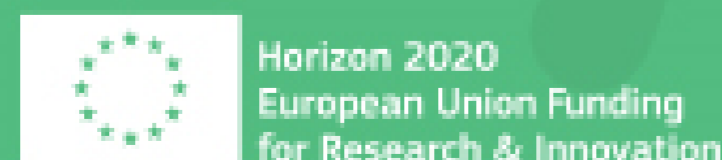


# SHAPING THE INNOVATION ECOSYSTEM FOR THE BIOECONOMY

Every Wednesday from  
the 25/03/2020 to  
15/04/2020  
11:00 CET

Four thematic webinars

[www.lift-bbi.eu/webinars](http://www.lift-bbi.eu/webinars) • [www.bioeconomy-library.eu](http://www.bioeconomy-library.eu)



SHAPING THE INNOVATION ECOSYSTEM FOR THE BIOECONOMY

## Webinar 3/4

### FROM RESEARCH TO MARKET

- Uptake of RTD results
- Foresight, market studies and market roadmaps
- Industrial roadmaps

8 April 2020

11.00 AM

Duration: 60 min

Challenges,  
Gaps, Results and  
Recommendations



[www.lift-bbi.eu](http://www.lift-bbi.eu)



[www.bioeconomy-library.eu](http://www.bioeconomy-library.eu)



LIFT 

 biobridges



The webinar will be recorded



Questions can be raised via the Q&A panel. We will try to answer them during the webinar itself. Where we can't we will answer them afterwards.






We welcome your contribution! Be ready with your cell phone  
Go to [www.menti.com](https://www.menti.com) - access code: 75 61 05



Slides, Recording, Q&A document, and Report in the interactive session will be available at <https://www.lift-bbi.eu/webinars/events/webinar-3-from-research-to-market/>

All the webinars info at <https://www.lift-bbi.eu/webinars>

## Contents:

- ✓ LIFT Project
- ✓ Biobridges Project
- ✓ European Bioeconomy Network
- ✓ LIFT Factsheets
  - ✓ Uptake of RTD Results
  - ✓  interactive discussion
  - ✓ Foresight, market studies and market roadmaps
  - ✓  interactive discussion
  - ✓ Industrial roadmaps
  - ✓  interactive discussion

## Speakers:

- ✓ Alexandre Almeida (LOBA, LIFT Coordinator)  
e-mail: [alexandre@loba.pt](mailto:alexandre@loba.pt)
- ✓ John Vos (BTG, LIFT)  
e-mail: [vos@btgworld.com](mailto:vos@btgworld.com)
- ✓ Pietro Rigonat (LOBA, Biobridges Coordinator)  
e-mail: [pietro@loba.pt](mailto:pietro@loba.pt)
- ✓ Susanna Albertini (FVA, LIFT and European Bioeconomy Network)  
e-mail: [albertini@fvaweb.it](mailto:albertini@fvaweb.it)

**1**

Provide a global vision of objectives and results of past and ongoing Coordination and Support Actions (CSA) (FP7, H2020, BBI JU, Erasmus+ and Interreg)

**2**

Maximise the impact of CSAs results, making them readily available, integrated and especially actionable by industries and policy makers

**3**

Analyse the existing gaps and identify the challenges to be addressed

**4**

Raise awareness and communicate the CSAs' contribution in addressing the Bioeconomy related challenges

**5**

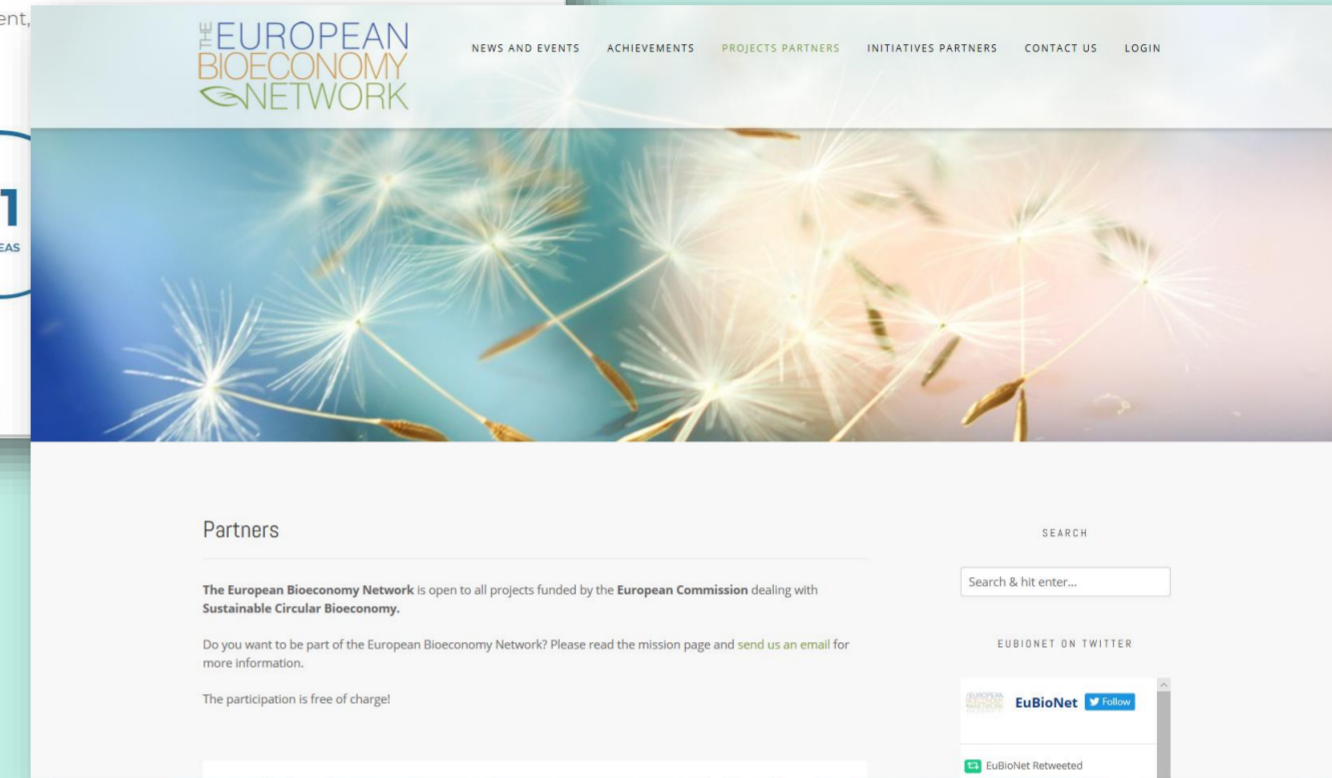
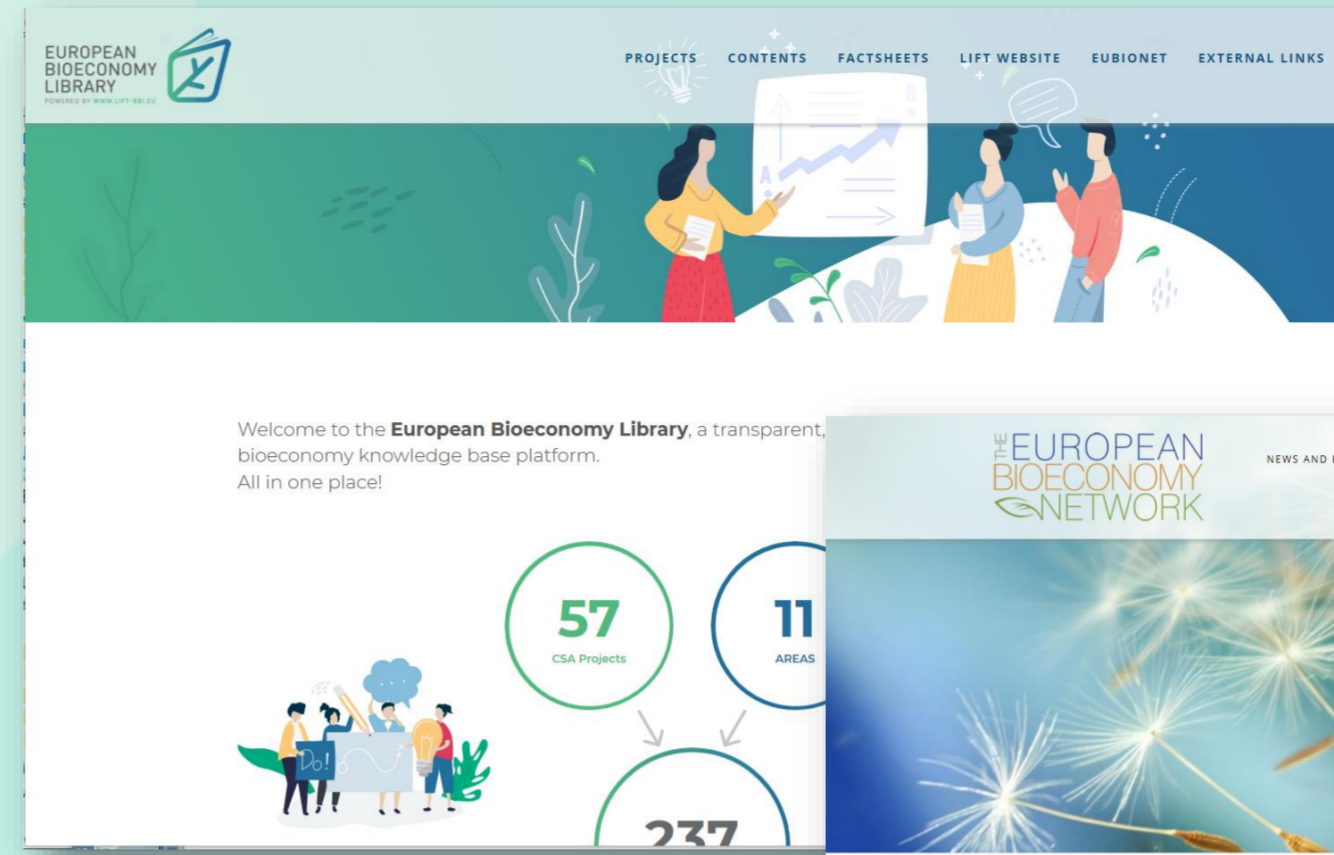
Provide actionable recommendations and suggestions for new CSA topics

- **Analysis of ongoing and concluded CSAs and CSAs like projects (62)**
- **Increase adoption and improve the use of CSAs' findings (11 Fact sheets)**
  1. Awareness raising
  2. Bioeconomy Education
  3. Stakeholders engagement and co-creation
  4. Standardisation, LCA, labelling and regulatory hurdles
  5. Regional potential and bioeconomy strategies and implementation action plans
  6. Uptake of RTD results
  7. Foresight, market studies and market roadmaps
  8. Biomass availability, quality, supply and sustainability
  9. New value chains and business models
  10. Open innovation platforms and facilities
  11. Industrial road-mapping
- **Bioeconomy Library (<https://www.bioeconomy-library.eu>)**
- **Facilitate Mobilisation and Mutual Learning among projects (also from different programmes)**
- **Recommendations for future new CSA topics**



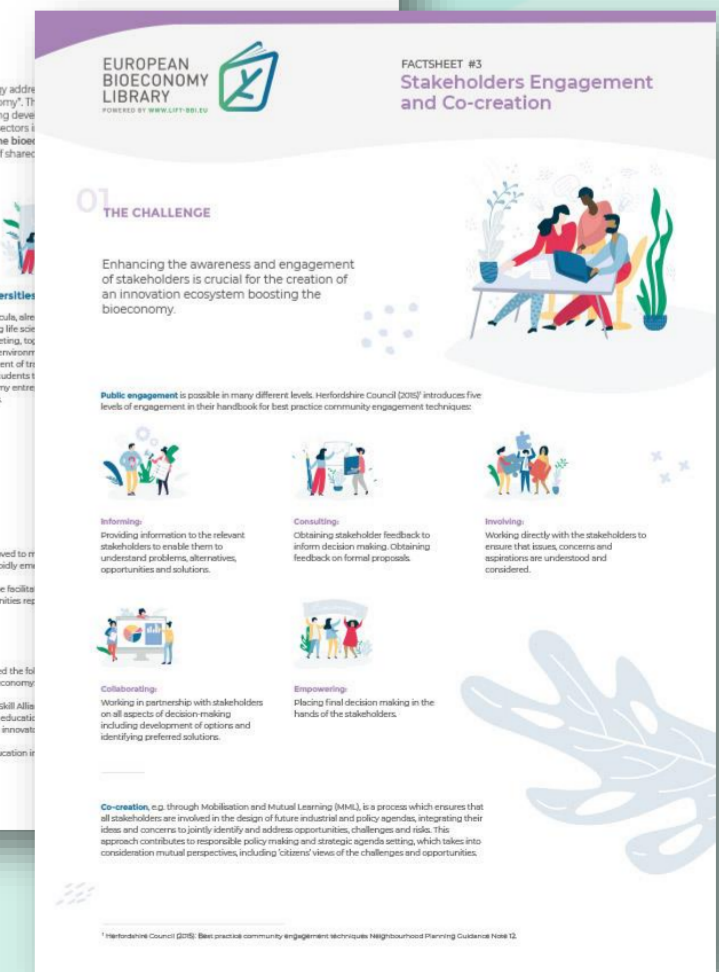
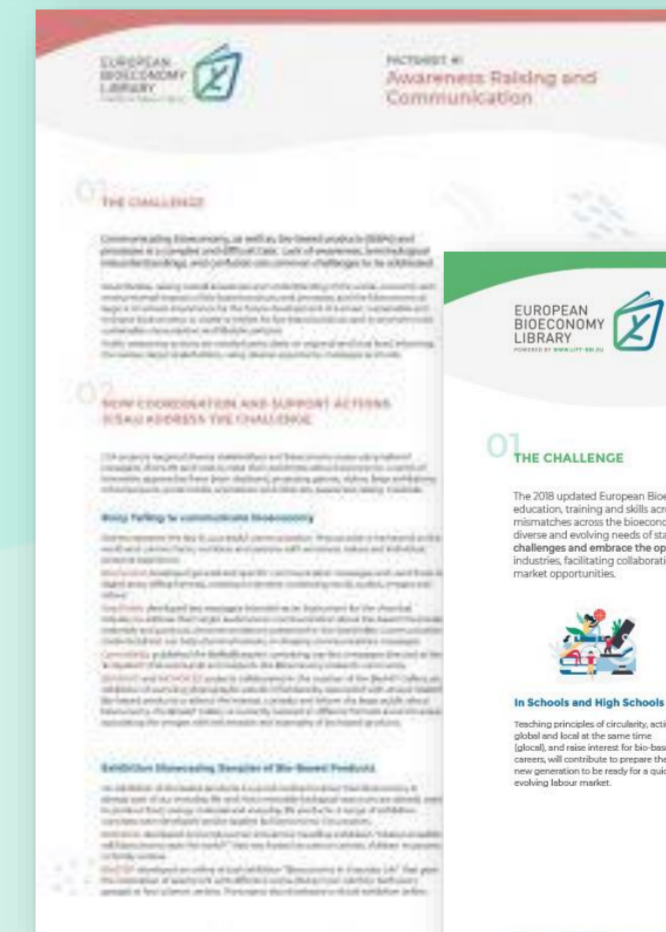
## European Bioeconomy library

<https://www.bioeconomy-library.eu/>



## 11 Thematic Factsheets

<https://www.bioeconomy-library.eu/>



Stakeholders-oriented recommendations for the innovation ecosystem for the bioeconomy and for future new CSA topics  
To be available (end of April in the LIFT website)

<https://www.lift-bbi.eu/>

Initiated by the BIOVOICES project in March 2018 and launched in May, **the European Bioeconomy Network (EuBioNet) is a proactive alliance of 55 EU funded projects + 5 initiatives dealing with Bioeconomy promotion, communication and support.**

**The update of the Bioeconomy Strategy mentions the EuBioNet on page 84, 85 and 86 as a key player for promoting and communicating bioeconomy.**

1

Maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.

2

Increase the awareness of environmental, societal and economic benefits of Sustainable Circular Bioeconomy in Europe

3

Design a joint and consolidated action plan of bioeconomy promotion activities and identify impact-oriented strategies to boost the sustainable circular bioeconomy in Europe





Thanks to the EuBioNet facilitation, **more than 65 joint activities and events** took place. The following activities will continue to be implemented in 2020 and 2021:

- Promotion of **stakeholders engagement and networking activities** at European, National and Regional level
- **Support the regions and MS in communication**, education and stakeholders engagement activities
- **Co-organisation of events** and focus groups to **discuss the key challenges to be addressed for Bioeconomy**
- Organisation of **awareness raising activities in large scale events** (Maker Faire, Researchers' Night, Bioeconomy Village, Bioeconomy corner at the Sustainable and circular Bioeconomy, the European way and Bioeconomy Scene 2019)
- Involvement as **experts/speakers in Bioeconomy-related events** (Workshops, Advisory boards, conferences, webinars)
- **Increased impact of other project's outcomes** (Promotion of events and activities organised by other members, dissemination of other members' project's results, matchmaking of similar activities) and the role of the EC in promoting the Circular Bioeconomy

Are you a project or initiative dealing with Bioeconomy promotion, communication and support?  
Join the European Bioeconomy Network!



European Bioeconomy Network  
<https://eubionet.eu>



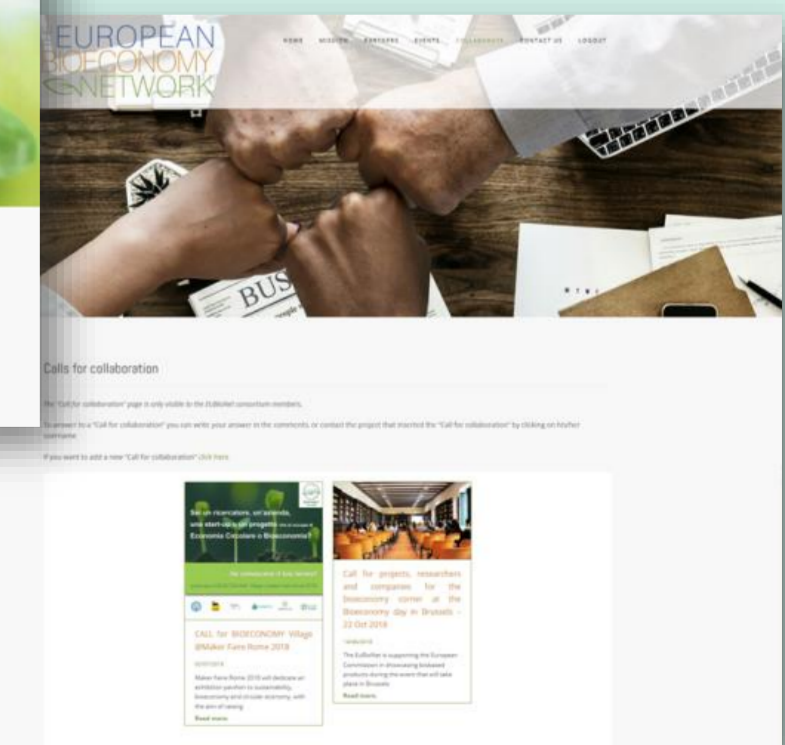
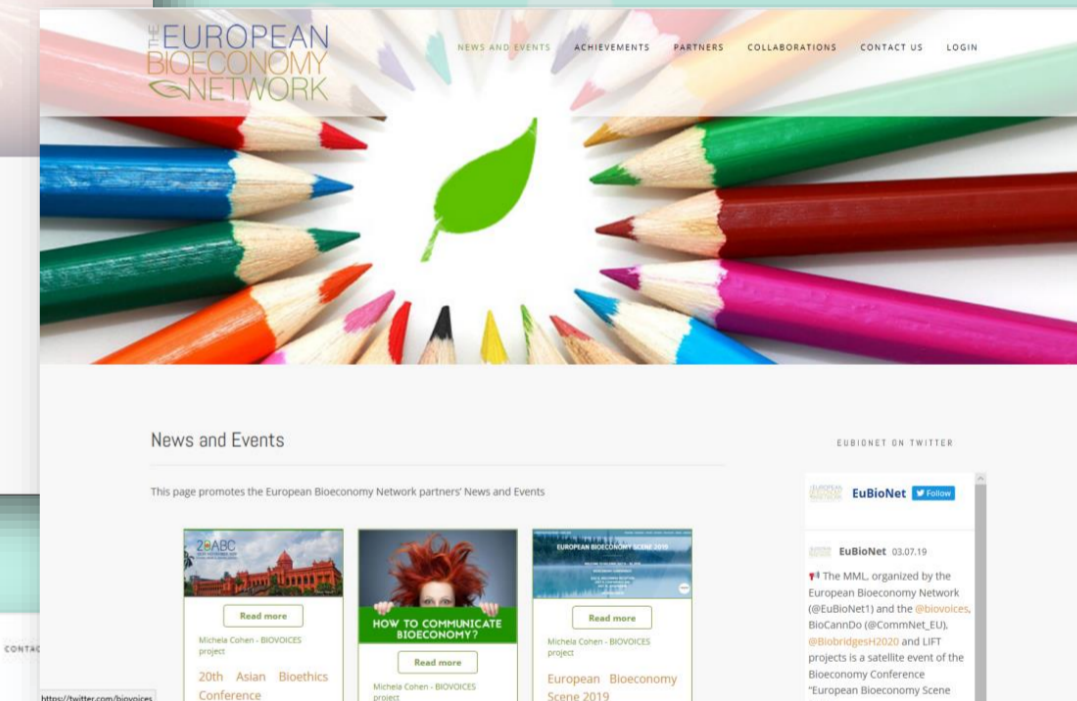
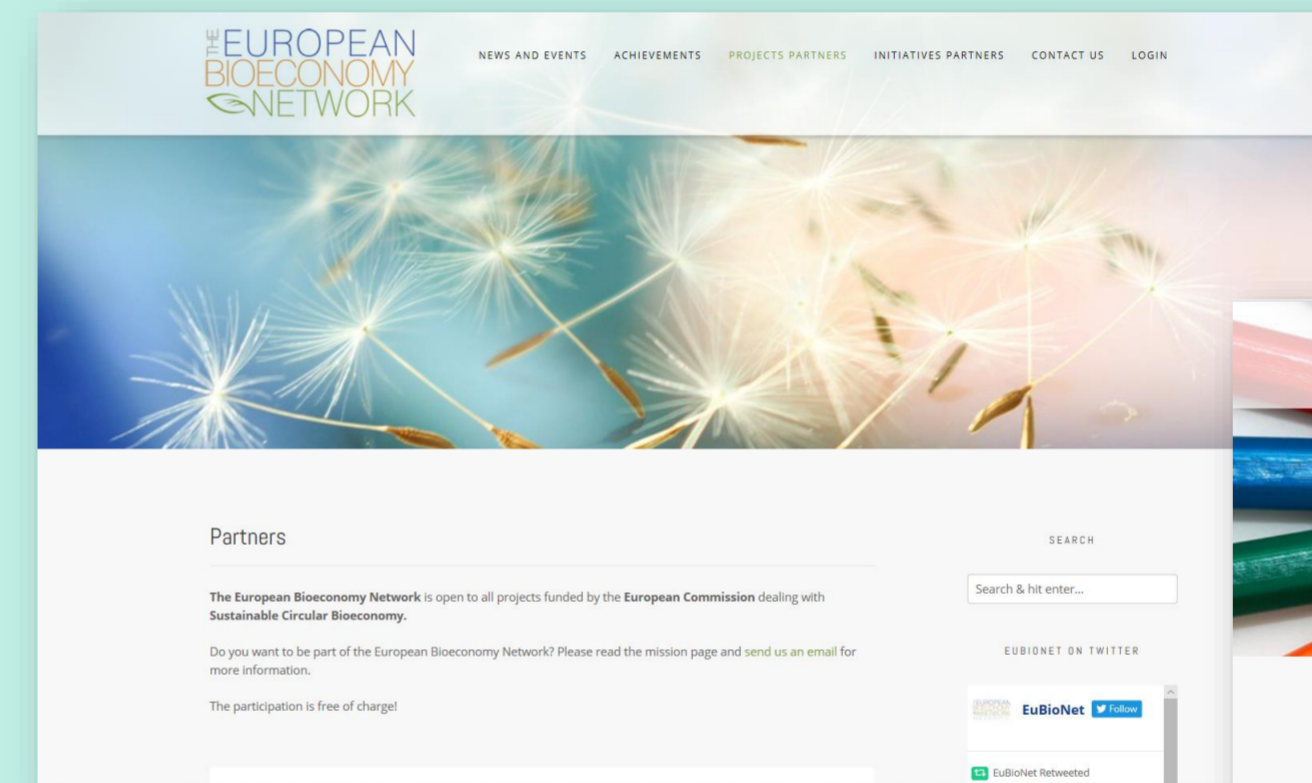
<https://www.linkedin.com/groups/8793586/>



[@EuBioNet1](https://twitter.com/eubionet1)



[info@eubionet.eu](mailto:info@eubionet.eu)



**1**

**GOOD PRACTICES** on collaborative cross-cutting interconnections with illustrative examples that provide valuable insights to bio-based industries, brands owners and other stakeholders, about the factors influencing successful collaborations.

**2**

Evidence-informed, value-driven and socially robust **PROCEDURES** and **KNOW-HOW** easy to be adopted and replicated by relevant stakeholders to create new cross-sector interconnection in bio-based economy clusters.

**3**

An **ACTION PLAN** with guidelines and recommendations for raising consumers' awareness of sustainability as well as the benefits and opportunities of BBPs.

**4**

The identification of those bio-economy sectors' enabling most profitable cooperation and a set of **RECOMMENDATIONS** about creating new value chains and better target existing value chains.

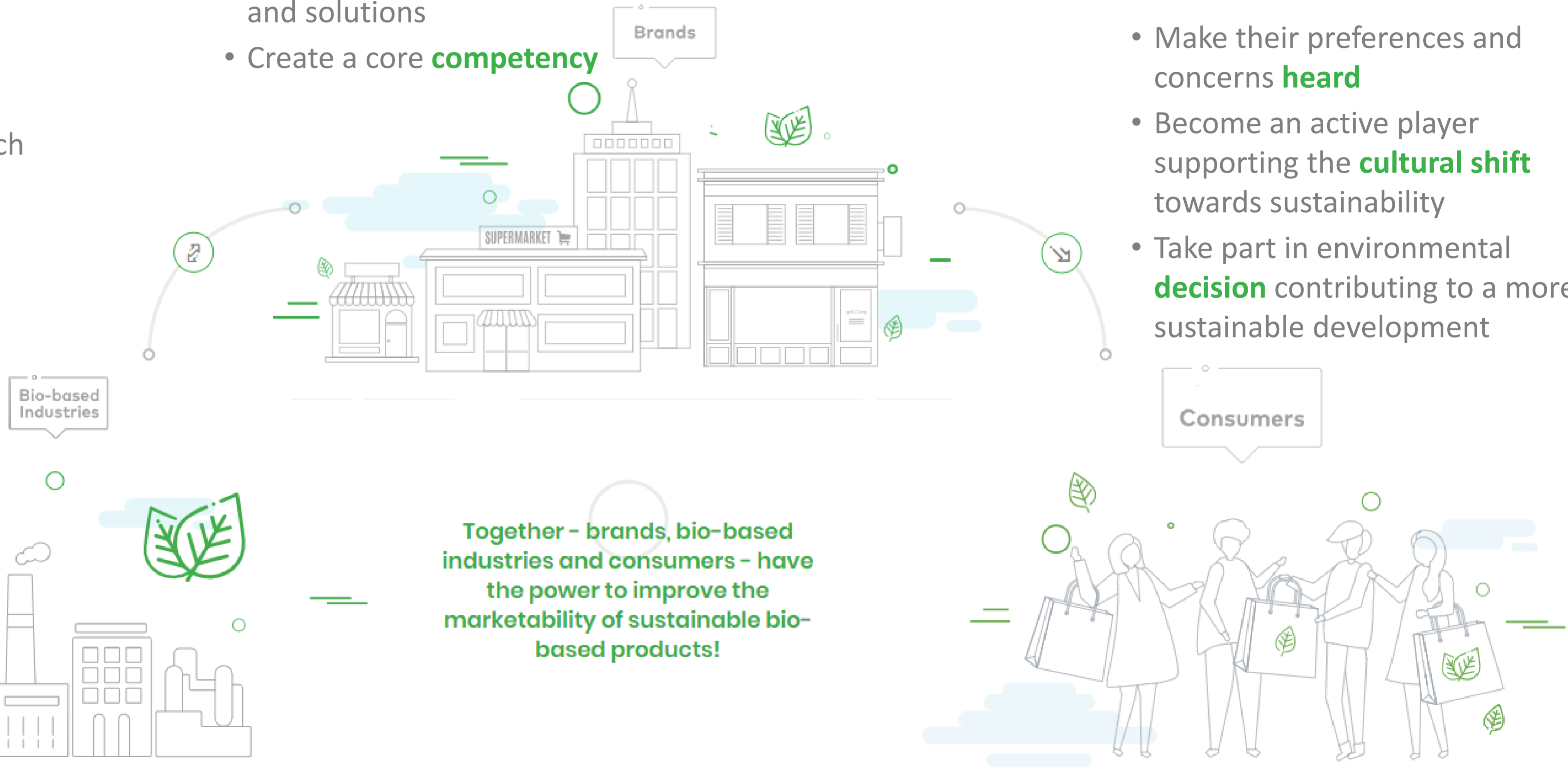
**5**

Ultimately, through the co-creation activities, best practices and recommendations deriving from the project, **BIOBRIDGES** aims to establish at least **TWO NEW CROSS-SECTOR INTERCONNECTIONS** in bio-based economy clusters.

- Understand the **best channels** and arguments to approach brand owners
- **Promote** their bio-based solutions and products
- Create **opportunities** for sustainable bio-based applications
- Increase their **market opportunities**

- Be **aware** of existing bio-based products and producers
- **Differentiate** the brand adopting more sustainable bio-based products and solutions
- Create a core **competency**

- Make their preferences and concerns **heard**
- Become an active player supporting the **cultural shift** towards sustainability
- Take part in environmental **decision** contributing to a more sustainable development



Together - brands, bio-based industries and consumers - have the power to improve the marketability of sustainable bio-based products!



## Global website

[www.biobridges-project.eu](http://www.biobridges-project.eu)



## Infographic

Communication needs in the bio-based economy



## Factsheets

1. Drivers and barriers faced by brands related with the adoption of bio-based business models
2. Current and future trends and barriers faced by the bio-based industry
3. Best practices and challenges on multi-stakeholder and cross sector interconnections
4. Challenges in the cooperation between Industry and feedstock suppliers from the Industry point of view



## The BIOArt Gallery Booklet

<https://www.biobridges-project.eu/results/the-bioart-gallery-booklet/>



## Cooperation challenges

Cooperation in the bioeconomy – Learning and overcoming the challenges

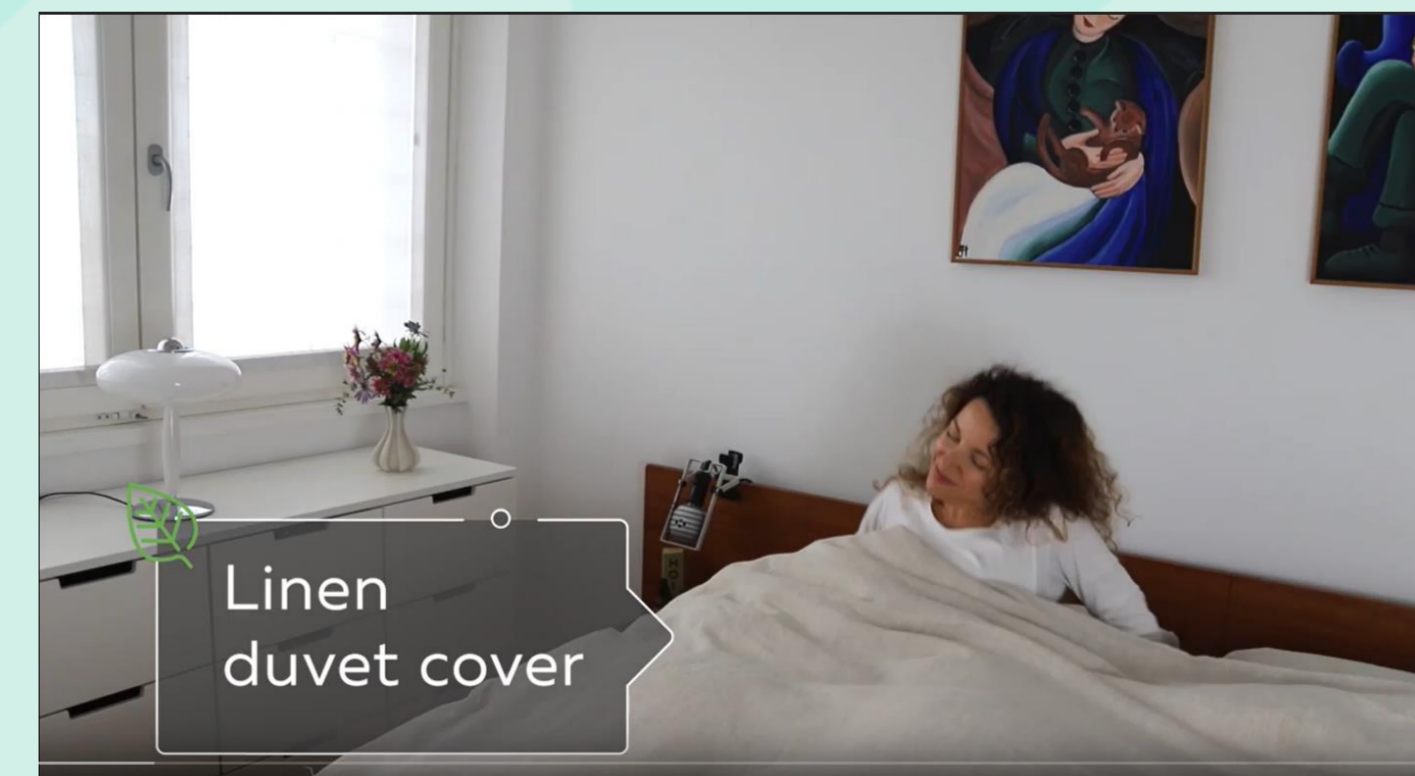
<https://www.biobridges-project.eu/challenges/>



**New cross-sector interconnection - Microalgae company, Croatia**



## A bio-based day video







# Uptake of RTD results

More info


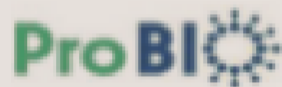

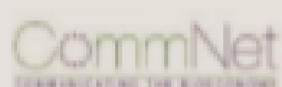





Factsheet: Challenges to be addressed in **Uptake of RTD results**, projects' main results, gaps to be bridged and recommendations.



## Uptake of RTD results

## Related projects/Sources:

Acronym/logo	Programme	Duration	Website
	H2020	Mar 2015 -Feb 2018	<a href="http://www.commbebiz.eu">www.commbebiz.eu</a>
	H2020	Mar 2015 - Aug 2017	<a href="http://www.probio-project.eu">www.probio-project.eu</a>
	H2020	Jul 2015 - Jun 2018	<a href="http://www.biolinx-project.eu">www.biolinx-project.eu</a>
	FP7	Jan 2012 - Dec 2014	<a href="http://www.commnet.eu">www.commnet.eu</a>
	BBI JU	May 2017 - Out 2019	<a href="http://www.biopen-project.eu/">www.biopen-project.eu/</a>
	H2020	Oct 2017 - Aug 2020	<a href="http://www.ketbio.eu">www.ketbio.eu</a>
	InterregMed	Nov 2016 - Nov 2019	<a href="http://www.green-growth.interregmed.eu">www.green-growth.interregmed.eu</a>





## Uptake of RTD results

## CSAs projects' achievements

- ✓ **Training materials** to develop business, communication and networking skills of researchers;
- ✓ **Collaboration and knowledge sharing** between bioeconomy projects and stakeholders;
- ✓ Extensive knowledge and good practices on **how to bring research to market**;
- ✓ **Gap to the market of tens of participating R&I projects shortened.**



## Uptake of RTD results

## Gaps still to be bridged

- ✓ **R&I bioeconomy project results not easily accessible as “Actionable Knowledge” to potential beneficiaries.**
- ✓ **Low commitment from academics**, mainly interested in publishing papers
- ✓ **Lack of competences and skills** to transfer the research outcomes to the market.
- ✓ **Lack of connections with industries and potential markets** for their innovation.
- ✓ **Need for transversal platforms/projects facilitating the connection among projects and researchers** having similar interest, to promote knowledge sharing, mutual learning, debate and collaboration.
- ✓ **Need of a mechanism that ensures that innovations remains state-of-the-art** during the project lifetime.
- ✓ **Lack of business potential/profitability, business models, business plans, viable business opportunities.**
- ✓ **Poor availability of / access to financing to bridge the gap (“the valley of death”)** between RTD and commercialisation as well as risk sharing across the value chain and among industry and stakeholders.



## Uptake of RTD results

## Recommendations

- ✓ Create a mechanism ensuring (a) innovation of the research remains state-of-the-art during the project (b) the research will lead to **viable business opportunities**;
- ✓ Develop **toolkits, matchmaking events, hackathons and tailored coaching/mentoring services** to boost the uptake of R&D results.
- ✓ A service in the form of **vouchers** for SMEs and start-ups could be useful helping them to reach the market
- ✓ Increase the **go-to-market mindset of researchers** by implementing capacity building activities
- ✓ **Promote knowledge exchange, mutual learning and debate** among projects having similar interests
- ✓ **Combine entrepreneurship & academic career.** Promote researcher investment in spin-offs
- ✓ Establish and maintain a **permanent inventory of EU-funded R&I bioeconomy R&I results**
- ✓ The above activities could be established in continuous services, provided by CSAs.



**Uptake of RTD results**

**Interactive discussion**

**MENTI.COM INTERACTIVE SESSION**

**CODE: 75 61 05**





# Foresight, market studies and market roadmaps

More info




[Factsheet](#): Challenges to be addressed in Foresight, market studies and market roadmaps , projects' main results, gaps to be bridged and recommendations.



## Foresight, market studies and market roadmaps

## Related projects/Sources:

Knowledge Centre for Bioeconomy (JRC)  
[https://ec.europa.eu/knowledge4policy/bioeconomy\\_en](https://ec.europa.eu/knowledge4policy/bioeconomy_en)

Acronym/logo	Programme	Duration	Website
	FP7	Oct 2012 - Mar 2015	<a href="http://www3.lei.wur.nl/satbbe/default.aspx">www3.lei.wur.nl/satbbe/default.aspx</a>
<b>BISO</b>	FP7	Mar 2013 - Feb 2016	<a href="http://biobs.jrc.ec.europa.eu/">biobs.jrc.ec.europa.eu/</a>
 Monitoring the Bioeconomy	H2020	Jun 2018 - May 2022	<a href="http://biomonitor.eu">biomonitor.eu</a>
	H2020	Aug 2012 - Jul 2015	<a href="http://industrialbiotech-europe.eu">industrialbiotech-europe.eu</a>
	BBI JU	May 2017 - Oct 2019	<a href="http://www.biopen-project.eu/">www.biopen-project.eu/</a>





## Foresight, market studies and market roadmaps

## CSAs projects' achievements

- ✓ **Foresight studies and anticipating scenarios** to guide political and industrial agendas
- ✓ Macroeconomic models and methodologies to **monitor the development** of the bioeconomy.
- ✓ **Market volumes, data sets and projections for selected product** groups and bio-based value chains.
- ✓ **Success stories of bio-based products.**





## Foresight, market studies and market roadmaps

## Gaps still to be bridged

- ✓ Due to the **complexity and diversity of the bioeconomy domains** the available data are often **qualitatively insufficient, unclear, incomplete, unreliable, and not up-to-date.**
- ✓ Need to continuously **refine existing and develop new methodologies and parameters to monitor** and document progress and developments in the bioeconomy.
- ✓ Relevant data on the bioeconomy are missing. **Traditional statistics are often insufficient** to monitor bio-based products and sectors that use both bio-based and fossil-based raw materials. **Ad hoc surveys and other sources of information gathering need to be considered** (e.g. expert estimations of bio-based shares, private sector data, web, crowdsourcing) to collect such data, **enabling the estimation of bio-based shares in hybrid sectors.**
- ✓ **Lack of willingness/readiness of stakeholders** including (a) industries and other economic actors along the value chain (b) public organizations to get involved, to provide (market) data and/or to validate study findings.
- ✓ **Poor availability/affordability of market studies** (many are private and/or costly for SMEs).



## Foresight, market studies and market roadmaps

## Recommendations

- ✓ **Identify important (data, indicators and methodology) gaps**, and promote initiatives filling these gaps;
- ✓ Make the already collected data (for/by the JRC's Knowledge Centre for Bioeconomy and others) **easier accessible and searchable for all stakeholders**;
- ✓ Provide **continuous monitoring of the market, trends, evolutions and projections** for bio-based sectors and value chains;
- ✓ **Facilitate stakeholders' knowledge sharing and debate** to better elaborate **foresight scenarios** including their perspectives;
- ✓ Make **market information and knowledge easier accessible to SMEs and start-ups**.
- ✓ **Green a white page**: how to design sustainable pathways and opportunities after the coronacrisis?



**Foresight, market studies  
and market roadmaps**

**Interactive discussion**

**MENTI.COM INTERACTIVE SESSION**

**CODE: 75 61 05**





# Industrial roadmaps

More info





[Factsheet](#): Challenges to be addressed in **Industrial Roadmaps**, projects' main results, gaps to be bridged and recommendations.



## Industrial roadmaps

## Related projects/Sources:



Acronym/logo	Programme	Duration	Website
	BBI JU	Sept 2016 – Aug 2019	<a href="http://www.roadtobio.eu/">www.roadtobio.eu/</a>
	FP7	Aug 2012 - July 2015	<a href="http://industrialbiotech-europe.eu">industrialbiotech-europe.eu</a>



## Industrial roadmaps

- ✓ **Technology roadmaps** identifying opportunities, needs and barriers, setting priorities, and recommending actions for increasing bio-based production.

## CSAs projects' achievements





## Industrial roadmaps

## Gaps still to be bridged

- ✓ **Bioeconomy roadmaps are complex** due to the wide variety of potential products, technological evolutions and continuously emerging opportunities and even hurdles.
- ✓ **Poor engagement of stakeholders** in roadmap design, leading to low acceptance and deployment.
- ✓ Difficulties in setting up a joint industrial roadmap due to the **lack of interest of industrial actors** to share data and information due to IPR issues.
- ✓ **Poor collaboration between academia and industry**, which may lead to mismatch with industrial interest and needs as well as poor roadmap exploitation.





## Industrial roadmaps

## Recommendations

- ✓ Industrial roadmaps able to address properly the **complexity and wide variety of challenges** should be encouraged.
- ✓ Formulate (concrete and targeted) actions and associated timeframes; and define indicators
- ✓ **Ensure stakeholder engagement** in roadmap development, to ensure ownership, acceptance, commitment in deployment
- ✓ **Monitor technology developments**, identify sectors for which it is more urgent to develop roadmaps, and ensure supportive measures for the design of these roadmaps.
- ✓ Design industrial roadmaps **valorising local resources** (feedstock, infrastructures, skills, industrial fabric, strategies/funding)



**Industrial roadmaps**

**Interactive discussion**

**MENTI.COM INTERACTIVE SESSION**

**CODE: 75 61 05**