



Toolkit 4

Bioeconomy Kit for Communicators

Communicating on the bioeconomy can be tricky so we have put together this kit on how to communicate about the social, environmental and economic benefits of the bioeconomy. The section has information on public awareness raising and on how to better communicate research results.

How can I raise awareness and communicate about the bioeconomy?



Did you know?

Raising public awareness is essential in order to ensure the development of sustainable and inclusive bioeconomy.



- Toolkit 1 is a great introduction to the bioeconomy. With several engaging resources, it will be sure to spark interest in the fascinating world of the bioeconomy.



⇒ **A large variety of useful tools are available to help NGOs, civil society organisations, companies, projects, initiatives and individuals best communicate about the bioeconomy.**

- 📄 As an introduction, these [seven key messages](#) about the bioeconomy from BioCannDo relay important background information to help you start communicating about the bioeconomy.
- 📄 Ever ask yourself what people want to learn and know about bio-based products? Then this BioCannDo [Factsheet](#) is for you.
- 📄 This LIFT [factsheet](#) gives you tips and recommendations on how to facilitate and simplify your communication about the bioeconomy.
- 📄 Participatory outreach practices and hands-on activities are essential tools to make the bioeconomy more concrete and tangible for an uninformed audience. This BLOOM [outreach & engagement guidebook](#) provides many examples of the types of activities which one can undertake to transmit knowledge about the bioeconomy in an engaging way.
- 📄 Enhancing the awareness of stakeholders is crucial to the success of innovations. This LIFT [factsheet](#) provides an overview of past and current public engagement and co-creation initiatives.
- 🔗 The SHERPA [online stakeholder engagement support](#) tool is designed to offer hands-on guidance on methods and tools for stakeholder engagement.
- 🔗 For those ready to get started communicating, you can use these [social media cards](#) from BioBridges.

Did you know?

There are several resources that can help you better communicate research results.



- 📄 Here is a [guide on EU science communication](#) that may be of use.
- 📄 Check out these Dandelion [communication guides](#)! One focuses on the dissemination of information to target groups and the other on how to define and implement a strategic dissemination and communication plan.
- 📄 The Dandelion project also provides more specific [guidelines](#) that can help maximise the impact of Socio-economic Sciences and Humanities (SSH) EU projects including bioeconomy components.

Who we are – the consortium

