



01 THE CHALLENGE

Communicating bioeconomy, as well as, bio-based products (BBPs) and processes is a complex and difficult task. Lack of awareness, terminological misunderstandings, and confusion are common challenges to be addressed.

Nevertheless, raising overall awareness and understanding of the social, economic and environmental impacts of bio-based products and processes and the bioeconomy at large is of utmost importance for the future development of a smart, sustainable and inclusive bioeconomy, to create a market for bio-based products and to promote more sustainable consumption and lifestyle patterns.

Public awareness actions are needed particularly on regional and local level, informing the various target stakeholders, using diverse arguments, messages and tools.

02 HOW COORDINATION AND SUPPORT ACTIONS (CSAs) ADDRESS THE CHALLENGE

CSA projects targeted diverse stakeholders and bioeconomy areas using tailored messages, channels and tools to raise their awareness about bioeconomy. A series of innovative approaches have been deployed, proposing games, videos, large exhibitions, school projects, social media, animations and other key awareness raising materials.

Story Telling to communicate bioeconomy

Stories represent the key to successful communication. They provide a framework to the world and connect facts, numbers and persons with emotions, values and individual, personal experience.

BioCannDo developed general and specific communication messages and used these in digital story telling formats, creating a narrative combining words, audios, images and videos.

RoadToBio developed key messages intended as an instrument for the chemical industry to address their target audiences in communication about bio-based chemicals, materials and products. Recommendations presented in the RoadToBio Communication Guide factsheet can help chemical industry in shaping communications messages.

CommBeBiz published the BeBizBlueprint containing top-line messages directed at the 'Ecosystem' that surrounds and supports the Bioeconomy research community.

BIOWAYS and **BIOVOICES** projects collaborated in the creation of the BioART Gallery, an exhibition of stunning photographic panels of feedstocks, associated with several related Bio-based products to attract the interest, curiosity and inform the large public about bioeconomy. The BioART Gallery is currently exposed in different formats around Europe, associating the images with information and examples of bio-based products.

Exhibition Showcasing Samples of Bio-Based Products

An exhibition of bio-based products is a good method to show that bioeconomy is already part of our everyday life and that renewable biological resources are already used to produce food, energy, material and everyday life products. A range of exhibition concepts were developed and/or applied by bioeconomy CSA projects.

BIOPROM developed and produced an interactive travelling exhibition "Mission Possible: will bioeconomy save the world?" that was hosted at science centres, children museums or family centres.

BioSTEP developed an online virtual exhibition "Bioeconomy in Everyday Life" that gave the impression of apartment with different rooms (living room, kitchen, bathroom, garage) at four science centres. The project also developed a virtual exhibition online.



BIOWAYS organised, tens of awareness raising events across Europe, including large scale exhibitions awareness raising events, street activities, barcamps, charrettes and other thematic workshops. An interesting example is the Bioeconomy Village, that brought together bioeconomy projects, initiatives, bio-based industries and researchers, through the exhibition of products, examples, curiosities, thematic workshops and practical demonstrations.

BIOVOICES, put together a large collection of bio-based products (around 250) for different applications, which is put on display at events around Europe.

The BBI JU itself organised a walking exhibition showcasing everyday items in an innovative and engaging format that showed policy makers and investors that bioeconomy is more than policy.

“Hands-on” Activities and Exhibitions

“Hands-on” activities are a fun and interactive way to practically demonstrate what bioeconomy is and how it works, engaging the young generations.

BioCannDo arranged the bio-based plastics street experiment during 2 exhibitions;

BIOPROM also developed and ran quick experiments (lemon light, starch test, and drop of water).

BIOWAYS also organized hands-on experiments, during large scale events, enabling to “touch, feel and sense” the bioeconomy.

Exhibitions offer a good opportunity to connect researchers and the large public in the context of events like science cafés, science shows, European Researchers’ Night, Innovation Fairs, etc. Further participatory tools facilitating stakeholders and public engagement in the bioeconomy, mentioned as effective by the CSAs projects include: workshops (expert meetings, focus groups), living labs, webinars, and competitions.

Awareness Raising and Communication tools and resources

To inform the large public, **BIOWAYS** released a toolkit, of traditional and innovative tools like serious games, videos, factsheets, posters/panels, etc.

BioCannDo developed an online platform presenting stories, journalistic pieces, quizzes, web videos, factsheets, communication messages, etc. promoting the bio-based economy.

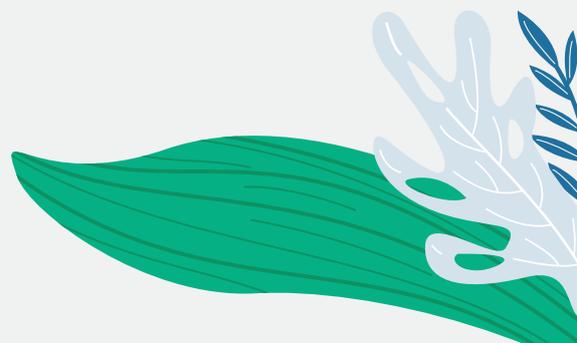
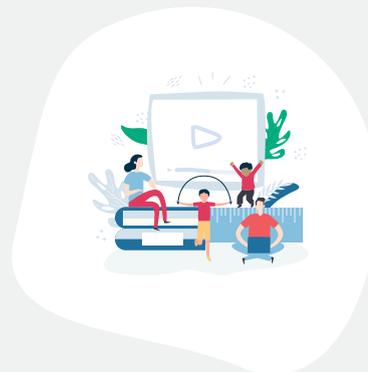
Social Media

BIOVOICES intensively uses the social media to promote bioeconomy, presenting everyday bio-based products and bioeconomy news, launching minigames, videos, quizzes, surveys, questions and other call-to-action activities to engage the users. The project uses a range of messages to reach the various audiences with targeted communication means. BIOVOICES social media provided a unique information point on bioeconomy and bio-based products. BIOVOICES also explored the potential of Instagram in reaching the young generations and involving sustainability influencers.

Biobridges, in addition to the continuous and steady communication of relevant information related to bioeconomy, bio-based products, and project’s activities and achievements through social networks. Biobridges also conducted two innovative actions i) **Twitter chat #BiobridgesTimeTravel**, a gamified experiment to brainstorm about the future of Bioeconomy and Bio-based market, and ii) **#BioHeroes campaign** with the purpose of recruiting people to be Biobridges’ ambassadors.

BioSTEP used extensively Twitter to reach interested professionals.

BioCannDo ran two successful Facebook campaigns to boost the outreach of its social media videos.





Community Building for Inter-Project Collaboration

To maximise the efforts aimed at increased knowledge sharing, networking, mutual learning, coordination of joint activities and events, proactive collaboration between projects has been promoted.

BIOVOICES initiated the European Bioeconomy Network (EuBioNet), a proactive alliance of EU funded projects dealing with bioeconomy promotion, communication and support.

BioCannDo on its online platform "AllThings.Bio", the project mapped, connected and promoted bioeconomy awareness raising projects, actors and resources. A booklet with lessons learned and insights gained was also shared with other projects.

03. MAIN OUTCOMES FROM THE COORDINATION AND SUPPORT ACTIONS (CSAs)

- Awareness of hundreds of thousands of people has been raised about various aspects of the bioeconomy and bio-based products;
- Lessons learnt, recommendations and practical guidelines about bioeconomy and bio-based communication;
- Extensive experience gained on the suitability of different awareness raising and engagement formats for (online and offline) interaction with the general public and specific target groups;
- Availability of awareness raising materials and tools, developed by several CSA projects and collected by LIFT (available on the European Bioeconomy Library);
- Collaboration initiated between bioeconomy awareness.

04. GAPS TO BE ADDRESSED

- Bioeconomy is too abstract, complex, and not easy to understand. Need to address terminology, confusion and misunderstandings and provide scientific basis to communication.
- Need to address societal and consumer requirements and concerns and provide information on the sustainability and impacts of bio-based products and services, to build trust and acceptance.
- Need to inform not only citizens, but also other stakeholders like primary producers, procurers, industries, brand owners, retailers, intermediaries and policy makers.
- Need to involve young people and multipliers (teachers, architects, influencers, etc.).

05. RECOMMENDATIONS

Raising awareness (BioWHAT), increasing knowledge (BioHOW) and engaging citizens in industrial and policy agendas better fitting their needs and expectations (BioACT) can play an important role in driving the transition towards a more sustainable production, consumption and lifestyle.

- **Design impactful awareness and communication strategies**, tailoring the message to the different target audiences. Use innovative channels (large scale events, science festivals, workshops, fairs), tools (games, videos, art gallery, augmented reality, 60 second science, contests) and the different social media.
- Messages should be **simple, concrete, applicable** in real life, but based on **solid and trustable** scientific background. Address **potential risks and hurdles** like terminology and language, confusion and contradictory messages, fake news and miscommunication, green washing, etc.
- Not only awareness, but knowledge transfer and info-education, providing real, tangible, appealing and inspiring examples **to make bioeconomy concrete for the target beneficiaries**. Build trust and acceptance by providing objective knowledge, including impacts, pros and cons (LCA, sustainability, etc.).

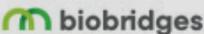
- Explore new solutions and multipliers **to inform not only citizens**, but also other stakeholders like primary producers, procurers, industries, brand owners, retailers, intermediaries and policy makers **to inform them about opportunities offered by the bioeconomy**. Address beneficiaries actually not targeted (like elderly people, less mature countries, etc.).
- **Promote school projects** (targeting children and young people at different levels of education), activities in the context of science festivals, large scale events and exhibitions, and social media used by young generations (e.g. Instagram) **to inform, inspire and engage the citizens of tomorrow**.
- **Target and involve multipliers and ambassadors** like informed/sensitive consumers, teachers, students, professionals (architects), influencers, science promoters, testimonials (fashion, food, environment activists), media, researchers, start-ups, brand owners, retailers, industries, politicians, projects and associations.
- **Facilitate clustering, exchange and mutual learning** among projects, initiatives (e.g. LIFT project and the European Bioeconomy Network) and multi-actor stakeholders in an open dialogue and jointly draw up a prioritised and structured consolidated action plan on the future communication of the bioeconomy, as stated in the update of the European Bioeconomy Strategy.





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COORDINATION AND SUPPORT ACTIONS (CSAs) IN A NUTSHELL

Acronym/logo	Programme	Duration	Website
 BIOWAYS	BBI JU	Oct 2016 - Sep 2018	www.BioWays.eu
BioCannDo	BBI JU	Oct 2016 - Sep 2019	www.allthings.bio
	BBI JU	May 2017 - Apr 2019	www.roadtobio.eu/
 CommBeBiz	H2020	Mar 2015 - Feb 2018	www.commbebiz.eu
 BIOSTEP	H2020	Mar 2015 - Feb 2018	www.bio-step.eu
 BIOPROM	FP7	Oct 2011 - Jan 2015	www.bioprom-net.eu
 BIOVOICES <small>CONNECTING BIO-BASED FORCES FOR A SUSTAINABLE WORLD</small>	H2020	Jan 2018 - Dec 2020	www.biovoices.eu
 biobridges	BBI JU	Sep 2018 - Aug 2020	www.biobridges-project.eu



07 RESOURCES

A practical guide to communicating about bio-based products. 10 insights on communicating the bioeconomy. **BioCannDo project**

<http://www.allthings.bio/insights-from-biocannndo/>

Online platform "AllThingsBio". **BioCannDo project**

<http://www.allthings.bio/>

Key messages for communication about bio-based products. **RoadToBio project**

https://www.roadtobio.eu/uploads/publications/roadmap/RoadToBio_factsheet_3_key_messages.pdf

Communication guide – how to promote bio-based products. **RoadToBio project**

https://www.roadtobio.eu/uploads/publications/roadmap/RoadToBio_factsheet_2_communication_guide.pdf

Insights on the Road to Innovation. Maximising researcher impact through communications and business support. (2018) **CommBeBiz project**

<https://ebn.eu/sharedResources/users/5006/180223%20CBB%20Blueprint.pdf>

Virtual exhibition "Bioeconomy in everyday life". **BioSTEP project**

<http://products.bio-step.eu/>

BIOWAYS toolkit, a collection of knowledge assets. **BIOWAYS project**

<http://www.bioways.eu/toolkit/tool-kit/>

BioArt Gallery. Most promising feedstock and its related bioeconomy applications. **BIOVOICES and Biobridges projects.**

<https://www.biovoices.eu/gallery/>

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