



Biobridges Legacy

The Biobridges project is coming to an end. All our work of the past 28 months is comprised in the following 15 exploitable assets, divided into 5 categories. These assets are available for free to anyone interested in fostering the bioeconomy in Europe, through more cooperation, more awareness and more action!

If you would like to receive more information or discuss about ways to collaborate and make the best use of the Biobridges' assets, do not hesitate to contact us...



1. Studies, analyses and methodologies

Identified cooperation challenges among consumers, brand owners and bio-based industries



What are the existing challenges among consumers, brands and bio-based industries? What are the factors that facilitate or hinder their level of interaction? Find out about the answers to these and other questions in the analysis of >60 interviews with experts from all over Europe and have a look at the **Biobridges' value chain** collaboration challenges model!

Framework and good practices for multi-stakeholders and cross-sector interconnections



This study analysed 18 regional and national bioeconomy-related clusters all over Europe, identifying **good practices and incentives** to promote multi-stakeholder and cross-sectoral collaboration among actors.

Stakeholder consultation on main cooperation drivers and barriers



20 bioeconomy experts gathered for a focus group and identified the most marketable bio-based application fields, as well as the challenges and actions needed to **strengthen the collaboration** among them.

Biobridges' methodology for co-creation events



How can one successfully organise a co-creation workshop in the bioeconomy sector? How can they actively engage all stakeholders in the discussion and receive meaningful insights from them? Learn more about this issues in this **practical document** that will guide you step by step!

Biobridges gamified and interactive co-creation experiences



Are you looking for inspirational, informal and easy-to-use methods and good practices to stimulate the discussion during a workshop with various stakeholders? This document presents practical examples and ideas on how to use and integrate several **interactive, engaging and gamified tools and processes** that will allow you to make a diversified audience debate, exchange and finally create/discover solutions during workshops.



2. Communication and awareness raising campaigns



Bio-based economy awareness toolkit

Would you like to stimulate the curiosity and increase the interest in the bioeconomy and bio-based products? You can use the Biobridges communication toolkit to demonstrate, in an easy and attractive way, the benefits of bioeconomy and the positive effects of switching from fossil-based to bio-based products.

Select the most appropriate tools and methodologies for your target audience and... enjoy!



#BioHeroes campaign

#BioHeroes was a campaign launched to engage influencers and people committed to sustainability, so that they would support Biobridges in reaching civil society, increasing bioeconomy awareness and promoting the project.

Discover our BioHeroes, use our cards and video-interviews!

3. Connections and networking



Bridge2brands – pitching of sustainable solutions

Identifying brands' specific challenges on sustainability and connecting them with innovative solution providers working in the bio-based sector: this was the scope of **Bridge2brands**, a specific format tailored-made for brand owners and implemented for Procter & Gamble (P&G) and Fiat Chrysler Automotive (FCA).



Bridge2value – Fostering connections for value chain generation

Bridge2value is a new format designed to **create cross interconnections** among stakeholders of the quadruple helix, and to facilitate the creation of a new value chain. Discover how it works and how to replicate it!



Synergies and exchange of experience established with other initiatives

What are the **existing initiatives and projects** working in the bioeconomy sector? What are the joint activities that could be implemented with them? Discover the collaborations established by Biobridges.

4. Policy papers and recommendations



Proceedings of co-creation events and policy debates

All the co-creation events organised by Biobridges at regional, national and European level are comprised into one document. Find out the **perspectives of various stakeholders** from different sectors that participated in debates on different topics.

Policy paper – “Improving public acceptance of bio-based products and processes at the local and regional level”



Public acceptance of bio-based products depends on a variety of factors, including their social, economic, and environmental impact. Find some **recommendations** on how to take these factors into account and what actions policy makers can endorse to increase the public acceptance of bio-based products.

Good practices, procedures and recommendations for boosting inter-sector cooperation



How can inter-sector cooperation be fostered among various value chain actors of the bioeconomy sector? Biobridges identified **good practices, recommendations and procedures** to achieve this goal.

Biobridges' action plan for raising consumer awareness of the bioeconomy



There is still a lot to do to raise consumer awareness of the bioeconomy, bio-based products and purchasing habits. This plan is based on the results of a survey with >1.000 replies from 39 **countries and provides guidelines and recommendations** that policy makers, brand owners, researchers and other actors can implement to increase consumers awareness.

5. Data

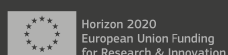
Survey for assessing consumer awareness on bio-based products – Raw data



Are you looking for **raw data on consumer awareness** and purchasing habits in the bioeconomy to complement your research, proposal for policy change or communication campaign? Our survey gathered >1.000 replies mainly from the general public (i.e. people not working in the bioeconomy sector) from 39 countries. Feel free to use our dataset for free!



www.biobridges-project.eu



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