

AllThings.Bio PRO

Uptake Strategy

D6.1: Uptake Strategy and Mapping of key potential users of project insights WP 6

Authors:

Katharina Faradsch (PI); Michiel Dewagtere (PI); Dr. Marc Gramberger (PI)

Allthings.bioPRO - Game changer for the bio-based economy
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Project Coordinator	Anne Warnig Fachagentur Nachwachsende Rohstoffe A.Warnig@fnr.de
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¹ PU = Public

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Summary

This document is a public deliverable (D6.1) related to the task “Uptake of Insights and Learning Gains by Stakeholder Communities” (T6.1), and more specifically to the subtask “Uptake Strategy” (T6.1.1), due in April 2021 (M8). The Uptake Strategy is developed by Prospex Institute (PI) and will strategically guide the work within Allthings.bioPRO on the uptake by stakeholders of data and feedback generated by citizens via a serious game and mobile app. The Uptake Strategy sets out the framework to enable and facilitate the actual engagement with those stakeholders. The implementation of the strategy and related activities are covered in the subtasks T6.1.2 (bilateral meetings, Policy Labs) and T6.1.3 (Allthings.bioPRO Roadshow).

The first part of this document introduces the Uptake Strategy concept and situates its valorisation purpose within the overall Allthings.bioPRO project framework and objectives (section 2). Secondly, the strategy document focuses on the identification of target audiences, which will be referred to as the *uptake stakeholder community* (section 3). That community consists of four main stakeholder target groups, each with their own subcategories, in the following fields: industry & consumer protection, civil society & environment, policy & government, and education, research & media.

Next, the document sets out the mission as well as the objectives for the uptake of the project’s outcomes, mostly related to input and data provided by citizens through the gamification ecosystem (section 4). The aim of the uptake activities is to achieve the following: expressed interest by stakeholders in potential project outcomes (identification), matching stakeholders’ interest with the project’s possibilities (match), finetuning the match with stakeholders (review), passing on the Allthings.bioPRO data and insights to stakeholders (delivery) and encouraging them to take them up in their daily reality (use).

The document continues by describing the roles and responsibilities within the Allthings.bioPRO consortium in relation to the uptake process (section 5). In addition, this is translated into a practical timeline, including relevant measurement methods, indicating when the defined uptake objectives would be achieved (section 6). Finally, a strategy implementation plan with concrete actions is presented (section 7).

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List of abbreviations

Abbreviations	Description
WP	Work Package
ATB	Allthings.bioPRO
KCB	Knowledge Centre for Bioeconomy
RRI	Responsible Research & Innovation
BBI	Bio-based Industry
CAN	Citizen Action Network
GA	Grant Agreement
NGO	Non-governmental Organisation
n/a	Not applicable
Obj.	Objective
PI	Prospex Institute
FNR	Fachagentur Nachwachsende Rohstoffe
NG	Nurogames
ICONS	Fondazione Icons
IBS	Institute of Baltic Studies
BTG	B.T.G. Biomass Technology Group
BSS	Wissenschaftsladen Bonn

1 Introduction

This introductory section briefly explains what this Uptake Strategy document will and will not address and how the document is structured.

1.1 About the document

This document is a **public deliverable (D6.1)** related to the task “Uptake of Insights and Learning Gains by Stakeholder Communities” (T6.1), and more specifically to the subtask “**Uptake Strategy**” (**T6.1.1**), due in April 2021 (M8). The Uptake Strategy is developed by Prospex Institute (PI) and will strategically guide the work within Allthings.bioPRO on the uptake by stakeholder groups of data and feedback generated by citizens via a serious game and mobile app.

The development of content (WP2), the engagement with citizens (WP3), the development of the serious game and the mobile app (WP4) and the overall project’s communication and dissemination activities (WP5) are **subject to other work packages** and are not described in this Uptake Strategy. Please note that this document does not cover the creation of data within the project. For consistency purposes, the Uptake Strategy was finalised after the aforementioned WPs were consulted and it will be validated by the **Advisory and Valorisation Board**.

Finally, the Uptake Strategy sets out the framework to enable and facilitate the **actual engagement with the uptake stakeholder community**. The implementation of the strategy and related activities are covered in the subtasks **T6.1.2** (bilateral meetings, Policy Labs) and **T6.1.3** (Allthings.bioPRO Roadshow).

1.2 Uptake Strategy structure

The first part of this document introduces the Uptake Strategy concept and situates its **valorisation purpose** within the overall Allthings.bioPRO project framework and objectives (section 2). Secondly, the strategy document zooms in on the **identification of target audiences**, which will be referred to as the *uptake stakeholder community* (section 3). Next, the document sets out the **mission** as well as the **objectives** for the uptake of the project’s outcomes, mostly related to input and data provided by citizens through the gamification ecosystem (section 4).

Once the scene and ambitions are set, the document continues by describing the **roles and responsibilities** within the Allthings.bioPRO consortium in relation to the uptake process (section 5). In addition, this is translated into a practical **timeline**, including relevant **measurement** methods, indicating when the defined uptake objectives would be achieved (section 6). Finally, a **strategy implementation plan** with concrete **actions** is presented (section 7).

2 Situating the uptake of project data and insights

This second section briefly situates the role of the Uptake Strategy document within the Allthings.bioPRO project and the manner in which the project's challenges and objectives correspond with the work envisaged under Task 6.1 (WP6). Moreover, this section also addresses the building blocks (e.g., data) needed from other WPs in light of the uptake activities.

2.1 General Allthings.bioPRO objectives

The overarching objective of **Allthings.bioPRO – Game changer for the bio-based economy** is to raise awareness, to continue communication and, at the same time, to introduce a system of innovative engagement formats to allow citizens to contribute to the bio-based agenda. More specifically, the project will:

1. Establish methods to foster awareness, participation and co-creation to ensure citizens' feedback and input transfer towards the bio-based industry.
2. Apply a smart combination of gamification, serious gaming, a mobile app and communication campaign to gather information and data derived by citizens on their ideas and priorities related to specific bioeconomy topics and of direct use for the bio-based industry and the Knowledge Centre for Bioeconomy.
3. Exploit and further develop the AllThings.Bio Platform for bio-based economy communication to the broader public by linking it with the serious game, the mobile app and a European Bioeconomy Citizen Action Network.
4. Ensure engagement and uptake of developed results through an early and regular involvement of regional partners and citizens as well as of key bio-based economy stakeholders, policy makers and the Knowledge Centre for Bioeconomy (KCB).

As the Uptake Strategy contributes to the overall project's objectives – and the 4th objective in particular – it is relevant to briefly address those above. The Uptake Strategy is written in light of these objectives.

2.2 Overall Allthings.bioPRO challenges

Some of the overall project's challenges concern the development and the implementation of the Uptake Strategy and are therefore listed below.

The Allthings.bioPRO consortium expects challenges to influence the impact of the project's outcomes yet foresees actions to counter them. Some of those challenges relate to the engagement with bio-based industry players as well as policy makers, and their willingness and interest to take up the data and insights provided by citizens in and beyond the project framework.

1. Limited knowledge of science in general and a lack of understanding of basic concepts related to a circular and sustainable bioeconomy and bio-based products specifically, mostly among citizens.
2. A lack of motivation to contribute to policy development among citizens caused by formalised consultation procedures and lack of direct feedback to the participants.
3. Unfavourable media coverage of previous public debates related to the bioeconomy (i.e., biofuels).
4. General scepticism of citizens to industry-driven information.
5. Complexity of the bioeconomy and wide range of bio-based products and application areas.
6. Limited budget of the project in relation to expected impact and activities.

7. Scattered stakeholder landscape due to the vastness of the bioeconomy issue, spanning across sectors and industries.

The Uptake Strategy supports the project's actions to counter the challenges above, and in particular challenges 2 and 7. To counter challenge 2, public decision-makers will be engaged to ensure that results will be taken up, but also to present them with new innovative ways of involving citizens through Responsible Research and Innovation (RRI) and co-creation as a means to increase citizen's input to their policy making activities.

Regarding challenge 7, a detailed mapping of target audiences (i.e., the uptake stakeholder community) is developed as part of this report and continuously updated to ensure the project's understanding of relevant stakeholders.

2.3 Uptake within Allthings.bioPRO

Work Package 6 (WP6) **defines the approach to ensure sustainability of the project outcomes and valorises what has been achieved.** It includes activities ensuring the uptake of project results and create the conditions for exploitation by project partners and interested external parties, also after the project has come to an end. The following objectives of WP6 contribute to achieve the overall project objectives:

- Create interest amongst the existing communities of citizens, consumers, stakeholders and bio-based industry (BBI) representatives and attract new ones while motivating them to exchange knowledge to ensure an uptake of the project's learnings and results
- Facilitate exchange, cooperation and learning of regional partners and other interested stakeholders beyond the project activities
- Initiate the creation of a Bioeconomy Citizen Action Network
- Foster valorisation of results at the Knowledge Centre for Bioeconomy
- Provide ideas as to how the project results can contribute to a citizen observatory that could collect information and relay it to bio-based industry and policy makers

As was outlined before, this Uptake Strategy (T6.1.1) is part of the first task within WP6 and happens, together with subtasks T6.1.2 and T6.1.3, under the lead of Prospex Institute. T6.1 has a clear uptake focus. This document does not reflect upon the initiation of a European Bioeconomy Citizens Action Network (T6.2), nor the post-action sustainability plan (T6.3), which are the other tasks in WP6 but with a focus on valorisation and are respectively led by FNR and ICONS.

2.4 Relevant Allthings.bioPRO data and insights

Before the actual engagement activities with the uptake stakeholder community can be kicked off, a proper overview of what could be taken up by them is needed. The table below lists all output that is and will be available for the partners implementing the uptake activities. Moreover, it provides more details on the type of output as well as the WP responsible for delivering it.

Table 1 – Project data and insights for potential uptake

Project data and insights for potential uptake		
Output	Output type	Responsible WP
Results from the focus groups and co-creation workshops on the 4 project themes	Insight reports on multi-stakeholder perspectives	<ul style="list-style-type: none"> • WP3 organises the citizen engagement activities • Citizens provide input
Interaction and usage data from mobile app and game containing raw analytical data about interests, preferences and expectations in bioeconomy	Data generated by citizens through an online serious game	<ul style="list-style-type: none"> • WP4 develops the game • Citizens provide input
	Data generated by citizens through a mobile application	<ul style="list-style-type: none"> • WP4 develops the app • Citizens provide input
Communication and dissemination analytics and quantitative data	Clicks, popular searches, etc. via project website and social media	<ul style="list-style-type: none"> • WP5 steers the project's communication activities
Citizen Action Network (CAN)	Operational network structure functioning as contact point	<ul style="list-style-type: none"> • WP6, under the lead of FNR, will set up the CAN

The relevant project outputs for uptake, such as the generated and collected data, are being further identified (see section 4.2) and specified as the project progresses. The Uptake Strategy also facilitates finding out why the outputs mentioned in the above table are of relevance for uptake.

3 Stakeholder groups for the uptake of project outcomes

This section explains which stakeholder categories have been identified for the uptake of the project's data and insights and why these groups are of relevance.

3.1 Identification of uptake stakeholder groups

Building upon the project's overall stakeholder mapping as part of the Communication, Engagement and Dissemination Plan (D5.1) done in WP5, this document further defines the main stakeholder categories and subcategories relevant for the uptake of the project's data and insights. These stakeholder groups are being referred to as the *uptake stakeholder community* and are considered 'key potential users.' *Note: citizens are not directly involved in uptake engagement activities and are therefore not part of the (sub)categories.*

Typically, the categories are focused on the bio-based industry as well as on policy makers and have a strong connection with the four mission themes defined by the project: food packaging, textiles and fashion, kids and schools, jobs and careers. In terms of scope, the identified uptake stakeholder community is mostly situated on the European level, as the project foresees to have the highest impact there.

The following stakeholder categories and subcategories are deemed most relevant for the uptake activities:

- Industry and Consumer Protection
- Civil Society and Environment
- Policy and Government
- Education, Research and Media

3.1.1 Industry and Consumer Protection

Industry players and consumer representation and protection bodies are actors that can contribute to the economic viability, performance and success of the project outcomes and relating it to the local, national and European economy. Industry representatives can use data to implement new and innovative techniques; consumer bodies could strongly advocate for the uptake of the project outcomes.

The following subcategories are considered relevant to the project's uptake objectives:

- Private and public investors
- Food packaging industry
- Textile and fashion industry
- Business associations for bioeconomy
- Economic complementors and potential partners
- Consumer protection bodies and associations
- Start-up and innovation communities
- Industry for products for children

3.1.2 Civil Society and Environment

Connecting people from many different layers of society and promoting social interactions could foster the bio-based economy and reduce the environmental impact, whilst simultaneously improve individual lives through job creation and the reduction of pollution.

The following subcategories are considered relevant to the project's uptake objectives:

- Public health associations
- Environmental associations and NGOs
- Employment agencies
- Recruitment agencies

3.1.3 Policy and Government

Policy making and public administration are key actors for initiating, creating, adapting and implementing laws and regulatory frameworks needed for the new, innovative data on the bioeconomy to be put to use.

The following subcategories are considered relevant to the project's uptake objectives:

- International organisations
- European administrations
- European political level
- European public agencies

3.1.4 Education, Research and Media

Stakeholders in this category are (potentially) involved in raising awareness, debating, educating on and expanding the knowledge of the project's outcomes.

The following subcategories are considered relevant to the project's uptake objectives:

- Educational institutions: schools, universities, teachers and students
- Research institutions
- Knowledge Centre for Bioeconomy
- Related research and innovation projects
- Traditional online and offline media
- Social media and influencers

4 Mission, objectives and actions for uptake

Based on the information described in the previous sections, we have identified the following mission and objectives for the uptake activities of the Allthings.bioPRO project.

4.1 Uptake mission

For the purpose of this strategy, we define the **uptake's mission** as follows:

The uptake activities help decision-makers boost the bio-based economy by providing them with deep insights and data related to citizens' interest and expectations gathered through gamification and encouraging them to take that information up and align it with their agendas.

4.2 Uptake objectives

In order to ensure that the identified uptake stakeholder community does take up the citizens' input generated throughout the project as well as after its duration, the objectives in Figure 1 need to be achieved.

Figure 1 – Uptake objectives



Objective 1: Identification

The partners steering the uptake process have specified the interest of and potential use cases by its stakeholders of the data and insights (being) generated.

Objective 2: Match

The partners steering the uptake process have matched the interest and use cases of the project's stakeholders with its possibilities.

Objective 3: Review

The partners steering the uptake process have reviewed and refined the match between the project's offering and the stakeholders' interest and use cases.

Objective 4: Delivery

The partners steering the uptake process have passed on the project's data and insights for use by the defined stakeholders.

Objective 5: Use

The project's uptake stakeholder community is using the project's data and insights for enhancing the application of bio-based products and practices.

The objectives are listed in a chronological order and help break down the uptake engagement process into different parts, enabling us to measure the impact more efficiently. How and when these objectives can be achieved, as well as who will be involved, is discussed in sections 5 and 6.

4.3 Uptake actions

In order to achieve the uptake strategy objectives, we have specific actions associated to each objective. Most of these actions are anchored in the Grant Agreement of the project, for some we have included more details or supporting actions.

Whereas Table 2 below illustrates those links, the proceeding sections of the document highlight how different Allthings.bioPRO partners are supporting the implementation of the actions (section 5) and how the actions translate into implementable activities (section 7).

Table 2 – Actions per uptake objective

Actions per objective					
	Objective 1: Identification	Objective 2: Match	Objective 3: Review	Objective 4: Delivery	Objective 5: Use
Actions	<ul style="list-style-type: none"> • First bilateral meetings with uptake stakeholder community 	<ul style="list-style-type: none"> • Putting together a matching matrix between stakeholder interest and project possibilities 	<ul style="list-style-type: none"> • 4 Policy Labs to discuss in depth with uptake stakeholder community (including first ideas on citizen observatory) • Continuous bilateral exchanges 	<ul style="list-style-type: none"> • Roadshow with Uptake stakeholder community presenting and discussing final gathered data and insights 	<ul style="list-style-type: none"> • Discussion about use of data and insights and concrete ideas on citizen observatory (including survey evaluation)
Relation to the work programme	T6.1.2	T6.1.2	T6.1.2	T6.1.3	T6.1.3

5 Roles and responsibilities for achieving the objectives

The implementation of the uptake strategy requires the collaboration of a number of Allthings.bioPRO project partners. Table 3 describes the roles and responsibilities in line with the objectives described above.

Table 3 – Roles and responsibilities for achieving the uptake objectives

Roles and responsibilities for achieving the uptake objectives					
Party	Objective 1: Identification	Objective 2: Match	Objective 3: Review	Objective 4: Delivery	Objective 5: Use
Prospex Institute (WP6)	Engage uptake stakeholders in bilateral meetings to specify interest & potential use cases for project data & insights (T6.1.1 Early engagement)	Define first match of interest & use cases with possibilities of Allthings.bioPRO (ATB) (together with WP 2, 3, 5)	Review & refine match of interest & use cases with possibilities of ATB during implementation (together with WP4) <ul style="list-style-type: none"> • Bilateral meeting & policy labs (T6.1.3) • Game testing workshops (T7.4) • Continuous exchange with WP 2, 4, 5 	Engage uptake stakeholders delivering data & insights for their defined use <ul style="list-style-type: none"> • Roadshow (T6.1.3) 	Evaluation by stakeholders on their use of the ATB data & insights for enhancing the application of bio-based products & practices <ul style="list-style-type: none"> • Survey after Roadshow (as part of T6.1.3) • Present survey outcomes to project partners
BTG & FNR (WP2)	Provide factsheets to facilitate information sharing	Support matching process	Refine content of tools, provide appropriate information material (content) for Policy Labs & Testing Workshops	Provide appropriate information material (content) for Roadshow	Discuss survey outcomes & legacy of the data & insights
BSS (WP3)	Provide insights from co-creation process	Provide insights from co-creation process	n/a	n/a	n/a
NURO (WP4)	Provide details on possible data and data types generated	Support matching process	Adapting data & insight generation, processing & format/presentation in view of uptake-stakeholders' interests & use cases	Provide data, data types and details to be presented during Roadshow	Discuss survey outcomes & legacy of the data & insights
ICONS (WP5)	Provide appropriate information material for early engagement	Support matching process	Provide appropriate information material (layout) for Policy Labs & Testing Workshops	Provide appropriate information material (layout) for Roadshow	Discuss survey outcomes & legacy of the data & insights
Uptake stakeholders	Participation in early uptake	n/a	Participation in Policy Labs & for	Participation in Roadshow &	Use the ATB data & insights

Roles and responsibilities for achieving the uptake objectives

Party	Objective 1: Identification	Objective 2: Match	Objective 3: Review	Objective 4: Delivery	Objective 5: Use
	meetings to share their interest & potential use cases for ATB insights & data & relevant knowledge & information		selected group in testing workshop (T6.1.3)	share opinions & plans for using the ATB data & insights	for enhancing the application of bio-based products & practices themselves & alert their networks to do so
Steering committee	n/a	Support matching process	Ensure follow through in revising the data match	n/a	Input on legacy of data & insights

6 Timing and measurement for achieving the objectives

In principle the Uptake Strategy will be implemented in a chronological way, completing one objective before starting the work on the next. However, small overlaps will be possible to allow for smooth implementation. Table 4 describes the deadline by which each objective should be achieved and how the achievement will be measured.

Table 4 – Timing and measurement for achieving the uptake objectives

Timing and measurement					
	Objective 1: Identification	Objective 2: Match	Objective 3: Review	Objective 4: Delivery	Objective 5: Use
Timing	by 07/2021	by 09/2021	by 02/2023	by 07/2023	by 08/2023
Measurement	<ul style="list-style-type: none"> Interests & first elements for potential use-cases for key potential user groups defined in document by PI 	<ul style="list-style-type: none"> Matching matrix established by WP6 with WP2/4/5 Steering Committee confirms implementation of matching 	<ul style="list-style-type: none"> Stakeholder evaluation of the status of ATB data, insights & tools development Updated matching matrix established by WP6 with WP2/4/5 Steering Committee confirms implementation of matching 	<ul style="list-style-type: none"> Roadshow completed Stakeholder evaluation of ATB data, insights & tools development 	<ul style="list-style-type: none"> Results of survey among uptake stakeholders collected Ideas for citizen observatory

7 Strategy implementation planning

Based on the objectives, roles, responsibilities and timing as described above, we have defined a number of actions to be implemented. Table 5 describes these actions together with responsible partners, the deadlines and the task related to the action as per the Grant Agreement.

In the implementation of the Uptake Strategy and the related actions, all involved partners will pay attention to the fact that the uptake stakeholder community is a sub-set of all stakeholders of Allthings.bioPRO. As such the targeted communication to the uptake stakeholder community should be centralised with Prospex Institute, whereas the remaining communication is handled by ICONS as the communication partner of the project.

Table 5 – Strategy implementation planning

Strategy implementation planning					
Obj.	Activity	Specification	Partners	Deadline	Related task(s)
-	Validation of Uptake Strategy	Validation of Uptake Strategy by the project's Advisory and Valorisation Board	FNR, PI	April 2021	T6.1.1
O1	Preparation for early engagement	Collection and adaptation of relevant information material (factsheets, presentations, etc.)	FNR, ICONS, BTG, PI	April 2021	T6.1.2
O1	Early engagement	Bilateral meetings with uptake stakeholder community to introduce the project and uptake material	PI	August 2021	T6.1.2
O2	Organisation of matching meeting	Meeting with partners to analyse requests/ interest of uptake stakeholder community and match these with project offerings	NG, FNR, BTG, ICONS, PI	September 2021	T6.1.2
O2	Documentation of the match & preparation for review	PI prepares an appropriate reporting and regularly updates matrix of the match.	PI	November 2021	T6.1.2
O2	Confirmation by Steering Committee	The Project Steering Committee confirms the correctness and completeness of the matching matrix	FNR, PI, BTG, BSS, NG, IBS, ICONS	December 2021	T6.1.2
O3	Regular review of match documentation	PI organises the regular review of the match documentation and review/refine of the project data collection approach by partners	NG, FNR, BTG, ICONS, PI	Nov 2021 - Feb 2023	T6.1.2
O3	Oversight of matching	Steering Committee confirms and oversees the implementation of matching matrix	FNR, PI, BTG, BSS, NG, IBS, ICONS	Nov 2021 - Feb 2023	T6.1.2
O3	Preparation for Policy Labs	Collection and adaptation of relevant information material (factsheets, presentations, etc.)	FNR, ICONS, BTG, PI	August 2022	T6.1.2
O3	Organisation of Policy Labs	PI organises 4 Policy Labs in which Uptake Stakeholders also evaluate status of ATB data, insights & tools development	PI	February 2023	T6.1.2
O3	Discussion of Policy Lab outcomes	PI organises a debrief meeting to discuss Policy Lab outcomes and their implications for the uptake discussion	NG, FNR, BTG, ICONS, PI	March 2023	T6.1.2
O4	Preparation for Roadshow	Collection and adaptation of relevant information material (factsheets, presentations, etc.)	FNR, ICONS, BTG, PI	March 2023	T6.1.3

Strategy implementation planning

Obj.	Activity	Specification	Partners	Deadline	Related task(s)
O4	Organisation of Roadshow	PI organises Roadshow in which Uptake Stakeholders also evaluate status of ATB data, insights & tools development	PI	June 2023	T6.1.3
O3	Discussion of Roadshow outcomes	PI organises a debrief meeting to discuss Roadshow outcomes	NG, FNR, BTG, ICONS, PI	July 2023	T6.1.3
O5	Stakeholder survey implementation	PI prepares and circulates survey among uptake stakeholder community and summarises results	PI	July - August 2023	T6.1.3



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