

PRESS RELEASE #3

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Plan BEE aims to address the lack of appropriate training in beekeeping and this way promote sustainable beekeeping through the development of an educational training game for adults.

More specifically Plan BEE aspires to:

- Increase in the number of successful apiculture businesses highly focusing on rural areas.
- Prevent potential risks associated with bee health through the promotion of sustainable beekeeping.
- Promote online sales strategies to boost international trades of apicultural products in Europe.
- Improve key competences of adults from rural areas in order to combine the worlds of education and work.

Until now the project has:

- **Created a training course on how to start and run a successful beekeeping business.**

The course consists of 9 Modules that cover all aspects of starting and running a beekeeping business, including management practices, financial aspects, marketing practices, honey extraction techniques, information on the life cycle of bees and on common diseases and how to prevent them.

The course can be found [here](#).

- **Developed the Plan Bee serious game.**

The Plan Bee game aims at helping project participants to expand their knowledge on beekeeping in a fun and engaging way. It will be available in 3





Plan Bee

languages: English, Greek, and Spanish. The game will be released on the [project website](#) in the following days.

Stay tuned!



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The project's next steps include:

- Workshops with amateur beekeepers and beekeeping enthusiasts to test the Plan Bee game and training course.
- 5 large online events to promote the project aims and results.

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