

BioCannDo

Factsheet

For communicators and multipliers



Bioeconomy exhibitions

Good practices and lessons learned

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 N° 720732.



Good practices and lessons learned

Communication about bio-based products is a hot topic: In BioCannDo, we identified more than 50 actors and projects concerned with this topic!

In this factsheet, we present results of our analysis of good practice examples of bioeconomy exhibitions and lessons learned.

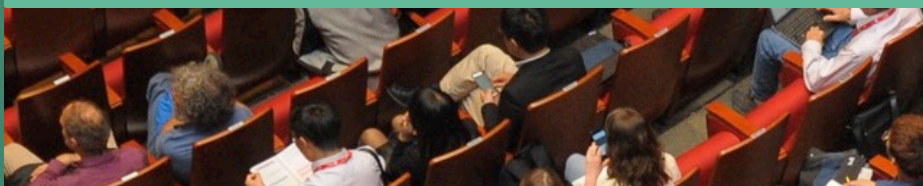
This factsheet is part of a series of three, all based on BioCannDo bioeconomy communication activities, cross-project analysis and broad networking activities with other projects and communicators.

By presenting these examples we hope to be an inspiration for future communication initiatives.

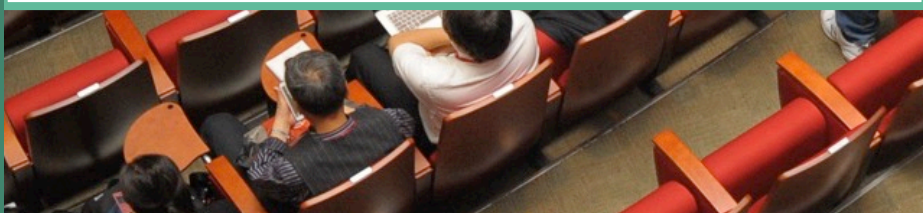




Bioeconomy exhibitions – Why and for whom?



An exhibition of bio-based products is a **good method** to show that renewable biological resources are already used to produce food, energy, material and everyday life products. Exhibitions often target the **general public**, however, experience has shown that bioeconomy exhibitions are also of **interest to people that are already familiar with the concept and even experts**.



Although bio-based product exhibitions also feature stand-alone, they are **commonly part of an exhibition with a broader theme** such as: sustainability, circularity, future materials, innovation or consumer products. To increase outreach they can be combined with satellite events, like a conference or workshop, a debate or training course, a networking or brokerage event.



Types of bioeconomy exhibitions

The various exhibitions share a “hands on” approach: people can touch different bio-based items and objects and learn about the raw material and/or the production process of the innovation. They all adopt the “show and tell” philosophy: the objects on display serve as a starting point for dialogue/engagement with the public.

On the following pages we take a closer look at:

- Temporary exhibitions
- Permanent exhibitions
- Travelling exhibitions
- Open air exhibitions





Temporary exhibitions

In 2017 the city of Bergen op Zoom and the province of Drenthe in the Netherlands organised temporary exhibitions, called [Biobased Pop-up and Grow Store](#) and [Biobased Pop-up Museum](#) respectively.

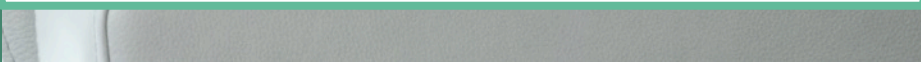
Each exhibition showed a combination of everyday products and experimental designs. For the pop-up store a greenhouse made of bio-based materials was set-up in an empty shop.

The [Bioeconomy Village](#) brings together a range of bioeconomy projects, start-ups, research organisations and trade associations under a single roof. Together with other initiatives the EU-funded projects [BioWays](#) and [BioVoices](#) helped arrange Bioeconomy Village pavilions at Maker Faire editions in Italy (2017-2019).



Permanent exhibitions

Permanent exhibitions that are part of a bio-based demonstration building or training facility are found in several places (e.g. at the [Bio Base Europe Training Center](#) in Terneuzen (NL), or are under development, like the [Nawareum](#) experience centre in Straubing (DE).



Travelling exhibitions

The European projects [BioProm](#) and [BioStep](#) organised a bio-based products exhibition at multiple locations across Europe. Other examples were the German [BioTechnikum](#) truck and the Finnish [Bio Era](#) tour. Dedicated vehicles were used to visit many places across the country.

Targeting policy makers and investors was the **walking exhibition** show that BBI JU organised in e.g. [Bratislava](#), [Brussels](#) and Helsinki.

The [Agency for Renewable Resources \(FNR\)](#) developed a [Bio-based Office](#) and a [building exhibition](#) that regularly toured Germany



Open air exhibitions

[LandArt Diessen](#) organised bi-annual open air exhibitions featuring bio-based art objects. Dutch public works agency Rijkswaterstaat established an outdoor bio-based test centre on the [Grevelingendam](#) that focuses on applications in the civil engineering sector, whereas of [Bergen op Zoom](#) showcases bio-based products in a city park.

Lessons learned

People like to **touch and feel**, and tangible products are the best messengers on unknown things. So ideally **showcase physical products**, supplemented with pictures, illustrations or animations. Include products **from your own region** as well as some large “cool” (lifestyle, fashion, artistic or playful) objects to help draw the visitor’s eye. And show not just the final product but also the **raw materials** (and semi-finished products) used.



Creating the **impression of a house or apartment** with different rooms (living room, kitchen, bathroom, garage) helps visitors to familiarise quickly with the intended application and use of the products on display.



Combine the exhibition with **satellite events** and other activities that can help generate visitor traffic.

Lessons learned

Panels, banners, posters or videos can help explain product characteristics as well as broader issues (like environmental problems, sustainability, circular economy). **An exhibition product catalogue** and an **online presence** (e.g. social media, virtual product exhibition, or games and quizzes to learn more) will also help to bring the message across.



To engage different age groups and people with different level of interests. To make a bigger and longer lasting impact, **nice-to-have exhibition additions** include **hands-on and interactive entertainment** (including experiments, snacks) for young children, a **contest** (e.g. design competition), a **consumer survey**, and a **shopping corner** (where products on display are sold, and further information can be given).



Tips and tricks

Looking at different exhibitions formats and the lessons learned we found that these tips and tricks might be helpful:

- Work together with local stakeholders
- Choose venue/ period/ opening hours wisely
- Cooperate with museums and science centres
- 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
- Explain where/when products can be obtained; give sales information
- Explain the context and the connection with circular economy, sustainability etc.
- Apply storytelling e.g. local entrepreneurs closing the loop with regional raw materials make a good story



BioCannDo

Visit our website
www.AllThings.Bio
and the
[Insights from BioCannDo](#) page.

Follow us on
[Facebook](#) and [Twitter](#)

View

The BioCannDo experience: Let's talk about bio-based products

Factsheet: Engagement on Bioeconomy

Factsheet: Communication topics

For more information:
Martin Behrens, m.behrens@fnr.de

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 N° 720732.



The information and views presented in this factsheet are those of the BioCannDo authors and do not necessarily reflect the official opinion of the Bio-based Industries Joint Undertaking (BBJ JU), the Bio-based Industries Consortium (BIC) or the European Union