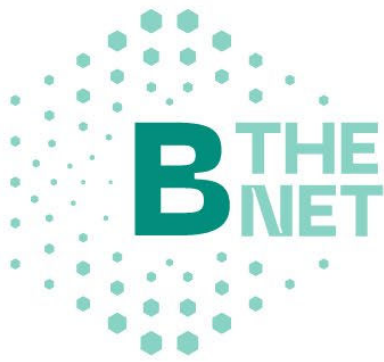




D4.7

Report on Dissemination and Communication activities, first version

Project Title	B-THENET- BEST PRACTICES AND INNOVATIONS FOR A SUSTAINABLE BEEKEEPING
Contract No.	101059812
Instrument	HORIZON-CSA
Thematic Priority	HORIZON-CL6-2021-GOVERNANCE-01-28
Start of Project	1 September 2022
Duration	48 months



Istituto Zooprofilattico Sperimentale
del Lazio e della Toscana *M. Aleandri*



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of Life Sciences
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KARL-FRANZENS-UNIVERSITÄT GRAZ
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Partner responsible	LOBA
Authors	Filipa Leandro, Beatriz Correia (LOBA)
Editors	Francesca Santaniello (APRE) Andrea Gyorffy, Marco Pietropaoli, Giovanni Formato (IZSLT)
EC Project Officer	Angela Guarino
Abstract	This document reports on dissemination and communication activities within the B-THE NET project, focusing on the period from its start in September 2022 to February 2024. It outlines the strategies and tools employed to engage target audiences, including beekeepers, researchers, and stakeholders in sustainable beekeeping practices. Key efforts include the establishment of a cohesive project identity, development, and utilization of various communication channels (website, platforms, social media, YouTube, newsletters, media coverage), and production of promotional materials. The report highlights significant achievements in audience engagement and impact, detailing the reach and effectiveness of these activities through performance indicators.
Keywords	Sustainable Beekeeping; Dissemination Activities; Communication Tools; Project Identity; Audience Engagement; Social Media; Promotional Materials; Performance Indicators.

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3	28/02/2024	Giovanni Formato; Marco Pietropaoli	Validation

The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.

Table of Abbreviations and Acronyms

Abbreviation	Meaning
DEC	Dissemination, Exploitation and Communication
D&C	Dissemination & Communication
KPI	Key Performance Indicators
SM	Social Media
N/A	Not applicable

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1 Executive Summary

This report provides an overview of the Dissemination and Communication (D&C) activities carried out within the B-THENET project's Work Package 4 (WP4) titled "Dissemination, Communication, and Exploitation" from Month 1 (September 2022) to Month 18 (February 2024). The primary objective is to outline the D&C initiatives implemented during this timeframe, encompassing the materials, channels, and tools utilised and developed by the B-THENET consortium.

Over the specified period, the project's dissemination and communication efforts transitioned from raising awareness and community building to sharing project activities, events, and initial findings as well as to boost the contribution of the target audience in the co-development of the B-THENET practices on the B-THENET Exchange Platform. The aim was to involve target groups in networking or collaborating with B-THENET.

The establishment and consistent application of the B-THENET identity in compliance with the relevant EU regulations across all project channels, materials, and tools is paramount among the described practices. Various materials, such as Word and PowerPoint templates, brochures, project presentation model files, a poster, and a roll-up, were created to assist partners in formally and informally disseminating project information. Certain materials are available in consortium languages to enhance accessibility for the target audience. For instance, there is a roll-up in Spanish and a bilingual flyer in both Spanish and English.

The principal communication channels employed by B-THENET include the project website, the cascade of the B-THENET platforms, and social media networks (Facebook, X/Twitter, Instagram, LinkedIn and YouTube). These channels are being strategically utilised to maximise both reach (viewership) and conversion (engagement with content, participation in events, website interaction, etc.) of the wider target audience.

The combined viewership of the website and platform exceeded 131,000 views, with more than 19,000 visitors during this period, proving to be a successful means of communicating project outcomes. Social media channels accumulated a total of 393 followers, contributing to the establishment of a community and recognition within the beekeeping community and among citizens. The current focus is on further expanding this community.

It's important to note that this initial project period marks the beginning of ongoing collaborations.

2 Introduction

B-THENET aims to modernise beekeeping by making knowledge practical and encouraging the sharing of best practices. The project aspires to establish a European network that effectively gathers, organises, shares, disseminates, and archives valuable insights into beekeeping practices and readily applicable research solutions both at national and international levels.

Specifically, the project sets out to achieve the following objectives based on a cascade of electronic platforms:

1. To modernise the EU beekeeping sector by creating a multi-actor network that links beekeepers, researchers, advisors, and other stakeholders in apiculture.
2. To use a bottom-up approach to gather, categorise ("Inventory" platform), and choose good practices and new research findings, whether they are ready for practical implementation or not well-known.
3. To create a digital knowledge platform ("Exchange") to improve the selected priority practices in a co-development process, with the involvement of EU beekeepers.
4. To set up a digital knowledge platform ("Repository") for the long-term collection, sharing, and storage of knowledge regarding Best Beekeeping Practices.

B-THENET employs a multi-actor approach involving Partners and Collaborating Partners from diverse backgrounds (scientific, social sciences and humanities, policymaking, etc.), aiming to reach heterogeneous target audiences. This approach addresses various needs (economic, geographical, and social) within the sector. As a result, communication, dissemination, and exploitation activities play a pivotal role in B-THENET by sharing project outcomes and sector innovations at national and international levels. These activities aim to foster interaction and the adoption of new knowledge in daily practices.

This report provides a comprehensive account of the activities, channels, materials, and tools utilised for effective communication and dissemination in the B-THENET project from Month 1 (September 2022) to Month 18 (February). Subsequent updates will be provided at M36 (D4.8 - Report on Dissemination and Communication activities, second version) and M46 (D4.9 - Report on Dissemination and Communication activities, third version).

The document also evaluates the impact of dissemination and communication activities during this period through results and analytics in various channels, including website statistics (i.e., visitors, page views etc.), social networks analytics, and participation in events.

This report is divided into 6 main sections:

- **Chapter 4 "Branding"** unveils the identity of the project.
- **Chapter 5 "Channels and Tools"** presents the different channels and tools used for disseminating and communicating project activities and outcomes, encompassing the project website, social media accounts, YouTube Channel, newsletter, media coverage, and actionable knowledge.

- **Chapter 6 "Events"** outlines the events where the project has been represented and describes the communication activities undertaken in B-THENET to support the promotion of events involving project partners.
- **Chapter 7 "B-THENET's partners support in D&C"** provides information on the dissemination and communication activities conducted by project partners.
- **Chapter 8 "Key Performance Indicators and Impact"** offers a comparison between the key performance indicators defined in the Description of Action and the current status to assess the overall performance of dissemination and communication activities.
- **Chapter 9 "Conclusions"** concludes the deliverable with main highlights and takeaways.

Additionally, the deliverable includes Annexes.

3 B-THENET in a nutshell

B-THENET, funded by the EU's Horizon research and innovation Programme, is the first thematic network for sustainable beekeeping in the EU, utilising the Multi-Actor Approach (MAA).

It brings together various stakeholders to collaboratively generate practical knowledge, aiming to provide EU beekeepers with resilient and competitive solutions.

The project identifies region-specific best practices, offering training through 13 National B-THENET Centres, established by partnering beekeepers' associations with research institutions. These Centres support Advisors and Beekeepers, fostering cross-border knowledge exchange among 13 EU countries: Austria, Belgium, Croatia, Denmark, Germany, Greece, Hungary, Italy, Latvia, Poland, Slovakia, Spain, and Sweden.

The collected Good Practices will be adapted at the national level, with regular events for Beekeepers and Advisors, including talks, field events, webinars; over 100 activities throughout the 4-year project.

Additionally, 3 International B-THENET Centres were established, serving Beekeepers, Advisors, and Other Stakeholders, forming a group of experts to enhance outcomes at the EU level.

4 Branding

Project Identity

The project's identity was established at the outset (M1-M3), as detailed in deliverable 4.1 "Plan for Dissemination and Exploitation, including Communication Activities" (Month 5).

LOBA developed and presented two Branding Proposals to the Consortium at the Kick-off Meeting on September 15-16, collecting their feedback and conducting a poll to determine their preferred proposal.

Ultimately, the majority opted for the second proposal (logo depicted below).



Figure 1 - B-THENET's project logo without and with claim "Bee Stronger Together".

It has consistently appeared across all communication channels and materials, ensuring a cohesive presence in raising awareness and communicating project activities and results.

The guidelines for utilizing B-THENET's identity elements are detailed in the Brand Manual, located in the annexes.

Identity of National B-THENET Centres and International B-THENET Centres

4.1.1 National B-THENET Centres

The primary objective of the National B-THENET Centres is to provide practical knowledge to both advisors and beekeepers. With 13 centres across Europe, these institutions strive to establish a cohesive network facilitating national discussions and knowledge sharing among



beekeepers and advisors from Austria, Belgium, Croatia, Denmark, Germany, Greece, Hungary, Italy, Latvia, Poland, Slovakia, Spain, and Sweden.

LOBA created logos for both National and International B-THENET centres, ensuring each one is distinct by designing them in both English and the respective native languages.



Figure 2 – Examples of National B-THENET Centres logos in English

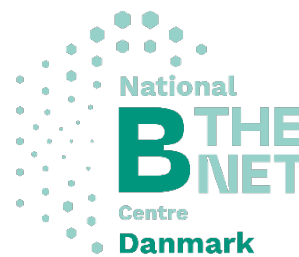


Figure 3 – Examples National B-THENET Centres logos in native language

Once LOBA got the logos for the 13 National B-THENET centres, LOBA made signs for each of them.



Figure 4 - Examples of signs created for the National Centres in the native language

4.1.2 International B-THENET Centres

International B-THENET Centres will create a group of experts able to maximise the outcomes and increase the information flow at EU level.

Three International B-THENET Centres were established for Beekeepers, Advisors and Other Stakeholders.

- International B-THENET centre for beekeepers
- International B-THENET centre for advisors
- International B-THENET centre for other stakeholders

LOBA crafted logos for the International B-THENET Centres.



Figure 5 - Signs for the International B-THENET Centres

Communication toolkit

The communication toolkit for the B-THENET project comprises resources crafted to assist the consortium in various communication endeavours, including formal reporting, participation in meetings, and involvement in events. These materials not only fulfil their functional roles but also play a role in promoting and enhancing the memorability of the brand identity. The toolkit includes the project's stationery and promotional materials, which are outlined below.

4.1.3 Stationery

The project's stationery, intended to support communication and reporting efforts, consists of:

- **Deliverable Word template** (for submission of project deliverables);
- **PowerPoint template** (for project meetings and presentations);
- **Supporting materials for event participation**, including **background images for video calls and online meetings** where partners present the project, and **branded letterhead paper** for project identification in communications;
- **Template for Scientific Posters** utilised for presentations within the B-THENET project.



Number of Deliverable

Deliverable Title here and it may have three or four lines

Project Title B-THENET
Contract No. 000000
Instrument Research and Innovation Action
Thematic Priority H2020-SU 2.1.1 - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
Start of Project 1 September 2022
Duration 48 months



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3 Section

3.1 Subsection

This is the second level section. Add the text.

- Bullet level one
 - Bullet level two
 - Bullet level three

3.1.1 Subsection

This is the 3rd level section... Add the text.

Table References:

TEST					TEST
TEST	TEST				
TEST		TEST		TEST	
TEST			TEST		

Table 2: Title of table 1

Image references:



Figure 1: Title of Figure 1



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Name of deliverable

10 of 14

Figure 6 - Deliverable Word Template



Deliverable title	Del. title...
Deliverable number	e.g. D1.1
Deliverable version	Version number (e.g. "1.0")
Previous version(s)	Previous version numbers (if any)
Contractual date of delivery	Date of delivery according to DoA (e.g. 31 October 2021)
Actual date of delivery	Date of submission (e.g. 28 October 2021)
Deliverable filename	TEMPLATE_WORD_B-THENET.docx
Nature of deliverable	Report/Demonstrator/etc.
Dissemination level	Public/Confidential
Number of pages	14
Work Package	WP number (e.g. WP1)
Task(s)	Corresponding task(s) (e.g. T1.1)
Partner responsible	Beneficiary short name (e.g. CESTI)
Author(s)	John Smith (Organization X), Anna Smith (Organization Y), ...
Editor	e.g. John Smith (Organization X)
EC Project Officer	P.O. Name...
Abstract	Abstract (up to 8 lines)
Keywords	AI, Media, Fake News...

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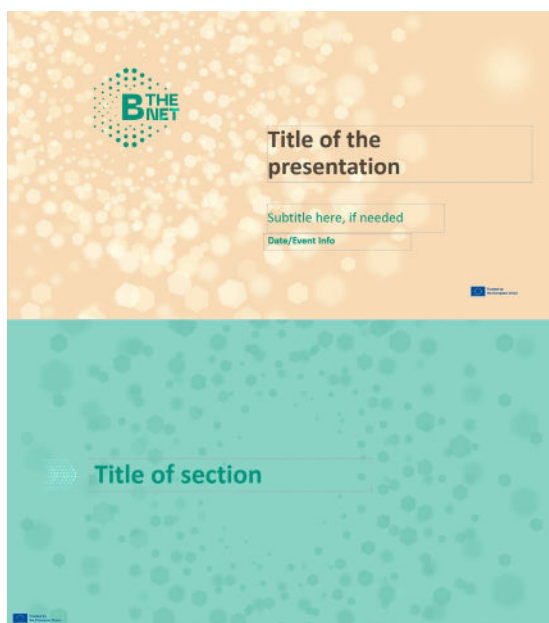
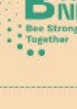


Figure 7 - PowerPoint Template



Figure 8 - Branded Letterhead Paper



Poster Title

Name of Scientists, Department, Institution,
Address, Email

Abstract

Text

Materials & Methods

Text

Image

Text

Discussions

Text

Image



Text

Introduction

Text

Results

Text

Image

Text

References

Text

Image



Text

Acknowledgements

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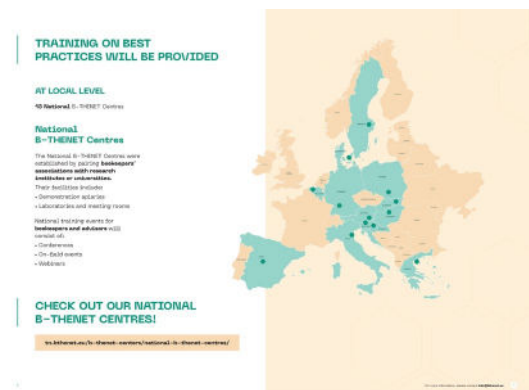
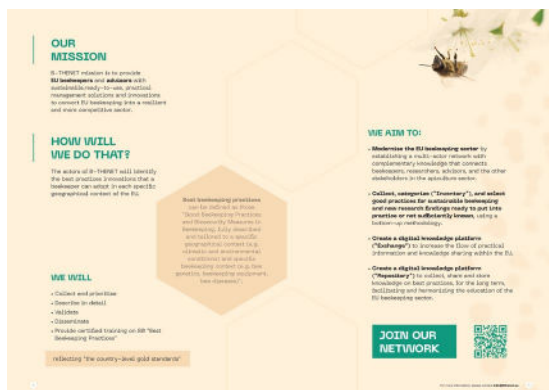
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4.1.4 Promotional materials

Promotional materials developed from M1 to M18 are intended to raise awareness of the project during events and meetings with key stakeholders.

- **Brochure:** provides information about the project's objectives and advantages for target audiences.
- **Flyers:** inform and engage about project goals and benefits.
- **Project Poster:** concise visual tool for effectively communicating key project information during events or presentations.
- **Roll-up:** portable and eye-catching event tool for targeted messaging.
- **QR Code Card:** used to promote the Honey Consumer Survey in Chile '23, featuring surveys in English, Spanish, and French.

Partners are urged to integrate communication and promotional materials into their dissemination efforts, with the goal of raising project awareness and improving the effectiveness of dissemination actions.



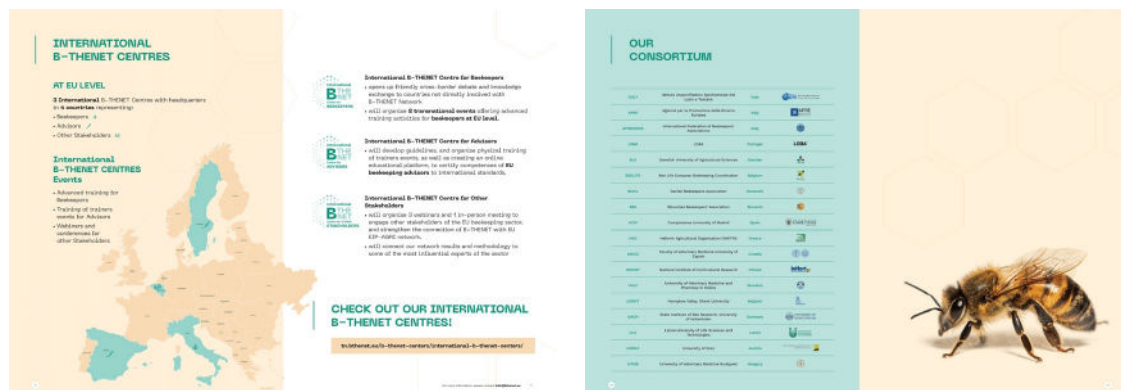


Figure 11 - Promotional Materials | Brochure

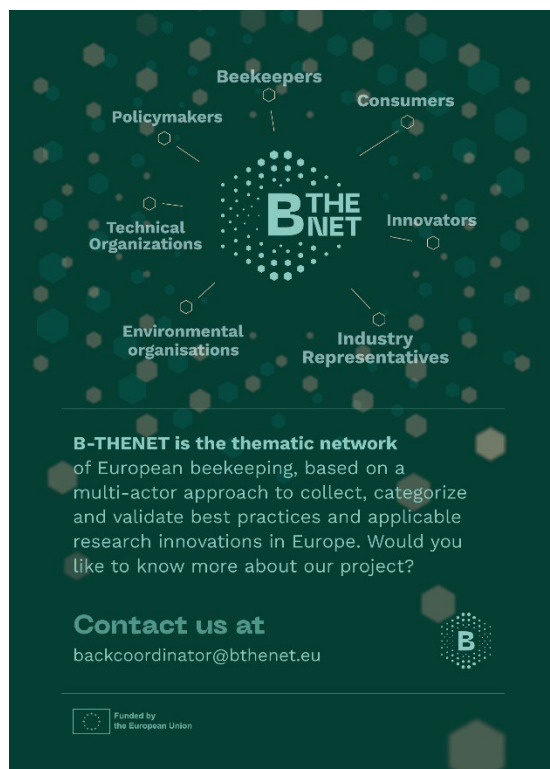


Figure 12 - Promotional Materials | 2 Flyers of the project

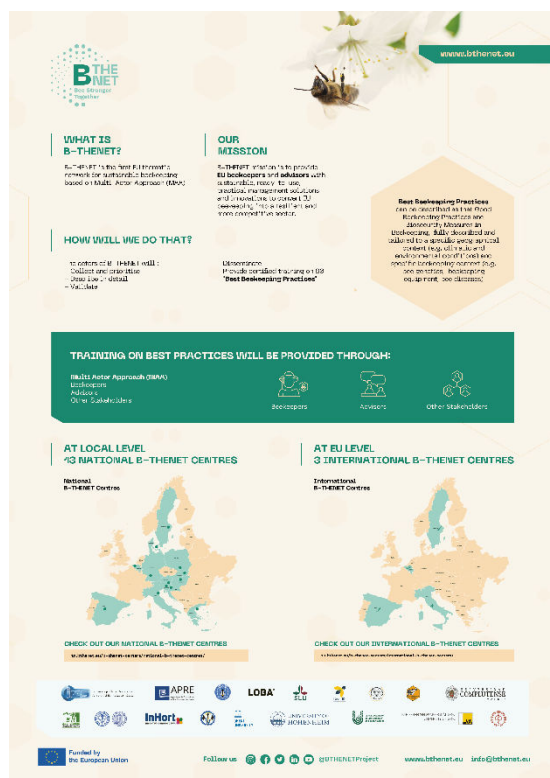


Figure 13- Promotional Materials | Project Poster



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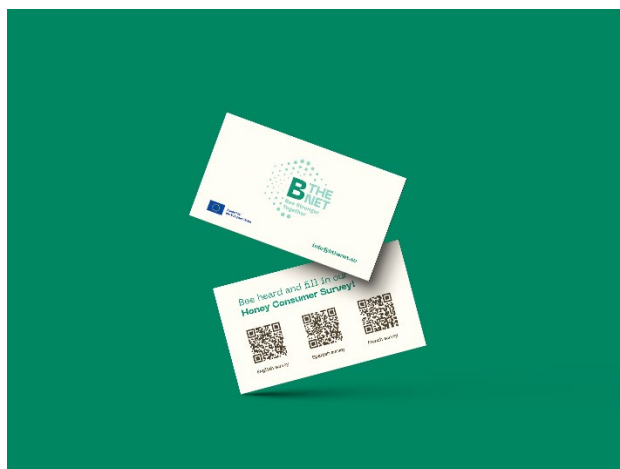


Figure 15 - Promotional Materials | QR Code Card

Some materials are available in consortium languages to make them more accessible to the target audience. For example, there is a roll-up in Spanish and a bilingual flyer in both Spanish and English.



Figure 16 - Promotional Materials | Bilingual Flyer (English-Spanish)

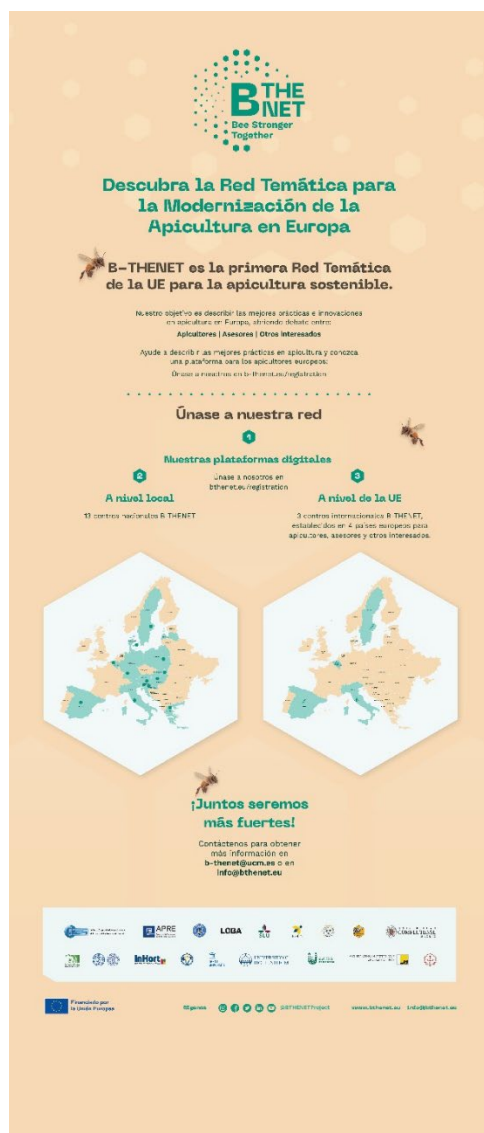


Figure 17 - Promotional Materials | Spanish Roll-Up

An Excel file containing the communication materials has been uploaded in the cloud of the project. Project partners are welcome to tailor any materials to their native language by notifying APRE and LOBA accordingly.

Goodies

LOBA produced promotional items to promote B-THE NET:

- Tote Bag
- Notebook with Pen



Tote bag



01

Notebook



Figure 18 - Promotional Materials | Tote Bag & Notebook with Pen

5 Channels and Tools

Website

IZSLT, APRE, and LOBA proceeded with the framework outlined in Deliverable 4.1, "Plan for Dissemination and Exploitation, including Communication Activities" (Month 5), which detailed the design and development specifics.

The integration of platforms on the project website involved the introduction of an entry point, specifically a Landing Page (Figure 19) at bthenet.eu, directing users to:

- A) the project website (at tn.bthenet.eu)
- B) the platforms (at bthenet.eu/platform/)

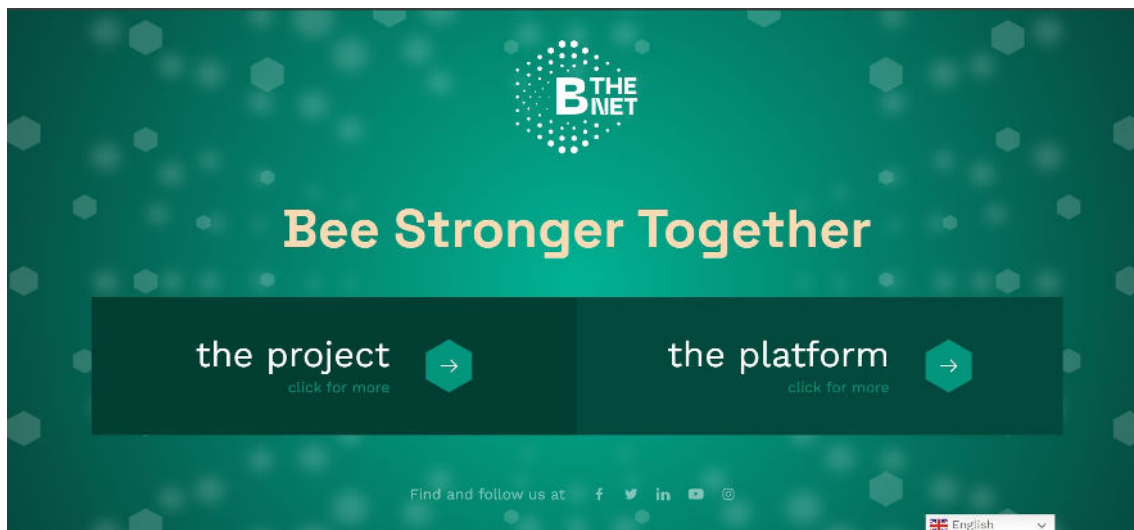


Figure 19 - Landing Page | bthenet.eu

The splash page was implemented in month 2, followed by the official website in month 9 at tn.bthenet.eu.

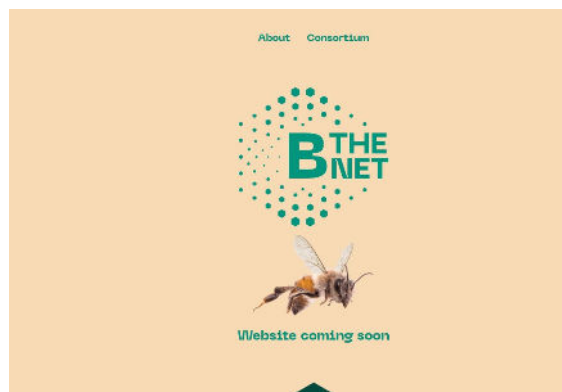


Figure 20 - Splash Page

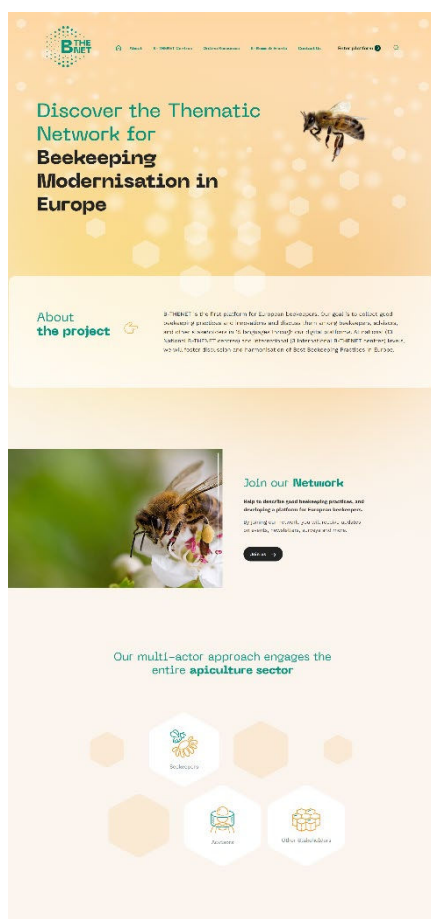
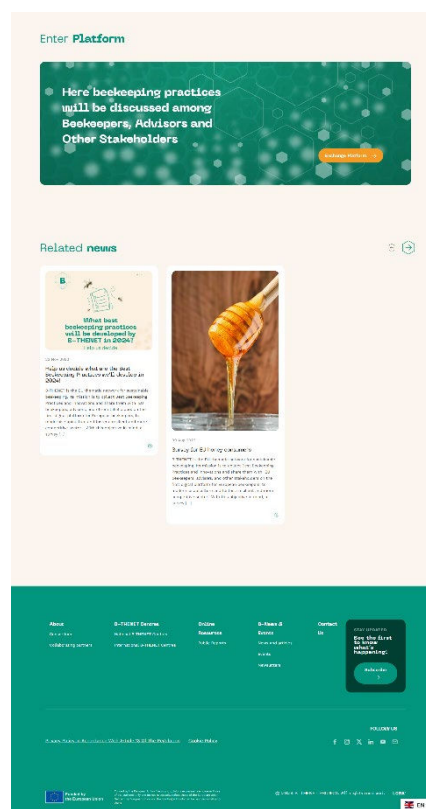


Figure 21 - Home Page of the official website



This report focuses on the content generated and the performance of both the website and platforms.

5.1.1 Website Performance

LOBA continuously motivate partners to offer pertinent content in accordance with the dissemination and communication plan.

In the present reporting period the website has a total of 2 news articles and 2 events articles as the platform (bthenet.eu/platform/) serves as the main point for all activities and developments occurring in the project.

In the initial months, the website provided fundamental details about the project. As the project advanced, it was enhanced with updates on project activities, achieved milestones, articles, news posts, and published workshops/events. Subsequent social media posts consistently directed traffic to the project website, increasing awareness and expanding access to the B-THENET project.

The cascade of B-THENET Platforms are the professional hubs for the development of the Best Beekeeping Practices EU-wide yet in a country-tailored way. The cascade of platforms from ensures the multi-step co-development and feedback to have the Best Beekeeping practices distilled from the selected practices. In the Inventory platform serves for the collection and categorization, as well a selection of beekeeping practices channelled in from the knowledge reservoirs and sources discovered and extracted with the active co-creation of EU beekeepers.

The selected priority practices that proved to meet the beekeepers needs, be sustainable and also economically viable are uploaded to the next platform level, the Exchange. The Exchange platform provides the possibility of online and on-field discussion, commenting, co-development and validation of the practice descriptions by the EU beekeepers in their own language, with the possibility of promoting national/regional characteristics and therefore tailor-making of the practices. The validated beekeeping practices, i.e. the Best Beekeeping Practices are uploaded to the long-term “Repository” platform. For the continuous quality assurance and update of the best beekeeping practices, the Best Beekeeping Practices can be moved back to the “Exchange” platform, should they need further improvement and/or upgrade. For the contribution of the co-development of the beekeeping practices, users need to register for the B-THENET Platform.

Below is the website statistics from May 2023 to February 2024.

KPIs	Statistics at M18	Target M24
Number of visits	7 371 visits	> 2 000 Platform visits
Time spent on the website and returning visitors	6 091 page views	> 2 500 total page views
Number of countries reached	40 countries	> 15 countries reached

Table 1 - Website KPI table | tn.bthenet.eu/

Top 10 Countries | Website

1. Italy: 360 visitors
2. Croatia: 280 visitors
3. Austria: 262 visitors
4. Portugal: 165 visitors
5. Germany: 143 visitors
6. Belgium: 126 visitors
7. Spain: 114 visitors
8. Sweden: 109 visitors
9. Poland: 82 visitors
10. Slovakia: 75 visitors

Top Pages	Page Visits
Consortium	506
National B-THENET Centres	436
Public Reports	343
News and Articles	342
Events	341
Collaborating Partners	254
Contact Us	242
Newsletters	195
International B-THENET Centres	161
About	97

Table 2 - Website most visited pages

To reach a broader audience, LOBA proceed to add a language translation plugin on the website. Adding the plugin for translation offered several benefits such as enhanced accessibility as the website become more accessible to a wider audience, increasing the engagement and a broader reach for the website. An in another hand also improved the user experience, and the global reach as well as increased the engagement and conversations. The plugin is available for 15 languages being them the following: Croatian, Danish, Dutch, French, German, Greek, Hungarian, Italian, Latvian, Polish, Portuguese, Slovak, Slovenian, Spanish and Swedish.

Below you can find the statistics regarding the platforms from May 2023 to February 2024:

KPIs	Statistics at M18	Target M24
Number of visits	131 839 visits	> 2 000 Platform visits
Time spent on the platform and returning visitors	5 321 Page views	> 2 500 total page views
Number of countries reached	65 countries	> 15 countries reached

Table 3 - Platform KPI table | bthenet.eu/platform/

Top 10 Countries | Platform

1. Italy: 2 611 visitors
2. United States: 2 468 visitors
3. Germany: 2 013 visitors
4. Sweden: 1 449 visitors
5. Croatia: 1 021 visitors
6. Austria: 864 visitors
7. Switzerland: 863 visitors
8. Greece: 841 visitors
9. Belgium: 709 visitors
10. Slovenia: 612 visitors

Top Pages	Page Visits
Platform	5 321
Good Beekeeping Practices	3 755
Login	1 802
Home page	1 800
Accessibility to veterinary medicinal products in beekeeping in Europe - Webinar	1 615
Dobrá včelárska prax	1 554

Table 4 - Platform most visited pages

Social Media

The official social media presence of B-THENET was established in January 2023 (Month 5) on multiple platforms, including [X/Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#), and a [YouTube channel](#). The setup of these social media channels involved:

- Creating an appropriate handle, @BTHENETProject, and project hashtag, #BTHENET.
- Producing and uploading cover and profile images.
- Creating frame templates for incorporating images into publications.
- Developing frame templates for posts regarding B-THENET events.

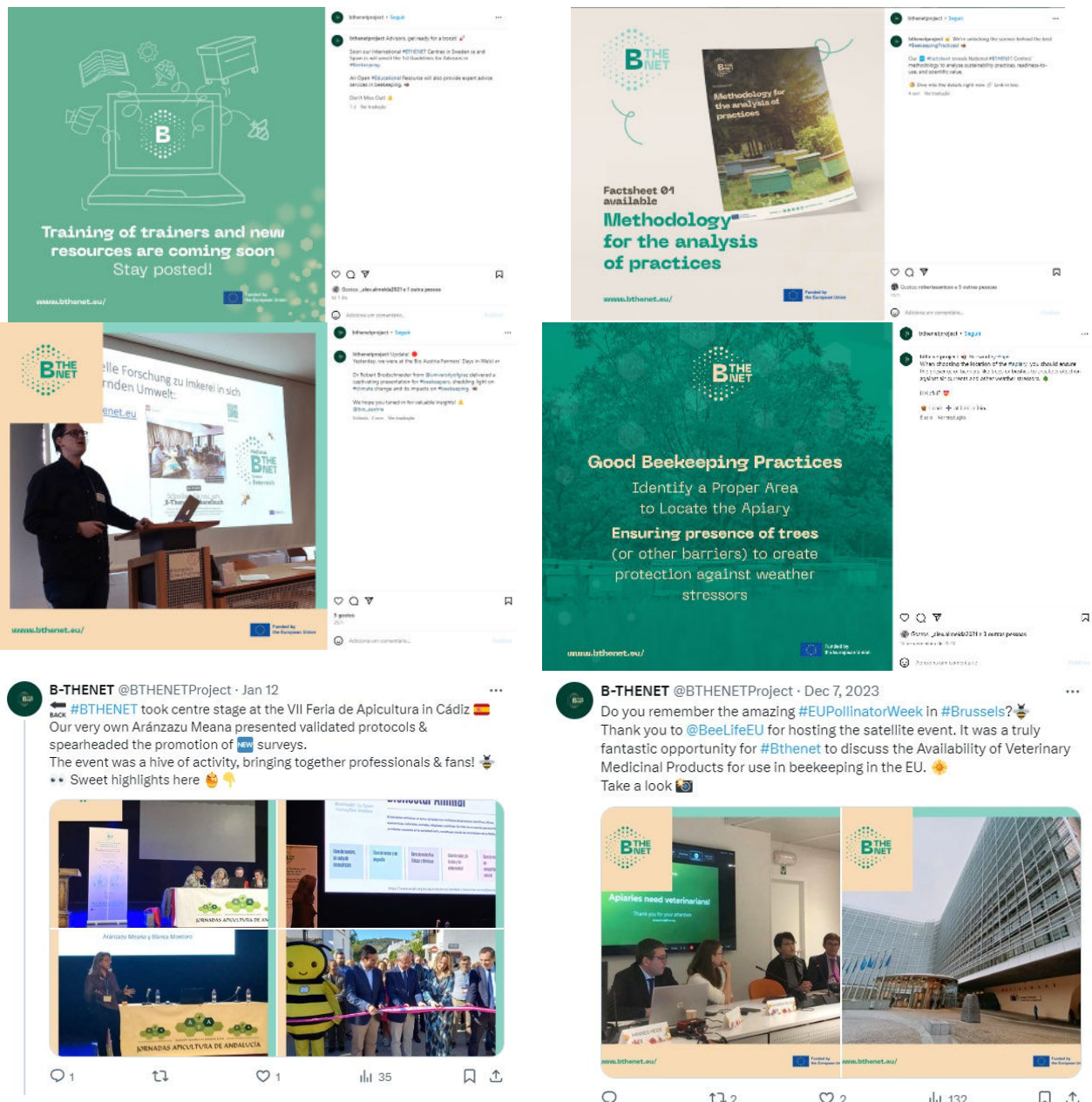
Since Month 5, the project's social media pages have been regularly updated on a weekly basis with the latest project updates, TN activities, and notable news and articles related to project outcomes and relevant themes.

LOBA systematically develops a monthly social media plan that details the content, hashtags, mentions, and accompanying images/videos for each post, utilizing input from the Management Board. Despite being prepared a month in advance, the plan remains flexible to accommodate any necessary additional posts. Posts are then approved by the Management Board.

The content disseminated on social media has progressed with the advancement of the project, transitioning from initially raising awareness about B-THENET's identity and offerings to focusing on conveying project activities, events, and outcomes. As a result, the social media communication objectives have been honed to:

- Provide information about B-THENET, elucidating our objectives and key activities.
- Publicise events in which B-THENET participates.
- Assist in communicating activities and events from other associated projects.
- Engage our audience, including beekeepers and advisors, in particular project activities.

Some examples of posts can be seen below:



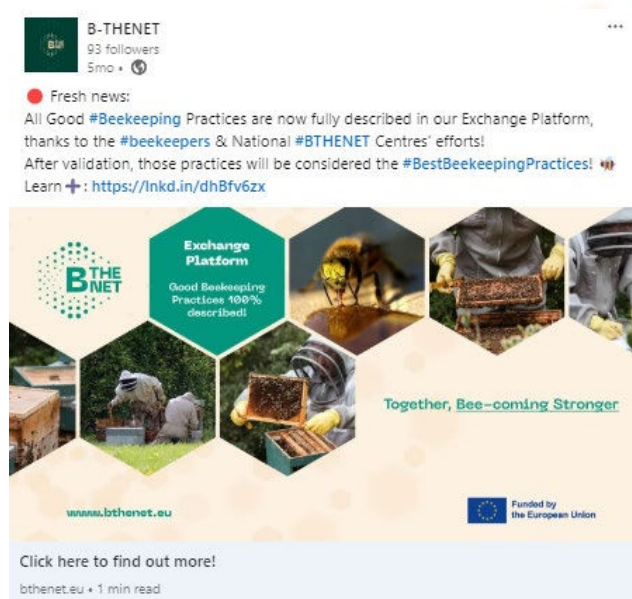
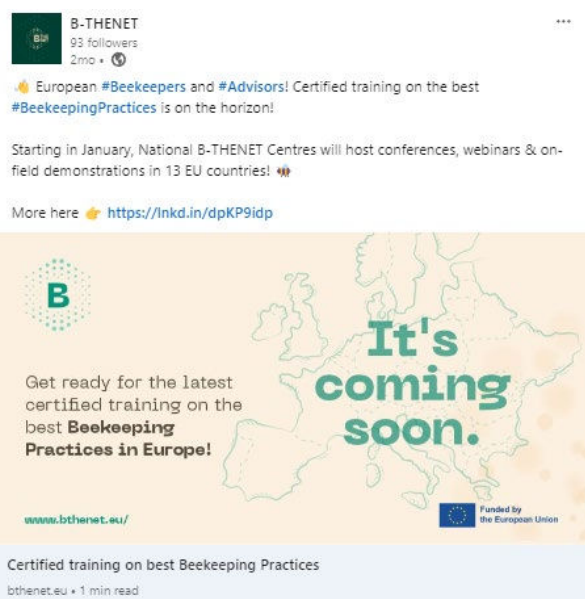


Figure 22 - Several social media posts from different channels

5.1.2 Social media performance

The social media analytics of B-THENET across X/Twitter, Facebook, Instagram, and LinkedIn demonstrate a steady increase in followers.

The metrics regarding reach and engagement highlight that the information shared via our social media channels is reaching a significant audience. However, our goal surpasses mere statistical data; the consortium strives to cultivate meaningful engagement where individuals represented by these statistics actively engage with our content. This engagement encompasses actions such as visiting our website, signing up for events, participating in activities, or sharing our content.

Since establishing our social media presence, B-THENET has shared a total of 286 posts, 74 posts on X/Twitter (a total of 242 posts, inclusive of 160 reposts), 71 posts on Facebook, 71 posts on LinkedIn, and 70 posts on Instagram, averaging 5 posts per month in each social media channel of the project.

KPIs	Facebook	X/Twitter	LinkedIn	Instagram	Total
Followers	98	52	87	144	381
Posts	71	74	71	70	286
Reach	20 962	2 884	2 365	2 455	28 666

Table 5 - Social media Analysis

Youtube Channel

The B-THENET YouTube channel started in January 2023 mainly to share videos promoting the project rather than prioritising subscriber acquisition. Right now, the channel has 18 subscribers, 2 published videos, and a total of 131 views.

The videos created by B-THENET, accessible on the YouTube channel and promoted on social media, include:

- **B-THENET - EU thematic network for sustainable beekeeping**
- **Videos about International B-THENET Centre for other stakeholders:**
 - Accessibility to Veterinary Medicinal Products in Beekeeping in Europe

For a detailed list of videos and their respective view counts, please refer to the table below.

Video	Link	Views
B-THENET - EU thematic network for sustainable beekeeping	Available here	112 views
Recording of webinar "Accessibility to Veterinary Medicinal Products in Beekeeping in Europe"	Available here	19 views

Table 6 - Videos uploaded on Youtube

Newsletters and Subscribers

The existing number of subscribers to the B-THENET newsletter is 1 497 contacts.

Throughout this period (from Month 1 to Month 18), the plan includes the production and distribution of one newsletter, reaching the project's mailing lists (subscribers at that specific time).

The newsletter will be promoted across B-THENET's channels and distributed by partners through their networks and channels. Following the newsletter's promotion, each article will also be individually promoted on social media.

Newsletter issue 1- February 2023

As a result, the newsletter will include the following articles:

- What is B-THENET?
 - Our Mission
 - Training on best practices at local level and at EU level
- Our first results
 - Factsheet #1 *Methodology for the analysis of practices*
 - Booklet #1 *Proper beehive management (Vol. 1)*
- B-News & Events
 - Spotlight on Beekeeping (first Transnational B-THENET Event for stakeholders in Romania and satellite workshop in Brussels)
 - Stay in the loop with upcoming events in our platform

The newsletter will be accessible on the platform and distributed to the 1 497 contacts.

Media coverage

Throughout this period, B-THENET has issued 7 press releases with the support of the partners.

The assistance of partners in media relations and the distribution of PR has also played a role in the media coverage.

5.6 Actionable knowledge - Dissemination material

To communicate B-THENET's outputs and results effectively in a clear, accessible, and engaging manner, the project has prioritised the conversion of significant outcomes from activities and deliverables into concise, visually appealing, and user-friendly materials known as "actionable knowledge."

The aim of this "actionable knowledge" is to improve the utilisation and potential exploitation of project results, playing a vital role in guaranteeing that our target groups can access and utilize the outcomes derived from the project. The actionable knowledge is presented on the Repository Platform ([HERE](#)) and is actively promoted on social media.

The actionable knowledge developed until now is the following:

- **Digital Booklet #1-** VISUAL MANUAL FOR EU BEEKEEPERS Proper beehive management (Vol. 1) | Where European beekeepers' practices identified in 2023 are visually showcased. | Available [HERE](#).
- **Factsheet (#1)-** Methodology for the analysis of practices | Available [HERE](#).
- **Factsheet (#2)-** Validating Best Beekeeping Practices | Available [HERE](#).
- **Video #1-** Accessibility to Veterinary Medicinal Products in Beekeeping in Europe | Available [HERE](#).

LOBA is currently preparing Digital Booklet #2: "VISUAL MANUAL FOR EU BEEKEEPERS: Proper Beehive Management (Vol. 2)." Scheduled for delivery in March 2024, it will detail practices categorised under "Good Beekeeping Practices" and "Biosecurity Measures in Beekeeping."



Figure 23 – Booklet #1 Cover page



Figure 24 - Factsheet #1 cover page



Figure 25 - Factsheet #2 cover page

Training Certificates

LOBA prepared the preliminary design for the training certificates to be delivered to the beekeepers and advisors once they complete the training on the validated B-THENET practices.

These versions are currently undergoing validation but already offer an overview of what the consortium intend to present.



Figure 26 - Training certificates

6 Events

This section outlines the communication efforts undertaken within B-THENET to enhance the promotion of events featuring project partners, whether they acted as organisers, participants (such as speakers), or attendees. Additionally, it offers a summary of events in which B-THENET was actively involved and the corresponding number of participants. The communication and promotion of B-THENET events included the following actions:

Communication BEFORE the Event:

- Uploading event information on the website
- Designing cover images, banners, or other multimedia elements
- Launching a social media campaign
- Inclusion in the newsletter (if applicable)
- Issuing press releases (if applicable)
- Conducting mass mailing to B-THENET's mailing list
- Dissemination by B-THENET's partners through their networks and channels

Communication DURING the Event:

- Implementing social media coverage (sending photos/quotes to APRE and LOBA for posting)
- Networking and distributing promotional materials

Communication AFTER the Event:

- Uploading articles on the website (including conclusions, photos, presentations, recordings, etc.)
- Uploading event recordings to the YouTube channel (for online events, if applicable)
- Launching a post-event social media campaign
- Including event highlights in the newsletter

These measures have been executed in the promotion of events, depending on the applicable circumstances and the type of involvement (e.g., organiser, participant, attendee). Throughout this period, project partners have engaged in 87 events, potentially reaching approximately 5555 participants who could have been informed about the project's activities and findings.

7 B-THENET's partners support in D&C

Throughout this period, B-THENET's partners actively contributed to the dissemination and communication of the project through various initiatives conducted within their channels and networks. These efforts included:

- Publishing B-THENET content on their respective websites.
- Promoting and distributing the B-THENET newsletter on their websites and through their networks.
- Sharing B-THENET content on their social media channels.
- Disseminating content relevant to B-THENET audiences and subsequently sharing it on behalf of the project.
- Announcing participation in or organisation of events, representing the B-THENET project.
- Supporting the promotion of the project's promotional video.
- Managing media relations and distributing press releases.
- Generating word-of-mouth about the project during meetings and other activities to raise awareness.
- Distributing flyers, posters, and other materials in community spaces and households.

8 Key Performance indicators and impact

Communication performance against the evaluation criteria

The project's Key Performance Indicators (KPIs), as outlined in the Description of Action (DoA) and in D4.1 Plan for Dissemination and Exploitation, including communication activities (Month 5), have undergone regular monitoring. The most recent update, along with the current status, highlights indicators that have been achieved or surpassed, as well as those requiring further attention. This information is presented in the table below.

Tools & channels	Metrics method	Current status (M18)	Target (M24)
Website	- Number of visits - Time spent on the website and returning visitors - Number of countries	- 7 371 visits - 6 091 page views -40 countries reached	- >2 000 platform visits - >2 500 total page views - 15 countries reached
Flyers/Posters/Roll-Up	Number of items distributed at events	631	400 distributed materials
Social Media	Number of members and engagement	- 87 followers on LinkedIn - 52 followers on X/Twitter - 98 Followers on Facebook - 70 posts on Instagram	- >150 members on LinkedIn - >150 followers on X/Twitter - >150 followers on Facebook - >50 posts on Instagram
Press releases	Clipping/publications coverage	7	At least 1
Newsletter	Newsletter dispatched	1	At least 2
Promotional videos	Number of visualizations and shares	112	500 views
Events/meeting	Number of events attended to disseminate the TN	87	5
Audio-visual materials	Number of visualisations	N/A	500 views
R/VR courses	Number of users	N/A	150 users
End-user dissemination materials	Number of downloads	N/A	400 downloads

9 Conclusion

Throughout the reporting period, communication and dissemination efforts commenced with the goal of raising awareness about the project, subsequently evolving to encompass the communication of its activities.

LOBA implemented a variety of communication dissemination initiatives:

- Active engagement on social media
- Traffic on websites and platforms
- Practical dissemination of knowledge

The forthcoming period presents an opportunity for further activities and outcomes, affording a chance to refine communication and dissemination practices through the application of accumulated experience and knowledge.

In the next phase, specific focus will be placed on:

- Increasing engagement with project activities, particularly in utilising and implementing results.
- Strengthening collaboration with other projects, initiatives, and stakeholders.
- Explore the outcomes of the validation practices across various dissemination materials such as factsheets, infographics, and the B-THENET kit for beekeepers (Subtask 4.2.1), among others.

Acknowledging that dissemination is a collective responsibility, the forthcoming phase of the B-THENET project expects consortium members to sustain their efforts in disseminating the project. This entails active participation in conferences, publishing papers and articles, networking with relevant stakeholders, and maintaining an active online presence on social media.

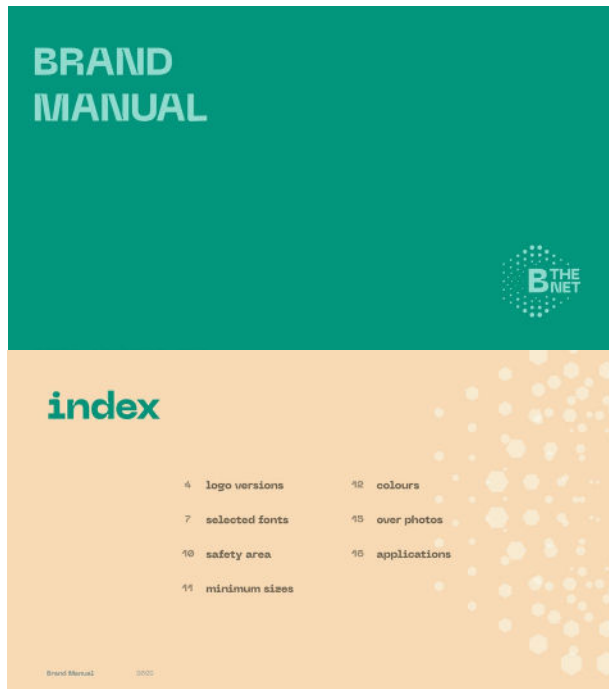
The strategic plan for communication and dissemination activities will undergo updates in several deliverables: D4.14, D4.15, D4.16, and D4.17. These updates will occur at months 18, 28, 36, and 46 respectively. Meanwhile, the current deliverables, D4.7, D4.8 (second version), and D4.9 (third version), will focus on providing detailed reports of the completed activities.

As the work package and Task 4.1 Plan for Dissemination and Communication activities leader, APRE, in collaboration with LOBA, remains committed to supporting the communication and dissemination of project activities. This commitment involves providing appropriate materials and tools to engage stakeholders throughout the project's lifespan, fostering community engagement, consistently updating, and populating various channels with relevant information about B-THENET, and contributing to the project's long-term sustainability.



10 Annexes

Brand Manual



this document was created to keep the brand consistency.

please follow the instructions.

Brand Manual 2020

main version

This version must be the first choice to apply when the claim is not mandatory.



Brand Manual 2020

main version with claim

This version must be applied when the claim is mandatory.



Brand Manual 2020

selected fonts

This project uses two fonts: Neue Machina. Uploaded for titles. For subtitles and plain text use Work sans.

For Neue Machina: Upload the font alternative: use Space Grotesk (Google Fonts).

In some cases (e.g. power point) you may need to use a system font, please use Calibri.

The font size will depend on the documents and also on their visualization. We indicate that by default it should be used 18pt, however it can be adjusted according to needs.

Neue Machina - 18pt (bold)

Work sans - 12pt (bold)

Neue Machina - 18pt (bold)

Work sans - 12pt (bold)

GOOD NEWS
More beehives and beekeepers thanks to EU support

NUMBER
The number of beehives and beekeepers in the EU has increased over the years, reaching a peak of 10.5 million in 2018. This is a result of the support of the EU in implementing the EU's agriculture programming guidelines under the European Commission.

Brand Manual 2020

description version



Brand Manual 2020

selected fonts

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Neue Machina

Lorem ipsum dolor

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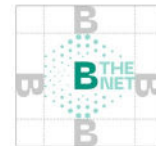
The font size will depend on the documents and also on their orientation. We indicate that by default it should be used 10pt, however it can be adjusted accordingly to needs.

light regular medium bold black

Work sans. Bees are winged insects closely related to wasps and ants. Bees are the most important pollinators in the case of the bees-keepers bee species, the western honey bee, for producing honey. Bees are a megafauna, being within the superfamily Apoidea. Bees in seven megafauna biological families. They are presently considered a clade, called Anthophila.

Earth's resources. Some species - including honey bees, bumblebees, and stingless bees - live socially in colonies where most species (honey - including grass bees, carpenter bees, bumblebees, and honey bees - live solitary. There are over 8,000 known species.

Work sans
thin color sit
amlet



safety area

Safety area ensures that internal elements are not interfering in the mark readability.

Brand Manual 2022

Brand Manual 2022

minimum sizes

To make sure that logo is always readable, we defined the minimum sizes for each version (printing and web).



Brand Manual 2022

writing the project name

Always write the project name in CAPITALS

Bees feed on nectar and pollen, the former primarily as an energy source and the latter primarily for protein and other nutrients. **bee pollen** is used as food for their larvae. **B-THE NET** warns that vertebrate predators of bees include primates and birds such as bee-eaters; insect predators include beeswax and dipterans. Bee pollination is important, both ecologically and commercially, and the decline in wild bees has increased the value of pollination by commercially managed hives of honey bees and that's where B-THE NET plays an important role. The analysis of

353 wild bee and hoverfly species across Britain from 1960 to 2013 found the insects have been lost from a quarter of the places they inhabited in 1980. Human beekeeping or apiculture (meliponiculture for stingless bees) has been practiced for millennia, since at least the times of Ancient Egypt and Ancient Greece. B-THE NET is a history glimpse. Bees have appeared in mythology and fables, through all phases of art and literature from ancient times to the present day, although primarily focused in the Northern Hemisphere where beekeeping is far more common. In Mesoamerica, the Mayans have practiced large-scale intensive meliponiculture since pre-Columbian times.

Brand Manual 2022

main colours

The main colors of this brand are two, please use always the right colors.

You can use variations of this value when you need use the picker tool.



Brand Manual 2022

secondary colours

These colors can be explored to support and enrich the graphics.

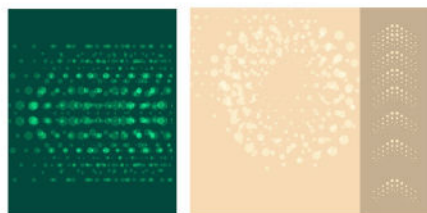
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Brand Manual 2022

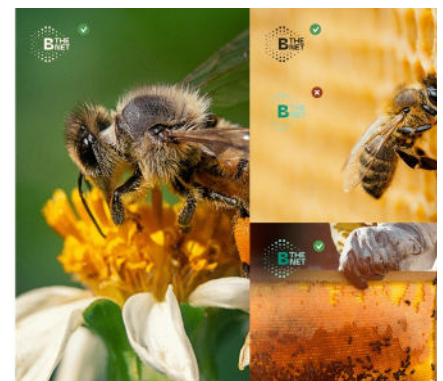
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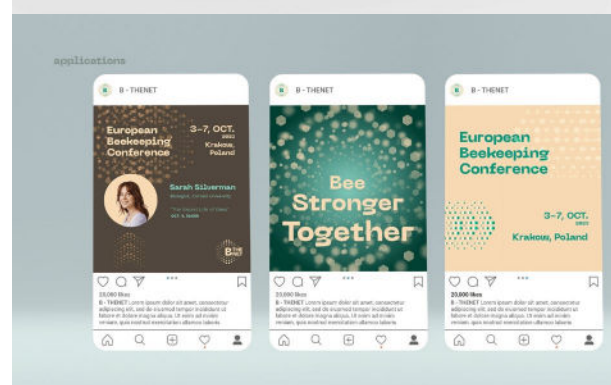
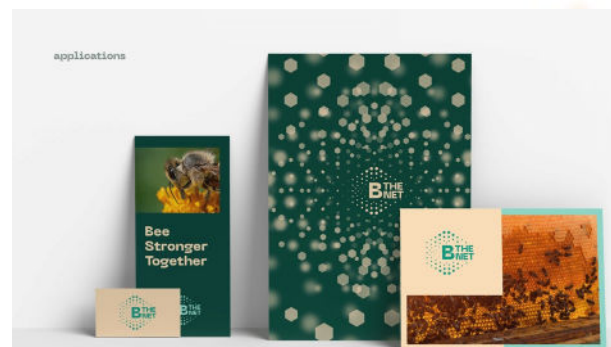


Brand Manual 2022

over photos behavior



Brand Manual 2022



National B-THENET Centres Logos in English









National B-THENET Centres Logos in Native Languages





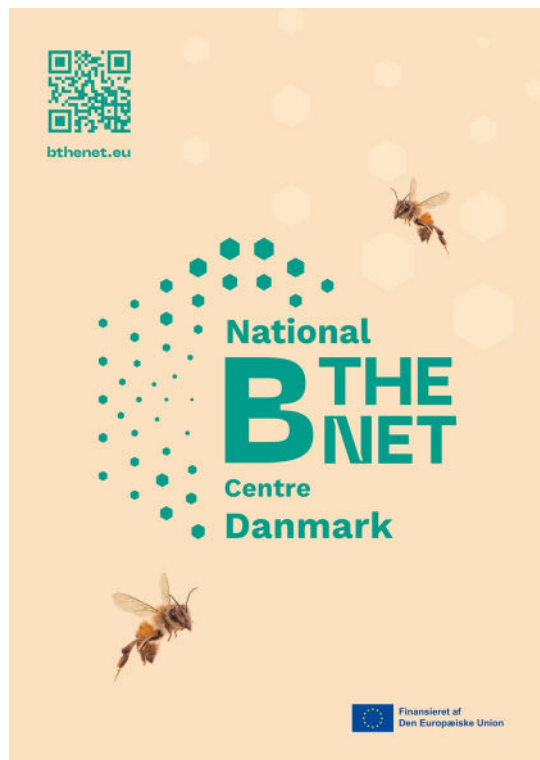




International B-THENET Centres Logos



Signs for National B-THENET Centres









Signs for International B-THENET Centres





Word Template

Number of Deliverable

Deliverable Title here and it may have three or four lines

Project Title B-THE NET
Contract No. 000000
Instrument Research and Innovation Action
Thematic Priority H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
Start of Project 1 September 2022
Duration 48 months

Partners:

Funded by the European Union

info@bthenet.eu

Deliverable title Del. title...

Deliverable number e.g. D1.1

Deliverable version Version number (e.g. "1.0")

Previous version(s) Previous version numbers (if any)

Contractual date of delivery Date of delivery according to DoA (e.g. 31 October 2021)

Actual date of delivery Date of submission (e.g. 28 October 2021)

Deliverable filename TEMPLATE WORD B-THE NET.docx

Nature of deliverable Report/Demonstrator/etc.

Dissemination level Public/Confidential

Number of pages 14

Work Package WP number (e.g. WP1)

Task(s) Corresponding task(s) (e.g. T1.1)

Partner responsible Beneficiary short name (e.g. CERTH)

Author(s) John Smith (Organization X), Anna Smith (Organization Y), ...

Editor e.g. John Smith (Organization X)

EC Project Officer P.O. Name...

Abstract Abstract (up to 8 lines)

Keywords AI, Media, Fake News...

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Name of deliverable 2 of 34





Contributors

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NAME THREE HERE	ORGANISATION 3

Peer Reviews

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Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
X	DD/MM/YYYY	NAME	MODIFICATIONS
Y	DD/MM/YYYY	NAME	MODIFICATIONS

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Table of Abbreviations and Acronyms

Abbreviation	Meaning
AA	Apiculture Association



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Name of deliverable5 of 34



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Index of Figures

Figure 1: Title of Figure 1 10

1 Executive Summary

Here you write the executive summary (up to 1-1.5 page).

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Name of deliverable 7 of 14

2 Introduction

Here you put the deliverable introduction.

2.1 Title level 2

Add text

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Name of deliverable 8 of 14

3 Section

3.1 Subsection

This is the second level section. Add the text.

- Bullet level one
 - Bullet level two
 - Bullet level three

3.1.1 Subsection

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Table References:

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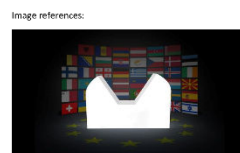


Figure 1: Title of Figure 1

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Name of deliverable 9 of 14

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Name of deliverable 10 of 14



4- Conclusions

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5- Appendix

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6- References

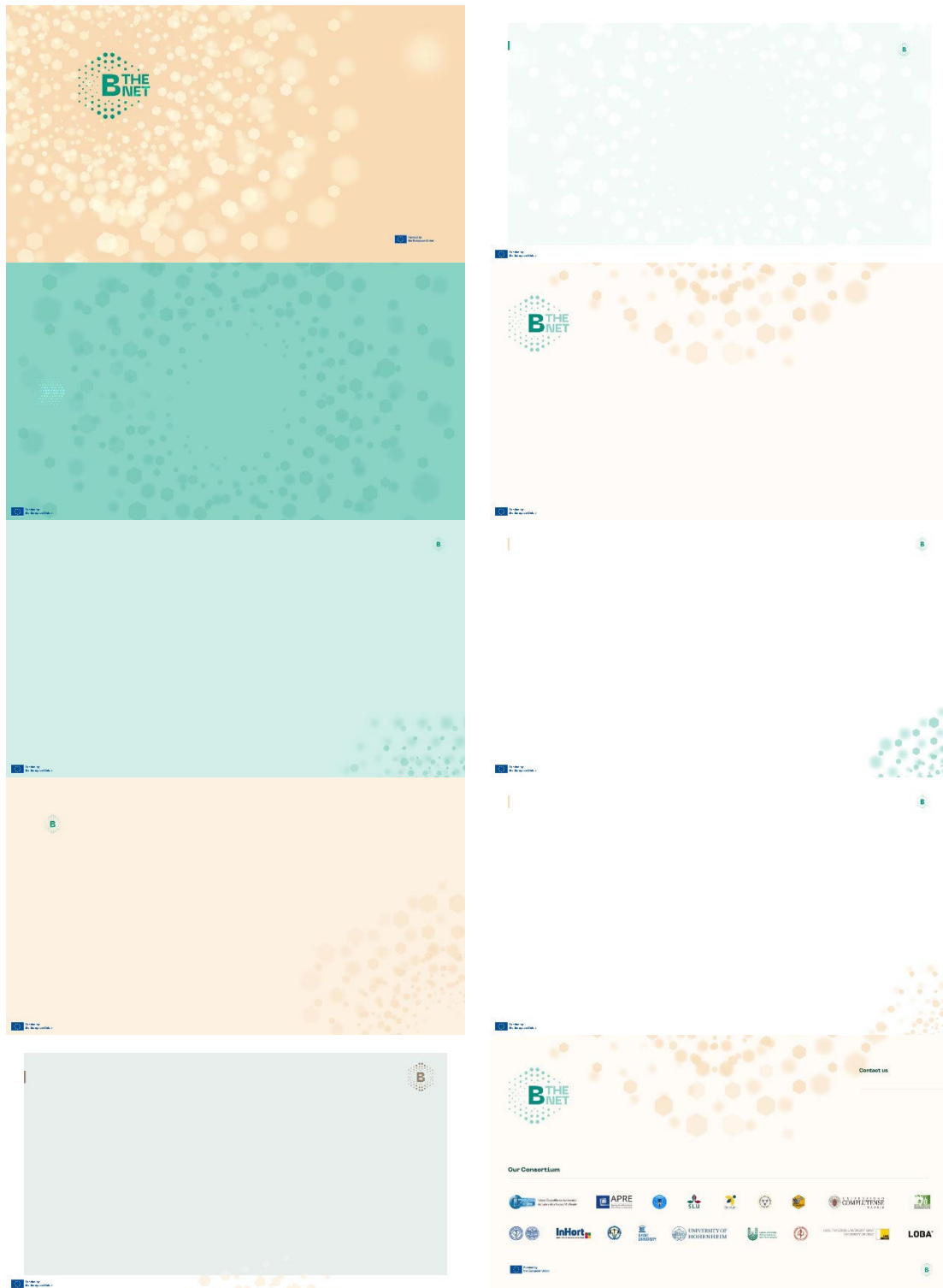


Name of deliverable

13 of 14



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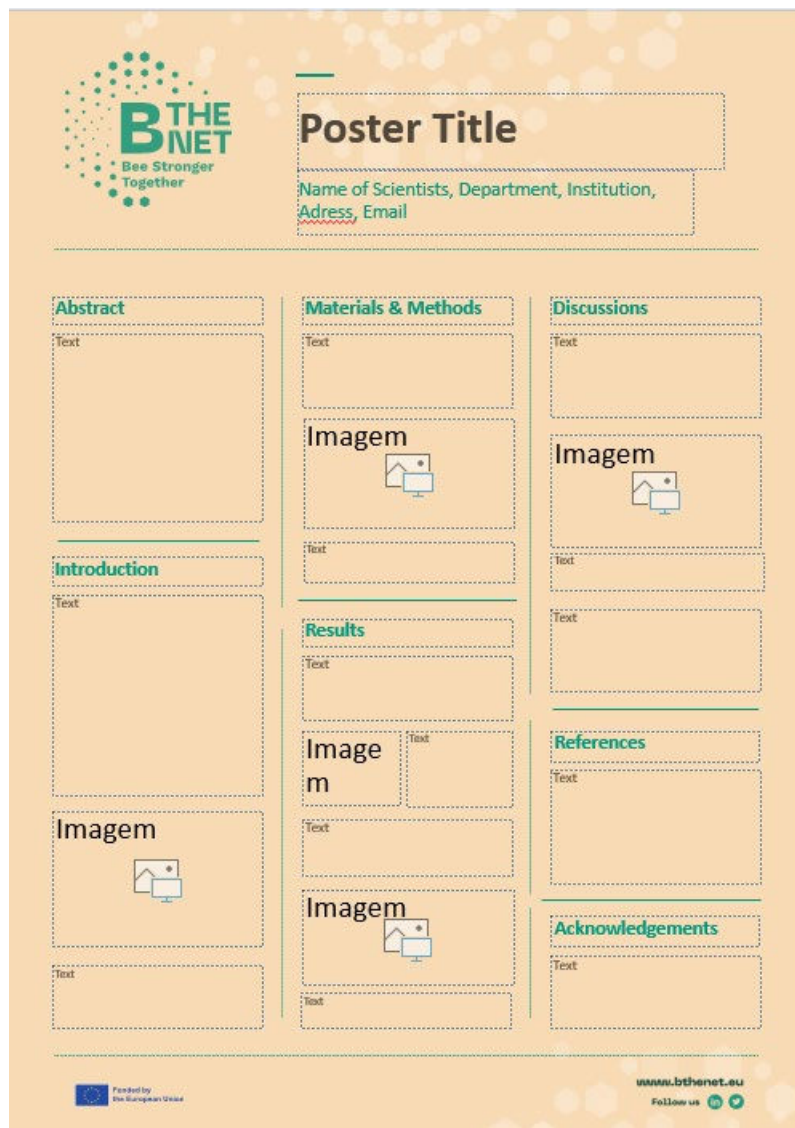
Letterhead Paper



Background for Web Calls



Scientific Poster



BTHE NET
Bee Stronger Together

Poster Title

Name of Scientists, Department, Institution,
Address, Email

Abstract

Text

Materials & Methods

Text

Imagem



Text

Discussions

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Imagem



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Introduction

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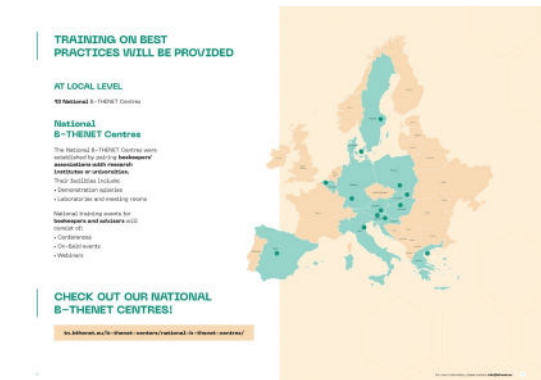
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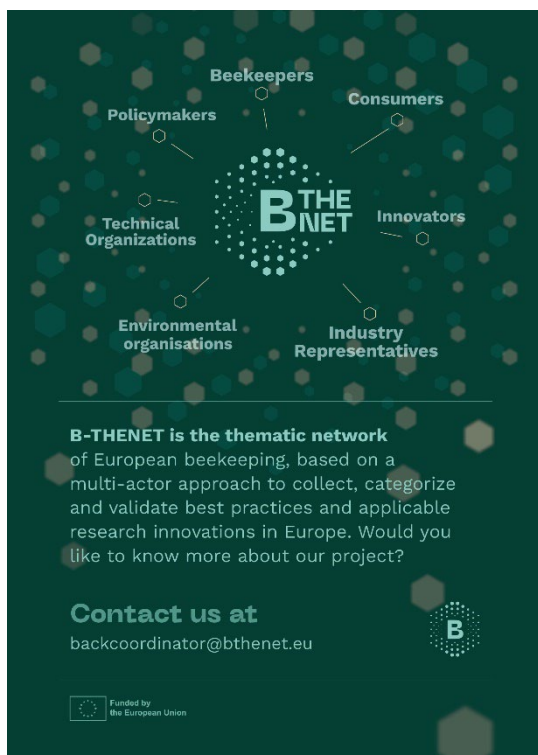
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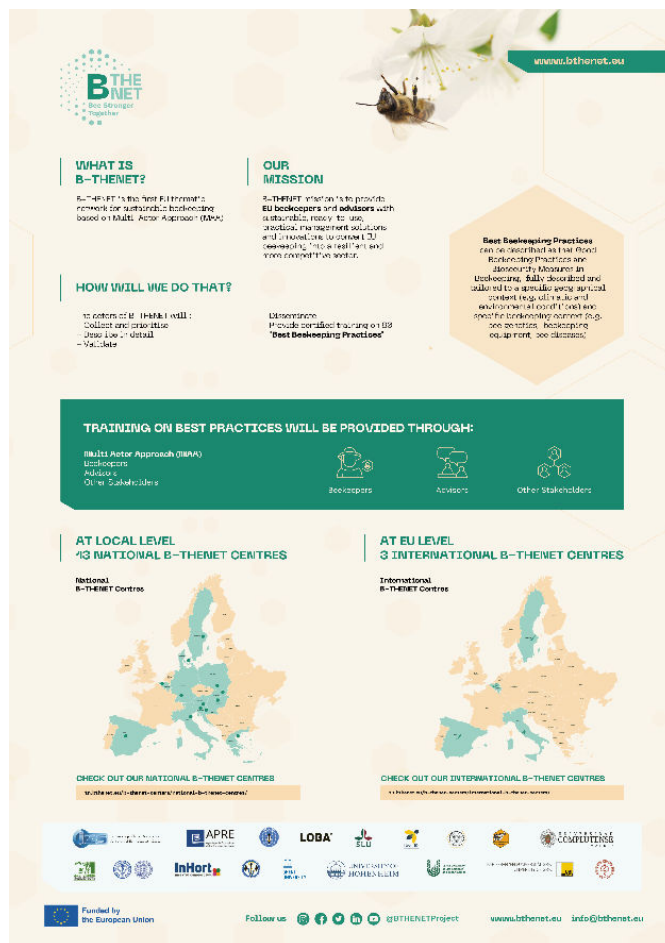




Flyer



Poster



WHAT IS B-THENET?
B-THENET is the first EU thematic network for sustainable beekeeping based on a Multi Actor Approach (MAA).

OUR MISSION
B-THENET intends to provide EU beekeepers and advisors with sustainable, ready to use, practical management solutions and knowledge to combat EU beekeeping "top 6" threats and more environmental issues.

HOW WILL WE DO THAT?
In order of importance, B-THENET will:
- Collect and translate press, live or digital - Available
- Demonstrate
- Provide practical training on 100 "Best Beekeeping Practices"

Best Beekeeping Practices
can be described as the most Beekeeping Practices and knowledge measures in beekeeping, fully developed and added to a specific sector, animal content (e.g. organic and ecological aspects) and specific beekeeping content (e.g. bee diseases, beekeeping equipment, etc. diseases).

TRAINING ON BEST PRACTICES WILL BE PROVIDED THROUGH:
Multi Actor Approach (MAA)
Beekeepers
Advisors
Other Stakeholders

**AT LOCAL LEVEL
13 NATIONAL B-THENET CENTRES**
National B-THENET Centres

**AT EU LEVEL
3 INTERNATIONAL B-THENET CENTRES**
International B-THENET Centres

CHECK OUT OUR NATIONAL B-THENET CENTRES
Go to www.bthenet.eu to check out our National B-THENET Centres

CHECK OUT OUR INTERNATIONAL B-THENET CENTRES
Go to www.bthenet.eu to check out our International B-THENET Centres

Partners: APRE, LOBA, InHort, etc.

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Follow us: @BTHENETProject, www.bthenet.eu, info@bthenet.eu

Flyer



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What is our mission?
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**AT EU LEVEL
3 INTERNATIONAL B-THENET CENTRES**
International B-THENET Centres

CHECK OUT OUR NATIONAL B-THENET CENTRES
Go to www.bthenet.eu to check out our National B-THENET Centres

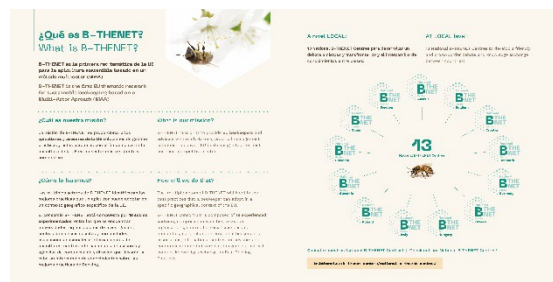
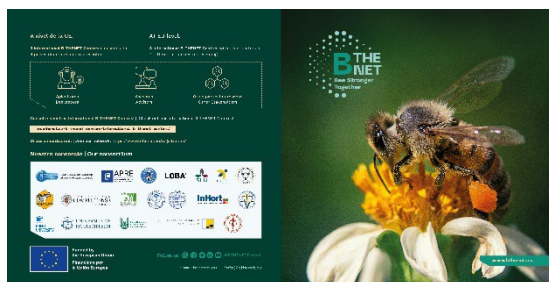
CHECK OUT OUR INTERNATIONAL B-THENET CENTRES
Go to www.bthenet.eu to check out our International B-THENET Centres

Partners: APRE, LOBA, InHort, etc.

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Bilingual Flyer



Roll-Up (English)



Discover the Thematic Network for Beekeeping Modernisation in Europe

B-THENET is the first EU Thematic Network for sustainable Beekeeping.

Our goal is to describe best beekeeping practices and innovations in Europe, by discussing them among **Beekeepers | Advisors | Other Stakeholders**

Help to describe best beekeeping practices, and develop a platform for European Beekeepers.

Join us at info@bthenet.eu

Join our network

1

Our Digital Platforms

Join us at bthenet.eu

2

At Local Level

13 National B-THENET Centres

3

At EU Level

3 International B-THENET Centres established in 11 European Countries for Beekeepers, Advisors, and other Stakeholders




Let's Bee Stronger Together!

Contact us for more information at info@bthenet.eu







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Roll-Up (Spanish)

B-THE NET
Bee Stronger Together

Descubra la Red Temática para la Modernización de la Apicultura en Europa

B-THE NET es la primera Red Temática de la UE para la apicultura sostenible.

nuestro objetivo es describir las mejores prácticas e innovaciones en apicultura en Europa, abriendo debate entre:
Apicultores | Asesores | Otros interesados

Ayude a describir las mejores prácticas en apicultura y conozca una plataforma para los apicultores europeos:
Únase a nosotros en b-the-net.eu/registration

.....

Únase a nuestra red

1
Nuestras plataformas digitales
Únase a nosotros en bthenet.eu/registration

2
A nivel local
13 centros nacionales B-THE NET

3
A nivel de la UE
3 centros internacionales B-THE NET, establecidos en 4 países europeos para apicultores, asesores y otros interesados.

¡Juntos seremos más fuertes!

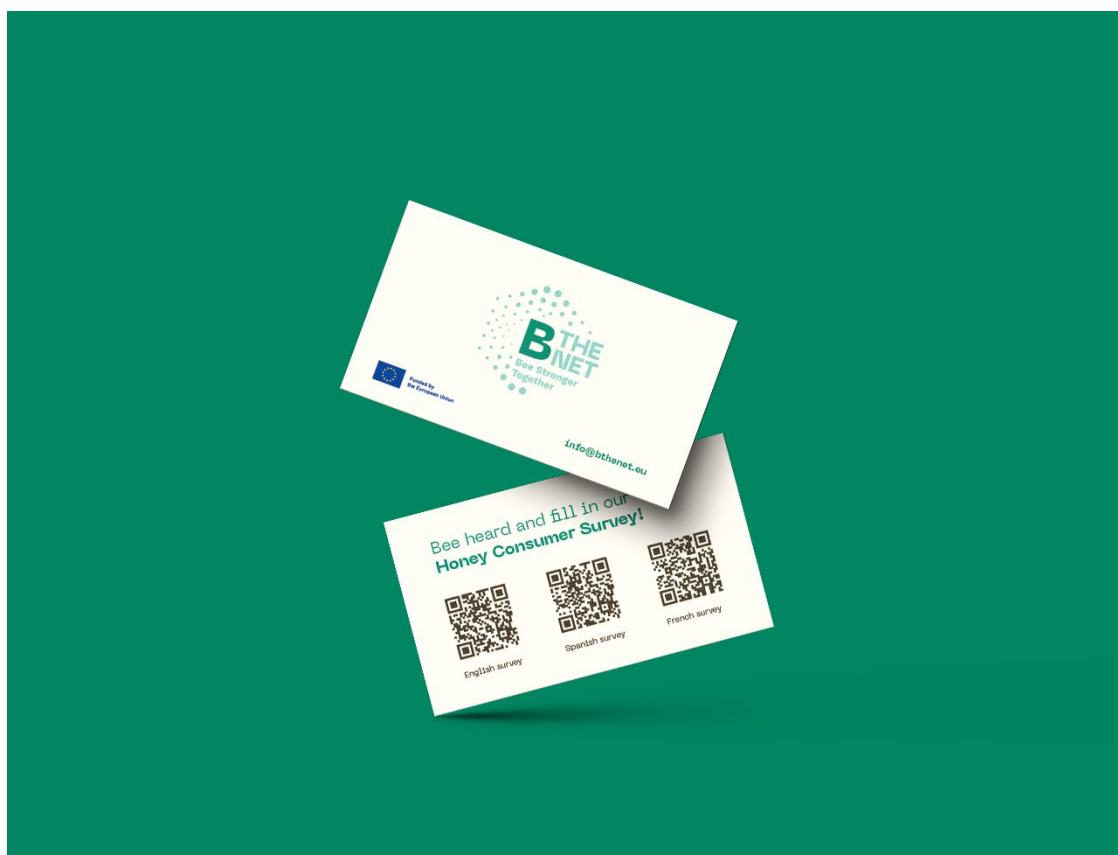
Contáctenos para obtener más información en
b-the-net@ucm.es o en
info@bthenet.eu

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www.bthenet.eu info@bthenet.eu

QR Code Cards



Merchandising

Tote bag



01

Notebook



Proper Creditors
and Payment
1991, 9

could serve as a model for managing forests and other

www.bfwpw.com info@bfwpw.com

Project Details
and more...

Producing great weather / 61

www.bentley.com info@bentley.com

Proper Creditors
Unsecured Creditors
Secured Creditors

Abstract: appropriate distance from other cyclists

www.intervet.eu info@intervet.eu

Proper credit
management

leaving enough space in the open
to respond

www.elsevier.com/locate/jbiotec info@elsevier.com

Proper business management. (p. 5)

Keep your injury at a safe distance from recovery.

www.bfhermes.com info@bfhermes.com

Proper Goals
Management

Proximal shaft of humerus with a

www.ifttt.net info@ifttt.net

Project Description
and objectives

Proper Goals
and Objectives

Values are unreplicated estimates of hetero-

www.bentley.com info@bentley.com



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BIOSECURITY MEASURES FOR VARROOSIS

Project location
 management
 2016, 1

BIOSECURITY MEASURES FOR VARROOSIS

CLUSTER 2
 PROPER USE OF LOW ENVIRONMENTAL
 IMPACT COMPOUNDS

2.3 Use of thymol

Short description: Once the infestation level of varroa is exceeded all the frames in the colony should be treated following the national legislation and product label. The temperature and the brood level should always be taken into consideration.



Photo: © Beekeeper's Edge

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www.beeconnect.eu
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Project Leadership
Management
1998, 1

BIOSECURITY MEASURES FOR VARROOSIS

CLUSTER 3 BIOTECHNIQUES

BIOSECURITY MEASURES FOR VARROOSIS

CLUSTER 3
BEEKEEPING

2.2 Queen caging

This is a method to control the varroa mite by making the colony broodless during the production season. This is done by **caging the queen for 20 days** allowing all brood to emerge and thus preventing the queen from laying new eggs during this period. When the colony consists of only adult bees you can treat the colony with either lactic acid or oxalic acid.



Queen caging
@ beekeeping

The information and views set out in this booklet are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.



Our consortium

Factsheet 1 Methodology of the analysis of practices



factsheet 01

Methodology for the analysis of practices

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Elaboration on the Criteria

01 Sustainability

Sustainable beekeeping refers to all activities concerned with the practical management of social bee species that are capable of continuing over time, causing little or no negative impacts to humans, animals, and the environment.

To evaluate **Sustainability** of the best beekeeping practices the following points were considered:

- **Cost-benefit (of production and hive products)**
 - Economic value of the practice was evaluated taking into account costs of the materials and time needed to apply it, as well as the economic gains deriving from its application.
- **Bee health**
- **Human Health (Beekeepers & Consumers)**
- **Environmental protection**

02 Scientific Value

The preservation and promotion of certain qualities or features which have scientific significance. Users could define this value by citing scientific (or grey but reasonable literature) papers.

03 Readiness-to-use

We define "readiness-to-use" as practices that can be dispensed with minimal or no effort in terms of beekeepers' knowledge and the tools/equipment required. Users could determine this value by providing evidence from journal articles or other sources. Additionally, the "limited" use of a practice may be linked to specific characteristics of the practice, such as the availability of particular tools that are not easily found or widely distributed in the country or area.

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Introduction

This factsheet outlines the methodology used by National B-THENET Centres to evaluate the best beekeeping practices that beekeepers identified as priority in the EU.

Overview

The analysis was carried out on the basis of the following criteria:

- Sustainability**, including:
 - Economic value
 - Human health
 - Bee health
 - Environmental protection
- 02. Scientific value**
- 03. Readiness-to-use**

The National B-THENET Centres could assign a rating ranging from zero to three stars for each criterion.

***	**	*	Zero Stars
-----	----	---	------------

The practices' overall rating was calculated as a weighted sum of stars for the different criteria considered.

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Conclusion

B-THENET project partners, in collaboration with collaborating partners, will evaluate and rate each practice individually through exchange activities with beekeepers and advisors with the aim of discussing practices both theoretically and on-field at the apary level.

At LOCAL level	At EU level
13 National B-THENET Centres	3 International B-THENET Centres representing
National B-THENET Centre Austria	EU Beekeepers
National B-THENET Centre Belgium	Advisers
National B-THENET Centre Croatia	Other Stakeholders
National B-THENET Centre Denmark	
National B-THENET Centre Germany	
National B-THENET Centre Greece	
National B-THENET Centre Hungary	
National B-THENET Centre Italy	
National B-THENET Centre Poland	
National B-THENET Centre Slovakia	
National B-THENET Centre Slovenia	
National B-THENET Centre Spain	
National B-THENET Centre Sweden	

After conducting a specific sociological study, only the top-scoring best practices from the analysis will be developed and published on the Exchange Platform in the local language.

Disclaimer: If required, the methodology will be revised during the course of the project.

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B-THENET brings together different actors and their expertise to co-create and share knowledge to find applicable solutions for EU beekeepers.

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Factsheet 2 Validating Best Beekeeping Practices

B-THENET
Bee Stronger Together

factsheet 02

Validating Best Beekeeping Practices

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Introduction

This factsheet reveals the final results of validating Best Beekeeping Practices, collaboratively developed by beekeepers, advisors, researchers, and experts in the B-THENET project in the year 2023.

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What Happened in 2023

In 2023, twenty-two Good Beekeeping Practices and Biosecurity Measures were created under the themes of "apery set-up and management/maintenance" (13 practices) and "varroosis" (9 practices). The 13 National B-THENET Centres, spanning 13 EU countries, developed these practices in their national languages, resulting in 280 tailored practices reflecting local beekeeping realities. These practices were shared online, allowing active participation and refinement by European beekeepers and advisors from September 2023 to December 2023.

Who Was Involved

Beekeepers and advisors invited by National B-THENET Centres across Austria, Belgium, Croatia, Denmark, Germany, Greece, Hungary, Italy, Latvia, Poland, Slovakia, Spain, and Sweden participated.

When

The exchange and validation process occurred from September 2023 to December 2023.

How

Each practice underwent assessment, refinement, and integration to align with national beekeeping realities. Exchange events involved beekeepers and advisors voting (thumbs up/down) on the Exchange Platform to express agreement or disagreement with the description of each practice.

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Results

Out of the 280 practices, 265 met the validation criteria, earning them the title of "Best Beekeeping Practices" (BBPs). The list of validated practices, incorporating inputs from all 13 National B-THENET Centres, will be available in English and 13 other languages on the B-THENET Repository Platform in April 2024. These practices will serve as certified training material for EU beekeepers and advisors.

Access the BBPs: B-THENET Repository Platform

List of Best Beekeeping Practices validated in 2023 by the multiple actors of the project B-THENET is below:

GOOD BEEKEEPING PRACTICES APERY SET-UP AND MANAGEMENT/MAINTENANCE PROPERLY PLACED HIVES IN THE APERY		AT	BE	DE	DK	EL	ES	HR	HU	IT	PL	SE	SI	SK
01	Avoiding exposure to pollutants (e.g., pesticides, heavy metals, etc.)	x	x	x	x	x	x	x	x	x	x	x	x	x
02	Setting-up apiaries in an area accessible to vehicles (e.g., relevance of solitary ground)	x	x	x	x	x	x	x	x	x	x	x	x	x
03	Avoiding areas where adjacent (e.g., Ambrosia trifida and Artemisia vulgaris) or toxic (e.g., containing pyrethroid residues, like Fenitrothion, Fenitrothion and Fenitrothion, etc.) plants could be found in a significant quantity	-	-	x	x	x	x	x	x	x	x	x	x	x
04	Avoiding areas exposed to excessive humidity and wind	x	x	x	x	x	x	x	x	x	x	x	x	x
05	Ensuring presence of bees (or other fauna) to create protection against weather stresses (e.g., wind, rain, etc.)	x	x	x	x	x	x	x	x	x	x	x	x	x
06	Maintaining appropriate distance from other apiaries (for hive production and bee health)	x	x	x	x	x	x	x	x	x	x	x	x	x
07	Having enough space for storage rooms/workshop tools	x	x	x	x	x	x	x	x	x	x	x	x	x
08	Keeping safe distance from houses/villages (for human safety)	x	x	x	x	x	x	x	x	x	x	x	x	x
09	Preventing theft of hives (e.g., access prevention/anti-theft fence around the apiary)	x	x	x	x	x	x	x	x	x	x	x	x	x
10	Having an appropriate number of hives (e.g., consider the amount of meadowland plants and sources of water available in the area where the apiary is located)	x	x	x	x	x	x	x	x	x	x	x	x	x
11	Seasonally relocating the apiary (e.g., taking into account the season, weather close to winter arrival)	x	-	x	x	x	x	x	x	x	x	x	x	x
12	Proper positioning of the hives (e.g., providing hives with a proper stand, guaranteeing proper space between hives avoiding a proper orientation of the hives entrances so that sun can reach them from the early morning hours to sunset)	x	x	x	x	x	x	x	x	x	x	x	x	x
13	Avoiding obstacles for the bees (e.g., high grass/crowns in front of the hives entrance)	x	x	x	x	x	x	x	x	x	x	x	x	x

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Methodology

The validation of the 22 practices on the Exchange Platform occurred both online and in person.

The validation involved platform users (beekeepers and advisors) assessing the practices for comprehensiveness and alignment with the national approach to beekeeping.

Users interacted by adding comments, asking questions, and providing tips, along with expressing agreement or disagreement through a thumb up/thumb down feature.

Rate this practice!  14  0

The Exchange meetings organised by the 13 National B-THENET Centres from September to December 2023 facilitated final validation through collaborative improvement and voting by beekeepers and advisors using the platform feature.

Validation Criteria

At the end of December 2023, practices were considered validated only if they met three criteria:

- Each national-level practice received at least 10 votes.
- The EU beekeeping and advisor community on the platform provided ≥75% positive votes.
- National B-THENET Centres confirmed the readiness of Best Beekeeping Practices for migration to the Repository Platform, having been duly validated by beekeepers and advisors.



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BIOSECURITY MEASURES for Varroosis UNPROCESSED GUARANTEE BEST EFFICACY OF ANTI-UNPRO- TREATMENTS, ESPECIALLY WITH ORGANIC COMPOUNDS		AT	BE	DE	DK	EL	ES	HR	HU	IT	PL	SE	SI	SK
01	Assessment of varroa infestation level during the beekeeping season	x	x	x	x	x	x	x	x	x	x	x	x	x
02	Identification of the best moment for varroa treatments according to the national climatic area	x	x	x	x	x	x	x	x	x	x	x	x	x
03	Use of malic acid (including substituted)	x	x	x	x	x	x	x	x	x	x	x	x	x
04	Use of formic acid	x	x	x	x	x	x	x	x	x	x	x	x	x
05	Use of thymol (e.g., applying only when environmental temperature is high enough)	-	-	-	x	x	x	x	x	x	x	x	x	x
06	Use other low environmental impact compounds (if medicines are available in your country)	x	-	x	x	x	x	x	x	x	x	x	x	x
07	Breast removal (e.g., partial drone/worker brood removal or total brood removal/through winter)	x	x	x	x	x	x	x	x	x	x	x	x	x
08	Queen rearing (e.g., use of cages that do not permit the queen to lay eggs or trapping combs)	x	x	x	x	x	x	x	x	x	x	x	x	x
09	Heat treatments	x	-	x	x	x	x	x	x	x	x	x	x	x

Glossary Country Codes

AT	BE	DE	DK	EL	ES	HR	HU	IT	PL	SE	SI	SK
Austria	Belgium	Germany	Denmark	Greece	Spain	Croatia	Hungary	Italy	Poland	Sweden	Slovenia	Slovakia

Description
* - is not registered and for use in apiculture/retail veterinary medicine (EU level)
x = validated

They reflect the national approaches to beekeeping of the countries that participated in their development, highlighting the differences driven by climatic and environmental conditions, different bee genetics, beekeeping equipment, and diseases. This will provide national beekeepers and advisors with verified knowledge tailored to their local conditions and co-created with their active contribution.

Disclaimer

Practices lacking validation will undergo refinement in Exchange meetings to seek approval from national beekeeper and advisor communities. It's important to note that not all practices developed in 2023 may be universally validated as Best Beekeeping Practices, as seen in Sweden and Italy, where certain practices were downvoted due to feasibility, economic sustainability, or non-adoption of the described technique. This underscores the diversity in European beekeeping and emphasises the need to evaluate each practice with national stakeholders to align with specific country needs.

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Conclusion

These certified Best Beekeeping Practices will serve as training material, offering national and international certification through B-THENET Centres.

Accessible in 13 languages, the Best Beekeeping Practices feature step-by-step protocols, images, tags, links to innovations, and scientific references. Future efforts include harmonising the Best Beekeeping Practices in English, detailing variations across project countries. Practices not validated by December 2023 have undergone refinement and active exchange, with validated BBPs published in the Repository Platform following reassessment April 2024. The second set of Best Beekeeping Practices will be validated by the end of 2024 in the themes "Colony set-up and management/maintenance" and "American foulbrood".

Explore the Methodology for Practice Analysis in this factsheet.

This document provides an overview of the methodology employed by National B-THENET Centres to assess priority beekeeping practices identified by beekeepers in the EU.

Factsheet 1



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Training Certificate



Micro Credential Certificate

(Name of the training here)

This certificate is awarded in recognition of **successful acquisition of knowledge and skills** in the field of B-THENET Best Beekeeping Practices. The program has equipped the participant with a comprehensive understanding of **the B-THENET Training Guidelines** during the training period.

The **B-THENET Training Guidelines** will course, with a duration of **10 hours** (to be completed by the end of the training period). It has been developed by **the B-THENET Training Guidelines** as part of the European project B-THENET (Grant Agreement No. 101010000). The course was delivered through **the B-THENET Training Guidelines** and the knowledge assessment was conducted through **the B-THENET Training Guidelines**.

Location: _____

Date: _____

[Signature]
B-THENET PROJECT COORDINATOR

[Signature]
Participant

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Micro Credential Certificate

(Name of the training here)

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Location: _____

Date: _____

[Signature]
B-THENET PROJECT COORDINATOR

[Signature]
Participant

Funded by the European Union



Detailed program of the course

Module Name (10)
Module Description: Learn about the importance of beekeeping.

Module Name (10)
Module Description: Learn about the importance of beekeeping.

Module Name (10)
Module Description: Learn about the importance of beekeeping.

Module Name (10)
Module Description: Learn about the importance of beekeeping.

Module Name (10)
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Module Name (10)
Module Description: Learn about the importance of beekeeping.

Module Name (10)
Module Description: Learn about the importance of beekeeping.

Newsletter #1

Discover B-THENET
The first Thematic Network of European Beekeeping
Newsletter Issue 1
February

Welcome to the first issue of **B-THENET Newsletter!**

One of the most important creatures

What is B-THENET?
B-THENET is the first EU thematic network for sustainable beekeeping based on a Multi-Actor Approach (MAA).

[Read more on YouTube](#)

Our Mission

The primary objective of B-THENET is to offer European beekeepers and advisors practical and sustainable management solutions and innovative approaches. These resources aim to transform European beekeeping into a resilient and more competitive sector.

Putting into Practice: Achieving the Mission

use skills

01
Collect and prioritise

02
Describe in detail

03
Validate

04
Disseminate

05
Provide certified training on 80 "Best Beekeeping Practices"

Training on best practices will be provided

At local level:
National B-THENET Centres in Austria, Belgium, Croatia, Denmark, Germany, Greece, Hungary, Italy, Poland, Slovakia, Slovenia, Spain, Sweden.

[National B-THENET Centres](#)

At EU level:
International B-THENET Centres with headquarters in 4 countries representing:

- Beekeepers
- Advisors
- Other stakeholders

[International B-THENET Centres](#)

Join our Network

B-THENET brings together different actors and their expertise to co-create and share knowledge to find applicable solutions for EU beekeepers.

[Not part of B-THENET](#)

Our first results

Methodology for the analysis of practices

Methodology for the analysis of practices
This fact-sheet details the methodology employed by National B-THENET Centres to evaluate the best beekeeping practices practiced by beekeepers in the European Union.

[Explore it here with a video](#)

Visual manual for EU Beekeepers

Proper beehive management (Vol. 1)
In this booklet, practices recognised by European beekeepers in 2023 are showcased visually. Each practice is accompanied by a brief description and images captured by the beekeepers themselves.

[Explore it here with a video](#)

Check out:
our repository platform for the best practices in "Beekeeping maintenance" and "Vaccines". Grab the latest knowledge on beekeeping practices validated by beekeepers!

B-News & Events

Spotlighting Beekeeping

During the first Transnational B-THENET Event for stakeholders, held in Romania on the 7th of July 2023, B-THENET discussed "Accessibility of Veterinary Medicinal Products in Beekeeping in Europe", gathering the experience of EU beekeepers and two leading industries regarding the VMPs in Europe.

As a continuation of the first transnational event, a B-THENET satellite workshop was organized in Brussels within the framework of the EU Pollinator Week 2023 (29th of November 2023), entitled "Accessibility of Veterinary Medicinal Products for use in beekeeping in the EU", involving speakers from the European Commission (DG SANTE), the Federation of Veterinarians Europe (FVE), the French National Professional of Departmental Beekeeping Health Organizations (FNDSAD), and the Committee of Professional Agricultural Organizations (ICOPRA).

Watch "Accessibility to Veterinary Medicinal Products in Beekeeping in Europe", event in Romania.

B-THENET satellite workshop during EU Pollinator Week 2023 in Brussels.

[Stay in the loop with upcoming events in our platform](#)

Our Consortium

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