Bio-based Economy: network, innovate, communicate

2nd round of surveys on Public Perception of Bio-based Products.

In June 2019, BIOWAYS project ran the 2nd round of its online questionnaire survey aiming to assess the level of public awareness on bio-based products and their perceived benefits and risks, as well as to identify public recommendations and main practices beyond the project lifetime. More than 500 respondents across Europe participated in the survey sharing their opinions and perceptions on bio-economy and bio-based products.

The analysis revealed that consumers seem to have a positive attitude and interest towards bio-based products (140%) trusting them in terms of comfort (58.6%) and recognizing their positive environmental impact (56.2%).

Encouraging enough is the fact that most of the respondents (140%) feel that the visibility of bio-based products increases, while awareness about them has changed in the last two years (2018-2019). As a matter of fact, the respondents appeared to be familiar with the bio-based products that first application is related to fuels, such as paper products, packaging and cleaning material, cosmetics, etc.

More details on the results of the survey can be found here:

Read More

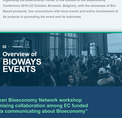
The power of synergies and collaborations

One of the most successful activities of the BIOWAYS project was to explore and promote active collaborations with EC funded projects in Bioeconomy. The success of this activity was a number of joint activities, including invitations to conferences and events to share results, co-organisation of events, workshops and exhibitions, bilateral knowledge circulation and sharing.

On 28 March 2019, the projects BIOFOCUS and BIOWAYS organised, in close collaboration with the Bioeconomy Stakeholders Forum, a joint workshop, bringing 23 projects: **BIOWAYS, BIOFOCUS, BLUCON, DABES, BioSTAR, AdvaC, BioCascades, CosmoBioBio, BioLoop, DiCOPIA, OptiPulp, BIOmasus, BIOSMART, PLATFORM, SUMMACQ, SuperHIS, OPTIMAL, STARGATE, PlantCellio, Biomotion, STAR.Profile,** (to share experiences, lessons learnt and action points for the future. The workshop was hosted by the Bioeconomy Forum in launch of the European Bioeconomy Network (welcome) was, an alliance of EU funded projects aiming at boosting the collaboration among projects and maximise the impact thanks to active synergies and joint activities.

The European Bioeconomy Network supports the European Commission in organising the Bioeconomy Forum in the context of the Bioeconomy Conference 2019 (22 October, Brussels, Belgium), with the showcase of Bio-Based products, the connections with local events and active involvement of its projects in promoting the event and its outcomes.

Currently the European Bioeconomy Network counts 17 projects, including BIOCUCO, BIOWAYS, STAR-Profile, AdvaC, Biocon, Isatis, PlantCellio, CosmoBioBio, BioCascades, BioLoop, Enviscaat, TZGE (Transition to Green Economy), TRADET, BioSTAR, AcoPulp, LAcoat, BIOSMOOD.



Overview of BIOWAYS EVENTS

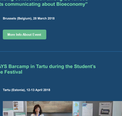
European Bioeconomy Network workshop "maximising collaboration among EC funded projects communicating about Bioeconomy"

Brussels (Belgium), 28 March 2019

More Info About Event

BIOWAYS Barcamp in Tartu during the Student's Science Festival

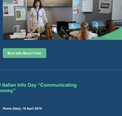
Tartu (Estonia), 12-13 April 2019



More Info About Event

BBI-JU Italian Info Day "Communicating bioeconomy"

Rome (Italy), 15 April 2019



More Info About Event

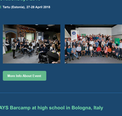
BioInnovationDays 2019

— 3411 **Tartu (Estonia), 27-28 April 2019**

More Info About Event

BIOWAYS Barcamp at high school in Bologna, Italy

Bologna (Italy), 19 April 2019



More Info About Event

BIOWAYS Barcamp at Bioeconomy Village at Unitelma Sapienza Rome

Rome (Italy), 24 May 2019

More Info About Event

The Free Market Road Show

Bratislava (Slovakia), 10 May 2019

More Info About Event

Green Day of the GLOBSEC 2019

Bratislava (Slovakia), 17 - 19 May 2019

More Info About Event

The Third Bioeconomy Course, University of South Bohemia, Czech Republic

České Budějovice (Czech Republic), 28 May 2019

More Info About Event

'Beat Plastic Pollution' World Environment Day

Rome (Italy), 5 June 2019

More Info About Event

Conference "Fatti di Plastica", in the context of the world environment day 2019

— 3411 **Rome (Italy), 05 June 2019**

More Info About Event

BIOWAYS Barcamp in Kiili Estonia

Kiili (Estonia), 6 June 2019

More Info About Event

Presentation of Bioways Project to students of Biotechnology grade Catholic Valencian University "San Vicente Martir"

Paterna (Spain), 8 May 2019

More Info About Event

BIOWAYS Barcamp in Thessaloniki, Greece

Thessaloniki (Greece), 31 May 2019

More Info About Event

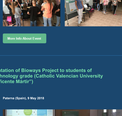
ISAAC final conference

Rome (Italy), 12 June 2019

More Info About Event

International Seminar: Bioenfoney of organic agrofood and urban wastes

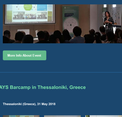
Paterna (Spain), 14 June 2019



More Info About Event

BIOWAYS Barcamp in Athens, Greece

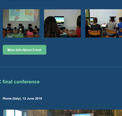
Athens (Greece), 6 June 2019



More Info About Event

BIOWAYS barcamp during the "Open Day" event at the Campus of Food Science in Cesena, Italy

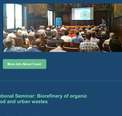
Cesena (Italy), 12 July 2019



More Info About Event

BIOWAYS champions the bioeconomy to thousands at New Scientist Live

London (UK), 26 September 2019



More Info About Event

03 –

Overview of DELIVERABLES

All BIOWAYS Deliverables are available on our website:

See Deliverables

D2.3 List of relevant initiatives supporting the development and uptake of bio-based products at European and regional level – AINIA

A total of 292 projects have been identified, and 34 have been interviewed.

D3.1 Development of the Bio-W@tch platform – IPL

This report summarises the development of Bioways' Collaborative Platform to be known as the BIOWATCH PLATFORM.

D3.2 Development of the content of the e-Library – FVA

During the second year of the project, the partners collected and inserted in the BIOWATCH platform the most relevant publications, documents and reports dealing with Bioeconomy.

D3.3 Development of the training contents – UNIBO

This deliverable describes the process adopted to collect the material to be used to develop the educational tools.

D3.4 Development of the training tools – FVA

This deliverable describes the BIOWAYS toolkit for educational proposes.

Explore the BIOWAYS toolkit **here.**

Bio...What? — Serious Game

Inspired by the Super Mario game, it takes the player on a fun-packed adventure on which he/she will encounter all sorts of enemies and traps (the fossil-based products).

Languages: English, Italian, Greek, Spanish Portuguese, Slovak, Estonian
Target audience: Children and teenagers

Visit

Biochallenge — Serious Game

A quiz game that poses several questions about the bioeconomy, to highlight the clear differences in terminology, between concepts such as "bio-based", "biodegradable", "biobased", "sustainable" and "organic" products.

Languages: English, Italian, Greek, Spanish Portuguese, Slovak, Estonian
Target audience: Teenagers and Adults

Visit

BioEsGA — Serious Game

A quiz game that poses several questions about the EU update of its bioeconomy strategy. The game highlights the new concepts included in the revision of the bioeconomy strategy through a visually engaging quiz game.

Languages: English
Target audience: Experts in the Bioeconomy

Visit

Educational video about biobased products

Video that shows that bio-based products are already part of our everyday lives and the viewers can find out some fascinating facts about the bioeconomy.

Languages: English, Estonian, Slovak, Italian, Spanish, Greek, Portuguese
Target audience: The large public and students

Visit

14 sixty seconds science educational videos

Informative testimonials presented by researchers to explain the latest research and new trends for bio-based products

Languages: English
Target audience: The large public and students and experts

Visit

7 Educational multimedia presentations

Training contents to be used in workshops, seminars, training activities

Languages: English and Italian (easily translatable by anyone)
Target audience: The large public and students (secondary, high school and first year of university)

Visit

59 Application areas Factsheets

Factsheets about the most up-to-date research in all different fields of the bioeconomy

Languages: English and Italian (easily translatable by anyone)
Target audience: The large public, students and experts

Visit

8 Biobased products Factsheets

Factsheets about bio-based products

Languages: English
Target audience: The large public, students and experts

Visit

D4.1 Report on liaising activities with the reference group – PEDAL

This deliverable comprises a report on Liaising Activities with BIOWAYS Reference Group aiming at creating a community of international experts.

D4.4 Training pilots and guidelines for deployment – UNIBO

This deliverable reports about the training seminars that have been organized by the Consortium to test BIOWAYS training materials and tools and to inform and raise awareness of general public on bio-based products, and in particular of youngest people.

D5.1 Monitoring and assessment plan – CIVITTA

The monitoring and assessment plan served as a basis for implementing the monitoring of the indicators and assessment of the impacts of the BIOWAYS project.

D5.2 Monitoring report – CIVITTA

D5.2 monitoring report gives an overview of the monitoring and impact assessment activities carried out during the first year of the project.

D5.3 Second monitoring report – CIVITTA

D5.3 monitoring report gives an overview of the monitoring and impact assessment activities carried out during Year 2.

D6.14 BIOWAYS contact list gap analysis results year 1 – AINIA

This analysis aims to ensure that BIOWAYS is effectively reaching its target groups in a sufficient number, and that the recipients of the information can be properly categorised into groups of interest for each networking and dissemination activity.

04 –

Conclusions

The end of a successful project... the follow-up... and the birth of a new one

Access BIOWAYS Toolkit materials and start to promote the Bioeconomy!

The toolkit is designed and produced in the context of the BIOWAYS project by the consortium partners. Some of the tools have been designed in collaboration with other EC funded projects. The toolkit is a combination of informative and educational material in the form of serious games, videos, factsheets and educational presentations. The toolkit is freely available for anyone interested on communicating, disseminate and educate people about bioeconomy.

Look !

The end of BIOWAYS project

The BIOWAYS project was a 24-month project and started in October 2016. The consortium was made up of seven partners from seven different countries: Greece, Portugal, Italy, United Kingdom, Slovakia, Spain and Estonia.

Our team was made up of consultant companies, university and communication experts whose expertise have come together to develop excellent promotional and educational materials and to design and implement public engagement activities with the aim of promoting bio-based industries and the bioeconomy in general.

The promotional and educational materials developed by BIOWAYS amount to: 16 videos, 7 educational multimedia presentations, 67 application areas fact sheets, 8 bio-based products fact sheets were developed. While our events, amounted to: 14 Barcamps, 2 Charrettes and over 15 Thematic Workshops spanning over 12 locations from 6 different countries (Slovakia, Belgium, Greece, Estonia, Italy, Czech Republic, Spain and Portugal).

Yes the project is over, but our work will continue to promote the bioeconomy! Join the **BioWatch platform**, add documents to the **e-Library**, download our **Toolkit** and start to promote the economic, environmental and social benefits of the bioeconomy!

BIOVOICES project

BIOVOICES is a 36 months proposal aiming at engaging all relevant stakeholder groups "voices" (policy makers, researchers, the business community and the civil society) in order to address societal, environmental and economic challenges related to bio-based products and applications.

Basing on **Multilation and Mutual Learning (MML)** platforms and methods developed by previous EU projects, BIOVOICES will involve the 4-helix stakeholder groups through **MML Workshops** and methods tackling specific **challenges obstructing bioeconomy uptake.**

Our second MML Workshop was held on the 28th and 29th of September 2018 in Bratislava, Slovakia. Interested? We'll keep you posted!

Subscribe to BIOVOICES newsletter | Visit Website

The birth of a new project: BIOBRIDGES

BIOBRIDGES officially started on the 11th of September 2018.

The aim of this project is to ensure the marketability of bio-based products by establishing primary partnerships between Bio-based Industries, Brand owners and consumer representatives in cooperation with other stakeholders like local communities, local authorities and industrial actors in order to create at least 2 new cross-sector interconnections in bio-based economy clusters.

The Consortium will build on the work done by projects BIOWAYS, BIOVOICES and BIOSTEP, are you ready to boost the bioeconomy market?

Next Interesting event

13th European Bioplastics Conference

TYPE
Conference

DATE
04 - 05 December 2018

LOCATION
Berlin, Germany

See more

Co-ordinated by the Hellenic Chamber of Commerce and Industry of Laconia (EKEM)
Project Number: 2016-1-EL01-KA202-024-4

www.bioways.eu