



3. Periodic webinar with networking partners

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D3.12
WP 3

Authors: John Vos (BTG)

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	Erik Lohse Fachagentur Nachwachsende Rohstoffe e.V. E.Lohse@fnr.de
Project Duration	October 2016 – September 2019 (36 months)

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Lead beneficiary	BTG Biomass Technology Group B.V. (BTG)
Contributing beneficiary(ies)	Fachagentur Nachwachsende Rohstoffe e.V.
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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			
V	Date	Beneficiary	Author
1	18.04.2018	BTG	John Vos
2	19.04.2018	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.



Publishable Summary

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

This third webinar (held on 18 April 2018) included presentations on respectively:

1. BioCannDo mid-term results
2. BioWatch: The new bioeconomy RTD platform
3. Good practices showcasing innovative bio-based products

Table of content

PUBLISHABLE SUMMARY	3
<u>1</u> INTRODUCTION	5
<u>2</u> WEBINAR IMPLEMENTATION	5
<u>3</u> ANNEXES	7

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 **third** in this series of webinars.

2 Webinar implementation

For the third WP3 webinar we invited people from the WP3 communication network, participants in earlier (WP3/WP6) BioCannDo webinars as well as participants of the BIOVOICES Mutual learning workshop: Maximizing collaboration among EC funded projects communicating about Bioeconomy (held in Brussels on 28 March 2018). We also advertised the webinar at our web platform www.AllThings.Bio and at project partner’s website.

The webinar was held on Wednesday 18 April 2018. It included three presentations, each followed by a Q&A session. In total 44 persons registered for the webinar (excluding the three presenters). Of these people 32 persons (and three presenters) attended (at least part of) the webinar live and a few reported ahead of the broadcast that they planned watching the webinar recording. Excluding the three non-presenting BioCannDo team members 29 external participants (and 1 external presenter) joined the live webinar broadcast, making it the highest number of participants in a BioCannDo webinar to date.

In the first presentation BioCannDo coordinator Erik Lohse (FNR) informed about the mid-term results of the BioCannDo project. He informed the attendees about:

- recent posts, videos, slideshows etc. published at the project web portal www.AllThings.Bio and its social media platforms (Twitter; Facebook)

- Lessons learned when developing key communication messages on household cleaning products, and communication formats and channels used to promote them
- Progress regarding developing the project's stakeholder communities (covering communication and education respectively), and the use and application of relevant findings

Next, Sam Davis (Insight Publishers) informed about the various features and functionalities of the BioWatch Platform, launched earlier in April 2018 by BioCannDo's sister projects BioWays.

BioWatch is an interactive online platform that provides projects in the bioeconomy sector with a free service to position themselves alongside one another and provide direct access to industry, political stakeholders, the media and the general public. The platform is being populated with BBI-JU projects to build a critical mass of bio-based research projects in one, single location. For more information: <http://www.bioways.eu/multimedia/articles/the-biowatch-platform/>

Finally, BioCannDo WP3 leader John Vos (BTG) informed about good practices showcasing bio-based products. He informed the webinar audience about recent examples of inspiring exhibition concepts and formats to inform a broad audience about the bioeconomy and bio-based products, explaining what elements such exhibition respectively should have, could have and would be nice to have. Seven concrete examples were specifically mentioned and discussed: BIOSTEP product exhibition, BBI JU walking exhibition, BioWays's Bioeconomy Village, Pop-up and grow store Bergen op Zoom, LandArt Diessen, Bio-based museum Emmen and Bio-based Parade Vlissingen.

After each of the three presentations, attendees were given the opportunity to ask questions, make comments and/or give other feedback. In total 14 questions were raised and remarks made. All questions were answered orally during the webinar.

The presentations given and an overview of questions received and answers given are presented in the Annexes. As this is a public deliverable and in line with the forthcoming EU General Data Protection Regulation (GDPR) it was decided (a) to anonymize the questions and (b) to not include the webinar participant list.

3 Annexes

Attached is the integrated presentation of the third Communication Network Webinar, combining

- a. Moderator's Introduction – Erik Lohse (FNR)
- b. Snapshot of BioCannDo's midterm results – Erik Lohse (FNR)
- c. BioWatch: The new bioeconomy RTD platform of the BioWays project - Sam Davis (Insight Publishers)
- d. Good practices showcasing innovative bio-based products: journey along recent examples of inspiring exhibition concepts and formats – John Vos (BTG)

Below an (anonymised) overview is presented of the Questions & Answers (Q&A) sessions that followed the presentations.

Person	Question or Remark	Answer
Questions or remarks regarding the presentation on mid-term results		
Male #1	Hello everyone, it's NN (BIOVOICES, BIOWAYS and BIOBRIDGES projects).	n/a

Questions or remarks regarding the presentation on BioWatch		
Female #1	Are there also projects from other programmes like LIFE, INTERREG, national subsidies included?	At present there is 1 SPIRE project; all other projects are funded by the BBI JU
Male #1	How many SEEDs are there at the moment?	Around 15 SEEDs
Male #2	Sam, is your service free of charge for participants?	Yes, it is free of charge
Female #1	How many projects are there in BioWatch already?	Around 15 SEEDs
Female #2	Thank you for your presentations! I was wondering about the funding of the platform: will BioWatch be sustained/maintained after the project? Or is it the projects that have applied....	Yes, Insight Publishers will continue the management of BioWatch after BioWays ends
Female #3	How do you ensure that the BioWatch platform will still be fully functional after the end of your EU funded project?	Insight Publishers will continue the management of BioWatch after BioWays ends
Male #3	How long is the project?	The BioWays projects has been extended by a few months and will continue to run until early 2019.
Male #2	Will your webinar be available as a record for offline consumption?	Yes it will

Questions or remarks regarding the presentation on exhibition formats		
Female #1	What happens with all the products after the exhibition?	In case of BioSTEP: project partner BIOCOM owns the products and exhibits them also outside of the BIOSTEP project. In case of Bergen op Zoom: (part of) the products are exhibited at <i>ad hoc</i> occasions. We understand that their collection can be rented (for a small fee)
Male #2	Cool	n/a
Female #4	Only a comment: In Amsterdam there is a Bioplastics Hub with a permanent exhibition on bio-based plastics and especially bio-based packaging. Welcome to visit! Check www.greenserendipity.nl or www.biobasedpackaging.nl	
Female #5	A comment more than a question: as someone working for a bioeconomy communications agency, who is always looking for new ways to promote our clients and ourselves, I found this webinar helpful and will be taking a closer look at all the projects - thank you!	n/a
Female #4	Thank you!	n/a
Male #3	Thank you!	n/a



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.



BioCannDo

BIOECONOMY AWARENESS AND DISCOURSE PROJECT
www.AllThings.Bio

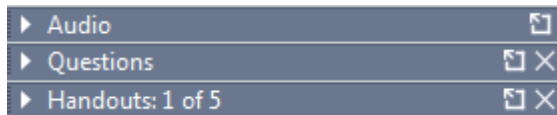
3rd Communication Network Webinar, 18 April 2018

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.
- Participants who registered today will be invited to future activities unless you tell us otherwise.

Webinar agenda

1. BioCannDo mid-term results – Erik Lohse, FNR
2. BioWatch: The new bioeconomy RTD platform - Sam Davis, Insight Publishers
3. Good practices showcasing bio-based products – John Vos, BTG

BioCannDo

3. Communication Network Webinar – 18 April 2018
BioCannDo mid-term results (Oct 2016-March 2018) – A few examples

Erik Lohse – Fachagentur Nachwachsende Rohstoffe e.V.

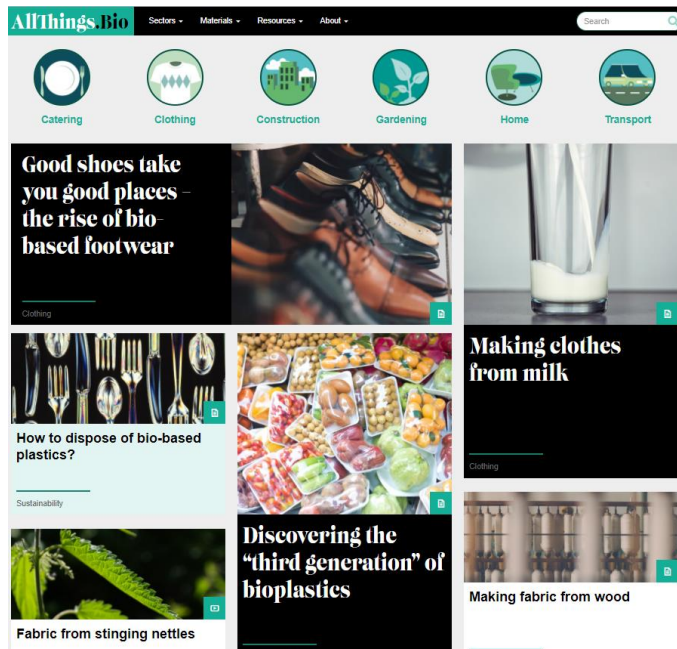
This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 720732.



AllThings.Bio Infoportal

Results:

- ca. 30 original content pieces
 - Examples: [bio-based footwear](#) and [clothing](#), [building materials](#), [toys](#), [catering](#), [make-up](#) and many more



AllThings.Bio Infoportal

Results:

- Social media (114,000 impressions)

 AllThingsBio and  @CommNet_EU

- 4 AllThings.Bio Videos (42,400 views on FB)

- [Video #1 – coffee mug](#)
- [Video #2 - Bio-Based lipstick](#)
- [Video #3 - Bio-based T-shirts](#)
- [Video #4 – cleaning products](#)



- 2 AllThings.Bio Slideshows

- [Slideshow #1 - “Bio-based materials”](#)
- [Slideshow #2 - “Bio-based household cleaning products”](#)

Key Messages – Cleaning products

Results:

- Factsheet with key messages about bio-based cleaning products (coming soon)
- [AllThings.Bio Slideshow](#) – Results CS#1 (consumer + industry perception)
- [Video](#): „Plants and minerals to clean the house“



Plants and minerals to clean the house

Home



- [AllThings.Bio post](#): „Bio-based cleaning products – What can I expect from them?“
- [AllThings.Bio post](#): „Labels for cleaning products and what they mean“

Key Messages – Lessons learned

- Consumers need to learn about the value proposition of bio-based products/ relate to people's life
- Combining "scientifically-sound" and "layman terms" can be a challenge

CS#1: Cleaning products

- Dilemma: Messages should be as specific as possible, but at the same time be applicable for whole product category
- Missing industry standard
- Some companies are hesitant to label their products as bio-based
- (Positive) properties of a cleaning product do not necessarily relate to the fact they are bio-based.
- **Solution:** Messages refer to quality labels (e.g. Ecocert, Blue Angel, Ecogarantie)

Key Messages – Next Steps

- Case Study #1: Cleaning products (Germany) – finished
 - Focus groups, survey during Grüne Woche Berlin,
 - Report available
- Case Study #2: Insulation materials (Netherlands)
 - Workshop: 13 April, Vlissingen, Netherlands
 - Report available in Summer 2018
- Case Study #3: Food packaging (Italy)
- General Key Messages (available soon)

Communication Network

■ Progress to date

- Broad Internet search in nine languages
- We found some 10-15 projects entirely within scope; half of them are still in start-up phase
- Besides this “core community” a broader community of interested projects

■ Use of the findings

- Highlighting relevant projects and their resources on bio-economy map (release #3 issued early April 2018)
 - Repackaged info presented on AllThings.Bio platform
 - Open webinars, aimed at exchanging knowledge between network partners
- In second half of the project we will explore further avenues to build:
- Bridges between communication projects, and
 - A legacy that new/future projects can build on

Educational Community

■ Progress to date

- Mapping of educational programmes and materials (NL DE, FI, BE) : 275 university programmes, 116 educational resources, 65 educational actors
- Topics reflect national approach to bio-based economy
- Materials for (secondary and) primary education hard to find: “More places to find them than things to find”

■ Use of the findings

- Mapping Report + educational posts on AllThings.Bio platform
- Webinars: **Next webinar 24 May, 10:00-11:00**: Validation of analysis of gaps in bio-based education materials
- After 2018 summer break: Start of competition to develop new materials

Agency for Renewable Resources (FNR)

Erik Lohse (Project Coordinator)

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<http://international.fnr.de>



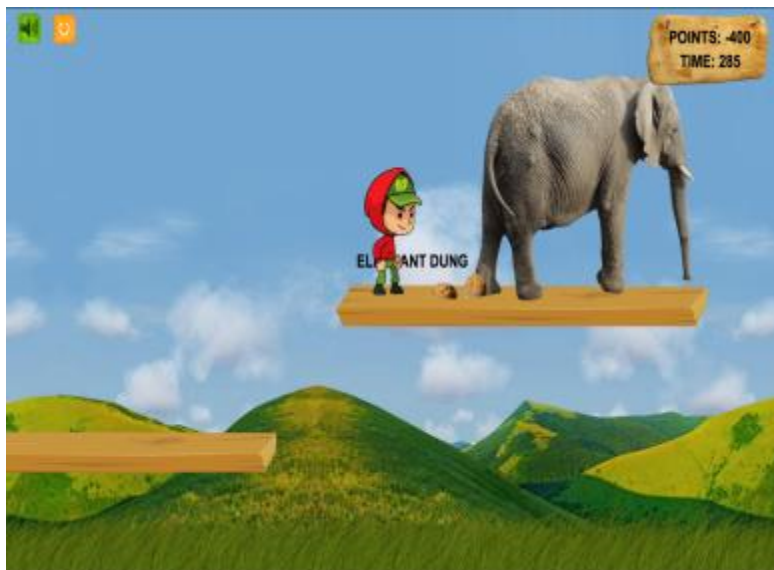
Thank
You!



BIOWAYS

Bio-based economy: network,
innovate, communicate

www.bioways.eu







BioWatch is an attractive, accessible and easy-to-use multimedia resource, specifically designed to allow bioeconomy research projects to communicate their results directly with stakeholders and stimulate widespread user engagement in the bioeconomy environment by bringing social media functionality into the research arena.

AIMS

x

URBIOFIN
urban biorefinery



AIMS

IMAGE GALLERY

x

Organic fraction carbohydrates, are all useful and can be converted to value, but a transition from circular economy



Digestion and co the reduction of MSW sent to land, economical value limiting the sustainable source

WP1
Preliminary urban biorefinery design

WP8
Project Management

WP2
Conversion of OFMSW to bioethanol

WP3
Conversion of OFMSW to VFA's

WP4
Biogas bioconversion to biomethan

WP7
Communication, dissemination and exploitation

STRATEGY OF URBIOFIN: 8 WORK PACKAGES

URBIOFIN: FROM
WASTE TO
BIOPRODUCTS
THROUGH
BIOREFINERY

each inhabitant generates on average 0.5 tonnes of

VIDEO

x



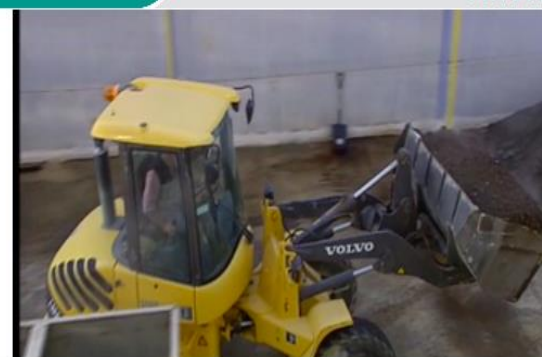
VIDEO

From Urban Waste to Bioproducts through Biorefinery

MODULE 1

PERSFO Bioethanol pilot plant
Alcudia (Valencia, Spain)

URBIOFIN
urban biorefinery



1:04 -1:32

x

SEARCH ALL PROJECTS

Search



1

Plant biomass potential



2

Forestry biomass potential



3

Improved Agro-Based
Production

4

Waste valorisation



5

Bio-energy production and
refinement

About BioWatch

Welcome to BioWatch! Read, watch videos, listen and interact with research projects within the world of the bioeconomy and discover all about their latest innovations.

Follow the research projects that you have an interest in. Set up your mySEED library to give you

the latest breakthroughs from the sectors of your choice

Pose questions directly to the research projects you are interested in or contact those projects that you wish to collaborate with for mutual benefit.



Events



Global Bioeconomy Summit 2018
Berlin 19/04/2018

European Biomass Conference and Exhibition 2018
Copenhagen, Denmark 14/05/2018

International conference on bio-based materials
Maternushaus, Cologne, Germany 15/05/2018



Bio-energy Production and Refinement

SEARCH ALL PROJECTS IN THIS CATEGORY

Search



BioCannDo engages citizens in the bioeconomy

Clear, scientifically sound messages to increase awareness of bio-based products in the EU

NEW



Pilots4U sets up a network of open access pilot- and demo-plants

Supporting the development of innovation into product



URBIOFIN: From Waste to Bioproducts through Biorefinery

Transforming Municipal Solid Waste into bioproducts



STAR-ProBio develops assessment tools for bio-based products

STAR-ProBio supports the Bio-economy Strategy



ISAAC removes barriers to support bioenergy sector

Increasing Social Awareness and ACceptance of biogas and biomethane

Sign In

If you have already registered for BioWatch please [sign in here](#).



Join BioWatch

BioWatch is the quick and easy way to ensure that you stay connected with the latest research project findings from across Europe related to and within the bio-economy. By creating a BioWatch account you will be able to personalise your home page and follow and message research projects of interest.

Fields marked with a * must be completed

You can change your preferences at any time. Joining BioWatch and becoming part of the BioWatch community is the quick and easy way to ensure that you stay connected with the latest research developments and breakthroughs within the bio-economy. You will also become part of the BioWatch community with your own profile page that will keep you in touch with fellow researchers and other stakeholders involved in similar work.

Title: *

Firstname: *

Surname: *

Organisation: *

Research Project Name:

Sector

BioWatch is working with five main sectors involved in the bio-economy. Selecting the category in which you are involved will help us assess what information is useful for certain groups and help projects better target valuable information to specific groups of people. You may tick one or more options as you may be involved in more than one category.

- ☐ Civil Society & End Users
- ☐ Industry & Business
- ☐ Media
- ☐ Public Administration Policy
- ☐ Research & Education

Research areas

BioWatch is focusing on the following five value chains that have been identified by the BBI-JU. You will receive information on all research areas, but you are also able to customise your Library dashboard to focus on the areas in which you have a specific interest. Click on those areas you would like to focus on below. These areas will be highlighted in your own Library and you will be recommended projects to view that meet your interests.

- ☐ Bio-energy production and refinement
- ☐ Forestry biomass potential
- ☐ Improved Agro-Based Production
- ☐ Plant biomass potential
- ☐ Waste valorisation

Would you like to receive BioWatch newsletters? ☐

We will soon be launching the BioWatch Directory, a place where you can find people and organisations that you wish to contact or collaborate with for future research and innovation. If you do not wish to be part of this directory please untick this box: ☒

We will send you updates from BioWatch. If you do not wish to be contacted by us please untick this box (we will not share your information with any third party companies): ☒

Once you have registered you will be sent a confirmation email to the address supplied as your username above.

You will be sent instructions to set your password and security details, you can then change your preferences at any time by simply logging in.

Join



My SEEDS



BioCannDo
have
updated
their
BioWatch
SEED

1


[SIGN OUT](#)
[LIBRARY](#)
[ASSOCIATES](#)

CALENDAR

April 2018

today



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
					Communicatio Workshop	
15	16	17	18	19	20	21
		Networking Webinar on the Communicatio of Bio-Based Products				
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

BIOCANNO

WALL

 Hello! I am interested in
you [PENDING APPROVAL]

2018-04-15 19:50:15

NOTES

Contact Erik about a future partnership

2018-04-15 19:53:16

Post

Post

Plant biomass potential

From lignocellulosic feedstock to advanced biofuels, chemicals and biomaterials: realising the feedstock technology base for the next generation of fuels, materials.

News from this sector

BioWatch members

Finding other members couldn't be easier, use our search facility:

Select thematic Interest:

Select sector:

Contact members

Want to contact someone or a group of people from your search result? Simply tick the box next to the member and complete the email form below. We will add your details to the email too, you can customise the Subject and Message. You will also receive a copy of the email.

Subject:

Message:

Suggested project

Establishing Superior Biorefinery Technology

BIOSKOH pave the way for the largest 2G European biorefinery

BioWatch members

DETAILS	CURRENTLY WORKING ON:	PROJECTS	CONTACT
<input type="checkbox"/> Lateef Aderinoye Al-Hikmah University, Ilorin			lestuden T: 23470
<input type="checkbox"/> Iwinosa agbonlahor welspring university			agbonla
<input type="checkbox"/> Antony Ahindu KCA-University			ahindut T: +2547
<input type="checkbox"/> Babatunde Ajayi			ajayijac

Documents Library

Please use our search tool to locate documents relating to BioWatch:

Type of document:

Document category:

Document owner:

☒ Any

Report and Analysis
Strategic Document
Policy Brief
Fact Sheet/Infographics
Publication
Article
Project Deliverable
Presentation
Video
Training Material
Case Study

Bio-energy Product



BioCannDo engages citizens in the bioeconomy

Clear, scientifically sound messages to increase awareness of bio-based products in the EU

[NEW](#)
[UPDATED](#)

Events - Bio-energy production and refinement						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
			8th Stakeholder Plenary Meeting		Communications Workshop	
15	16	17	18	19	20	21
			Networking Webinar on the Communication of Bio-Based Products			
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

CATEGORY

Search



ISAAC removes barriers to support bioenergy sector

Increasing Social Awareness and ACceptance of biogas and biomethane

[UPDATED](#)

Background images

Click on the background image to view the full image.



[../projects/272/272-135421-bioskoh_background_img.jpg](#)

Update

Delete

Add

If your image appears as a black box after uploading, there was something wrong with the image, please open the image in Preview on your computer, check the image and try the upload again.

Menu button - The Project (STORY)

Click on the header link below to view the story



The Project Aims

BIOSKOH is a flagship research project to demonstrate a first of its kind commercial-scale second generation (2G) biorefinery. A sustainable, circular bioeconomy project, BIOSKOH will transform a brownfield industrial site in eastern Slovakia into a 55 kton cellulosic ethanol production facility.

More

Update

Delete

Add

BIOSKOH
have
updated
their
BioWatch
SEED

1

BioWatch members

Finding other members couldn't be easier, use our search facility:

Select thematic Interest:

Select sector: ☒ Any

☐ Civil Society & End Users
☐ Industry & Business
☐ Media
☐ Public Administration Policy
☐ Research & Education

Contact members

Want to contact someone or a group of people from your search result? Simply tick the box next to the member and complete the email form below. We will add your details to the email too, you can customise the Subject and Message. You will also receive a copy of the email.

Subject:

Message:

BioWatch members

DETAILS

CUR

☐ [William Davis](#)

IPL

☐ [Alexandra Harris](#)

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☐ [Jeet Landa](#)

Insight Publishers Ltd.

jeet@ipl.eu.com

Thematic Interests



Improved Agro-Based Production



Plant biomass potential



Waste valorisation

THEMATIC INTERESTS

THEMATIC INTERESTS

THEMATIC INTERESTS

THEMATIC INTERESTS

THEMATIC INTERESTS



PARTNERS

developments.

Bio Base Europe Pilot Plant is the Project Coordinator.

Twitter: [@BioBaseEuropePP](#)

Key Contact: Lieve Hoflack - Grants Acquisition Manager

In Pilots4U, Bio Base Europe Pilot Plant represents the SmartPilots network (<http://www.bbeu.org/pilotplant>) where the objective is to improve regional policies in support of Shared Pilot Facilities to increase their impact on the Key Enabling Technology (KET) Industrial Biotech and the bioeconomy.

CLIC INNOVATION OY



CLIC Innovation is an open innovation cluster with the

Building on our project sets out to map all existing multipurpose demo facilities to create one, very visible

TWITTER FEED FOR @BIOPILOT...

Tweets by @BioPilots4U

Pilots4U
@BioPilots4U

Last chance to sign up for the #Pilots4U Workshop 'Scale me up, Scotty'!

Take a look at the agenda and join us on 18 April to learn more about how #openaccess works in practice! bit.ly/2Gzeb9r



Pilots4U Retweeted

BBi JU
@BBi2020

FACEBOOK



Pilots4U
last Tuesday

Three days left to sign up for the Pilots4U Workshop 'Scale me up, Scotty'! Join us on 18th April to discuss how open access works and intellectual property rights

Read more about the workshop and sign up here <https://goo.gl/Jo4bRP>

Like Comment Share



The Bioeconomy to 2030, DESIGNING A POLICY AGENDA (2009)

Main Findings and Policy Conclusions

The study considers the role biotechnology could play in addressing what are considered the most serious challenges to world economies and societies over the next decades. These challenges include providing food, water, energy, healthcare and other resources and services to a world that will see its population increase by a third in the face of mounting environmental stresses over the next 20 years.

The bioeconomy can have a major impact in many of these areas to ensure long term economic and environmental sustainability. Below are the study's principle policy conclusions.

[Download document](#)

[Document Source](#)

David Sawaya, Pierre-Alain Schieb.

OECD International Futures Project

Europeans and Biotechnology in 2010: Winds of Change? (2010)

This report provides the analysis and interpretation of the Eurobarometer 73.1 on the Life Sciences and Biotechnology.

[Document Source](#)

George Gaskell, Sally Stares, Agnes Allansdottir, Nick Allum, Paula Castro, Yilmaz Esmer, Claude Fischler, Jonathan Jackson, Nicole Kronberger, J?rgen Hampel, Niels Mejlgaard, Alex Quintanilha, Andu Rammer, Gemma Revuelta, Paul Stoneman, Helge Torgersen and Wolfgang Wagner.

European Commission's Directorate- General for Research

Biofuels: Policies, Standards and Technologies (2010)

Independent assessment of biofuels policies, technologies and standards

World Energy Council





About BioCannDo



SIGN OUT

LIBRARY

ASSOCIATES



Clear, scientifically sound messages about

The context

Europe's economy is largely dependent on fossil resources. Fossil resources are scarce and using them can harm the environment. **BioCannDo offers a way out of our dependency on fossil resources** and hopefully make Europe more sustainable, boost growth and create jobs.

BioCannDo

Bioeconomy Awareness and Discourse Project

The Bioeconomy Awareness and Discourse Project (BioCannDo) is a project made of biomass. The project will develop and distribute **products**: articles, videos, information sheets and other materials on our website: AllThings.Bio.

Our goal is to develop clear, scientifically sound messages to increase acceptance of bio-based materials and products.

CALENDAR
April 2018

SUN	MON	TUE	WED
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	1	2
3	4	5	6
7	8	9	10

Twitter Feed for @COMMNET_

Tweets

AllThings.Bio @CommNet_

Don't forget to follow us on Wednesday! #bestpractice #biobased products of effective #BIOWAYS #bioeconomy

FACEBOOK

AllThings.Bio

Like Page 275 Likes

about a week ago

Have you ever wondered where all those disposable #medical items go after we use them during our medical visits? Do you think we can better manage this type of #waste? Read about the fascinating world of producing #biodegradable #biobased healthcare items here: <https://bit.ly/2q2jbmO> #AllThingsBio

WALL

Hello. I am very interested in the work you've been doing, and would like to discuss the opportunity of working on a future complementary project together. [PENDING APPROVAL]

2018-04-16 09:47:55

Hello! I am interested in working on a future project with you [PENDING APPROVAL]

2018-04-15 19:50:15

Post



BIOWATCH

For further information, visit:

<http://library.bioways.eu/>

To register your project, please contact:

biowatch@ipl.eu.com

BioCannDo

Good practices showcasing bio-based products - a journey along recent examples of inspiring exhibition concepts and formats

John Vos – BTG Biomass Technology Group B.V.

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.



A. Introduction

B. Key elements
(‘should have’)

C. Essential extras
(“could have”)

D. Smart extras
(“nice to have”)

E. Concrete examples

F. Conclusions &
Recommendations

Introduction: what is an exhibition

- An exhibition of bio-based products is a method to show that renewable biological resources are already used to produce food, energy, end-products and materials
- An exhibition takes a “hands-on” approach – people can touch the different items and learn about the process and raw material of the (innovative) product
- Main target group is often the general public, however, experience has shown that exhibitions are also of interest to people that are familiar with the concept of bioeconomy and even experts

A bioeconomy exhibition may serve different purposes

- Raise awareness & Initiate public debate
- Showcasing innovations
- Engage stakeholders & Develop new business

Introduction: why an exhibition?

Why organize an exhibition on the bioeconomy? *(Sylvia Schreiber)*

- The bioeconomy is still unknown to the broader public – communication with appropriate formats is therefore key
- Bio-based products in an exhibition can visualize the bioeconomy messages within “one shot”
- According to the marketing theory: tangible products are the best messengers on unknown things – it can be “experienced”
- According to the cognitive theory from what we read we just remember 10%, but from what we see we remember up to 60%
- Exhibitions are location-based communications, allowing supra-local promotion (through social media) to draw audiences
- Exhibitions are ideal for target group oriented communication combined with group learning programs

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Exhibition: “should haves”

- Exhibition design
- Choice of exhibits
- Product information (in national language!)
- Background documentation (in national language!)

Exhibition design

- Exhibition elements include
 - Flooring, walls & ceiling
 - Furniture, utensils
 - Displays
 - Banners
 - Decorative materials
- Visual identity
- Tuned to the relevant setting (venue; theme; region; target audience, etc.)
- E.g. for broad audience: give impression of apartment with different rooms (living room, kitchen, bathroom, garage)



Choice of exhibits

- What to exhibit depends on target audience:
 - Broad public: everyday, commonly used and easy to recognize consumer products
 - Businesses: innovative products
- Diversity of bioeconomy approaches
 - Products that are bio-based
 - Products produced using bio-based processes
- Include products from own region
- Include products already for sale (in physical shop or online)
- Physical products or illustrations
- Clustered and placed in their natural environment

Some examples?

Gluten-free beer

Beer crafters have developed a beer that can also be enjoyed by gluten-sensitive people. The beer is traditionally brewed and then specific enzymes made by bacteria are added. The enzymes alter the gluten structure so that the gluten can be removed from the beer.



Toothpaste with probiotic bacteria

Lactic acid bacteria are natural enemies of bacteria that cause tooth decay. Added to toothpaste they can help to maintain healthy teeth. The probiotic bacteria attach themselves to the harmful bacteria so that they can be easily removed.



Car tyres made from dandelions

Latex from the subtropical rubber tree is used as the raw material for tyres. But there is an alternative: the Russian dandelion, which grows in soil unsuitable for farming. The car tyres are made from the milky sap found in the plant's roots.

Clothing created with milk proteins

Every year, millions of tonnes of milk are accrued which cannot be used for consumption. Now, milk proteins can be used for the production of textile fibres. These are silky to the touch, antibacterial and can be easily dyed.



Product / background Information

Product information

- Concise: ID card, with key information and QR-code (app-link)
- Detailed: Product data sheet, with additional information
- Ideally: Sustainability information

Background information

- Link to broader issues (like environmental problems, sustainability, circular economy, etc.)
- Explanation panels, banners, posters or videos
- Use animations, pictures and texts that are easy to comprehend



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Exhibition: “could haves”

- “Cool” objects
- Exhibition catalogue
- Online presence
- Staff

”Cool” objects

To help draw the visitor’s eye

- ▣ Lifestyle and fashion
- ▣ Artistic
- ▣ Playful
- ▣ Pilot



Exhibition catalogue

- In national language (like all written information)
- Practical information on the exhibition
- Background information on the bioeconomy
- Collected product sheets
- Interviews



La bioeconomia
nella vita quotidiana



BIOSTEP



Online presence

- Virtual exhibition following the same concept as the physical exhibition (organise products in application clusters)
- Extra elements to learn more about the products and the materials used for it (e.g. in quiz format)
- Social media: Twitter account, (Facebook page, LinkedIn page)
- Press documentation



Staff

- Someone that is present permanently during exhibition opening hours
- Not just exhibition caretaker
- Trained moderator to answer basic (frequently asked) questions and to provide more (background/product) information
- Works particularly well in setting of group learning



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Exhibition: “nice to haves”

- Entertainment for young children
- Focus on the value chain
- Design competition
- Survey
- Shopping corner

Entertainment for young children

Hands-on and interactive possibilities

- Experiences
- Experimental set-ups
- Workshops
- Videos
- Games



Focus on the value chain

- Showcasing not only the end product
 - Head and tail: combinations of raw material (feedstock) & final product
 - Complete value chain (“from head to tail”)
- Physical products or illustrations



Design competition

- Bio-based art design contest
- Prototype development competition
- Contestants may include professionals, students, amateurs etc.



Survey

- Collecting thoughts, interesting ideas and insights of visitors
 - Opinion on exhibition itself
 - Appreciation of the relevance
 - Concerns about the bioeconomy
- Survey scope and content should match exhibition purpose and target audiences



What does bio-based mean?

What is bioeconomy?

Wow, this is made from residues?

This goes beyond biofuels!

What are the technologies behind the different items?

Why are we so little aware of these alternatives?

Why are we still using petrol and oil?

Shopping corner

- Explain where/when products can be obtained; give sales information
- Ideally, visitors can buy or order (selection of the) everyday products
- Alternatively: books and catalogues
- May cover not just bioeconomy and/or bio-based products but also the larger context



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Exhibition: concrete examples

- BIOSTEP Product Exhibition
- BBI JU Walking Exhibition
- BIOWAYS Bioeconomy Village
- Pop-up and grow store Bergen op Zoom
- LandArt Diessen
- Bio-based museum Emmen
- Bio-based parade HZ Vlissingen
- ... more examples of exhibition formats

BIOSTEP Product Exhibition

- Targeting the (interested) general public
- Everyday life products, presented in its “natural environment”
- At display at locations attractive to families such as science parks and museums:
 - Glasgow Science Centre
 - AmbienteParco Brescia
 - Fenice Green Energy Park Padua
 - Historical Museum of Stara Zagora
- >4,000 visitors at 4 venues (on average >1,000)



BBI JU Walking Exhibition

- Showing policy makers and investors that bio-economy is more than a policy
- Everyday items
- Innovative and engaging format
- In conjunction with:
 - Bioeconomy Conference (Bratislava)
 - Biotech Week (Brussels)
 - Bioeconomy Investment Summit (Helsinki)



<https://www.youtube.com/watch?v=BgXDj2J4-I0>



<https://www.bbi-europe.eu/sites/default/files/media/bbiju-biobasedindustriestomade foreuropeancitizens.pdf>

BIOWAYS Bioeconomy Village

- Driven by BIOWAYS & STAR-ProBio
- Bringing together multiple bioeconomy projects & initiatives
- Show how bioeconomy is increasingly becoming part of our daily life
- In frame of Maker Faire Rome
- 15,000 visitors

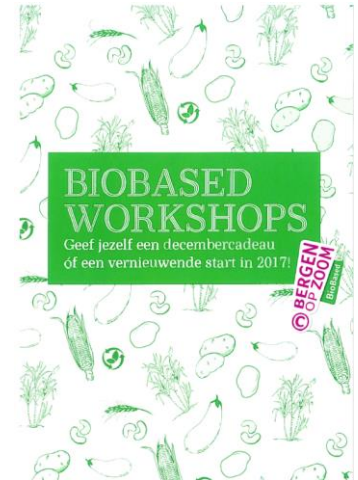


<https://www.youtube.com/watch?v=kfarF3siwdQ&feature=youtu.be~~>



Pop-up and grow store Bergen op Zoom

- Initiator Bergen op Zoom City Marketing
 - Create awareness
 - Create a platform for SME's
- Everyday products as well as experimental designs
- Shown in a greenhouse
- Artist in residence
- Workshops for children
- >2,000 visitors



Thomas Kanters & André Bombera

Article: <http://www.greenchemistrycampus.com/nieuws/eerste-biobased-pop-up-store-van-nederland-opent-in-bergen-op-zoom>

Video: <https://youtu.be/B4a0VmdbfwE>

Pop-up and grow store Bergen op Zoom



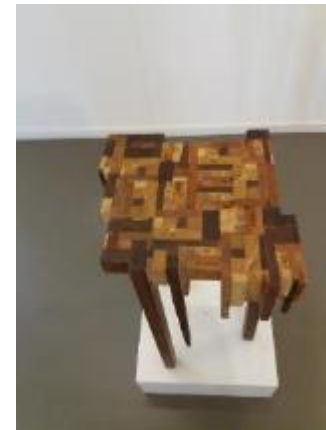
LandArt Diessen

- Art as catalyst of the local bio-economy
- Open air art exhibition combined with
 - Bio-based art design contest
 - Exhibition pavilion: bio-based innovations
 - Networking event with European Commissioner and MEPs
- In 2017 9th edition, >15,000 visitors



Bio-based museum Emmen

- Initiated by provincial Art & Culture Centre (K&C)
 - Give impulse to bio-based economy in Drenthe
 - Connecting the worlds of students, (small) business, product development, creative sector
- Broader focus: circular, sustainable, natural, recyclable, bio-based, biodegradable
- Combining two design competitions:
 - “Green” objects of arts
 - Product design challenge for students
- >1,000 visitors (Emmen)



Bio-based parade HZ Vlissingen

- Organized on 13 April 2018 in frame of inauguration of two new lectors
- Bio-based experiences (experiments, snacks, etc.) shown by students
- Something for every age group but particularly suitable for children



More examples

- Mini exhibition
- Mobile exhibition
- Permanent exhibition
- Demonstration buildings
- Demo in public spaces
- Festivals and fairs
- .. and many more !



A. Introduction

B. Basic elements
(‘must have’)

C. Essential extras
(“should have”)

D. Useful extras
(“could have”)

E. Concrete examples

F. Conclusions &
Recommendations

Conclusions

- An exhibition is an excellent tool to convey the idea of bioeconomy
- Increasing no. of inspiring exhibition examples and formats
- Exhibitions can serve different purposes
- Exhibitions can target different publics (like bioeconomy professionals, policy makers, general public, school children, (social) media)
- An exhibition is not self-explaining
- There is an exhibition format for every budget

Recommendations (1/2)

- Work together with local stakeholders
- Source exhibits not only from the region
- Choose venue / period / opening hours wisely
 - Museums and science centers
 - Consider holiday seasons and shopping hours
 - Piggy bagging to event with good media coverage
- When focusing on broad public
 - Use (national and) layman language
 - “General public” actually means very different groups (some interested; some not)
 - Try to attract the younger generation



Recommendations (2/2)

- Explain the context and the connection with circular economy, sustainability etc.
- Explain where/when products can be obtained; give sales information
- Apply storytelling e.g. local entrepreneurs closing the loop with regional raw materials make a good story
- It is time consuming to develop your own exhibition concept and to collect exhibits

www.AllThings.Bio

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**Thank
You!**