



EuBioNet: The importance of raising awareness at local and regional level: the role of the European Bioeconomy Network

What is the European Bioeconomy Network?

- Initiated by the BIOVOICES project in March 2018 and launched in May, the European Bioeconomy Network (EuBioNet) is a proactive alliance of **47 EU funded projects** dealing with Bioeconomy promotion, communication and support.
- The main goal of the European Bioeconomy Network is to **maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.**



What is the mission of the European Bioeconomy Network?

- increase the awareness of environmental, societal and economic benefits of Sustainable Circular Bioeconomy in Europe
- stimulate the debate, knowledge sharing and mutual learning to address bioeconomy related challenges and opportunity
- identify impact-oriented strategies to boost the sustainable circular bioeconomy in Europe
- design a joint and consolidated action plan of communication activities
- facilitate networking and collaboration between stakeholders
- support the MS and regions in developing awareness, communication and education activities on Sustainable Circular Bioeconomy



The European Commission recognizes the importance of the European Bioeconomy Network!

- Shared the need of increasing cooperation among CSAs, hosting the Mobilisation and Mutual Learning workshop in meeting in March 2018
- The **update of the Bioeconomy Strategy** mentions the EuBioNet on page 84, 85 and 86 as a key player for promoting and communicating bioeconomy.
- High level conference launching the European Bioeconomy Strategy on 22 October in Brussels "Sustainable and circular Bioeconomy, the European way", EuBioNet organized the **bioeconomy corner**, showcasing several Bio-Based products.
- During the conference "Bioeconomy Scene 2019" the EuBioNet organized the official **satellite workshop** "The role of communication and education in promoting circular and sustainable bioeconomy at local, regional and national level" and the **BioART gallery** to showcase Bio-based products in the conference's lobby.
- Invite EuBioNet representatives to present the initiative in several high level conferences.



How the EuBioNet deploys its activity?

The European Bioeconomy Network deploys its activity through the 47 projects that are involved in the network.



How the EuBioNet deploys its activity?

3 examples of how projects are implementing activities foreseen for the European Bioeconomy Network to address the actions stated in **the updated European Bioeconomy Strategy**:



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD



HOW: Organizing 70 regional, national and international actors
Mobilisation and Mutual Learning events involving QH stakeholders to address the most relevant challenges for all bioeconomy sectors.
Implementing **awareness raising and communication activities** promoting the transition toward the bioeconomy.
Providing support to the regions in communication, education and stakeholders engagement activities.



biobridges



HOW: Promoting awareness, dialogue and collaboration between
Bio-based Industries; Brands and Consumers to **promote more sustainable production, consumption and lifestyles**.



Boosting bioeconomy by
maximizing CSAs results



HOW: **Mapping, Valorizing and making available the Actionable Knowledge** generated by the Coordination and Support Actions (CSAs) in Bioeconomy to Quadruple Helix stakeholders (Policy, Business, Research, Civil Society).

What are the EuBioNet main activities?

Thanks to the EuBioNet facilitation, more than **60 joint activities** and events took place. The following activities will continue to be implemented in 2019 and 2020:

- Promotion of stakeholders engagement and networking activities at European, National and Regional level
- Support the regions in communication, education and stakeholders engagement activities
- Co-organisation of events and focus groups to discuss the key challenges to be addressed for Bioeconomy
- Organisation of awareness raising activities in large scale events (Maker Faire, Researchers' Night, Bioeconomy Village, Bioeconomy corner at the Sustainable and circular Bioeconomy, the European way and Bioeconomy Scene 2019)
- Involvement as experts/speakers in Bioeconomy-related events (Workshops, Advisory boards, conferences, webinars)
- Increased impact of other project's outcomes (Promotion of events and activities organised by other members, dissemination of other members' project's results, matchmaking of similar activities) and the role of the EC in promoting the Circular Bioeconomy



Case studies



Case study 1: Regional events “Bioeconomy as opportunity for regional development valorizing local resources “

- **Context:** Lazio Region, Piedmont region, Apulia Region, Friuli Venezia Giulia Region - Italy
- **EuBioNet activity:** Organisation of Mobilisation and Mutual learning events involving regional quadruple helix stakeholders.
- **Projects involved:** BIOVOICES, Biobridges, Power4Bio
- **Companies involved:** ARGECO; Bioenergy; Università degli Studi di Bari Aldo Moro; FVA New Media Research; Regione Puglia; Università di Foggia; ic2r; MS5; Cluster SPRING; CNR; South Hemp Tecno; Agrindustria; Gal montagne biellesi; Fulgar; Blumine Srl; Marevivo Onlus; Tecnotex; Università di Torino; 2i3T_University of Turin Business Incubator; Pointex; CiaoTech; Finpiemonte; CentroCOT; Intesa San Paolo; RiceHouse; Regione Lazio; Lazio Innova; Legambiente Terracina; Federpesca; Mermazing; ENEA; SEADS, Sea Defence Solutions; Decomar
- **Impact:** Awareness raising, stakeholders’ engagement, new collaborations, memorandum of understanding signed (between University-region-Industry in Apulia)



Case study 2: Provision of inputs to the preparation of the Slovak National Bioeconomy Strategy

- **Context:** Slovak Ministry of Agriculture and Rural Development entrusted Slovak Bioeconomy Cluster with drafting the National Bioeconomy Strategy.
- **EuBioNet activity:** Provision of access to the relevant actionable knowledge (lessons learnt, challenges, serious games, educational videos, reports and factsheets) generated by several EuBioNet projects.
- **Projects involved:** BIOVOICES, Biobridges, BLOWAYS
- **Companies involved:** PEDAL Consulting
- **Impact:** It is expected that Slovak government will adopt the National Bioeconomy Strategy before February 2020.



Case study 3: Supporting Regions in the design of innovative bioeconomy educational paths

- **Context:** Friuli Venezia Giulia Region (Italy)
- **EuBioNet activity:** Supporting the region in the creation of the regional HUB for Bioeconomy Education. Co-organisation of a Mobilisation and Mutual Learning workshop with Quadruple Helix Stakeholders to identify educational needs (formal education, value chain actors education, other actors capacity building on bioeconomy).
- **Projects/initiatives involved:** BIOVOICES, STAR-ProBio, European Bioeconomy University
- **Companies involved:** Novamont
- **When:** 26 November 2019 (Udine)



Get in contact with the European Bioeconomy Network

Susanna Albertini

EUBIONET - European Bioeconomy
Network contact

albertini@fvaweb.it

www.eubionet.eu

