BIO2REG

Enabling transition towards circular and systemic BIOeconomy model regions by a Regions-to-Regions approach

Project Website

Deliverable 4.2

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This deliverable has not yet been reviewed by the European Commission. Its content might therefore change as a result of the review process.

Project Website	
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0.1	1.2.2024	BIOC internal	First draft
0.2	21.02.2024	FZJ	Structure update with FZJ
0.3	30.03.2024	BIOC	Version ready for peer review
	05.04.2024	Georgios Maroulis (PU) Denise Gider (FZJ)	Review
1.0	25.04.2024	BIOC	Final version

BIO2REG in a nutshell

A sustainable bioeconomy is essential for achieving the goals of the Green Deal. However, implementing a regional bioeconomy comes with various challenges. Bioeconomy model regions offer a systemic approach to transitioning to sustainable development. The EU-funded BIO2REG project aims to help greenhouse gas-intensive economies unlock their bioeconomy potential by moving towards bioeconomy model regions.

The project will encourage networking of regions, interregional exchange and cooperation, providing regional stakeholders with a conceptual framework for regionalisation in bioeconomy model regions. This involves mapping best practices in a circular and sustainable bioeconomy, assessing bioeconomy potential, offering mentoring and training, forming transition alliances, and making policy recommendations. The project adopts a multi-actor approach by collaboratively creating tools and guides with regional stakeholders and engaging with regions through guided on-site exchanges.

Find out more:

Website: https://bio2reg.eu

LinkedIn: https://www.linkedin.com/company/bio2reg

X/Twitter: https://twitter.com/BIO2REGeu

Contact Denise Gider (Project coordinator): d.gider@fz-juelich.de

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Project partner abbreviations

FZJ	Forschungszentrum Jülich, BioökonomieREVIER, Germany
BIOC	BIOCOM Interrelations, Germany
KVC	Senior Europa (Kveloce), Spain
PU	Panteion University Athens, University Research Institute of Urban Environment & Human Resources, Greece

1 Abstract

BIOC will deliver a project website, which will function as the central communication platform. The BIO2REG project website (https://bio2reg.eu) is a key communication tool, offering current information, background material and multiple options to stay up-to-date.

At a later time, the project website will also function as the home of the BIO2REG network, which will provide the basis for knowledge transfer, management, and sharing activities.

Objectives:

An appealing website with up-to-date and comprehensive content is the most effective method to inform and keep engaged all relevant and interested stakeholders. The key issues that will be considered when programming the website and writing the content are the following:

- Provide a comprehensive overview of the goals and the work that is being conducted in the project.
- Engage key stakeholder of the project to participate in the network, make use of the tools provided by the project and contribute to its outcome.
- Reach different audiences that may have an interest in BIO2REG.

The website will also serve to trigger the interest of the general public to learn more about bioeconomy, a model region approach and its benefits and how the BIO2REG project is supporting regions in the transition. To reach these objectives, a modern and attractive entry page with a mixture of photos and text will be designed. A well-structured, comprehensive project description that is precise and easy to understand forms the basis of the website.

2 Website design

The design of the website reflects the latest readability and design standards. It is based on the colours and fonts described in the project style guide (internal brand book). The design is based on the commercially available WordPress theme Enfold, which is adapted to the BIO2REG branding.

3 Technical implementation

The project website is built using the open-source content web development platform WordPress. WordPress is particularly suitable because of its functionality, usability and maintenance simplicity. It has a responsive web design and can therefore be viewed on all devices and screen sizes. The content and layout of the website were designed to guarantee that it works well on all modern web browsers such as Safari, Internet Explorer, Mozilla Firefox and Google Chrome. Furthermore, WordPress offers a range of plugins that allow the uncomplicated extension of functionalities. There will be regular maintenance cycles that will update the Content Management System (CMS) and plugins as well as hardware, operation system and middleware as required.

For the compilation and sending of the newsletters and form e-mails, the tool Brevo will be used. Brevo allows for mobile-friendly newsletters and provides tracking.

Overall technical realisation and the website design (fonts, colour codes, overall appearance) will be developed by BIOC. Content for the project sections were largely prepared by BIOC and FZJ reviewed and edited by the project coordinator. Content for the consortium page was collected
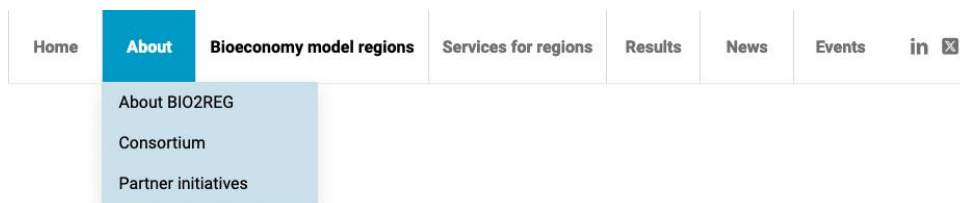
from the partners and edited by BIOC. Content for the partner project page was collected from the partner projects and edited by BIOC.

The website will be developed in compliance with European General Data Protection Regulation (GDPR).

4 Initial structure

The main / primary menu will be shown at the top of the website.

Figure 1: Screenshot of the main menu

- Home
- About
  - o About BIO2REG
  - o Consortium
  - o Related initiatives
- Bioeconomy model regions
- Services for regions
- Results
- News
- Events
- Social Media Links

The secondary menu will be shown in the footer of the website:

- Newsletter
- Contact us
- Imprint
- Privacy policy

This structure will be updated as the project evolves, such as the inclusion of materials and the network, which will be added in 2025 in relation to Work Package 2 activities. See Outlook for further development of the website for more details.

5 Initial sections

5.1 Home

This section introduces the BIO2REG project and links to the more relevant sections of the website. It will also enable users to subscribe to the BIO2REG Newsletter. See Figure 5.

5.2 About BIO2REG

This section comprehensively describes the scope and aims of the project. It also explains the basic concept, methodologies and scope of the BIO2REG project.

5.2.1 Bioeconomy model regions

This section explains the concept of the bioeconomy model region within the BIO2REG framework and introduces selected model regions. See Figure 8.

5.2.2 Consortium

This section introduces the members of the BIO2REG consortium, including the Advisory Board (once established).

5.2.3 Partner initiatives

This section provides a list of closely related initiatives and projects that BIO2REG collaborates with.

5.3 Services for regions

This sections lists which services will be available throughout the project to facilitate bioeconomy capacity building and knowledge dissemination in different European regions, e.g. by assessing their bioeconomy potential, or to drive the bioeconomy transition.

5.4 Results

This section lists the planned and actual results of the project. Completed results, in case their dissemination level is public, will be available for download. See Figure 9.

5.5 News

This section lists news from the project, from partner projects and highlights bioeconomy developments in general. This page includes a registration form for the newsletter, and it makes available past newsletter editions.

5.6 Events

This section shows upcoming events of interest in the bioeconomy space in a month view, which can be switched to a list view by the user. New events will be added continually.

Figure 2: Screenshot of the event calendar
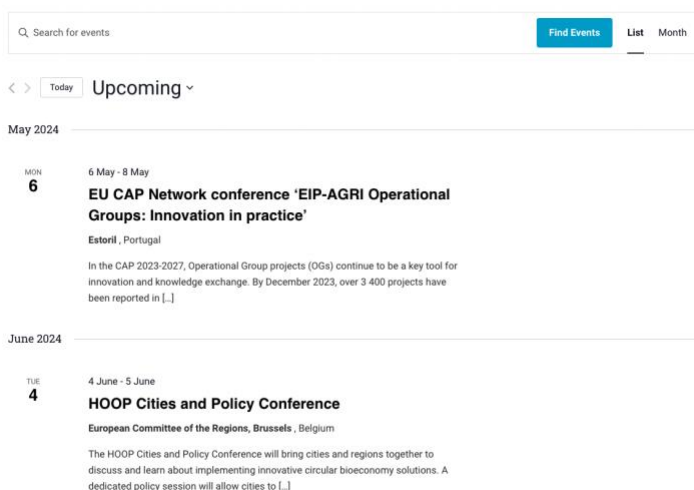
5.7 Social Media Links

Links to both X/Twitter and LinkedIn channels of BIO2REG are available via their respective icons in the main navigation.

5.8 Newsletter

This section offers the newsletter subscription form.

5.9 Contact us

This section provides contact information for both the coordination and communication teams.

5.10 Imprint

This section shows the imprint of the website.
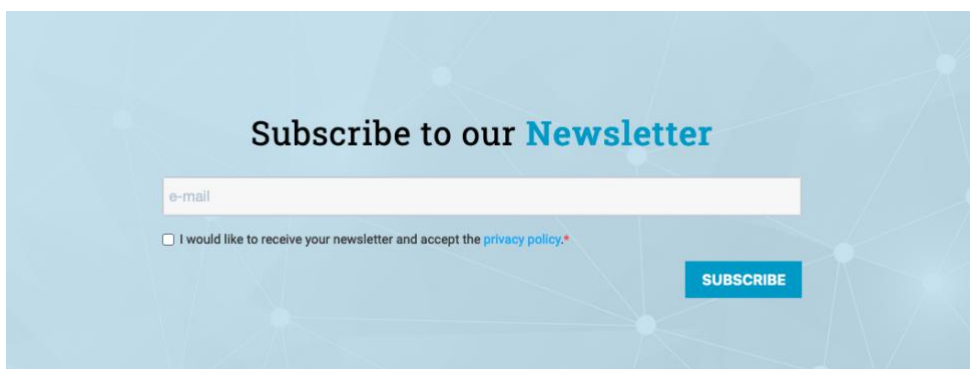
5.11 Privacy policy

This sections provides the privacy policy of the website.

6 Other functionalities

6.1 Newsletter

Each page has a newsletter subscription form at the bottom. The newsletter will be compiled on a regular basis to communicate BIO2REG results to a large audience as well as to the network members. The newsletter will include interesting news on the project or bioeconomy as published on the website, event announcements or summaries, comprehensive summaries of results, etc. In total, at least six newsletters will be published over the course of the project.

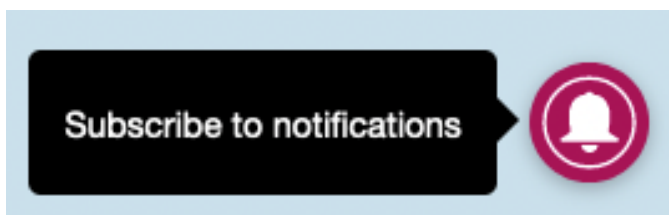Figure 3: Screenshot of the newsletter registration form

6.2 Push notifications

Users will be able to enable push notifications, thus receiving automated notifications whenever there is new content added to the website.

Figure 4: Screenshot of the push notification button

6.3 E-Mail address protection

E-mail addresses are protected against e-mail-harvesting bots (i.e. spam bots) with the help of the plugin email-address-encoder, which encodes these addresses into decimal and hexadecimal entities using JavaScript and CSS techniques.

6.4 Tracking and website performance indicators

User activities will be monitored using Matomo Web Analytics, which is hosted locally to comply with General Data Protection Regulation. Once the website is running, automatic reports on user activity will be sent within the consortium, while in-depth reports will be compiled every six months.

All performance indicators relating to the website (see Deliverable 4.1 *Communication, dissemination and exploitation strategy and stakeholder engagement plan*, due in April 2024) will be closely monitored and reported in Deliverable 5.2 *Report on final communication, dissemination and exploitation plan* (due in December 2026).

7 Outlook for further development of the website

7.1 Videos

As soon as videos are available (Deliverable 4.3 *Five call-to-action videos* due in December 2024 and Deliverable 5.4 *Film documentary* due in October 2026), they will be displayed prominently on the website main landing page as well as in other news sections as suitable.

7.2 Event registration

If required, the website will provide event registration pages that will include information on the event as well as a registration form.

7.3 Network

The website will also be home to the BIO2REG network and support Work Package 2 network activities. Starting in 2025, the project website will then function as the BIO2REG network's central communication platform, providing the basis for knowledge generation, management, and sharing activities, facilitating exchange between European regions through an integrated network area. Building on the engagement plan (D4.1 *Communication, dissemination, exploitation strategy and stakeholder engagement plan* due in April 2024), KVC will be responsible for the logistics and coordination of all partners participating in the recruitment of network members and impact assessment procedures. Once it is available, the network will be integrated into the main menu of the website.

7.3.1 Database of interaction tools

Task 2.2 calls for the screening and assessing of user-friendly interaction tools for regional bioeconomy stakeholders, which will result in a database of tools for knowledge exchange between and within regions. The focus will be on IT tools at the European level. After completion of D2.2 *Database of user-friendly tools for regional cooperation towards circular and systemic bioeconomy model regions* in June 2025, BIOC will include the database to provide easy access on the website.

7.3.2 Interactive actor map

As stipulated in Task 5.2, the website will host an interactive actor map showcasing up to 20 regional bioeconomy profiles of BIO2REG network members. Starting in 2025, the actor map will be developed based on D2.1 *BIO2REG Network Concept* in June 2025. The map will showcase up to 20 regional bioeconomy profiles of BIO2REG network members (Task 2.3.) characterising their regional transition challenges, region-specific bioeconomy conditions, most important stakeholders and how they tackle their paths towards bioeconomy model regions. The profiles will be prepared in a uniform structure and content will be collected based on direct online exchanges with regional stakeholders.

8 Updates

The content generated for the website (news, event advertisement, updates on the regions) will be promoted actively via the BIO2REG newsletter, social media channels and media outlets targeted at a larger public if possible.

The website will be kept online for at least three years after the end of the project, i.e. 31.12.2029.

9 Graphical abstract

This section contains selected screenshots of the website.
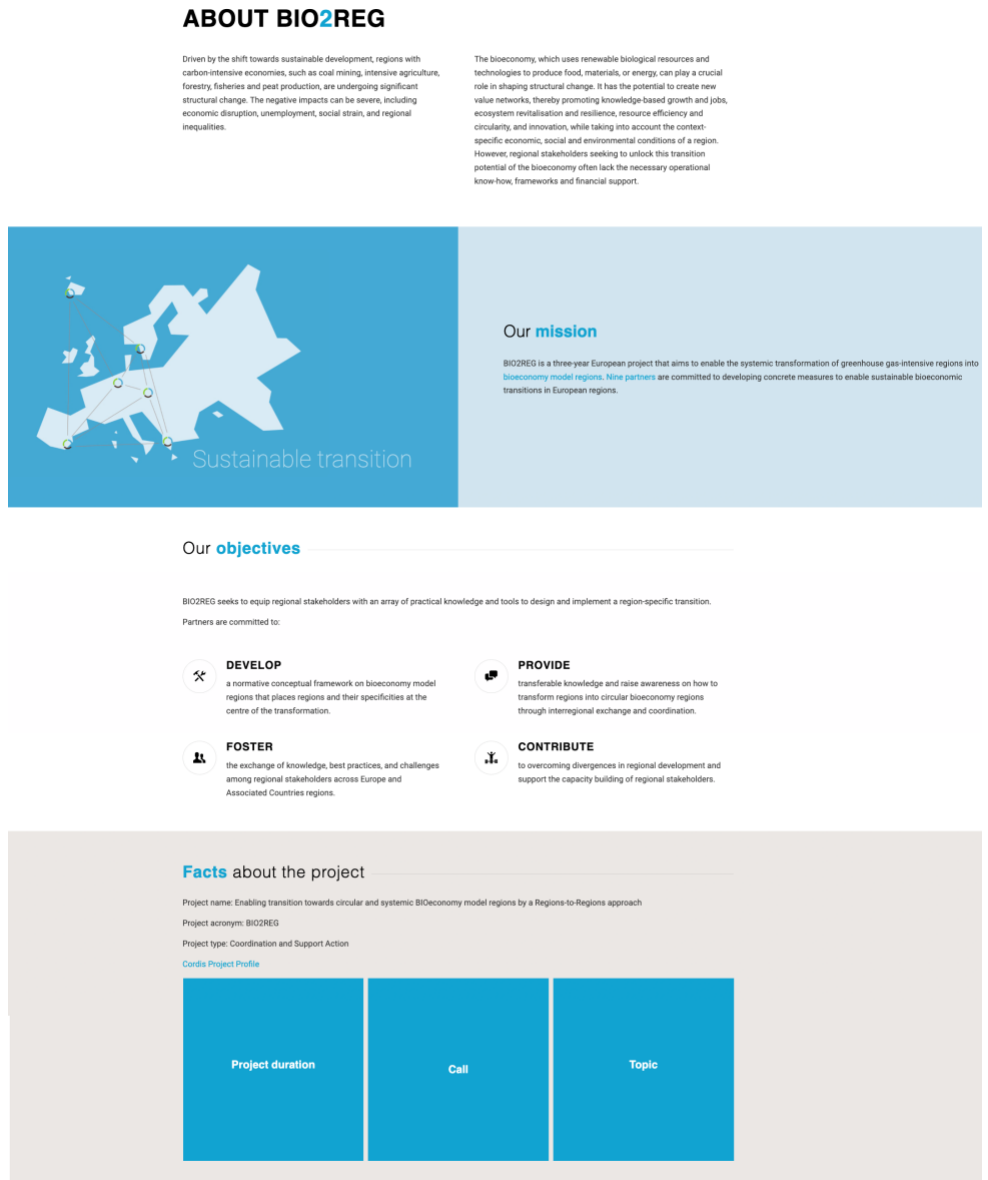
Figure 5: Screenshot of the startpage

Figure 6: Screenshot of the page "About"

Figure 7: Screenshot of the page "Partner initiatives"

Figure 8: Screenshot of the page "Bioeconomy model regions"

BIOECONOMY MODEL REGIONS

Transitioning to a sustainable bioeconomy is an acknowledged pathfinder to achieving European Green Deal ambition by enabling sustainable development, reduced dependence on fossil resources and the creation of new economic opportunities. While the realisation of bioeconomy on a regional level holds great promise it still faces hurdles in its concrete implementation. The majority of stakeholders in regions throughout Europe lack actionable knowledge to translate existing strategies into practice and to embed them into society, industry and research while simultaneously considering planetary boundaries. **Thus bioeconomy model regions tackle the urgent need to specify bioeconomy into tangible transition measures. It embodies a forward-thinking approach to bioeconomic development, rooted in collaboration, innovation and sustainability.**

The systemic bioeconomy model region approach is quite new, relatively unknown and applied as a pilot by the German initiative BioökonomieREVIER, coordinator of the BIO2REG project. Within BIO2REG, a detailed concept of a bioeconomy model region will be developed in the first project year in 2024 to operationalise the approach and make it accessible to other regions.

A model region can be understood as a geographic area in which bioeconomy acts as a central transformative power, helping the region transition to a regionally adapted bioeconomy. It serves as an innovation nucleus of an entire region to develop its regional strengths. It does so by fostering and showcasing regional, bio-based value chains and technologies, research, policies and by serving as a network opportunity to create added value and jobs.

Key characteristics

In model regions bioeconomy is broadly integrated into society, economy, education sectors and policies. At the same time, it seeks to ensure healthy ecosystems within ecological boundaries, including the sustainable use of biological resources and the preservation of biodiversity.

+ 1. Integration and interplay of regional stakeholders
+ 2. Systemic approach
+ 3. Innovation nucleus
+ 4. Regionally adapted
+ 5. Rooted in sustainability
+ 6. Knowledge and capacity sharing

Background on bioeconomy model regions

Bioeconomy model regions are based on the concept that material cycles as well as (agricultural) economic innovation ecosystems and social transformation can be implemented most efficiently in explicit regions. At the same time, the extrapolation and adaptation of knowledge gained in one region and shared with another region is particularly effective. As emphasised by the Advisory Council on Global Bioeconomy (IACGB), "Interregional coordination is necessary to share best practices and facilitate knowledge exchange, but also to overcome divergences among different territorial aspects." Therefore, bioeconomy model regions should

1. make important contributions to the creation and development of jobs and sustainable value creation in regions (regional structural effectiveness) and
2. provide transferable knowledge on how other regions can be transformed into circular bioeconomy regions (model for regional transformation).

Figure 9: Screenshot of the page "Results"

RESULTS

The BIO2REG partners are developing a range of tools, guides, and services to help regional stakeholders not only identify their bioeconomy potential, but also harness it.

Regionalisation concept

BIO2REG's unique model region framework places regions and their specificities at the centre of the transformation through multiple and tangible transition measures. The normative concept developed will synthesise evidence on the regional dimension of the bioeconomy. Its systemic approach will build on technological and societal innovation, recognise cross-sectoral linkages and focus on sustainable development in economic, environmental, and social terms.

coming in October 2024

Multi-Criteria Assessment

The Multi-Criteria Assessment (MCA) framework will help regional stakeholders to quantitatively assess the bioeconomy potential of European regions. The MCA will take into account regional specificities and different greenhouse gas intensive economies.

coming in June 2025

Practical guides

The project will produce a set of guides to help regional actors implement transition measures on the regional level. Members of the network and the exchange programme will have access to guidance on best practice, common challenges and barriers to transition, and on how best to mobilise regional stakeholders.

coming in June 2025

BIO2REG network

The interregional network will promote direct interaction between stakeholders and mutual learning. Based on an assessment of user-friendly tools for regional cooperation the network will connect regions that are already more advanced and those that face greater challenges in the regional bioeconomy transition process. Network member have privileged access to BIO2REG results and tools, such as hands-on transition guides.

coming in June 2025

Exchange programme

The interregional exchange programme will foster partnerships, will showcase experiences, and will build capacity through mentoring and training services. The programme will match greenhouse-gas intensive regions with bioeconomy model regions to form interregional transition alliances.

coming in 2026

Policy recommendations

BIO2REG will formulate concrete recommendations for regional, national and EU policy makers in order to accelerate the transition towards bioeconomy model regions. The policy briefs will focus on the enabling governance structures and the role of public and private funding streams in supporting regional bioeconomy development as well as the overall lessons learned from the project and best strategies for interregional interregional cooperation.

coming in January 2025

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All public deliverables

Work Package 1
"Assessing regional potential towards circular and systemic bioeconomy model region transition"

D1.1
BIO2REG regionalisation concept for circular and systemic bioeconomy model regions

due in: October 2024

This deliverable reports on T1.1 activties and contains the regionalization concept to develop circular and systemic bioeconomy model regions. The regionalization concept will consider regional specificities with regards to e.g. economic structure, quantity and quality of biological resources, agricultural and industrial structure, conditions and requirements for protection of natural resources etc.

D1.3
Guide for regional stakeholders to implement regional MCA framework assessment

due in: June 2025

This deliverable reporting on T1.3 activities contains a guide on how to implement the MCA framework assessment targeting regional stakeholders and applicable to the diversity of European bioeconomy regions and their regional specificities and different GHG-intensive economies. Dimensions of the MCA refer to e.g. products, industries, sectors and their cross-sectoral integration.

D1.5
Public summary on guides for regional stakeholders on transition measures towards bioeconomy model regions based on best practices

due in: June 2025

This deliverable contains the public summary of Deliverable D1.4 reporting on T1.4 on guides specifying the hands on implementation of transition measures towards bioeconomy model regions targeting regional stakeholders.

Work Package 2
"Establishment of an interregional network structure on circular and systemic bioeconomy model region transition"

D2.1
Report on final concept of BIO2REG network

D2.2
Database of user-friendly tools for regional