

BioCannDo

BIOECONOMY AWARENESS AND DISCOURSE PROJECT
www.AllThings.Bio

Networking opportunities

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.



Overview

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



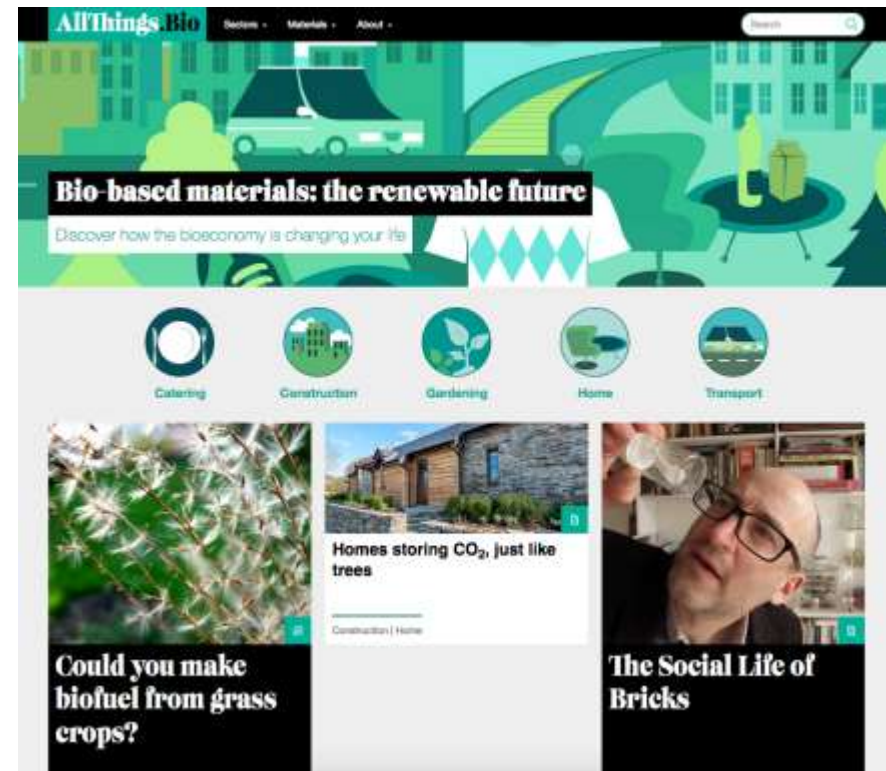
What we offer: opportunities

- ❑ 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

- Journalistic article
- Keyword post (glossary)
- Fact or myth post
- Problem solving post
- 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

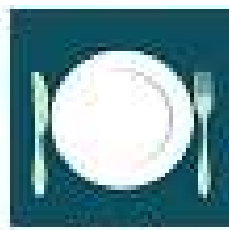
- Distribute and apply
 - Inform your colleagues/ partners about the network
 - Distribute our outcomes and results
 - Use outcomes and results (e.g. Key Messages)



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

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**Thank
You!**