



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

Final Event

Biovoices

Morning | 22nd April 2021

Virtual Event | 10:00 - 13:00 CEST



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774331



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Concept of the Event:

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|----------------------------|---|
| Organizer | BIOVOICES Project |
| Collaboration | Transition2BIO, European Bioeconomy Network (EuBioNet) |
| Context | <p>Europe is building a “different world” for the future generations, promoting a more sustainable consumption, production and lifestyle, through the Green Deal policies and the initiatives supporting bioeconomy, in particular the 2018 updated Bioeconomy Strategy.</p> <p>Despite these efforts, the large public is often unaware of the bioeconomy related terminologies, the bio-based applications in every-day’s life and the technologies behind the innovations produced by the bio-based research and industry.</p> <p>The HORIZON 2020 project BIOVOICES (www.biovoices.eu) has implemented in 40 months a number of activities to respond to these challenges in order to increase awareness of the environmental, social and economic benefits of sustainable and circular bioeconomy and its sectors, in particular bio-based sectors among citizens.</p> <p>BIOVOICES outcomes and activities will continue in the Transition2BIO project, aiming at promoting the successful transition towards a more sustainable consumption, production and lifestyle.</p> |
| Expected Outcomes | <ul style="list-style-type: none">• Make available BIOVOICES outcomes to Quadruple Helix stakeholders, projects and initiatives;• Bridge BIOVOICES and Transition2BIO to ensure effectiveness and impact;• Define a consolidated action plan of awareness, communication and educational activities for the European Bioeconomy Network (EuBioNet). |
| Target Participants | <p>Quadruple Helix stakeholders:</p> <ul style="list-style-type: none">• Civil society• Industry/Investors• Research/ Education• Public administration / Policy Makers• Relevant BIOECONOMY Projects |



Agenda

09:45 - 10:00

Welcome and opening

10:00 - 10:20

The Project's VOICE

- **Agata Pieniadz**, BIOVOICES and TRANSITION2BIO Project Officer, REA, Unit B2
- Farm to fork, Communities Development and Climate Action, European Commission
- Welcome by project officer of BIOVOICES and Transition2bio
- **Chiara Pocaterra**, APRE, BIOVOICES coordinator
- Overview of project's outcomes

10:20 - 10:50

BIOVOICES key messages for Quadruple Helix stakeholders & action plan for citizen engagement: panel discussion

Moderator: Robert Miskuf

BIOVOICES overview: mini pitches of the 4 policy briefs

Facilitators: Susanna Albertini, Virginia Neal, Beatriz Palomo, Nikolai Jacobi

Action Plan, self-help guides and their context

Facilitator: Rhonda Smith

10:50 - 11:40

The stakeholders' voice: live interaction with the invited speakers

Moderator: Rhonda Smith

- With reference to the key messages in the BIOVOICES policy briefs, what relevance do they have to your sector and/or organisation in the light of EU Green Deal, Horizon Europe and RRI?

- Citizen engagement is vital to behaviour change to drive the uptake of BBP. What is your sector's main challenge to delivering citizen engagement leading to behaviour change? (e.g. supporting ground-breaking research, sell products, support innovative policy change).

- Identify one practical way (message/action) in which you will use the BIOVOICES Action Plan for Citizen Engagement in your work.

Take home messages: where to find the BIOVOICES policy briefs and action plan

Facilitator: Robert Miskut



Agenda

Panellists:

Policy - Maria Nikolopoulou, Member of the European Economic and Social Committee, representing the Committee on the European Circular Economy Stakeholder Platform

Research - Dr Ruth Nottingham, UKRI BBSRC Head of Business Engagement & Intelligence Capability and Innovation Domain

Civil Society - Luisa Crisigiovanni, Secretary General, Altroconsumo

Business - Agnes Borg, Industrial Biotech Director, EuropaBio & **Iryna Biliaieva**, Open Innovation Manager, ADM Biopolis

11:40 - 11:50

Coffee Break

11:50 - 12:50

European Bioeconomy Network (EuBioNet) 2.0: live interaction with the bioeconomy projects

Moderator: Susanna Albertini

- How to exploit the European Bioeconomy Network (EuBioNet) assets to maximise the impact?
- How to scale up its effectiveness in enhancing collaboration among partners and beyond

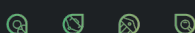
12:50 - 13:00

Conclusions

REGISTRATION LINK



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