



Boosting European Citizens' Knowledge and Awareness of Bioeconomy Research and Innovation

BLOOM Newsletter | issue n°3 | August 2019

A lot has happened in the regional BLOOM bioeconomy hubs since spring and the co-creation processes are almost finished. The hubs have brought together a broad range of stakeholders from civil society, business, academia and industry in order to share their opinions and experiences of the bioeconomy and collaboratively create ideas on how the topic can be communicated to different target groups.

The last quarter of this year will be characterized by the kick-off of the hubs' outreach phase in which all the specially designed and adapted activities will be implemented. So stay tuned for exciting activities and keep in touch with your local hub! For upcoming events, check the agenda on page 14.

Between 25th March and 30th April 2019, the participants of the [“Boosting Bioeconomy Knowledge in Schools” Massive Open Online Course](#) were invited to submit their learning scenarios to the BLOOM “Teach bioeconomy!” competition. As a result of this competition hosted by BLOOM and supported by [Scientix](#), the community of science education in Europe, six submissions were selected by the competition jury to be published as part of the [BLOOM School Box and are now available on our website!](#)

We are continuously developing information and outreach materials on bioeconomy and on the approach of the BLOOM project. In this newsletter you will find more information on the BLOOM School Box, a co-creation guidebook on the methodologies used by the hubs and a podcast with an interview with bioeconomy expert Dr. Hannu Koponen.

We hope you will enjoy reading our newsletter!

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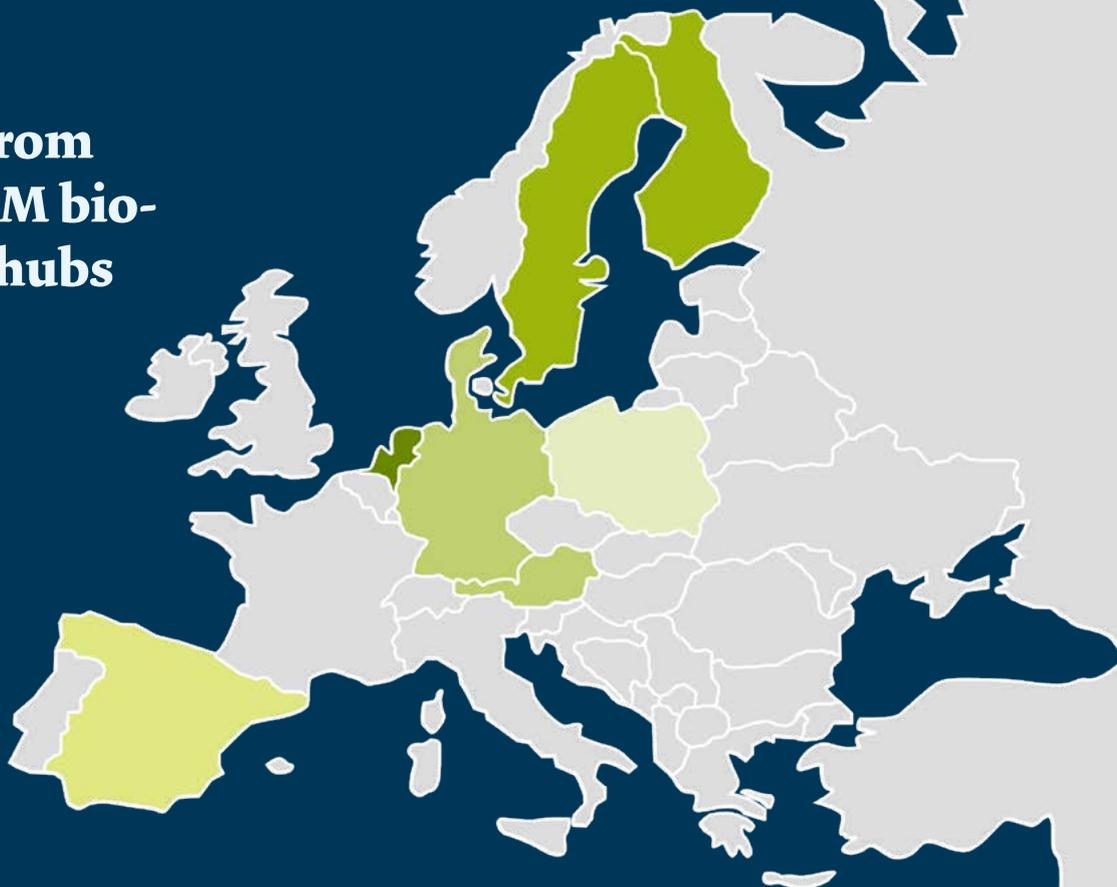
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Updates from the BLOOM bio- economy hubs



Spanish Hub

Area: Food and agriculture

The hub promotes networking between all the actors involved into the agri-food sector in the Mediterranean area.



News from Spain

International experts participate in the BLOOM innovation route and knowledge exchange organized by ceiA3

In the Spanish circular bioeconomy hub, propelled by [ceiA3](#) as part of the BLOOM project, a series of outreach activities have been organized with the aim to raise awareness on bioeconomy in the general public. The

outreach activities were designed in the co-creation workshops that took place from November 2018 until May 2019.

The experts that took part in those workshops had the opportunity to discuss, based on their professional experience, questions around the current situation and knowledge on the bioeconomy and its potential, as well as around what kind of communication strategy to implement in order to make this knowledge more accessible for society. They defined a target group, the message that they wanted to transmit, the outreach activities to be organized and the most suitable and

efficient communication channels to be used. In this context the Innovation Route took place on 12th June, with the aim of bringing successful bioeconomy innovations closer to society. More than 30 persons took part, among them members of the “Red INNOVAGRO”. During the event, Grupo La Caña and Bodegas Robles introduced us to the world of efficient irrigation and bio-fertilizers among others, and they showed us the concrete advantages of the implementation of bioeconomy solutions.

During the visit to [Grupo La Caña](#), situated in Motril (Granada, Spain), we were introduced to the project bioREFINA, a new circular economy model that transforms organic waste generated in the agricultural production of fruit and vegetables into high quality bio-fertilizer and biogas, providing energetic self-sufficiency. Moreover, we got to know other initiatives like AGUACAVALUE, an initiative that generates new side products from avocado cultivation for animal feed and for cosmetics, or the project Biotomato (part of the H2020 project [SME Innovation Associate](#)) which aims at producing more nutritious tomatoes through bio-fortification.

Later on, we had the opportunity to visit [Bodegas Robles](#) in Montilla (Córdoba), where we were introduced to their project to reduce energy dependency, as well as activities to recycle waste and side products from the wine industry. The project includes the design of artificial wetlands for better water reuse and management. Moreover, we had the chance to taste some of their pro-

ducts, like organic vinegar, wine, jam and jelly.

On 13th June our bioeconomy Open Space took place, which was also designed in the co-creation workshops. It included an exhibition of around 20 posters, showcasing national and international bioeconomy initiatives. Representatives from those initiatives were present during the Open Space, answering questions and thus fostering the knowledge exchange and dissemination around the different dimensions of bioeconomy implementation.

[Have a look at our video to find out more about the innovation route and the bioeconomy Open Space!](#)

Rocio Juste Ballesteros, [ceiA3](#)



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Nordic Hub

Area: Wood based products

The Nordic hub (Sweden & Finland) aims to raise public awareness about the possibilities of forest products.



News from Finland and Sweden

BLOOM gives a fresh boost to bioeconomy communication in Europe

Bioeconomy, and more specifically circular bioeconomy, is a hot topic in Europe at the moment as heard in the [European Bioeconomy Scene 2019](#) on the 9th of July. We need fast actions globally to meet the Paris agreement goals. In order to achieve them, we know that people have to change their consumption habits and they have to do it in a more sustainable manner. One way of achieving this is by raising the awareness of the general public about the environmental impacts of their lifestyle and the products they buy.



But, even though there's loads of information available, the concept of bioeconomy and its potential in tackling global sustainability challenges are still rat-

her unfamiliar for many within the EU. This demands of communicating bioeconomy in a clear, straight forward and understandable way, in order to reach out to a wider public and raise their awareness about its future possibilities and role in reaching the UN Sustainable Development Goals.

In the BLOOM project we tackle these issues and within [the Nordic hub](#), our focus is to raise awareness especially about forest bioeconomy and wood-based products and materials. When discussed with our stakeholders, we have noticed that people know surprisingly little about the different possibilities of wood and forestry and its role in tackling today's global problems.

Dialogue and targeted communication

After organizing several workshops and collaborating with our stakeholders in both Finland and Sweden, we in the Nordic hub learned that the most important thing is to encourage the public to think critically by giving them enough information and creating space for dialogue. Thus, they could observe the impacts of their own daily decisions from different perspectives. The solutions are hardly ever black or white – especially when it comes to bioeconomy and all its perspectives of sustainability – environmental, social, cultural and economic.

From our work in the workshops, most stakeholders agreed that young people and especially young women are very concerned about the state of the environment thus wanting to act in more sustainable ways. The future lies within our youth and that is why we have chosen them as our target group in the Nordic hub.

The information about products and materials that is available is often dispersed and sometimes even misleading or overlapping with opposite information.

Sustainability and bioeconomy have a tendency to be just words in the marketing campaigns and rarely in the form of evidence-based information. It is difficult for anyone to know how to really make sustainable decisions and that creates uncertainty and confusion among the consumers. This is what we must try to avoid, as was pointed out by one of the key notes at the European Bioeconomy Scene 2019 in Helsinki, Christine Lang, the Chair of German Bioeconomy Council.

It is important to share science-based information about bio-based products in a neutral way and to communicate with clear message about bioeconomy and its overall role for the future.

We know what we need to do – let’s communicate!

If you want to reach out to the youth, think like the youth! It’s not that we wouldn’t have great ideas on how to communicate bioeconomy to the youth, but to be honest, they really know it best! Thus, we need to listen and make dialogue in collaboration with local young people to create ideas together with them about how, where and when to communicate and what kind of information is needed. If the communication isn’t interesting for them and important for their daily lives, they are not going to listen.



In Finland, one of the stakeholders in the workshops was the Youth Parliament of Jyväskylä and in the co-creation workshop, many great ideas were developed. The next step in the project is to further develop the ideas on how to engage influencers the young people listen to, so they can spread the word about a more sustainable, bio-based lifestyle.

In Sweden, a first outreach event after the co-creation workshops has taken place. An information point with an exhibition and science cafés about the forest and its role in the future has been arranged during the an-

nual Järvaveckan in the suburbs of Stockholm. About 14.000 local citizens and especially young people could engage in a dialogue with a researcher, an agricultural student, a documentary filmmaker, a teacher and an institutional research center about their view on bioeconomy. [Find out more in our blog post.](#)



The BLOOM Nordic hub has a lot of ideas to further engage the public in activities the coming two years, from science theatres about bioeconomy to fashion shows about sustainable clothing.

And as we have learned, there really isn’t anything you can’t do as part of the circular bioeconomy, is there? Only the sky (and the project budget) is the limit! So, sit back, let your mind fly for a while and give us your own idea on how to communicate with young people and let’s talk bioeconomy together!

Aino Voutilainen, JAMK University of Applied Sciences, Finland & Lotta Tomasson, Vetenskap & Allmänhet, Sweden



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Polish Hub

Area: Food and agriculture

The main objective of the Polish hub is to increase interest in bioeconomy studies and education.



News from Poland

Science Espresso: meeting with specialists around bioeconomy topics

The outreach activities of the Polish hub started in June. They are designed to meet the expectations of our target groups, which are among others: Women, farmers and a group of “Young-Aware”. The first outreach activity took place from 24th to 28th June and was a “Science Espresso: Bioeconomy Week”, for a mixed public. The aim of the Science Espresso format was to provide the space for casual meetings with specialists around the topic of tracing the process of production and food processing from the farmer’s field to the use of the biological fraction of sewage, in a context of bioeconomy. The subjects of the meetings concerned:

The problem of decay of biodiversity and the impact of conventional agriculture on this process, in a context in which one can also perceive threats resulting from the development of the bioeconomy.

Functional food, using the specific properties of food products, but often being a food engineering product, based on obtaining the desired ingredients from biomass bio-refining.

Problems related to ecological, organic, natural food concepts: What conditions must be met to deal with organic food? Why do we need organic biomass?

The food waste problem: In Poland, a lot of food is wasted, on average 250 kg per capita. This is a moral problem, but also an economic one, both in the context of the lost value of food and the fact that the potential of this food biomass is not fully used.

Development of wastewater biofraction: The possibilities of developing brown biomass are limited for institutional reasons, but also for prejudice from the public. The main direction of using this biomass in Po-

land is incineration. The same applies to the main part of biomass coming from households - a small part goes to biogas plants or composters, the majority is still incinerated, which is the least desirable way to use it.



The meetings were highly rated by the participants who appreciated the subjects and the opportunity to talk with specialists.

Malgorzata Pink, University of Agriculture in Krakow



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Dutch Hub

Area: Bio-chemicals and bio-plastics

The hub follows and promotes the new cross-sectoral collaborations between chemical companies and the agro-industry



News from the Netherlands

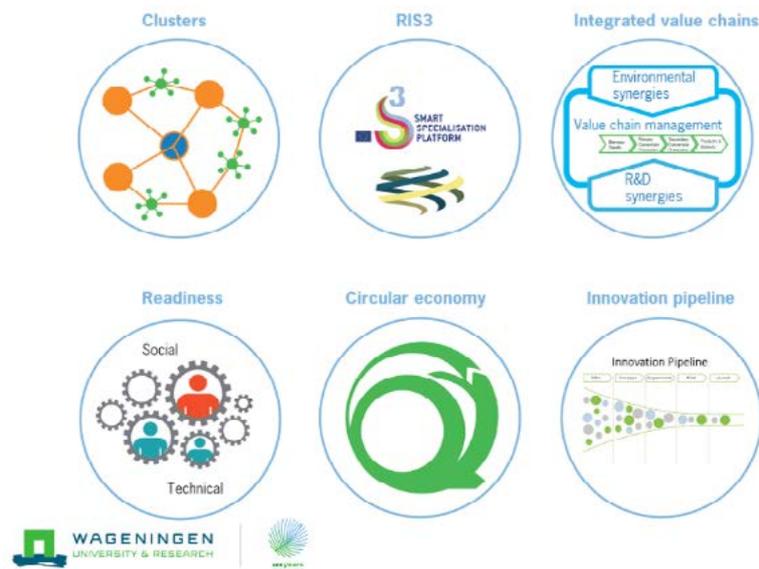
Co-creation session in the Regional Hub of North Netherlands

On 4th June the second co-creation session in Emmen, North of the Netherlands, took place. 15 participants from different stakeholder groups commonly worked on the definition and planning of outreach activities.

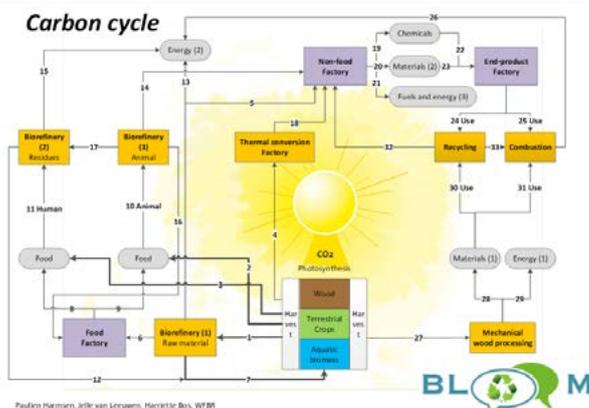
The concepts

The meeting started with the bioeconomy concepts, which form the base of the BLOOM projects. The Wageningen Research partner presented the concepts of biomass valorisation, the potential routes, the steps of conversion and the final biobased products. Also, the conditions for regional innovation and the transition into a bioeconomy have been presented.

Transitie Framework of concepts



Overzicht Bioeconomie



The region

Moreover, the context of the Hub of North Netherlands was presented and discussed. Jan Jager, lector from NHL Stenden, university of Applied Science, presented the current state of the regional biobased innovation, technologically as well as from ecosystem perspective. The focus of Emmen is on the production of specialities, the production of yarns, based on bioplastics and fibres. There is a cluster of knowledge institutes, lab facilities, campus development and innovation brokers who collaboratively explore new technologies, applications and product development. It is currently still small scale, but Emmen is really specializing very smartly and in a very focussed way. To arrive in the following phase of development, there is a need for capacities, investments and larger facilities, but also for new biomass resources. Although Emmen has been a (bio)chemical cluster for a long time, the developments and the potentials of creating a new green industry and economy is still unknown among citizens.

Have a look at our dynamic infographic that takes you on a journey through the bioeconomy value chain.

The outreach activities

During the co-creation workshop, the participants have worked on outreach activities. For the North of the Netherlands we have selected the following activities:

1. Educational materials

Development of educational materials for the schools and students in Emmen region, focussing on vocational training as well as higher primary and secondary education. The materials will be developed by representatives of Nature Educational organization, sustainability professionals and the educational organizations. Wageningen Research will support this activity.

4. Biobased cups at events and festivals

To raise awareness among large parts of the general public, we have decided to select large events in the region. The regional partners will develop biodegradable cups with messages about the bioeconomy. The activity will be elaborated by NHL Stenden, two communication professionals from province of Drenthe, supported by Wageningen Research.

5. Dutch Design Week

At the [Dutch Design Week, October 18-27](#), the BLOOM project will participate in the Embassy of Sustainable Design, where we will be able to reach out to 30.000 vi-



The materials may also be of interest to inform and educate other participants of the bioeconomy network.

2. Masterclass

Development of a Masterclass for a diversity of target groups and specific organizations. This Masterclass should be made available online and should run on YouTube or through a webinar. The Masterclass will be developed by lecturers of the Institutes of Higher Education in North of the Netherlands and by Wageningen Research.

3. Gallery Walks

A Gallery Walk will be set up as an exhibition with information and explanation panels about bioeconomy, bioeconomy in Emmen Region, with a focus on definitions, concepts, perspectives, conditions, initiatives and products. The target groups are: families, children, visitors of the city centre. The exhibition will travel along municipalities and locations with many visitors, as for instance the Emmen Zoo and Festivals. The Gallery Walk will be set up by representatives of the Municipality of Emmen and local sustainability professionals, supported by Wageningen Research.

sitors with the perspectives, concepts and products of the bioeconomy. The partners of the Hub of North Netherlands are interested to present the Emmen Cluster at this big event. The presentation will be prepared by Wageningen Research, Municipality of Emmen and an Institute of Higher Education.

Remco Kranendonk, Wageningen University & Research



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Austrian & German Hub

Area: Innovative circular materials

This hub aims to better integrate stakeholders and increase the general understanding and interest for a bioeconomy.



News from Germany

Potentials and challenges of the bioeconomy: joint workshop with BioVoices and BioBridges

In May 2019 the projects [BioVoices](#) and [BioBridges](#), together with BLOOM, invited to a full day workshop to discuss potentials and challenges of the bioeconomy. The overall aim of the workshop was to elaborate how a common understanding can be achieved to foster bioeconomy implementation and identify specific solutions and strategies.

After keynote speeches on the topics of standardization, market development, products & consumer needs, public procurement and the public's perception on bioeconomy, the participants discussed solutions on the following questions:

- how to tackle challenges like standardization and regulations,
- how to target local markets and to design suitable business models
- how to measure and address bioeconomy's environmental effects
- how to improve the public's perception of bioeconomy.

It became clear that there is no common definition of bioeconomy in the EU and that it is perceived as a very diffuse theme, which can have a disabling effect. A standardization of norms and values, however, is of especial importance to the success of the EU's strategy on bioeconomy. Furthermore, the public awareness of the concept and its existing standards should be increased essentially. Initiatives on bioeconomy should be designed to allow for effective participation processes and politics should set a frame to bioeconomy in-

tended to be a signal for the research and industry sectors. Campaigns that target the broader public should set a basis for creating a market for bio based products and offering education and participation of young people is of equal importance. In order to sustainably anchor the topic of bioeconomy in both the industry and society, awareness must be created in politics as well as in business and in civil society – locally, regionally and nationwide.



The potential solutions to current challenges and concrete actions identified by participants included setting up the staff unit of a bioeconomy manager with a clear mandate reflecting political will and policy choices, launching a campaign to accompany a comparative purchasing of normal plastic and bioplastic packaging, a lecture series at a university to shed light on various facets of the bioeconomy and discuss content, procedures and product innovations with interested citizens, a 'bio-based parade (exhibition)' to draw attention to innovative products and a competition between municipalities for the 'Bioeconomy community of the Year' with award ceremony, just to name a few.

Last but not least initiating a citizen science project in which the research question is generated according to the needs of civil society was brought up as well. A possible topic was already identified: Comparative composting experiments with different packaging materials, in which schools or even kindergartens could provide the “researchers” - or the research question how the consumer behaviour changes after receiving relevant information. Finally, the participants emphasized the importance to offer information step by step instead of overwhelming the people with a mass of information.

Laura Steinhaus, WILA Bonn



News from Austria

Successful co-creation workshops are shaping future outreach activities in Austria

On 18th June, the Ecosocial Forum Austria & Europe held its last of a series of co-creation workshops, which gave participants the opportunity to exchange views on how bioeconomy can best be communicated to different target groups.

The participants were selected in part for their diverse backgrounds, and consisted in Viennese students from the vocational high school *BHAK und BHAS Wien 10*, as well as researchers and other subject experts from public and non-profit institutions.

One issue that emerged in several co-creation workshops was the technical and vague character of the term „bioeconomy“. NGOs, research institutions and SMEs should attempt to make bioeconomy as graspable as possible, for example, by showcasing products made from sustainable bioresources at outreach events.

Co-creation workshop participants have stressed the importance of using new media to communicate inno-

vative sustainability and environmental topics, which can make complex topics accessible to a wider European public and diverse target groups. Currently, immediate social circles are considered very important and reliable sources regarding sustainability issues, proving the importance of grassroots activities and education outreach to individuals with a multiplier role. In general politicians and large companies were considered especially non-trustworthy sources in bioeconomy and sustainability issues.

Planned outreach activities in fall 2019

The valuable output of these co-creation workshops is now informing a series of outreach activities, which are already in the works in Austria and Germany. In October 2019, the Ecosocial Forum and the University of Agriculture in Krakow will jointly hold a workshop in Vienna, bringing together young Austrian farmers and Polish university students from the field of sustainability studies, to discuss the promises and challenges of the bioeconomy in various European regions.

Soon we are expecting to release an educational video on wood-based textiles. The video was produced by [Otelos eGen](#) in cooperation with the Ecosocial Forum. One of the filming sites was the headquarters of [Lenzing AG](#), a global leader in cellulose fiber based in Upper Austria. The video also features input from academic experts and will be available online to a broad European public. It will impart the promise of this bioeconomy sector to vastly improve the current ecological footprint of the textile and fashion industries.

A number of other activities, such as Science Espresso – brief presentations followed by open discussions with interested citizens – are also in the planning in the Austrian & German Hub.

Michaela Hickersberger, Ecosocial Forum



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Updates from the BLOOM school network



BLOOM Bioeconomy MOOC: 823 participants impacting close to 10,000 students

Hosted on the European Schoolnet Academy, the Massive Open Online Course (MOOC) “[Boosting Bioeconomy Knowledge in Schools](#)” started on 4th March 2019 and finished on 11th April 2019.

Divided into 4 modules, and targeting educators, the MOOC aimed to give a fresh perspective into the bioeconomy field and its application in STEM subjects.

With a high number of registrations, the course indicated a clear interest in bioeconomy among teachers in Europe and beyond. In total, the MOOC received 1,503 registrations from 46 countries. 823 registrants followed the course, and a total of 264 course-participants completed the MOOC activities and received the course certificate and badge. Based on the participation numbers, the course has indirectly impacted close to 10,000 students from across Europe and the world.

According to the pre-course survey, more than half of the participants had never used bioeconomy in the classroom before taking the course. This explains why for most of them (62%), the main motivation for enrolling in the MOOC was to learn about bioeconomy in general (62%). The majority of them also wanted to improve their classroom practice (70%), to learn about how bioeconomy can be included in STEM teaching (61%), and to discover more about the BLOOM project (45%).

In the course of the MOOC, participants’ self-assessed understanding of bioeconomy had improved considerably, from 22% to 92%. Besides, 94% of post-survey respondents declared to now understand how to teach bioeconomy following the course. 94% of them also agreed that they know more about how to include bioeconomy in different STEM subjects after completing the course and 97% agreed that they now know where to find bioeconomy teaching materials. Overall, participants of the MOOC seemed satisfied. 96% of the post-course survey respondents would recommend the course to a colleague or a friend.

Even though the course is now over, it will remain available on the European Schoolnet Academy platform for an indeterminate amount of time, open to anyone who wishes to access its content.

With a view to ensuring long-term accessibility of these resources, the BLOOM MOOC will also be transferred to an editable format and included in the [Scientix Repository](#) – a Europe-wide repository of STEM education resources whose role is to ensure that these important tools remain available long after the funding period.

THE BLOOM SCHOOL BOX

Don't waste your waste!
Raising bioeconomy awareness

The BLOOM “Teach bioeconomy!” competition: the winners’ and finalists’ entries are now available in the BLOOM School Box

Between 25th March and 30th April 2019, the participants of the “[Boosting Bioeconomy Knowledge in Schools](#)” Massive Open Online Course were invited to submit their learning scenarios to the BLOOM “Teach bioeconomy!” competition. The subject? Teaching bioeconomy in STEM lessons.

The 36 eligible submissions were evaluated in a two-stage judging process. First, with an initial selection by [European Schoolnet](#), and then, the winning entries were decided by the “Teach bioeconomy!” jury panel.

As a result of this competition hosted by BLOOM and supported by [Scientix](#), the community of science education in Europe, six submissions were selected by the competition jury to be published as part of the [BLOOM School Box](#)! The topics were varied:

Don't waste your waste! – Raising bioeconomy awareness (Olga Grigoriadou, Eleni Voukloutzi)

Yeast, biofuels and novel biotechnology techniques (Iro Koliakou, Afroditi Kalkani)

Let's talk about bioenergy and our lives! (Lorena Elena Olaru)

The benefits of composting – How we can produce organic fertiliser in our school garden (Olympia Bantouvaki and Niki Klonari)

Biofuel production from fruit waste (Mustafa Bozođlan)

Back to the Future (Leyla Yađuş)

Congratulations to all the winners and finalists for being published in the BLOOM Schoolbox!

The BLOOM School Box

The [BLOOM School Box](#) is a collection of bioeconomy related teaching resources which educators can use to introduce the concept of bioeconomy in their classrooms as a trigger to raise student interest in science subjects and their awareness of important societal challenges. The basis of the BLOOM School Box are five innovative learning scenarios, created and tested in classrooms by the 20 BLOOM expert teachers. These Future Classroom Scenarios were developed using the [Future Classroom Toolkit methodology](#). Six additional bioeconomy teaching resources were selected to be included following the “Teach bioeconomy!” competition.

Find out how the BLOOM School Box has been developed in this video!



European Bioeconomy Scene 2019

The role of communication and education to promote changes in purchase habits and increase the adoption of bio-based products

Under this title BLOOM partners exchanged and discussed ideas in a [one-day workshop](#) in the context of the conference [European Bioeconomy Scene 2019](#) in Helsinki on 8th July, with quadruple helix stakeholders and participants of other bioeconomy related projects and initiatives.

Among others the present projects were: [BIOVOICES](#), [BIOCannDo](#), [BIOWAYS](#), [LIFT](#), [BioSTEP](#) and [CommBeBiz](#).

These projects presented a range of communication and outreach materials and best practice examples which are also useful for the BLOOM activities.

They also came up with recommendations based on their experiences. E.g. BIOWAYS' experiences were:

- Go where the end-users go/are
- Let the end-user really experience and touch bio-based products – everyday life, commonly used, easily recognizable
- Speak their language
- Bring developers closer to end-user
- Join forces and exploit multipliers

Other recommendations on outreach, e.g. by the BioSTEP project were to identify windows of opportunities for outreach, such as public engagement activities to which it could be linked, use multimedia approach and innovative ideas to present results and products.

The afternoon discussion focused on how communication and outreach activities could be organized. Questions like: What are successful awareness raising concepts, how to communicate environmental, societal and economic impact, what are challenges and

barriers and who are stakeholders and multipliers to address, were discussed. Also, what are appropriate communication formats. Outcomes will soon be available at: www.allthings.bio

Ilse Marschalek, ZSI



2nd BLOOM consortium meeting in Arterra, Spain

Our 2nd consortium meeting took place from 12th to 14th June in [Arterra Bizimodu](#), an ecovillage and seat of our partner the [Global Ecovillage Network GEN Europe](#) in Spain. We used the time to reconnect between the different partner organizations, get updates from our regional bioeconomy hubs and from the School Network, present the progress and work of the BLOOM project to the members of our advisory board and do strategic planning for the coming year. We also had the chance to learn more about life in an ecovillage and locally implemented sustainable solutions during a tour of the place.

An ecovillage - according to the definition used by GEN - is an intentional, traditional or urban community that is consciously designed through locally owned, participatory processes in all 4 dimensions of sustainability (social, culture, ecology and economy into a whole systems design) to regenerate its social and natural environment.



Upcoming events

Would you like to participate? Join our regional bioeconomy hubs and BLOOM project partners in one of our upcoming events! Get in touch with the hubs to find out more.



04.09.2019	The Future Bioeconomy Seminar	Jyväskylä, Finland	Nordic Hub
07.09.2019	The Bioeconomy Campus day	Saarijärvi, Finland	Nordic Hub
26. – 29.09.2019	Showcasing Bioeconomy in the Netherlands	Netherlands	Austrian & German Hub
27.09.2019	European Researchers Night	Jyväskylä, Finland & Sweden	Nordic Hub
05.10.2019	Bioeconomy gallery walk and outdoor game for families	Poland	Polish Hub
07. - 10.10.2019	European Week of Regions and Cities : BLOOM – Strengthening the public awareness of bioeconomy in EU regions. We will be present with a stand during the whole time and give a speech on 08.10.2019.	Brussels, Belgium	BLOOM
18. – 27.10.2019	Dutch Design Week	Eindhoven, Netherlands	Dutch Hub
22.10.2019	Bioeconomy – Motor for Sustainable Development in Rural Areas? Challenges, Preconditions and Policy Options. Deliberative Workshop.	Vienna, Austria	Cross hub event Austrian/German & Polish Hub

BLOOM information and outreach materials

We are continuously developing information and outreach materials on bioeconomy and on the approach of the BLOOM project. Find our newest materials below: a co-creation guidebook on the methodologies used by the BLOOM hubs, teaching resources on bioeconomy from the BLOOM School Box and a podcast with an interview with bioeconomy expert Dr. Hannu Koponen.

Are you planning to use co-creation methodologies in your activities? [This guidebook provides a summary and overview of some of the methodologies](#) that we are using in the BLOOM project:



The BLOOM School Box is a collection of bioeconomy related teaching resources which educators can use to introduce the concept of bioeconomy in their classrooms. [Find all resources on our website:](#)



Listen to the [podcast about sustainability and circularity with Dr. Hannu Koponen:](#)



Stay updated how BLOOM is engaging EU citizens and civil society in the bioeconomy via the project website and social media:

bloom-bioeconomy.eu

[facebook.com/BLOOMEU](https://www.facebook.com/BLOOMEU)

[@BLOOM_EU](https://twitter.com/BLOOM_EU)

[BLOOM EU](https://www.youtube.com/BLOOMEU)

[@BLOOMEU](https://www.instagram.com/BLOOMEU)

[BLOOM EU](https://www.linkedin.com/BLOOMEU)



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