



BIOMODEL
4REGIONS

Task 6.4 Clustering with other projects and initiatives

ONLINE

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Stakeholders' engagement in Bioeconomy: Importance



- Stakeholder engagement is crucial to the success and sustainability of any initiative. This is especially true for the ambitious transition attempted by the bioeconomy.
- Stakeholders from all parts of the quadruple helix (public authorities, research/academia, enterprises and society) should be included.
- Stakeholder engagement is a key part of several projects and initiatives. This is another reason / benefit of clustering with other projects, as activities can build on work already conducted in order to avoid a duplication of effort. Instead, the work conducted should be expanded.

Stakeholders' engagement in Bioeconomy: Preliminary Activities



- Stakeholder engagement must be preceded by preliminary activities such as **mapping** stakeholders in the region/local area. This mapping should place emphasis on identifying stakeholders with a key role (or potential role) in the bioeconomy system, so that a context can be set for the work to follow.
- The mapping should, ideally, not be restricted to simply identifying the stakeholders but also gathering background and contact information, and possibly ranking stakeholders according to their projected importance and responsiveness. Also, consider and try to identify other important information, such as what they might expect to gain and what might motivate them.

Stakeholders' engagement in Bioeconomy: Getting them together



- When stakeholders are identified, the next step is to approach them in order to get them engaged in the bioeconomy or increase their existing engagement. Ideally, start with the ones that the mapping has anticipated will be more important and more active.
- When circumstances allow it is best and more efficient to meet them in person. Communication and bonding works very well in person.
- You should keep regularly in contact with your stakeholders and plan a detailed timeline for keeping up to date with them *but* at the same time try not to overburden them. Especially if you are in contact with them for other initiatives or projects, try to combine the meetings/events.
- Before meeting, consider what needs / requirements each stakeholder may have, as this will help motivate them more efficiently.

Stakeholders' engagement in Bioeconomy: Motivation and mobilization



- Mobilizing stakeholders effectively requires providing them with a certain motive. This can greatly depend on what each stakeholder wants/expects to gain. This should, in part, be identified during the mapping process.
- For example, stakeholder might be looking for access to funding, networking opportunities, exposure to new ideas, access to expertise etc.
- Also, establish a common language with stakeholders regarding bioeconomy (as it is a large field and it can have a different focus per region, per partner etc.) as well as the nature and purpose of the initiative where the stakeholders are to be involved.

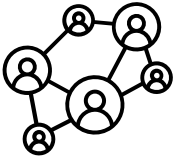
Stakeholders' engagement in Bioeconomy: Levels and motives

	Level of engagement			
	Inform	Consult	Involve	Collaborate
Benefits for stakeholders	<ul style="list-style-type: none"> ✓ Opportunities for learning ✓ Better access to knowledge ✓ Improved decision-making ✓ Improved policies 	<ul style="list-style-type: none"> ✓ Access to better technologies ✓ Business opportunities ✓ Sense of inclusion and involvement 	<ul style="list-style-type: none"> ✓ Better evidence ✓ More resources provided ✓ Potential to improvement 	<ul style="list-style-type: none"> ✓ Shared responsibilities and decision-making ✓ Opportunities to influence

Stakeholders' engagement in Bioeconomy

Examples:

Here are some examples of how you can engage stakeholders in the bioeconomy:



- **Collaboration and Partnerships:** Foster collaboration and partnerships with various stakeholders, including researchers, industry experts, policymakers, and local communities.
- **Stakeholder Workshops and Conferences:** Organize workshops and conferences focused on the bioeconomy to bring together stakeholders from different sectors.
- **Consultation and Dialogue:** Actively seek input and feedback from stakeholders through consultation and dialogue processes.

Stakeholders' engagement in Bioeconomy

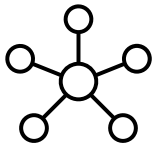
Examples:



- Education and Awareness Programs: Develop educational programs and awareness campaigns to inform stakeholders about the benefits, potential, and opportunities in the bioeconomy.
- Inclusion of Local Communities: Engage local communities that may be affected by bioeconomy projects or initiatives.
- Policy and Regulatory Advocacy: Engage policymakers and regulators to shape favorable policies and regulations that support the growth of the bioeconomy.

Stakeholders' engagement in Bioeconomy

Examples:



- **Networking Platforms:** Establish networking platforms, both physical and virtual, to connect stakeholders from different sectors and facilitate information exchange, collaboration, and business opportunities.
- **Funding and Investment Opportunities:** Identify and promote funding and investment opportunities in the bioeconomy. Engage with financial institutions, venture capitalists, and impact investors to attract capital and support bioeconomy initiatives.
- **Monitoring and Evaluation:** Establish mechanisms to monitor and evaluate the impact and progress of bioeconomy initiatives. Regularly communicate the outcomes and benefits achieved to stakeholders, showcasing success stories and lessons learned.

Stakeholders' engagement in Bioeconomy



Remember, effective stakeholder engagement is an ongoing process that requires active communication, transparency, and responsiveness to ensure the bioeconomy's sustainable development.

Thank you!

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