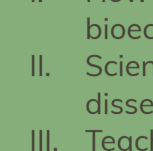


transition2bio
Towards a more sustainable future

Toolkit 3: Communicating and supporting the bioeconomy

Awareness raising, communicating, educating and developing sound policies are essential in order to ensure the development of an inclusive, innovative and sustainable bioeconomy. This toolkit aims to inform multipliers and the vast supportive environment on how to communicate about the social, environmental and economic benefits of the bioeconomy.

Are you a CSO or NGO worker, researcher, teacher, or policy maker interested in the bioeconomy? With so many educational materials about the bioeconomy scattered across the internet, it can be difficult to know where to start. With this toolkit, dedicated to communicators, we gathered in one place the most essential resources, which will help you communicate and raise awareness about the bioeconomy.



Who:

NGOs/CSOs, projects/initiatives, researchers, teachers/educators, children/teenagers, students/young researchers, public authorities, policy makers



What:

materials providing skills, methodologies, knowledge and other informative, robust, practical, tools.



Key message:

how to communicate and support the bioeconomy

You can find additional information in **Toolkit 1** on the bioeconomy and its benefits for all of society and in **Toolkit 2** on the bioeconomy's contribution to more sustainable production.

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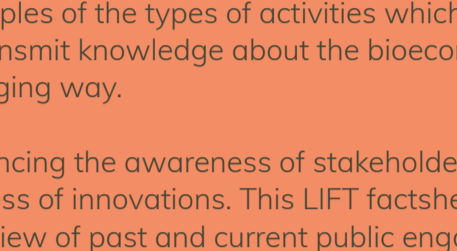
Toolkit

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Toolkit

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Did you know?

Raising awareness, communicating and educating about the values and potential of the bioeconomy are the best means to ensure its full realisation.



I. How can I raise awareness and communicate about the bioeconomy?

Raising public awareness is essential in order to ensure the development of sustainable and inclusive bioeconomy. A large variety of useful tools are available to help NGOs, civil society organisations, companies, projects, initiatives and individuals best communicate about the bioeconomy.

As an introduction, these seven key messages about the bioeconomy from BioCannDo relay important background information to help you start communicating about the bioeconomy.

Ever ask yourself what people want to learn and know about bio-based products? Then this BioCannDo Factsheet is for you.

This LIFT factsheet gives you tips and recommendations on how to facilitate and simplify your communication about the bioeconomy.

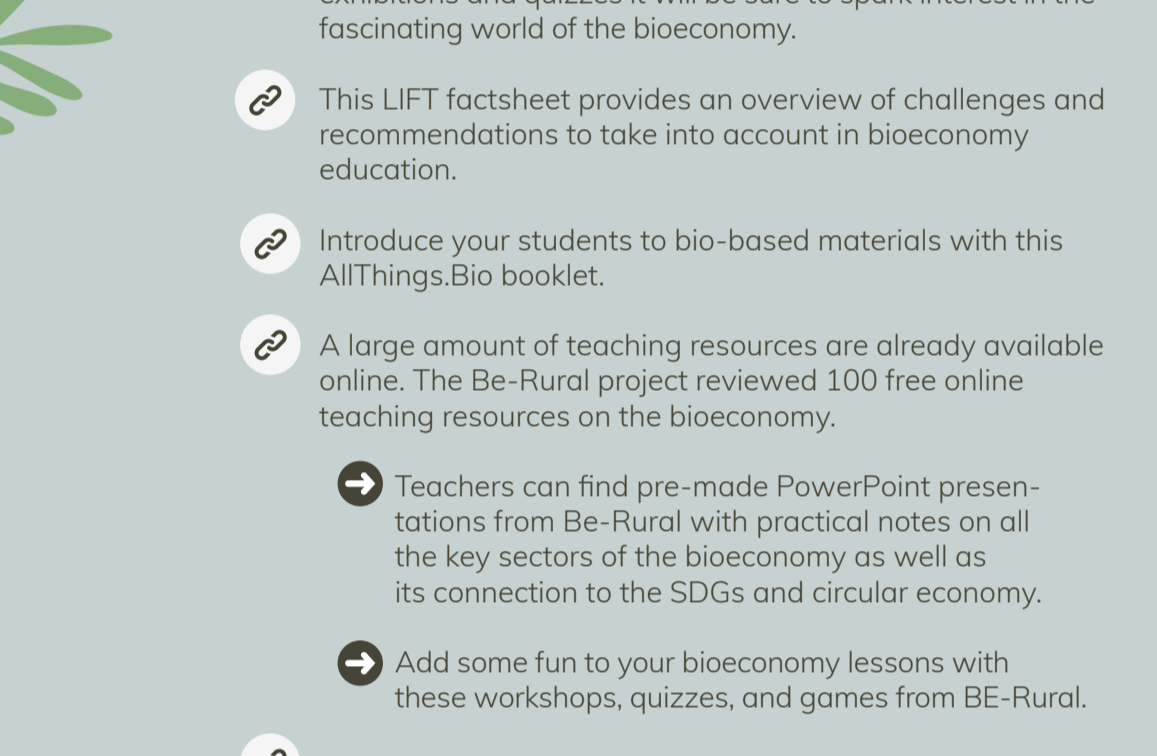
Participatory outreach practices and hands-on activities are essential tools to make the bioeconomy more concrete and tangible for an uninformed audience. This BLOOM outreach & engagement guidebook provides many examples of the types of activities which one can undertake to transmit knowledge about the bioeconomy in an engaging way.

Enhancing the awareness of stakeholders is crucial to the success of innovations. This LIFT factsheet provides an overview of past and current public engagement and co-creation initiatives.

For those ready to get started communicating, you can use these social media cards from BioBridges.

II. Scientists and Researchers: How can I communicate and disseminate my research results?

Are you involved as a scientist or communication manager in a bioeconomy project? For those lacking the time or knowledge on how best to communicate research results, a number of key resources have been put together.



Using a video is one of the most recommended steps to make your bioeconomy research results as impactful as possible for your target audience. This CommBeBiz presentation will guide you step by step in the video making process.

Check out these Dandelion communication guides! One focuses on the dissemination of information to target groups and the other on how to define and implement a strategic dissemination and communication plan.

The Dandelion project also provides more specific guidelines that can help maximise the impact of Socio-economic Sciences and Humanities (SSH) EU projects including bioeconomy components.

If you are not a researcher, but are still linked to the bioeconomy research community, you will find in this CommBeBiz report top-line key messages to consider for your organisation to support researchers in achieving innovation.

III. Teachers and Students: How can I educate the younger generation on the topic of the bioeconomy?

Education of school pupils and university students, as well as vocational trainings, are crucial to ensure that the next generation will understand the challenges and embrace the opportunities of a bioeconomy.



Toolkit 1 is a great place to start to introduce your classroom to the bioeconomy. With a number of engaging videos, exhibitions and quizzes it will be sure to spark interest in the fascinating world of the bioeconomy.

This LIFT factsheet provides an overview of challenges and recommendations to take into account in bioeconomy education.

Introduce your students to bio-based materials with this AllThingsBio booklet.

A large amount of teaching resources are already available online. The Be-Rural project reviewed 100 free online teaching resources on the bioeconomy.

Teachers can find pre-made PowerPoint presentations from Be-Rural with practical notes on all the key sectors of the bioeconomy as well as its connection to the SDGs and circular economy.

Add some fun to your bioeconomy lessons with these workshops, quizzes, and games from BE-Rural.

Bio-based economy educational cards have been created by BIOVOICES as a ready to use tool for informing the public.

For our youngest learners a number of dedicated tools can be found below.

BLOOM School Boxes provide a valuable collection of bioeconomy related teaching resources for all ages which educators can use to introduce the concept of bioeconomy in their classrooms.

This "BLOOM bioeconomy suitcase" is packed with bio-based products to help visualize the magic of the bioeconomy for kids.

Follow Ben and Bea, two siblings living in the World of Bioeconomy, in this BIOVOICES book for kids.

In these picture books from FNR, Farmer Hubert invites our young guests to join his adventures in the bioeconomy.

And for students and young researchers a number of online resources are available.

Many are unaware of the job opportunities offered in bioeconomy sectors. The bioeconomy is one of the most important economic drivers in Europe, with many newly emerging jobs created every year. AllthingsBio provides a helpful overview here.

Food-related professions make up one of the key job markets in the bioeconomy. Learn more about the most common career pathways in the food and food-related sectors in this ASKFOOD interactive training gap identifier.

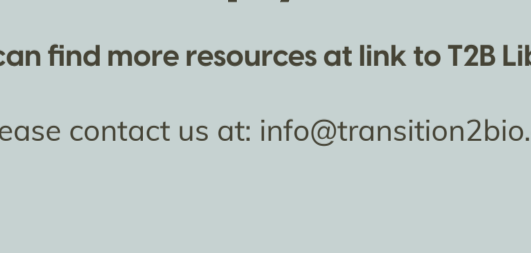
Are you not yet convinced about pursuing a career in bioeconomy? This UrBioFuture video might give you a few good reasons to do so.

You might also find UrBioFuture's extensive search tool for educational programmes related to the bioeconomy helpful.

ABBBE is helping prepare students for their future in a bio-based economy. Four blended and interconnected learning modules have been created by the project.

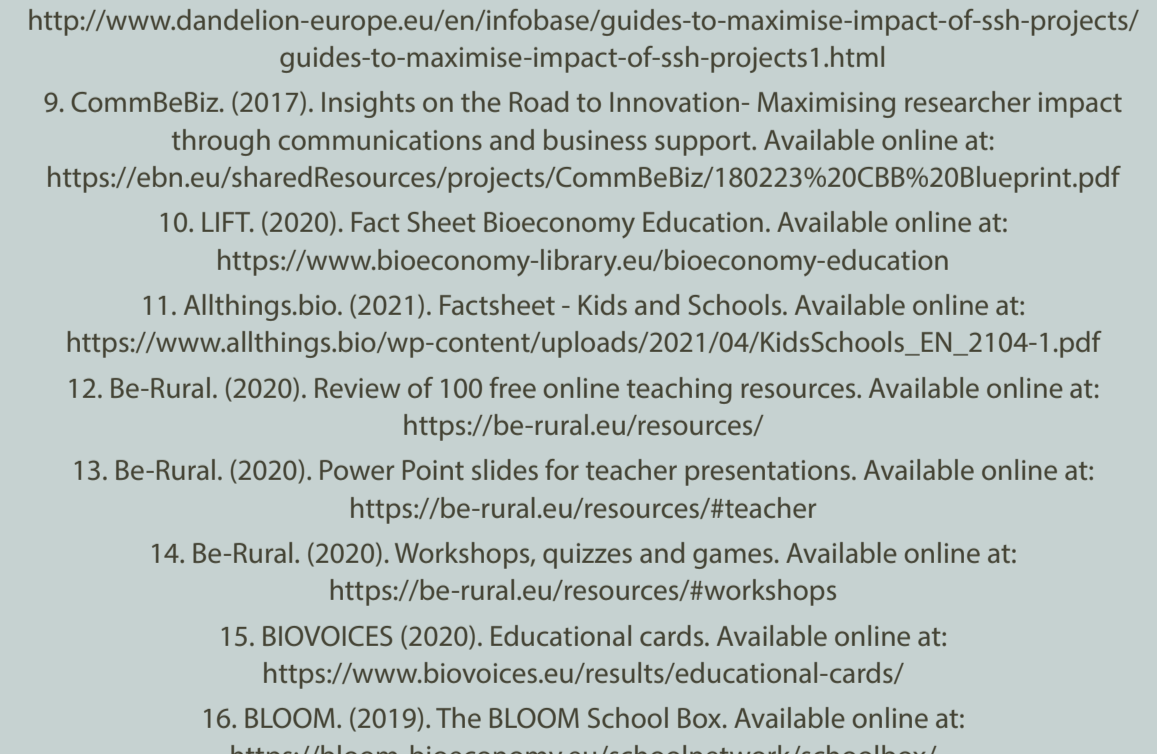
In the BioEcoN project universities from Vietnam and Europe collaborate to develop innovative learning materials for a new, innovative Master programme on sustainable bioeconomy.

The FIELDS project is helping to identify skills needs and skill gaps in the bioeconomy sector and has collected a wealth of resources in its online database.



IV. Policy Makers: How can you as a policymaker contribute to a sustainable and circular bioeconomy?

To develop sustainable and circular bioeconomy policies must be evidence-based and coherent across different sectors. Furthermore, the bioeconomy is strongly connected to other policy fields relating to climate mitigation, circularity and sustainability and requires horizontal policies and implementation on several levels.



The European Commission put forward a Bioeconomy Strategy to unlock the full potential of the bioeconomy for the benefit of Europe's society, environment and economy. Watch this video to find out more.

A wealth of information has been gathered in the European Commission's Knowledge Centre for Bioeconomy.

Twinning bioeconomy and circular bioeconomy together can lead to strong synergies. Read this BIOERGO policy brief on bio-based circular economy in Europe and best practices.

In order for the European Union to deliver on its Green Deal, it is essential to foster a circular bioeconomy approach. Learn how the bioeconomy contributes to the European Green Deal in this factsheet.

BIOVOICES developed four Policy Briefs, one for civil society, research, business, and policy sectors, to present key bioeconomy insights.

In this ambitious example, shared pilot facilities across Europe help enable the industrialisation of bioeconomy innovations. A set of policy recommendations to foster a circular bioeconomy has been outlined in support of these open access test sites.

You can further find out how Bio Base North West Europe helps enterprises innovating in bio-based products and processes translate a bio-based lab concept into a viable industrial process.

The Policy Learning Platform from Interreg Europe provides a space for continuous learning where the policymaking community in Europe can tap into the know-how of experts and peers.

Standards provide a basis for mutual understanding, facilitate communication, commerce, measurement, testing and manufacturing. Read this LIFT factsheet for more information on standardisation, LCA, labelling and regulatory hurdles.

InnProBio has developed helpful information on good bio-based procurement practices, instruments, and roadmaps.

Last but not least, it is essential to quantify the bioeconomy's environmental, economic, and social impacts. The Biomonitor project does just that.

Get started developing a strategy to explore the bioeconomy potential of your region.

The importance of regional bioeconomy strategies and the fostering of a rural renaissance can not be understated. Read more in this LIFT factsheet on regional potential and bioeconomy strategies and implementation roadmaps.

If you now feel equipped enough to start developing a bioeconomy strategy for your own region, you should have a look at the POWER4BIO's Bioeconomy Strategy Accelerator Toolkit.

Or explore the BERST platform, which includes a catalogue of instruments and measures that will foster the development of regional bioeconomies.

Can we help you further?

You can find more resources at link to T2B Library

Please contact us at: info@transition2bio.eu

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