

## Deliverable 3.1

# Report on Communication and education mentoring activities – 1<sup>st</sup> version

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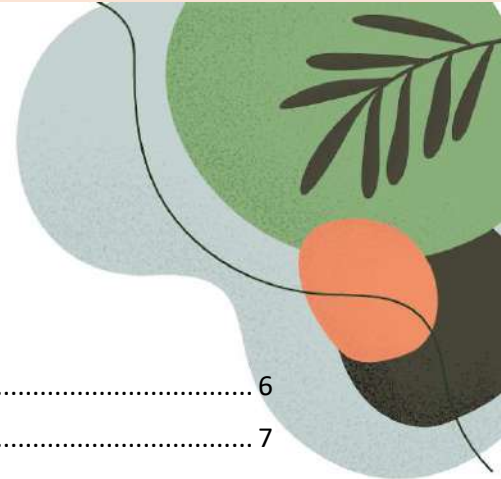
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2.0	10/12/2021	Giulia Treossi	Updated version incorporating partners' comments
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3.0	23/12/2021	Giulia Treossi	Final version

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## Executive Summary

The Transition2bio (T2BIO) project 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 more sustainable production, consumption and lifestyles by implementing an integrated package of activities addressing a wide range of target stakeholders.

In the frame of the Task 3.1 Communication and education mentoring activities, led by APRE, at least six (6) Member States and Regions, as well as other national and regional stakeholders (e.g. Bioeconomy Strategic Group of SCAR, European Network for Rural development, BIOEAST initiative, etc.) shall be supported in the implementation of awareness and communication activities for the deployment of their Bioeconomy Strategies.

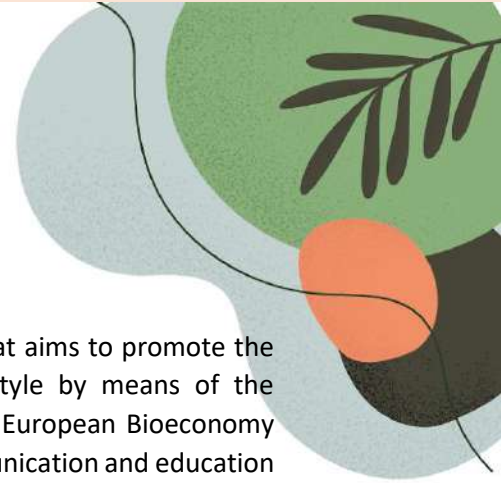
To do so, this Task will provide, through the partners and the leverage/coordination of the European Bioeconomy Network projects, a package of services (contents from WP1, activities from WP2, support, mentoring and capacity building from WP3 and WP4, in collaboration with the EuBioNet members, and recommendations from WP5).

The following sections provide an overview of what the consortium has implemented until this first term (M12) in terms of communication and education mentoring activities - and related preparatory activities - in Member States and Regions.

The sections describe the activities starting from the methodological approach that has been followed (Section 3), to the definition of the Transition2bio package of services (Section 5), passing by its preparatory activities and testing (Section 4), to the identification of the regions suitable for benefitting from the package and its presentation to relevant stakeholders in the sector (Section 6).







## 1. Introduction

T2BIO is a 24-month Coordination and Support Action (CSA) project that aims 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 builds upon the results of the most relevant communication and education EU-funded projects and initiatives and implements 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 Network<sup>1</sup> and furthering its activities.

More specifically, the strategic objectives of the T2BIO project are defined as follow:

- 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 on 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.

This deliverable aims to present the communication and education mentoring activities that were carried out by the project Transition2bio under the Task 3.1 during the first reporting period (M3 – M12), together with their definition and related preparatory activities performed by the consortium partners.

An integrated package of the Transition2bio capacity building services has been designed in line with the needs of targeted regional actors, and its different modules were tested and evaluated. To do so, a number of preparatory activities have been conducted, more specifically:

- Preparatory activities for the design of the Transition2bio capacity building package (e.g Info-trainings and modules testing) – See Section 4.

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<sup>1</sup> 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.



- Regions identification (further preparatory activities, meetings with stakeholders, package presentation in conferences, etc) – See Section 6.

The Integrated package of the Transition2bio capacity building services was developed to respond to the need to perform awareness and communication activities – mainly but not only – at regional level for the deployment of their Bioeconomy Strategies. As a result, debate, mutual learning, good practices exchange and collaboration will be eased among national, regional and local policy actors, on challenges related to awareness raising, communication and education on Bioeconomy. The integrated package the project Transition2bio has been designed, providing contents on Bioeconomy and its sectors, presenting an overview of inspirational good practices stemming from different European Funded projects, as well as methodological approaches to perform bioeconomy awareness raising, communication, education and stakeholder engagement activities.

The findings described in this deliverable will support the Transition2bio partners in the organisation and implementation of further activities, providing them with guidance on how to design, implement and successfully evaluate the communication and education mentoring activities within the regions involved. Moreover, the outcomes will be analysed so as to contribute to Lessons learnt and recommendations for T5.4.





## 2. Methodological approach

In order to design the capacity building package and support Member States and Regions in increasing bioeconomy awareness, communication, education and stakeholder engagement, during the first year of the project (M1-M12) the consortium has foreseen and developed a number of preparatory activities, which have been described in detail within Section 3 of this document. These latter mainly consist of Info-trainings (3.1) and parallel testing of the capacity building modules as part of educational activities provided by third parties (3.2). In addition, a number of meetings (Section 5) with relevant stakeholders (ERRIN, WeReLaNa, BIOEAST Initiative, GoDanuBio, BE-Rural, Bio-Based Industries Consortium, as well as a number of Italian regions, etc.) have been held by the consortium members, with the objective of presenting the capacity building package and collecting insights and recommendations to fine-tune the contents, delivery and formats. These also helped the consortium in identifying needs of customization of the capacity building activity to better respond to target beneficiaries' needs. To conclude, the organization of workshops within the context of the Italian Sustainable Development Festival of ASviS (Italian Alliance for Sustainable Development) and the European Week of Regions and Cities 2021 offered useful insights and inputs to collect potential beneficiaries' needs.





### 3. Preparatory activities for the design of the Transition2Bio capacity building package

In the first year of Transition2Bio several capacity building activities targeting regional actors have been performed. 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.

#### 3.1 Info-training

This activity was developed to respond to the need of providing brief info-education lectures to be delivered in the context of events organized by other projects and initiatives, to provide an overview of inspirational good practices stemming from different European Funded projects and provide a methodological approach for bioeconomy awareness raising, communication, education and stakeholder engagement activities.

This info-training package, having a variable duration from 10 to 30 minutes was extensively used in several contexts. It should be noted that most of the info-training activities have been delivered thanks to the European Bioeconomy Network, which is getting increasingly recognized as a reference player to provide these types of contents.

The following table lists the most relevant info-training activities:

*Table 1. List of info-training activities during the 1st year of Transition2BIO*

Date Impact	Context	Type of activity delivered/title	Partner responsible
11/02/2021 (Europe)	AlBioEco final conference – training activities	Info-Training “Bioeconomy communication and stakeholder engagement”	FVA
4/03/2021 (Europe)	Bioeconomy Innovation week organized by Power4Bio project	Info-Training “Raising awareness of circular and sustainable bioeconomies - The role of EuBioNet and Transition2BIO in supporting CEE countries”	FVA
14/06/2021 (Italy)	Multi-stakeholders focus group to define the Lazio Region Smart Specialization Strategy for green, circular and bioeconomy.	"BIOwhat-BIOhow-BIOact, promoting the biotransition through communication, education and stakeholders engagement (promuovere la biotransizione attraverso comunicazione, educazione e	FVA



		coinvolgimento degli stakeholders)	
7/09/2021 (Europe)	3rd Summer School on Circular Bioeconomy & Sustainable Development organized by American Farm School (Thessaloniki GR)	Info-training ""BIOwhat-BIOhow-BIOact, promoting the biotransition through communication, education and stakeholders engagement"	FVA
27/09/2021 (Italy)	Italian Biotech Week	"Transition2BIO: l'impatto pubblico della bioeconomia"	FVA
26/10/2021 (Europe)	Workshop organized by the European Commission and the BIOSkill project "Promoting education, training and skills across the EU bioeconomy"	"Inspiring young generations – Innovative approaches from European Funded projects",	FVA
29/10/2021 (Italy)	Ecomondo - conference "the role of Bio-based industry for an healthy planet in the post COVID era"	Info-training "How to promote the biotransition through communication, education and engagement of stakeholders"	FVA

This activity was very effective to:

- Define and fine tune the contents to be delivered
- Provide insightful information for the design of the Transition2Bio Capacity Building package
- Collect needs and requirements
- Initiate collaborations leading to demand of more comprehensive capacity building activities
- Raise awareness on the EU funded projects activities in this sector
- Develop replicable models



Fig 1: Transition2Bio Info-training at the 3rd Summer School on Circular Bioeconomy & Sustainable Development

### 3.2 Testing initial versions of the capacity building modules

The Transition2Bio capacity building package differs from existing educational contexts as it provides a very practical set of contents, tools, formats, methodologies and experiences. For this reason, in parallel with the delivery of info-trainings, several capacity building modules have been designed and tested as part of educational activities provided by third parties.

The experimentation and validation of these modules in wider contexts was very informative and effective to inform the design of the Transition2Bio capacity building package.

#### 3.2.1 Faster project Capacity Building for Farmer Advisors

##### **Context/Partnership**

Farmers' Adaptation and Sustainability Through Excellence in Research (FASTER) is a Twinning Project funded by European Commission (Directorate General for Research and Innovation) through Horizon 2020 funding programme. FASTER aims to reinforce research and knowledge transfer capacity of INRGREF related to innovative land and water management in view of climate change and its implementation through the use of Farm Advisory Systems (FAS). To achieve its mission, FASTER will develop a sustainable framework for research capacity building, international networking and FAS practice. In particular, the summer school program will actively engage participants to adopt the user-centred and multi-stakeholder approach to integrate research results and professional knowledge on the specific topics related to adaptation to climate change in the fields of water, soil and agriculture.

FASTER project was interested in integrating communication and stakeholder engagement as well as a general knowledge in bioeconomy, as part of the capacity building activities delivered in the summer school. After several meetings to fine tune the contents and make them "Actionable" for the target beneficiaries of the FASTER project, 4 modules have been designed and delivered.

##### **Transition2Bio Partner:**

FVA

##### **Target beneficiaries:**

Tunisian trainers, Communicators in ministries, Farm Advisory Services

##### **The capacity building activity**

The Transition2Bio capacity building activity delivered in the context of the FASTER project was designed on 28 May and 4<sup>th</sup> June (6 hours in total).

##### **Module 1**

Format: Lecture, recorded

Language: English, with subtitles in French, presentations translated in French (Faster)

Duration: 1 hour





Date: April 2021

Contents:

- Bioeconomy communication and stakeholder engagement
- What is the bioeconomy and what are the opportunities for the farming sector



Fig 2: Transition2Bio Capacity building activity delivered in the context of the FASTER project (Module 1)

## Module 2

Format: Lecture, recorded

Language: English, with subtitles in French, presentations translated in French (Faster)

Duration: 1 hour

Date: April 2021

Contents:

- Bioeconomy for farmers
  - What is the bioeconomy and what are the opportunities for the farming sector
  - How bioeconomy can contribute to climate change resilience
  - The political framework

## Module 3

Format: Lecture, recorded

Language: English, with subtitles in French

Duration: 30 minutes

Date: April 2021

Contents:

- Bio-based products samples



- How agricultural waste can be transformed into new valuable products?

**Module 4** (live, 2 hours, 28 May 2021)

Format: Lecture + debate

Language: English, with Simultaneous Translation in French, presentations translated in French (Faster)

Duration: 1 hour

Date: April 2021

Contents:

- How to improve communication with farmers to promote adaptation and resilience to climate change
- How to transform research results into Actionable Knowledge for the stakeholders
- Strategic planning of communication activities
- Strategic planning of stakeholder engagement activities

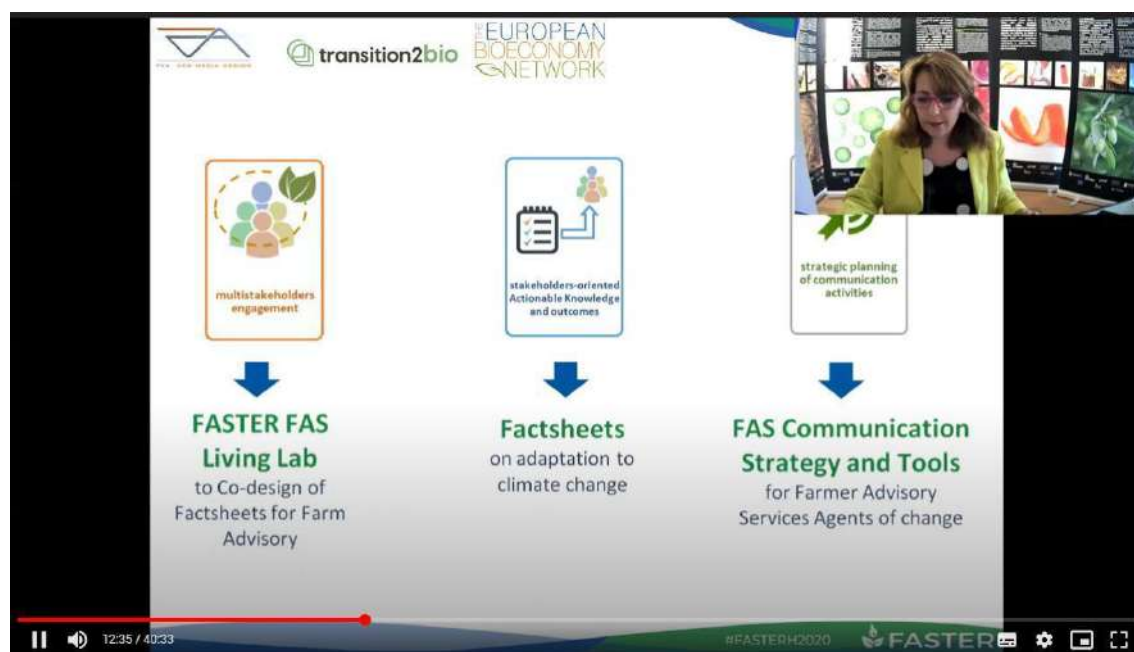


Fig 3: Transition2Bio Capacity building activity delivered in the context of the FASTER project (Module 4)

**Module 5** (live, 3 hours, 4 June 2021)

Format: Interactive exercise + debrief

Language: English, with Simultaneous Translation in French, presentations translated in French (Faster)

Duration: 1 hour

Date: April 2021



## Contents:

- Design awareness, communication, education and stakeholder engagement strategy to transfer research results into Actionable Knowledge for the Farmers.

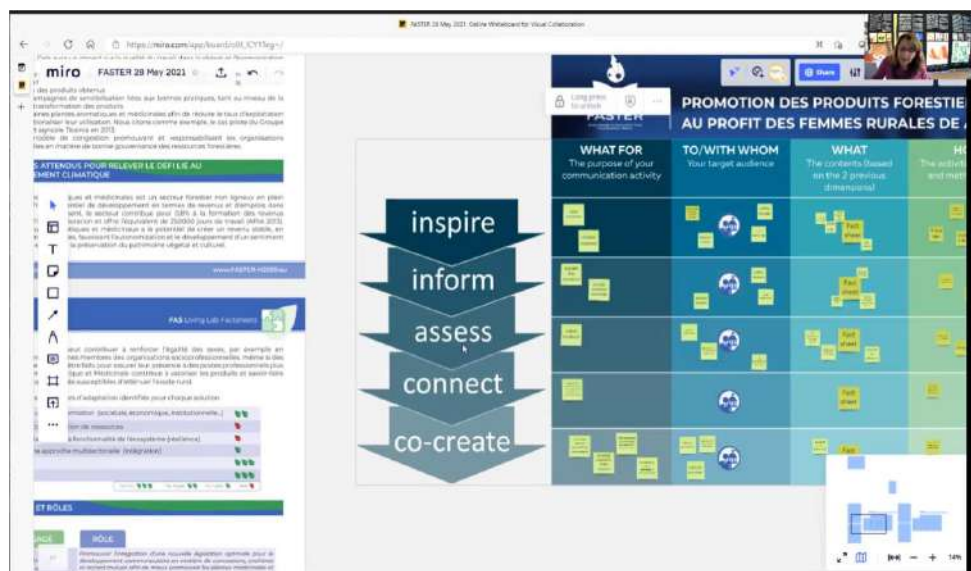


Fig 4: Transition2Bio Capacity building activity delivered in the context of the FASTER project (Module 5)

## Insights to inform the Transition2Bio capacity building package

This activity provided several insights:

- The capacity building program should cover different levels of awareness and expertise. Barrier: Often the target beneficiaries are heterogeneous and it is not easy to define the level of detail to keep the experts motivated without giving for granted the basis for the less experts. A modular delivery of the contents could solve this issue. It is recommended to have a transversal module about bioeconomy awareness, with practical examples.
- Providing methodological tools and templates is very effective to enable the uptake of capacity building contents in the stakeholder's practice. Barrier: the consolidated knowledge about the methodologies and formats requires dedicated modules and sufficient time to ensure that the usage is understood and possibly practiced in interactive sessions
- The design of this capacity building enabled the fine-tuning of some ready-to-be used formats and the educational material connected.
- Linguistic barriers should be considered. Recorded sessions can be subtitled and presentations translated to increase the interest, effectiveness and impact. This is trickier in live interaction, but can be addressed through simultaneous translation. Barrier: Linguistic versions are costly.
- Cultural barriers should be considered

### 3.2.2 EU Higher Technician for Regenerative Circular Society

#### Context/Partnership



IFTS Circular Society is a pilot VET course in the field of Higher Technical Education on Circular Economy and Societies. The training course is a one-year higher technical education and training programme (IV EQF) aimed at obtaining a qualification of high technical level. The course will equip 20 European young people (preferably 18-24 year old) with the necessary tools and skills in sustainable development, circular economy transition, management and implementation of intervention, impact evaluation methods, total quality management for environmental sustainability, as well as soft skills such as entrepreneurship and digital literacy.

<https://eitrawmaterials.eu/project/ifts-circularsociety/#:~:text=IFTS%20Circular%20Society%20is%20a%20pilot%20VET%20course,at%20obtaining%20a%20qualification%20of%20high%20technical%20level>

IFTS Circular Society project was interested in integrating a vertical module on communication and stakeholder engagement. After several meetings to fine tune the contents and make them fitting the needs of the students, 2 modules have been designed and delivered.

**Transition2Bio Partner:**

FVA

**Target beneficiaries:**

European young people (18-24 year old)

**The capacity building activity:**

The Transition2Bio capacity building activity implemented in the context of the IFTS Circular Society project was delivered in spring 2021 (6,5 hours in total).

**Module 1**

Format: Lecture, practical activities (online)

Language: English

Duration: 3 hours

Date: 19 April 2021

Contents:

- Communication in circular economy.
- Case studies
- The risk of Green washing
- Public perception as motivational driver for companies (Biobridges survey)
- Group exercise to analyse the different communication strategies of companies about circularity
- Definition of a good communication strategy, tailored to the audience: What, Who, What for, How
- Case studies for real cases
- Exercise on the model presented
- How to avoid communication mistakes inside and outside the organisation?



- Exercise/Assignment: the students should find at least one example for good and bad (including green washing) communication.

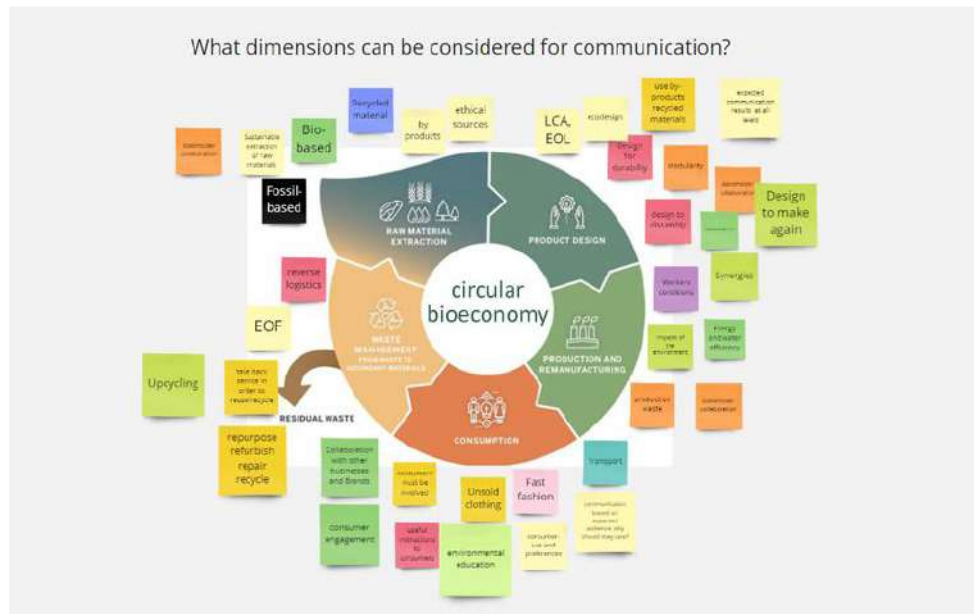


Fig 5: Transition2Bio Capacity building activity delivered in the context of the IFTS Circular Society project (Module1, interactive exercise using MIRO board online)

## Module 2

Format: Lecture, practical activities (online)

Language: English

Duration: 4 hours

Date: 20 April 2021

Contents:

- The importance of Stakeholder engagement
- How to plan and execute a stakeholder engagement activity (What, Who, What for, How)
- Motivational drivers and barriers
- Exercise: Design a Stakeholder engagement to address a specific challenge

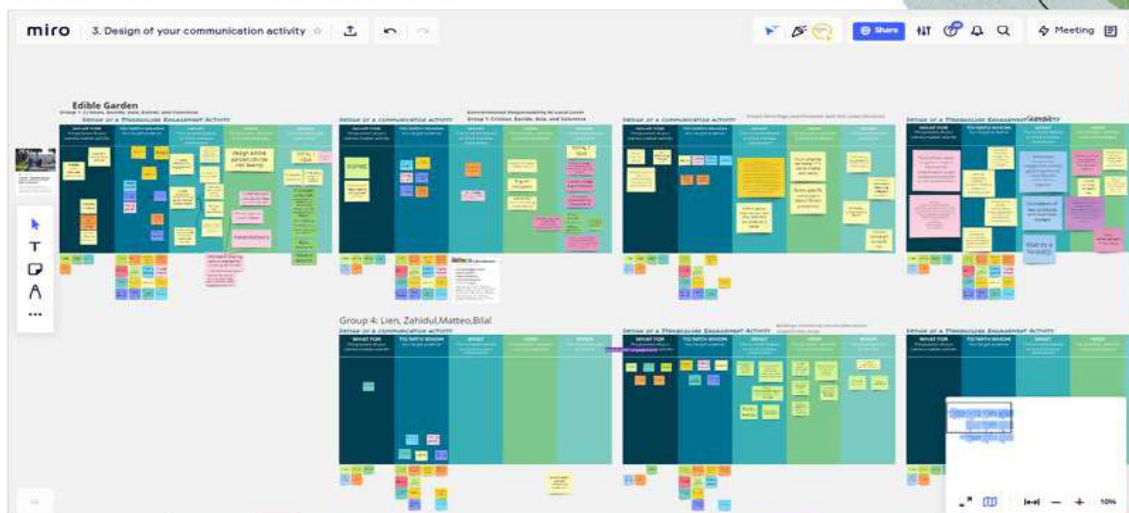


Fig 6: Transition2Bio Capacity building activity delivered in the context of the IFTS Circular Society project (Module2, interactive exercise using MIRO board online)

### **Insights to inform the Transition2Bio capacity building package**

Several insights have been gained from this activity:

- The capacity building program should provide templates and methodologies ready to be used in the trainees practice to design their strategies and action plans.
- New canvas and formats should be designed to facilitate this process, but several EU funded projects (like BIOVOICES, Biobridges, DANDELION) already have several models that are worth to be exploited. In addition, several manuals for communication (DANDELION) and stakeholder engagement (BIOVOICES and BIOBRIDGES) are available and should be considered to create actionable contents.
- Case study analysis, including bad practices, are very effective to make the training activity practice and replicable.
- Communication competences (and other transversal competences like critical thinking, systemic thinking) should be included in capacity building activities for bioeconomy students, decision makers and entrepreneurs.

### **3.2.3 Executive Master I level “Sustainability Management (SUSTMAG)”**

#### **Context/Partnership**

Executive Master I level “Sustainability Management (SUSTMAG)” aims to train the professional figure of the Sustainability Manager by proposing a high-level training course. A path that provides specific skills related to the ongoing ecological transition process. The new professional figures thus formed will be able to perform managerial, consulting and leading functions in public administrations and in the private sector. The type of skills offered will allow master's students to orient themselves in a context characterized by profound regulatory and economic policy changes, both at the national and European level (enhanced with the COVID 19 crisis), which require them to operate at various levels as actors of change and transition towards circular, sustainable and resilient models. The aim is therefore to update and integrate the technical-specialist skills of the Public Administration and the private sector at various levels.





The Executive Master is certified and affiliated to INPS (Italian national institute of social insurance). Total and partial scholarships are provided.

<https://sustain.unitelmasapienza.it/sustainability-management-sustmag-master-executive-di-i-livello/>

Susanna Albertini from FVA was involved to deliver a vertical module on communication and stakeholder engagement. After several meetings to fine tune the contents, 8 modules have been designed and recorded.

**Transition2Bio Partner:**

FVA

**Target beneficiaries:**

Public Administration personnel, executives, consultants

**The capacity building activity:**

The Transition2Bio capacity building activity implemented in the context of the Executive Master I level “Sustainability Management (SUSTMAG)” was recorded in September 2021 and is being delivered from September 2021 to April 2022 (4 hours in total).

**Module 1-8**

Format: Lecture, recorded

Language: Italian

Duration: 4 hours (8 modules, 30 minutes each)

Date: Recorded in September 2021, delivery from September 2021 to April 2022

Contents:

- Creating the ecosystem for the sustainable transition
- The role of Coordination and Support Actions (CSAs) in the creation of the ecosystem for the sustainable transition
- Inspire, Inform, Assess, Connect and Co-create the Transition with the stakeholders
- Stakeholder Engagement
- Barriers and Resistances
- Supporting Member States and Regions in the development of strategies and action plans
- The role of civil society in the transition
- Informing and educating the young generations



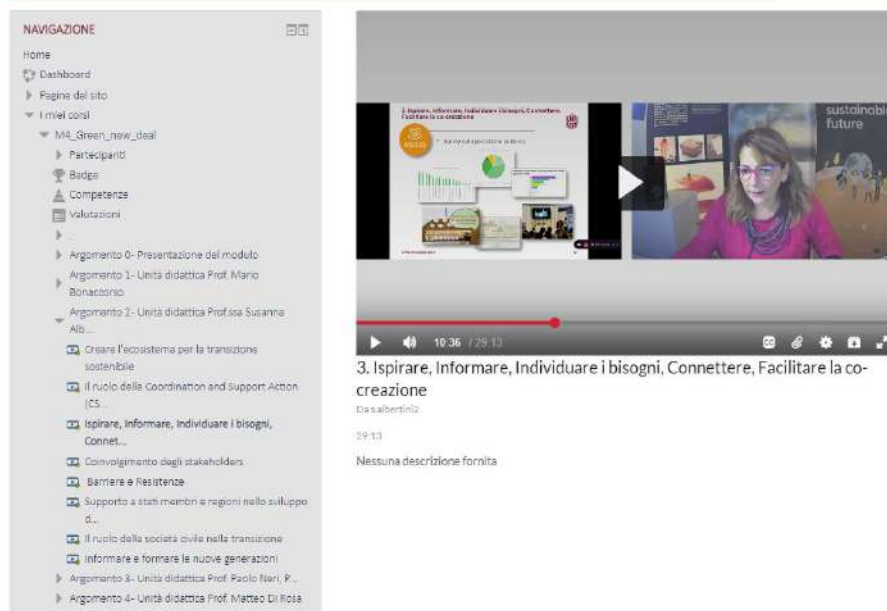


Fig 7: Transition2Bio Capacity building activity delivered in the context of Executive Master I level “Sustainability Management (SUSTMAG)” (Module 3, recorded lecture)

### Insights to inform the Transition2Bio capacity building package

This activity provided several insights:

- The capacity building modules could include pre-recorded session, in particular when the target beneficiaries are employees and they need flexibility in following lessons.
- Thematic modules provided by experts increase the quality of the capacity building activity (suggestion to involve high level experts for specific contents (EG JRC KCB).
- Higher impact can be reached if the Communication and Stakeholder Engagement module is delivered in the context of high-level masters/capacity building activities. This facilitates the certification and the promotion of the capacity building package.

The linguistic barriers should be considered.



#### 4. Transition2BIO Capacity building package to increase capacity and support Member States and Regions in increasing bioeconomy awareness, communication, education and stakeholder engagement



Fig 8: Transition2Bio Capacity building activity package

##### 4.1 Structure and contents of the Transition2BIO capacity building package

The main aim of the Transition2bio capacity building package of services is to support the regional stakeholders with contents, methodologies, tools, replicable good practices and formats to strengthen their capacities in awareness raising, communication and education. It is structured in 5 different modules, with an overall duration of 4,5h, and mainly targets communicators, trainers, ecosystem facilitators, etc.



## 4.2 Format

Blended learning combining online educational materials and opportunities for interaction online with online live sessions. More in detail, modules will be mainly delivered through pre-recorded videos and contents, following the “Experts talk” format, as well as lectures and workshops (multistakeholder). All different formats that have been foreseen to deliver the Transition2bio package of services, are summarized in the table below according to the modules/submodules structure of the package.

## 4.3 Allocation of modules and submodules

As mentioned above, the Transition2bio capacity building package of services is structured in 5 different modules and a number of submodules – with different durations and formats - as described in the table below:

*Table 2. Modules and submodules of the capacity building programme.*

Module	Title	Duration	Format	Responsible partner
Module 1	Specific Knowledge (Circular and sustainable bioeconomy)	60 minutes (online recorded)	Experts talk	APRE
Submodule 1.1	Bioeconomy and application sectors			
Submodule 1.2	Benefits of the bioeconomy, the circular economy and the bio-based sectors			
Submodule 1.3	The role of the bioeconomy in the European policies			
Submodule 1.4	How regional policy priorities can be leveraged to support the ecological transition?			
Submodule 1.5	The role of awareness,	10 minutes		



	communication and stakeholder engagement for the creation of the innovation ecosystem for the bioeconomy			
Module 2	Good Practices and Replicable formats	30 minutes (online recorded)	Lecture	FVA (Revision: All partners)
Submodule 2.1	Presentation of inspirational good practices to: Inspire, Assess, Inform and Educate, Engage, Co-create			
Submodule 2.2	Case studies			
Module 3	Methodologies and models	30 minutes (online recorded)	Lecture + (optional) interactive workshop (at least 30 min.)	PEDAL
Submodule 3.1	Methodologies to drive the systemic mindset change			
Submodule 3.2	Methodologies to facilitate multistakeholder debate and co-creation			
Submodule 3.3	Methodologies to facilitate the planning of communication and Stakeholder engagement activities			
Module 4	Transition2Bio Toolkits	30 minutes (online recorded)	Lecture + provision of Toolkits	BIOCOM



Submodule 4.1	Tools for Awareness and Communication			
Submodule 4.2	Tools for Stakeholder engagement and co-creation			
Module 5	Knowledge exchange and mutual learning	90 minutes (live streaming)	Multistakeholder workshop	Q-PLAN
Submodule 5.1	Organisation of one Knowledge exchange and mutual learning workshop with the participants to the Transition2Bio Capacity Building package to exchange experiences and consolidate the educational pathway.			

#### 4.4 Time plan

Table 3. Timeplan for the preparation of the Transition2BIO capacity building package

Modules	1 <sup>st</sup> Version	2 <sup>nd</sup> Version – After partners' contributions	Final version ready – (Linguistic/translation aspects included)
Module 1	Mid- January 2022	Mid-February	Mid-March 2022
Module 2	DONE	Mid- January 2022	Mid-March 2022
Module 3	Mid- January 2022	Mid-February	Mid-March 2022
Module 4	Mid- January 2022	Mid-February	Mid-March 2022



Module 5	Mid- January 2022	Mid-February	The date of MML will be decided by March 2022
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#### 4.5 Materials

- [Annex III: Presentation on “PPT on “Transition2Bio Package to increase capacity and support Member States and Regions in increasing bioeconomy awareness, communication, education and stakeholder engagement”](#)
- [Transition2Bio Toolkit 3: Communicating and supporting the bioeconomy](#)





## 5. Identification of the regions suitable for communication and education mentoring activities

### 5.1 Preparatory activities

#### 5.1.1 Meetings with stakeholders

As preparatory activities, a number of meetings with relevant stakeholders have been held by the consortium members, with the objective of presenting the capacity building package and collecting insights and recommendations to fine-tune the contents, delivery and formats. These also helped the consortium in identifying needs of customization of the capacity building activity to better respond to target beneficiaries needs.

*Table 4. Preparatory activities and meetings for the development of the Transition2BIO capacity building package.*

Date	Meeting with	Discussion	Responsible Partner
9/03/2021 21/09/2021 26/11/2021	ERRIN	Collection of regional requirements for the design of the capacity building activities (March and September). Presentation of the Capacity Building and collect feedback to fine-tune the modules (November)	APRE FVA Q-PLAN
26/04/2021	WeReLaNa project and croos-cluster Trägerverein Umwelttechnologie-Cluster Bayern e.V.	Presentation of the Capacity building package	APRE FVA Q-PLAN
29/01/2021 24/09/2021	BIOEAST Initiative	Collection of regional requirements for the design of the capacity building activities. Presentation of the Capacity Building and collect feedback to fine-tune the modules.	APRE FVA Q-PLAN





Several meetings October/November 2021	Meeting with Friuli Venezia Giulia region (Italy)	Presentation of the Capacity building package, agreement for package delivery	FVA
29/10/2021	Meeting with Apulia region (Italy)	Preliminary discussion for the capacity building requirements	FVA
12/11	Meeting with Bio-Based Industries Consortium (BIC)	Presentation of the capacity building package	FVA APRE
23/11	Meeting with Lazio Innova (Lazio Region)	Presentation of the capacity building package	FVA
9/06/2021 24/11/2021 10/12/2021	Meeting with GoDanuBio project	Presentation of the capacity building package	APRE FVA
18/11/2021	Meeting with Cluster SPRING (Italy) <a href="https://www.clusterspring.it/home-page/">https://www.clusterspring.it/home-page/</a>	Presentation of the capacity building package	APRE
30/11/2021	Participation in the Annual meeting of the Slovak Bioeconomy Cluster	Presentation of the capacity building activity	PEDAL
10/12/2021	Call with BE-Rural Project Coordinator, Ecologic Institute	Presentation of the capacity building package and proposal to engage with BE-Rural target regions for delivery.	BIOCOM AG



### 5.1.2 Pictures

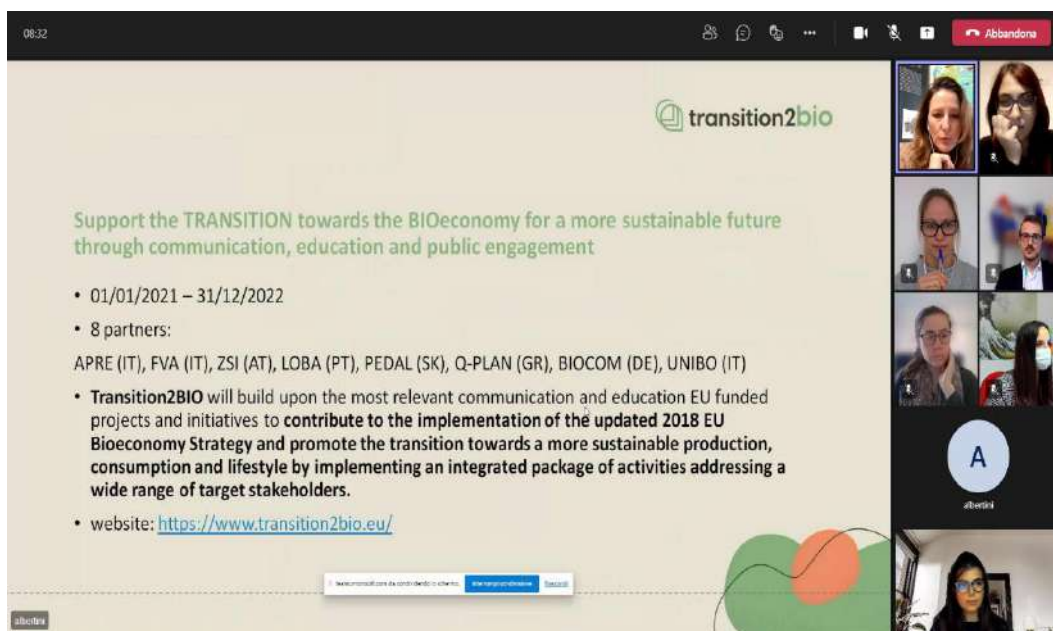


Fig 9 : Meeting with ERRIN



Fig 10: Meeting with BIOEAST Initiative

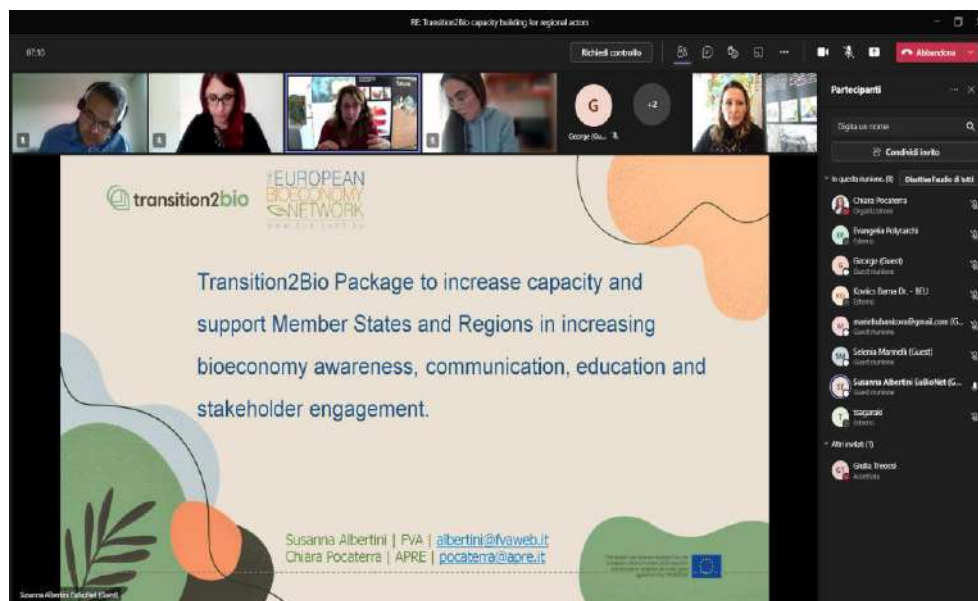


Fig 11: Meeting with BIOEAST Initiative



Fig 12: Meeting with BIOEAST Initiative



  
GoDanuBio

**GoDanuBio – Monthly meeting #6**  
Draft Agenda Meeting  
Date: 24/11/2021, 10:00 – 13:30 (CET)  
Host: BIOPRO  
Format: *Hybrid (Eq. & Onl. & Onl.)*

Time (CET)	Activity	Responsible
10:00	Welcome	BIOPRO
10:05	Portrait: ASP – Association of Communes of Romania	<i>Corina-Alexandra Ghiorghiu - Ibc</i>
10:20	Q&A	
10:30	<b>WP T2</b> • Best Practice brochure • Interregional hybrid event in Chisinau (Moldova)	<i>D. Cornea</i>
10:50	<b>WP T3</b> • Regional policy agendas: an update • White paper & Brain Trust	<i>M. Demmestia / M. Novak</i>
11:10	<b>WP T4</b> Mutual exchange related to training and co-creation workshops plans. Focus on Bulgaria, Croatia, Czech Republic, Slovakia, and Slovenia	Regional partners in the appointed countries
12:10	Break	
12:25	<b>Inspirational:</b> Transition2Bio – Capacity building and communication tools for regional co-creation workshops in 2022	Chiara Pocaterra, APRE
12:40	Q&A	
12:50	<b>WP M</b> • Progress status and public exposure • Finances & Report #2 • Next meeting & events	BIOPRO
13:15-13:30	<b>AOB* &amp; End Incl.</b> Buffer time	BIOPRO & all

\*Also Future Business

Fig 13: Meeting with GoDanuBio agenda

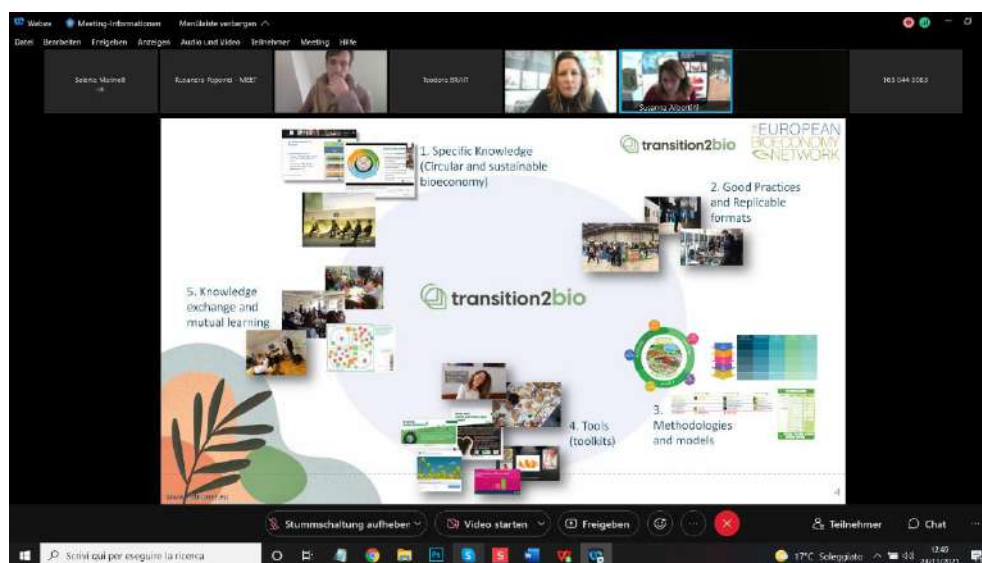


Fig14: Meeting with GoDanuBio



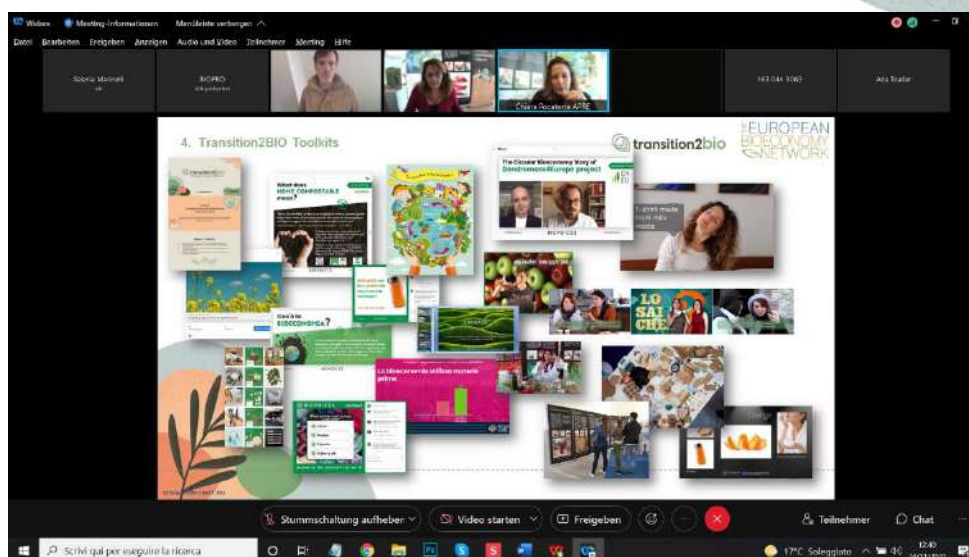


Fig15: Meeting with GoDanuBio

### 5.1.3 Presentation in conferences

This activity took place mainly in the form of info-education sessions (see above). The objective of this activity was to provide a basic educational package, to inspire and inform potential beneficiaries.

Also, in line with T3.1 objective to liaise with the European Bioeconomy Forum of Member States, Prof. Fabio Fava, Chair of the “National Bioeconomy Coordination Board & Italian Delegate in the “European Bioeconomy Policy Forum”, during its intervention in the Mutual Learning Exercise (MLE) *“Italian initiatives in support of education, skill creation and training in the Bioeconomy domains”*, on the 23rd April 2021, has presented some relevant BioVoices and Transition2bio activities/best practices:

 [www.biovoices.eu](http://www.biovoices.eu)

**Case study 1:** Supporting **Lazio Region** in the design of an innovative bioeconomy educational path

**Context:** Lazio Region (IT) **Starterupper School Academy** (developing entrepreneur skills for professional high school students)

**Biovoices activity:** Creation of the “Bioeconomy Prize” dedicated to ideas and projects dealing with bioeconomy. Delivery of **dedicated training to teachers about bioeconomy and bio-based products**. The winners exposed the product at researcher’s Night (Roma), Maker Faire (Roma), Science is Wonderful (Brussels). Demo Kits and 1500 Eur to the winning school (Novamont).

**Projects involved:** EUBioNet, Biobridges, LIFT

**Companies involved:** Novamont

**Impact:** 500 Schools, 20.000 students, 10 fab labs

**BIOVOICES**

*Pictures from the 2019 edition, but replicated also in 2020 and 2021 online*




 [www.biovoices.eu](http://www.biovoices.eu)

**Case study 2:** Supporting **Friuli Venezia Giulia Region** in the design of educational paths in bioeconomy

**Context:** Friuli Venezia Giulia Region (Italy), with the support of the regional agrifood cluster, recently launched a regional strategy on Bioeconomy and it aims to implement it also through the organisation of educational paths (European Social Fund 2021-2027).


**Biovoices activity:** Supporting the region in the organization of a MML workshop to define strategies and actions to implement in **3 domains:**  
**1) Anticipating enterprises training needs (entrepreneurs + workforce) in the bioeconomy sector; 2) Train the trainers; 3) Orienting young people.** Definition of 3 action plans to be implemented by the region. (January 2020)

**Projects/initiatives involved:** Cluster Agrifood FVG, EUBioNet, ASKFOOD, LIFT, Biobridges, STAR-ProBio, European Bioeconomy University, Urbiofuture

BIOVOICES



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 [www.biovoices.eu](http://www.biovoices.eu)


**Case study 3:** Supporting **Educational activities in Primary School** to increase knowledge about the bioeconomy

**Context:** The training for primary schools' teachers aims to increase knowledge and awareness of the bioeconomy and bio-based products.

**Biovoices/Transition2bio activity:** **1) Teachers from 10 Italian primary schools will receive 2 hours webinar** (May 2021) about: Bioeconomy, Bioeconomy in Italy, examples of Bio-based products, **the book for kids 'What's bioeconomy?'**, Tips and suggestions to integrate the book in the school curriculum (hands-on activities, games, triggering questions). **2) Students (around 1.500) will receive the book 'What's bioeconomy?'**.

**Initiatives involved:** Cluster SPRING, JRC ISPRA

BIOVOICES



10

Fig 16, Fig 17, Fig 18: Prof. Fava “National Bioeconomy Coordination Board & Italian Delegate” in the “European Bioeconomy Policy Forum” presentation in the Mutual Learning Exercise (MLE) “Italian initiatives in support of education, skill creation and training in the Bioeconomy domains”, on the 23rd April 2021

#### 5.1.4 Workshops to collect potential beneficiaries needs

- a. Workshop – Promuovere la biotransizione attraverso Comunicazione, educazione e coinvolgimento degli stakeholders (Promoting the biotransition through communication, education and stakeholder engagement)

**Responsible partner:** APRE

**Context:** Festival dello sviluppo sostenibile di ASviS - Alleanza Italiana per lo Sviluppo Sostenibile

**Event link:** <https://bit.ly/3I0z9y9>

**Date and time:** 21<sup>st</sup> of October 2021 | 11:00-13:00

**Location:** Online event





Introduzione – 11.00-11.15	
11.00 – 11.05	Ingresso dei partecipanti nella stanza virtuale
11.05 – 11.15	Obiettivi dell'incontro e introduzione al progetto Transition2Bio <b>Chiara Pocaterra</b> , APRE, coordinatore di Transition2Bio
Sessione 1 – Buone pratiche dalle realtà regionali	
Tavola rotonda con gli attori regionali:	
11.15 – 12.25	<ul style="list-style-type: none"> <li>Il PNRR e la Strategia Italiana per la Bioeconomia <b>Fabio Fava</b>, Gruppo Coordinamento Nazionale Bioeconomia (tbc)</li> <li>Il Cluster SPRING e il supporto alle strategie regionali sulla bioeconomia: il caso del tavolo permanente SPRING-Regioni <b>Mario Bonaccorso</b>, Cluster Nazionale SPRING (tbc)</li> <li>La formazione nel settore della bioeconomia: l'esempio della Regione Autonoma Friuli Venezia Giulia <b>Roberto Venturini</b>, Cluster Agrifood FVG (tbc)</li> <li>La bioeconomia come strumento per la bonifica e lo sviluppo economico dei Siti di Interesse Nazionale (SIN): il progetto BioGoal <b>Fedra Francocci</b>, coordinatore del progetto BioGoal (tbc)</li> <li>Educare l'imprenditorialità delle giovani generazioni nel settore della bioeconomia: la Startupper School Academy <b>Manuela Giacobbi</b>, LazioInnova (tbc)</li> </ul>
	<b>Moderatori:</b> Chiara Pocaterra e Matteo Sabini, APRE, Transition2Bio
	Durante la tavola rotonda è prevista l'interazione tra i relatori e il pubblico, che potrà intervenire nella discussione tramite l'utilizzo del proprio smartphone.
	<b>Sessione 2 – Comunicare la bioeconomia: strumenti e metodologie per le regioni</b>
	Presentazione di strumenti, metodologie e buone prassi replicabili dagli attori regionali <b>Susanna Albertini</b> , FVA, European Bioeconomy Network, EuBioNet
Conclusioni	
12.45 – 13.00	Prossimi passi e conclusioni <b>Chiara Pocaterra</b> , APRE, coordinatore di Transition2Bio

**Description:** The workshop targeted regional actors (public administrations, clusters, innovation agencies, etc.) to strengthen their skills to communicate, educate and engage stakeholders in the changing process linked to the implementation of bioeconomy strategies at a local level. Through the acknowledgment of best practices already implemented in some Italian regions, the workshop aimed at presenting and deepening paths to be implemented within the regions involved, to raise awareness of companies, primary producers, training and education institutions, citizens on new and more sustainable value chains, consumption and lifestyles, in accordance to the objectives of the 2030 Agenda and the new European Green Deal. The workshop was organized in two sessions:

- The first was designed to show, through the stories and experiences of some representatives of regional actors, some good practices already carried out in different contexts.

In the second session tools and methodologies developed by the European Transition2BIO project and the European initiative Bioeconomy Network - EuBioNet were presented, allowing regional actors to replicate these latter within their territories.

Table 5. Participants in the workshop Promoting the biotransition through communication, education and stakeholder engagement

Total number of participants, out of which	21		47	Total number of people reached (registered), out of which
Teachers				Teachers
Young people				Young people



Research	9		20	Research
Business	2		7	Business
Civil Society	2		3	Civil Society
Policy makers	4		7	Policy makers
Investors and finance			1	Investors and finance
Other	4		9	Other

- b. Mobilization and Mutual Learning Workshop – Toward the green transition: boosting regional bioeconomy uptake through education and engagement

**Context:** European Week of Regions and Cities 2021

**Responsible partner:** Q-Plan

**Event Link:** <https://bit.ly/3rvcXGF>

**Date and time:** 4<sup>th</sup> of November 2021 | 10:00-11:45

**Location:** Online event

**Language:** Greek/English

**Agenda:**



Introductory Session		
10:00-10:05	Welcome- Transition2Bio overview	Ms. <b>Chiara Pocaterra</b> , 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>	<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 Polytyrchi</b> , Q-PLAN, Transition2Bio project
Interactive roundtable		
10:25 – 11:30	Invited experts will discuss about the event topics representing different points of view in an interactive round table;  <b>Experts:</b> <ul style="list-style-type: none"> <li><b>Mr. Giuseppe Pellegrino</b>, European Commission, Bioeconomy &amp; Food Systems, DG-RTD</li> <li><b>Mr. Jácint Horváth</b>, Member of the European Committee of Regions</li> <li><b>Mr. Dimitrios Karnavos</b>, Member of the European Committee of the Regions</li> <li><b>Mr. Kostas Gioutlikas</b>, Regional Vice Governor of Thessaloniki</li> <li><b>Mr. George Sakellaris</b>, BIOFAST Education and Skills Thematic Working Group Coordinator</li> <li><b>Mrs. Zoritz Kireslewa</b>, Ecologic, BE-RURAL project</li> </ul> <b>Moderators:</b> Representatives of the Transition2Bio project  <b>Main points to be discussed during the round table:</b>	



	<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	<b>Wrap-up and conclusions</b>	
	Ms. <b>Chiara Pocaterra</b> , APRE – Transition2Bio Coordinator	

**Description:** In the context of the 19th European Week of Regions and Cities the workshop “Toward the green transition: Boosting regional bioeconomy uptake through awareness, education and engagement” was organised aimed at offering policy makers the opportunity to debate, exchange on and build their capacity on how to prepare and deploy regional bioeconomy awareness-raising, communication, and education activities to promote their bioeconomy strategies. More specifically, the objectives of the workshop were:

- a) To look in depth into challenges, trends and opportunities to enhance bioeconomy awareness and stakeholder engagement at regional and local level
- b) To 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) To facilitate good practices exchange and collaboration of national, regional and policy makers on mainstreaming bioeconomy

During the MML workshop, partners had the opportunity to present to the attendees the Capacity Building package (as it was drafted at that stage) and exchange on its key aspects and contents, thus providing the consortium with practical insights for its further development and delivery.

### 5.1.5 Promotional campaigns (e.g Social media)

- **APRE social media campaigns (Facebook, Twitter):**









- **Communication through APREweekly.** APREweekly is a weekly newsletter aiming to spread, among APRE's associated members and other subscribed R&I stakeholders, updated information related to initiatives, events and upcoming news from the world of Research and Innovation, as well as partner search and financing opportunities. APREweekly reaches more than 1607 stakeholders (researchers, SMEs, Grant Officers, directors, etc) from the world of European R&I.

❖ **APREweekly 11/10/2021: Promuovere la biotransizione attraverso comunicazione, educazione e coinvolgimento degli stakeholders**

21 ottobre 2021

Organizzato da Transition2Bio nell'ambito del Festival dello sviluppo sostenibile di ASviS, il workshop è rivolto ad attori regionali (pubbliche amministrazioni, cluster, agenzie per l'innovazione, ecc.) e mira a rafforzare le loro capacità di comunicare, educare e coinvolgere gli stakeholders nel processo di cambiamento legato all'attuazione delle strategie di bioeconomia a livello territoriale. Attraverso la conoscenza di buone pratiche già realizzate in alcune regioni italiane, il workshop ha l'obiettivo di presentare ed approfondire percorsi da poter avviare nella propria regione per sensibilizzare imprese, produttori primari, enti di formazione ed educazione, cittadini su nuove attività di produzione, consumo e stili di vita più sostenibili, in linea con gli obiettivi dell'Agenda 2030 e del nuovo Green Deal. L'evento prevede la partecipazione attiva del pubblico, attraverso l'uso del proprio smartphone, ed è possibile registrarsi al seguente link: <https://bit.ly/3AxCLm2>

Maggiori informazioni: <https://bit.ly/3lvoeTV>

❖ **APREweekly 18/10/2021: Toward the green transition: Boosting regional bioeconomy uptake through education and engagement**

4 novembre 2021

Per la 19esima edizione della European Week of Regions and Cities, il progetto europeo Transition2bio ha organizzato un MML workshop che mira a discutere le principali sfide nella comunicazione e nell'educazione alla bioeconomia a livello regionale, per evidenziare le migliori pratiche e metodologie che possono essere replicate e per identificare le prossime azioni da attuare da parte dei vari stakeholder. Rappresentanti della Commissione europea, nonché del European Committee of Regions e dei settori della bioindustria, insieme ad alcune iniziative a sostegno delle regioni nell'attuazione della bioeconomia, discuteranno questi temi in una tavola rotonda interattiva con il pubblico. Programma: <https://bit.ly/3BH4ty8> Registrazione <https://bit.ly/3FF4lwa>

❖ **APREweekly 18/10/2021: Promuovere la biotransizione attraverso comunicazione, educazione e coinvolgimento degli stakeholders**

21 ottobre 2021

All'interno del Festival dello Sviluppo Sostenibile promosso da ASviS, il workshop è rivolto ad attori regionali (pubbliche amministrazioni, cluster, agenzie per l'innovazione, ecc.) per rafforzare le loro capacità di comunicare, educare e coinvolgere gli



stakeholders nel processo di cambiamento legato all'attuazione delle strategie di bioeconomia a livello territoriale. Attraverso la conoscenza di buone pratiche già realizzate in alcune regioni italiane, il workshop ha l'obiettivo di presentare ed approfondire percorsi da poter avviare nella propria regione per sensibilizzare imprese, produttori primari, enti di formazione ed educazione, cittadini su nuove attività di produzione, consumo e stili di vita più sostenibili, in linea con gli obiettivi dell'Agenda 2030 e del nuovo Green Deal. Programma: <https://bit.ly/3ITP8Ff>  
Registrazioni: <https://bit.ly/3FF4lwa>

- **APRE mailing** sent through APRE's database mailing service: Workshop ASviS Festival + MML Toward the green transition: boosting regional bioeconomy uptake through education and engagement

Date: 14/10/2021

People reached: 6153

Categories: HE Pillar 2-CL6, H2020-SC2 European Bioeconomy Challenges, SC2 Board

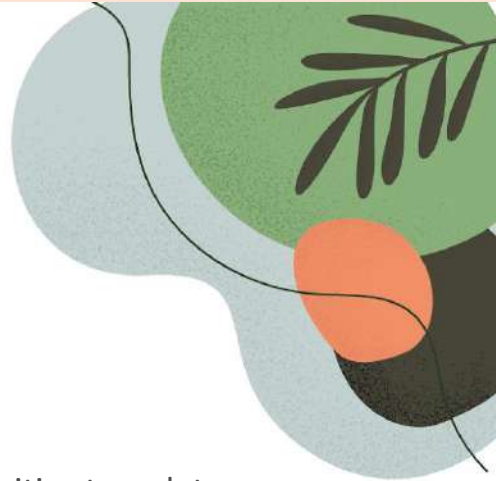
## 5.2 Member States and Regions interested in receiving the communication and education mentoring activities

In accordance with the objective of T3.1, Transition2bio will support at least six (6) Member States and Regions, as well as other national and regional stakeholders. By today partners have the availability and interest from the following countries/regions:

*Table 6. Allocation of regions per partner*

Partner	Country/Region
APRE	ERRIN (still TBC) and Danube Regions
FVA	Friuli Venezia Giulia, Lazio e Puglia
LOBA	Portugal
PEDAL	Slovakia
Q-PLAN	Greece
BIOCOM	BE-Rural target regions (still TBC)





## 6. ANNEXES

### 6.1 Annex I

Report for Communication and education mentoring activities template

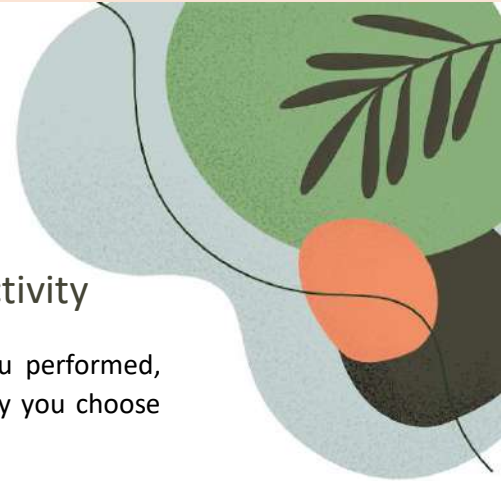
#### 1. Description of your Transition2Bio Communication and education mentoring activity (T3.1)

<b>Title of the mentoring and capacity building activity (original language and English)</b>	
<b>Transition2Bio main organizer</b> (name of the organization)	
<b>Other partners involved (if any)</b> (name of the organization)	
<b>Target beneficiary of the mentoring and capacity building activities</b> (name of the organization/s)	
<b>Level (Information<sup>2</sup>/Training<sup>3</sup>)</b>	
<b>Language</b>	
<b>Event venue</b>	
<b>Date(s)</b>	
<b>Number of participants</b>	
<b>Organized in partnership with</b> (other entities not Transition2Bio partners)	

<sup>2</sup> Information: presentation of Transition2Bio capacity building for Regions and Member States during any kind of event through an overview of the contents (including some examples and good practices). Typical duration from 10 to 30 minutes.

<sup>3</sup> Training: a full capacity building programme, Typical duration of around 4 hours.





## 2. Shaping the mentoring and capacity building activity

Please, describe the preparatory phase of the mentoring activity you performed, describing how you get in contact with the beneficiary, its needs, why you choose specific topics for your training, etc.

## 3. Rationale and agenda of the mentoring and capacity building activity

Please, put here the materials you prepared for the activity (e.g. concept of agenda and programme).

## 4. Main Outcomes & Insights expressed/gathered

Please, present here the main outcomes of your activity: they will be used to extract lessons learnt and best practices, as well as insights for the definition of recommendations (T5.4). Bear in mind that in this section you are asked to focus on the **contents**, not on the technical/logistic issues (addressed in the next section of the report). Given this, please, try to provide highlights under each suggested topic according to the needs gathered during the preparatory phase, your perception/experience or based on opinions collected from participants. For each row you will find some examples of questions that can help you in filling the form.

Meet the educational needs <sup>4</sup>	
Inspire to deploy bioeconomy strategies <sup>5</sup>	
Foster the deployment of bioeconomy strategies	
Examples and formats to increase	

<sup>4</sup> Did the participant know about bioeconomy before the activity? Does he/ she know more now about circular and sustainable bioeconomy, suitable financial instruments, etc? Was the training overall covering the regional needs?

<sup>5</sup> Did the participant already support bioeconomy strategies? Is he/ she now more empowered to communicate and support bioeconomy among the regional ecosystem? Were the good practices/ case studies replicable to the region?



bioeconomy awareness <sup>6</sup>	
Equip with toolkits <sup>7</sup>	
Co-create solutions <sup>8</sup>	
Other considerations	

## 5. Participants' feedback

Please, report here the feedback collected from participants of the mentoring and capacity building programme. We kindly recommend you to use the feedback form prepared by APRE (only for the training sessions) to assess the participants' opinions on the training. Please, start this section providing a general overview on the opinions collected.

### General overview

**Comments on feedback received (please, enrich this section with graphs, if relevant).**

## 6. List of participants

Please add here the list of participants (with name of the organization, work position, nationality).

## 7. Promotional materials and publishable overview of results

Have you produced any outcome that can be published? E.g. actionable information, pictures, videos, sentences describing the impact of the training, reflections and considerations, recommendations, etc.?

<sup>6</sup> Does he/ she already employ methodologies and models to promote the ecological transition? Are T2BIO models relevant to the region? Is he/ she interested to put them in action?

<sup>7</sup> Are they applicable? Are they realistic? Do they need improvements/ adaptations?

<sup>8</sup> What are the challenges related to awareness raising, communication and education on bioeconomy? What solutions could be put forth to sidestep them? What allies?





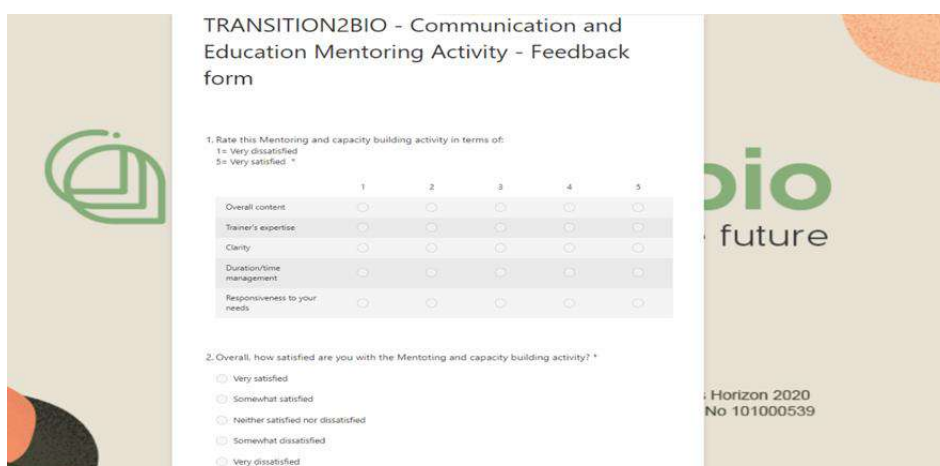
Add here the links to:

- Event web page
- Presentations (ppt) page (or repository)
- Recorded session
- Social media
- Press materials / articles (if any)

## 6.2 Annex II

### Feedback form for Communication and education mentoring Mentoring and Capacity Building activities

Link to the form: <https://forms.office.com/r/4aywautX9m>



**TRANSITION2BIO - Communication and Education Mentoring Activity - Feedback form**

1. Rate this Mentoring and capacity building activity in terms of:  
1= Very dissatisfied 5= Very satisfied \*

	1	2	3	4	5
Overall content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trainer's expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duration/time management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness to your needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

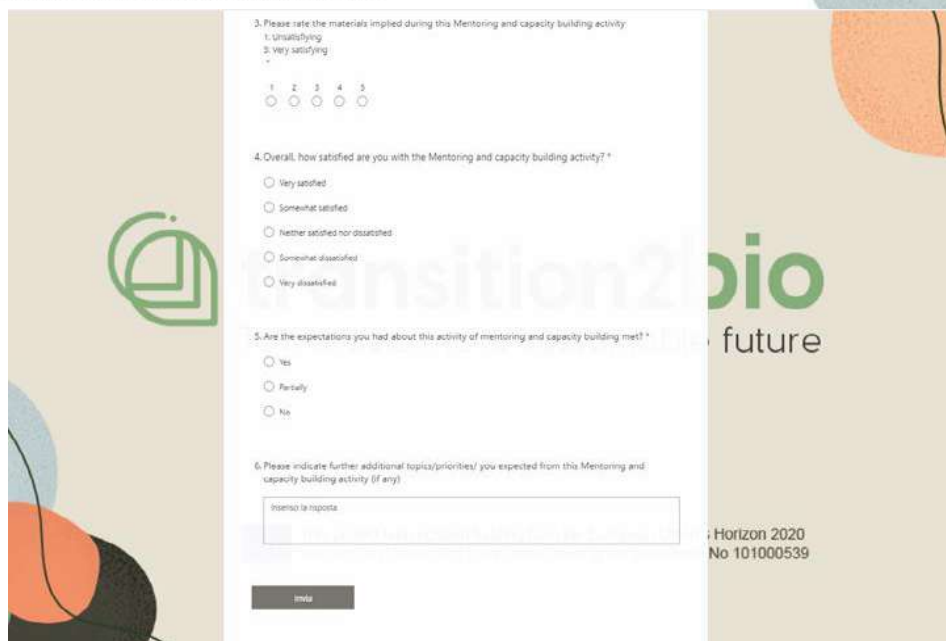
2. Overall, how satisfied are you with the Mentoring and capacity building activity? \*

☐ Very satisfied  
☐ Somewhat satisfied  
☐ Neither satisfied nor dissatisfied  
☐ Somewhat dissatisfied  
☐ Very dissatisfied

bio  
future

Horizon 2020  
No 101000539

Fig 21: Screenshot of the Transition2Bio Communication and Education Mentoring Activity - Feedback form



3. Please rate the materials implied during this Mentoring and capacity building activity

1: unsatisfying  
3: very satisfying

1 2 3 4 5

4. Overall, how satisfied are you with the Mentoring and capacity building activity? \*

☐ Very satisfied  
☐ Somewhat satisfied  
☐ Neither satisfied nor dissatisfied  
☐ Somewhat dissatisfied  
☐ Very dissatisfied

5. Are the expectations you had about this activity of mentoring and capacity building met? \*

☐ Yes  
☐ Partially  
☐ No

6. Please indicate further additional topics/priorities/ you expected from this Mentoring and capacity building activity (if any)

risorse la risposta

Horizon 2020  
No 101000539

Fig 22: Screenshot of the Transition2Bio Communication and Education Mentoring Activity - Feedback form

### 6.3 Annex III: Presentation on “Transition2Bio Package to increase capacity and support Member States and Regions in increasing bioeconomy awareness, communication, education and stakeholder engagement”



 **transition2bio**  **EUROPEAN BIOECONOMY NETWORK**  
WWW.EUBIONET.EU

**Transition2Bio Package to increase capacity and support Member States and Regions in increasing bioeconomy awareness, communication, education and stakeholder engagement.**

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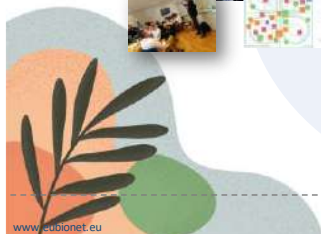


Transition2Bio builds on the most relevant EU funded projects and initiatives in bioeconomy awareness, communication and education to promote the implementation of the European Bioeconomy Strategy through and integrated package of activities to:

- Inform and educate the civil society (with a special focus on young people)
- **Support the regional stakeholders** with capacity building activities, methodologies, tools, replicable good practices and formats



2

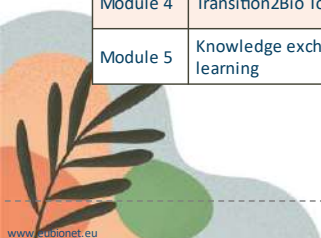


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The capacity building package is composed by

Module	Title	Duration*	Format
Module 1	Specific Knowledge (Circular and sustainable bioeconomy)	60 minutes (online recorded)	Experts talk
Module 2	Good Practices and Replicable formats	30 minutes (online recorded)	Lecture
Module 3	Methodologies and models	30 minutes (online recorded)	Lecture + (optional) interactive workshop (at least 30 min.)
Module 4	Transition2Bio Toolkits	30 minutes (online recorded)	Lecture + provision of Toolkits
Module 5	Knowledge exchange and mutual learning	90 minutes (live streaming)	Multistakeholder workshop

\*The total duration of the capacity building package is 4 (or 4.5) hours



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### 1. Specific knowledge (circular and sustainable bioeconomy)

- Bioeconomy and application sectors (JRC-KCB/DG RTD)
- Benefits of the bioeconomy, the circular economy and the bio-based sectors (BIC/EIT FOOD)
- The role of the bioeconomy in the European policies (JRC KCB/DG RTD)
- How regional policy priorities can be leveraged to support the ecological transition? (DG Regio)
- The role of awareness, communication and stakeholder engagement for the creation of the innovation ecosystem for the bioeconomy (Transition2Bio)

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Duration:  
60 min.

Format: expert's  
talks



Source: Infographic: Prezi:  
<https://bloom-bioeconomy.eu/repository/bioeconomy-infographic/>

In collaboration with  
EU funded projects, Knowledge Center  
for Bioeconomy (JRC), Clusters,  
Universities, etc.

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### 2. Good practices and replicable formats

- Presentation of inspirational good practices to:
  - Inspire
  - Assess
  - Inform and Educate
  - Engage
  - Co-create
- Case studies

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Duration:  
30 min.

ure



Source: <https://bloom-bioeconomy.eu/repository/bloomoutreach-engagementguidebook/>

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### 3. Methodologies and models

- 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

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Duration: 30 min.  
Format: lecture  
+ (optional)  
interactive workshop  
(at least 30 min.)

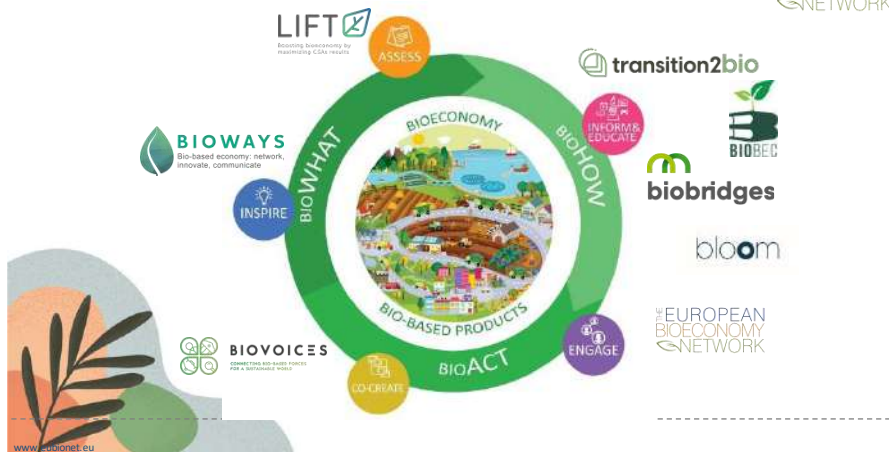


Source: <https://bloom-bioeconomy.eu/repository/bloom-cocreation-guidelines.pdf>

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### 3. Methodologies: to drive the systemic mindset change



### 3. Methodologies to facilitate multistakeholder debate and co -creation

- Stemming from more than 100 similar activities organized in the last 4 years



### 3. Methodologies to facilitate the planning of communication and Stakeholder engagement activities

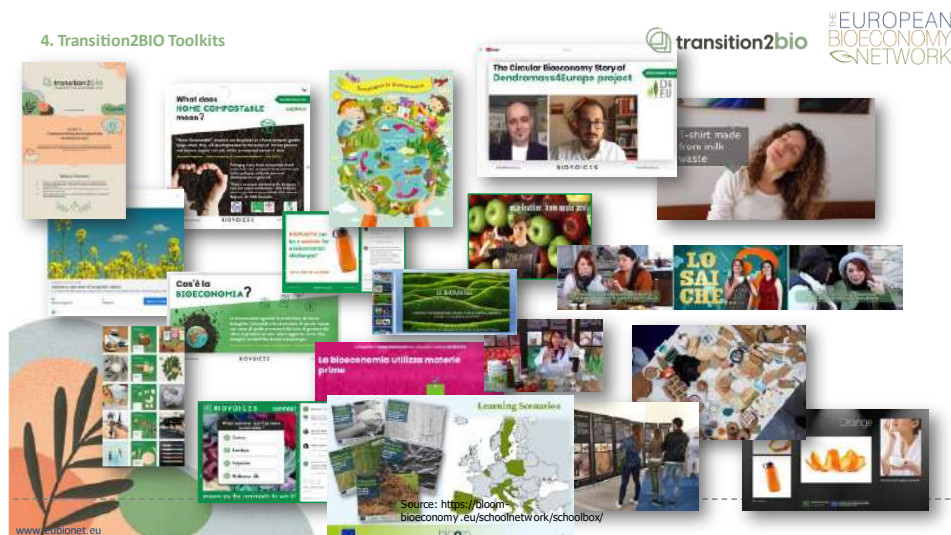




4. Transition2BioTool kits
- Tools for Awareness and Communication
  - Tools for Stakeholder engagement and co-creation

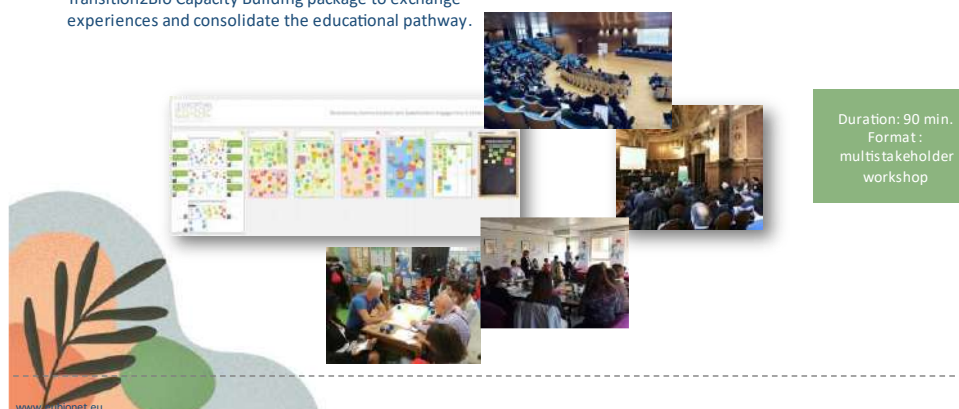


#### 4. Transition2Bio Toolkits



#### 5. Knowledge exchange and mutual learning

- Organisation of 1 Knowledge exchange and mutual learning workshop with the participants to the Transition2Bio Capacity Building package to exchange experiences and consolidate the educational pathway.



#### 5. Knowledge exchange and mutual learning

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#### Next steps

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- Definition of specific contents tailored to regional and national actors
- Organisation and delivery of online capacity building activities (in local language?)

**Are you a regional actor? Contact us!**

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# Consortium



@biovoices

