

BioCannDo

Bioeconomy Awareness and Discourse Project

Virtual Map –3. Updated Version

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D3.3

WP 3

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Technical References

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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)

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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 Work Package (WP) 3 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 up¹. Identified relevant “projects” will be presented in a virtual map which will be accessible via the AllThings.Bio portal. Content will be presented according to the topics and bio-based materials covered. The map will present key information on the “projects” in a user-friendly format, as well as up to three resources generated or made available by the project concerned.

The mapping of relevant projects is a continuous process and results will be reported in a series of reports. After the initial release the map will be stepwise and batch-wise expanded and refined.

The first report (D3.1) was released in March 2017 and the second (D3.2) in September 2017. The current report (D3.3) discusses the validation of the initially presented projects, the expansion of the map with additional projects, and the exploration of possibilities how to maintain and expand the map in the coming years.

Future reports (D3.4 through D3.6) are due in M24 (September 2018), M30 (March 2019) and M36 (September 2019), respectively.

2 Map implementation

The main goals of the mapping of bioeconomy projects are:

- To present an overview of relevant bioeconomy projects
- To initiate and stimulate the exchange of information between the bioeconomy projects

In the period October 2017 – March 2018 the work related to the implementation of the map mainly concerned further *screening* of projects and associated external resources, *updating and expansion* of the virtual map, and the *exploration* of possibilities how best to maintain and expand the map in the years to come.

¹ The DoA mentions in addition seminars, fairs, workshop and similar events as possible mapping items. They will be included in the map but typically not as stand-alone items. Rather, they will be shown as resource of a given project or initiative – provided the information from the event is not outdated quickly.

2.1 Screening, interviewing and meeting projects

We continued the Internet search as per the approach detailed in D3.2. All five consortium members contributed to this work. Together they covered a total of nine languages: English, Dutch, German, Italian, French, Greek, Finnish, Spanish, and Portuguese.

The research exercise yielded some tens of new candidate “projects”, which include as before initiatives, organisations, networks, communities, clusters, platforms, etc. bringing the cumulative number of projects to well over hundred. From the newly identified “projects” we found just nine “projects” to be (a) operational and (b) within focus.

To make real connection and help building a community of projects an Internet search and a single phone call is considered insufficient. Establishing personal contact is considered key. To this end we participated in, and gave oral presentations at, three important networking events organised in Brussels between December 2017 and March 2018:

- The BBI JU Stakeholder Forum, held on 6 and 7 December 2017. At this 2-day event, we gave a pitch for BBI JU project beneficiaries, produced a promotional roll-up banner and manned an exhibition booth
- The session on Coordination and Support Actions (CSA’s) at the Bio-based Industries Consortium (BIC) General Assembly, held on 20 February 2018. At this event, we gave a pitch addressing main project results to date, the project’s relevance to the bio-based industries, and the support the project would welcome from those bio-based industries,
- The final conference of the BIOSTEP project, held on 22 February 2018
- The mutual learning workshop targeting bioeconomy communication projects, organised by the newly started BIOVOICES project, held on 28 March 2018

In the frame of the above meetings we also paid visits to some Brussels-based key actors in the frame of bioeconomy communication to the general public (and to other target groups):

- EuropaBio - the European Association for Bioindustries (also chair of the European Bioeconomy Stakeholder Panel)
- BIC - Bio-based Industries Consortium (also partner in the European Bioeconomy Alliance)
- CEFIC - European Chemical Industry Council (also co-leader of the European Bioeconomy Stakeholder Panel’s thematic group on Communication Awareness Raising)

Active participation in and networking at these events and meetings allowed us to familiarise with several ongoing and new European and national (e.g. German) bioeconomy communication and awareness raising initiatives.

2.2 Screening external resources

For all (newly added and already listed) projects we revisited and scrutinised their respective websites to re-assess their most relevant resources in terms of communication to a broader

public. We also made sure that all web addresses would still be operational, and updated the URL's where needed.

This work led to the identification more than 40 external resources. These concern on the one hand >20 updates or changes in the resource selection from the 33 already listed projects, and on the other hand >20 external resources linked to 9 newly added projects. In total, 92 resources are presented now.

2.3 Updating of the project map

For all new or updated “projects” and associated external resources BTG (re-)drafted short descriptions. BTG filled a spreadsheet template with these descriptions, for inclusion in the projects map. Project partner iCons reviewed the descriptions and after some iterations these were considered in order to be used to populate/update the projects map.

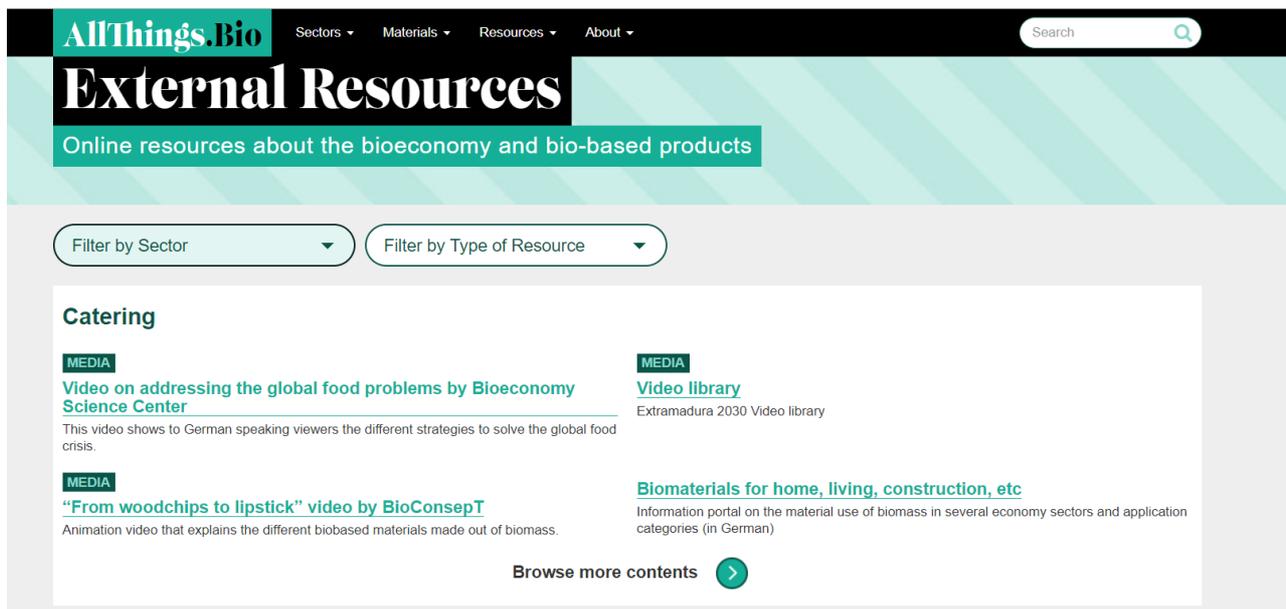
The update project map (release #3) can be accessed through either of the following URLs:

- www.allthings.bio/resources-map/ (map)
- www.allthings.bio/online-resources/ (external resources page)

Screenshots of the updated project map (Figure 1) and external resources (Figure 2) are shown in the figures below.

Figure 1: Screenshot from URL: <http://www.allthings.bio/resources-map/>



Figure 2: Screenshot from URL: <http://www.allthings.bio/online-resources/>

An overview of the projects included in the map is presented in Annex A.

Some European and national (German) awareness raising projects that were started in late 2017/ early 2018 and had not produced significant results yet were not included in the map. We anticipate including (some of) these projects when their first results become publicly available in the course of 2018. An overview of the projects concerned is provided in Annex B.

3 Results and considerations for future mapping

For the current release of the map we put the focus on (a) finalising the original internet search and (b) full review of mapped projects and resources. A total of 42 “projects” (with 92 associated resources) are currently mapped. The projects featuring on the map are categorised as follows:

Type of project	Existing	Added	Total
Networking-type projects	9x	-	9x
R&D projects	3x	1x	4x
Government bodies	3x	3x	6x
Universities & Research Centres	7x	1x	8x
Networks	6x	2x	8x
Media & Magazines	4x	2x	6x
Other	1x	-	1x
Total	33x	9x	42x

For the next release of the map (due in September 2018) we aim to add *inter alia* several new networking-type projects. Several of such (European and German) projects were started in recent

months (late 2017 or early 2018). Where relevant, we may also pay attention to projects addressing how to communicate bio-economy and bio-based products to consumers.

4 Annexes

Annex A: List of mapped projects (release date April 2018)

Annex B: List of new projects, pre-identified for inclusion in a future map release

Annex A: List of mapped projects (April 2018)

Project acronym	Short description
BioWays	The BIOWAYS mission is to promote the huge potential of bio-based research results and raise public awareness of bio-based products, using a variety of communication techniques and through public engagement activities and the development of educational tools and materials,
BioConseptT	BioConSepT aims to produce consumer goods out of biomass which is not competing with the food chain. Feedstocks will be non-edible fats & oils and wood. It also aims to be cheaper and more sustainable than corresponding chemical routes or biotechnology processes starting from edible feedstocks.
BioProm	The BIOPROM project aimed to promote bioeconomy in the regions. It addressed interests and concerns of citizens through interactive (travelling) exhibitions, citizens/ debates and participative democracy. Focus: Agriculture and Fisheries, Food and Well-being, Biotech and Life Sciences.
BioSTEP	BioSTEP promotes public dialogue to increase overall awareness and understanding of the bioeconomy. It provides access to data on bio-based products & processes. It uses tailored communication tools, (workshops, conferences, exhibitions and public debates) and tests a regional 'living lab' approach
InnProBio	InnProBio aims to increase awareness of bio-based products in order to to lower the barriers to their public procurement. Development of tools to facilitate such procurement. Building a community of public procurement practitioners.
Open-BIO	Open-Bio investigated how markets can be opened for bio-based products through standardization, labelling and procurement. Open-Bio also investigated the needs and demands of private consumers in terms of communication.
CommNet	CommNet is a community of communicators & researchers working across bioeconomy research topics. It helped them 'shout out' about their projects and their stories, to enable wider and more effective dissemination to the general public, to young people, to SMEs and to policy-makers.
CommFABNet	CommFABnet includes an innovative range of activities including: a network of communication managers, identify/ exchange best practice and provide training to scientists in communicating research results, address target audiences including general public, SMEs, policy makers and young people.
Biobased Economy	Biobased Economy is a national portal for information about developments in the biobased economy in the Netherlands.
Agro & Chemistry	Agro & Chemistry is the media platform for the biobased and circular economy in NL and Flanders, with particular attention for the European context of developments in these areas. It offers

	scope for info exchange, knowledge transfer and discussion about
Bioeconomy Science Center	Joint Research Center of four Universities in North-Rhine Westphalia (NRW), Germany.
Osirys	European Project on forest based composites in construction
ISOBIO	The ISOBIO project proposes an innovative strategy to bring bio-based construction materials into the mainstream. It focusses on pre-treated bio-based aggregates for construction, which include insulation materials, hygrothermal and moisture buffering materials, binders, sol-gel and resins.
Materia.nl	Media platform about Biobased Business in a Circular World, serving the Netherlands and Flanders, with particular attention for the European context. The editors offer plenty of scope for information exchange, knowledge transfer and discussion
BiNa	BiNa is a research collaboration that focusses on new pathways, strategies, business and communication models for bioplastics as a building block of a sustainable economy
AgriForValor	AgriForValor develops networks connecting actors that produce, manage & exploit biomass sidestreams (waste, by-products and residues from primary and secondary agriculture and forestry)
Bioökonomie Bayern	The Bioeconomy Council of Bavaria (Germany) aims to support societal dialogue about the bioeconomy and to develop recommendations for a successful implementation of a bio-based economy.
C.A.R.M.E.N.	C.A.R.M.E.N. is a network and central competence point for renewable resources in Bavaria (Germany).
German Bioeconomy Council	The Bioeconomy Council is an independent advisory body to the German Federal Government.
Biotworzywa	E-magazine is dedicated to the bio-based sector for the Polish audience, especially representatives of plastics industry, scientists, ngo's and activists interested in promoting sustainable solutions.
Agency for Renewable Resources	Central coordinating agency in the area of renewable resources in Germany.
BioValue	BioValue is a strategic platform for the development of biorefinery technologies. It is a collaboration of universities, businesses and networks, that develops new technologies for upgrading plant materials into products.
European Forest Institute	The European Forest Institute (EFI) is an organisation founded by European States that currently counts 115 member organisations. EFI conducts research and provides policy support on issues related to forests.
CommBeBiz	The CommBeBiz project facilitates individual researchers and research projects in translating their research into innovations and in communicating about their results.
Bioökonomie.de	Bioökonomie.de is an initiative of the German Federal Ministry of

	Education and Research.
Bioeconomy Research Baden-Württemberg	The Bioeconomy Research Program Baden-Württemberg was designed to support research and networking in bioeconomy.
ScienceCampus Halle – Plant-Based Bioeconomy	The ScienceCampus Halle – Plant-Based Bioeconomy (WCH) is an umbrella organisation at a regional level to support the transition to a bio-based, sustainable economic system.
INIA	The National Institute for Agricultural and Food Research and Technology (INIA) is an autonomous Public Research Organisation (OPI) of the State Secretariat of Research, Development and Innovation of the Ministry of Economy and Competitiveness.
Bioenergiedorf-Coaching Brandenburg e.V.	Bioenergiedorf-Coaching Brandenburg e.V. supports the development of local concepts for bioenergy and bioeconomy.
European Bioplastics	European Bioplastics (EuBP) is the association representing the interests of the bioplastics industry in Europe.
Zero Waste Scotland	Zero Waste Scotland goal is to help Scotland reap the environmental, economic and social benefits of making best use of the world's limited natural resources.
BioVale	BioVale is a membership organisation providing the support needed to build the capability and reputation of the Yorkshire and the Humber's region as an innovation cluster for the bioeconomy.
CoE BBE	The Centre of Expertise Biobased Economy (CoE BBE) works towards a bio-based society and circular economy. CoE BBE develops and enriches knowledge of new technologies and materials, valorises research findings and translates and disseminates information
BE-Sustainable	BE-Sustainable is a source of news, information and resources on biomass, bioenergy and the bioeconomy. It makes an effort to contribute to the debate on the challenges and the opportunities offered by the use of biomass resources for the transition to a low carbon economy.
Extramadura 2030	Project for the transition towards circular and bio-based economy from the Extremadura regio in Spain. Emphasis on public involvement and participation (communication keys) as well as research & development.
Biobased Press	Bilingual blog site. Topics covered range from wood biorefinery to green chemical industry; from precision agriculture to ecomodernism; and from new sustainable materials to genetic modification.
Wageningen University & Research (WUR)	University In the field of life sciences, agricultural and environmental science. Incorporates a dedicated institute on Food & Biobased Research
RVO.nl	The Netherlands Enterprises Agency RVO.nl and the Dutch national government help remove (legal and regulatory) barriers to green

	growth in the Netherlands. RVO.nl monitors the progress of the bio-based economy and supports networking meetings.
European Association for Bioindustries (EuropaBio)	EuropaBio promotes an innovative biotechnology industry. It represents 78 corporate and associate members and regions, and 15 national biotechnology associations . EuropaBio is actively engaged in increasing communications surrounding benefits of biotechnology.
Bio-based Industries Consortium	BIC represents the private sector in the Bio-Based Industries Joint Undertaking (BBI JU). BIC members cover the entire bio-based value chain and consist of industries (all sizes), regional clusters, European trade associations, and European Technology Platforms.
Bio-Based Industries Joint Undertaking	Public-Private Partnership between EU and Bio-Based Industries Consortium. Operating under H2020, this EU body is driven by the Vision and Strategic Innovation and Research Agenda developed by the industry.
EC, DG Research and Innovation, Bioeconomy unit	The Bioeconomy unit within this EC department is responsible for EU policy on bioeconomy research, science and innovation, with a view to help create growth and jobs and tackle our biggest societal challenges.

Annex B: List of pre-identified projects

A number of multi-year European and national (German) awareness raising projects was started in late 2017/ early 2018. We anticipate to include (some of) these projects when their first results become available in the course of 2018.

European projects

Project acronym	Further information
BLOOM	Boosting European Citizens' Knowledge and Awareness of Bioeconomy Research and Innovation Coordinators: Maria Schrammel and Judith Feichtinger (Zentrum für Soziale Innovation/ ZSI, Austria)
BIOVOICES	Coordinator: Chiara Pocaterra (Agenzia per la Promozione della Ricerca Europea – APRE, Italy)
BIOBRIDGE	Coordinator: Alexandre Almeida (LOBA, Portugal)

National (German) projects

Project acronym	Further information
Szenarien einer Bioökonomie 2050	Potentials, conflicting goals, solution strategies. Innovative is the involvement of the population in the scenario process.
Urbarmachung des "unheimlichen Tals"	Development of experience prototypes and participatory methods for technological development processes in the bioeconomy
Bio-Kompass	Communication and participation for the social transformation to the bioeconomy
BioDisKo	To develop and explore tools that allow for the knowledge, information needs and interests of different actors to be considered in the transformation towards the bioeconomy
BioOekonomieVierNull	How can the forest manage itself - Digital approaches to a societal debate on the bioeconomy 4.0
DiReBio	RegioDiscurs Bioeconomy - Methodology, infrastructure and initiation of discourses for the development of local future strategies for the bioeconomy



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