



Virtual Map – 6. Updated Version

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D3.5: Virtual Map

WP3: Project Network

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Bioeconomy Awareness and Discourse Project H2020-BBI-PPP-2015-2-1



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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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0 Summary

The Bioeconomy Awareness and Discourse Project (BioCannDo) is a Coordination and Support Action funded by the Bio Based Industries Joint Undertaking. It aims to increase awareness of bio-based products – products partly or wholly made of biomass - among the general public. Among others, it aims to bring together a network of projects and initiatives engaged in the communication of bioeconomy issues to a broader public.

The deliverable “Virtual Map – 6. Updated Version” gives an up-to-date overview of key “projects” (which includes projects, initiatives, organisations, networks, communities, clusters, platforms, etc.) engaged in the communication on bioeconomy to a broader public. A thorough review of the virtual map, which included the validation of 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 was conducted (again) in September 2019. For the September 2019 release of the virtual map eight new projects were added and for existing projects some of the associated external resources were replaced.

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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 is set up¹. Identified relevant “projects” are presented in a virtual map which is accessible via the AllThings.Bio portal. Content is presented according to the topics and bio-based materials covered. The map presents 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 are reported in a series of six-monthly reports. After the initial release the map is stepwise and batch-wise expanded and refined.

A thorough review of the virtual map in April 2018 included the validation of 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. This thorough review was reported in D3.3. After the thorough review the virtual map was first updated in September 2018 (reported in D3.4), updated once more in April 2019 (reported in D3.5) and updated for a final time in September 2019.

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 Implementation of the September 2019 map update

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

Work related to the second objective is covered in the (confidential) *Annual report on new developments*, of which the final edition (D3.9) is being published -in parallel with the current document- in September 2019. The current report discusses work related to the first objective.

In the period April 2019 – September 2019 mapping work concerned further updating and expansion of the virtual map.

- During our (inter)national networking and engagement work we learned about several new communication initiatives. We researched these and selected the most relevant ones to be included in the virtual map.
- Where needed and/or useful we replaced resources when old ones ceased to exist (online) or new ones had become available

On the final (**September 2019**) map version some 65 projects with some 140-150 associated resources are presented. The project map (release #6) can be accessed as follows:

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

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

Annex A: List of mapped projects (September 2019)

Project acronym	Short description
BioWays	The mission of BIOWAYS (<i>Increase public awareness of bio-based products and applications supporting the growth of the European bioeconomy</i>) 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,
BioConsept	The BioConSepT project aimed to produce consumer goods out of biomass feedstock (non-edible fats & oils and wood) which is not competing with the food chain. It also aimed to be cheaper and more sustainable than corresponding chemical routes or biotechnology processes starting from edible feedstocks.
BioProm	BIOPROM (<i>Promotion of the Bio-Economy through a travelling exhibition in Europe</i>) 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 (<i>Promoting Stakeholder Engagement and Public Awareness for a Participative Governance of the European Bioeconomy</i>) 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 (<i>Forum for Bio-Based Innovation in Public Procurement</i>) aims to increase awareness of bio-based products in order 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 bio-based economy in the Netherlands.

Project acronym	Short description
Agro & Chemistry	Agro & Chemistry is the media platform for the bio-based 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 Centre of four Universities in North-Rhine Westphalia (NRW), Germany.
Osirys	OSIRYS (<i>Forest based composites for façades and interior partitions to improve indoor air quality in new builds and restoration</i>) was a EU 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 Bio-based 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 side streams (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.
FNR - 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.

Project acronym	Short description
CommBeBiz	The CommBeBiz project facilitates individual researchers and research projects in translating their research into innovations and in communicating about their results.
Biooekonomie.de	Biooekonomie.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's 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 region 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 UR	University In the field of life sciences, agricultural and environmental science. Incorporates a dedicated institute on Food & Bio-based Research

Project acronym	Short description
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.
BLOOM	The main objective of BLOOM (Boosting European citizens' knowledge and awareness of bioeconomy) is to establish open and informed dialogues, co-created by European citizens, the civil society, bioeconomy innovation networks, local research centres, business and industry stakeholders and various levels of government including the EC.
BIOVOICES	BIOVoices (Mobilization of a plurality of voices and mutual learning to accelerate the Bio-based sector) is aimed at raising awareness of and engaging with all relevant stakeholder groups "voices" (policy makers, researchers, the business community and the civil society) in order to address the challenges related to bio-based products and applications.
EUBIONET	The European Bioeconomy Network (EuBioNet) is a proactive alliance of EU funded projects dealing with bioeconomy promotion, communication and support. Its main goal is to maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.
BIOBRIDGES	BIOBRIDGES (<i>Bridging Consumers, Brands & Bio Based Industry to improve the market of sustainable BB products</i>) was conceived to tackle the key challenge of improving the marketability of bio-based products by fostering close cooperation and partnerships among bio-based industries, brand owners and consumers' representatives.
ICT-Biochain	ICT-Biochain (<i>ICT Tools in Efficient Biomass Supply Chains for Sustainable Chemical Production</i>) identifies opportunities for ICT to increase the efficiency of biomass supply chains for the bio-based industry.
BIOREFINE	The Biorefine Cluster Europe interconnects projects and people within the domain of bio-based resource recovery, striving to contribute to a more sustainable resource management.

Project acronym	Short description
Nordic Bioeconomy	Nordic Bioeconomy is about the replacement of unsustainable and fossil-based resources, through the upgrading of side streams and waste, and by creating circular and sustainable local solutions.
Sureaqua	A Nordic Centre of Excellence with more than 40 partners across the Nordic Region working together to develop knowledge and solutions for sustainable and resilient aquatic production as part of the blue bioeconomy, with focus on a cross-disciplinary approach.
BioKompass	The project Bio-Kompass (<i>Kommunikation und Partizipation für die gesellschaftliche Transformation zur Bioökonomie</i>) project applies a participatory process to engage visitors of the Senckenberg Natural History Museum in the development of future visions of the bioeconomy, It includes workshops, talent schools and seminar courses with pupils and special Experience Days for teachers. All strands flow together in the Evolving Lab.
BioDisko	The BioDisKo project develops, tests and evaluates early target group-oriented, participative and communicative approaches in North Rhine-Westphalia (Germany) in the field of bio-based circular economy.
DiReBio	In a discourse with local entrepreneurs and citizens in Brandenburg the German project DiReBio (<i>RegioDiskursBioökonomie</i>) will discuss how communities can deal with, or prepare for, change. A set of scenarios will be evaluated with young people. Ultimate goal is to create a mission statement / future strategy for the municipality.
FUV	The German project FUV (Urbarmachung des "unheimlichen Tals" / "Farming the Uncanny Valley") evolves around artists developing "experience prototypes" (EP): objects transferred from research which can be experienced before a product is available. It will answer questions like: What are factors for acceptance, or What are factors for dislike? Experience Prototypes will be presented publicly, first in Berlin, later in a roving exhibition.
Bioeconomy as Societal Change	Portal maintained by social science oriented junior research groups supported under the BMBF research programme „Bioeconomy as Societal Change“. It aims at sharing research results and at informing about ongoing research activities and related events of 4 projects; STRIVE, TRAFORBIT, BIOECONOMY & INEQUALITIES and CIRCULUS.
Biosintrum	Knowledge centre, breeding ground and meeting place in the field of the Biobased Economy. Based on Oosterwolde (NL), it is one of the most sustainable and innovative buildings in Europe.
Biobuilder	Simple tool developed by VITO which helps organisations and companies to create bio based value chains under the supervision of experts. These value chains include all relevant aspects of a specific bio economy.
G-BiB Competition	The Global Biobased Businessplan Competition (G-BiB) is a competition for Master and PhD students in Germany and Belgium. The objective is to stimulate entrepreneurship and innovation producing a bio-renewable chemical, material and/or fuel products.
BIOTechnikum science exhibition	The BIOTechnikum initiative launched a double-decker truck travelling on its tour through Europe. The truck shows an interactive experience exhibition student lab and biotech cinema.

Project acronym	Short description
Bioaika science exhibition	The Bio Era Truck was a science exhibition on wheels that visited 66 localities in Finland in 2017. The tour added up to 100 stops, about 12,000 kilometres and almost 44,000 visitors.
Stora Enso Inspiration Centre	Stora Enso develops and produces solutions based on wood and biomass, leading in the bioeconomy and supporting customers in meeting demand for renewable eco-friendly products. On this page you find a selection of our videos showing how we try to make these ideas come true.
Uusipuu / Good Wood	The goal of the Uusi Puu project is to increase awareness of the wood-based bioeconomy; highlighting new and existing products and solutions, exploring their impact on society, and offering expert perspectives on the outlook for this innovative industry.
Thinkbioplastic	Platform educating about the plastic predicament. It uses science and facts showing that there is a bioplastic solution to the plastic problem



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