

MML Events -Report Template

1. Description of your BIOVOICES MML

BIOVOICES representative (name and organization)	Beatriz Palomo & Daniel Claudio Asebio
Event venue	Calle Cifuentes, 5, 28021 Madrid (La Nave)
Date	15 Feb.
Event organized in partnership with	-
Key organizational contact	bpalomo@asebio.com
Website	http://www.lanavemadrid.com/event/barbac0d1ng-biovoices-como-los-bioproductos-hacen-nuestro-dia-a-dia-mas-sostenible/
Work package	WP6
Task number	T6.2

Title (original language / English)	#Barbac0d1ng: BIOVOICES, cómo los bioproductos hacen nuestro día a día más sostenible / #Barbac0d1ng: BIOVOICES, how bio-based products make our daily lives more sustainable
Sector/s	All
Stakeholders attending	Civil Society
Total number of participants, out of which	50
Business	2
Policy Makers	0
Civil society (Old People)	16
Civil society (Children's)	30
Research	2
Countries addressed/involved	Spain – REGIONAL MML
Challenges Addressed	1. B2 PROMOTE PURCHASE HABITS CHANGE
	2. B3 INCREASE THE ADOPTION

2. Rationale or Purpose of your MML: you could paste here the promotional material you used to attract attendees to your MML with additional information as required

#Barbac0d1ng

Innovation&Fun



BIOVOICES,

CÓMO LOS BIOPRODUCTOS HACEN

NUESTRO DÍA A DÍA MÁS SOSTENIBLE

VIERNES

15.02.2019

9.00h_14.00h



It is essential to create awareness about bio-based products among the youngest people, who will be the citizens of the future, and even more, among the children whose ethics are being formed at this age. Giving them a better understanding of bioeconomy and bio-based products is key to the future of these disciplines, and their way of dealing with waste in homes, or when demanding non-fossil-based products.

We therefore believe that it is essential to reach out to schoolchildren to give them the necessary knowledge about bio-based products and to show them how important they are in terms of sustainability.

The main activity of the event was to generate an interactive workshop with the students teaching them what are the processes and results of biotechnology to obtain better products. This interactive workshop used bio-based products, explaining their origin, where they have been obtained, why these products are necessary, bringing this discipline in a friendly and easy way to understand.

We also had a mural where key questions were asked and children were able to expose their knowledge, what they had learned, how they defined bioeconomy and bio-based products, if they believed that bio-based products are important for their future, if they could recognize them in a supermarket, if they preferred them to others, how they would communicate, etc.

The final objective was to bring bio-based products closer to the youngest ones, and to generate awareness around them, to see them as a more sustainable product and equal in quality than those they already know, and to see the need to use these products ahead of those that are fossil-based.



The main objective of this workshop was to create awareness about bio-based products in schoolchildren and elderly people, users of this technology and influents in home buying decisions. Bringing information about bioeconomy to the schools about the technological specificities of these products, where they come from, and these bio-based products are equal of insurance and better for the environment than those that are in the fossil-based market. For this purpose, we used the table above where after a graphical explanation of what bio-based products and bioeconomy are, visitors were asked a series of questions about bio-based products. Type of questions: Would you buy a bio-based product, ahead of those that are not? Can you easily recognize them in the markets? Is it well labelled? What features do you consider most important? How would you communicate their benefits?

3. Outcomes Per Challenge - Knowledge & Insights expressed/gathered at the MML

Please use a separate box for each of the Challenges addressed: identify the 'Phases' of Development that were considered and the sectors represented. Record the viewpoints expressed by each of the four stakeholder groups represented and any consensus points.

Challenge 1 addressed	B2 PROMOTE PURCHASE HABITS CHANGE & B3 INCREASE THE ADOPTION
Phase/s considered	Go-to-Market and Acceleration
Sector/s represented	Civil Society, Business
Civil Society (All)	<p>The first thing to comment be the results obtained in the table displayed, for the following questions the different visitors (companies, researchers, children, older people) answered:</p> <ol style="list-style-type: none"> 1. Do you use bio-based products? Yes:19 No:2 2. Would you prefer brands that use bio-based products, as opposed to those that do not use that? Yes:65 No: - 3. Would you like there to be a specific area in the supermarkets with these products well identified? Yes:50 No:1 4. Are there supermarkets that already sell them? Yes:16 No:25 5. Can you easily recognize a bio-based product by its label? Yes:6 No:53 6. What advantages do you prefer bio-based products to have? Helps conserve the environment:29 Better quality:15 Cheaper:18 Safer:2 7. Which channel is most suitable for disseminating bio-based products? TV:5 Social Networks:20 Word of mouth:3 Advertising Campaigns:16 All:6 8. How are you going to spread it? Friends:15 Family:17 Telling what I've learned:31

Commentato [RM1]: Would it be possible to capture the main views of the business sector as well?



Civil Society (Children's)	<p>Children are introduced to biotechnology and its different fields of application (health, industrial and agro-food), then the value of biotechnology for bio-economy and bio-products was explained. They were exposed to different examples of bio-based products and were taught practical cases in-situ (bioplastics, biocompost articles, elephant poop paper, etc.).</p> <p>Then began a practical workshop lasting about 2 hours where these young people were encouraged to seek innovative solutions using bioeconomy to develop new products and how they would bring them to market.</p> <p>Children (divided into groups of 5) used different materials to develop new solutions using recycled material and exposed it to different groups trying to promote it to the market. All agree that the best ways to reach the consumer for them are social networks and advertisements on television channels. In addition, they emphasized that they would buy this type of products in supermarkets, rather than others that do not come from renewable materials.</p> <p>Depending on the price (and taking into account that they are of the same quality), if the price is not much higher they would buy them ahead of others that were not sustainable.</p>
Civil Society (Old People)	<p>The project was presented to elderly visitors (brief explanation of the challenges of sustainable development, climate change, overpopulation, etc.), then bioeconomy, bio-based products and biotechnology were explained to them.</p> <p>All were favorable to the use of this type of bio-based products; preferring their use over unsustainable products (as long as their price was not much higher).</p> <p>They explained us that they already change their purchasing habits and always look at labels (although they confessed that they would not recognize a bio-based product by its label) and that they are already beginning to choose more sustainable products in their regular purchases.</p> <p>For them the best way to get these bio-based products to market is to promote them at specific points of sale in supermarkets. And that they are well differentiated as products with a sustainable base and that help the environment, but they have to have the same quality as the products that already exist in the markets (even if they have a higher price).</p>
Business	<p>The people of the company emphasize the importance of valuing waste and natural resources to give them a new economic value, and give visibility to the value that is being lost.</p> <p>Some experts in waste recovery stress the importance of collecting the raw material in the best possible state. They refer to the collection of garbage in cities, the correct separation of waste depending on its type and origin, to obtain the biological raw material in the best conditions.</p> <p>Great importance of the BBP focused on energy generation and construction (biological waste material collected as garbage in cities).</p>



4. BIOVOICES partner's own perspectives & comments

Additional to those recorded above. Free text area – please include your additional comments

Commentato [RM2]: Is it possible to fill in also this information?

On the meeting overall? E.g. willingness of participants to contribute

Above all, the children are very participative in all the activities and are very willing to learn and contribute their ideas. It is a great idea to include the children in some MML aimed at raising awareness, as they are very favorable to learn and contribute more.

On the challenges discussed? E.g. points that 'chime' with you/your organisation

Any consensus points? E.g. a point that BIOVOICES can drive forward such as common vocabulary

Disseminate more information about biobased product to civil society

Any lessons learnt for shaping/managing future MMLs? E.g. invite more people in expectation of 'no shows'

In MML focused on changes in purchase habits or awareness, etc., it is good to have children because they are very participative and give many ideas, in addition to leave very aware at the end.

5. Impact Report - what are the top-level points to be taken from your MML to be considered for inclusion in the BIOVOICES good practice guides for driving the bio-based sector forward?

The good practice guides (policy briefs) (D6.3) will be organised according to each of the four stakeholder groups of the quadruple helix – note that the points may be the same/similar for each group. Please endeavour to contribute at least three points from your experience of this MML.

1. All people (regardless of age) are favorable to the purchase of bio-based products and believe that it is very necessary that more and more of these reach the markets. Although they emphasize that the most important thing is that these products have a quality similar to those already be on the market, but that these bio-based products have the biological basis that makes them more sustainable. As for the price issue, they would not mind paying a little more for these bio-based products if it proves that they are better for the environment. They confirmed that they are already changing their purchasing habits towards more sustainable habits as using less plastics or recycling.

2. As for the best channels to reach the general public with the message of bio-based products; the media is highlighted as the best way to reach the public. Social networks and television/radio are seen by the general public as the best way to convey their benefits.

3. For the older public (who usually make the purchase for the home) the real problem continues to be found in the labeling. A very confusing label (and nothing standardized) that causes that bio-based products cannot be easily differentiated. In addition, these products are confused with ecological products by much of civil society, which does not see the differences between the two and that are not very clear on the label.

Commentato [RM3]: Did they provide any concrete examples?



6. Publishable overview of results

And finally – now please now complete a separate Publishable overview of results as per the examples provided here (*add link..*) to provide ‘actionable information’ that can be used immediately by WP7 (FVA/LOBA) after the MML to promote the BIOVOICES project and its work.





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A SUSTAINABLE WORLD



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