

Deliverable 2.3

Report on Large-scale awareness and public engagement events - update

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Deliverable 2.3

Report on Large-scale awareness and public engagement events - update

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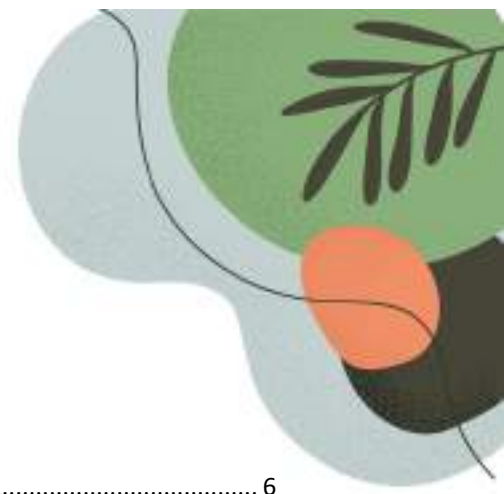
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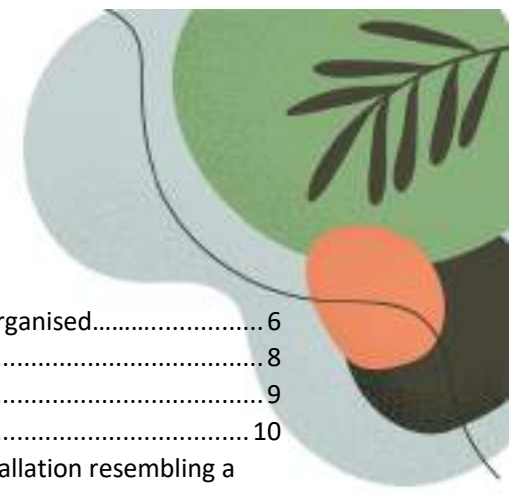
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Index of Contents

| | | |
|------|---|----|
| 1. | EXECUTIVE SUMMARY | 6 |
| 2. | LESSONS LEARNT AND RECOMMENDATIONS | 8 |
| 3. | INTRODUCTION | 7 |
| 4. | LARGE-SCALE EVENTS IMPLEMENTED IN 2022 | 12 |
| 4.1 | EC BIOECONOMY CONFERENCE 2022 | 12 |
| 4.2 | MAKER FAIR ROME 2022 | 14 |
| 4.3 | 86TH THESSALONIKI'S INTERNATIONAL FAIR "TIF HELEXPO" 2022..... | 17 |
| 4.4 | PLANETIERS WORLD GATHERING | 20 |
| 4.5 | BERLIN SCIENCE WEEK CAMPUS | 22 |
| 4.6 | BIOECONOMY DAY | 25 |
| 4.7 | THE EUROPEAN RESEARCHERS' NIGHT 2022, ROME..... | 26 |
| 4.8 | ECOFUTURO FESTIVAL..... | 28 |
| 4.9 | SUSTAINABLE DEVELOPMENT FESTIVAL ORGANIZED BY ASVIS (ALLEANZA ITALIANA PER LO SVILUPPO SOSTENIBILE) | 31 |
| 4.10 | GECO FOR SCHOOL - AWARDING CEREMONY..... | 33 |
| 5. | CONCLUSIONS | 35 |

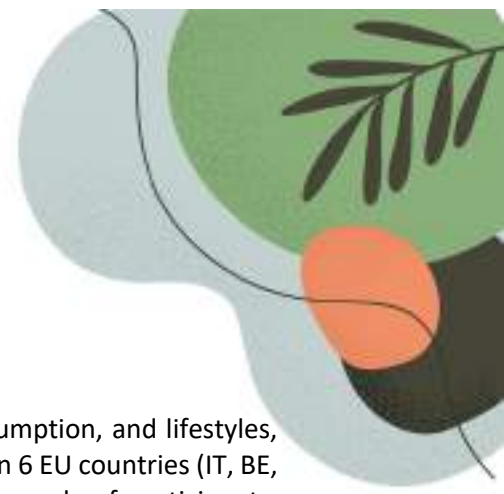


Index of Figures

| | |
|---|----|
| Figure 1: Overview of the countries, in which a Transition2BIO event was organised..... | 6 |
| Figure 2: Transition2BIO team in Maker Faire Rome 2022 | 8 |
| Figure 3: Visitors of Berlin Science Week Campus | 9 |
| Figure 4: Hands-on lab leaflets in Slovak | 10 |
| Figure 5: The Bioeconomy Village at Maker Fair Rome 2022, cardboard installation resembling a household with samples of everyday biobased products..... | 10 |
| Figure 6: Chiara Pocaterra presenting the work done by Trnasion2BIO during the European Bioeconomy conference in Brussels | 13 |
| Figure 7: Bioeconomy Ambassadors with the book for kids “What’s bioeconomy” | 13 |
| Figure 8: Project Coordinator Chiara Pocaterra with Dr. John Bell and Dr. Christian Patermann | 14 |
| Figure 9: The Transition2BIO and EU Climate Pact Ambassadors team at the booth, during Maker Faire | 15 |
| Figure 10: Teenagers engaged with "Environmental Quizzes" at the Transition2BIO booth during Maker Faire | 16 |
| Figure 11: Teenagers engaged with "Environmental Quizzes" at the Transition2BIO booth during Maker Faire | 17 |
| Figure 12: Transition2BIO at the 86 th TIF 2022 | 18 |
| Figure 13: Moments from the Transition2BIO booth at Planetiers | 20 |
| Figure 14: Moments from the Transition2BIO booth at Berlin Science Week..... | 22 |
| Figure 15: Responses to Question 1: What do you connect with the term bioeconomy? in English and German | 23 |
| Figure 16: Responses to Question 2: What ideas do you have to create a more sustainable economy in the future? in English and German | 24 |
| Figure 17: Bioeconomy4YOU awarding ceremony. Ravenna, 9/05/2022..... | 25 |
| Figure 18: The Bioeconomy Village and the BioArt Gallery during the Eu Researchers’ Night..... | 27 |
| Figure 19: The Italian Nobel Prize in Physics Giorgio Parisi at the Transition2BIO booth..... | 28 |
| Figure 20: The Transition2BIO booth at Ecofuturo festival..... | 29 |
| Figure 21: A screen shot from the round table live streaming at the Ecofuturo festival..... | 30 |
| Figure 22: Agenda of the event..... | 32 |
| Figure 23: Some of the panellists during the event | 33 |
| Figure 24: Flyer of the award ceremony of Geco for school..... | 34 |
| Figure 25: The bio-based gadgets delivered to the winning students of the GECO For School initiative | 34 |

Index of Tables

| | |
|--|----|
| Table 1: Materials used in the Transition2BIO booth at the EC Bioeconomy Conference, Brussels, Belgium | 14 |
| Table 2: Materials used in the Transition2BIO booth at the Maker Faire Rome 2022, Rome, Italy .. | 16 |
| Table 3: Materials used in the Transition2BIO booth at 86 th Thessaloniki International Faire, Thessaloniki, Greece | 19 |
| Table 4: Materials used in the Transition2BIO booth at Planetiers, Lisbon, Portugal | 21 |
| Table 5: Materials used in the Transition2BIO booth at the Berlin Science Week, Berlin, Germany | 24 |
| Table 6: Materials used in the Bioeconomy4YOU competition | 26 |
| Table 7: Materials used in the Transition2BIO booth at the European Researchers’ night 2022, Rome, Italy | 28 |
| Table 8: Materials used in the Transition2BIO booth at the Eco Futuro Festival, Rome, Italy | 30 |



1. Executive Summary

To promote the transition towards more sustainable production, consumption, and lifestyles, Transition2BIO project committed to organise six (6) large-scale events in 6 EU countries (IT, BE, PT, SK, GR, DE) in the context of large events already attracting thousands of participants, reaching at least 40.000 participants and each target group defined by the project.

Transition2BIO participated in various types of events, including festivals for the general public (ITF, Berlin Science Week, Planetiers, etc.), but also events aimed at innovators and manufacturers (Maker Fair), students (GECO) or policymakers (EU Bioeconomy Conference).

Despite the unprecedented challenge related to the COVID-19 pandemic, resulting in the cancellation, and postponing of several large-scale events or organizing events on a smaller scale in the first year of the project, Transition2BIO successfully organized 14 large-scale events in various settings in 6 countries (IT, BE, PT, SK, GR, DE), reaching more than 26 thousand participants.

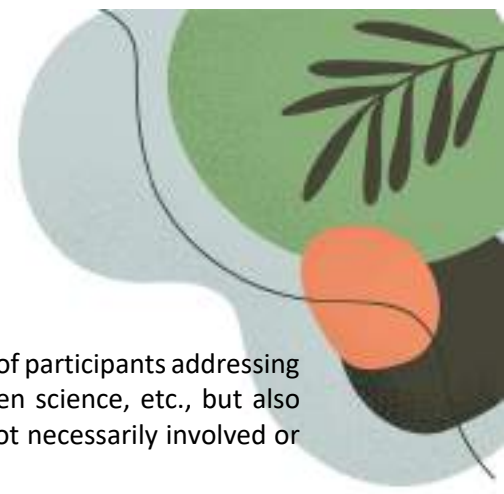


Figure 1: Overview of the countries, in which a Transition2BIO large-scale event was organized

The organisation of such events is extremely demanding in terms of both time and resources. In addition to that, Transition2BIO partners needed to respond to the challenges presented by the COVID-19 pandemic, which resulted in organizing the event in various forms (physical and online) and settings.

Therefore, there was a constant exchange of information and discussion between the Transition2BIO partners not only on how to increase the attractiveness of the booth but also on how to leverage the potential of a large event to raise awareness of the bioeconomy.

This deliverable aims to present the lessons learnt and recommendation collected by partners during the event (**section 2**), an overview of the events organized in 2022 (**section 4**) and presenting further opportunities for the use of these materials and insights (**section 5**).



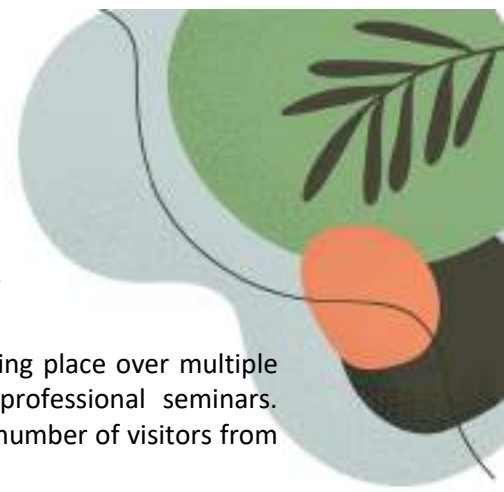
2. Introduction

Transition2BIO participated in large events already attracting thousands of participants addressing topics like sustainability, green lifestyles, science and innovation, citizen science, etc., but also large-scale events with no focus on these issues, targeting audiences not necessarily involved or familiar with the above-mentioned topics.

The aim of a large-scale event is usually to raise awareness on certain topics, to popularise the results of science, research, and innovation. Transition2BIO, in the form of a booth offering a combination of different activities and materials, sought mainly to raise awareness about the bioeconomy and its benefits, discover ways to shift lifestyles to more sustainable ones, but also to educate and showcase successful innovations and thus inform about the opportunities that the bioeconomy offers for young people or businesses. Through its activities, Transition2BIO has also sought to inspire teachers, journalists, representatives of educational institutions, non-profit organisations, etc. to act to further promote the bioeconomy.

Building on the outputs and experiences of previous projects, Transition2BIO further developed different materials and formats, such as the Bioeconomy Village, BioArt Gallery, children's book, and different quizzes (see section 2).

In total, 14 large-scale events were implemented in 6 countries (Belgium, Italy, Germany, Greece, Portugal, and Slovakia) in the framework of Transition2BIO. More than 26.000 participants took part in them. The events were successfully organised in various forms and settings, e.g., as physical open-air events, but also indoor. In 2021, a large-scale event was also successfully organized online. The events implemented in 2021 with a more detailed description of the formats (e.g., the Bioeconomy Village or the BioArt gallery) are presented in Deliverable 2.2. This Deliverable D2.3 focuses on presenting the main lessons learnt and the events organised in 2022.



3. Lessons learnt and recommendations

In general, large-scale events can be described as complex events taking place over multiple days and/or locations – e.g., conferences, fairs, exhibitions, and professional seminars. Depending on their nature and objectives, these events attract a large number of visitors from different target groups.

Large-scale events are attended by several exhibitors who, in a way, are in competition with each other for the attention of visitors. Visitors, on the other hand, are exposed to a large number of stimuli, and they usually do not spend a long time in the stands, so it is essential to choose visually appealing materials, catchy and understandable slogans or other “attractions” to convey information.

To be able to fully use the potential of large-scale events by Transition2BIO, a continuous exchange of experience was facilitated throughout the project. In 2022, an internal meeting was organized to reflect more deeply on the experience and formulate lessons learnt for the implementation of large-scale events. An overview of the most important insights and lessons learnt is presented below.

Partnering with events or organizations

- Partnering with an existing event or recognised institution as an organiser is a time and cost-effective way to reach a high number of visitors.

Potential challenges and recommendations

- Establishing collaboration is very time-consuming, but once created it can last for years.
- On the other hand, in the case of a partnership, the objectives and topic need to be aligned with the vision of the main organiser. Preparations usually start several months before the event; potential partners need to be identified and contacted well in advance.
- In the case of continuous collaborations, it is important to offer something new in terms of topics or formats.

Budget

- Participation in a large event is also financially demanding.

Potential challenges and recommendations

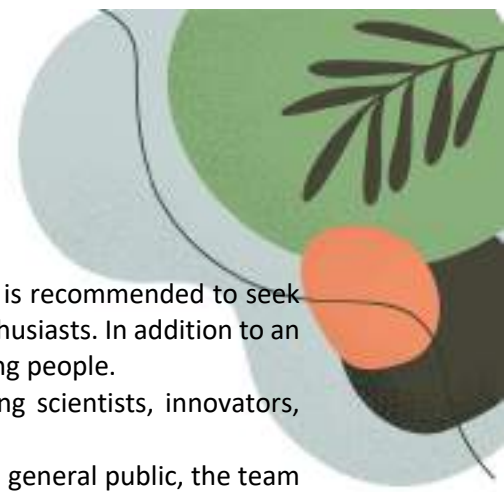
- Establishing partnerships and offering interesting content, activities or speakers to the main organiser can help reduce costs or even get the space for free.

Team implementing the large-scale event

- Dealing with higher numbers of visitors during the day is very demanding. Having enough team members at the booth to handle big groups of people at once is necessary. Also, the presence of more team members makes it possible to take at least short breaks to freshen up.



Figure 2: Transition2BIO team in Maker Faire Rome 2022



Potential challenges and recommendations

- The capacities within an organization might be limited. Thus, it is recommended to seek help from outside the organisation, e.g., young bioeconomy enthusiasts. In addition to an extra pair of hands, they can act as role models and attract young people.
- Visitors are also attracted to interesting professions – involving scientists, innovators, inventors, or ambassadors can is therefore encouraged.
- the team needs to be well-trained. Even if the event targets the general public, the team will be asked various questions – from the origin, availability, and application of biomaterials and bio-based products presented, through general questions concerning bioeconomy and its connection to other concepts, e.g., to developing a more sustainable future.

Objectives of large-scale events

- Transition2BIO aimed to raise awareness, inform or to some extent educate about bioeconomy, and related environmental and socioeconomic impacts for European citizens.

Potential challenges and recommendations

- In large-scale events, participants tend to visit booths in an unorganized way, often in bigger groups and all at once, which makes it difficult to organise structured educational activities. At the same time, participants are exposed to a lot of stimuli and their attention and ability to absorb new information decreases with time spent at the event.
- Plan interactive and engaging activities, which include an educational element, but are not too demanding or last long– e.g., quizzes in combination with presentations of visual materials and samples of products and employing a story-telling technique.

Target groups

- the type of visitors is central to adjusting the topic, materials, content, etc. The general public, for instance, including families with children or young people, is often interested in topics related to sustainability, and the bioeconomy.

Potential challenges and recommendations

- Often, visitors have some knowledge about the topics. However, in many cases, the knowledge is partial, e.g., only on a certain topic or only to a certain depth.
- It is advisable to talk about the bioeconomy in simple and clear language, use vivid examples, and visual materials and relate the explanations to something they are familiar with.
- Companies usually ask more technical questions about materials and their applications, existing value chains in the country, business opportunities or support. Teachers, NGOs, journalists, and other multipliers are interested in materials about bioeconomy available to be used in their classes or activities.



Figure 3: Visitors of Berlin Science Week Campus



Language

- Depending on the type of event and audience, the choice of language is key.

Potential challenges and recommendations

- Most of the events Transition2BIO participated in have taken place at the national, regional or local level. As bioeconomy itself is a new topic for many, it is clearly recommended to communicate and use materials in the native language, especially if the visitors are from the general public.
- In the case of an international event, the use of English or another language is possible.



Figure 4: Hands-on lab leaflets in Slovak

Formats and activities

- Learning is best facilitated by using a combination of different formats and activities.
- Transition2BIO successfully used a combination of formats and activities, often as a combination of visual materials providing information (such as the BioArt Gallery, various posters or leaflets) and Bioeconomy Village. The use of a cardboard installation simulating a household with samples representing products of everyday use was very successful with various target groups.

Potential challenges and recommendations

- The formats and activities (e.g., quizzes or hands-on labs, etc.) need to be adapted to the target group, the size of the team as well as the size of the stand.



Figure 5: The Bioeconomy Village at Maker Fair Rome 2022, cardboard installation resembling a household with samples of everyday biobased products



Content and materials

- The aim of Transition2BIO was to raise awareness about bioeconomy, promoting sustainable consumption and production and lifestyles.

Potential challenges and recommendations

- The topic of bioeconomy itself is a complex one. At the same time, it is only one of the solutions to global challenges, such as climate change.
- To start explaining more complex concepts, use the information that the participants already have, starting from situations related to everyday life and presenting bio-based alternatives to the products they normally use. Another option would be to start with current challenges and impacts they can observe, and explain, how bioeconomy can address these problems.
- Unusual materials, interesting or funny facts, innovations and novelties arouse interest and are a good basis for discussions or explanations of more complex topics.
- While give-aways (such as poo paper, biobased water bottles and pens, toothbrushes, and bags) help attract visitors, they can also send conflicting messages about conscious and respectful consumption. Limiting the number of free items and requiring that visitors spend more time learning (e.g., taking a quiz) and providing feedback helped shift the experience and foster a more engaged public.

Attracting visitors

- Large-scale events are attended by a high number of exhibitors who, in a way, are in competition with each other for the attention of visitors.

Potential challenges and recommendations

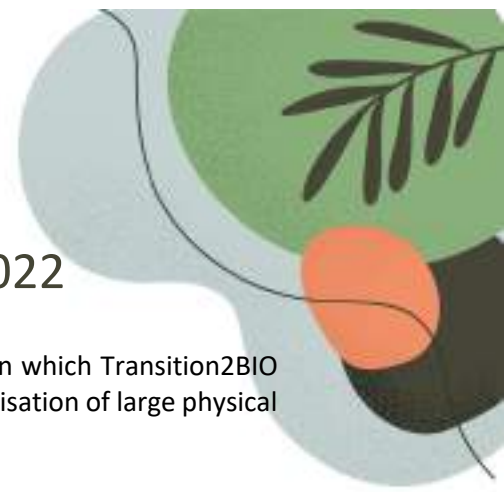
- Designing a visually appealing booth is recommended. However, to attract visitors, it is necessary to be proactive.
- To be able to directly invite visitors to the booth, join the event programme as a speaker or organize a workshop within the event.
- Plan interactive activities to involve visitors, e.g., organise a competition, quiz, and hands-on labs. Such activities in combination with gadgets, such as the book for kids or various biobased products were useful in inviting visitors to the booths.
- In case of a multi-day event, ask visitors to post pictures from your booth on social media, tagging the event and/or your project.
- Connecting with other exhibitors and informing visitors about each other booths can also increase the number of your booth visitors.

Form

- Organising the events in line with the pandemic safety measures resulted in both, physical (open air / indoor) and online events.
- The Transition2BIO experience shows that the materials available can be adjusted to very different forms and settings of events.

Potential challenges and recommendations

- Not all formats and activities work well in all situations. For example, while videos can be effective in online events or physical events organized inside, they were not useful in open-air events.



4. Large-scale events implemented in 2022

The section below provides information about the large-scale events, in which Transition2BIO participated in 2022. This year was a more favourable year for the organisation of large physical events in terms of COVID-19 restrictions.

Several events that had been cancelled or moved online in the previous year were implemented. The following pages therefore summarise the information on 9 large-scale events held in Belgium, Italy, Greece, Germany, and Portugal, in which Transition2BIO participated in 2022.

4.1 EC Bioeconomy Conference 2022

About the event

In 2022, the Transition2bio project participated in the high-level conference '[The Bioeconomy – Enabling the European Green Deal in Challenging Times](#)'.

During the event, the findings of the [EU Bioeconomy Strategy Progress Report](#), adopted in June 2022 were presented. In addition to that, the event aimed at highlighting the role of bioeconomy policy to enhance policy coherence and system thinking. A series of bioeconomy success stories from EU research and innovation was presented, as well as evidence for a successful implementation of the EU Bioeconomy Strategy

The Conference, organized as a hybrid event, attracted more than 1600 participants from more than 80 countries, representing several stakeholder groups, such as academia/research organizations, businesses/industries, including SMEs, business associations, representatives of the public sector and EU institutions, as well as citizens, citizen's groups, NGOs and NGO umbrella organizations, etc.

The coordinator was involved as speaker in the parallel Session 7 - Youth engagement in the bioeconomy: preparing the next generation through education and skills on the 6th of October (<https://eu-bioeconomy-conference-2022.b2match.io/components/21614>): Ms Chiara Pocaterra held a speech about the importance of education and raising awareness activities toward kids in a dedicated panel, „*Youth engagement in the bioeconomy: preparing the next generation through education and skills*“.

| | |
|--|--|
| Date | October 6-7, 2022 |
| Event venue | Charlemagne Building, Belgium, Brussels |
| The objectives of Transition2BIO at the event | Bring the best practices learned during the lifetime of the project regarding the engagement of young people |
| Transition2BIO partner | APRE, FVA |
| Event organized in partnership with | N/A |
| Number of visitors | >600 |
| Main target group(s) | European policymakers, project managers, Bioeconomy Ambassadors |

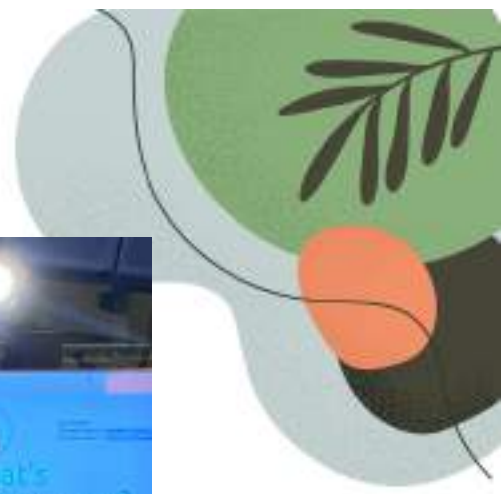


Figure 6: Chiara Pocaterra presenting the work done by Transition2BIO during the European Bioeconomy conference in Brussels



Figure 7: Bioeconomy Ambassadors with the book for kids "What's bioeconomy"

Evaluation by project partner

The participation in the European Bioeconomy Conference 2022 in Brussels was the occasion to meet relevant policymakers and stakeholders.

In addition to the networking activities, powered by the EuBioNet, Transition2BIO distributed around 1000 copies of the book for kids "What's Bioeconomy?", in 10 different languages.

Also, Project Coordinator Chiara Pocaterra (APRE), held a speech about the importance of education and raising awareness activities toward kids in a dedicated panel, *Youth engagement in the bioeconomy: preparing the next generation through education and skills*.

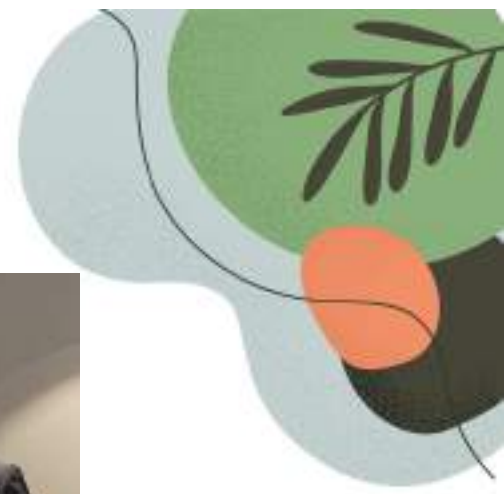


Figure 8: Project Coordinator Chiara Pocaterra with Dr. John Bell and Dr. Christian Patermann

| Material | Source |
|--|---------------------------------|
| T2BIO banner | Transition2BIO |
| Book for kids “What’s Bioeconomy?”: distribution of 1000 copies in all the 12 languages available. | BIOVOICES/Transition2BIO |
| Posters displaying project fiches of the H2020 and Horizon Europe projects focused on bioeconomy communication, education, and stakeholder engagement | Transition2BIO |
| Posters displaying the joint Action plans outlined by focused on bioeconomy communication, education, and stakeholder engagement | Transition2BIO |

Table 1: Materials used in the Transition2BIO booth at the EC Bioeconomy Conference, Brussels, Belgium

4.2 Maker Fair Rome 2022

About the event

Maker Faire is a European exhibition organised in Rome, dedicated to innovation and creativity. The event bridges the domains of innovation, businesses, and start-ups, with the world of research and academia, universities, students, engineers, artists, designers, communicators, inventors, etc.

The fair had specific areas dedicated to exhibitors working in the domain of “Sustainability, Recycling, Circular Economy, Bioeconomy, Green TECH, Smart Energy Green Building” and where the Transition2BIO team showcased the Bioeconomy Village and the BioArt Gallery.



| | |
|--|---|
| Date | October 7-9, 2022 |
| Event venue | Gazometro Ostiense, Rome, Italy |
| The objectives of Transition2BIO at the event | Raising awareness on bioeconomy and bio-based products, engage the public with interactive quizzes |
| Transition2BIO partner | FVA, APRE, LOBA, PEDAL |
| Event organized in partnership with | EU Climate Pact Ambassadors, Maker Faire |
| Number of visitors | 4.000 |
| Main target group(s) | General public, inc. Families, Young people, Teachers, Researchers, Multipliers (e.g., journalists) |



Figure 9: The Transition2BIO and EU Climate Pact Ambassadors team at the booth, during Maker Faire

Evaluation by project partner

In the context of Maker Faire – The European Edition the Bioeconomy Village hosted around 4000 visitors that were introduced to the bioeconomy through 350 bio-based products exhibited in an installation made of recycled cardboard and reproducing different home settings to showcase how the bioeconomy can be introduced in our daily lives.

Around 200 teachers received a free copy of the book “What’s Bioeconomy” and all children and kids who visited the stand received the [link](#) to have access to the interactive version of the book, available in different languages.

The booth hosted also the [Eu Climate Pact Ambassadors](#) who engaged visitors with environmental quizzes using a video screen and some questions share via Menti.com. This served as a trigger to introduce some key concepts on sustainability, climate change, bioeconomy, etc.

| Material | Source |
|--|--|
| Transition2BIO banner | Transition2BIO |
| Bio-based samples | BIOVOICES/Transition2BIO |
| Book for kids “What's Bioeconomy?” (printed and online versions) | BIOVOICES/Transition2BIO |
| Screen displaying environmental quizzes | Transition2BIO/EU Climate Pact Ambassadors |

Table 2: Materials used in the Transition2BIO booth at the Maker Faire Rome 2022, Rome, Italy

During the fair, the booth was visited by a very heterogeneous but interested public. Many visitors were makers due to the event which was dedicated to digital fabrication and innovation in different sectors and areas.

The majority of the public was generic and formed by a young audience asking questions about bioeconomy, bio-based products, feedstocks and any technical details related to the compostability and biodegradability of products. They also wanted to learn more about brands currently delivering some of the bio-based samples we exhibit in order to know the costs and their availability.



Figure 10: Teenagers engaged with "Environmental Quizzes" at the Transition2BIO booth during Maker Faire

The cardboard installation replicating a house environment was very effective to engage visitors physically and the quizzes on environmental topics helped to attract and engage the public in a playful way, before introducing them to more specific information related to sustainability, bioeconomy and bio-based products.

Together with the EU Climate Pact ambassadors, FVA partner in fact developed an interactive game on the online platform Mentimeter. The game was accessed with personal devices and the facilitators used a video screen to show real-time the questions and the leaderboard with the ranking of the players.

Examples of questions used include the following:

- Which country currently emits the highest level of greenhouse gases?
- How much water in the world is available for human use?
- What is the most common waste that pollutes our oceans?
- What is the main cause of global warming?
- How long does it take for carbon dioxide (CO₂) in the atmosphere to disperse?

The quiz reached 54 teenagers in total and was played in 22 sessions during two days of Maker Faire. A more detailed description of the game is provided in D2.5.



Figure 11: Teenagers engaged with "Environmental Quizzes" at the Transition2BIO booth during Maker Faire

As experimented during the Eu Researchers' Night (see 5.6), and also during Maker Faire the visitors had the chance to participate in a giveaway competition to win the Transition2BIO bio-based kit. They were invited to follow Transition2BIO social media channels and to possibly share a story or a post, tagging our channels. After the conclusion of Maker Faire, FVA partners (responsible for the social media engagement) randomly extracted 2 winners among the participants.

The bio-based kit increased the engagement of the public on social media and attracted new followers.

The Bioeconomy Village held at Maker Faire was also part of the [official program](#) of the Sustainable Development Festival organised by ASviS (Alleanza Italiana per lo Sviluppo Sostenibile), among the most interesting initiatives to participate in.

4.3 86th Thessaloniki's International Fair "TIF HELEXPO" 2022

About the event

Thessaloniki's International Fair, being organized since 1926, is an annual international exhibition event, in which thousands of visitors from Greece and across the world participate with the aim to be entertained, trade, browse, or simply be part of the festive atmosphere¹.

The 86th TIF 2022 focused its interest on regional development through the model of circular economy, inviting relevant initiatives that highlight its scope and applications in the Greek market.²

Q-PLAN participated in 86th Thessaloniki's International Fair 2022 representing the Transition2BIO project with a dedicated stand. The scope of the event was to raise awareness and communicate the bioeconomy to the variety of people visiting TIF (families, small children, young people, businesses, national authorities, etc.) by covering a broad array of topics for example what is bioeconomy, everyday applications of bioeconomy, biobased products, etc.

¹ <https://greekreporter.com/2022/09/09/thessaloniki-international-fair-a-historic-flashback-of-south-east-europes-biggest-event/>

² <https://www.thessalonikifair.gr/en/the-exhibition>



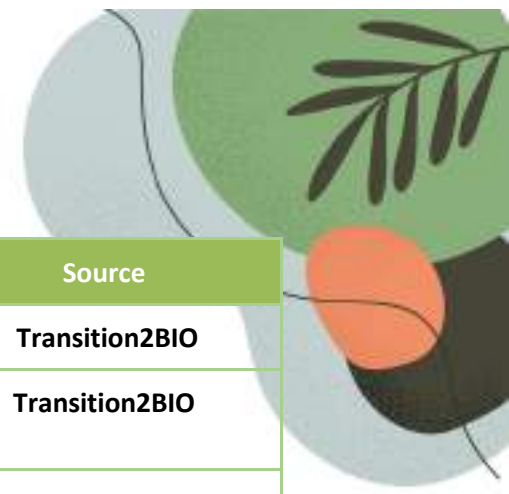
| | |
|--|---|
| Date | September 10-18, 2022 |
| Event venue | Thessaloniki International Exhibition & Congress Centre, Thessaloniki, Greece |
| The objectives of Transition2BIO at the event | To raise awareness and communicate the bioeconomy to the variety of people visiting TIF (families, small children, young people, businesses, national authorities, etc.) by covering a broad array of topics for example what is bioeconomy, everyday applications of bioeconomy, biobased products, etc. |
| Transition2BIO partner | Q-PLAN |
| Event organized in partnership with | Not applicable |
| Number of visitors | 1.555 |
| Main target group(s) | General public |



Figure 12: Transition2BIO at the 86th TIF 2022

Evaluation by project partner

During the 9 days of the event, Q-PLAN managed to engage more than 1500 people by exhibiting a variety of bio-based samples, displaying the BioArt Gallery, giving some books for kids and distributing 1550 factsheets in Greek explaining the bioeconomy in simple words. More importantly, Q-PLAN had the opportunity to inform and exchange with people about the bioeconomy and its potential to contribute to an eco-friendlier lifestyle.



| Material | Source |
|---|---------------------------------|
| T2BIO banner | Transition2BIO |
| Factsheet in Greek explaining the bioeconomy and its benefits | Transition2BIO |
| BioArt Gallery (Greek version) | BIOVOICES |
| Posters | Transition2BIO |
| Book for kids “What’s Bioeconomy?” (printed and online versions) | BIOVOICES/Transition2BIO |
| Bio-based samples | BIOVOICES/Transition2BIO |
| Gadgets (poo paper, wooden toothbrush, small purse of organic cotton and cork, pen, bio plastic bottles) | Transition2BIO |
| QR code for social media | Transition2BIO |

Table 3: Materials used in the Transition2BIO booth at 86th Thessaloniki International Faire, Thessaloniki, Greece

During the event, it became obvious that the public understands better the bioeconomy when it is presented with simple words, vivid examples and everyday gadgets that allow them to realize the use of the bioeconomy in their everyday activities. It is also important to mention that the more interactive the activities are, the more people will be engaged.

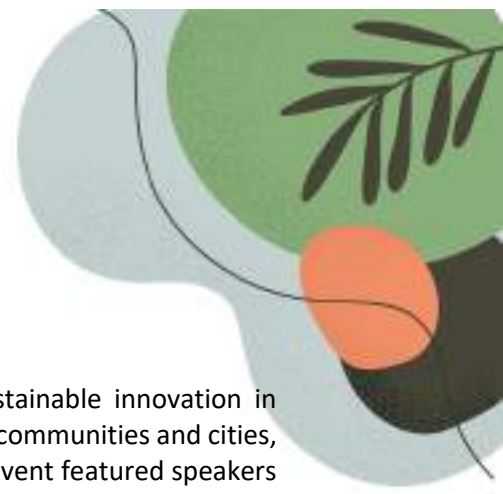
The visually attractive materials with a simple explanation of the meaning of bioeconomy and its benefits and information about the production of biobased products (e.g., posters, roll-ups, fact sheets) were very efficient in introducing visitors to the topic of bioeconomy. The BioArt Gallery was a great way to attract by passers from a long distance, and the bio-based samples exhibition also facilitated the engagement as it sparked discussions around different bioeconomy applications.

The factsheet in Greek was useful, as most of the people standing by our stand had not heard of bioeconomy before, so it was an easy way to explain it simply. The need that was most discussed was to make more bio-based products in Greece. Another thing that was brought up often is the need to inform the general public of the different ways to use the leftovers of the biological sources they use daily (e.g., food that has gone bad, etc.)

The Transition2BIO gadgets attracted the interest of the public and the book for kids attracted many young kids and their families to come to our stand and learn more about the bioeconomy.

Additionally, the communication and dissemination activities regarding both the physical and the virtual ones are crucial to attracting the public’s interest.

It is also important to be very active continuously inviting people to the booth and providing them with some giveaways if it is needed.



4.4 Planetiers World Gathering

About the event

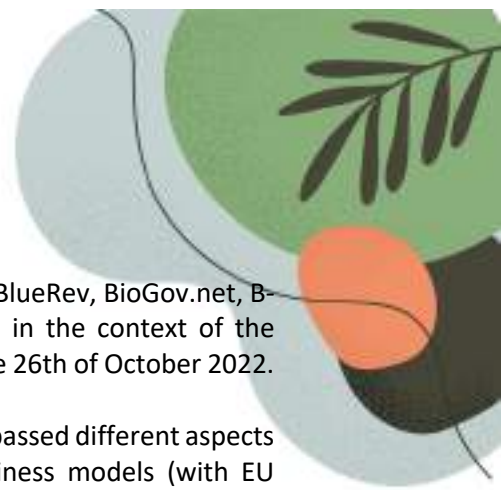
Planetiers World Gathering is the biggest international event for sustainable innovation in Portugal and brings together social and environmental impact projects, communities and cities, and the world's most inspiring change agents. In the 2022 edition, the event featured speakers such as David Simas (president of Obama foundation) or Gunter Pauli (entrepreneur, professor and author of “The Blue Bioeconomy”).

The event had a dedicated pavilion for exhibitors, where Transition2BIO organised the “EU Green Corner”.

| | |
|--|---|
| Date | October 24-26, 2022 |
| Event venue | Lisbon, Portugal |
| The objectives of Transition2BIO at the event | Raise awareness of general public on bioeconomy and bio-based products |
| Transition2BIO partner | LOBA |
| Event organized in partnership with | RuralBioUp, FOODCost, BlueRev, BioGov.net, B-Thenet, URBAN TECH, Women4RES, European Climate Pact |
| Number of visitors | More than 15.000 visitors at Planetiers World Gathering. More than 750 visitors at the booth |
| Main target group(s) | General public, families with kids, schools, young entrepreneurs |
| More information | https://www.transition2bio.eu/news/transition2bio-at-planetiers-world-gathering/ |



Figure 13: Moments from the Transition2BIO booth at Planetiers



Evaluation by project partner

LOBA, in collaboration with EU-funded projects RuralBioUp, FOODCost, BlueRev, BioGov.net, B-Thenet, URBAN TECH, Women4RES organised the “EU Green corner” in the context of the pavilion for exhibitors at Planetiers World Gathering from the 24th to the 26th of October 2022.

With a dedicated space of 45 metres square the EU Green corner encompassed different aspects and sectors of sustainable innovation and bioeconomy, namely: Business models (with EU projects RuralBioUp, URBAN TECH, FOODCoST and BlueRev); Governance (BioGov.net); Communication and Education (Transition2BIO); Network (B-Thenet) and Gender equality (Women4RES). A dedicated joint booth with all projects was brought for the event in order to represent the different projects as a whole. Per each sector and respective EU project dedicated dissemination materials were exposed, however, prominence was reserved to Transition2BIO materials and activities comprising: Book for kids “What’s bioeconomy”; Bioeconomy Memory Games; Bio-based products exhibition and gadgets such as notebooks and bamboo toothbrushes.

The audience was diversified, ranging from families, schools and kids (that were addressed to labs organised with ambassadors of the European Climate Pact) to brilliant young entrepreneurs who just launched their sustainable businesses. Per each type of audience, the Corner had information and opportunities to offer, whether it was more educational with Transition2BIO or more business oriented with RuralBioUp, URBAN TECH, FOODCoST and BlueRev.

The Corner had an average of 30 participants per hour with peaks of over 50 for a total of more than 750 participants across the three days, all participants were initially attracted by the exhibition of bio-based products from Transition2BIO. At later stages, after hearing the expositions from LOBA team, depending on the type of participants some demonstrated more interest in the bioeconomy in general, willing to know more what it is in general terms, others were more interested in adoption at large scale of bio-based products and bio-based businesses.

| Material | Source |
|---|--|
| Material for experiments for kids (Biogas in a bottle; Coffee-scrubs; Natural colour fun with PH experiment with cabbage; Seed balls) | Transition2BIO |
| Bio-based samples | BIOVOICES/ Transition2BIO |
| Book for kids “What's Bioeconomy?” (printed version) | BIOVOICES/ Transition2BIO |
| Bioeconomy Memory game | Transition2BIO |
| Promotional materials and giveaways | Transition2BIO, RuralBioUp, FOODCost, BlueRev, BioGov.net, B-Thenet, URBAN TECH, Women4RES |
| Material for experiments for kids (Biogas in a bottle; Coffee-scrubs; Natural colour fun with PH experiment with cabbage; Seed balls) | Transition2BIO |

Table 4: Materials used in the Transition2BIO booth at Planetiers, Lisbon, Portugal



4.5 Berlin Science Week Campus

About the event

[Berlin Science Week](#) is an annual science festival taking place from 1 to 10 November, bringing together thousands of people from the worlds of science, business, politics, the arts, and society at large. Its mission is to strengthen vibrant and diverse scientific networks as well as to facilitate a fruitful, open, and interdisciplinary dialogue between science and society. Guided by the leitmotif ‘Dare to Know’, the festival partners with organisations from around the globe to showcase scientific excellence, promote debates on the world’s major challenges, and find new, interactive, and fun ways to make science, research, and innovation engaging.

The theme of this year’s Berlin Science Week organised by Falling Walls in the Berlin Natural History Museum was ‘Paradigm Shift. Co-Creating a Sustainable Now’. With this in mind, BIOCUM created a Bio-based Späti (Kiosk) to be part of the two-day Campus, a “discovery” space where visitors had the chance to deepen their knowledge and become engaged.

| | |
|--|--|
| Date | November 4-5, 2022 |
| Event venue | Berlin Natural Science Museum, Germany |
| The objectives of Transition2BIO at the event | Raising awareness on bioeconomy at large and the related environmental and socioeconomic impacts for European citizens |
| Transition2BIO partner | BIOCUM |
| Event organized in partnership with | Falling Walls Society, Berlin Science Week 2022 |
| Number of visitors | over 8000 to Berlin Science Week, about 400 at the booth |
| Main target group(s) | Museum visitors (school classes, interested public), conference participants (everyone from science, politics, business, media, the arts, broader public) |
| More information | Berlin Science week: https://berlinscienceweek.com/campus/bioökonomie.de https://www.youtube.com/watch?v= QD8EruyiXg |



Photo credit (Tecton)

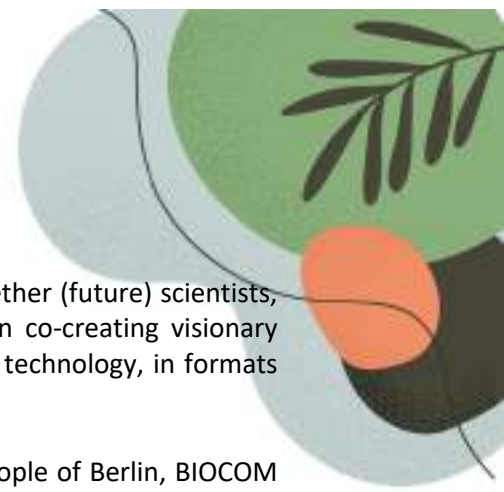


Photo Credit (Berlin Science Week)



Photo Credit (Berlin Science Week)

Figure 14: Moments from the Transition2BIO booth at Berlin Science Week



Evaluation by project partner

With almost 8000 visitors over the two days, the Campus brought together (future) scientists, knowledge-seekers, science dummies, curious citizens, and families in co-creating visionary spaces and opening a dialogue between science, civil society, art, and technology, in formats which went beyond the conventional.

To address local conditions and bring the bioeconomy closer to the people of Berlin, BIOCOM decided to design the exhibition in the form of a typical Berlin Späti. The Transition2BIO exhibition in the form of a Biobased Späti, included space for showing biobased products, the integration of digital elements (European Commission videos, and bioeconomy quizzes, games on the ipads), as well as many informative materials (project brochures, experiment leaflets, memory game, the book for kids), and many give-aways (poo paper, biobased water bottles and pens, toothbrushes, bags).

The kiosk attracted a lot of attention from visitors of the Berlin Science Week and helped pull them to the stand. The range of bio-based products on display from insect burgers, algae drinks, to plastic-free chewing gum fit with the theme of the Berlin Science Week 'Co-Creating a Sustainable Now!'. People of all ages, especially kids, were curious to learn about the potential of the bioeconomy to offer a more sustainable future.

On the first day of the event the participants were very eager to receive the many giveaways. While this attracted a lot of attention, it created a frenzied rush to take as much as possible as opposed to a more relaxed and educational environment where people had the chance to learn. The many giveaways emphasised the desire to consume and took away from the educational message of reducing consumption.

In order to ensure a more conscious experience with the products and book, it was asked that participants first answer two questions before they could receive any giveaways: 1) what do you connect with the term bioeconomy? 2) What ideas do you have to create a more sustainable economy in the future?

The responses to the first question showed that many connected sustainability and nature with the bioeconomy. As often is the case, respondents also connected the bioeconomy to other well-known concepts such as the circular economy (e.g. more recycling). It was clear that the more novel aspects of the bioeconomy (e.g., biotechnology) were less understood and more connection was made to the use of biomass resources.

Figure 15: Responses to Question 1: What do you connect with the term bioeconomy? in English and German

Ideas for a more sustainable future ranged from more recycling, less packaging, sharing economy, less consumption, entirely new economic systems, investing more in renewable energy, more organic food, respect for animals and nature, and better information.

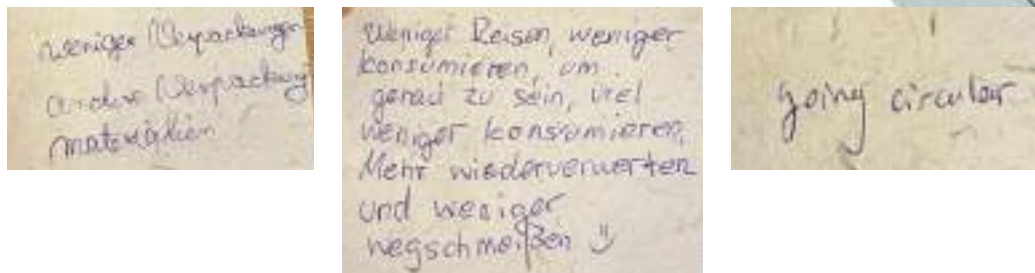


Figure 16: Responses to Question 2: What ideas do you have to create a more sustainable economy in the future? in English and German

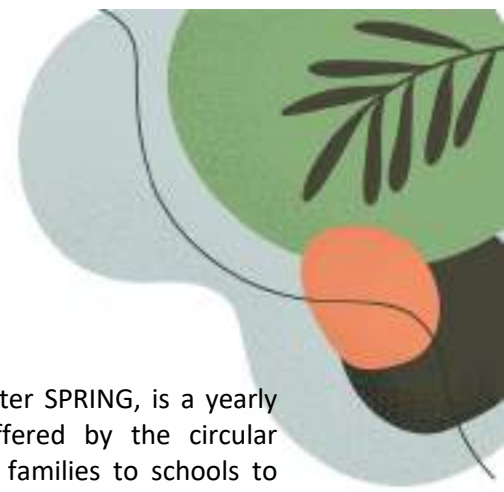
| Material | Source |
|--|--------------------------|
| T2B banner (English) | Transition2BIO |
| T2B Brochure (German) | Transition2BIO |
| T2B Leaflets (German) | Transition2BIO |
| T2B memory game (German) | Transition2BIO |
| Bio-based products (tags in English and German) | BIOCOM |
| Book for kids “What’s Bioeconomy?” (English and German, Printed & online versions on ipad) | BIOVOICES/Transition2BIO |

Table 5: Materials used in the Transition2BIO booth at the Berlin Science Week, Berlin, Germany

The Berlin Science Week in the Natural History Museum was a perfect fit for a Transition2BIO exhibition. With Transition2BIO’s Bio-based Späti at the Berlin Science Week in the Berlin Natural History Museum, visitors were invited to immerse themselves into the world of the bioeconomy and explore a vast array of innovative and sustainable bio-based products, games, videos, books and more.

The choice of event was well-targeted and attracted many families and children and a perfect place to foster a dialogue between science, civil society, art, and technology. In total, almost 8000 visitors attended the two-day event and assuming a 5% attendance of the Transition2BIO booth attracted 400 visitors. The unique and innovative design of the stand in the form of a kiosk successfully attracted many visitors. Many expressed the desire to see such biobased and sustainable kiosks all over the city. As part of the “discovery space”, the stand helped visitors deepen their knowledge and become engaged. The interactive elements of the stand (e.g., ipads with games, biobased products, and giveaways) created a memorable experience and received extremely positive feedback from visitors.

The theme of the Berlin Science Week, ‘Paradigm Shift. Co-Creating a Sustainable Now’, fit perfectly with the transition2BIO project. However, the many give-aways (poo paper, biobased water bottles and pens, toothbrushes, bags) sent conflicting messages about conscious and respectful consumption. Limiting the number of free items and requiring that visitors spend more time learning and providing feedback helped shift the experience and foster a more engaged public.



4.6 Bioeconomy day

About the event

The Bioeconomy Day, an initiative promoted by Assobiotec with Cluster SPRING, is a yearly occasion to explore the new characteristics and opportunities offered by the circular bioeconomy, addressing several initiatives to different targets, from families to schools to professionals. The day includes many events in different cities throughout Italy.

| | |
|--|--|
| Date | May 25-26, 2022 |
| Event venue | Teatro Dante Alighieri, Ravenna |
| The objectives of Transition2bio at the event | Raising awareness on bioeconomy and bio-based products |
| Transition2bio partner | FVA, APRE |
| Event organised in partnership with | Fondazione Raul Gardini, Novamont, Re Soil Foundation and Cluster Spring |
| Number of visitors | >750 out of which 34 teachers, plus at least 650 students and in addition >100 external participants |
| Main target group(s) | General public, industry/business, research, young people, teachers |



Figure 17: Bioeconomy4YOU awarding ceremony. Ravenna, 9/05/2022

Evaluation by project partner

Bioeconomy Day 2022 took place in Ravenna (Italy), hosted by Alighieri Theatre on the 25th and 26th of May. The initiative was launched by the Cluster SPRING (the Italian Cluster of Circular Bioeconomy), in collaboration with Assobiotec-Federchimica, Raul Gardini Foundation, APRE and FVA, Novamont, Re Soil Foundation and the European Bioeconomy Network. On this occasion, Transition2BIO promoted the Bioeconomy4YOU school competition, alongside the other partners of the event. The aim of the contest was to raise awareness, inform and educate young generations on these topics, collecting and awarding the most creative ideas on how they imagine their future in the circular bioeconomy. The contest divided the participants into four

different categories: primary schools, secondary schools (divided into two different sub-categories) and teachers. 41 applications were submitted to the competition.

| Materials used | Source |
|--|--------------------------|
| Transition2BIO banner | Transition2BIO |
| BioArt gallery (Italian version) | BIOVOICES/TRansition2BIO |
| Book for kids "What's Bioeconomy?" (printed and online versions) | BIOVOICES/Transition2BIO |

Table 6: Materials used in the Bioeconomy4YOU competition

4.7 The European Researchers' Night 2022, Rome

About the event

In the context of the "European Researchers' Night" held at Mura del Valadier, Frascati, Transition2BIO Italian representatives participated in the Bioeconomy Village and the BioArt Gallery exhibition.

The concept of this year's edition of the Eu Researchers' Night followed the one already experimented with in 2021, namely "LEAF - heal the pAnet's Future". The topics covered were inspired by some of the objectives of the European Green Deal: from farm to fork, biodiversity, circular economy, zero pollution, non-toxic substances in the environment, health and well-being, energy and resource efficiency of buildings, safe energy, and smart and sustainable mobility.

The main objective was to make science accessible and fun for everyone in a "pop" key, specifically targeting a younger audience in many activities, thus generating greater awareness of the impacts of climate change, but also of the solutions made available by the scientific community.

| | |
|--|--|
| Date | 30/09-1/10/2022 |
| Event venue | Mura del Valadier, Frascati, Rome, Italy |
| The objectives of Transition2BIO at the event | Raising awareness on bioeconomy and bio-based products, engaging young generations |
| Transition2BIO partner | FVA |
| Event organized in partnership with | Frascati Scienza |
| Number of visitors | 800 |
| Main target group(s) | General public, Young people, Teachers |

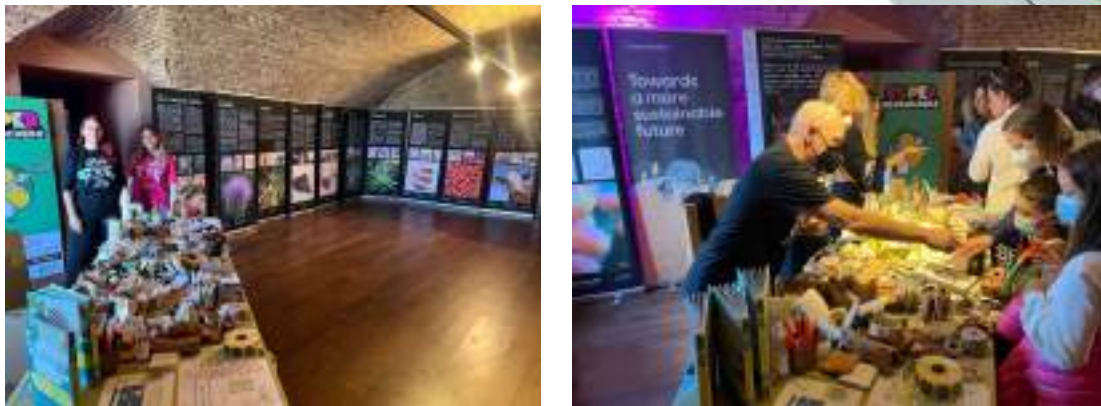


Figure 18: The Bioeconomy Village and the BioArt Gallery during the Eu Researchers' Night

Evaluation by project partner

Also, during this event, the Bioeconomy Village with the bio-based products exhibition was combined with rollups based on the [BioArt Gallery](#) as supporting material for an explanation of different feedstock and its related bioeconomy applications in everyday life. Rollups offered a very effective approach to showcasing some examples of bio-based products and applications currently available in the market to the public.

The presence of a video screen displaying the short videos “Lo sai che? (You know that?)” co-produced with BIOVOICES increased the interest in the booth, attracting visitors and stimulating questions about the bio-based products in their different application fields.

Around 20 copies of the book for kids “What’s Bioeconomy?” were distributed to teachers who were really interested in participating in the Transition2BIO/GenB capacity building for teachers that the Italian partners organised in November with ENI Scuola, delivering also professional credits to the participating teachers through the Ministry of Education platform “S.O.F.I.A.” (a more extensive explanation of the capacity building is described on D2.5).



In addition to that, the visitors had the chance to participate in a giveaway competition to win the Transition2BIO bio-based kit, consisting of a water bottle, a pen, a small notebook made of poop-paper and a small bag (see picture).

Each visitor, in order to participate in the contest, was invited to follow Transition2BIO social media channels and to possibly share a story or a post, tagging our channels. After the conclusion of the EU Researcher’s Night, FVA partners (responsible for the social media engagement) randomly extracted a winner among the participants. This increased the engagement of the public on social media and attracted new followers on the channels.

Additionally, the Transition2BIO booth was visited by the Italian Nobel Prize in Physics Giorgio Parisi, who expressed appreciation and enthusiasm towards the project’s objective and the Bioeconomy Village format, finally receiving a copy of our book for kids “What’s bioeconomy?” (see figure below). The national TV channel Rai 3 conducted an interview with the Nobel Prize showing the book and using with the Transition2BIO “BioArt Gallery” as background. The video is available at [this link](#).

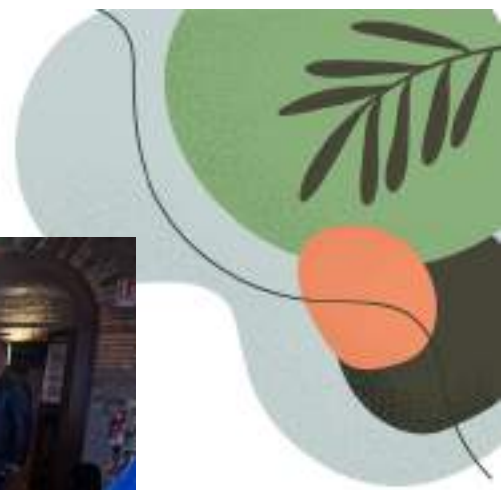


Figure 19: The Italian Nobel Prize in Physics Giorgio Parisi at the Transition2BIO booth

| Material | Source |
|---|--------------------------|
| BioArt Gallery (Italian version) | BIOVOICES/Transition2BIO |
| Book for kids “What’s Bioeconomy?” (printed and online versions) | BIOVOICES/Transition2BIO |
| Bio-based samples | BIOVOICES/Transition2BIO |
| Screen displaying the short videos “Lo sai che? (You know that?)” | BIOVOICES |
| Transition2BIO bio-based kit | Transition2BIO |
| BioArt Gallery (Italian version) | BIOVOICES/Transition2BIO |

Table 7: Materials used in the Transition2BIO booth at the European Researchers’ night 2022, Rome, Italy

Visitors (general public, teachers and families with basic awareness and knowledge about sustainability and bio-based materials) were very interested in deepening questions and learning more about Bioeconomy.

Curiosities and storytelling starting from bio-based products are very useful for inspiring and engaging participants in a discussion and the format "From Students2Students" (see D2.5) was effective to attract a younger audience and facilitate the emergence of questions.

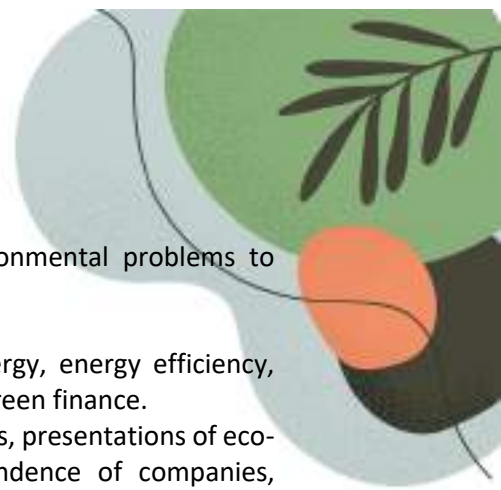
When facing adults, it is important to add detailed technical information, using bio-based products as teasers to provide knowledge on the bioeconomy in general.

Participants of all ages are interested in the feedstock and the end of life. To answer such questions, it is important to have well-trained personnel in the booth.

4.8 EcoFuturo festival

About the event

Ecofuturo Festival is **the Italian festival of eco-technologies** where a network of companies, professionals and researchers meet annually to disseminate the most relevant innovations and



new technological approaches to solving energy, climatic and environmental problems to institutions and the general public.

In 2022, the event covered different **thematic areas**: renewable energy, energy efficiency, agriculture 4.0, waste disposal, sustainable land and sea mobility, and green finance. The visitors were engaged in several activities: meetings, training courses, presentations of eco-technological innovations for the sustainability and energy independence of companies, speeches, artistic and cultural events, and exhibitions.

The event attracts various types of participants, including **innovative companies, professionals, and researchers** (over 70 Italian and international companies participated in the fair), as well as the **general public and families** with basic awareness and knowledge about sustainability and bio-based materials; but interested in learning more about Bioeconomy.

| | |
|--|---|
| Date | May 24-29, 2022 |
| Event venue | Città dell’Altra Economia, Rome, Italy |
| The objectives of Transition2BIO at the event | Raising awareness on bioeconomy and bio-based products |
| Transition2BIO partner | FVA, APRE |
| Event organized in partnership with | Ecofuturo |
| Number of visitors | 530 |
| Main target group(s) | General public, industry/business, research, young people, teachers |



Figure 20: The Transition2BIO booth at Ecofuturo festival

Evaluation by project partner

Transition2BIO representatives participated in the festival with the [BioArt Gallery](#) exhibition, offering a very effective approach of showcasing to the public some examples of bio-based products and applications currently available in the market through several examples. During the last day of the festival, the Bioeconomy Village showed more than 350 bio-based products in different application fields and some copies of the book for kids “What’s bioeconomy?” were also distributed.

Susanna Albertini (FVA), representing Transition2BIO and the EuBioNet, participated in the round table “Renewable Energy for Peace – Energy autonomy and renewable sources to protect the present and the future” with a speech on the role of bioeconomy in boosting the transition

towards a more sustainable way of energy production and, in general consumption and lifestyle³. The video was live-streamed on Ecofuturo channels.



Figure 21: A screen shot from the round table live streaming at the Ecofuturo festival

Susanna’s speech focused on the different activities carried out with Transition2BIO to inspire, inform, and educate teachers and students on the bioeconomy, therefore contributing to attract young generations towards future careers in the bioeconomy. Through several (physical) examples of bio-based products, a selection of the collection showcased in the Bioeconomy Village, the main objective of the speech was to demonstrate how an increasing adoption of biomaterials can help reduce waste of energy.

Coupling the booth of bio-based products with an architectonic environment where visitors could have an immersive experience seemed to be more effective in terms of engagement and showing how to include bio-based products in our home apartments.

| Materials used | Source |
|--|--------------------------|
| Transition2BIO banner | Transition2BIO |
| BioArt Gallery (Italian version) | BIOVOICES/Transition2BIO |
| Bioeconomy Village – samples of bio-based products | BIOVOICES/Transition2BIO |
| Book for kids “What’s Bioeconomy?” (printed and online versions) | BIOVOICES/Transition2BIO |
| Transition2BIO banner | Transition2BIO |

Table 8: Materials used in the Transition2BIO booth at the Eco Futuro Festival, Rome, Italy

Curiosities and storytelling starting from bio-based products are very useful to inspire and engaging participants in a discussion.

³ The speech was live streamed on the festival social media and it is available in Italian [at this link](#) (from min. 43).

In large-scale events, it is important to have well-trained personnel at the booth to answer more technical questions about bio-based products and the bioeconomy in general. For example, participants of all ages were interested in the feedstock and the end-of-life stage of the products.

Also, visitors expressed the will to know more about the brands exhibited to buy their bio-based products to convert their habits in a more sustainable way, so it is recommended to keep track of the different brands we collaborate with.

4.9 Sustainable Development Festival organized by ASviS (Alleanza Italiana per lo Sviluppo Sostenibile)

About the event

The [Italian Alliance for Sustainable Development](#) (ASviS) brings together almost 300 member organizations among the civil society and aims to raise the awareness of the Italian society, economic stakeholders, and institutions about the importance of the 2030 Agenda for Sustainable Development, and to mobilize them in order to pursue the Sustainable Development Goals (SDGs). Every year, ASviS organises the **Sustainable Development Festival**, a rich programme of thousands of initiatives that take place all over Italy for a month.

| | |
|--|--|
| Date | October 17, 2022 |
| Event venue | virtual, Italy |
| The objectives of Transition2BIO at the event | Focus on the state of the art of Bioeconomy education in Italian schools |
| Transition2BIO partner | APRE |
| Event organized in partnership with | FVA |
| Number of visitors | 132 participants |
| Main target group(s) | Teachers, policymakers, citizens |

| | |
|---------------|---|
| 16:30 – 16:40 | Introduzione <i>Chiara Pocaterra, APRE – Coordinatore Transition2Bio, Gen8, BIOVOICES</i> |
| 16:40 – 16:50 | <i>"Pilota Bioeconomia" nell'ambito del Piano nazionale "RIGenerazione scuola"</i> <i>Fabio Fava, Università di Bologna</i> |
| | Tavola Rotonda <i>Esperienze di Educazione alla Transizione Ecologica nella scuola italiana</i> <i>Modera: Chiara Pocaterra, APRE</i> |
| 18:50 – 18:20 | <i>Susanna Albertini, FVA New Media Research, partner Transition2Bio, Gen8, BIOVOICES</i> <i>Fedra Francocci, CNR, Coordinatore Biogoal</i> <i>Margherita Caggiano, Resoil Foundation</i> <i>Daniela Rigonelli, Novamont</i> <i>Lucia Nardi, ENI Scuola</i> <i>Mariangela Giusti, GSE INCONTRA LE SCUOLE</i> <i>Milena Verrascina, CREA</i> <i>Maria Antonietta Quadrelli, WWF</i> <i>Francesca Barza, Marevivo Friuli Venezia Giulia</i> |
| 18:20 – 18:30 | Conclusioni |

Figure 22: Agenda of the event

Transition2BIO participation

Taking into account the importance of education and its role in Transition2BIO, APRE (with the support of FVA) organised a workshop dedicated to “The role of education in the ecological transition”. Education and training play a key role in supporting people to move from environmental awareness to individual and collective action. Looking at the European Union's commitment towards completing the green transition, the education and training sector is increasingly being encouraged to actively take action to strengthen the sustainability skills of students of all ages. They first must be able to develop knowledge, skills and attitudes to live more sustainably, change consumption patterns and contribute to a greener future. A growing number of training and education initiatives on climate change, biodiversity and sustainability are underway across Europe and the aim of the workshop was to highlight some of these initiatives.

Recording of the event (in Italian) is available on Transition2BIO YouTube channel: https://www.youtube.com/watch?v=DKVAhqSr_0o&ab_channel=BIOVOICESProject



Figure 23: Some of the panellists during the event

4.10 Geco for school - Awarding ceremony

About the event

“[Geco for school](#)” is an online educational platform providing Italian secondary schools and students with educational modules related to sustainability.

This initiative was launched for the first time in 2021 and Transition2BIO partner FVA contributed by providing content related to the circular bioeconomy. The educational exhibition was open for classes from October to December 2021. According to the organisers, about 10.000 students participated in the course and a more extensive report on the exhibition is available on D2.2.

Although this activity has a strong educational dimension and targets young people, the format can be considered a large-scale event. In addition, Transition2BIO cannot be considered the main provider of the educational experience, which covers a wider perspective. For these reasons, it was reported in this deliverable and in D2.2 as a large-scale event.

This paragraph in particular reports on the awarding ceremony of the Geco for school, which took place on 14 May 2022 at NABA, in Milan, and was live streamed on social media by the organisers.

| | |
|--|--|
| Date | May 14, 2022 |
| Event venue | NABA, Milan and online |
| The objectives of Transition2BIO at the event | Awards ceremony for the students who successfully completed the module on bioeconomy delivered by Transition2BIO |
| Transition2BIO partner | FVA |
| Event organised in partnership with | Geco for school |
| Number of participants | around 100 |
| Main target group(s) | high school students, teachers |



Figure 24: Flyer of the award ceremony of Geco for school

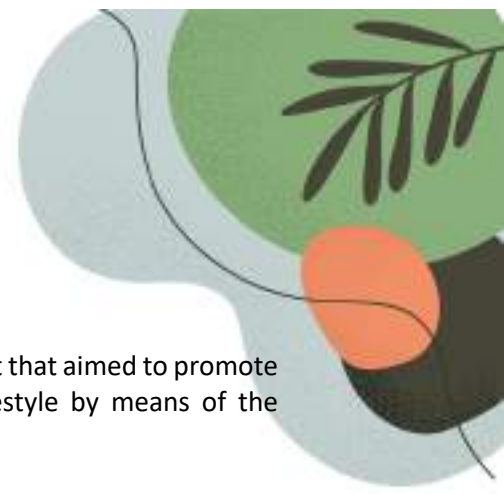
Evaluation by project partner

This experience was a very good example of how effective it could be to enter as a partner in already existing initiatives that will take care of the logistics, the involvement of participants, the promotion, etc., while Transition2BIO provided the (awareness and info-education) content to be delivered to the participants.

Students who attended all the training modules were able to access the online gamified self-assessment session. Based on the scores, the best students won educational prizes, made available by the project's partners. Transition2BIO made available to the winners of the circular bioeconomy session some bio-based gadgets (see picture below) and a 2-hour webinar to deepen the contents related to the bioeconomy topics.



Figure 25: The bio-based gadgets delivered to the winning students of the GECO For School initiative



5. Conclusions

Transition2BIO was a 24-month Coordination and Support Action project that aimed to promote the transition to more sustainable production, consumption, and lifestyle by means of the bioeconomy.

Within the frames of work package 2, the project committed to further exploiting the results of the most relevant communication and education EU-funded projects and organising a series of large-scale events in 6 different countries.

Despite the implementation being complicated by an unexpected challenge in the form of the COVID-19 pandemic, the project quickly adapted to organise large-scale events in different forms and settings, testing the material in new situations.

In total, 14 events were organised, reaching tens of thousands of participants in 6 EU countries. It was clear that bioeconomy and related topics, such as sustainability or climate change resonate among the wide public, including the youth. While many participants have demonstrated some knowledge of these topics, in many cases it was still very limited.

During the project, it became obvious that continued efforts are needed to reach a critical mass of informed, motivated, and engaged consumers. Further engagement and capacity building of new multipliers (e.g., teachers, young ambassadors, etc.) are needed to expand the effects beyond the project. Potential for further improvement of existing materials was also identified, e.g., the development of some materials for different age groups, or making the materials available in local languages.

For this purpose, the results and experience collected in Transition2BIO will be made available to new, recently started, projects, initiatives or other parties interested in using the outputs and knowledge.

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