

## Deliverable 3.3

# Report on Mutual learning and Capacity Building activities- 1<sup>st</sup> version

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# Report on Mutual learning and Capacity Building activities- 1<sup>st</sup> version

### DELIVERABLE TYPE

**Report**

### MONTH AND DATE OF DELIVERY

Month 12, December 2021

### WORK PACKAGE

**WP 3**

### LEADER

**Q-PLAN**

### DISSEMINATION LEVEL

**Public**

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**Programme  
H2020**

**Contract Number  
101000539**

**Duration  
24 Months**

**Start  
January 2021**



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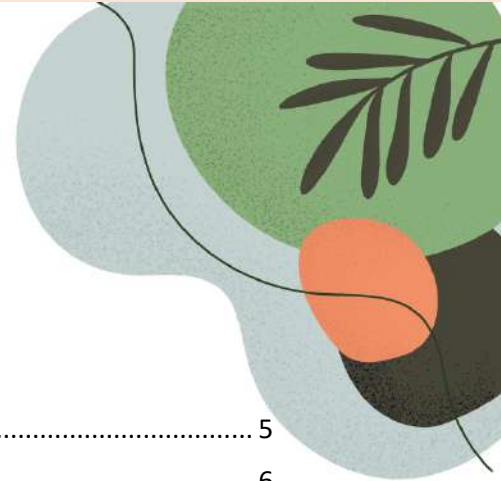
## Peer Reviews

NAME	ORGANISATION
Chiara Pocaterra	APRE

## Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	06/12/2021		First version circulated for peer review
1.0	20/12/2021	APRE	Final version ready for submission

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.



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## 1. Executive Summary

This report constitutes the deliverable 3.3 “Report on Mutual learning and Capacity Building Activities - 1<sup>st</sup> version” of the 24-month Horizon 2020 Coordination and Support Action project Transition2BIO (GA 101000539).

Transition2BIO builds upon the most relevant communication and education EU funded projects and initiatives to contribute to the implementation of the updated 2018 EU Bioeconomy Strategy and promote the transition towards a more sustainable production, consumption and lifestyle. The project aims to implement an integrated package of communication, awareness-raising and educational activities addressing a wide range of target stakeholders, representing demand side, supply side, multipliers, and supportive environment.

In the frame of the Work Package 3, Transition2BIO aims to contribute to the deployment of the regional bioeconomy strategies by providing Member States and Regions support to implement their bioeconomy raising awareness, communication and education activities through:

- Communication and education mentoring activities to at least six Member States and Regions;
- Organization of at least two Mobilization and Mutual Learning (MML) workshops for capacity building in bioeconomy awareness, communication and education in the context of the activities of the Committee of the Regions or other high- level European Initiatives
- Development of five co-creation workshops on identification of future skills and educational needs in the bioeconomy, hosted in selected European educational institutions.

In this report, the Mutual Learning and Capacity Building activities that have been implemented by the Transition2BIO consortium during its first project year are being presented, namely the partners’ preparatory contacts, their networking activities, and the results of the first Transition2BIO Mobilization and Mutual Learning workshop that has been held virtually on November the 4<sup>th</sup>, 2021. The Workshop was organized as a side event of the 19<sup>th</sup> European Week of Regions and Cities, under the thematic cluster of Green Transition, initiated by the European Committee of the Regions. Two members of the European Committee of the Regions joined the Workshop by officially representing the mandate of this European Institution on Climate Change, alongside with regional policy makers and local authorities. The report wraps up with the conclusions and the way forward regarding the organisation of the 2<sup>nd</sup> Mobilization and Mutual Learning workshop over the 2<sup>nd</sup> year of the project.



## 2. Introduction

The general objectives of Task 3.3, which the present report corresponds to are:

- Facilitate the debate, mutual learning, good practices exchange and collaboration on challenges related to awareness raising, communication and education among national, regional and local policy actors;
- Provide them with capacity building in bioeconomy awareness, communication and education.

The overall aim of this report is to present the results of the activities of Task 3.2 during the first project year of Transition2BIO. In Section 3, the project methodological approach for multi-stakeholders engagement, co-creation, mobilization and mutual learning and capacity building is presented. In Section 4, the preparatory communications and networking activities are summarized, while Section 5 is dedicated to the first Transition2BIO Mobilization and Mutual Learning (MML) Workshop that has been organized virtually due to COVID-19 situation on November 4<sup>th</sup> 2021 under the auspices of the 19<sup>th</sup> European Week of Regions and Cities. The report concludes with Section 6 where the conclusion and the way forward for the next second project year regarding mutual learning and capacity building activities are presented. In the Annexes, more info about the first MML workshop are presented (screenshots, dissemination actions, etc.).

This deliverable has been prepared at the end of the first year of the project and constitutes the first version of the “Report on Mutual learning and Capacity Building Activities”, as stated in the Description of the Action. The report will be updated, and a final version will be prepared at the end of the project (D3.4, in M23 – November 2022), to summarize the mutual learning and capacity building activities that will take place during the 2<sup>nd</sup> period of the project.





### 3. Methodological approach

The methodological approach for the mutual learning and capacity building activities in the first year of Transition2BIO project is depicted in Figure 1 below:

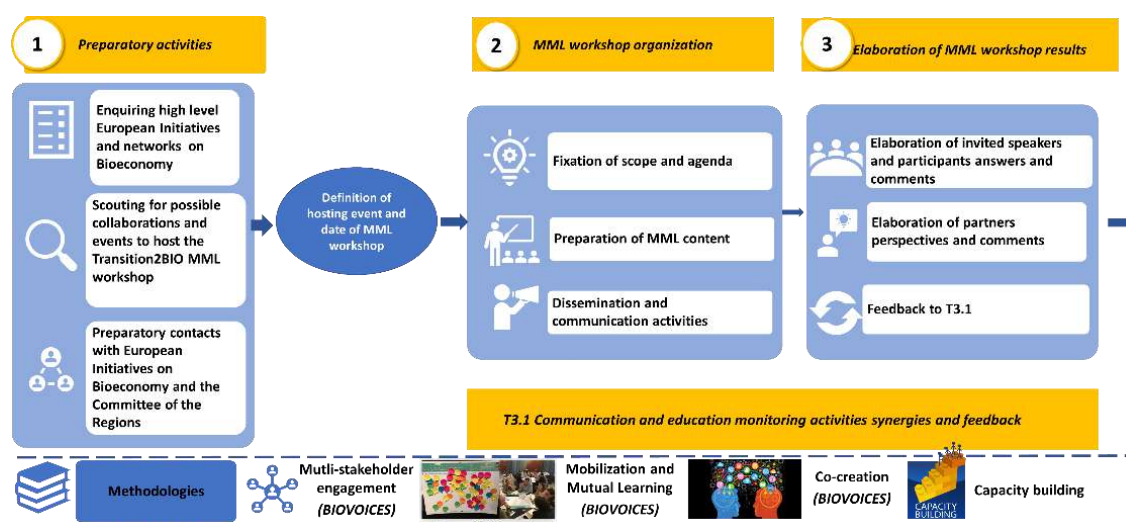
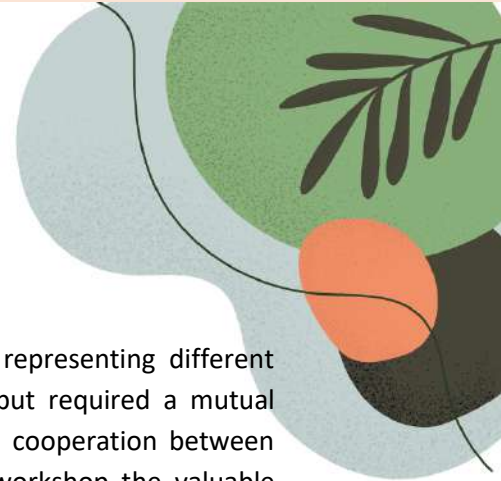


Figure 1. Methodological approach of Mutual learning and Capacity Building activities in the first year of Transition2BIO.

In order to define the hosting event of the Transition2BIO MML workshop, the first preferred option has been the 19<sup>th</sup> European Week of Regions and Cities organised by the European Committee of the Regions. Nevertheless, desk research has been combined with information from partners existing communication and collaboration networks in order to identify other high level European Initiatives and networks appealing to bioeconomy policy makers and explore synergies in the organization of workshops that could serve T3.2, either in first or the second year of Transition2BIO. More details about these preparatory contacts made by the consortium can be found in Section 4 of the report.

The scope of the first Transition2BIO MML and Capacity Building workshop has been sketched out in collaboration with Task 3.1 partners, so as to ensure that there is alignment between the objectives of both tasks. A common line was necessary as the workshop would facilitate the networking and preparatory activities for mentoring and education services to member states and regions and the results of the workshop would serve as valuable feedback for the design of the respective value proposition of Task 3.1.

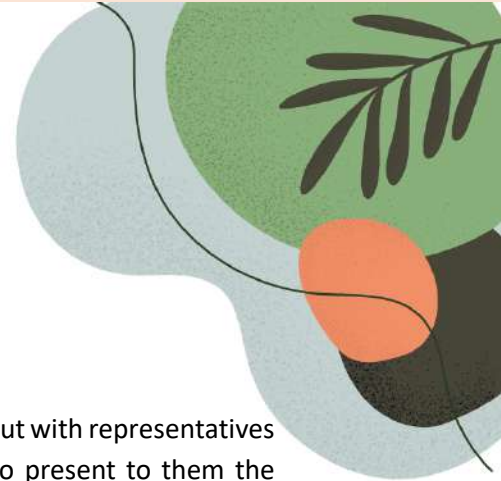
The structure and content of the workshop followed the methodologies for Multi- Stakeholders Engagement, Mobilization and Mutual Learning, Co-creation, and Capacity Building. These approaches ensure the engagement of all relevant actors and aim to tackle related challenges by creating partnerships with a variety of perspectives, knowledge and experience. The aim was



to promote the mobilisation and collaboration among stakeholders representing different interests. The activities were not organised as a top-down process but required a mutual commitment from all those involved in them. Forms of dialogue and cooperation between several actors were therefore created. For the organization of the workshop the valuable experience from [BIOVOICES](#), [BIOBRIDGES](#) and [BIOSTEP](#) projects was drawn upon, through which more than 100 workshops have been organized involving at least 3000 stakeholders.

The workshop has been held via the online platform Zoom. Interpretation services (Greek-English and vice versa) have been available to facilitate the Greek invited speakers. For the structure of the MML workshop, the roundtable format has been selected. The use of Mentimeter has been chosen for the real-time interaction with the audience during the roundtable session, as the online canvas serving the purposes of open dialogue among the speakers, the facilitators, and the attendees. Furthermore, Mentimeter has been used as an ice-breaking platform during the opening session in order to introduce attendees to the concept of Bio-economy, but also to support the dynamics of the event.



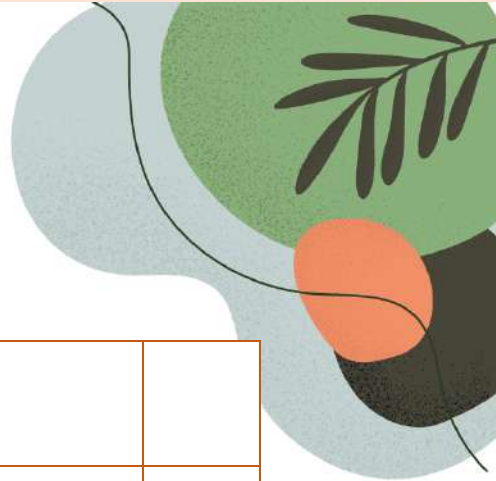


## 4. Preparatory activities

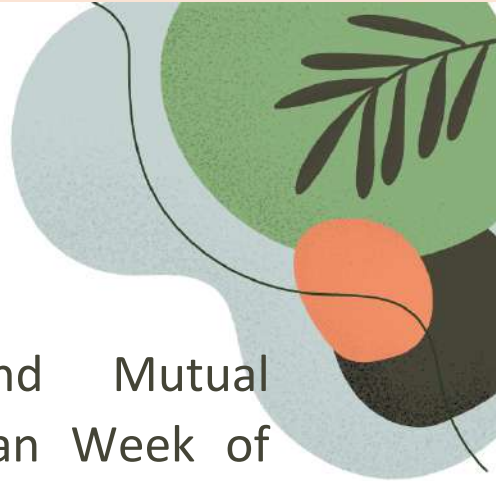
A number of networking and preparatory discussions have been carried out with representatives from European initiatives and networks about Bioeconomy, in order to present to them the Transition2BIO value proposition and to investigate the interest of those actors in MML and Capacity building activities of Transition2BIO through the creation of potential synergies in the organization of the relevant workshops. The EU initiatives and networks reached are summarized in the table below:

*Table 1: EU bioeconomy initiatives and networks reached in the context of Transition2BIO Mutual learning and Capacity Building activities*

Network/ Initiative	Description of activities and outcomes	Partners involved
BIOEAST ( <a href="https://bioeast.eu/">https://bioeast.eu/</a> )	<ul style="list-style-type: none"> <li>Presentation of Transition2BIO Mutual Learning and Capacity Building activities to BIOEAST Secretary General</li> <li>Interest to follow up on any Transition2BIO activities concerning support of Member States and Regions (Tasks 3.1 and 3.2)</li> </ul>	QPLAN, FVA, APRE
BIOEAST HUB CZ ( <a href="http://www.bio-hub.cz/">http://www.bio-hub.cz/</a> )	<ul style="list-style-type: none"> <li>Presentation of Transition2BIO Mutual Learning and Capacity Building activities</li> <li>Interest to host a Transition2BIO MML workshop in BIOEAST CZ HUB activities in the region</li> </ul>	QPLAN, FVA, APRE
ERRIN ( <a href="https://errin.eu/">https://errin.eu/</a> )	<ul style="list-style-type: none"> <li>Presentation of Transition2BIO Mutual Learning and Capacity Building activities to the ERRIN Bioeconomy Working Group</li> <li>Interest to coorganize an MML workshop</li> </ul>	QPLAN, FVA, APRE
WeReLaNa ( <a href="https://www.umweltcluster.net/de/projekte/werelana-umweltcluster-bayern.html">https://www.umweltcluster.net/de/projekte/werelana-umweltcluster-bayern.html</a> )	<ul style="list-style-type: none"> <li>Presentation of Transition2BIO Mutual Learning and Capacity Building activities</li> <li>Interest to participate in the MML workshops along with other cross-cluster projects</li> </ul>	QPLAN, FVA, APRE
GoDanuBio	<ul style="list-style-type: none"> <li>Networking</li> <li>Presentation of Transition2BIO support services for multipliers</li> </ul>	QPLAN, FVA, APRE



( <a href="https://www.interreg-danube.eu/approved-projects/godanubio">https://www.interreg-danube.eu/approved-projects/godanubio</a> )		
AlpBioEco project ( <a href="https://www.alpine-space.org/projects/alpbioeco/en/home">https://www.alpine-space.org/projects/alpbioeco/en/home</a> )	<ul style="list-style-type: none"> <li>• Networking</li> <li>• Presentation of Transition2BIO support services for multipliers</li> </ul>	FVA
Power4BIO project ( <a href="https://power4bio.eu/">https://power4bio.eu/</a> )	<ul style="list-style-type: none"> <li>• Networking</li> <li>• Presentation of Transition2BIO support services for multipliers</li> </ul>	FVA
FASTER project ( <a href="https://www.faster-project.eu/">https://www.faster-project.eu/</a> )	<ul style="list-style-type: none"> <li>• Networking</li> <li>• Presentation of Transition2BIO support services for multipliers</li> </ul>	FVA



## 5. Transition2BIO Mobilization and Mutual Learning Workshop (19<sup>th</sup> European Week of Regions and Cities, 4.11.2021)

The following section summarizes the activities taken place during the Transition2BIO Mobilization and Mutual Learning Workshop that was organised alongside the 19<sup>th</sup> European Week of Regions and Cities on November 4<sup>th</sup> 2021.

### 5.1 General Information

*Table 2. General information on the Transition2BIO Mobilisation and Mutual Learning workshop that took place on November 4<sup>th</sup> 2021.*

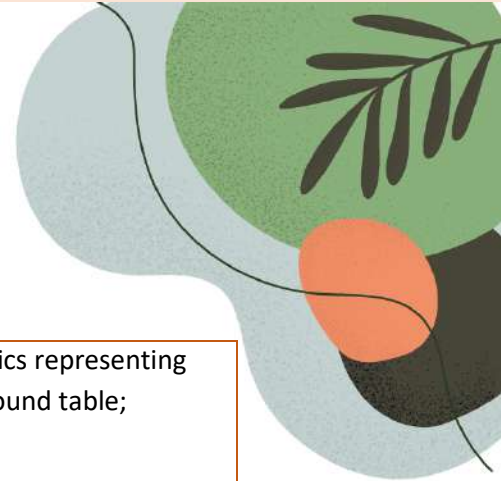
<b>Title</b>	Towards the green transition: boosting regional bioeconomy uptake through education and engagement
<b>Event venue</b>	Online
<b>Date</b>	4/11/2021
<b>Event organized in partnership with</b>	19 <sup>th</sup> European Week of Regions and Cities
<b>Website</b>	<a href="https://europa.eu/regions-and-cities/side-events/list_en">https://europa.eu/regions-and-cities/side-events/list_en</a>
<b>Total number of participants, out of which</b>	60
Teachers	N/A
Young people	N/A
Research	10
Business	N/A
Civil society	12
Policy Makers	38
Investors and finance	N/A
Other	N/A
<b>Countries addressed/involved</b>	EU



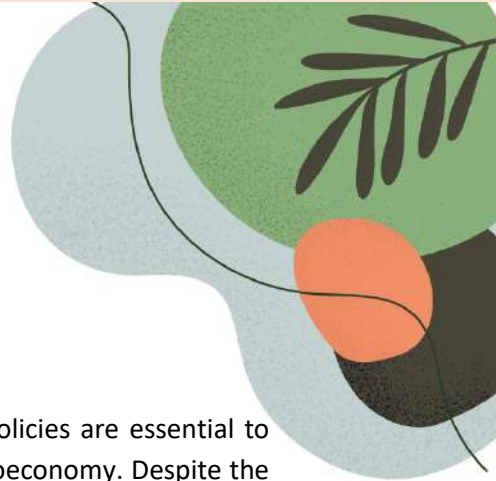
## 5.2 Agenda

Table 3. Agenda of on the Transition2BIO Mobilisation and Mutual Learning workshop that took place on November 4th 2021.

Introductory Session		
10:00-10:05	Welcome- Transition2Bio overview	Ms. <b>Chiara Pocaterra</b> , <i>APRE</i> , Transition2Bio project coordinator
10:05- 10:15	Invited speaker from the CoR	
	<ul style="list-style-type: none"> <li>Why bioeconomy is a political priority to drive the green transition?</li> <li>What is the role of the CoR in the bioeconomy implementation?</li> </ul>	<b>Mr. Georgios Patoulis</b> , Member of the European Committee of Regions / President of the Greek Delegation
10:15- 10:25	<ul style="list-style-type: none"> <li>Scope, structure and expected outcomes of the event</li> <li>Interactive session with the participants</li> </ul>	Ms. <b>Evi Polytarchi</b> , <i>Q-PLAN</i> , Transition2Bio project
Interactive roundtable		



10:25 – 11:30	<p>Invited experts will discuss about the event topics representing different points of view in an interactive round table;</p> <p><b><u>Experts:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Giuseppe Pellegrino</b>, European Commission, Bioeconomy &amp; Food Systems, DG-RTD</li> <li>• <b>Mr. Dimitrios Karnavos</b>, Member of the European Committee of the Regions</li> <li>• <b>Mr. Kostas Gioutikas</b>, Regional Vice Governor of Thessaloniki</li> <li>• <b>Mr. George Sakellaris</b>, BIOEAST Education and Skills Thematic Working Group Coordinator</li> <li>• <b>Mrs. Zoritzza Kiresiewa</b>, Ecologic, BE-RURAL project</li> </ul> <p><i>Moderators:</i> Representatives of the Transition2Bio project</p> <p><b>Main points to be discussed during the round table:</b></p> <ul style="list-style-type: none"> <li>• At the regional level, what are the main challenges to implement bioeconomy awareness, communication, education, and stakeholder engagement?</li> <li>• What is needed to empower regional stakeholders in raising awareness and communicating the bioeconomy?</li> <li>• What are the actions that should be implemented by each stakeholder?</li> </ul>	
11:30 – 11:40	The Transition2Bio toolkit to increase capacity and support Member States and Regions in increasing awareness, communication, and education of the bioeconomy	Ms. <b>Susanna Albertini</b> , FVA – Transition2Bio project
11:40-11:45	<p><b>Wrap-up and conclusions</b></p> <p>Ms. <b>Chiara Pocaterra</b>, APRE – Transition2Bio Coordinator</p>	



## 5.3 Rationale

Awareness raising, communicating, educating and developing sound policies are essential to ensure the reinforcement of an inclusive, innovative and sustainable bioeconomy. Despite the important investments, strategies and action plans implemented at regional, national and European level, increasing public awareness and knowledge about all areas of the bioeconomy remains a major challenge, which the European Commission aims to address.

In this context, the “Toward the green transition: Boosting regional bioeconomy uptake through awareness, education and engagement” Workshop, organized by Transition2BIO project at the 19th European Week of Regions and Cities aspired to support policy makers on how to implement regional bioeconomy raising awareness, communication, and education activities, in order to foster the deployment of their individual bioeconomy strategies.

More specifically, the objectives of the Workshop were to:

- Look in depth into challenges, trends and opportunities to enhance bioeconomy awareness and stakeholder engagement at regional and local level
- Present successful methodologies and good practices and available informative and educative tools from Transition2BIO and other EU projects and initiatives for capacity building in bioeconomy awareness, communication and education
- Facilitate good practices exchange and collaboration of national, regional and policy makers on mainstreaming bioeconomy

The interactive round table session has been structured in three rounds of open dialogue, each round dedicated to one of the questions below:

- What are the main challenges to implement bioeconomy awareness, communication, education, and stakeholder engagement at regional level?
- What are the existing good practices in Europe to ease this process?
- What are the actions that should be implemented by each stakeholder?

In each round, the round table experts have shortly shared their views on the specific question, followed by an interactive dialogue with the participants through Mentimeter online tool.

## 5.4 Promotional activities

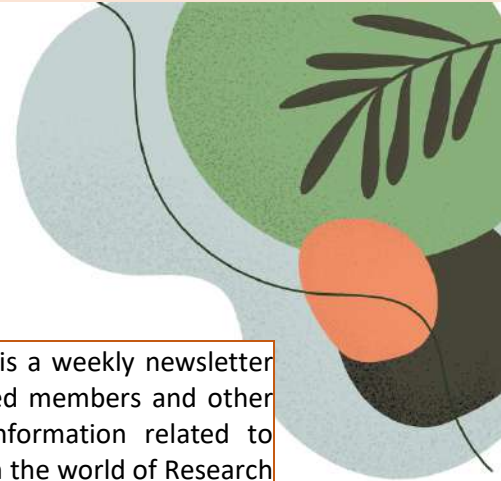
The workshop has been promoted through various means and channels, as summarized in the table below:





Table 4: Transition2BIO Mobilisation and Mutual Learning workshop promotion activities.

Promotional tools	
Invitation email	<ul style="list-style-type: none"> <li><a href="#">Email sample</a></li> </ul>
Social media posts	<ul style="list-style-type: none"> <li><a href="https://www.facebook.com/QPlanInternational/photos/pcb.3995926650511917/3995911947180054/">https://www.facebook.com/QPlanInternational/photos/pcb.3995926650511917/3995911947180054/</a></li> <li><a href="https://www.facebook.com/biovoices/photos/a.762778293931767/1806587389550847/">https://www.facebook.com/biovoices/photos/a.762778293931767/1806587389550847/</a></li> <li><a href="https://www.linkedin.com/posts/pedal-consulting_activity-6856269966254202880-IL7b">https://www.linkedin.com/posts/pedal-consulting_activity-6856269966254202880-IL7b</a></li> <li><a href="https://www.linkedin.com/feed/update/urn:li:activity:6853349976739745792?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6853349976739745792%29">https://www.linkedin.com/feed/update/urn:li:activity:6853349976739745792?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6853349976739745792%29</a></li> <li><a href="https://www.linkedin.com/posts/biovoices_transition2bio-mobilization-and-mutual-learning-activity-6856951358810054656-isXv">https://www.linkedin.com/posts/biovoices_transition2bio-mobilization-and-mutual-learning-activity-6856951358810054656-isXv</a></li> </ul>
Press releases	<ul style="list-style-type: none"> <li><a href="#">Press release I</a></li> <li><a href="#">Press release II</a></li> <li><a href="#">Press release III</a></li> </ul>
Transition2BIO news item	<ul style="list-style-type: none"> <li><a href="https://www.transition2bio.eu/event/towards-the-green-transition-boosting-regional-bioeconomy-uptake-through-education-and-engagement/">https://www.transition2bio.eu/event/towards-the-green-transition-boosting-regional-bioeconomy-uptake-through-education-and-engagement/</a></li> <li><a href="https://www.transition2bio.eu/news/towards-the-green-transition-boosting-regional-bioeconomy-uptake-through-education-and-engagement-press-release/">https://www.transition2bio.eu/news/towards-the-green-transition-boosting-regional-bioeconomy-uptake-through-education-and-engagement-press-release/</a></li> </ul>
Webpage posts	<ul style="list-style-type: none"> <li><a href="https://europa.eu/regions-and-cities/side-events/list_en?page=2&amp;fbclid=IwAR1XHBpDkYE6TxEOZaDPEJnoSBAJSIzz84HVRnoUmihYVuFUy4wbmAXN4Q">https://europa.eu/regions-and-cities/side-events/list_en?page=2&amp;fbclid=IwAR1XHBpDkYE6TxEOZaDPEJnoSBAJSIzz84HVRnoUmihYVuFUy4wbmAXN4Q</a></li> <li><a href="https://futureu.europa.eu/processes/GreenDeal/f/2/meetings/56695">https://futureu.europa.eu/processes/GreenDeal/f/2/meetings/56695</a></li> <li><a href="https://nubip.edu.ua/node/100647">https://nubip.edu.ua/node/100647</a></li> <li><a href="https://eubionet.eu/transition2bio-mobilization-and-mutual-learning-workshop/">https://eubionet.eu/transition2bio-mobilization-and-mutual-learning-workshop/</a></li> <li><a href="https://qplan-intl.gr/news/press-release-of-the-mobilization-and-mutual-learning-mml-workshop-towards-the-green-transition/">https://qplan-intl.gr/news/press-release-of-the-mobilization-and-mutual-learning-mml-workshop-towards-the-green-transition/</a></li> </ul>



<b>Newsletter/ mass mailings</b>	<ul style="list-style-type: none"> <li>• APREWeekly on 18/10/2021 (APREweekly is a weekly newsletter aiming to spread, among APRE's associated members and other subscribed R&amp;I stakeholders, updated information related to initiatives, events and upcoming news from the world of Research and Innovation. APREweekly reaches more than 1607 stakeholders from the world of European R&amp;I.</li> <li>• APRE mass mailing on 14/10/2021 sent through APRE's database: Workshop ASviS Festival + MML Toward the green transition: boosting regional bioeconomy uptake through education and engagement. (People reached: 6.153)</li> </ul>
<b>Promotional channels</b>	
Project web page	<a href="https://www.transition2bio.eu/">https://www.transition2bio.eu/</a>
European Bioeconomy Network webpage	<a href="https://eubionet.eu/">https://eubionet.eu/</a>
Greek Bioeconomy Forum	<a href="http://bioeconomyforum.gr/">http://bioeconomyforum.gr/</a>
ERRIN network	<a href="https://errin.eu/">https://errin.eu/</a>
BIOEAST	<a href="https://bioeast.eu/">https://bioeast.eu/</a>
Bioeconomy Strategic Group of SCAR	<a href="https://scar-europe.org/index.php/news-display/4-scar-bioeconomy-strategic-working-group">https://scar-europe.org/index.php/news-display/4-scar-bioeconomy-strategic-working-group</a>
European Network for Rural Development	<a href="https://enrd.ec.europa.eu/">https://enrd.ec.europa.eu/</a>
JRC Knowledge Centre for Bioeconomy	<a href="https://visitors-centre.jrc.ec.europa.eu/en/media/animations/knowledge-centre-bioeconomy">https://visitors-centre.jrc.ec.europa.eu/en/media/animations/knowledge-centre-bioeconomy</a>
Partners personal networks	
Partners organizations web pages	
Transition2BIO Advisory Board	

## 5.5 Outcomes

The Mobilization and Mutual Learning Workshop was welcomed by Mr. Georgios Patoulis, President of the Greek Delegation at the European Committee of the Regions and Regional Governor of Attica Region. He provided the audience with some significant insights about the

current state of Bioeconomy as a political priority to drive the Green Transition, as well as the role of the European Committee of the Regions in implementing relevant awareness-raising techniques.



Figure 2. Photo taken from the 1st Mobilization and Mutual Learning Workshop.

The invited speakers in the round-table session were Mr. Giuseppe Pellegrino, Policy Officer at the European Commission Directorate-General for Research and Innovation (DG-RTD) Bioeconomy & Food Systems, Mr. Dimitrios Karnavos, Member of the European Committee of the Regions and Mayor of Kallithea Municipality, Mr. Kostas Gioutikas, the Vice Regional Governor of Central Macedonia, Mr. George Sakellaris, Coordinator of BIOEAST Education and Skills Thematic Working Group, and Mrs. Zoritz Kiresiewa, representative of BE-RURAL H2020.

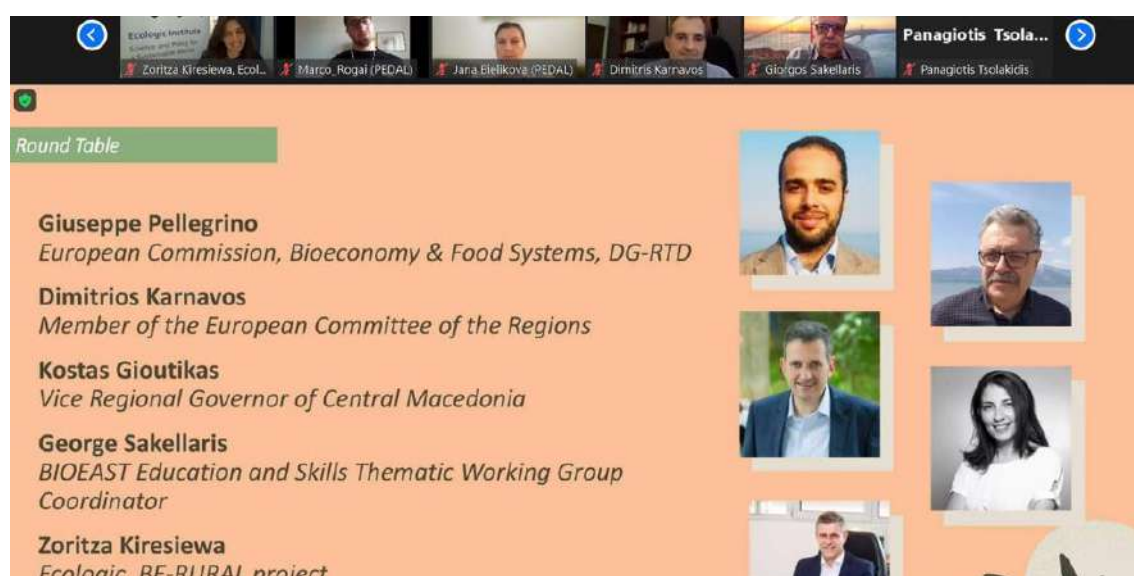
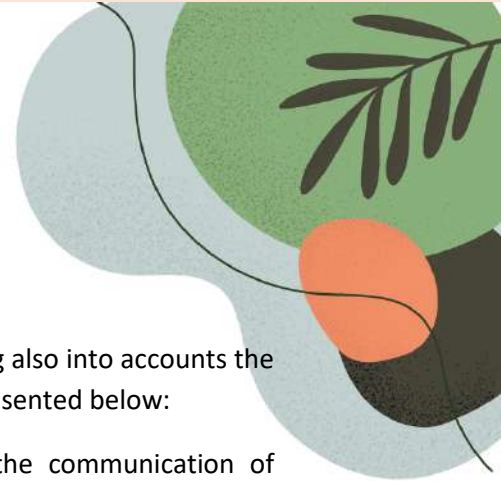


Figure 3. Photo taken from the 1st Mobilization and Mutual Learning Workshop.



The main consensus points reached in the round table discussion, taking also into accounts the audience comments through mentimeter on the same questions are presented below:

- The need to speak in local languages is fundamental for the communication of bioeconomy to the general public.
- The language used to describe the bioeconomy is currently too complex and inconsistent- stakeholders should be supported with a standard bioeconomy terminology.
- The broad definition and complexity of concept of bioeconomy itself constitutes a challenge to bioeconomy awareness raising and education. It is advisable to narrow it down to subtopics (e.g. forest management, waste management etc.)
- Bioeconomy education campaigns should focus on young generations (pupils, students etc.), who are more flexible to this approach and constitute multipliers themselves to older generations through family and personal relations networks.
- There is a lack of systemic approach regarding bioeconomy communication and awareness raising among the general public. Climate change and SDGs should be integrated in relevant dissemination and educational campaigns about bioeconomy.
- There is a need to build trust in bioeconomy and counteract the effect of “greenwashing” cases that have affected the public opinion, with honest and clear messages about environmental impact of bioeconomy.
- The degree of involvement of the civil society to bioeconomy policy making is low. Progress has been made but credible involvement is needed by integrating their views in the political agenda. Many actors (farmers, citizens, municipalities, practitioners) play a vital role in bioeconomy, but they are not aware of it. Inclusiveness of all actors needs to be ensured in bioeconomy raising awareness and education. Citizens should consider themselves as policy drivers and not solely as participants.
- Social innovation (living labs, policy labs, missions, field trips, cross visits etc.) and improved information about the current bioeconomy policy instruments are vital in enhancing involvement in bioeconomy.
- There is fragmentation of communication in innovation ecosystems that needs to be taken into account for bioeconomy awareness raising and communication. Linkages should be created between the different levels of governance and the interfacing between research and innovation community as well as business and investors needs to be improved.
- Bioeconomy awareness raising is strongly connected to networking and mutual learning with the exchange of views and good practices.
- The involvement of multipliers and influencers significantly supports the knowledge diffusion about bioeconomy.
- Tailored dissemination and education strategies to each region and stakeholder group prove to be effective.

- Key characteristics of successful regional and local bioeconomy awareness raising campaigns have been: door-to-door dissemination, social media engagement, trainings to multipliers (e.g. large companies/ producers), systematic encouragement and reward systems to citizens that participate in bioeconomy actions, showcase of practical examples at regional levels and sharing of good practices (i.e. BIOSTEP project exhibition of biobased products, BIORURAL project bioeconomy pop up stores, year of science dedicated to bioeconomy in Germany etc.)
- European regions are heterogeneous in terms of economic, political and social contexts, as well as in terms of bioeconomy involvement and societal awareness. Specific bioeconomy awareness strategies need to be developed case by case.
- Eastern European countries face particular challenges with regards to bioeconomy awareness. For example, there is mistrust when building networks in regions where associations of farmers exist traditionally from the socialists era. Additionally, in terms of governance, there is a top-down approach due to the communistic political past, and most governance powers and decisions are taken at the central governance level (national level). The mentality in these countries needs to be adapted to the bottom-up approach that bioeconomy requires.

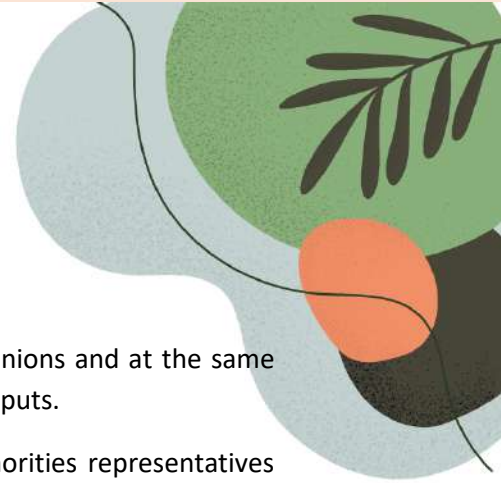
## 5.6 Transition2BIO partners' perspectives and comments on the workshop outcomes

The event has been really successful, with the active contribution of the invited speakers and the audience, as reflected in the consensus points presented and in the number of Mentimeter responses collected throughout the interactive round table session. The level of attention has been maintained high during the whole duration of the event, as proven by the very low number of attendants that left before the end of the event. The different backgrounds of invited speakers (regional authorities and initiatives representatives with EU policy officers) offered the opportunity to examine the key questions under different angles and perspectives, resulting in interesting conclusions.

The selection of the specific questions to address during the interactive round table session has proven to be “to the point” regarding all participants interests. The presentation of relevant good practices by the regional authorities representatives that participated as invited speakers further enhanced the discussions. The choice to present Transition2BIO mentoring activities as final session of the event, after the round table discussion, enabled the participants to give us valuable feedback, as relevant challenges, good practices and useful actions that have already been contemplated and discussed.

-Mentimeter has been particularly useful in terms of simplicity and ease of use, instead of other interactive tools such as Miro, taking into account the relatively big number of participants. By





using Mentimeter, participants could react and integrate speakers' opinions and at the same time, roundtable speakers could comment about the most interesting inputs.

The interpretation services that have been used for the regional authorities representatives contributed to better communication and exchange of views both between invited speakers and between invited speakers and the audience.

The list of invited participants was much longer than the foreseen participants as in nearly all digital events there is a great percentage of last minute non shows (we had 92 registrants but 60 participants).

**The following consensus points have been identified that Transition2BIO can drive forward:**

- **Bioeconomy education campaigns should focus on young generations (pupils, students etc.), who are more flexible to this approach and constitute multipliers themselves to older generations through family and personal relations networks.**
- **Tailored dissemination and education strategies to each region and stakeholder group prove to be effective.**
- **The need to speak in local languages is fundamental for the communication of bioeconomy to the general public.**
- **The involvement of multipliers and influencers significantly supports the knowledge diffusion about bioeconomy.**
- **Social innovation (living labs, policy labs, missions, field trips, cross visits etc.) and improved information about the current bioeconomy policy instruments is vital in enhancing involvement in bioeconomy.**





## 6. Conclusions and way forward

The current report, titled “D3.3 Report on Mutual Learning and Capacity Building activities – 1st version” was developed on M12 (December 2021) under Work Package 3. The report aims to summarize the activities that took place for the 1st Mobilization and Mutual Learning workshop that was organised on November 4th, 2021, alongside the 19th European Week of Regions and Cities.

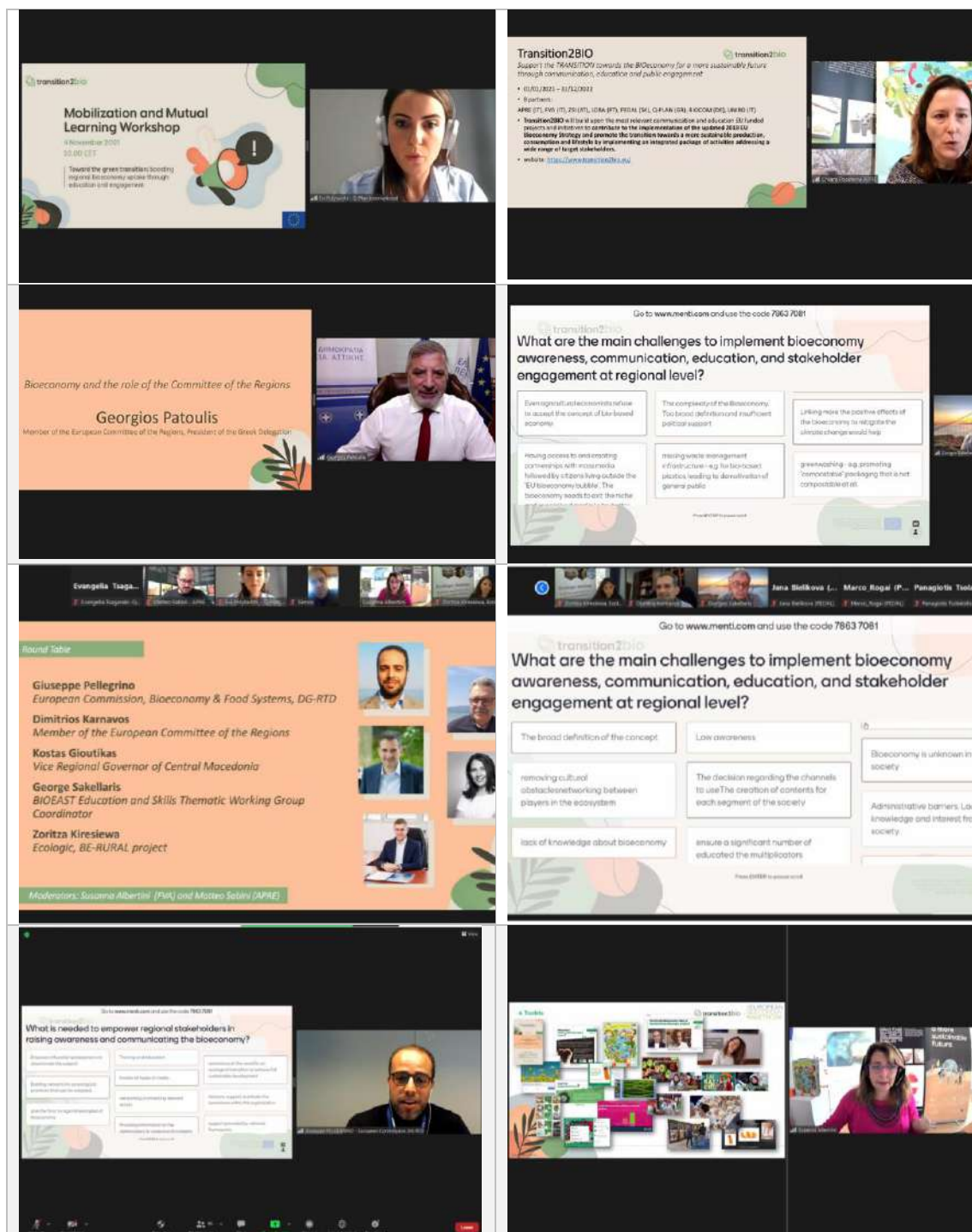
The workshop was very successful, and partners managed to engage 60 attendees (surpassing the KPI of 50 participants that was foreseen during the proposal stage) to discuss, in the form of an interactive dialogue, the main challenges in communicating, awareness raising and educating about bioeconomy at regional level, highlighting good practices and identifying future supportive actions in the field.

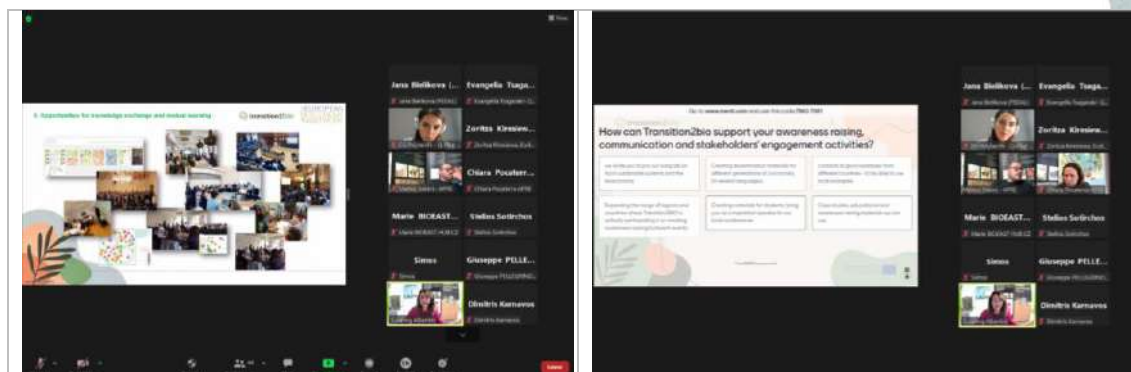
Along these lines, partners had the opportunity to present to the attendees the Capacity Building package that will be delivered to Member States and regions in the framework of Task 3.1 over the 2nd year of the project (as it was drafted at this stage) and exchange on its key aspects and contents, thus providing the consortium with practical insights for its further development and delivery.

Over the 2nd year of the project, the Transition2BIO partners will organise the 2nd Mobilization and Mutual Learning workshop, in order to facilitate the debate and mutual learning on bioeconomy communication as well as to build the capacity of participants on bioeconomy awareness raising and education. The preparatory work for the 2nd workshop will start well before the event, giving partners the opportunity to attract and engage even more participants as well as to design meaningful interactive sessions.

Even though the actual planning has not started yet, partners have initiated some preliminary discussions, in order to align Task 3.1 and Task 3.2 activities for the benefit of both tasks, and the project in turn. In this context, the Member States and regions supported under Task 3.1 will be invited to take place in the 2nd Mobilization and Mutual Learning workshop in order to reflect on their experience, the adaptability of the tools in their regional context and so on.

## ANNEX I Screenshots







## ANNEX II Promotional activities

### Invitation emails



The screenshot shows an email invitation from transition2bio. The email header includes the transition2bio logo and tagline. The main body of the email describes the Transition2Bio H2020 project's invitation to a Mobilization and Mutual Learning (MML) Workshop. It specifies the workshop's theme, date, time, and platform. The email lists the focus domains of the workshop and the types of speakers participants will interact with. It concludes with a call to action to register and express opinions.

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Towards a more sustainable future

Transition2Bio H2020 project is inviting you to participate to the Mobilization and Mutual Learning (MML) Workshop 'Toward the green transition: Boosting regional bioeconomy uptake through education and engagement' which takes place on the 4<sup>th</sup> of November 2021 at 10:00CET as a side event of the 19<sup>th</sup> European Week of Regions and Cities via ZOOM platform.

The Workshop will focus on the following domains:

- ✓ Main challenges and trends to enhance bioeconomy awareness, education, and stakeholder engagement at regional and local level
- ✓ Successful methodologies and synergies on approaching consumers, producers and multipliers and supportive environment for bioeconomy uptake
- ✓ Information and education tools, material and good practices for capacity building in bioeconomy awareness

The participants will have the opportunity to interact with speakers such as:

- ❖ Members of the European Committee of the Regions, together with
- ❖ Regional Governors from different national backgrounds,
- ❖ Policy experts from the European Commission Directorate General for Innovation and Research (RTD),
- ❖ Members of the Biobased Industry Consortium (BIC), the BIOEAST initiative and EU-funded bioeconomy projects who will reflect upon mainstreaming Bioeconomy through regional initiatives and synergies

You may [register](#) and express your opinion via the round table session!



## Banner



The banner features a light beige background with abstract green and blue shapes in the top right and bottom right corners. In the bottom right, there is a stylized illustration of a green and orange megaphone with a black speech bubble containing a white exclamation mark. In the bottom left corner, there is a small blue square with the European Union flag logo.

 **transition2bio**

# Mobilization and Mutual Learning Workshop

**4 November 2021**  
**10 am EEST | Online event**

**Toward the green transition: boosting regional bioeconomy uptake through education and engagement**

## Digital Invitation



### Joint Transition2bio workshop

Transition2BIO H2020 project is inviting you to participate to the Mobilization and Mutual Learning (MML) Workshop **'Toward the green transition: Boosting regional bioeconomy uptake through education and engagement'** which takes place on the **4th of November 2021 at 10:00CET** as a side event of the **19th European Week of Regions and Cities via ZOOM platform**.

The Workshop will focus on the following domains:

- Main **challenges and trends to enhance bioeconomy awareness, education, and stakeholder engagement** at regional and local level
- Successful **methodologies and synergies on approaching consumers, producers and multipliers and supportive environment** for bioeconomy uptake
- Information and **education tools, material and good practices for capacity building in bioeconomy awareness**

The participants will have the opportunity to interact with speakers such as:

- Members of the **European Committee of the Regions**, together with
- **Regional Governors** from different national backgrounds,
- **Policy experts** from the **European Commission Directorate General for Innovation and Research (RTD)**,
- Members of the **Biobased Industry Consortium (BIC)**, the **BIOEAST initiative** and EU-funded bioeconomy projects who will reflect upon mainstreaming Bioeconomy through regional initiatives and synergies

**You can register here!**

You can find the Agenda attached to this email.

For any further information, you may contact Ms. Evi Polytarchi via an e-mail to the following e-mail address: [polytarchi@gplan-intl.gr](mailto:polytarchi@gplan-intl.gr).

**The Transition2Bio Consortium**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101060309

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## Announcement on the Conference on the Future of Europe

### Toward the green transition: boosting regional bioeconomy uptake through education and engagement



Evi POLY

04/10/2021 09:55

0 comments

This Mobilization and Mutual Learning (MML) Workshop aims to discuss, in the form of a local dialogue, the main challenges in the communication and education of Bioeconomy at the regional level, highlighting best practices and identifying future actions in the field. Representatives from regional initiatives supporting the implementation of Bioeconomy methods will attend the presentation of the Transition2Bio capacity-building programme in an interactive digital round table with the audience. Attending this side event, members of the CoR and other participants will have the possibility to discover more about such opportunities and to be involved in tailored and dedicated capacity-building activities. The Transition2Bio capacity-building programme will be presented to European Union Regions and Member States as a unique opportunity for CoR members to apply methodologies, tools, and materials that can be used, in the form that they were developed by the project, as supportive measures in the communication and education of Bioeconomy.

**04**

**November**

**10:00 - 12:00**

▲ 846 | Follow

Reference: cofe-MEET-2021-10-56695  
Version number 3 (of 3) [see other versions](#)

[Share](#)

Topic: [Climate change and the environment](#)

### Toward the green transition: boosting regional bioeconomy uptake through education and engagement

This Mobilization and Mutual Learning (MML) Workshop aims to discuss, in the form of a local dialogue, the main challeng...

[\(read more\)](#)

[Ensuring a fair and inclusive transition](#)

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**04 November 2021** · 10:00 - 12:00



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04/10/2021 09:55

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Θέμα: [Κλιματική αλλαγή και περιβάλλον](#)

## **Toward the green transition: boosting regional bioeconomy uptake through education and engagement**

This Mobilization and Mutual Learning (MML) Workshop aims to discuss, in the form of a local dialogue, the main challeng...

[\(διαβάστε περισσότερα\)](#)

Εξασφάλιση δίκαιης και χωρίς αποκλεισμούς μετάβασης

Online



**04 Νοέμβριος 2021** · 10:00 - 12:00



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**Evi POLY**

04/10/2021 09:55

 **846**

Ακολουθήστε

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Σχόλια

## Digital Agenda



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# Mobilization and Mutual Learning Workshop

4 November 2021 | Online event

Toward the green transition: boosting regional bioeconomy uptake through education and engagement



## Introductory Session

10:00 - 10:05	Welcome - Transition2Bio overview	Ms. Chiara Pocaterra, APRE, Transition2Bio project coordinator
10:05 - 10:15	Invited speaker from the CoR <ul style="list-style-type: none"> <li>Why bioeconomy is a political priority to drive the green transition?</li> <li>What is the role of the CoR in the bioeconomy implementation?</li> </ul>	Mr. Georgios Patoulis, Member of the European Committee of Regions / President of the Greek Delegation
10:15 - 10:25	<ul style="list-style-type: none"> <li>Scope, structure and expected outcomes of the event</li> <li>Interactive session with the participants</li> </ul>	Ms. Evi Polytarchi, QPLAN, Transition2Bio project





**10:25 - 11:30**

**Interactive roundtable and Mobilisation and Mutual Learning (MML) Workshop**

Invited experts will discuss about the event topics representing different points of view in an interactive round table; participants in the room will actively contribute to the discussion using their smartphones.

**Experts:** Mrs. Linda Salamé, European Commission Bioeconomy & Food Systems, DG-RTD  
Mr. József Horváth, Member of the European Committee of Regions  
Mr. Dimitrios Karmavos, Member of the European Committee of the Regions  
Mr. Kostas Gioubikas, Vice Regional Governor of Central Macedonia  
Mr. George Sakellaris, BIOFAST Education and Skills Thematic Working Group Coordinator  
Mrs. Zoritsa Kiresiewa, Ecologic, BE-RURAL project

Moderators: Representatives of the Transition2Bio project

**Main points to be discussed during the round table:**

- At the regional level, what are the main challenges to implement bioeconomy awareness, communication, education, and stakeholder engagement?
- What is needed to empower regional stakeholders in raising awareness and communicating the bioeconomy?
- What are the actions that should be implemented by each stakeholder?




**Interactive roundtable and Mobilisation and Mutual Learning (MML) Workshop**

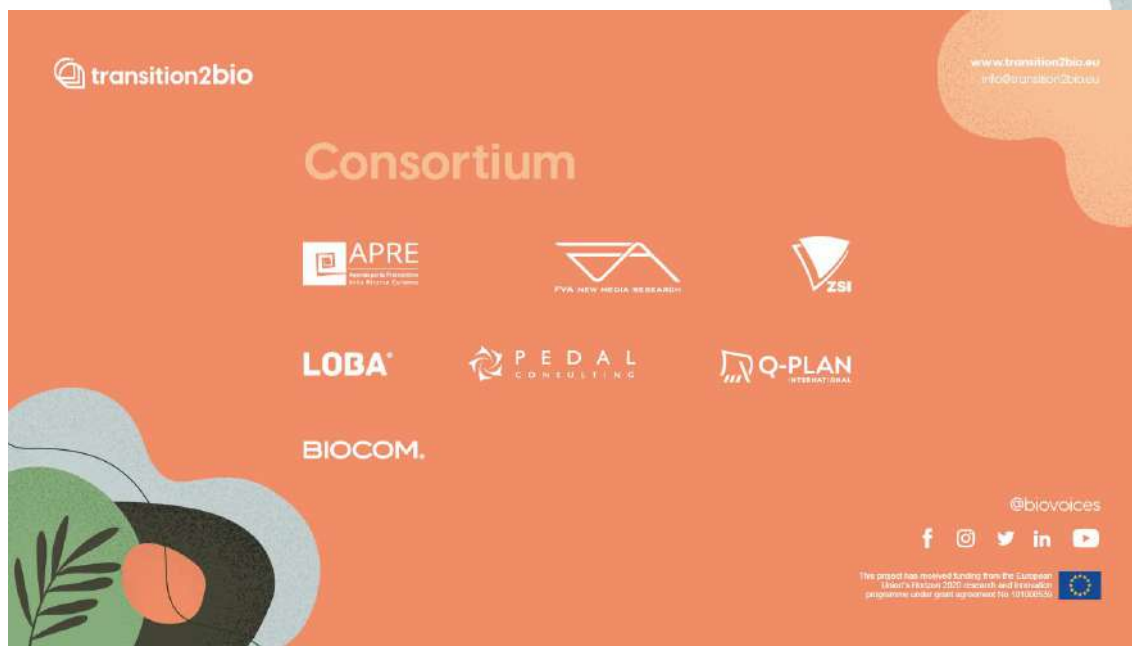
**11:30 - 11:40** The Transition2Bio toolkit to increase capacity and support Member States and Regions in increasing awareness, communication and education of the bioeconomy

Ms. Susanna Albertini, FVA  
– Transition2Bio project

**11:40 - 11:45** Wrap-up and conclusions

Ms. Chiara Pacaterra, APRE  
– Transition2Bio Coordinator







Press release I



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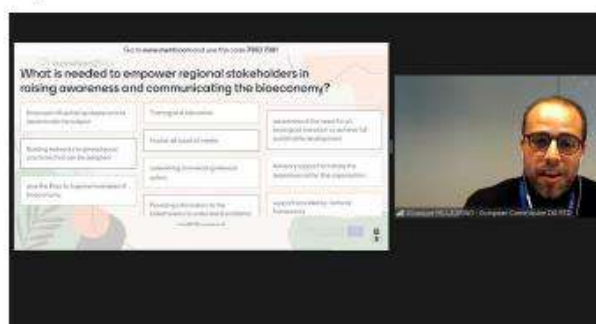
## 11 November 2021

[illegible]

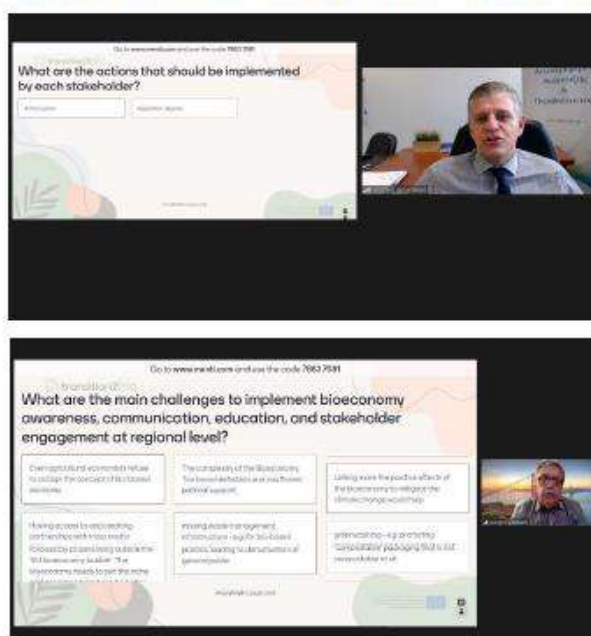
The MML Workshop was welcomed by Mr. Georgios Patoulis, President of the Greek Delegation at the European Committee of the Regions and Regional Governor of Attica Region. He provided the audience with some significant insights about the current state of Bioeconomy as a political priority to drive the Green Transition, as well as the role of the European Committee of the Regions in implementing relevant awareness-raising techniques.



Members of the European Committee of the Regions, together with regional Governors from different national backgrounds, policy experts from the European Commission Directorate General for Innovation and Research (RTD), members of the Biobased Industry Consortium (BIC), the BIOEAST initiative, and EU-funded bioeconomy projects reflected upon mainstreaming Bioeconomy.

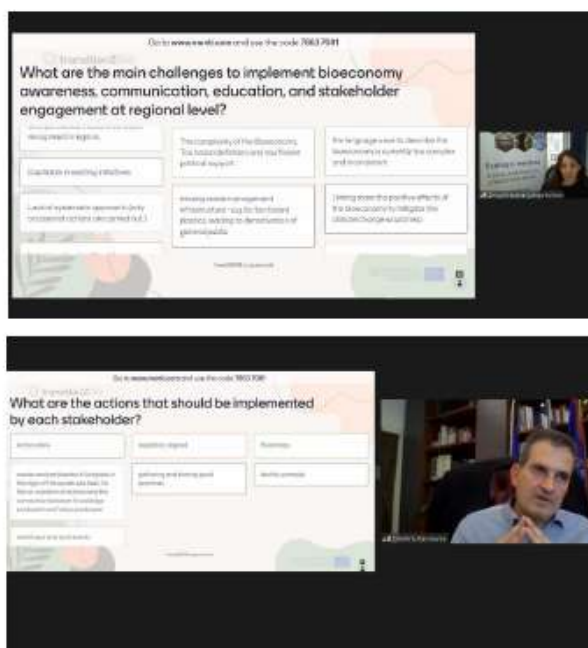


Impactful regional and local initiatives were, thus, presented in the context of current or future synergies in an interactive digital round-table discussion moderated by Transition2BIO partners.



The invited speakers in the round-table session were Mr. Giuseppe Pellegrino, policy officer at the European Commission Directorate-General for Research and Innovation (DG-RTD) Bioeconomy & Food Systems, Mr. Dimitrios Karnavos, Member of the European Committee of the Regions and Mayor of Kallithea Municipality, Mr. Kostas Gioutikas, the Vice Regional Governor of Central Macedonia, Mr. George Sakellaris, Coordinator of BIOEAST Education and Skills Thematic Working Group, and Mrs. Zoritz Kiresiewa, representative of BE-RURAL H2020 project.





A wide variety of outcomes was released from the Round Table discussion, in which all attendees actively participated. In particular, the participants shared ideas on what is needed to empower regional stakeholder engagement in raising awareness and communication of Bioeconomy. Among some of the highlighted answers, participants mentioned the need for building networks to spread those good practices that can be adapted to the local needs of each geographical area.


Among others, the project partners also presented Transition2BIO toolkit to increase capacity and support Member States and Regions in increasing awareness, communication, and education of the Bioeconomy. Transition2BIO toolkit is based on information gathered over several years from a series of consultative workshops conducted by the European Bioeconomy Network at

country and regional level, from existing resources, and research carried out by various University and Educational institutions. The information included in the toolkit will be further developed and updated over time building on experience generated through capacity-building activities at national, regional, and international level.



The consortium of Transition2BIO project would like to offer its gratitude to all the guests and the speakers who joined this MML Workshop. We look forward to welcoming all interested parties to our upcoming activities that are going to take place in all national contexts of the partner countries.













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## Press release II



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The Mobilization and Mutual Learning (MML) Workshop *Towards the green transition: boosting regional bioeconomy uptake through education and engagement* has been organized by Transition2Bio H2020 project as part of the 19<sup>th</sup> European Week of Regions and Cities on the 4<sup>th</sup> of November 2021.

The aim of the Workshop was to discuss, in the form of an interactive dialogue, the main challenges in communicating, awareness raising and educating about bioeconomy at regional level, highlighting good practices and identifying future supportive actions in the field.

The MML Workshop was welcomed by Mr. Georgios Patoulis, President of the Greek Delegation at the European Committee of the Regions and Regional Governor of Attica Region. He provided the audience with some significant insights about the current state of Bioeconomy as a political priority to drive the Green Transition, as well as the role of the European Committee of the Regions in implementing relevant awareness-raising techniques.

Members of the European Committee of the Regions, together with regional Governors from different national backgrounds, policy experts from the European Commission Directorate General for Innovation and Research (RTD), members of the Biobased Industry Consortium (BIC), the BIOEAST initiative, and EU-funded bioeconomy projects reflected upon mainstreaming bioeconomy through regional and local initiatives and synergies in an interactive digital round-table discussion moderated by Transition2BIO partners. The invited speakers in the round-table session were Mr. Giuseppe Pellegrino, policy officer at the European Commission Directorate-General for Research and


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Innovation (DG-RTD) Bioeconomy & Food Systems, Mr. Dimitrios Karnavos, Member of the European Committee of the Regions and Mayor of Kallithea Municipality, Mr. Kostas Gioutikas, the Vice Regional Governor of Central Macedonia, Mr. George Sakellaris, Coordinator of BIOEAST Education and Skills Thematic Working Group, and Mrs. Zoritza Kiresiewa ,representative of BE-RURAL H2020 project.

The consortium of Transition2BIO project would like to offer its gratitude to all the guests and the speakers who joined this MML Workshop. We look forward to welcoming all interested parties to our upcoming activities that are going to take place in all national contexts of the partner countries.













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Press release III



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## WORKSHOP

*"Toward the green transition: Boosting regional  
bioeconomy uptake through awareness,  
education and engagement"*

**04 November 2021**

**10:00 – 11:45 CET**

**European Week of Regions and Cities 2021**

**ZOOM Platform**

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**LOBA**

**PEDAL**

**Q-PLAN**

**BIOCOM**



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Union's Horizon 2020 research and innovation  
programme under grant agreement No 101000539



## Rationale

Awareness raising, communicating, educating and developing sound policies are essential to ensure the reinforcement of an inclusive, innovative and sustainable bioeconomy. Despite the important investments, strategies and action plans implemented at regional, national and European level, increasing public awareness and knowledge about all areas of the bioeconomy remains a major challenge, which the European Commission aims to address<sup>1</sup>.

In this context, the “Toward the green transition: Boosting regional bioeconomy uptake through awareness, education and engagement” Workshop, organized by [Transition2Bio project](#) at the 19th European Week of Regions and Cities aspires to offer capacity building to policy makers on how to implement regional bioeconomy raising awareness, communication, and education activities, as part of bioeconomy strategies.

More specifically, the objectives of the Workshop are to:

- a) Look in depth into challenges, trends and opportunities to enhance bioeconomy awareness and stakeholder engagement at regional and local level
- b) Present successful methodologies and good practices and available informative and educative tools from [Transition2Bio](#) and other EU projects and initiatives for capacity building in bioeconomy awareness, communication and education
- c) Facilitate good practices exchange and collaboration of national, regional and policy makers on mainstreaming bioeconomy

<sup>1</sup> EC, 2017 “Review of the 2012 European Bioeconomy Strategy”, accessible at <https://op.europa.eu/en/publication-detail/-/publication/c2f36c72-2e39-11e8-b3fe-01aa73ed71a1/language-en/format-PDF/source-126166234>



## Agenda

Introductory Session		
10:00-10:05	Welcome- Transition2Bio overview	Ms. Chiara Pocaterra, APRE, Transition2Bio project coordinator
10:05- 10:15	Invited speaker from the CoR <ul style="list-style-type: none"> <li>Why bioeconomy is a political priority to drive the green transition?</li> <li>What is the role of the CoR in the bioeconomy implementation?</li> </ul>	Mr. Georgios Patoulis, Member of the European Committee of Regions / President of the Greek Delegation
10:15- 10:25	<ul style="list-style-type: none"> <li>Scope, structure and expected outcomes of the event</li> <li>Interactive session with the participants</li> </ul>	Ms. Evi Polytarchi, Q-PLAN, Transition2Bio project
Interactive roundtable		
10:25 – 11:30	<p>Invited experts will discuss about the event topics representing different points of view in an interactive round table;</p> <p><i>Experts:</i></p> <ul style="list-style-type: none"> <li>Mr. Giuseppe Pellegrino, European Commission, Bioeconomy &amp; Food Systems, DG-RTD</li> <li>Mr. Jácint Horváth, Member of the European Committee of Regions</li> <li>Mr. Dimitrios Karnavos, Member of the European Committee of the Regions</li> <li>Mr. Kostas Gioutikas, Regional Vice Governor of Thessaloniki</li> <li>Mr. George Sakellaris, BIOEAST Education and Skills Thematic Working Group Coordinator</li> <li>Mrs. Zoritz Kiresiewa, Ecologic, BE-RURAL project</li> </ul> <p><i>Moderators:</i> Representatives of the Transition2Bio project</p> <p>Main points to be discussed during the round table:</p>	

	<ul style="list-style-type: none"> <li>• At the regional level, what are the main challenges to implement bioeconomy awareness, communication, education, and stakeholder engagement?</li> <li>• What is needed to empower regional stakeholders in raising awareness and communicating the bioeconomy?</li> <li>• What are the actions that should be implemented by each stakeholder?</li> </ul>	
11:30 – 11:40	The Transition2Bio toolkit to increase capacity and support Member States and Regions in increasing awareness, communication, and education of the bioeconomy	Ms. Susanna Albertini, FVA – Transition2Bio project
11:40-11:45	<p><b>Wrap-up and conclusions</b></p> <p>Ms. Chiara Pocaterra, APRE – Transition2Bio Coordinator</p>	

## Practical information

The workshop will be held via the online platform Zoom. You will receive the link to the platform by email after your registration.

The interactive round table session will be structured in three rounds of open dialogue, each round dedicated to one of the questions below:

- What are the main challenges to implement bioeconomy awareness, communication, education, and stakeholder engagement at regional level?
- What are the existing good practices in Europe to ease this process?
- What are the actions that should be implemented by each stakeholder?



In each round, the round table experts will shortly share their views on the specific question, followed by an interactive dialogue with the participants through Mentimeter online tool.

For more information, please visit <https://help.mentimeter.com/en/articles/3810352-how-to-use-mentimeter-in-a-remote-session>

## About Transition2Bio

Funded under the Horizon 2020 programme (GA 101000539), [Transition2Bio](#) will build upon the most relevant communication and education EU funded projects and initiatives to contribute to the implementation of the updated 2018 EU Bioeconomy Strategy and 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.





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