

Transition2Bio Capacity Building “Comunicare la Bioeconomia”

Modulo 3: Metodologie e modelli

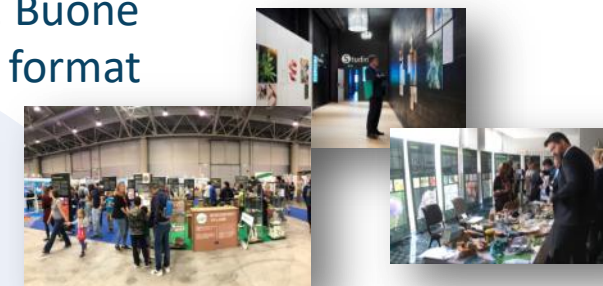
Durata: 30 minuti

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Modulo 1: Conoscenze specifiche sulla Bioeconomia Circolare e Sostenibile



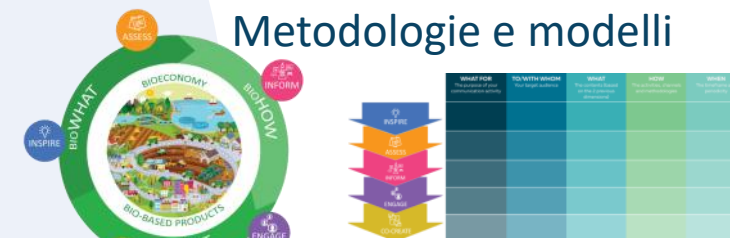
Modulo 2. Buone pratiche e format replicabili



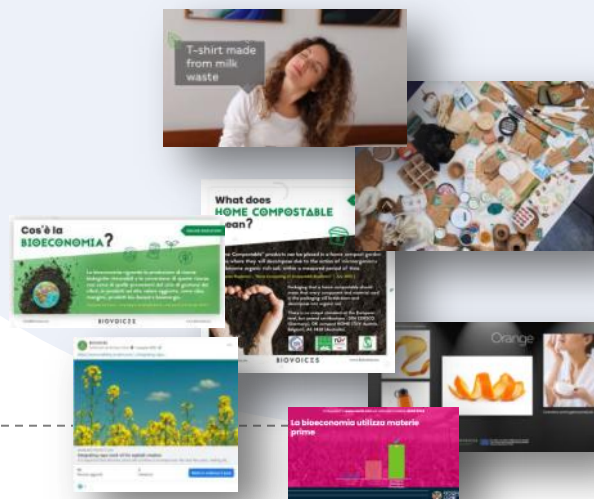
5. Knowledge exchange and mutual learning



Modulo 3. Metodologie e modelli



Modulo 4. Toolkits di Transition2BIO



Obiettivi formativi

Questo modulo fornisce una serie di metodologie e canvas, create e validate nel contesto di diversi progetti Europei per facilitare le attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders:



- Metodologie per facilitare il cambiamento di mentalità



- Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders



- Metodologie per facilitare il coinvolgimento, dibattito e la co-creazione di soluzioni

Per promuovere la transizione è necessario un cambio sistemico che crei un ecosistema per l'innovazione e coinvolga

- **SUPPLY SIDE** (Settore primario, industrie, bioraffinerie, ecc.)
- **DEMAND SIDE** (consumatori, B2B, procurers pubblici, ecc.)
- **MULTIPLIERS** (Brands, rivenditori, associazioni, influencers, media, ecc.)
- **SUPPORTIVE ENVIRONMENT** (policy makers, ricerca e innovazione, mondo accademico, finanza, ecc.)

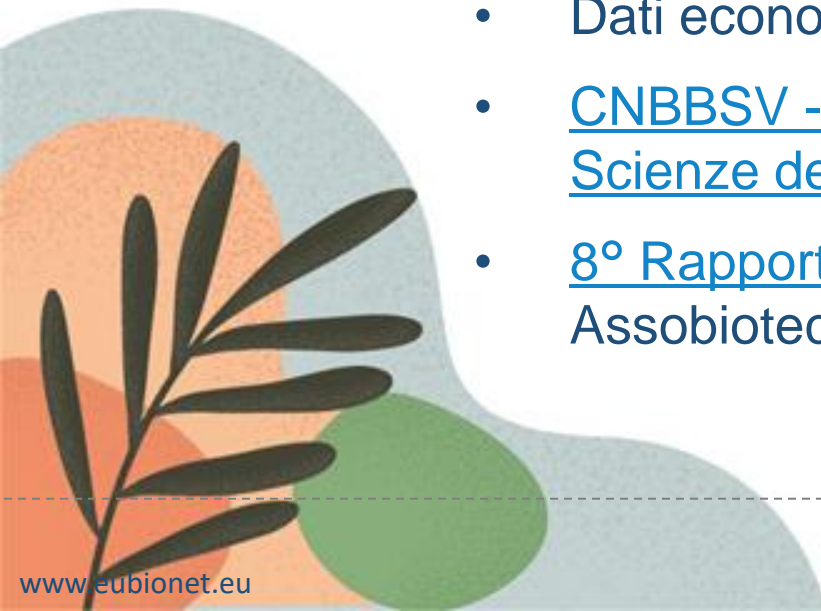


Da dove partire?

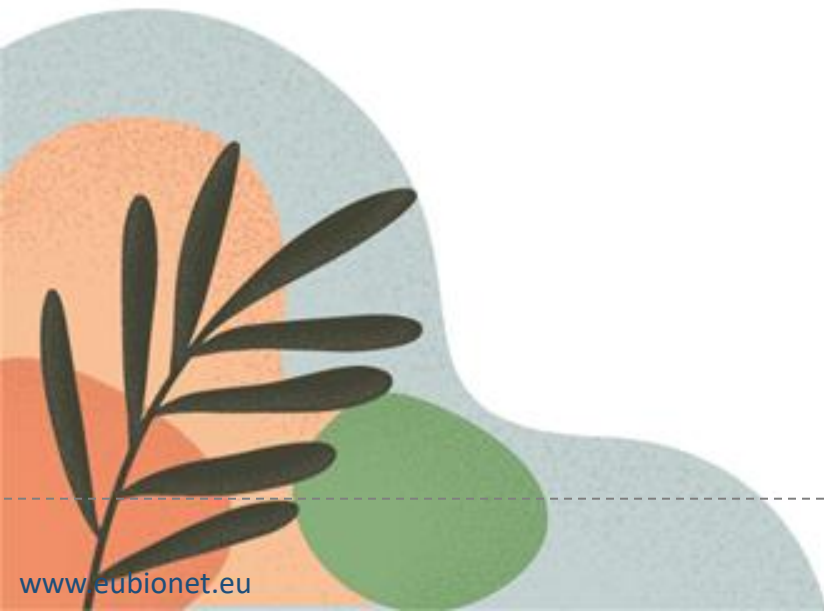
Stimare e valutare lo stato della Bioeconomia nel proprio Paese è di grande aiuto nella definizione delle attività di Comunicazione e coinvolgimento degli Stakeholder.

Links utili:

- Tendenze e indicatori europei sulla bioeconomia ([Qui](#))
- Dati economici e legislativi sulla Bioeconomia ([Qui](#))
- [CNBBSV - Comitato Nazionale per la Biosicurezza, le Biotecnologie e le Scienze della Vita - \(palazzochigi.it\)](#)
- [8° Rapporto](#) Intesa Sanpaolo in collaborazione con Cluster SPRING e Assobiotec-Federchimica “La Bioeconomia in Europa Rapporto



Metodologie per facilitare il cambiamento di mentalità



Metodologie per facilitare il cambiamento di mentalità

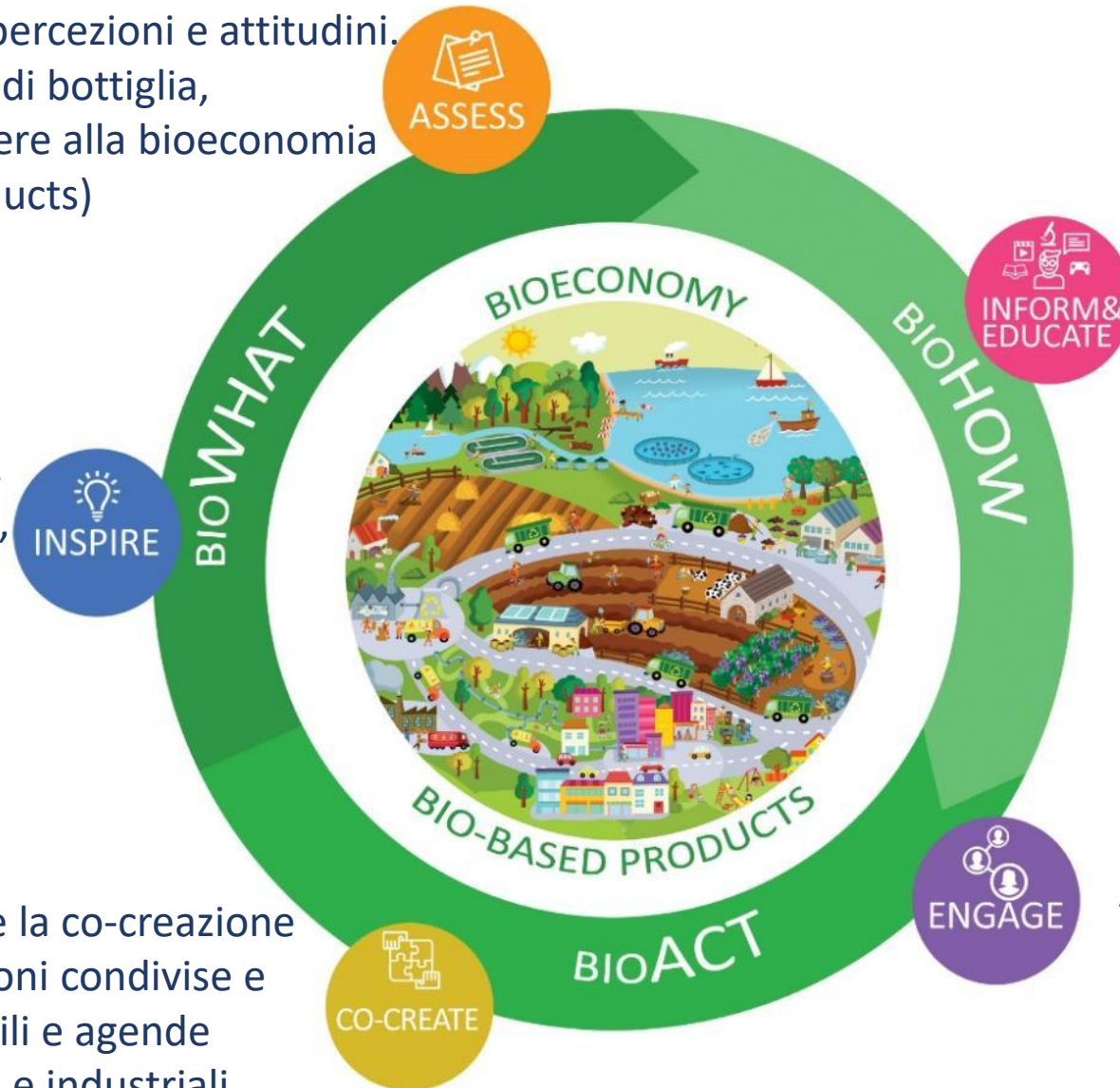
Comprendere le percezioni e attitudini.
Identificare i colli di bottiglia,
resistenze e barriere alla bioeconomia
(e bio-based products)

Stimolare la curiosità,
interesse, ispirare (e.g.
attività imprenditoriali,
carriere, percorsi di
studio, stili di vita)

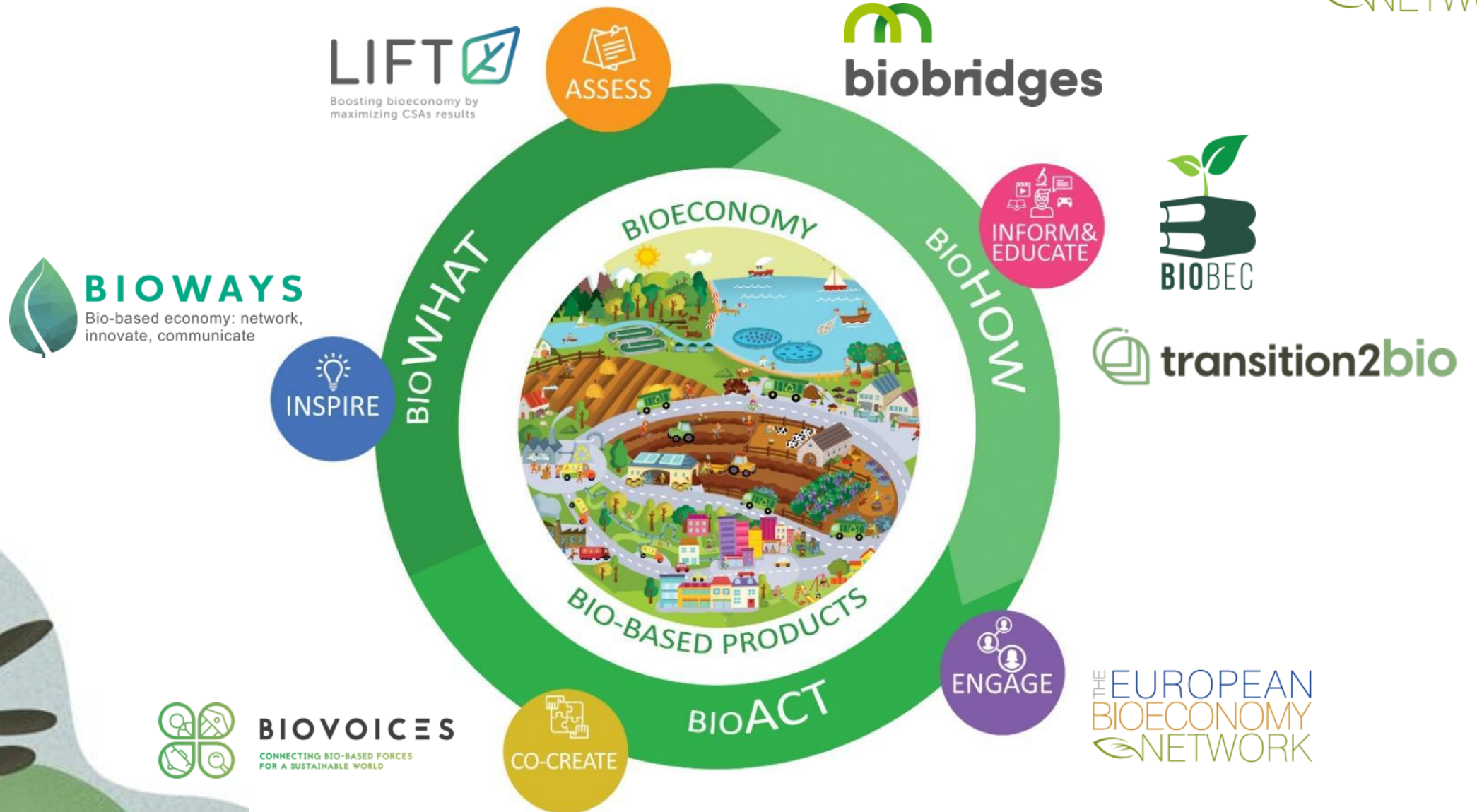
Facilitare la co-creazione
di soluzioni condivise e
accettabili e agende
politiche e industriali
per la bioeconomia

Aumentare la
conoscenza, fornire
informazioni esaustive,
dati, ricerche, esempi
pratici

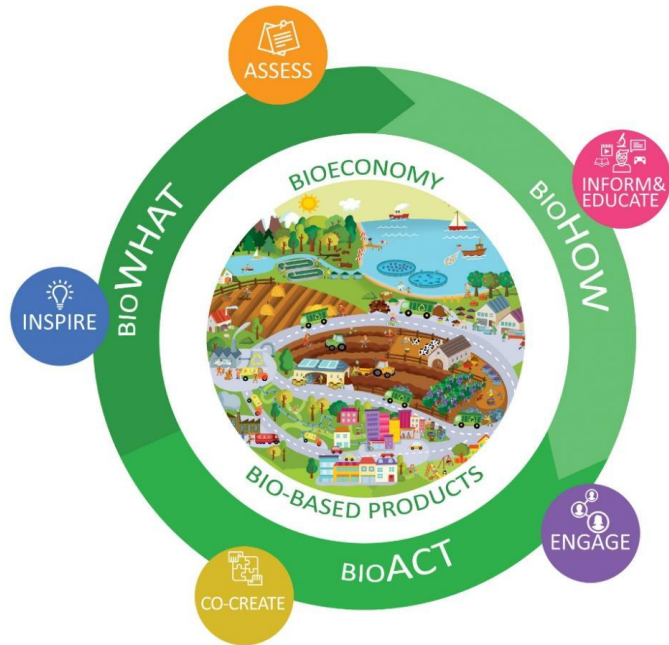
Coinvolgere, motivare,
supportare (es. I toolkits
di Transition2Bio).
Attrarre moltiplicatori e
ambasciatori della
bioeconomia



Metodologie per facilitare il cambiamento di mentalità



Il modulo 2 presenta esempi di buone pratiche e format replicabili per ogni azione



La scelta del tipo di azione da implementare dipende da:

- Lo sviluppo locale della Bioeconomia (maturità)
- Gli stakeholder da raggiungere
- Gli obiettivi specifici della tua azione di comunicazione
- Le risorse e i contesti

Il modulo 2 di questo corso presenta esempi di buone pratiche e format replicabili per ogni azione di questo modello

Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders



Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders

WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity



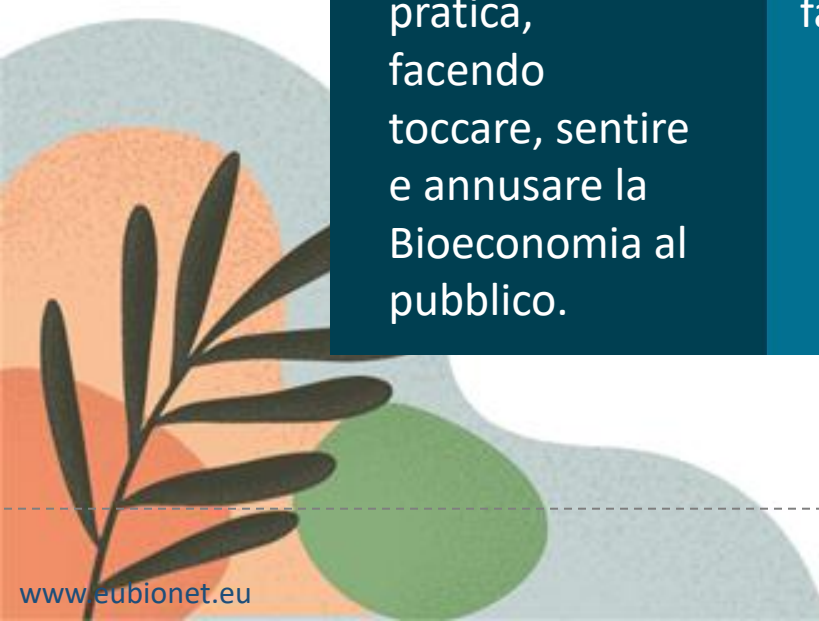
Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders

Il modello in pratica: Il Bioeconomy Village

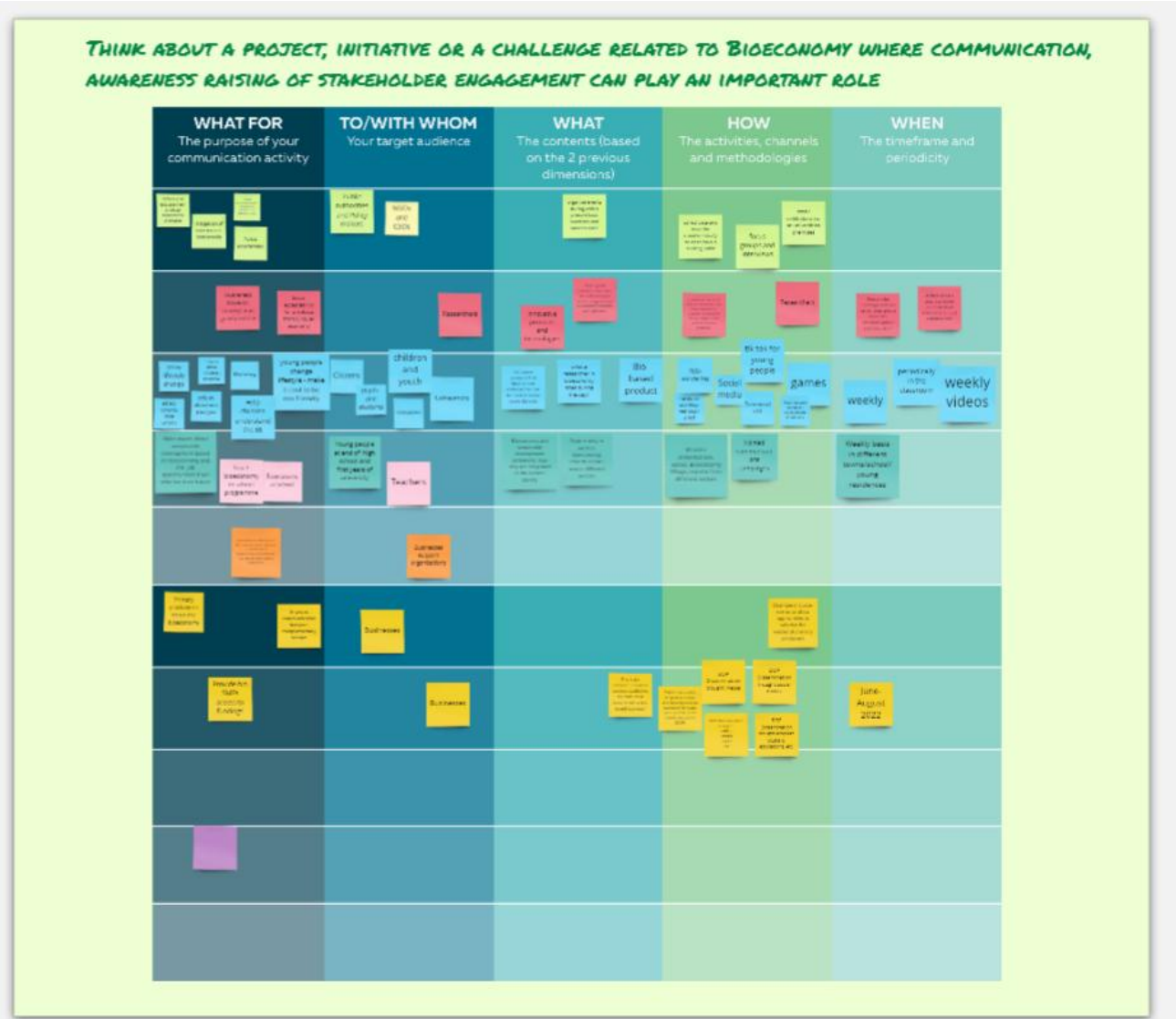


Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders

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Informare ed educare, garantire un'esperienza pratica, facendo toccare, sentire e annusare la Bioeconomia al pubblico.	Grande pubblico, consumatori, giovani generazioni, famiglie e ragazzi.	Informazioni sui bioprodotti, sulle materie prime impiegate, sul processo di produzione, sul ciclo di vita. Mostrare i bioprodotti nelle applicazioni di tutti i giorni.	Esposizione di oltre 350 bioprodotti, con le loro storie. Impegno di ricercatori e personale qualificato per spiegarli. Esperimenti pratici e narrazione.	Più volte nel corso dell'anno, in vari contesti e Paesi.



Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders



Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders

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<ul style="list-style-type: none"> inform and educate them to design bioeconomy strategies mitigation of bureaucratic bottlenecks raise awareness increase awareness about bioeconomy (through social media) 	<ul style="list-style-type: none"> Public authorities and Policy makers NGOs and CSOs 	<ul style="list-style-type: none"> organise events during which present best practices and success case 	<ul style="list-style-type: none"> collect data and map the situation locally so as to have a starting point focus groups and interviews small exhibitions i.e. at universities premises 	
<ul style="list-style-type: none"> Awareness towards concept and good practice Social acceptability for products from Circular economy 	<ul style="list-style-type: none"> Researchers 	<ul style="list-style-type: none"> Innovative products and technologies Teach good practices, examples of methodologies and strategy to have sustainable research and activities 	<ul style="list-style-type: none"> conferences, series of talks for education and dissemination, creation of a platform for exchange of info and educational materials Researchers 	<ul style="list-style-type: none"> One on site meetings/online (per year, plus a forum for constant update and discussion) at least once a year, but based on macro level areas and not just national level
<ul style="list-style-type: none"> drive lifestyle change inform about bio-based products Marketing young people change lifestyle - make it cool to be eco friendly attract towards bio careers Inform about eco lifestyles Help children understand the BE 	<ul style="list-style-type: none"> Citizens children and youth pupils and students consumers Coinsumers 	<ul style="list-style-type: none"> Bio-based product bio-based products that inspire, raw material that can be used at home are in Schools what a researcher in bioeconomy does during the day? 	<ul style="list-style-type: none"> TEDx storytelling hands on activities - feel touch small Social media tik tok for young people Commercial add games Make reusable stories for young people influencers 	<ul style="list-style-type: none"> weekly periodically in the classroom weekly videos
<ul style="list-style-type: none"> Make aware about sustainable development based on bioeconomy and the job opportunities it will offer for their future Teach bioeconomy in school programme Bioeconomy at School 	<ul style="list-style-type: none"> Young people at end of high school and first years of university Teachers 	<ul style="list-style-type: none"> Bioeconomy and sustainable development definitions, how they are integrated in the current society Opportunity to work in bioeconomy related actions across different sectors 	<ul style="list-style-type: none"> Dynamic presentations, videos, Bioeconomy Village, experts from different sectors Nomad communications campaigns 	<ul style="list-style-type: none"> Weekly basis in different towns/school/young residences

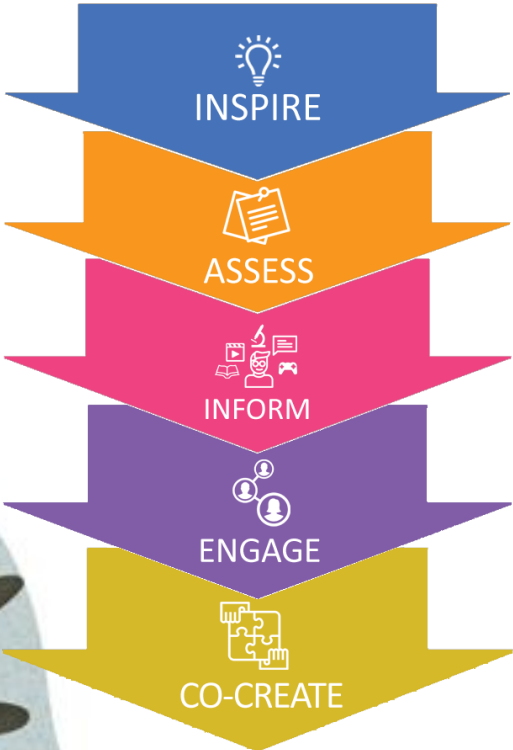
Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders



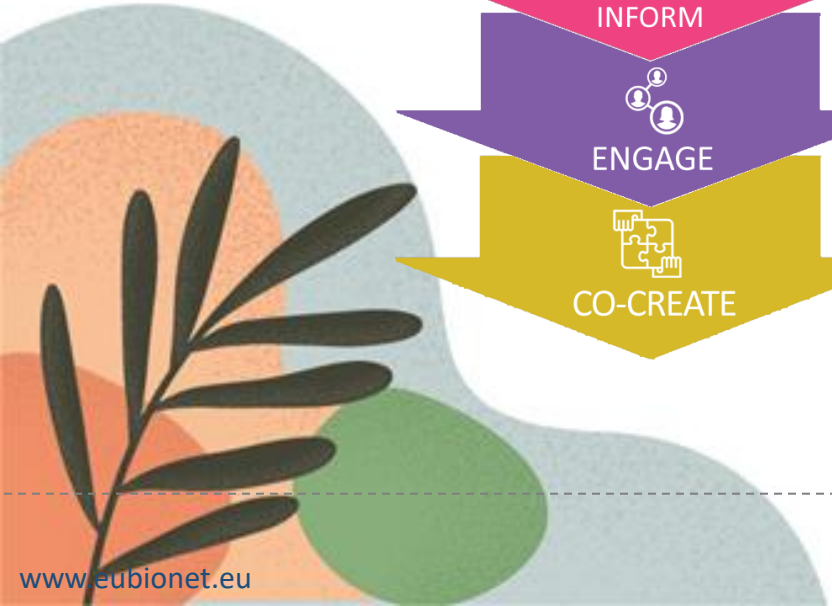
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Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders





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Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders



 FAS Living Lab Factsheets 				
PROMOTION DES PRODUITS FORESTIERS NON LIGNEUX AU PROFIT DES FEMMES RURALES DE AIN DRAHAM				
WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity
<ul style="list-style-type: none"> raise awareness create interest increase the number of people who produce non-wood forest products in the area 	<ul style="list-style-type: none"> communities, service providers, women policy makers local authorities GDA primary of public employment and entrepreneurship 	<ul style="list-style-type: none"> fact sheet video workshop trade fairs media outlets 	<ul style="list-style-type: none"> workshop trade fairs media outlets study visit 	<ul style="list-style-type: none"> once a year
<ul style="list-style-type: none"> increase the number of people who produce non-wood forest products in the area empower the women 	<ul style="list-style-type: none"> policy makers local authorities decision makers 	<ul style="list-style-type: none"> fact sheet workshop trade fairs media outlets 	<ul style="list-style-type: none"> workshop trade fairs media outlets study visit 	<ul style="list-style-type: none"> once a year
<ul style="list-style-type: none"> collect feedback 	<ul style="list-style-type: none"> actors that will implement the action plan regional authorities local authorities 	<ul style="list-style-type: none"> fact sheet workshop trade fairs media outlets 	<ul style="list-style-type: none"> workshop trade fairs media outlets study visit 	<ul style="list-style-type: none"> once a year
<ul style="list-style-type: none"> facilitate the identification and connection with stakeholders to drive the change create the network 	<ul style="list-style-type: none"> local authorities regional authorities 	<ul style="list-style-type: none"> fact sheet workshop trade fairs media outlets 	<ul style="list-style-type: none"> workshop trade fairs media outlets study visit 	<ul style="list-style-type: none"> once a year
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Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders

WHAT MEASURES ARE THERE IN YOUR COUNTRY TO FACILITATE COMMUNICATION AND PUBLIC ENGAGEMENT IN BIOECONOMY, IF ANY?

	WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity
inspire	<ul style="list-style-type: none"> Raises awareness on bioeconomy, recycling and environment protection Changes the view on our consumer habits raising awareness on bioeconomy 	<ul style="list-style-type: none"> General public/ youth Pupils 	<ul style="list-style-type: none"> Environment and recycling school days Workshop of our consumer habits on the environment Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Apprenticeship, educational activities, activities Workshops 	<ul style="list-style-type: none"> Annual Workshop of experience learning on using the waste added and value from waste
inform	<ul style="list-style-type: none"> Inform on bioeconomy Inform on opportunities and access to finance Inform on bioeconomy in business 	<ul style="list-style-type: none"> Business and professional General public Business and professional customer Business and professional customer 	<ul style="list-style-type: none"> Information exchange about the sector Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Workshops + newsletters Small networking events Workshops project 	<ul style="list-style-type: none"> Quarterly
assess	<ul style="list-style-type: none"> Study the added value of bioeconomy approach 	<ul style="list-style-type: none"> Business and professional 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste
connect	<ul style="list-style-type: none"> Raises awareness on bioeconomy approach Integrates the bioeconomy approach with the business strategy Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Business and professional Business and professional customer Business and professional customer 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste Workshop of experience learning on using the waste added and value from waste
co-create	<ul style="list-style-type: none"> Support smaller bioeconomy approach & help At make the vision of the regional bioeconomy strong 	<ul style="list-style-type: none"> Business and professional Business and professional customer Business and professional customer 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste Workshop of experience learning on using the waste added and value from waste 	<ul style="list-style-type: none"> Workshop of experience learning on using the waste added and value from waste Workshop of experience learning on using the waste added and value from waste



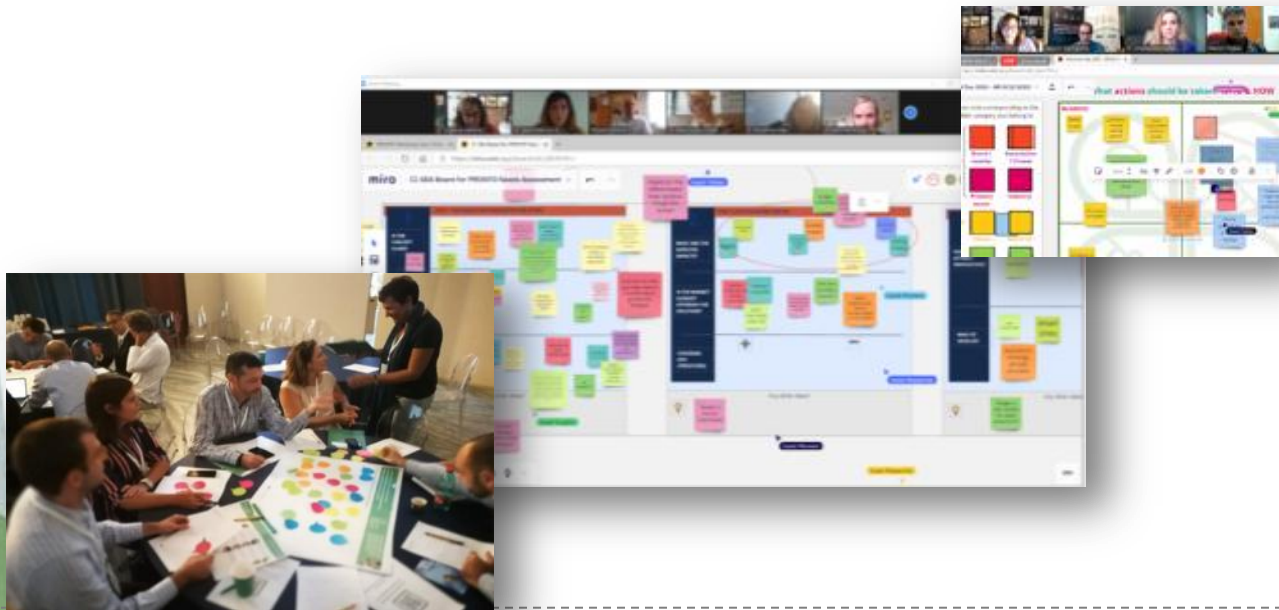
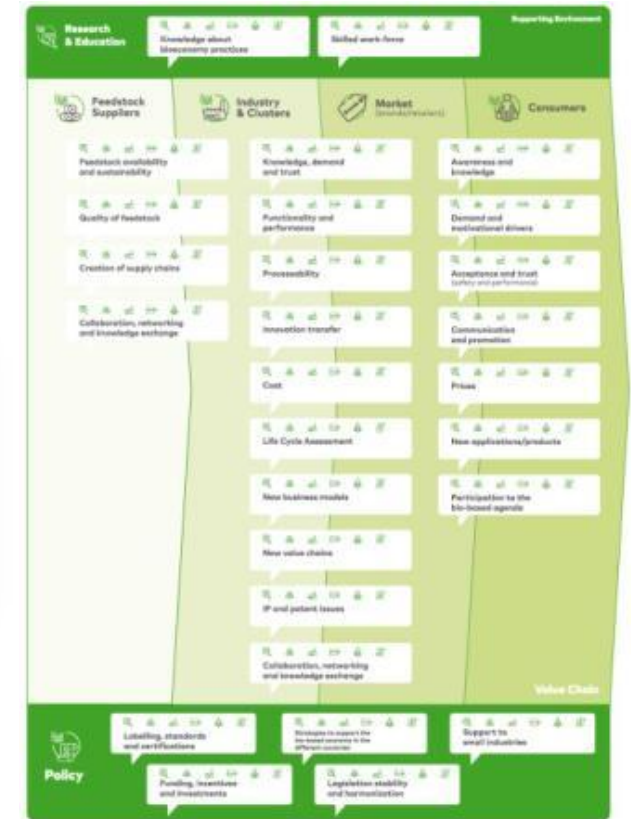
Metodologie per facilitare il coinvolgimento, dibattito e la co-creazione di soluzioni



Metodologie per facilitare il coinvolgimento, dibattito e la co-creazione di soluzioni

Modelli generati nel contesto di BIOVOICES e Biobridges (100 attività di co-creazione)

BUSINESS CASE		GO TO MARKET		ACCELERATION	
Market development	FIND FIRST CUSTOMERS	UNIQUE SELLING POINTS	UP-SCALING	PROMOTE CHANGES IN PURCHASE HABITS	INCREASE THE ADOPTION
Awareness and trust building		INTRODUCING EU & NATIONAL INCENTIVES	REALISE STANDARDIZATION	B2B USERS AS FRONTRUNNERS	INCREASE SUSTAINABLE FEEDSTOCK
Supporting policies and standards		BOOST LOCAL DEPLOYMENT			
Supporting environment	IMPROVE RESOURCES				
Regional/Local development	ENHANCE LOCAL ACTION PLANS				



Metodologie per facilitare il coinvolgimento, dibattito e la co-creazione di soluzioni

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Market development	FIND FIRST CUSTOMERS	UNIQUE SELLING POINTS	UP-SCALING
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Regional/Local development	ENHANCE LOCAL ACTION PLANS	BOOST LOCAL DEPLOYMENT	

A cosa serve:

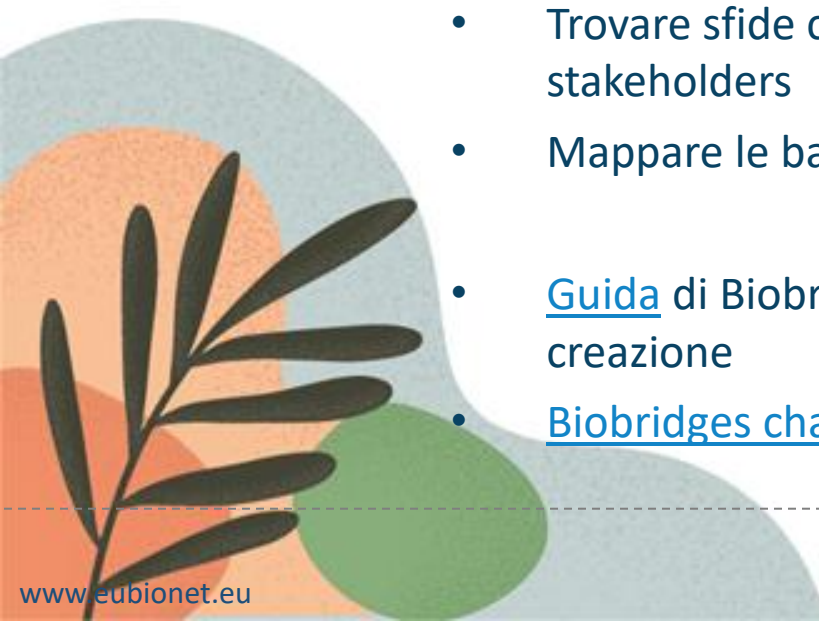
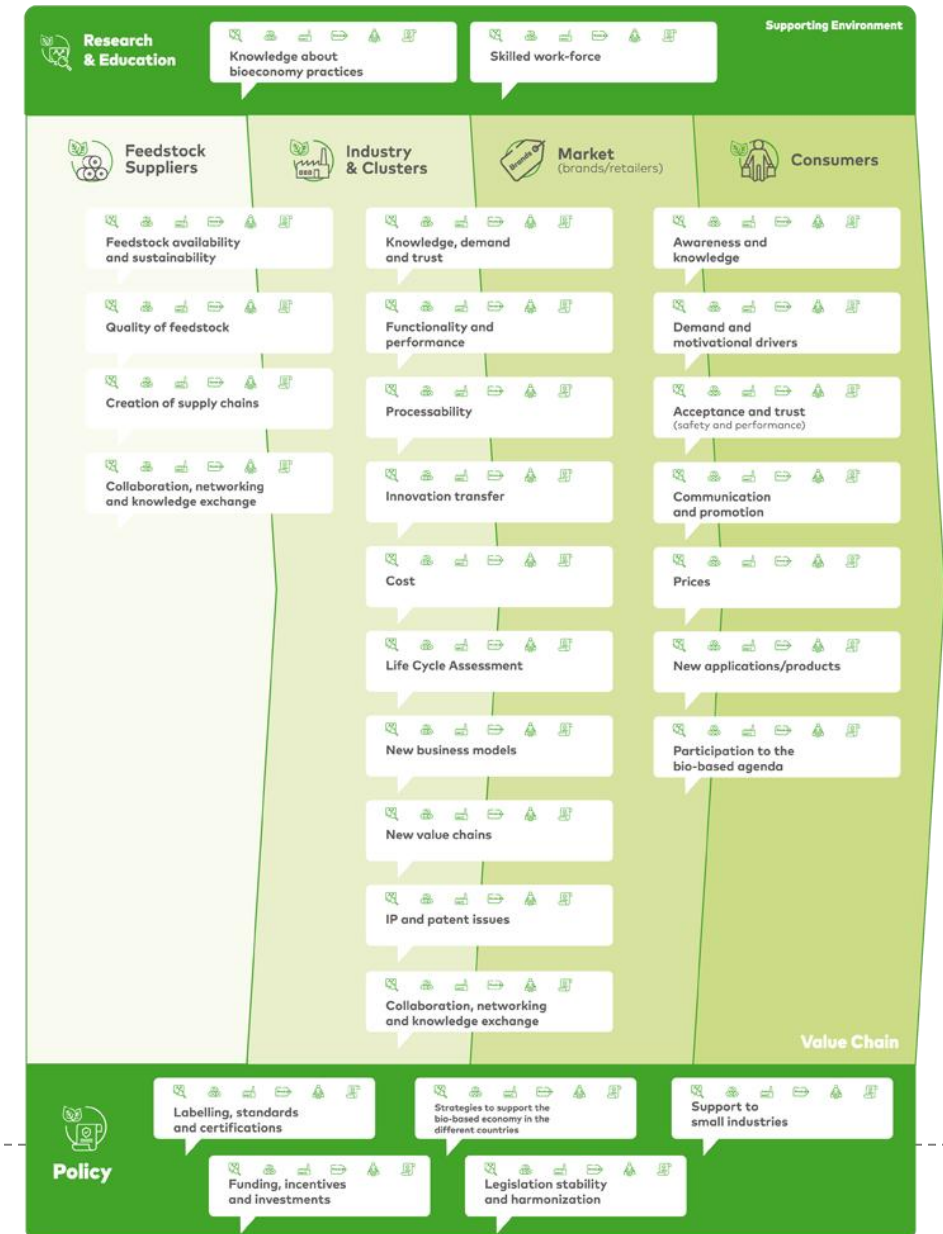
- Identificare temi di interesse per gli stakeholders
- Definire contenuti per stimolare la discussione
- Creare un piano per una serie di workshops
- [Guida](#) all'organizzazione di workshop di Mobilisation and Mutual Learning (BIOVOICES)

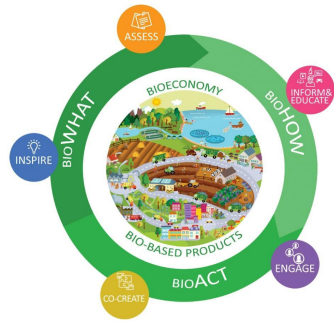
Metodologie per facilitare il coinvolgimento, dibattito e la co-creazione di soluzioni



A cosa serve:

- Identificare le tematiche di interesse lungo la value chain
- Trovare sfide comuni a due categorie di stakeholders
- Mappare le barriere alla collaborazione
- [Guida](#) di Biobridges per organizzare eventi di co-creazione
- [Biobridges challenges along the value chain](#)





- Metodologie per facilitare il cambiamento di mentalità

	WHAT FOR The purpose of your communication activity	TO WITH WHOM Your target audience	WHAT The content (based on the 2 priority dimensions)	HOW The activities, channels and technologies	WHEN The frequency and periodicity
INSPIRE					
ASSESS					
INFORM/EDUCATE					
ENGAGE					
CO-CREATE					

- Metodologie per pianificare attività di comunicazione, promozione, formazione e coinvolgimento degli stakeholders

- Metodologie per facilitare il coinvolgimento, dibattito e la co-creazione di soluzioni

Grazie per l'attenzione!

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