

BioCannDo

BIOECONOMY AWARENESS AND DISCOURSE PROJECT
www.AllThings.Bio

Project overview

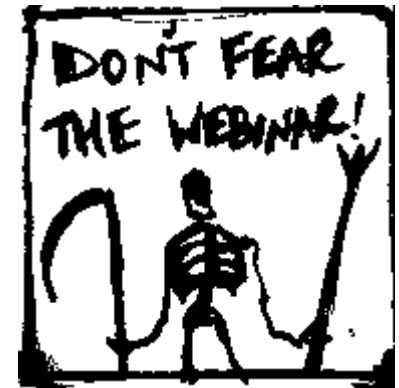
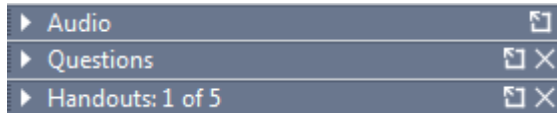
1st Communication Network Webinar, 30 March 2017

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 regional 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:

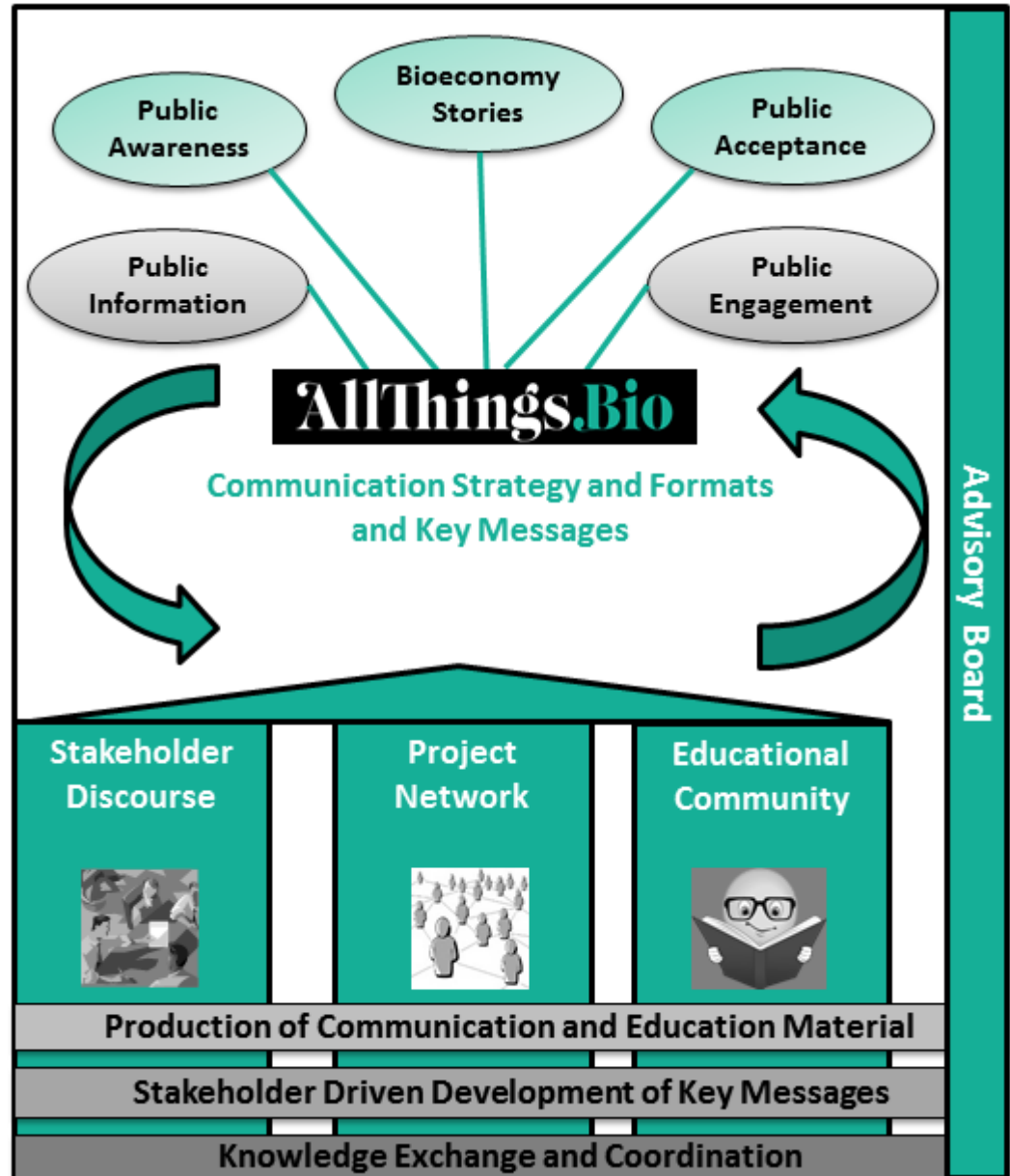
- Meaning to pure data and facts
- A suitable format to be remembered by the human brain
- Help to understand complex issues and support behavioural change



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



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Thank you very much

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