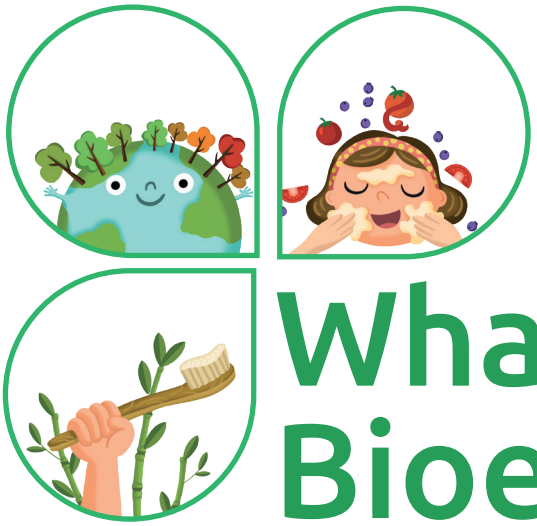
BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD



What's Bioeconomy?

The new book for kids produces by BIOVOICES.

Official launch

30th March 2021

Online Event | 10:00 - 12:00

under the patronage of the European Parliament

European Parliament

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:

Organized by	BIOVOICES
Collaboration	TRANSITION2BIO

Objectives

Europe is building a 'different world' for the future generations, promoting a more sustainable consumption, production and life style, through the Green Deal policies and the initiatives supporting bioeconomy, in particular the 2018 updated Bioeconomy Strategy.

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.

The HORIZON 2020 project **BIOVOICES** (*https://www.biovoices.eu/*) is implementing a number of activities to respond to these challenges, in particular it has produced a book for children 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 young people at pre-school and elementary.

This book will promote the bioeconomy and bio-based solutions, in an easy and comprehensive way, raising awareness on sustainable production, consumption and lifestyles, through education by engaging children from 5 to 7 years old and their parents, grandparents, teachers and other adults that will read the book together with and for them.

The information was built on the knowledge acquired in the context of BIOVOICES, Biobridges, BIOWAYS and LIFT H2020 funded projects and has been validated by high level experts from academia and industry.

The pilot version of the book will be printed in 6.000 copies in 10 languages (English, Italian, Portuguese, Spanish, Greek, Dutch, German, Romanian, Slovak, Estonian) and will be distributed in selected schools, bookshops, museums for children and institutional contexts.

Strengthening the knowledge and sensitivity of future generations to environmental issues, sustainability and circularity through information and education programmes targeting younger generation can contribute to raising future citizens, decision-makers and workforce, informed and interested in bioeconomy.

The book will be launched on the **30th of March 2021**, through an online workshop aiming at:

1. Presenting the book to quadruple helix stakeholders, namely the educational community, the citizens, the policy makers, the industry, the research and relevant multipliers like the media and the science communicators.

2. Co-creating with the participant stakeholders, future scale-up routes to maximise impact and diffusion of the book and its related educational package.

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Draft Agenda

09:45 - 10:00	**Access to the WebEx Platform & Welcome**
10:00 - 10:45	**Presentation of the "Biovoices Book for Kids"** • **Chiara Pocaterra**, APRE, author of the book, BIOVOICES Coordinator • **Roberta Metsola**, First Vice-President of the European Parliament (pre-recorded video) • **Susanna Albertini**, FVA New Media Research, author of the book • **Letizia Geminiani Alistar**, book illustrator
10:45 - 11:30	**The Scientific Committee of the "Biovoices Book for Kids"** • "How awareness raising among the young generations is a priority for the EC strategies for the bioeconomy": **Peter Wehrheim**, European Commission – DG RTD, Bioeconomy & Food Systems Unit • "Science and knowledge management at the service of Europe's citizens – the Knowledge Centre for Bioeconomy": **Maria Teresa Borzacchiello**, European Commission – Joint Research Centre Knowledge Centre for Bioeconomy • **Nelo Emerencia**, Bio based Industries Consortium (BIC)
11:30 - 11:50	**Interaction with the audience** • Co-creating the scale-up of the book "What's Bioeconomy?" • (using Mentimeter)
11:50 - 12:00	**Conclusion of the event**

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