to put the work in—there are no shortcuts."**



**Dr Alexandra Leeper** presented the Iceland Ocean Cluster's flagship initiative, **100% Fish**, which aims to use every part of the fish, not just the fillet. She shared how Iceland transformed its approach, increasing utilization from 45% to over 90% of each Atlantic cod. **"We need to move towards using every part of the fish in the most smart and appropriate way,"** she emphasized. Leeper showcased examples of **high-value**

**innovations**, including fish skin for collagen extraction and cod heads for international food markets.



She also stressed the importance of storytelling in engaging industry stakeholders and consumers in sustainable practices by showing that **solutions made economic, as well as environmental, sense.**

The discussion explored **barriers to expanding circular and sustainable business models**, with Ljunquist calling for **stricter regulations** and Leeper emphasizing **trust-building** and industry collaboration. "If we can make valuable products from waste, why are we still throwing anything away?" she posed. The webinar concluded with both speakers encouraging future entrepreneurs to pursue their passions, engage with industry networks, and remain persistent despite challenges. As Ljunquist advised, **"Find something you love to do, work hard, and success will follow."**



## 3.2 Webinar 4 – Women's Entrepreneurship in the Blue Bioeconomy

5 DEC 2024; 11-12 CET



**04**

### Women's Entrepreneurship in the Blue Bioeconomy

Thursday, December 5th, 2024  
11:00 - 12:00 CET

Part of the Blue Bio Techpreneurs Webinar Series:  
"Transferring the Business Gene"

**Blue Bio Techpreneurs**

**BBT**

**Defne Bilgin**  
Cofounder & CEO of Moresrooms AS

**Marie-Gabrielle Capodano**  
President and Founder of SpiruMarine (FR)

**Mariana Mata Lara**  
WIN-BIG Project

FIGURE 11 PROMOTIONAL IMAGE WEBINAR 4

**Recording:** [Link](#)

### Description:

"Join us for the next instalment of Transferring the Business Gene, the Blue Bio Techpreneurs webinar series, dedicated to an inspiring session on women's entrepreneurship in the blue bioeconomy, featuring trailblazers from the sector and insights from the WIN-BIG project.

Hear how women lead and drive sustainable innovation in the Blue Economy. Discover fascinating businesses and hear inspiring stories of entrepreneurship. Along the way, we will discover some of the tools and insights from the WIN-BIG project that can help promote gender balance across the entire Blue Economy!"

### Content



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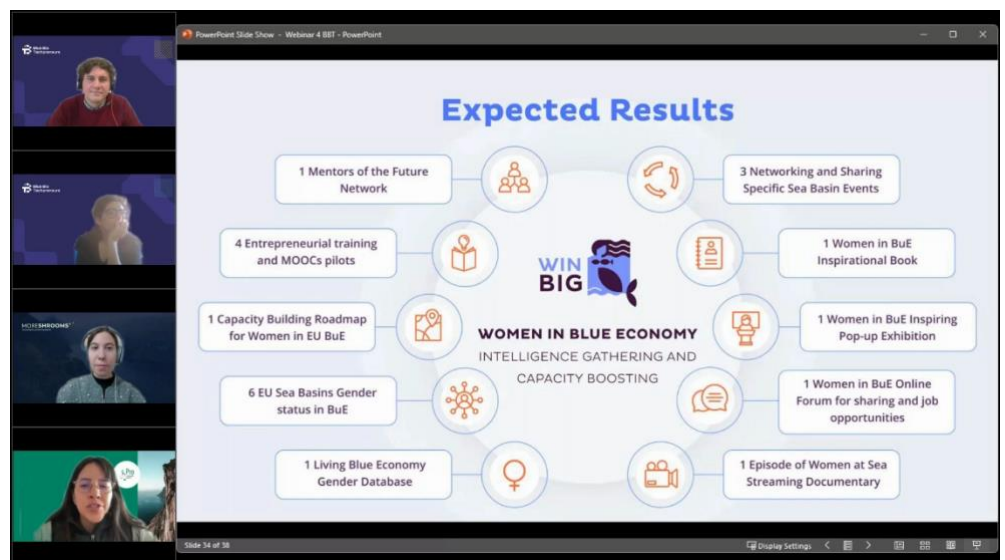
The 4<sup>th</sup> webinar in the "Transferring the Business Gene" webinar series, focused on women's entrepreneurship in the blue bioeconomy. The event featured Daphne Bilgen, co-founder and CEO of Moreshrooms, and Mariana Mata Lara from s.Pro-Sustainable Projects, representing the WIN-BIG project.

**Marie-Gabrielle Capodano**, President and founder of **Spiru'Marine** was slated to speak but lost her voice ahead of the webinar and submitted her contributions to the roundtable questions to be distributed after the webinar. She encouraged attendees: "My advice to women considering becoming a blue bioeconomy entrepreneur is to **believe in it, to believe in their potential, to dare to assert themselves**, and above all, to believe in this world where the blue bioeconomy will take more and more place in the global economy."

**Daphne Bilgen** shared her entrepreneurial journey, emphasizing how her background in food science, biotechnology, and entrepreneurship led to the creation of **Moreshrooms**, a company that develops **seaweed-based mycoprotein** as a sustainable food ingredient. Her educational path was pursued with the aim of obtaining both **technical and entrepreneurial skills** to fuel her success, in addition to key experiences in big business and in a startup that gave her invaluable industry insights and set her back on an entrepreneurial track. She highlighted the **importance of ecosystems that support innovation** and the challenges of entering the blue bioeconomy, particularly as a female entrepreneur. "Being in the right ecosystem is crucial," she noted, adding that the blue bioeconomy sector is **highly collaborative rather than competitive**.

**Mariana Mata Lara** introduced **WIN-BIG**, a project aimed at improving gender balance in the blue economy by mapping women's participation, identifying challenges, and offering entrepreneurial training. The project's **survey, collection of inspiring success stories** and other actions for expanding opportunity were shared. Mata Lara highlighted the

**underrepresentation of women in leadership roles**, stating, "Women make up only 29% of the overall



**FIGURE 12 IN-SESSION PHOTOGRAPH WEBINAR 4**



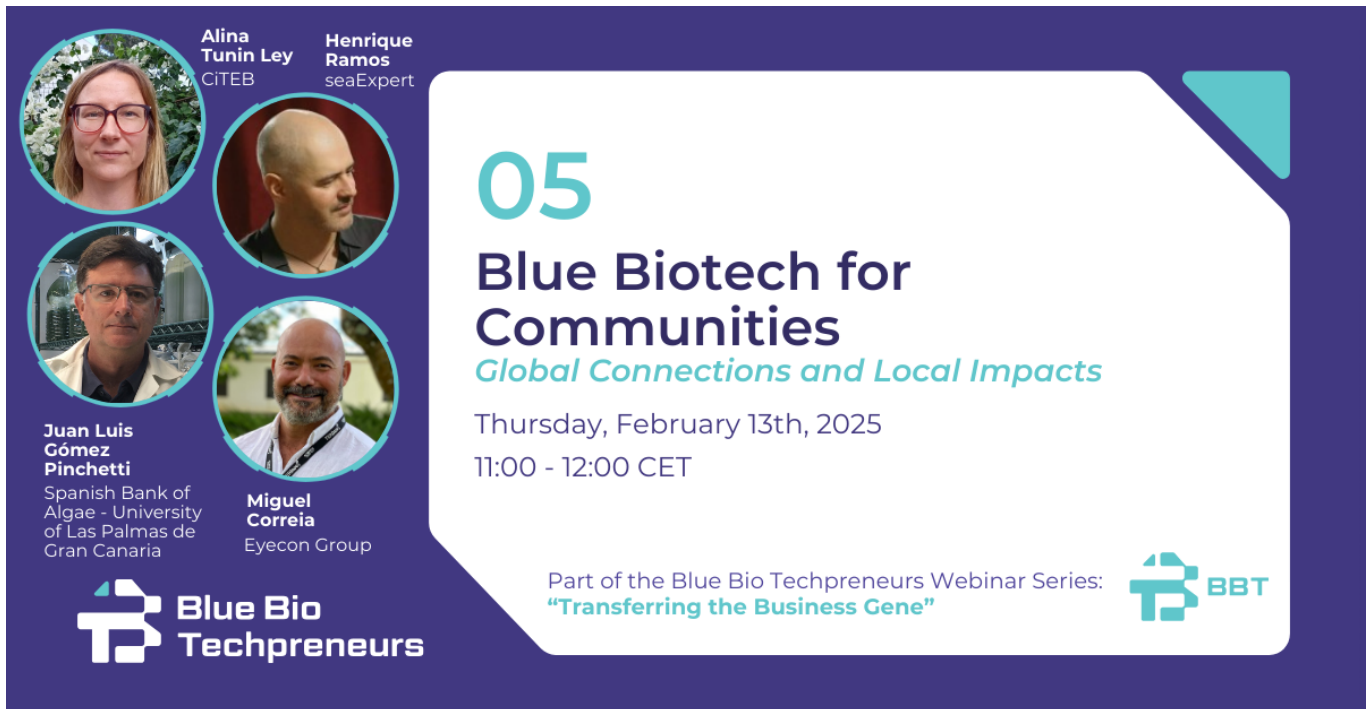
workforce in the blue economy and hold the lowest-paid and least secure jobs." WIN-BIG aims to empower women through **mentorship, capacity-building, and networking opportunities.**

The discussion emphasized the importance of **visibility and role models** in encouraging more women to pursue entrepreneurship in the blue bioeconomy. Both speakers encouraged aspiring entrepreneurs to take risks, seek support networks, and remain persistent despite challenges. Mata Lara advised, "**Go for it. Break as many ceilings as needed.**"



## 3.5 Webinar 5 – Blue Biotech for Communities: Global Connections and Local Impacts

13 FEB 2025; 11-12 CET



**05**

### Blue Biotech for Communities

*Global Connections and Local Impacts*

Thursday, February 13th, 2025  
11:00 - 12:00 CET

Part of the Blue Bio Techpreneurs Webinar Series:  
"Transferring the Business Gene"

**Alina Tunin Ley**  
CITEB

**Henrique Ramos**  
seaExpert

**Juan Luis Gómez Pinchetti**  
Spanish Bank of Algae - University of Las Palmas de Gran Canaria

**Miguel Correia**  
Eyecon Group

**Blue Bio Techpreneurs**

**BBT**

FIGURE 13 PROMOTIONAL IMAGE WEBINAR 5 1

### Description:

"What we choose to do with our time and labour is precious, and many of us aspire to contribute to the wellbeing of our local communities. With its focus on leveraging the potential of marine biological resources, blue biotech is especially well-positioned to make a difference. Join us for the next instalment of Transferring the Business Gene, the Blue Bio Techpreneurs webinar series, to learn how.

Discover blue biotech ventures acting as a positive force supporting economic development, environmental stewardship and social cohesion. Hear the stories of those who are acting today for the future of coastal and insular communities and explore how blue careers can be catalysts for positive change."

### Content:



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The fifth webinar in the series featured stories of how blue biotech can bring **positive impacts to coastal and insular communities**. The session featured initiatives in the EU's outermost regions. Guests joined from the Indian Ocean to the mid-Atlantic with presentations from Alina Tunin-Ley of the research center CÎTEB on Reunion Island, Juan Luis Gomez Pinchetti of the Spanish Bank of Algae in the Canaries, and entrepreneurs Henrique Ramos of seaExpert and Miguel Correia of Eyecon Group, both based in the Azores.

**Alina Tunin Ley** presented the work done by **CÎTEB** in pushing forward the value of blue economy innovation for Reunion Island, particularly their pioneering biotechnology research. Viewers were informed of PHYTOBANK, the organization's collection of microalgae from the Southwestern Indian Ocean, as well as its biomass production facilities. Tunin-Ley also highlighted ongoing projects harnessing the **potential of microalgae** to reap benefits for the local environment and local industries – namely research on applications in **antifouling paint** and (in the EU co-funded project POMARUN) **antioxidant and antifungal properties** that could address pathogens affecting tropical fruits cultures in la Réunion.

For his part, **Juan-Luis Pinchetti** presented the work of the **Spanish Bank of Algae** and its collection of **over 2200 unialgal-clonal strains**. Audience members were presented with the impressive infrastructure aimed at **biodiversity conservation, identification of isolated strains, development of biomarkers and technological development**. Initiatives highlighted included the EU-funded project Innovalga, which aims to encourage the micro- and macroalgae sector in Spain via the **diversification of species and applications** with high commercial and environmental value.

The Azorean consultancy and seaweed producer **seaExpert** was then presented by its founder and CEO **Henrique Ramos**. Ramos began by connecting his experience in the Azores with Juan-Luis, addressing a common problem between the Azores and Canary Islands regarding invasive species. He emphasized the need to "turn lemons into lemonade" by finding value in these harmful invasive species. Ramos characterized the unique characteristics of the aquatic ecosystems and geology around the Azorean archipelago and detailed how algae were harvested by hand by divers in the "pristine waters" off the coast. He characterized the many species his company shipped around the world and discussed the R&D projects exploring the potential of algae to **reduce methane emissions** of cattle and the form the basis of **bioconditioners** (biostimulants/biofertilizers) in the soils of the Azores. Ramos also mentioned that their company is well known in the local community, and the local inhabitants are very proud to have a local company with a global impact, putting their island on the international map. Ramos's contributions revealed the global appeal of the Azorean "brand" and the potential of blue biotech to **enhance the growth and sustainability of local economic activity**.

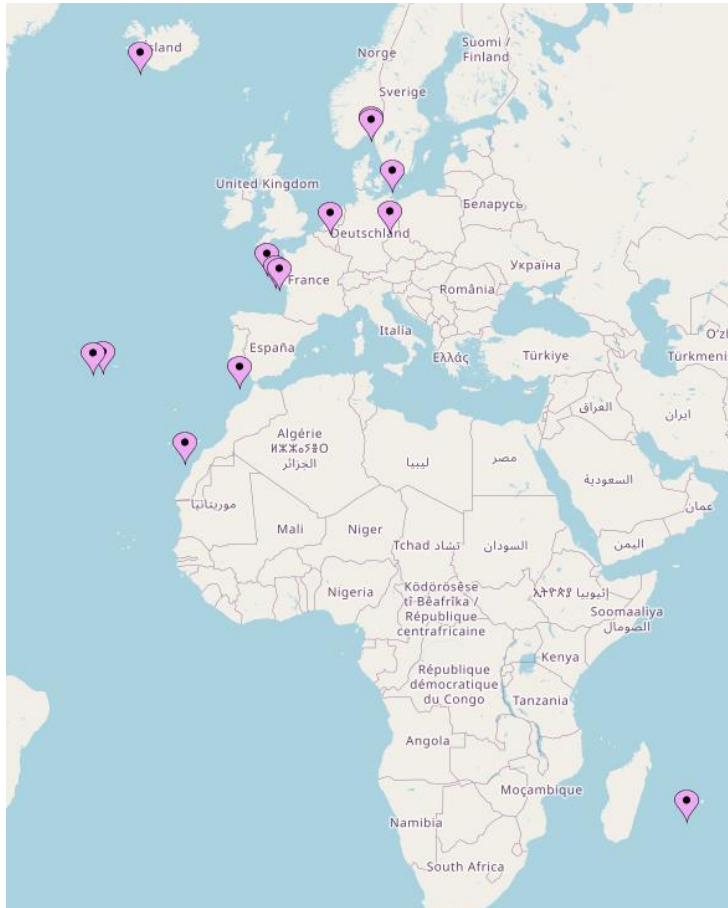


Entrepreneur **Miguel Correia** then took us to the skies to explore the potential of Eyecon Group's **Habtrail** solution in detecting and predicting **Harmful Algal Blooms**. The company leverages satellite observation data to address an issue plaguing waters around the world, of interest to the aquaculture industry, public authorities, public health and tourism. Correia demonstrated how an Azorean company can employ a diverse range of nationalities and extend its impact beyond the sea. He highlighted his company's **significant contributions to the monitoring of algae blooms in the Algarve region** on Portugal's mainland. This example underscores the **broad-reaching influence and importance of Azorean expertise** in addressing environmental challenges both locally and internationally.

The speakers encouraged young people to invest their futures in the Blue Economy, pointing to the positive impacts exemplified by their own activities and the untapped potential of the ocean.

**NB:** *As of the drafting of this deliverable, the recording of the webinar was not available due to a temporary software bug in the webinar platform used. Customer support teams were in the process of retrieving the blocked recording. This occurred despite the following of the platform's recommendation to have multiple organizers in the webinar simultaneously to prevent recording issues and the longstanding and heretofore successful use of the automatic recording feature that removes human error from the risk equation. PMBA will do its utmost to retrieve and make publicly available as much of the session recording as possible.*

## 4. RESULTS



**FIGURE 14 MAP OF WEBINAR GUEST LOCATIONS**

### Guest Profiles

The webinar series has welcomed **14 guests** based in **8 countries** and **3 EU outermost regions** (Azores, Canaries and Reunion Island). France (4) and Portugal (3) were the countries most represented among speakers, reflecting the network of the partners primarily responsible for webinar organization, followed by Norway (2) and Iceland, Sweden, Netherlands, Germany, and Spain.

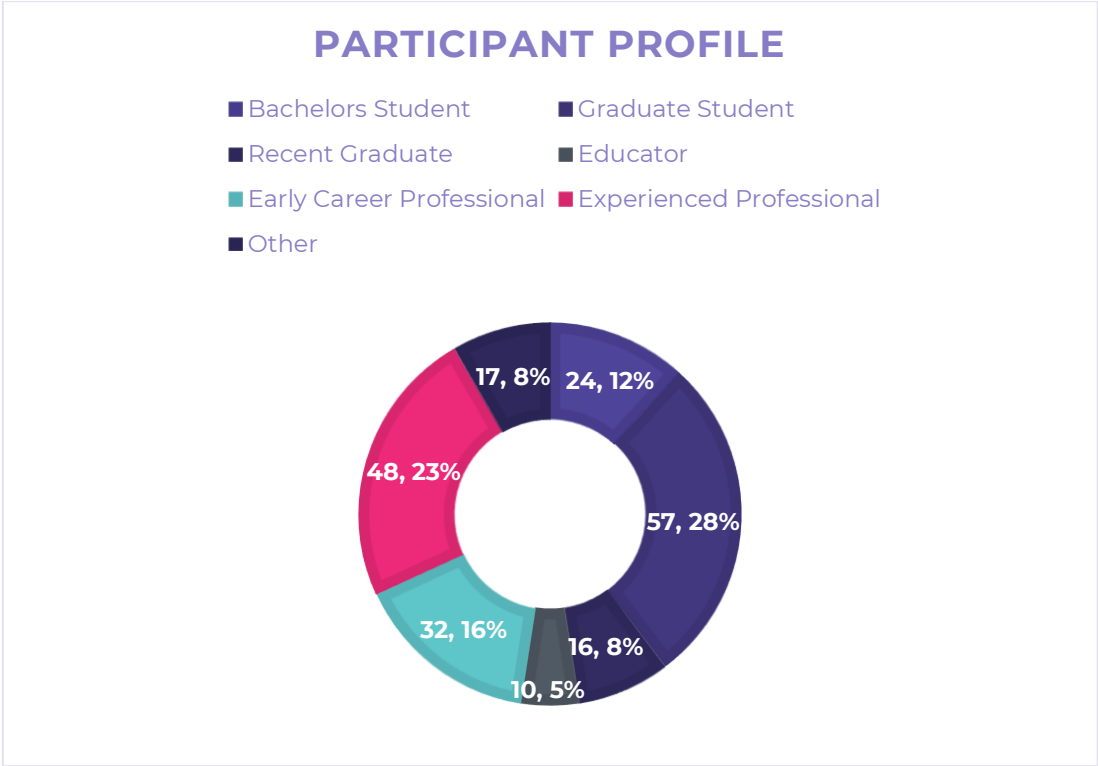
Of the guests, a large majority of **9 were entrepreneurs** with rich contributions from **2 applied researchers**, **2 sustainable innovation consultants**, and **a graduate student**. Biomass applications for macroalgae, microalgae and cyanobacteria, and fish species were presented. In webinars 1-5, **gender parity** was reflected in the number of men and women guests.

### Participant Profiles

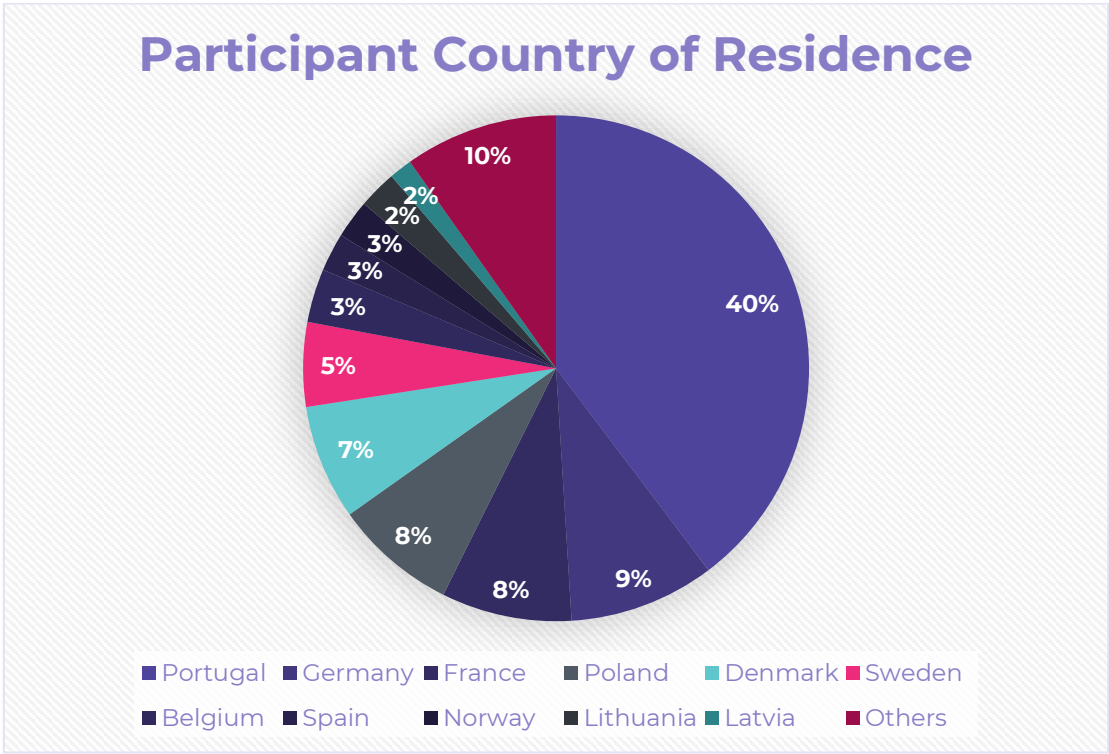
The webinar series engaged with success its target audience, with **over half of attendees classifying themselves as students or recent graduates**, with the largest contingent comprised of graduate students (pursuing a PhD or a Masters Degree). The webinar also yielded significant interest from working professionals, with 39 per cent of attendees falling into that category.

The audience was also marked by significant geographical diversity. Viewers hailed from **27 countries**, and to date **12 participants declaring residence in EU outermost regions** have tuned in. Each of the EU sea basins was represented amongst our participants and the webinar reached a handful of viewers beyond Europe as well.

The average percentage of **women participants** participating in a webinar exceeded the KPI of 50% to attain **70,39%**.



**FIGURE 15 RING CHART PROFESSIONAL AND ACADEMIC PROFILE OF WEBINAR PARTICIPANTS**



**FIGURE 16 PIE CHART COUNTRY OF RESIDENCE OF WEBINAR PARTICIPANTS (LISTED COUNTRIES AT LEAST 3 PARTICIPANTS)**



## Webinar Engagement

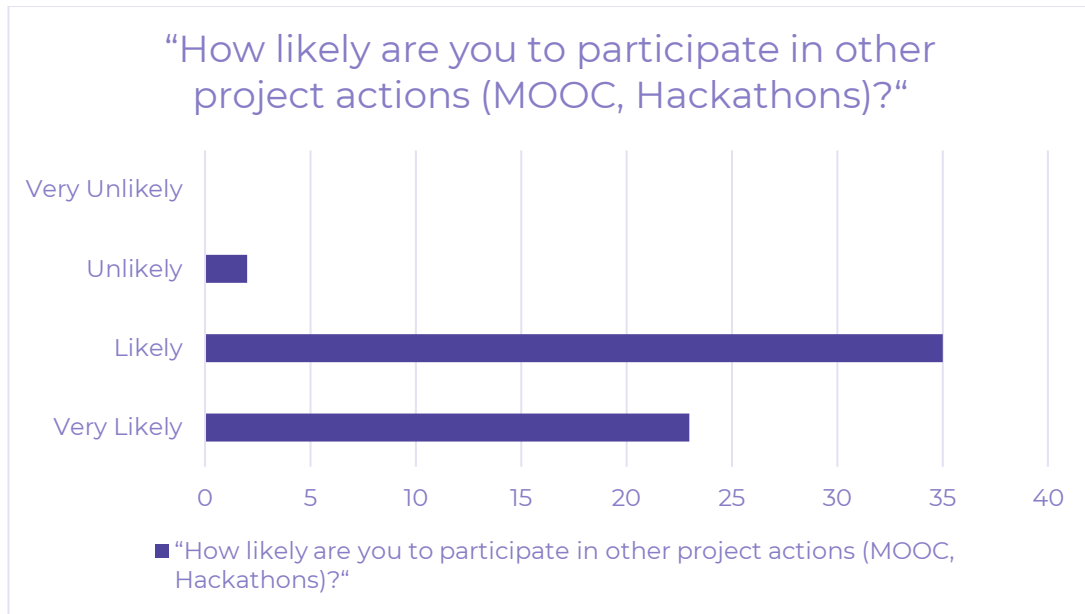
Webinar	1	2	3	4	5	Total (1-5/6)
Enrolees	152	101	69	58	90	470
Participants	71	37	28	29	41	208
Participants including Speakers and Organizers	78	43	32	34	48	235
Streams	191	140	21	15	N/A	367
Total Participants + Streams	269	183	53	49	48	602

TABLE 1 WEBINAR ENGAGEMENT INDICATORS





## Responses to Survey Question:



**FIGURE 17 SURVEY RESPONDENTS INTEREST IN OTHER PROJECT ACTIVITIES**

## Viewer Input

When asked what topics they would like to see featured in future webinars, survey respondents indicated interest in **specific sources of biomass and industrial applications**. These comments encouraged an invitation to speakers to not hesitate to discuss the scientific dimension of their activities more explicitly. They also expressed an **interest in topics that were to come**: environmental solutions, how graduate students and other researchers could transition to the private sector, as well as transversal topics such as **securing funding** and a **focus on business models** that will inform the content of the final webinar on finding work in the blue bioeconomy, with the intention to identify industry trends that will give viewers visibility on said topics.

Organizers also adapted the series to observations from consortium partners and stakeholders. As such, the **format of the webinars was made flexible and varied** and attempts were made to **feature young speakers** to allow audiences to see themselves more easily in entrepreneurial roles. In the course of stakeholder outreach, a contact from academia expressed concern that entrepreneurship was seen by students to be associated with a violation of values, allied with environmental degradation and social exploitation. This observation guided communications around the webinars with environmental, local impact, and women's participation presented as dimensions of professional investment **in blue careers, furthering the values and priorities of our target audience**.



**Viewer satisfaction overall was very high**, exceeding the target KPI of an average rating of 8,5/10. In only one case did a participant express displeasure with a featured speaker, and in several cases, speakers were positively mentioned by name. One participant suggested exploring alternatives to the slide-sharing methods used in webinar 6. Several participants contributed words of encouragement and satisfaction indicating feelings of motivation coming out of the sessions.

### Webinar Participant Satisfaction

Webinar	1	2	3	4	5	Avg. Session Satisfaction (1-5/6)
Avg. Satisfaction /10	8,85	9,25	8,8	8,75	8,73	8,87

TABLE 2 SURVEY RESPONDENTS WEBINAR SATISFACTION

**Repeat Attendees:** 33

### Quotes from Post-Webinar Surveys:

*"As a student this webinar really gave me the feeling that the way I've decided to choose has sense and future" - Webinar 1 attendee*

*"It was pleasure to be part of this meeting, I got very useful information, the educators were very professional, and they believe in their work which is important when comes to sharing knowledge with others." - Webinar 3 attendee*

*"This was an awesome initiative. As a master's student in blue and circular economy, this is pretty much what I love, it's the ocean, the protection of marine resources and ocean-based ideas. Seeing women thrive in these areas just brings me extra joy. Great webinar, congrats." - Webinar 4 attendee*



## 5. CONCLUSIONS

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The first five webinars in the "Transferring the Business Gene" series from BBT have delivered on their objectives to shine a light on inspiring examples of entrepreneurship in blue biotech, connecting academia and the private sector, supporting companies in accessing cross-sectoral talent, and encouraging students, graduates and professionals to turn toward blue careers. The series benefitted from the generous and quality contributions of leading figures from the blue bioeconomy who spoke with candor and passion about their professional experiences and the wealth of opportunities for professional fulfilment in the field today.

While webinar participation was on track to fall short of the ambitious KPIs set at the outset of the project, a strong showing for webinar recording streams helped extend the impact of the action. Attendance was also in line with or exceeded the recent webinars conducted by project partners in other contexts. In the final webinar, new promotional techniques will be explored and a push for a successful capstone to the series is on the horizon. Participation and viewership being particularly high for topics addressing entrepreneurship head-on suggest the possibility for renewed enthusiasm for the practical advice and business skills focus of the final instalment of the series.

The high level of satisfaction of participants reflected in quantitative and qualitative data is especially encouraging. Repeat participants and expressions of enthusiasm for the webinars suggest that the action is hitting the mark amongst its target populations. The utility of the webinar as a promotion and dissemination tool for other project activities and for other EU funded initiatives has also been confirmed. Survey responses to attitudes toward other project actions and overlap amongst webinar attendees and Hackathon participants suggest as much.

The final webinar serves as an opportunity to further expand the reach of the series and of the project. Beyond this action, partners will continue to disseminate webinar recordings in project and project partner communications. Clips from the webinar will also provide content for the project MOOC. The final report will take into account these activities and will provide an up-to-date evaluation of the impact of the webinars during the project's lifetime.

