

BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD



WHO AM I

Economist
Analyst
Consultant





BUREAUCRATIC INFORMATION

Horizon 2020

Pillar: Societal Challenges

Work Programme: Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy

Call: Bio-based innovation for sustainable goods and services - Supporting the development of a European Bioeconomy

Topic: Bio-based products: Mobilisation and mutual learning action plan

BUREAUCRATIC INFORMATION

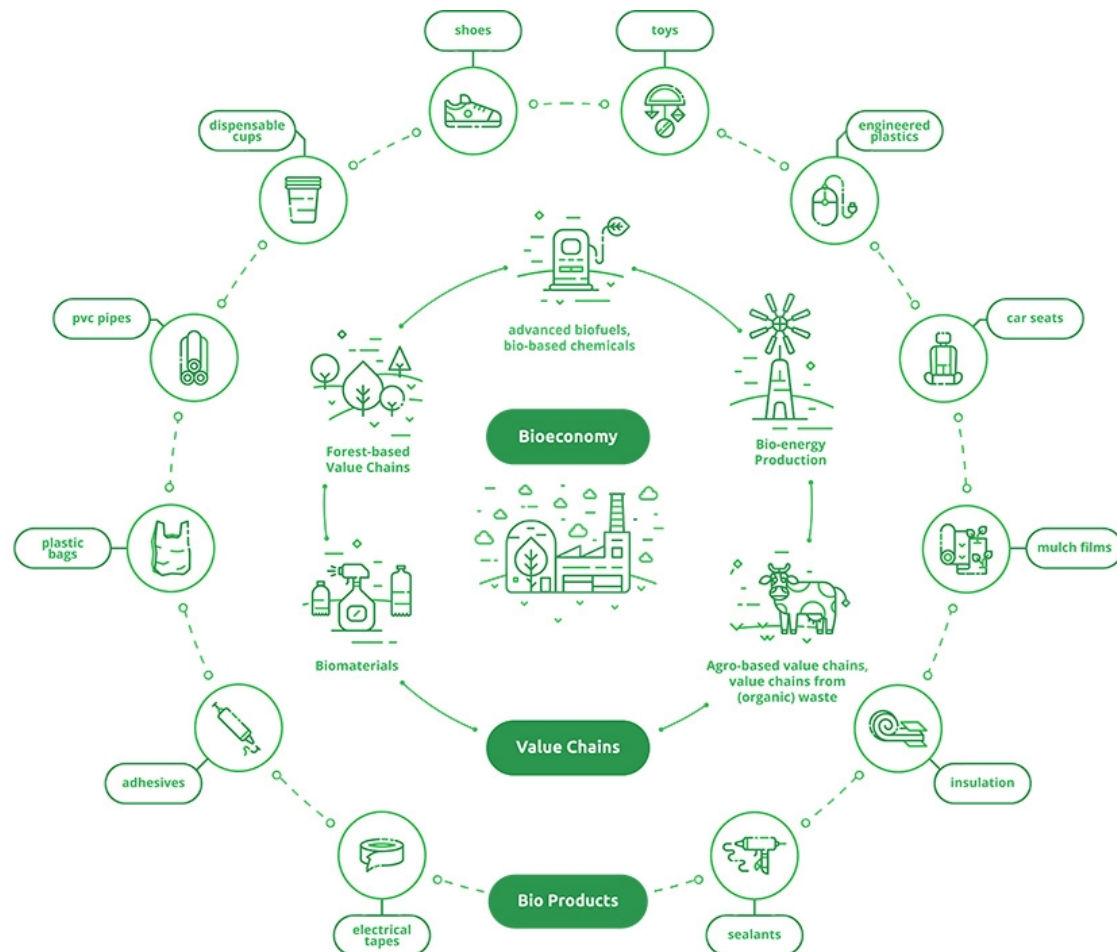
CONSORTIUM: 13 members, 10 countries

ADVISORY BOARD: 5 members (so far)

START: early 2018, 36 months

SO WHAT IS IT ABOUT:

„Aiming at engaging all relevant stakeholder groups “voices” in order to address societal, environmental and economic challenges related to bio-based products and applications.“





SOME BACKGROUND

EU: Transition to Green Economy, but...

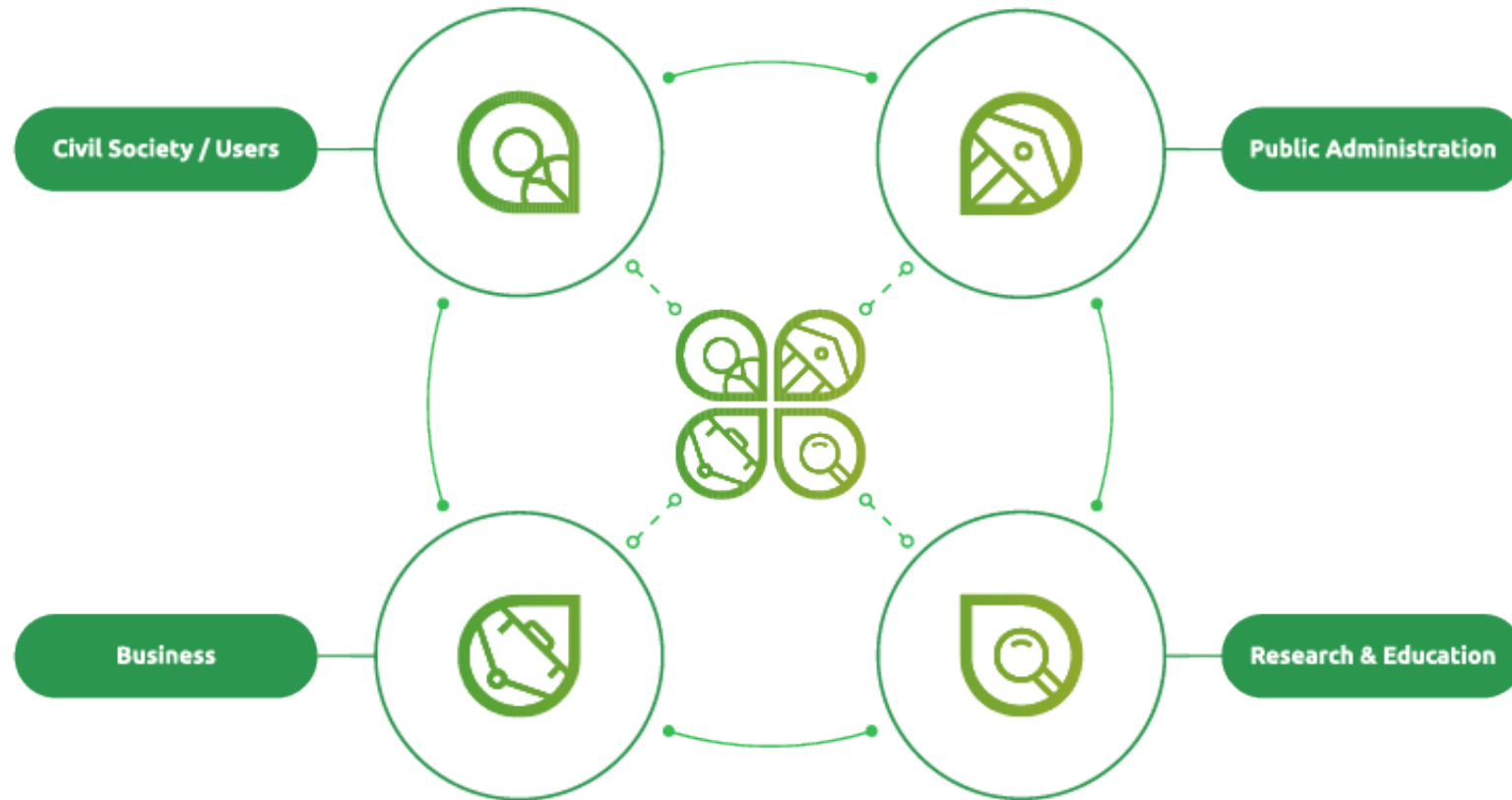
... market uptake is difficult.



ONCE AGAIN, WHAT IS IT ABOUT

- 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 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-stakeholder 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 Bio-based products.. .

MULTI-STAKEHOLDER APPROACH



OUR ACTIONS

1. ANALYSIS OF NEEDS
2. EVENTS
3. PLATFORM



ANALYSIS OF NEEDS

1. Review on barriers and opportunities for the development of bio-based value chains.
2. Identify stakeholders (quadruple helix) and expected benefits from mutual learning.
3. Mapping bio-based products (applications) based on stakeholders' interests.



EVENTS

1. **The European MML co-creation events** (four) will to be organised in the framework or in conjunction with EU Fairs, conferences, etc. will result in unique perspectives on circular economy and value chains. They will be made up of the opinions of the stakeholders (policy makers, researchers, business and civil society) involved in these co-creation events.
2. The BIOVoices **National MML co-creation events** will be targeted to an early engagement of the national communities. Stakeholder groups will be invited to collaborate on a bottom-up approach from the design of the entry strategy to assess the bio-based markets.
3. The **Local/Regional MML co-creation events** will focus mainly on barriers and technology mismatches analysed and raising awareness of BBP among large public.



PLATFORM

- Linking stakeholders
- Publishing outcomes
- Personalized access
- Social networks

biovoices.com

facebook.com/biovoices

twitter.com/biovoices



RELATED PROJECT

