



Periodic Webinar No. 1

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D3.10
WP 3

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

Technical References

Project Acronym	BioCannDo
Project Title	Bioeconomy Awareness and Discourse Project
Project Coordinator	Martin Behrens Fachagentur Nachwachsende Rohstoffe M.Behrens@fnr.de
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Deliverable No.	D3.10
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Lead beneficiary	BTG Biomass Technology Group B.V. (BTG)
Contributing beneficiary(ies)	-
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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			
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1	30.03.2017	BTG	John Vos
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Publishable Summary

This deliverable reports about the first of a series of networking webinars that will be held in the frame of the BioCannDo project with the purpose of exchanging information and ideas on communicating about the bioeconomy to the general public. The webinars will be held at 6-monthly intervals.

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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 WP3 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. Relevant “projects” will be identified and classified according to their level of involvement in the BioCannDo network. Every six months a webinar will be organised with the engaged network partners, communication experts, and other interested stakeholders. In the webinars information and ideas of relevant partners or content will be presented and exchanged.

This report documents the first in this series of webinars.

2 Webinar implementation

More than 100 persons representing different “projects” were personally invited to the first webinar. In addition, the webinar was announced at the project website www.AllThings.Bio and in social media (Twitter).

35 persons registered and 24 persons attended. Not counting the BioCannDo team members there were 19 external participants.

The webinar was held on Thursday 30 March 2017. It included two official presentations, each followed by a Q&A session (all are attached in the Annex). In the first presentation project coordinator Martin Behrens (FNR) gave a short introduction on BioCannDo, covering project scope, objectives, approach, consortium composition, etc. He emphasised that storytelling is key to successful communication and informed about the development of key messages. In the second presentation WP3 leader John Vos (BTG) informed about networking opportunities offered by BioCannDo, and explained in more detail what the project offers and how bioeconomy communicators can engage. He explained that in future webinars participants will get the opportunity to give oral feedback (e.g. on draft key messages). Selected participants will get the opportunity to present their own communication work and results.

At the end of the webinar participants were asked to complete a short feedback form, and to answer four questions. The questions and the specific suggestions/answers received are shown in the Annex. The specific suggestions are much appreciated and will be carefully considered in the implementation of BioCannDo.

In April 2017 the BioCannDo team will (where it has not already done so¹) contact and interview webinar participants, to discuss relevant developments, activities, materials, suggestion they may have made (as shown in the table above) and to further explore collaboration opportunities.

Shortly after, the interviews will be widened to include also other (pre-)identified projects that may be of relevance to BioCannDo.

¹ Following a press release issued by FNR on the 7. November 2016¹ explorative interviews were held with some 7 individuals already.

3 Annexes

Attached are:

1. BioCannDo Project Overview - by Martin Behrens (FNR)
2. BioCannDo Networking Opportunities – by John Vos (BTG)
3. Questions & Answers during the webinar
4. Feedback received after the webinar

As this is a public deliverable it was decided not to include the webinar participant list.

Questions & Answers during the webinar

15 questions were raised by participants during the webinar. The questions, bundled into 4 themes, and the answers that were given are shown in the table below.

Theme	Questions	Answers
Project	Could you tell something about the consortium?	You can find short descriptions on www.AllThings.Bio ! If you want to know more, please let us know.
	When is the next workshop? And who will be invited?	Workshop #1 will be organized in Germany in Sept 2017. It will deal with Cleaning Products. If you are interested to join, please contact us.
Output	What about bio-based (BB) products outside your 3 categories?	Other BB products will be included in the InfoHub wherever interesting, but not focussed on regarding the key messages.
	You include Facebook & Twitter; why not Instagram?	We try to use channels which were used already in previous projects and where we can make good use of existing communities. Instagram is interesting as well, though.
	What storytelling software will you use?	Different media, text, video's, pageflows
	Where will you place videos: your own server or do you use e.g. YouTube-embeds?	Probably YouTube, anyway openly available
Webinar	How many people are logged in?	27 at this moment
	Can we receive today's slides, to disseminate them?	Certainly. They are will available freely to everyone interested
	Where do I find the 4 questions for feedback you mentioned?	When you log out you should see the pop up window. If that doesn't work please contact us.
Feedback	Interesting! Wonderful!	That is great. Thank you for joining. Talk to you soon

Feedback received after the webinar

At the end of the webinar participants were asked to complete a feedback form, and to answer four questions. The questions and the specific suggestions/ answers received are shown below:

Question	<i>Specific suggestions or answers (summarised by the report editor)</i>
Q1: Do you have specific suggestions what other relevant "projects" to invite to the Community?	<ol style="list-style-type: none"> 1. Agrocycle, BioBase4SME, Agrovalor (all agri-sector) 2. BIOECON http://biogospodarka.iung.pl/bioecon/ 3. "In general EFI (European Forest Institute) is interested in development of the bioeconomy. Some relevant projects in which EFI takes part: BENCHVALUE, FORBIO, NOFOBE, SIMWOOD. 4. BioValue SPIR (Denmark) would like to join BioCannDo. We focus on R&I, but also on dissemination to the general public on our results: bio-based products, technology development within biomass production, separation and conversion, and socio-economic sustainable bio-based business cases. We just published an illustrated booklet on bio-based economy (www.biovalue.dk)
Q2: Do you have specific suggestions what content to cover in BioCannDo?	<ol style="list-style-type: none"> 1. I think the public would be very interested in products from biowaste (crop and food-processing waste) 2. An event to be covered is Bioeconomy Investment Summit http://www.2017bioecosummit.eu/ 3. I think a "health" pillar could be interesting (prebiotics, sustainable protein sources for food and feed etc.) and potentially a "Materials and Chemicals" if this is not included in your "Construction" theme. 4. Focus on ""What in bio-based for me"", like: health issues, financial benefits (lighter material, less transport), safety for the applicant (lighter, less VOC etc.) 5. I think the overall topics and focus areas are well defined, and do have no overlap with activities in our network (Bioeconomy Research Program Baden-Württemberg), more specific suggestions within that focus areas can be provided later on.
Q3: Do you have a specific question or comment?	<ol style="list-style-type: none"> 1. Several participants noted: interesting; very valuable; very clear and very inviting (9 out of 10). 2. One participant made an important observation: I know you said "<i>no marketing of specific products or companies</i>" but we find that explaining the value of bioeconomy and bio-based innovation is best carried out by ambassadors from the industry. 3. One participant queried about the target group for the mentioned educational material.
Q4: Do you have any objections to being contacted about the suggestions given in due course?	<ul style="list-style-type: none"> • About half of the respondents answered (9); none of them expressed objections



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BioCannDo

BIOECONOMY AWARENESS AND DISCOURSE PROJECT
www.AllThings.Bio

Project overview

1st Communication Network Webinar, 30 March 2017

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.



About this Webinar

- Our webinar will be recorded
- You are in listen-only mode but please send us question through the question box



- We will answer your questions after each presentation.
- Pop-up window directly when you logout from the webinar with 4 simple questions
- Participants who registered today well be invited to future activities unless you tell us otherwise.

Webinar outline

- 1: What is the BioCannDo project about (M.Behrens)
- 2: Discussion/exchange
- 3: Details on the networking opportunities (J.Vos)
- 4: Discussion/exchange

What is BioCannDo ?

- **Bioeconomy Awareness and Discourse Project**
- **Start: October 2016; duration: 3 years**
- **Funded by the Bio Based Industries Joint Undertaking**
- **Specific Challenge:** Enhancing the awareness of the broad public on bio-based products and applications and their benefits



European
Commission

Horizon 2020
European Union funding
for Research & Innovation

What do we do?

- Develop multi-stakeholder proven **key messages** for communicating functionality and sustainability aspects of bio-based products with the broader public
- Engage a European **stakeholder network** dealing with communication issues regarding the bioeconomy in a joint communication undertaking towards the broader public
- Create synergies for existing materials and develop missing **communication formats and educational material** to communicate topics of the bioeconomy and bio-based products to the European citizens

Consortium Partners

Participant organization name	Country
1. Fachagentur Nachwachsende Rohstoffe	Germany
2. BTG Biomass Technology Group	The Netherlands
3. Prospex	Belgium
4. Avans University of Applied Science	The Netherlands
5. youris.com	Belgium



Our scope

Our principles:

- Use scientifically sound and balanced information but present it in simple language and key messages
- Share, re-use and adapt existing content and only fill gaps of what is missing
- Employ a stakeholder-driven approach and engage in two-channel communication
- Count on stories as main information formats to connect with emotions and values



Some limitations:

- We focus our communication on bio-based end-products and consumer relevant application areas and issues
- BioCannDo communication materials will be in English only
- External content we talk about can be in other languages, but we will communicate about this in English
- We focus on European, national and regionals projects and initiatives

Storytelling: Key to successful communication

Stories as connection between causes and effects and meaning to a complex environment

Story telling in BioCannDo provides:

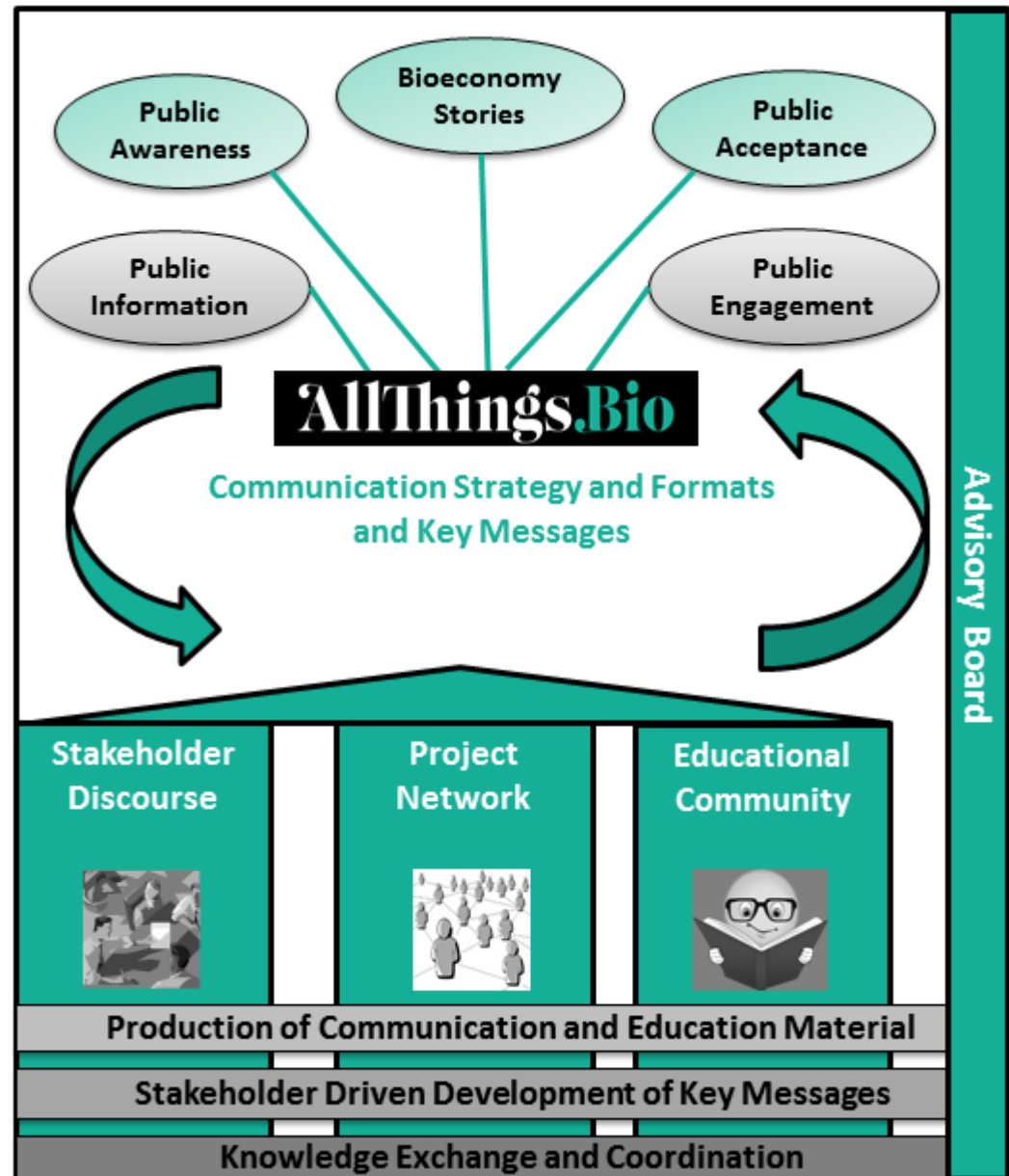
- Meaning to pure data and facts
- A suitable format to be remembered by the human brain
- Help to understand complex issues and support behavioural change



Development Key Messages on Bio-Based Products to the general public:

- General messages on the bioeconomy and bio-based products
- 3 Product Groups (Cleaning Products, Packaging, Construction & Building)
- Communication Network, Stakeholder Workshops and Focus Groups
- Balanced, scientifically sound, easy to comprehend

Approach



www.AllThings.Bio

Thank you very much

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BioCannDo

BIOECONOMY AWARENESS AND DISCOURSE PROJECT
www.AllThings.Bio

Networking opportunities

1st Communication Network Webinar, 30 March 2017

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Overview

- What we offer
- How you can engage
- You can help shape the BioCannDo project, which will be community-driven and content-based



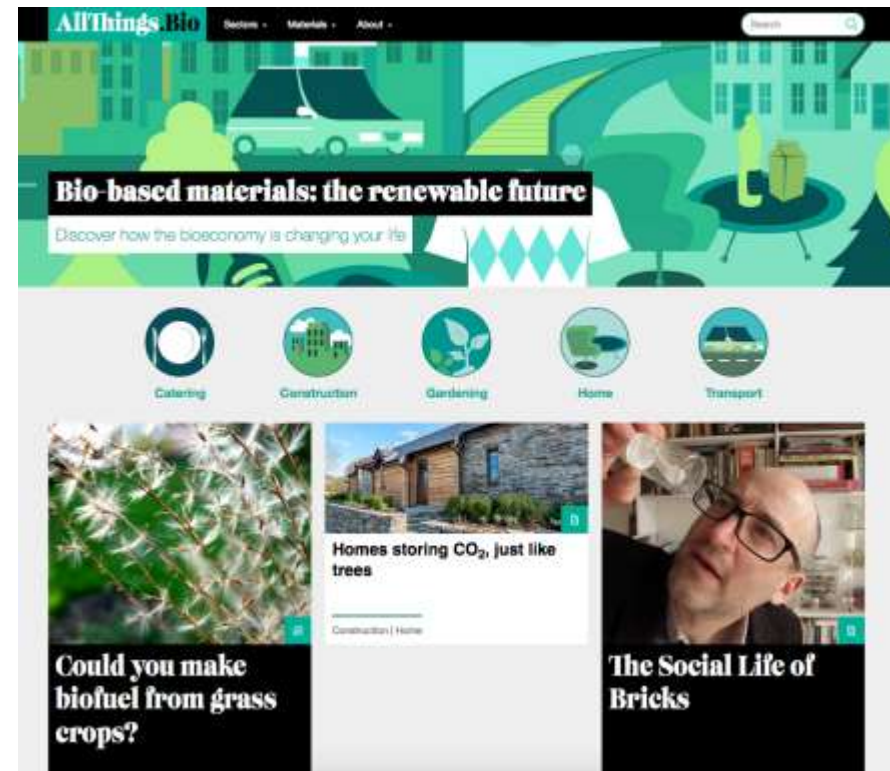
What we offer: opportunities

- Become part of 1st **network** of bioeconomy communication initiatives
- Get the opportunity for **sharing** (interesting materials, projects/initiatives across Europe, approaches and formats in communication)
- **Learning** from good and bad practice: what works/what does not work in communication towards the general public, feedback from consumers, et cetera
- Find future partners, **talk about** your expertise and communication products, events



What we offer: Promotion

- Promote **your project** by being part of our virtual map(s)
- Get access to the Infohub, and get **your materials** promoted
- URL:
www.AllThings.Bio



What we offer: Communication & Networking

■ Information on new content and developments

- Frequent: social media (Facebook, Twitter)
- Weekly: Infohub
- Ad-hoc: news flashes
- 6-monthly: webinars
- Annually: summary report



■ Project webinars

- **Aim:** present and exchange information and ideas on relevant partners or content
- We will present recent results, and invite feedback
- Network members get the option to briefly present their initiative and results



What we offer: Key Messages

- General and product group specific Key Messages on BB products will be developed
- Sourced from literature and (internal/external) experts
- Thoroughly fine-tuned and tested
- You can help shape the Key Messages
- You can freely use the Key Messages in your own communications



How you can engage: **Contribute materials**

■ Shorter materials can serve as **input** for Infohub

- | | |
|---|---|
| <ul style="list-style-type: none">• Journalistic article• Keyword post (glossary)• Fact or myth post• Problem solving post | <ul style="list-style-type: none">• Storytelling (multimedia bioeconomy story)• Video post |
|---|---|

■ Longer materials can become **content** @ Infohub

- for use “as is” (i.e. unchanged)
- for use after repackaging or reformatting
- to be referenced at our virtual map



How you can engage: Discuss & Distribute

- Discuss and exchange opinions, thoughts and ideas
 - In our periodic webinars
 - In our stakeholder workshops (by invitation only)
 - In personal interviews



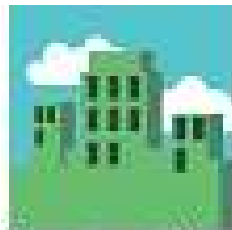
- Distribute and apply
 - Inform your colleagues/ partners about the network
 - Distribute our outcomes and results
 - Use outcomes and results (e.g. Key Messages)



Good to know



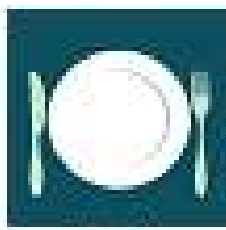
- Our networking partners are engaged in communicating about the bioeconomy
- Specific attention to selected application categories



Construction



Home



Catering



Clothing



Gardening



Transport

- No marketing of single company/product
- Editorial planning (updated quarterly)
- Editorial independence BioCannDo team

www.AllThings.Bio

John Vos

BTG Biomass Technology Group BV
Enschede, The Netherlands



**Thank
You!**