

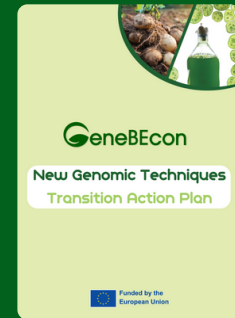
# Upcoming ACTIVITIES

Newsletter 2.2

04/03/2025

## 1 Webinar Series

GeneBEcon webinar series offers a comprehensive activity on consumer surveys, sustainable potato farming, the potential of microalgae, and tools for next-generation technology adoption.



## 2 Transitioning to NGTs

A strategic shift towards next-generation technologies focusing on proactive misinformation and disinformation management for efficient innovation and integration into existing systems.



## 3 Policy Recommendation

Guidelines and actionable strategies designed to address key challenges, foster innovation, and support sustainable development through evidence-based policymaking.



## 4 GeneBEcon Final Conference

The GeneBEcon Final Conference will present key findings and outcomes from the project. The event will take place in Brussels, Belgium on 2 July 2025.



## 5 GeneBEwise

A platform focused on leveraging genetic research and biotechnology to drive innovation in agriculture, sustainability, and environmental solutions.



Funded by  
the European Union

Read more on the next page!



We are excited to announce GeneBEcon's webinar series. Four webinars will present four topics studied in the project. Each webinar is designed not only to present the results obtained in the project but also to bring insight from key stakeholders.

01

**WEBINAR :**  
PUBLIC AND BUSINESS  
STAKEHOLDER PERCEPTIONS ON  
NGT-DERIVED FOOD PRODUCTS



**DATE AND TIME:** ⌚  
29 APRIL, 14:00-15:30 CEST

The webinar will present the results of a consumer study conducted across Germany, France, Denmark, Slovakia, and the UK, focusing on public awareness, perceptions, and acceptance of NGT-derived food products. It will feature insights from key experts within the GeneBEcon project, including specialists in consumer research and business stakeholders, offering an in-depth exploration of this important topic.

02

**WEBINAR :**  
VIRUS-RESISTANT STARCH  
POTATO FOR AN  
ENVIRONMENTALLY FRIENDLY  
AGRO-INDUSTRY SYSTEM



**DATE AND TIME:** ⌚  
13 MAY, 14:00-15:30 CEST

This webinar will present research findings on using gene editing to enhance virus resistance and tuber starch quality in potatoes, a vital food crop. Additionally, it will incorporate analyses of biosafety data requirements, public perceptions, and economic impact, using gene-edited potatoes as a case study. These multidisciplinary insights are crucial for a comprehensive assessment of the innovation's impact. Speakers will include experts from the GeneBEcon project and key business stakeholders, offering a well-rounded exploration of the topic.

**Last date of registration: 3 May, 2025**

03

**WEBINAR :**  
MICROALGAE FOR A HIGH-VALUE  
AND ZERO-WASTE PRODUCTION  
SYSTEM



**DATE AND TIME:** ⌚  
27 MAY, 14:00-15:30 CEST

This webinar will showcase research on using gene editing to enhance the production of high-value compounds in microalgae, while repurposing the residual biomass as poultry feed to support a zero-waste bioeconomy. The session will also include an analysis of biosafety data requirements and economic impact, using gene-edited microalgae as a case study. These insights are critical for a thorough evaluation of the innovation's broader implications. Featured speakers will include experts from the GeneBEcon project alongside key business stakeholders, providing a comprehensive perspective on the topic.

**Last date of registration: 17 May, 2025**

04

**WEBINAR :**  
A COMPREHENSIVE AND  
VERSATILE GENE EDITING  
TOOLBOX



**DATE AND TIME:** ⌚  
10 JUNE, 14:00-15:15 CEST

This webinar will present the research and development of a comprehensive toolbox for gene editing, featuring a collection of vectors and protocols for transfection and mutation analysis. It will also highlight advancements in cutting-edge techniques, including base editing, prime editing, and homology-directed repair. The session will feature insights from experts within the GeneBEcon project, alongside prominent figures from the academic research community, offering an in-depth exploration of these innovative methodologies.

**Last date of registration: 31 May, 2025**



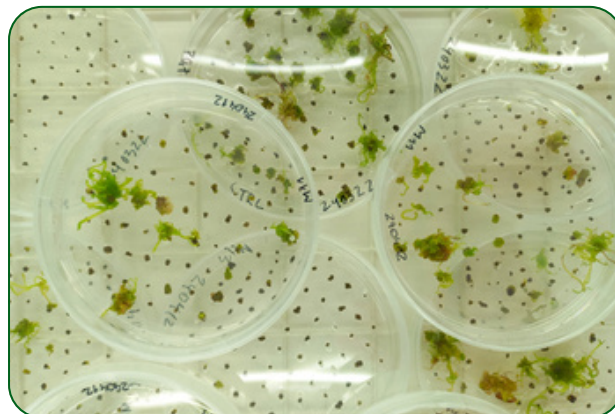
FOR MORE INFORMATION INCLUDING REGISTRATION,  
PLEASE CLICK [HERE](#) OR SCAN THE QR CODE



## 2 TRANSITIONING TO NGTS



Every innovation to succeed requires an effective change management approach and a transition plan to enable stakeholders to address questions, challenges and scepticism. Thus, part of the application of Responsible Research and Innovation (RRI) in the GeneBEcon project, was to develop an NGTs Transition Action Plan to enable agro-food and feed stakeholders to address the change NGTs may bring. The GeneBEcon responsible partner, XPRO Consulting Limited, followed a structured, participatory approach based on its proprietary methodology, the RRI Roadmap©™.



The 1st RRI Workshop, where a SWOT analysis identified key strengths, weaknesses, opportunities, and threats surrounding NGT-products adoption, showed that misinformation and disinformation were the main causes of the identified weaknesses and threats.

The 2nd RRI Workshop was built upon these findings by co-creating specific actions to transform challenges into opportunities, utilizing the I-SMART framework to ensure that proposed actions were Impactful, Specific, Measurable, Attainable, Realistic, and Time-bound. The work continued, leading to the creation of a general Transition Action Plan.

The 3rd RRI Workshop refined the Transition Action Plan, ensuring that stakeholder-specific pathways were aligned with regulatory, economic, and societal expectations by effectively managing the disablers of misinformation and disinformation. This methodology ensures that the transition to NGTs is responsible, inclusive, and sustainable, guiding policy, industry, and consumer engagement efforts for accepting and adopting NGTs.

## 3 POLICY RECOMMENDATION



### Policy Brief - Promoting Consumer Acceptance of New Genomic Techniques (NGTs)

New Genomic Techniques (NGTs) offer significant opportunities for sustainable agrifood systems and a more circular bioeconomy in Europe, yet their market success hinges on consumer and stakeholder acceptance. Findings from the GeneBEcon project reveal limited awareness and mixed perceptions of NGTs among consumers in five representative European countries. When provided with unbiased information, consumers generally view NGTs neutrally or positively. While some consumers expect a price discount for NGT-derived products compared to conventional alternatives, they are also willing to pay a premium for products they associate with greater sustainability.

Stakeholder insights highlight the need for transparent communication and the strategic promotion of consumer-oriented NGT benefits. This policy brief outlines key findings and actionable recommendations to enhance trust, understanding, and thereby acceptance of NGTs at the consumer level.



[PLEASE CLICK HERE TO READ OUR POLICY RECOMMENDATION](#)



## Final Conference - Save the Date!

The final symposium and consortium meeting will take place from 2–4 July 2025 in Brussels and Ghent, Belgium, respectively. This will be a key moment to reflect on our achievements, discuss future opportunities, and strengthen collaborations. We encourage all partners and stakeholders to reserve these dates in your calendars and stay tuned for more details coming soon.



# 5 GENEWISE

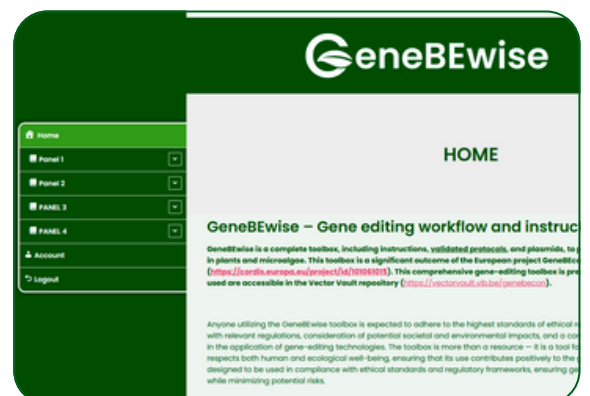


## Gene editing workflow and instructions for scientists.

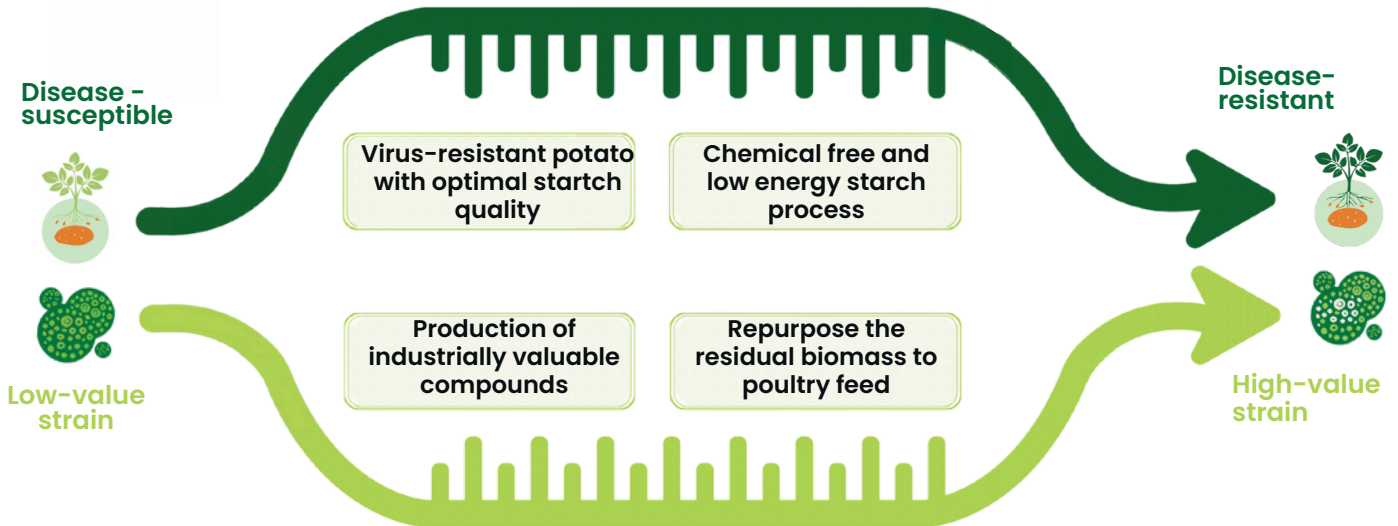
GeneBewise is a comprehensive CRISPR/Cas-based gene-editing toolbox for plants and microalgae, featuring instructions, validated protocols, and plasmids. Presented as a decision tree, it guides users through the process, with plasmids available in the Vector Vault repository.

Anyone utilizing the GeneBewise toolbox is expected to adhere to the highest standards of ethical responsibility. This includes compliance with relevant regulations, consideration of potential societal and environmental impacts, and a commitment to transparency and inclusivity in the application of gene-editing technologies. The toolbox is more than a resource — it is a tool for advancing innovation in a way that respects both human and ecological well-being, ensuring that its use contributes positively to the global bioeconomy.

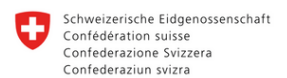
The toolbox is designed to be used in compliance with ethical standards and regulatory frameworks, ensuring gene-editing applications benefit society while minimizing potential risks.



# Capturing the Potential of Gene Editing for a Sustainable BioEconomy



## CONSORTIUM



[www.genebecon.eu](http://www.genebecon.eu)



GeneBEconEU Project



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The contribution by the Federal Office of Consumer Protection and Food Safety (BVL) does not represent an official opinion of the German Government.