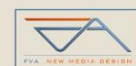


## Deliverable 3.2

# Report on Communication and education mentoring activities – 2nd version

@biovoices



## Deliverable 3.2

# Report on Communication and Education mentoring activities – 2nd version

### DELIVERABLE TYPE

**Report**

### MONTH AND DATE OF DELIVERY

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2021**



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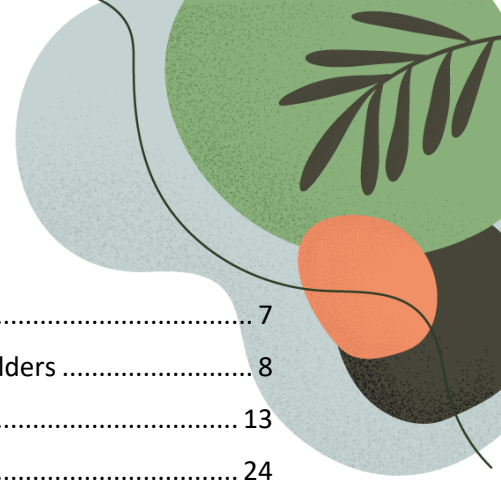
## Peer Reviews

NAME	ORGANISATION
ALL PARTNERS	

## Revision History

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2.1	20.12.2022	Susanna Albertini	Revision
3.0	22/12/2022	Giulia Treossi	Final Version

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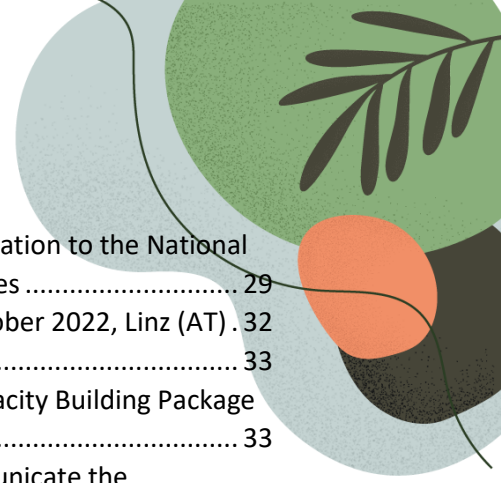


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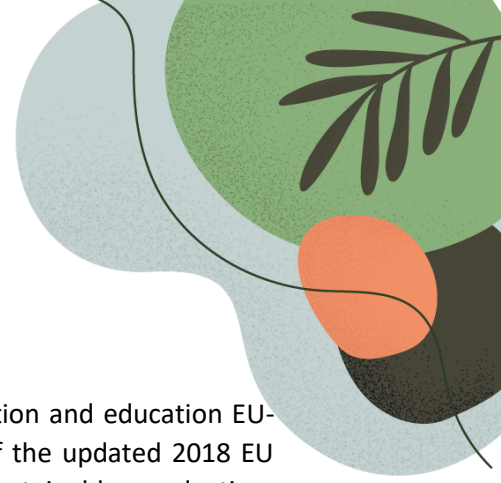
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## Executive Summary

The Transition2BIO project builds upon the most relevant communication and education EU-funded projects and initiatives to contribute to the implementation of the updated 2018 EU Bioeconomy Strategy and promote the transition towards more sustainable production, consumption and lifestyles by implementing an integrated package of activities addressing a wide range of target stakeholders.

According to findings of Transition2BIO and of other EU funded projects like BIOVOICES, BIOBRIDGES and LIFT, there is an urgent need for increasing the capacity of regional and national stakeholders in communicating the bioeconomy to boost the innovation ecosystem and supporting the transition towards a circular bioeconomy. To do so, the project created and implemented a Capacity Building Package for Regional and National Stakeholders, titled “How to raise awareness and communicate the bioeconomy”, with high-level contributions – in the form of recorded modules – from top-notch EU experts in the field of bioeconomy.

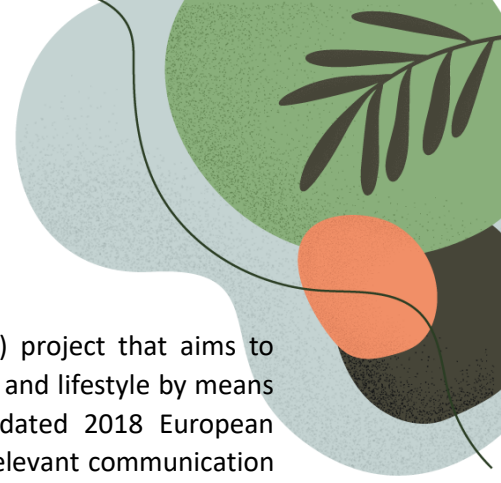
In the frame of the Task 3.1 Communication and education mentoring activities, according to the initial plan, at least six (6) Member States and Regions, as well as other national and regional stakeholders (e.g. Bioeconomy Strategic Group of SCAR, European Network for Rural development, BIOEAST initiative, etc.) shall be supported in the implementation of awareness and communication activities for the deployment of their Bioeconomy Strategies.

During the second year of the Transition2BIO project, the training was deployed with several audiences, contexts and target beneficiaries, reaching more than 30 EU regions and Member States. The four modules composing the package are, therefore, aimed at supporting regional and national stakeholders with contents, methodologies, tools, replicable good practices and formats in light of strengthening their effectiveness in the implementation of awareness raising, communication and education activities.

While D3.1 provided an overview of the activities the consortium carried out until the end of the first year of the project (M12) in Member States and Regions, showcasing the followed methodological approach, the identification process of the EU regions suitable to benefit from the package as well as all the preparatory activities<sup>1</sup> carried out for the package definition, D3.2 presents the package final structure and its contents (Section ), reporting all the occasions in which the package was delivered to the target actors, the different formats used (e.g livestream, live, dedicated webpage on the website, etc), and the impact it has had so far in EU Regions and Member States.

---

<sup>1</sup> These activities paved the way towards the definition of the final version of the capacity building package, testing the different modules with several target audiences, contexts and target beneficiaries. As reported in D3.1, these mainly consisted in info-trainings and parallel testing of the capacity building modules as part of educational activities provided by third parties.



## 1. Introduction

Transition2BIO is a 24-month Coordination and Support Action (CSA) project that aims to promote the transition to a more sustainable production, consumption and lifestyle by means of the Bioeconomy, contributing to the implementation of the updated 2018 European Bioeconomy Strategy. The project built upon the results of the most relevant communication and education EU-funded projects and initiatives and implemented an integrated package of communication, awareness-raising and educational activities, while actively engaging the wider public, Member States and Regions, and expanding the European Bioeconomy Network<sup>2</sup> and furthering its activities.

More specifically, the strategic objectives of the Transition2BIO project are defined as follows:

- Valorise and exploit sectoral communication tools and activities developed at national, regional and local levels by EU-funded Bioeconomy projects and other relevant initiatives.
- Raise awareness on the Bioeconomy and its related environmental and socio-economic impact on European citizens through a range of communication activities.
- Contribute to the transition to a more sustainable production, consumption and lifestyle through engagement and educational activities.
- Contribute to the deployment of the regional Bioeconomy strategies by providing Member States and Regions with methodologies, mentoring, capacity building, tools and materials to raise awareness of and communicate the Bioeconomy.
- Facilitate the identification of the educational and training needs in view of creating an innovative ecosystem for the Bioeconomy.
- Strengthen the European Bioeconomy Network to maximise the collaboration among EU-funded Bioeconomy projects and their collective impact.

In accordance with the above mentioned objectives, and especially with the objectives number two and four, Task 3.1 aims to support at least six (6) Member States and Regions, as well as other national and regional stakeholders in the implementation of awareness and communication activities for the deployment of their Bioeconomy Strategies through the creation of a package of services.

Complementing the previous document, D3.1, which provided an overview of the preparatory activities the consortium carried out for the package, this deliverable presents the final version of the Transition2BIO Capacity Building Package “How to raise awareness and communicate the bioeconomy” both in terms of structure and contents (Section 2 ), reporting all the contexts, occasions and formats in which it was delivered and presented to the target actors (Section ), as well as the overall impact of the project.

---

<sup>2</sup> The European Bioeconomy Network (EuBioNet) is a proactive alliance of EU-funded projects promoting, communicating and supporting the bioeconomy through knowledge sharing, networking, mutual learning, and coordination of joint activities and events.

## 2. Transition2BIO Capacity Building for Regional and National stakeholders



Figure 1 Transition2Bio Capacity building activity package

### 2.1 Structure, format and contents of the Transition2BIO capacity building package

The main aim of the Transition2BIO capacity building package of services is to support the regional stakeholders with contents, methodologies, tools, replicable good practices and formats to strengthen their effectiveness in the implementation of awareness raising, communication and education activities.

It is structured in 4 different modules – plus an additional one consisting of a Mobilization and Mutual Learning Workshop, a livestream interactive format which was useful to consolidate the acquired knowledge and helped ease knowledge exchange and mutual learning among the participants. The first four modules consist of pre-recorded videos and contents, following the “experts talk” format, as well as lectures and insights.

The final version of the Capacity Building package is available on the project website (<https://www.transition2bio.eu/capacity-building/>) – as reported in Section 4.1 of this

Report on Communication and Education mentoring activities – 2nd Version



deliverable - to all interested stakeholders both as a full package, with the aim of empowering public actors at local, regional and national level, and in form of single modules to deepen knowledge on different specific aspects of the bioeconomy.

## 2.2 Target beneficiaries

The main target beneficiaries of the Capacity Building package are listed below:

- EU Member States
- EU Regions
- National and regional stakeholders
- National and regional authorities
- Ecosystem facilitators and multipliers

## 2.3 Allocation of modules and submodules

The image below shows the structure of the package and the different modules it comprises, while the following sub-paragraphs provide a detailed outline of the learning objectives, duration, description and of the speakers involved in each and every module and sub-module.



Figure 2 Overview of the Transition2Bio Capacity building modules

### 2.3.1 Module 1: Specific Knowledge (Circular and sustainable bioeconomy)

**Learning objectives** - Through this module, composed of 7 sub-modules, one will learn:

- What is the circular and sustainable bioeconomy and its main application sectors
- The role of bioeconomy in the European policies

- The role of regional and national policy priorities to support the ecological transition
- Benefits of the bioeconomy, the circular economy and the bio-based sectors
- Social, economic and environmental impacts of the bioeconomy
- The role of awareness, communication and stakeholder engagement in bioeconomy

### **Sub-Module 1.1: Bioeconomy and application sectors**

Maria Teresa Borzacchiello, *Joint Research Centre, Knowledge Centre for Bioeconomy – European Commission*

**Description:** This introductory sub-module provides an overview of what circular and sustainable bioeconomy is, and which are its related sectors of application.

**Duration:** 12 minutes

### **Sub-Module 1.2: Bioeconomy strategy development in EU regions**

Javier Sanchez Lopez, *Joint Research Centre, Knowledge Centre for Bioeconomy – European Commission*

**Description:** This sub-module presents the major findings of the JRC study, [Bioeconomy strategy development](#) in EU regions, which mapped and analysed the deployment of bioeconomy strategies at regional level in the EU-27. The presentation was part of a jointly organised Transition2BIO and BE-Rural's Network of Knowledge ([NoK](#)) capacity building webinar to help empower public authorities in central and eastern Europe in communicating & easing the implementation of bioeconomy strategies.

**Duration:** 18 minutes

### **Sub-Module 1.3: The role of the bioeconomy in the European Policies**

Laura Vārpiņa, *Policy Officer DG RTD – European Commission*

**Description:** This sub-module provides an overview of the European Bioeconomy Strategy and the policy pathway which led to it, with a spotlight on the role of bioeconomy in the European Green Deal.

**Duration:** 9 minutes

### **Sub-Module 1.4: How regional policy priorities can be leveraged to support the ecological transition?**

Nathalie Vershelde, *DG REGIO – European Commission*

**Description:** Overall analysis of how the EU Cohesion policy, and other policies, are supporting the transition towards a carbon neutral Europe in order to foster the ecological transition.

**Duration:** 14 minutes

### **Sub-Module 1.5: Benefits of the bioeconomy, the circular economy and the bio-based sectors**

Virginia Puzzolo, *Head of Programme Unit CBE JU– Circular Bio-based Europe Joint Undertaking*

**Description:** This sub-module offers an overview of the benefits of both the circular economy and the bio-based sectors. The socio-economic and environmental impacts of the bioeconomy are also highlighted.

**Duration:** 7 minutes

### **Sub-Module 1.6: Social, economic and environmental impact of the bioeconomy**

Zoritz Kiresiewa, *Ecologic Institute – BE-Rural project coordinator*

**Description:** In-depth analysis of the objectives of the bioeconomy and of its social, economic and environmental impacts. Relevant connections with the Sustainable Development Goals (SDGs) are highlighted. The importance of monitoring and counteracting any negative effect of the bioeconomy is also mentioned.

**Duration:** 12 minutes

### **Sub-Module 1.7: The role of awareness, communication and stakeholder engagement in bioeconomy**

Susanna Albertini – *Transition2BIO project partner, EuBioNet*

**Description:** This training sub-module offers insights and suggestions for setting up bioeconomy communication activities involving different target actors according to the "BIOWHAT, BIOHOW, BIOACT" model developed by Transition2BIO, starting from the experience of the European projects BIOVOICES, BIOWAYS, Biobridges and LIFT extension.

**Duration:** 11 minutes

## **2.3.2 Module 2: Good Practices and replicable formats**

Susanna Albertini, *FVA – Transition2BIO partner*

**Description:**

Presentation of good practices aimed at: Inspiring, Understanding needs, Informing, Training, Involving and Co-creating solutions in the bioeconomy sector. In this module some case studies that can be replicated in different contexts are presented.

**Duration:** 32 minutes

**Learning Objectives:** Several inspirational examples will be presented through this module, ready to be replicated in your context for a number of different awareness, communication and stakeholder engagement activities.

### 2.3.3 Module 3: Methodologies and models

Jana Bielikova, *PEDAL – Transition2Bio partner*

**Description:** Presentation of a set of methodologies to drive systemic mindset change, to facilitate multi stakeholder debate and co-creation activities, as well as methodologies to facilitate the planning of communication and stakeholder engagement activities.

**Duration:** 50 minutes

**Learning objectives:** This module will equip you with well-tested methodologies and canvas to facilitate your awareness, communication and stakeholder engagement activities.

### 2.3.4 Module 4: Transition2BIO Toolkit

Lily Teitelbaum, *BIOCOM – Transition2BIO partner*

**Description:** Presentation of the Transition2BIO library of resources and toolkits. The module aims to showcase how the toolkits can be used by regional stakeholders to strengthen their capacities and better deploy their bioeconomy strategies. The resources provided in the toolkits can be used regardless of the level of bioeconomy development in the target country/region.

**Duration:** 16 minutes

**Learning objectives:** Through this module you will get to know how to use the actionable knowledge tools and content available in the Transition2BIO library of resources and toolkits.



## 3. Package delivery and impact

The Transition2BIO Capacity Building was delivered in different formats:

- Online webinars
- Self-directed learning through the pre-recorded modules
- Self-directed learning with Q&A live session

### 3.1 Online webinars

#### 3.1.1 1st Capacity Building activity for the regions of the GoDanuBio project and the BIOEAST Initiative, on “How to raise awareness and communicate the Bioeconomy”, 6<sup>th</sup> and 7<sup>th</sup> of April 2022 - Online

##### Context

The event took place online on the 6<sup>th</sup> and 7<sup>th</sup> of April 2022, in collaboration with the [GoDanuBio](#) project and the [BIOEAST Initiative](#). During the first day the involved EU Member States and Regions were offered an overview of “How to raise awareness and communicate the bioeconomy”. As a result, through the attendance of the first four (4) modules of the T2BIO Capacity Building Package, they were empowered and supported with contents, methodologies, tools, replicable good practices and formats in the light to strengthening their effectiveness in the implementation of awareness raising, communication and education activities. The second day was devoted to the exchange of experiences and mutual learning among the participants through a real-time interactive discussion. Such dynamic interaction was eased thanks to the use of tools like Miro and Mentimeter, as the online canvas served the purposes of open dialogue and experience exchange among the participants. Details on the agenda for the two days are reported in the pictures section below. Additional useful info on the event:

- Total number of registrants: 89
- Attendees for the 1° day: 55
- Attendees for the 2° day : 71
- Regions covered: Just with this first event, and the related MML taking place on the 2nd day, 25 Regions were covered, namely:, Albania, Austria (Linz), Bulgaria (Sofia), Croatia, France (Grand Est), Germany (Berlin, Baden-Württemberg, North Rhine-Westphalia), Greece (Central Macedonia, Western Macedonia), Hungary, Italy (Lazio, Lombardy, Puglia, Southern Italy, Umbria, Veneto), Poland (Lubelskie), Romania (Bucharest), Serbia (Belgrade, Vojvodina), Slovakia (Košice), Slovenia (Central Slovenia), Spain (Andalusia).

Moreover:

- Certificates of Attendance have been sent to the participants - Annex 1

##### Agenda




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### T2BIO Capacity building activity on "How to raise awareness and communicate the Bioeconomy"

In collaboration with the EuBioNet, with the support of BIOEAST Initiative and GoDanuBio Project

**6th and 7th of April 2022, from 09:30-12:30 am**  
**Platform: Microsoft Teams and Miro**

#### Context

Building on the most relevant communication and education EU funded projects and initiatives, the Horizon2020 funded project **Transition2Bio** which aims to promote the transition towards a more sustainable production, consumption and lifestyle by implementing an integrated package of activities addressing a wide range of target stakeholders.

More specifically, the consortium will support targeted EU Member States and Regions, as well as other national and regional stakeholders, in the implementation of awareness and communication activities for the deployment of their Bioeconomy Strategies by designing and delivering the **Transition2Bio capacity building package of services**. This latter, structured in 5 modules, will support the targeted regional stakeholders with contents, methodologies, tools, replicable good practices and formats in the light of strengthening their effectiveness in the implementation of awareness raising, communication and education activities.

In order to design the capacity building package and support Member States and Regions, the consortium has foreseen and developed a number of preparatory activities, which mainly consisted of Info-trainings and parallel testing of the capacity building modules as part of educational activities provided by third parties. These activities paved the way towards the definition of the final version of the capacity building package, testing the different modules with several target audiences, contexts and target beneficiaries in the light of empowering public actors at local, regional and national level.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101095639

Figure 3 Agenda of the Transition2BIO Capacity Building Activity that took place on April 6th and 7th 2022




### 1<sup>st</sup> day Agenda – 6<sup>th</sup> of April, 9:30 – 12:30

During the first day the involved EU Member States and Regions will be offered an overview of "How to raise awareness and communicate the bioeconomy". As a result, through the attendance of the first four (4) modules of the T2BIO Capacity Building Package, they will be empowered and supported with contents, methodologies, tools, replicable good practices and formats in the light of strengthening their effectiveness in the implementation of awareness raising, communication and education activities.

Time	Title	Speaker
9:30-9:45	<b>Welcome - Transition2Bio overview</b>	<b>Chiara Pocaterra,</b> APRE – Transition2Bio project coordinator
9:45- 10:45	<b>Module 1: Specific Knowledge (Circular and sustainable bioeconomy)</b> <ul style="list-style-type: none"> <li>Bioeconomy and application sectors;</li> <li>Benefits of the bioeconomy, the circular economy and the bio-based sectors;</li> <li>The role of the bioeconomy in the European policies;</li> <li>How regional policy priorities can be leveraged to support the ecological transition?</li> <li>The role of awareness, communication and stakeholder engagement for the creation of the innovation ecosystem for the bioeconomy.</li> </ul>	<b>Maria Teresa Borzacchiello,</b> Joint Research Knowledge Centre for Bioeconomy  <b>Virginia Puzzolo,</b> Head of Programme Unit CBE JU  <b>Zoritza Kiresiewa,</b> Ecologic Institute – BE-Rural partner  <b>Alfonso Gutierrez-Teira,</b> Policy Officer DG AGRI – Common Agriculture Policy (CAP), TBC  <b>Nathalie Verschelde,</b> DG REGIO – European Commission  <b>Susanna Albertini,</b> FVA – Transition2Bio partner



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101095639

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Figure 4 Agenda of on the Transition2BIO Capacity Building Activity that took place on April 6th 2022



Coffee break		
11:00-12:00	<b>Module 3: Methodologies and models</b> <ul style="list-style-type: none"> <li>Methodologies to drive the systemic mindset change</li> <li>Methodologies to facilitate multistakeholder debate and co-creation</li> <li>Methodologies to facilitate the planning of communication and Stakeholder engagement activities</li> </ul>	<b>Jana Biellkova,</b> <i>PEDAL</i> – Transition2Bio partner
12:00- 12:20	<b>Module 4: Transition2Bio Toolkits</b> <ul style="list-style-type: none"> <li>Tools for Awareness and Communication</li> <li>Tools for Stakeholder engagement and co-creation</li> </ul>	<b>Lily Teitelbaum,</b> <i>BIOCOM</i> – Transition2Bio partner
12:20-12:30	<b>Conclusions and overview of the 2nd Day</b>	

Figure 5 Agenda of the Transition2BIO Capacity Building Activity that took place on April 6th 2022.



**2<sup>nd</sup> day Agenda – 7<sup>th</sup> of April, 9:30 – 12:15**

The second day is devoted to the exchange of experiences and mutual learning among the participants through a real-time interactive discussion.

Such dynamic interaction will be eased thanks to the use of ad-hoc tools like Miro, as the online canvas serve the purposes of open dialogue and experience exchange among the participants.

Time	Title	Speaker
9:30-9:45	<b>Welcome</b>	<b>Chiara Pocaterra,</b> <i>APRE</i> – Transition2Bio project coordinator
9:45- 10:15	<b>Module 2: Good Practices and Replicable formats</b> <ul style="list-style-type: none"> <li>Presentation of inspirational good practices to: Inspire, Assess, Inform and Educate, Engage, Co-create</li> <li>Case studies</li> </ul>	<b>Susanna Albertini,</b> <i>FVA</i> – Transition2Bio partner
10:15- 12:00	<b>Module 5: Mobilization and Mutual Learning Workshop: Designing Bioeconomy Communication pathways in participants' regions</b>	<b>Christina Balla,</b> <i>Q-PLAN</i> – Transition2Bio partner
12:00 - 12:15	<b>Conclusions and Q&amp;A</b>	

Figure 6 Agenda of the Transition2BIO Mobilization and Mutual Learning workshop that took place on April 7th 2022.

### Screenshot of the event

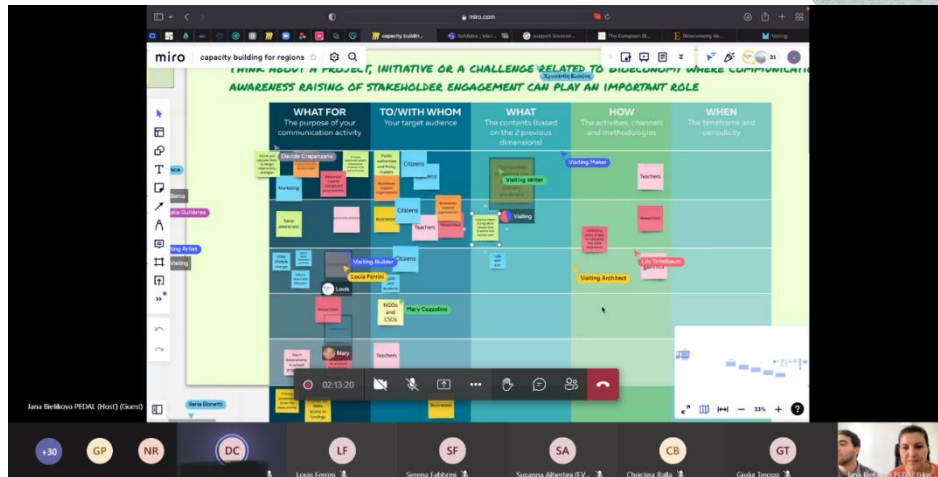


Figure 7 Screenshot from the Transition2BIO Mobilization and Mutual Learning workshop that took place on April 7th 2022

### 3.1.2 Capacity Building Activity in the context of the GoDanuBio event FÓRUM KOŠICKÉHO KRAJA K OBNOVE KRAJINY – 9th of June in Košice (SK)

#### Context

The capacity building took place within the frames of an event organised by the Košice Self-governing region “FÓRUM KOŠICKÉHO KRAJA K OBNOVE KRAJINY”. The participants included representatives of 6 “Water Councils”, action groups covering the entire Košice Self-governing region (composed of municipalities, researchers, business community, civil society), public authorities, researchers, etc.

The event aimed to promote the Landscape Restoration Programme, implemented by the Košice Self-governing region, focused on the adoption of water conservation measures or changing the approach to land management. Transition2BIO provided a session focusing on methodologies to facilitate the planning of communication and stakeholders' engagement to further facilitate the collaboration of the Water Councils.



## Agenda

— KOŠICKÝ SAMOSPRÁVNÝ KRAJ —



„Projekt je spolufinancovaný Európskou úniou z prostriedkov Európskych fondov (ERDF, IPA)“

- Akčný plán Vodnej rady pre Spiš**
- 11:30** Adaptatívne opatrenia na zmenu klímy - využívanie dažďovej vody na území obce Marjovecany  
p. Jozef Magda  
Projektový manažér, Obec Marjovecany  
Nastal čas riešiť príčiny - príbeh vodnej nádrže Ružín  
p. Jozef Koječský  
Predseda občianskeho združenia Ružínska priekrada
- Akčný plán Vodnej rady pre Gemer**
- 12:00** Ťažkosti a prekážky pri implementácii vodozádržných opatrení  
p. Slavomír Zubriczky  
Starosta, Obec Jablonov nad Turčiou  
**Mimoriadna havária na rieke Slaná**  
p. Tibor Varga  
Slovenský zväz rybníkov; Miestna organizácia Rožňava
- Akčný plán Vodnej rady pre Abov**
- 12:30** Ťahanovská vodná záhrada - lokálny začiatok potrebných zmien  
p. Ján Nigut  
Starosta, MČ Košice Ťahanovo  
**Voda / nie len / pre Rozhanovoce**  
p. František Nosál  
Poslanec, Obec Rozhanovoce  
**Voda nie je odpad**  
p. Miroslava Langérová  
Dobrovoľnícke centrum Košického kraja
- 13:00** Obed
- 14:00** Metodiky na uľahčenie plánovania činnosti v oblasti komunikácie, zapojenia zainteresovaných strán a tvorby spoločných riešení.  
p. Jana Bieliková  
PEDAL Consulting, transition2bio
- 14:15** **Tematické panelové diskusie**  
V oblasti lesného hospodárstva  
V oblasti poľnohospodárstva  
V oblasti vodného hospodárstva  
V oblasti územného rozvoja  
V oblasti občianskeho aktivizmu
- 15:15** **Prezentácia výstupov panelových diskusií v pléne**
- 15:40** **Diskusia**
- 15:50** **Prijatie záverov z Vodného fóra**
- 16:00** **Záver**

Figure 8 Agenda of the Transition2BIO workshop in Košice, June 9th 2022.

## Pictures

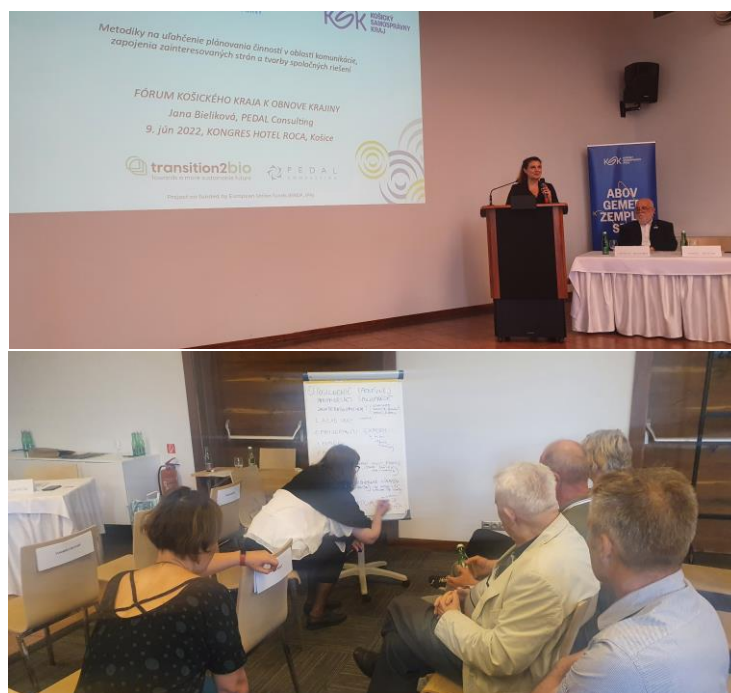


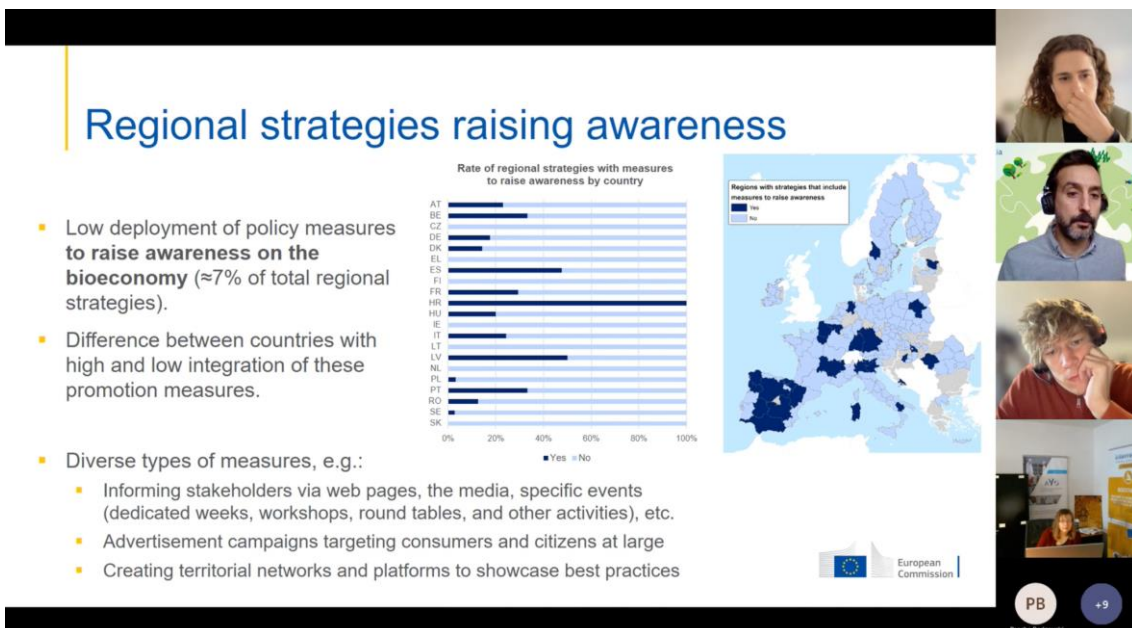
Figure 9 Moments from the Transition2BIO workshop in Košice, June 9th 2022.

### 3.1.3 Capacity Building Activity in collaboration with BE-Rural's Network of Knowledge (NoK), 8th of November

#### Context

Transition2BIO in collaboration with BE-Rural's Network of Knowledge ([NoK](#)) organised a capacity building webinar to help empower public authorities and other stakeholders in central and eastern Europe in communicating & easing the implementation of bioeconomy strategies. Thanks to the expert speakers Dr. Javier Sanchez Lopez from the JRC, [Knowledge Centre for Bioeconomy](#), Marie Kubankova from [BIOEAST](#), and Eniko Matyus, BE-Rural NoK Coordinator, valuable insights over bioeconomy regional strategies, networks and communication practices were shared during the event.

#### Screenshot of the event



**Regional strategies raising awareness**

- Low deployment of policy measures to raise awareness on the bioeconomy (≈7% of total regional strategies).
- Difference between countries with high and low integration of these promotion measures.
- Diverse types of measures, e.g.:
  - Informing stakeholders via web pages, the media, specific events (dedicated weeks, workshops, round tables, and other activities), etc.
  - Advertisement campaigns targeting consumers and citizens at large
  - Creating territorial networks and platforms to showcase best practices

Rate of regional strategies with measures to raise awareness by country

Country	Rate (%)
AT	~10
BE	~10
CZ	~10
DE	~10
DK	~10
EL	~10
ES	~10
FI	~10
FR	~10
HR	~10
HU	~10
IE	~10
IT	~10
LT	~10
NL	~10
PL	~10
PT	~10
RO	~10
SE	~10
SK	~10

Regions with strategies that include measures to raise awareness

European Commission

Figure 10 Screenshot from the Capacity Building Activity in collaboration with BE-Rural's Network of Knowledge

#### Agenda

**Agenda:**

Time (CET)	Title	Speakers
9:00 – 9:05	Welcome - Transition2Bio and NoK overview	Clément Robjins, T2B
9:05 – 9:35	<b>Module 1: Specific Bioeconomy Knowledge</b> <ul style="list-style-type: none"> <li>Study on '<a href="#">Bioeconomy strategy development in EU regions</a>'</li> <li>Building Communication Capacity to Boost Bioeconomy Uptake in CEE Countries</li> <li>Tips from the Field: Communicating on Bioeconomy</li> </ul>	<ul style="list-style-type: none"> <li>Dr. Javier Sanchez Lopez, JRC, <a href="#">Knowledge Centre for Bioeconomy</a></li> <li>Marie Kubankova, <a href="#">BIOEAST</a></li> <li>Eniko Matyus, <a href="#">BE-Rural NoK Coordinator</a></li> </ul>
9:35 – 9:40	Question Round on Presenters	
9:40 – 9:50	Module 2: Methodologies and Models	Christin Boldt, T2B
9:50 –10:00	Module 3: Good Practices/Replicable Formats	Lily Teitelbaum, T2B
10:00 -10:30	Miro Board Exercise	

APRE . FVA . ZSI . LOBA . PEDAL .  
Q-PLAN . BIOCOM . UNIBO

www.transition2bio.eu  
info@transition2bio.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000539

Figure 11 Agenda of the Capacity Building Activity in collaboration with BE-Rural's Network of Knowledge

## 3.2 Self-directed learning through the pre-recorded modules

To respond to specific requests, the package was made available to all interested users in the form of self-directed learning through pre-recorded module. Two specific sections of the Transition2BIO website were dedicated to the Capacity Building package, one in English and one Italian, with the objective of making it widely available to interested stakeholders.

In this way, public actors at local, regional and national level are free to choose whether to watch it as a full package or in the form of single modules, to deepen their knowledge on some specific aspects of the bioeconomy.

### 3.2.1 English Version – “Capacity Building for regional and national stakeholders”



**Capacity Building for regional and national stakeholders**

Book to list | Share this

**How to raise awareness and communicate the Circular Bioeconomy?**

According to findings of EU funded projects like Transition2Bio, BIOVOICE, BIOBRIDGES and LIFE, there is an urgent need of increasing the capacity of regional and national stakeholders in communication the bioeconomy to boost the innovation ecosystem and support the transition towards a circular bioeconomy.

To respond to this need, Transition2Bio developed the Capacity Building package "How to raise awareness and communicate the bioeconomy", composed of 4 Modules to support regional and national stakeholders with contents, methodologies, tools, replicable good practices and formats in the light of strengthening their effectiveness in the implementation of awareness raising, communication and education activities.

This training was deployed with several audiences, contexts and target beneficiaries, reaching more than 30 EU regions and Member States.

The final version of the Capacity Building package is available to all interested stakeholders as a full package, in the light of empowering public actors at local, regional and national level, as well as in form of single modules to deepen the knowledge on different specific aspects of the bioeconomy.

**Target beneficiaries**

- EU Member States
- EU Regions
- National and regional stakeholders
- National and Regional authorities

See the modules in Italian 

**Module 1: Specific Knowledge (Circular and sustainable bioeconomy)**

**Learning objectives**

Through this module, composed by 6 sub-modules, you will learn:

- What is the circular and sustainable bioeconomy and its main application sectors
- The role of bioeconomy in the European policies
- The role of Regional and National policy priorities to support the ecological transition
- Benefits of the bioeconomy, the circular economy and the bio-based sectors
- Social, economic and environmental impacts of the bioeconomy
- The role of awareness, communication and stakeholder engagement in bioeconomy

**Sub-Module 1.1: Bioeconomy and application sectors**

Maria Teresa Barzocchiello, Joint Research Centre, Knowledge Centre for Bioeconomy – European Commission

Description

Figure 12 Capacity Building for regional and national stakeholders – Webpage (EN)

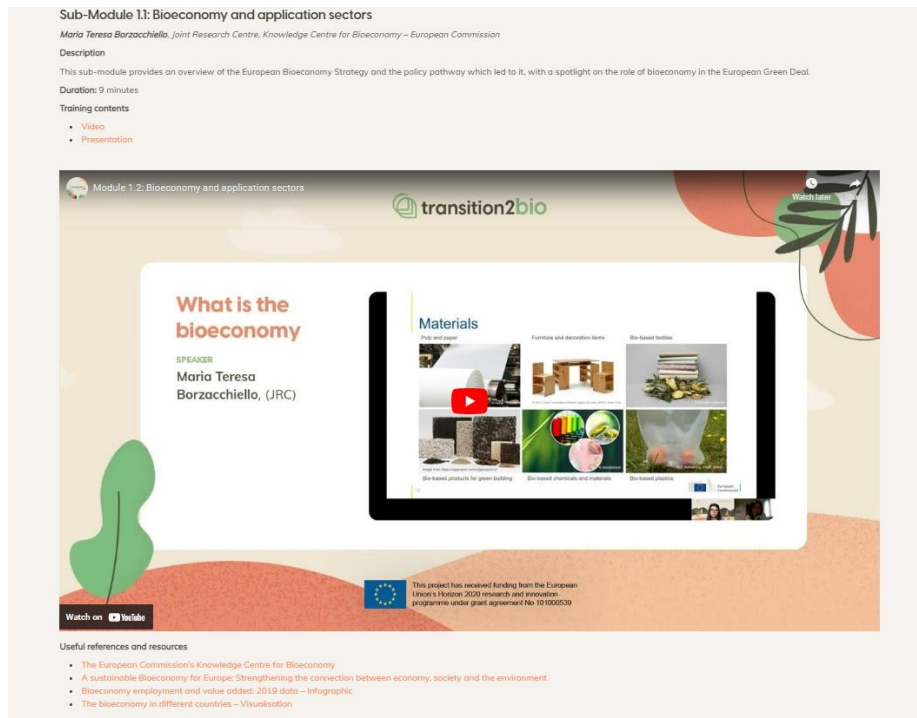


Figure 13 Capacity Building for regional and national stakeholders – Webpage (EN)

The webpage is structured in different sections, corresponding to the different modules and sub-modules of the package. In detail, every section reports:

- Title of the module
- Description of the module
- Duration
- Learning objectives
- Training Contents
  - Video
  - Presentation (ppt)
- Useful references and resources

The English version is available [at this link](#).

### 3.2.2 Italian Version – “Attività formativa per stakeholder regionali e nazionali”

In the light of increasing the overall impact of the package, it was recorded and developed also in Italian. The modules’ structure replicates the one foreseen for the English original version (see section above) but the contents were re-worked for the needs of the Italian regional and national stakeholders in the field of bioeconomy. The table below reports the Italian modules, as they are listed in the dedicated website section, as well as the name of the speaker.

Module Title	Speaker
--------------	---------

<p><b>Modulo 1: Contenuti specifici (Bioeconomia circolare e sostenibile)</b></p> <ul style="list-style-type: none"> <li>▪ Modulo 1.1: I settori di applicazione della bioeconomia</li> <li>▪ Modulo 1.2: La strategia italiana per la Bioeconomia nel contesto europeo</li> <li>▪ Modulo 1.3: I benefici della bioeconomia, dell'economia circolare e dei settori bio-based</li> <li>▪ Modulo 1.4: Bioeconomia e Industria italiana: opportunità e sviluppi</li> <li>▪ Modulo 1.5: Comunicare la bioeconomia</li> </ul>	<ul style="list-style-type: none"> <li>▪ Maria Teresa Borzacchiello, Joint Research Centre, Knowledge Centre for Bioeconomy – Commissione Europea</li> <li>▪ Fabio Fava, Alma Mater Studiorum - University of Bologna &amp; Gruppo Coordinamento Nazionale di Bioeconomia</li> <li>▪ Virginia Puzzolo, Head of Programme Unit CBE JU– Circular Bio-based Europe Joint Undertaking</li> <li>▪ Mario Bonaccorso, Direttore Cluster SPRING – Italian Circular Bioeconomy Cluster</li> <li>▪ Serena Fabbrini, APRE – Transition2BIO Coordinator</li> </ul>
<p><b>Modulo 2: Buone pratiche e format replicabili</b></p>	<p>Selenia Marinelli, FVA – Transition2BIO partner</p>
<p><b>Modulo 3: Metodologie e modelli</b></p>	<p>Susanna Albertini, FVA – Transition2BIO partner</p>
<p><b>Modulo 4: I Toolkit di Transition2BIO</b></p>	<p>Giulia Treossi, APRE – Transition2BIO Coordinator</p>

The Italian version of the Capacity Building is available [at this link](#).

### Screenshots from the website

## Attività formativa per stakeholder regionali e nazionali

← Back to list

   Share this

### Comunicare la Bioeconomia Circolare

L'esperienza di progetti finanziati dalla Commissione Europea, tra cui Transition2BIO, BIOVOICES, BIOBRIDGES and LIFT, ha evidenziato la necessità di migliorare le competenze degli attori regionali e nazionali nel comunicare la bioeconomia, promuovendo l'ecosistema dell'innovazione per supportare la transizione verso la bioeconomia circolare.

Per rispondere a questa necessità, Transition2BIO ha sviluppato il pacchetto formativo "Come comunicare la Bioeconomia Circolare", composto da 4 moduli formativi pensati per supportare gli attori regionali e nazionali, fornendo loro contenuti, metodologie, strumenti, format, buone pratiche replicabili per aiutarli a migliorare l'efficacia delle loro attività di sensibilizzazione, comunicazione e formazione sul tema della bioeconomia.

Il pacchetto formativo è stato utilizzato in diversi contesti, coinvolgendo attori provenienti da diversi settori, raggiungendo più di 30 regioni e Stati Membri dell'UE.

La versione finale del pacchetto formativo è fruibile liberamente da tutti gli attori interessati, sia integralmente come strumento in grado di potenziare le competenze degli attori pubblici a livello locale, regionale e nazionale, sia come moduli singoli per approfondire la conoscenza di specifici aspetti relativi alla bioeconomia circolare.

#### A chi rivolge il pacchetto formativo

- Stati membri dell'UE
- Regioni europee
- Stakeholder regionali e nazionali
- Autorità regionali e nazionali

## Modulo 1: Contenuti specifici (Bioeconomia circolare e sostenibile)

Obiettivi formativi

### Modulo 1.2: La strategia italiana per la Bioeconomia nel contesto europeo

Fabio Fava, Alma Mater Bologna & Gruppo Coordinamento Nazionale di Bioeconomia

#### Descrizione

Questo modulo fornisce una panoramica della strategia italiana per la Bioeconomia e del suo valore economico. Il contesto italiano è analizzato nel più ampio quadro legislativo Europeo.

#### Durata

25 minuti

#### Contenuti formativi

- Presentazione



The screenshot shows a presentation slide with the following content:

- Title:** La strategia italiana per la Bioeconomia nel contesto europeo
- Speaker:** Fabio Fava, Università di Bologna
- Topic:** The updated European Bioeconomy strategy
- Key points:**
  - Rapidly deploying bioeconomies across Europe: set up an EU Bioeconomy Policy Support Facility for EU countries to develop national/regional agendas; launch pilot actions for the development of bioeconomies in rural, coastal and urban areas, interconnecting the sectors.
  - Scaling up and strengthening the bio-based sectors via a €100 million Circular Bioeconomy Thematic Investment Platform. Protecting the ecosystem and understanding the ecological transition of the bio-based sectors.
- URL:** <https://ec.europa.eu/research/bioeconomy/index.htm?pg=policy&libstrategy>
- Date:** Brussels, October 22, 2018
- Source:** This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000539

#### Risorse e materiali utili

- Strategia italiana per la Bioeconomia
- Piano d'Azione(2020-2025) per l'attuazione della Strategia Italiana per la Bioeconomia
- Updated Bioeconomy Strategy
- EU Bioeconomy Strategy/Progress Report
- The European Green Deal
- CNBBSV – Comitato Nazionale per la Biosicurezza, le Biotecnologie e le Scienze della Vita

### Modulo 1.3: I benefici della bioeconomia, dell'economia circolare e dei settori bio-based

Figure 14 Attività formativa per stakeholder regionali e nazionali – Webpage (IT)

### 3.2.2.1 Deployment pathways of the Italian Version – “Attività formativa per stakeholder regionali e nazionali”

The Italian version of the self-directed learning was widely promoted in order to reach regional actors from several Italian regions.

As outcome of this activity, Friuli Venezia Giulia region decided to include the Transition2Bio capacity building module as part of the authorized regional training platform, valid to get professional credits. The modules have been therefore uploaded to the regional education platform and the potential participants have been invited through the official regional channels. A dedicated self-assessment questionnaire was prepared by the Italian Transition2BIO partners and submitted to the participants to get the professional credits. This activity was a great achievement in terms of recognizing the quality of the package and promoting its wide exploitation.

Additionally, other regions, like Lazio and Puglia promoted the capacity building package through their internal channels.

### 3.3 Self-directed learning with Q&A live session

Although the self-directed learning is deemed as a very convenient deployment pathway, the participants may benefit from a live interaction to consolidate the learning and ask questions/clarifications. For this reason, in the last month of the project implementation a pilot to explore this format took place. Specifically, due to the last-minute organisation, it was possible to validate it only with the participants to the Italian self-directed course.

#### 3.3.1 Q&A Session to complement the self-directed learning for Italian regional and national stakeholders, 14th of December 2022

##### Context

In the light of supporting the Italian users who attended the Capacity Building course autonomously through the Transition2BIO website, helping the attendees in deepening and consolidating the knowledge and competences acquired through the modules' attendance, as well as to solve any question arising, Transition2BIO organised an additional interactive webinar in the form of a Q&A Session, on the 14th of December 2022.

The event provided the opportunity to discuss with the attendees, and gather their feedback on the package. It was also an occasion to learn about the learners' experience and to collect ideas for improvement. The discussion also included a short brainstorming about additional potential usages of the package beyond Transition2Bio.

“This course is really well done and can provide interesting insights to the ones totally unaware of what bioeconomy is, as well as more expert ones. I see great transferability of the methodologies that I've learnt to different domains. I will definitely use what I've learnt” – Feedback from a participant (M.V) Friuli Venezia Giulia region)

“I would like to deploy some of the modules as part of the capacity building package for the policy working group I lead. I believe that this knowledge can inspire further discussion and highlight opportunities for regional development, connected to the bioeconomy, that the working group is not yet considering” – Feedback from a participant (I.C. Lazio Region).

##### Picture



Figure 15 Screenshot of the news on the Q&A Session of the 14th of December 2022

## 4. Transition2BIO Capacity Building awareness and promotion

### 4.1 Presentation of the package at the 4th International Summer School on Circular Bioeconomy and Sustainable Development, 5th – 9th of September 2022 – Hybrid: in Thessaloniki (GR) and online

#### Context

On 8<sup>th</sup> of September, FVA was invited to deliver a mini course of 30 minutes, providing to the participants to the “4th International Summer School on Circular Bioeconomy and Sustainable Development” the key highlights of the Transition2Bio Capacity Building. This activity was designed to tease the participants, by stimulating their curiosity and interest in attend the full package. The participants show great interest and declared the intention to undertake the full capacity building.

#### Pictures



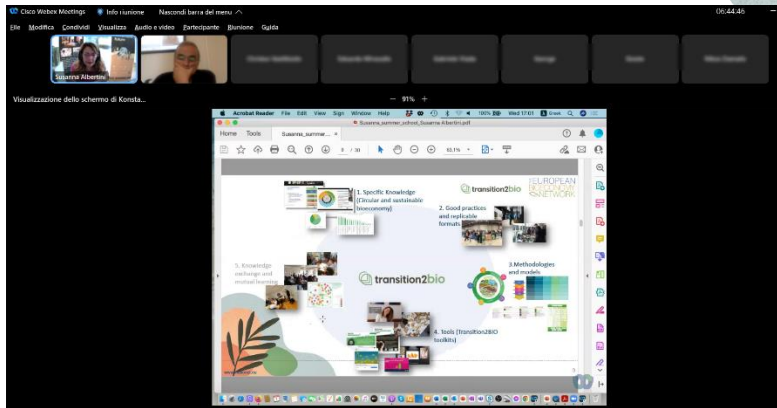


Figure 16 Screenshot from the package presentation at the 4th International Summer School on Circular Bioeconomy and Sustainable Development, Thessaloniki (GR)

**Organized by**

 NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS GREECE

 **Perrotis College**  
Agriculture - Environment - Life Sciences  
AMERICAN FARM SCHOOL  
THESSALONIKI - GREECE

  
**4<sup>th</sup> International Summer School on Circular Bio-economy and Sustainable Development**

**OPEN REGISTRATION & PROGRAM**

 5-9 SEPTEMBER 2022

**HYBRID** (Live & Restricted Web Access)

 TO BE HELD AT  
AMERICAN FARM SCHOOL  
THESSALONIKI - GREECE

 FREE ONLINE REGISTRATION (via email)

Figure 17 Program of the 4th International Summer School on Circular Bioeconomy and Sustainable Development, Thessaloniki (GR)

#### 4.2 Presentation of the package to the newly funded project CEE2ACT project Coordinator, 8th of September

On September 8th 2022, the Transition2BIO Capacity Building package was presented to Geonardo, the Coordinator of the newly funded project [CEE2ACT](#), in the light of making it available to the project partners and the target stakeholders. In fact, the project is willing to empower countries in Central Eastern Europe and beyond to develop circular bioeconomy strategies and action plans through knowledge transfer and innovative governance models enabling sustainability and resilience to achieve better informed decision-making processes, societal engagement and innovation, building on the practice of experienced countries serving as role models in this context.

## Pictures



### Module 1: Specific knowledge (circular and sustainable bioeconomy)

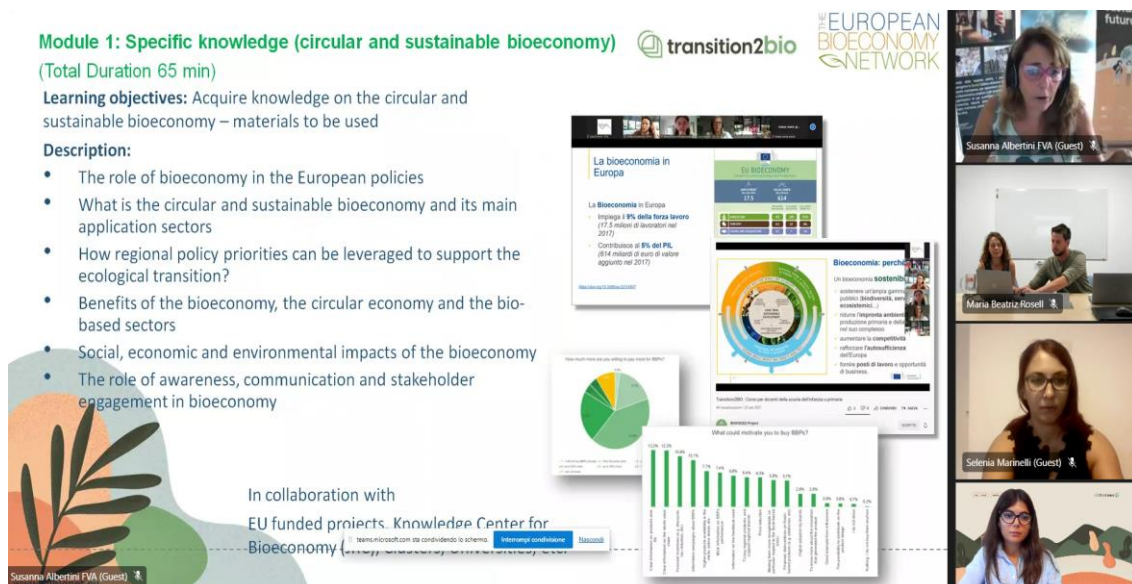
(Total Duration 65 min)

**Learning objectives:** Acquire knowledge on the circular and sustainable bioeconomy – materials to be used

**Description:**

- The role of bioeconomy in the European policies
- What is the circular and sustainable bioeconomy and its main application sectors
- How regional policy priorities can be leveraged to support the ecological transition?
- Benefits of the bioeconomy, the circular economy and the bio-based sectors
- Social, economic and environmental impacts of the bioeconomy
- The role of awareness, communication and stakeholder engagement in bioeconomy

In collaboration with  
EU funded projects, Knowledge Center for  
Bioeconomy



**Transition2BIO Capacity Building overview**

**Target beneficiaries**

- EU Member States
- EU Regions
- National and regional stakeholders
- National and Regional authorities
- Companies
- NGOs, CSOs, etc.

**4 Training Modules** developed by Transition2BIO  
+ 1 Mobilisation and Mutual Learning activity

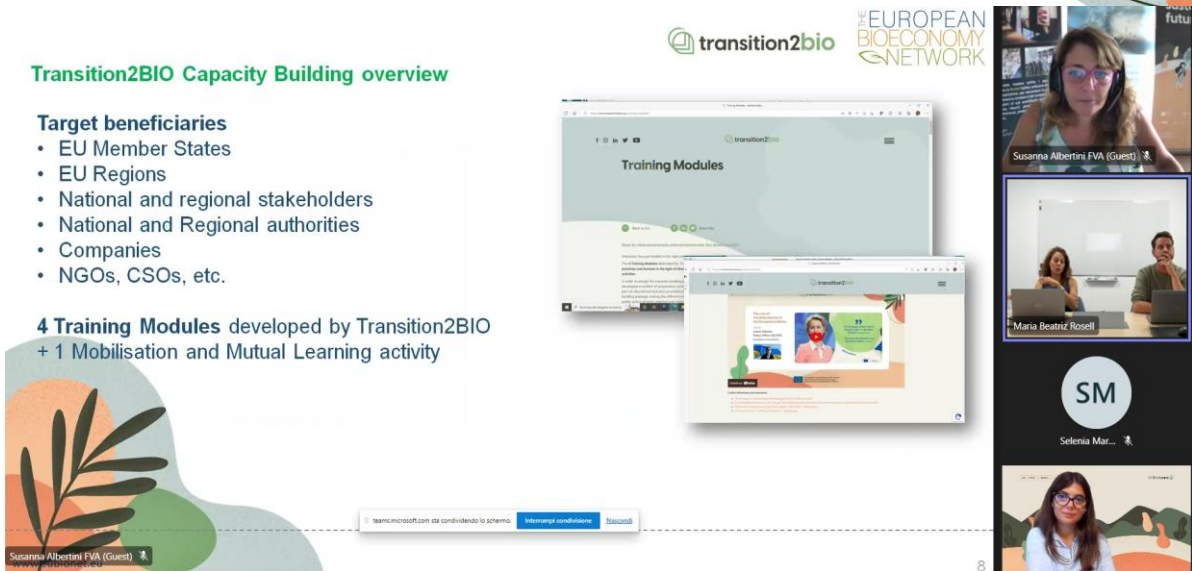


Figure 18 Screenshots from the package presentation to the CEE2ACT project Coordinator

### 4.3 Presentation of the package to the European Policy Bioeconomy Forum (EPBF) members in the context of the expert-level meeting, online – 14th of September 2022

**Context**

On the 14<sup>th</sup> of September 2022, during the Expert- level meeting of the European Policy Bioeconomy Forum, the Capacity Building Package was presented by Chiara Pocaterra as Project Coordinator.

**Pictures**



Figure 11 Screenshot taken from the Capacity Building package presentation at the European Policy Bioeconomy Forum (EPBF) Expert-level meeting



Figure 19 Screenshots taken from the Capacity Building package presentation at the European Policy Bioeconomy Forum (EPBF) Expert-level meeting

#### 4.4 Presentation of the package to the National Bioeconomy Coordination Board at the Italian Presidency of Ministries, 26th of September 2022

##### Context

APRE, as project coordinator, presented the Transition2BIO Capacity Building Package during one of the 2022 meetings of the National Bioeconomy Coordination Board at the Italian Presidency of Ministries, taking place on the 26th of September 2022. The board has the mandate to facilitate and monitor the implementation of the [BIT II bioeconomy strategy \(2019\)](#) in the Italian territory, as well as to ensure the coordination of public policies, taking into account the indication of the EU.

##### Pictures

**Presidenza del Consiglio dei Ministri  
Roma, 26 Settembre, 2022**



## **Gruppo Coordinamento Nazionale Bioeconomia (GCNB)**

**CNBBSV  
Presidenza del Consiglio dei Ministri**



### **15.40 - Presentazione attività Transition2Bio project (Chiara Pocaterra, APRE)**

*Figure 20 Screenshots taken from the Capacity Building package presentation to the National Coordination Group on Bioeconomy at the Italian Presidency of Ministries*

#### 4.5 Extended presentation in the framework of the Engage4BIO Kick-off meeting - 20th of October 2022, Linz (AT)

##### **Context**

As follow up of the Engage4BIO Kick-off meeting in Linz (19th of October), ZSI took the opportunity to organize a bioeconomy network expert meeting on the subsequent day. The participants were from already existing, and well established regions of:

- Helsinki-Uusimaa region - Finland
- Southern Great Plain region - Hungary
- Province of Gelderland, Green Metropolitan Region Arnhem/Nijmegen - The Netherlands
- Province of Trapani and Western Sicily – Italy

- Business Upper Austria, Bioeconomy Cluster in Upper Austria

The aim was to exchange experiences and strategies on an international level, thus we invited key players in the strategic development of bioeconomy in Austria with the focus on regional development:

- Gottfried Hebenstreit (Bioeconomy Austria)
- Dorian Wessely (Business Upper Austria)
- Helmut Frischenschlager (Umweltbundesamt Austria)
- Bernhard Kastner and Johanna Stockhammer (University of Natural Resources and Life Sciences (BOKU), Vienna)

The presentation of the experiences and learning from the Transition2BIO project gave valuable input for discussion. The discussion covered questions such as potentials and challenges for regional (hub) development; good practice examples, how political support can work and how the Bioeconomy University Network could support the training/skill development. In small groups the participants discussed and collected ideas on potential collaboration or exchange and specific events where they could meet and collaborate.[f2]

In total 25 international experts and Austrian political stakeholders took part in this capacity building activity.

### Agenda

Time	Topic	Who
09:00 – 09:20	Welcome and check in	ZSI
09:20 – 10:40	Bioeconomy of networks and hubs - presentation and topic collection	Presentations of the bioeconomy networks - TMG, CLIC, BZN, WR
10:40 – 11:00	<b>BREAK</b>	
11:00 – 12:00	Hub exchange	All
12:00 – 13:00	<b>LUNCH BREAK</b>	

<b>13:00 – 14:30</b>	<p>Hubs capacity building session: Input:</p> <ul style="list-style-type: none"> <li>• Serena Martinelle (learning from Transition2BIO)</li> <li>• Gottfried Hebenstreit (Bioökonomie Austria)</li> <li>• Dorian Wessely (Business Upper Austria)</li> <li>• Identifying synergies between Engage4BIO hubs and Austrian bioeconomy regions</li> </ul>	<p>Serena Fabbrini (Transition2BIO)</p> <p>Gottfried Hebenstreit (Bioeconomy Austria)</p> <p>Dorian Wessely (Business Upper Austria- regional development Linz)</p> <p>ALL participants</p>
<b>14:30 – 14:55</b>	Discussion and Exchange - 5 Austrian Regional table rounds	ZSI
<b>14:55 – 15:00</b>	Closing and feedback	ZSI

### Pictures



Figure 21 Pictures from the Capacity Building Activity at the 20th of October 2022, Linz (AT)

#### 4.6 Presentation in the occasion of the Transition2BIO Final event, December 2nd 2022

##### Context

The Capacity Building package was also presented during the Transition2BIO final event – which took place on December 2<sup>nd</sup> 2022 in hybrid format – as one of the main outputs and results of the project.

##### Agenda



**Agenda**

13:30 – 13:45	<b>Chiara Pocaterra</b> , APRE Transition2Bio, GenB, BIOVOICES Coordinator
13:45 – 14:30	<b>Transition2BIO results to boost bioeconomy skills:</b> <ul style="list-style-type: none"> <li>• “Future skills for Bioeconomy” – An overview of the past editions (<b>Daive Viaggi</b>, UNIBO)</li> <li>• Transition2BIO Capacity Building Package (<b>Giulia Treossi</b>, APRE)</li> <li>• Transition2BIO Toolkits (<b>Lily Teitelbaum</b>, BIOCOM)</li> </ul>
14:30 – 16:15	<b>Roundtable</b> <b>Moderator Susanna Albertini</b> , FVA Media (Transition2Bio, GenB, BIOVOICES, BIObec partner)  <b>Daive Viaggi</b> , UNIBO (BIObec Coordinator and Transition2Bio partner) <b>Piergiuseppe Morone</b> , UNITELMA Sapienza (Circular Bricks) <b>George Sakellaris</b> , Czech Academy of Sciences (ICA-CoP on Bioeconomy Education) <b>Stefan Lilischkis</b> , Empirica, (project on "Promoting education, training and skills across the bioeconomy")
16:15 – 16:30	<b>Conclusions</b> <b>Pocaterra</b> , APRE

Figure 22 Agenda of the Transition2BIO Final event

**Screenshot of the event**

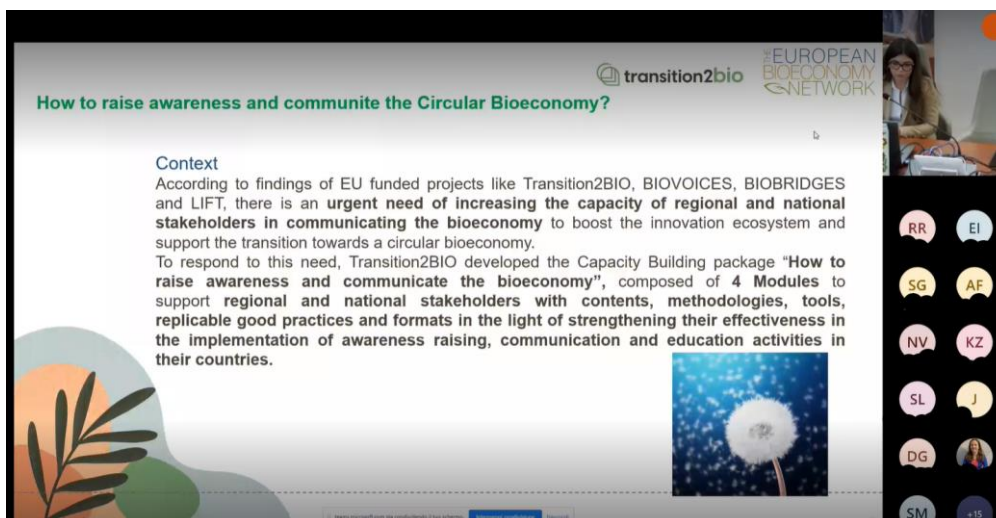


Figure 23 Screenshot from the Final event's session introducing the Capacity Building Package

## 5. Promotional campaigns (e.g Social media)

In order to promote the different Capacity Building trainings that have been performed during the last year of the project several promotional campaigns and “Save the Date” have been launched by the Transition2BIO social media channels, APRE’s channels as task leader, as well as by the other Consortium members. These activities are briefly listed below, while a full description of the social media awareness and publica engagement activities is available in D2.7.

- **Transition2BIO/BIOVOICES Social media campaigns (Facebook, LinkedIn, Twitter)**

Transition2BIO	
Social Media Posts	Facebook
	<a href="https://www.facebook.com/biovoices/posts/1924020827807502">https://www.facebook.com/biovoices/posts/1924020827807502</a>
	<a href="https://www.facebook.com/events/1080830272646376">https://www.facebook.com/events/1080830272646376</a>
	<a href="https://www.facebook.com/biovoices/posts/1915657365310515">https://www.facebook.com/biovoices/posts/1915657365310515</a>
	<a href="https://www.facebook.com/biovoices/posts/1926078420935076">https://www.facebook.com/biovoices/posts/1926078420935076</a>
	<a href="https://www.facebook.com/biovoices/posts/pfbid0QmjiG4VeEnpBn7pZxs5JnBvX1LCnqnpCyUvJoGLXXNQp8ZWtJV8QhGoBkkco4NzFl">https://www.facebook.com/biovoices/posts/pfbid0QmjiG4VeEnpBn7pZxs5JnBvX1LCnqnpCyUvJoGLXXNQp8ZWtJV8QhGoBkkco4NzFl</a>
	LinkedIn
	<a href="https://www.linkedin.com/posts/biovoices_transition2bio-awareness-communicate-activity-6917774918608683008-lqAh?utm_source=linkedin_share&amp;utm_medium=member_desktop_web">https://www.linkedin.com/posts/biovoices_transition2bio-awareness-communicate-activity-6917774918608683008-lqAh?utm_source=linkedin_share&amp;utm_medium=member_desktop_web</a>
	<a href="https://www.linkedin.com/posts/biovoices_bioeconomy-eubionet-activity-6916731519818448896-dz8l?utm_source=linkedin_share&amp;utm_medium=member_desktop_web">https://www.linkedin.com/posts/biovoices_bioeconomy-eubionet-activity-6916731519818448896-dz8l?utm_source=linkedin_share&amp;utm_medium=member_desktop_web</a>
	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7003991077133127680">https://www.linkedin.com/feed/update/urn:li:activity:7003991077133127680</a>
	Twitter
	<a href="https://twitter.com/biovoices/status/1511612701096742916">https://twitter.com/biovoices/status/1511612701096742916</a>
	<a href="https://twitter.com/biovoices/status/1511619116909608963">https://twitter.com/biovoices/status/1511619116909608963</a>
	<a href="https://twitter.com/biovoices/status/1511625611122520064">https://twitter.com/biovoices/status/1511625611122520064</a>
	<a href="https://twitter.com/biovoices/status/1511632374353870851">https://twitter.com/biovoices/status/1511632374353870851</a>
<a href="https://twitter.com/biovoices/status/1511639343760297987">https://twitter.com/biovoices/status/1511639343760297987</a>	
<a href="https://twitter.com/biovoices/status/1511984066530357256">https://twitter.com/biovoices/status/1511984066530357256</a>	
<a href="https://twitter.com/biovoices/status/1598225394716377090">https://twitter.com/biovoices/status/1598225394716377090</a>	

- **APRE social media campaigns (Facebook, LinkedIn, Twitter):**

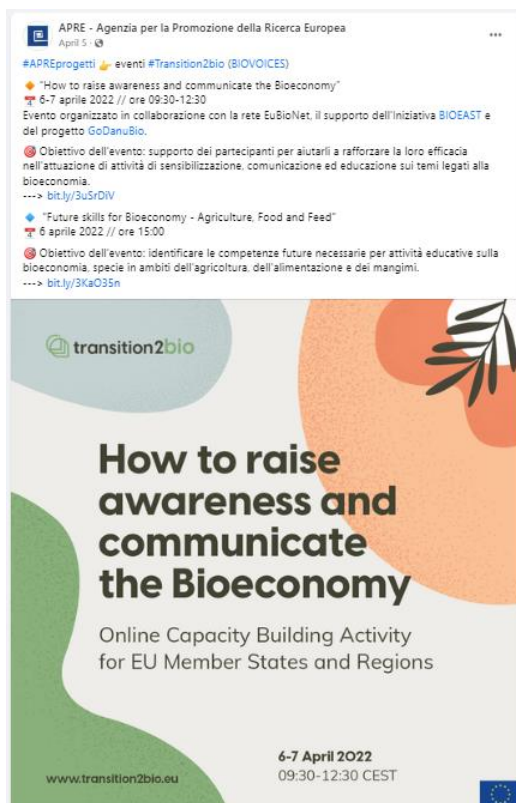


Figure 24 Capacity Building Activity “How to raise awareness and communicate the bioeconomy” - Save the date on APRE social media channels: Facebook (5/04/2022)



Figure 25 Capacity Building Activity “How to raise awareness and communicate the bioeconomy” - Save the date on APRE social media channels: LinkedIn (5/04/2022)



Figure 26 Capacity Building Activity “How to raise awareness and communicate the bioeconomy” - Save the date on APRE social media channels: Twitter (5/04/2022)

- **Communication through APREweekly.** APREweekly is a weekly newsletter aiming to spread, among APRE’s associated members and other subscribed R&I stakeholders, updated information related to initiatives, events and upcoming news from the world of Research and Innovation, as well as partner search and financing opportunities. APREweekly reaches more than 1607 stakeholders (researchers, SMEs, Grant Officers, directors, etc) from the world of European R&I.

❖ **APREweekly 04/04/2022: Evento capacity building “How to raise awareness and communicate the Bioeconomy”, 6/7 aprile 2022**

Mercoledì 6 e giovedì 7 aprile APRE promuoverà, grazie al progetto Transition2BIO, un evento di capacity building per attori regionali sul tema “How to raise awareness and communicate the Bioeconomy”. Entrambi i giorni l'evento si terrà dalle 9:30 alle 12:30. L'evento è organizzato in collaborazione con la rete EuBioNet, il supporto dell'Iniziativa BIOEAST e del progetto GoDanuBio.

Il primo giorno, che vedrà la partecipazione di Laura Vārpiņa (Policy Officer DG RTD–European Commission), Maria Teresa Borzacchiello (Joint Research Knowledge Centre for Bioeconomy–European Commission), Nathalie Vershelde (DG REGIO–European Commission), Virginia Puzzolo, (Head of Programme Unit –CBE JU), i lavori si concentreranno su contenuti, metodologie, strumenti, buone pratiche e formati replicabili a supporto dei partecipanti per aiutarli a rafforzare la loro efficacia nell'attuazione di attività di sensibilizzazione, comunicazione ed educazione sui temi legati alla bioeconomia.

Il secondo giorno, invece, sarà dedicato allo scambio di esperienze e all'apprendimento reciproco tra i partecipanti attraverso una discussione interattiva in tempo reale grazie all'uso di pratici strumenti di co-working online come Miro.

Le agende delle due giornate sono disponibili [a questo link](#). Per partecipare all'evento, è necessaria la registrazione [a questo link](#).

- **APRE mailing** sent through APRE's database mailing service: Mercoledì 6 e giovedì 7 Aprile: evento di Capacity Building per attori regionali sul tema "How to raise awareness and communicate the bioeconomy" (in inglese, online)

Date: 04/04/2022

People reached: 6725

Categories: HE Pillar 2-CL6, H2020-SC2 European Bioeconomy Challenges, SC2 Board  
Text: **Mercoledì 6 e giovedì 7 aprile**: evento di capacity building per attori regionali sul tema "**How to raise awareness and communicate the Bioeconomy**" (in inglese, online). L'evento, rivolto ad attori regionali, vuole offrire contenuti, metodologie, strumenti, buone pratiche e formati replicabili a supporto dei partecipanti per aiutarli a rafforzare la loro efficacia nell'attuazione di attività di sensibilizzazione, comunicazione ed educazione sui temi legati alla bioeconomia. La prima giornata di lavori vedrà la partecipazione di speakers di alto profilo come Laura Varpina (Policy Officer DG RTD–European Commission), Maria Teresa Borzacchiello (Joint Research Knowledge Centre for Bioeconomy–European Commission), Nathalie Vershelde (DG REGIO–European Commission), Virginia Puzzolo, (Head of Programme Unit –CBE JU). Il secondo giorno, invece, sarà dedicato allo scambio di esperienze e all'apprendimento reciproco tra i partecipanti attraverso una discussione interattiva in tempo reale grazie all'uso di pratici strumenti di co-working online come Miro.

Qui l'agenda <https://bit.ly/3J4wUcb>

Qui il link per la registrazione <https://bit.ly/3uOUzbl>

The table below summarises the promotional activities carried out by the social media channels of other project partners.

FVA	
Facebook	<a href="https://www.facebook.com/fvaresearch/posts/1448340482247593">https://www.facebook.com/fvaresearch/posts/1448340482247593</a>
LinkedIn	<a href="https://www.linkedin.com/posts/fva-new-media-design_transition2bio-awareness-communicate-activity-6917778752013799424-q74a?utm_source=linkedin_share&amp;utm_medium=member_desktop_web">https://www.linkedin.com/posts/fva-new-media-design_transition2bio-awareness-communicate-activity-6917778752013799424-q74a?utm_source=linkedin_share&amp;utm_medium=member_desktop_web</a>
Twitter	

<a href="https://twitter.com/biovoices/status/1511981784598290435">https://twitter.com/biovoices/status/1511981784598290435</a>
<b>Q-PLAN</b>
<b>Facebook</b>
<a href="https://www.facebook.com/QPlanInternational/posts/4554745707963339">https://www.facebook.com/QPlanInternational/posts/4554745707963339</a> <a href="https://www.facebook.com/QPlanInternational/posts/4559330550838188">https://www.facebook.com/QPlanInternational/posts/4559330550838188</a> <a href="https://www.facebook.com/QPlanInternational/posts/4562039933900583">https://www.facebook.com/QPlanInternational/posts/4562039933900583</a>
<b>LinkedIn</b>
<a href="https://www.linkedin.com/feed/update/urn:li:activity:6917762670184030208">https://www.linkedin.com/feed/update/urn:li:activity:6917762670184030208</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6916759565560672256">https://www.linkedin.com/feed/update/urn:li:activity:6916759565560672256</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6917386769059467264">https://www.linkedin.com/feed/update/urn:li:activity:6917386769059467264</a>
<b>Twitter</b>
<a href="https://twitter.com/Q_PLANIntl/status/1511997258312650755">https://twitter.com/Q_PLANIntl/status/1511997258312650755</a> <a href="https://twitter.com/Q_PLANIntl/status/1510995711004921859">https://twitter.com/Q_PLANIntl/status/1510995711004921859</a>
<b>ZSI</b>
<a href="https://twitter.com/ZSIInnovation/status/1522134471339917313">https://twitter.com/ZSIInnovation/status/1522134471339917313</a>

The table below sums up the social media campaigns carried out by the BIOEAST Initiative and the GoDanuBio project to promote the Capacity Building event of the 6th and 7th of April 2022.

<b>BIOEAST</b>
<b>Twitter</b>
<a href="https://twitter.com/bioeastsup/status/1507337926782472226">https://twitter.com/bioeastsup/status/1507337926782472226</a> <a href="https://twitter.com/biovoices/status/1511612701096742916">https://twitter.com/biovoices/status/1511612701096742916</a>
<b>GoDanuBio</b>
<b>Facebook</b>
<a href="https://www.facebook.com/godanubio/posts/380522920577121">https://www.facebook.com/godanubio/posts/380522920577121</a>
<b>LinkedIn</b>
<a href="https://www.linkedin.com/posts/godanubio_transition2bio-awareness-communicate-activity-6917787086158794752-05o6?utm_source=linkedin_share&amp;utm_medium=member_desktop_web">https://www.linkedin.com/posts/godanubio_transition2bio-awareness-communicate-activity-6917787086158794752-05o6?utm_source=linkedin_share&amp;utm_medium=member_desktop_web</a> <a href="https://www.linkedin.com/posts/godanubio_bioeconomy-eubionet-activity-6917005690406416385-Biny?utm_source=linkedin_share&amp;utm_medium=member_desktop_web">https://www.linkedin.com/posts/godanubio_bioeconomy-eubionet-activity-6917005690406416385-Biny?utm_source=linkedin_share&amp;utm_medium=member_desktop_web</a>

## 6. Member States and Regions reached - Conclusions

According to the objective of T3.1, Transition2BIO shall provide support to at least six (6) Member States and Regions, as well as other national and regional stakeholders. The Consortium members managed to go far beyond the KPI, reaching more than 30 EU regions/member states through the delivery of the abovementioned capacity building activities. Just with the 1<sup>st</sup> livestream of the package – more than 24 EU regions were covered<sup>3</sup>. The event

<sup>3</sup> These were namely: Albania, Austria (Linz), Bulgaria (Sofia), Croatia, France (Grand Est), Germany (Berlin, Baden-Württemberg, North Rhine-Westphalia), Greece (Central Macedonia, Western Macedonia),  
Report on Communication and Education mentoring activities – 2nd Version

had very satisfactory participation in terms of numbers (66 participants from 24 regions, exceeding the KPI of 50 participants) , geographical coverage and level of engagement from the attendees. Additional information – e.g graphics, statistics, promotional campaigns launched and results of the participants’ feedback forms - over the Mobilization and Mutual Learning Workshop “Designing Bioeconomy Communication pathways in the participants’ regions”, held on the 7<sup>th</sup> of April 2022, are reported in D3.4.

In the light of exploiting this project output partners have already - and are currently - presenting and promoting the Capacity Building package to all the relevant projects and initiatives in which they are involved (e.g [RuralBioUp](#), [BIOMODEL4REGIONS](#), and others).

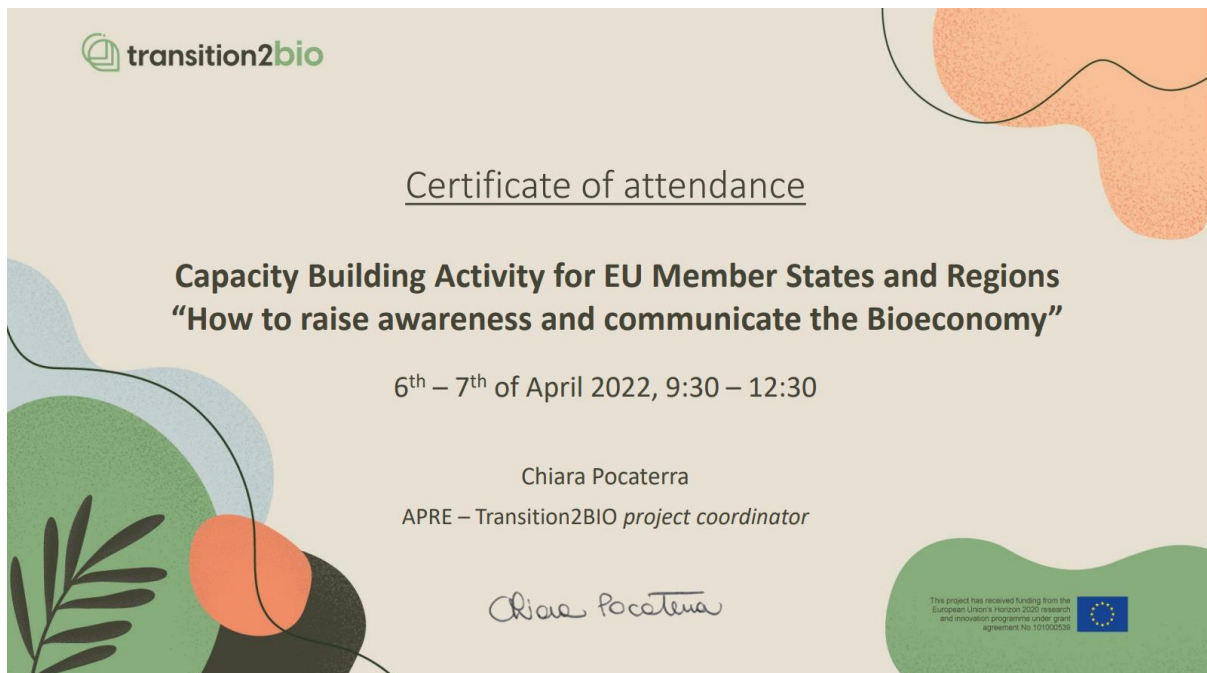
Ad hoc meetings will ensure not just the involvement of projects’ partners, but also of the other financed sister projects and of the regional actors and stakeholders these projects target. Moreover, the methodology implied in the package setup process and delivery, can also be transferred and replicated by other projects, even those beyond the field of bioeconomy. These actions will ensure a wider impact of the Capacity Building package and his deployment and implementation even beyond the Transition2BIO project lifetime.

All the stakeholders that already benefitted from the service were made aware of its existence, confirmed that an increased capacity in communicating these contents and engaging the stakeholders is key to boost the innovation ecosystem for the bioeconomy and should be delivered to multiple actors. One of the critical dimensions is represented by the linguistic barriers and several stakeholders suggested, as future evolution of the package, the translation in languages but also the inclusion of regional realities (e.g. direct reference to local policies). The easy transferability of most of the contents (in particular Module 2 and Module 3) to different sectors (e.g. biodiversity, green deal and climate change) was also highlighted by some participants.

In conclusion, Transition2BIO capacity building is definitely one of the most interesting assets to be exploited beyond the project. The availability of the online modules and its modularity is a great deployment pathway that enables an easy exploitation by different stakeholders in the next years.

## 7. ANNEXES

### 7.1 Annex I





# Consortium



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