#### ASSEGNO DI RICERCA “Supporting public engagement, research development and definition of skills needs in the European Bioeconomy”

**Research project and activity plan**

**Research project**

The position is funded by the h2020 project: “Support the TRANSITION towards the BIOeconomy for a more sustainable future through communication, education and public engagement – TRANSITION2BIO”, grant agreement number 101000852. In particular, the activities will include working on WP1 of the project. The content of the tasks follows.

The objective of this WP is to valorize and exploit sectoral communication tools and activities developed at national, regional and local level by EU funded bioeconomy projects and other relevant initiatives (SO1) for the creation of the awareness, communication and education toolkits. This WP will:

• Design of the conceptual framework for the creation of the awareness, communication and education toolkits;

• Collection and analysis of existing contents, tools, databases, platforms and good practices;

• Production of three (3) toolkits and validation through the organisation of a Focus Group;

• Design, implementation and population of the Transition2BIO Library.

**WP1 - Creation of awareness, communication and education toolkits** [Months: 1-24]

**UNIBO**, APRE, FVA, ZSI, LOBA, PEDAL, Q-PLAN, BIOCOM

Task 1.1 Design of the conceptual framework for the awareness, communication and education toolkits (Leader: UNIBO; Contributors: all partners) (M1 – M20)

This task will define the strategy for the design of toolkits to:

• provide tailored actionable knowledge tools and contents to all stakeholders targeted by the project, namely the

DEMAND, SUPPLY SIDE and MULTIPLIERS/SUPPORTIVE ENVIRONMENT.

• ensure the coverage of all bioeconomy sectors, such as:

a. land and marine ecosystems, including the services they provide;

b. all primary production sectors using and producing natural resources (agriculture, forestry, fisheries and aquaculture);

c. all economic and industrial sectors using natural resources and processes to produce food, feed, bio-based products (bio-based chemicals, bioplastics, biomaterials, cosmetics, nutraceuticals, pharmaceuticals and biomedical applications, to name the most representative ones), bio-energy and biofuels;

d. bio-based services and all support sectors relevant to unlock the full deployment of bioeconomy (regulatory, normative, risk assessment, technology transfer, investment, IPR, dissemination, etc.).

This task will also analyse the target beneficiaries’ needs, interests and motivations, based on the outcomes of several workshops, surveys, interviews and other activities implemented by the LIFT, BIOVOICES, BIOWAYS, BLOOM and Biobridges projects in the topic. This analysis will be complemented by at least 9 interviews (3 per target beneficiaries’ type) to Advisory Board members. Based on this, D1.1 will provide an initial set of recommendations for the most suitable channels, messages, contents, tools and activities to be used to target the different stakeholders, providing guidelines for T1.2 (collection of existing information), T1.3 (production of the toolkits), WP2 (for the awareness and public engagement activities), WP3 (for the support activities to Member States and Regions), and WP5 (for the design of the Dissemination and Communication plan and activities).

The output of this task is the framework for the design of the awareness, communication and education toolkits (D1.1) and its update (D1.2), providing guidelines for T1.2 and T1.3 as well as for the structure and navigation logics for the library in T1.4.

Task 1.2 Collection of contents, tools, databases, platforms and good practices (Leader: UNIBO; Contributors: all partners) (M3 – M23)

This task will collect and analyse, exploit and maximize the available awareness, communication and education materials (i.e. presentations, articles, publications, policy briefs, case studies, good practices, factsheets, infographics, games, quizzes, videos, info educational and training materials), as well as the existing knowledge about the Bioeconomy at large and the environmental and socio-economic benefits of all bioeconomy areas, from at least 100 different sources:

• EU funded projects in bioeconomy awareness and communication (e.g. BIOWAYS, BioSTEP, BioCannDo, BIOVOICES, BIOBRIDGES, BLOOM, LIFT) in different programmes (H2020, Interreg, Erasmus+, etc.).

• Other relevant EU-funded projects dealing with Bioeconomy at large in different programmes (H2020, Interreg, Erasmus+, etc.).

• EC, initiatives and platforms (e.g. Knowledge Centre for Bioeconomy (JRC), European Circular Economy Stakeholder Platform, European Rural Development Network, FIT4FOOD2030, etc.). This work will build upon:

• LIFT bioeconomy library (https://www.bioeconomy-library.eu/) managed by FVA and LOBA, which collects and delivers in a structured way the main outcomes of 57 bioeconomy projects (mainly CSAs o CSA-like in H2020, Interreg, Erasmus+ and other programmes).

• Knowledge Centre for Bioeconomy, managed by JRC, mainly targeting policy makers. Transition2BIO will extract, in collaboration with the JRC, the relevant contents to be transformed in Actionable Knowledge to be added to the toolkits for communication and awareness purposes. Partners APRE and FVA are already collaborating with JRC in the context of BIOVOICES and LIFT projects.

• The exploitable awareness and communication assets from BIOVOICES, BLOOM, BIOWAYS, BioSTEP, Biobridges, LIFT, SHERPA, BE-Rural, NEXTFOOD, BoostEdu, Transition to Green Economy, XPRESS, European Bioeconomy University, where partners are involved.

In the collection of this knowledge, the project will take into consideration the definition of bioeconomy from the updated Bioeconomy Strategy and will highlight the interconnection among sectors, provide examples of successful Bioeconomy implementation into practical daily life application. Finally, relevant policy implications will be streamlined, as well as elements contributing to the creation of the bioeconomy innovation ecosystem.

Note: Transition2BIO is not developing a shared stakeholders’ database, but rather exploit, for the project's activities, the partners’ databases, without transferring these sensitive data among partners, thus avoiding both for GDPR and IPR issues.

The knowledge collected will be used for the toolkits (T1.3) and delivered through the library (T1.4).

Task 1.3 Production of the toolkits (Leader: BIOCOM; Contributors: all partners) (M5 – M23)

Based on conceptual framework defined in T1.1, and the knowledge collected in T1.2, this Task will lead the production of the three (3) toolkits (T1.3.1), tailored to the different target groups, i.e. DEMAND SIDE, SUPPLY SIDE, MULTIPLIERS/SUPPORTIVE ENVIRONMENT.

The toolkits will be validated during a Focus Group (T1.3.2) workshop, involving the AB Members, providing their expertise in all sectors of the bioeconomy.

Sub-task 1.3.1 Development of the toolkits (Leader: BIOCOM; contribution: all partners) (M5 – M23)

This task will produce the package of knowledge and supportive media (contents, info-graphic, videos, podcasts, presentations, etc..), promoting bioeconomy from different angles and objectives:

1) For the DEMAND SIDE (consumers, B2B, young people, public procurers, etc.) - The objective of this toolkit is to raise awareness and educate the demand side about Bioeconomy at large and its benefits for them, in particular: What is bioeconomy? What are the bioeconomy areas? What are the benefits and impacts for the society, the environment and the economy? What is the contribution of the demand side in driving the transition towards a more sustainable consumption and lifestyle? etc. This toolkit will provide practical and inspiring examples and stories, like for example, the ones successfully used in the context of the Bioeconomy Village (BIOWAYS) and the BioART gallery (BIOVOICES) and the “Bioeconomy in everyday life” exhibition (BioSTEP) (see section 1.3.2 Part B DoA for details).

2) For the SUPPLY SIDE (primary production, industries and SMEs, biorefineries, etc.) - Similarly, for the supply side, the objective of the toolkit is to raise awareness and educate about Bioeconomy at large and the benefits, and highlight the economic opportunities (business, development and jobs) for them. As an example, primary producers (farmers, fisherman, forestry owners, etc.) may benefit from income diversification opportunities that may arise from the bioeconomy. Also, they might not be aware of interesting small-scale business models associated with the Bioeconomy (see also BE-Rural report). Selected questions that could be addressed by this toolkit: What is bioeconomy? What are the bioeconomy areas? What are the opportunities for my sector? What are promising regional business models? How can I valorise my residues? What is the contribution of the supply side in driving the transition towards a more sustainable production? etc. The toolkit will provide practical and inspiring examples and stories also taking up results from the European Network for Rural Development, BE-Rural, Power4Bio among others.

Sub-task 1.3.2 Validation of the toolkits (Leader: ZSI; contribution: all partners) (M6 – M9)

The aim of this task is to validate the conceptual framework of the awareness, communication and education toolkits T1.1, the contents collected in T1.2 and the first version of the toolkits from T1.3.1. The validation will be performed during a Focus Group workshop taking place on M8 in Brussels (1 day), involving at least 30 experts from the Transition2BIO Advisory Board, as well as additional experts identified during the screening exercise in T1.2, ensuring the coverage of the 3 targeted groups of stakeholders and all sectors of the bioeconomy. The concept and workshop methodology will be carried out by ZSI team, while facilitators and workshop hosts will be designated according to other project activities to which the workshops is connected.

The workshop will integrate the multi-actor approach, implementing successful co-creation methodologies stemming from several projects the partners are involved in, to ensure the integration of different perspectives based on the heterogeneous backgrounds of the participants.

The toolkits will be delivered through the library (T1.4) and exploited in WP2, WP3 and WP4 activities.

Task 1.4 Transition2BIO resources Library (Leader: LOBA; Contributors: all partners) (M2 – M24)

T1.4 will be responsible for the design and development of an online library 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, the awareness, communication and education toolkits developed on T1.3, other exploitable assets like the lessons learnt (T5.4), the “future skills for the bioeconomy” reports (T3.3), etc.

Transition2BIO library interface will provide a highly user-friendly website navigability. All materials and contents of the library will indeed be accessible and searchable via at least 4 main web-navigation options:

1. Target user: Demand side; Supply side; Multipliers and supporting environment

2. Bioeconomy sector (see T1.1)

3. Type of content (based on the already tested LIFT bioeconomy library (<https://www.bioeconomy-library.eu/>): Multimedia; Video; Article; Policy brief; Case study; Database or repository; Factsheet/ infographic; Games; Good practice; Network, cluster, initiative; Platform; Presentation; Project deliverable; Project progress/ final report; Publication; Recommendation; Training material; Other.

4. Source: This will enable the navigation by source, like EU funded project, European Commission, etc...

The online library will enable users to retrieve the contents depending on their needs. To that end, the ontology based on the 4 web navigation options will be designed to simplify access and provide a personalised navigation to the stakeholders. The library will be connected with the project’s website, providing direct access to news, events, social media widgets, etc.. Transition2BIO project official website will therefore serve as main "front door" of the library, with the aim of redirecting the traffic toward the library and its contents.

The first version of the library (T1.4) will be also presented to the FG to collect suggestions, but also to start promoting the library’s contents usage and adoption.

**Activity plan**

The activities of the assegnista will adhere to the following phases:

**phase 1:** Analysis of the literature and methodological update. The objective of this phase is to update the assegnista on the state of the art on bioeconomy.

**phase 2:** Collection and analysis of available data as expected in the project.

**phase 3:** Data organisation and analysis.

**phase 4:** Reporting and publications. This phase concerns the writing of report activities, the presentation of results, and the preparation of scientific publication related to the research results.

The aforementioned activities will be supervised by prof. Davide Viaggi, scientific responsible and tutor, and by dott. Simone Maccaferri, according to the role of the unit within the project TRANSITION2BIO.