

WORKSHOP

“Toward the green transition: Boosting regional bioeconomy uptake through awareness, education and engagement”

04 November 2021

10:00 – 11:45 CET

European Week of Regions and Cities 2021

ZOOM Platform

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Rationale

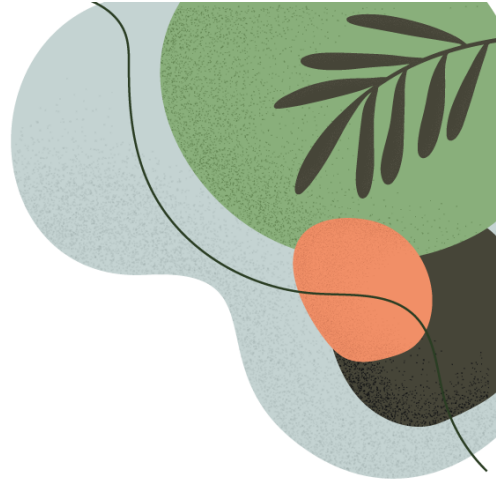
Awareness raising, communicating, educating and developing sound policies are essential to ensure the reinforcement of an inclusive, innovative and sustainable bioeconomy. Despite the important investments, strategies and action plans implemented at regional, national and European level, increasing public awareness and knowledge about all areas of the bioeconomy remains a major challenge, which the European Commission aims to address¹.

In this context, the **“Toward the green transition: Boosting regional bioeconomy uptake through awareness, education and engagement”** Workshop, organized by [Transition2BIO project](http://www.transition2bio.eu) at the **19th European Week of Regions and Cities** aspires to offer capacity building to policy makers on **how to implement regional bioeconomy raising awareness, communication, and education activities**, as part of bioeconomy strategies.

More specifically, the **objectives of the Workshop** are to:

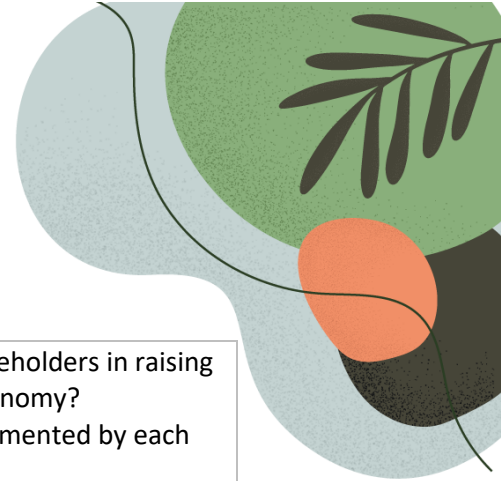
- a) Look in depth into **challenges, trends and opportunities** to enhance bioeconomy awareness and stakeholder engagement at regional and local level
- b) Present **successful methodologies and good practices and available informative and educative tools** from Transition2BIO and other EU projects and initiatives for capacity building in bioeconomy awareness, communication and education
- c) Facilitate **good practices exchange and collaboration** of national, regional and policy makers on mainstreaming bioeconomy

¹ EC, 2017“Review of the 2012 European Bioeconomy Strategy”, accessible at <https://op.europa.eu/en/publication-detail/-/publication/c2f36c72-2e59-11e8-b5fe-01aa75ed71a1/language-en/format-PDF/source-126166234>



Agenda

Introductory Session		
10:00-10:05	Welcome- Transition2Bio overview	Ms. Chiara Pocaterra , <i>APRE</i> , Transition2Bio project coordinator
10:05- 10:15	Invited speaker from the CoR <ul style="list-style-type: none"> Why bioeconomy is a political priority to drive the green transition? What is the role of the CoR in the bioeconomy implementation? 	Mr. Georgios Patoulis , Member of the European Committee of Regions / President of the Greek Delegation
10:15- 10:25	<ul style="list-style-type: none"> Scope, structure and expected outcomes of the event Interactive session with the participants 	Ms. Evi Polytarchi , <i>Q-PLAN</i> , Transition2Bio project
Interactive roundtable		
10:25 – 11:30	<p>Invited experts will discuss about the event topics representing different points of view in an interactive round table;</p> <p><i>Experts:</i></p> <ul style="list-style-type: none"> Mrs. Linda Salamé, <i>European Commission</i>, Bioeconomy & Food Systems, DG-RTD Mr. Jácint Horváth, Member of the European Committee of Regions Mr. Dimitrios Karnavos, Member of the European Committee of the Regions Mr. Kostas Gioutikas, Regional Vice Governor of Thessaloniki Mr. Barna Kovacs, BIOEAST Secretary General Mrs. Zoritz Kiresiewa, Ecologic, BE-RURAL project <p><i>Moderators:</i> Representatives of the Transition2Bio project</p> <p>Main points to be discussed during the round table:</p> <ul style="list-style-type: none"> At the regional level, what are the main challenges to implement bioeconomy awareness, communication, education, and stakeholder engagement? 	



	<ul style="list-style-type: none"> • What is needed to empower regional stakeholders in raising awareness and communicating the bioeconomy? • What are the actions that should be implemented by each stakeholder? 	
11:30 – 11:40	The Transition2Bio toolkit to increase capacity and support Member States and Regions in increasing awareness, communication, and education of the bioeconomy	Ms. Susanna Albertini , <i>FVA – Transition2Bio project</i>
11:40-11:45	<p style="text-align: center;">Wrap-up and conclusions</p> <p>Ms. Chiara Pocaterra, APRE – Transition2Bio Coordinator</p>	

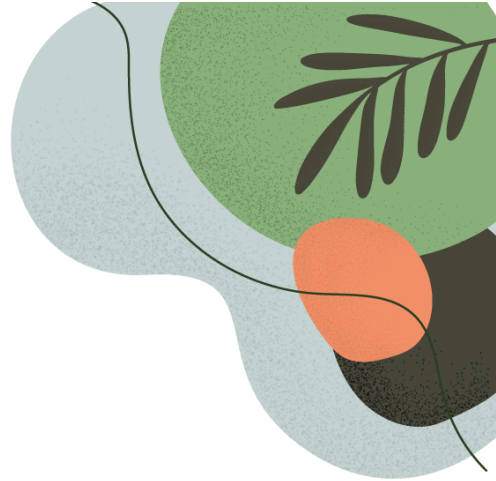
Practical information

The interactive round table session will be structured in three rounds of open dialogue, each round dedicated to one of the questions below:

- What are the main challenges to implement bioeconomy awareness, communication, education, and stakeholder engagement at regional level?
- What are the existing good practices in Europe to ease this process?
- What are the actions that should be implemented by each stakeholder?

In each round, the round table experts will shortly share their views on the specific question, followed by an interactive dialogue with the participants through Mentimeter online tool.

For more information, please visit <https://help.mentimeter.com/en/articles/3810352-how-to-use-mentimeter-in-a-remote-session>



About Transition2BIO

Funded under the Horizon 2020 programme (GA 101000539), [Transition2BIO](#) will build upon the most relevant communication and education EU funded projects and initiatives to contribute to the implementation of the updated 2018 EU Bioeconomy Strategy and promote the transition towards a more sustainable production, consumption and lifestyle by implementing an integrated package of activities addressing a wide range of target stakeholders.

Consortium



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