



D4.1. Report on Liaising Activities With the Reference Group

DOCUMENT ID	D4.1.	GRANT AGREEMENT N°	720762
DUE DATE	31/03/2018	CONTRACT START DATE	1st October 2016
DELIVERY DATE	04/04/2018	CONTRACT DURATION	24 Months
DISSEMINATION LEVEL	Public		
MAIN AUTHORS	Robert MISKUF, Federica TORCOLI (PEDAL Consulting)		
DOCUMENT VERSION	5.1		

D4.1. Report on Liaising Activities with the Reference Group

(Page intentionally blank)



D4.1. Report on Liaising Activities with the Reference Group

CONTRIBUTORS	
Name	Organization
Alexandre Almeida	LOBA
Pietro Rigonat	LOBA
Agata Huntley	IPL
Evangelia Tsagaraki	Q-PLAN
Loius Ferrini	FVA
Lucia Vannini	UNIBO

PEER REVIEWERS	
Name	Organization
William Davis	IPL

REVISION HISTORY			
Version	Date	Reviewer	Modifications
1.0	01/02/2018	Federica TORCOLI	Updated structure
2.0	12/02/2018	Martin VLACHYNSKY	Updated methodology
3.0	19/02/2018	Robert MISKUF	Internal review
4.0	23/02/2018	William Davis, Agata Huntley	Overall review and edit
5.0	28/02/2018	Robert MISKUF	Integration of all comments
5.1	04/04/2018	Iakovos Delioglanis	Correction on the reference for the project funding source

D4.1. Report on Liaising Activities with the Reference Group

1. EXECUTIVE SUMMARY

This deliverable comprises a report on Liaising Activities with the Reference Group that has been part of the BIOWAYS project's WP4, which is coordinated by PEDAL Consulting. This was in line with Objective 1 of the Strategic Objectives of the project which among others includes: *Analysing the potential of bio-based products and stakeholder engagement and creating sustainable multidisciplinary communities to enhance the visibility of bio-based products and applications.*

This activity was aimed at creating a community of international experts (pool of collaborators) who would act as:

1. "Project consultants" contributing to the identification of relevant initiatives at local, regional and European level and validating the Bio-W@tch platform and other project outcomes, e.g. the games and videos;
2. "Project active observers" participating in the BIOWAYS Social hack days and attending pilot training seminars;
3. "Project ambassadors" keeping their various networks informed about the project outcomes and other events and activities.

Furthermore, they are charged with providing advice to BIOWAYS partners on key findings ad-hoc (remotely) as well as during social hack-days and pilot training seminars.

The members of the Reference Group were sourced from experts in the research community (from all disciplines), policy advisors, entrepreneurs, data scientists and the general public covering all targeted sectors;

- Bio-based chemicals
- Bioplastics / biomaterials / packaging
- Advanced biofuels (incl. aviation)
- Bio-surfactants
- Bio-lubricants
- Food ingredients and feed
- Bioenergy
- Bio-economy

The leader of WP4 (PEDAL) is responsible for the overall management of this WP and in supporting the activities required to carry out the proposed work. As a result, it is able to convey the results that arise from this effort as can be seen in the annexes attached to this report, which clearly demonstrate the added value the engagement of the Reference Group members has provided the project.

Some members of the Reference Group will also be actively involved in the thematic workshops, social hack days and e-conference and are highly committed to ensure a satisfactory diffusion of the project results.

D4.1. Report on Liaising Activities with the Reference Group

The present document outlines:

- Objectives of the reference group
- Methodology: Set Up and Operationalisation
- Key Contributions and Value Added and
- Conclusions and Next Steps.

D4.1. Report on Liaising Activities with the Reference Group

Index

1. Executive Summary	4
2. Objectives of the reference group	7
3. METHODOLOGY: SET-UP AND OPERATIONALISATION	7
4. KEY CONTRIBUTIONS AND ADDED VALUE	10
5. CONCLUSIONS AND NEXT STEPS	16
6. ANNEX 1: CALL FOR EXPRESSION OF INTEREST	17
7. ANNEX 2: PUBLISHABLE BIOGRAPHIES OF THE RG MEMBERS	19
8. ANNEX 3: SCREENSHOT OF THE WEBPAGE	22
9. ANNEX 4: BioWatch FAQ document	23

Index of Tables

Table 1 Profiles of the Reference Group Members	10
Table 2 Feedback and suggested improvements to Bioways activities, provided by some RG members.	16

List of Figures

Figure 1 Screenshot of the letters signed with the RG member.....	18
Figure 2 Screen shot of the RG webpage	22

2. OBJECTIVES OF THE REFERENCE GROUP

The aim was to create a community of international experts (pool of collaborators) who would act as:

- “Project consultants” contributing to the identification of relevant initiatives at local, regional and European level and validating the BioWatch platform and other project outcomes, e.g. the BIOWAYS games and videos;
- “Project active observers” participating in the BIOWAYS social hack days and attending pilot training seminars;
- “Project ambassadors” keeping their various networks informed about the project outcomes and activities.

Furthermore, they have agreed to provide feedback and advice on key findings from BIOWAYS partners.

3. METHODOLOGY: SET-UP AND OPERATIONALISATION

The members who made up the Reference Group were sourced from experts in the research community (from all disciplines), policy advisors, entrepreneurs, data scientists and the general public covering all targeted sectors:

- Bio-based chemicals
- Bioplastics / biomaterials / packaging
- Advanced biofuels (incl. aviation)
- Bio-surfactants
- Bio-lubricants
- Food ingredients and feeds
- Bioenergy
- Bio-economy

Participation in the Reference Group is on a **voluntary basis**, and takes place after the signing of a “*Letter of Agreement*” between the project consortium and the participating experts. It should be noted that **this signature is not legally binding** but serves to ‘demonstrate’ a commitment and willingness to contribute to project objectives.

Based on the elaborated recruitment campaign, prepared by PEDAL Consulting and all project partners, information about these experts is available in the table below:

D4.1. Report on Liaising Activities with the Reference Group

#	Name	Country	Organisation	Type	Position	Fields of expertise
1	Dana Peskovicova	Slovakia	National Agricultural and Food Centre	Research organization	Director/ Dpt. of project management and external relations	Bio-economy, agriculture, livestock production, data analysis
2	Daniele Speziale	Italy	Think Eco Group	Private Company	Business Developer	Bio-based chemicals, Bioplastics / biomaterials / packaging, Advanced biofuels (incl. aviation), Bioenergy, Bio-economy
3	Huw Parry	Britain	Network New Europe Ktd	SME	Director	Technical roles within industry and commercial roles within the research sector, he is familiar with both the public and commercial funding environments.
4	Stefan Ruyters	Belgium	Flanders Biobased Valley	Cluster	Project Manager	Bio-based chemicals, Bioplastics / biomaterials / packaging, Advanced biofuels (incl. aviation), Bio-surfactants
5	Harri Kantola	Finland	Kainuun Etu Oy			Bioenergy
6	Roberto Ferrigno	Belgium	Novamont SpA	Industry		Bio-based chemicals, Bioplastics / biomaterials / packaging, Bio-economy, Waste management
7	Lorenz Strimitzer	Austria	Austrian Energy Agency	National Energy Agency	Head of the Center Renewable Materials & Resources	Bioplastics / biomaterials / packaging, Bioenergy, Bio-economy
8	Daniela A. R. Carosi	Italy	Italian Agency for territorial cohesion	Public Administration (in the field of cohesion policy)	Member of group monitoring priorities of partnership agreement with Italy on the European structural and investment funds	Bio-economy
9	Kerstin Iffland	Germany	Nova Institute	Research	Kerstin Iffland supports the team "Technology and Markets", and will especially focus on Industrial	Bio-based chemicals, Bioplastics / biomaterials / packaging, Bio-surfactants, Bio-lubricants

D4.1. Report on Liaising Activities with the Reference Group

#	Name	Country	Organisation	Type	Position	Fields of expertise
					Biotechnology and bio-based chemistry.	
10	Stefano Proietti	Italy	Isinnova	Research and consultancy	Project Manager	Advanced biofuels (incl. aviation), Bioenergy
11	Michael H B hayes	Ireland	University of Limerick	University (research)	Research professor	Bio-based chemicals, Advanced biofuels (incl. aviation), Bioenergy
12	Katrien Molders	Belgium	Bio Base Europe Pilot Plant	Pilot facility for biobased products and processes	Communication Manager	Bio-economy communication
13	Myrsini Christou	Greece	CRES _ Center for Renewable Energy Sources and Saving	RTD	Head of Biomass Department	Advanced biofuels (incl. aviation), Bioenergy, Bio-economy
14	Friederike Lempe	Germany	ETIP Bioenergy	Industry-led stakeholder forum	Secretariat	Advanced biofuels (incl. aviation), Bioenergy
15	Erik Lohse	Germany	Fachagentur Nachhaltige Rohstoffe e.V. (Agency for Renewable Resources)		EU and International Cooperation	Bio-based chemicals, Bioplastics / biomaterials / packaging, Advanced biofuels (incl. aviation), Bio-surfactants, Bio-lubricants, Bioenergy, Bio-economy
16	Suzy Renckens	Belgium	Biobased Industries Consortium	Private	Senior Manager Communications & Public Affairs	Bio-economy
17	Radoslav Povazan	Slovakia	Slovak Environment Agency	Public institution	Specialist for forward-looking information and scenarios in the environment	Bioenergy, Bio-economy
18	Floor Brouwer	Netherlands	Wageningen Research	University	Agricultural policy, Agriculture, Climate change, Environmental economics, Agri-environment schemes, Sustainable agriculture, Resource management	Bio-economy

D4.1. Report on Liaising Activities with the Reference Group

#	Name	Country	Organisation	Type	Position	Fields of expertise
19	Suzy Renckens	Belgium	Bio-based Industries Consortium (BIC)	Industry Association	Public Affairs & Communications	Bio-economy, Representing private partner in BBI JU
20	Ivona Nespalová	Slovakia	Energochemica Trading, a.s.	big industry	Manager for project financing	Advanced biofuels (incl. aviation)
21	Daniel Hayes	Ireland	Celignis Biomass Analysis Laboratory	Analysis Lab	CEO	Advanced biofuels (incl. aviation), Bioenergy, Bio-economy
22	Mauro Cordella	Spain				Bio-based chemicals, Bioplastics / biomaterials / packaging, Bioenergy

Table 1 Profiles of the Reference Group Members

14 out of 22 of these experts have already signed the Letter of Agreement and eight of these have provided their biographies and photographs, which have been uploaded to the project website: <http://www.bioways.eu/reference-group/>. These represent the official members of the Reference Group as it stands. Those who are yet to sign the Letter of Agreement, will be further contacted by Pedal in order to get them on board.

Interaction with the members of the reference group is and will be done in both an **ad-hoc** manner (ie. remotely) as well as face to face during **social hack-days and pilot training seminars** (Task 4.2 and Task 4.4), which will be organised to facilitate direct interaction. The aim of this interaction is to seek advice about the project's key findings and results. Further **ad-hoc** interaction will take place in the next stage of the project and key contributions and added value will be sought.

4. KEY CONTRIBUTIONS AND ADDED VALUE

The reference group provided feedback on the following components:

1. **Two “bio-economy” games developed by the project**, called “BIO Challenge” and “BIO...What?” Both games are available here: <http://www.bioways.eu/bio-learn/bio-training-material-tools/>
2. A unique survey to understand the general **public’s perception** of the bioeconomy. The results are summarised here: <http://www.bioways.eu/bio-learn/public-perception-of-bio-based-products/>
3. **The BioWatch platform** which allows other projects and initiatives to network with and learn from each other in an intuitive online platform. This is a member-based library that gives projects the opportunity to communicate directly with Industry, the media, the general public and political stakeholders within the sectors. It encourages projects to tell stories that these target groups will relate to and actually find useful and therefore build a large stakeholder community. It also provides the BBI-JU with a

D4.1. Report on Liaising Activities with the Reference Group

consolidated database of all the projects they fund:
http://library.bioways.eu/library_home

4. The innovative and replicable concept of the **‘Bioeconomy village’** the first demonstration of which hosted 15,000 informative speeches and demos from researchers given to a general public audience.
5. The concept of **“60-second science videos”** delivering simple messages from researchers to the general public (The BIOWAYS project currently has about 70 of them): https://www.youtube.com/channel/UCdeWiw_Fn02iww8VyR6FfBw/videos

The following table shows the contributions made by members of the Reference Group, which demonstrate the value they bring to enhancing the project’s activities. A positive outcome of this feedback has been the work IPL has done on the BioWatch platform since it was received. It has prepared a list of answers to all comments and has initiated some improvements to the platform based on this feedback. This has also resulted in the development of an FAQ document about BioWatch. This document (See Annex 4), uses the questions asked by the reference group members, as well as questions asked by participating projects, to explain more about BioWatch, the benefits it offers users and projects and its potential to provide industry and research with a valuable one-stop resource for the latest developments in the sector and of potential innovation that will enhance the bioeconomy. It is hoped that the FAQs will also support projects and provide them with the information they need at the initial stages of engagement to make the decision to join BioWatch. The FAQs also serve to increase understanding about the benefits of membership of BioWatch for those thinking of joining. The document will be added to the resources that can be accessed through BioWatch and to the Bioways project website.

Other improvements to have emerged following interaction with the reference group include the news feeds being up and running, enhancing the visitor experience, while information is continuously being added to the member database, making it more useful. Work is also ongoing in improving the way projects are categorised and how these categories are displayed, with clearer descriptions of each, while better signposting for interaction and membership is also being developed.

#	Ref. Group Member	Comment	BIOWAYS reaction
1.	Erik Lohse	<p>Feedback on Games:</p> <p>1. “I like the idea of the game even though I’m not really sure whether it is suitable for the target group. I guess your target groups are kids, but my feeling is you use too much text which is also very scientific. I also like the idea of matching raw materials and end products, but the matches are not always totally obvious and clear to me.”</p> <p>2. “This quiz and the selection of questions looks good to me. In some cases the answers are bit confusing e.g. when you have six options.</p>	<p>1. Following the experience from various workshops and events where the “Bio...What?” game was tested with the target audience (primarily kids), the quantity of text seemed to be appropriate. Regarding the raw materials, we will consider adding more examples.</p> <p>2. This type of game aims to be a bit more challenging for the target audience (mainly adults).</p>

D4.1. Report on Liaising Activities with the Reference Group

		<p>Maybe reduce the number of possible answers to four.”</p> <p>3. “In both cases I missed an overview with high scores.”</p> <p>BioWatch:</p> <p>1. “Looks like a very nice way to present research projects and I’m really interested to see how it will work.”</p> <p>2. “I guess it is still a beta version? In some case buttons didn’t work or I ended up with an error.”</p> <p>3. “Do projects create their own page/seed? If you want we could add BioCannDo to it.”</p> <p>4. “I like the idea of having the data base with members. Of course for the time being a lot of information is missing. (Thematic interest, projects etc..) Which hopefully will improve step by step.”</p> <p>5. “Projects are presented/ described in different categories. I think it would be helpful to have the same categories for every projects for instance: Objectives, outcomes, partners, most important resources. Right now they are kind of similar, but not the same.”</p> <p>6. “Will projects have the chance to publish content like articles on a regular basis on the platform? If yes, is this content accessible only for members or also for the public?”</p> <p>7. “Maybe I didn’t see it, but I’m missing a way for people who haven’t signed up to communicate and interact with projects.”</p> <p>60 sec science videos</p> <p>1. “Can you tell me more about your videos? I didn’t find them on your website.”</p>	<p>3. In case of other similar comments, we will add this functionality .</p> <p>1. No action needed.</p> <p>2. These bugs were fixed.</p> <p>3.The question was answered. Yes, the project can make their own page/seed.</p> <p>4. This is our ambition. No direct action needed.</p> <p>5. The key categories will be the same for all projects.</p> <p>6. The question was answered. Yes, it is possible and the privacy settings can be selected according to the preferences.</p> <p>7. This was explained. The interaction is possible.</p> <p>1. The videos are available on the BIOWAYS YouTube channel.</p>
2.	Stefano Progetti	<p>1. “I played the two games and both are nice, but I am not a big fan of videogames, so I stopped the second, because I didn’t succeed to overcome the oil drops... Again, the concept is very nice, especially as combining fun and information.”</p> <p>2. “No need for it.”</p>	<p>1. No action needed.</p> <p>2. No action needed.</p>

D4.1. Report on Liaising Activities with the Reference Group

		<p>3. “The platform is very interesting and very well designed, with the opening of different fiches for project.”</p> <p>4. “At the moment, I don’t have information of other relevant event, I will inform you as arising.”</p>	<p>3. No action needed.</p> <p>4. No action needed.</p>
3.	Suzy Renkens	<p>Games</p> <p>1. “BioChallenge quiz: sweet and short. However, a bit more background information at each step could be informative, explaining the right or wrong choice.”</p> <p>2. “BIO...What?: I have tried to play the game but did not succeed to get started, instructions are not very clear... I thought it was due to my Mac, asked for some help.” Feedback there: nice and very informative.</p> <p>3. Game: build in more checkpoints.</p> <p>4. “Looks like good material for student secondary education, however they are used to technically more sophisticate games.” Questions:</p> <p>5. “How will the games be used? What is the target audience and how will it be reached?”</p> <p>BioWatch platform.</p> <p>1. “Library is nice initiative but many projects missing, including from BBI. Do you plan to be comprehensive?”</p> <p>2. “I suppose that you want to consider all biomass, not only plants?”</p> <p>3. “What is meant with member based library, who can have access?”</p>	<p>1. We will gather more feedback during the upcoming events and eventually update the game accordingly.</p> <p>2. The introduction was updated.</p> <p>3. We will gather more feedback during the upcoming events and eventually update the game accordingly. This was tested with two schools and they didn’t raise this issue.</p> <p>4. No action needed.</p> <p>5. The answers are here: http://www.bioways.eu/multi-media/articles/biowhat-game/</p> <p>1. Yes, our ambition is to cover as many projects as possible.</p> <p>2. Yes, all SEEDs are categorized into five areas: - Plant biomass potential - Forestry biomass potential - Improved Agro-Based Production - Waste valorization - Bio-energy production and refinement</p> <p>3. Members include anyone who has signed-up, they can be from industry, political</p>

D4.1. Report on Liaising Activities with the Reference Group

			<p>stakeholders, the media or the general public. It is free to join. The SEED Library and all content is open for all to view, but members benefit from enhanced functionality, like being able to follow the projects they have an interest in, create groups of other members with like-minded interests, post comments and questions on individual SEED walls, receive alerts about new content, and recommendations for other projects they may be interested in based on their preferences. Members also become part of a large and growing database allowing them to publicise their expertise and work and also upload their documents to the SEED Library.</p>
4.	Radoslav Povazan	<p>1. BioChallenge – “I appreciate the idea and realisation. I have also checked the quality of Slovak translation, which is great. The only comment is to mention who is the target group (students, wider public, experts,...) for the quiz and/or prepare various levels of difficulty.”</p> <p>2. BIO...What? – “Slovak translation is still missing. To be honest I did not find out how to play the game, I got stuck in the first screen without possibility to move or point out anything...”</p> <p>3. BioWatch platform - “I found it useful and have no additional comments by now. Are there any plans for multiple languages options?”</p>	<p>1. See the answer above. Currently, we do not plan to introduce various levels of difficulty.</p> <p>2. This was corrected and we hope it is now more intuitive. The Slovak version will be added.</p> <p>3. This is certainly a plan for the future.</p>
5.	Lucia Lackova (EnergChemica)	<p>1. BioChallenge – Quite simple and basic questions. But suppose its on purpose due to target group? I would prefer to have some basic information after each question/answer - e.g. what is the EU strategy on Bioeconomy? What is biodegradable and so on. On Slovak version - last page, you have a misspelling.</p> <p>2. BIO...What? - I wasn't able to play on desktop</p> <p>3. BioWatch platform - I like the idea of having one web site with all projects together. Although</p>	<p>1. Yes. No action needed. We will consider this comment and try to fulfill it depending on the budget. The Slovak version will be corrected.</p> <p>2. This was fixed.</p>

D4.1. Report on Liaising Activities with the Reference Group

		<p>there are no other/further information then you can find on web site of the respective projects. So basically you could just post a link of the respective project. I like the idea of the library where you can search for documents of whatever type. It only seems that it only has documents released few years ago and nothing more recent. It would be great to see and be able to read also the deliverables of some projects - e.g. studies, analysis etc. But these might be confidential I suppose. For me, as I know where to look for projects financed by BBI JU - I don't find it very useful.</p>	<p>3. In the initial stage of the development, participating projects have supplied IPL with basic information, mainly taken from their websites. This was to speed up the development process. However, as more and more projects participate in the SEED Library, the purpose of a SEED becomes clearer, which is to communicate new results or upcoming events to interested stakeholders quickly and concisely. Followers of SEEDs will automatically be notified when a SEED has been updated instead of sporadically checking different websites now and then. This activity will grow with time and as more people use the system. Meanwhile, the document library will become a valuable resource, too, where projects will, indeed be able to store deliverables, studies, analyses etc. Projects can already, however, store all this material in their own SEEDs, which will then also be searchable in the main library database. In terms of knowing where to look for BBI JU projects, the benefit of the SEED Library is that all the projects are categorized in one library domain, along with other, non-BBI-JU projects. This makes the library a one-stop shop for all bioeconomy research information which is enhanced by the user's ability to follow selected projects and be kept up to date with their latest developments – all in one online space, saving search time and preventing being overloaded with information that may not be valuable to the user.</p>
--	--	---	---

D4.1. Report on Liaising Activities with the Reference Group

Table 2 Feedback and suggested improvements to Bioways activities, provided by some RG members.

Apart from providing this feedback, the Reference Group members have played an important role in promoting the BIOWAYS survey which was conducted in the framework of WP2. Meanwhile, several RG members also pro-actively promoted BIOWAYS events through their own networks which contributed to greater attendance and enhanced the impact the project made at each.

5. CONCLUSIONS AND NEXT STEPS

The initial feedback from the Reference Group was largely positive. However, there were some issues which now need attention by project partners. These include:

- Games – less text, clear game rules, clear answers in the quiz with background information, missing scores, only one level of difficulty, problem to start the game.
- BioWatch – some bugs, more detailed and comprehensive information needed, no unified categories to sort the projects, need to make options to communicate with the platform more obvious.

The consortium will reflect on this feedback and has already started to prepare updates to the games and BioWatch. Pedal will continuously work with the Reference Group for and on behalf of the consortium as and when the need arises for a second opinion about project outputs and in the project's efforts to foster the active participation of stakeholders in its activities.

On 27-28 April 2018, BIOWAYS will co-organise its Social Hack Day event called BioInnovationDays 2018 in Tartu Estonia. This will be an international hackathon devoted to finding innovative solutions in the fields of the BIOeconomy, BIOtechnology and BIOMedicine. It is organised as a joint event by BIOWAYS, EIT Health, EstLat BioBoost, Startmeup, PointLab, ePerMed, Cleantech ForEst Nordic Council of Ministers' Office in Estonia - Norden, University of Tartu, Tartu Biotechnology Park and the Association of Bio-Sciences Students.

It is expected that the participants will:

1. Conceive innovative ideas and solutions;
2. Develop and test the ideas in teams with the assistance of experienced mentors;
3. Pitch the ideas to an international jury and audience of peers, industry, accelerators and potential investors.

Furthermore, the workshops are devised to be creative in their make-up, using creative techniques, ICT tools and visual materials that will help the participants understand bio-based products and applications in terms of:

- Identifying barriers, bottlenecks, but also the untapped potential of the bio-based products and applications and identifying new innovation ideas on different levels (European, national, sectorial, organisational).
- Identifying internal difficulties in implementing such innovative ideas.

D4.1. Report on Liaising Activities with the Reference Group

- Identifying external problems in terms of how innovation is approached or collaborations made.

Lastly, the Workshops, Social Hack Days and eConference will be recorded and distributed via the BioWatch platform (and the most relevant social platforms) to multiply the number of views. Moreover, some social facilities will be activated in order to engage the Bioways community in discussions and possible follow-up actions about the issues addressed during the Workshops and Social Hack Days.

We expect that the Reference Group members will provide their feedback and ideas on how to execute this event in the most appropriate manner.

6. ANNEX 1: CALL FOR EXPRESSION OF INTEREST

To: The BIOWAYS project
Horizon 2020 Programme

Subject: Intention to participate as a member of the BIOWAYS Reference Group

I, <name>, representing <entity> declare my intention to **take part in the Horizon 2020 project BIOWAYS.**

The BIOWAYS mission is to promote the huge potential of bio-based research results and raise public awareness of bio-based products, using a variety of communication techniques and through public engagement activities and the development of educational tools and materials.

I acknowledge that I am very interested in joining the BIOWAYS Reference Group to act as:

1. **“Project consultant”** contributing to the identification of relevant initiatives at local, regional and European level and validating the Bio-W@tch platform;
2. **“Project active observer”** participating in the BIOWAYS Social hack days and attending pilot training seminars (upon my availability);
3. **“Project ambassador”** keeping my various networks informed about the project’s outcomes.
4. **“Project ethics advisor”** based on relevant experience if applicable, providing guidance on ethical and procedural issues that may arise during the work undertaken by the BIOWAYS project

My participation in the BIOWAYS project is voluntary and I reserve the right to cancel my involvement at any time. I will not be requested to provide any information that I consider to be confidential.

I understand that this letter of interest is non-binding.

Yours Faithfully,

Name: <name>

Title: <title>

D4.1. Report on Liaising Activities with the Reference Group



18 May 2017

To: The BIOWAYS project
Horizon 2020 Programme

Subject: Intention to participate as a member of the BIOWAYS Reference Group

I, David Huw Parry, representing Network New Europe Ltd declare my intention to take part in the Horizon 2020 project BIOWAYS.

The BIOWAYS mission is to promote the huge potential of bio-based research results and raise public awareness of bio-based products, using a variety of communication techniques and through public engagement activities and the development of educational tools and materials.

I acknowledge that I am very interested in joining the BIOWAYS Reference Group to act as:

1. "Project consultant" contributing to the identification of relevant initiatives at local, regional and European level and validating the BioWatch platform;
2. "Project active observer" participating in the BIOWAYS Social hack days and attending pilot training seminars (upon my availability);
3. "Project ambassador" keeping my various networks informed about the project's outcomes.
4. "Project ethics advisor" based on relevant experience if applicable, providing guidance on ethical and procedural issues that may arise during the work undertaken by the BIOWAYS project

My participation in the BIOWAYS project is voluntary and I reserve the right to cancel my involvement at any time. I will not be requested to provide any information that I consider to be confidential.

I understand that this letter of interest is non-binding.

Yours Faithfully,

Name: David Huw Parry
Title: Network New Europe Ltd



Figure 1 Screenshot of the letters signed with the RG member



7. ANNEX 2: PUBLISHABLE BIOGRAPHIES OF THE RG MEMBERS

These are the publishable biographies of the RG members based on their informed consent.

Mr. Radoslav Považan, Slovak Environment Agency

Radoslav Považan is an expert on biodiversity and ecosystem services currently working for Slovak Environment Agency. He holds Master's degrees in Environmental Ecology and Teaching (Biology - Ecology). In 2011 he graduated in the field of Management of protected areas at the University of Klagenfurt, Austria. In 2015 he earned PhD in the field of Synecology. In the past, he worked at the State Nature Conservation of the Slovak Republic.

As a member of NGO PRONATUR, he dealt with several projects focusing on natural services, nature based solutions, public awareness raising through public engagement activities. He acted as a project manager of the Transition to the Green Economy project (Horizon 2020 Programme).

Mr. Huw Parry, Network New Europe Ltd and SteamBio Ltd

Huw Parry is founder and director of Network New Europe Ltd. He is also the founder and owner of SteamBio Ltd. Huw identified that the enabling technologies and the market opportunity for SteamBio in 2014. He wrote the application for funding with support from Fraunhofer IGB and since the project started has driven its market exploitation.

As the SteamBio project has progressed he recognised that the market opportunities are greater than originally envisaged with opportunities for decentralised biorefineries located in remote rural locations with local ownership under franchise type relationships able to respond to local agro-forestry residues and biochemical market opportunities. Huw has worked in technical roles within industry and commercial roles within the research sector, he is familiar with both the public and commercial funding environments.

Ms. Suzy Renckens, Bio-based Industries Consortium

Suzy Renckens is responsible for Communications & Stakeholder Relations at the Bio-based Industries Consortium (BIC), the private partner in the European Public-Private Partnership on Bio-based Industries (BBI). Suzy is passionate about biosciences and committed to advocate for the development of a sustainable bio-based industry sector in Europe. Suzy graduated as Engineer in Chemical and Bio-industries and holds a Ph.D. in Applied Biological Sciences. During her career, she acquired extensive experience in biotechnology regulatory and governmental affairs.

Mr. Erik Lohse , German Agency for Renewable Resources

Erik Lohse is a political scientist. He worked for a member of the European Parliament and as political advisor in a state parliament in Germany. At the Agency for Renewable Resources he is responsible for the Bioeconomy and Discourse Project (BioCannDo). The project aims to increase awareness of bio-based products.

D4.1. Report on Liaising Activities with the Reference Group

Dr. ir. Stefan Ruyters , Flanders Biobased Valley

Dr. ir. Stefan Ruyters graduated as master in Bioscience Engineering (KU Leuven, Belgium) in 2006 and obtained a PhD in Bioscience Engineering (Environmental Sciences) in 2010. He has been active as post-doc in environmental microbiology, microbial ecology, ecotoxicology and industrial biotechnology for 4 years at the KU Leuven.

From January 2015 he holds a position as project manager and business developer at Flanders Biobased Valley, an industrial cluster organization specializing in the biobased economy. He is currently coordinating the SuperBIO project (H2020) which aims to build new value chains in the biobased economy together with EU businesses and to support companies in their innovation activities.

Mr. Stefano Proietti, ISINNOVA

Stefano Proietti is a Senior ISINNOVA researcher. He holds a degree in Political Sciences from La Sapienza University (Rome, Italy) and a European Master in Environmental Management (EAEME). His professional experience includes employment at Brussels Institute for the Management of the Environment (IBGE).

At ISINNOVA he has been contributing to several 5th, 6th, 7FP, IEE and H2020 projects. Among them, he was the coordinator of the BIOMASTER project (on biomethane promotion and development) and of the current Horizon 2020 project BIOSURF (to increase the production and use of biomethane). He also coordinates the H2020 project ENABLE. EU on energy transition.

Ms. Myrsini Christou, Biomass department at CRES

Agriculture engineer, with MSc on environmental planning. Working at CRES as leader of the Biomass department. Over 25 years of experience as coordinator and scientific responsible in a range of RTD projects related to assessment of biomass availability and energy potential as well as on research on sustainable biomass production for a wide range of energy crops and technical evaluation of integrated biomass value chains for energy and biorefinery concepts.

Member of the Governmental Committee for drafting the National Renewable Energy Action Plan (NREAP) of Greece, the European Technology Platforms on Biofuels (ETPB) and Renewable Heating and Cooling (RHC-ETP), and in the European Committee for the sustainability in biofuels and bio-liquids.

Ms. Ivona Nespalová, Energochemica Trading a.s.

Ivona Nespalová is a manager for project financing in ENERGOCHEMICA TRADING a. s., Slovakia. She received her master degree from strategic management from Comenius University in Slovakia in 2011. Ivona has started to work in the area of marketing and sales for different companies.

Today she works in a team of young people responsible for external project financing, what requires reviewing bank loan offers, communication with Ministries and Municipalities, PR in relation to planned projects, preparing and submitting project proposals in different grant schemes (mainly Horizon 2020). From the other side her work requires coordination of running projects and securing the compliance with the rules of funding authorities. Furthermore she is

D4.1. Report on Liaising Activities with the Reference Group

responsible for drawing up systems that will ensure compliance with legislation (sustainability, GMO use).

Ivona is active in biobased economy initiative. She is a member of Programming Core Team and Programming working group of Biobased Industries Consortium helping to accelerate the innovation and market uptake of bio-based products. As a member of the working group she facilitates to position Europe as a world-leading, competitive bio-based economy where the basic building blocks for chemicals, materials and advanced biofuels are derived from renewable biological resources.

8. ANNEX 3: SCREENSHOT OF THE WEBPAGE

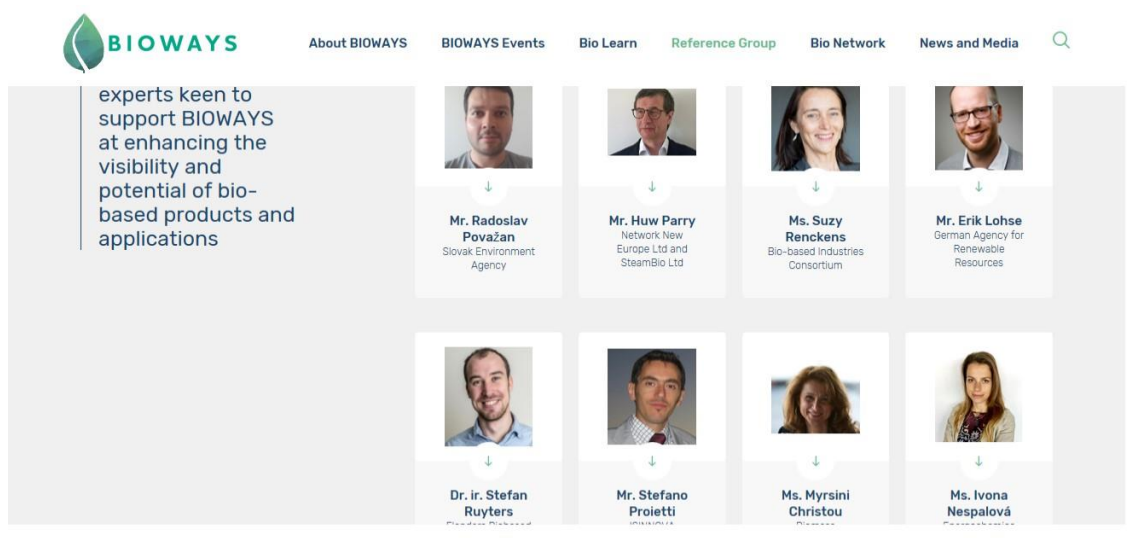


Figure 2 Screen shot of the RG webpage

<http://www.bioways.eu/reference-group/>

9. ANNEX 4: BioWATCH FAQ DOCUMENT



☒

☒

FREQUENTLY ASKED QUESTIONS

What is BIOWAYS?

BIOWAYS is a BBI-JU-funded Support Action which aims to help other projects within the bioeconomy sector increase the awareness of their bio-based research findings.

Working with your dissemination partner and your existing dissemination strategy, BIOWAYS has launched a new tool to help with this job: BioWatch.

What is BioWatch?

BioWatch is an interactive online platform that provides projects in the bioeconomy sector with a free service to position themselves alongside one another and provide direct access to industry, political stakeholders, the media and the general public.

BioWatch can be described as an e-library for bio-based research and projects. All projects will be categorized into five thematic areas:

1. Plant biomass potential
2. Forestry biomass potential
3. Improved Agro-Based Production
4. Waste valorization
5. Bio-energy production and refinement

If appropriate, your project can be categorized in up to two areas.

What is a SEED?

Quite simply, a SEED is a multi-media digital brochure. It displays information about your project in an accessible and engaging format.

How is a SEED different from my own project's website? What are its benefits?

Think of the SEED as an extension of your project's website – it contains similar information, but it also offers a stronger level of engagement with your audience that cannot be achieved by a website alone.

The SEED Research Library is an online community so your project will have the opportunity to directly and easily communicate with other projects, potential stakeholders and future research partners. It is designed to be interactive, and benefit both projects and interested stakeholders/ members. This balance between parties is explained in the following equation:

More SEEDs in the library = More interest from stakeholders = More incentive for projects to participate

1 – BioWatch Frequently Asked Questions

☒

D4.1. Report on Liaising Activities with the Reference Group



☐

How will BioWatch expand?

We are currently recruiting all BBI-JU projects in order to build a critical mass of bio-based research projects in one, single location – the BioWatch SEED Research Library.☐

☐

Once this stage is complete, we will launch a marketing Recruitment Campaign for members, which will be primarily aimed at Industry and political stakeholders. We believe it is equally important to recruit members as it is to recruit projects because it increases awareness and engagement of this new, exciting tool.

The Recruitment Campaign will be executed through several channels:☐

- Press release, Newsletters etc.☐
- Social Media☐
- At BIOWAYS events; several are being held later this year☐

What will I have to do?

Not much.

Simply fill in the Project Information Form and provide any materials (copy, images, publications etc.) that you want to include in your SEED, and we shall do the rest. Of course, if you wish, you can build the SEED yourself, and BioWatch are more than happy to offer advice on the easiest way to do so.

Once built, you will have the opportunity, if you wish, to manage it yourself and update it with your developments, growing your audience and interacting directly with those who choose to follow you.

We hope all projects will take an active role in promoting their SEED through their website (a project can host their SEED on their website if they wish), Social Media, newsletters etc. because positive participation in the BioWatch platform will increase the number of members and projects becoming involved, and thus increase the benefits.

How do I communicate with members?

Interested stakeholders and general members of the public can both view your SEED, and you can communicate with both parties. Members of BioWatch can follow whichever SEEDs interest them and receive push notifications when an update has been made.

Each SEED has three forms of communication attached to it:

- A News FEED to post the latest results from your project
- An Events Calendar so potential partners can view which events you are attending
- And a SEED Wall, similar to Instant Messaging on social media platforms, so you can be contacted instantly by interested parties.

2 – BioWatch Frequently Asked Questions

☐

D4.1. Report on Liaising Activities with the Reference Group



□

Can I publish content regularly on my SEED?

Yes, of course. Projects can update their SEED or upload articles to their News FEED as often as they wish.

We would encourage all projects to regularly update their SEED to ensure audiences are kept aware of new developments, and also because regularly updated SEEDs feature “higher up” in the library. Newly published content is accessible to everyone, but only followers of your SEED will be sent a notification when you have updated your SEED.

An active, regularly updated SEED may also attract more followers to your project.

What is the advantage of having followers?

The key advantage of followers is that it allows you to see who has an active interest in your research and directly communicate with them. A valuable user database can be created to target information at interested parties.

How do I promote the SEED once built?

We hope all projects will take an active role in promoting their SEED through their website (a project can host their SEED on their website if they wish), Social Media, newsletters etc. because positive participation in the BioWatch platform will increase the number of members and projects becoming involved, and thus increase the benefits.

Involvement with the BBI-JU

As BIOWAYS is a Support Action of the BBI-JU, there will be a close relationship. BioWatch will provide the BBI-JU with a continuously updated snapshot of all project developments. Key contacts within the organisation will be regularly monitoring and utilizing BioWatch so it is in the project’s best interest to keep their SEED as updated as possible. This, in time, will be an extremely valuable resource when selecting projects to attend events etc.

□

□

□

□

□

3 – BioWatch Frequently Asked Questions

□