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## BIOBRIDGES project aims ...

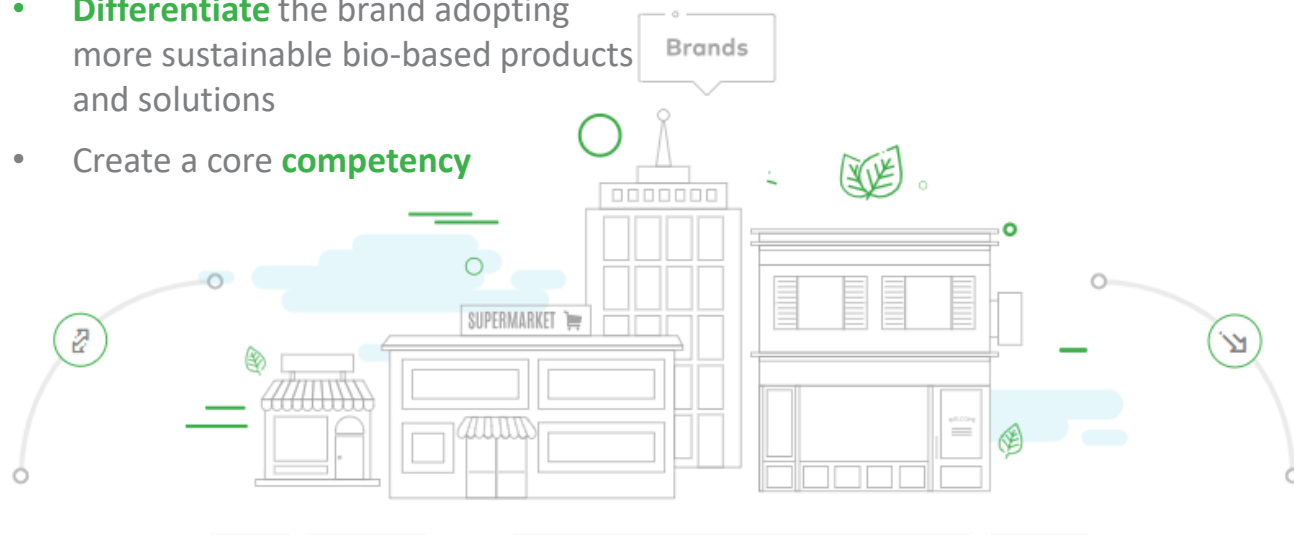
...to **facilitate**, **enhance** and **support** the collaboration among Bio-based industries, Brands and Consumers, to improve the uptake and marketability of sustainability bio-based products.

BIOBRIDGES is a project funded by the Bio Based Industries Joint Undertaking Programme under the European's union Horizon 2020 research and innovation programme.

The project is composed by a multidisciplinary consortium of 9 partners, it started on September 2018 and has a duration of 24 months.

# Main TARGET GROUPS of the project & the BENEFITS from being part in Biobridges

- Be **aware** of existing bio-based products and producers
- **Differentiate** the brand adopting more sustainable bio-based products and solutions
- Create a core **competency**

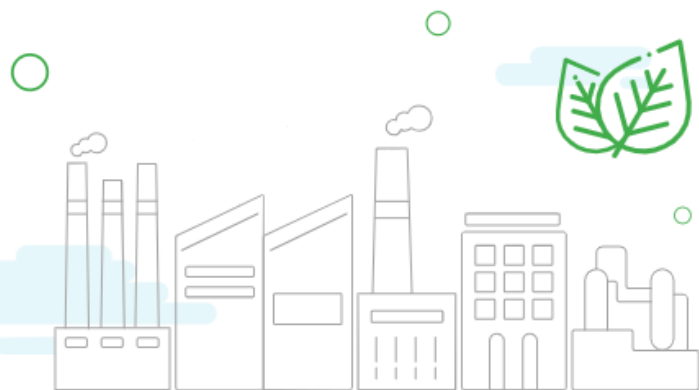


- Make their preferences and concerns **heard**
- Become an active player supporting the **cultural shift** towards sustainability
- Take part in environmental **decision** contributing to a more sustainable development

Consumers

- Understand the **best channels** and arguments to approach brand owners
- **Promote** their bio-based solutions and products
- Create **opportunities** for sustainable bio-based applications
- Increase their **market opportunities**

Bio-based Industries



Together - brands, bio-based industries and consumers - have the power to improve the marketability of sustainable bio-based products!



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BioBridges has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 792236

# Objectives

- **OBJ1:** Provide a global vision of objectives and results of past and ongoing Coordination and Support Actions (CSA)
- **OBJ2:** Maximise the impact of CSAs results, making them readily available, integrated and especially *actionable* by industries and policy makers.
- **OBJ3:** Analyse the existing gaps and identify the challenges to be addressed, through a multistakeholders' collaboration
- **OBJ4:** Raise awareness and communicate the CSAs' contribution in addressing the Bioeconomy related challenges
- **OBJ5:** Provide actionable recommendations and suggestions for future programming activities in the field of bio-based industries, contributing to the creation of a stimulating environment for sustainable, strong and competitive bio-based industry in Europe

# Main activities - Approach



Map the knowledge deriving from the completed and ongoing CSAs related to Bioeconomy



Create and animate a Europe wide network of stakeholders at regional, national and European level



Support MML to identify gaps and challenges and provide recommendations and suggestions



Transform the outcomes of the CSAs projects in Actionable Knowledge for the stakeholders



Raise awareness on CSAs results and promote exploitation of LIFT assets by the stakeholders

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This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 837858.



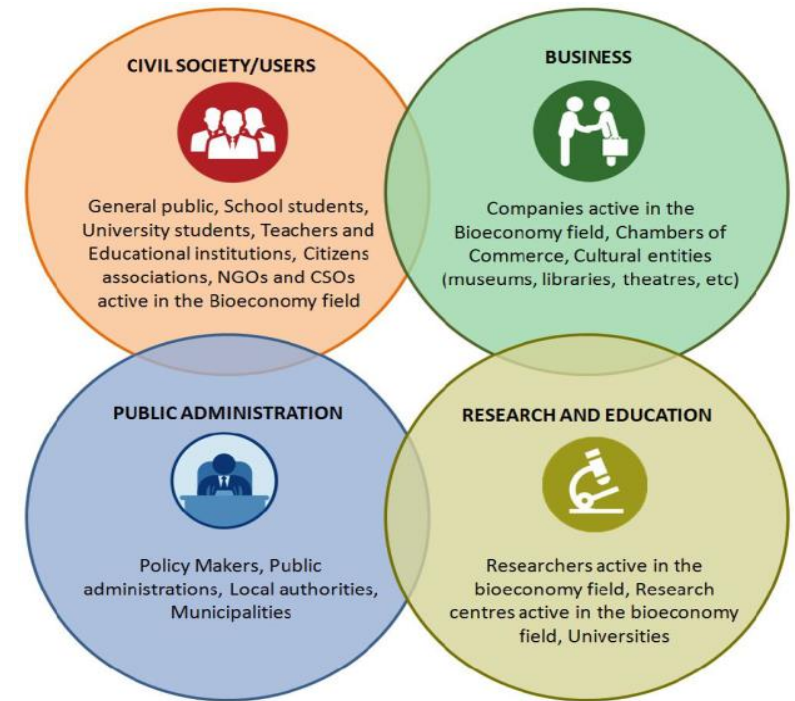
# BIOVOICES: Objectives

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- **OBJ1:** Promote Multi-actor dialogue and Multi-stakeholder co-creation of research, innovation, development and political context in Bio-based economy
- **OBJ2:** Design and promote a MML (Mobilisation and Mutual Learning) platform, engaging different stakeholders at European, National and Local levels, including a plurality of perspectives, experiences, interests, aspirations and knowledge
- **OBJ3:** Increase the quality, relevance, social acceptability and sustainability of research and innovation outcomes in the Bio-based domain, thus minimizing the technology mismatches
- **OBJ4:** Through the BIOVOICES multi-stakeholders platform, design and implement an action plan fostering the awareness of the wider public about the benefits and potential social, economic and environmental impact of the Bioeconomy and widening the diffusion of BBP (Bio-based products)

# BIOVOICES: Methodology

- The **Quadruple Helix** (Yawson, 2009) approach is grounded on the idea that innovation is the outcome of an interactive process involving different spheres of actors, each contributing according to its “institutional” function in society (**OPEN INNOVATION**).
- **BIOVOICES** is establishing a multi-stakeholder **platform** and animating open dialogue and collaboration between the above mentioned Quadruple Helix stakeholders to co-create the future, using the **Mobilisation and Mutual Learning (MML)** approach. This methodology promotes the sharing different perspectives, ideas, knowledge and experiences in ***open facilitated settings***.







# The role of communication and education to promote changes in purchasing habits and increasing the acceptance of bio-based products

On Monday 8 July 2019 (09.30-17.00), the day before the conference *European Bioeconomy Scene 2019* ([www.bioeconomy.fi/eubioscene19/](http://www.bioeconomy.fi/eubioscene19/)), EU-funded bioeconomy communication and awareness raising projects, in collaboration with the European Bioeconomy Network, will jointly host a workshop at the Finnish Ministry of Education and Culture.

- The workshop will focus on the experiences and challenges of:
- awareness raising and communication on the circular bioeconomy, and
- Increasing the acceptance of bio-based products.

Participation is free, but registration in advance is required: [www.biovoices.eu/helsinki](http://www.biovoices.eu/helsinki)

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