

ENFORCE ◀◀◀

4TH NEWSLETTER

24 November 2025

Welcome to the 4th ENFORCE newsletter! As the project enters its final phase, we're excited to report on one of the most impactful stages so far: **the national multiplier events** and **pilot trainings**. Across Italy, Slovenia, Hungary and Romania, our partners tested the training materials, e-learning platform and gamification tools with beekeepers, chefs, educators and local communities. This edition showcases the key moments, lessons learned, and how participants are helping to shape experience-based beekeeping for the future.

Highlights from the Multiplier Events

Italy – Rome

The multiplier event held in Rome on 22 October 2025, brought together civil society, researchers, beekeepers, and consumer groups. Organised by BeeSources and Mieli in Cooperativa, the event featured discussions on tourism, environmental challenges, and new experiential opportunities for the beekeeping sector. Main elements were: the live honey and cheese pairing session and mead tasting, showcasing the project's practical toolkit. Around 50 participants attended, and more of them signed up for future updates.



Slovenia – Ravne na Koroškem

On 20 October 2025, ALP Peca hosted a three-part event as part of the traditional 'Honey Coffee Chat'. In the morning, students explored the e-learning platform and gamification tools. In the afternoon and evening, beekeepers gathered for networking, honey tasting, and an expert lecture on apitourism. Over 90 people participated across the day, with strong interest in using the new ENFORCE tools in educational and tourism settings.



Romania – Odorheiu Secuiesc

Civitas Foundation organised its second Producer's Gala on 12 September 2025, reaching over 50 local producers, teachers, and beekeepers. Topics included AI marketing, folk art in branding, and direct honey sales. The ENFORCE project was presented alongside interactive tasting activities and a garden party with a honey-focused menu created by a local chef.



Hungary – Events in Budapest

On 25 November 2024, Trebag Ltd hosted the 'Varietal Honeys in Gastronomy' event in Csepel with support from the Hungarian Chef Club. Chefs and gastronomy professionals explored honey pairings, participated in tasting quizzes, and attended lectures by culinary experts. The event concluded with a panel on chef–beekeeper collaboration. Participants praised the balance of learning and inspiration.

On 13 October 2025, the **'Honey and Experiences'** conference gathered over 80 professionals in Budapest, featuring expert talks, sensory sessions, and roundtable discussions on marketing, agrotourism, and gastronomy. The programme included honey tasting practices, a culinary performance, and hands-on testing of the ENFORCE other tools. Feedback confirmed strong interest in replicating the event elsewhere.



Pilot Training Snapshots

Italy – Podere Dagnino

Held between 5–7 September 2025, the Italian training tested the training book, toolkit and online platform with 16 participants. Activities included guided honey tastings, recipe testing, and group work. Participants praised the format and offered feedback to refine the tools and platform, highlighting the need for more visual materials and practical examples.



Slovenia – Prevalje

From 9–11 October 2025, ALP Peca led a 3-day training. Topics ranged from sensory honey analysis to excursions to best practice sites such as Slovenska Bistrica and Noordung Centre. Participants suggested ways to improve gamification and use the tools in real-world contexts.



Romania – Odorheiu Secuiesc

The pilot training in Romania focused on teachers as key multipliers. Participants tested the online platform and shared feedback on how to use the project materials in education and rural development. The activities included common cooking with honey too.



Hungary – Budapest & Környe

Organised by Kislépték Egyesület and Campden BRI Magyarország, the training included honey tasting, lectures on experiential marketing, and hands-on sessions with the e-learning platform. Three sessions were held: two in-person and one online. Participants appreciated the chance to test the tools and share their own practices. One of the training sessions was focusing on honey sensory analysis in a professional lab where the participants learnt the essence of **sensory analysis**.

In order to showcase good practices the group visited Környe, a Hungarian small town where an innovative, activity-focused educational trail about the life of bees can be interactively discovered. The rest of the day was about the new tools developed within the project such as:

- board game about bees and beekeeping
- honey tasting tools in a gamified way
- memory game: Bees and inventions, innovations
- guideline for experience programme organization.



What's Next?

The results of these trainings and events are feeding directly into the final version of the ENFORCE tools and handbook. Stay tuned for the release of the final versions of the project toolkit by the end of November 2025 - **all the materials will be available on the website and free to download and use!**

Join our network, follow us on Facebook, and help us reimagine beekeeping as a source of knowledge, community, and experience!

Get Involved – Join the ENFORCE Community!


Are you a beekeeper, educator, gastronomy professional or simply passionate about bees and sustainability?

Become part of our network!

Exchange knowledge, test innovative tools, and co-create new ways to promote beekeeping experiences across Europe."

Follow us for stories, tools and updates

Co-funded by the Erasmus+ programme, ENFORCE brings together beekeepers, researchers, rural developers, educators, and gastronomy professionals from across Europe to promote the sustainability and resilience of the beekeeping sector.

 www.honeyexperience.eu

thematic network
for experience
beekeepers 



Co-funded by
the European Union