



# ShapingBio

The bioeconomy of the future

## Stakeholders Engagement for Shaping the Future of Bioeconomy in Europe: A Multi-Actor Approach

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# Outline

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  - Co-creation Process
  - Advisory Board
- Assessment of stakeholder's information needs
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  - Results
- Challenges Faced and Lessons learned

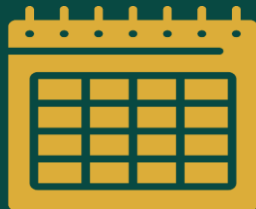
# ShapingBio in a nutshell

ShapingBio aims to promote innovation in the European bioeconomy across sectoral, governmental and geographical levels by providing evidence-based information and recommendations for better policy alignment as well as supporting and integrating stakeholders in the bio-based sectors.

**Project period:** September 2022 to August 2025

**Consortium:** 10 partners from Germany, Spain, Italy, Denmark, Ireland, France, Belgium, Bulgaria and Czech Republic

**Project coordinator:** Fraunhofer ISI



36 months



€ 4 million



10 partners



9 countries

1



**Fraunhofer**  
ISI

2



**ZVT** | Agricultural Research,  
Lfd. Troubsio

3



**ASE  
BIO**  
Spanish  
Innovative  
Association

4



**Bio Base Europe**  
Pilot Plant

5



**eagasc**  
AGRICULTURE AND FOOD DEVELOPMENT ACTIVITIES

6




**APRE**  
Agenzia per la Promozione  
della Ricerca Europea

7



**TechTour**

8



**Vitagora®**  
Further, faster. Together.

9



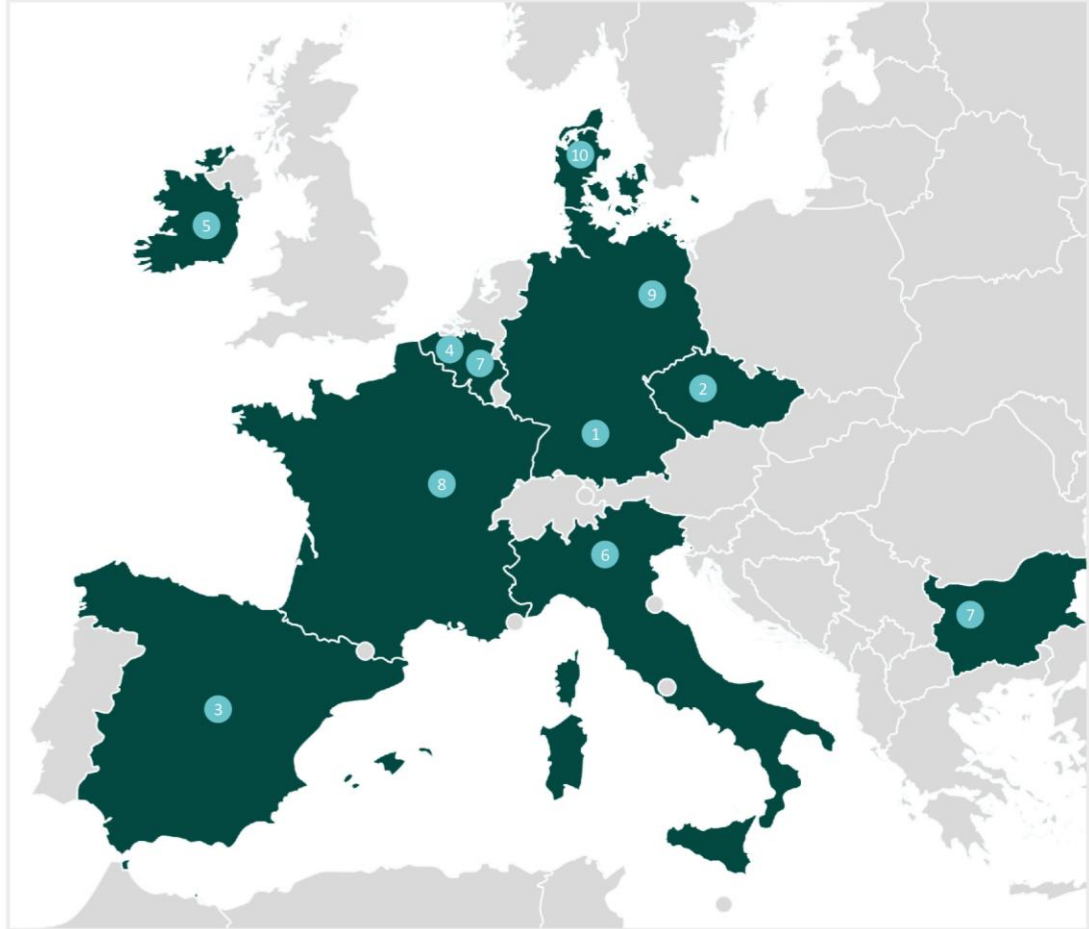
**SUBMARINER NETWORK**

10



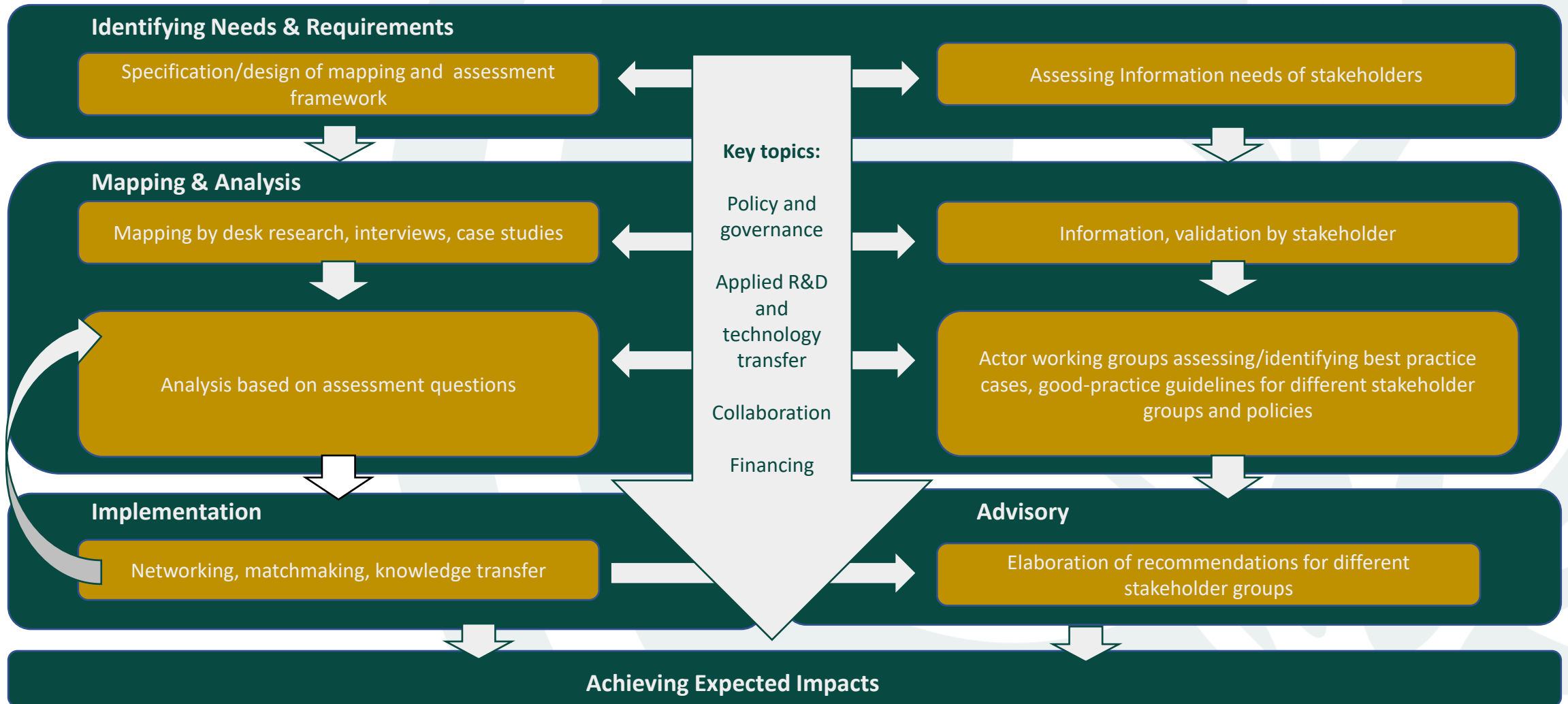
**Food & Bio Cluster**  
Denmark

**The ShapingBio  
consortium**



**Funded by  
the European Union**

# Overall Approach of ShapingBio

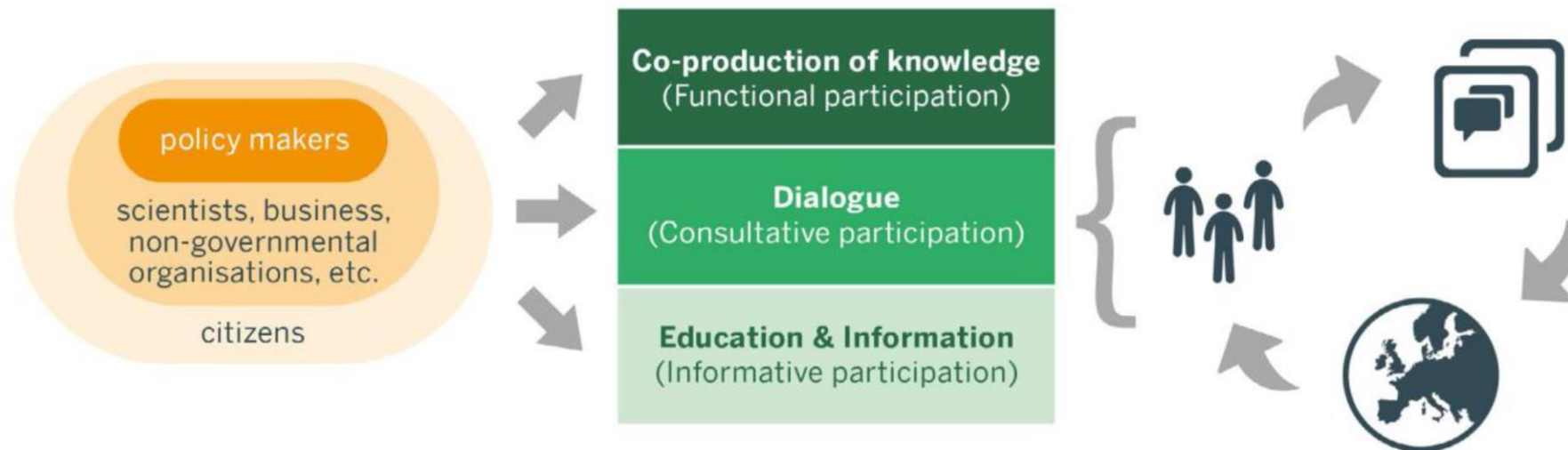


# Multi-Actor Approach: Stakeholder Groups

Group	Stakeholder	
Academia	1	Universities Universities, educational centres
	2	Research institutes Research institutes, applied research centers
	3	Business & innovation support centres Service providers, match-makers, trainers and mentors, business facilitator
Industry	4	Primary producers and suppliers of biomass Farmers, foresters, fisheries, primary producers, suppliers of raw materials
	5	Bio-based and food industries Converting industries, shared pilot facilities
	6	Technology providers Designer and manufacturer of technology, software and hardware service provider
	7	Investors Private investors, banks
Public Sector	8	Associations, regional networks and clusters Networks, associations, facilitators, multipliers, clusters, consultants
	9	Policy-makers, administrative and regulatory bodies Governmental institutions (e.g., EU commission, national and regional governmental bodies, European Research Executive Agencies)
	10	Funding institutions Public funding agencies (e.g., EIB, European Circular Bioeconomy Funds (ECBF))
Civil Society	11	Mass media and communication providers Public media, influencers, awareness raising campaigns, exhibitions, conferences
	12	Consumers End users of bio-based products
	13	Citizens and societal groups Citizens, communities
	14	NGOs NGOs

# Engagement Model

whom to involve, where and to what extent?



Sedlacko, M. (2012), WU Wien & BioSTEP



# Overall Approach of ShapingBio

WP	Title	Task	Task Description	Stakeholder Engagement		
				Co-production	Dialogue	Empowerment
1	Specification of approach and mapping	1.1	Specification of Framework for Mapping and assessment and integration of stakeholders within the whole project			
		1.2	Assessment of information needs of stakeholders			
		1.3	Overall mapping of global and EUs policies on different levels on bio-based sectors & food-systems			
		1.4	Mapping of initiatives, structures, instruments and key challenges for EUs macro-regions			
		1.5	Validation of mapping results			
2	Analysis and involvement of stakeholders on Mapped data	2.1	Analysis of policy and governance			
		2.2	Analysis of applied R&D and technology transfer			
		2.3	Analysis of collaboration			
		2.4	Analysis of financing			
3	Testing and Implementation	3.1	Developing / Fine-tuning of Implementation Approach			
		3.2	Networking, Matchmaking and Dissemination Events			
		3.3	Evaluation			
4	Recommendations and Impacts	4.1	Development of recommendations			
		4.2	Follow-up implementation of recommendations to achieve impact			
5	Communication, Dissemination and Exploitation	5.1	Dissemination and communication plan			
		5.2	Exploitation strategy and plan			
		5.3	Communication and dissemination activities			
		5.4	Final Conference			
6	Management	6.1	Project Management			
		6.2	Data Management and Ethics			
		6.3	Advisory Board Management			



# Assessment of Stakeholders Needs

main objective was to learn about the information needs of stakeholders, and which type of information formats they favour, in the field of bioeconomy and food system.

## Interviews:

- Semi-structured interviews
- Stakeholders from Academia, Industry, Public Sector, and Societal Groups across EU
- All project partners contributed in conducting interviews
- The interviews were conducted in about nine weeks

## Online Survey:

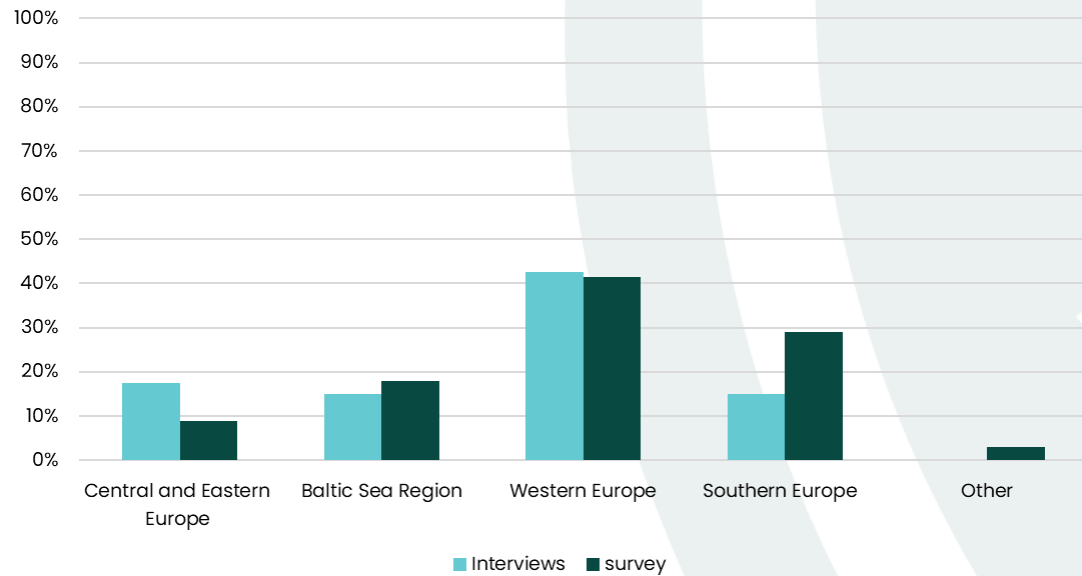
- Using Forms
- The survey was distributed across a wide range of platforms, from social media (LinkedIn, Twitter, and Facebook) to institutional websites, newsletters and mailing lists.
- The survey was anonymous
- The survey was conducted online in four weeks

# Interviews and Survey

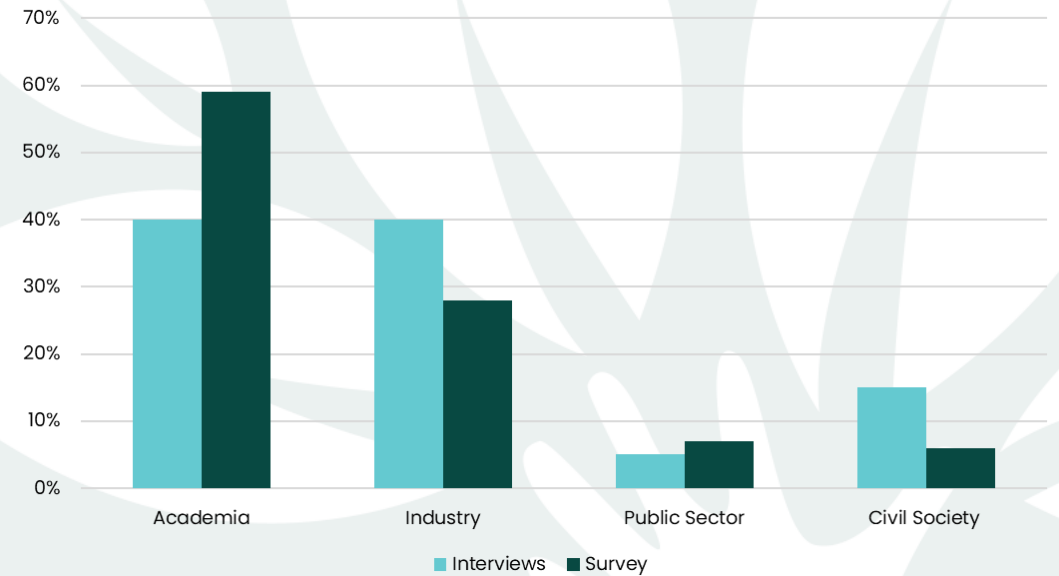
40 interviews

145 surveys

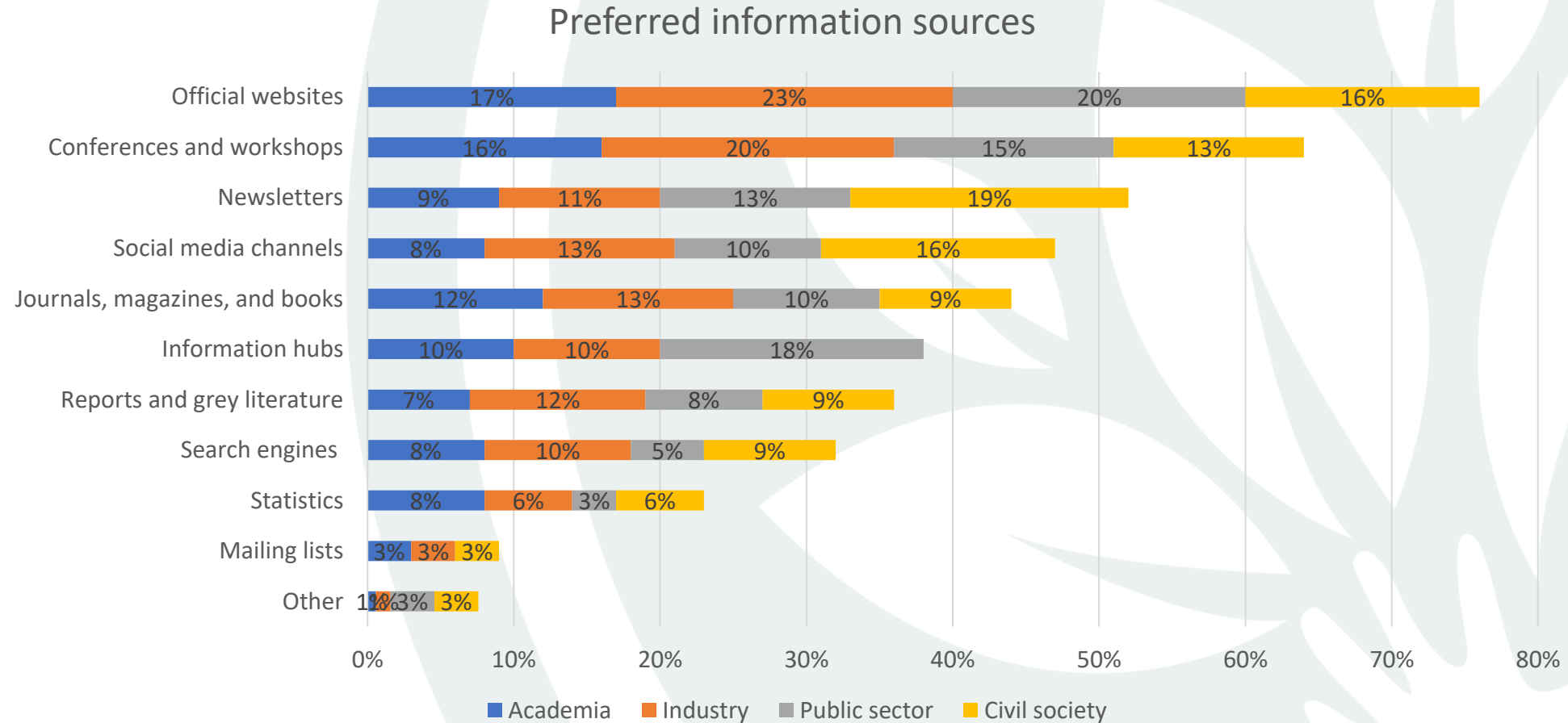
### Macro-regions representation



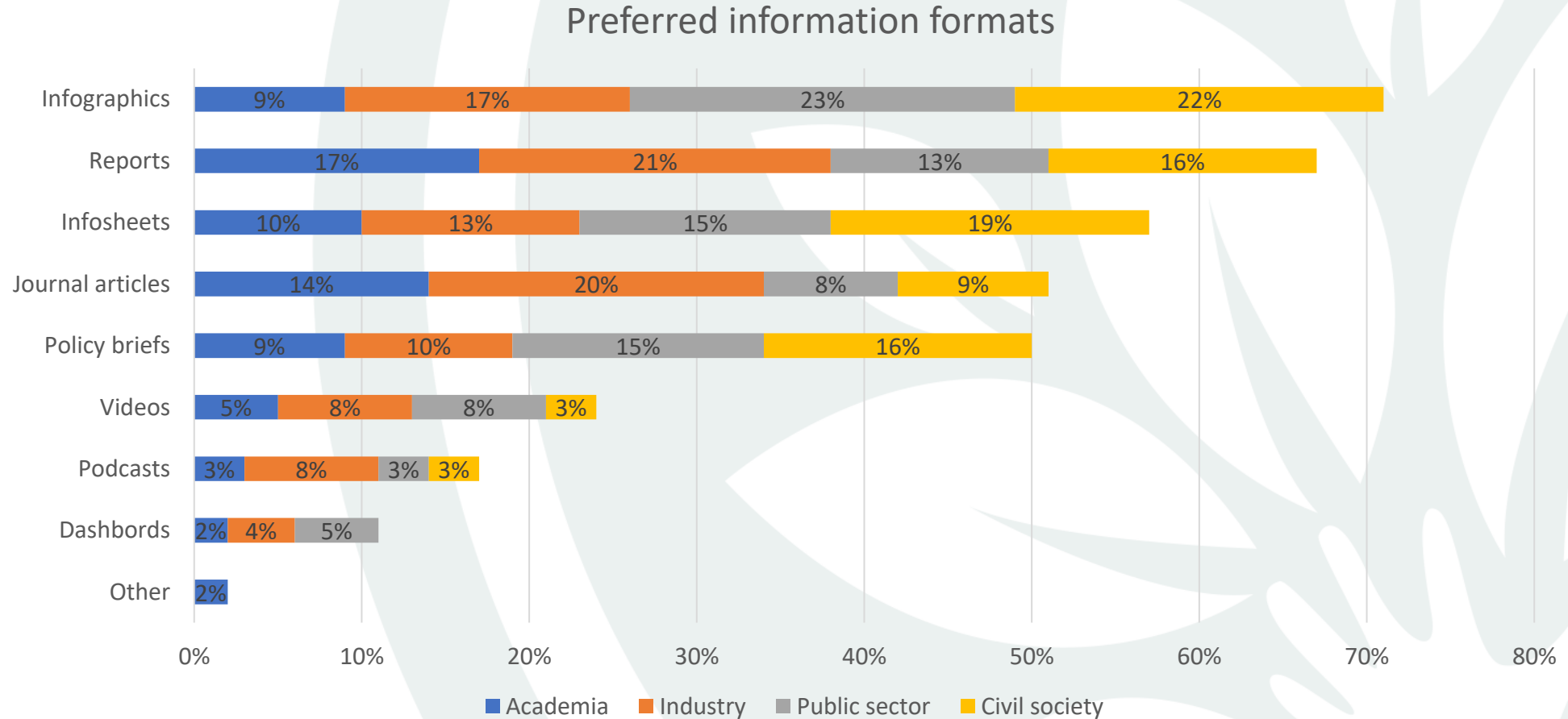
### Stakeholders distribution



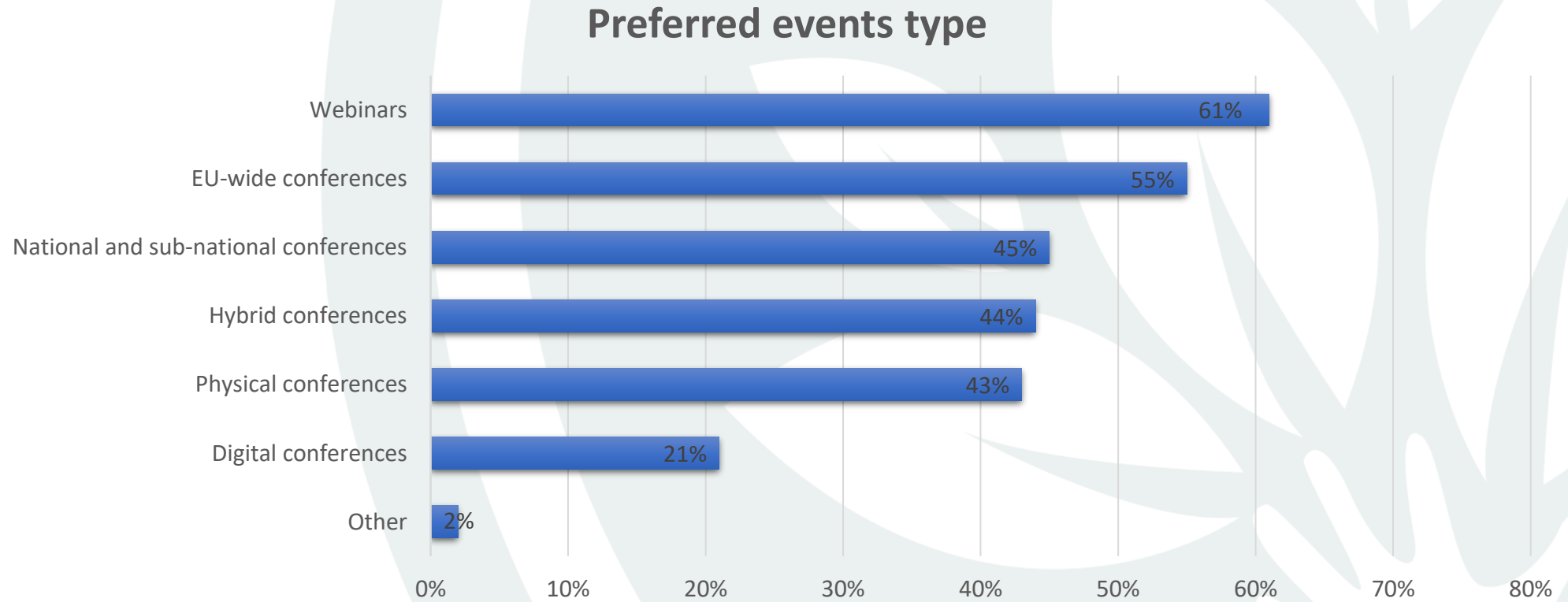
# Results - Communication channels & formats



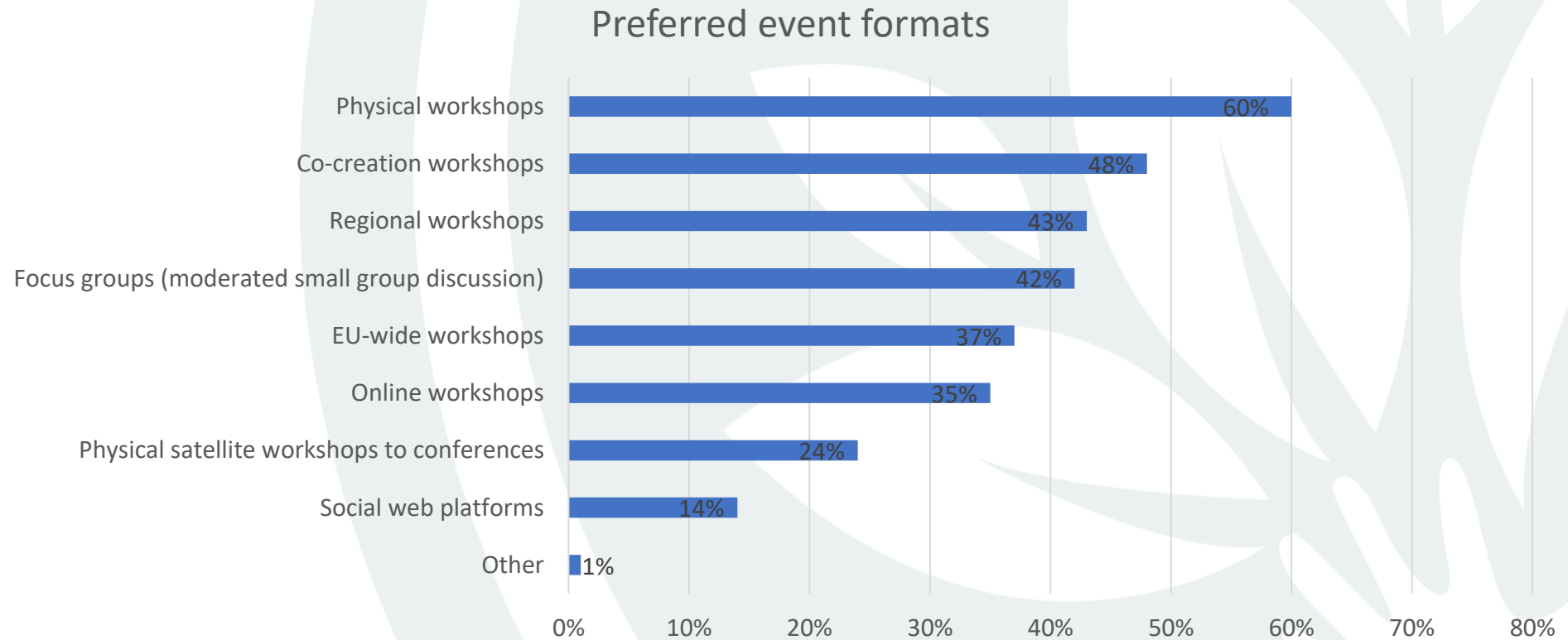
# Results – Communication channels & formats



# Results – Communication channels & formats



# Results – Communication channels & formats



# Challenge Faced

## Internal:

- Achieving a common understanding of whom to involve where in project takes time
- Limited access to certain group of stakeholders
- Conducting interviews is time consuming, better not to plan for initial steps

## External:

- Language burden of some local stakeholders
- Low interests of certain group of stakeholders for engagement



## Lessons Learned

- ✓ Co-creation is a process which needs a continuous deliberation
- ✓ A proactive role of consortium is essential – guidelines for engagement
- ✓ Having an overall strategy for stakeholder engagement provides a guidance to project partners
- ✓ An EU-wide joint network / hub is needed to facilitate the communication and engagement of stakeholders
- ✓ Having social scientists/practitioners on the board is necessary
- ✓ Financial incentives might be a solution to motivate stakeholders for involvement
- ✓ Exchange of learned lessons and gained experiences between projects is a great idea for an effective stakeholder engagement



# ShapingBio

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[www.shapingbio.eu](http://www.shapingbio.eu)

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