

D5.3

Impact, exploitation and sustainability strategy – ver 1

@biovoices



D5.3

Impact, exploitation and sustainability strategy – ver 1

DELIVERABLE TYPE

Report

MONTH AND DATE OF DELIVERY

Month 4 / April 2021

WORK PACKAGE

WP 5

LEADER

Q-PLAN

DISSEMINATION LEVEL

Public

AUTHORS

Ephy Kouzi

**Programme
H2020**

**Contract Number
101000539**

**Duration
24 Months**

**Start
January 2021**

Contributors

NAME	ORGANISATION
Chiara Pocaterra	APRE
Judith Feichtinger	ZSI
Lily Teitelbaum	BIOCOM
Jana Bielikova	PEDAL
Pietro Rigonat	LOBA
Susanna Albertini	FVA

Peer Reviews

NAME	ORGANISATION
Iakovos Delioglans	Q-PLAN

Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
1.0	09/04/2021	Iakovos Delioglans	Initial version of the deliverable, including a list of project assets
2.0	17/04/2021	Ephy Kouzi	Pre-final version incorporating partners' comments
3.0	28/04/2021	Iakovos Delioglans	Final version

Disclaimer

The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.



Index of Contents

1. Introduction	5
2. Overview of exploitable assets	7
1.1. Conceptual framework for the creation of the awareness, communication and education toolkits	10
1.2. Online library of bioeconomy-related knowledge resources	11
1.3. Awareness, communication and educational toolkits.....	11
1.4. Methodology for the organisation of large- scale awareness-raising and public engagement activities.....	13
1.5. Methodologies for the implementation of activities targeting children and teenagers	14
1.6. Info-educational games for kids and teenagers	15
1.7. Social media	16
1.8. Social media animation strategy	17
1.9. Methodology to support Member States and Regions in their bioeconomy-related awareness, communication and education activities	17
1.10. Methodology for mutual learning and bioeconomy capacity building activities addressed to policy actors	18
1.11. Policy brief on “Future skills and related educational needs for the bioeconomy”	18
1.12. European Bioeconomy Network (EuBioNet)	19
1.13. European Bioeconomy Network (EuBioNet) animation strategy and joint consolidation plan	20
1.14. Lessons learnt and recommendations on awareness, communication and education in the bioeconomy	20
3. Knowledge management considerations	22

Index of Tables

Table 1 - List of project assets	7
Table 2 – Mapping of Transition2BIO assets and potential beneficiaries.....	8



1. Introduction

Transition2BIO is a 24-month Coordination and Support Action (CSA) project aiming to promote the transition to a **more sustainable production, consumption and lifestyle by means of the bioeconomy**, contributing to the implementation of the updated 2018 European Bioeconomy Strategy. The project will build upon the results of the most relevant communication and education EU-funded projects and initiatives and implement an integrated package of **communication, awareness-raising and educational activities**, while actively **engaging the wider public, Member States and Regions** on the one hand, and expanding the **European Bioeconomy Network¹** and furthering its activities.

More specifically, the strategic objectives of the Transition2BIO project are defined as follows:

- Valorise and exploit sectoral communication tools and activities developed at national, regional and local levels by EU-funded bioeconomy projects and other relevant initiatives.
- Raise awareness of the bioeconomy and its related environmental and socio-economic impact on European citizens through a range of communication activities.
- Contribute to the transition to a more sustainable production, consumption and lifestyle through engagement and educational activities;
- Contribute to the deployment of the regional bioeconomy strategies by providing Member States and Regions with methodologies, mentoring, capacity building, tools and materials to raise awareness of and communicate the bioeconomy.
- Facilitate the identification of the educational and training needs in view of creating an innovative ecosystem for the bioeconomy.
- Strengthen the European Bioeconomy Network to maximise the collaboration among EU-funded bioeconomy projects and their collective impact.

Those strategic objectives are to be implemented through the main activities of the project which will focus on:

- Collecting available awareness-raising, communication and educational material deriving from relevant EU-funded projects and initiatives to be put at the wider public's disposal through the creation of an online library. The material will also be organised in the form of toolkits tailored to the needs of the stakeholders identified and targeted by the project, namely:
 - the DEMAND side (i.e. the general public with particular attention being paid to children and teenagers, students and young researchers, public procurers interested in adopting sustainable and/or bio-based solutions at national, regional and local levels, etc.);

¹ The [European Bioeconomy Network](#) (EuBioNet) is a proactive alliance of EU-funded projects promoting, communicating and supporting the bioeconomy through knowledge sharing, networking, mutual learning, and coordination of joint activities and events.



- the SUPPLY side (i.e. the primary sector, Bio-based industries, SMEs and large enterprises, etc.); and
- MULTIPLIERS AND SUPPORTIVE ENVIRONMENT (i.e. Citizens' organisations, NGOs and other associations, brands, retailers, educators, influencers, the media, policy makers, public authorities at national, regional and local levels, networks and clusters, etc.).
- Interacting with the wider public during large-scale awareness raising events, placing great emphasis on children and teenagers through hands-on labs, info-educational games and school competitions, with teacher trainings being a key component.
- Supporting Member States and Regions in the implementation of awareness and communication activities for the design and deployment of their Bioeconomy Strategies by providing them with mentoring, mutual learning and bioeconomy-related capacity building activities.
- Identifying future skills needed for the Bioeconomy and the related educational needs.
- Expanding the European Bioeconomy Network by attracting new relevant partners (e.g. BBI-JU, BIC, the SCAR Bioeconomy Strategic Working Group, the BIOEAST Initiative, etc.) and animating the collaboration among them to consolidate and reinforce the existing synergies, maximise opportunities and the impact of bioeconomy promotional activities.

This report aims to outline the **exploitable assets** that will emerge from the Transition2BIO activities with a view to maximising the project impact and systematically plan for its exploitation beyond its lifetime. All the Transition2BIO Exploitable Assets will be structured and delivered in form of Actionable Knowledge, ready to be adopted and implemented by the Stakeholders in their work. It provides an overview of:

- the main **exploitable assets** and their estimated availability date (WHAT);
- the specific **target groups** that could benefit from them (WHO);
- the potential **exploitation routes** of those assets (HOW/WHAT FOR).

***Remark:** This report has been prepared at the beginning of the project and constitutes the first version of the "Impact, exploitation and sustainability strategy" based on the information provided in the Description of the Action. The list of the project exploitation assets will be revised throughout the project implementation and the potential exploitation routes will be updated to better address the information and support needs of the targeted stakeholders and ensure the project impact and sustainability beyond its lifetime. The final and more detailed version of the Strategy will be prepared at the end of the project (in M24 – December 2022).*



2. Overview of exploitable assets

The table below presents the Transition2BIO assets and highlights the deliverables and Work Packages they refer to, as well as the partner overall responsible for them.

Table 1 - List of project assets

	Title	Related WP/Task	Related deliverable(s)	Partner responsible*
1	Conceptual framework for the creation of the awareness, communication and education toolkits	T1.1	D1.1, D1.2	UNIBO
2	Online library of bioeconomy-related knowledge resources	T1.4	D1.7, D1.8	LOBA
3	Awareness, communication and educational toolkits	T1.3	D1.5, D1.6	BIOCOM
4	Methodology for the organisation of large-scale awareness-raising and public engagement activities	T2.1,	D2.1, D2.2, D2.3	PEDAL
5	Methodologies for the implementation of activities targeting children and teenagers	T2.2	D2.1, D2.4, D2.5	ZSI, BIOCOM
6	Info-educational games for kids and teenagers	T2.2	D2.1, D2.4, D2.5	FVA
7	Social media	T2.3	D2.1, D2.6, D2.7	FVA
8	Social media animation strategy	T2.3	D2.1, D2.6, D2.7	FVA
9	Methodology to support Member States and Regions in their bioeconomy-related awareness, communication and education activities	T3.1	D3.1, D3.2	APRE
10	Methodology for mutual learning and bioeconomy capacity building activities addressed to policy actors	T3.2	D3.3, D3.4	Q-PLAN
11	Policy brief on “Future skills and related educational needs for the bioeconomy”	T3.3	D3.7	UNIBO
12	European Bioeconomy Network (EuBioNet)	WP4	D4.3, D4.4	FVA
13	EuBioNet animation strategy and joint consolidation plan	WP4	D4.1, D4.2	FVA
14	Lessons learnt and recommendations on awareness, communication and education in the bioeconomy	T5.4	D5.5	APRE

** The partner leading the consortium effort, while all other partners will contribute to asset development and validation.*



Table 2 below features a mapping of the various project assets and the stakeholders that can benefit from each one of them. The stakeholders are grouped in three main categories (Demand, Supply and Multipliers)

Table 2 – Mapping of Transition2BIO assets and potential beneficiaries

	Transition2BIO asset	DEMAND				SUPPLY			MULTIPLIERS								
		Adults	Children / Teenagers	Students / young researchers	Public procurers	SMEs / large enterprises	Primary sector	Industry	Teachers / educators	Research / academia	Public authorities	Policy makers	Associations / Clusters	NGOs / CSOs	Brand owners / retailers	Media	Projects / Initiatives
1	Conceptual framework for the creation of the awareness, communication and education toolkits								X	X	X	X					X
2	Online library of bioeconomy-related knowledge resources	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3	Awareness, communication and educational toolkits	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	Methodology for the organisation of large-scale awareness-raising and public engagement activities								X	X	X	X	X	X	X	X	X
5	Methodologies for the implementation of activities targeting children and teenagers					X	X	X	X	X	X	X	X	X	X	X	X
6	Info-educational games for kids and teenagers	X	X	X					X	X	X	X		X			X
7	Social media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

	Transition2BIO asset	DEMAND				SUPPLY			MULTIPLIERS									
		Adults	Children / Teenagers	Students / young researchers	Public procurers	SMEs / large enterprises	Primary sector	Industry	Teachers / educators	Research / academia	Public authorities	Policy makers	Associations / Clusters	NGOs / CSOs	Brand owners / retailers	Media	Projects / Initiatives	
8	Social media animation strategy					X	X	X	X	X	X		X	X	X	X	X	
9	Methodology to support Member States and Regions in their bioeconomy-related awareness, communication and education activities												X	X	X			X
10	Methodology for mutual learning and bioeconomy capacity building activities addressed to policy actors												X	X	X			X
11	Policy brief on “Future skills and related educational needs for the bioeconomy”								X	X	X	X	X	X		X	X	
12	European Bioeconomy Network (EuBioNet)					X	X	X	X	X	X	X	X	X	X	X	X	
13	EuBioNet animation strategy and joint consolidation plan					X	X	X	X	X	X	X	X	X	X	X	X	
14	Lessons learnt and recommendations on awareness, communication and education in the bioeconomy					X	X	X	X	X	X	X	X	X	X	X	X	

1.1. Conceptual framework for the creation of the awareness, communication and education toolkits

Description	<p>The Framework will include a set of recommendations about the most suitable channels (HOW), messages (WHAT FOR) and contents, tools and activities (WHAT) to be used by the Transition2BIO partners in their efforts to target the different stakeholders' needs (WHO). It will be based on the analysis of all bioeconomy stakeholders' needs, interests and motivations resulting from the work carried out under a considerable number of projects as well as the information collected during pertinent interviews conducted with representatives of all target beneficiaries' groups. The analysis will ensure the coverage of all bioeconomy sectors, such as:</p> <ul style="list-style-type: none"> • land and marine ecosystems, including the services they provide • all primary production sectors using and producing natural resources (agriculture, forestry, fisheries and aquaculture) • all economic and industrial sectors using natural resources and processes to produce food, feed, bio-based products (bio-based chemicals, bioplastics, biomaterials, cosmetics, nutraceuticals, pharmaceuticals and biomedical applications, just to name the most representative ones), bioenergy and biofuels • bio-based services and all support sectors relevant to unlocking the full deployment of the bioeconomy (regulatory, normative, risk assessment, technology transfer, investment, IPR, dissemination, etc.)
Task(s)	T1.1
Linked deliverables	D1.1 & D1.2
Partner(s) responsible	UNIBO is responsible for assessing the available material and designing the framework, assisted by all partners through their extensive experience and expertise
Exploitation potential	<p>The framework constitutes a clear, updated, and thoroughly documented review of the current bioeconomy state and can be considered as knowledge made available to all actors active in the promotion of the bioeconomy and the uptake of bio-based products and. During the lifetime of Transition2BIO, the framework will guide the partners through:</p> <ul style="list-style-type: none"> • The collection of existing information and the production of actionable knowledge tools and contents packaged as needs-tailored toolkits addressed to all targeted stakeholders; • The development of the online library that will serve as an information repository publicly accessible; • The organisation of a wide range of awareness and public engagement activities; • The elaboration of the mentoring services towards Member States and Regions assisting them to design and implement their bioeconomy strategies.
Target beneficiaries	Multipliers and supporting environment
Availability	The first version of the conceptual framework will be publicly available in April 2021, which will be monitored and evaluated throughout the project implementation. The final version will be prepared close to the end of the project (August 2022).



1.2. Online library of bioeconomy-related knowledge resources

Description	<p>A one-stop source of available knowledge and awareness, communication and education material and tools stemming from at least 100 different points of origin (presentations, articles, publications, policy briefs, case studies, good practices, factsheets, infographics, videos, games, quizzes, info-educational and training material, etc.). This work will build upon existing information sources, like:</p> <ul style="list-style-type: none"> • the LIFT bioeconomy library (https://bioeconomy-library.eu/), which collects and delivers in a structured way the main outcomes of 57 bioeconomy projects • the Knowledge Centre for Bioeconomy, managed by JRC, mainly targeting policy makers • the exploitable awareness and communication assets from BIOVOICES, BLOOM, BIOWAYS, BioSTEP, Biobridges, LIFT, SHERPA, BE-Rural, NEXTFOOD, BoostEdu, Transition to Green Economy, XPRESS, European Bioeconomy University <p>It will progressively incorporate the exploitable assets of the project, making sure to highlight the interconnections among sectors, provide examples of successful bioeconomy implementation in practical, daily applications, and feature policy implications and elements that contribute to the evolution of the bioeconomy innovation ecosystem.</p>
Task(s)	T1.4
Linked deliverables	D1.7 & D1.8
Partner(s) responsible	LOBA is responsible for the technical development and maintenance, while all partners will contribute to content enrichment and the finalisation of functionalities.
Exploitation potential	Reference point to be used by all stakeholders within the scope of their diversified activities (Member States, Regions, multipliers, businesses, etc.)
Target beneficiaries	All actors, i.e. Demand and Supply sides; Multipliers and supporting environment.
Availability	The first version of the library will be publicly available in August 2021, while the final one is expected in December 2021

1.3. Awareness, communication and educational toolkits

Description	<p>Three awareness, education and communication toolkits tailored to the specific needs of the targeted stakeholders. The toolkits will consist of pertinent packages of knowledge and supporting media (info-graphics, videos, podcasts, presentations, etc.) that take into consideration the definition of the bioeconomy as stated in the updated Bioeconomy Strategy. They will aim to educate society and promote the bioeconomy at large, facilitate knowledge transfer, inspire and drive the transition to more sustainable lifestyle attitudes and choices, by</p>
--------------------	--



	<p>presenting and clarifying salient notions and points, depending on the target group:</p> <ul style="list-style-type: none"> • the DEMAND side: what the bioeconomy really is, which are its different sectors, benefits and impacts for the society/consumers/economy and ways to contribute in driving the transition to a more sustainable consumption and lifestyle, etc. • the SUPPLY side: what the bioeconomy really is, which are its different sectors, benefits and impacts for businesses, economic opportunities for specific sectors, job creation and income diversification possibilities, best practices, promising regional business models, ways of valorising residues and contributing to the promotion of the transition to a more sustainable production, etc. • the MULTIPLIERS / SUPPORTIVE ENVIRONEMENT side: what bioeconomy really is, which are its benefits for different stakeholders, how to develop a communication strategy to inform different stakeholders about the social, environmental and economic benefits of the bioeconomy (<i>How to communicate and support bioeconomy?</i>).
Task(s)	T1.3
Linked deliverables	D1.5 & D1.6
Partner(s) responsible	BIOCOM is responsible for leading the production of the toolkits, while all project partners will contribute to their validation
Exploitation potential	<p>The toolkits will serve to promote all bioeconomy sectors by targeting different groups and tackling relevant issues from several angles. They will be used by project partners in their effort to:</p> <ul style="list-style-type: none"> • inform, raise awareness and communicate the bioeconomy to the general public during several large-scale events and dedicated activities engaging specific groups (e.g. young people, teachers, etc.), and • engage in communication and education mentoring activities to support national and regional stakeholders, as well as public authorities at European, regional, national, and local levels, in building capacity and deploying their own bioeconomy strategies <p>The toolkits will be made available to all interested parties to further advance their respective activities to engage society at large and raise awareness and educate on sustainable production, consumption and lifestyle</p>
Target beneficiaries	Demand and Supply sides; Multipliers and supporting environment
Availability	The first version of the toolkits will be publicly available in September 2021, while the final one is expected in November 2022



1.4. Methodology for the organisation of large- scale awareness-raising and public engagement activities

<p>Description</p>	<p>A methodology for the organisation of <u>large-scale public engagement events</u> with a view to increasing the citizens’ knowledge and awareness of the potential benefits of all bioeconomy sectors. The methodology will use the successful format of:</p> <ul style="list-style-type: none"> • the Bioeconomy Village, a concept aiming to deliver exceptional experiences to citizens. Through the exhibition of products, examples, curiosities, thematic workshops and practical demonstrations, visitors to the Bioeconomy Village are shown how the bioeconomy is increasingly becoming a part of our daily lives. • the BioArt gallery, 60 stunning pictures presenting promising feedstock and its bioeconomy-related applications currently available on the market through a series of examples: cosmetics, nutraceuticals, tissues, toys and sports equipment, disposable tableware, cleaning products, gadgets, and much more. <p>Both concepts were developed under the BIOWAYS and BIOVOICES projects. The above-mentioned methodology will cover the following aspects necessary for the successful organisation of events:</p> <ul style="list-style-type: none"> • deployment of a strategy to maximise the impact of the events • monitoring and impact assessment of organised events compared to predetermined expectations
<p>Task(s)</p>	<p>T2.1</p>
<p>Linked deliverables</p>	<p>D2.1, D2.2, D2.3</p>
<p>Partner(s) responsible</p>	<p>PEDAL is overall responsible for the methodology and all project partners will contribute to its development.</p>
<p>Exploitation potential</p>	<p>Both the methodology and the lessons learnt through its application should be considered as a set of guidelines available to be replicated in similar events in the future.</p>
<p>Target beneficiaries</p>	<p>Multipliers and supporting environment.</p>
<p>Availability</p>	<p>The first version of the methodology will be made publicly available in June 2021. It will be further fine-tuned throughout the duration of the project and its evolution will be reported in December 2021 (M12) and in December 2022 (M24).</p>



1.5. Methodologies for the implementation of activities targeting children and teenagers

<p>Description</p>	<p>A set of methodologies for the organisation of:</p> <ul style="list-style-type: none"> • <u>Hands-on Labs for Kids</u> to raise awareness and facilitate the understanding of the bioeconomy, informing children and educating them about all bioeconomy areas (natural ecosystems, primary production, processing), the production of food, materials and energy, appealing to all their senses through touching, feeling, smelling and exploring the bioeconomy. • <u>Workshops to train teachers and educators on both bioeconomy issues</u> and ways to communicate and stimulate the children and teenagers' interest in the bioeconomy, while making them acquainted with the wide variety of available educational material (videos, games, presentations, experiments, etc.). • <u>School Competitions for kids and teenagers</u>, inviting school classes, science clubs, teams and individuals to apply with ideas/projects in the bioeconomy sector that integrate different curricular areas (e.g. arts and biology, etc.). Focused on providing motivation, inspiration and raising awareness, the methodology should be flexible enough to accommodate the needs of different ages and diverse settings, as it is expected to be put to the test in: <ul style="list-style-type: none"> • primary schools, competing at an international level • secondary school students participating at local level <p>The above-mentioned methodologies will cover several points pertaining to the successful organisation of events:</p> <ul style="list-style-type: none"> • deployment of a strategy to maximise the impact of the events • definition of selection, adaptation and valorisation criteria to sort through and classify available material for different activities • selection of the most appropriate activities and content to be presented depending on the specific target groups • monitoring and impact assessment of organised events compared to predetermined expectations
<p>Task(s)</p>	<p>T2.2</p>
<p>Linked deliverables</p>	<p>D2.1, D2.4, D2.5</p>
<p>Partner(s) responsible</p>	<ul style="list-style-type: none"> • BIOCUM is responsible for the methodology to be applied to the Hands-on Labs for Kids. • ZSI is responsible for both the methodology to be applied to the 'Training for teachers' events and the one designed for the school competitions addressed to children and teenagers. <p>All project partners will contribute to the development of the respective methodologies.</p>



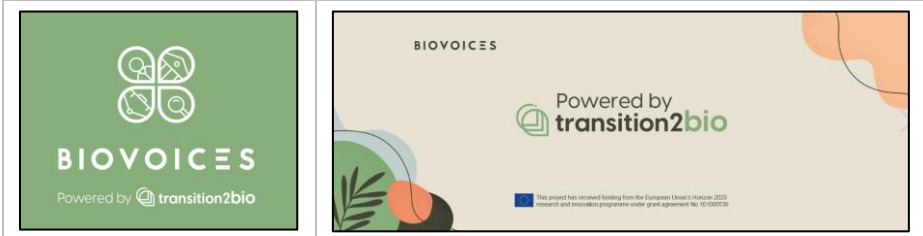
Exploitation potential	All the above methodologies, as well as the lessons learnt through their anticipated applications, should be considered as guidelines available to be replicated in similar events in the future.
Target beneficiaries	Multipliers and supporting environment.
Availability	The first version of the methodologies will be publicly available in June 2021 and their evolution will be updated throughout the duration of the project under all further reports.

1.6. Info-educational games for kids and teenagers

Description	<p>At least 2 info-educational games will be developed, aiming at stimulating both children and teenagers' interest and involvement in the bioeconomy. Through fun and enjoyable gamified activities, young people will be guided through the main principles and foundations of the bioeconomy, so that they get acquainted with its essential aspects and inspired in pursuing further knowledge and familiarisation with this domain.</p> <p>The first game will be built upon the "<i>book for kids: what is bioeconomy?</i>", created under the BIOVOICES project. It engages children aged 5 to 8 and promotes the bioeconomy and bio-based solutions in an easy and comprehensive way.</p>
Task(s)	T2.2
Linked deliverables	D2.4, D5.5
Partner(s) responsible	FVA is responsible for designing/developing the games.
Exploitation potential	<p>The new info-educational games, along with an additional portfolio of 4 already produced games and several mini-games, quizzes, gamified call-for-action tools, will be presented and exploited under the Transition2BIO foreseen educational activities addressed to children and teenagers in different settings.</p> <p>Guidelines and games to be considered and replicated in similar events in the future.</p>
Target beneficiaries	All bioeconomy stakeholders and teachers involved in awareness and engagement events for young people.
Availability	The first version of the methodology will be publicly available in December 2021, while the final one is expected in December 2022.



1.7. Social media

<p>Description</p>	<p>Social media as an asset include the accounts, pages, followers, and content that make up the social media presence of the project. All of these assets have business value. Social media is a valuable means for projects to expand their audience and build brand recognition and awareness. The followers earned are receptive to what the project does and promotes. In its turn, the content shared builds a specific and easily recognisable brand.</p> <p>Acting as the successor of the very successful Biovoices social media and building upon them, Transition2BIO intends to dedicate significant planning and effort to its social media presence so that it can maximise its yield. It will leverage on the more than 6.500 followers across Twitter (3.055 followers), Facebook (1.559 followers), LinkedIn (922 followers) and Instagram (1.441 followers) BIOVOICES social media channels.</p> <div data-bbox="406 784 1332 1019" style="text-align: center;">  </div> <p style="text-align: center;">Transitino2BIO Social media profile and cover image</p> <p>The importance of a strong online presence has undeniably been underlined by the Covid-19 lockdown. With large-scale, real-life events still not being possible and the uncertainty as to whether they will return in the immediate future, projects are likely to continue hosting virtual conferences, notably through their social media platforms.</p>
<p>Task(s)</p>	<p>T2.3</p>
<p>Linked deliverables</p>	<p>D2.1, D2.6, D2.7</p>
<p>Partner(s) responsible</p>	<p>FVA is responsible for launching targeted campaigns. All project partners will contribute to content enrichment and promotion.</p>
<p>Exploitation potential</p>	<p>Social media will increase the impact and effectiveness of the Transition2BIO awareness and public engagement activities and will overall further promote bioeconomy-related issues.</p>
<p>Target beneficiaries</p>	<p>Demand and Supply sides; Multipliers and supporting environment.</p>
<p>Availability</p>	<p>They are already available under the Biovoices brand. As of May, they will continue powered by Transition2BIO.</p>



1.8. Social media animation strategy

Description	Acknowledging that social media have become an integral part of contemporary societies and play a major role in shaping opinions, Transition2BIO will adopt a connected strategy for the different social networks (Instagram, Facebook, Twitter and LinkedIn), disseminating relevant content on all channels. Valorising the tried and very successful experience of the BIOVOICES project, the strategy foresees both the involvement of multipliers, influencers and thematic groups and the constant monitoring of megatrends so as to identify the correct messages and arguments to be presented through gamified approaches that help collect consumer perceptions, requirements and ideas.
Task	T2.3
Linked deliverables	D2.1, D2.6, D2.7
Partner(s) responsible	FVA is responsible for devising the methodology and running the activities. All project partners will contribute to content enrichment and promotion
Exploitation potential	The strategy will allow to increase the impact and effectiveness of the Transition2BIO awareness and public engagement activities. It will also serve as a guide to be taken into consideration and replicated in similar promotion activities in the future
Target beneficiaries	Supply side, Multipliers and supporting environment
Availability	The first version of the methodology will be publicly available in December 2021, while the final one is expected in December 2022

1.9. Methodology to support Member States and Regions in their bioeconomy-related awareness, communication and education activities

Description	A methodology devised for the deployment of communication and education mentoring activities with a view to assisting Member States and Regions, as well as other national and regional stakeholders, in deploying their respective Bioeconomy Strategies. The methodology will allow interested parties to refine their strategies and deploy them in a way that guarantees maximum impact. To this end, it foresees proactive collaboration within the frame of wider organisations and initiatives (e.g. European Bioeconomy Forum of Member States, BIOEAST initiative, SCAR Bioeconomy Strategic Working Group, Committee of the Regions, etc.) and activities are planned in both countries/regions which have adopted a bioeconomy strategy and those where the bioeconomy potential has not yet been exploited
Task	T3.1
Linked deliverables	D3.1, D3.2



Partner(s) responsible	APRE is responsible for designing the methodology. All project partners will contribute to its structure and finalisation
Exploitation potential	A methodology to be replicated or adapted by similar initiatives in the future
Target beneficiaries	Public authorities at national, regional and local levels, policy makers, associations and clusters, research community, relevant projects and initiatives.
Availability	The first version of the methodology will be publicly available in December 2021, while the final one is expected in December 2022

1.10. Methodology for mutual learning and bioeconomy capacity building activities addressed to policy actors

Description	A methodology to achieve fruitful debate, mutual learning, good practices exchange and collaboration on challenges related to awareness raising, communication and education among national, regional and local policy actors. Its aim will also be to provide them with capacity building in bioeconomy awareness, communication and education
Task	T3.2
Linked deliverables	D3.3, D3.4
Partner(s) responsible	Q-PLAN is responsible for designing the methodology. All project partners will contribute to its structure and finalisation
Exploitation potential	A methodology to be replicated or adapted by similar initiatives in the future
Target beneficiaries	Public authorities at national, regional and local levels, policy makers, associations and clusters, research community, relevant projects and initiatives
Availability	The first version of the methodology will be publicly available in December 2021, while the final one is expected in November 2022

1.11. Policy brief on “Future skills and related educational needs for the bioeconomy”

Description	Through co-creation workshops ensuring the active participation of Quadruple Helix stakeholders and in collaboration with major bioeconomy institutions and project/initiative representatives, the policy paper will provide insights on the future skills necessary towards a sustainable and circular bioeconomy.
Task	T3.3
Linked deliverables	D3.5, D3.6, D3.7



Partner(s) responsible	UNIBO is responsible for structuring and organising the procedure and relevant topics. All project partners will contribute to the organisation of workshops and the finalisation of outcomes
Exploitation potential	The goal of this Policy Brief is to shed light on the necessary restructuring and updating of the curricula at all educational levels (schools, universities, vocational training and life-long learning).
Target beneficiaries	Researchers, Public authorities at all levels, policy makers, associations and clusters, relevant projects and initiatives.
Availability	The first version of the methodology will be publicly available in December 2021, while the final one is expected in November 2022. The Policy brief will be published in December 2022.

1.12. European Bioeconomy Network (EuBioNet)

Description	Initially set up under the BIOVOICES project in 2018, the European Bioeconomy Network (EuBioNet) is now counting more than 70 projects and initiatives. It facilitates the collaboration, mobilisation and mutual learning among the majority of EU-funded projects in the bioeconomy (under different funding sources, i.e. H2020, BBI JU, Interreg, Erasmus+), thus maximising knowledge sharing and the impact of project activities. With a view to increasing the impact of its activities in all member states and addressing its mission as foreseen in the updated Bioeconomy Strategy, the expansion of the EuBioNet is a key pillar of Transition2BIO.
Task	T4.1, T4.2, T4.3
Linked deliverables	D4.1, D4.2
Partner(s) responsible	FVA is responsible for this activity, as was the case in the first years of EuBioNet. All project partners will contribute to efforts made for attracting additional participants and will endeavour to maximise the impact of network activities
Exploitation potential	Furthering the bioeconomy dialogue through the adoption of a common language and vision, thus maximising the opportunities and impact of promotional activities related to the bioeconomy
Target beneficiaries	Supply side, Multipliers and supporting environment
Availability	The Network is already operational



1.13. European Bioeconomy Network (EuBioNet) animation strategy and joint consolidation plan

Description	<p>An overall strategy to animate and further advance collaboration among members of an extensive network so as to consolidate and reinforce synergies, while simultaneously maximising the impact of mutual learning and knowledge sharing.</p> <p>The strategy will be complemented by a joint consolidated action plan of awareness and communication activities that will guarantee the maximisation of opportunities and the increase of the impact in terms of bioeconomy promotion.</p>
Task	T4.1, T4.2, T4.3
Linked deliverables	D4.1, D4.2
Partner(s) responsible	<p>FVA is responsible for devising a structured strategy. All project partners will contribute to its elaboration, finalisation and implementation.</p> <p>Both FVA and PEDAL will be responsible for supervising the discussion and definition of the joint consolidated action plan of awareness and communication activities, assisted in their efforts by all project partners.</p>
Exploitation potential	<p>The strategy will serve to facilitate the involvement of the EuBioNet partners in the definition and implementation of a joint consolidated action plan of awareness and communication activities, as stated in the 2018 update of the European Bioeconomy Strategy.</p> <p>It will be also made available for replication or adaption for any similar initiatives in the future.</p>
Target beneficiaries	Supply side, Multipliers and supporting environment
Availability	The first version of the strategy will be publicly available in April 2021, while the final one is expected in May 2022. The first consolidated action plan of Awareness and Communication activities will be published in April 2021 2022 and the second one in May 2022.

1.14. Lessons learnt and recommendations on awareness, communication and education in the bioeconomy

Description	<p>Elaboration of concrete recommendations stemming from the outcomes of the project, highlighting key experiences and lessons learnt throughout its duration. Those recommendations will relate to:</p> <ul style="list-style-type: none"> • the creation of toolkits aiming to raise awareness and communicate the bioeconomy at large, targeting the demand, supply and multipliers/supportive environment sides • the implementation of awareness and public engagement activities
--------------------	--



	<ul style="list-style-type: none"> • the support provided to Member States and Regions within the scope of their awareness, communication and education activities in the bioeconomy • the facilitation provided to the identification of the Future skills for the Bioeconomy • the maximisation of collaboration among projects and initiatives through the European Bioeconomy Network experience
Task	T5.4
Linked deliverables	D5.5
Partner(s) responsible	APRE is responsible for collecting and structuring project results. All project partners will contribute to the elaboration and finalisation of the document
Exploitation potential	Actionable knowledge to be exploited in future activities and projects
Target beneficiaries	All bioeconomy stakeholders wishing to use Transition2BIO toolkits, methodologies or strategies when organising large-scale awareness and public engagement events, leading mentoring activities or setting up extensive networks.
Availability	The recommendations will be made publicly available in December 2022



3. Knowledge management considerations

According to the Consortium Agreement signed by partners, the “*results are owned by the Party that generates them*” (Article 8.0 – Ownership of results) and, in general, joint property will arise when more than one partner contribute to generate that specific result (Article 8.1 – Joint ownership).

Considering the strong synergy, collaboration attitude and harmony within the Transition2BIO consortium, all partners will actively contribute to the realisation of each asset. Indeed, activities under each Work Package are led by the partner responsible for establishing the framework conditions and work distribution among the project partners (e.g. the task leader or organisation in charge of a specific deliverable), who are asked accordingly to provide their contribution.

According to this, all partners have a joint ownership of Transition2BIO assets and the IPRs are regulated by the Article 8.1 – Joint ownership of the Consortium Agreement, that says:

Results arising from joint work (from more than one Parties) under the Project shall be the joint property of the respective Parties. Unless otherwise agreed:

- *each of the joint owners shall be entitled to use their jointly owned Results for non-commercial research activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s), and*
- *each of the joint owners shall be entitled to otherwise Exploit the jointly owned Results and to grant non-exclusive licenses to third parties (without any right to sub-license), if the other joint owners are given:*
 - a) *At least 45 calendar days advance notice; and*
 - b) *Fair and Reasonable compensation.*

Important note: *the aforementioned provisions for the potential exploitation of each project asset will be updated (and if necessary revised) throughout the project implementation and will be detailed in the final version of this report.*



Consortium



DIPARTIMENTO DI SCIENZE E TECNOLOGIE
AGRO-ALIMENTARI

@biovoices

