



Transition2BIO - capacity building package in awareness, communication and stakeholder engagement for regional and national actors

Best practices & success cases to support development of education models

BIObec partners have identified innovative bioeconomy education models/pedagogies and/or best practice examples from industry/education that can inform and enhance the future Bio-Based Education Centres (BBECs) educational design and framework for delivery. These case studies draw on best practice examples from both bioeconomy education providers and outside organisations related to other sectors and industries.



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Sustainable INNOVATIONS



ZVT | Agricultural Research, Ltd. Troubsko

BIOBEC - Best practices & success cases

BIObec partners have gathered a series of best practice examples representing regional, national, European and International case studies and collaborations. These case studies include many examples from the bioeconomy sector, however, several case studies from other sectors have also enriched the depth and breadth of best practice including examples detailing thematics that focus on: AR/VR technology integration in education; mentoring programmes for AI graduates and best practice in networking the hydroenvironment.

Each case study has been classified under 11 thematic areas:

- 1 Pedagogies
- 2 University engagement and collaboration with industry
- 3 Lifelong learning and continuous personal development
- 4 Clusters/networks /partnerships
- 5 Research & Development supports
- 6 Funding & Investment networks
- 7 Enterprise Development supports
- 8 Mentoring Programmes (academic or industry)
- 9 Digital technologies and integrations
- 10 Diversity and inclusion practises
- 11 Engagement with civic society

Understanding Transition2BIO



Transition2bio is a two-year project funded by the European funding programme for research and innovation Horizon 2020 under Grant Agreement No. 101000539.

Transition2bio will build upon the most relevant communication and education EU-funded projects and initiatives, moving closer to the implementation of the updated 2018 EU Bioeconomy Strategy and promoting the transition towards a more sustainable Europe.



The Integrated package of the Transition2bio capacity building services was developed to respond to the need to increase the awareness, communication and stakeholder engagement capacities of the stakeholders in charge of promoting the bioeconomy in different regions.

This package provides contents on the Bioeconomy and its sectors, presenting an overview of inspirational good practises stemming from different European Funded projects, as well as methodological approaches to perform bioeconomy awareness raising, communication, education and stakeholder engagement activities.

As part of the capacity building package, debate, mutual learning, good practises exchange and collaboration will be facilitated among national, regional and local policy actors, on challenges related to awareness raising, communication and education.



What is its operational funding model?

The main funding model is EU funding, namely the deployment of capacity building packages to regional actors, as part of the Transition2BIO activities. To increase sustainability, the modules will be recorded and made available beyond the project lifetime.

Additionally, to increase the impact beyond the Transition2Bio project's planned activities, partners are experimenting alternative deployment formats, in partnership with the target beneficiaries of the capacity building:

1 The Italian region Friuli Venezia Giulia will integrate the package in the regional catalogue of capacity building activities for regional employees, recognizing professional credits. The format is pre-recorded sessions.

2 Collaboration with other projects for "train the trainers" activities targeting the project partners that will benefit from these new capacities to implement their activities in the regions (e.g. create the innovation ecosystem for the bioeconomy strategy). An example of this activity will be done in collaboration with GoDanuBio and Be-Rural.

Key activities and services

The target audiences and participants of this capacity building package are :

- Member States and Regions willing to increase bioeconomy awareness, communication, education and stakeholder engagement.
- Other EU funded projects willing to strengthen the awareness, communication and stakeholder engagement capacities of the partners.

Specifically, the capacity building package will increase the capacity of Member States and Regions in bioeconomy awareness, communication, education and stakeholder engagement, through 5 modules:

Module 1	Title	Duration	Format
Module 1	Specific Knowledge (Circular and sustainable bioeconomy)	60 minutes (online recorded)	Experts talk
Module 2	Good Practices and Replicable formats	30 minutes (online recorded)	Lecture
Module 3	Methodologies and models	60 minutes (online recorded)	Lecture + (optional) interactive workshop (at least 30 min.)
Module 4	Transition2Bio Toolkits	30 minutes (online recorded)	Lecture + provision of Toolkits
Module 5	Knowledge exchange and mutual learning	90 minutes (online recorded)	Multistakeholder workshop

Each module is organised as follows:

Module 1: Specific knowledge (circular and sustainable bioeconomy)

- Bioeconomy and application sectors (JRC-KCB/DG RTD)
- Benefits of the bioeconomy, the circular economy and the bio-based sectors (BIC/EIT FOOD)
- The role of the bioeconomy in the European policies (JRC-KCB/DG RTD)
- How can regional policy priorities be leveraged to support the ecological transition? (DG Regio)
- The role of awareness, communication and stakeholder engagement for the creation of the innovation ecosystem for the bioeconomy (Transition2Bio)
- (Module in collaboration with: EU funded projects, JRC - Knowledge Centre for Bioeconomy, Clusters, Universities)

Module 2: Good practises and replicable formats presentation of inspirational good practises to:

- | | |
|----------------------|----------------|
| • Inspire | • Assess |
| • Inform and Educate | • Engage |
| • Co-create | • Case studies |

Module 3: Methodologies and models

- Methodologies to drive the systemic mindset change
- Methodologies to facilitate multi stakeholder debate and co-creation
- Methodologies to facilitate the planning of communication and Stakeholder engagement activities

Module 4: Transition2BioToolkits

- Tools for Awareness and Communication
- Tools for Stakeholder engagement and co-creation

Module 5: Knowledge exchange and mutual learning

- Organisation of 1 Knowledge exchange and mutual learning workshop with the participants to the Transition2Bio Capacity Building package to exchange experiences and consolidate the educational pathway.

What differentiates this project from others?

Lack of communication, awareness and stakeholder engagement capacities is a bottleneck for the wider diffusion of the bioeconomy in the different regions.

The Transition2Bio capacity building package differs from existing educational contexts as it provides a very practical set of contents, tools, formats, methodologies and experiences, stemming from the extensive experience of several EU-funded projects in these topics, namely BLOWAYS, BIOVOICES, LIFT, Biobridges, Dandelion, Transition2Bio. The package promotes the exploitation of EU-funded projects and makes their outcomes available as Actionable Knowledge for the stakeholders.

In addition, it has several benefits:

- It's a very practical package to support the regional stakeholders with contents, methodologies, tools, replicable good practises and formats to strengthen their capacities in awareness raising, communication and stakeholder engagement.
- It facilitates the replication of effective, well experimented formats and tools for awareness raising, communication and stakeholder engagement.
- It raises awareness on the EU funded projects in bioeconomy sector and therefore maximises the exploitation of their outcomes
- It reaches the regions in a widespread way, thanks to the "train the trainers" format which allows to overcome the linguistic barriers.

MORE INFORMATION

[Transition2bio](#)

