



Bioways Newsletter

The BioWatch Platform

BIOWAYS has launched a new tool to help projects within the bioeconomy sector increase the awareness of their bio-based research findings.

BioWatch is an interactive online platform that provides projects in the bioeconomy sector with a free service to position themselves alongside one another and provide direct access to industry, political stakeholders, the media and the general public.

BioWatch can be described as an e-library for bio-based research and projects. Each project will have a SEED, which is a multi-media digital brochure. It displays information about your project in an accessible and engaging format. It will contain similar information to your own project website, but will also offer a stronger level of engagement with your audience that cannot be achieved by a website alone.

Interested stakeholders and general members of the public can both view your SEED, and you can communicate with both parties. Members of BioWatch can follow whichever SEEDs interest them and receive push notifications when an update has been made.

We are currently recruiting all BBI-JU projects in order to build a critical mass of bio-based research projects in one, single location – the BioWatch SEED Research Library.

Once this stage is complete, we will be launching a marketing recruitment campaign for members, which will be primarily aimed at industry and political stakeholders. We believe it is equally important to recruit members as it is to recruit projects because it increases awareness and engagement of this new, exciting tool.

As BIOWAYS is a Support Action of the BBI-JU, there will be a close relationship between the two. BioWatch will provide the BBI-JU with a continuously updated snapshot of all project developments. Key contacts within the organisation will be

regularly monitoring and utilising BioWatch so it is in the project's best interest to keep their SEED as updated as possible. This, in time, will be an extremely valuable resource when selecting projects to attend events and other actions.



[To find out more, take a look at the BioWatch platform now.](#)

Communicating research through gamification

BIOChallenge and Bio...What? Test your knowledge of the bioeconomy

A tool that is gaining popularity for teaching content and raising awareness to children and adults alike is the 'serious game'.

BIOWAYS has developed two games to promote knowledge of the bioeconomy. They aim to test people's knowledge of the bioeconomy and demonstrate how games can contribute to addressing and influencing attitudes and behaviours.

The first game, aimed at children, is "Bio...What?", a serious game developed by the [BIOWAYS](#) project in partnership with the [BioSTEP](#) project, both funded by BBI-JU under Horizon 2020.

Bio...What? aims to raise young generations' awareness of the bioeconomy, stimulating

curiosity and delivering information and content about bio-based products.

Through the game, the player will discover how different raw materials and feedstocks can be used to produce everyday objects and products like furniture, food packaging, disposable goods for catering, vehicle tyres, toys, textile products, office supplies and more.

The gameplay is engaging and active, taking inspiration from the Mario Bros game. Based on the number of correct answers and ability to avoid the traps and fossil-based obstacles, the player will get a score, shareable on Facebook to increase viral dissemination of the game.



Funded by the Horizon 2020 Framework Programme of the European Union (Grant Agreements n° 720762 and n° 652662)



Bio-based Industries Consortium

The second game, BIOChallenge, is an exciting game–quiz that will put your knowledge of the bioeconomy to the test!

The player has to respond to several questions about the bioeconomy before the time runs out.

This quiz was developed in collaboration with the **STAR-ProBio** project, also funded under Horizon 2020, which provided the content and BIOWAYS has designed and developed into the game.



Funded by the Horizon 2020 Framework Programme of the European Union (Grant Agreements n° 720762 and n° 727740)



Bio-based Industries Consortium

Both the games are available in English, Italian, Slovak, Greek, Portuguese, Estonian and Spanish.



[Link to the Bio...what? game](#)



[Link to the BIOChallenge game](#)

The power of synergies and collaborations

It is well known that collaboration and networking play a positive role in enhancing the impact and visibility of research results.

It is well known that collaboration and networking play a positive role in enhancing the impact and visibility of research results. They facilitate the exchange of information with other projects and platforms, ensure the transfer of know-how and experience, foster replication, and act as powerful multipliers that extend the reach of any given project.

The added value of collaboration is enabling solutions and results that otherwise would not have been possible. Tangible benefits include: development of collaborative tools and platforms, analysis and dissemination of good practice and success stories, exchange of relevant experience and know-how, organisation of joint actions, and more.

Developing a network is at the heart of BIOWAYS' mission to spread the concept of

the bioeconomy among organisations and citizens. During its first year, BIOWAYS has collaborated with over 150 agents from different countries, successfully communicating the value of research and innovation as a means of promoting the European bioeconomy.

Core project actions included the creation of networking and discussion spaces - both online and offline - such as the Biowatch platform, barcamps, charrettes, workshops, reference groups, communication and learning tools such as online games and videos, the organisation of dissemination events, and more. The involvement of a wide range of stakeholders was encouraged to facilitated alliances, synergies and the exchange of knowledge, experience and expertise.

Some results of these collaborative activities are:

Games

"BIO Challenge" was developed in collaboration with [STAR-ProBio](#) project, who provided the contents, while BIOWAYS designed and developed the game; **"Bio...What?"** was developed in partnership with the [BioSTEP](#) project. Experimentation of gamified solutions for learning was performed in collaboration with "06 Scienza" and "Frascati Scienza" during **Makers Faire (Rome, 2017)**.

Survey

More than 30 projects participated in a survey to collect meaningful evidence and information regarding expected outputs and market uptake, legislation and policy framework, the user's perspective and the impact, visibility and exploitation potential of their research work. You can see a list of these projects [HERE](#).

Learning materials

70 “60 seconds science videos” were shot with the help of collaborating researchers during the Maker Faire. Access to the videos [HERE](#).

Events

Projects like ISAAC, MEAL and DANDELION worked with us to organise the Thematic Joint Workshop at a researcher’s night in Rome (28.09.2017) called “Educational games and educational solutions to increase the impact of scientific and research results and involve the general public and new generations”. The University of Porto also

Guidance and assessment

Experts from 14 entities related with circular economy collaborate with BIOWAYS as members of our Reference Group. See the Members of the Reference Group [HERE](#).

collaborated with BIOWAYS to participate in the researcher’s night Aveiro (29.09.2017); STARProBio co-organized a charette at the Maker Faire, with the participation of 13 projects, eight research centres, 15 companies and startups and six Associations. 30 projects were partnered at the Bioeconomy Village at the Maker Faire.

BIOWAYS strengthened by two follow-up projects

We are glad to inform you that BIOWAYS has two follow-up projects which will contribute to the EU’s ambition to build the world’s leading bio-based economy. Five BIOWAYS partners will be involved in the new BIOVOICES and BIOBRIDGES projects.

BIOVOICES is a three-year project (started in January 2018) which will tackle bio-based related challenges by establishing a multi-stakeholder platform and will ensure the engagement of all relevant stakeholders. It will increase the quality, the relevance, the know-how and the social acceptability of bio-based products for a prosperous bio-economy and a sustainable world.

During next three years, BIOVOICES will organise more than 50 European, national and regional co-creation events and you will

have the opportunity to be part of it! You will receive information about the BIOVOICES activities, events and results.

BIOBRIDGES is a two-year action which will boost the marketability of bio-based products by establishing close cooperation and partnership between bio-based Industries (BBI), brand owners and consumers’ representatives. The ultimate goal is to stimulate and support the active engagement of and interaction between all stakeholders (including local communities

and local authorities) and improve market acceptance of bio-based products.

In order to send you information, you have been added to the BIOVOICES and BIOBRIDGES (starts in October 2018) projects' contact lists!

If you are not interested in receiving information and opportunities from BIOVOICES and BIOBRIDGES, please click [here](#) and send us an email to unsubscribe. Information sheet and informed consent are automatically accepted (please click [here](#) to download the documents).

IN CASE YOU MISSED IT

The Bioeconomy Village BIOWAYS at the Maker Faire Rome

DATE

1-3 December 2017

LOCATION

Rome

Promoted by the **BIOWAYS** and **STAR-ProBio H2020-EU** projects, the **EC-funded Bioeconomy Village at the Maker Faire Rome** has achieved great success in terms of public involvement and participation.



BIOECONOMY VILLAGE



VISITA IL BIOECONOMY VILLAGE!

Incontrerai più di 30 università, centri di ricerca, industrie e progetti Europei, per conoscere la Bioeconomia e i prodotti da fonti rinnovabili di uso quotidiano



 Games area	 Biocarburanti e bioenergia	 Biorisanamenti ambientale e smart biologici
 Agricoltura, food nutraceutici e pesca	 Edilizia, costruzioni e restauro: pitture, decorazioni e mobili	
 Pulizie e igiene cura personale e cosmetica salute, biomedica	 Imballaggi per alimenti, prodotti monouso per catering ed eventi	 Prodotti tessili, abbigliamento, sport e giocattoli



Through the exhibition of products, examples, curiosities, thematic workshops and practical demonstrations, visitors to the Bioeconomy Village were shown how the bioeconomy is increasingly a part of our daily life.

In the nine thematic areas there were 43 national and European projects, research centres, organisations and associations.



The presence of 90 researchers, 35 of whom were always present and available at the exhibition area, made the bioeconomy and its applications easily understandable to the general public.

15,000 informative speeches and demonstrations took place!



The Bioeconomy Village hosted:

14 Projects

BIOWAYS, STAR-ProBio, ISAAC, Karma2020, BIOPEN, Demeter, First2run, Leguval, Biobottle, CYAO, FOOD CROSSING DISTRICT, Dendromass4Europe and ValoriBio.

16 Companies and Startups

Eni, NOVAMONT, Minimo Impatto, Algaria, MOGU, BioInnoTech, CHIMAR, AlgaRes, SINGTEX® INDUSTRIAL CO, ROELMI HPC, Wile AlpacaFarm, Okka, Turbliss, Crickè and Funghi Espresso.

8 Research Centres

University of Bologna, CNR, 'La Sapienza' University of Rome, Unitelma Sapienza, University of Tor Vergata, University of Turin (Mat4Treat), ENEA and University of Modena and Reggio Emilia.

5 Associations

Chimica Verde Bionet, O6scienza, Frascati Scienza, Federcanapa, South Hemp, Tecno and Azzero CO2.



[Watch the video of the BIOWAYS project events!](#)

The BioEntrepreneurship Day

DATE

15th February 2018

LOCATION

Tartu, Estonia

On 15th February 2018, BIOWAYS, together with the University of Tartu and the Bioscience Students' Association organised the BioEntrepreneurship Day in Tartu, Estonia.

The aim of the event was to discuss and brainstorm about possibilities for the development of the bioeconomy by encouraging bio-entrepreneurship and the uptake of careers in bio-economy/technology fields.

During the event:

- ◆ Madis Tilga from Norden talked about the big challenges we are facing today e.g. climate change, biodiversity loss, the need for sustainable economies, and how the bioeconomy can contribute to tackling those challenges.
- ◆ University of Tartu, Cleantech ForEst and StartMeUp presented different programmes and events for developing bio-entrepreneurship and bio-careers.
- ◆ Kristiina Laurits, representing BIOWAYS, talked about the coming BioInnovation Days 2018.
- ◆ Several companies in the field of bioeconomy and biotech presented their success stories and discussed barriers encountered and future potential for developing the bioeconomy.
- ◆ There was also a quick brainstorming session for business ideas and solutions to foster the development of the bioeconomy.

The event had 81 participants, among them university students, young researchers, entrepreneurs, practitioners, civil society and policy representatives.

The main takeaway from the event was that the bioeconomy offers the most sustainable solutions to society's greatest challenges. The road to the future is back to nature. We should consider moving towards Bioeconomy 2.0, meaning living off the land again, with more knowledge to use biological resources with maximum effect. For this we need to encourage bio-entrepreneurship and the uptake of careers in bio-economy/technology fields to come up with new solutions, ideas, products and services in the bio-field.

Upcoming Events

BIOWAYS barcamp

12-13 April 2018
Tartu - Estonia

On 12-13 April 2018 Civitta Estonia will organise a BIOWAYS barcamp in Tartu, Estonia. The barcamp will be organised during Students' Science Fair, which is an annual event for all of those interested in science – children, students, teachers, parents, etc. The venue of the event is the biggest museum in Estonia, the Estonian National Museum.

The aim of the event is to raise the awareness of participants about bio-based products and bioeconomy by playing the online games **Bio...What?** and **BIOCHALLENGE** and showcasing several innovative bio-based products in our **Bio-Exhibition**.

More information about the event [HERE](#).

BBI JU Info Day 2018

17 April 2018
Brussels, Belgium

The aim of the event is to bring together potential participants interested in the BBI JU 2018 Call for proposals.

The morning sessions will provide information about the BBI JU initiative and all aspects of the call process.

The afternoon will provide an opportunity for participants to hold face-to-face meetings that can be scheduled as of 8th of March using the professional/corporate profile in the [BBI JU Partnering Platform](#).

More information about the event and registration [HERE](#).

Global Bioeconomy Summit 2018

19-20 April 2018
Berlin, Germany

The second Global Bioeconomy Summit will be held in the Telekom Forum in Berlin on the 19 and 20 of April 2018.

This will be a great opportunity for discussing how bioeconomy would best contribute to green growth, the sustainable development goals and to climate change mitigation and adaptation.

More information about the event [HERE](#).

BioInnovation Day 2018

27-28 April 2018

SPARK Demo
Business Centre,
Narva mnt 3,
Tartu, Estonia

BioInnovation Days 2018 is an international hackathon devoted to finding innovative solutions in the fields of bioeconomy, biotechnology and biomedicine.

It is organised as a joint event by BIOWAYS, EIT Health, EstLat BioBoost, Startmeup, PointLab, ePerMed, Cleantech ForEst, Nordic Council of Ministers' Office in Estonia - Norden, University of Tartu, Tartu Biotechnology Park and Association of Bio-Sciences Students.

We invite students, researchers and scientist-entrepreneurs in the fields of bioeconomy, life-sciences,

medicine and IT from the Baltic Sea Region and all over Europe to:

- Come up with innovative ideas and solutions;
- Develop and test the ideas in teams with the assistance of experienced mentors;
- Pitch the ideas to an international jury audience of peers, industry, accelerators and potential investors.

For the full programme, registration information and more information about the event, please visit www.bioinnovationdays.ee

Participation is free, although it is necessary to register to attend.

11th International Conference on Bio-based Materials

15-16 May 2018
Cologne, Germany

The 11th International Conference on Bio-based Materials is aimed at providing international major players from the bio-based building blocks, polymers and industrial biotechnology industries with an opportunity to present and discuss their latest developments and strategies.

More information about the event [HERE](#).

7th International Bioeconomy Conference

6-7 June 2018
Leopoldina, Halle
(Saale), Germany

The motto of the conference will be "Bio meets Economy – Science meets Industry". The event is one of the most important dates of the bioeconomy in Germany. Here internationally renowned representatives from science and industry meet to intensively and productively exchange ideas on the latest research findings, innovations and market developments.

More information about the event and registration [HERE](#).



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