transition2bio
Towards a more sustainable future

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D1.8

Transition2BIO Library – update

@biovoices

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Towards a more sustainable future

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Transition2BIO Library – update

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Executive Summary

This deliverable presents updates from D1.7 Transition2BIO Library – 1st version on structure, interfaces, contents and analytics of Transition2BIO Library, which has the scope to make available in a transparent, readily available, user-friendly and visual-attractive way all the contents, materials and tools identified and collected in T1.2.

D1.8 Transition2BIO Library – update is composed of the following chapters:

1. Introduction
2. Structure of Transition2BIO Library
3. Interfaces of Transition2BIO Library
4. Contents of Transition2BIO Library
5. Analytics of Transition2BIO Library
6. Conclusions

1. Introduction

Transition2BIO Library was launched in November 2021. Currently it is hosted at the subdomain of Transition2BIO website "https://library.transition2bio.eu/" and is monitored with Salesforce Wave Analytics.

Relevant monitored statistics explained in chapter 6 include:

- Downloads by section
- Downloads by language
- Downloads by country
- Downloads by category
- Downloads by content type

The Library was developed using JavaScript, CSS, Visualforce Pages and Visualforce Components and Apex and is presented in a responsive model suitable for all devices, including mobiles.

The objectives of Transition2BIO Library are:

- Make available in a transparent, readily available, user-friendly and visual-attractive way all the contents, materials and tools identified and collected in T1.2 "Collection of contents, tools, databases, platforms and good practices"
- Cluster the collected materials according to three macro categories (Communication, Education, Support) and make them accessible through a selection of filters explained in chapter 4
- Provide Transition2BIO with a valuable asset to increase the online visibility of the project, attracting users with a set of easily accessible bioeconomy-related materials
- Provide support to all WP2, WP3 and WP4 events and activities to be organised, by offering the above-mentioned access to clustered bioeconomy-related materials

2. Structure of Transition2BIO Library

Transition2BIO Library is structured as showed in Figure 1:

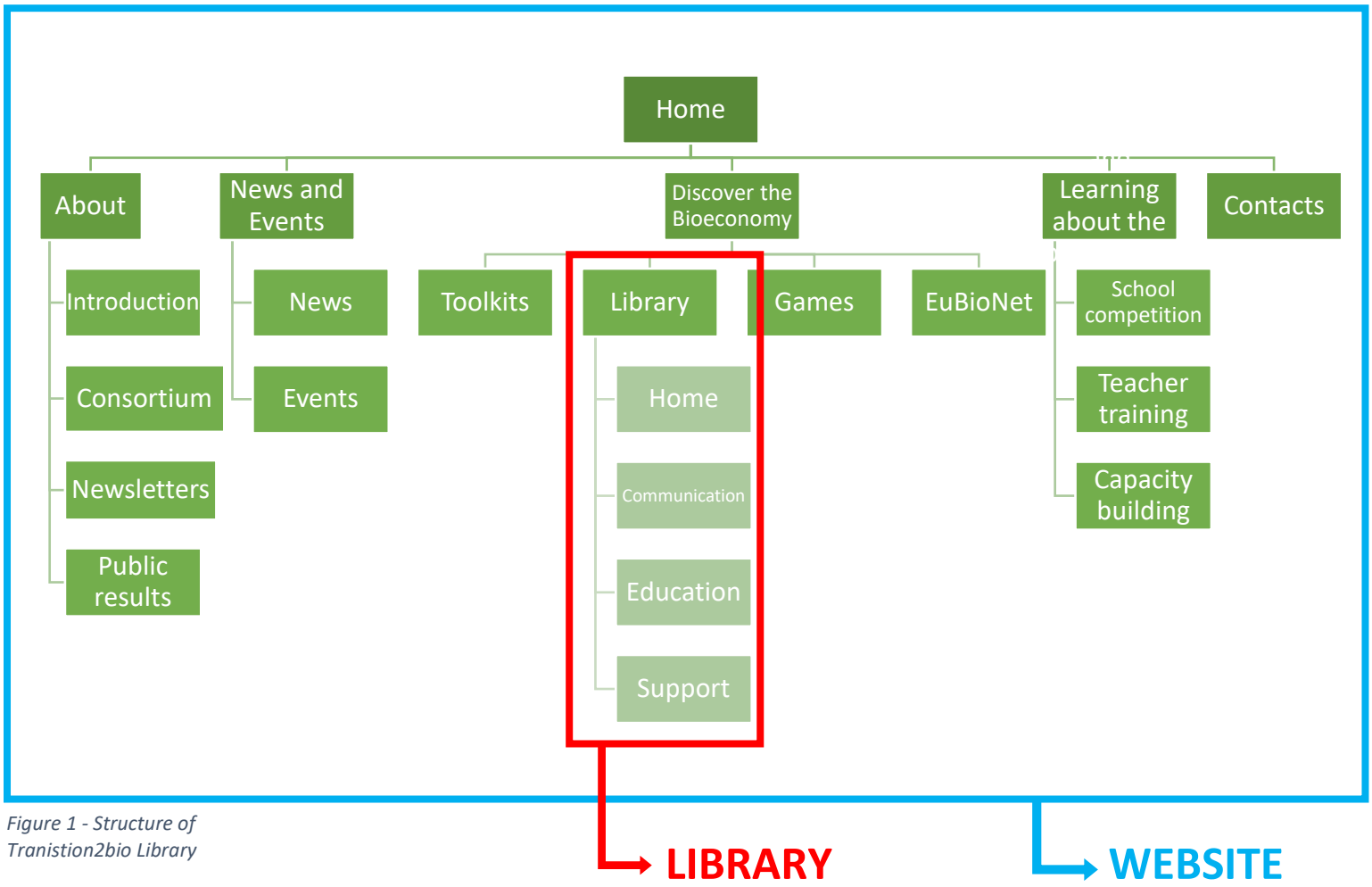


Figure 1 - Structure of Tranistion2bio Library

The Library is displayed in Transition2BIO website's main menu under the section "Discover the Bioeconomy", provided with a homepage and three sub-sections named Education, Communication and Support.

3. Interfaces of Transition2BIO Library

This chapter presents the front-end design of Transition2BIO Library home page and sub-sections.

Home page

The home page of Transition2BIO Library features:

- A brief description of the Library
- A search box with search filters explained in chapter 5
- Three clickable images, redirecting to the three sub-sections of the online Library: Communication, Education and Support to Regions and Public Authorities

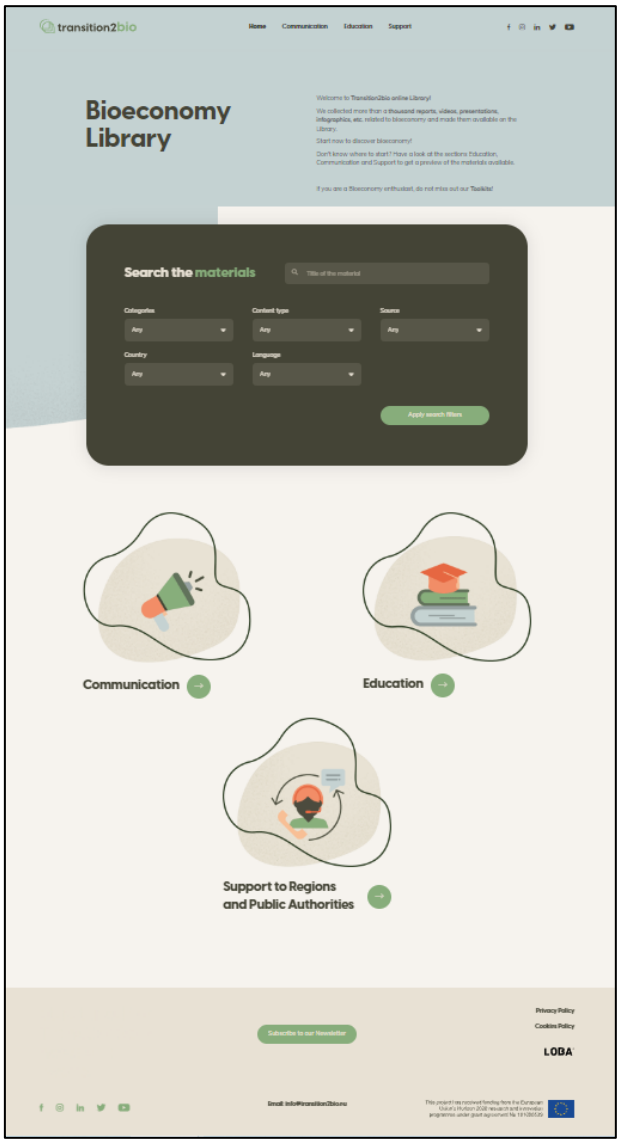


Figure 2 - Home page of Transition2BIO Library

Communication sub-section

The Communication sub-section features:

- A brief description of the sub-section
- A search box with search filters explained in section 5
- A preview of available documents belonging to the sub-section, divided into two carrousels: “Download materials related to communication” and “Latest entries”

Support to Regions and Public Authorities sub-section

The Support to Regions and Public Authorities sub-section features:

- A brief description of the sub-section
- A search box with search filters explained in section 5
- A preview of available documents belonging to the sub-section, divided into two carrousels: “Download materials related to Support to Regions and Public Authorities” and “Latest entries”

Education sub-section

The Education sub-section features:

- A brief description of the sub-section
- A search box with search filters explained in section 5
- A preview of available documents belonging to the sub-section, divided into two carrousels: “Download materials related to education” and “Latest entries”

Each of the above-mentioned carrousels features the possibility to “Show more“ and “Show less” materials. Thus, giving the opportunity to users to explore the materials of the Library without necessarily start a query.

With regards to the interfaces of Transition2BIO Library, no changes were implemented compared to Deliverable 1.7.

Figure 3 provides an example of the overall look of the sub-section “Education”.

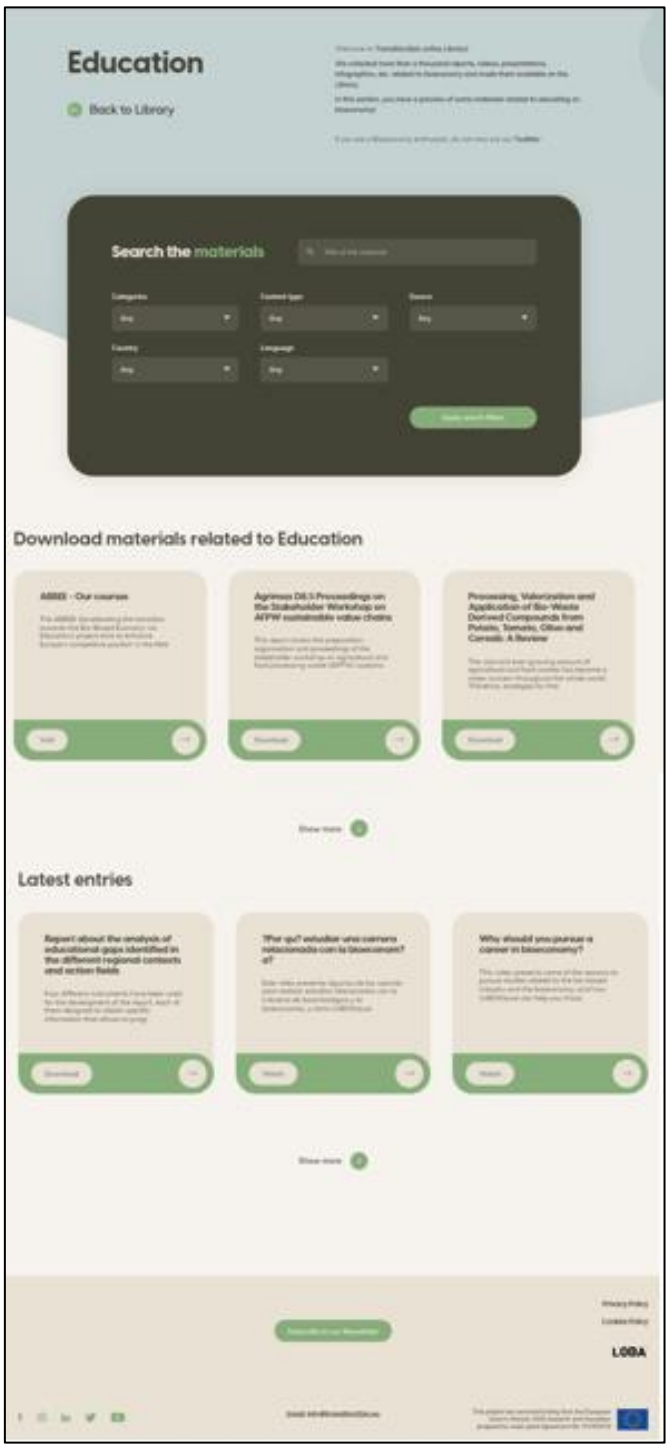


Figure 3 - Education sub-section

Search Results: detail page

Figure 4 provides an example of search results detail page.

The materials corresponding to the applied search filters, are displayed in a table comprising the following information: Title; Categories; Content type; Source; Country; Language.

The Title of each material is hyperlinked and redirects to the detail page of the individual document.

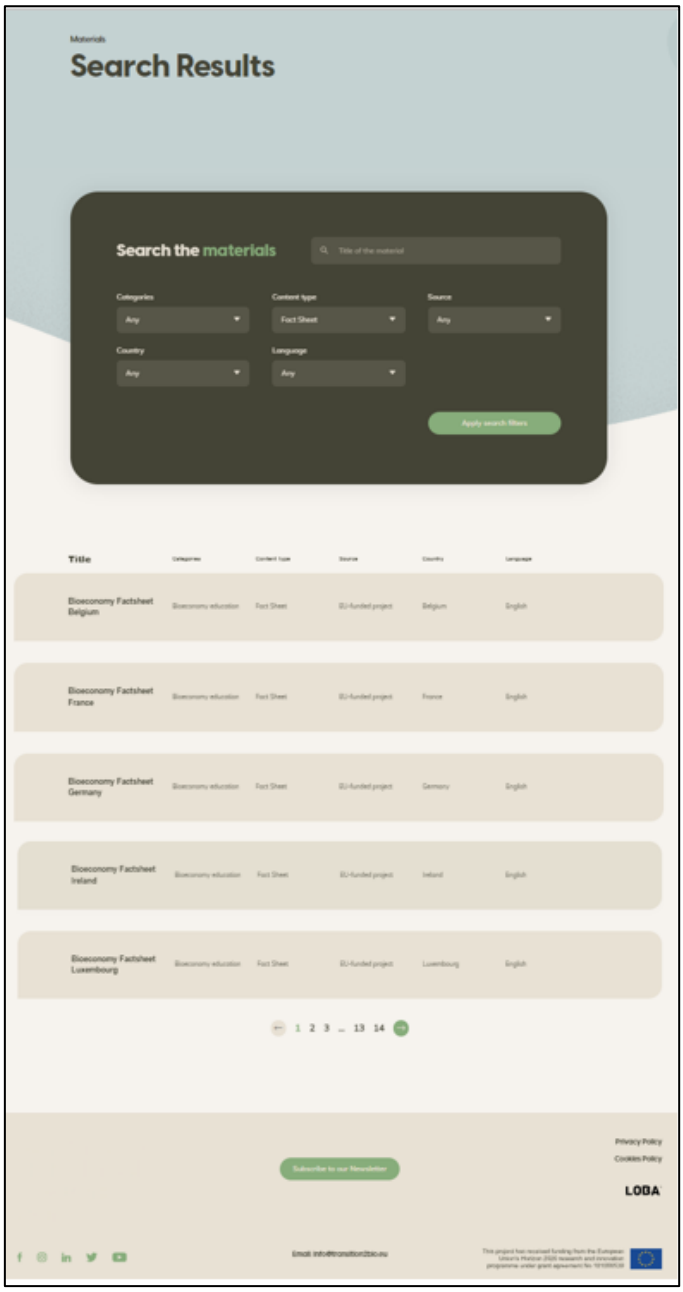


Figure 4 - Search results detail page

Downloadable material: detail page

After clicking on the Title of the document, users are redirected to the detail page of the document, which features:

- Title of the document
- Brief description of the document
- Widget to download the document
- Widget to be redirected to the list of search results
- Social media share buttons

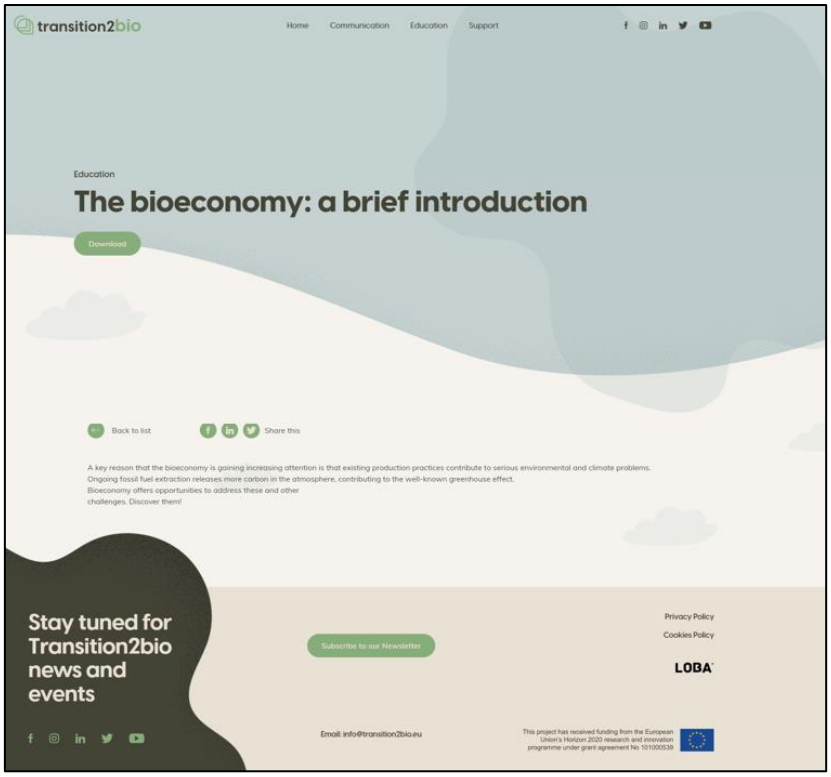


Figure 5 - Downloadable material: detail page

4. Contents of Transition2BIO Library

The set of materials available on Transition2BIO Library stem from T1.2 (for more details, please refer to D1.3 Report on Collection of existing contents, tools and good practices – 1st version and D1.4 Report on Collection of existing contents, tools and good practices – Update).

Compared to Deliverable 1.7 Transition2BIO Library – 1st version, the materials present in the Library, which were based on D1.3 Report on Collection of existing contents, tools and good practices – 1st version, have been updated according to D1.4 Report on Collection of existing contents, tools and good practices – Update: descriptions were provided and wherever applicable, links were updated in the case the original documents' URLs were moved or were no longer available at the former URLs.

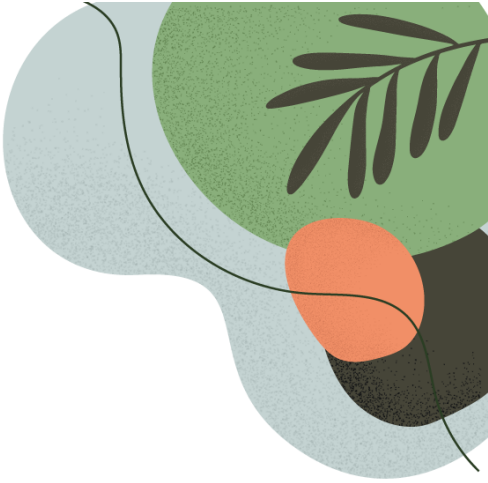
In total, Transition2BIO Library counts more than 900 records.

In the following sub-chapters we provide an overview of the search filters, as well how the records are distributed by Library section and by language, country, category, and content type.

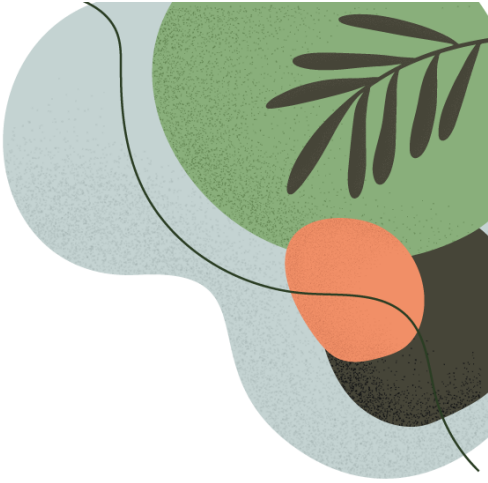
Search filters

The search filters users can apply are the following:

- **Search bar**, based on titles of the documents and tags
- **Categories**
  - Awareness raising
  - Bioeconomy education
  - Biomass availability, quality, supply and sustainability
  - Stakeholders engagement and co-creation
  - Standardisation, LCA, labelling and regulatory hurdles
  - Regional potential, bioeconomy strategies and action plan
  - Uptake of RTD results
  - Foresight, market studies and market roadmaps
  - New value chains and business models
  - Open innovation platforms and facilities
  - Industrial roadmaps
- **Content type**
  - Article
  - Case Study
  - Database or repository
  - Fact Sheet
  - Games
  - Good practice



  - Infographic
  - Multimedia/video
  - Platform
  - Policy Brief
  - Presentation
  - Project deliverable
  - Project progress/final report
  - Publication
  - Recommendation
  - Training material
  - Other
- **Source**
  - EU-funded project
  - European Commission
  - Other
- **Country**
  - Albania
  - Austria
  - Belgium
  - Bosnia & Herzegovina
  - Bulgaria
  - Croatia
  - Denmark
  - Estonia
  - EU
  - Germany
  - Greece
  - Finland
  - France
  - Hungary
  - Italy
  - Kosovo
  - Latvia
  - Lithuania
  - Luxembourg
  - Malta
  - Moldova
  - Montenegro
  - North Macedonia
  - the Netherlands
  - Norway
  - Poland



  - Portugal
  - Romania
  - Serbia
  - Slovakia
  - Slovenia
  - Spain
  - Sweden
  - Switzerland
  - Turkey
  - Ukraine
  - United Kingdom
- **Language**
  - Bulgarian
  - Dutch
  - English
  - Estonian
  - German
  - Greek
  - English
  - Finnish
  - French
  - Italian
  - Latvian
  - Lithuanian
  - Macedonian
  - Norwegian
  - Polish
  - Portuguese
  - Romanian
  - Slovak
  - Slovenian
  - Spanish

Compared to D1.7, the following changes were implemented:

- The filter “Bioeconomy sector” as it was originally envisaged, was not implemented since it was not directly applicable to several materials present in the Library. On the other hand, whenever applicable specific tags were associated to the documents that were actually concerning a specific bioeconomy sector (e.g., Food packaging, disposable products for catering and events);
- The filter “Country” comprises the following additional filters:
  - Albania
  - Austria

- Belgium
- Bosnia & Herzegovina
- Croatia
- EU
- Kosovo
- Luxembourg
- Malta
- Moldova
- Montenegro
- North Macedonia
- Serbia
- Switzerland
- Turkey
- Ukraine
- United Kingdom

- The filter “Language” does not comprise the following filters:
  - Chinese
  - Danish
  - Hungarian
  - Swedish
- The filter “Source” was added.

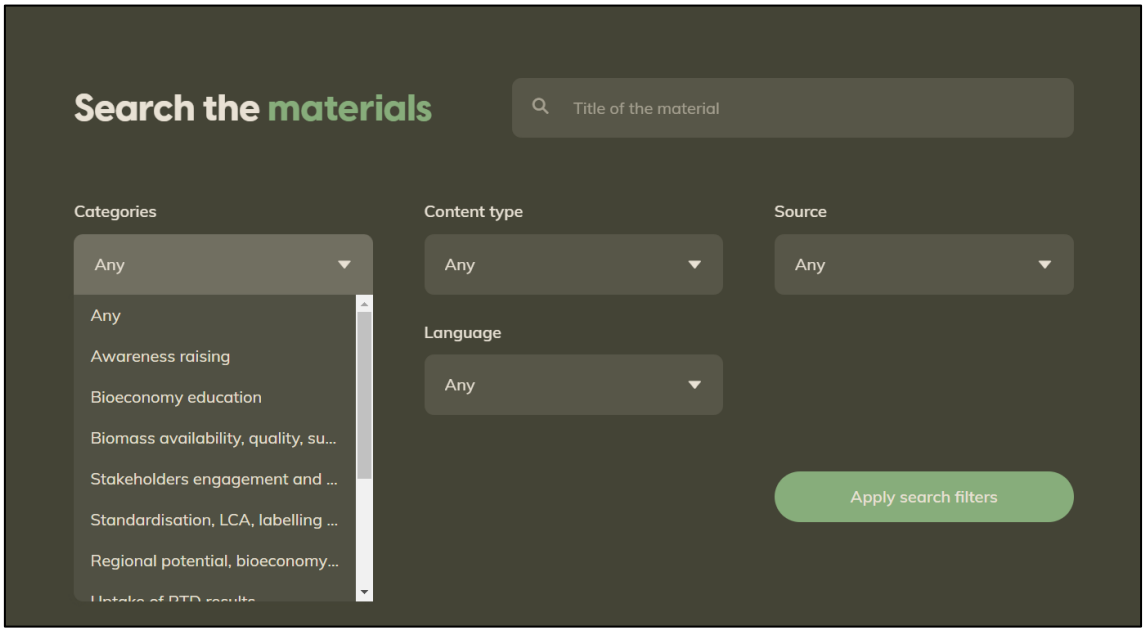


Figure 6 - Transition2BIO Library search box

Overview of Transition2BIO records by language

In the Communication section, counting 182 records as explained in chapter 6, the records are divided by language as follows:

- English: 163
- Italian: 3
- Spanish: 3
- Bulgarian: 2
- Dutch:2
- Estonian:2
- Other: 7

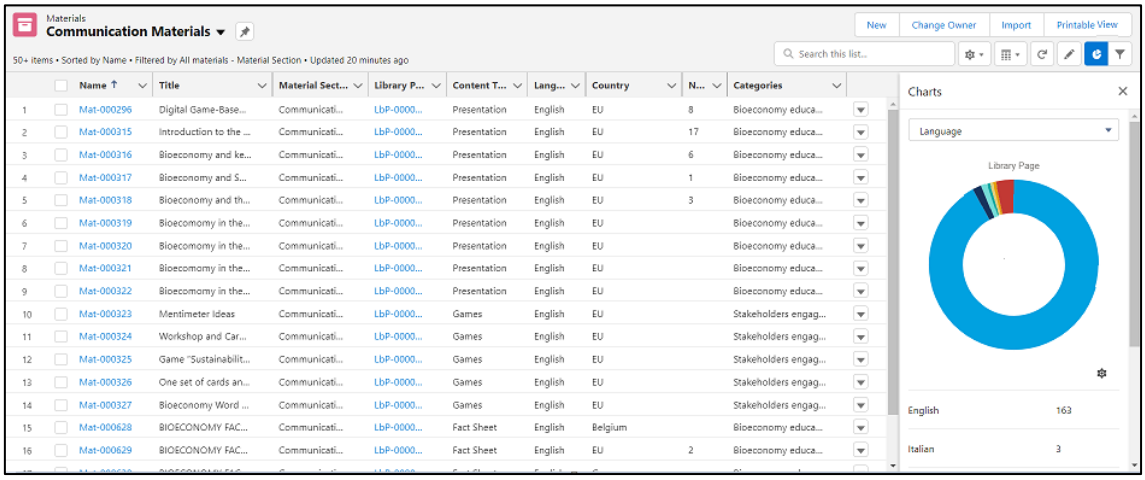


Figure 7 - Communication section: records by language

In the Education section, counting 268 records as explained in chapter 6, the records are divided by language as follows:

- English: 181
- Romanian: 15
- Bulgarian: 14
- Polish: 14
- Macedonian: 14
- Latvian: 13
- Other: 17

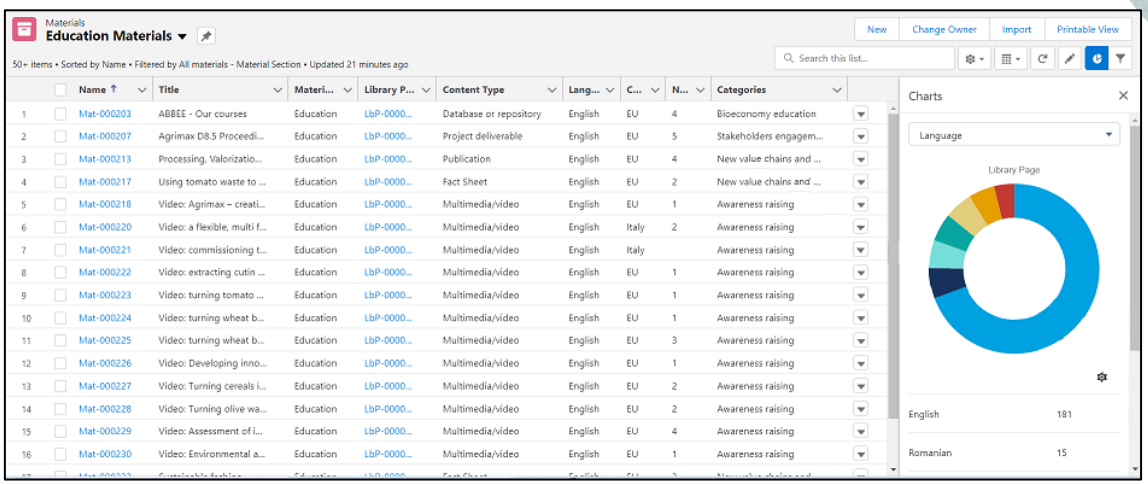


Figure 8 - Education section: records by language

In the Support section, counting 469 records as explained in chapter 6, the records are divided by language as follows:

- English: 390
- German: 12
- Italian: 10
- Dutch: 8
- Slovenian: 8
- Bulgarian: 7
- Other: 34

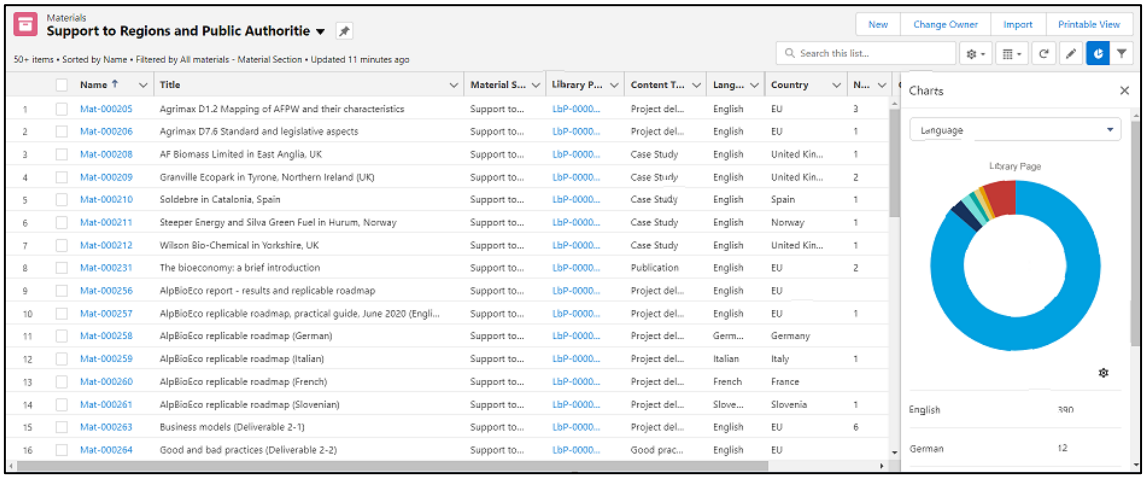


Figure 9 - Support section: records by language

Overview of Transition2BIO records by country

In the Communication section, counting 182 records as explained in chapter 6, the records are divided by country as follows:

- EU: 155
- Italy: 3
- Belgium: 2
- United Kingdom: 2
- the Netherlands: 2
- Ireland: 2
- Other: 16

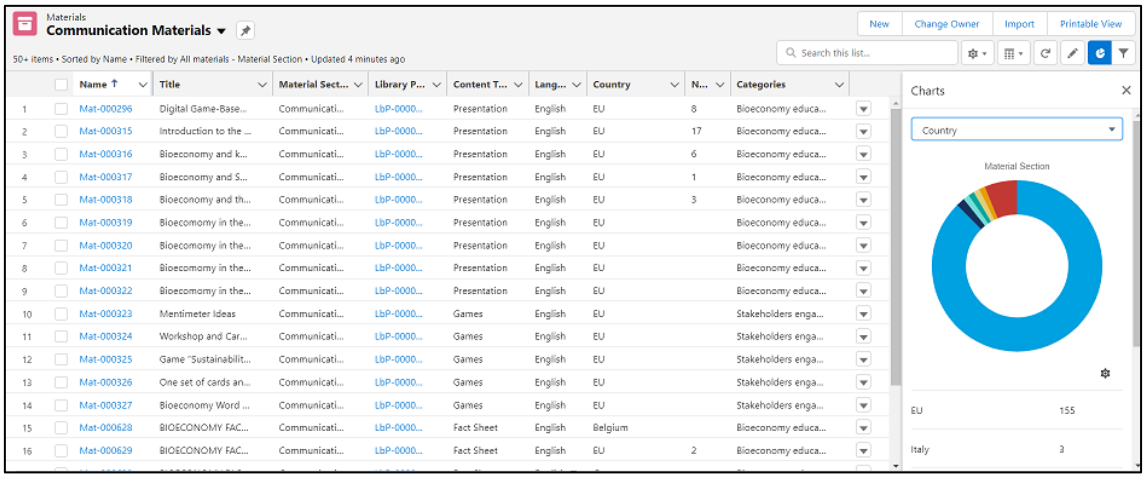


Figure 10 - Communication section: records by country

In the Education section, counting 268 records as explained in chapter 6, the records are divided by country as follows:

- EU: 179
- Romania: 15
- Bulgaria: 15
- Poland: 15
- North Macedonia: 14
- Latvia: 13
- Other: 17

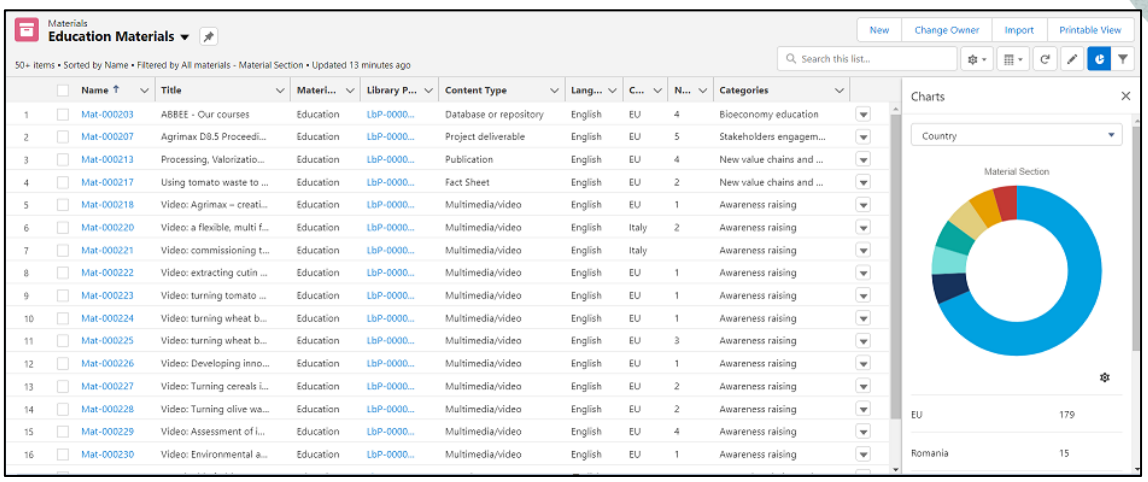


Figure 11 - Education section: records by country

In the Support section, counting 469 records as explained in chapter 6, the records are divided by country as follows:

- EU: 326
- Germany: 13
- Italy: 12
- Finland: 10
- Slovenia: 10
- Romania: 10
- Other: 88

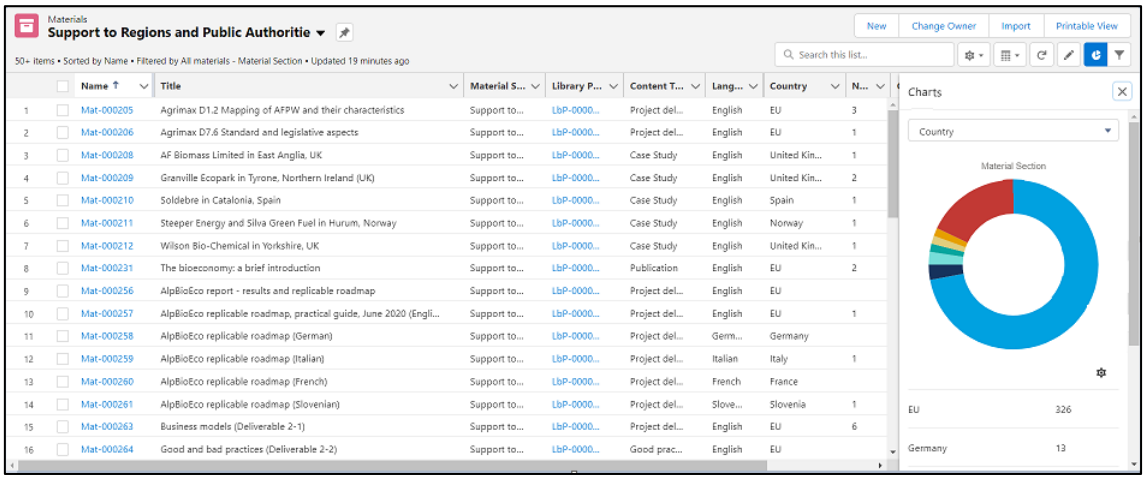


Figure 12 - Support section: overview of records by country

Overview of Transition2BIO records by category

In the Communication section, counting 182 records as explained in chapter 6, the records are divided by category as follows:

- Bioeconomy education: 80
- Awareness raising: 41
- Stakeholder engagement and co-creation: 23
- Open innovation platforms and facilities: 9
- Biomass availability, quality, supply and sustainability: 7
- New value chains and business models: 7
- Other: 15

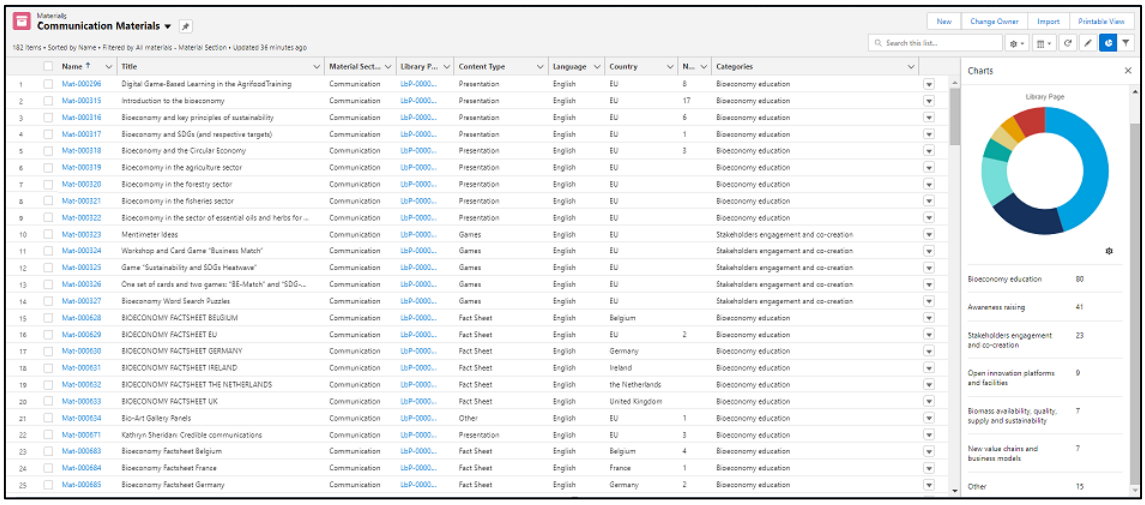


Figure 13 - Communication section: records by category

In the Education section, counting 268 records as explained in chapter 6, the records are divided by category as follows:

- Bioeconomy education: 131
- Awareness raising: 36
- Uptake of RTD results: 24
- New value chains and business models: 21
- Regional potential, bioeconomy strategies and action plan: 20
- Standardisation, LCA, labelling and regulatory hurdles: 13
- Other: 23

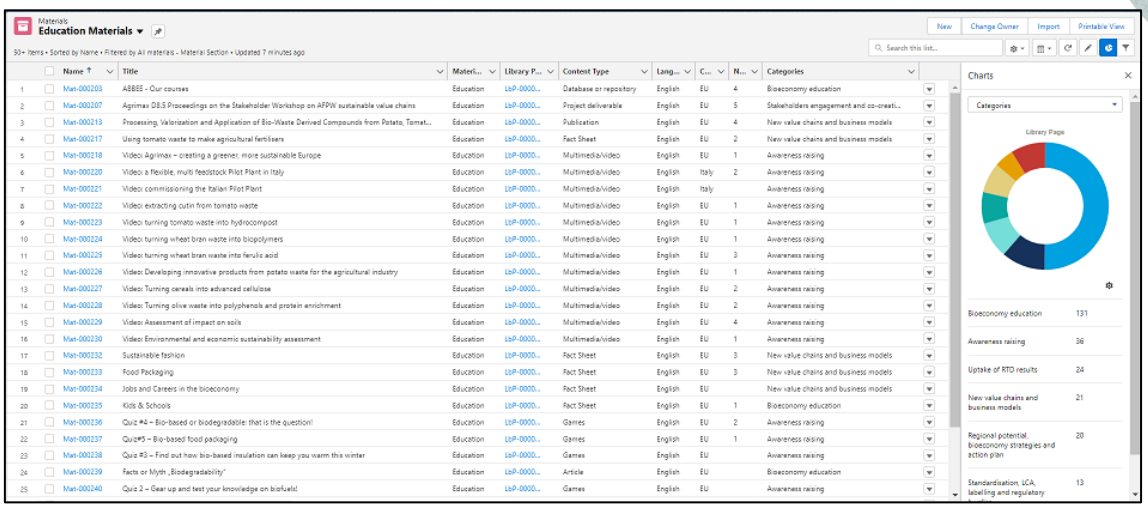


Figure 14 - Education section: records by category

In the Education section, counting 469 records as explained in chapter 6, the records are divided by category as follows:

- Bioeconomy education: 125
- Regional potential, bioeconomy strategies and action plan: 95
- Standardisation, LCA, labelling and regulatory hurdles: 81
- Stakeholders engagement and co-creation: 66
- New value chains and business models: 57
- Awareness raising: 45

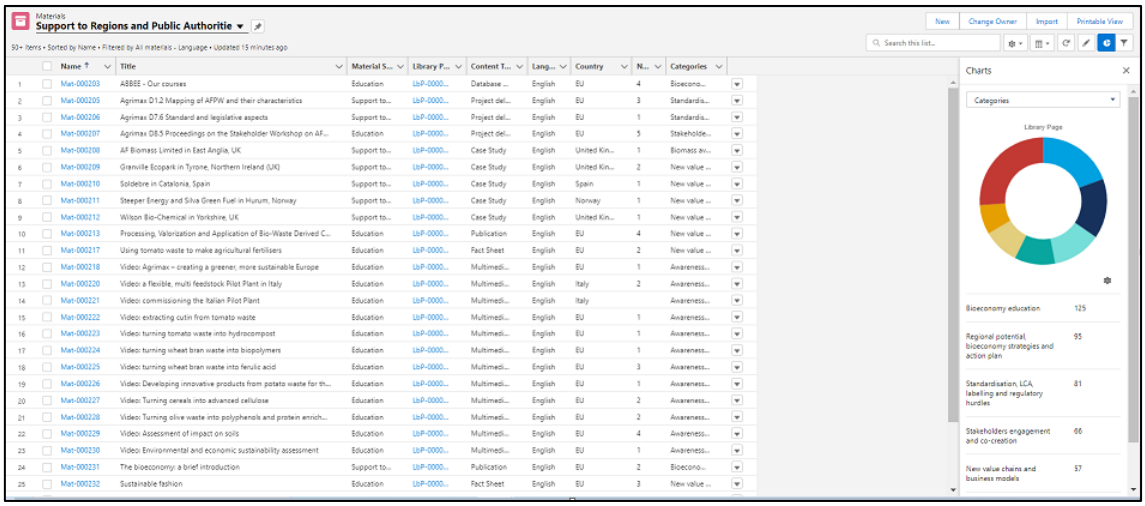


Figure 15 - Support section: records by category

Overview of Transition2BIO records by content type

In the Communication section, counting 182 records as explained in chapter 6, the records are divided by content type as follows:

- Fact sheet: 55
- Infographic: 23
- Multimedia/ video: 16
- Project deliverable: 16
- Presentation: 15
- Publication: 14
- Other: 43

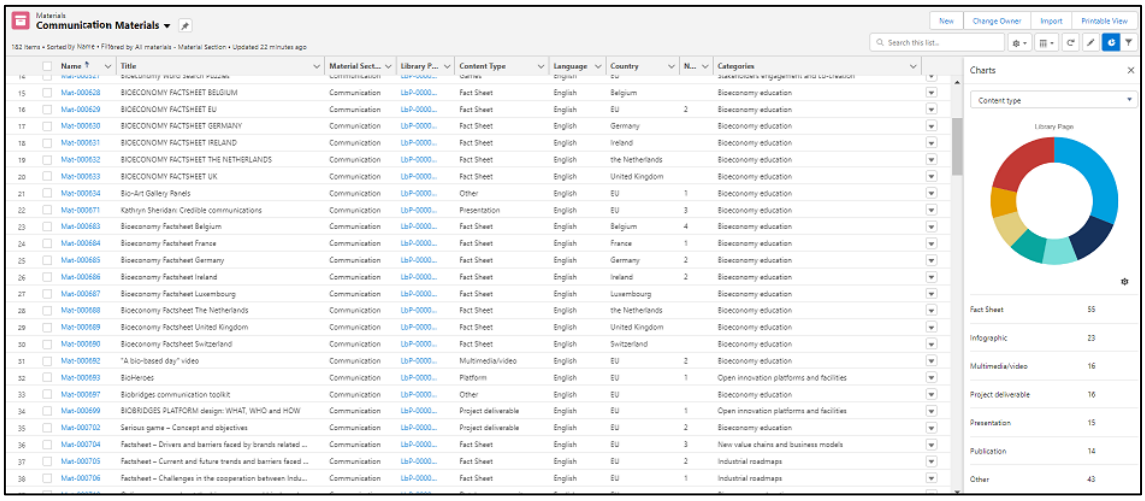


Figure 16 - Communication section: records by content type

In the Education section, counting 268 records as explained in chapter 6, the records are divided by content type as follows:

- Presentation: 59
- Project deliverable: 40
- Multimedia/ video: 39
- Games: 30
- Training material: 20
- Case study: 19
- Other: 61

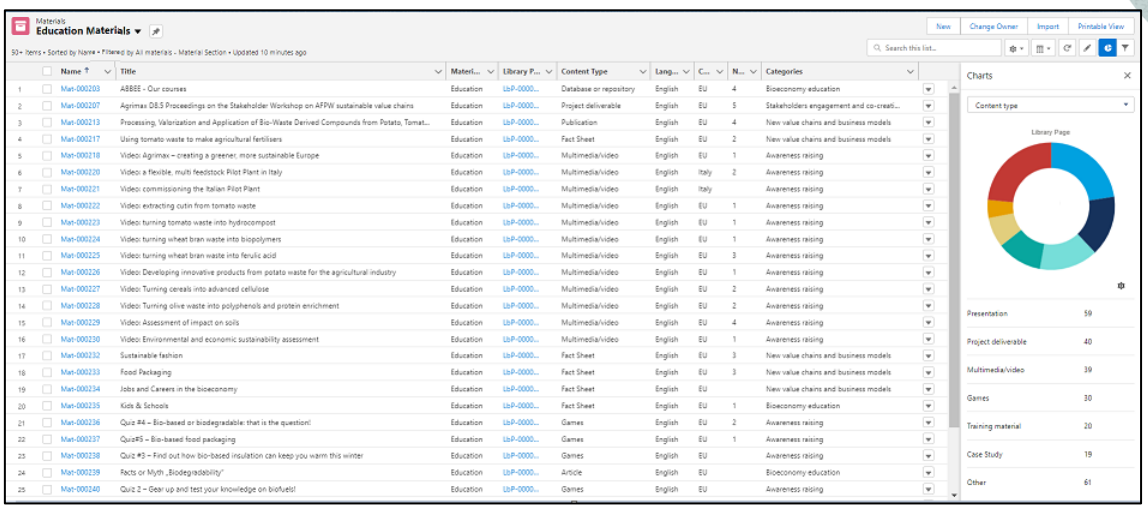


Figure 17 - Education section: records by content type

In the Support section, counting 469 records as explained in chapter 6, the records are divided by content type as follows:

- Project deliverable: 181
- Presentation: 86
- Fact sheet: 67
- Publication: 54
- Multimedia/ video: 15
- Case study: 44
- Other: 22

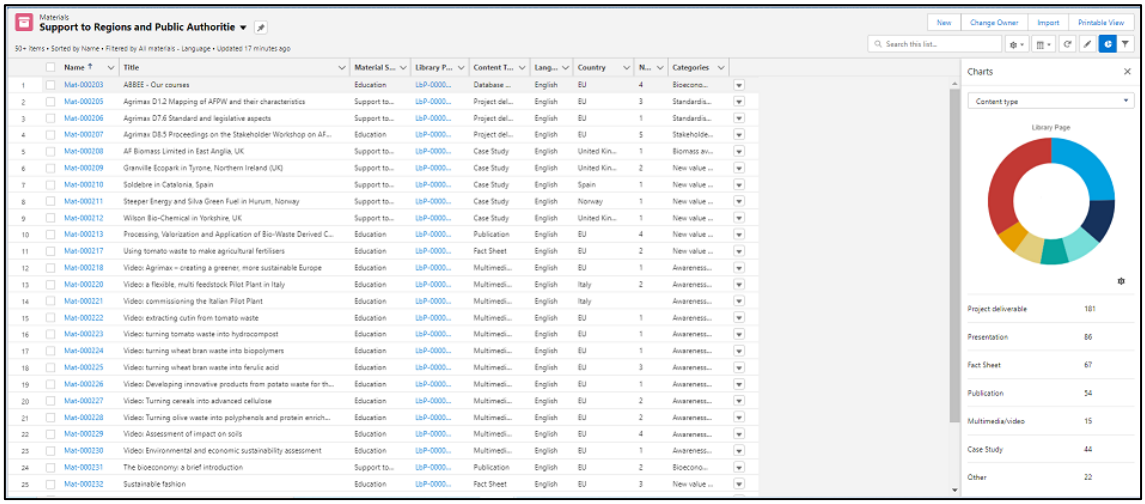


Figure 18 - Support section: records by content type

5. Analytics of Transition2BIO Library

In this chapter we provide a general overview of the records downloaded from Transition2BIO Library, more specifically:

- Downloads by section (Communication; Education; Support)
- Downloads by language
- Downloads by country
- Downloads by category
- Downloads by content type

In total, 856 downloads were registered out of 919 records.

Downloads by section

Transition2BIO records were clustered into three main sections (Communication; Education; Support) to facilitate users' navigability and to provide a preview of materials related to Communicating the bioeconomy; Educating on the bioeconomy or Supporting public authorities to develop national or regional plans to foster bioeconomy development.

	Home	Communication	Education	Support
Records	919	182	268	469
Downloads	856	336	243	277

Table 1 – Downloads

The materials clustered under the Communication section were downloaded 336 times out of 182 records, as showed in Figure 19.

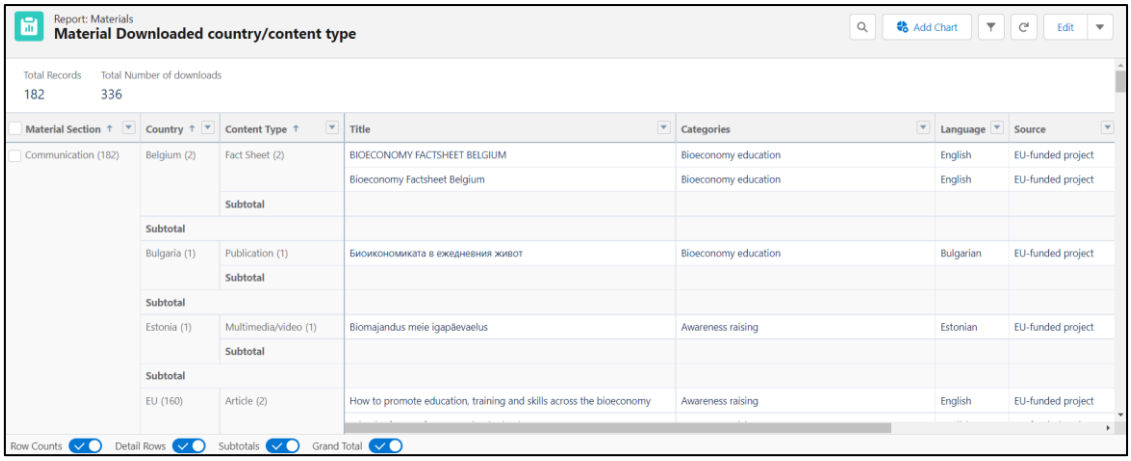


Figure 19 - Downloads by section: Communication

The materials clustered under the Education section were downloaded 243 times out of 268 records, as showed in Figure 20.

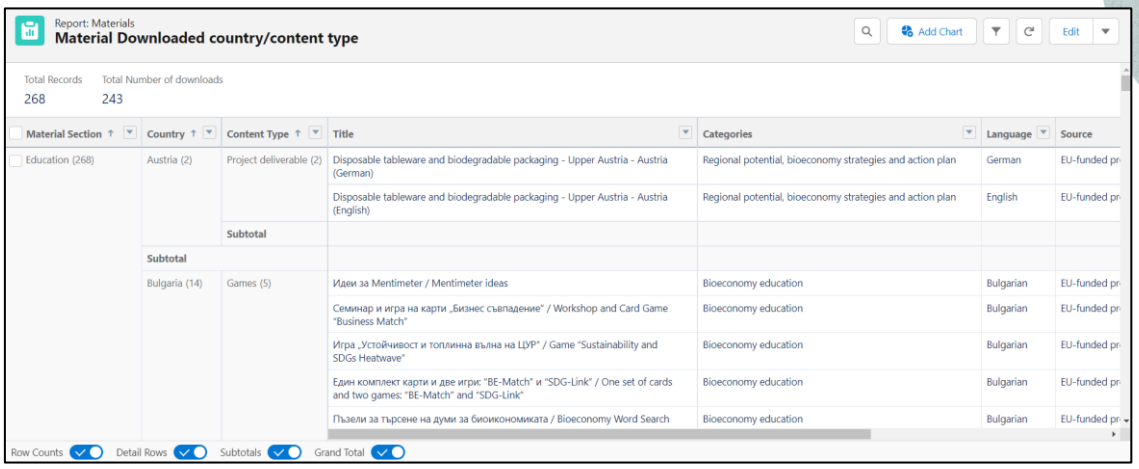


Figure 20 - Downloads by section: Education

The materials clustered under the Support section were downloaded 277 times out of 469 records, as showed in Figure 21.

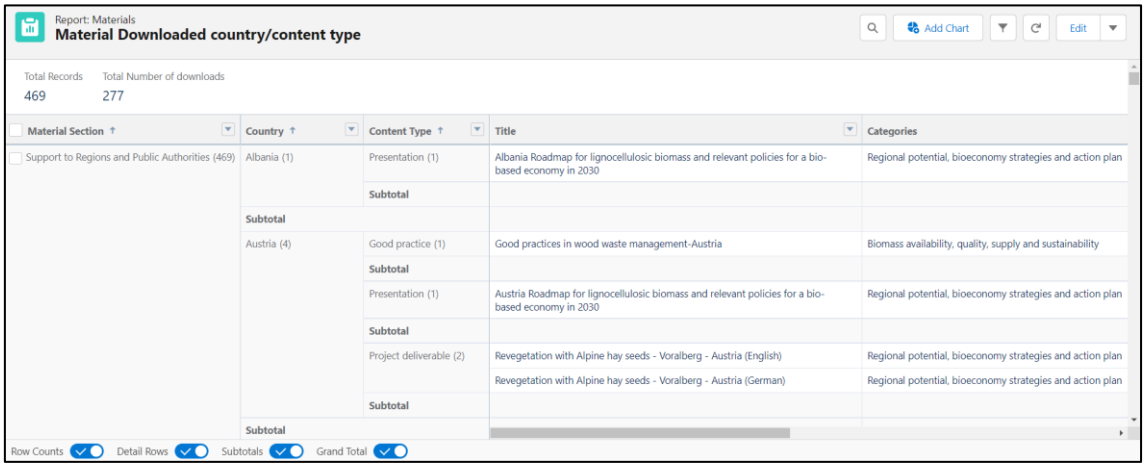


Figure 21 - Downloads by section: Support

Downloads by language

With regards to language versions of the records present in the Library, the almost totality of the downloads regards materials in English, having Greek and Italian as second and third most downloaded languages.

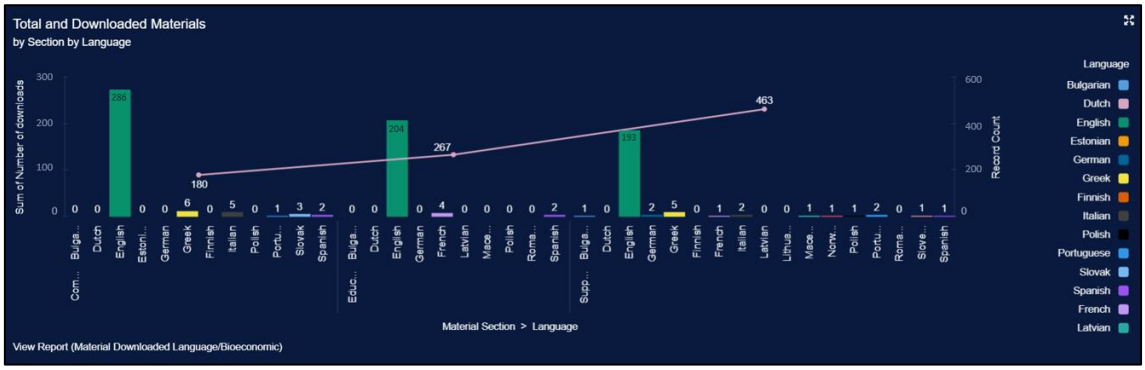


Figure 22 - Downloads by language

Downloads by country

Similarly to the downloads by language, the almost totality of downloads related to a specific country are related to the “EU” category., with Greece and Italy as second and third most downloaded countries

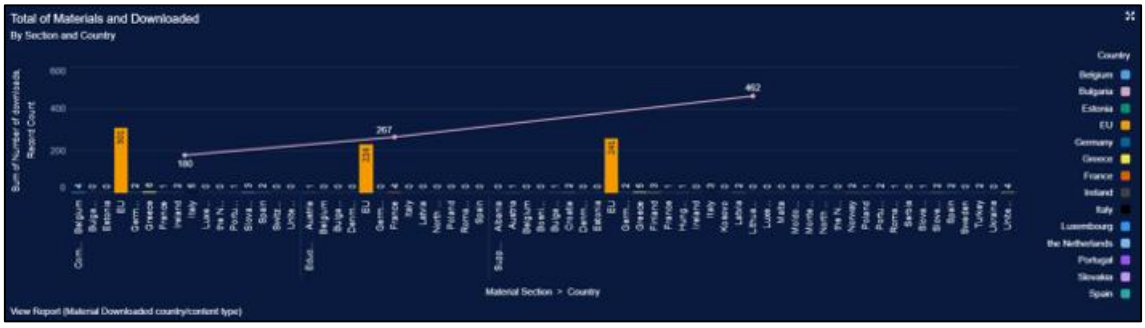


Figure 23 - Downloads by country

Downloads by category

The most downloaded category is “Bioeconomy Education”; followed by “Awareness raising” and “New value chains and business models”.

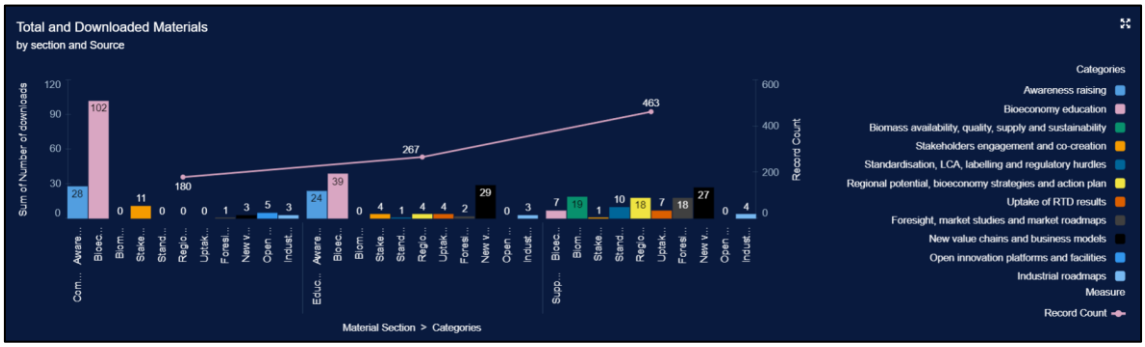


Figure 24 - Downloads by category

Downloads by content type

Downloads by content type are more homogeneously distributed compared to previous sections. Having as most downloaded content types:

1. Project deliverables
2. Publications
3. Presentations
4. Fact sheets
5. Multimedia/ Videos

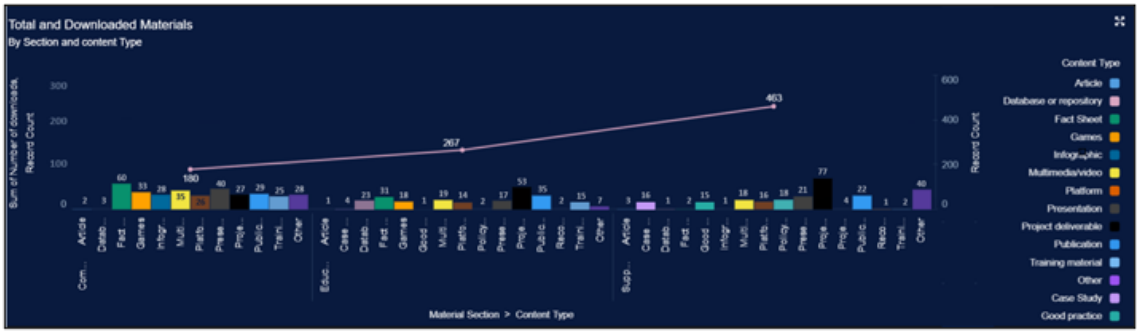


Figure 25 - Downloads by content type

6. Conclusions

Transition2BIO Library registered 856 downloads out of 919 records. The majority of downloads stem from the Communication section, in terms of content category the majority of downloads stem from “Bioeconomy Education” and “Awareness raising”, while the most downloaded content types were “Project deliverables”, “Publications”, “Presentations”, ”Fact sheets” and “Multimedia/ Videos".

In our opinion, users’ behaviour was fostered on the one hand by the prominence of such categories of material present in the Library, on the other, by Transition2BIO activities implemented throughout project lifespan, for which the Library provided the basis to retrieve relevant materials, such as educational materials for WP2 activities (e.g., hands-on labs, teacher trainings, school competitions, etc.) and awareness raising activities (e.g., WP2 Large-scale awareness and public engagement events, social media awareness activities, as well WP4 activities related to the animation of the European Bioeconomy Network).

The Library with its multiple diversified materials, ranging from videos to project deliverables, from introductory fact sheets on what the bioeconomy is to publications on chemical compositions of biomass feedstocks, can attract a wide target audience who, in the context of Transition2BIO activities was steered towards more educational and awareness-raising-related materials.

A lesson learned from the work implemented during project lifespan, is that to better segment and attract target audience, it could be beneficial to develop online repositories specifically tailored around the audience (e.g., an online repository solely dedicated to citizens, with materials introducing bioeconomy, bio-based products and sustainable lifestyles; an online repository dedicated to policy makers with policy papers, national and regional bioeconomy strategies; etc.).
Transition2BIO Consortium attempted to implement such approach by dividing Transiton2BIO Library into sub-sections (Communication, dedicated to citizens; Education, dedicated to educators; Support, dedicated to policy makers), guiding users who could get a preview of materials related to their interest without the need to enter key words or implement search queries. However, with the possibility of developing tailored online repositories per target audience, more specific search filters and previews of materials could be provided, thus improving navigability and user experience.

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