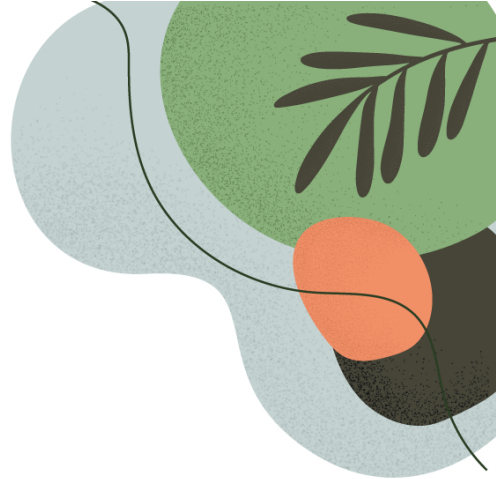


## Deliverable 3.4

# Report on Mutual learning and Capacity Building activities- Update

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## **Deliverable 3.4**

# **Report on Mutual learning and Capacity Building activities - Update**

### **DELIVERABLE TYPE**

**Report**

### **MONTH AND DATE OF DELIVERY**

Month 23, November 2022

### **WORK PACKAGE**

**WP 3**

### **LEADER**

**Q-PLAN**

### **DISSEMINATION LEVEL**

**Public**

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**Programme  
H2020**

**Contract Number  
101000539**

**Duration  
24 Months**

**Start  
January 2021**



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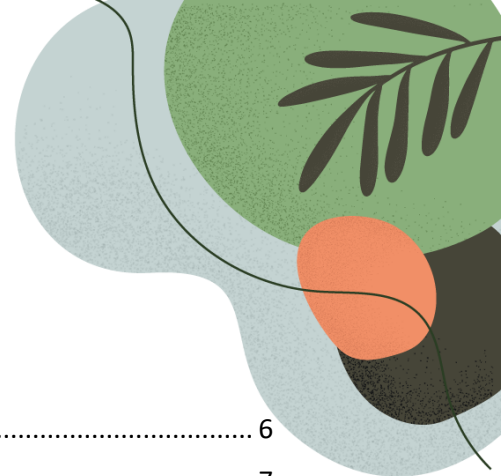
## Peer Reviews

NAME	ORGANISATION
XXXX	

## Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	24/11/2022		First version circulated for peer review
1.0	XX/XX/2022		Final version ready for submission

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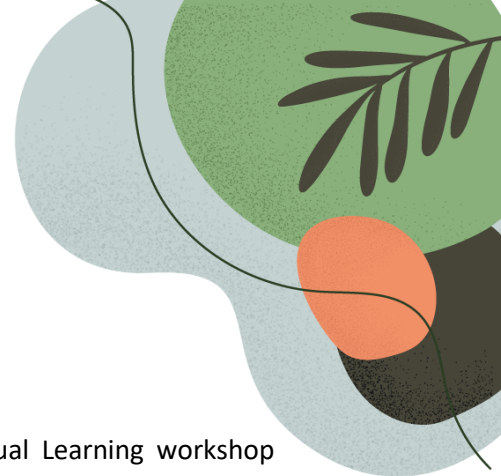


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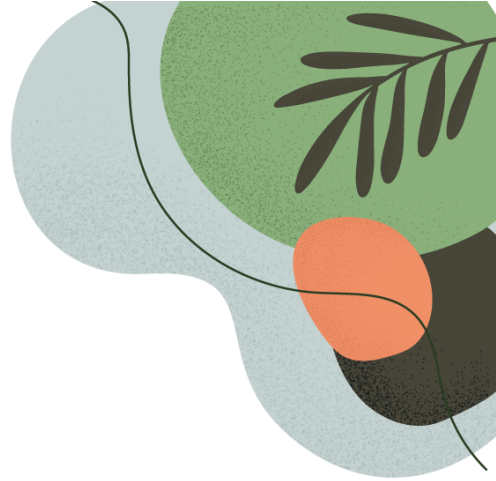
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## 1. Executive Summary

This report constitutes the deliverable 3.4 “Report on Mutual learning and Capacity Building Activities - update” of the 24-month Horizon 2020 Coordination and Support Action Transition2BIO (GA 101000539).

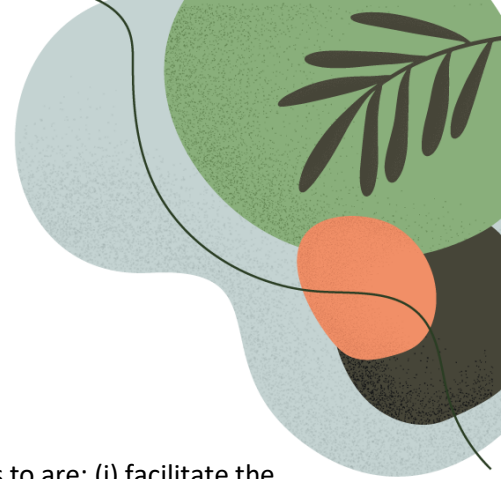
Transition2BIO builds upon the most relevant communication and education EU funded projects and initiatives to contribute to the implementation of the updated 2018 EU Bioeconomy Strategy and promote the transition towards a more sustainable production, consumption and lifestyle. The project aims to implement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

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

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

In this report, the second Mobilization and Mutual Learning Workshop is being presented along with the preparatory activities, the methodology and rationale, the actual organization of the 2<sup>nd</sup> MML and the main promotional actions as well as the main feedback and outcomes.

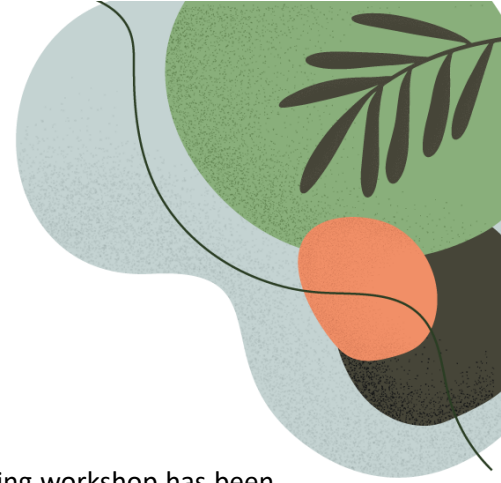
The Mobilization and Mutual Learning Workshop of the project’s 2<sup>nd</sup> year was organized online on the 7<sup>th</sup> of April, in the context of the 2-day “Capacity Building Activity for EU Member States and Regions – How to raise awareness and communicate the Bioeconomy”, which was organized in collaboration with the European Bioeconomy Network (EuBioNet <https://eubionet.eu/>), for the communicators of the Central-Eastern European Initiative for Knowledge-Based Agriculture, Aquaculture and Forestry in the Bioeconomy (BIOEAST <https://bioeast.eu/>) and the partners of the GoDanuBlo project (“Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy”).



## 2. Introduction

The general objectives of Task 3.2, which the present report corresponds to are: (i) facilitate the debate, mutual learning, good practices exchange and collaboration on challenges related to awareness raising, communication and education among national, regional and local policy actors and (ii) provide them with capacity building in bioeconomy awareness, communication and education.

The overall aim of this report is to present the results of the activities of Task 3.2 during the second project year of Transition2BIO. In Section 3, the methodological approach for stakeholders' engagement, co-creation, mobilization and mutual learning and capacity building is presented. In Section 4, the preparatory communications and networking activities are summarized, while Section 5 is dedicated to the second Transition2BIO Mobilization and Mutual Learning (MML) Workshop that has been organized virtually due to the COVID-19 situation on April 7<sup>th</sup>, 2022 in collaboration with the EuBioNet and with the support of the BIOEAST initiative and the GoDanuBio project. The report wraps up with Section 6 where the conclusions regarding mutual learning and capacity building activities are presented. In the Annexes, more info about the second MML workshop is presented (screenshots, dissemination actions, etc.).



### 3. Methodological approach

The scope of the second Transition2BIO Mobilization and Mutual Learning workshop has been sketched out in collaboration with Task 3.1 partners, so as to ensure that there is alignment between the objectives of both tasks. A common line was necessary as the workshop would serve as the final part and consolidation of the integrated capacity building activity that was designed for the communicators of the BIOEAST initiative and the partners of the GoDanuBio project.

The structure and content of the workshop followed the methodologies and principals for Stakeholders Engagement, Mobilization and Mutual Learning, Co-creation, and Capacity Building. These approaches ensure the engagement of all relevant actors in order to tackle related challenges and design future actions by creating partnerships with a variety of perspectives, knowledge and experience. The activities were not organized as a top-down process but required a mutual commitment from all those involved in them.

The Double Matrix Co-creation methodology was opted to facilitate the delivery of the workshop and guide the participants into co-designing their own bioeconomy communication pathways for their regions. This methodology is based on a double matrix that participants need to collectively complete for their region. For each bioeconomy communication activity discussed, the participants had to state: (i) what is the activity for (the purpose of the communication activity), (ii) to whom (their target audience), (iii) what (the contents based on the two previous dimensions), (iv) how (the activities, channels and methodologies) and finally (v) when (the timeframe and periodicity). Also, according to the Double Matrix Co-creation methodology the participants are asked to complete the table not only with communication activities to inform their audience but also to inspire, assess, connect and co-create with their target groups.



Figure 2. Methodological tool used of the 2<sup>nd</sup> Mobilization and Mutual Learning workshop.



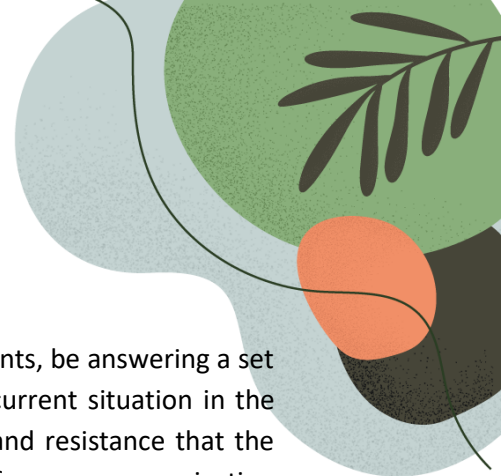
The first day of the capacity building activity, on the 6<sup>th</sup> of April, the Double Matrix Co-creation methodology was presented to the participants in order to get acquainted with its implementation. To better familiarize them with the methodology, the example of the Bioeconomy Village was presented by Mrs. Jana Bielikova (PEDAL), in the context of her presentation “Module 3: Methodologies and Models – Methodologies to facilitate the planning of communication and stakeholder engagement activities”.



Figure 2. Photo taken from Module 3 Methodology and Models delivered by PEDAL on April 6<sup>th</sup> (1/2)

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 Inform and educate, to provide an hands-on experience, to make the public touch, feel and smell the bioeconomy	Large public, consumers, young generations, families and kids	Information about bio-based products, the related feedstock, the production process, the EOL options. Explain the bio-based products in everyday's applications.	Exhibition of more than 350 bio-based products, with their stories. Engagement of researchers to explain. Hands-on experiments and storytelling.	Several times a year, in various contexts and countries

Figure 3: Photo taken from Module 3 Methodology and Models delivered by PEDAL on April 6<sup>th</sup> (2/2)



During the workshop the Double Matrix was completed by the participants, by answering a set of questions that were designed in order to (i) first map/ frame the current situation in the regions, (ii) identify the regional specificities in terms of the barriers and resistance that the communicators face in their territories, (iii) come up with different ideas for new communication activities to address the regional specificities, (iv) integrate the Transition2BIO models, methodologies and tools in their designs and (v) suggest any other actions/measures/ support that they need to facilitate their work. The questions were presented sequentially and for each one of them 15 minutes were given.

The questions were the following:

1. What measures are there in your country to facilitate communication and public engagement in bioeconomy, if any?
2. What are the barriers you face/foresee in bioeconomy communication according to your regional specificities?
3. Starting from the case studies, do you think that similar initiatives could be adaptive and adopted to address your regional needs?
4. How do you think our methodologies/ models/ tools could be best used in your region?
5. What more should be done to empower the communicators in your region?

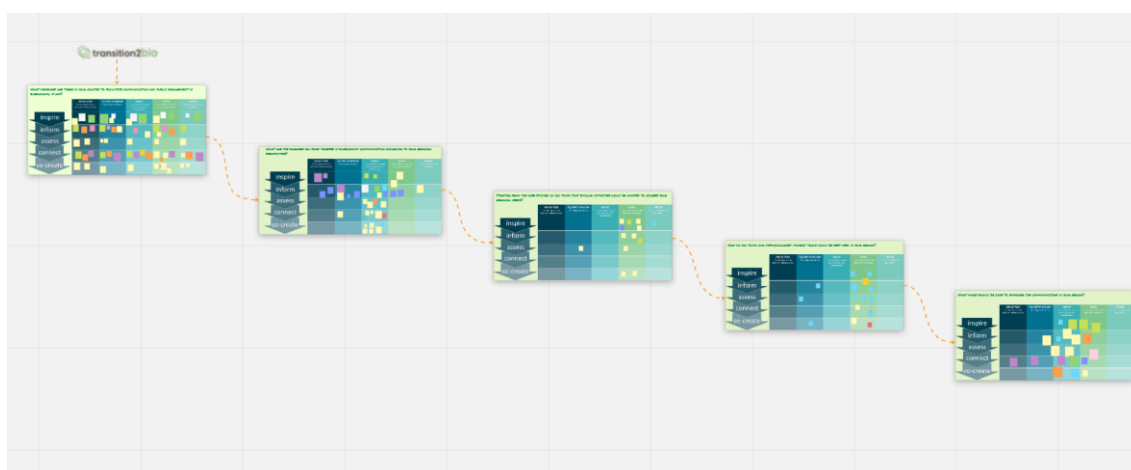
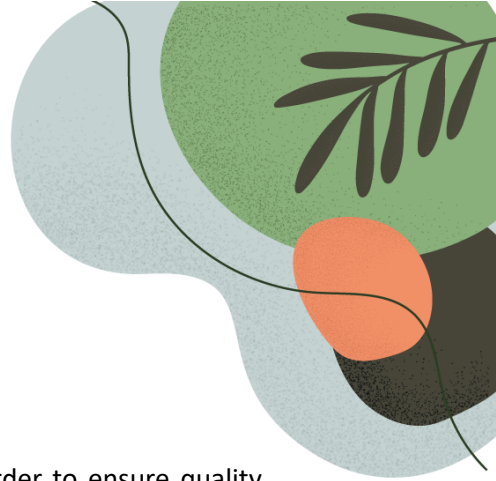


Figure 4. The set of questions and corresponding double matrices unveiling subsequently in the Miro board.

From the practical side, the MS teams and the Miro board were selected for the delivery of the workshop as the online board of Miro enabled participants to work effectively together by brainstorming with digital sticky notes on the Double Matrix, discussing on the ideas, rearranging the sticky notes and creating new ideas and concepts. It's important to say that for the participant's navigation in the Miro board, the moderator gave helpful instructions when needed. In parallel, the Mentimeter tool was also used during the workshop in order to collect the participants' regions and stakeholder group.

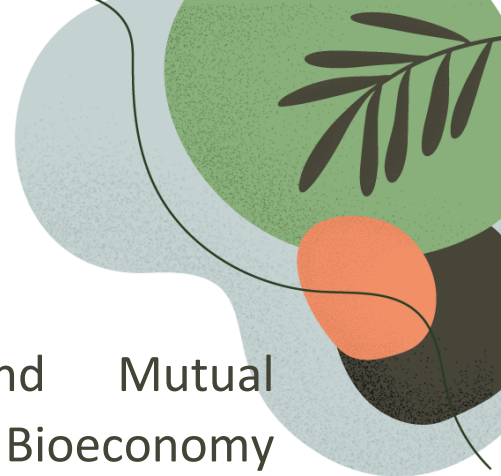


## 4. Preparatory activities

The consortium proceeded to a number of preparatory activities in order to ensure quality, satisfactory participation and more importantly that meaningful results would be produced throughout the workshop both for the participants and the for the project itself.

In particular, the preparatory activities are outlined below:

1. Design of the MML in terms concept, target stakeholders, format and structure in alignment with the consortium and the specifications of Task 3.1.
2. Preparation of necessary material to promote and deliver the workshop (e.g. agenda of the event, invitation emails in English and local languages, etc.).
3. Invitation and engagement of the BIOEAST initiative and the GoDanubio project as primary beneficiaries of the 2<sup>nd</sup> MML workshop.
4. Coordination with the EuBioNet for the promotion and communication of the event to its members as well as the dissemination of its outcomes.
5. Invitation of additional 40 stakeholders from other regions across Europe who are involved in implementing/ supporting the bioeconomy strategies of their regions.
6. Invitation of the MPowerBIO project partners (mostly the cluster organisations of the MPowerBIO consortium which are very well-placed to promote bioeconomy in their ecosystem) in order to help them improve their communication activities
7. Setting up of the registration forms to capture the attendance and key characteristics of the participants (e.g. role in their organization, region, etc.)
8. Setting up of the MS teams, the Miro board and the Mentimeter questions and preparation of a PowerPoint presentation to introduce participants to the workshop.
9. Communication and dissemination activities performed by the partners, the project, EuBioNet, BIOEAST and Godanubio.



## 5. Transition2BIO Mobilization and Mutual Learning Workshop: Designing Bioeconomy Communication pathways in participants' regions

The following section summarizes the activities taken place during the Transition2BIO Mobilization and Mutual Learning Workshop that was organised on April 7<sup>th</sup> 2022.

### 5.1 General information

*Table 1. General information on the Transition2BIO Mobilisation and Mutual Learning workshop that took place on April 7<sup>th</sup> 2022.*

<b>Title</b>	Mobilization and Mutual Learning Workshop: Designing Bioeconomy Communication pathways in the participants' regions.
<b>Event venue</b>	Online
<b>Date</b>	7/04/2022
<b>Event organized in partnership with</b>	the EuBioNet, with the support of BIOEAST Initiative and GoDanuBio project
<b>Website</b>	<a href="https://www.transition2bio.eu/event/how-to-raise-awareness-and-communicate-the-bioeconomy/">https://www.transition2bio.eu/event/how-to-raise-awareness-and-communicate-the-bioeconomy/</a>
<b>Total number of participants</b>	66
Business	34
Academia	5
Civil society	
Policy Makers	21
Other	6
<b>Countries addressed/involved</b>	Albania, Austria (Linz), Bulgaria (Sofia), Croatia, France (Grand Est), Germany (Berlin, Baden-Württemberg, North Rhine-Westphalia), Greece (Central Macedonia, Western Macedonia), Hungary, Italy (Lazio, Lombardy, Puglia, Southern Italy, Umbria, Veneto), Poland (Lubelskie), Romania (Bucharest), Serbia (Belgrade, Vojvodina), Slovakia (Košice), Slovenia (Central Slovenia), Spain (Andalusia)

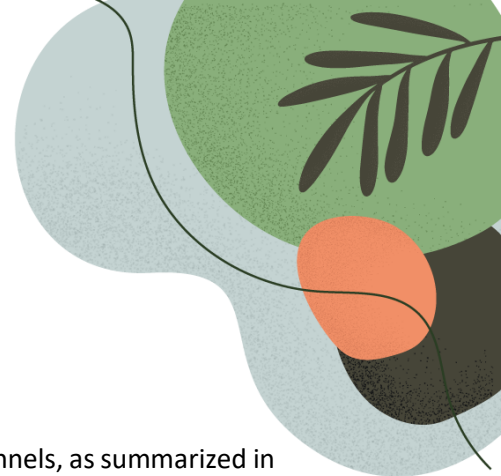
## 5.2 Agenda

The agenda of the 2<sup>nd</sup> day of the “Transition2BIO Capacity Building Activity for EU Member States and Regions: How to raise awareness and promote the Bioeconomy”, within which the “Mobilization and Mutual Learning Workshop: Designing Bioeconomy Communication pathways in the participants regions” was held, is shown in the figure below.



Figure 5. Agenda of the Transition2BIO Mobilization and Mutual Learning workshop that took place on April 7<sup>th</sup> 2022.





## 5.3 Promotional activities

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

Table 2: Transition2BIO Mobilisation and Mutual Learning workshop promotion activities.

Promotional tools	
Invitation email	<a href="https://mailchi.mp/70ff4ffd0873/for-eu-regions-bioeconomy-communication-training-event">https://mailchi.mp/70ff4ffd0873/for-eu-regions-bioeconomy-communication-training-event</a>
	<a href="https://us14.campaign-archive.com/?u=ad56173128eb927614b8b9fed&amp;id=e465fc2628">https://us14.campaign-archive.com/?u=ad56173128eb927614b8b9fed&amp;id=e465fc2628</a>
Social Media Posts	<b>Transition2BIO</b>
	Facebook
	<a href="https://www.facebook.com/biovoices/posts/1924020827807502">https://www.facebook.com/biovoices/posts/1924020827807502</a>
	<a href="https://www.facebook.com/events/1080830272646376">https://www.facebook.com/events/1080830272646376</a>
	<a href="https://www.facebook.com/biovoices/posts/1915657365310515">https://www.facebook.com/biovoices/posts/1915657365310515</a>
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	LinkedIn
	<a href="https://www.linkedin.com/posts/apre-agenzia-promozione-ricerca-europea_apreprogetti-transition2bio-bioeconomy-activity-6917035740568653824-k5Ja?utm_source=linkedin_share&amp;utm_medium=member_desktop_web">https://www.linkedin.com/posts/apre-agenzia-promozione-ricerca-europea_apreprogetti-transition2bio-bioeconomy-activity-6917035740568653824-k5Ja?utm_source=linkedin_share&amp;utm_medium=member_desktop_web</a>
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	<b>GoDanuBio</b>
	Facebook
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	LinkedIn
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<b>Webpage posts</b>	<a href="https://qplan-intl.gr/news/transition2bio-capacity-building-activity-on-how-to-raise-awareness-and-communicate-the-bioeconomy/">https://qplan-intl.gr/news/transition2bio-capacity-building-activity-on-how-to-raise-awareness-and-communicate-the-bioeconomy/</a>

<b>Newsletter/ mass mailings</b>	<p>Q-PLAN mass-mailed 40 stakeholders from its network of regional authorities around EU that are involved in the local bioeconomy strategies/ Sustainable Development in order to benefit from the peer to peer learning from the MML workshop.</p> <p>The BERURAL included the MML workshop on their Newsletter. <a href="https://bit.ly/3sVR0jT">https://bit.ly/3sVR0jT</a></p>
<b>Project web page</b>	<a href="https://www.transition2bio.eu/">https://www.transition2bio.eu/</a>
<b>Promotional channels</b>	
<b>Project web page and social media</b>	<p><a href="https://www.transition2bio.eu/">https://www.transition2bio.eu/</a></p> <p>Facebook @BIOVOICES Twitter @BOIVOICES Instagram @ BIOVOICES LinkedIn @BIOVOICES</p>
<b>European Bioeconomy Network webpage</b>	<a href="https://eubionet.eu/">https://eubionet.eu/</a>
<b>BIOEAST</b>	<a href="https://bioeast.eu/">https://bioeast.eu/</a>
<b>GoDanuBio</b>	<p><a href="https://www.interreg-danube.eu/approved-projects/godanubio">https://www.interreg-danube.eu/approved-projects/godanubio</a> <a href="https://www.facebook.com/godanubio">https://www.facebook.com/godanubio</a></p>
<b>Partners personal networks</b>	
<b>Partners organizations web pages</b>	<p><a href="https://apre.it/en/homepage/">https://apre.it/en/homepage/</a>, <a href="https://research.fvaweb.eu/">https://research.fvaweb.eu/</a>, <a href="https://www.zsi.at/">https://www.zsi.at/</a> <a href="https://globaz.ch/fr">https://globaz.ch/fr</a> , <a href="https://pedal-consulting.eu/">https://pedal-consulting.eu/</a> <a href="https://qplan-intl.gr/">https://qplan-intl.gr/</a> <a href="https://biocom.de/?lang=en">https://biocom.de/?lang=en</a> , <a href="https://www.unibo.it/en">https://www.unibo.it/en</a></p>



## 5.4 Outcomes

The Mobilization and Mutual Learning workshop was initiated by Mrs. Christina Balla from Q-PLAN who gave a short presentation to introduce the participants to the process and the scope of the workshop. Then, the floor was given to Mrs. Susanna Albertini and Mr. Louis Ferrini from FVA who described the Miro board and the Double Matrix Co-Creation methodology.

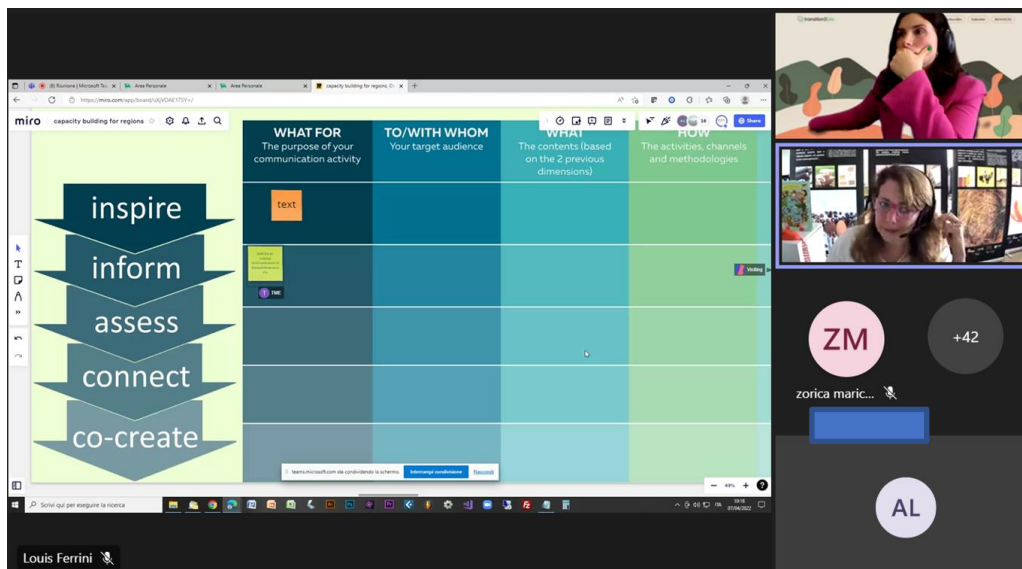


Figure 5. Photo taken from the 2nd Mobilization and Mutual Learning Workshop.

In this section, the questions of the Double Matrix are presented along with the answers that the audience gave.

**1<sup>st</sup> Question: What measures are there in your country to facilitate communication and public engagement in bioeconomy, if any?** The purpose of the question was to map the current status of the regions regarding the measures and actions already in place to promote bioeconomy.



Figure 6. Photo taken from the first question of the 2nd Mobilization and Mutual Learning Workshop

Table 3. Template representing the first question of the 2nd Mobilization and Mutual Learning Workshop.

	<u>WHAT FOR</u> THE PURPOSE OF YOUR COMMUNICATION ACTIVITY	<u>TO/ WITH WHOM</u> YOUR TARGET AUDIENCE	<u>WHAT</u> THE CONTENTS (BASED ON THE TWO PREVIOUS DIMENSIONS)	<u>HOW</u> THE ACTIVITIES, CHANNELS AND METHODOLOGIES	<u>WHEN</u> THE TIMEFRAME AND PERIODICITY
<u>INSPIRE</u>	-Raise awareness on bioeconomy - recycling and environment protection. -Change the view - consumer habits.	-general public/ youth - for public officials dealing with S3 programming ERDF	- Information in simple words for citizens -interactive videos and infographics for bioeconomy	- Festival with various educational and fun activities - BIOART gallery Expo Discussing based on examples	-Annual - minimum twice a year (according to events' calendar)
<u>INFORM</u>	-Inform on opportunities and access to finance, on developments in bioeconomy - website w/ science communication in biotech/bioeconomy	- businesses and bioeconomy clusters -companies, policy makers, BSOs	-presentation using case studies and printed material - present the concept of bioeconomy and identify stakeholders and their future roles	-visits to waste collection plants / companies processing waste / videos showcasing the negative impacts on environment/ society	- weekly/ daily? - 1/ month
<u>ASSESS</u>	-Show the added value of bioeconomy approach -Help policy makers understand how to promote bioeconomy at local level (through grants, policy instruments)	-local and regional authorities, NGOs, clusters, academia representatives	- Environment and recycling school days - creation of educational centers	- Greek bioeconomy forum - website & newsletter - Mpowerbio project - teaching at schools about bioeconomy	-Linking to programming periods, if possible having continuous communication annually, informing them what is happening at European level
<u>CONNECT</u>	- Bridging the education system with the bio-based industry	- students & teachers who need the support in order to provide new teaching resources	- creation of an educational framework according to the different needs (from stakeholders and regions)	- dedicated publications for specific target (i.e. schools) - Bioeconomy podcast on spotify/youtube - organize a round table and brainstorming	- periodic alignments between the stakeholders to facilitate the value chain creation
<u>CO-CREATE</u>	-Support circular (bio)economy - establish a body - Stimulate the creation of a regional bioeconomy strategy	-education providers (all levels), students and industry	- the role of sustainable bioeconomy in raising the value added and viable rural areas - impact of our consumer habits on the environment - importance, benefits of circular (bio)economy	- stakeholder co-creation meetings- identify the main activities - events addressing various challenges, presenting good examples, identifying barriers - networking events	- since we are at the beginning of the process, as soon as possible and later periodically dawn 3 months

In this question the participants started to reflect on the measures, actions, policies, priorities, initiatives and activities that are already being performed in their region in order to promote bioeconomy to the large public or to specific stakeholder groups.

Some participants mentioned different events that promote bioeconomy such as festivals and large conferences (e.g. the International Forum on Industrial Biotechnology and Bioeconomy, Bioin Italy, etc.) or even networking events. Some have mentioned that environmental and recycling school days are taking place in their regions targeting pupils and youth.

Others have mentioned EU funded or other local projects around bioeconomy for example the BIOBEC project and the MPowerBIO project, among others. Some participants also stated different local initiatives that work on bioeconomy promotion as for example the Greek Bioeconomy Forum.

The need to promote bioeconomy using simple words and simple messages was highlighted by many participants. It seems that in many regions the efforts for mainstreaming bioeconomy are only targeting the stakeholders within the bioeconomy ecosystem so it is hard to transfer this knowledge to the general public.

## 2nd Question: What are the barriers you face/ foresee in bioeconomy communication according to your regional specificities?

The second question focused on shedding light on the resistance that could be encountered in the regions when trying to efficiently communicate bioeconomy to the different audiences. And in particular, where these barriers and bottlenecks are coming from (e.g. specific sociopolitical situations in the regions, lack of interest of funding, specific stakeholders groups that could hinder their work, etc.)

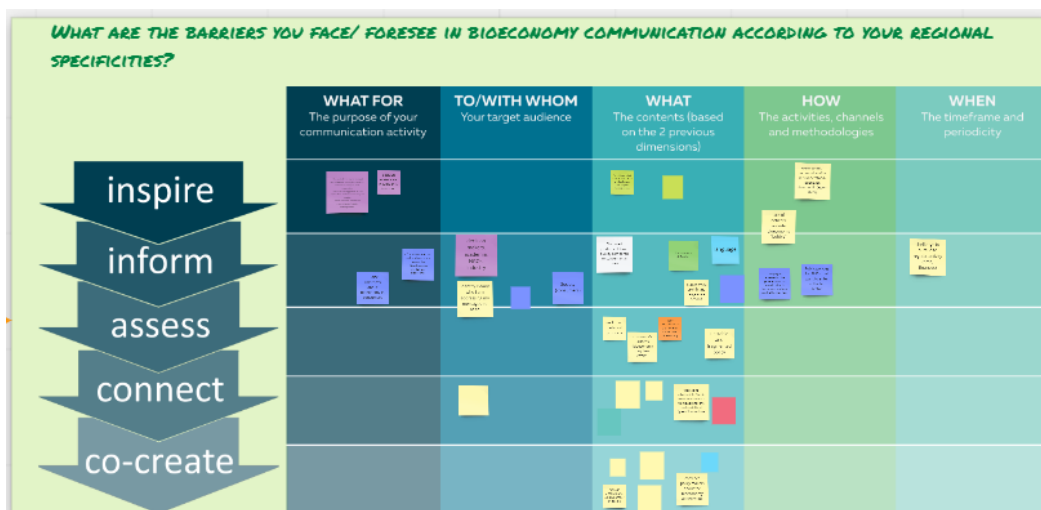


Figure 7. Photo taken from the second question of the 2nd Mobilization and Mutual Learning Workshop.

Table 4 . Template representing the second question of the 2nd Mobilization and Mutual Learning Workshop.

	<u>WHAT FOR</u> THE PURPOSE OF YOUR COMMUNICATION ACTIVITY	<u>TO/ WITH WHOM</u> YOUR TARGET AUDIENCE	<u>WHAT</u> THE CONTENTS (BASED ON THE TWO PREVIOUS DIMENSIONS)	<u>HOW</u> THE ACTIVITIES, CHANNELS AND METHODOLOGIES	<u>WHEN</u> THE TIMEFRAME AND PERIODICITY
<b>INSPIRE</b>	<ul style="list-style-type: none"> <li>- The industry is not in contact with these technologies, which it considers complex and expensive</li> <li>- low purchasing power of the population and underdeveloped market</li> <li>- NGOs focused on circular economy and waste management</li> </ul>	<ul style="list-style-type: none"> <li>-decision makers</li> <li>-Academia</li> <li>-NGOs</li> <li>-industry</li> <li>- SMEs</li> <li>- Society (consumers)</li> </ul>	<ul style="list-style-type: none"> <li>- Traditional mind (lack of trust) from production and consumption mature society</li> <li>- Bio-based products of lower quality compared to conventional ones</li> <li>- too complex definition</li> <li>- Lack of knowledge about bioeconomy</li> </ul>	<ul style="list-style-type: none"> <li>-worry to mis-communicate/be mis-understood-pushback from public (eg on KMO)</li> <li>-lack of network outside bioeconomy "bubble"</li> </ul>	<ul style="list-style-type: none"> <li>-challenge to pursue to regular activity (time, finances)</li> </ul>
<b>INFORM</b>	<ul style="list-style-type: none"> <li>- decision makers are insufficiently informed</li> <li>- Raise awareness about bioeconomy in consumers</li> <li>-Companies starting having a bioeconomy perspective</li> <li>- New business models on bioeconomy</li> </ul>	<ul style="list-style-type: none"> <li>- Identify clearly who I am addressing my messages so as to</li> </ul>	<ul style="list-style-type: none"> <li>- age</li> <li>- language</li> <li>- bureaucracy prohibiting large scale actions</li> <li>- manage / coordinate a high number of people</li> <li>- convince policy makers about the bioeconomy added value</li> </ul>	<ul style="list-style-type: none"> <li>-Campaigns addressed to the general public to explain what is bioeconomy and why it is highly important</li> <li>- Public policies for SMEs that want to enter in the bio sector</li> </ul>	
<b>ASSESS CONNECT</b>			<ul style="list-style-type: none"> <li>- few known biobased products</li> <li>- consumer's laziness (bioeconomy requires effort")</li> <li>- lack of awareness of the need for transition to bioeconomy</li> <li>- lack of trust</li> <li>- convince policy makers about the bioeconomy added value</li> </ul>		
<b>CO-CREATE</b>			<ul style="list-style-type: none"> <li>- unstable and fragmented policy</li> <li>- lack of systemic thinking</li> <li>- lack of value chains</li> <li>- ensure political/strategical continuity</li> <li>- no substantial effort in order to establish a framework for the marketability of 'green' innovations</li> <li>- weakness of institutional and legal framework</li> </ul>		



The first issue that was identified by many participants revolved around the challenges of the biobased products. People have stated that there are only a few known products and that they are (or perceived to be) of lower quality than fossil based. Some participants have also raised the issue of the resistance coming from the traditional mind (lack of trust) from production and consumption mature society, also in correlation with the laziness of the consumers' side (in terms of the extra effort needed to change the lifestyle and consumer choices). Other barriers were related to the age of the audiences, the cultural barriers and the linguistic problems. It was highlighted that in order to mainstream bioeconomy, it is needed to come up with simple messages, in the local language and tailored to the specificities of the target groups.

On another front, many problems were associated with the national level policy, in terms of key policy and decision makers being insufficiently informed, burroeacracy prohibiting large scale actions, weaknesses of the legal frameworks and the issue of the political continuity, disrupting the high level strategic efforts with every new government elected every few years.

**3rd Question: Starting from the case studies, do you think that similar initiatives could be adapted and adopted to address your regional needs?**

Question number 3 was dedicated to giving the participants some inspiration to start thinking how to promote bioeconomy in their region. Just before the MML workshop, Mrs. Susanna Albertini from FVA presented the Module 2 "Good Practices and Replicable Formats" where she showcased some inspirational good practices and replicable formats in order to inspire, assess, inform, educate, engage and co-create with stakeholders on bioeconomy promotion and she also went through some real case studies. So, using this information as a basis, Question 2 aimed to inspire the attendees to envision if something similar could be adapted and then replicated in their regions in order to address the local needs.

**STARTING FROM THE CASE STUDIES, DO YOU THINK THAT SIMILAR INITIATIVES COULD BE ADAPTED TO ADDRESS YOUR REGIONAL NEEDS?**

	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
inspire				inspire story	
inform					
assess					
connect					
co-create					

Figure 8. Photo taken from the thrid question of the 2nd Mobilization and Mutual Learning Workshop

Table 5 . Template representing the third question of the 2nd Mobilization and Mutual Learning Workshop.

	<u>WHAT FOR</u>  THE PURPOSE OF YOUR COMMUNICATION ACTIVITY	<u>TO/ WITH WHOM</u>  YOUR TARGET AUDIENCE	<u>WHAT</u>  THE CONTENTS (BASED ON THE TWO PREVIOUS DIMENSIONS)	<u>HOW</u>  THE ACTIVITIES, CHANNELS AND METHODOLOGIES	<u>WHEN</u>  THE TIMEFRAME AND PERIODICITY
INSPIRE		-Students		-bioArt gallery -Through influencers -Bioeconomy Village in Science fairs (or similar) -students 2 students format	-Include bioeconomy context in national competitions
INFORM				-social media campaigns	
ASSESS				-brand ambassadors supporting bioeconomy products consistently -tv shows in Greece like O3, green stories -Book for kids in national libraries -Bioeconomy book for kids at thematic weeks at school	
CONNECT				-bioeconomy summer camps for children	
CO-CREATE				--co-creation workshops with stakeholders	

The discussion initially revolved around the potential use of the material developed by the Transition2BIO project in the framework of the communication activities implemented by the participants in their regions. The interest was mostly placed on the BioART gallery rollups and the Bioeconomy Village that could be exhibited in the framework of Science Fairs or similar activities. The need to educate students and especially young children in the participating regions could be addressed with the facilitation of the “book for kids” developed under BIOVOICES/ Transition2BIO projects. Many participants agreed that it would be helpful to show/ distribute the book during thematic weeks in school (mostly about the environment and ecology) or even supply it to national libraries in order to be accessible to all youth.

The inspirational case studies also sparked the discussion around the role of multipliers (influencers, brand ambassadors, tv shows) in enlarging the scale and audience of the regional bioeconomy communication activities.

#### 4th Question: How do you think our methodologies/ models/ tools could be best used in your region?

The day before the workshop, on the 6th of April the participants had the opportunity to familiarize with the methodologies and results of the project through Module 3 “Methodologies and models” and Module 4 “Transition2BIO toolkits”.

During these courses the audience was introduced to some of the methodologies and models implemented by the project as well as some tools developed or customised by Transition2BIO. So Question number 4 was focused on enabling the participants to contemplate how they could transfer some of the methodologies/ tools in their local ecosystem with their main target groups.

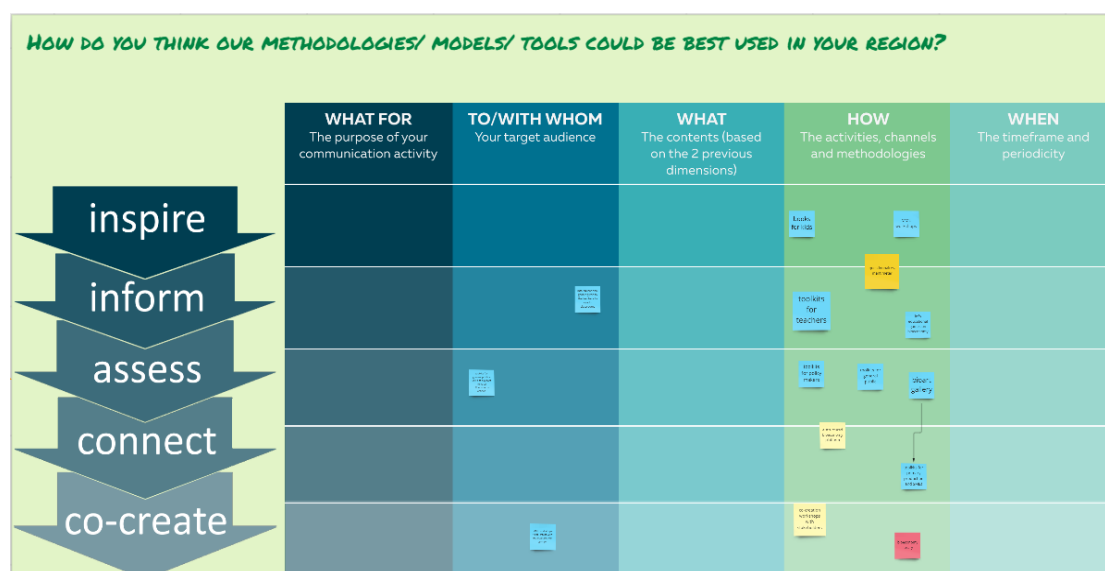


Figure 9. Photo taken from the forth question of the 2nd Mobilization and Mutual Learning Workshop

Table 6. Template representing the forth question of the 2nd Mobilization and Mutual Learning Workshop.

	<u>WHAT FOR</u> THE PURPOSE OF YOUR COMMUNICATION ACTIVITY	<u>TO/ WITH WHOM</u> YOUR TARGET AUDIENCE	<u>WHAT</u> THE CONTENTS (BASED ON THE TWO PREVIOUS DIMENSIONS)	<u>HOW</u> THE ACTIVITIES, CHANNELS AND METHODOLOGIES	<u>WHEN</u> THE TIMEFRAME AND PERIODICITY
INSPIRE		<div>- info educational games given to the teachers to use in classrooms</div> <div>- toolkits for general public - use it to support the local bioeconomy actions</div> <div>-MML workshops to co-create with multistakeholder groups</div>		<div>-books for kids</div> <div>- MML workshops</div> <div>- questionnaires, mentimeter</div> <div>- toolkits for teachers</div> <div>- info educational games on bioeconomy</div> <div>- toolkits for policy makers</div> <div>-toolkits for general public</div> <div>- bioart gallery</div> <div>- a structured bioeconomy platform</div> <div>- toolkits for primary production and SMEs</div> <div>- co-creation workshops with stakeholders</div> <div>- bioeconomy library</div>	
INFORM					
ASSESS					
CONNECT					
CO-CREATE					



This question sparked discussions around different ideas on how to use the Transio2BIO methodologies, models and tools to support their bioeconomy communication and awareness raising activities mainly towards (i) the young generation, (ii) the general public and (iii) multistakeholder groups.

The focus was placed mostly on the tangible outcomes of the project that could be directly used in future bioeconomy communication activities, such as the BioART gallery, the book for kids, the bioeconomy communication toolkits (addressing teachers, general public, policy makers and the primary production) as well as the info-educational games (online and offline).

Some participants were also interested in implementing the methodologies for co-creating with multi-stakeholders, such as the one that was implemented in the course of the 2<sup>nd</sup> MML (double matrix co-creation methodology).

#### 5<sup>th</sup> Question: What more should be done to empower the communicators in your region?

Question 5 was a more open question leaving the participants space to be resourceful and creative in coming up with further recommendations as to what should be done in their region to further empower the bioeconomy communicators, in order to address the regional needs.

In this question the audience had the opportunity to cover a wide spectrum, for example how to lift the resistance that exists, what should be done to better address their target groups and so on. So, in essence the people were asked to think about the people they speak with, what do they need, and what can be done to help them support them.

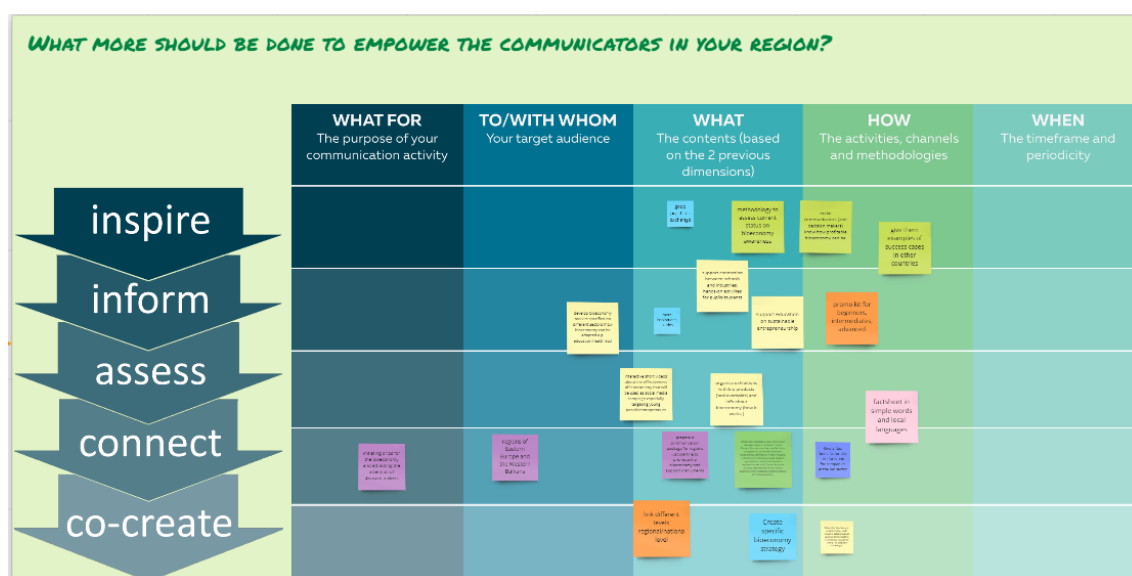


Figure 10. Photo taken from the fifth question of the 2<sup>nd</sup> Mobilization and Mutual Learning Workshop

Table 7. Template representing the fifth question of the 2nd Mobilization and Mutual Learning Workshop.

	<u>WHAT FOR</u>  THE PURPOSE OF YOUR COMMUNICATION ACTIVITY	<u>TO/ WITH WHOM</u>  YOUR TARGET AUDIENCE	<u>WHAT</u>  THE CONTENTS (BASED ON THE TWO PREVIOUS DIMENSIONS)	<u>HOW</u>  THE ACTIVITIES, CHANNELS AND METHODOLOGIES	<u>WHEN</u>  THE TIMEFRAME AND PERIODICITY
<b>INSPIRE</b>	- initiating drips for the bioeconomy and attracting the attention of decision makers	- regions of Eastern Europe and the Western Balkans	<ul style="list-style-type: none"> <li>- develop bioeconomy toolkits specified on different sectors (how bioeconomy can be adapted e.g. education, health etc)</li> <li>- good practices exchange</li> <li>- methodology to assess current status on bioeconomy awareness</li> <li>- support connection between schools and industries, hands-on activities for pupils/students</li> <li>- more inspirational stories</li> <li>- support education on sustainable entrepreneurship</li> <li>- interactive short videos about the effectiveness of bioeconomy that will be used as social media campaign especially targeting young people/entrepreneurs</li> <li>- organise exhibitions with bio products (real examples) and info about bioeconomy (how it works )</li> </ul>	<ul style="list-style-type: none"> <li>- make communicators (and decision makers) know how profitable bioeconomy can be</li> <li>- give them examples of success cases in other countries</li> <li>- promo kit for beginners, intermediates, advanced</li> <li>- factsheet in simple words and local languages</li> <li>- Kind of tax benefits for bio products and for companies in the bio sector</li> <li>- leadership development programme for youth including collaboration of youth and municipalities / companies, focused on solving real problems / challenges</li> </ul>	
<b>INFORM</b>			- prepare a communication package for regions just starting to promote the bioeconomy and support instruments		
<b>ASSESS</b>			<ul style="list-style-type: none"> <li>- link different levels regional/national level</li> <li>- Create specific bioeconomy strategy</li> </ul>		
<b>CONNECT</b>			- What helps related to cross-fertilisation between regions, at least in some Eastern Europe countries, are field visits to regions or countries where the bioeconomy community is more mature. A field visit involving business support organizations, local administration representatives and, if possible, some Ministry representative, can have a boosting-effect related to communication of the bioeconomy.		
<b>CO-CREATE</b>					

Since most of the participants came from the BIOEAST initiative, this time the discussion initiated with the needs of the regions on Eastern Europe and Western Balkan. Some participants suggested the need to initiate drips for the bioeconomy in order to attract the attention of decision makers and also make them understand how profitable the bioeconomy can be.

One participant quoted that “what helps related to cross-fertilisation between regions, at least in some Eastern Europe countries, are field visits to regions or countries where the bioeconomy community is more mature. A field visit involving business support organizations, local administration representatives and, if possible, some Ministry representative, can have a boosting-effect related to communication of the bioeconomy.”

The main problem that arose from the discussion with the BIOEAST representatives, was that there is no specific bioeconomy strategy in their countries, and that every measure or action they intend to take to mainstream bioeconomy they have to do it under the umbrella of the circular economy. This situation creates a number of hurdles in their work as communicators since when there are no specific priorities or funds dedicated to bioeconomy promotion, their hands are often tied.

In the discussion that followed, the focus was placed on connecting education and schools with the industry. One recommendation was to make “a leadership development program for youth including collaboration of youth and municipalities / companies, focused on solving real problems / challenges”. That would help students to have hands-on experience of some real business problems (e.g. implications of energy problems-crises in industry, etc.), thus enabling and inspiring more youngsters to get involved in the sustainable entrepreneurship.

Finally, on another note, some participants underlined the need to have ready-to-use “communication package for regions just starting to promote the bioeconomy and support instruments”. A promotional toolkit for “beginners”, intermediates” and “advanced” regions was also suggested. The important thing however in these tools/ toolkits would be to be specified in the different sectors (as bioeconomy can be really wide) and given in simple words in the local languages.

## 5.5 Regions and participants’ feedback

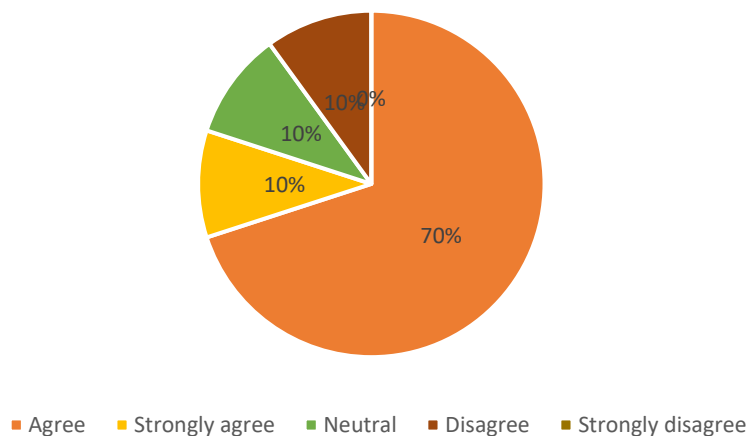
The MML workshop had very satisfactory participation in terms of numbers (66 participants from 24 regions, exceeding the KPI of 50 participants) geographical coverage and level of engagement from the attendees. More details about the participants’ countries and regions can be found in Section 5.1 of this report and in Figure 11 right below.



Figure 11: The map depicting the participants' regions and countries.

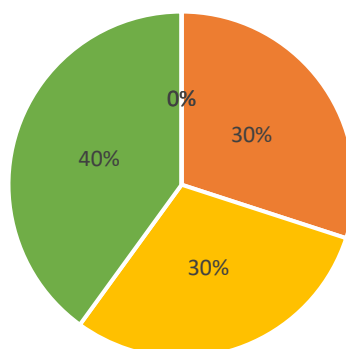
The stakeholders that took part in the 2<sup>nd</sup> Mobilisation and Mutual Learning workshop were provided with an online feedback form right after the capacity building activity (covering all the modules of the capacity building activity and the MML), with a view to capturing (i) their level of satisfaction in terms of content and delivery and (ii) the workshop's usefulness in their everyday work.

Was the Mobilization and Mutual Learning (MML) Workshop overall helpful in supporting you promote the bioeconomy in your region?



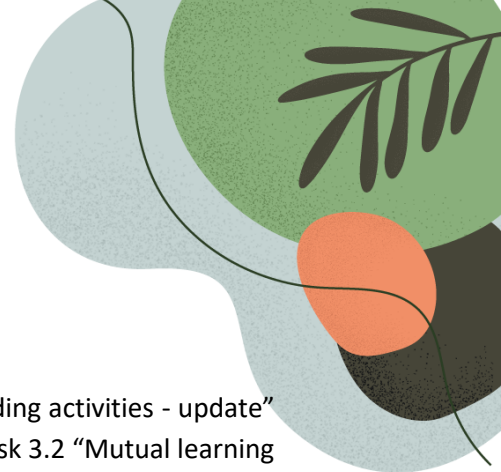
In this question 80% of the respondents agreed/ strongly agreed that their participation in the MML workshop would help them better promote the bioeconomy in their region.

Was the workshop useful in terms of benefiting from other experiences (other participating regions) while co-designing your own region's bioeconomy communication pathway?



Strongly agree Agree Neutral Disagree Strongly disagree

In the second question 60% of the respondents agreed/ strongly agreed that the MML and its form of delivery gave them the opportunity to benefit from other experiences while designing their own bioeconomy communication pathway, while the other 40% was neutral.



## 6. Conclusions

The current report, titled “Report on Mutual learning and Capacity Building activities - update” aims to summarize the activities that took place in the context of the Task 3.2 “Mutual learning and Capacity Building Activities” over the 2<sup>nd</sup> year of the Transition2BIO project.

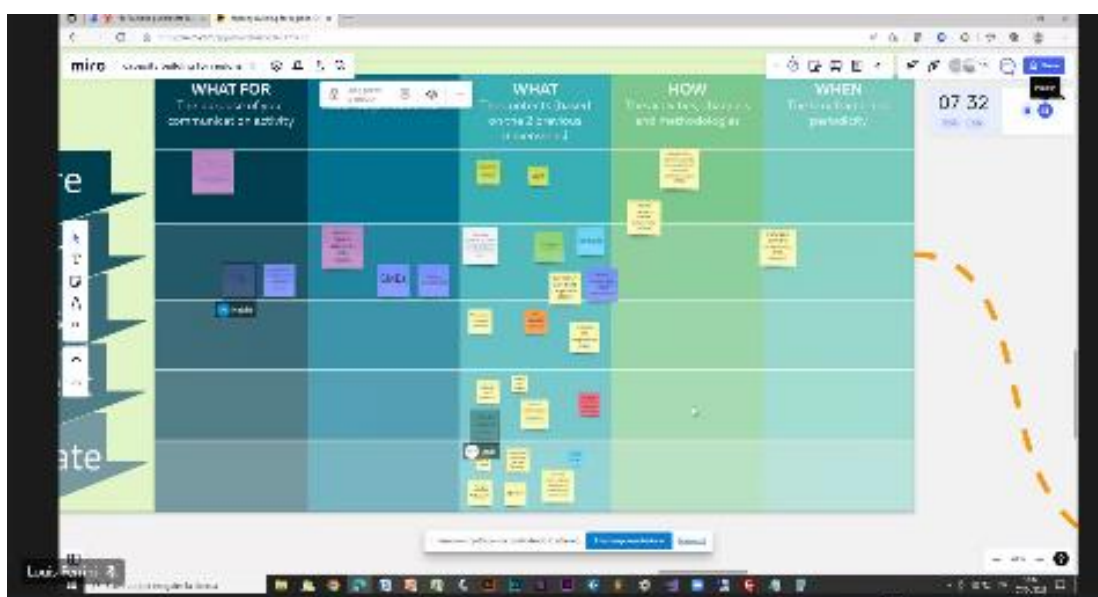
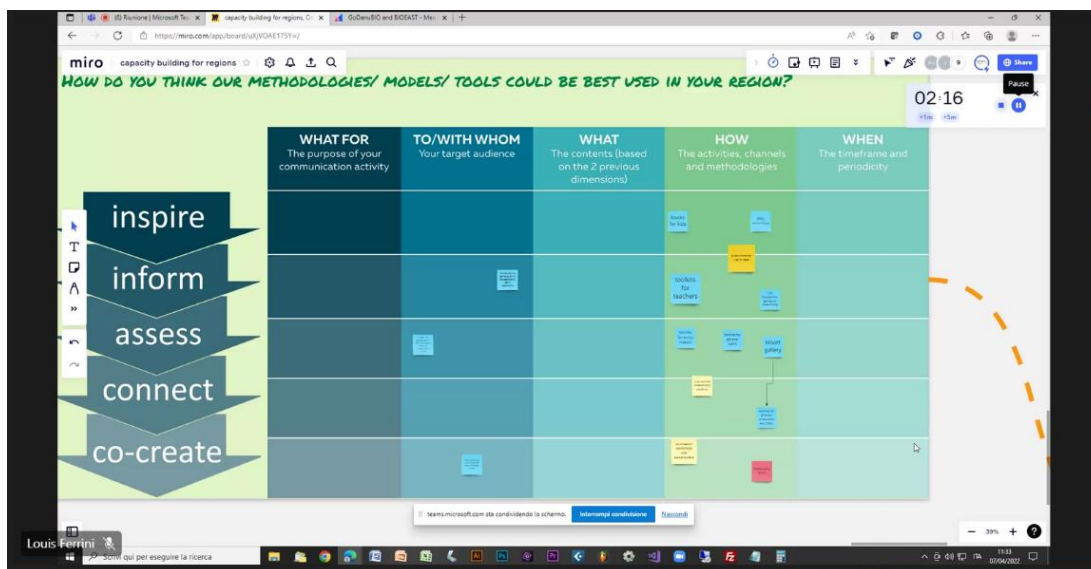
The 2<sup>nd</sup> Mobilization and Mutual Learning Workshop was organized online on the 7<sup>th</sup> of April, in the context of the 2-day “Capacity Building Activity for EU Member States and Regions – How to raise awareness and communicate the Bioeconomy”, which was organized in collaboration with the European Bioeconomy Network (EuBioNet <https://eubionet.eu/>), for the communicators of the Central-Eastern European Initiative for Knowledge-Based Agriculture, Aquaculture and Forestry in the Bioeconomy (BIOEAST <https://bioeast.eu/>) and the partners of the GoDanuBlo project (“Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy”).


The event has been successful, both in terms of numbers and engagement. In particular, the event managed to engage 66 attendees (surpassing the KPI of 50 participants that was foreseen during the proposal stage). The level of attention has been maintained high during the whole workshop, as proven by the very low number of attendants that left before the end of it.

All in all, the participants had the opportunity to engage in fruitful discussions facilitated by the interactive exercises of the Double Matrix Co-creation methodology. The significant number of the participants of different regions contributed to the aim of the mutual learning and cross-fertilization as they had the opportunity to exchange on different experiences and challenges of each region and how to overcome them with the support of the Transition2BIO results, in order to efficiently promote bioeconomy in their region.



## ANNEX I Screenshots






# Mobilisation and Mutual Learning Workshop


Designing Bioeconomy Communication Pathways  
in the participants' regions


April 7<sup>th</sup> 2022


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000005



# Useful information

 Coffee break: 11.00-11.15 am CET

 We recommend you use your computer  
and not your smart phone

 Miro link of the exercise:  
[https://miro.com/app/board/uXjVOAE17SY=/  
Y=/](https://miro.com/app/board/uXjVOAE17SY=/)

3



## Questions

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000539



### Question 1

What measures are there in your country to facilitate communication and public engagement in bioeconomy, if any?

5

## Question 2

What are the barriers you face/ foresee in bioeconomy communication according to your regional specificities?

## Question 3


Starting from the case studies, do you think that similar initiatives could be adapted and adopted to address your regional needs?

7

#### Question 4

How do you think our methodologies/ models/ tools could be best used in your region?

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000559



#### Question 5

What more should be done to empower the communicators in your region?

9

# Consortium



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