



EUROPEAN
BIOECONOMY
NETWORK

WWW.EUBIONET.EU

How EU funded coordination and support actions contribute to the implementation roadmap of the European Bioeconomy Strategy?

The European Bioeconomy Network (EuBioNet) experience

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What are the main challenges in Bioeconomy?

I BUSINESS CASE



Market development
(Economy)

FIND FIRST CUSTOMERS

Launching a BBP requires investments that can be made if first customer(s) are present. The launching customer guarantees the first sales, can provide feedback on early versions of the product and share risks and benefits.



Awareness and
trust building

I GO TO MARKET

SPECIFY UNIQUE SELLING POINTS (USP)

Identify bio-based (BBP) unique selling point such as additional features and functions which go beyond providing a sustainable alternative compared to FBP and bio-degradability.



PROMOTE CHANGES IN PURCHASE HABITS

Raise awareness among early adopters (e.g. supermarkets, schools) and consumers to use BBP. Guarantee safety to increase trust in BBP, develop a coherent terminology (CEN/TC 411).



I ACCELERATION

UP-SCALING

Find BBP that are consistently available in large quantities. Create, find and extend new markets by bringing more and diverse BBP to mainstream user groups.



INCREASE THE ADOPTION

Making BBP widely available, easy to use discard and cheap. Identify ways to increase adoption by better communication and by finding better contexts to sell BBP products.



Supporting strategies,
regulatory
frameworks legislation
and standards

INTRODUCE EU & NATIONAL INCENTIVES

Develop policies that favour BBP above FBP, e.g. enhance SDGs, reduce toxic materials (e.g. nutraceuticals) and CO₂ by several incentives (e.g. green taxes, information campaigns, regulation), and, similar to biofuels, oblige to increase % bio-based in products.



REALISE STANDARDISATION

Realise standardisation & certification of BBP & waste behaviour. Ensure standardisation of logos and labels and develop a strategy for their effective communication.



Supporting environment
(Infrastructures,
intermediaires, new business
opportunities)

IMPROVE RESOURCES TO ENHANCE BUSINESS CASES

To improve and renew agricultural practises, consumer behaviour patterns, infrastructures (innovation support, marketing, LCA, crowd funding), to involve more intermediaries and to increase cooperation with users in order to improve the market entry of BBP.



B2B USERS AS FRONTRUNNERS

To inform intermediaries (B2B) to reach users, e.g. manufacturers about BB packaging, architects and constructors about BB building and construction, surgeons about BB pins.



INCREASE SUSTAINABLE BIO-BASED FEEDSTOCK FOR BB PRODUCTS

To increase sustainable bio-based feedstock (waste, side streams, by products) and to find appropriate BBP that are more sustainable and cheaper but usually less strong with 2G compared to 1G.



Regional /
Local development

ENHANCE LOCAL BIOECONOMY ACTION PLANS

Creation of an ecosystem to implement bioeconomy business cases as a strategic asset for local development. Focus on cities and rural regions with feedstock and business cases missing a local bioeconomy action plan (bottom-up).



BOOST LOCAL DEPLOYMENT

Opportunities of local economies to contribute to increase the market uptake of business cases with BBP (through more local feedstock, local transport, local advice etc.) and local value chains targeted to the specific circular challenges.



How CSAs contribute in addressing the challenges?

Several (CSAs) have been funded by the 6th and 7th Framework Programmes, Horizon 2020 including the BBI JU, Interreg and other European programmes, producing a considerable amount of valuable knowledge, networks and activities inter alia in the following topical categories:

- Standardisation;
- Awareness and communication;
- Identifying regulatory hurdles;
- Technological and non-technological road-mapping;
- Foresight and market studies;
- Biomass availability;
- Biomass sustainability;
- Analysing bio-based industries in Member States and regions



BIOWAYS project analysed 292 projects and conducted interviews with 34 projects highlighting the need of:

- Improving knowledge circulation and collaboration among ongoing CSAs (including lesson learnt and best/worst practices)
- Minimizing lost knowledge once the projects are concluded (websites closed the day after the project is concluded)
- Providing integrated overview of gaps that should be addressed providing evidence-based recommendations for the incoming calls
- Maximizing the impact and efforts in addressing similar challenges (i.e. Co-organization of events)
- Raising awareness and communicating the CSAs' contribution in addressing the Bioeconomy related challenges

European Bioeconomy Network context, background and rationale



Build on a good practice: **Cooperation among BIOWAYS and**

- BioSTEP (a game valorising the project's contents)
- STAR Pro-Bio (game addressing shared challenges, several events co-organized)
- BIOVOICES (several events co-organized)
- BioCannDo (knowledge exchange, participation to events as experts)
- CommBeBiz (knowledge exchange, participation to events as experts)
- ISAAC (knowledge exchange, participation to events as experts)
- ISABEL (knowledge exchange, participation to events as experts)
- T2gE – Transition to Green Economy (knowledge exchange, participation to events as experts)
- Road2Bio, InnProBio, FIRST2RUN, BiOpen (promotion and knowledge exchange)

European Bioeconomy Network context, background and rationale

BIOVOICES in collaboration with BIOWAYS and the European Commission organised on 28 March 2018 the Mobilisation and Mutual Learning workshop: **Maximizing collaboration among EC funded projects communicating about Bioeconomy – Lesson learnt and recommendations**

Outcomes:

- Knowledge exchange, networking and lesson learnt sharing among 27 CSAs, representatives of the EC and projects' POs)
- Agreement of the idea of launching the European Bioeconomy Network
- Agreement on a shared action plan to support the update of the European Bioeconomy Strategy



What is the European Bioeconomy Network?

- Launched in May 2018, the European Bioeconomy Network (EuBioNet) is a proactive alliance of EU funded projects dealing with Bioeconomy promotion, communication and support.
- The main goal of the European Bioeconomy Network is to **maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.**



What is the mission of the European Bioeconomy Network?



Contribute to the implementation roadmap of the European Bioeconomy Strategy by:

- Increasing the awareness of Sustainable Circular Bioeconomy in Europe
- Stimulating the debate, knowledge sharing and mutual learning to address bioeconomy related challenges and opportunity
- identifying impact-oriented strategies to boost the sustainable circular bioeconomy in Europe
- Facilitating networking and collaboration among stakeholders
- Strength the role of the European Commission in supporting the sustainable circular bioeconomy uptake

Who are the European Bioeconomy Network partners?

- Promoted by BIOVOICES project, the European Bioeconomy Network counts now 25 formal partners and we are growing.



The EuBioNet website



- The www.eubionet.eu website aggregates the knowledge generated during the projects and facilitates the design and implementation of common activities. There is a private area for the members to discuss ideas, upload events and contact the other partners.

What are the first outcomes?

Thanks to the EuBioNet facilitation, a number of joint activities and events took place and are planned for the next months:

- Increased awareness of other project's focus and results
- Networking among partners (including participation to new calls together)
- Co-organisation of events (Maker Faire, Bioeconomy Village, MMLs)
- Host exhibitors in events (Maker Faire, Researchers' Night, Bioeconomy Village, Bioeconomy corner at the Sustainable and circular Bioeconomy, the European way)
- Involvement of other members as experts/speakers (Workshops, Advisory boards, conferences, webinars)
- Promotion of events and activities organised by other members
- Dissemination of other members' project's results

All the activities that took place under the support of the EuBioNet are [listed here](#)

Next Steps

- Strengthen the collaboration among projects (BIOVOICES Focus Group 13-14 Nov involves several EuBioNet partners to create synergies to address the 12 challenges)
- Keep on collaborating: mutual promotion of the outcomes, new partnerships, joint event planning and knowledge sharing
- Attract new partners (open to clusters, associations and other key actors in bioeconomy promotion?)
- Co-design with the partners (and the EC) the future action plans (i.e. Thematic working groups based on the challenges?)
- Find funding sources to support the EuBioNet coordination activity

How to be part of the European Bioeconomy Network?

All the EU funded projects supporting Bioeconomy and Bio-based market uptake can be part of the EuBioNet.

The membership is free of charge.

The partners are requested to sign a collaboration framework, declaring their commitment in collaborating proactively with the other partners.

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