



BREWSELBAR NEWSLETTER



FROM BREWING BY-PRODUCTS TO RESILIENT AGRICULTURE

On 1 January 2026, the EU launched BrewSelBar under Horizon Europe – MSCA Staff Exchanges (Grant Agreement 101236623). Coordinated by Universitat Autònoma de Barcelona (UAB), BrewSelBar brings together research institutions, industry partners and innovation experts across Europe and Argentina to develop sustainable solutions for agriculture and food systems. BrewSelBar's mission is clear: transform brewer's spent grain into a selenium-enriched biostimulant, enhance barley resilience and productivity, and support circular approaches that connect agriculture, industry and nutrition

Discover More : www.brewselbar.eu

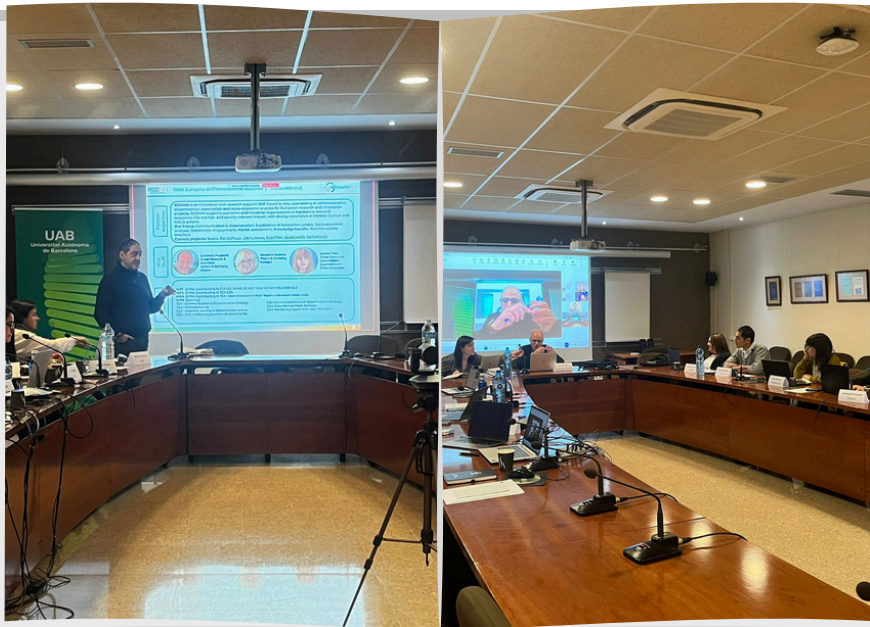
THE CHALLENGE: FROM BY-PRODUCT TO HIGH-VALUE RESOURCE

Brewer's spent grain (BSG) is the most abundant by-product of the brewing industry, yet it remains largely underutilised despite its rich composition. At the same time, agricultural systems are increasingly exposed to environmental pressures that affect crop productivity and resilience. This creates a critical gap between industrial by-products and sustainable agricultural inputs.

BrewSelBar responds to these challenges by addressing key pressures in the sector, including:

- Underutilisation of nutrient-rich by-products from the brewing industry
- Limited availability of sustainable and bio-based fertilisation solutions
- Increasing need to enhance crop resilience under climate-related stress
- Growing demand for nutrient-enriched and functional agricultural products





BREWSELBAR KICK-OFF MEETING

Building a Circular Agri-Food Innovation Network, by UAB

BrewSelBar has successfully launched, bringing together a multidisciplinary consortium committed to advancing sustainable solutions in agriculture and food systems. During the first months, partners have focused on aligning scientific, technical, and communication activities, setting a strong foundation for collaboration, knowledge exchange, and future impact.

"Transforming brewing by-products into valuable agricultural solutions represents a key step towards more sustainable and resilient food systems. BrewSelBar brings together scientific expertise and innovation to develop approaches that benefit both agriculture and industry."

Prof. María Jesús Sánchez, UAB, BrewSelBar Coordinator

BREWSELBAR IN ACTION

by UAB

The BrewSelBar project video is now available online, offering a clear and engaging introduction to its objectives, approach, and expected impact. It highlights how the project transforms brewer's spent grain into a selenium-enriched biostimulant, combining scientific knowledge with sustainable innovation to support resilient agricultural systems.

YouTube <https://youtu.be/brewselbar.EU>

BrewSelBar has also established its presence on the Zenodo open-access platform, where project outputs will be progressively shared in line with Horizon Europe open science principles. Zenodo communities allow projects to curate and manage research outputs, ensuring accessibility and long-term visibility of results.

Explore the community: <https://zenodo.org/communities/brewselbar>

In parallel, the project has developed its communication toolkit, including the brandbook and visual materials, supporting a consistent identity across dissemination activities and strengthening engagement with stakeholders and the wider public.



SETTING THE FOUNDATIONS FOR COMMUNICATION & DISSEMINATION SETUP

by REDINN

During its initial phase, BrewSelBar has established the core elements of its communication and dissemination strategy. This includes:

- Development of the project visual identity
- Launch of the official website
- Creation of dissemination materials, including the communication toolkit
- Setup of social media channels and outreach activities

These actions ensure a consistent and effective communication framework to support the project's visibility and long-term impact.



LOOKING AHEAD

by UAB

BrewSelBar will continue building momentum through stakeholder engagement, outreach activities, and collaboration across the agri-food sector. Future actions will focus on strengthening visibility, advancing research and innovation activities, and supporting the development of sustainable and circular solutions for agriculture and food systems.

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