

BIOVOICES ACTION PLAN FOR CITIZEN ENGAGEMENT

The BIOVOICES Action Plan for Citizen Engagement is a framework of recommendations to support and drive citizen engagement, advocacy and ultimately action to support the purchase and use of bio-based products (BBP) and services. The recommendations are relevant to all key stakeholders and for consideration during the design of their own plans for citizen engagement.

The Action Plan is based on information gathered from the BIOVOICES Mobilisation & Mutual Learning (MML) events that involved stakeholders from across the quadruple helix (business, policy makers, research, civil society), held in ten European countries from 2018 to 2020.

Insights from these MML events have been collated and condensed into four [Policy Briefs](#), one for each of the quadruple helix stakeholders. These Policy Briefs present Key Messages for each stakeholder group based on the BIOVOICES experience, to address the challenges currently hindering an increased understanding of the bioeconomy, the bio-based sectors and market uptake of BBP. The Key Messages common to all stakeholder groups have informed the development of the BIOVOICES Action Plan for Citizen Engagement.

The BIOVOICES Action Plan for Citizen Engagement - laid out on the following two pages - is designed for all stakeholder groups to utilise the Key Strategic Concepts and recommended Actions to create a robust and honest approach on which to base their effective citizen engagement. Communicating honestly and transparently with citizens about the benefits and potential social, economic and environmental impact of the bioeconomy will lead to wider market uptake of BBP.

The Action Plan is designed to be used in conjunction with the BIOVOICES Practical Guides for Citizen Engagement, available for research, business, policy and civil society organisations.

KEY STRATEGIC CONCEPTS

ACTIONS TO DELIVER THE KEY STRATEGIC CONCEPTS

CLARITY

- Use a **Common Language** accessible by all citizens
- Secure **Standards** in your sector to build **TRUST** in BBP among citizens
- Use **Labelling** that is clear, accessible and consistent
- Deliver **Honest Messaging** about potential impacts of BBP to develop consumer **TRUST**

TRANSPARENCY

- Base organisational plans on **Sound Bio-based Principles**
- Commit to utilising **Best Practice & up-to-date Knowledge**
- Plan for **Flexibility** to be ready to respond to new opportunities
- Welcome internal and external **Scrutiny & Challenge**

COLLABORATE

- Plan to **Engage with Citizens** from the start locally and regionally
- Commit to **Continuous Engagement** with citizens
- Ensure up to date **multi-flow** of information between all stakeholders
- Access **Engagement Expertise** as required to maximise collaboration

EDUCATE

- Educate **Your Workforce** about BBPs and sectors based on trusted scientific knowledge
- Keep up-to-date with **Emerging Knowledge** to cascade to staff & citizens - leverage multipliers
- Support campaigns to develop **Curricula** on bio-based awareness for **Schoolchildren**
- Plan regular **Public Education** initiatives on circular bio-based economy locally and regionally

KEY STRATEGIC CONCEPTS

ACTIONS TO DELIVER THE KEY STRATEGIC CONCEPTS

OPEN ACCESS

Commit to making **Your Information Available** to facilitate access to knowledge for all

Contribute all your information to platforms, negative as well as positive

Check for Duplication of actions and information – don't reinvent the wheel

Access and Utilise platforms relevant to you to keep messaging for citizens up to date

Cascade information to both **Internal and External** actors at all levels

BIG DATA

Collect **Data Relevant for you** and that supports citizen engagement

Commit to **Contributing Data** to appropriate platforms

Access, Utilise and Analyse all data to enhance your understanding of citizen perspectives

MAKE YOUR VOICE HEARD

Use your experience to empower the citizen as a **Driver of Change**

Raise **Questions and Concerns** across appropriate networks

Start the debate about key issues by offering your perspective

Your Contribution Counts - collective voices drive change

COMMUNICATE

To **Inspire** citizens by attracting their attention

To **Inform** citizens to deepen understanding

To deliver **Experiences** to citizens to embed understanding

To **Engage** with citizens – and maintain that engagement

To drive **Advocacy and Action** to support behaviour change

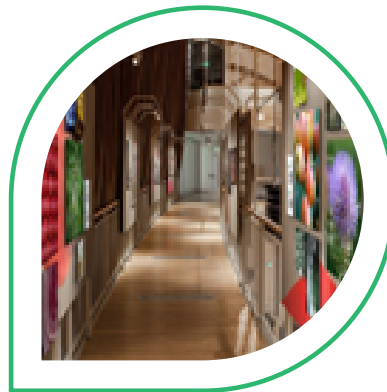


BIOVOICES PRACTICAL EXAMPLES.



The BIOArt Gallery Celebrate the beauty

A set of 60 stunning images were created to visually showcase commonly known foodstuffs linked to their, often surprising BBP applications. Available in a variety of formats to inspire and engage the wider public.



BIOVOICES Book for kids What's Bioeconomy?

Targeting 5-8 years old kids, the reader accompanies a family through 5 real-life scenarios to discover the benefits of the bioeconomy and bio-based products.

BIOVOICES Daily Social Media Approach

BIOVOICES Instagram and Facebook bioeconomy social channels, followed by around 7000 people, were used to widely circulate daily content to raise awareness about BBP and the bioeconomy, complemented by Twitter and Instagram.





INFORM CITIZENS TO DEEPEN THEIR UNDERSTANDING



BIOVOICES Educational Cards

The BIOVOICES project launched an online education activity via Instagram, Facebook, Twitter and LinkedIn, using a series of educational graphic cards to inform the wider public about the bioeconomy in layman’s terms.



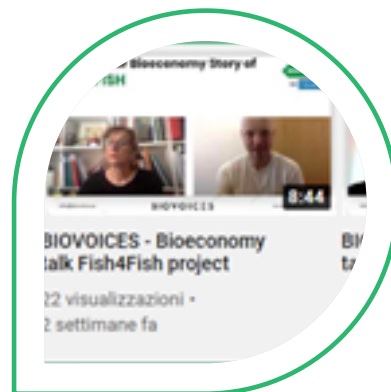
Educational videos

Educational videos using young students as testimonials to promote everyday application of bioeconomy.



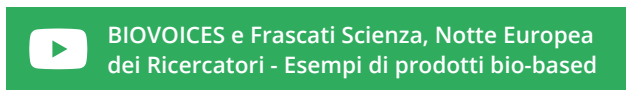
Online Webinars and Videos about BBP

Videos were created by BIOVOICES to introduce the bio-based product collection to the general public.



BIOVOICES Circular Bioeconomy Stories

Short interviews with companies active within the bioeconomy are available on the BIOVOICES YouTube Channel. Developed by BIOVOICES in partnership with other EU funded projects and bio-based companies.



DELIVER EXPERIENCES TO CITIZENS TO EMBED UNDERSTANDING



The Bioeconomy Village

The Bioeconomy Village concept, as developed by BIOWAYS and used by BIOVOICES, showcases the practical every-day use of nearly 300 BBP, allowing visitors to touch and feel the bioeconomy. The exhibition is continuously enriched with new products. Visitors are stimulated to express their opinions, concerns and suggestions.

Maker Faires

The “Make your voice heard” Wall at Maker Faire collected citizen opinion, concerns and ideas about the bioeconomy. The approach enabled the collection of hundreds of answers within few hours.



Science is Wonderful

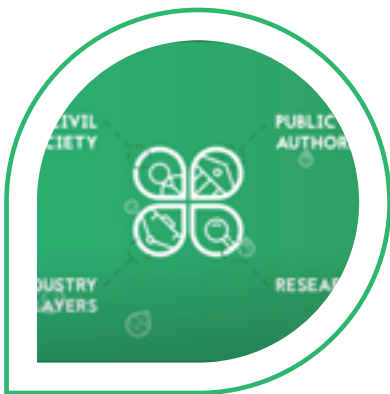
Hands-on demonstrations for the public at science festivals, with the involvement of researchers and industry representatives help to support citizens to develop their understanding of BBP.

BIOVOICES Interactive Games

Interactive games have been used by BIOVOICES to engage citizens to raise awareness about the bioeconomy. Mentimeter and MIRO on-line applications were used to facilitate and support audience interaction at MML workshops and other events, to simultaneously engage large numbers of participants.



ENGAGE WITH CITIZENS – AND MAINTAIN THAT ENGAGEMENT



Online videos and webinars

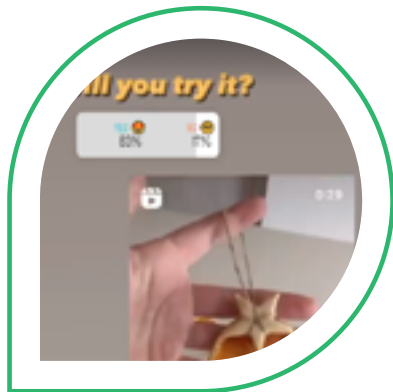
Videos were created and webinars run to introduce the collection of BBP to the wider public.

Social media App quizzes

BIOVOICES engaged the public through Instagram and Facebook, by promoting quizzes, contests, activities, giveaways and questions. These offered appealing examples of BBP and other bioeconomy applications and help to develop a better understanding of user perceptions and concerns.



DRIVE **ADVOCACY AND ACTION** TO SUPPORT BEHAVIOUR CHANGE



BIOVOICES DIY tutorials (Instagram)

BIOVOICES has engaged the public by promoting DIY Tutorials, and other “calls to action”. Providing appealing examples of practical bioeconomy applications that citizens can create.

Develop award schemes for schools

A “Bioeconomy Prize” dedicated to ideas and projects dealing with the bioeconomy, targeted 500 schools and 20.000 high school students was launched at the Startupper School Academy, Lazio, Italy.



CIVITTA

LOBA

NOVA
idFCT
Associazione per il Sviluppo
e l'Innovazione del FCT

Q-PLAN
INTERNATIONALS



Minerva

asebio



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774331