

# SHAPING THE INNOVATION ECOSYSTEM FOR THE BIOECONOMY

Every Wednesday from  
the 25/03/2020 to  
15/04/2020  
11:00 CET

**Four** thematic webinars

[www.lift-bbi.eu/webinars](http://www.lift-bbi.eu/webinars) • [www.bioeconomy-library.eu](http://www.bioeconomy-library.eu)



LIFT

Boosting bioeconomy by  
maximizing CSAs results



Horizon 2020  
European Union Funding  
for Research & Innovation



Bio-based Industries  
Consortium

SHAPING THE INNOVATION ECOSYSTEM FOR THE BIOECONOMY

## Webinar 1/4

# AWARENESS RAISING, COMMUNICATION, EDUCATION AND STAKEHOLDERS ENGAGEMENT

- Awareness raising and Communication
- Bioeconomy Education
- Stakeholders engagement and co-creation

25 March 2020  
11.00 CET  
Duration: 60 min

Challenges,  
Gaps, Results and  
Recommendations



[www.lift-bbi.eu/webinars](http://www.lift-bbi.eu/webinars) [www.bioeconomy-library.eu](http://www.bioeconomy-library.eu)





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INTERACTIVE SESSION

**1**

Provide a global vision of objectives and results of past and ongoing Coordination and Support Actions (CSA) (FP7, H2020, BBI JU, Erasmus+ and Interreg)

**2**

Maximise the impact of CSAs results, making them readily available, integrated and especially actionable by industries and policy makers

**3**

Analyse the existing gaps and identify the challenges to be addressed

**4**

Raise awareness and communicate the CSAs' contribution in addressing the Bioeconomy related challenges

**5**

Provide actionable recommendations and suggestions for new CSA topics

<https://www.lift-bbi.eu/>

- **Analysis of ongoing and concluded CSAs and CSAs like projects (>60)**
- **Increase adoption and improve the use of CSAs' findings (11 Fact sheets)**
  1. Awareness raising
  2. Bioeconomy Education
  3. Stakeholders engagement and co-creation
  4. Standardisation, LCA, labelling and regulatory hurdles
  5. Regional potential and bioeconomy strategies and implementation action plans
  6. Uptake of RTD results
  7. Foresight, market studies and market roadmaps
  8. Biomass availability, quality, supply and sustainability
  9. New value chains and business models
  10. Open innovation platforms and facilities
  11. Industrial road-mapping
- **Bioeconomy Library**
- **Facilitate Mobilisation and Mutual Learning among projects (also from different programmes)**
- **Recommendations for future new CSA topics**



European Bioeconomy library

<https://www.bioeconomy-library.eu/>



11 Factsheets

<https://www.bioeconomy-library.eu/>



Recommendations for future new CSA topics

To be available

**1**

To map completed and ongoing programs addressing curricula that involve bio-based activities

**2**

To foster the interaction and alignment among educational and research institutions and industry

**3**

To identify current education and professional gaps and skills mismatch in the bio-based field

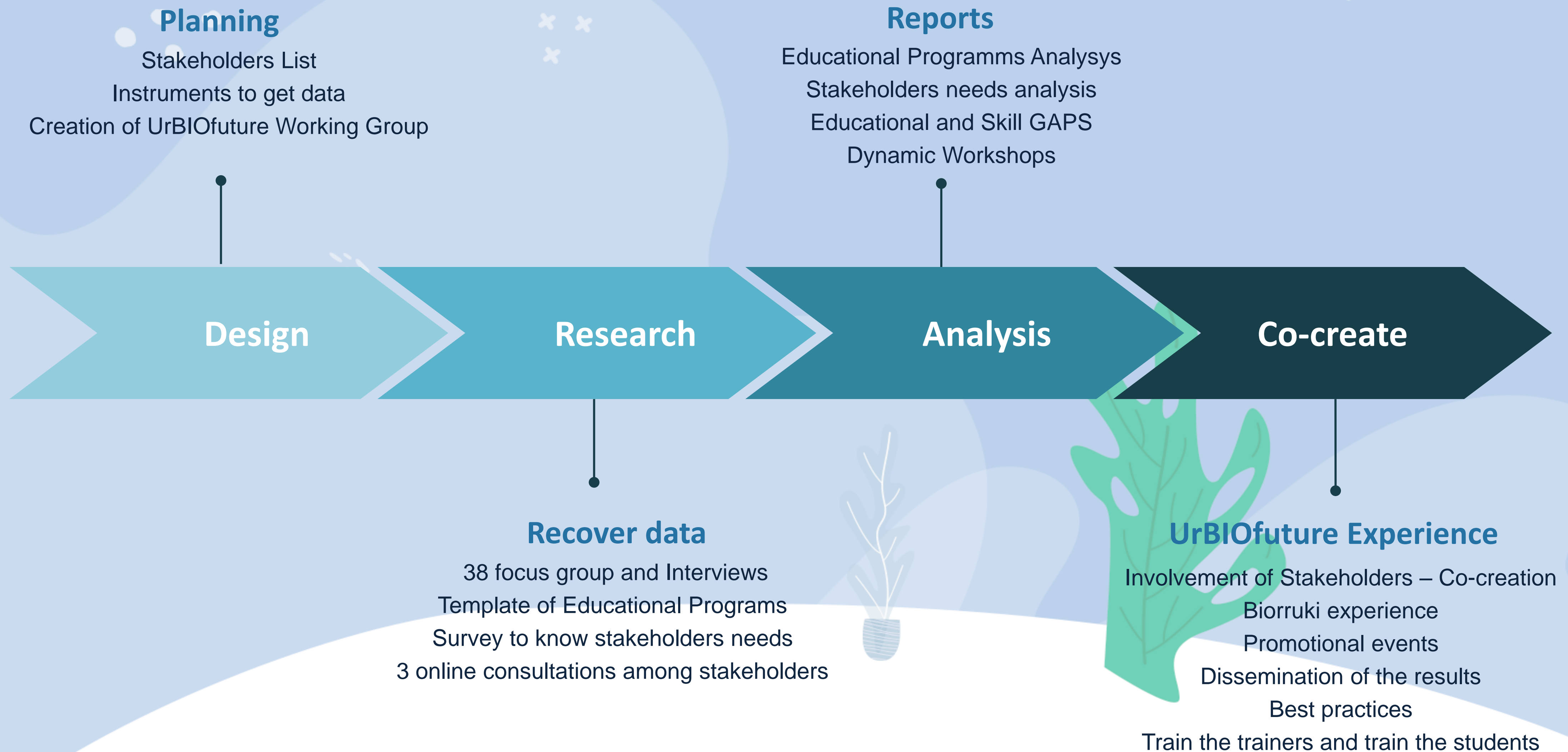
**4**

To provide the bio-based industry and sector with a basis for promoting careers in the bio-based sector, the so-called “UrBIOfuture experience”

**5**

To disseminate and exploit UrBIOfuture









Related Initiatives

[www.urbiofuture.eu/related-initiatives/](http://www.urbiofuture.eu/related-initiatives/)



Job opportunities and Internships

[www.urbiofuture.eu/future-opportunities/career-opportunities-industry/](http://www.urbiofuture.eu/future-opportunities/career-opportunities-industry/)



Map of educational programmes

[www.urbiofuture.eu/educational\\_programmes/](http://www.urbiofuture.eu/educational_programmes/)



Map of pilot sites

[www.urbiofuture.eu/future-opportunities/pilot-sites/](http://www.urbiofuture.eu/future-opportunities/pilot-sites/)



Video resources

<https://www.youtube.com/channel/UCZ1K5sxHB0fpg31PQBpJ45Q>



Success cases

[www.urbiofuture.eu/success-cases/](http://www.urbiofuture.eu/success-cases/)



A set of materials

[www.urbiofuture.eu/documents/#urbiofuture-experience](http://www.urbiofuture.eu/documents/#urbiofuture-experience)



Reports and Capacity Building

[www.urbiofuture.eu/documents/#project-documents](http://www.urbiofuture.eu/documents/#project-documents)

E-learning materials







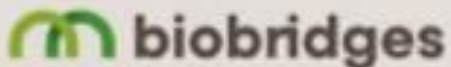
[www.urbiofuture.eu/webinar/](http://www.urbiofuture.eu/webinar/)





# Awareness raising and Communication

## Related projects/Sources:

Acronym/logo	Programme	Duration	Website
 <b>BIOWAYS</b>	BBI JU	Oct 2016 - Sep 2018	<a href="http://www.BioWays.eu">www.BioWays.eu</a>
<b>BioCannDo</b>	BBI JU	Oct 2016 - Sep 2019	<a href="http://www.allthings.bio">www.allthings.bio</a>
	BBI JU	May 2017 - Apr 2019	<a href="http://www.roadtobio.eu/">www.roadtobio.eu/</a>
 <b>CommBeBiz</b>	H2020	Mar 2015 - Feb 2018	<a href="http://www.commbebiz.eu">www.commbebiz.eu</a>
 <b>BIOSTEP</b>	H2020	Mar 2015 - Feb 2018	<a href="http://www.bio-step.eu">www.bio-step.eu</a>
 <b>BIOPROM</b>	FP7	Oct 2011 - Jan 2015	<a href="http://www.bioprom-net.eu">www.bioprom-net.eu</a>
 <b>BIOVOICES</b>	H2020	Jan 2018 - Dec 2020	<a href="http://www.biovoices.eu">www.biovoices.eu</a>
 <b>biobridges</b>	BBI JU	Sep 2018 - Aug 2020	<a href="http://www.biobridges-project.eu">www.biobridges-project.eu</a>





## Awareness raising and Communication

## CSAs projects' achievements

- ✓ **Awareness of hundreds of thousands of people** has been raised about various aspects of the bioeconomy and bio-based products;
- ✓ **Lessons learnt, recommendations and practical guidelines** about bioeconomy and bio-based communication;
- ✓ **Extensive experience gained** on the suitability of different awareness raising and engagement **formats**
- ✓ for (online and offline) **interaction** with the general public and specific target groups;
- ✓ Availability of **awareness raising materials and tools**, developed by several CSA projects and collected by LIFT
- ✓ (available on <https://www.bioeconomy-library.eu/>);
- ✓ **Collaboration initiated** between bioeconomy awareness stakeholders



## Awareness raising and Communication

## Gaps still to be bridged

- ✓ **Bioeconomy is too abstract, complex, and not easy to understand.** Need to address terminology, confusion and misunderstandings and provide scientific basis to communication.
- ✓ Need to **address societal and consumer requirements and concerns** and provide **information on the sustainability and impacts** of bio-based products and services, to build trust and acceptance.
- ✓ Need to **inform not only citizens, but also other stakeholders** like primary producers, procurers, industries, brand owners, retailers, intermediaries and policy makers.
- ✓ Need to **involve young people and multipliers** (teachers, architects, influencers, etc.).



# Awareness raising and Communication

## Recommendations

- ✓ Raising awareness (**BioWHAT**), increasing knowledge (**BioHOW**) and engaging citizens in industrial and policy agendas better fitting their needs and expectations (**BioACT**) can be key 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**.
- ✓ **Messages** should be simple, concrete, applicable in real life, but based on solid and trustable scientific background.
- ✓ Beyond awareness raising, organize **knowledge transfer and info-education**, providing real, tangible, appealing and inspiring examples to make bioeconomy concrete for the target beneficiaries.
- ✓ Explore new solutions and multipliers to **inform target audiences on opportunities** offered by the bioeconomy.
- ✓ Promote school projects, science festival, social media used by youngsters to inform, inspire and engage the **citizens of tomorrow**.
- ✓ Target and involve **multipliers & ambassadors**, media, researchers, industries, brand owners, retailers, politicians, associations. etc.
- ✓ Facilitate clustering, exchange and mutual learning among projects, initiatives (e.g. LIFT; EuBioNet) 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.





# Awareness raising and Communication

More info



[Factsheet](#): Challenges to be addressed in Awareness raising and Communication, projects' main results, gaps to be bridged and recommendations.





**Awareness raising and  
Communication**

**Interactive discussion**

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**INTERACTIVE SESSION**









# Bioeconomy Education

## Related projects/Sources:

Acronym/logo	Programme	Duration	Website
 <b>UrBIOfuture</b> careers, education & research	BBI JU	May 2019 - Apr 2020	<a href="http://www.urbiofuture.eu">www.urbiofuture.eu</a>
<b>BioCannDo</b>	BBI JU	Oct 2016 - Sep 2019	<a href="http://www.allthings.bio">www.allthings.bio</a>
 <b>BIOWAYS</b>	BBI JU	Oct 2016 - Sep 2018	<a href="http://www.bioways.eu">www.bioways.eu</a>
 <b>bloom</b>	H2020	Nov 2017 - Oct 2020	<a href="http://www.bloom-bioeconomy.eu">www.bloom-bioeconomy.eu</a>
 <b>InnProBio</b> FORUM FOR BIO-BASED INNOVATION IN PUBLIC PROCUREMENT	H2020	Mar 2015 - Feb 2018	<a href="http://www.innprobio.eu">www.innprobio.eu</a>
 <b>ABBEE</b> Bioeconomy Education	Erasmus+	Sep 2018 - Aug 2021	<a href="http://www.abbee.eu">www.abbee.eu</a>
 <b>GRENZELOOS BIOBASED ONDERWIJS</b>	Interreg	Nov 2016 - Oct 2019	<a href="http://www.biobasedonderwijs.eu">www.biobasedonderwijs.eu</a>



# Bioeconomy Education

## CSAs projects' achievements

- ✓ First insights in the **present and future skills needed** across the bioeconomy
- ✓ Ongoing work on **mapping university-level** bio-based economy master course programmes
- ✓ **Development of educational programmes** and materials for all levels of education
- ✓ Info-education and edutainment materials targeting the **younger generations**
- ✓ Training materials developed for **public procurement** professionals
- ✓ New **formats emerging**





# Bioeconomy Education

## Gaps still to be bridged

- ✓ More connection between different programmes & more interaction with the industry
- ✓ New curricula needs to be addressed
- ✓ Increase of bioeconomy education programmes
- ✓ Integrating bioeconomy principles and contents into already existing curricula
- ✓ Understanding of the bioeconomy as a cross-sectoral field
- ✓ Lack of education curricula targeting potential beneficiaries
- ✓ Support to regional authorities
- ✓ Engagement of younger generations







# Bioeconomy Education

## Recommendations

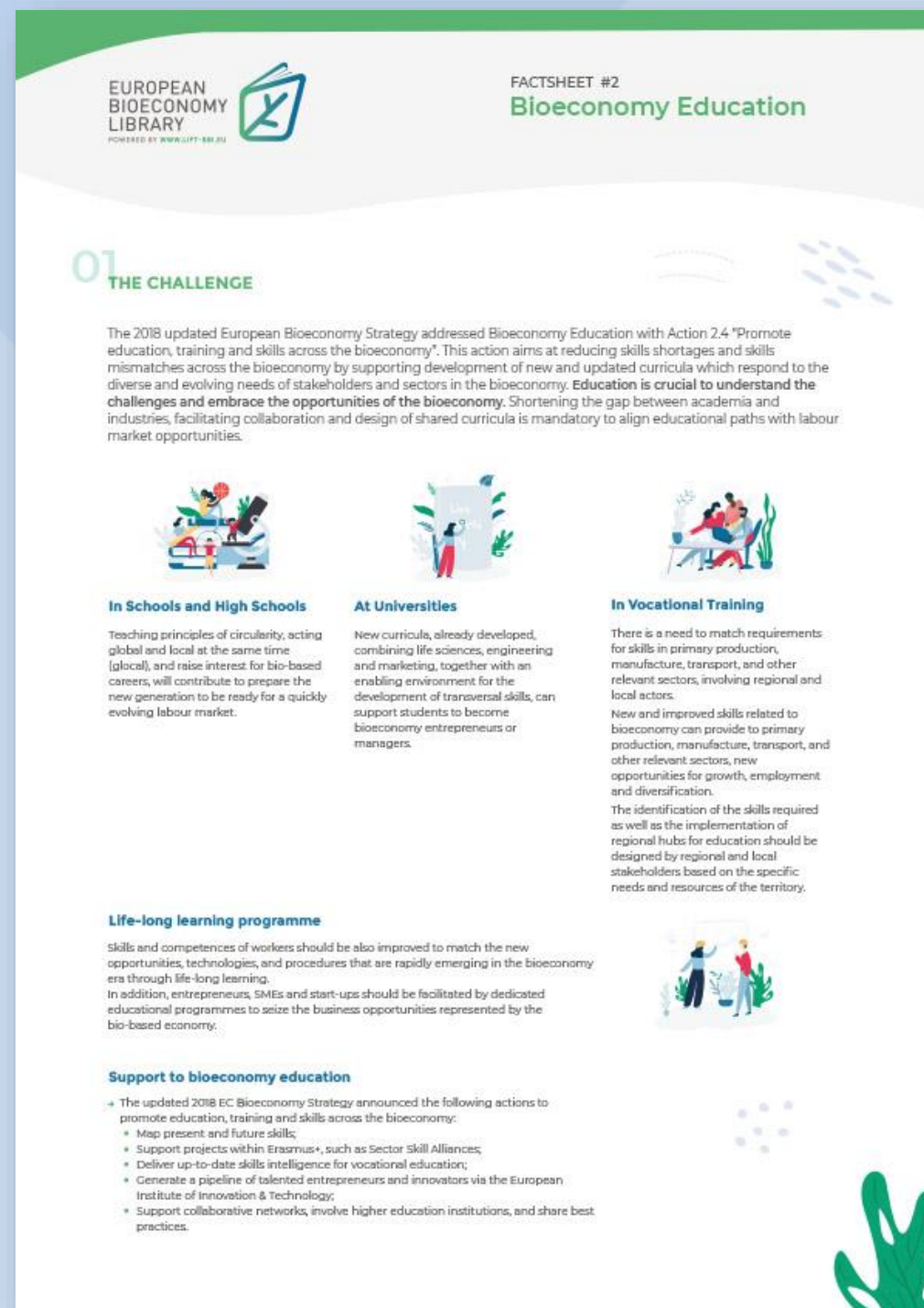
- ✓ Facilitate the networking, knowledge sharing and collaboration
- ✓ Stimulate the debate around education in bioeconomy
- ✓ Address new skills and competences to bridge the gap between education and the industry needs
- ✓ New formats should be explored
- ✓ New educational paths should be implemented
- ✓ Education needs and curricula should be designed and implemented at regional level
- ✓ School activities should start very early (primary school or before)





# Bioeconomy Education

More info



Factsheet: Challenges to be addressed in Bioeconomy Education, projects' main results, gaps to be bridged and recommendations.





# Bioeconomy Education

Interactive discussion

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# Stakeholders Engagement and co-creation

## Related projects/Sources:

Acronym/Logo	Programme	Duration	Website
 <b>BIOVOICES</b> <small>CONNECTING BIO-BASED FIRMS FOR A SUSTAINABLE WORLD</small>	H2020	Jan 2018 - Dec 2020	<a href="http://www.biovoices.eu">www.biovoices.eu</a>
 <b>biobridges</b>	BBI JU	Sep 2018 - Aug 2020	<a href="http://www.biobridges-project.eu">www.biobridges-project.eu</a>
 <b>POWER4BIO</b> <small>REGIONS FOR BIOECONOMY</small>	H2020	Oct 2018 - Mar 2021	<a href="http://power4bio.e-p-c.de">power4bio.e-p-c.de</a>
 <b>BE-Rural</b>	H2020	Apr 2019 - Mar 2022	<a href="http://be-rural.eu">be-rural.eu</a>
 <b>bloom</b>	H2020	Nov 2017 - Oct 2020	<a href="http://bloom-bioeconomy.eu">bloom-bioeconomy.eu</a>
 <b>BioSTEP</b>	H2020	Mar 2015 - Feb 2018	<a href="http://www.bio-step.eu">www.bio-step.eu</a>
 <b>Interreg</b>  North-West Europe <b>BioBase4SME</b> <small>European Regional Development Fund</small>	Interreg NW Europe	Mar 2016 – Aug 2019	<a href="http://www.bbeu.org/pilotplant/biobase4sme">www.bbeu.org/pilotplant/biobase4sme</a>
 <b>OPEN BIO</b>	FP7	Nov 2013 - Oct 2016	<a href="http://www.open-bio.eu">www.open-bio.eu</a>
 <b>ROAD TO BIO</b>	BBI JU	May 2017 - Apr 2019	<a href="http://www.roadtobio.eu/">www.roadtobio.eu/</a>



# Stakeholders Engagement and co-creation

## CSAs projects' achievements

- ✓ **Development and testing (experimenting) of tools**, instruments and approaches to foster stakeholder engagement and co-creation **tailored to the national/regional** context and considering the diverse culture of participation
- ✓ Systematic **mapping of the main challenges** to be addressed through multistakeholders collaboration and co-creation that are relevant to the current policy discussions
- ✓ Provide **lessons learned, practical guidelines, methodologies and recommendations** for stakeholder engagement and co-creation
- ✓ Provide insightful **knowledge about public acceptance of bio-based products and collaboration barriers** among stakeholders
- ✓ Mobilization of a **large network of stakeholders**, and facilitation of the debate on bio-based products and bioeconomy at large
- ✓ Establishment of the **European Bioeconomy Network**, an alliance of European projects and initiatives promoting bioeconomy



# Stakeholders

## Engagement and co-creation

## Gaps still to be bridged

- ✓ Insufficient support to **bottom-up approaches** and **co-creation of shared solutions**
- ✓ **Not all relevant actors are engaged** and invited to contribute (primary producers, policy makers, civil society, industries, finance, etc.), and therefore **their priorities are not integrated** into bioeconomy industrial and policy agendas
- ✓ Different levels of **knowledge, lack of trust and poor understanding** of the concerns and perspectives of others
- ✓ A **standard approach** cannot be applied across **diverse regions**
- ✓ **Framework to engage all relevant (local/regional) actors** is missing. Poor connection with policy makers at regional and local level





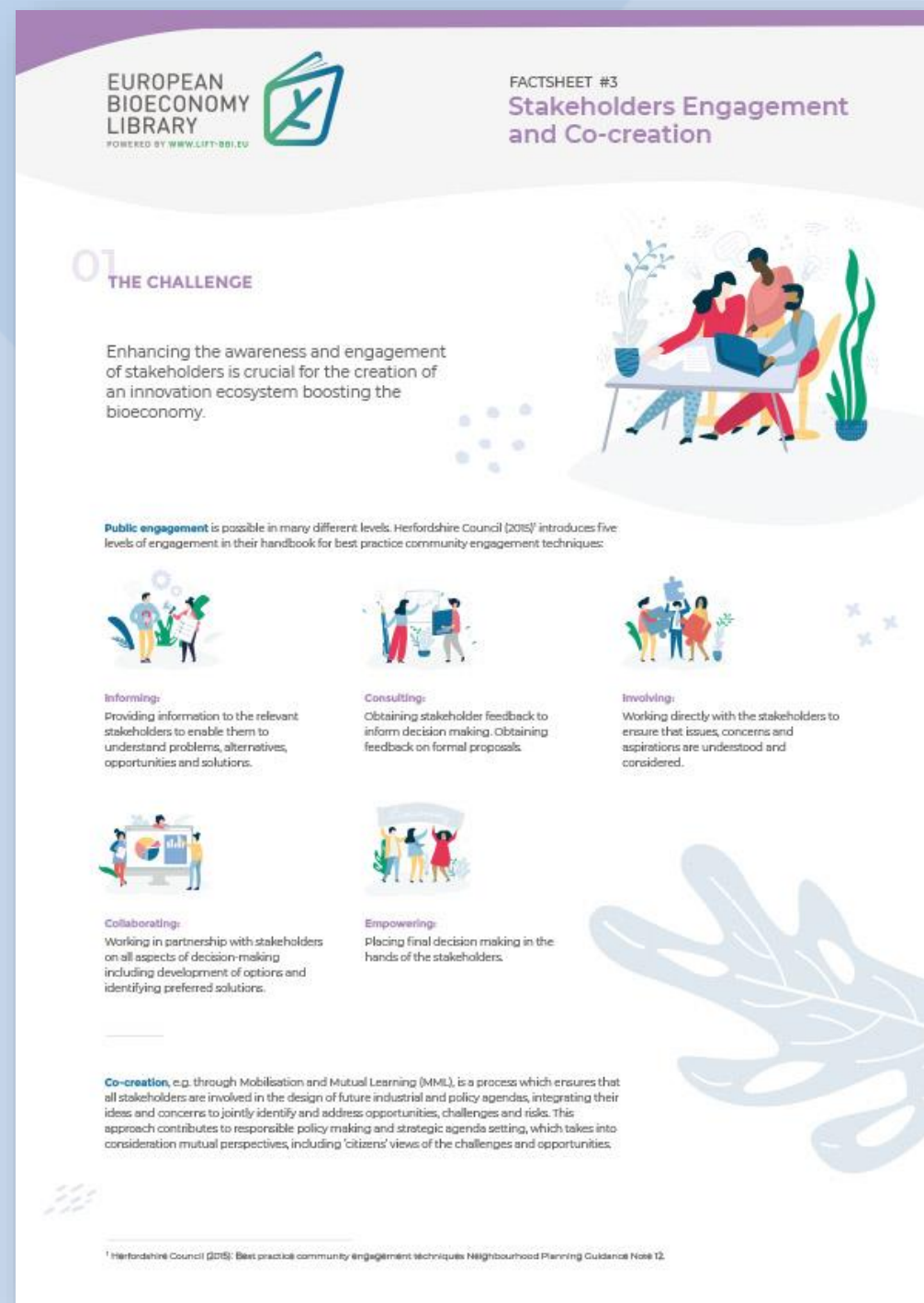
# Stakeholders Engagement and co-creation

# 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
- ✓ 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.

# Stakeholders Engagement and co-creation

More info



Factsheet: Challenges to be addressed in Stakeholders engagement and co-creation, projects' main results, gaps to be bridged and recommendations.



# Stakeholders Engagement and co-creation

Interactive discussion

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# Final interactive discussion

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