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 Update my knowledge on bioeconomy
 Interaction
 Receive needed information
 Business opportunities
 Media campaign
 everyday experience
 involve waste processors
 international webinars
 Long Life learning
 Authoritative resources

Definitions of terms 3
Identify medical targets
interdisciplinary issue
interesting contents

WHAT ARE YOUR ADDITIONAL RECOMMENDATIONS FOR AWARENESS RAISING AND COMMUNICATION?

Involvement of all the stakeholders
Adapt language to the target
Use brand owners (even) more
Videos are effective
Project clustering
Podcasts
demo's
integration of bioeconomy information sources
Focus on Digital
Webinars
Research summary sheets
Joint action plan
Working closely with regions
Break down complexity
Use local languages
Hands-on workshops
Target schools
Videos, not reports!
Show the potential solutions with practical examples
Industry engagement
Involve different audience
Practical stories for a large audience help a lot
Use non formal education to let the connection with geosphere emerge naturally
Better cooperation between industry and universities
Create hubs where stakeholders can get in touch and collaborate in education and research
More video content
To produce nice and visual materials to attract attention (ppt included)
success stories
Mini-series
Augmented reality games
More seminars for young people and teachers
Science hubs
Communicate the benefits, not the technology
Listen to young people
Examples of what bioeconomy is in everyday live
Communicate through "trending" channels
Promote bioeconomy products

Be specific not bioeconomy will solve everything
 Organize more webinars, also on social media where final consumers are spending the most of their time. Maybe trying to make stuff easy to be understood
 Communicate with target groups
 Explain positive and negative aspects
 infographics
 Educators
 need to be open about science gaps, disagreements
 Contact media; organise offline events
 Penetrate universities more
 Empathy
 Video's
 Engagement strategies for different stakeholders
 Work with research
 infographics more effective to communicate
 Education of kids from primary school on bioeconomy
 Focus on tangible local value chains
 More webinars
 Be practical
 Local language
 Transparent communication
 Get young people involved
 Games for primary school
 Adapt language to target
 Involvement of all stakeholders
 Work at local level
 Involvement of institutions
 Shape the message according to the target audience
 Let volunteering advocacy projects be embarked upon by everyone. Projects such as the green impact campaign currently being carried out in the University of York for which I
 Volunteer
 People should learn to be more responsible
 MML workshop
 Policy makers
 Life Cycle Thinking
 Start in the early stages of education
 Demonstrative activities
 Fit communication strategies to targeted value chains
 Easy to understand for all type of stakeholders, real examples
 Engage more schools and childcare. Also tv-radio-youtube commercials etc.
 testimony
 use paradigms and case studies from the everyday experience
 podcast series
 listen to young people

Identification of the main targets

Work in the region/in the territory. Most of stakeholders are not participating to web-activities/projects.

For economy awareness we need the big industries

Involve young influencers like students' representatives

Common charter on terminology used

education plans

Use exhibitions

Clear language

Open science

Online education

Less Big gatherings and more focused workshops mixing stakeholders

use of social media

Involve policy makers

Present good examples (video, not reports)!

more webinar and support the bioeconomy networking

adopt some ambassadors for your associations!

More presence in social media

Social platforms more “public”

Funding for developing concrete lessons for primary schools

Gaming also for adults

Webinars in schools during specific curriculum

strong presence on social media with lots of media file and initiative, blog etc.

Essential to be clear on what is bioeconomy, many definitions, non-experts get lost

Long Life learning

National policy making

Involvement of museums

Regional and Community specific practices

project related summer/winter schools at Universities

clear KPIs to measure impacts

Make it personal

Indicators

Regional perspectives

stakeholders consultation

Better cooperation between industries and academy

Be more practical

Work at local level

Make easier to understand why we should invest in circular bio-economy

More webinars

awareness with NGOs - there is a lot of prejudices which need clarity

more field trips to show examples of bioeconomy

Media campaign

collaboration between universities and small companies related with bioeconomy

provide operative solution (no more words actually we need more examples)

Impressive work! How to secure a sustainable funding source ?
 narrow-down the topic to sub-topics such as sustainable dev. consumption, food waste etc.
 Lifelong learning
 Upskilling
 Include bioeconomy disciplines in all graduate and postgraduate courses related to bioeconomy
 Idea competitions in schools
 Local examples from daily life
 Do not forget our societies are ageing ... So does our workforce: retrain them
 Reaching everyone
 Use MOOCs
 Simulation game on CO2 emissions agreement
 role-play games!
 Young Bio Influencers in
 involve student in practical projects
 "bottom-up" co-creation
 Define Stakeholder Focus Groups
 Social media engagement
 Promoting engagement activities on local level

WHAT ARE YOUR ADDITIONAL RECOMMENDATIONS FOR BIOECONOMY EDUCATION?

Multidisciplinary background
 Social media
 Summer school curriculum
 More basic explanation
 Competences related to innovation
 Pilot plant training
 Local languages based on a centrally developed curriculum
 Embed bioeconomy in the relevant curricula
 Masters level yields faster results
 Families! How are they directly involved?
 practical courses in universities on the topic
 Dedicated courses in schools
 Trainings, educational videos
 more practical educational activities, in the field
 better connection between cities and rural areas
 Clear explanation on what is Bioeconomy
 Show good examples
 Prepare a new generation of experts filling the end-user's requirements in the new Bioeconomy era
 materials and tools available to all
 There is a (new) European CoP Bioeconomy Education
 More best Practice
 more examples

Integrate it in educational programmes
 Training of lecturers/teachers
 Extend and involve also universities in the Central and Eastern Europe
 Focus on the market, how to put products in the market
 Site visits for schools
 interdisciplinary issues
 workshop with students
 strongly emphasis on governance aspects of bioeconomy
 Practical work for kindergartens, teachers.
 Use economists to explain to biologists and vice versa
 training experiences in companies
 go out with students, schools to visit real bioeconomy projects
 Use examples from the students Daily life
 Interest is created at school/ high school level
 Story telling
 join intentional master programmes (ErasmusMundi)
 Strengthen the social network
 Summer school education targeted to specific target groups
 introduce a series of external lecturer guests which can bring concrete and real cases to students -
 to better make them aware of what the Bioeconomy is, and what it has to offer..
 Mind gender issues to boost women involvement in bioeconomy related future jobs
 examples of career path for students who study bioeconomy
 Connect to local/regional partners who act on nature and environment education. They have
 already the infrastructure
 students need holistic knowledge of environment and economy
 Case studies with direct involvement of citizens
 European Scar actions, agricultural knowledge and innovation systems could be a way to introduce
 bioeconomy in primary sector
 Bioeconomy exhibitions
 Active learning in all forms
 More practice needed, ideas which are possible to implement in practice
 Too much presentations/events without a stable bioeconomy sector. I would push hard on the
 opportunities for companies, which are the main drivers of the market.
 Daily life products
 Raise people's awareness on how to transition towards the bioeconomy workforce
 engagement older generations
 Engage families, citizens
 Projects with companies that students can work on.
 good stories
 Show students what a bioeconomy worker does
 scholarship for Msc
 entrepreneurial competences
 Involve videogame industry
 Inter- and transdisciplinary, educational networks are needed

Show real things from Bioeconomy

strong engagement of industries

Make bioeconomy attractive and motivate students

Significative education experiences with relevant workers

PRIMARY SCHOOL AT YOUNG AGE

Make sure that the bioeconomy transition (and education of experts) is appropriately addressed within the 'Green Deal'

Focus on common benefits

mapping stakeholders

Work with whole local value chains including brand owners

maintain the engagement

Communication between stakeholders and universities, in order to transfer the needs for train the future professionals

make the engagement profitable

starting from the agro-farm: any bio-economic process starts from the cropping systems in the countryside; any education action must move back to the farm

WHAT ARE YOUR ADDITIONAL RECOMMENDATIONS FOR STAKEHOLDERS ENGAGEMENT AND CO-CREATION?

Social media web platform formats

The intermediaries are the key

Be creative and have fun

You need to start with a Common understanding of The terms

Actors who are in charge of connecting

Animation

Focus on scaling! What problems can bioeconomy solve now, not in 20 years

Talking more about the benefits

involve industries with university like campus recruitment

More inclusive events

Establishment of real labs

Targeted events for some specific stakeholders

Fluent discussion

Transdisciplinary approach a system similar to IPCC in climate change

Focus on common benefits

Involvement of Stakeholders since the beginning of the projects

Create trust using hubs where SH feel to express their needs

new technological devices

Two way communication

Fostering open innovation and open source approaches

sharing of open resources

proper methods and skilled facilitators for successful co-creation processes

associative & network structures, interprofessional vertical value chain integration

Create relations based in confidence

Not only organise events and workshops, but more concrete actions with stakeholders to uptake the results of the projects in a better way
 Motivate somehow to break collaboration barrier among stakeholder..
 Allow for small and simple to delivery rewards to those engaged
 Round tables, events in person (after the pandemics)
 incentive by the state
 Need for pilot plants and test beds, new solutions must be tested
 More discussion about the benefits
 EU SUPPORT NETWORK EXPANDED
 Regional Hubs to organise engagement
 Did you ask the stakeholders?
 Show the different Stakeholders the opportunitites they would have if they invovle in co-creation processes
 Online & Open platform to exchange experiences
 Provide to them concrete bioeconomy' opportunites such as market analysis and economic data.
 more lessons learned on how to organize a successful stakeholder engagement process (what works well for each stakeholder groups)
 Teach researchers - enhance skills to engage with citizens
 a special program for NGOs - they should be engaging more - to work together with others to ensure the bioeconomy delivers on its sustainability benefits.
 train within companies for a co-creation job
 Define Stakeholder focus groups
 Onsite engagement works the best
 Improve the communication between stakeholders and universities, in order to train the professionals we'll need in the future.
 Consultation with targeted stakeholders before starting implementing actions leading up to the desired outcomes of a project/event/study, etc
 Also bioececonomy can not replace everything now run by fossil fuels, what should we use bioeconomy for and what should we stop doing
 Dialogue - listen as important as Talking
 public science communication events
 Focus on relevant links of value chains for involving actors
 Marine Biotechnology is necessarily peripheral, regions are the key
 analysis on the different communication and engagement approaches for each type of stakeholder
 Regional approach
 Clarify and communicate benefits for all participants from outset
 Work with complete value chain local stakeholders
 Role of startups and innovators but they need risk funding this is the time when governments are throwing billions around
 Raising trust on regional stakeholders
 process of design thinking and living lab to test solutions
 Innovation ecosystems though coinhabiting: mean linking education, reserachers, industry, policy makers.
 Bioeconomy in Europe is not one and big, it is a regional mosaic

Communicate better the benefits of bioeconomy
 Its komplex, so there need to be regional concept Suggestions.
 Overall opinión on today's seminar: sharing the .ppt would have been enough.
 Consider mechanisms that encourage everyone participating to contribute their best. Not everyone speaks up in a group or more powerful people can dominate discussion
 Education of the unconverted and deeper education for potential allies

GENERAL OPINION ON THE WEBINAR

	1	2	3	4	5
I found the contents interesting	2	6	20	40	40
I found the contents actionable for my work	6	10	27	33	33
I will recommend it to a friend	8	7	16	36	41
I will participate to the next webinars	4	3	6	24	72

