

Transition2BIO package to increase capacity and support Member states and regions in increasing bioeconomy awareness, communication, education and stakeholders' engagement

Module 3

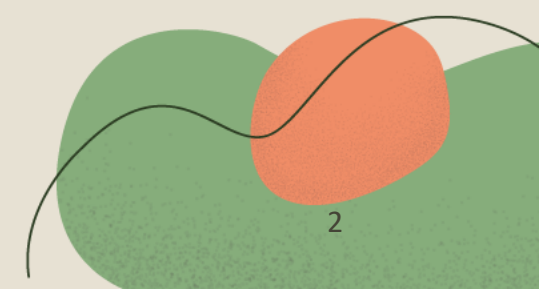
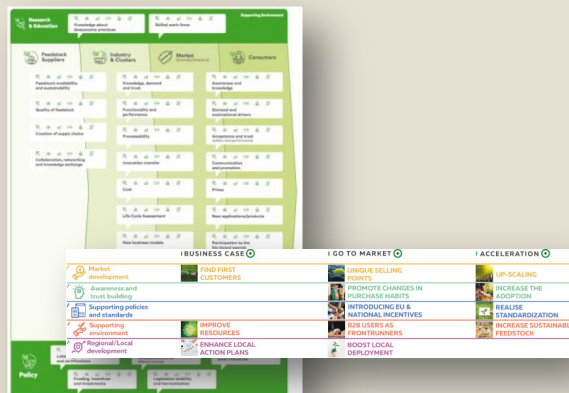
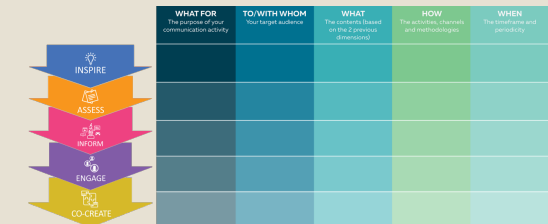
Content

- Before you start

- Methodologies to drive the systemic mindset change

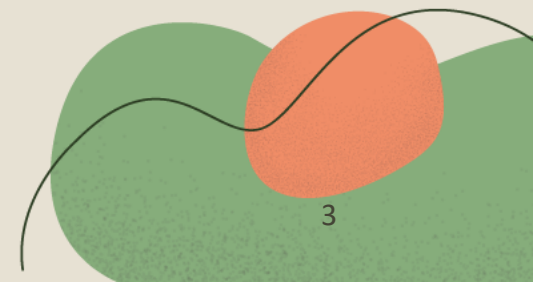
- Methodologies to facilitate the planning of communication and stakeholders' engagement activities

- Methodologies to facilitate stakeholders' debate and co-creation



Before you start

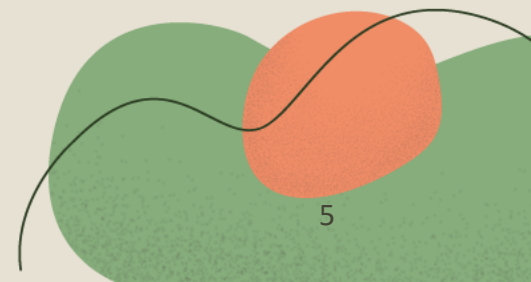
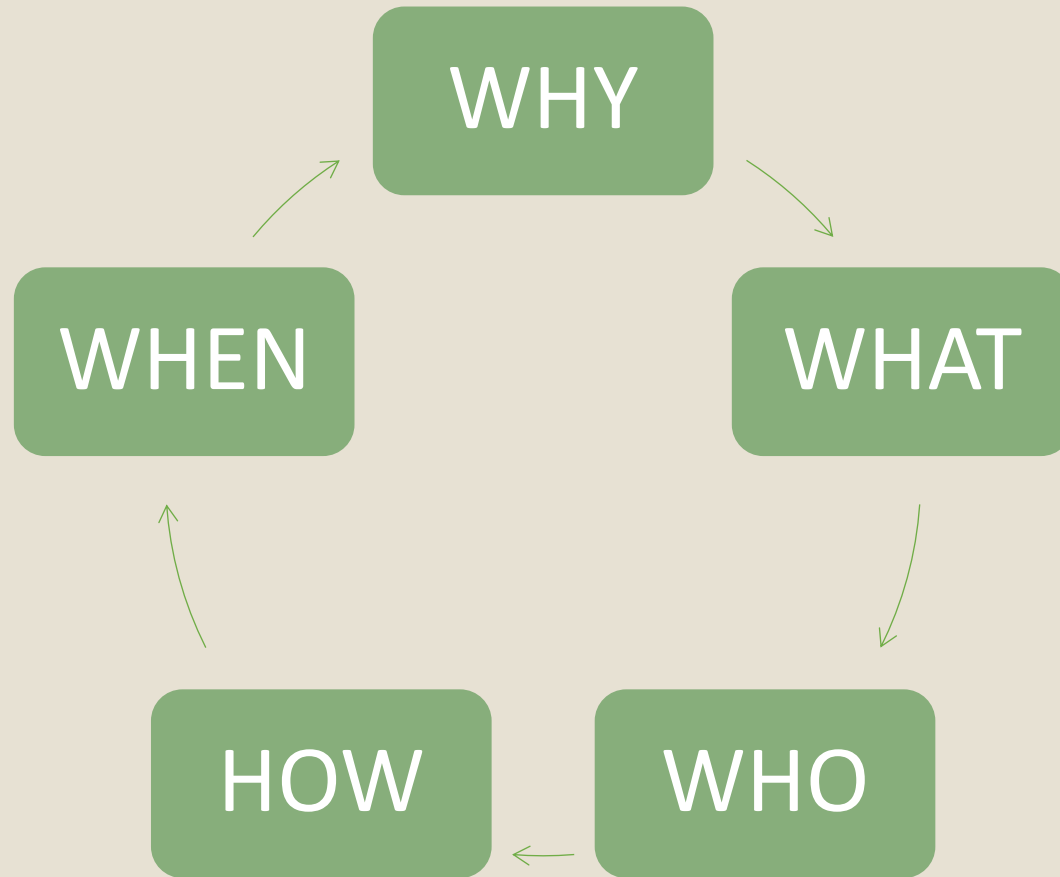
- Evaluate the situation, and level of bioeconomy development in the country (legislative framework, economic performance, and public perception of Bioeconomy)
- Map the key stakeholders
- Understand the needs, motivation and interests of your target groups
- Together with the stakeholders, identify and discuss relevant challenges and barriers to the full development of the bioeconomy



Setting the scene

- European trends and indicators
 - [EU Bioeconomy monitoring system](#), which provides a comprehensive overview of European trends and indicators related to EU Bioeconomy.
- Economic and legislative data
 - [Bioeconomy country dashboard](#) developed by the EU provides country-specific economic and legislative data on the bioeconomy
- Estimating employment and value added in the bioeconomy of EU regions
 - Technical [report](#): provides a methodological proposal to estimate employment and value-added of the bioeconomy sectors at the NUTS2 (regional) level in the EU.
- Public perception
 - [Analysis](#) produced by the BLOWAYS project on what the Europeans think about bioeconomy

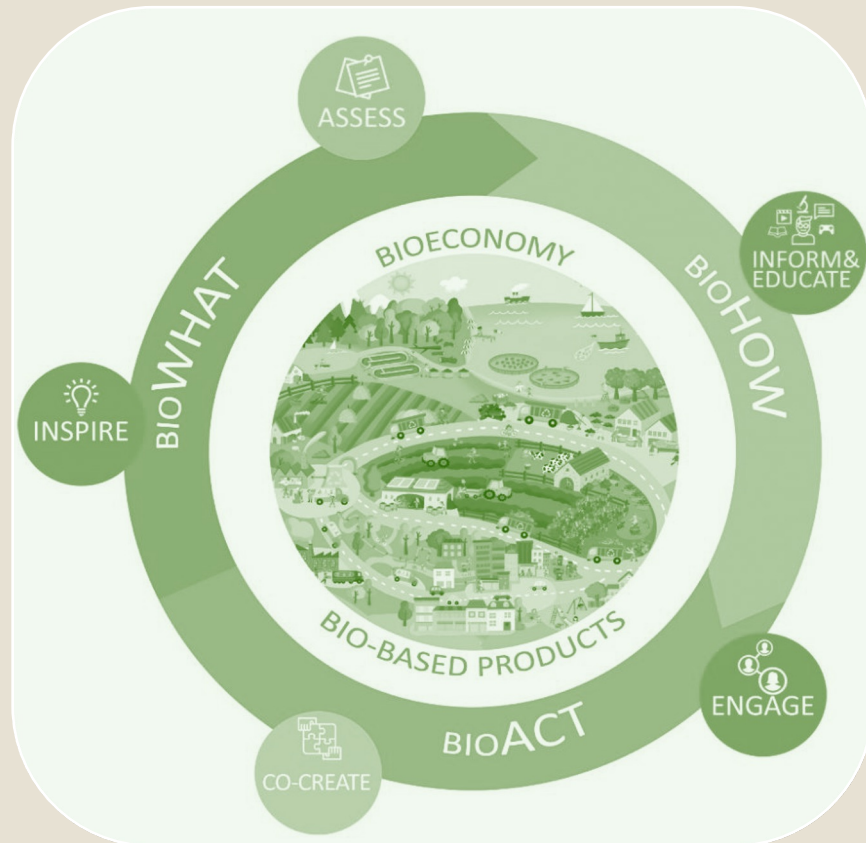
5 questions



Methodologies to drive the systemic mindset change



The Bioeconomy Circle



Inspire

Assess

Inform and educate

Engage

Co-create

How to choose the best actions?



In order to choose the best action to undertake for the uptake of the Bioeconomy, you must consider the following points:

- Development of Bioeconomy
- Target audience you would like to reach
- Specific objectives of your actions
- Resources

Module 2 of this course presents examples of good practices and replicable format for each actions presented in this module.

Methodologies to facilitate the planning of communication and stakeholders' engagement activities

WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity

Example 1

How to ... attract students to bioeconomy careers?

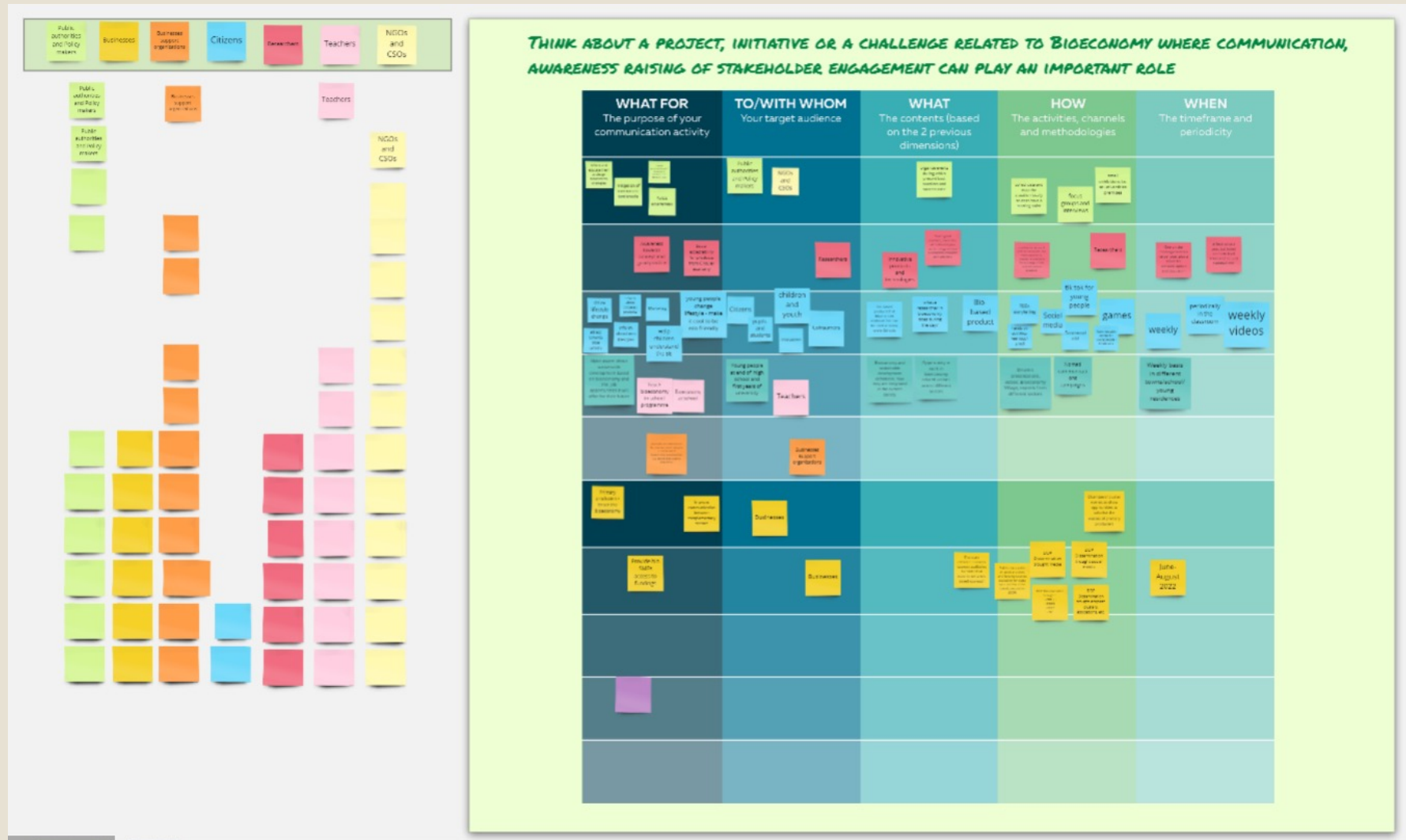
WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity
To raise interest of students in bioeconomy and existing professions	Students	To present different professions in BE, what they look like in practice	Stories of people working in different professions - videos, testimonials On social media Discussions at shools, ...	Campaign on social media – 1 video per month Discussions at schools – series of events at various occasions– e.g. Earth day...

Example 2

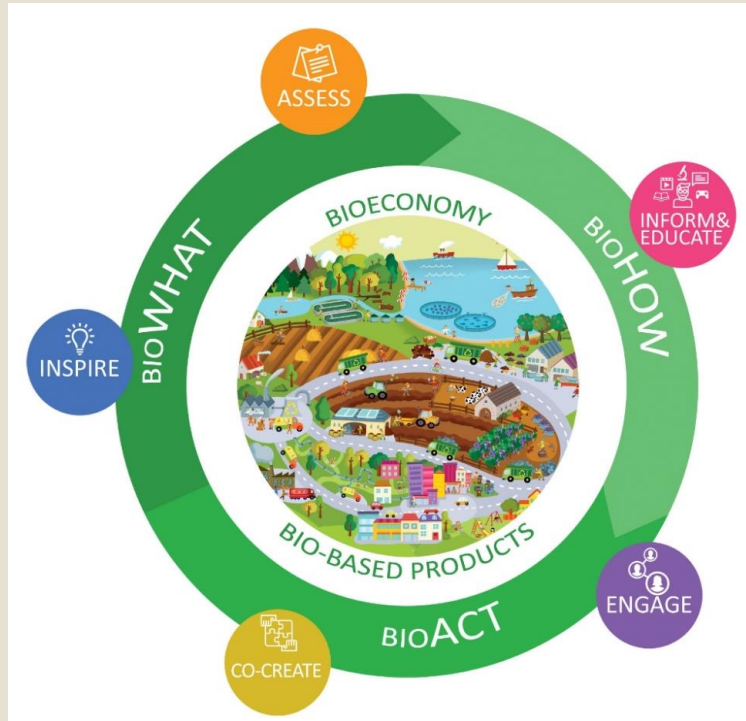
How to ... empower other organizations in communication, awareness raising and stakeholder engagement activities to accelerate adoption of bioeconomy?

WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity
Educate future consumers Drive lifestyle change Empower to teach bioeconomy at schools Involve in developing BE strategies Inform about new business opportunities,	Kids, Youth Adults Teachers NGOs and CSOs Businesses ...	What is BE, what are it's benefits? Benefits of sustainable lifestyle, BBP, what is available Depends on the age – what is BE, ... Ensure all views are considered Opportunities for businesses, new business models	Pictures, samples of products, experiments... Exhibitions, SM campaigns, ... Teaching materials, trainings, ... Multi-stakeholders debates	Depending on the topics.

Using the matrix in group discussions

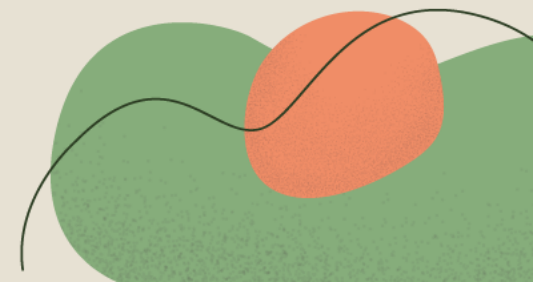


What happens if we combine these two tools?



+

WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity



Double Matrix Co-Creation tool



WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity



Example 4

... How to empower authorities / leaders in addressing local actors (farmers, local authorities, citizens) promoting the adoption of climate change solutions?



How to organize a multi-stakeholders's debate and co-creation events

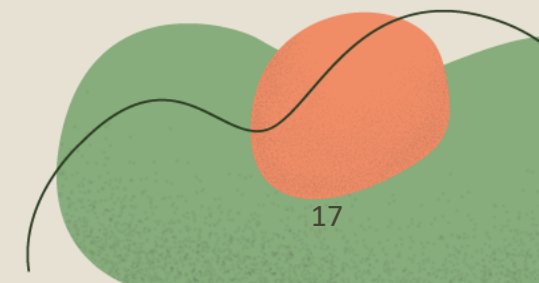


Why to organize multistakeholder debates and co-creation events?

The transition towards bioeconomy is a paradigm shift that:

- affects the whole economy and encompasses highly complex processes
- depends on the active collaboration of a broad range of stakeholders

The MML approach includes workshops in which the quadruple helix actors participate and in which all actors are committed to solving complex problems based on sharing different perspectives, ideas, knowledge and experiences in open dialogues.

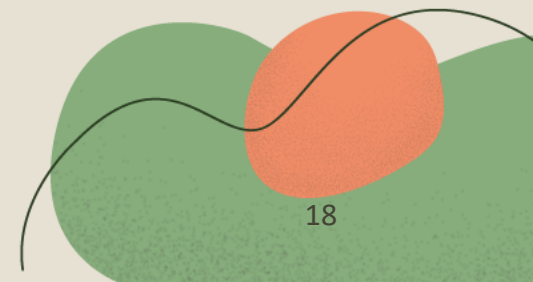


Objectives of multistakeholder debates transition2bio

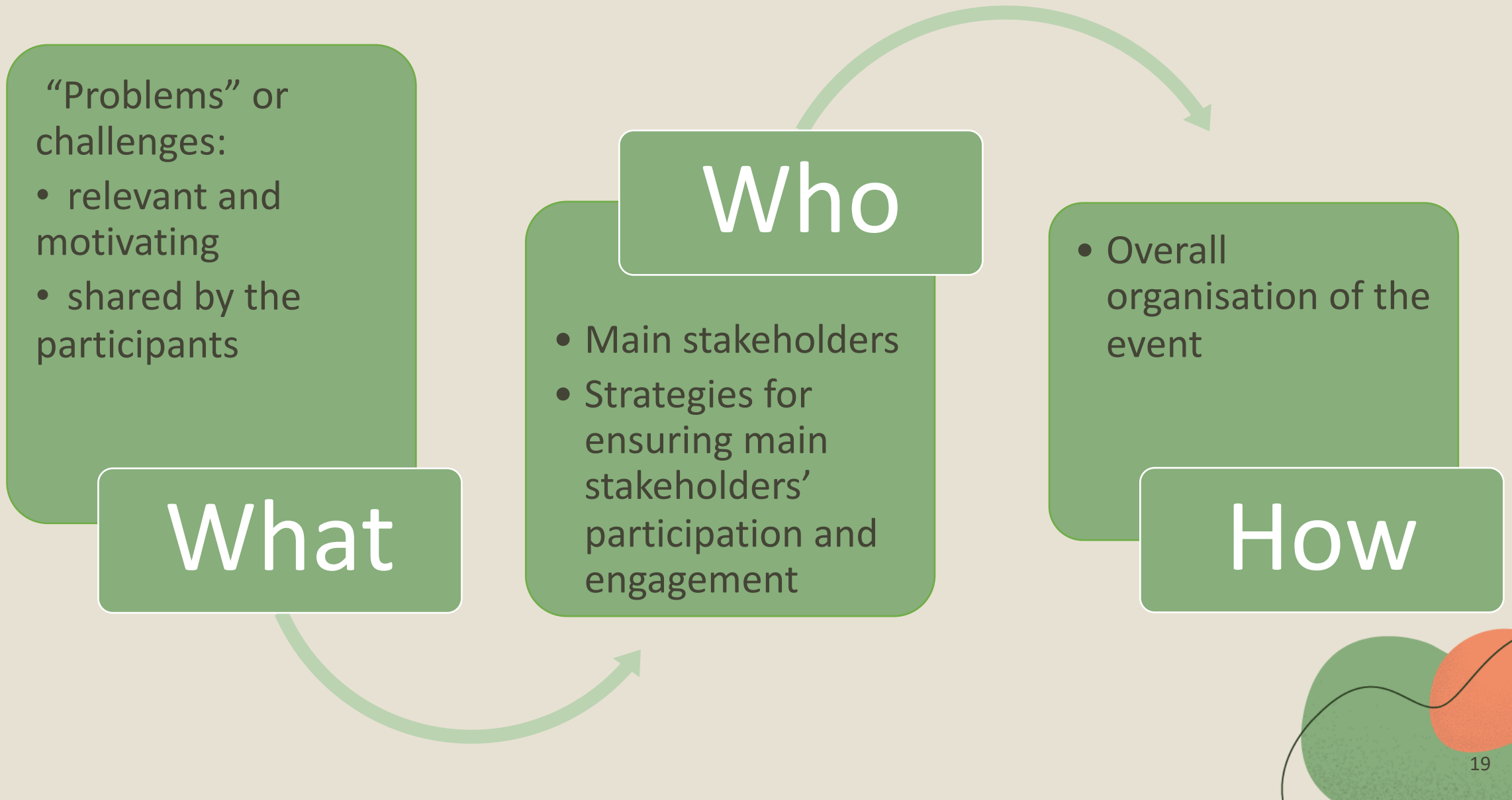
And co-creation events

Objectives:

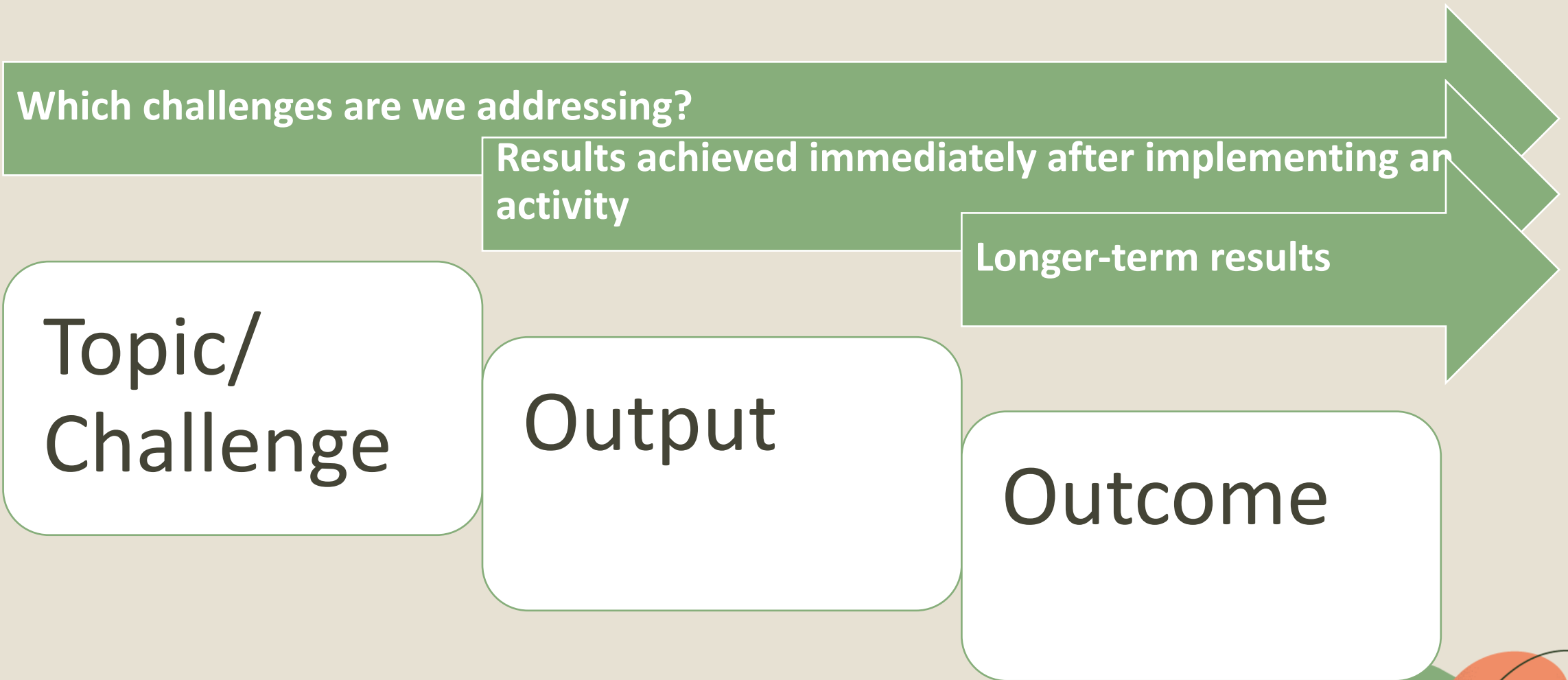
- broaden the network of people engaged in the bioeconomy
- increase a shared understanding,
- create actionable knowledge = identify potential solutions for the challenges and find a strategy and an action perspective for the participant



Where to start?



The WHAT



The WHO




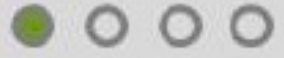
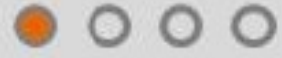




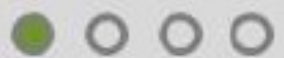

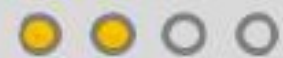
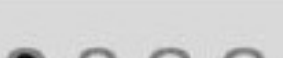




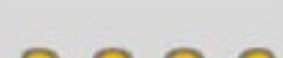

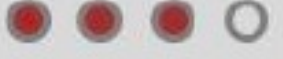

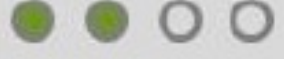

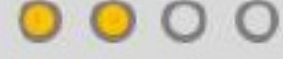








Quadruple helix
stakeholders

Potential candidates

Participants of
working groups

MML formats according to group size and composition

MML format		Conference	Unconference	Working group	Study visits	Future workshops	Peer reviews
Group size	>40						
	10 - 40						
	10<						
Group composition	Heterogeneous						
	Homogeneous						

The HOW

- Select the topic and scope of the event
 - Define the value proposition (value of the event) for the participants
- Identify suitable context for a co-creation event
 - Own event or partnering with other events
- Design of the MML event
 - Analyse the problem and prioritize
 - Generate potential solutions
- Select the format and activities

BIOVOICES online
tool [MEED](#)

[The BIOVOICES
platform](#)

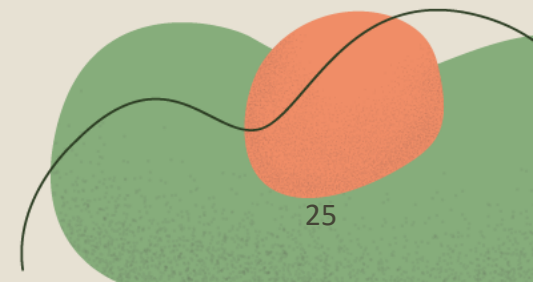
SETTING THE SCENE	EXPLORATION	CONCLUSIONS & FOLLOW-UP
Speed dating	Current Reality Tree	Dot voting
(Digital) audience response	Brainstorming (with idea mapping)	High five
Lightning Talks	World Café	Race car

The HOW: Before the event

- Draft a quality programme
 - issue/challenges to be addressed, objectives of the event, the key guiding questions, agenda
- Develop invitations
 - engaging invitation text, link to registration, programme
 - ensure compliance with GDPR regulations
- Set up internal procedures for the implementation
 - Select moderator and facilitators
 - Define roles of internal team members
 - Develop templates for planning and reporting
- Find an attractive and functional venue, select delicious and sustainable catering

The HOW: During the event






- Make sure that intended outputs or outcomes are clear to participants from the beginning
- Stimulate discussion by showcasing inspiring solutions
 - Exhibition stands with hands-on examples and solutions
 - Series of short pitches
- systematic and thorough documentation of (table) discussions, proper analysis of discussion results by participants
- Post-meeting analysis of event materials by the organizer, draw some conclusions (development of policy recommendations)
- Follow-up with participants
- Facilitate collaboration and networking








Methodologies to facilitate stakeholders' debate and co-creation



BIOVOICES' 12 challenges

	BUSINESS CASE	GO TO MARKET	ACCELERATION
 Market development	<input type="checkbox"/> FIND FIRST CUSTOMERS	<input type="checkbox"/> UNIQUE SELLING POINTS	<input type="checkbox"/> UP-SCALING
 Awareness and trust building		<input type="checkbox"/> PROMOTE CHANGES IN PURCHASE HABITS	<input type="checkbox"/> INCREASE THE ADOPTION
 Supporting environment		<input type="checkbox"/> INTRODUCING EU AND NATIONAL INCENTIVES	<input type="checkbox"/> REALISE STANDARDIZATION
 Supporting policies and standards	<input type="checkbox"/> IMPROVE RESOURCES	<input type="checkbox"/> B2B USERS AS FRONTRUNNERS	<input type="checkbox"/> INCREASE SUSTAINABLE FEEDSTOCK
 Regional/Local development	<input type="checkbox"/> ENHANCE LOCAL ACTION PLANS	<input type="checkbox"/> BOOST LOCAL DEPLOYMENT	

The framework

	BUSINESS CASE	GO TO MARKET	ACCELERATION
 Market development	<input type="checkbox"/> FIND FIRST CUSTOMERS	<input type="checkbox"/> UNIQUE SELLING POINTS	<input type="checkbox"/> UP-SCALING
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 Regional/Local development	<input type="checkbox"/> ENHANCE LOCAL ACTION PLANS	<input type="checkbox"/> BOOST LOCAL DEPLOYMENT	

Example

REGIONAL MML: Waste Valorisation and the Bio-based Economy in the North East in the UK



FROM



TO



Timezone: GMT-12:00

Organiser: **Minerva UK**

Administrator: **BIOVOICES**

Event type: **regional**

📍 Chessingham Park ,Unit 1 YO19 5SN United Kingdom

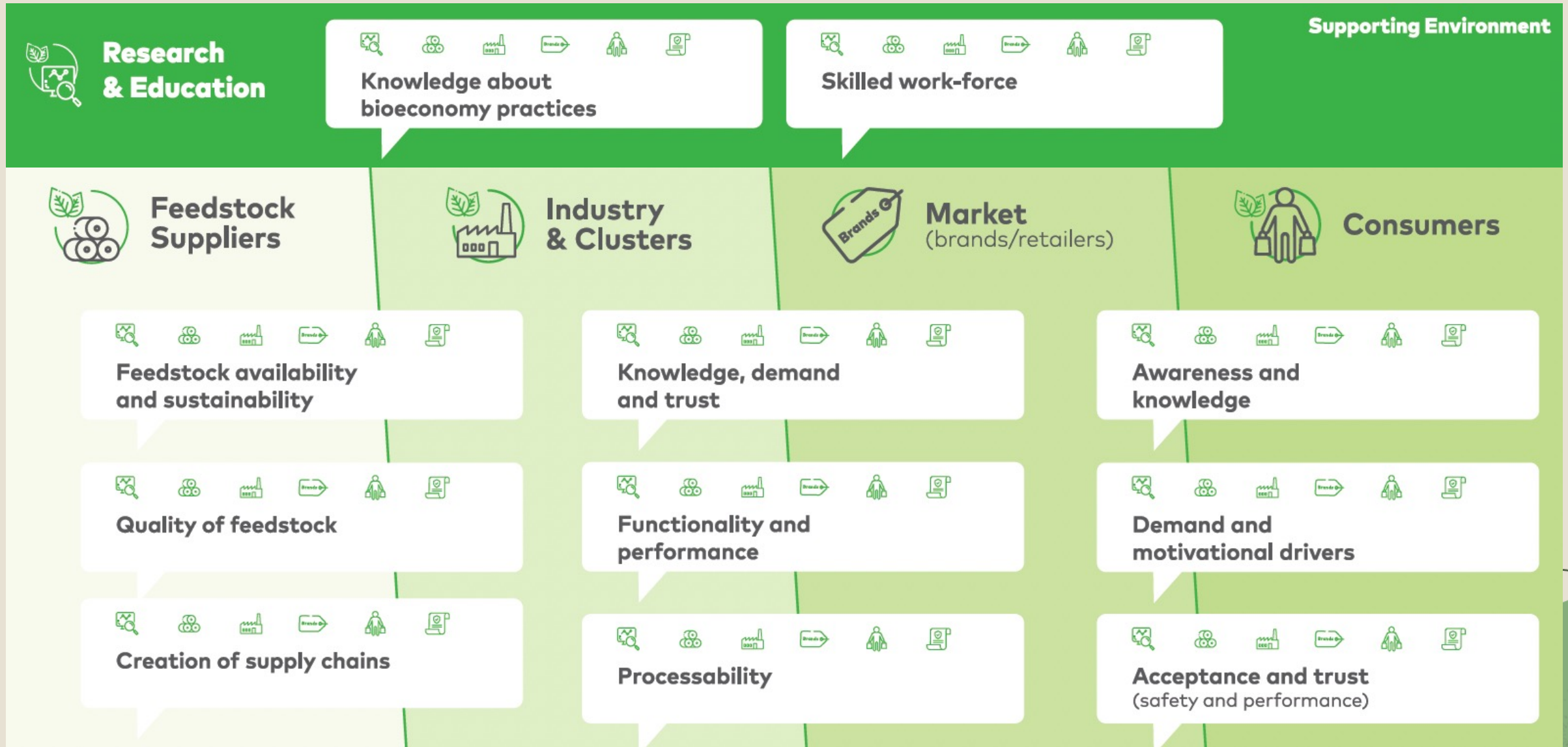
Description: BDC's MML focuses on the waste valorisation sector which is driving a wide range of bio-based areas and the production of bio-based products.

Invitees to the MML include start-ups and SMEs producing a range of waste valorisation products, research and development actors working on waste valorisation innovation, policy and best practice developers and regulators, plus NGOs representing interested civil society groups.

The Value Chain Collaboration challenges model



The framework

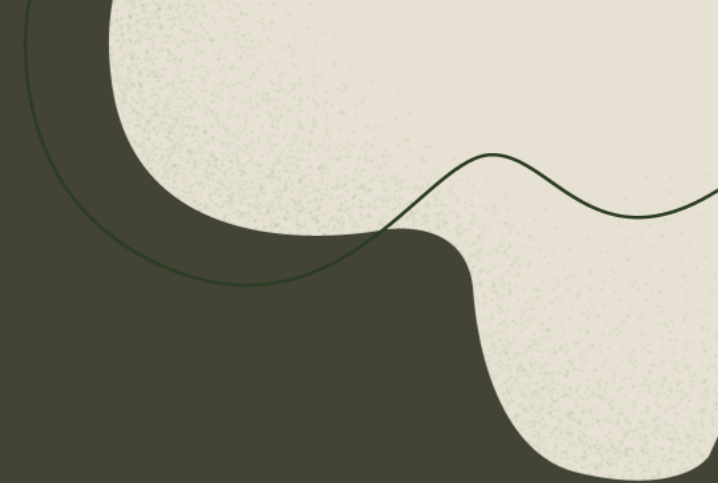


Example agenda of a co-creation event

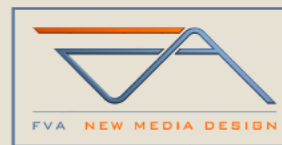


Case Studies 10:30-11:00	The textile industry of the future. Opportunities represented by the circular bioeconomy for the re-launch of the textile industry in a sustainable key.	13:00-13:45	Networking lunch
	<ul style="list-style-type: none"> • Aurora MAGNI - Blumine Srl / Sustainability-lab <i>Present and future scenarios for a competitive and sustainable textile industry</i> • Patrizio SALICE - Novamont / EFFECTIVE Project <i>The Novamont bioeconomy model and the Effective research project</i> • Riccardo Andrea CARLETTO - CNR Biella <i>From agro-food pineapple waste to innovative textiles</i> • Alan GAROSI - Fulgar <i>Polyamide 100% biobased from castor oil</i> 	Case studies 13:45-15:00	Not only textile: Opportunities and challenges for integrated territorial development in Green key <ul style="list-style-type: none"> • Enzo LAURENTI - University of Turin <i>New materials from waste: the role of research in the development of circular bioeconomy</i> • Paola ZITELLA - Environment Park Torino <i>Enhance the crop waste from tomatoes, coffee, grapes and hemp in a circular key</i> • Giuseppe TECCO - Agrindustria <i>Enhance the hazelnut waste in a circular key</i> • Alessandro PIZZI - Waste cycle enhancement expert <i>From waste to resource: Valorisation of urban organic waste</i>
11:00-11:15	Coffee break		
11:15-13:00	<ul style="list-style-type: none"> • Daniele SPINELLI - Next Technology Tecnotessile <i>Biobased composite materials based on high performance PLA fibers</i> • Marco BENEDETTI - Chimica Verde bionet <i>Technical textiles: the support of non-woven fabrics in the production of eco-compatible finished products for hygiene, furnishing and fashion</i> • Antonella BELLINA - DueDiLatte <i>Fibers from casein, milk protein</i> • Roberto VANNUCCI - CentroCot <i>ENTeR project: promoting recycling and sustainable development in textile companies</i> • Stefano BABBINI - Mogu <i>Circular materials from fungal microorganisms as opportunities for the textile and leather industries</i> • Silvia AVATANEO - Fiat Research Centre <i>Biomaterials applications and perspectives for the automobile future</i> • Beatrice DEL BALZO - Marevivo <i>The problem of microplastics released by the tissues</i> 	MML workshop 15:00-16:30	Mobilization and Mutual Learning workshop - Facilitated discussion in parallel working groups Bioeconomy as an opportunity to boost local development based on territorial resources <ul style="list-style-type: none"> • What are the challenges and opportunities? • What are the territorial resources to be mobilized? (Feedstock, Industries, Infrastructures, Fundings, etc.) • How can the bioeconomy contribute to local development through the enhancement of territorial resources? • Which are the actors to be mobilized / involved for the creation of new value chains and how involve them? Barriers and strategies to facilitate the collaboration between stakeholders • Promotion of integrated regional development strategies and policies (circular economy, rural development, SMART specialization, bioeconomy, sustainable tourism, etc.)? • Rethinking territorial marketing in a green key through the creation of a district for the bioeconomy • Recommendations from stakeholders

Thank you



Consortium



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