

#EBW2022

# European Biotech Week 2022 Report: Delivery and Performance

  
**European  
Biotech Week**  
*Innovation is in our Genes*

by EuropaBio

# European Biotech Week 2022 Report: Delivery and Performance

The European Biotech Week established itself as a week of celebrations of biotechnology and life sciences. From September 26 to October 2, 2022, **15 European countries** hosted **almost 100 biotech-focused activities and events** (94 in total) that educated, engaged and excited local communities all across the continent.

List of Countries (in alphabetical order)	Number of Events
Belgium	9
Bulgaria	1
Denmark	1
Finland	1
France	4
Germany	3
Hungary	1
Italy	59
Lithuania	2
(The) Netherlands	3
Norway	1
Poland	2
Portugal	2
Sweden	1
United Kingdom	4

## Background

The first European Biotech Week took place in 2013, marking the 60th anniversary of this pivotal moment in history. Thanks to that discovery, the deeper knowledge of genes, proteins, viruses, bacteria and genetic structures in general has allowed scientists and biotech entrepreneurs to translate knowledge into applications in sectors such as healthcare, agriculture, food, energy, water sanitation and biochemical processing, all of which have changed the world for the better. The European Biotech Week takes place annually at the end of September, and this year was no exception.

## Different Types of Events

Biotech and life sciences associations (at national and local level), plus schools, universities, research centres, government institutions, companies and science museums (for a total of **106 organizations**) partnered for the 10th edition of the European Biotech Week.

<b>Hosting Organisation Types (taking into consideration the leading organisation)</b>	
School-University-Research Centre	52%
Biotech & Life Sciences Association-Foundation	24%
Company	20%
Government Body-Agency	4%

The events attracted a broad range of participants, from researchers and students (across all age groups), to investors, companies and policy makers.

<b>Event Public (Target Audience)</b>	
Youngsters (from kindergarten to high school)	27%
Experts & Actors Operating in the Sector	27%
General Public	20%
Academia	18%
Journalists-Institutions	5%
Patients	3%

Initiatives throughout the week were as diverse as the organisers themselves, and included: conferences, workshops, hands on laboratories, exhibitions and open-door days with companies, research institutes and museums, online, on-site and in hybrid formats.

<b>Event Formats</b>	
Workshop-Site Visit-Open Day	40%
Debate-Panel	30%
Forum-Big Conference	20%
Exhibition-Partnering	5%
Job Fair-Networking Event-Competition	5%

<b>Event Types</b>	
On-site	48%
On-line	30%
Hybrid	22%

The aim of the European Biotech Week was to encourage the general public to explore the fascinating, vibrant world of biotechnology, which is a key part of our everyday lives. But during #BiotechWeek2022, participants also had the chance to learn about careers in biotech, the role of women in STEM and how biotech can help us in achieving bigger societal and environmental goals.

Event Topics	
Biotech & Life Sciences (general)	62%
Healthcare Biotech	17%
Industrial Biotech-Bioeconomy	9%
Agricultural Biotech	5%
Careers in Biotech & Life Sciences	5%
Women in Biotech & Life Sciences	2%



**European Biotech Week 2022**  
 26 September—2 October  
[www.biotechweek.org](http://www.biotechweek.org)

#EBW2022

European Biotech Week  
 Innovation is in our Genes

## The Role of EuropaBio

In Brussels, EuropaBio hosted multiple virtual events around the benefits of biotech for people and planet.



**Biotechnology for society, sustainability and economies – transformative science for a changing world** | The kick-off webinar opened the week with a look at how biotechnology is at the centre of Europe's transformation to a healthy, sustainable and competitive economy and society. Four EuropaBio Board Members from across Europe's biotechnology spectrum (Patricia Malarkey – DSM, Stefan Buchholz – Evonik, Tom Bols – PTC Therapeutics, Annemiek Verkamman – HollandBio) discussed about biotech in action and its benefits in our everyday lives, as well as how it supports employment, economic development and Europe's place in the world.



**Innovative technologies in the EU green transition – spotlight on industrial biotechnology** | The second virtual event focused on innovative solutions that can contribute towards the green transition, with an emphasis on industrial biotechnology. The three panelists (Marc Leclerc – Novozymes, Rachel Melnick – Agriculture & Food Systems Institute, Hans Genee – Biosyntia) zoomed in on products of industrial biotechnology and their benefits and challenges, also linking to the EU GMO regulatory framework and recent developments on new genomic techniques.



**At the cutting edge of biotechnology for cardiovascular diseases: a World Heart Day special edition webinar** | The last webinar (held on World Heart Day) highlighted how healthcare biotechnology has the potential to transform how healthcare is delivered to patients, both in terms of innovative treatments, but also via use of innovative prevention, screening, and testing measures. The speakers (Marius Geanta – FH Europe, Florian Kronenberg – Medical University of Innsbruck, Lena Lymperopoulou – Novartis) discussed how biomarker testing for genetically inherited risk factors for cardiovascular diseases is opening up new frontiers in healthcare, and saving lives across the world.

## The Online Campaign

EuropaBio also coordinated the online campaign, from its launch in Spring 2022, until the very end of the initiative. The online presence was also facilitated by a whole new website ([www.biotechweek.org](http://www.biotechweek.org)), by the cooperation with three **media partners** (Scientix, Regib, Eurashe), and by a partnership with the pan-European media network Euractiv.

## Media Partners



Several EuropaBio members were actively involved in the campaign: six members organised (or co-organised) one or more events during the Biotech Week (Assobiotec Federchimica, BIA, bio.be / essenscia, HollandBIO, MabDesign, Olon, P-BIO), while four other members took part in the **#BiotechVoices** mini-campaign, where they explained the importance of biotechnology in everyone's daily life (AseBio, BIO.NRW, EV Biotech, Pfizer).



EuropaBio staff members also gave their contributions to the additional mini-campaign **#BiotechInYourLife**, sharing on their personal LinkedIn profiles their favourite or most used biotech product(s), on the first day of the European Biotech Week.

#BiotechInYourLife #EBW2022

◆ This week is #EuropeanBiotechWeek, a celebration of #biotechnology! 🍌

Do you know about fermented foods? My favorite one is yogurt and we owe it to biotechnology. One of its main ingredients is live 🦠 bacteria, the good kind of bacteria, that can actually help your digestive system work properly! Yummy and healthy, thanks to biotech!

What is your favorite fermented food?

#EuropeanBiotechWeek2022 #BiotechWeek2022 #BiotechWeek



#BiotechInYourLife

🍌 Did you know that #biotechnology has had a significant influence on the #cosmetics industry? 🍌

🍌 It is now being used to find, develop, and create cosmetic formula components, by employing #microorganisms (bacteria, yeast, and algae) to generate high-tech #skincare actives sustainably for effective results. 🍌

🍌 A #biotech product that I employ daily is #hyaluronicacid (which, in laboratory, is formed by fermentation of glucose by certain bacteria). 🍌

🍌 If you are curious to learn more about the benefits (or products) of biotech in your everyday life, join the informative events taking place all over #Europe during the #EuropeanBiotechWeek: <https://bit.ly/3LHdNrC>. 🍌

🍌 And let us know what your favourite biotech product is! 🍌

#EBW2022 #WorkingInBiotech



#EBW2022 #BiotechInYourLife

Today starts one of the most important weeks for the sector I represent – #EuropeanBiotechWeek! 🍌 For the 10th time we are gathering the #science community to showcase the benefits that biotech brings to #people and the #environment.

#Biotechnology has been used for more than 6000 years and is all around us, from the clothes we wear, the food we eat, the medicine and the fuel we use. For example, wine🍷 is the perfect example of biotechnology. Now you know 😊

🍌 This week I invite you to join our own events: <https://bit.ly/3UHGXLB> and more than 100 online, onsite and hybrid events of our partners and members that will take place across #Europe: <https://bit.ly/3RbSNuj>

Let the celebrations begin! 🍌🍌🍌

p.s. Once I joined EuropaBio, every #EBW overlaps with my birthday week. All the best to this vibrant sector, and to me who can live a better and longer life thanks to its constant developments.

As you may have heard, this week marks the beginning of European Biotech Week (<https://biotechweek.org/>). EBW comprises a week-long series of events celebrating biotechnology, an innovative and vibrant sector launched by the discovery of the DNA molecule back in 1953.

So, what's so great about Biotechnology?! Well, we use it in everyday life - anywhere from vaccines to forensic science to cheese production and alcoholic drinks!

In my case, biotech is very present in my everyday life, as I use yeast for baking (for those who don't know me so well, I run a little baking and cake-design side hustle called 'Delights by Majken'). Yeasts are regarded as the first microorganisms used by humans to process food and alcoholic beverages. The technology developed out of these ancient processes has been the basis for modern industrial biotechnology.

I love to bake using yeast; many traditional Danish pastries are made with fresh yeast, such as Kanelsnegle (cinnamon rolls), Snurrer (spun pastries), Brunsviger (brown sugar pastry) and many more.

What does biotech look like in your life?

#BiotechInYourLife #EBW2022



All these efforts contributed to a remarkable improvement of EuropaBio's visibility on social media, with around **240 mentions**, and with impressions and profile visits increase of more than 100% for all the profiles. More than anything else, an outcome worth mentioning is the achievement of **11.000 followers** to EuropaBio LinkedIn page.

Social Media Mentions (in the week before - during - after EBW 2022)	
Twitter EBW	85
Twitter EuropaBio	25
LinkedIn	60
Facebook EBW	38
Facebook EuropaBio	6
Instagram	26
<b>TOTAL</b>	<b>240</b>

Engagement Rates (compared to previous month)		
Twitter EBW	+ 192,3 % impressions	+ 182,1 % profile visits
Twitter EuropaBio	+ 266,3 % impressions	+ 218,8 % profile visits
LinkedIn	+ 114, % reactions   + 121,4 % reposts	+ 198, 5 % profile visits
Facebook EBW	+ 149,5 % page reach	+ 1.000 % profile visits
Facebook EuropaBio	[Data not available]	[Data not available]
Instagram	+ 114 % engagement	319 accounts reached (of which, 151 non-followers)

The visibility was not limited to social media platforms, though, as the European Biotech Week appeared in at least **16 online articles**, in several languages.

#EBW2022

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## Closing Remarks

“We recognise how important it is to engage with everybody in Europe on the benefits and potential of biotechnology. It is fantastic to see more and more experts engaging in communication about science and involving non-scientists. It gives us great pride in EuropaBio to see that communities across Europe have learnt more about this complex and exciting sector, and we wholeheartedly thank all the biotech supporters who have contributed to this year’s amazing programme.”

**Claire Skentelbery**  
Director General | EuropaBio

