



# Monitoring and assessment plan

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Monitoring and assessment plan

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## Monitoring and assessment plan

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## 1. EXECUTIVE SUMMARY

The monitoring and assessment plan of the BBI.S2-2015 project “Increase public awareness of bio-based products and applications supporting the growth of the European bio-economy” BIOWAYS, has been developed as part of T5.1 and is closely linked with T2.1 “Review and assessment of the bio-based products current market update and applications and their future potential” and T2.2 “Identification and analysis of public perception of bio-based products”. The plan includes:

- A list of impacts to be monitored
- identification and selection of relevant indicators
- methodologies to measure the progress
- partners responsible for each activity
- monitoring time-plan
- input mechanisms to feed into the BIOWAYS communication plan

The monitoring and assessment plan will serve as a basis for implementing the monitoring of the indicators and assessment of the impacts of the BIOWAYS project in T5.2 “Monitoring and adjusting activities”. The results of the monitoring will be integrated into two monitoring reports (M12; M20), that will include recommendations for adapting BIOWAYS priorities, the communication of key messages for the communication programme. The reports will be presented to the BIOWAYS consortium, and discussions will follow leading to decisions on the adaptations to be implemented during the project.

## Index

1. Executive Summary .....	4
2. Introduction.....	6
3. Context .....	7
3.1. Objectives and Expected impacts .....	7
3.2. Project activities to reach the objectives.....	8
4. The description of the monitoring and assessment activities .....	10
4.1. Methodology .....	10
4.1.1. Structure of monitoring and assessment activities .....	10
4.1.2. Objective of monitoring and assessment .....	11
4.1.1. Processing data .....	12
4.1.1. Presenting findings/recommendations .....	12
4.1. Detailed plan.....	13
5. References .....	21

## Index for Figures

Figure 1: Main stages of evaluation.....	11
Figure 2 : Path from facts to recommendations, Logic Flow diagram .....	12
Figure 3: Interrelations between tasks and WPs .....	20

## Index for Tables

Tabel 1: Project Activities .....	8
Tabel 2. Detailed plan.....	14

## 2. INTRODUCTION

The objective of the Monitoring and Assessment plan is to create a source document for monitoring the progress of the BIOWAYS communication programme towards the expected objectives and impacts.

In parallel to developing the Monitoring and Assessment plan a review and assessment of the current market uptake of bio-based products and applications and their future potential is under development (T2.1).

According to initial results from this review, there is a growing demand for bio-based products due to their positive environmental impacts like reduced emission of greenhouse gases, reduced toxic waste streams into air, rivers and land and reduced reliance on fossil fuels as well as their economic impacts such as stronger farm-based domestic economies, new job opportunities and their contribution to sustainable development.

There are also several **drivers** positively influencing the uptake of bio-based products in the world and in Europe. One of the biggest drivers in Europe is increasing regulatory pressure and fiscal incentives set by governments. It is evident from several studies<sup>1</sup>, that the countries with strategies/regulations/legislation for promoting the bio-economy in Europe, have achieved higher usage and acceptance of bio-based products (e.g. in Germany, Nordic countries, the Netherlands).

There are, however, also several **barriers** hindering the uptake of bio-based products. Of those the biggest are higher prices compared to conventional products and a lack of awareness (as well as confidence, acceptance, and engagement) of the benefits of bio-based products amongst the general population.

This lack of awareness of bio-based products, their benefits over conventional products and the bio-economy in general is one of the key issues being addressed by the BIOWAYS project. With increased awareness, increased confidence in bio-based products, more visibility of bio-based research results and greater engagement between consumers and bioeconomy actors will follow. Consequently our monitoring and impact assessment activities will evaluate how our project's communication programme has contributed to the increase of awareness (as well as confidence, acceptance and engagement) among people about the benefits of bio-based products.

The Monitoring and Assessment plan will consist of two parts:

- Context of monitoring and assessment activities
- Monitoring and assessment methodology and plan

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<sup>1</sup> "Assessment of the Bio-based Products Market Potential for Innovation" BIOCHEM PROJECT ,BIO-TIC Market Roadmap, Biolubricants Market Size, Global Industry Report, 2024, "Biolubricants Market - Global Scenario, Trends, Industry Analysis, Size, Share And Forecast, 2010 – 2018"

## Monitoring and assessment plan

The first part will provide an overview of the BIOWAYS project and the activities that are subject to monitoring and assessment.

The second part will provide an overview of the methodology of the monitoring and assessment and present a detailed plan of the impacts to be monitored, indicators to be used, methodologies to be used to measure progress, partner responsibilities and a time-plan.

### 3. CONTEXT

The objective of the Monitoring and Assessment plan is to create a source-document for monitoring the progress of the BIOWAYS communication programme towards the objectives and expected impacts. In the following paragraphs a brief overview of those objectives and impacts, as well as specific activities, is provided to explain the context of the monitoring and assessment activities.

#### 3.1. OBJECTIVES AND EXPECTED IMPACTS

The objectives of the BIOWAYS project are to:

1. Understand the potential of bio-based products and the bioeconomy in general.
2. Create sustainable multidisciplinary communities to enhance the visibility of bio-based products and applications.
3. Develop, stimulate and support a permanent mechanism of communication on general and scientific knowledge on bio-based products and bio-economy (in an accessible, non-scientific way) for citizens in order to enhance their awareness about bio-based products and applications and to increase the societal confidence related to bio-based products and industries.
4. Establish channels of communication between BIOWAYS and other communication programmes on bio-based products within H2020 and regional activities.
5. Develop added-value teaching materials and promote their use in educational systems.
6. Contribute to the better implementation of the BBI JU programme.

By developing the proposed communication programme, the project expects to achieve the following impacts:

- an increase of societal confidence in bio-based products and bio-based industries;
- increased engagement by end-consumers in the bioeconomy;
- increased awareness and acceptance of bio-based products amongst Europe's general public, students, scientists, media and policy makers, both in terms of what they deliver now and in terms of their potential in the future;
- increased visibility of the research and results of EC-supported bio-based projects;
- increased engagement between the wider public and scientists working in this sector.

### 3.2. PROJECT ACTIVITIES TO REACH THE OBJECTIVES

The BIOWAYS project will carry out the following activities to meet its the objectives and achieve the expected impacts. The following table only includes activities that are part of our proposed communication programme and leaves out supporting activities (e.g. Project Management).

**Tabel 1: Project Activities**

WP2. Analysis of the bio-based products and applications potential and contribution to the success of a bioeconomy	
Activities	Description
T2.1 Review and assessment of the current market uptake of bio-based products and applications and their future potential	Literature review and interviews to map current position
T2.2 Identification and analysis of public perception of bio-based products	Survey about: <ul style="list-style-type: none"> <li>• consumer engagement;</li> <li>• societal awareness of bio-based products</li> <li>• public understanding and acceptance of the socio-economic and environmental benefits of bio-based industries</li> </ul>
T2.3 Screening and collecting information on relevant initiatives at European and regional level supporting the development and uptake of bio-based products towards a sustainable bioeconomy	Review of projects and national initiatives in the field of bio-economy
WP3. Develop the project communication framework	
Activities	Description
T3.1 Development of the BioWatch platform	Publicly-accessible, collaborative digital platform, to provide information about bio-based products and industry and encourage interaction between them and the public.
T3.2 Development of content for an e-Library	Fact-sheets, studies, case-studies and facts and figures to be uploaded to BioWatch platform
T3.3 Development of the training contents	Training materials for students from primary schools, secondary schools, University & PhD students, adults without any specific educational prerequisite or attending



Monitoring and assessment plan

	vocational courses.
T3.4 Development of the training tools	Innovative training tools that will be distributed through the BioWatch platform, social media pages and the BIOWAYS website (Interactive games or gamified solutions for learning, Educational videos, Educational Multimedia Presentations)

**WP4. Fostering public dialogue and the active engagement of stakeholders**

Activities	Description
T4.1 Building and liaising with the reference group	Building a reference group consisting of stakeholders working day to day within bio-based industries and asking them to take part in project activities
T4.2 Organisation of thematic workshops, social hack days and e-conference	Organisation of 7 Thematic Workshops (1 in each partner country), Social Hack Days and e-Conferences. These will be targeted at both, researchers and stakeholders (policy makers, public institutions, civil society, trade unions, practitioners, etc.) from a multidisciplinary policy perspective.
T4.3 Organisation of BarCamps and Thematic Charrettes	Organisation of 7 barcamps and 2 charrettes.
T4.4 Organisation of pilot training seminars	Pilot training seminars will be organised using the training contents and the training tools developed in WP3

**WP5. Impact assessment and recommendations**

Activities	Description
T5.1 Development of a monitoring and assessment plan	Current plan
T5.2 Monitoring and adjusting activities	Implementation of current plan
T5.3 Recommendations and good practices	Recommendations from our project distributed to other projects in H2020 on bio-based products and to regional activities.

**WP6. Project dissemination, Exploitation and Sustainability**

Activities	Description
T6.1 Strategic Dissemination and Communication plan and Data	Dissemination and communication strategy for achieving the greatest possible impact and

Monitoring and assessment plan

Management Plan	Data Management Plan in accordance with the guidelines in the H2020
T6.2 Dissemination and communication activities	Website, BioWatch platform, social networks, newsletters, press releases, executive summary of the project final report, participation and organisation of events.
T6.3 Development and maintenance of the BIOWAYS contact list	The contact list be used to encourage discussion and networking in the BIOWAYS LinkedIn Group and the BioWatch platform and in project activities
Task 6.4. Liaison with existing networks and initiatives	Joint activities with other projects with the aim of increasing collaboration and dissemination of the project outcomes
Task 6.5. Sustainability plan	Report to be distributed throughout the BIOWAYS network, developed over the project and including multiple stakeholders, that outlines how the methodologies developed and the communication tools implemented can be maintained and used beyond the project lifespan.

## 4. THE DESCRIPTION OF THE MONITORING AND ASSESSMENT ACTIVITIES

This section will provide an overview of the methodology of the monitoring and assessment activities and present a detailed plan of the impacts to be monitored, indicators to be employed, the methodologies being used to measure progress, partners' responsibilities and a time-plan.

### 4.1. METHODOLOGY

#### 4.1.1. Structure of monitoring and assessment activities

The structure of the monitoring and assessment activities is based on the main stages of evaluation. The stages are presented on figure 1 (Source: Civitta).

Monitoring and assessment plan



Figure 1: Main stages of evaluation

The stages will be described in more detail in the next paragraphs.

#### 4.1.2. Objective of monitoring and assessment

The objective of the BIOWAYS monitoring and impact assessment activities is to evaluate how the project’s communication programme has contributed to the increase of awareness/engagement/public acceptance/market uptake of bio-based products. The objective corresponds to the objectives of the BIOWAYS project, that are described in section 3.

The expected results of these monitoring and impact assessment activities to be delivered to the BIOWAYS consortium and European Commission are:

- two monitoring reports (in M12 and in M20), that include recommendations for adapting BIOWAYS priorities, the communication of key messages and the communication programme;
- A final monitoring report that includes recommendations and examples of good practice on how to facilitate the up-take of bio-based products for other BBI projects (M24).

In preparing the monitoring and assessment plan a set of evaluation questions was formulated based on:

- the main impacts to be monitored as described in the proposal;
- interpretation of the impacts;
- evaluation of information available/needed to carry out the monitoring and assessment.

The following broad evaluation questions were formulated:

- To what extent has there been an increase in awareness of bio-based products among the general public?

Monitoring and assessment plan

- To what extent has there been an increase in public acceptance of the socio-economic and environmental benefits of bio-based products?
- To what extent has there been an increase of societal confidence (trust) related to (new) bio-based products?
- To what extent has there been progress in consumer engagement in the bio-economy?
- To what extent has the market-uptake of bio-based products improved?

As a next step, specific indicators, detailed evaluation questions and methods for collecting the necessary data have been formulated. The indicators, detailed evaluation questions and methods are outlined in the table in section 4.2.

#### 4.1.1. Processing data

In the processing of data stage, the data gathered will be synthesised, analysed and evaluated in light of the main indicators and evaluation questions.

In the impact assessment/ answering the evaluation questions phase, the results of the analysis will be interpreted and assessed through answers to the evaluation questions and an evaluation of the situation.

#### 4.1.1. Presenting findings/recommendations

In the Findings and recommendations stage, the most important findings will be constructed based on the evaluation. The findings have to be clearly defined, impartial, precise, logical and based on facts. The main analysis tool here is generalization using the methodology described in the following logical flow diagram (see figure 2).



Figure 2 : Path from facts to recommendations, Logic Flow diagram

For every main indicator/evaluation question there has to be at least one finding. If it is not feasible to make such generalizations based on the evaluation, then the answer to this evaluation questions has to be - “it is not possible to give relevant answer” and a reason given for this position.

The final step is providing recommendations. Here it is vital to observe that for each finding there is at least one recommendation and each recommendation is based on at least one finding. The findings have to be concrete actions that can be put into practise.

#### 4.1. DETAILED PLAN

The following table 2 presents a detailed plan of impacts to be monitored, indicators to be employed, the methodologies being used to measure progress, partners' responsibilities and a time-plan. The plan provides guidelines for implementing the monitoring of the indicators and assessment of the impacts of the BIOWAYS project in T5.2 Monitoring and adjusting activities.