

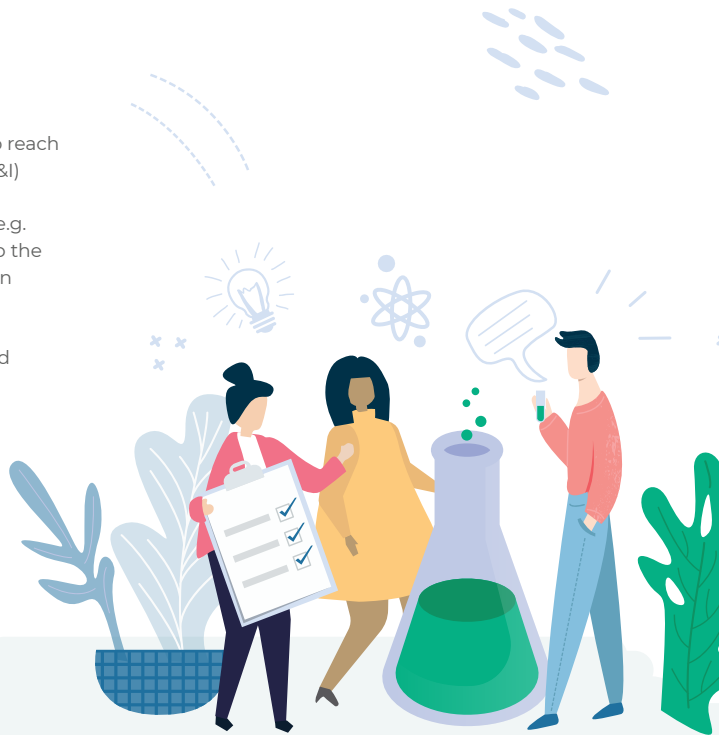


01 THE CHALLENGE

For the development of a sustainable bioeconomy and to help discoveries to reach the market faster, knowledge gained in EU-funded research & innovation (R&I) projects of best practice in sustainable process and technologies should be transferred and the flow from discovery to further research and innovation (e.g. through twinning, networking, exchanges) should be facilitated. To speed up the industrial exploitation of R&I project results, the 2012 Bioeconomy Action Plan announced the following actions:

- Promote the uptake and diffusion of innovation in bioeconomy sectors and create further feedback mechanisms on regulations and policy measures where necessary.
- Expand support to knowledge networks, advisory and business support services, notably through EIPs and bioclusters.

Relevant market uptake support actions are diverse and can include human capacity building (training and education); technical assistance to help implement effective communication, dissemination and stakeholder engagement; fostering knowledge sharing, networking, cluster development and establishing research-to-market platforms.



02 HOW COORDINATION AND SUPPORT ACTIONS (CSAs) ADDRESS THE CHALLENGE

Networking of Shared Research Infrastructure

Three formally 'Allied Projects' (CommBeBiz, ProBio & BioLinX) worked collaboratively facilitating the market reach of FP7-funded bioeconomy-related R&I projects, and created links among them.

CommBeBiz aimed to motivate, upskill and support individual researchers and EU-funded research projects at all levels of technology development and innovation. The project helped them building communication skills to engage with all audiences, by designing, delivering, assessing and evaluating a pilot scheme that providing tailored and targeted support. CommBeBiz delivered a series of webinars providing training and expert advice in such areas as communication, business and innovation and on 'hot topics' such as climate change, policy and the circular economy.

The project through **BeBizBlueprint** publication provides top-line messages directed to stakeholders' organisations and agencies that make up the 'Ecosystem', that surrounds and supports the Bioeconomy research community.

ProBio likewise provided bioeconomy R&I projects commercialisation and business support services: coaching projects to market uptake; facilitating links with industrial and financial investors; providing guidance on how to exploit Knowledge-based Bioeconomy (KBBE) research; identifying successful and inspiring business models, fostering networking and knowledge exchange between European bioeconomy initiatives and the most important sector players. A key outcome is a visually attractive multimedia **slideshow** explaining in simple terms the various elements of a sound business plan. The project also delivered a **Policy Lessons report**.





BioLinX sought to support the commercialisation of the outcomes of EU-funded R&I projects by offering matchmaking support and connecting them to markets and regional networks. It built three large clusters in Europe, initiated within them a range of powerful linking and innovation acceleration processes and developed among them brokerage, collaborative innovation and business acceleration dynamics. BioLinX outcomes are captured in a **legacy document** which aims to inform European bioeconomy clusters and projects on the analysis performed by BioLinX, contributing to a flourishing European bioeconomy.

CommFABNet supported researchers in FP6 and FP7 bioeconomy projects to reach the market with a package of services, to facilitate their communication and interaction with industry, policy makers, regulators, etc. It also offered, education services including a toolkit to help reach young people, media services to communicate results to the general public and training services including strategic communication and media training to better communicate research results.

Among others CommFABNet delivered tailored **webinars** addressing topics raised by beneficiary projects. Project insights on creating impact through communication are documented in a final publication **“Building the Bioeconomy – Creating Impacts through Communication”**. CommFABNet was built on CommNet, originally an informal network of science communicators from food research projects.

BIOPEN aims to support collaboration and knowledge sharing in the bio-based industry and to stimulate the set-up of co-innovation partnerships for the development of new products and markets. Key asset of the project is an actively managed online innovation platform involving industries, research centres and universities, and offering support actions including matchmaking among project ideas and stake-holders for joint development, funding opportunities, sharing of information, etc.

KET-BIO (funded under the Industrial Leadership pillar) seeks to speed up the process of industrial exploitation and market uptake of the results of EU-funded biotechnology projects, by establishing a novel KET (Key Enabling Technology) biotechnology cluster and delivering an innovative impact acceleration programme with and for the cluster.



Beyond Coordination and Support Actions (CSAs)

GreenGrowth (InterregMed) also applies the philosophy that market uptake support services can be administered more cost effectively by servicing a cluster or community of projects rather than individual R&D projects. GreenGrowth connects the research level to the policy level by several communication and capitalisation tools for >100 project partners active in different fields, including green manufacturing, energy efficiency, waste management / recycling, smart cities and eco-innovation.





03 MAIN OUTCOMES FROM THE COORDINATION AND SUPPORT ACTIONS (CSAs)

- Training materials to develop business, communication and networking skills of researchers;
- Collaboration and knowledge sharing between bioeconomy projects and stakeholders initiated and clusters/platforms established;
- Extensive knowledge and good practices on how to bring research to market;
- Gap to the market of tens of participating R&I projects shortened.

04 GAPS TO BE ADDRESSED

- Although a plethora of R&I bioeconomy projects have been funded by the EU in the last years their R&I results are not easily accessible in a form of actionable knowledge to potential beneficiaries.
- Poor commitment from academics mainly interested in publishing papers and not in commercialisation of results. Lack of go-to-market mindset.
- Lack of competences and skills to transfer the research outcomes to the market.
- Lack of connections with industries and potential markets for their innovation.
- There is need for transversal platforms/projects facilitating the connection among projects and researchers having similar interest, to promote knowledge sharing, mutual learning, debate and collaboration.
- Need of a mechanism that ensures that the innovation of the research remains state-of-the-art during the project lifetime.
- Lack of business potential/profitability, suitable business models, realistic business plans and viable business opportunities.
- Availability of / access to financing to bridge the gap ("the valley of death") between RTD and commercialisation as well as risk sharing across the value chain and among industry and stakeholders.

05 RECOMMENDATIONS

- Create a mechanism ensuring that the innovation of the research remains state-of-the-art during the project lifetime and that the research will lead to **viable business opportunities** (design suitable business models and realistic plans for profitability).
- Develop and provide **toolkits, matchmaking events, hackathons and tailored coaching/mentoring services** to boost the uptake of R&D results.
- A service in the form of **vouchers for SMEs and start-ups** could be useful helping them to reach the market (e.g. enabling them exploit open access pilot and multipurpose demo-infrastructure)
- Increase the **go-to-market mindset** of researchers by implementing **capacity building** activities to enable researchers in the bioeconomy to tailor their messages, channels and tools to the target stakeholders (business/investors, policy and public administration, citizens, other researchers).
- Promote **knowledge exchange, mutual learning and debate** among projects having similar interests and with their potential beneficiaries, to increase the impact and exploitation of results.
- Combine **entrepreneurship and an academic career**. Promote researcher investment in spin-offs allowing them pursuing their academic career.
- To increase the impact of project funding and boost exploitation of results, establish and maintain a **permanent inventory** of EU-funded R&I bioeconomy R&I results to make the results retrievable through an easy-to-access, smart interface.








The above activities could be established in continuous services, provided by CSAs.





06

COORDINATION AND SUPPORT ACTIONS (CSAs) IN A NUTSHELL

Acronym/logo	Programme	Duration	Website
	H2020	Mar 2015 -Feb 2018	www.commbebiz.eu
	H2020	Mar 2015 - Aug 2017	www.probio-project.eu
	H2020	Jul 2015 - Jun 2018	www.biolinx-project.eu
	FP7	Jan 2012 - Dec 2014	www.commnet.eu
	BBI JU	May 2017 - Out 2019	www.biopen-project.eu/
	H2020	Oct 2017 - Aug 2020	www.ketbio.eu
	InterregMed	Nov 2016 - Nov 2019	www.green-growth.interregmed.eu

07

RESOURCES

BeBizBlueprint – Insights on the Road to Innovation. Key messages to stakeholders of the research ecosystem. (2018) **CommBeBiz project**

<https://ebn.eu/sharedResources/projects/CommBeBiz/180223%20CBB%20Blueprint.pdf>

Multimedia slideshow explaining in simple terms the various elements a sound business plan should contain.

ProBio project <http://www.probio-project.eu/pageflow.html>

Report on Policy Lessons. **ProBIO project**

<https://ec.europa.eu/research/participants/documents/downloadPublic?documentIds=080166e5b628a26a&appId=PPGMS>

BioLinX legacy document. European bio-regions: scouting and innovation recommendations. **BioLinX project**

https://fab.rewin.nl/uploaded/docs/Biobased/BioLinX_longread_deliverables/BioLinX_legacy_document.pdf?u=1Rgy6x

Building the Bioeconomy – Creating Impacts through Communication (December 2014) **CommFABNet project**

<https://cordis.europa.eu/docs/results/289/289699/final1-commfabnet-final-publication.pdf>

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