



biobridges

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FOR THE MARKETABILITY OF SUSTAINABLE BIO-BASED PRODUCTS

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 **Horizon 2020**
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 **BBIIJU**

 **Bio-based Industries
Consortium**

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Proceedings from the European, national and regional co-creation events and policy debates 3

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Coordinator GLOBAZ, SA - LOBA (www.loba.pt) – Portugal - **Ms. Candela Bravo**

Project Overview

BIOBRIDGES is a 24 months action aiming at boosting the marketability of bio-based products - BBPs 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 among all stakeholders (including local communities and local authorities) and improve market acceptance of BBPs.

BIOBRIDGES will design and implement replicable methodologies, procedures and good practices supporting multistakeholders' interaction, leading to new cross-sector partnerships. Main activities will be:

- Identify the cooperation challenges among consumers, brand owners and BBI
- Create a sustainable multi-stakeholder community involving consumer representatives, BBI and brand owners from different bio-based economy clusters and stimulate dialogue and cooperation
- Following a co-creation approach, increase consumers' and brand owners' awareness, confidence and trust on the benefits of BBPs compared to the fossil-based counterparts,
- Support the establishment of at least 2 new cross-cutting interconnections in bio-based economy clusters and define replicable procedures and good practices leading to the establishment of new cross-sector partnerships and business opportunities
- Stimulate the multi-stakeholder discussion toward pre-and co-normative research, new standardisation/labelling and emerging co-creation models (B2B and B2C).

At the end of the project, at least 2 new cross-sector interconnections in bio-based economy cluster will be established, while the foundations for the creation of new ones based on the arguments, best practices and recommendations deriving from the project will be formed.

The BIOBRIDGES consortium merges a variety of complementary expertise, aiming to build a consistent multi-actor approach integrating 9 partners already involve in other projects like BIOWAYS, BIOVoices and BIOSTEP.

Consortium	
Estonia	Civitta Eesti As
Italy	Fva Sas Di Louis Ferrini & C
Greece	Q-plan International Advisors Pc
Germany	Ecologic Institut Gemeinnützige GmbH
Italy	Agenzia Per La Promozione Della Ricerca Europea
Croatia	Particula Group Drustvo S Ogranicenom Odogovomoscu Zausluge
Slovakia	Pedal Consulting Sro
Spain	Asociacion Espanola De Bioempresas

Budget 995.485 EUR | **Contact** info@biobridges-project.eu

Table of contents

1. EXECUTIVE SUMMARY	5
2. Introduction.....	7
3. Methodology	7
4. Quantitative overview of the organised events	8
5. Qualitative overview of the organized events	8
5.1. National co-creation workshop in Greece I.....	9
5.2. National co-creation workshop in Greece II.....	14
5.3. National co-creation workshop in Italy I.....	18
5.1. National co-creation workshop in Spain I	22
5.2. European co-creation workshop I.....	29
5.3. European co-creation workshop II.....	37
5.4. European co-creation workshop III.....	47
6. Bridge2Brands.....	56
6.1. Bridge2brands for P&G - Sustainable, Circular and Bio-based Materials and Solutions for Braun and Oral-B.....	56
6.2. Bridge2brands for FCA: Sustainable, Circular and Bio-based Materials and Solutions for CRF – Fiat Research Centre – FCA.....	57
7. Lessons learnt	58
8. Conclusions	59
9. Annex A. Overview of co-creation events organized by the BIOBRIDGES project	60

1. EXECUTIVE SUMMARY

The BIOBRIDGES project (www.biobridges-project.eu) is funded by the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme (Grant Agreement No 792236). The project aims to foster cross-sector partnerships between bio-based industries, brand owners and consumer representatives, to improve the marketability of sustainable bio-based products.

The project facilitated stakeholder collaboration using a co-creation approach, by raising awareness among stakeholders on their peer's different needs and expectations, addressing shared challenges, and maximising opportunities and supporting strategic partnerships.

BIOBRIDGES's target stakeholders were bio-based Industries, brand owners/retailers and consumers representatives, but also involved other relevant actors, such as policy makers and researchers, to ensure the inclusion of a wide array of perspectives.

To reach the above-mentioned objectives, the project organised 24 co-creation events at different geographical levels:

- **The European co-creation events** were organised in the framework or in conjunction with EU fairs, conferences, etc. They provided unique perspectives on the bioeconomy and its value chains from industry, brand owners and consumer representatives.
- **The BIOBRIDGES national and regional co-creation events** (at least two in each partner country) were organised to secure an early engagement of the national communities. Stakeholder groups were invited to collaborate using a bottom-up approach from the design of the entry strategy to assess the bio-based markets.

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2. Introduction

The overall aim of D5.3 “Proceedings from the European, national and regional co-creation events and policy debates 3” is to report on the outputs of the events organised from M17 (January 2020) until M28 (December 2020) of the BIOBRIDGES project, concretely in relation to three tasks within WP5: Task 5.1 – European co-creation events, Task 5.2 National and regional co-creation events and Task 5.3 Triggering policy debates at the local and regional level.

In order to have a comprehensive understanding of the events organised, it is recommended to read this deliverable together with the previous two – D5.1 “Proceedings from the European, national and regional co-creation events and policy debates 1”¹ and “D5.2 “Proceedings from the European, national and regional co-creation events and policy debates 2”². In total, the BIOBRIDGES project organised 24 co-creation events over the course of two years.

European co-creation events aimed at gathering unique perspectives on partnerships between bio-based Industries, brand owners and consumer representatives. **National and regional co-creation events complemented the European events**, which focused on engaging earlier on the national and regional communities. The co-creation was based on the transformational engagement of the aforementioned stakeholders. Participants were invited to address challenges identified within the project, as well discuss specific subjects and themes. **Triggering policy debates at the local and regional level** was intended as part of work package 5. Relevant stakeholders – industry, science, policy makers and civil society – were involved in discussing the pros and cons of bio-based products and processes, and to come up with recommendations on how these could be tackled by policies.

The result of this task – the organisation of co-creation events – fed into a policy paper with recommendations for improved public acceptance of bio-based products and processes on all respective levels (D5.4 “Improving the public acceptance of bio-based products and processes at regional and local level”). The results can also feed into relevant EU policy processes, such as monitoring and evaluation of the EU Bioeconomy Strategy and the Circular Economy Action Plan.

3. Methodology

The organisation of the three tasks – Task 5.1 “European co-creation events”; Task 5.2 “National and regional co-creation events”; Task 5.3 “Triggering policy debates at the local and regional level” – has to a great extent been carried out based on the D4.1 “BIOBRIDGES PLATFORM design: WHAT, WHO and HOW”. This platform was developed to design workshops that are relevant, attractive and motivating for the targeted stakeholders (bio-based industries, brand owners/retailers and consumers) and to secure input for delivering impactful outcomes.

¹ <https://www.biobridges-project.eu/download.php?f=78&l=en&key=3b337626ce9c84aa4fd22fd7c29fda65>.

² <https://www.biobridges-project.eu/en/results/proceedings-from-the-european-national-and-regional-co-creation-events-copia20201216102759/> .

D4.1 operationalised the co-creation process, defining the contents and subjects (WHAT), the stakeholders to be involved (WHO) and the plan for the activities (HOW). This document also integrated the three dimensions of the BIOBRIDGES platform design.

4. Quantitative overview of the organised events

Nine co-creation events were organised between M17 (January 2020) up and until M27 (December 2020). This chapter aims to provide the reader with a quantitative overview of these events. The scale of the event, the country where the event took place and the total amount of events organised are shown below in Table 1, together with the respective organising partner carrying out the event.

Table 1 – Amount of events organised

Scale/country	Organizing partner	Total
National		
Greece	Q-PLAN	2
Italy	FVA	1
Spain	ASEBIO	1
European		
Workshop I	PEDAL	1
Workshop II	FVA	1
Workshop III	PEDAL	1
Workshop IV	FVA	1
Workshop V	APRE	1
Grand total: 9		

In addition, Table 2 provides an overview of the audience. In total, 658 people participated in the nine events. They were predominantly from the academic world and industrial sector, as well as civil society.

Table 2 – Audience

Audience (number by type of stakeholders)					Total Audience
Research	Industry	Civil Society	Public Sector	Other	
211	235	71	44	97	658

5. Qualitative overview of the organized events

This chapter provides the reader with a chronological overview of all co-creation workshops carried out during the period covered by this report. It compiles all workshop reports published by the respective organising partner, to document the key outcomes of the co-creation events.

5.1. National co-creation workshop in Greece I

5.1.1. Event data

BIOBRIDGES representative (name and organisation)	Iakovos Delioglani, Evangelia Tsagaraki Q-PLAN INTERNATIONAL ADVISORS
Event venue	Thessaloniki International Exhibition and Congress Centre, Congress center “N. Germanos”, Hall B, Thessaloniki, GR
Date	31.1.2020
Event organized in partnership with	The Centre for Renewable Energy Sources & Saving (CRES), the Centre for Research and Technology Hellas (CERTH) and the Institute of Agricultural and Cooperative Economy (INASO-PASEGES)
(Description)	Satellite event of the 28 th International Agricultural Fair AGROTICA 2020
(Website)	https://agrotica.helexpo.gr/ https://www.biovoices-platform.eu/registeredarea/mmls/viewMml/6280
Work package	WP5
Task number	Task 5.1

5.1.2. Description of the BIOBRIDGES event

Title (original language / English)	Βιομάζα και αγροτικός τομέας/ Biomass and the agricultural sector
Stakeholders attending (<i>Policy Makers, Researches, Business, Citizens, Civil society, Media</i>)	Policy makers, Researchers, Business, Civil Society
Total number of participants	109
Public sector	13
Private sector	40
Civil society	25
Research	31
Countries addressed	Greece
Summary of main activities at the event	<ul style="list-style-type: none"> • Introduction • Part I: New industrial crops for bioenergy and bio-based products production (presentations and open discussion)

	<ul style="list-style-type: none"> • Part II: Utilisation of agricultural waste and by-products for bioenergy and bio-based products (presentations and open discussion) • Presentation of BIOBRIDGES analysis, video and open discussion <p>The BIOBRIDGES video “A Bio-based Day” (with Greek subtitles) was shown as an ice-breaker at the beginning of the event and triggered the interested of the participants.</p>
Material developed (link to the internal repository)	G-Drive: Biomass and the agricultural sector

5.1.3. Rationale and Purpose of the Event

The agricultural sector is the most important provider of biomass to be used as a source of energy, fuels and as a starting material for bio-based production. New dedicated crops as well as agricultural waste constitute a promising source of biomass to be used for bioeconomy purposes in Greece, where only a small part of the available feedstock is exploited so far.

In this context, the Biomass Department of Centre for Renewable Energy Sources & Savings (CRES), in cooperation with Centre for Research and Technology Hellas (CERTH), Institute of Agricultural and Cooperative Economy (INASO-PASEGES) and Q-PLAN INTERNATIONAL organised a half day event with presentations and discussions on challenges and opportunities that farmers, farmers associations, companies in the agricultural sector, public authorities etc. face regarding the use of agricultural biomass for bioeconomy purposes in Greece.

The event was organised with the support of the following projects/ initiatives:

- HORIZON 2020: BIOVOICES, AgroBioHeat (www.agrobioheat.eu), AGROinLOG (www.agroinlog-h2020.eu), BECOOL (www.becoolproject.eu), MAGIC (www.magic-h2020.eu), MUSIC (www.music-h2020.eu), PANACEA (www.panacea-h2020.eu)
- BBI-JU: BIOBRIDGES (www.biobridges-project.eu)
- EPAAnEK 2014-2020/ Partnership Agreement- Bilateral and Multilateral Cooperation Greece-China: FORTE
- Interreg IPA Cross-border Cooperation Programme CCI “Greece- the former Yugoslav Republic of Macedonia 2014-2020”: aGROWchains
- EPAAnEK 2014-2020, Greek Operational programme Competitiveness, Entrepreneurship and Innovation: **AGROCHAINS**

The event was held in Thessaloniki, on 31st January 2020, as a satellite event of the 28th International Agricultural Fair AGROTICA 2020. The event was held in Greek.

5.1.4. Key outcomes of the workshop

Key topic	Biomass and the agricultural sector
Sector/s represented	Farming, Research, Business in Agriculture, Bioenergy, Consultancy

<p>Business Civil Society Policy Makers Research</p>	<p><u>Challenges in collaboration with biomass suppliers</u></p> <ol style="list-style-type: none"> 1. Young farmers need the support of financing incentives to engage in bioeconomy business projects with new industrial crops and the exploitation of agricultural residues. 2. Agricultural associations and cooperatives in Greece face serious operational and financial problems. In this context, agricultural biomass waste management and exploitation is considered to be a matter of minor importance. 3. There is a lack of information and knowledge about the opportunities that arise for farmers regarding industrial non-food crops and agricultural biomass to be used for bioeconomy business projects. 4. The main challenges that the market for bio-based hemp products faces in Greece are: logistics (high transport costs due to the crop light weight, small land allotments), cultivation seasonality, higher prices compared to wood, high investment costs for hemp processing units, regulatory framework that seems to be in favour of vertically integrated units that cover from cultivation to processing and marketing and entail substantial investment and operational costs. 5. Local production and exploitation of biomass feedstocks is the key to bioeconomy success. National and regional policies and support frameworks should be based on this principle. 6. The issue of trust is very important for the success of bioeconomy business projects in agriculture. Greek farmers do not seem to trust such innovative approaches and they do not have risk-based thinking. There is also mistrust regarding the exploitation of agricultural by-products as feedstock.
<p>Business Civil Society Policy Makers Research</p>	<p><u>Challenges in collaboration with industry</u></p> <ol style="list-style-type: none"> 1. A compensatory approach regarding the use of agricultural by-products for bioeconomy could be an attractive motive to engage farmers, i.e. exchange of a by-

	<p>product stream with a product for example soil conditioner.</p> <ol style="list-style-type: none"> Regarding hemp cultivation in Greece, it is very important to invest in processing units, so as for the crop to obtain an attractive market price for farmers. Industrial hemp cultivation in Greece for textile and other applications is an interesting perspective for bioeconomy business projects. National agricultural institutions have been engaged in research and policy projects regarding the evaluation of hemp varieties suitable for Greek soil and climatic conditions and the promotion of hemp cultivation and processing.
<p>Business Civil Society Policy Makers Research</p>	<p><u>Challenges in interaction with consumers</u></p> <ol style="list-style-type: none"> The bio-based products market is practically non-existent to very weak in Greece. There are some pioneering regions in Greece regarding bioeconomy. This is attributed to the existence of a core of well-informed citizens with a vision and mood to dedicate time and efforts towards bioeconomy and other environmental-friendly and innovative business projects.
<p>Any consensus points? Points/advice/perspectives agreed by all stakeholders to enable progression in driving the bio-based sector forward</p>	<ol style="list-style-type: none"> There is lack of information and knowledge about the opportunities that arise for farmers regarding industrial non-food crops and agricultural biomass to be used for bioeconomy business projects. Agricultural associations and cooperatives in Greece face serious operational and financial problems. In this context, agricultural biomass waste management and exploitation is considered to be a matter of minor importance. Industrial hemp cultivation in Greece for textile and other applications is an interesting perspective for bioeconomy business projects. Local production and exploitation of biomass feedstocks is the key to bioeconomy success. National and regional policies and support framework should be based on this principle. The issue of trust is very important for the success of bioeconomy business projects in agriculture. Greek farmers do not seem

	to trust such innovative approaches and they do not have risk-based thinking. There is also mistrust regarding the exploitation of agricultural by-products as feedstock.
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5.1.5. BIOBRIDGES partner’s own perspectives and comments

On the meeting overall. It was a successful event as it was organised as a satellite event of the biggest agricultural fair in Greece (AGROTICA 2020), ensuring a very good representation of farmers and the business sector in general. The co-organisation with a significant number of other projects/ initiatives (see section 3 of the present report) established a collaboration framework with BIOBRIDGES that will be hopefully useful for its further actions both on the national and European level. The attendance rate was high and the discussion was vivid and fruitful, attracting the interest of the audience.

On the challenges discussed. The challenges chosen to be analysed during the event led to a vivid discussion as it was very relevant with the interest of many farmers to explore new business perspectives regarding either new crops or the exploitation of agricultural by-products.

Consensus points. Local production and exploitation of biomass feedstocks is the key to bioeconomy success. National and regional policies and support frameworks should be based on this principle. Industrial hemp cultivation in Greece for textile and other applications is an interesting perspective for bioeconomy business projects.

Lessons learnt. Collaborating with other organisations and projects and organising BIOBRIDGES events as a satellite of a bigger event ensured good attendance and representation of all relevant stakeholder groups.

5.1.6. Evaluation of the event

It was not possible to use the feedback forms because the event was a co-organisation with other organisations and projects.

5.1.7. Photos from the event



5.2. National co-creation workshop in Greece II

5.2.1. Event data

BIOBRIDGES representative (name and organisation)	Iakovos Delioglaniis. Evangelia Tsagaraki Q-PLAN INTERNATIONAL ADVISORS
Event venue	Thessaloniki International Exhibition and Congress Centre, "N. Germanos", Hall B, Thessaloniki, GR
Date	2.2.2020
Event organized in partnership with	Cluster of Bioeconomy and Environment of Western Macedonia- CluBE
• (Description)	Satellite event of the 28 th International Agricultural Fair AGROTICA 2020
• (Website)	https://www.biovoices-platform.eu/registeredarea/mmls/viewMml/6284
Work package	WP5
Task number	Task 5.1

5.2.2. Description of the BIOBRIDGES event

Title (original language / English)	Καινοτόμα αγροτικά επιχειρηματικά μοντέλα/ Innovative agricultural business models
Stakeholders attending (<i>Policy Makers, Researches, Business, Citizens, Civil society, Media</i>)	Policy makers, Researchers, Business, Civil Society
Total number of participants	72
Public sector	13
Private sector	33
Civil society	16
Research	10
Countries addressed	Greece
Summary of main activities at the event	<ul style="list-style-type: none"> • Introduction • Part I: Policies and tools of bioeconomy enhancement (presentations and open discussion) • Part II: European projects results (presentations and open discussion) • Part III: Good entrepreneurship practices and examples in regional level • Presentation of BIOBRIDGES analysis, video and open discussion
Material developed (link to the internal repository)	G-Drive: Innovative agricultural business models

5.2.3. Rationale and Purpose of the Event

New agricultural technologies, based on cooperative models, the development of novel agricultural value chains and citizens awareness on environmental, climate change and biodiversity challenges indicate that European agriculture is in the path of big changes. In an attempt to explore the challenges and opportunities that agriculture faces in the light of bioeconomy and environmental considerations, CluBE and Q-PLAN INTERNATIONAL co-organised the event “Innovative Agricultural Business Models”, analysing relevant policy and support tools, by presenting innovative European projects that identify business models and successful good practices and examples that could further enhance agricultural economic sustainable growth.

The event was organised as a satellite event of 28th International Agricultural Fair AGROTICA 2020 on Sunday, 2.2.2020 at Thessaloniki International Exhibition and Congress Centre N. Germanos, Hall B, Thessaloniki, GR.

The event was organised with the support of the following projects/ initiatives:

- a) HORIZON 2020: **BIOVOICES** (www.biovoices.eu), **Rubizmo** (<https://rubizmo.eu/>)
- b) BBI-JU: **BIOBRIDGES** (www.biobridges-project.eu)
- c) INTERREG - IPA «Greece- Republic of North Macedonia 2014-2020: **Agrowchain** (<https://agrowchain.eu>)

The BIOBRIDGES video “A Bio-based Day” (with Greek subtitles) was shown as an ice-breaker at the beginning of the event and triggered the interested of the participants. The event was held in Greek.

5.2.4. Key outcomes of the workshop

Key topic	Innovative agricultural business models
Sector/s represented	Farming, Research, Business in Agriculture, Bioenergy, Consultancy
Business Civil Society Policy Makers Research	<p><u>Challenges in collaboration with biomass suppliers</u></p> <ol style="list-style-type: none"> 1. The most important challenges that farmers face in terms of engaging in bioeconomy projects in Greece are: unfavourable entrepreneurship environment, unstable tax and health and pensions insurance legal framework, private and public funding support that require unachievable profitability, development without strategic planning, high labour costs 2. Small businesses do not have easy access to innovation in Greece.
Business Civil Society Policy Makers Research	<p><u>Challenges in collaboration with industry</u></p> <ol style="list-style-type: none"> 1. Small businesses do not have easy access to innovation in Greece. 2. For bioeconomy business projects in agriculture involving small family farms, a business model that could work is separate/individual cultivation per farm and integrated management of processing, marketing and financing. 3. For bioeconomy support policies and support tools to be successful in Greece, it is very important to enhance cooperation and participatory planning. The key to success is to develop appreciation, trust and honest bonds with local societies.
Business Civil Society Policy Makers Research	<p><u>Challenges in interaction with consumers</u></p> <ol style="list-style-type: none"> 1. For bioeconomy support policies and support tools to be successful in Greece, it

	<p>is very important to enhance cooperation and participatory planning. The key to success is to develop appreciation, trust and honest bonds with local societies.</p>
<p>Any consensus points? Points/advice/perspectives agreed by all stakeholders to enable progression in driving the bio-based sector forward</p>	<ol style="list-style-type: none"> 1. For bioeconomy support policies and support tools to be successful in Greece, it is very important to enhance cooperation and participatory planning, with a bottom-up approach. The key to success is developing appreciation, trust and honest bonds with local societies. 2. The most important challenges that farmers face in terms of engaging in bioeconomy projects in Greece are: unfavourable entrepreneurship environment, unstable tax and health and pensions insurance legal framework, private and public funding support that require unachievable profitability, development without strategic planning, high labour costs.

5.2.5. BIOBRIDGES partner’s own perspectives and comments

On the meeting overall. It was a successful event as it was organised as a satellite event of the biggest agricultural fair in Greece (AGROTICA 2020), ensuring a very good representation of farmers and business sector in general. The co-organisation with other projects/ initiatives (see section 3 of the present report) established a collaboration framework with BIOBRIDGES that will be hopefully useful for its further actions both in the national and European level. The attendance rate was beyond expectations, and the discussion was vivid and fruitful, attracting the interest of the audience.

On the challenges discussed. The challenge chosen to be analysed during the event led to a vivid discussion as it was very relevant with the interest of many farmers to explore new business perspectives regarding either new crops or the exploitation of agricultural by-products. In particular, the detailed presentation of good practices of bioeconomy innovative business models attracted the interest of the participants.

Consensus points. For bioeconomy support policies and support tools to be successful in Greece, it is very important to enhance cooperation and participatory planning, with a bottom-up approach. The key to success is developing appreciation, trust and honest bonds with local societies. The most important challenges that farmers face in terms of engaging in bioeconomy projects in Greece are: unfavourable entrepreneurship environment, unstable tax and health and pensions insurance legal framework, private and public funding support that require unachievable profitability, development without strategic planning, high labour costs.

Lessons learnt. Collaborating with other organisations and projects and organising the event as a satellite of a bigger event ensured good attendance and representation of all relevant stakeholder groups. Good practices and real-life examples further ensured the success of the event and of the interaction among the participants.

5.2.6. Evaluation of the event

It was not possible to use the feedback forms because the event was a co-organisation with other organisation and projects.

5.2.7. Photos from the event



5.3. National co-creation workshop in Italy I

5.3.1. Event data

BIOBRIDGES representatives	Susanna Albertini - FVA New Media Research Louis Ferrini - FVA New Media Research Michela Cohen - FVA New Media Research
Event venue	Online
Date	21 April 2020
Event organized in partnership with	BIOVOICES project, University of Bari Aldo Moro
<ul style="list-style-type: none"> (Description) 	The workshop aims at creating a new supply chain for the valorisation of native Italian wool and providing innovative solutions to current problems.

• (Website)	https://www.biobridges-project.eu/news-events/events/national-online-workshop-creating-a-local-wool-value-chain-in-italy/
Work package	WP5
Task number	T5.2

5.3.2. Description of the BIOBRIDGES event

Title (original language / English)	Creating a local wool value chain in Italy / Creazione di una Filiera della Lana Autoctona in Italia
Stakeholders attending (<i>Policy Makers, Researches, Business, Citizens, Civil society, Media</i>)	All
Total number of participants, out of which	114
Public sector	40
Private sector	2
Civil society	12
Research	60
Countries addressed	Italy
Summary of main activities at the event	<p>The event was structured as a conference and provided insights and pitches. 15 speakers were invited to present their projects and their good practices.</p> <p>The conference combined thematic pitches with group discussions supported by the ICT facility (Mentimeter) to enable the participants to contribute to the discussion using their cell phones.</p>

Material developed (link to the internal repository)	G-Drive: https://drive.google.com/drive/u/0/folders/1st4lqBCmN65pP0b_5x54EWj964KIU7v8
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5.3.3. Rationale and Purpose of the Event

On April 21, 2020 at 10:00 CEST an interactive online workshop titled "Creation of a Chain of Native Wool in Italy" took place, organised in the context of the EU-funded projects Biobridges and BIOVOICES, in collaboration with the University of Bari.

The workshop aimed at creating a new supply chain for the valorisation of native Italian wool and providing innovative solutions to current problems.

During the workshop, case studies and good practices were presented. Challenges, barriers and opportunities to promote the development of the supply chain that enhances the use of native wool were identified and discussed with the audience.

The workshop was practical and aimed at generating ideas and stimulating possible collaborations among the participating stakeholders and promoting the sustainable and circular development of the bioeconomy in the Italian context.

5.3.4. Key outcomes of the workshop

Key topic	Business Case / Go to Market
Sector(s) represented	Bioeconomy in general / Wool value chain
What do you expect from this Webinar?	Collaboration, research, participation, networking, confrontation, birth of new ideas were expected from the participants. A strong need has emerged to give voice and to connect all the stakeholders in the supply chain, especially from the primary sector.
What are the main problems and obstacles within the Italian wool value chain?	According to the participants, collaboration is missing within the supply chain. The presence of dispersion and the lack of strategies. The dispersion is found above all at the origin of the supply chain, namely in the lack of genetic selection, and therefore the quality and quantity of the wool raw material. Other obstacles are of a logistical nature, such as the centralisation of the collection and transformation plants and the consequent fragmentation of the processes. The lack of strategies stems from the absence of regulations and incentives, both local and European, and from a resulting more complex and therefore hindering bureaucratic administration. From the responses, a stronger need for greater communication both internal and external emerges. There is a need for interconnected training and information, starting from breeders (primary sector companies) up to all potential processors and consumers.
Who are the actors to mobilise in order to create a new wool	It clearly emerged how fundamental it is to mobilise the first and last link in the value chain: the figure of the breeder, and the function of the consumer. A more careful and involved process of

<p>value chain and how to involve them?</p>	<p>transformation of the raw material is also necessary, both on an industrial business level and at the artisan and young enterprise level, together with an active communication and marketing behaviour of the product and the supply chain. Weavers, dyers and knitters, designers, entrepreneurs, communication specialists, creatives and artists are therefore required. The mobilisation must always take place, starting from the public administration (from territorial bodies to instrumental bodies, from institutes and schools of all levels, to university institutions, from public research bodies to certification bodies, up to the chambers of commerce, industry, crafts and agriculture and their associations).</p>
<p>How to maximise the use of native wool to create new opportunities and applications?</p>	<p>By promoting interactions and integrations between different contexts, involving actors who are also very distant from each other. By creating local horizontal networks (microfilier, events and workshops that actively inform the consumer, sustainable tourism, purchasing groups interested in the development of the territory ...) and global networks (... market awareness thanks to the responsibility of administrations and companies and effective communication, working towards the idea of a shared and yet identity-based 'Made in Italy' brand). The need and urgency of specific training within the first sector and of logistical solutions to overcome the intrinsic management problems (shearing, collection, transport, washing ...) also comes to attention.</p>
<p>What are recommendations for creating the supply chain?</p>	<p>The creation of a national planning and operational programme is desirable, analysing the problem broken down into the sub-problems that constitute it, in order to re-build the wool supply chain, within a dialogic and participatory coordination. To start a reasoning shared with the public administrations and to experiment with new processes, it is necessary to mediate between the various interests which often, in the dialogue between the parties, become an obstacle rather than a bridge. Identifying products that can easily be placed on the national and European market can be a bridge of dialogue and common interest as well as a concrete goal.</p>
<p>Any consensus points? Points/advice/perspectives agreed by all stakeholders to enable progression in driving the bio-based sector forward</p>	<p>The re-evaluation of a supply chain is a slow process, made up of long-term visions. Therefore, we must not be in a hurry to achieve results but take care of collective and individual responsibilities. In fact, each of us can participate with our own skills and awareness, in promoting the culture of change, a culture that is no longer self-referential.</p>

5.3.5. BIOBRIDGES partner's own perspectives and comments

On the meeting overall. The MML provided an excellent platform to connect all four key stakeholders in a focused workshop to discuss how bioeconomy can be an opportunity to boost the wool value chain. The workshop was mutually beneficial, enriching the knowledge of stakeholders, but also providing useful feedback to the project. It was also an opportunity to establish closer connections with experts. With this MML a true network of contacts was

facilitated. Following the workshop, we decided to create a space on the Biovoices platform to start new interconnections and collaborations.³

On the challenges discussed. It was very interesting to see the genuine initiative from the civil society and their research on the representative of the local policy maker to set up the agenda /roadmap and schedule a series of regular meetings that would be organised by the city council and attended by interested stakeholders.

Consensus points. The network of contacts mentioned above is one of the most interesting ‘consensus points’. BIOVOICES may try to push the discussion in this early stage. The pitches stimulated the awareness, knowledge and ideas of the stakeholders of Quadruple Helix that worked on the challenges, opportunities and barriers to promote regional development. The use of the platform was promoted during the event to continue the started discussion.

Lessons learnt. The event saw the participation of companies from all over Italy, facilitated by the online format of the webinar which was not costly - as no travel expenses were involved - as well as time-efficient. Politicians and the public administration need to be more involved.

5.3.6. Evaluation of the event

Certainly, a great milestone was reached: that of placing breeders and industrialists at the same table. However, the participation of administrations and politicians was lacking.

There was a strong involvement and great enthusiasm. The participants shared their professional curricula by making available contacts and skills. The event saw the participation of companies from all over Italy, facilitated by the online format of the webinar which was not costly - as no travel expenses were involved - as well as time-efficient. We have received a lot of positive feedback, in which the importance of networking has been highlighted several times.

5.1. National co-creation workshop in Spain I

5.1.1. Event data

BIOBRIDGES representative (name and organisation)	Beatriz Palomo (AseBio)
Event venue	Online Session
Date	November 22nd 2020
Event organised in partnership with	Maker Faire Galicia
<ul style="list-style-type: none"> (Description) 	Event organised within Maker Fair of Galicia. Maker Faire is an all-ages gathering of tech enthusiasts, crafters, educators, tinkerers, hobbyists, engineers, science clubs, authors, artists, students, and

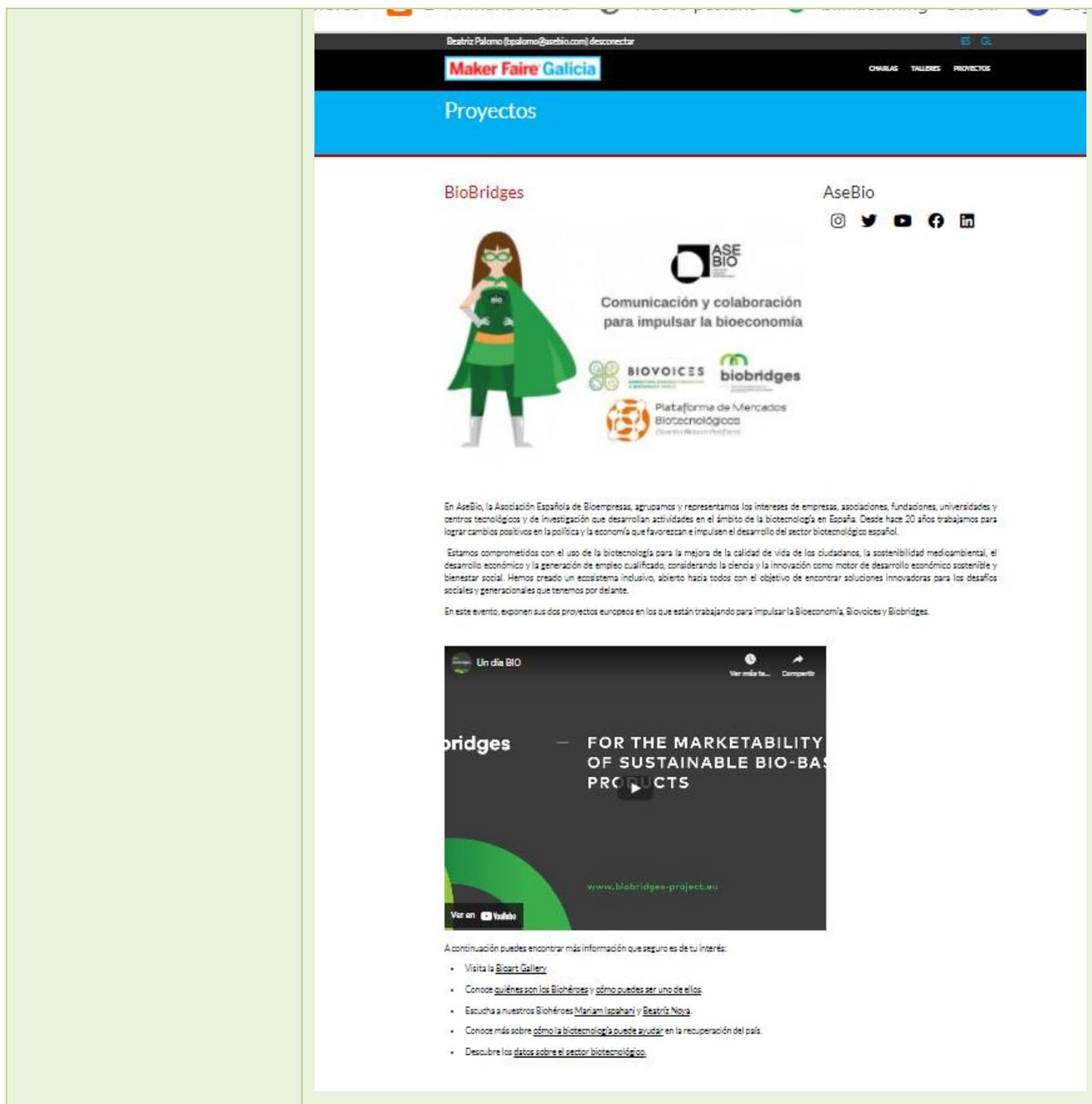
³ Platform can be found here: <https://www.biovoices-platform.eu/registeredarea/discussiongroups/viewDiscussiongroup/6917>

	commercial exhibitors. All of these “makers” come to Maker Faire to show what they have made and to share what they have learned.
<ul style="list-style-type: none"> (Website) 	https://galicia.makerfaire.com/
Work package	WP5
Task number	Task 5.1

5.1.2. Description of the BIOBRIDGES event

Title (original language/English)	Collaboration and communication to promote Bioeconomy
Stakeholders attending (Researchers, business (makers), civil society, consumers, citizens)	Researchers, business (makers), civil society, consumers, citizens
Total number of participants, out of which	19
Public sector	0
Private sector/ Other	14
Civil society	2
Research	3
Countries addressed	Spain
Summary of main activities at the event	<p>During the workshop, examples of companies that work in bioeconomy and research projects are shown along with success stories in the area of communication. We also discussed the ways to improve the transmission of information and the delivery of bioproducts onto the market.</p> <p>We invited some of our BioHeroes to participate as speakers in the event to explain their success as multipliers of bioeconomy communication and all of them accepted our invitation.</p> <p>Finally, in order to collect feedback from all attendees, a telematic tool was used to find solutions to improving communication and create awareness challenges. The event was organised using the format of an “interactive” round table, thanks to the use of the <i>Stromboard</i> software and life Q&A interactions. The responses obtained stimulated a deeper discussion of the topics.</p>

<p>Material developed (link to the internal repository)</p>	<p>Agenda, report, Stromboard results, videos, booth during the whole event:</p> <p>https://webinar.plataformaonlinevermislab.com/playback/presentation/2_0/playback.html?meetingId=127610b078b625acdd0812ff17e3d4a567185026-1606034539900</p> 
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5.1.3. Key outcomes of the workshop

Key topic	Collaboration and communication to promote Bioeconomy
Sector/s represented	Bioeconomy, but with prevalence of the business sector and consumers

<p>Round table</p>	<p>What do brand owners and consumers need to improve adoption?</p> <p>Proposed solutions:</p> <ul style="list-style-type: none"> • Promoting workshops for companies and consumers • Finding investors who could be interested in the product • Promoting awareness around End-of-Life products (Know where products come from and what their benefits for raising consciousness in society are) • Launching a common message of a new opportunity for environmental and economic recovery • Communicating in an honest way to generate trust between stakeholders and society <p>What are examples in the fields of collaboration and communication which succeeded in boosting the bioeconomy?</p> <p>Proposed solutions:</p> <ul style="list-style-type: none"> • What are the best ways to promote collaboration taking into account regional differences? For example, in Galicia, start-ups and entrepreneurs have created a group called Slack in which they attend casual meetings and create alliances and synergies, present projects, etc. <p>A similar structure can be observed with members of Bioconstruction, since there are currently very few of them in Spain. They created a group in which they hold meetings and discuss their common projects and challenges arising from these projects in order to find solutions with other experts.</p> <ul style="list-style-type: none"> • In the Biospain Fair there is a very popular informal networking platform called 'Biotapas' where the people who attend the fair have three free drinks with a tapa in restaurants and pubs around the city and can get to know each other and discuss collaborations informally. • Supporting initiatives like BioHeroes in Biobridges, with networks, webs, post. • Taking part in cross-sectoral interconnection projects in the course of which there is an opportunity to meet new actors.
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6 Dinos tu opinión sobre el evento y cómo crees que podríamos mejorarlo.

Identificar individuos en los diferentes stakeholders que puedan empujar y ayudar

La bioeconomía ha venido para quedarse!

Sumar a la interacción física la 'virtualidad' que facilita la participación de más personas

Hacer microvídeos para contagiar al resto

Crear una red que pueda ser exponencial y atraer a más personas, no sólo en el entorno bio, sino a otras áreas

Charlas focalizadas en el sector 'logística'

¿Qué necesitan los propietarios de marcas y los consumidores para mejorar la adopción

Podréis añadir vuestras aportaciones fácilmente y puntuar aquellas que os parezcan de interés.

La bioeconomía es el futuro y nueva oportunidad

Fomentar los workshops para empresas y consumidores

1^o) comunicación, comunicar; 2^o) hacerlo de modo honesto, para generar "confiabilidad" en nuestro público / "stakeholder" objetivo.

Whiteboard

Ver como una nueva vía de mejora del entorno y de la economía

Conocerlos y saber de dónde provienen, y ser conscientes de lo positivo de su producción.

Se necesitan inversores que apuesten por el producto

<p>Feedback concerning the event.</p>	<p>We also added a debate on how to improve the discussion surrounding these challenges and the responses were:</p> <ul style="list-style-type: none"> • Identify people in the different stakeholder groups who can provide help • Workshops specialised in logistics are of crucial importance to the bioeconomy • Increasingly relying on a mix of virtual and offline, hybrid events in order to increase possible collaborations between participants • Initiate a meeting between all BioHeroes to increase the chance of possible collaborations between them and to expand the network starting with their own contacts
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5.1.4. BIOBRIDGES partner’s own perspectives and comments

On the meeting overall. Participants were actively engaged in the discussion with the online interactive tool and the speakers had a productive conversation to promote this discussion. However, we were slightly disappointed with the number of participants who attended the event (there were fewer than we had hoped).

We initially signed the contract because the conference was on-site with a booth in which we could exhibit bioproducts and encourage the people to attend the event. We also took into account the number of participants of the last event of Maker Faire Galicia, which is why we decided to schedule the event on a Sunday morning.

We expected a good number of participants, general consumers, but, as we had to switch to an online format, organisers were not able to guarantee an adequate participation of the audience and, despite our and their efforts to promote the event and to bring in people, we really had few participants.

Another problem was that a lot of people from Latin America were registered and afternoons would have been the proper time for them to attend the workshops.

On the challenges discussed. The importance of collaboration between the different stakeholders. One of the speakers talked about her experience in the area of logistics and the importance of everything being well-connected. It is necessary to have connections to people who are in charge in order to ensure a proper operation.

Lessons learnt. The “**interactive round table**” worked very well and it succeeded in actively engaging the participants during the event and getting their feedback and opinions. Online events have to be short, not more than one hour and a half in order to keep the attention of the participants.

The problem that we found with this online event is that the civil society, which would otherwise have participated in large numbers did not connect to the online event. Networking possibilities between participants and speakers were not as present as we had hoped.

On the other hand, we could record the event and the organisers gave us the possibility to keep the video for the duration of a year and to upload it to Youtube, so more people were able to watch it afterwards.

5.1.5. Evaluation of the event

No feedback forms were distributed to participants due to the online nature of the workshop. However, a specific question was asked in the interactive tool to collect their feedback.

5.2. European co-creation workshop I

5.2.1. Event data

BIOBRIDGES representative (name and organisation)	Robert Miskuf (PEDAL)
Event venue	Online Session
Date	July 9 th 2020
Event organized in partnership with	European Biomass Conference and Exhibition e-EUBCE 2020, Biovoices
• (Description)	The workshop is the satellite event of the European Biomass Conference and Exhibition e-EUBCE 2020 “ <i>Transition to a Bioeconomy</i> ”
• (Website)	- www.e-eubce.com
Work package	WP5
Task number	Task 5.1

5.2.2. Description of the BIOBRIDGES event

Title (original language / English)	Overcoming Challenges between the Feedstock Owners and Bio-based Industries
Stakeholders attending (Research and Innovation, Civil Society Organisations, Public Administration, Policy makers,	Researchers, public administrators, civil society, consumers, citizens

consumers citizens))	
Total number of participants, out of which	13
Public sector	1
Private sector/ Other	4
Civil society	2
Research	6
Countries addressed	Europe
Summary of main activities at the event	<p>The workshop took place within the framework of the e-EUBCE 2020 – the 28th European Biomass Conference and Exhibition which combines one of the largest science and technology conferences with a high quality industry exhibition, attracting biomass professionals from around the globe.</p> <p>BioBridges organised a side event during the pendency of the exhibition and conference, titled “Challenges between the Feedstock owners and Bio-based Industries”. The topic was addressed in two selected and moderated co-creation sessions in which the discussion was geared towards seeking new ideas and solutions on how to overcome collaboration challenges between the feedstock owners and bio-based industries.</p> <p>The event was organised using the format of an “<i>interactive</i>” round table, thanks to the use of <i>Mentimeter</i> software and live Q&A interactions. The workshop began with an inquiry on who the participants were and which sectors they represented to break the ice before diving into the discussion. Then, the co-creation sessions started also in which the audience was also in the discussion. The Biobridges moderators and facilitators integrated the responses from the participants in a manner that stimulated a deeper discussion of the topics at hand.</p> <p>After two rounds, there were reflections on the main ideas that emerged from the discussions and a number of follow-up actions.</p>
Material developed (link to the internal repository)	<p>Agenda, report, Mentimeter results, infographics, virtual booth statistics:</p> <p>https://drive.google.com/drive/folders/1jm_cqcBzKeFPkgkT5J7N2c-fpAiH_uLV?usp=sharing</p>

5.2.3. Rationale and Purpose of the Event

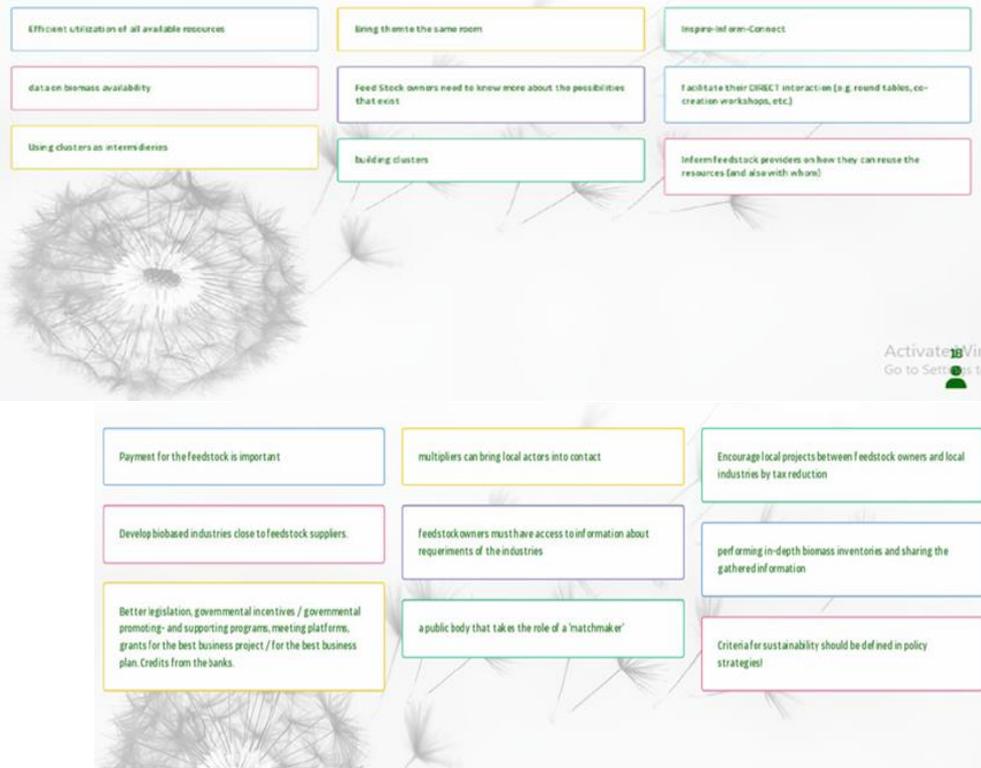
The development of new cross-sectoral bio-based value chains requires synergies and cooperation between various sectors, both along and across value-chains, bringing all actors together, mobilising innovations and involving the market by bringing new innovative products and solutions. However, the interaction of processes and stakeholders from previously unconnected sectors poses various challenges and creates barriers in the development of new value chains and bio-based business models.

Based on the Biobridges project findings, these challenges could be categorised in terms of feedstock, industry, and market and may vary among the different stakeholders that represent suppliers, industry, brands and end-users. Moreover, in the value chain, each type of stakeholder could be both a provider and a client, facing specific challenges in each case. This particular co-creation workshop sought new ideas and solutions on how to overcome collaboration challenges between the feedstock owners and bio-based industries.

5.2.4. Key outcomes of the workshop

Key topic	Challenges between the Feedstock owners and Bio-based Industries.										
Sector/s represented	All, but with prevalence from the researchers.										
Mentimeter results* <i>*For the co-creation sessions, the document reports a resume of the main insights from each speaker/participant discussion</i>	<p>Who are you?</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Research</td> <td>6</td> </tr> <tr> <td>Other</td> <td>4</td> </tr> <tr> <td>NGO/CSO/consumer</td> <td>2</td> </tr> <tr> <td>Public Administration</td> <td>1</td> </tr> </tbody> </table>	Category	Count	Research	6	Other	4	NGO/CSO/consumer	2	Public Administration	1
Category	Count										
Research	6										
Other	4										
NGO/CSO/consumer	2										
Public Administration	1										
Who are you?	(This cell is part of the Mentimeter results visualization above)										
First moderated co-creation session. How to overcome collaboration challenges between the feedstock owners and bio-based industries? (WHAT solutions)	<p><u>Which solutions and good practices could be replicated or implemented to overcome barriers?</u></p> <p><u>Discussed solutions</u></p> <ul style="list-style-type: none"> • Cascading use of feedstock to be encouraged through the creation of local projects that can bring feedstock owners and local industries together. • Creating supply chains to develop bio-based industries close to feedstock suppliers. • Collaborations can best happen when multipliers connect local actors , performing in-depth biomass inventories and sharing the gathered information. 										

How to overcome collaboration challenges between feedstock owners and bio-based industries?



What can be done to shorten the value chain and communication gaps between the feedstock owners and industry?

Discussed solutions

- Multipliers at regional level are important
- Municipalities or similar regional organisations can aid in connecting actors.
- Identifying relevant channels to reach feedstock owners.
- Establishing close relationships with farmers associations.

What can be done to address the communication gaps between the feedstock owners and industries?



What kind of practical assistance industries and feedstock owners need to initiate or to improve their collaboration?

Proposed Solutions

- Targeted messages outlining concrete benefits for each sector.
- Regular meetings are required to build trust and rapport to enable future synergies like exploring business ideas together.
- Building a regional map or repository on what BBI's do and what interlinking activities could be done with feedstock owners.

What kind of practical assistance do industries and feedstock owners need to initiate or improve their collaboration?



Second co-creation session - How to overcome collaboration challenges between the feedstock owners and bio-based industries? (HOW, WITH WHOM)

How to address collaboration gaps related to the identified challenges?

Suggested solutions:

- Facilitating direct interaction between the two parties (round tables, co-creation workshops).
- Informing feedstock providers on how they can reuse the resources.
 - Making known the opportunities available to feedstock owners.
 - Using clusters as intermediaries.
- Sharing available information and performing in-depth biomass inventories.

How to improve cascading use of feedstock?

- collaborate with academia for state-of-the-art biotechnology to generate smart systems for cascade usage
- Optimize biomass processing
- Draw attention to the possibilities and good examples of cascading use
- Identify good examples and keep developing the processes
- improve biomass process and get specifications from end users
- guidance for management of bio-waste and biomass
- Increase efficient cooperation across the entire value chain
- Strict implementation of legislation on waste management will 'promote' its exploitation
- Historically cascading was the natural mode of operation, eg forestry with wood, paper and chemical production in the same place. Can this be used to inspire the new biorefineries?

Activated Vin
Go to Settings to

Which stakeholders should be involved?

- Politicians.
- Local governments – Municipalities/ Regions.
 - Bioeconomy Platforms.
 - Clusters.
 - Banks.
- Entrepreneurs/ Business owners.

Collaboration, networking and knowledge exchange: Who can facilitate these activities?

- Municipalities/regions
- clusters
- Bioeconomy platforms
- marketplace

In my experience the ones responsible for business development in municipalities has the best overview and possibility to help.

I have also seen the importance of "champions" either within the bio-industry, politicians or entrepreneurs who drive for a specific task. Hard to identify them before they exist...

There was a lively interaction on the topic on – how to ensure feedstock availability and sustainability.

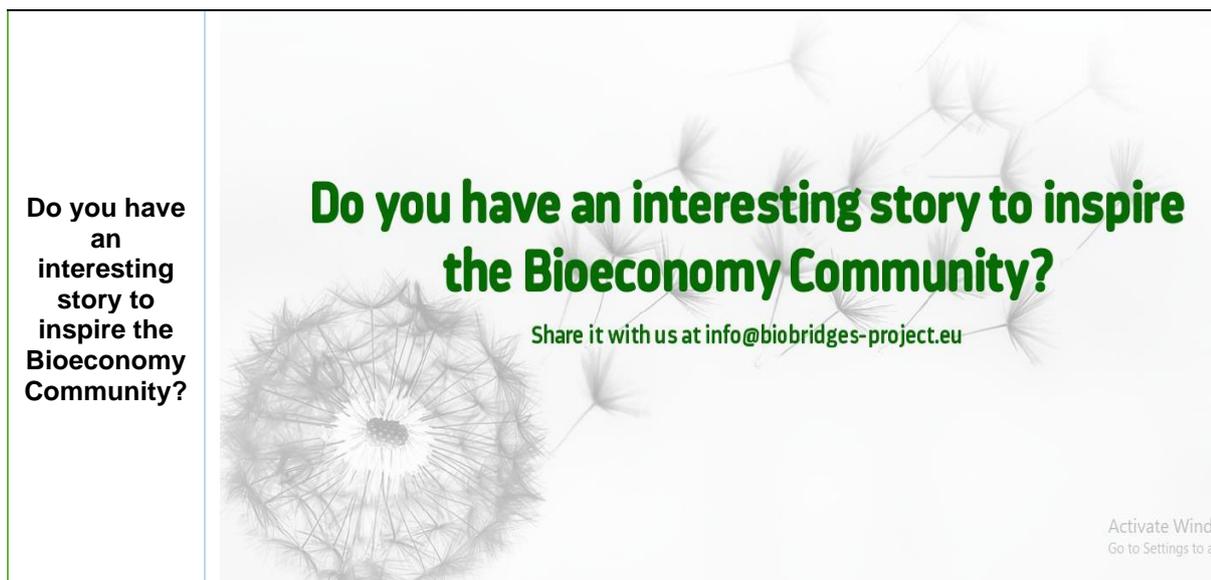
These were the proposed solutions.

- Integration of cascading use into product design and process chain development.
- Interlinking value chains.
- Promoting territorial cooperation.
- Having supportive regulations and legislation that support the use of biowaste and recycling of products and material.
- Use of marginal land.
- Application of new technologies to increase crop productivity and thus making feedstock available.

- Better guidance on management on new feedstock.
- Collaboration with research and innovation organisations for the smart use of biomass.
- Improving the image of waste to make it seem feedstock rather than waste.

How to ensure feedstock availability and sustainability?





5.2.5. BIOBRIDGES partner’s own perspectives and comments

On the meeting overall. Participants were actively engaged in the discussion, also thanks to event format used (please see comments below). We were slightly disappointed with the number of participants that attended the event (they were fewer than we had hoped). However, this was caused by the failure of the conference organiser to deliver on the contracted terms and the imposition of a high registration fee that limited the eventual number of participants to our detriment.

On the challenges discussed. In line with the discussion on how to ensure feedstock availability and sustainability, ideas like encouraging the separate collection and treatment of waste for further usage and advocating for more collaborations with research and innovation organisations for the smart use of biomass and the use of side streams of biomass processing really did chime with us.

Lessons learnt. The “interactive round table” worked very well and it succeeded in actively engaging the participants during the event. The Mentimeter software highly contributed towards making the workshop lively as the platform was interactive and easy to use. The format could be replicated in other co-creation events. The main event having been hosted online for the first time, also negatively affected the eventual turnout of the participants, but the cohort we got was lively regardless.

Before the event, organisers created a registration form, in order to have an overview of the number of registered people. **Despite the good premises (around 100 visitors and 86 unique visitors to the Biobridges online booth), the event was attended by a smaller number of people**, probably also due to the availability of parallel functions with the main event.

5.2.6. Evaluation of the event

No feedback forms were distributed to participants due to the online nature of the workshop. There were however, some participants who expressed their interest in keeping in touch with the Biobridges community.

5.3. European co-creation workshop II

5.3.1. Event data

BIOBRIDGES representatives	Susanna Albertini - FVA New Media Research Louis Ferrini - FVA New Media Research Michela Cohen - FVA New Media Research
Event venue	Online
Date	14 October 2020
Event organized in partnership with	BIOVOICES project, University of Bari Aldo Moro, Brebey, CyberEthics Lab
- (Description)	<p>The workshop stems from the Italian online workshop entitled "Creation of a Chain of Native Wool in Italy" held on April 21, 2020, where several challenges and bottlenecks about the wool value chain were highlighted. The workshop was also part of the EU Green Week (www.eugreenweek.eu), which this year theme is nature and biodiversity.</p> <p>The aim was to stimulate the dialogue between European stakeholders and policy makers to facilitate the drafting of a harmonized view, aimed at developing the European wool supply chain.</p>
- (Website)	www.biovoices.eu/wool
Work package	WP5
Task number	T5.2

5.3.2. Description of the BIOBRIDGES event

Title (original language / English)	The wool value chain in Europe - Decision making process to support the creation of shared values and practices
Stakeholders attending (<i>Policy Makers, Researches, Business, Citizens, Civil society, Media</i>)	<p>Quadruple-helix Stakeholders:</p> <ul style="list-style-type: none"> • Public Administrations / Policy makers • Industry / Investors • Research / Education • Civil society / primary sector

Total number of participants, out of which	54
Public sector	4
Private sector	10
Civil society	10
Research	20
Countries addressed	Italy, United Kingdom, Ireland, Greece, Cyprus, Belgium
Summary of main activities at the event	<ul style="list-style-type: none"> • Case study session with European representatives of the main sectors: industrial textiles (construction, insulation, environmental clean-up) and design (clothing textiles, home design, biotechnology) • Interactive session with the participants • Round table with European policy makers and associations
Material developed (link to the internal repository)	https://drive.google.com/drive/u/2/folders/1PRfyEbRw07SJqONJo6defRYXpgHfUYT

5.3.3. Rationale and Purpose of the Event

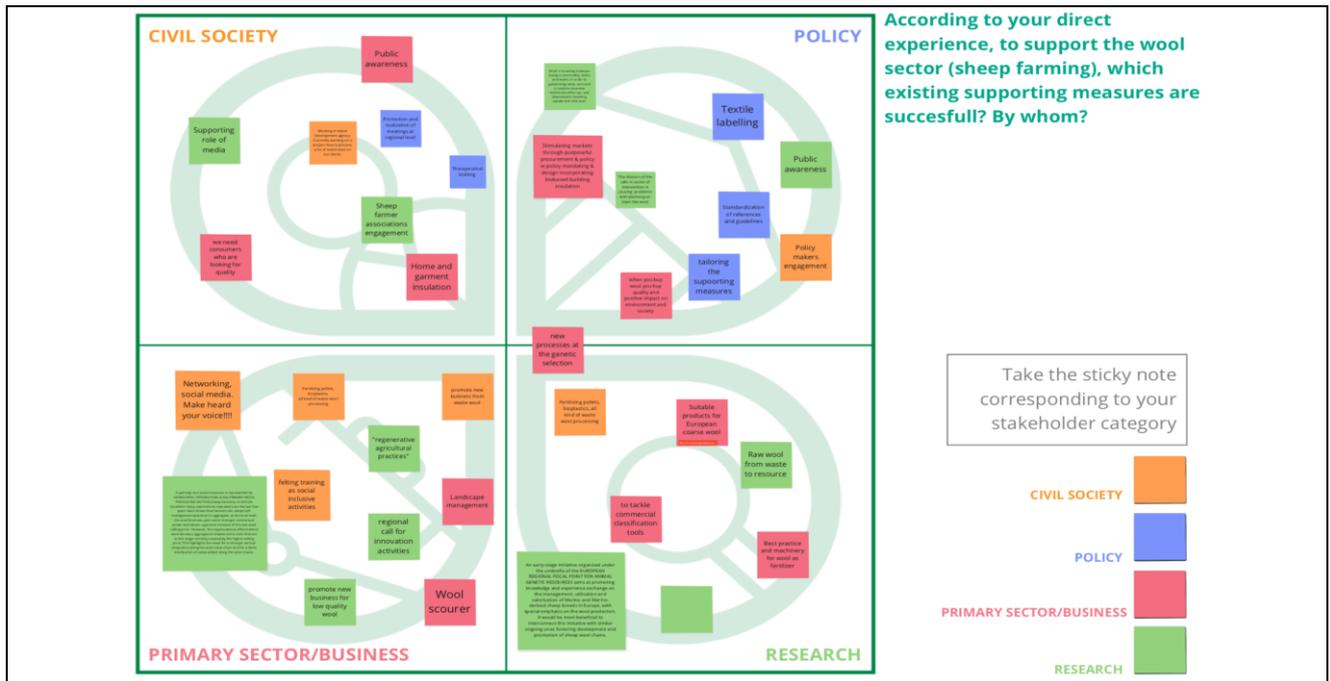
The European projects Biobridges and BIOVOICES, the University of Bari Aldo Moro, Brebey and CyberEthics Lab organised an international workshop on the wool value chain in Europe, focusing on the decision-making process to support the creation of shared values and practices.





5.3.4. Key outcomes of the workshop

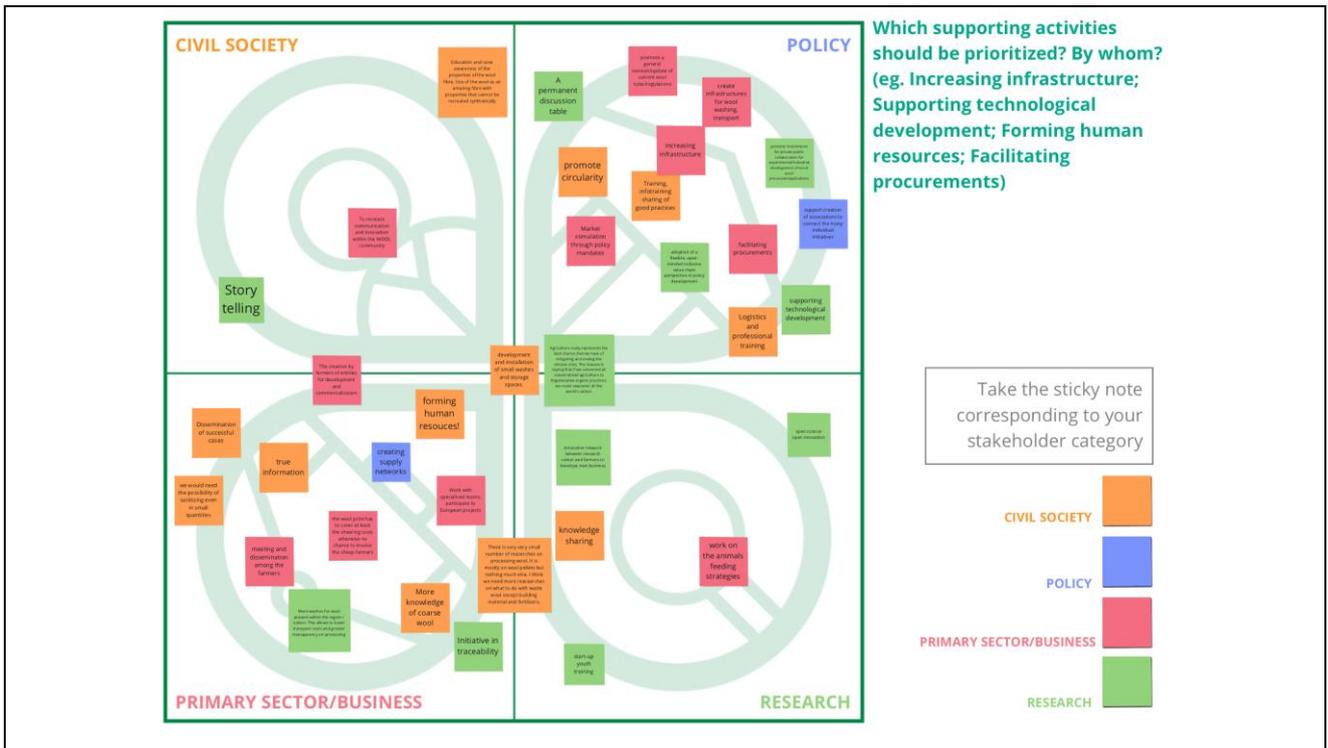
Phase/s considered	Business Case / Go to Market
Main challenges	<ul style="list-style-type: none"> • Support the evolution of the supply chain for the enhancement of native wool, stimulating the creation of shared value • Evaluate new integrated research strategies and strengthen those already active to solve existing problems • Legislative framework and incentives: dialogue with policy makers and associations
Expected results	<ul style="list-style-type: none"> • Sharing and comparison of good practices and action plans between European realities, similar and different at the same time • Identification of problems and obstacles in the native wool supply chains • Stimulating the dialogue between European stakeholders and policy makers to facilitate the drafting of a harmonised product standard, aimed at developing the supply chain • Improving the marketability of bio-based products related to the wool supply chain, facilitating cooperation between policy makers, bio-based industries, brand owners, consumer representatives and the primary sector
Sector/s represented	Bioeconomy in general / Wool value chain



According to your direct experience, to support the wool sector (sheep farms), which existing supporting measures are successful and what should be urgently addressed?

- Civil society**
- In order to develop, the production sector needs users who are looking for quality. Some solutions such as biobased building insulation have already been found; it is the market that must begin to ask for them
 - We report and suggest actions to raise awareness and mobilise through associations (at territorial, category, content level)
- Policy**
- Standardisation and guidelines (tailoring the supporting measures) are reported and suggested in order to support the best traceability of all processes
 - A greater and better targeted involvement of the PA is required (for example with new facilities and guidelines for genetic selection, shearing and harvesting, sanitation)
- Primary sector/business**
- We point out and suggest / implement / choose / undertaking regenerative agriculture practices such as sustainable landscape management
 - In order to develop, the production sector needs new business forms / thinking to redeem 'low' quality. Necessarily through real integration processes of both horizontal and vertical type
- Research**
- Counteracting very rigid commercial classification tools

	<ul style="list-style-type: none"> • Promoting knowledge and exchanging experience on the management, uses and enhancement of local wools • Finding, creating, assembling processes and machinery to transform wool - both fine and coarse wool - from waste into a resource <p><u>Round Table Speakers</u></p> <ul style="list-style-type: none"> • Raising awareness of consumers and policy makers are key! • Wool is about 1% of the textile industry - we are a small part of the textile industry. It's absolutely imperative that we work together and it's absolutely imperative that we support our farmers • We have to look at the structures that are working • With COVID, somebody is probably going to be shipping vaccines around the world wrapped in wool so there are many cases that are really working well - but it has to be a united effort and we have to lobby the regulators to support these farmers • There has been an involvement of farmers in this process as well. This has brought people to rediscover wool • The social impact of wool, knitting as a therapeutic tool. The cultural value of the wool is not only in the material but rather in the history and in the background • When we think about successful supporting measures, there is no one that fits for all • Let's first try to assess the situation in holistic manner • There is a need to involve everybody at the beginning, especially the producers but not only. If the intermediates are not convinced to participate in the change there is no chance for success because everybody really needs to be involved • Sheep, especially in Europe, are a production with limited added value for producers. This is why it is assumed that the measure which can help farmers to produce within the EU would be to focus on high quality products and high added value • In Italy, cultural activities are largely supported by funding calls promoted by philanthropic foundations and public institutions. The division of the calls in the sector of intervention -culture, social, environment- is causing problems with planning on topics like wool that are transversal and cross different sectors • We want to have specific rules for wool itself • It is very important to have a holistic vision, an overview • It's absolutely important that the landscape, the biodiversity, the impact on the environment should be connected to the design of this value chain
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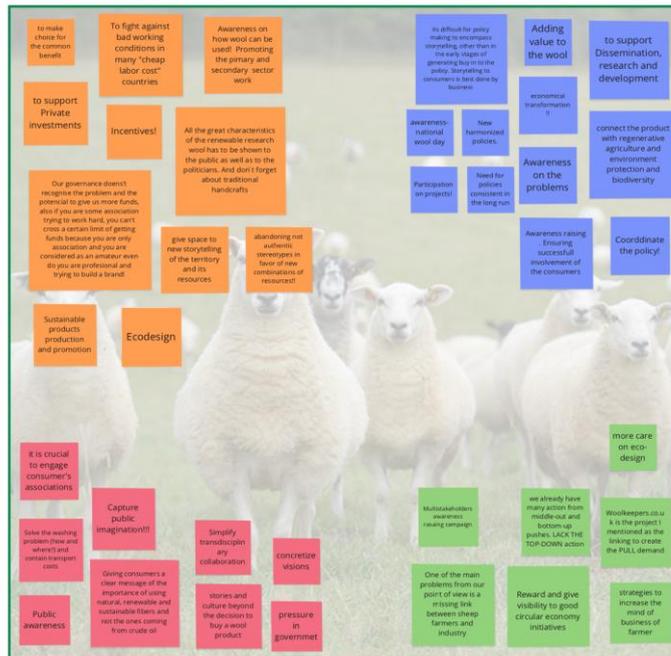


Which supporting activities should be prioritised by policy makers? How?

- Civil society**
- A significant increase in general wool culture is required (wool community? Wool culture?): Information, awareness, storytelling and training (authentic storytelling by nature)
- Policy**
- A general update and revision of the regulations on wool is required. Necessarily harmonised
 - Facilitating acquisitions, obtaining authorisations within a flexible, inclusive and open minded development perspective
 - Facilitating the creation of connections-collaborations-associations between individual initiatives within new collective applications for indigenous wool
 - Supporting human and technological development through training, info-training, structures and infrastructures
- Primary sector/business**
- A considerable increase in the general culture of native wool is required: opportunities for meeting and dissemination and realities of development and marketing of wool created by breeders.
 - Absolute priority needs to be given to the sanitization of small batches, more centres available both nationally and regionally are required. No to monopoly: this allows to reduce transport costs but above all to have greater transparency on processing
 - More research is required on possible real processes, more experimental and practical applications of the research acquired

	<p>Research</p> <ul style="list-style-type: none"> • (civil to R.) sharing of knowledge • (research to R.) supporting young trainees and new relationships with breeders • (business to R.) work on nutrition strategies • Increasing infrastructure; • Supporting technological development; • Forming human resources; • Facilitating procurements • Education and knowledge • Exchange opportunities • Allowing traceability • Creating / increasing supply networks would be important • Policy makers would be key to ensuring compulsory actions but don't always want to be using the 'stick' to ensure activities are undertaken. <p><u>Round Table Speakers</u></p> <ul style="list-style-type: none"> • From a standardisation perspective, it is important to underline the relevance of a correct standardisation process, through a very clear methodology on how to get there • Providing additional data on the entire life cycle assessment of wool presenting where you are, at which level of impact. As an industry, data on tackling land use, water use as well as the warming potential should be put forward in these initiatives. • Priorities related to the quality and the value addition. • Capacity building at the political level and working on the quality points that's in order to sort and collect and different kind of wool and this can be done for instance with the development of collection and sorting centres. • activity to develop participative governance within value chains in order to connect actors • Supporting the creation of associations, not only at the producer level • Capacity building in marketing is an interesting option. • Transforming opportunities into real business, mainly for the primary producers • Connecting all the valuable initiatives • Investments should be made in the development and installation of small washing and storage spaces. • Investing in training, both for washing and for educational activities • Sharing experience with other countries because every country thought that this was only a problem for them and only later they realised that the problem is the same everywhere. Primary producers do not see other opportunities. Important: Training info training raising awareness • Regionalisation of wool
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- It is really important that our producers are informed and that they make the effort to be informed about what the market is looking for



How can policy makers ensure the successful involvement of primary producers and consumers in the future development of the wool value chain?



How can policy makers ensure the successful involvement of primary producers and consumers in the future development of the wool value chain?

Civil society

- Making choices in the name of the Common Good
- Supporting private investments and benefiting from public incentives
- Showing decision makers as well as consumers all the potential of wool, without forgetting the more deeply cultural aspect (craftsmanship, landscape ...)
- Abandoning inauthentic stereotypes
- Through sustainable production and promotion of products designed in a sustainable way from the beginning.
- Recognising the quality of work of individuals and groups and not just the quantity of their impacts
- Public awareness – promoting value of carbon sequestration in wool – increasing public good / environmental impact positively. Also, improving promotion of environmental standards / ethical production of wool and wool products
- Increasing support for local products / heritage / traditional products from specific areas (e.g. areas of outstanding beauty, specific sheep breeds in specific locations (such as herdwicks in the Lake District) – therefore increasing provenance of products. Might increase interest of these specific products within supply chain and European markets too.

Policy

- Awareness: an international day for wool? (or more national days linked together ?!)
- Supporting dissemination, research and development
- By carrying out a profound process of transformation of the economic sense, through a deeper awareness of the nature of the problems
- Structuring new harmonised regulations
- Connecting wool / product to an approach of conservation and rehabilitation of agricultural and food systems
- Designing and implementing coherent long-term policies
- Government support and endorsement of country-based products – e.g. UK pushing for government to promote use of British wool in insulation and carpets (over non-British wool). Could adopt this in most countries then utilise surplus in other countries.
- Further promote environmental standards / ethical production of wool and wool products through government / policy makers
- Further promote value of carbon sequestration in wool – increasing public good / environmental impact positively.

Primary sector/business

- By concretising visions, and thus commanding the attention of the highest decision makers, PRIMARY & BUSINESS also has the task of perfect and congruent storytelling
- Increasing promotion of heritage / traditional products from specific areas (e.g. areas of outstanding beauty, specific sheep breeds in specific locations (such as herdicks in the Lake District) – therefore increasing provenance of products. Might increase interest of these specific products within supply chain and European markets too.
- Focus on ‘other’ benefits of wool (environmental benefits mentioned above) to increase consumer interest / demand

Research

- Research has the task of linking the primary sector with the secondary, and therefore of guaranteeing the correct information and development of training. Eco-design is a means.
- More research into different uses of wool to avoid waste and low value of wool in some countries (UK seen a drop in wool price this year due to COVID pandemic and many farmers have thrown away wool clippings as it would incur large cost to take to wool depots to sell). Need to invest in better ways / innovative ways to use wool and related products. If this would be linked to environmental benefits (such as reducing climate change) then we would be onto a winner.

Round Table Speakers

	<ul style="list-style-type: none"> • Getting involved the voices of breeders and their associations • Pressure on government • Creating public awareness of the value of wool • Creating a campaign that can capture public imagination • (Currently we all live with open marketing communication channels; on the British scene we have a fair amount of social media) • Creating a culture, stories behind the wool in order to attract consumers • Engaging your local and your international associations • Making sure that our farmers understand that they have to get off the knees and have to add value to their product and that would mean organising themselves - this is a way for adding value to the wool • The policy makers need to be informed first, because they have to become aware of the problem, and the researchers have to think of increasing the quality of wool in a better way. • Training • Awareness and campaign for awareness of the people • Awareness raising is something that needs to be done in the long run. • The policy projects also need to be done in the long run • Considering the Life Cycle assessment externalities • Is really important that policy makers work for awareness raising
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5.3.5. BIOBRIDGES partner’s own perspectives and comments

On the meeting overall. The MML provided an excellent platform to connect all four key stakeholders in a focused workshop to discuss how bioeconomy can be an opportunity to boost the wool value chain. This methodology has proven to be effective for the creation of a series of interconnections and it has played a catalytic role in initiating collaborations toward the creation of a value chain.

5.3.6. Evaluation of the event

A new methodology has been designed and validated within the 2 events on the wool value chain organised by FVA in April (Italian) and October (European). **Bridge2Value** is a methodology to create cross interconnections between stakeholders of the quadruple helix, designed to facilitate the creation of a new value chain (more info in D7.9). Bridge2Value promotes an inclusive approach, involving the stakeholders that are often excluded from this type of activities, like the primary sector. The success of the format relies on the collaboration approach adopted. This way of working (survey and co-creation events) establishes a **shared ownership of the outcomes**, which facilitates the involvement of all stakeholders along the value chain. In addition, such a format contributes to the enlargement of the network, as the participants act as multipliers involving other stakeholders in the co-creation.

5.4. European co-creation workshop III

5.4.1. Event data

BIOBRIDGES representative (name and organisation)	Robert Miskuf (PEDAL)
Event venue	Online Session
Date	December 3 rd 2020
Event organized in partnership with	World Bio Markets conference 2020
<ul style="list-style-type: none"> (Description) 	<i>The webinar was organized under the auspices of the World Bio Markets Connect Online program series</i>
<ul style="list-style-type: none"> (Website) 	https://www.worldbiomarkets.com/
Work package	WP5
Task number	Task 5.1

5.4.2. Description of the BIOBRIDGES event

Title (original language / English)	Bridging the bio-based economy cooperation gap
Stakeholders attending (Academia, Media, Industry, Agriculture, Finance, ICT Policy makers, consumers citizens)	Academia, Media, Industry, Agriculture, Finance, ICT Policy makers, consumers, citizens
Total number of participants, out of which	116
Public sector	11
Private sector/ Other	37
Industry/ Manufacturing	25
Research/ Academia	17
Consumers	7

Bioeconomy	19
Countries addressed	Europe and North America
Summary of main activities at the event	<p>The webinar took place with the World Bio Markets conference 2020 under the auspices of the World Bio Markets Connect Online program series which was specifically developed for 2020, aimed at keeping the bioeconomy engaged and connected, so that progress can continue during challenging times of the Covid19 pandemic.</p> <p>BioBridges – organized a webinar in the ongoing online WBM Connect series, titled “Bridging the bio-based economy cooperation gap”. The one hour webinar comprised of two sessions namely; the introductory presentations and a moderated interactive session. The presentations held were on assets with emphasis on Bioheroes, Biobridges Survey and Bridge2Brand by Matteo Sabini from APPRE and representatives; Vito Guido Lambertini and Raffaele Scocciani from CRF FCA and P&G respectively also had an opportunity to share their experience with Bridge2brands.</p> <p>The moderated interactive session dubbed - How to “plug-and-play” the exploitable Biobridges elements, saw a discussion ensue on a number of topics which included but were not limited to; project assets which participants were most interested in or were willing to adopt or use, how they would concretely use them, what elements they identified as relevant/useful for their practice, how they would collaborate with the Biobridges Consortium in order to benefit from the projects’ assets and what other stakeholders would need to have to be involved among others.</p> <p>The event had a total of 326 registered participants, 149 visitors to the auditorium, 116 live watches and it will remain available for on – demand viewing. It was a highly engaging and captivating discussion that gave opportunity to the Biobridges project to share their assets with the public/ participants and also get much deserved feedback in as regards how the assets may benefit their practise – through a poll where cooperation challenges model emerged as the most relevant Biobridges asset to their practice.</p>
Material developed (link to the internal repository)	<p>Agenda and concept, report,, infographics, and statistics:</p> <p>https://drive.google.com/drive/folders/1fPxksmetr2JiHt8j1XfimKQ6CN3f0VI6?usp=sharing</p>

5.4.3. Rationale and Purpose of the Event

Event concept – final version

The development of new cross-sectoral bio-based value chains requires synergies and cooperation between various sectors, both along and across the value-chains, bringing all actors together, mobilizing the innovations and pulling the market by bringing new innovative products and solutions.

However, the interaction among processes and stakeholders between previously unconnected sectors, carries various challenges and barriers towards the development of new value chains and bio-based business models.

Based on the Biobridges project findings, these challenges could be categorized in terms of feedstock, industry, and market and may vary among the different stakeholders that represent suppliers, industry, brands and end-users. Moreover, in the value chain, each type of stakeholder could be both a provider and a client, facing specific challenges per case.

This particular webinar seeks to present the exploitable findings (Actionable Knowledge) from the project in order to achieve a long-lasting impact that is useful to close the gap of lack of cooperation among bioeconomy stakeholders.

During this webinar, you will identify and discuss how to better leverage, valorise, and transfer the over 15 Biobridges assets that have been developed over the 28 months of the project duration.

Agenda.

14:00 Virtual coffee and welcome

Introduction – Introductory presentations and objectives of the workshop

14:00 - 14:40 This first section presented the general framework and the objectives of the workshop, its expected results.

- **Alexandre ALMEIDA** (LOBA)

Welcome and brief introduction of the Biobridges project.

- **Matteo SABINI** (APRE), **Susanna ALBERTINI** (FVA), **Robert MISKUF** (PEDAL Consulting), **Iakovos DELIOGLANIS** (Q-PLAN)

All assets with detail on Bioheroes, Survey and Bridge2Brand

- **Bernd Findeis** (P&G)

Presentation about P&G's experience with Bridge2brands.

- **Vito Guido Lambertini** (CRF FCA)

Presentation about FCA's experience with Bridge2brands.

14:40 – 14:5 Moderated Interactive Session: How to “plug-and-play” the exploitable Biobridges elements. Which of the Biobridges assets you identified as relevant/useful for your practice?

Conclusions – Conclusions of the day

14:50 – 15:00

- Reflections on the main ideas that emerged from the discussions

- Possible follow up (collaborations, action plans, memorandum of understanding, etc.)

Follow-up actions: the collaborations and synergies created during the webinar will be promoted and supported by the [Biobridges](#) project.

5.4.4. Key outcomes of the workshop

Key topic	Bridging the bio-based economy cooperation gap.
Sector/s represented	All, but with prevalence from the Private sector.
<p><i>*For the co-creation sessions, the document reports a resume of the main insights from each speaker/ participant discussion</i></p> <p>First moderated session. Presentation of all assets with detail on Bioheroes, Survey and Bridge2Brand.</p>	<p>We had an initial introduction about the Biobridges project from Alex Almeida Director EU Projects Department at LOBA who among others presented the following;</p> <ul style="list-style-type: none"> • Presentation of the general outlook of the work that has been done by the project so far including but not limited to; studies, analysis and methodologies, communication and awareness campaigns, establishing valuable connections and networks, data and writing policy papers and recommendations. Details of what each of these comprise are further outlined below. • Studies, analysis and methodologies; here he pointed out their usefulness in as far as they present a state of the art resource in identifying existing challenges in the sector, provide an analysis of 18 national/ regional bioeconomy clusters and incentives for supporting the sector and lastly, provides insights on how to effectively engage stakeholders in the value chain. • Connections and networking; here he presented some of the project outputs like – Bridge2brands which facilitated the pitching of sustainable solutions, Bride2value which aided in fostering connections for value chain generation and also a report on the synergies and exchange of experiences established with other initiatives was presented. • Communication and awareness campaigns; here the Bio-based awareness toolkit was presented so was the Bioheroes campaign. A number of materials were highlighted here in as far as they could be replicated and reused; factsheets an informative materials, explicable, understandable and ready to use information for communication campaigns and formats and good practices to inspire effective communication campaigns. • Policy papers and recommendations; the highlight here was that they comprised of recommendations for policy improvement, good practices to implement and also had results (raw data) that could be utilized for further research activities. <p>We then had Matteo Sabini Project Manager at APRE making a much detailed presentation on the assets of the Biobridges projects.</p> <ul style="list-style-type: none"> • He highlighted them as follows; Studies, analysis and methodologies which are comprised of – cooperation challenges model and a

methodology for co-creation events, Communication and awareness campaigns which are comprised of – the biobased economy awareness toolkit and bioheroes, Connections and networking which are comprised of – Bridge2value and Bridge2brands, Policy papers and recommendations which are comprised of – a survey for assessing consumers’ awareness on BBP’s and Data which is comprised of – Data from a survey which received over 1000 replies from 39 countries.

Susanna Albertini Partner and Senior Communication Expert at FVA New Media Research further complemented Matteo’s presentation as below;

- She shared more inputs regarding the cooperation challenges model which was based on 60 interviews to brands, consumers and industries, validated by the Biobridges Focus Group, mapped all existing challenges and further pointed out how the model was used to define the context for co-creation events.
- She further detailed the project methodology for co-creation events – which was developed as a practical guide to engage and stimulate all stakeholders in the discussion with the aim to boost their dialogue and establish new collaborations. It was further submitted that this model was successfully tested Biobridges events. Practical guidelines and suggestions were also put to the disposal of the participants. There was also mention of the fact that the tools and methodological framework are available and are easily replicable – the participants were encouraged to make use of them.
- With regards to the Bridge2value asset it was submitted that its primary aim is to foster the connections for value chain generation. The scope of this asset was further outlined to cover the creation of cross sector interconnections between stakeholders, easing the knowledge and best practices sharing, to facilitate the creation of new value chains. This was successfully tested in Biobridges events (wool value chain, IT and EU levels), there was active co-creation among the participants at these events and the same helped to stimulate follow-up, discussions and collaborations.

Robert Miskuf CEO of PEDAL Consulting s.r.o also complemented the presentation as follows;

- He made a presentation on the bridge2brand asset whose scope was to identify and address brand’s needs, matching them with bio-based solution providers in order to ease the cross sector interconnection and establish new collaborations. It was further presented that we had 2 brands involved with us which include; P&G (Oral-B and Braun) CRF – FCA. There were 2 calls made for solutions to remedy 8 challenges. There were 96 applications received from 28 countries world over and 50 solution providers were invited to make pitches to this effect.

We then had a presentation from Bernd Findeis from P&G – Braun Director of the Braun sustainability program.

- He shared a number of key facts about their operations which cover over 5 billion consumers across more than 150 countries and

	<p>operative in 70 countries with 17 R&D innovation centres of which 3 hubs are located in the EU (Denmark, United Kingdom and Belgium).</p> <ul style="list-style-type: none"> • He further articulated on their P&G Sustainability Commitments by 2030. He pointed out that 100% of their packaging will be recyclable or reusable, he also made mention of the fact that they intend to find solutions so that no P&G packaging will find its way to the ocean and lastly, he pointed out that they will advance recycling solutions for Absorbent Hygiene Products. He further pointed out they intend to reduce their use of virgin petroleum plastic by 50%. • He submitted further about the challenges organized with the project on circular and/or Bio-based solutions and materials Bio-based liquid solutions for electric appliances (BRAUN) and Bio-based plastic or alternative non-virgin fossil fuels materials for disposable products (ORALB). The design followed here attracted over 52 ideas from 22 countries, of which 24 of them were invited to an online 2-day event in June 2020. Where the participants were given 10 min pitches followed by Q&As. • And he further gave information about the status of these efforts where BRAUN - is currently screening a broad range of PCR (post-consumer recycled materials). The Bio-Bridges workshop identified additional alternatives like bio-based TPE or PHA materials now under screening; Oral-B – has identified and following up on new alternative material sources, ranging from versatile PHA, to utilizing biowaste from olive oil production to exploring new natural materials such miscanthus. • Lastly, he ended his presentation by summarizing his overall experience with the project with these keywords; AGILE, SMOOTH, EFFECTIVE, AGAIN! <p>To sum up the 1st session was a presentation by Mr. Vito Guido Lambertini who is the Head of Materials Engineering Department at CRF - FCA</p> <ul style="list-style-type: none"> • He made a presentation about the current composition of a car – polymers. Which is made up of over 59% steel, 5% cast iron, 8% light alloys, 3% other metals, 13% thermo plastics, 2% thermo settings, 4% elastomers, 4% fluids and 2% glass. • He further articulated on the reasoning behind his organisations support for both circular and bio economy – he cited directive 2000/53/EC on End of Life of vehicles, the New regulation on Circular Economy for Plastics, Climate change, a Comparative Life-Cycle Assessment of alternative feedstock for plastics production JRC, Nov 2018 and the European Commission call for a climate neutral Europe by 2050. • He further articulated their polymers strategy for sustainability as follows; they are pushing for the use of recyclable polymers, the use of bio-polymers and bio-fillers, they are also advocating for the increase in the use of recycled materials (scraps and post-use) and lastly the use of recycled fillers. • He further outlined different strategies that they are employing in their operation to be more sustainable and these include; opening new supply chains through sourcing bio-based materials from scraps to avoid interference with the food chain, the use of sustainable bio-based materials in FCA vehicles running concurrently with several
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	<p>innovation projects to improve sustainability and he stressed further that to be assured of a solid output, innovation reliability is necessary: stable performances (stable feedstocks), recycling efficiency, reliable transformation processes, new adapted materials standards, new product design are a must.</p> <ul style="list-style-type: none"> • Lastly, he made mention of the fact that they are looking for bio-based materials to start; Development activities (TRL 8-9) and Innovation activities (TRL 6-7)
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<p>Moderated interactive session - How to “plug-and-play” the exploitable Biobridges elements?</p>	<p>Here presentations were made by Matteo Sabini Project Manager at APRE on selected Biobridges Assets which included but were not limited to the following;</p> <ul style="list-style-type: none"> • A Biobridges survey for assessing consumers’ awareness on bio-based products. Of which there were 1014 replies from 39 countries on 15 topics. Where over 150 replies were from people working in the bioeconomy sector. He pointed out further that the Main source for drafting the action plan is to be published by end of December 2020 and lastly that raw data would be available from Jan 2021 for further investigations and analysis. <p>Alexandre Almeida, Director for EU Projects Department at LOBA complemented Matteo’s presentation as shown below;</p> <ul style="list-style-type: none"> • The Bio-based economy awareness toolkit was also presented. It was articulated that its aim is to stimulate curiosity and interest towards the Bioeconomy and Bio-based Products and also practically show in a less complex way the benefits of bioeconomy. It was further communicated that the toolkit will be released and made available for free with; <i>A bio-based day video</i> (in 9 different languages, also selected by GBS2020), a BIOArt gallery booklet, Factsheets & Infographics and Social Media Cards. <p>Iakovos Deligioglanis, Project Manager at Qplan International summed up the discussion with a presentation on #Bioheroes;</p> <ul style="list-style-type: none"> • Lastly, a presentation on the #Bioheroes was made where it was presented that a total of 28 female and male Bioheroes are actively involved in the promotion of bioeconomy, a number of Cards & Posts on <u>Facebook</u> and <u>Instagram</u> were made to this effort and there are currently 5 video-interviews on different topics available in the <u>BioBridges YouTube channel</u> <div data-bbox="491 1330 1158 1697" data-label="Image"> <p>The image shows a presentation slide from the 'Bioheroes in first person' project. At the top left is the 'biobridges' logo. The title is 'Bioheroes in first person' with the URL 'www.biobridges-project.eu' in a green box. The main text asks: 'What do you think is the best, and most reliable, way to promote the production and consumption of bioproducts?'. Below the text are two video thumbnails showing women smiling. To the right is a cartoon illustration of a woman in a green superhero costume. At the bottom right is the European Union flag.</p> </div>
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5.4.5. BIOBRIDGES partner's own perspectives and comments

On the meeting overall. Participants were actively engaged in the discussion, also thanks to event format used that enabled us to reach out to a wide spectrum of good quality participants. (please, see comments below).

We were satisfied by the number of participants that attended the event (The number that registered for the event was well above 300, with over 145 attending the auditorium and more than 100 participants watching the event live). The slight dissatisfaction we faced was that format used to deliver it by the event organizer was impersonal – we were not able to see the presenters. Aside from that, the event went well.

On the challenges discussed. The discussion by FCA's Vito Lambertini regarding the different strategies that they are employing in their operation to be more sustainable like; opening new supply chains through sourcing bio-based materials from scraps to avoid interference with the food chain, the use of sustainable bio-based materials in FCA vehicles running concurrently with several innovation projects to improve sustainability and he stressed further that to be assured of a solid output, innovation reliability is necessary: stable performances (stable feedstocks), recycling efficiency, reliable transformation processes, new adapted materials standards, new product design being a must really chimed with us.

Lessons learnt. Always ask for specific details in as far as the presentations shall be made to prevent surprises like the one we faced when the presentation format was impersonal. In future always ask and indulge the conference organizers to clarify as to whether the presentations even when online will at least have some personal touch.

5.4.6. Evaluation of the event

No feedback forms were distributed to participants due to the online nature of the workshop. There were, however, some participants who expressed their interest in keeping in touch with the Biobridges community.

6. Bridge2Brands

In addition to the co-creation workshops organised to engage with stakeholders from industry, policy, civil society, consumer associations and research, two other events particularly focused on bridging brand-owners with industry have been organised.

6.1. Bridge2brands for P&G - Sustainable, Circular and Bio-based Materials and Solutions for Braun and Oral-B

In collaboration with Procter & Gamble (P&G), Biobridges project has launched the first bridge2brands call to find innovative and more sustainable solutions for Braun & Oral-B products.

Disposable, difficult to recycle everyday items contribute to the waste issue. "Less throwaway" is a very clear expectation for every business nowadays, given an increased focus on sustainable growth from consumers and retail partners. In this context, P&G's objective is to leverage the scale of their leadership brands as a force for good, promoting

and enabling more responsible consumption amongst consumers, while also reducing overall waste and the usage of virgin materials in their products.

The focus areas include:

- Circular and/or bio-based solutions and materials; bio-based liquid solutions for electric appliances (Brand Braun)
- Bio-based plastic or alternative non-virgin fossil fuels materials for disposable products (Oral-B Brand)

The “call for innovation” phase, supported by intense promotional activities led by Biobridges, was closed on the 5th June 2020. Out of the 52 high quality ideas from bio-based industries, SMEs, start-ups, research centres, and other bio-based solution providers from 22 countries all over the world collected, 24 have been invited to the online international workshop on 23-24 June 2020. They had the unique opportunity to pitch their ideas to P&G and discuss the advantages and disadvantages of their solutions to address the specific challenges identified, towards a potential market dialogue and business partnership with the brand. The collaboration among the participants has been encouraged as well during the event, to promote additional cross-collaborations.

The workshop was organised in 9 session:

- 2 introductory plenary sessions to explain the format and objectives expectation
- 6 pitches sessions with small working groups of 4 participants presenting their ideas to a pool of experts from P&G, Braun and Oral-B
- 1 session to collect the first impressions, feedback and ideas for follow-up

The event ended with the presentation of the winners of the competition organised by the BIOVOICES project and the Lazio Innova Startupper School Academy Program between high-school students. The bioeconomy prize is awarded every year to two teams of “young innovators” by the BIOVOICES project, the European Bioeconomy Network and Novamont. During this last edition, the Startupper School Academy involved 121 institutes and 10.000 students to promote entrepreneurship and creativity in the Lazio Region High schools (Italy). The students proposed ideas for sustainable oral care, using bio-based solutions.

The event has been attended by 50 stakeholders: 24 researchers, 14 industry, 2 CSOs and 10 others.

6.2. Bridge2brands for FCA: Sustainable, Circular and Bio-based Materials and Solutions for CRF – Fiat Research Centre – FCA

In collaboration with **CRF (Fiat Research Center) – FCA (Fiat Chrysler Automobile)**, **Biobridges** project has launched the second **bridge2brands** call for innovative solutions to answer the specific needs of **CRF - FCA** to introduce more sustainable solutions into its business. The event is called: “Sustainable, Circular and Bio-based Materials and Solutions for CRF – Fiat Research Center – FCA”

The following sustainability challenges have been identified:

- Bio-based polymers for the exterior
- Exterior and engine compartment plastics
- Elastomers
- Textile and upholstery materials
- Coatings and adhesives

The “call for innovation” phase, supported by intense promotional activities led by Biobridges, was closed on 24 September 2020. Out of the **44 high-quality ideas collected** from bio-based industries, SMEs, start-ups, research centres, and other bio-based solution providers from **18 countries** all over the world, **26 have been invited** to the online international workshop on 27-28 October 2020. They had the unique opportunity **to pitch their ideas to CRF-FCA** and discuss the advantages and disadvantages of their solutions to address the specific challenges identified, working towards potential market dialogue and business partnership with the brand.

The event took place over the course of 2 days and it comprised 4 sessions (2 per day). It was structured around the topics discussed (plastics; plastics and composites; textiles; elastomers, foams and composites) and, finally, 24 companies presented their solutions.

Only to the applicants involved in pitching ideas, staff of the FCA and CRF-FCA, and Biobridges partners were allowed to participate in the event. In total, 42 people from the various departments and branches of the FCA group attended the event during the 2 days. In total, 111 participants from different stakeholder groups attended the 2-day event.

The event was met with great appreciation both from selected participants and the FCA – also demonstrated by the strong participation of staff from different branches from all over the world. This second test validated the Bridge2brands format, highlighting it as an interesting way to establish new connections between big brands and solution providers.

Moreover, the online format of the event allowed a greater participation while reducing costs: for this reason, future events should take place in this format.

More follow-up activities should be defined in order to monitor the progress of the dialogue between the brands and the solution providers.

7. Lessons learnt

What has worked?

- Collaborating with other organisations and projects and organizing BIOBRIDGES events as a satellite of a bigger event ensured good attendance and representation of all relevant stakeholder groups.
- Good practices and real-life examples further ensure the success of the event and of the interaction among the participants.
- Online delivery of events lowers the threshold for stakeholders to participate, because they do not have to travel to a location (meaning less time and financial resources to be spent). However, the duration of online event should be limited (around 1.5 hours maximum) to keep the attention of participants. One should keep in mind time differences when aiming for participation from different parts of the world.

- The “interactive round table” works very well and succeeds in actively engaging the participants during events. The Mentimeter software highly contributes towards making workshops lively as the platform is interactive and easy to use.
- The COVID-19 crisis forced the BIOBRIDGES project to conduct the remaining co-creation workshops online. Even though digital workshops run the risk of not having such a strong participatory character, there is sufficient software available to engage with participants (e.g. Mentimeter). Preparation is key here. Added benefit is that recorded webinars can be uploaded to online platforms (e.g. YouTube), which allows people to view the content afterwards. It should be noted that participants should be clearly informed beforehand that the webinar will be recorded.

What could be improved?

- Since most events (including workshops) currently take place online, the process of requesting feedback should be adjusted accordingly.
- Running parallel sessions next to a main event could lead to lower attendance rates.
- Clarify with online presenters in detail as of how they plan to give their presentation and whether it will have a personal touch. This can prevent surprises, in the form of e.g. a presentation format that turns out to be impersonal.

8. Conclusions

Based on the experiences of the BIOBRIDGES project team organizing a wide variety of co-creation events throughout Europe, the following conclusions can be drawn:

- The forced transition from physical to online events due to the COVID-19 crisis posed both an opportunity and a risk. The online events attracted more participants, which is reflected in the figures; the average amount of participants per event more than doubled in the final year of the project (went up from approximately 30 to 70). At the same time, the online events put to the test the attention span of participants. This notion increased the necessity come up with innovative ideas to engage participants, using tools specifically designed for the online environment.
- Efforts should be increased to involve politicians and the public administration in the bioeconomy discussion. Their participation rate turned out to be relatively moderate compared to other stakeholder groups, even though they play an important role in the transition to a bioeconomy.
- Despite persistent attempts, securing a widespread participation of consumer organisations proved to be challenging. The latter do not seem to be aware of the bioeconomy concept or biobased products. In this respect, the co-creation events did not turn out to be the most effective tool for mobilizing consumer organisations. A survey conducted within the BIOBRIDGES project proved to be more successful in this regard.

The key outcomes of the workshops feed into D5.4, a policy paper that provides recommendations on how to improve the public acceptance of bio-based products and processes at the regional and local level.

9. Annex A. Overview of co-creation events organized by the BIOBRIDGES project

This Annex provides a brief overview of the all the co-creation events that the BIOBRIDGES project organized between September 2018 and December 2020. Table 3 provides an overview thereof. It should be noted that this document only covers the events organized between M17 (January 2020) until M27 (December 2020).

Table 3. Overview of co-creation events

Scope/country	Organizing partner	Total
Regional		4
Italy	FVA	1
Spain	ASEBIO	1
Slovakia	PEDAL	1
Estonia	CIVITTA	1
National		14
Portugal	LOBA	2
Germany	ECO	2
Croatia	PARTICULA	2
Slovakia	PEDAL	2
Italy	APRE/FVA	2
Estonia	CIVITTA	1
Greece	Q-PLAN	2
Spain	ASEBIO	1
European		6
Workshop I	APRE	1
Workshop II	PEDAL	1
Workshop III	FVA	1
Workshop IV	PEDAL	1
Workshop V (bridge2brands)	FVA	1
Workshop VI (bridge2brands)	APRE	1
Total co-creation events: 24		

Table 4 provides an overview of the total audience reached (per type of stakeholder).

Table 4. Audience reached (per type of stakeholder)

Research	Industry	Civil Society	Public Sector	Other
358	347	114	81	218
Total audience: 1118				



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