BIOVOICES
CONNECTING BIOBASED FORCES FOR A SUSTAINABLE WORLD

askfood

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IMPLEMENTING BIOECONOMY AT REGIONAL LEVEL THROUGH EDUCATION: CASE STUDIES AND FUTURE ACTIONS

ASKFOOD Virtual Meeting – 22nd of April 2020

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APRE

BIOVOICES: Objectives

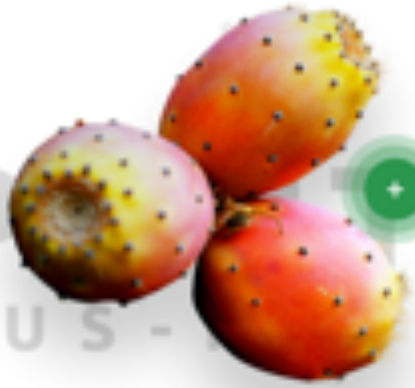
- **OBJ1**: Promote Multi-actor dialogue and Multi-stakeholder **co-creation** of research, innovation, development and political context in Bio-based economy
- **OBJ2**: Design and promote a **MML (Mobilisation and Mutual Learning) platform**, engaging different stakeholders at European, National and Local levels, including a plurality of perspectives, experiences, interests, aspirations and knowledge
- **OBJ3**: Increase the **quality, relevance, social acceptability and sustainability of research and innovation outcomes in the Bio-based domain**, thus minimizing the technology mismatches
- **OBJ4**: Through the BIOVOICES multi-stakeholders platform, design and implement an **action plan fostering the awareness of the wider public about** the benefits and potential social, economic and environmental **impact of the Bioeconomy and widening the diffusion of BBPs** (Bio-based products)

Biovoices methodology and challenges

Clusters	Development phase		
	1 Business case: Product is 95% mature and becomes a business case	2 Go-to-market: Product is mature and market increases to 5% among niche groups	3 Acceleration: Market increases above and reaches new user groups
A: Market development	A1 FIND FIRST CUSTOMERS	A2 SPECIFY UNIQUE SELLING POINTS (USP)	A3 UP-SCALING
B: Awareness & trust building		B2 CHANGES IN PURCHASE HABITS	B3 INCREASE THE ADOPTION
C: Supporting strategies & standards		C2 INTRODUCE EU & NATIONAL INCENTIVES	C3 REALISE STANDARDISATION
D: Supporting environment	D1 IMPROVE THE ECOSYSTEM TO ENHANCE BUSINESS CASES	D2 B2B USERS AS FRONTRUNNERS	D3 INCREASE SUSTAINABLE 2G FEED-STOCK FOR BB PRODUCTS
E: Regional/Local development	E1 ENHANCE LOCAL BIOECONOMY STRATEGIES & ACTION PLANS	E2 BOOST LOCAL DEPLOYMENT	

MML workshops results published in a promotional booklet:
https://www.biovoices.eu/download.php?f=122&l=en&key=249511223ab3cf8e0d984e23ae23a77b

BioArt Gallery - https://www.biovoices.eu/gallery/



Opuntia Ficus-indica

The *Opuntia ficus-indica* (Prickly Pear Cactus) is a fast-growing plant that can reproduce at a rapid rate. Grown in many Mediterranean regions for its fruits, it requires frequent pruning to contain its exuberant growing. This pruning produces a considerable amount of agricultural waste that can be used in a variety of promising applications.

Design and furniture →

Restoration and construction with Opuntia Ficus-indica →

A plant with a thousand uses →

https://www.youtube.com/watch?v=6f7Ej2_BLso&t=17s

Bio-based products Expo

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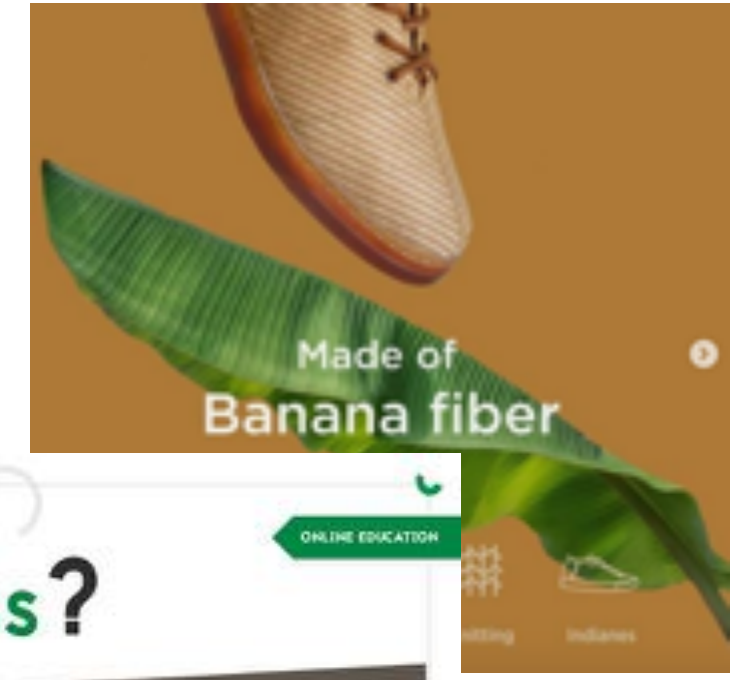
Awareness & Education on Social Networks - #BioeconomyatHOME



Case study 1: Supporting **Lazio Region** in the design of an innovative bioeconomy educational path

Context: Lazio Region (IT) Startupper School Academy (developing entrepreneur skills for professional high school students)

Biovoices activity: Creation of the “Bioeconomy Prize” dedicated to ideas and projects dealing with bioeconomy. Delivery of dedicated training to teachers about bioeconomy and bio-based products. The winners exposed the product at researcher’s Night (Roma), Maker Faire (Roma), Science is Wonderful (Brussels). Demo Kits and 1500 Eur to the winning school (Novamont).

Projects involved: EUBioNet, Biobridges, LIFT

Companies involved: Novamont

Impact: 500 Schools, 20.000 students, 10 fab labs

Case study 2: Supporting **Friuli Venezia Giulia Region** in the design of educational paths in bioeconomy

Context: Friuli Venezia Giulia Region (Italy), with the support of the regional agrifood cluster, recently launched a regional strategy on Bioeconomy and it aims to implement it also through the organisation of educational paths (European Social Fund 2021-2027).

Biovoices activity: Supporting the region in the organization of a MML workshop to define strategies and actions to implement in **3 domains**: **1)** *Anticipating enterprises training needs (entrepreneurs + workforce) in the bioeconomy sector;* **2)** *Train the trainers;* **3)** *Orienting young people.* Definition of 3 action plans to be implemented by the region.

Projects/initiatives involved: EUBioNet, ASKFOOD, LIFT, Biobridges, STAR-ProBio, European Bioeconomy University, Urbiofuture

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- https://www.biovoices.eu/results/public-results/
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