



## Raising awareness and reaching out to rural actors

### Cases for discussion at the 3<sup>rd</sup> meeting of the Thematic Group

#### **Biolab Ponent, Spain – Teresa Botargues**

BIOLAB PONENT is a model of Rural Innovation Living Lab, facilitating the co-creation and testing of local-based bioeconomy business models by bringing all local stakeholders together to develop open innovation practices. BIOLAB PONENT aims to support the entire process of rural bio-business development, also identifying supportive policies that rural areas need to capture the added economic, social and environmental value. The methodological approach to raise awareness is based on providing spaces for demand-driven innovation to solve local problems. It is characterised by the strong involvement of Local Authorities of rural communities.

#### **Rubizmo, EU – Bénédicte Julliard**

RUBIZMO is a multi-actor project, including various types of organisations throughout Europe, from rural and farmers' networks, to researchers and business developers. Together, the 16 partners have access to a network of 50.000 stakeholders, that will be exploited within the project to raise awareness on new and sustainable business opportunities in rural areas and facilitate their implementation and replication across Europe, using dedicated communication, training, and coaching activities.

#### **POWER4BIO, Hungary (EU) – István Kulmány**

The POWER4BIO project aims at empowering EU regions to maximise the use of their locally available biomass feedstock. The project will raise the interest of local actors towards the bioeconomy with cross-visits and local meetings. An open e-conference has been organised as a first step to identify the main thematic areas (characteristic of the regional bioeconomy, financial barriers, structure of the already existing value chain, knowledge transfer...etc) for the cross-visits to be made in order to increase awareness on bioeconomy at the local level.

#### **Dendromass, Slovak Republic & Hungary – Ana Cuadrado Galvan**

“Dendromass (D4EU)” is a BBI JU project based on short rotation poplar plantations in marginal or unused agricultural land in rural areas of the Slovak Republic, Hungary and possibly the Czech Republic with the objective to develop four new bio-based value chains based upon the separation of the bark from the poplar trunks and upon separately adding higher value to both raw materials. D4EU involves a large number of farmers and rural land owners that will directly benefit from the diversification and increase of revenues through their involvement in D4EU. Farmers' income and the creation of new primary agricultural jobs can reliably be predicted. Mainly, the field work will be done by local people. This will maintain and extend the existing job opportunities in the respective rural areas.