

Capacity Building Activity for EU Member States and Regions

How to raise awareness
and communicate the Bioeconomy



@biovoices



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T2BIO Capacity building activity on “How to raise awareness and communicate the Bioeconomy”

In collaboration with the EuBioNet, with the support of BIOEAST Initiative and GoDanuBio Project

6th and 7th of April 2022, from 09:30-12:30 am

Platform: Microsoft Teams and Miro

Context

Building on the most relevant communication and education EU funded projects and initiatives, the Horizon2020 funded project Transition2BIO which aims to promote the transition towards a more sustainable production, consumption and lifestyle by implementing an integrated package of activities addressing a wide range of target stakeholders.

More specifically, the consortium will support targeted EU Member States and Regions, as well as other national and regional stakeholders, in the implementation of awareness and communication activities for the deployment of their Bioeconomy Strategies by designing and delivering the **Transition2BIO capacity building package of services**. This latter, structured in 5 modules, will support the targeted regional stakeholders with contents, methodologies, tools, replicable good practices and formats in the light of strengthening their effectiveness in the implementation of awareness raising, communication and education activities.

In order to design the capacity building package and support Member States and Regions, the consortium has foreseen and developed a number of preparatory activities, which mainly consisted of Info-trainings and parallel testing of the capacity building modules as part of educational activities provided by third parties. These activities paved the way towards the definition of the final version of the capacity building package, testing the different modules with several target audiences, contexts and target beneficiaries in the light of empowering public actors at local, regional and national level.



1st day Agenda – 6th of April, 9:30 – 12:30

During the first day the involved EU Member States and Regions will be offered an overview of “How to raise awareness and communicate the bioeconomy”. As a result, through the attendance of the first four (4) modules of the T2BIO Capacity Building Package, they will be empowered and supported with contents, methodologies, tools, replicable good practices and formats in the light to strengthening their effectiveness in the implementation of awareness raising, communication and education activities.

Time	Title	Speaker
9:30-9:45	Welcome - Transition2Bio overview	Chiara Pocaterra , <i>APRE</i> – Transition2Bio project coordinator
9:45- 10:45	Module 1: Specific Knowledge (Circular and sustainable bioeconomy) <ul style="list-style-type: none"> • The role of the bioeconomy in the European policies • Bioeconomy and application sectors; • How regional policy priorities can be leveraged to support the ecological transition? • Benefits of the bioeconomy, the circular economy and the bio-based sectors • The role of awareness, communication and stakeholder engagement for the creation of the innovation ecosystem for the bioeconomy 	Laura Vārpiņa , Policy Officer <i>DG RTD</i> – European Commission Maria Teresa Borzacchiello , <i>Joint Research Knowledge Centre for Bioeconomy</i> – European Commission Nathalie Verschelde , <i>DG REGIO</i> – European Commission Virginia Puzzolo , Head of Programme Unit – <i>CBE JU</i> Zoritza Kiresiewa , <i>Ecologic Institute</i> – BE-Rural partner Susanna Albertini , <i>FVA</i> – Transition2Bio partner



Coffee break		
11:00-12:00	Module 3: Methodologies and models <ul style="list-style-type: none"> • Methodologies to drive the systemic mindset change • Methodologies to facilitate multistakeholder debate and co-creation • Methodologies to facilitate the planning of communication and Stakeholder engagement activities 	Jana Bielikova, <i>PEDAL</i> – Transition2Bio partner
12:00- 12:20	Module 4: Transition2Bio Toolkits <ul style="list-style-type: none"> • Tools for Awareness and Communication • Tools for Stakeholder engagement and co-creation 	Lily Teitelbaum, <i>BIOCOM</i> – Transition2Bio partner
12:20-12:30	Conclusions and overview of the 2nd Day	





2nd day Agenda – 7th of April, 9:30 – 12:15

The second day is devoted to the exchange of experiences and mutual learning among the participants through a real-time interactive discussion.

Such dynamic interaction will be eased thanks to the use of ad-hoc tools like Miro, as the online canvas serve the purposes of open dialogue and experience exchange among the participants.

Time	Title	Speaker
9:30-9:45	Welcome	Chiara Pocaterra , <i>APRE</i> – Transition2Bio project coordinator
9:45- 10:15	Module 2: Good Practices and Replicable formats <ul style="list-style-type: none"> • Presentation of inspirational good practices to: Inspire, Assess, Inform and Educate, Engage, Co-create • Case studies 	Susanna Albertini , <i>FVA</i> – Transition2Bio partner
10:15- 12:00	Module 5: Mobilization and Mutual Learning Workshop: Designing Bioeconomy Communication pathways in participants' regions	Christina Balla , <i>Q-PLAN</i> – Transition2Bio partner
12:00 - 12:15	Conclusions and Q&A	