

## MML Events Reporting template

### Event data

BIOVOICES representative organization (name, title)	<b>Liina Vaher, Civitta Estonia</b> <b>Janely Pae, Civitta Estonia</b>
Event venue	Startup Day / Biohackathon 2019
Date	29. January 2020
<b>Event linked to the BioVoices event (title)</b>	
- <b>(description)</b>	
- <b>(Website)</b>	
Work package	WP6
Task number	6.2

### Description of the BioVoices event

Title (original language / English)	<b>Biohackathon 2020</b>
Type of audience ( <i>Policy Makers, Researches, Business, Citizens, Civil society, Medias</i> )	Researchers, Citizen, Civil Society, Business, Investors
Number of participants	Total number of participants – 64 Private sector - 26 (incl 6 investors) Civil society and citizen – 15 Policy makers - 2 Research – 23
Countries addressed	Estonia (Western region)
Summary of main activities at the event	The event was carried out as satellite event for pan-Baltic business festival: Startup Day. Event was targeted to the PhD students and early-stage businesses in bioeconomy and biotechnology. Besides introducing the BioVoices project and challenges for bioeconomy, the mentoring for early-stage business ideas was provided and main topics as sustainable value chains, bioproduction, engagement of stakeholders, policy and regulations were discussed. In additions, the teams of businesses were designated to communicate with citizen top define the expectations and also to engagement of investors with the KPIs for sustainability and resource efficiency. New ideas were encouraged to think in terms of “bio”, “sustainability”, "valorisation and value-addition". Teams were encouraged to analyze their entire value chains in terms of the environmental impact of business ideas.

## Agenda of the event

### AGENDA

- 10:00-10:30 Registration + morning coffee
- 10:30-11:30 Keynotes/seminars by Merike Leego (EIT Health), Mindaugas Plieskis (Johnson&Johnson), Priit Aigro (HealBED)
- 11:30-12:00 Idea pitches
- 12:00-13:00 Team formation + working on business cases with mentors
- 13:00-14:00 Lunch (with teamwork)
- 14:00-16:30 Working on business cases with mentors
- 16:30-17:00 Final prep for pitching
- 17:00-18:00 Pitching competition + feedback

## Key points from the event

### Key speakers:

- Challenges with more healthy and sustainable businesses
- Policy background for health innovation and financing – what is expected from donors
- bio-sustainable production
- valorization is the key
- value-added approach – an overview and case studies
- thinking of entire value chains in terms of the business idea

### Researchers:

- new perspectives in the market: apps are the easiest way to solve “soft” problems, mainly related to the customer choices (food application, diets, preferences, even mental health)
- substitution of the feedstock due to the growth of population
- looking for new solutions for food and feed
- looking for solutions enable to produce less waste (packaging)

### Citizen:

- growing green thinking – demand on the environmentally friendly solutions
- new circular economy solutions, how to design 0-circle
- consequences and impact to the environment are still not clear for many new biotech solutions
- health is important, new products need to support healthy lifestyle and easy access to the health services
- citizens need to be encouraged to use healthy and sustainable choices

#### Businesses:

- not still reached the level to think about environmental impact related to the actions towards the healthier lifestyle, consumption, materials (chemical based mixed with bio-based)
- innovations are easier with strong ICT component attached
- the easiest way to become more environmentally friendly is to merge the main flow in the industry
  - be collaborative with other enterprises to use leftovers as feedstock in products, etc. back to the circulation – to adopt the circular economy approach
- biobased is challenging, as businesses feel that they have to target an extra “audience”, but the environmentally aware customer numbers are growing, and “being bio” would help to create a unique value proposition for the customers.

#### Investors:

- environmental sustainability is added value but quick growth and unique product is more important to reach investments
- the innovations still happen in the non-bio sector, and thus drives the market, especially ICT
- the companies should put more efforts to innovations (be very different) and thereby great change, draw lot of attention (i.e the “bio” products have to become new main flow)

## Evaluation report

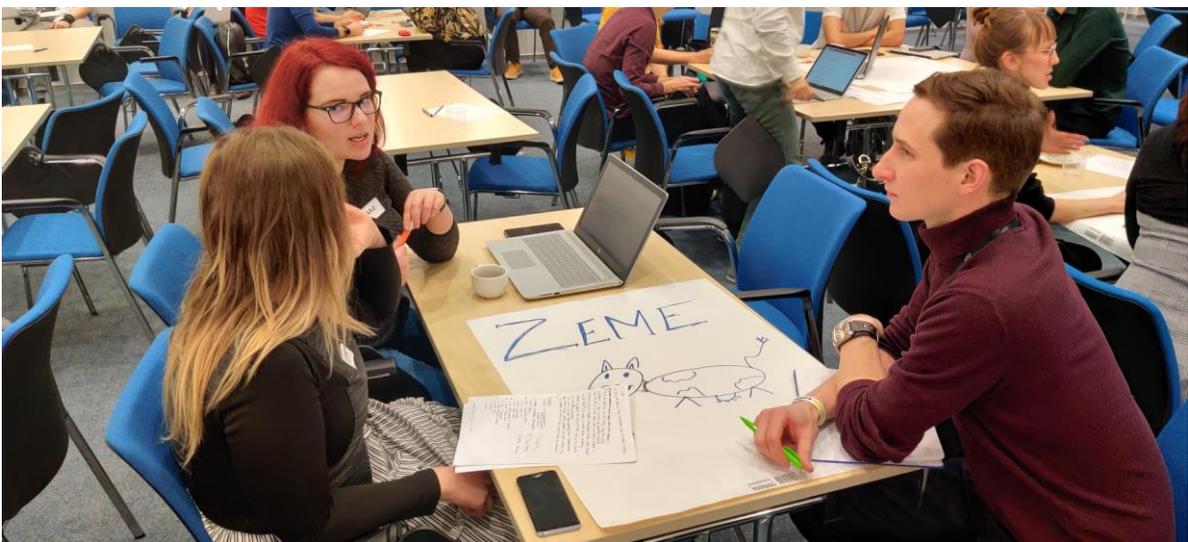
Hackathons appeal to younger generation and the participants were very eager to learn and are much more aware of the bioeconomy concept and sustainability compared with the older generation. Moreover, as there were several prizes at the end, the participants were very eager to contribute. The concept of the value chain is still very confusing to some.

The event gathered many PhD level students that can drive the innovations in many fields, incl biomaterials, optimization, health and food applications.

If the event is targeted to businesses, the bio-concept should be formed around not only the challenges, but also around why it is important, to show the opportunities it can provide for new businesses.



## Selected publishable photos





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## List of participants

n/a