BioCannDo

Bioeconomy Awareness and Discourse Project

Virtual Map –Version No. 1

Date of document – 04/2017 (M07)

D3.1
WP 3

Authors: John Vos (BTG), Raffaella Moreschi and Silvia Raimondi (iCons)

Bioeconomy Awareness and Discourse Project H2020-BBI-PPP-2015-2-1

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 720732.

Technical References

Project Acronym	BioCannDo
Project Title	Bioeconomy Awareness and Discourse Project
Project Coordinator	Martin Behrens Fachagentur Nachwachsende Rohstoffe M.Behrens@fnr.de
Project Duration	October 2016 – September 2019 (36 months)

Deliverable No.	D3.10
Dissemination level [1]	PU
Work Package	WP 3 – Project Network
Task	3.4 Monitoring the community, collect information updates and foster co-operation
Lead beneficiary	BTG Biomass Technology Group B.V. (BTG)
Contributing beneficiary(ies)	Fachagentur Nachwachsende Rohstoffe (FNR) and Youris (YOU) / iCons
Due date of deliverable	31 March 2017
Actual submission date	26 April 2017

[1] PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

Document history			
V	Date	Beneficiary	Author
1	18.04.2017	BTG	John Vos
2	20.04.2017	iCons	Raffaella Moreschi, Silvia Raimondi
Final	26.04.2017	BTG	John Vos

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 720732.

Table of content

1 INTRODUCTION 4

2 MAP IMPLEMENTATION 5

2.1 SET-UP OF THE VIRTUAL MAP 5
2.2 IMPLEMENTING THE INITIAL MAP 6

3 ANNEXES: INITIAL LIST OF PROJECTS 8

4 ANNEXES: SCREENSHOTS OF INITIAL MAP RELEASE 10

1 Introduction

The Bioeconomy Awareness and Discourse Project (BioCannDo) aims to increase awareness of bio-based products – products partly or wholly made of biomass - among the general public. The project will develop and distribute communication and educational materials about the bioeconomy and bio-based products: articles, videos, information sheets and other items for a general audience. BioCannDo facilitates access to trustworthy resources through the website: www.AllThings.Bio. The goal is to develop clear, scientifically sound messages about bio-based products that can be easily understood by European citizens. The project aims to increase acceptance of bio-based products and engages EU citizens in the new bioeconomy.

In Work Package (WP) 3 a network of "projects" (which includes projects, initiatives, organisations, networks, communities, clusters, platforms, etc.) engaged in the communication to a broader public will be set up[1]. Identified relevant "projects" will be presented in a virtual map which will be accessible via the AllThings.bio portal[2]. Content will be presented according to the topics and bio-based materials covered. The map will present key information on the "projects" in a user-friendly format, as well as up to three resources generated or made available by the project concerned.

The mapping of relevant projects will be a continuous process and results will be reported every six months. This report documents the first release of the WP3 virtual map, due in March 2017.

[1] The DoA mentions in addition seminars, fairs, workshop and similar events as possible mapping items. They will be included in the map but typically not as stand-alone items. Rather, they will be shown as one of the resources of a given project or initiative – provided the information from the event is not outdating quickly. In addition, the events may be shown in the "*What's on*" section on *Upcoming bioeconomy events accross Europe*, at the www.AllThings.Bio homepage.

[2] In WP6 another map, showing educational actors and resources, may be set-up (to be confirmed).

2 Map implementation

The work related to the implementation of the map concerns on the one hand the technical set-up of the virtual map. This part of the work, led by YOU third party iCons, was implemented in March and April 2017. On the other hand the map will need to be filled, and the presented information needs to be kept up-to-date. This is a more "continuous" process that started in early 2017 and that will continue until just before project completion in September 2019. The progress made regarding the technical set-up of the map and the initial filling of the map are reported in the current document.

2.1 Set-up of the virtual map

In setting up the virtual map, the involved task partners (BTG, FNR and YOU-affiliate iCons) considered the following:

1. What information to present
2. What software to use
3. Considering the selected software: the best option to structure the information

What information to present

Maps showing hundreds of entries can become cluttered easily, and when they contain substantial detail about the mapped projects they run the risk of becoming outdated soon. It was decided to represent projects on the map using (clusters of) markers. After clicking an (individual) marker short information about the project will be shown. For more details the map user will be referred to the original data source.

In an iterative process the task partners determined to show the following items on the map:

- Acronym and short description of the project
- Up to 3 bullets with descriptive text, each referring to a resource developed by the project
- Tags applicable (see below)

Also needed to present the "project" (but not directly visible to the map user) are:

- The URL (website address) of the "project", to direct map users to more information
- The GPS coordinates of the lead partner (coordinator) of the "project", to enable mapping

What software to use

Next it was determined what software to use. A key requirement is that the map can be embedded into the BioCannDo project website www.AllThings.Bio. Other important requirements are user-friendliness and the easiness of customisation.

For the **mapping solution** several open-source options were assessed, including Google Maps, Mapme and MapBox (www.mapbox.com/about/open/). They are all mapping solutions for custom designed maps which can be integrated into WordPress. However, some of them do not come free of charge in the option required by the AllThings.Bio website (this is the case for Mapme); others are more orientated to geographic navigation rather than editorial and descriptive contents (Google Maps). For all these solutions embedding the map on AllThings.Bio would have been laborious on the development side and there is uncertainty as to the graphic effect.

Hence the decision was made to develop the map in WordPress, by using Leaflet JS (http://leafletjs.com), a JavaScript **library** for mobile-friendly interactive maps. Leaflet JS offers good integration in WordPress, flexibility and has a good level of customisation. Across all solutions considered, it is the most straightforward way to develop the map in WordPress, which minimizes the technical problems usually faced when embedding external solutions.

Structuring and tagging the information

To allow a user-friendly search for specific information a project tagging system was developed. The tags help to further refine search findings. Three categories of tags will be applied, that can be used as follows:

- **Resource type** – how can the items be classified? It is possible to tag the resources featured on the map through the following categories: Portal, Network, EU project, Other project, Media, (Public/Private) Company, Other/Unknown. An item belongs to a single category only. Any combination of categories (including all categories) can be used to filter results.
- **Product application sectors** - which sectors are being addressed by the project? It is possible to tag the resources featured on the map through the following categories: Options include: Catering, Clothing, Construction, Gardening, Home and Transport. Multiple application sectors may apply to a given project.
- **Product materials** - which type of materials are being addressed by the project? It is possible to tag the resources featured on the map through the following categories: Chemicals, Liquid biofuels, Lubricants, Paints/Coatings/Dyes, Plastics, Rubber, Solvents/ Surfactants, and Wood/Fibers/Composites. Multiple materials may apply to a given project.

2.2 Implementing the initial map

Development

To ensure smooth integration of the virtual map (including incorporation of the visual identity) with www.AllThings.Bio it was agreed that programming would be done by iCons. They arranged for an IT developer to carry out the software programming in April 2017. In parallel, text to be incorporated in the map were jointly developed by the task partners.

Populating the map

It was agreed with iCons that for the initial populating and testing of the map at least 20 projects would have to be included. From the initial project inventory (a longlist of some 100 different projects and initiatives) a first set of projects was selected (see Annex 1 for an overview), for which BTG and FNR collected relevant information and populated an Excel sheet for use by the IT developer as data input template.

Produce a map linking to key projects and activities

Combining the software programming with the input template yielded the first release of the virtual map of projects. Contents were uploaded/updated from the back-end in WordPress by importing data automatically from the data input template.

The draft map was checked by BTG and FNR and after fine-tuning by iCons the first release was put online on 20 April 2017 at this link http://www.allthings.bio/resources-map/.

Screenshots from the first release are shown in Figures 2 and 3 in the Annexes.

Expanding and maintaining the map

After the initial release the map will be expanded in the next months and years to include (many) more projects. It is planned to assess projects for inclusion in the map in small batches, and subsequently update the map.

Map content can be uploaded/updated from the back-end in WordPress by any of the involved task partners by:

- importing automatically from the data input template
- manually inserting new items via WordPress, using access credentials

It is furthermore planned to communicate about resource map updates (releases) periodically (typically every six months).

This process will be reported about in future deliverables, the next one being due in autumn 2017.

3 Annexes: Initial list of projects

For illustration purposes, the table below lists the projects shown on the 1st release of the map.

BioWays	The BIOWAYS mission is to promote the huge potential of bio-based research results and raise public awareness of bio-based products, using a variety of communication techniques and through public engagement activities and the development of educational tools and materials.	http://www.bioways.eu/
BioConsepT	BioConSepT aims to produce consumer goods out of biomass which is not competing with the food chain. It also aims to be cheaper and more sustainable than corresponding chemical routes or biotechnology processes starting from edible feedstocks.	http://www.bioconsept.eu
BioProm	The BIOPROM project aimed to promote bioeconomy in the regions. It addressed interests and concerns of citizens through interactive (travelling) exhibitions, citizens/debates and participative democracy. Focus: Agriculture and Fisheries, Food and Well-being, Biotech and Life Sciences.	http://www.bioprom-net.eu/
BioSTEP	BioSTEP promotes public dialogue to increase overall awareness and understanding of the bioeconomy. It provides access to data on bio-based products & processes. It uses tailored communication tools, (workshops, conferences, exhibitions and public debates) and tests a regional 'living lab' approach.	http://www.bio-step.eu/
InnProBio	InnProBio aims to increase awareness of BB products in order to lower the barriers to their public procurement. Development of tools to facilitate such procurement. Building a community of public procurement practitioners.	http://innprobio.innovation-procurement.org/home/
Open-BIO	Open-Bio investigated how markets can be opened for BB products through standardization, labelling and procurement. It also investigated the needs & demands of private consumers in terms of communication.	http://www.open-bio.eu
CommNet	CommNet is a community of communicators & researchers working across bioeconomy research topics. It helped them 'shout out' about their projects and their stories, to enable wider and more effective dissemination to the general public, to young people, to SMEs and to policy-makers.	http://commnet.eu
CommFABNet	CommFABnet includes an innovative range of activities including: a network of communication managers, identify/exchange best practice and provide training to scientists in communicating research results, address	http://commnet.eu/

	target audiences including general public, SMEs, policy makers and young people.	
Biobased Economy	Biobased Economy is a national portal for information about developments in the bio-based economy in NL..	http://www.biobasedeconomy.nl/
Agro & Chemistry	Agro & Chemistry is the media platform for the bio-based and circular economy in NL and Flanders, with particular attention for the European context of developments in these areas. It offers scope for info exchange, knowledge transfer and discussion about.	http://www.agro-chemistry.com/
Bioeconomy Science Center	Joint Research Center by four Universities in North-Rhine Westphalia, Germany.	https://www.biosc.de/start
Osirys	EU Project on forest based composites in construction	http://osirysproject.eu
ISOBIO	The ISOBIO project proposes an innovative strategy to bring bio-based construction materials into the mainstream. If focusses on pre-treated bio-based aggregates for construction, which include insulation materials, hygrothermal and moisture buffering materials, binders, sol-gel and resins.	http://isobioproject.com
Materia.nl	Materia is the global network in the area of innovative materials. Materia encourages joint innovation on the road to a more beautiful, sustainable and high-quality built environment. It features a channel on bio-based materials.	https://materia.nl/channel/biobased/
BiNa	BiNa is a research collaboration that focusses on new pathways, strategies, business and communication models for bioplastics as a building block of a sustainable economy.	http://ifbb.wp.hs-hannover.de/bina/
AgriForValor	AgriForValor develops networks that will connect actors that produce, manage & exploit biological resources.	http://www.agriforvalor.eu/pages/home
Bioökonomie Rat Bayern	The Bioeconomy Council of Bavaria (Germany) is aims to support societal dialogue about the bioeconomy and to develop recommendations for a successful implementation of a bio-based economy.	http://www.biooekonomierat-bayern.de/
C.A.R.M.E.N.	C.A.R.M.E.N. is a network and central competence point for renewable resources in Bavaria (Germany).	https://www.carmen-ev.de/infothek/c-a-r-m-e-n-e-v
Bioeconomy Council	The German Bioeconomy Council is an independent advisory body to the German Federal Government.	http://biooekonomierat.de/en/
Biotworzywa	E-magazine is dedicated to the bio-based sector for the Polish audience, especially representatives of plastics industry, scientists, NGO's and activists interested in promoting sustainable solutions.	http://www.biotworzywa.com.pl/en/magazine/
Agency for Renewable Resources	FNR is the central coordinating agency in the area of renewable resources in Germany.	https://international.fnr.de/

4 Annexes: Screenshots of initial map release

Figure 1: Landing page of the Bioeconomy Map (http://www.allthings.bio/resources-map/)

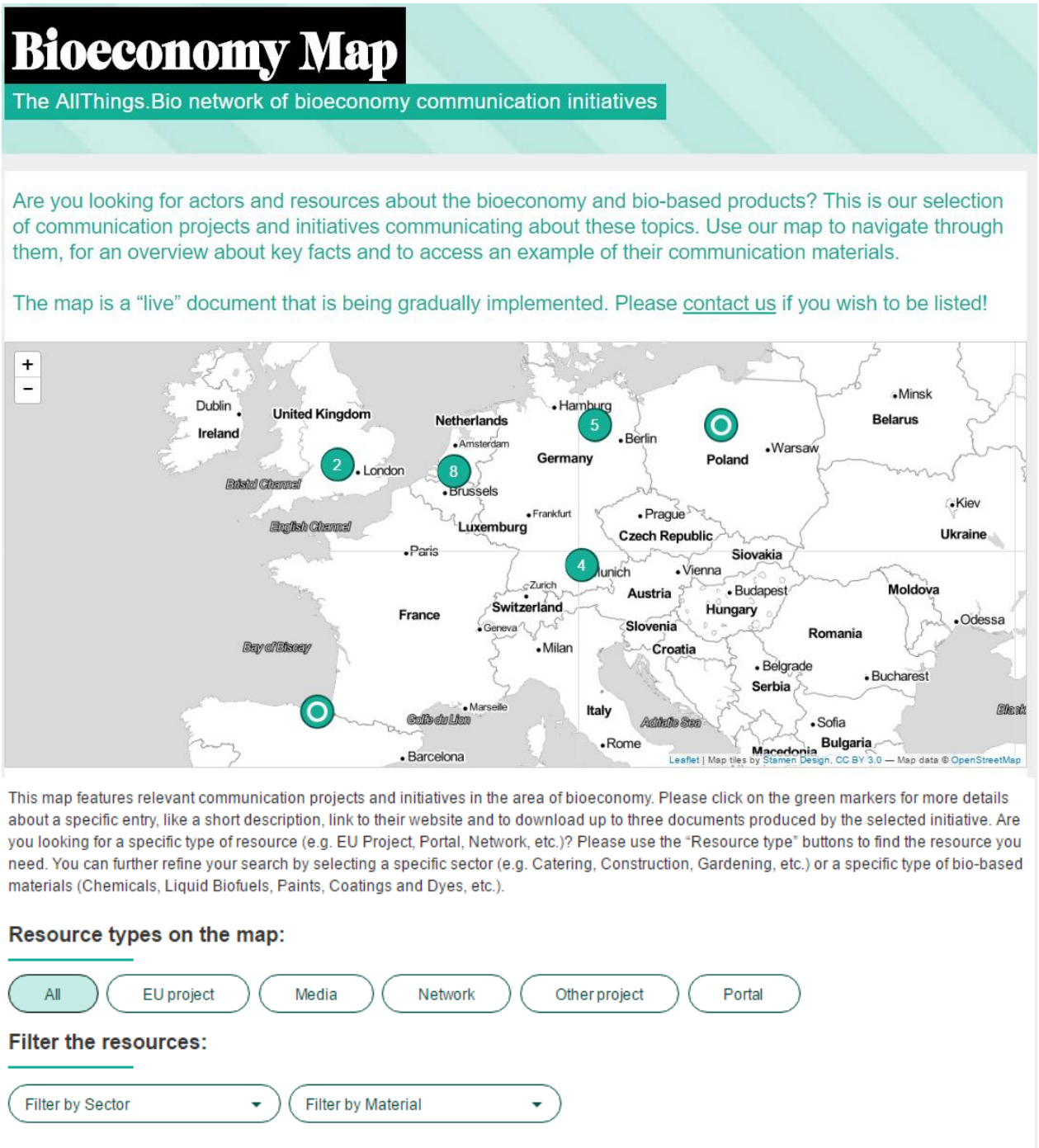
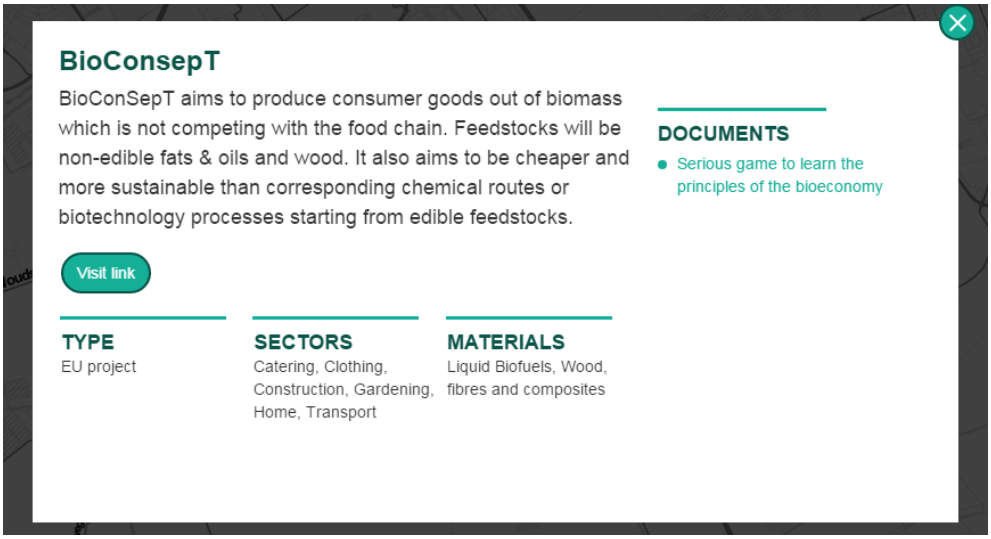


Figure 2: Profile of a sample mapped Project (BioConsepT)



This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 720732.