

# Raising awareness of circular and sustainable bioeconomies - The role of EuBioNet and Transition2BIO in supporting CEE countries

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- **Why** is important to **communicate the Bioeconomy** and **involve** the relevant stakeholders to drive the change
- **Lessons learnt** from several EU funded projects
- **Methodological approach** stemming from our experience
- **Buffet of ideas** to stimulate the reflection



“Global challenges like climate change, land and ecosystem degradation, coupled with a growing population force us to seek **new ways of producing and consuming** that respect the ecological boundaries of our planet”

Update of the Bioeconomy Strategy, October 2018





To promote the transition toward a more sustainable production, consumption and lifestyle, a systemic change should involve:



- **SUPPLY SIDE**

(Primary production, industries, biorefineries, etc.)

- **DEMAND SIDE**

(consumers, B2B, end-users, public procurers, etc.)

- **MULTIPLIERS**

(Brands, retailers, associations, influencers, media, etc.)

- **SUPPORTIVE ENVIRONMENT**

(policy makers, Research and Innovation, finance, etc.)



Bio...What?



BIO... WHAT?

BIO... HOW?

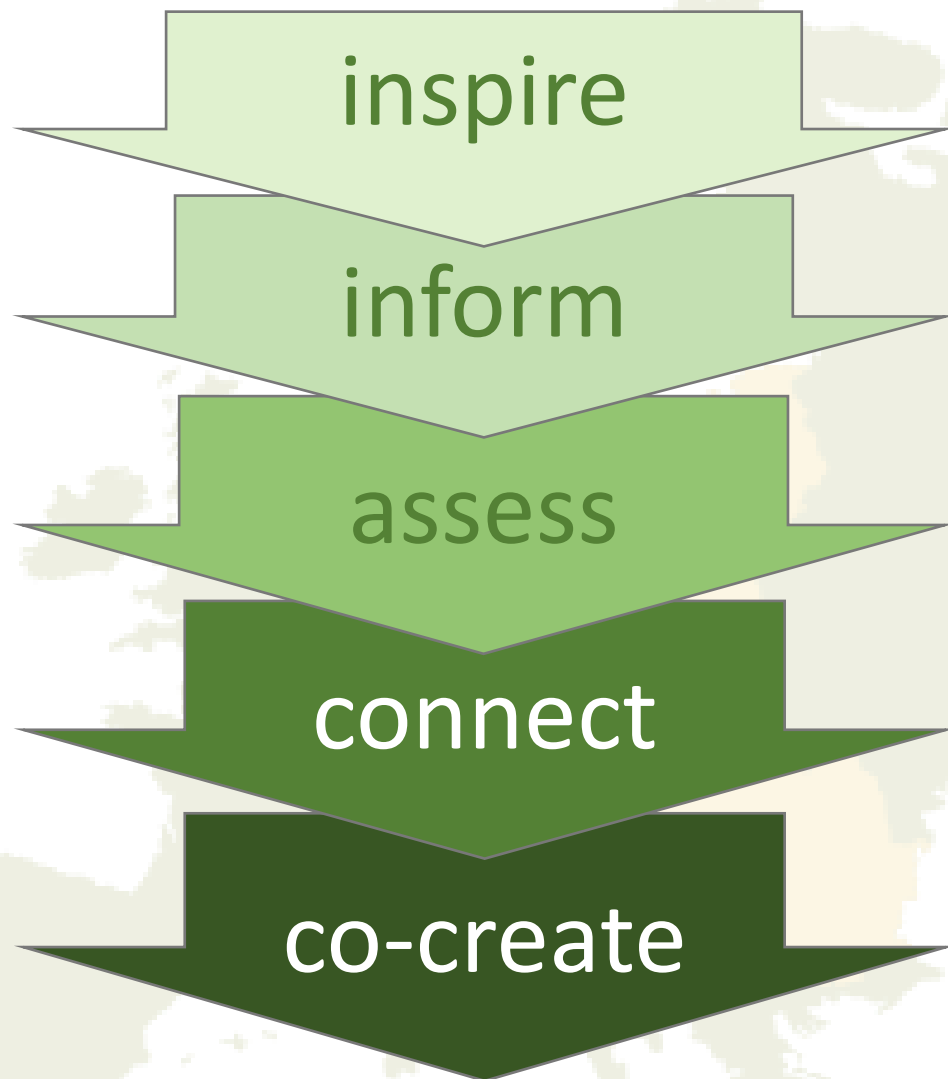
BIO... ACT

## What is needed?

- Increase awareness, knowledge and education
- Identify the bottleneck hampering the bio-based economy
- Foster direct engagement of the Quadruple Helix stakeholder
- Promote co-creation of industrial and policy agendas for the bioeconomy



transition2bio

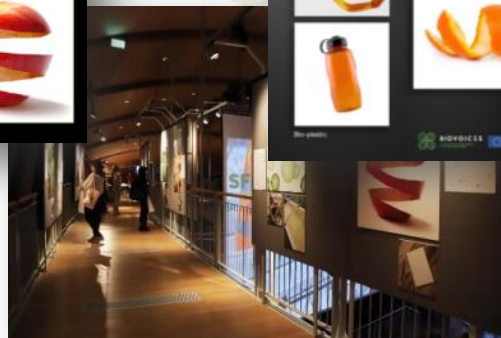
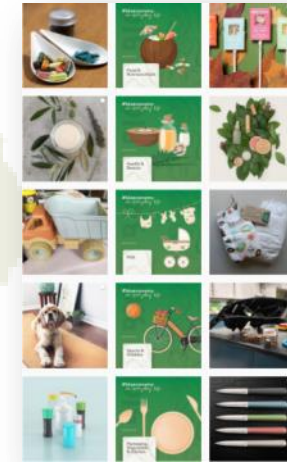
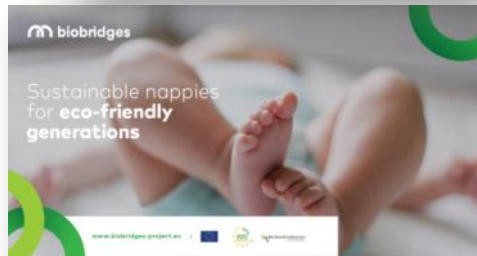




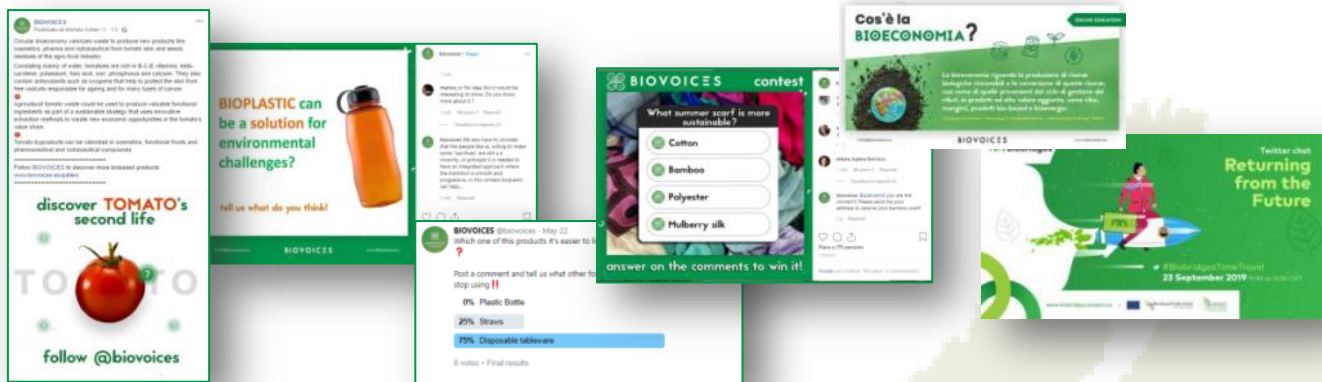
# inspire



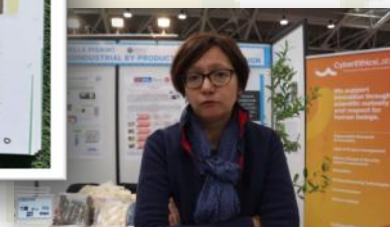
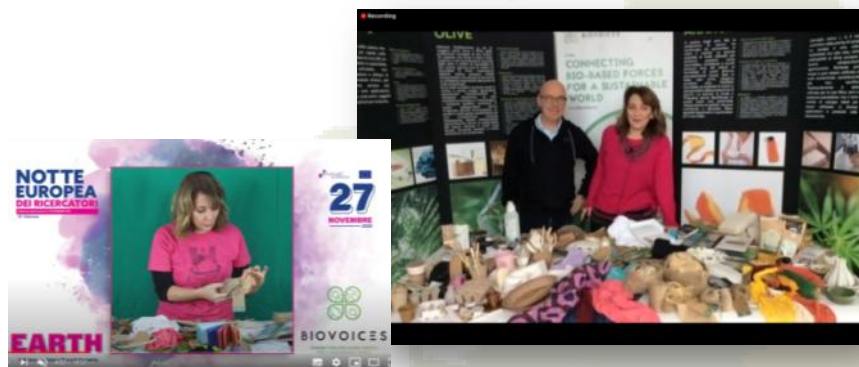
- Social media campaigns
- Storytelling and videos
- Art and emotions (BIOArt Gallery)





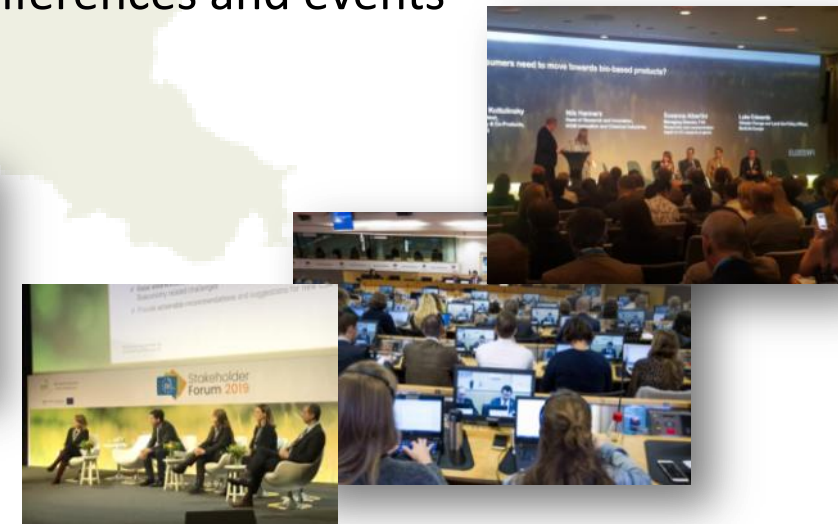


- Online quizzes, competition, call to action
- Games and interactive information
- Buffet of ideas (examples and case studies)
- Interviews to researchers & companies
- Success stories (bioeconomy as business model)





- Science video shorts (researchers testimonials)
- Exhibitions of bio-based products to engage all stakeholders
- Hands-on demonstrations for public
- Researchers/industry as testimonials
- Speeches at conferences and events

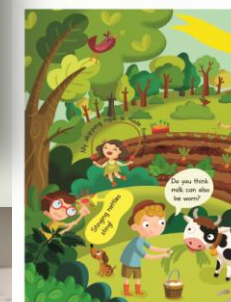
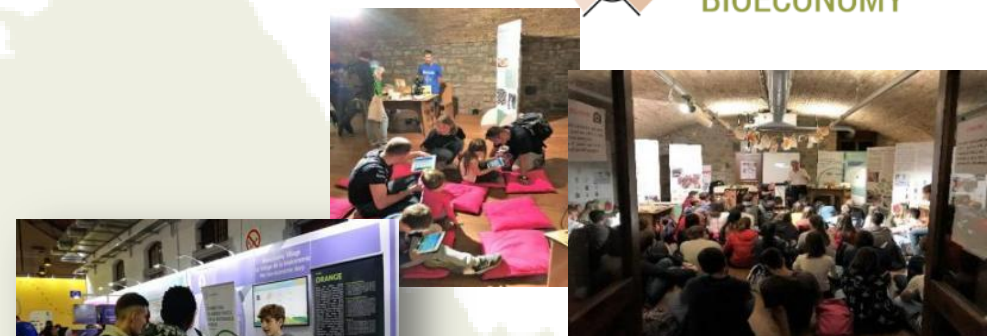




# inform



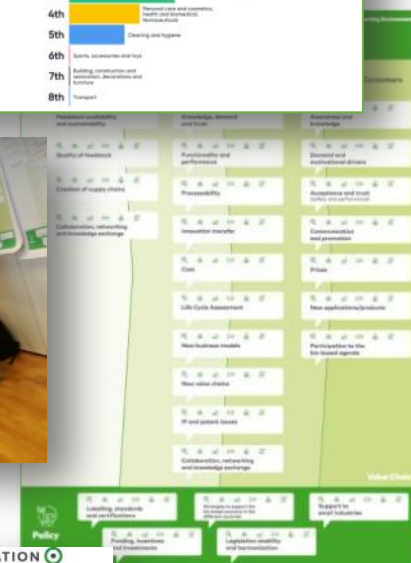
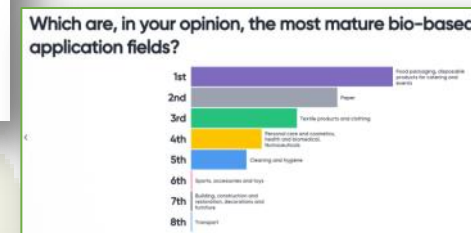
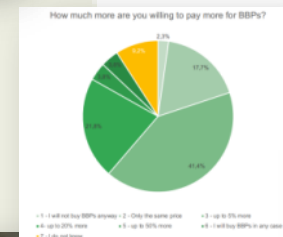
- Educational activities for students
  - Books and games
  - Live training and info-education
  - School projects
- Workshops for specific groups of consumers of all ages/walks of life
- Webinars open to the public
- Capacity building for stakeholders







- Conduct public perception surveys
- Organise multi-stakeholder workshops to identify challenges and bottlenecks
- Collect all “voices” (Make your voice heard wall)
- Create tools to facilitate the assessment



BUSINESS CASE		GO TO MARKET	ACCELERATION
Market development	FIND FIRST CUSTOMERS	UNIQUE SELLING POINTS	UP-SCALING
Awareness and trust building		PROMOTE CHANGES IN PURCHASE HABITS	INCREASE THE ADOPTION
Supporting policies and standards		INTRODUCING EU & NATIONAL INCENTIVES	REALISE STANDARDIZATION
Supporting environment	IMPROVE RESOURCES	B2B USERS AS FRONTRUNNERS	INCREASE SUSTAINABLE FEEDSTOCK
Regional/Local development	ENHANCE LOCAL ACTION PLANS	BOOST LOCAL DEPLOYMENT	

# connect

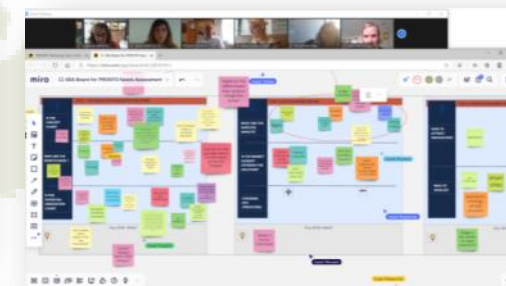
- Facilitate the debate on shared challenges
- Connect actors along the value chains  
(Bridge2Brands, Bridge2Value)
- Set up regional/local living labs
- Use 'Ambassadors' and Influencers (Bioheroes)
- Involve multipliers (trusted relations)





# co-create

- Facilitate the shared identification of solutions
- Organise multi-stakeholder workshops
- Promote public participation in bioeconomy regional/local strategy development





# THE EUROPEAN BIOECONOMY NETWORK



**Transition2bio** EU funded project promotes the transition towards a more sustainable production, consumption and lifestyle by implementing an integrated package of activities addressing a wide range of target stakeholder.



**Raise awareness on bioeconomy** at large and the related environmental and socio-economic impacts for European citizens through communication activities



**Contribute to the transition towards a more sustainable production, consumption and lifestyles** through **engagement and education activities**



Contribute to the deployment of the regional bioeconomy strategies by **providing Member States and Regions with methodologies, capacity building, tools and materials** to raise awareness and communicate bioeconomy



**Maximise the use and adoption of communication tools and activities** developed by national and EU funded projects in bioeconomy



Facilitate the identification of the **educational and training needs** towards the creation of an innovation ecosystem for bioeconomy



Transform the project's outcomes into Actionable Knowledge for the stakeholders

## (BIOVOICES) Lessons Learnt



- Bioeconomy and bio-based products are not yet known and therefore it is useful to **connect them to concepts** like sustainability, alternative to fossil based products, health benefits, healthy planet, circular economy, waste reduction, etc.
- To reach the different stakeholders is needed to have an **integrated suite of channels** and to design **dedicated contents tailored to their interests**
- Engaging stakeholders in discussions is easier “**live**” or **using channels that they are already using** (social media, including the ones targeting professionals like Twitter and LinkedIn)
- **Instagram is a powerful tool to inform** / reach existing communities, monitor megatrends and reach influencers, brands and Bio-based industries, have a positive impact on raising awareness and increase the knowledge and acceptance of BBPs
- Connect with existing initiatives, events, communities is very impactful (EU funded projects, Curioctopus, Researcher’s Night, Sustainable Brands associations, Sustainable influencers, multipliers, etc.)



# Awareness raising and communication



## 05 RECOMMENDATIONS

Raising awareness (BioWHAT), increasing knowledge (BioHOW) and engaging citizens in industrial and policy agendas better fitting their needs and expectations (BioACT) can play an important role in driving the transition towards a more sustainable production, consumption and lifestyle.

- **Design impactful awareness and communication strategies**, tailoring the message to the different target audiences. Use innovative channels (large scale events, science festivals, workshops, fairs), tools (games, videos, art gallery, augmented reality, 60 second science, contests) and the different social media.
- Messages should be **simple, concrete, applicable** in real life, but based on **solid and trustable** scientific background. Address **potential risks and hurdles** like terminology and language, confusion and contradictory messages, fake news and miscommunication, green washing, etc.
- Not only awareness, but knowledge transfer and info-education, providing real, tangible, appealing and inspiring examples **to make bioeconomy concrete for the target beneficiaries**. Build trust and acceptance by providing objective knowledge, including impacts, pros and cons (LCA, sustainability, etc.).

- Explore new solutions and multipliers **to inform not only citizens**, but also other stakeholders like primary producers, procurers, industries, brand owners, retailers, intermediaries and policy makers to inform them about **opportunities offered by the bioeconomy**. Address beneficiaries actually not targeted (like elderly people, less mature countries, etc.).
- **Promote school projects** (targeting children and young people at different levels of education), activities in the context of science festivals, large scale events and exhibitions, and social media used by young generations (e.g. Instagram) **to inform, inspire and engage the citizens of tomorrow**.
- **Target and involve multipliers and ambassadors** like informed/sensitive consumers, teachers, students, professionals (architects), influencers, science promoters, testimonials (fashion, food, environment activists), media, researchers, start-ups, brand owners, retailers, industries, politicians, projects and associations.
- **Facilitate clustering, exchange and mutual learning** among projects, initiatives (e.g. LIFT project and the European Bioeconomy Network) and multi-actor stakeholders in an open dialogue and jointly draw up a prioritised and structured consolidated action plan on the future communication of the bioeconomy, as stated in the update of the European Bioeconomy Strategy.

# Stakeholders engagement and co-creation



## 05 RECOMMENDATIONS

- Ensuring multi-stakeholder engagement and mobilisation is **key for the creation of an innovation ecosystem for the bioeconomy**. Make sure that all stakeholders are involved, including civil society, policy makers, primary producers, industries, finance, etc. that are often under-represented and less engaged in the debate.
- To address the complex bioeconomy challenges, **bottom-up co-design of shared solutions** capitalizes on the creativity and contribution of everybody, facilitating the **trust, acceptance and sense of ownership** of solutions created.
- The **sharing of success stories and good practices** contributes to the creation of a common awareness and understanding, **facilitating motivation, inspiration and engagement** of stakeholders.
- Tailor the stakeholder engagement activities, methodologies, and tools to regional resources, needs and problems. **Set up supporting interfaces**, clusters, platforms and hubs, **promoting stakeholders' engagement** at different levels (local, regional, national, and international).
- Foresee mechanisms to ensure: **transparency, integration** of all perspectives, **identification of challenges** that are relevant for all stakeholders and indicators to measure the impact.
- Provide inputs, actionable knowledge and recommendations **tailored to the needs of policy makers** (including regional and national authorities, EC, BBI JU) and other stakeholders (industries, research, civil society).
- Facilitate the **transfer and replication** of the successful methodologies experimented within the CSAs targeting stakeholder engagement and co-creation.



Jan 2021> Dec 2022  
H2020 – GA 101000539  
<https://cordis.europa.eu/project/id/101000539>



**BIOVOICES**

CONNECTING BIO-BASED FORCES  
FOR A SUSTAINABLE WORLD

Jan 2018> March 2021  
H2020 – GA 774331  
<https://www.biovoices.eu>



Boosting bioeconomy by  
maximizing CSAs results

May 2019> April 2020  
BBI JU – GA 837858  
<https://www.lift-bbi.eu>



Sept 2018> Dec 2020  
BBI JU – GA 792236  
<https://www.biobridges-project.eu>



**BIOWAYS**

Bio-based economy: network,  
innovate, communicate

Oct 2016> Sept 2018  
BBI JU – GA 720762  
<http://www.bioways.eu>



# Thank you for your attention!



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**POWER4BIO**  
REGIONS FOR  
BIOECONOMY

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