

## Deliverable 4.1

# Report on the European Bioeconomy Network animation activities – 1st version

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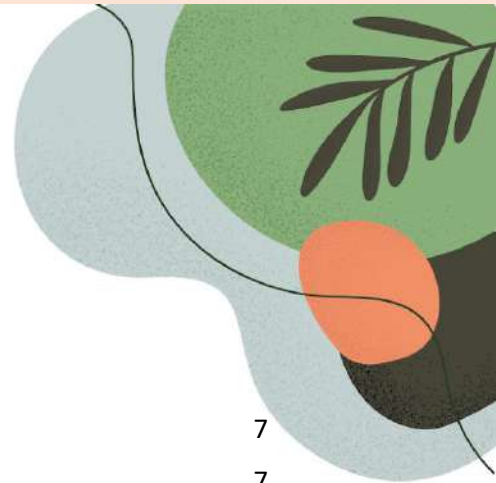
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## Abbreviations

EuBioNet: European Bioeconomy Network

MML: Mobilisation and Mutual Learning





## 1. Executive summary

Initiated by the BIOVOICES<sup>1</sup> project in March 2018, the **European Bioeconomy Network (EuBioNet)**<sup>2</sup> is a proactive alliance of **projects and initiatives** dealing with Bioeconomy promotion, communication and support.

Since January 2021 the Transition2BIO project is undertaking the animation and coordination of the EuBioNet. Transition2BIO is also experimenting innovative formats and activities to strengthen the impact of the EuBioNet and the projects involved in the network.

Transition2BIO strategic approach aims at consolidating the EuBioNet robust position in stimulating the debate and delivering recommendations, position papers and policy briefs to increase its effectiveness in contributing to the transition towards the circular bioeconomy in Europe.

This deliverable provides an overview of the EuBioNet progress from April to December 2021, with a special focus on the activities undertaken to extend the EuBioNet (task 4.1) and animate the EuBioNet (task 4.2).

## 2. Introduction

In the context of deliverable D4.3 of WP4, submitted on M4 (April 2021), to better contextualize the first action Plan of Awareness and Communication Activities (object of the deliverable), an extensive overview of EuBioNet objectives, tools to support partners collaboration (the online platform and social media channels), the achievements and number of partners up to April was provided, as well as a report of the Annual Mobilisation and Mutual Learning workshops (MML) of the European Bioeconomy Network. In addition, the deliverable provided a plan to respond to partners' expectation, needs and ideas to enable the network to act more effective and impactful, as emerged during the annual meeting.

This actual deliverable updates on progress from April to December 2021, with a special focus on the activities undertaken to extend the EuBioNet (task 4.1) and animate the EuBioNet (task 4.2).

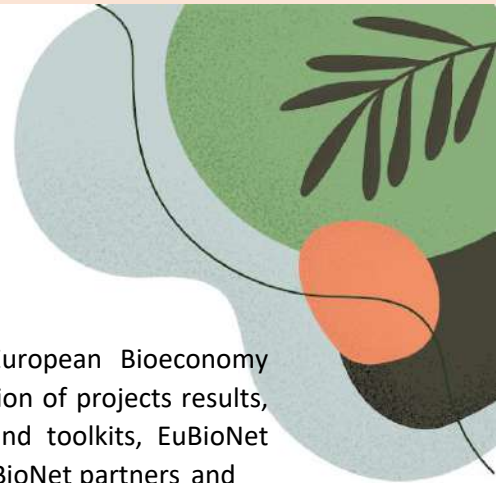
Chapter 2 provides an overview of the objectives and strategic plan.

Chapter 3 describes the activities implemented to extend the European Bioeconomy Network, including the presentation of EuBioNet to relevant events and stakeholder, direct contact with projects and initiatives and the recruitment social media campaign. Finally, the chapter updates on the status of the membership up to December 2021.

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<sup>1</sup> <https://www.biovoices.eu/>

<sup>2</sup> <https://eubionet.eu/>



Chapter 4 describes the activities implemented to animate the European Bioeconomy Network, in particular: the role of EuBioNet in facilitating the exploitation of projects results, the EuBioNet support to Transition2BIO capacity building package and toolkits, EuBioNet directory of knowledge, periodic knowledge exchange meetings with EuBioNet partners and the role of the EuBioNet in providing thematic overview of several projects and increasing collaborations with external initiatives.

Chapter 5 gives an overview of the EuBioNet online platform improvement, including updates about social media channels achievements, and finally chapter 6 provides conclusions, results and next steps.

## 1.1 The European Bioeconomy Network main objectives

The **European Bioeconomy Network** works in close collaboration with the **European Commission** to ensure that the activities are focused on the objectives identified in the Updated Bioeconomy Strategy 2018<sup>3</sup> so that they will be properly communicated, addressed and implemented.

The European Bioeconomy Network projects benefit from the mutual promotion of outcomes, new partnerships, joint event planning and knowledge sharing.

Although each project and initiative member of the EuBioNet has its own agenda, objectives and activities, the mutual learning and collaborations facilitated by the EuBioNet increase the overall impact of the projects' actions.

During several events with the projects partners, the EuBioNet have set the following shared objectives, that are promoted through the various activities of the different projects:

Promote collaboration	<ul style="list-style-type: none"> <li>• promote active engagement, open dialogue, interaction and collaboration among partners</li> <li>• facilitate networking and collaboration between projects and stakeholders</li> <li>• design a joint and consolidated action plan for the bioeconomy communication, education and stakeholders' engagement</li> </ul>
Increase bioeconomy awareness and communication	<ul style="list-style-type: none"> <li>• support the transition towards a more sustainable production, consumption and lifestyle.</li> <li>• increase the awareness of environmental, societal and economic benefits of Sustainable Circular Bioeconomy</li> <li>• raise awareness on the European Commission policies, funding and activities in the bioeconomy</li> </ul>
Creation of the innovation ecosystem for the	<ul style="list-style-type: none"> <li>• stimulate the debate, knowledge sharing and mutual learning to address bioeconomy related challenges and opportunity</li> <li>• promote stakeholders' engagement and networking activities at</li> </ul>

<sup>3</sup> [https://knowledge4policy.ec.europa.eu/publication/updated-bioeconomy-strategy-2018\\_en](https://knowledge4policy.ec.europa.eu/publication/updated-bioeconomy-strategy-2018_en)



## bioeconomy

- European, national and regional level
- facilitate the co-creation of actionable knowledge for the different stakeholders
- identify and diffuse impact-oriented strategies to boost the sustainable circular bioeconomy in Europe
- support the Member States and regions in developing awareness, communication and education activities on Sustainable Circular Bioeconomy

*Table 1: EuBioNet objectives*

## 1.2 EuBioNet strategic plan

During the annual Mobilisation and Mutual Learning workshop “**European Bioeconomy Network (EuBioNet) 2.0: live interaction with the bioeconomy projects**” ( 22<sup>nd</sup> of April 2021) the EuBioNet partners co-created suggestions and recommendations to improve the effectiveness and impact of the EuBioNet activities, with the following objectives:

- Stimulate interest and curiosity of potential new members
- Promote the co-creation of a shared vision for the EuBioNet
- Improve, validate, and enrich the first ideas for improvement, developed by the EuBioNet
- Collect additional ideas and suggestions
- Identify the most interesting improvements according to the members

Among the insights collected during the workshop (see D4.3), the most relevant lead to the implementation of the following activities, described in this deliverable and in D4.3:

- Engagement of additional EuBioNet partners to increase knowledge sharing and collaborations, including media partners (see chapter 3)
- Definition of the joint Annual Action Plan for Communication, Education and Stakeholder Engagement as requested by the European Bioeconomy Strategy 2018 (see D4.3)
- Promotion of collaborations (e.g. organization of joint events) among partners (see chapter 4)
- Promotion of thematic working groups to stimulate the discussion among partners
- Increasing the exploitation of projects’ outcomes



## 2. Extending the European Bioeconomy Network

To increase the impact of the EuBioNet activities in all member states, and to address the missions listed for the EuBioNet in the update of the Bioeconomy Strategy, **additional partners are continuously involved in the network, including initiatives promoting the bioeconomy uptake in Europe.**

To achieve these objectives, a series of activities aiming at informing and involving additional participants were implemented:

- Continuous mapping of new funded projects in different domains (H2020, Horizon Europe, BBI JU, other relevant partnerships, Erasmus +, Interreg, etc.)
- Participation to relevant events to promote the EuBioNet objectives and activities
- Contact directly relevant projects and initiatives
- Promptly respond to spontaneous interest and requests by potential members
- Selection of the relevance of potential project and initiatives to keep the focus of the EuBioNet

### 2.1 Continuous mapping of new funded projects

Since new projects are frequently funded, and as many are getting to their conclusion, it is necessary to identify, contact and involve these projects and initiative to keep the community updated and replace concluded projects with new members, expanding the outreach and value of the community.

FVA is periodically mapping the new projects, performing dedicated desk analysis, following specific topics of interest and collaborating with the granted consortia. A new round of mapping and contacting will take place in the beginning of 2022, when the Horizon Europe first calls winners will be announced.

### 2.2 Presentation of EuBioNet to relevant events and stakeholders

Since EuBioNet start, an intense participation as key note speakers to different workshops, events and other activities organized by several projects and initiatives, takes place to promote EuBioNet, its objectives and benefits for the members and the bioeconomy ecosystem.

In parallel, one-to-one meetings with projects, initiatives and stakeholders facilitate the awareness on EuBioNet activities and promote collaborations.

These activities are very effective not only to promote the value of the EuBioNet in the creation and support of the ecosystem for the Bioeconomy, but also to increase the impact of the network and attract new members.



The following table summarizes the most relevant activities with this regard:

Date	Context	EuBioNet activity
11/02/2021	AlpBioEco final conference	EuBioNet representatives have been invited to deliver a Speech about Bioeconomy Awareness, Communication and Stakeholder Engagement.
4/03/2021	Bioeconomy Innovation Week - Power4BIO	EuBioNet representatives have been invited to deliver a Speech about Bioeconomy Awareness, Communication and Stakeholder Engagement.
24/02/2021	Meeting with Peter Wehrheim - Head of Unit "Food Systems and Bioeconomy" at European Commission, DG Research & Innovation	Exploratory meeting to present the EuBioNet.
16/04/2021	Meeting with BBI JU	Exploratory meeting to define collaboration among BBI JU initiative and EuBioNet.
19/04/2021	Meeting with AllThingsBio.Pro advisory board	EuBioNet representatives have been invited to actively participate in the debate.
22/04/2021	BIOVOICES final event	EuBioNet 2.0 - Definition of a common vision/mission for the future European Bioeconomy Network.
26/04/2021	Meeting with WeReLaNa project and croos-cluster Trägerverein Umwelttechnologie-Cluster Bayern e.V.	Exploratory meeting to define collaboration among the regional project supporting the implementation of the Bavarian Bioeconomy Strategy WeReLaNa and Transition2BIO and the European Bioeconomy Network.
25/05/2021	WaysTUP workshop	EuBioNet representatives have been invited to deliver a Speech about Bioeconomy Awareness, Communication and Stakeholder Engagement.
14/06/2021	Meeting with Lazio Innova "GREEN and CIRCULAR ECONOMY"	Expert consultation to define regional RIS3 strategy.

07/07/2021	Meeting with Yana Voitovska in the context of "World Bioeconomy Youth Champions"	Exploratory meeting to present the EuBioNet.
23/09/2021	Participation and presentation at Plant Based Summit	EuBioNet was presented at the session "Citizens' and consumers' expectations to boost biobased markets" at Plant Based Summit (online).
28/10/2021	Participation to the stakeholder workshop EC new bioeconomy strategy	Exploratory meeting to present the EuBioNet.
28/10/2021	Meeting with FIELDS project	Exploratory meeting to define collaboration between FIELDS project and EuBioNet
4/11/2021	Meeting with EC Healthy Ocean & Seas (RTD.B.4)	Exploratory meeting to present the EuBioNet.
5/11/2021	ICA CoP Bio-Edu WEBINAR	Presentation of various Bioeconomy education projects (BIOWAYS, BIOBRIDGES, LIFT, EuBioNet)
8/11/2021	Participation to the Italian Ministry of Education working group in bioeconomy education	Presentation of EuBioNet at the Expert Working group under the Italian Ministry of Education with different stakeholders (Ministry of labour, innovation and green transition, Clusters, Universities)
12/11/2021	Meeting with ICA CoP	Exploratory meeting to define collaboration between ICA CoP and to co-organise the Bioeconomy education workshop
1/12/2021	Plenary meeting with National Bioeconomy Coordination Group (CNBBSV, Presidency of the Council of Ministers)	Presentation of the EuBioNet objectives, activities and impacts and possible contribution to the working group.

*Table 2: Presentation of EuBioNet to relevant events and stakeholders*

## 2.3 Direct contact of projects and initiatives

In parallel with the continuous mapping of new funded projects, another way to be aware of additional projects and initiatives is the participation to relevant events to identify projects that are connected to EuBioNet focus. The projects and initiatives identified as relevant are

contacted directly and invited to join the EuBioNet. This direct invitation is usually very successful.

EuBioNet also frequently receives spontaneous expression of interest and requests to become members. Nevertheless, only projects and initiatives having a strong component in promotion, communication, stakeholder engagement and education on the Bioeconomy match the criteria used for the selection of the EuBioNet members. For this reason, before inviting a project to become member, it is important to understand its objectives and activities to keep the EuBioNet community focused. Pure research and innovation projects are in any case engaged in EuBioNet activities at large (e.g. promoting their interesting events), but they are not invited as official members.

To facilitate the direct contact, a promotional package was designed including:

- Invitation email
- Value proposition explaining benefits and commitments requested to the partners
- Project fiche to be filled to facilitate the creation of the project page on the EuBioNet online platform
- Online collaboration framework to be signed to become partner

## 2.4 Recruitment social media campaign

From May 2021, a **recruitment social media campaign was launched** to involve additional partners by:

- Promoting periodically the new partners involved



*Figure 1: Promotion of new EuBioNet members*





Figure 2: Promotion of new EuBioNet members on EuBioNet social media platforms and reaction of followers

- Quoting in social media posts the EuBioNet partners participating to events



Figure 3: Quoting in social media the BIOEAST workshop

- Keeping EuBioNet social media channels alive with several interesting news from the partners and the community at large. Tag projects that are relevant for the EuBioNet but not yet members, to raise their awareness and attract them in the network.





Figure 4: Promoting initiatives and projects to attract new members in the network

## 2.5 Status of the membership up to December 2021

The EuBioNet currently counts **98<sup>4</sup> EU funded projects and initiatives** dealing with Bioeconomy promotion, communication and support.

In the last months, the engagement of relevant initiatives and media partners was reinforced, leading to the involvement of BBI JU, ECBF, World Bioeconomy Forum and Bio Market Insights as members.

**The target declared in the Grant Agreement is to have at least 80 EuBioNet partners by the end of the project. Progression from April 2021: + 21 members.**

<sup>4</sup> Number of partners uptated at 17/12/2021.



Figure 5: The EuBioNet partners and initiatives

## 2.6 Future activities to extend the EuBioNet

The first action to extend the network will be to involve the future Horizon Europe funded projects. The first round of calls is expected to support several CSA and other projects having a strong focus on bioeconomy support. Therefore, once the Grant agreements will be signed, the projects will be contacted and involved.

All the strategies mentioned in this chapter will continue also during the second year of Transition2Bio and new engagement strategies will be experimented.

It should be noted that the recruitment campaign is a sensitive issue, because the quality of partners is much more important than the quantity. For this reason, massive invitations are not foreseen in the recruitment strategy, while tailored actions are designed and implemented to increase the presence of projects and initiatives needed to complement the actual partnership.



### 3. Animation of the European Bioeconomy Network

This activity aims at animating the collaboration among the members of the European Bioeconomy Network to consolidate and reinforce the existing synergies, maximise the opportunities and the impact of bioeconomy promotional activities.

As part of the EuBioNet objectives, as stated in the 2018 update of the Bioeconomy Strategy, the network also facilitates the involvement of the EuBioNet partners in the definition and implementation of a consolidated action plan for awareness and communication activities.

**The target declared in the Grant Agreement is “to facilitate of at least 50 collaborations among EuBioNet partners in Transition2BIO”.**

The animation of the European Bioeconomy Network includes the following activities:

- Facilitate networking and collaboration among partners
- Co-organize large-scale awareness raising activities
- Support mutual learning and knowledge sharing
- Stimulate the debate by organizing events and workshops to discuss the key challenges to be addressed for Bioeconomy
- Participate as experts/speakers in Bioeconomy-related events (workshops, conferences, webinars) to present success stories from several projects

These activities generate positive impacts for the projects and the innovation ecosystem for the bioeconomy, including

- Increasing the impact and exploitation of other projects' outcomes
- Supporting to the Member states and Regions in their communication, education and stakeholders' engagement activities
- Promoting of stakeholders' engagement and networking activities at European, National and Regional level
- Promoting the role of the EC in driving the transition to a more sustainable production, consumption & lifestyle

The following chapters describe how the European Bioeconomy Network animates the community, with different objectives.



### **3.1 Facilitate the networking, collaboration and implementation of joint activities**

One of the main results of the EuBioNet is the possibility to identify and connect projects and initiatives having similar objectives or sharing interconnected challenges to facilitate debate, collaboration and the definition of joint activities and action plans.

These collaborations also have a great impact on the beneficiaries, because the outcomes and activities of more projects are made available in form of Actionable Knowledge for them. As an example, the EuBioNet is promoting joint activities of projects like Transition2BIO, BIObec, BIOEASTup, Be-Rural, and exploiting the outcomes of concluded projects like BIOVOICES, Biobridges, LIFT, Power4BIO, AlpBioEco and BLOOM to support Member States and Regions in their awareness, communication, education, and stakeholder engagement activities towards the implementation of strategies and action plans for the bioeconomy.

The EuBioNet can play an important role in facilitating these joint activities, having an overview of most suitable projects and initiatives to be involved in joint activities or launching “calls for collaborations” through the network.

Additionally, an emerging idea stemming from the annual EuBioNet Mobilisation and Mutual Learning workshop in April 2021, is that the EuBioNet could play as collaboration marketplace, where needs and offers of services, but also partnerships, can be facilitated.

### **3.2 Support mutual learning and knowledge sharing**

Since its start, the EuBioNet was very active in facilitating the mutual learning and sharing of good practices among projects, since this was identified as a pressing need to increase the EU funding impacts. One of the objectives for the next years is to strengthen this facilitator/connector role of the EuBioNet, through the creation of the Thematic Discussion Groups. The thematic working group in education, described in Chapter 4 is the first attempt in that direction.

EuBioNet also plays the role of connecting conferences organizers and projects that have something interesting to share with respect to the topic the conference/event is addressing.

#### **3.2.1 Periodic knowledge exchange meetings with EuBioNet partners**

The following table resumes the periodic meetings organized by the EuBioNet with the members of the network, in order to support knowledge exchange and discuss about future collaborations.



Date	Context
29/01/2021	Meeting with BIOEAST initiative
9/02/2021	Meeting with FASTER
26/04/2021	Meeting with WeReLaNa project and croos-cluster Trägerverein Umwelttechnologie-Cluster Bayern e.V.
26/05/2021	Meeting with ECBF
08/06/2021	Meeting with Climate Kic initiative
9/06/2021	Meeting with GoDanuBio
11/06/2021	Meeting with SMARTBOX project
25/06/2021	Meeting with LIFE EBP project
26/11/2021	Meeting with ERRIN initiative
26/11/2021	Meeting with BIOEAST initiative
13/10/2021	meeting with Bioeconomy Ventures
20/10/2021	meeting with BIObec
3/11/2021	Meeting with JRC Knowledge Centre for the Bioeconomy
3/11/2021	Meeting with Intrinsic project
28/10/2021	Meeting with Lombardy Green Chemistry Association

*Table 3: Periodic knowledge exchange meetings with partners*

### 3.3 Promote the exploitation of project's outcomes

An interesting activity that EuBioNet and Transtion2Bio (inspired by the good practice of the concluded LIFT<sup>5</sup> project) are experimenting is the creation of thematic collections of Actionable Knowledge stemming from several projects to make them available.

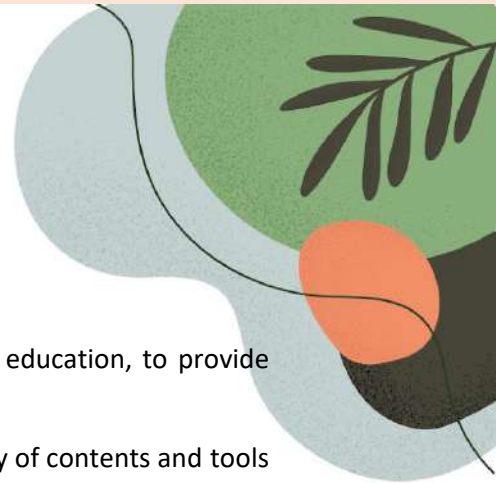
Transition2BIO toolkits, created with the support of the EuBioNet, aggregate the most relevant tools developed by dozens of EU Funded projects to raise awareness, inform and educate the DEMAND, SUPPLY and MULTIPLIERS. These toolkits make available these contents in an easy-to-be-used format, ready to be used by the stakeholders and multipliers.

These assets are also collected and made in the Transtion2Bio online library.

Another good example of how EuBioNet promotes the exploitation of other project's outcomes is the creation of integrated training packages for stakeholders integrating in a single place contents and tools produced by several projects. As an example, Transition2BIO builds on the most relevant formats, methods, tools and contents created by several EU funded

<sup>5</sup> <https://www.lift-bbi.eu/>





projects and initiatives in bioeconomy awareness, communication and education, to provide capacity building activities to Member States and Regions.

These formats can effectively facilitate the exploitation and sustainability of contents and tools generated by ongoing and concluded projects, that, as EuBioNet members, facilitate the direct access to their outcomes.

The case study below showcases the added value of this approach in maximising the exploitation of EU Funded projects' results.

### **3.3.1 Case study: Transition2BIO Toolkit 3. Communicating and supporting the bioeconomy**

This toolkit is dedicated to communicators and multipliers and gathers in one place the most essential resources to communicate and raise awareness about the bioeconomy. The final target beneficiaries of the communication activities are scientists and researchers, teachers and students and policy makers. The toolkit provides insights and solutions to tackle these questions:

- How to raise awareness and communicate about the bioeconomy?
- How to communicate and disseminate research results?
- How to educate the younger generation on the topic of the bioeconomy?
- How policy makers can contribute to a sustainable and circular bioeconomy?

In order to do that, the toolkit collects resources (video, tools, info cards, factsheets etc.) from 17 EuBioNet projects and initiatives<sup>6</sup>.

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<sup>6</sup> European Commission, BioCannDo, LIFT, BLOOM, BioBridges, CommBeBiz, AllThings.Bio, Be-Rural, BIOVOICES, UrBIOfuture, ABBEE, BioEcon, InnProBio, BioMonitor, POWER4BIO, BERST, BIOREGIO.



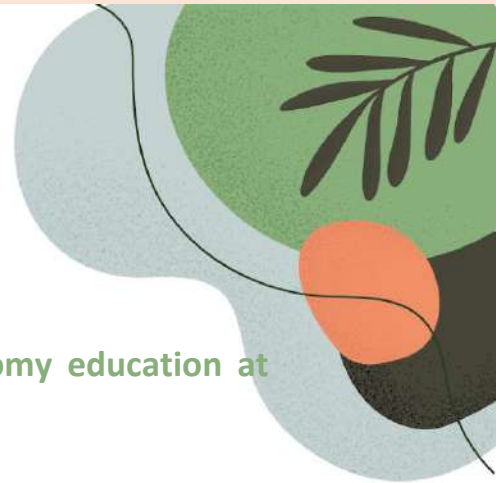


Figure 6: Transition2BIO toolkit 3. Communicating and supporting the bioeconomy

### 3.4 Provide thematic overview of several projects

Exchanging ideas and collaborating with 98 projects and initiatives, enables the EuBioNet promoters to be in the position to provide thematic overview of several EU-funded projects and their main outcomes, in the context of working groups or conferences.

Below some examples of this activity.



### 3.4.1 Overview of EU Funded projects in bioeconomy education at the Italian Bioeconomy Day, 27 May 2021

In the context of the Bioeconomy Day, EuBioNet representatives participated to the Webinar “A Bioeconomy future at school”<sup>7</sup>, which focused on the formative value of the bioeconomy for new generations to lead the school towards the ecological transition. EuBioNet presented some inspirational experiences gathered by some EuBioNet projects (e.g. Transition2BIO, LIFT, Biobridges, BIOWAYS and BIOVOICES projects). Following these case study presentation, a round table was organized to discuss opportunities for bioeconomy education in Italy, involving, among others, the Undersecretary for Education, Barbara Floridia, in charge of the ecological transition in schools, representatives of the education community, clusters and Lazio Region.



Figure 7: screenshot during the event

### 3.4.2 Overview of EU Funded projects in bioeconomy education at the Italian “Promote education, training and skills across the bioeconomy”, 26 October 2021

Presentation of some EuBioNet projects and good practices focused on youth education in the context of the participatory workshop “Promote education, training and skills across the bioeconomy”, organized by the European Commission’s Directorate General for Research & Innovation (DG RTD), Deloitte, Empirica and Fondazione Giacomo Brodolini (FGB).

The study aims to contribute to the development of educational and training content, methods, tools and structures to achieve a mainstreaming of bioeconomy into education and

<sup>7</sup> YouTube video: <https://bit.ly/3DMesDv>

training, and ensure that bioeconomy figures more prominently in relevant studies. More specifically, the study also aimed to provide an overview of current training and education availabilities in the bioeconomy and to assess current and future (2030 and 2050) needs for professional profiles and skills, setting out unmet training and educational needs.

In this context, through the speech “Inspiring young generations – Innovative approaches from European Funded projects”, EuBioNet representatives presented inspirational formats, good practices, tools and activities stemming from the experiences of several EU funded projects and initiatives, belonging to the EuBioNet.

In particular, the Transition2BIO project methodological approach was presented, to support information and info-educational activities involving young people to take a role in raising awareness in the bioeconomy.

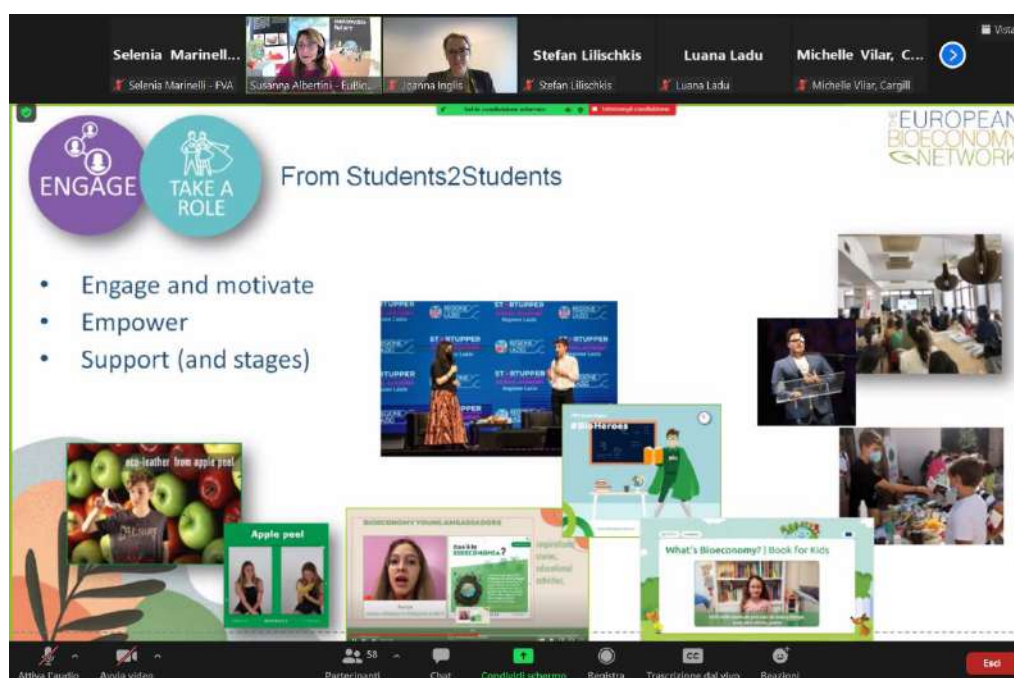


Figure 8: “Inspiring young generations – Innovative approaches from European Funded projects” speech by EuBioNet promoters.

### 3.4.3 Overview of EU Funded projects in bioeconomy awareness and communication at the Plenary meeting with the Italian Presidency of Ministries coordination group for the bioeconomy, 1<sup>st</sup> December 2021

EuBioNet was invited to participate to the plenary meeting with the Italian Presidency of Ministries coordination group for the bioeconomy to present an overview of several projects contributing to raise awareness and communicate the bioeconomy. FVA, as EuBioNet



representative, shared with the participants the model, stemming from several EU-Funded projects experience, to Inspire, Inform&Educate, Assess, Connect and Co-create.

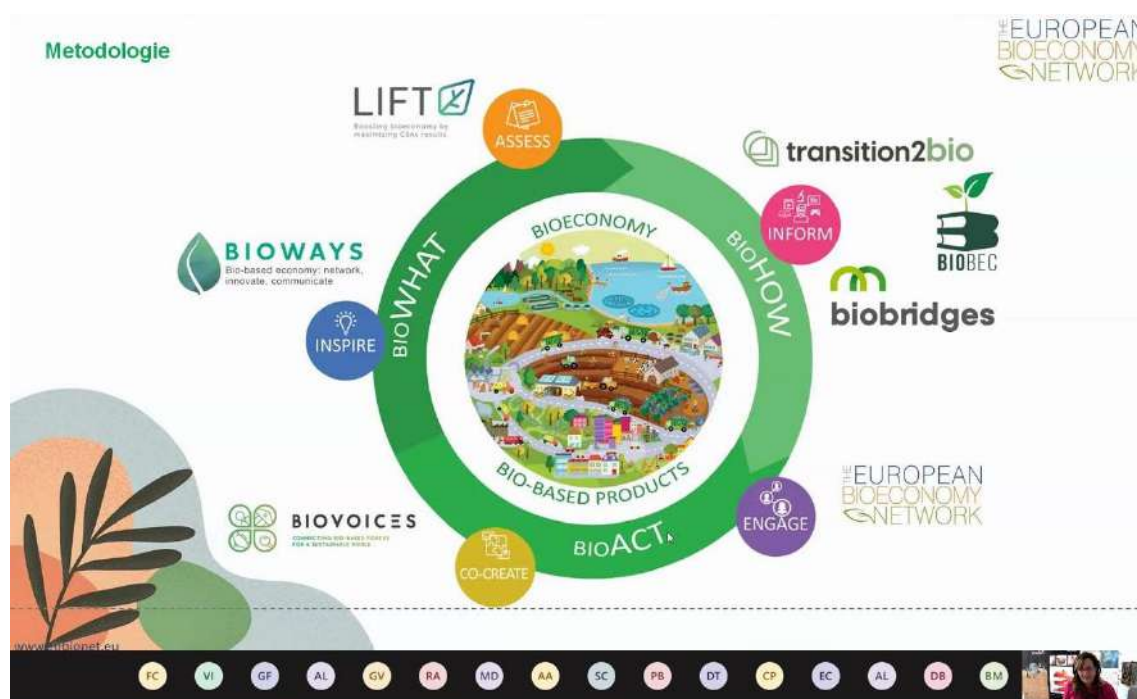


Figure 9: Presentation of the Transition2Bio Methodological approach for bioeconomy communication

### 3.5 Promoting collaborations with external initiatives

Although several initiatives are joining the EuBioNet, some others cannot become members for internal policies. Nevertheless, these relevant initiatives like JRC Knowledge Centre for Bioeconomy and BIOEAST initiative are already collaborating with EuBioNet in form of speeches, organisation of joint training, support to member states and regions through info-training and future capacity building activities.



## 4. Thematic working groups

One of the most interesting suggestions emerged in the annual partners workshop that took place in April 2021, was the possibility to have working groups within the EuBioNet, addressing specific themes to discuss relevant challenges, aggregate results from different projects and facilitate their exploitation in local and regional contexts, in order to support the bioeconomy ecosystem creation. The thematic working groups will stimulate the debate around a specific topic, facilitating mobilisation and mutual learning of the relevant EuBioNet partners and expand the discussion to a larger community of stakeholders.

The main objective, together with the good practice exchange, is the identification of shared challenges and the definition of joint position papers or policy recommendations.

The following topics were identified as most relevant to be addressed by specific thematic groups, each one actively engaging EuBioNet members having a focus on these topics:

- Awareness raising and Communication (AllthingsBIO.pro, Transition2BIO, BIOWAYS, BIOVOICES, Biobridges, LIFT, BioCannDo, BIOSWITCH, etc...)
- Education and Capacity Building (BIOVOICES, BLOOM, AllthingsBIO.pro, Transition2BIO, BIOBEC, UrBIOFUTURE, Biobridges, LIFT, BIOWAYS, BioCannDo, EBU, the Education CoP, BIOEAST (some hubs are focused in education) and the BIC working group in education, etc...)
- Stakeholders mobilisation and networking (Mutual Learning and exchange of good practices, BIOVOICES, AllthingsBIO.pro, LIFT, Biobridges, etc...)
- Support the value chain creation (*probably beyond EuBioNet focus*)

Among these priorities, the bioeconomy education was identified as the topic to be addressed for the first EuBioNet thematic working group, to experiment the viability of the idea.

### 4.1 Thematic working group in bioeconomy education

The updated European Bioeconomy Strategy addressed the Education issue as “Promote education training and skills across the Bioeconomy”. In fact, education at all levels has been identified as the main driver for the deployment of sustainable and circular bioeconomy to facilitate economic transition and to meet the current needs of the developing bioeconomy and the move to carbon neutrality by 2050. Therefore, the bioeconomy main educational directions can significantly contribute to address the following challenges and impacts:

- economic (e.g., economic growth, affordability, resilience, energy security)
- social (e.g., jobs, workforce development, food security, health, and safety)
- environmental (e.g., energy and water consumption, material intensity, air emissions, ecological impacts).

The EuBioNet working group brings together key players in the field of Bioeconomy education in order to create a platform to connect different stakeholders from all over Europe.

As stated in the draft position paper (see 5.1.3 and Annex II), the working group aims to be a platform for open discussion and knowledge exchange and mutual learning through online options (like sharing documents, create discussion forums on specific topics, etc) as well as personal meetings, in order to develop the education frame of bioeconomy education. The objective of these meetings is to share insights on important topics and discuss future cooperation in this field.

## 4.2 Workshop to kick-off the thematic working group in bioeconomy education

The kick-off meeting of EuBioNet Educational Working Group was held on May 21<sup>st</sup> to define vision, objectives, expected outcomes and next steps of the EuBioNet thematic working group. An online MIRO board was used to collect insights and suggestions from participants.

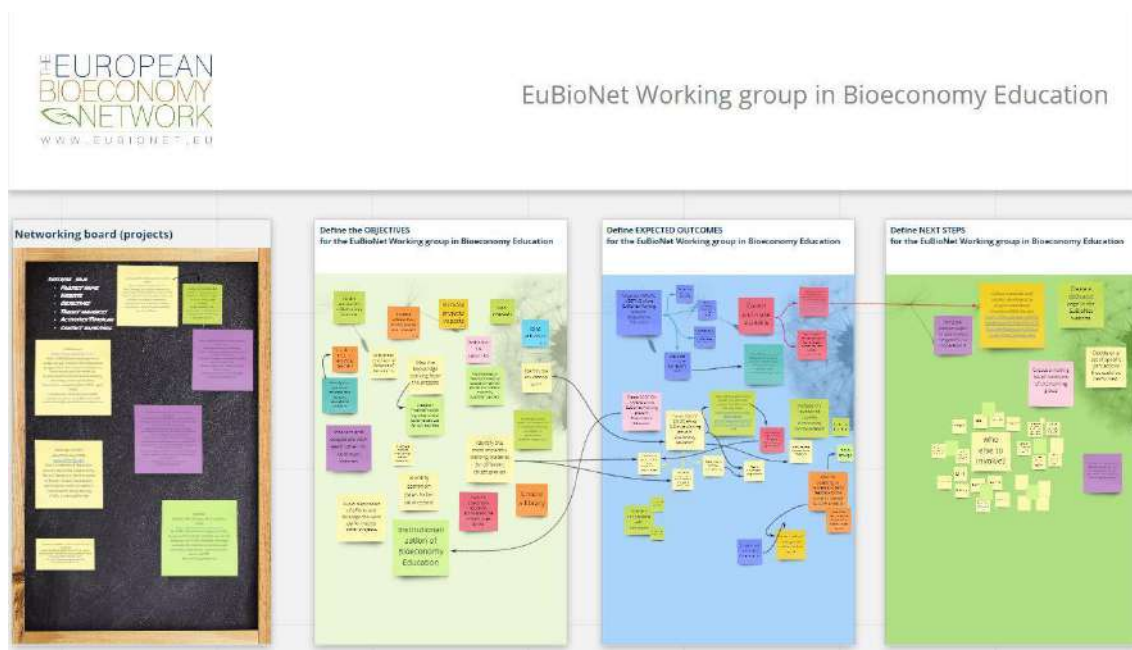


Figure 10: MIRO board used during the KOM of EuBioNet working group in Bioeconomy Education

When defining the objectives of the working group, together with the maximization of projects' impacts and the support of joint activities involving projects and initiatives part of the network, the possibility to jointly participate to new projects proposals was identified also as pivotal to stimulate the active engagement of EuBioNet members.

Moreover, participants highlighted the need to:

- identify the educational gaps
- identify the educational needs per each stakeholder
- map the bioeconomy education activities and the different target groups





- map and make available the knowledge deriving from the projects
- analyse the geographical footprint/impacts of the projects
- organise regular meetings to keep all new educational material created by EuBioNet partners updated
- identify the most impactful training material for different target groups
- optimise the available materials and collect them in a library
- identify new potential multipliers to support educational activities

These needs were pointed out by the working group as crucial in order to define bioeconomy education related contents to be delivered by EuBioNet (e.g. Position paper, policy briefs, etc.) as well as to share lesson learnt and collect case studies among the various projects to create a single educational package.

The collection of contents will be facilitated by the ecosystem stemming from EuBioNet and aims at meeting future skills for the bioeconomy education by framing innovative approaches for future citizens and future workforce. The role of the EuBioNet will be also to increase connections with industries and facilitate the connection with relevant actors.

Among the next steps to be achieved, the thematic working group proposed:

- the publication of a position paper to define objectives and target beneficiaries of the thematic working group in bioeconomy education
- the definition of specific joint actions to be performed
- the creation of a dedicated page in the EuBioNet website
- the involvement in the working group also of clusters, institutional actors (e.g. EC experts group in education, BIC working group in education) in order to target different target beneficiaries (e.g. enterprise networks, schools networks, regional actors and public sector)

The first collaborations promoted by the EuBioNet working group in education are the following.

### 4.3 Co-organization of ICA CoP Bio-Edu workshop

**“Status and Future of Bioeconomy Education – Learning from EU projects”** was the first event and workshop co-organized by the EuBioNet with the Association for European Life Science Universities and the European Community of Practice for Bioeconomy Education.

The workshop took place on Friday 19 November 2021 and aimed to consolidate the current perspective for innovation in education for the Bioeconomy at all levels: from schools through vocational education and training (VET), universities, life-long learning and society in general through an open discussion among bioeconomy education stakeholders.

The event was the follow-up to the webinars held on 4 and 5 November 2021 during which several EU Funded projects focusing on bioeconomy education were invited to present their outcomes, or projected outcomes for the ongoing projects, in order to:

- estimate the impact of dedicated projects on Bioeconomy Education on the level of targeted groups in the projects and on socio-economic levels (past and present situation)
- estimate the potential and impact of dedicated projects on Bioeconomy Education and consider a capacity building for the future (learnings for future projects and long-term implementation)
- examine key differences and particularities on regional level and how these differences are reflected in Bioeconomy education and according strategies



Figure 11: ICA CoP event news

As a result of the preparatory workshops (4,5 November) the following topics and questions – among others – have been identified, that were used to trigger the discussion on the 19<sup>th</sup> November.

- **Communication with respect to terminology** and acronyms. Do the different stakeholders have the same understanding about topics of the bioeconomy? How are “sustainability” and “circular economy” perceived in relation to the bioeconomy? Are related acronyms (like “SDG” or the acronyms of the projects) known and used?
- How to **inform/educate the different recipient levels** (public, school pupils, students, employees, industry, politicians, funding organizations, investors etc.): To whom? When? What to deliver?
- Is there a special focus for Bioeconomy in the **macroregions (like CEE) and/or rural regions** and does this have an impact on the delivery of Bioeconomy education? What counts as Bioeconomy in the different macroregions? Should low value bioproducts be integrated? And how can education support the development of high value, innovative bio-products in these regions? How can politicians be convinced about the need to transition to the sustainable circular Bioeconomy and away from the fossil fuel economy?
- How to realise “**post project exploitation of results**”, which includes the use of different platforms and the need of maintenance. How much is this a prerequisite for future developments? How can we benefit more from the achieved tools and knowledge? And how to integrate this in the development of new projects?

The workshop consisted in three Breakout-Sessions dedicated to different recipient groups to address the above-mentioned questions.

<b>First Breakout-Session</b>	<ul style="list-style-type: none"> <li>• Information and awareness raising: Public perception and active participation of social groups</li> <li>• Elementary and High Schools (specific programs, structures, examples)</li> </ul>
<b>Second Breakout-Session</b>	<ul style="list-style-type: none"> <li>• Bachelor and Master programs at Universities and Universities of Applied Sciences (specific programs, structures, examples)</li> <li>• Vocational training (as part of high school, university or other programs)</li> </ul>
<b>Third Breakout-Session</b>	<ul style="list-style-type: none"> <li>• Training of experienced employees involved in Bioeconomy processes (Life Long Learning), involvement of the industry</li> <li>• Information and awareness raising: Related stakeholders and policy makers, funding organizations and investors (local and on European level)</li> </ul>

Table 4: Breakout-Sessions and questions to be addressed during the ICA CoP workshop

The online whiteboard for team collaboration MIRO was used to stimulate the discussion and collect insights and suggestions from participants actively interacting with the boards.

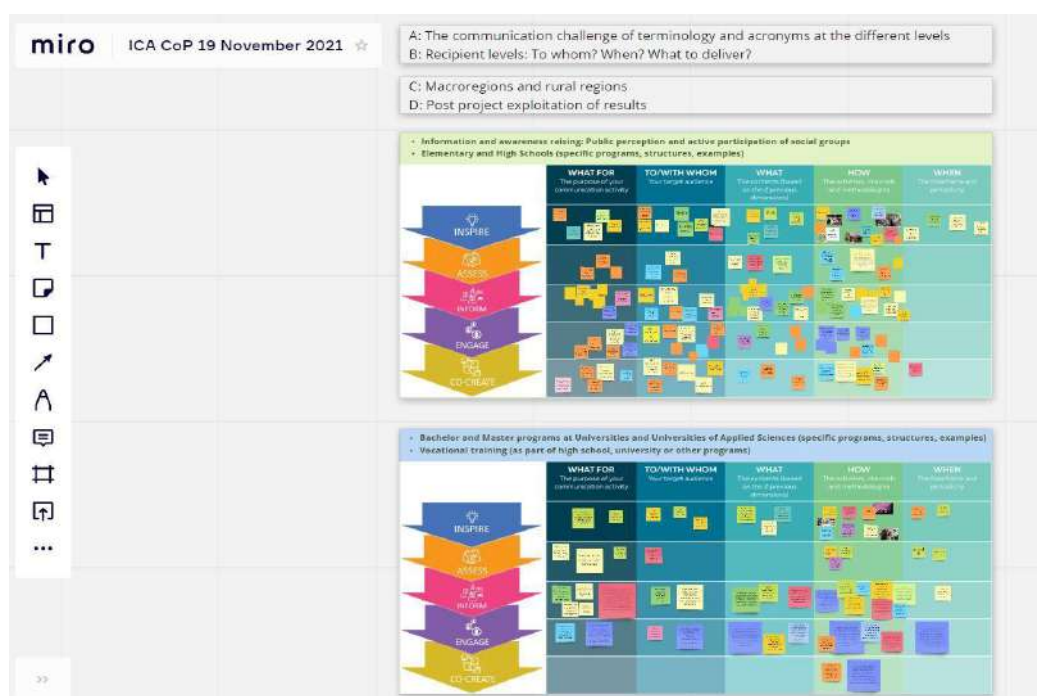


Figure 12: MIRO discussion boards: overview of the results

The outcomes of this interactive exercise will be available by the end of December 2021.



#### 4.4 Definition of a position paper for the EuBioNet working group in education

The EuBioNet position paper on bioeconomy education defines objectives and target beneficiaries for these activities. The creation of a thematic working group on this topic aimed at establish an open dialogue with different stakeholders in bioeconomy education and foster the knowledge exchange and mutual learning. The objective is to develop the education frame of Bioeconomy education and to consider specific actions, like knowledge transfer, the creation of specific programs/new tools to inform and educate in these topics and the organization of dedicated events.

Bioeconomy education faces two major challenges:

- The aim to merge very heterogenous topics and disciplines in a common understanding of the Bioeconomy that is delivered across the disciplines, and use it for students having very diversified educational background
- The need to create a new educational concept, which does not only provide knowledge, but is an instrument to enable people to understanding the challenges and embrace the opportunities offered by the bioeconomy solve problems and to create a concrete societal impact.

For this reason, it is a challenging effort to classify the various groups gaining Education on Bioeconomy, but the EuBioNet thematic working group targeted the following beneficiaries in order to organize the educational practices and materials accordingly:

- Students in all levels of education
- Employees of the Industry, Sectors and Domains related to the Bioeconomy
- Public Administration and Policy making officials in all domains
- Employees of commercialization chains and business development in the domains related to Bioeconomy
- Employees in Economy and Finances influenced by the Bioeconomy
- The general public, consumers, and stakeholders related to Bioeconomy

Finally, the position paper wants to empathize the difference between Education, Awareness and Training as part of the Educational Framework of Bioeconomy, in order to both tackle pre-educational requirements and post-educational perspectives.

## 5. EuBioNet online platform improvement

The EuBioNet online platform was specifically designed to support the collaboration among the EuBioNet community. The platform was reached by 38.745 unique visitors in 2021, 1.149.629 pages were viewed with an average of 5,27 pages per visit.

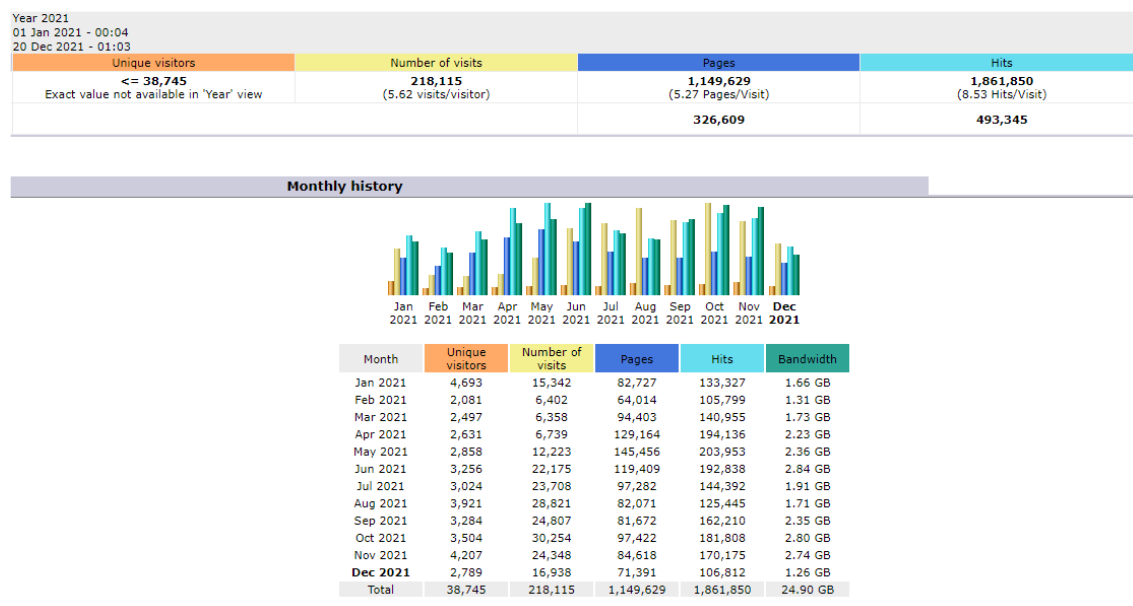


Figure 13: EuBioNet statistics

### 5.1 News and events

The first area, and the most active in terms of interaction from the community registered users, it's surely the 'News and events'<sup>8</sup> one, being visited by nearly 3000 visitors in 2021. It should be noted that the pages dedicated to specific news/events can be reached directly, since they are promoted in the social media and direct mailing with the direct link to the pages. The event getting more interest was the "final BIOVOICES event" with 380 visitors, followed by "Promote education, training and skills across the EU bioeconomy First study workshop" with 322 visitors.

Each member, after logging in the platform, has a dedicated page to upload the news or events providing a detailed description, date of the event, images and links to related documents.

<sup>8</sup> <https://eubionet.eu/events/>



Currently, **342<sup>9</sup> news and events have been uploaded** and this area was recognized by the whole bioeconomy community as a reference point to disseminate on future activities and increase the impact of events.

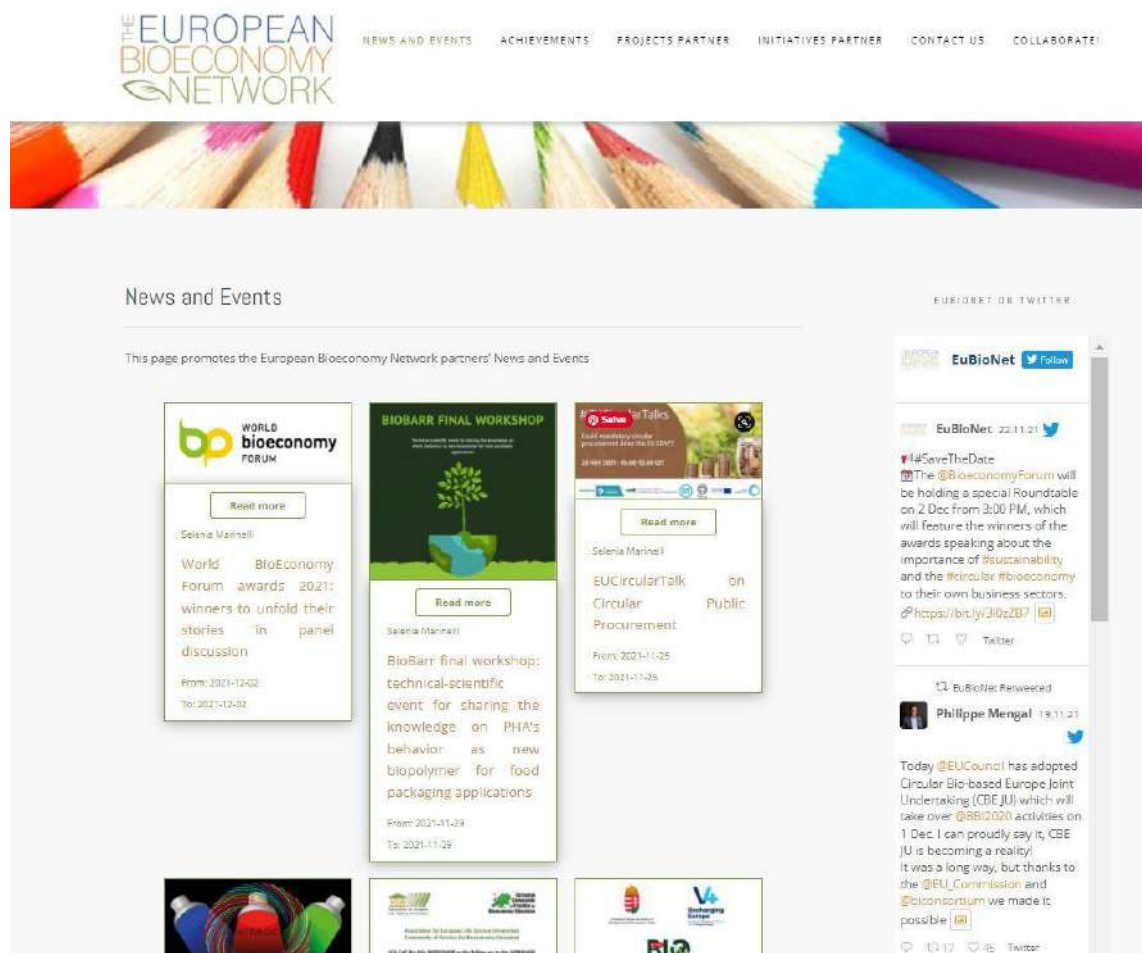


Figure 14: The news and events page

## 5.2 Achievements

The 'Achievements'<sup>10</sup> area provides an overview of all the activities organized and facilitated from 2018 to 2021 by the EuBioNet. The list is constantly updated with the new achievements.

<sup>9</sup> Number of news and events updated at 21/12/2021

<sup>10</sup> <https://eubionet.eu/achievements-2021/>

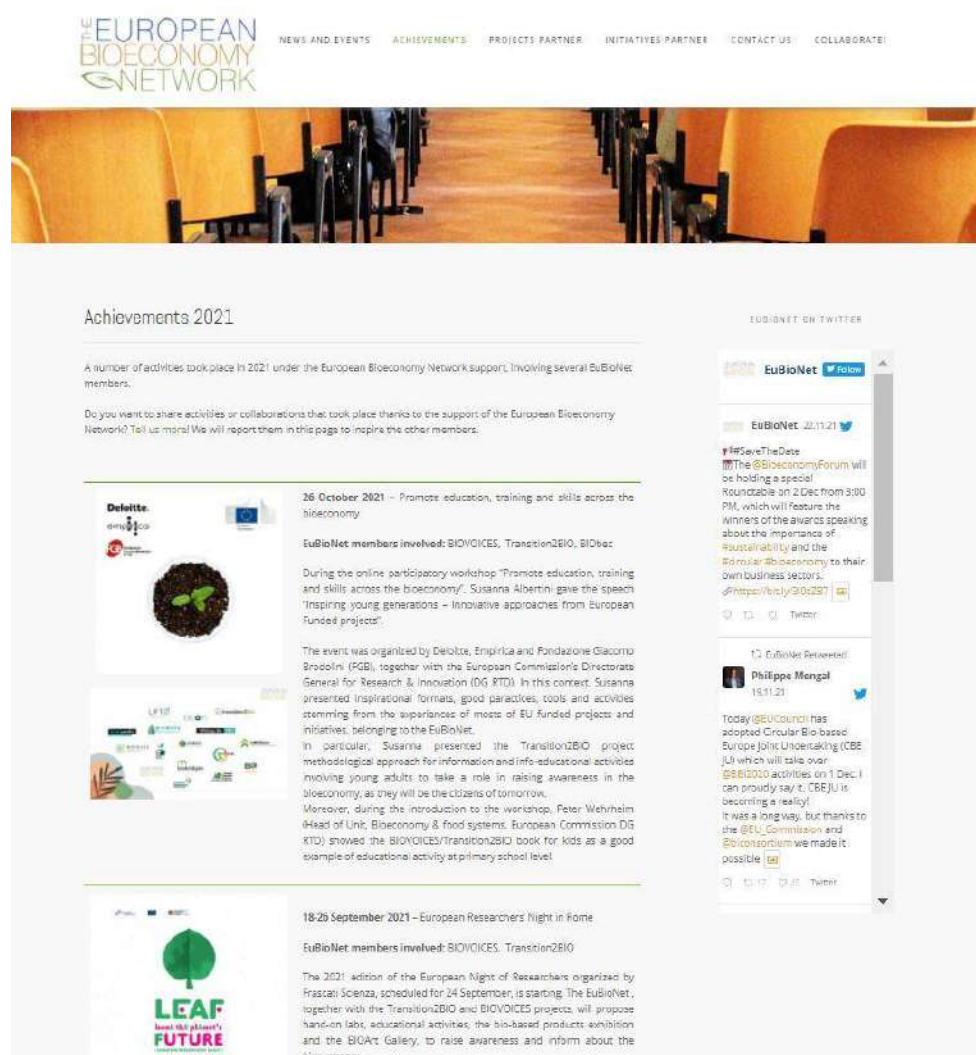


Figure 15: The achievements page

### 5.3 Project and initiative partners

These are two separate section and lists all the projects that subscribe to the EuBioNet with the link to the project website and the email contacts. Up to this date, 98 projects and initiatives are registered.

This part of the website was improved to make it more user friendly and to better describe the projects and initiatives.

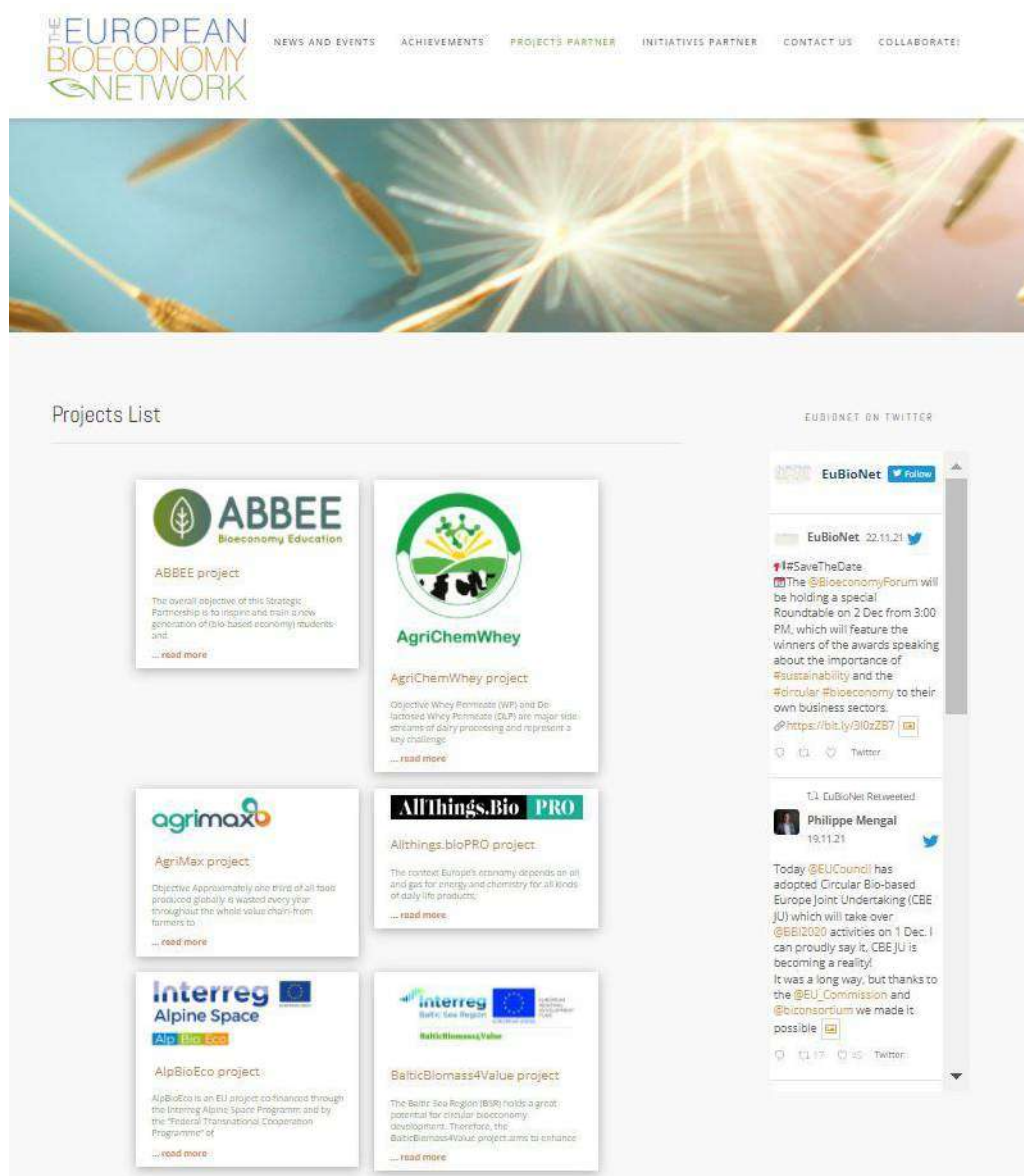


Figure 16: The projects partners page

In addition, thematic clustering and more details about each project was integrated as well as a summary of main outcomes of the projects. The system also displays real time if the project is still ongoing or concluded.





Figure 17: thematic clustering

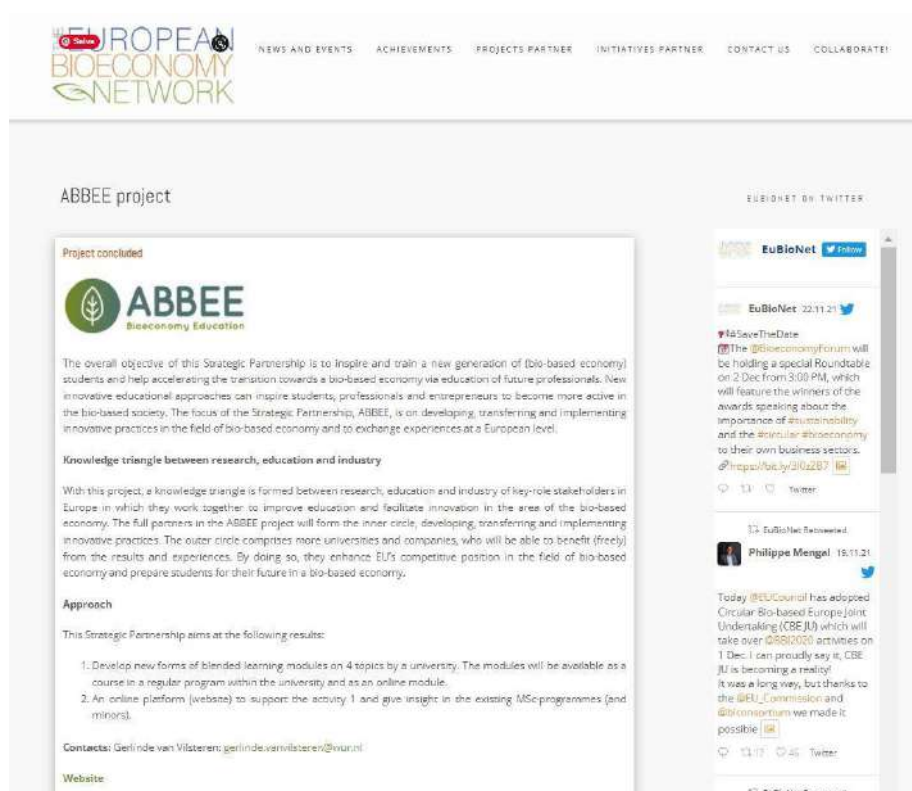
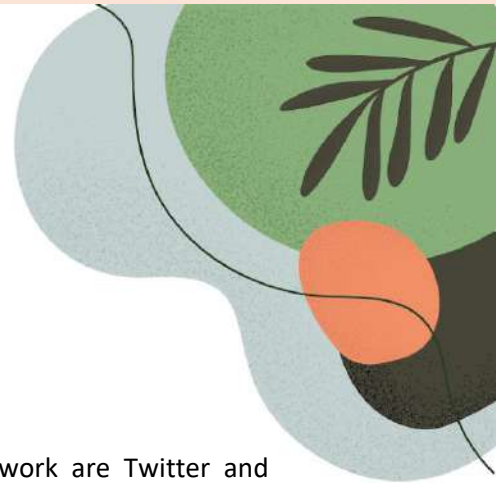


Figure 18: The projects partners page with details and main outcomes

The thematic category of projects receiving more interest is “bioeconomy education”, with 325 visits.



## 5.4 EuBioNet social media channels (updates)

The social media channels of EuBioNet - European Bioeconomy Network are Twitter and LinkedIn.

In May 2019 a LinkedIn group reserved for EuBioNet members was launched. It was decided to open a listed group instead of a public page to allow members to share both events relevant to the EuBioNet and “Call for collaboration” (describing the activity, the type of collaboration foresee and what expertise is being sought). Since the main contact for the EuBioNet are usually the coordinator and the communication manager of projects, the LinkedIn group was also launched to extend the participation of the other partners of the projects, as well as external stakeholders interested in the EuBioNet (or EuBioNet members’) activities.

To date the LinkedIn group has **178 members**<sup>11</sup>.

LinkedIn	
Discoverability	Listed group
Members	178
Created	May 2019
Link	<a href="https://www.linkedin.com/groups/8793586/">https://www.linkedin.com/groups/8793586/</a>

Table 5: LinkedIn group data

The Twitter page of the EuBioNet channel was created in October 2018. Events and news from all the partner projects and associations of the network are published on this page.

To date the EuBioNet Twitter page has **1.129 followers**<sup>12</sup>.

Twitter	
Followers	1.129
Tag	@EuBioNet1
Created	October 2018
Link	<a href="https://twitter.com/EuBioNet1">https://twitter.com/EuBioNet1</a>

Table 6: Twitter page data

<sup>11</sup> Number of members uptated at 21/12/2021

<sup>12</sup> Number of followers uptated at 21/12/2021



## Progression from April 2021: +58 members on LinkedIn and +124 followers on Twitter<sup>13</sup>

As a general rule, the responsible for the communication of EuBioNet does a cross-check of the news and events published on the site and if it has not already been published by the project/initiative partners on the LinkedIn group, or if EuBioNet has not been tagged on Twitter, the news and events are published on the EuBioNet channels.

Although the EuBioNet activities are not targeting the large public and therefore the social media are not the main channel to reach the members and the bioeconomy community, nevertheless, the tweets in the last month reached 3689 impressions and 1246 profile visits.

The total impressions from May 2021 (when first report was delivered): 23.614.

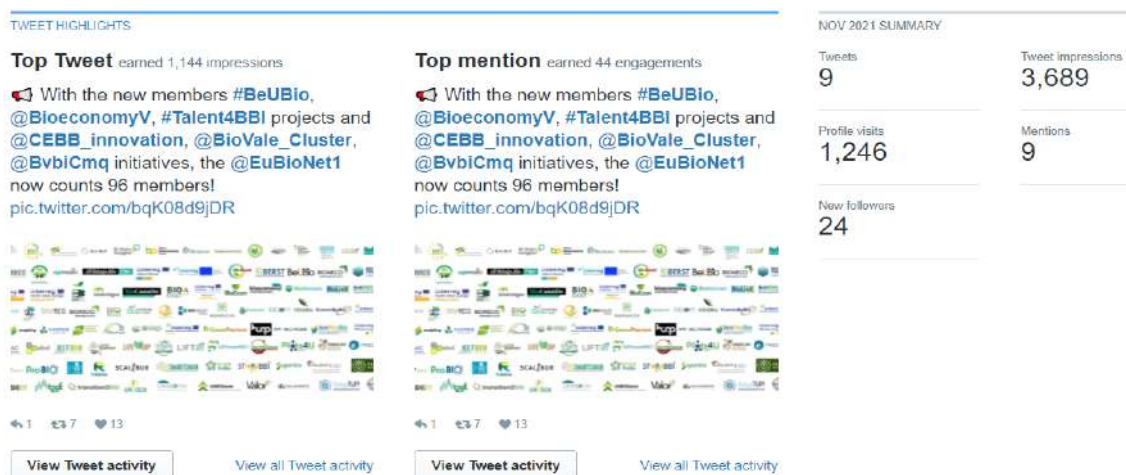


Figure 19: Twitter achievements

<sup>13</sup> Number of members uptated at 21/12/2021



## 6. Conclusions and next steps

This deliverable represents an updated version of the deliverable D4.3 of WP4, submitted on M4 (April 2021), with a special focus on the activities undertaken to extend the EuBioNet (task 4.1) and animate the EuBioNet (task 4.2) from April to December 2021.

During the past months the EuBioNet worked to better respond to:

- the EC vision for the European Bioeconomy network as stated in the update of the European Bioeconomy Strategy 2018
- the partners' expectation, needs and ideas to enable the network to act more effective and impactful, also with the implementation of the online platform
- the need to increase the mutual learning, collaboration, exploitation of results and therefore impact of EU funded projects and initiatives

The working group in Bioeconomy Education was launched through a kick-off meeting on May with the purpose to discuss future skills for the bioeconomy education and start framing innovative approaches in education to meet the need to increase connections between academy and industry. These objectives were also resumed in the position paper targeting beneficiaries for these activities.

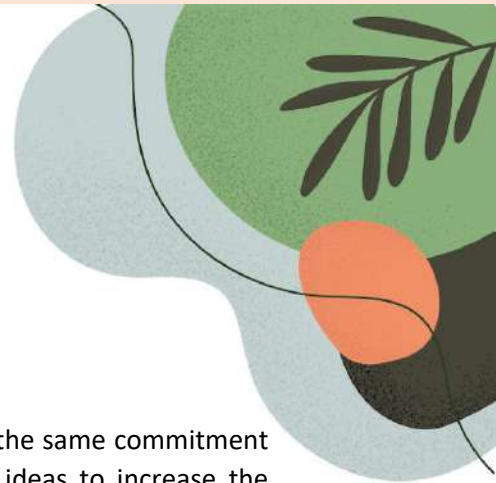
Moreover, a workshop in bio-education was co-organized by the EuBioNet and ICA CoP on November, with the aim to consolidate the current perspective for innovation in education in the Bioeconomy at all levels. This systemic approach consolidated the EuBioNet robust position in stimulating the debate and delivering contents to increase its effectiveness in contributing to the transition towards the circular bioeconomy in Europe.

### 6.1 EuBioNet results compared the KPI declared in the DoW

The planned KPI for the EuBioNet activities have been largely reached and overcome in the first year of the project. This success will stimulate the next activities, aiming at increasing the EuBioNet impact well beyond the planned KPIs.

KPI	Results
To have at least <b>80</b> EuBioNet partners by the end of the project	<b>98</b> projects and initiatives already reached
To facilitate of at least <b>50</b> collaborations among EuBioNet partners in Transition2BIO	<ul style="list-style-type: none"> <li>• 21 April 2021 – Annual EuBioNet Mobilisation and Mutual Learning workshop Projects involved: <b>127</b></li> <li>• 11 February 2021 – AlpBioEco final conference Projects involved: <b>8</b></li> <li>• 4 March 2021 – The Bioeconomy Innovation Week, a high-level virtual conference organised within the</li> </ul>

	<p>POWER4BIO project Projects involved: <b>6</b></p> <ul style="list-style-type: none"> <li>• 8 March 2021 – Video Celebrating women who are promoting the bioeconomy Projects involved: <b>6</b></li> <li>• 10 March 2021 – Faster project training activity to Tunisian researchers in agrifood Projects involved: <b>3</b></li> <li>• 22 March 2021 – KOM of the EuBioNet Educational Working Group Projects involved: <b>13</b></li> <li>• 30 March 2021 – Launch of the BIOVOICES Book for kids “What’s Bioeconomy?” Projects involved: <b>2</b></li> <li>• From April 2021 to November 2021 – collaboration between Transition2BIO, BIOEAST and Campus des Métiers et des Qualifications for the Hungarian and French translation of the book for kids Projects involved: <b>2</b></li> <li>• January-June 2021 – Startupper School Academy – Bioeconomy special prize Projects involved: <b>2</b></li> <li>• 18-26 September 2021 – European Researchers’ Night in Rome Projects involved: <b>2</b></li> <li>• 26 October 2021 – Promote education, training and skills across the bioeconomy Projects involved: <b>4</b></li> <li>• 19 November 2021 – ICA CoP Bio-Edu Workshop Projects involved: <b>10</b></li> <li>• Creation of connections among projects having similar interests (email contact facilitation) Projects involved: <b>15</b></li> </ul>
Organization of 2 MML workshops	<ul style="list-style-type: none"> <li>• EuBioNet annual workshop (April 2021)</li> <li>• Organization of kickoff workshop of the working group in bioeconomy education (May 2021)</li> <li>• Co-organization of ICA CoP workshop in Bioeconomy Education (November 2021)</li> </ul>
Two annual consolidated action plans of communication activities	1 annual consolidated action plan



## 6.2 Next Steps

The EuBioNet will keep on animating the Bioeconomy community with the same commitment and enthusiasm, listening to suggestions and trying to promote new ideas to increase the impact of its activities.

EuBioNet is also looking for solutions to ensure its sustainability after the Transition2Bio conclusion in December 2021, possibly through dedicated activities in future EU funded projects.




## • ANNEXES




### ANNEX I: List of achievements of the EuBioNet

The following table lists the main activities facilitated through the European Bioeconomy Network during 2021.

In the EuBioNet online platform all the achievements since 2018 are listed.

Year 2021	
	<p><b>19 November 2021 – ICA CoP Bio-Edu Workshop</b></p> <p><b>EuBioNet members involved:</b> BIOVOICES, Transition2BIO, BIObec, BLOOM, BioCannDo, Power4Bio, CELEBio, Biobridges, BIOWAYS, BE-Rural</p> <p>“Status and Future of Bioeconomy Education – Learning from EU projects” was the first event and workshop co-organized by the EuBioNet with the Association for European Life Science Universities and the European Community of Practice for Bioeconomy Education. The workshop took place on Friday 19 November 2021 from 9.00 CET and aimed to consolidate the current perspective for innovation in education for the Bioeconomy at all levels.</p>



	<p><b>26 October 2021</b> – Promote education, training and skills across the bioeconomy</p> <p><b>EuBioNet members involved:</b> BIOVOICES, Transition2BIO, BIObec</p> <p>During the online participatory workshop “Promote education, training and skills across the bioeconomy”, Susanna Albertini gave the speech “Inspiring young generations – Innovative approaches from European Funded projects”.</p>
	<p><b>18-26 September 2021</b> – European Researchers’ Night in Rome</p> <p><b>EuBioNet members involved:</b> BIOVOICES, Transition2BIO</p> <p>The 2021 edition of the European Night of Researchers organized by Frascati Scienza, scheduled for 24 September, is starting. The EuBioNet , together with the Transition2BIO and BIOVOICES projects, will propose hand-on labs, educational activities, the bio-based products exhibition and the BIOArt Gallery, to raise awareness and inform about the bioeconomy</p>
	<p><b>7 June 2021</b> – Bioeconomy Young Ambassadors at the Startupper School Academy Award Ceremony</p> <p><b>EuBioNet members involved:</b> BIOVOICES, Transition2BIO</p> <p>In the context of the Startupper School Academy Award Ceremony – Bioeconomy special prize two Bioeconomy Young Ambassadors representing the Transition2BIO and BIOVOICES projects held a talk about bioeconomy.</p>



**7 June 2021** – Startupper School Academy Award Ceremony – Bioeconomy special prize

**EuBioNet members involved:** BIOVOICES, Transition2BIO

On 7 June, the 2020-2021 edition of Startupper School Academy, the program for the promotion of entrepreneurship in schools, aimed at stimulating the propensity to do business in the Higher Secondary Education Institutes of the Lazio Region ended. During the final event, the “Special Bioeconomy Award” was awarded to the Liceo Scientifico e Linguistico Statale in Ceccano, with the “GAIA” project.

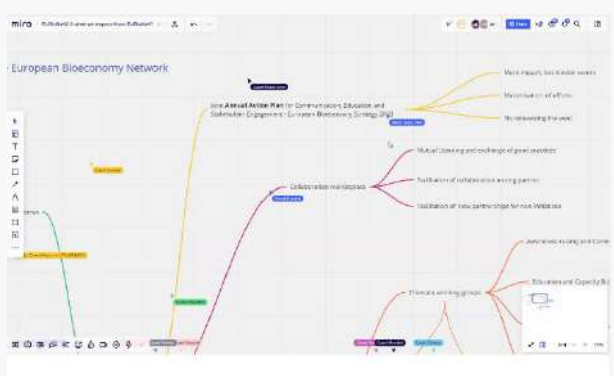
Among the partners of this edition, together with Transition2BIO and BIOVOICES, also Novamont, Cluster della Chimica Verde Spring, Re Soil Foundation and the European Bioeconomy Network.



**22 March 2021** – KOM of the EuBioNet Educational Working Group

MML to define vision, objectives and expected outcomes of the EuBioNet educational working group

**EuBioNet members involved:** AllthingsBIO.pro, Transition2BIO, BIOVOICES, BLOOM, BIOBEC, UrBIOFUTURE, Biobridges, LIFT, BIOWAYS, BioCannDo, EBU, the Education CoP, BIOEAST



**21 April 2021** – EuBioNet annual MML

The annual Mobilisation and Mutual Learning activity of the EuBioNet “EuBioNet 2.0 – Definition of a common vision/mission for the future European Bioeconomy Network” was organized in collaboration with BIOVOICES, in the context of the BIOVOICES final event. This decision was made in order to bridge symbolically the two projects, by creating a strong sense of continuity among the activities.

[Outcomes of the workshop](#)



**22 March 2021** – Startupper School Academy 2021 – Training for students

**EuBioNet members**

**involved:** BIOVOICES, Transition2BIO

“What is the circular bioeconomy and what are bio-based products? “: Ideas and fields of application for possible ideas and solutions that respond to the vertical theme” bioeconomy ” – Training for students organized by the Transition2bio project in collaboration with Lazio Innova; Cluster SPRING, Novamont, ReSoil Foundation, BIOVOICES



**8 March 2021** – Video Celebrating women who are promoting the bioeconomy

**EuBioNet members involved:** BIOVOICES, Transition2BIO, BIOEASTsUP, POWER4BIO, Glaukos, MED Green Growth community

**Others organisations involved:** Bioladies Network, BBI JU, European Research Council, Cnr, Minerva, Asebio, FVA new media research, University of Hohenheim, Plankton First S.A., Q-PLAN INTERNATIONAL ADVISORS, BETA Tech. Center , Woolcool, Slovak University of Agriculture in Nitra, Sustainable Innovations (SIE), Greek Bioeconomy Forum, University of Bari Aldo Moro, Bio-Integrated Design Lab, University College London, Novamont, Bio Base Europe Pilot Plant, Bioeconomy Cluster, Keracol Ltd, Ananas Anam, Embassy of the Netherlands, Brebey, ROELMI HPC, Università degli Studi di Roma Unitelma Sapienza, PEDAL Consulting





**30 March 2021** – The BIOVOICES Book for kids “*What’s Bioeconomy?*” – official launch event. The book, dedicated to children between 5 and 8 years old, was presented on **March 30, 2021** (10.00 – 12.00) during an online event that obtained **the patronage of the European Parliament**.

The book aims to explain the **Bioeconomy** and Bio-based products for daily use, while promoting sustainable lifestyles and consumption: in addition to children, the book is also aimed at their parents and teachers. Ad hoc training courses will be provided by the **Transition2Bio** project, supporting BIOVOICES in the dissemination of the book.

More info [HERE](#)

**EuBioNet**      **members**      **involved:** BIOVOICES, Transition2BIO



**10 March 2021** – Faster project training activity to Tunisian researchers in agrifood (recorded)

**EuBioNet**    **members**    **involved:** FASTER, BIOVOICES, Transition2BIO

 <p>FOR BOOSTING THE REGIONAL BIOECONOMY IN CEEc</p>	<p><b>4 March 2021</b> – The Bioeconomy Innovation Week, a high-level virtual conference organised within the POWER4BIO project. EuBioNet representatives have been invited to deliver a Speech about Bioeconomy Awareness, Communication and Stakeholder Engagement.</p> <p>More info <a href="#">HERE</a></p> <p><b>EuBioNet members involved:</b> Power4BIO, BIOVOICES, Biobridges, LIFT, Transition2BIO, BIOWAYS</p>
	<p><b>11 February 2021</b> – AlpBioEco final conference. EuBioNet representatives have been invited to deliver a Speech about Bioeconomy Awareness, Communication and Stakeholder Engagement.</p> <p>More info <a href="#">HERE</a></p> <p><b>EuBioNet members involved:</b> AlpLinkBioEco, BIOVOICES, Biobridges, LIFT, Transition2BIO, BIOWAYS Allthings.bioPRO, GoDanuBio</p>
	<p><b>Startupper School Academy 2021</b> – Special Bioeconomy Prize.</p> <p><b>EuBioNet members involved:</b> BIOVOICES, Transition2BIO</p> <p>This year BIOVOICES and TRANSITION2BIO together with the European Bioeconomy Network, Re Soil Foundation, Novamont and Cluster SPRING have decided to support the Startupper School Academy Program, offering the special “Bioeconomy” prize, which aims to raise awareness of students of a more sustainable economic model that uses renewable resources as an alternative to fossil ones. The activity includes training for teachers and high school students</p> <p>More info <a href="#">HERE</a></p>





## ANNEX II: Position paper of bioeconomy education working group (draft version)

The European Bioeconomy Network (EuBioNet) (<https://eubionet.eu/>) is a proactive alliance of EU funded projects dealing with Bioeconomy promotion, communication and support. The main goal of the Network is to maximise the efforts in increasing knowledge sharing, networking, mutual learning, development of joint activities and events.

Within this network, the Working Group on Bioeconomy Education brings together key representatives of educational institutions, companies involved in projects in the field of education-oriented activities in the bioeconomy.

### Goals of the Working Group

- Involvement of regional and local actors in the field of Bioeconomy education
  - o The working group will consist of a group of key players in the field of Bioeconomy education. They will reach out to others who can join the platform and be present at meetings. In this way it will be a place to connect with each other also at regional and local level.
    - A platform for open discussion between key persons in the field of Bioeconomy Education
    - This will include digital options (like sharing documents, create discussion forums on specific topics, etc) as well as personal meetings with the possibility to form a network that meets on a regular basis. During these meetings, we can share insights on important topics and discuss future cooperation. The different members of the working group can organize these meetings, in line with their own mission and goals.
    - Establishment of an open dialogue with stakeholders and foster the knowledge sharing and mutual learning in order to develop the education frame of Bioeconomy education
    - Sharing ideas and having an open attitude to each other is essential. 'The persons and companies that share their innovations and innovative thoughts are the ones that will be the key players of the future', is a central thought for the cooperation in the working group.
    - Consider specific actions like knowledge transfer centres, specific programs, new tools, dedicated events etc.
    - The activities and projects that will be discussed will be open for suggestions. They could concern specific, very concrete demonstration sites and tools, but also an elaboration of a theoretical concept.
    - Attraction of political support and commitment towards education for the Bioeconomy



- Acting as a community means that we can have more impact on the agenda for Bioeconomy education in the EU and in the European countries. We can define a shared agenda for Bioeconomy education and act in line with it.
- Enhance the public perception and acceptance
- At the end the activities of the working group should be focusing on the achievement of the climate goals. Creating awareness and even more important, a change in behaviour of the citizens is the main argument to be part of this community.
- Identification of transversal competences and skills needed for future workforce and decision makers
- What are the transversal competences needed?
- What is needed to gather an holistic vision to promote systemic changes in industrial and political agendas?

### **Target Groups**

#### **The Target Groups**

The updated European Bioeconomy Strategy addressed the Education issue as “Promote education training and skills across the Bioeconomy”. In fact, this action aims to reduce the shortage of skills by supporting the development of new curricula which respond to the new and evolving needs of stakeholders. This requires to reduce the gap between academia and the industries, to facilitate the design of shared curricula in order to align educational paths with labour market opportunities.

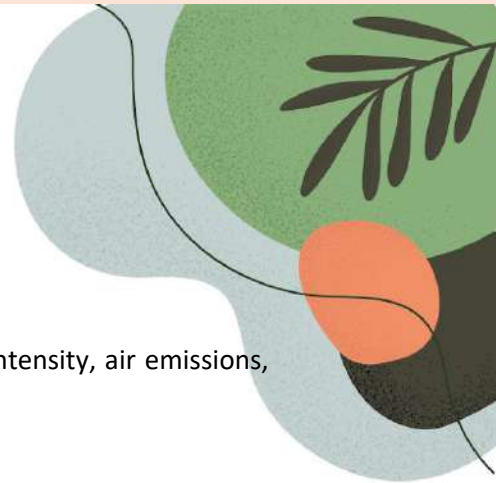
Bioeconomy education faces two major challenges. Firstly, it aims to merge very heterogenous topics and disciplines in a common understanding of the Bioeconomy that is delivered across the disciplines, and use it for students having very diversified educational background. Secondly, it has to make an educational concept, which does not only provide knowledge, but is an instrument to enable people to understanding the challenges and embrace the opportunities offered by the bioeconomy and to create a concrete societal impact.

Bioeconomy education, as in other domains, is delivered at several levels: viz the vocational educational and training (VET) in applied science universities, applied science research universities and research universities. All these Institutions may deliver Life-Long learning programmes has to be considered as well.

It is a challenging effort to classify the various groups gaining Education on Bioeconomy. But it is also indispensable in order to organize the educational practices and materials according to the needs and specificities of the different groups along the value chains.

Anyway, in all aspects and domains, education for sustainability is the aspiration to meet the current needs of the developing bioeconomy and the move to carbon neutrality by 2050. Therefore, the bioeconomy education can significantly contribute to address the following challenges and impacts:

- economic (e.g., economic growth, affordability, resilience, energy security)
- social (e.g., jobs, workforce development, food security, health, and safety)



- environmental (e.g., energy and water consumption, material intensity, air emissions, ecological impacts).

Briefly we can consider the following target groups:

- Students in all levels of education:

For the time being, several Bioeconomy education programs have been established in various European Universities, either as a part of a wider technology unit or as an autonomous post graduate course (e.g. Master's degree). The aim is the gradual integration of Bioeconomy at all levels of Education, adapted to the wider current educational requirements and frames. The idea is to demonstrate to students the large spectrum of possible applications and make them familiar with the exploration of sustainable economic solutions. Knowledge about Bioeconomy will become an essential requirement for the new generation of students. The sector, not only will provide job possibilities in the future, but the fundamental understanding of the Bioeconomy principle will help students to face and solve the challenges of tomorrow's society and enhance their skills as responsible citizens.

- Employees of the Industry, Sectors and Domains related to the Bioeconomy:

The Industry related to Bioeconomy (e.g. agri-food, energy, bio-based Industries) is the key player in implementing the new practices in a perspective to contribute to the development and growth in sustainable conditions. It is therefore obvious that their staff and experts must be updated and specifically trained. This requirement seems to be general independently of the sector or the domain of application.

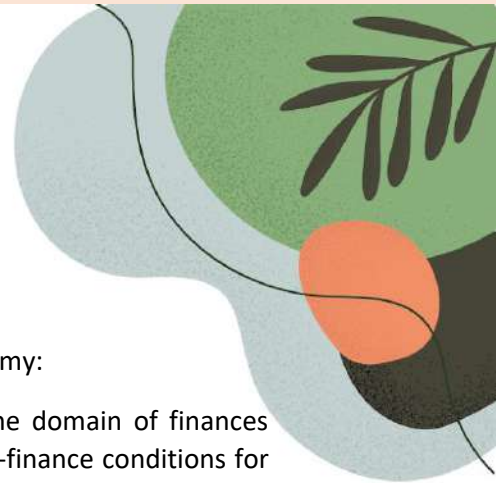
- Public Administration and Policy making officials in all domains:

It is expected that for most of the applications based on Bioeconomy, the transition to the new practices is not going to be a smooth or rapid process. For instance, adopting an innovation or a new technology might create many setbacks and obstacles, technically and politically and it can result to an effort lasting for decades.

Similar effects were observed in previous transitions (e.g. from wood to coal or from coal to oil). However, those earlier transitions, were not complicated by the so-called grand challenges faced today, being formulated by the United Nations as the 17 Sustainable Development Goals (SDGs).

- Employees of commercialization chains and business development in the domains related to Bioeconomy:

This is a very particular target of trainees and their training has a dual objective. First they have to increase their level of awareness, knowledge and understanding becoming capable to assimilate the new practices and to comprehend the specific value of their products and services. Second, they have to reach the capacity to transmit this knowledge to their target markets in order to guarantee a suitable level of communication and mutual understanding.



- Employees in Economy and Finances influenced by the Bioeconomy:

A very important domain of the whole Bioeconomy business is the domain of finances itself. There is a particular context on the investment and access-to-finance conditions for Bio-based Industries. Bio based Industry projects face issues accessing private capital. Regulation and market and demand framework conditions are perceived as the most important drivers and incentives but also present the biggest risks and challenges. It is recommended that it has to be established an effective, stable and supportive regulatory framework and to further reinforce awareness about specific funding instruments. But also, to develop a new EU risk-sharing financial instrument. It is obvious that the experts to be involved in these processes need to reach a comprehensive understanding of Bioeconomy principles so they can optimise the outcomes.

- The general public, consumers, and stakeholders related to Bioeconomy:

There is a common approach to target those groups of non-specialists or the general public not directly related to the general Bioeconomy business. Education of these groups includes two major parts. One is to enhance the general awareness and knowledge not only from the viewpoint of technology applications but also in terms of consequences, influence of the everyday life and its impact to the socioeconomic frame. The second part involves the active participation. Bioeconomy, it has yet to enter the public consciousness as an exciting solution to societal challenges. In order to achieve this goal, the general public and specific groups of stakeholders must develop the certainty that they are part of this process and adopt an attitude of participation, in acting, implementing and decision-making levels.

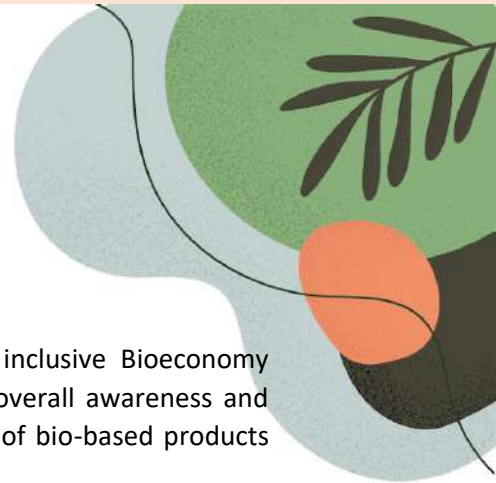
### **Specifying the concept of Bioeconomy Education**

- Education vs Awareness vs Training:

To emphasize the difference between Education, Awareness and Training: It is important to distinguish the three terms above related to the Education. Awareness is mostly a pre-educational requirement. It enhances the efficiency of the education and it is a substantial element in order to achieve a more-less homogeneity within the class. Like in other domains, also in Bioeconomy awareness can be achieved by many ways and tools and covers a wide horizon of related areas. On the other side, training is a post-educational perspective. Usually it is very specific and it addresses individuals well aware and educated, helping them to increase their capacities in well-defined operations and practices. All three are part of the Educational Framework of Bioeconomy.

- Raising the Awareness

Part of the Education is of course the raising of awareness and dispersion of dedicated information. This process not only is addressing to less informed targets but also may enhance the lateral knowledge of groups who receive vocational education and dedicated training.



Given that the future development of a smart sustainable and inclusive Bioeconomy involves the whole society at large, it is obvious that raising the overall awareness and understanding of the social, economic and environmental impacts of bio-based products and price is a challenge that needs to be taken up.

#### **Ideas for projects and activities of the Working Group for the Working Group**

1. Identifying relevant stakeholders and specific target groups
2. Facilitate the knowledge sharing and mutual learning through the discussion of specific case study
3. Connect bioeconomy education with other initiatives boosting the innovation ecosystem (e.g. financial support), by creating opportunities for info-education for stakeholders not typically targeted by education.
4. Analysing the actual and future need for new skills and competences of the employees now and in the future.
5. Analysing the impact of Bioeconomy education in meeting to current needs and expectations for an educated workforce
6. Mapping educational practices, initiatives and institutions
7. Educating the educators
8. Incorporating the Educational parameter in the whole Governance planning



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