



01 THE CHALLENGE

Enhancing the awareness and engagement of stakeholders is crucial for the creation of an innovation ecosystem boosting the bioeconomy.



Public engagement is possible in many different levels. Herfordshire Council (2015)¹ introduces five levels of engagement in their handbook for best practice community engagement techniques:



Informing:

Providing information to the relevant stakeholders to enable them to understand problems, alternatives, opportunities and solutions.



Consulting:

Obtaining stakeholder feedback to inform decision making. Obtaining feedback on formal proposals.



Involving:

Working directly with the stakeholders to ensure that issues, concerns and aspirations are understood and considered.



Collaborating:

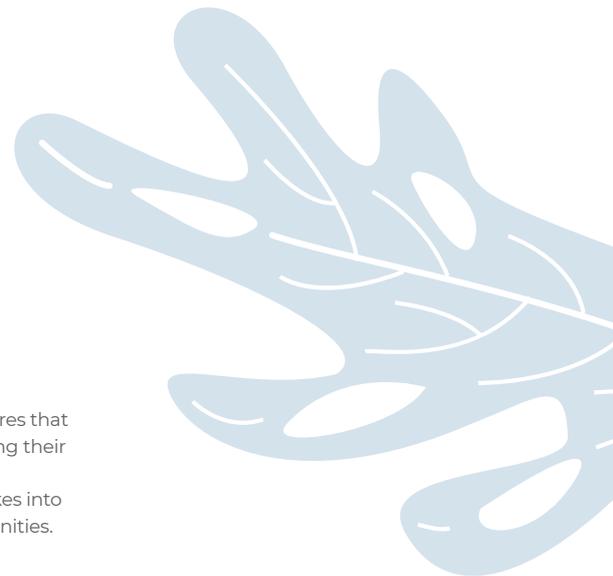
Working in partnership with stakeholders on all aspects of decision-making including development of options and identifying preferred solutions.



Empowering:

Placing final decision making in the hands of the stakeholders.

Co-creation, e.g. through Mobilisation and Mutual Learning (MML), is a process which ensures that all stakeholders are involved in the design of future industrial and policy agendas, integrating their ideas and concerns to jointly identify and address opportunities, challenges and risks. This approach contributes to responsible policy making and strategic agenda setting, which takes into consideration mutual perspectives, including 'citizens' views of the challenges and opportunities.



¹ Herfordshire Council (2015): Best practice community engagement techniques Neighbourhood Planning Guidance Note 12.



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

The first step for stakeholders' engagement is awareness raising and knowledge sharing. These two dimensions are addressed in the dedicated LIFT factsheets about "*Awareness raising and communication*" and "*Bioeconomy education*".

An increasing number of bioeconomy CSAs is targeting a deeper level of stakeholder and public engagement and experimenting different workshop techniques, including open and informed co-creation dialogues. These CSAs operate also on the regional level and focus on strengthening local/regional communities and/or developing the (regional) bioeconomy.

Awareness raising and knowledge sharing

BIOVOICES and **Biobridges**, both implement co-creation methodologies in the workshops they are organising and propose an initial series of pitches (the ideas' buffet) to stimulate the co-creation phase. This approach is also productive in facilitating the connection and collaboration among stakeholders.

BIOVOICES developed the "**Guidelines for the design of the Mobilisation and Mutual Learning approach**" to design workshops that are relevant, attractive and motivational for the quadruple helix stakeholders to contribute and deliver impactful outcomes (policy recommendations, action plans, agreements, further collaboration, etc.). In addition, BIOVOICES identified 12 bioeconomy-specific challenges to be addressed through multistakeholders collaboration and co-creation for the bio-based economy uptake.

BioSTEP, **Biobridges** and **LIFT** applied an initial broad online survey and/or round of interviews as an effective tool to start engaging with stakeholders at a very early stage of the projects.



Dialogue and debates

BioSTEP aimed to engage citizens and various stakeholder groups in discussions about the future development of Europe's bioeconomy to increase overall awareness and understanding, as well as its impact and benefits. The project implemented workshops, interactive Living Labs, exhibitions and public debates. BIOSTEP developed the "**good practice guidelines for stakeholder and citizen participation**" which introduces a series of principles underpinning good practice in stakeholder and citizen engagement.

BLOOM aims to establish open and informed co-creation dialogues throughout the bioeconomy innovation processes, engaging citizens, the civil society, bioeconomy innovation networks, local research centres, business and industry stakeholders and various levels of government including the European Commission. The project developed a **concise summary** and a **comprehensive version** of a guidebook presenting engagement and co-creation methodologies used in the project.



Understanding acceptance

Open-Bio investigated acceptance factors for bio-based products and related information systems.

RoadToBio compared and analysed research and reports about **public perception** and public acceptance of bio-based products.

BioBase4SME (Interreg) developed the "**Training Guide Social Acceptance**" which informs about developing dialogue with stakeholders and applying social acceptance tools to avoid barriers in bio-based markets.

BIOWAYS conducted several surveys of public perception and acceptance of bio-based products, motivations and barriers.





Building acceptance

BIOVOICES has the overarching aim to increase the quality, the relevance, the knowhow and the social acceptability of BBPs for a prosperous bioeconomy and a sustainable world, by supporting pro-active discussion and co-creation among relevant stakeholders (civil society/users, business, research and education, public administration) and promoting the direct engagement of citizens and society at large in a co-creation process. BIOVOICES aims to address societal, environmental and economic challenges related to bio-based products and applications.

Biobridges aims at boosting the marketability of bio-based products by establishing close cooperation and partnership between Bio-Based Industries, brand owners and consumers' representatives, with the goal to improve market acceptance of bio-based products.

The project also identified collaboration challenges along the value chain (feedstock providers > bio-based industries > brand owners > consumers), which are available in the **"value chain collaboration challenges model"** and in an **interactive interface** "Cooperation in the bioeconomy - Learning and overcoming the challenges".

Both BIOVOICES and Biobridges applied different co-creation workshop techniques such as games and gamified facilitation, IT-supported collaboration, TimeTravel chat, hackathons and ideas' contests.



Empowering regional stakeholders

Focusing on awareness-raising, networking, policy dialogues and mutual learning, both POWER4BIO and BE-RURAL aim at empowering EU regions to maximise the use of their locally available biomass resources (raw materials, infrastructure, industries, stakeholders, etc.) and supporting policy makers and other regional stakeholders to foster the transition to a bioeconomy era.

POWER4BIO will develop a catalogue of business model pathways to fully realise the bioeconomy potential of partner regions.

BE-RURAL aims to understand the potential of regional and local bio-based economies by supporting relevant actors in the participatory development of inclusive and balanced regional bioeconomy strategies and roadmaps. The project builds on the results and lessons learned in the BioSTEP project and will apply Research & Innovation capacity-building workshops, educational seminars and webinars, summer schools & bio-based pop-up stores.



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

- Development and testing (experimenting) of tools, instruments and approaches to foster stakeholder engagement and co-creation tailored to the national/regional context and considering the diverse culture of participation.
- Systematic mapping of the main challenges to be addressed through multistakeholders collaboration and co-creation that are relevant to the current policy discussions.
- Provide lessons learned, practical guidelines, methodologies and recommendations for stakeholder engagement and co-creation.
- Provide insightful knowledge about public acceptance of bio-based products and collaboration barriers among stakeholders.
- Mobilisation of a large network of stakeholders, and facilitation of the debate on bio-based products and bioeconomy at large.
- Establishment of the European Bioeconomy Network, an alliance of European projects and initiatives promoting bioeconomy.

04 GAPS TO BE ADDRESSED

- Insufficient support to bottom-up approaches and co-creation of shared solutions;
- Not all relevant actors are engaged and invited to contribute (primary producers, policy makers, civil society, industries, finance, etc.), and therefore their priorities are not integrated into bioeconomy industrial and policy agendas;
- Different levels of knowledge, lack of trust and poor understanding of the concerns and perspectives of others;
- A standard approach cannot be applied across diverse regions;
- Framework to engage all relevant (local/regional) actors is missing. Poor connection with policy makers at regional and local level.





05 RECOMMENDATIONS

- Ensuring multi-stakeholder engagement and mobilisation is **key for the creation of an innovation ecosystem for the bioeconomy**. Make sure that all stakeholders are involved, including civil society, policy makers, primary producers, industries, finance, etc. that are often under-represented and less engaged in the debate.
- To address the complex bioeconomy challenges, **bottom-up co-design of shared solutions** capitalizes on the creativity and contribution of everybody, facilitating the **trust, acceptance and sense of ownership** of solutions created.
- The **sharing of success stories and good practices** contributes to the creation of a common awareness and understanding, **facilitating motivation, inspiration and engagement** of stakeholders.
- Tailor the stakeholder engagement activities, methodologies, and tools to regional resources, needs and problems. **Set up supporting interfaces**, clusters, platforms and hubs, **promoting stakeholders' engagement** at different levels (local, regional, national, and international).
- Foresee mechanisms to ensure: **transparency, integration** of all perspectives, **identification of challenges** that are relevant for all stakeholders and indicators to measure the impact.
- Provide inputs, actionable knowledge and recommendations **tailored to the needs of policy makers** (including regional and national authorities, EC, BBI JU) and other stakeholders (industries, research, civil society).
- Facilitate the **transfer and replication** of the successful methodologies experimented within the CSAs targeting stakeholder engagement and co-creation.



06 COORDINATION AND SUPPORT ACTIONS (CSAs) IN A NUTSHELL

Acronym/Logo	Programme	Duration	Website
 BIOVOICES CONNECTING R&D-BASED FORCES FOR A SUSTAINABLE WORLD	H2020	Jan 2018 - Dec 2020	www.biovoices.eu
 biobridges	BBI JU	Sep 2018 - Aug 2020	www.biobridges-project.eu
 POWER4BIO REGIONS FOR BIOECONOMY	H2020	Oct 2018 - Mar 2021	power4bio.e-p-c.de
 BE-Rural	H2020	Apr 2019 - Mar 2022	be-rural.eu
 bloom	H2020	Nov 2017 - Oct 2020	bloom-bioeconomy.eu
 BioSTEP	H2020	Mar 2015 - Feb 2018	www.bio-step.eu
 Interreg North-West Europe BioBase4SME	Interreg NW Europe	Mar 2016 – Aug 2019	www.bbeu.org/pilotplant/biobase4sme
 OPEN BIO	FP7	Nov 2013 - Oct 2016	www.open-bio.eu
 ROAD to BIO	BBI JU	May 2017 - Apr 2019	www.roadtobio.eu/



07 RESOURCES



Creating networks for transition to a Bio-based and circular Economy. Policy Paper (April 2017) **BIOSTEP project**

http://www.bio-step.eu/fileadmin/BioSTEP/Bio_documents/BioSTEP_Policy_Paper_final.pdf

Engaging stakeholders and citizens in the bioeconomy: Lessons learned from BIOSTEP and recommendations for future research (January 2018) **BIOSTEP project**

http://www.bio-step.eu/fileadmin/BioSTEP/Bio_documents/BioSTEP_D4.2_Lessons_learned_from_BioSTEP.pdf

Engaging Stakeholders and Citizens in the Bioeconomy. Research Recommendations. (February 2018) **BIOSTEP project**

http://www.bio-step.eu/fileadmin/BioSTEP/Bio_documents/BioSTEP_Research_Recommendations_final.pdf

Good practice guidelines for stakeholder and citizen participation. (December 2016) **BIOSTEP project**

http://www.bio-step.eu/fileadmin/BioSTEP/Bio_documents/Barrier-free_BioSTEP_D3.3_Good_practice_guidelines.pdf

Guidelines for the design of the Mobilisation and Mutual Learning approach. (February 2018) **BIOVOICES project**

<https://www.biovoices.eu/download.php?f=111&l=en&key=53491c2ff4014310b65cc09d617fcc34>

Co-creation guidebook. Concise summary. **BLOOM project**

<https://bloom-bioeconomy.eu/wp-content/uploads/2019/08/BLOOM-Co-creation-Guidebook-1.pdf>

Guidebook on engagement and co-creation methodologies. (August 2018) **BLOOM Project**

https://bloom-bioeconomy.eu/wp-content/uploads/2018/11/D3-3_Guidebook-on-engagement-and-co-creation-methods_final.pdf

Roadmap for the Chemical Industry in Europe towards a Bioeconomy. (November 2017) **RoadToBio project**

https://www.roadtobio.eu/uploads/publications/deliverables/RoadToBio_D22_Public_perception_of_bio-based_products.pdf

Social acceptance. Developing dialogue with your stakeholders. Training Guide. (February 2018) **BioBase4SME project (Interreg)**

https://www.nweurope.eu/media/3974/social-acceptance-guide-pdf-version_22032018.pdf

Value chain collaboration challenges model. **Biobridges project**

<https://www.biobridges-project.eu/results/biobridges-value-chain-collaboration-challenges-model/>

Interactive interface "Cooperation in the bioeconomy - Learning and overcoming the challenges". **Biobridges project**

<https://www.biobridges-project.eu/challenges/>



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