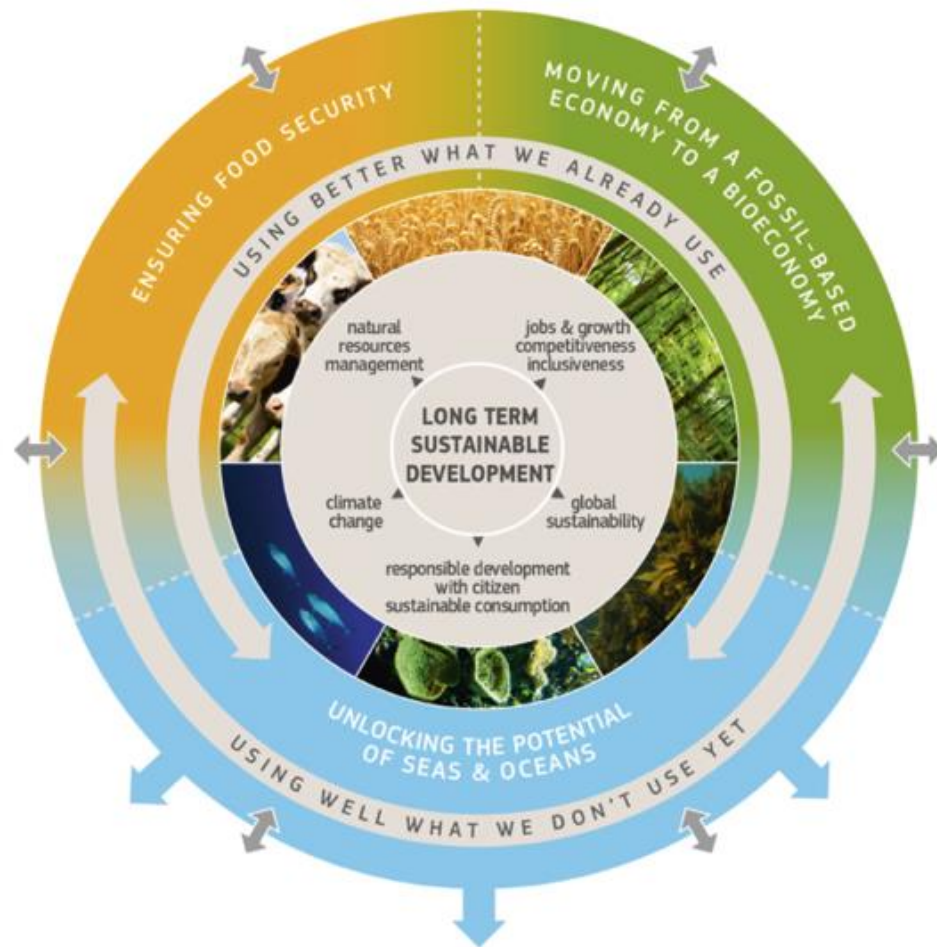


3rd Meeting of Thematic Group on 'Mainstreaming the Bioeconomy' - Brussels, 15 May 2019

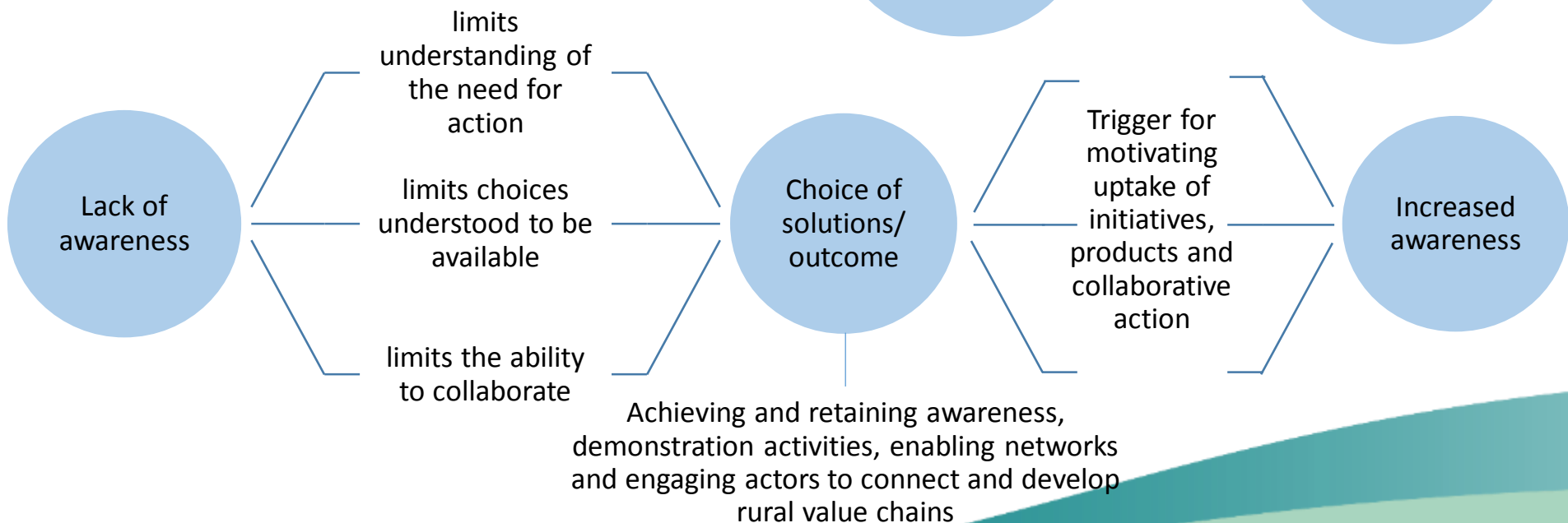
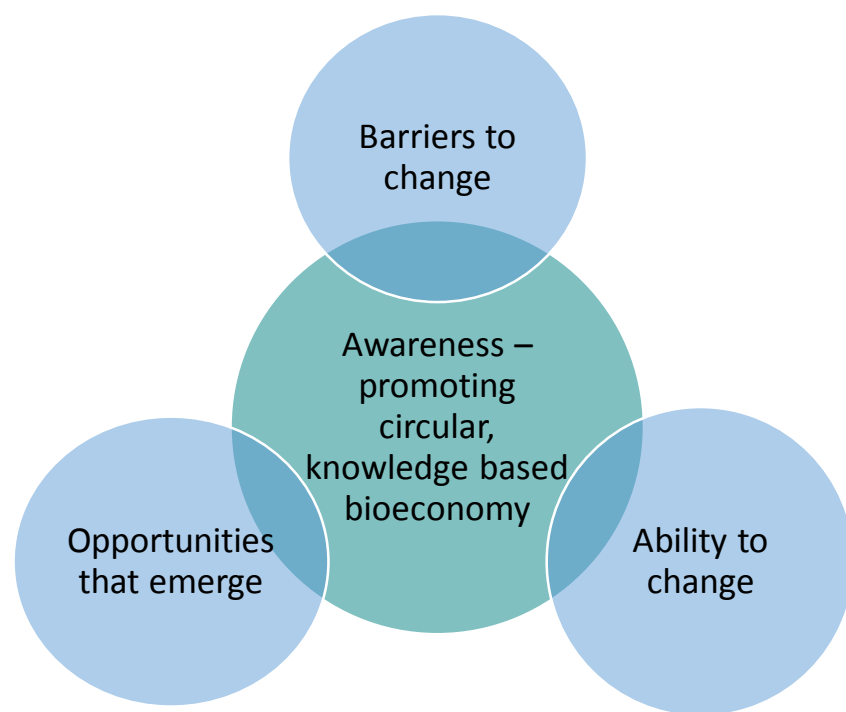
Awareness-Raising -
Engaging rural actors in the
bioeconomy

Catherine Bowyer
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Why is Awareness Key?

Based on findings from H2020 project Pegasus on awareness raising and collective approaches in the context of delivering public goods in agriculture and forestry <http://pegasus.ieep.eu/resources-list>



Interviews with MS Authorities – Exploring Understanding of the Bioeconomy

Interviews completed

- France, Hungary, Latvia Netherlands, Spain, Sweden
- Interviewees - Managing Authorities, NGOs, Coordinating Groups, Private Businesses, Rural Actors (approximately 6 per MS)

‘Awareness raising should be a horizontal priority in all measures’ used to promote rural bioeconomy.

‘The bioeconomy focuses on added value, innovation and sustainable development’; hence drivers of demand are often knowledge based

‘Societal appreciation of benefits of intervention is a driver of action’

BUT

‘What is the Bioeconomy? How do I know if I’m part of it? How do I know if products I am using or producing are considers part of the ‘sustainable, circular, bioeconomy’?’

‘If we want to reach out to circular bioeconomy we need language that is more explicit and to design criteria for that’

‘I have a permit to operate but this is not a ‘bioeconomy qualification’

Establishing a Baseline for Communication

Taking a stepwise
approach to defining the
bioeconomy

Latvia - Action
Plan for
Development of
a Knowledge-
Driven
Bioeconomy
Innovation
Ecosystem in
Vidzeme Region

Clarify the concept of
the circular, rural,
sustainable
bioeconomy

Differentiate added
value bio-based
activities

Define this for a local
and regional context

Define good practices
and activities

Define project and
reward criteria

Define the sustainable
resource base

Facilitating multi-
stakeholder
dialogue to
manage natural
resources for
biomass
cultivation -
Wendland-Elbetal
Bioenergy Region

France - Developing a
certification scheme for
hedgerow biomass to promote
retention, management of
hedgerows and valorise
material

Demonstrate and
communicate good
practices and monitor
impacts and benefits

Slovakia - Criteria for the
sustainable use of biomass in
the regions of Slovakia for
programs co-funded by the
European Structural and
Investment Funds (ESIF)

Cooperation and Networking

- Collaborative and coordinated action along value chains and at the regional or territorial level is crucial for the delivery of sustainable rural bioeconomy value chains - ***communication and networking, and a clear awareness base to facilitate joint endeavours.***
- ***Bottom up coordination*** to support sustainable supply chains will become more important if biomass potential from current agricultural residues or wastes are to be realised - heterogeneous material and qualities; spatially distributed across rural areas.
- ***Capitalising on these synergies between funds*** - EIP AGRI initiatives, national and regional funds, through ERDF and Interreg support, as well as private initiatives.
- ***National Rural Networks*** role in building bridges between national authorities and higher-level bioeconomy strategies and action plan and local needs, opportunities and initiatives

Agro-cycle – A H2020 initiative valorising waste from the agri-food sector - AgroCycle Protocol will deliver sustainable waste valorisation pathways addressing the European policy target of reducing food waste

3BI (Brokering Bio-Based Innovation) is a strategic European partnership that builds on the complementary strengths of four regional innovation clusters - Biobased Delta, BioEconomy, BioVale and Industries & Agro Resources

Thank you!

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