



RECOMMENDATIONS TO ENHANCE COLLABORATION AMONG INDUSTRY, BRAND OWNERS AND CONSUMERS





The following table summarises the categorised outputs from the first 8 co-creation events organised by Biobridges.

Application Sector	Type of stakeholder	Most important outputs
 Textile	<ul style="list-style-type: none"> Public sector Private sector Civil society Research 	<p>Barriers that need to be overcome:</p> <ul style="list-style-type: none"> Lack of adequate controls on the certifications held by companies Lack of financial benefits on bio-based products Lack of certifications and labels that are clear for consumers Poor product / process traceability Poor attention from policy makers Lack of communication with consumers Confusion in existing certifications Cost of biomaterials Consumer culture and mentality Lack of collaboration Cultural change Non-integrated supply chain Lack of funds and funding instruments <p>Solutions:</p> <ul style="list-style-type: none"> Policies Funding Standards / Regulations Technological infrastructures Information and knowledge Valorisation of secondary raw materials <p>Important tips:</p> <ul style="list-style-type: none"> Plan a series of continuous and scheduled events, a memorandum of understanding to start outreaching the cultural change. Importance of networking. Connect the actors more, to start a dialogue. Share models to follow. Train citizens, in particular young generations. The key to success is citizen involvement. Transfer the results of Biobridges co-creation workshops, using a terminology that everyone can understand. Use European projects as a tool to support research and industry.
 Agrifood	<ul style="list-style-type: none"> Public sector 	<p>How to boost the knowledge about bioeconomy?</p> <ul style="list-style-type: none"> The Public Administration has a lot of work to do in boosting the bioeconomy. For instance, through the "green purchase" of sustainable bio-based products from public administrations, can promote the visibility of bio-based products. Facilitating and incentivising taxation in favour of companies researching bio-based product and fostering this type of companies. <p>How to promote the marketability of Bio-based products (BBPs)?</p> <ul style="list-style-type: none"> Promote bioeconomy in the education of the youngest. Use success stories to inspire and motivate brand owners to follow a sustainable path.



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 <p>(continuation)</p> <p>Agrifood</p>	<ul style="list-style-type: none"> • Private sector 	<p>How to promote the marketability of Bio-based products (BBPs)?</p> <ul style="list-style-type: none"> • Work with the media and social networks with a common and aligned message and reach the consumer with a message favourable to purchase bio-based products. • Reach out to companies enhancing the opportunity of gaining a better image towards their customers, if they demonstrate acting in the bioeconomy. • It is necessary to look for places to sell BBPs; in an initial moment it will be necessary to specify the points of sale where these BBPs are, so that the people who want to buy them can go to these points. It would be a good starting point, to have specific places of purchase for the first users. One of the actions to be taken, could be to contact small (retailers) and also big supermarkets to have some bio-based products lines on sale.
	<ul style="list-style-type: none"> • Civil society 	<div> <p>How to boost knowledge about bioeconomy?</p> <ul style="list-style-type: none"> • People usually don't know what is bioeconomy, they think it is a very difficult and broad term to understand, so it is better to offer examples like real bio-based products for a better understanding. </div> <div> <p>How to promote the marketability of Bio-based products (BBPs)?</p> <ul style="list-style-type: none"> • Recognising the environmental values associated with bio-based products. There should be standardised certification, so that people can easily recognise bio-based products. </div>
	<ul style="list-style-type: none"> • Research 	<p>How to boost knowledge about bioeconomy?</p> <ul style="list-style-type: none"> • Projects that are focused on fostering the collaboration between actors of the 4-helix are essential to strengthen the bioeconomy at European level. Discussions among 4-helix actors are the best options to find the right ways to boost bioeconomy. <p>How to promote the marketability of Bio-based products?</p> <ul style="list-style-type: none"> • Show bio-based products as social and environmental products that generates green jobs in rural areas, and promotes rural and environmental development. The consumer should recognise bio-based products as efficient and quality products, which have positive impact on sustainability. • Promote the culture of bioeconomy. • Promote the knowledge of BBPs among the youngest. • Support a change of mentality among the youngest. • Transmit Success Stories to consumers, so that consumers know what BBPs are through success stories. Provide information to the consumers about the BBPs available in the market, such as where can they be found, where they come from (i.e. recycled waste/bio-based feedstock). This information could be made visible through a label or a picture in the product showing the source. This will allow the consumer to see the value that BBPs are able to generate, not only economically but environmentally.
 <p>Chemistry, Wood</p>	<ul style="list-style-type: none"> • Public sector • Private sector • Civil society • Research 	<p>Important tips</p> <ul style="list-style-type: none"> • The integration of small and medium-sized enterprises into regional clusters is time-consuming and labour-intensive. This requires a continuous process, to be designed and implemented by the cluster management. • Specific exchange formats for networking (e.g. cross-sectoral get-togethers, factory tours, etc.) can be effective instruments for bringing actors together and planning joint activities. • In order to make clusters attractive, it is necessary to identify, communicate and promote concrete synergies between different actors (e.g. the use of residual materials, etc.).

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 <p>(continuation)</p> <p>Chemistry, Wood</p>	<ul style="list-style-type: none"> Public sector Private sector Civil society Research 	<p>Important tips</p> <ul style="list-style-type: none"> An effective participation of different actors, including the public, requires an "honest" communication of the potentials and limitations of the participation – in order to manage expectations, avoid disappointment or underestimating the effort. Clusters with numerous (semi-) public research institutions and their respective networks are particularly attractive for smaller companies in regions where industrial research by large companies is scarce. Within the chemical industry, the bioeconomy approach is mostly limited to speciality chemicals – mainly in Central Germany (where initial contacts between representatives of the basic chemical industry and the sugar industry exist). The development of regional bioeconomy strategies beyond the cluster level should be in line with sustainability, environmental or climate goals. A broad concept of bioeconomy promotes the involvement of different groups of actors; the joint exchange of different views was described as effective (in Baden-Württemberg). Development of a common bioeconomy narrative would be effective in order to promote the cooperation of different actors. More fragmentation of the market is needed, in order to increase the value of the products. Using new materials from vegetal base should be encouraged. More applied research should be supported. The employment in rural areas could increase thanks to a better management of such areas and to a better communication with urban citizens, by explaining them why the role of rural areas in the bioeconomy is so important. Supporting collaboration among actors of the value chain should be enhanced. Implementation of the bioeconomy strategies should be fostered (both as actions not fragmented by sector as well as cooperation at macro-regional level).
 <p>Bioplastics, Agriculture, Bio chemicals</p>	<ul style="list-style-type: none"> Public sector Private sector Civil society Research 	<p>Important tips</p> <ul style="list-style-type: none"> To set up working group together with Ministry of Agriculture To set the grounds for drafting Bioeconomy Strategies at national level in countries where the bioeconomy is less developed. <p>Important tips</p> <ul style="list-style-type: none"> There is a lack of Bioeconomy or Circular Bioeconomy Strategy There is a need to solve 3 main pillars of the bioeconomy in the framework of national bioeconomy strategy: 1. Biomass availability, 2. Technology readiness, 3. Existing market for the bio-based products Legislation is crucial for supporting the future bioeconomy strategy in practice There is a lack of financial support for bioeconomy projects. A plan should be setup to have a coordination meeting with the representatives of banks <p>Important tips</p> <ul style="list-style-type: none"> To keep up with the organisation of events following the format of co-creation events To share good practices and success stories from other BBI JU funded projects <p>Important tips</p> <ul style="list-style-type: none"> There is a low level of cooperation between the industry and research which is needed for the upscaling and "existing outside of the laboratory".