

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

Five Call-to-Action videos

Deliverable 4.3

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

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BIO2REG in a nutshell

A circular sustainable bioeconomy is essential for achieving the goals of the Green Deal. However, implementing a circular 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 circular 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 circular 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:

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1 Summary

In Task 4.3, BIOC created five short Call-to-Action videos (D4.3) that show the scope of the project and invite regions throughout Europe to join the BIO2REG network. One video introduces the project, while the other four videos summarise the results of the expert workshop series in task 1.4 "Mapping best practices in circular and systemic model regions". Five workshops were conducted thematically focussing on the following prerequisites for successful transition: climate-neutral bio-based value chains and business models, research infrastructure and living labs, social sustainability aspects of the transition, education and funding. By mixing on-site footage sequences with documentation, animation, interviews, and relevant thematic archive footage and photos, the videos are set to contribute to mobilising relevant stakeholders for BIO2REG's network activities (task 2.3).

2 Videos

The concept for the call-to-action videos was developed in the first half of 2024. The first video introduces the BIO2REG project and the rationale behind it. The following four videos each focus on one of the workshop themes. Together, these videos demonstrate the diverse pathways Europe offers for successful regional transitions. Each video will feature concrete examples, best practices, and expert insights on topics such as climate-neutral bio-based value chains and business models, research infrastructure, social sustainability, education, and funding. At the end of each video, a short call-to-action will encourage further engagement and participation.

Each video starts with an introductory slide with a title and ends with a) a call to action and b) the disclaimer regarding EU funding with further links and a list of the consortium members.

Figure 1: Introductory slide



Figure 2: Call to action



Figure 3: Disclaimer and project information



2.1 Video 1: Introduction bioeconomy model regions

Video 1 serves as an engaging introduction to the BIO2REG project. It provides a clear overview of the project's purpose and underlying rationale by framing circular bioeconomy transition as a solution to achieve climate resilience in greenhouse gas-intensive regions. Footage from various bio-based production sites is used here to engage low-awareness stakeholders via real-life examples. The video also offers viewers a comprehensive and visually compelling understanding of

D4.3: Call-to-action videos

BIO2REG's goals using a dynamic blend of animations, interviews, and other footage from past bioeconomy events. The animation style was based on the project brand book and used key visuals for a continuous project look. Similarly, project partners and their expertise are introduced in this video, accompanied by a pictogram conveying the area of expertise next to the partner logo. Finally, the video clearly describes the services for regions that BO2REG provides to incentivise participants to join the network and the exchange programme.

Figure 4: Video 1 footage



Figure 5: Video 1 interview



Figure 6: Video 1 animation



2.2 Video 2: Funding bioeconomy model regions

Video 2 describes the challenges that regions face when looking to fund their circular bioeconomy transition and the practical recommendations the BIO2REG project can provide to help the regional stakeholders, in particular regional governance and businesses, to overcome them. Through a combination of animations, interviews, and supporting footage, the video presents the BIO2REG network as a resource for tools and support needed for developing effective funding strategies. It emphasises the Bio-based Industries Consortium as the key expert in this area, using footage from past BIC events and the expert interview. The video encourages regions to engage with the network by illustrating examples of potential practical support and collaborative opportunities for improving funding outcomes.

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Figure 7: Video 2 animation



Figure 8: Video 2 footage



Figure 9: Video 2 interview



Figure 10: Video 2 stock footage



2.3 Video 3: Bio-based and circular value chains

Video 3 introduces the critical role of building robust bio-based value chains in establishing a sustainable circular bioeconomy within a region. By showcasing common difficulties in establishing sustainable and circular bio-based value chains and strategies to address them, the video highlights the BIO2REG partners' deep understanding of the field and importance their importance in driving bioeconomy model regions forward. In this video, the Research Institutes of Sweden partners present their experience in bioeconomy transition via production site footage and the expert

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interview. Additionally, the video demonstrates the interconnectedness of BIO2REG interventions that will help regions overcoming their transition challenges on constructing well-founded, resilient value chains tailored to their specific bioeconomic goals and circumstances.

Figure 11: Video 3 animation

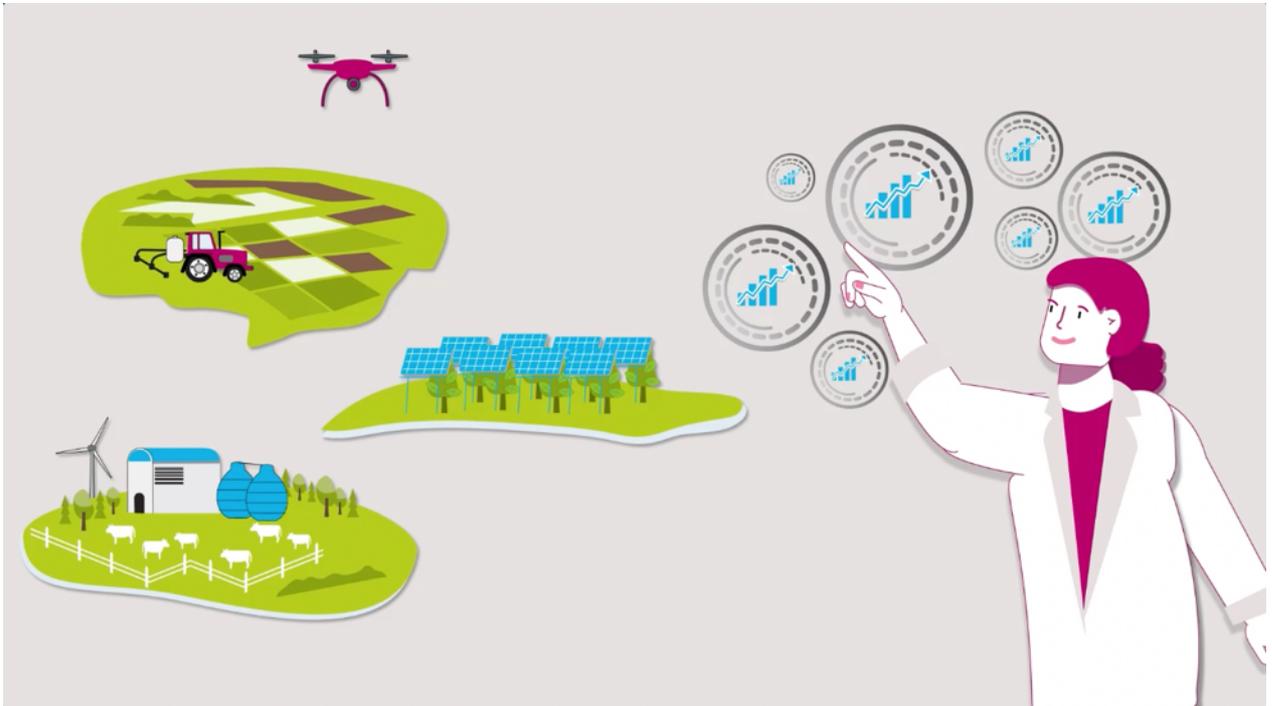


Figure 12: Video 3 interview



Figure 13: Video 3 footage



2.4 Video 4: Research infrastructure and living labs

Video 4 highlights the critical role of research infrastructure and living labs in establishing a sustainable circular bioeconomy at the regional level. It addresses common challenges and demonstrates how robust research facilities and living labs can act as pivotal drivers for regional transitions. The video delves into the strategic expertise provided by the BIO2REG consortium, exemplified by BIO2REG partner Matís. Through research footage and an expert interview with Guðmundur Stefánsson, Director of Research Groups, the video illustrates Matís' experience in advancing regional bioeconomy transitions in Iceland and showcases practical insights into fostering innovation through research infrastructure.

D4.3: Call-to-action videos

Figure 14: Video 4 footage



Figure 15: Video 4 animation



Figure 16: Video 4 interview



2.5 Video 5: Social Fairness and Education

Video 5 highlights the often-overlooked aspects of social sustainability and education in building a sustainable circular bioeconomy at the regional level. These factors, however, are crucial for a successful transition. Through animations, the video explores common challenges in these areas and offers insights into potential strategies to promote social fairness and provide education for advancing the circular bioeconomy. It also draws on the expertise of the BIO2REG consortium, featuring contributions from partners such as Kveloce (social fairness) and BIOEAST HUB CZ (education). Interview segments further showcase the partners' knowledge and practical experience, offering valuable perspectives on fostering social and educational sustainability within regional bioeconomy transitions.

Figure 17: Video 5 animation



D4.3: Call-to-action videos

Figure 18: Video 5 stock footage



D4.3: Call-to-action videos

Figure 19: Video 5 interview



Figure 20: Video 5 call to action



3 Annex

3.1 Script Video 1

Introduction bioeconomy model regions

The climate crisis is severely impacting our planet, and the need to combat these consequences is more urgent than ever. As a response, more and more greenhouse gas-intensive regions are shifting to circular and bio-based sustainable production: bioeconomy. But every region is unique and needs a unique set of tools and support to transition based on regional strengths.

BIO2REG is a unique initiative that puts the regions at the heart of the transformation by unlocking their individual bioeconomy potential. Its systemic regions-to-regions approach is the project cornerstone.

BIO2REG is the attempt to exchange between regions which are on the way to transforming their region into a future bioeconomy based on very different regions. But learning and going into a dialogue between regions in order to make a general knowledge of how it works and thereby also inform others to be able to do these regionalisation paths in a smoother way than we do it today.

BIO2REG's nine partner institutions are spread throughout Europe. Each possesses expertise in different bioeconomy aspects. Together with regions we will identify their unique strengths and equip regional stakeholders with an array of practical knowledge and tools to design and implement a region-specific transition.

BIO2REG provides elaborate services such as

- Exchange of knowledge between regions via the BIO2REG network
- Sharing of best bioeconomy practices
- Mentoring and training, and
- Policy recommendations

Through circular bioeconomy solutions, we will empower regional stakeholders to design and implement a region-tailored transition. We aim to implement sustainable innovations based on renewable materials and energy sources while minimising environmental impact and empowering social fairness.

Take control and redefine your region by imagining a future with sustainable growth and revitalised ecosystems!

Wondering what bioeconomy can do for your region? Join the BIO2REG network to connect, to learn and to transform. Together, let's shape your region's future!

BIO2REG – Join the BIO2REG network and unlock your circular bioeconomy potential!

3.2 Script Video 2

Funding bioeconomy model regions

Private and public funding is a critical driver for transforming greenhouse gas-intensive regions into bioeconomy model regions.

However, regional stakeholders face significant challenges, for example:

- Identifying the structure and main elements for a successful funding plan,
- Adapting funding strategies to regional conditions,
- Navigating complex funding sources across regional, national, and European levels, from both public and private sectors
- Ensuring continuous funding through long-term commitments

D4.3: Call-to-action videos

This is where BIO2REG comes in.

Our experts can help you find practical, region-specific solutions tailored to your unique challenges. As one example, the Bio-based Industries Consortium (in short: BIC) is providing its broad expertise in fostering collaborations between bio-based industry, academia and regions.

In BIC, we have a funding platform, in the Bio-based Consortium, where we list all the funding instruments and all the funding opportunities from over 30 regions. So this is a good way to do a kind of peer to peer review in terms of learning what other regions do and what you can use in your region.

Join the BIO2REG network and exchange programme to gain access to expertise in:

- Approaches to effectively secure funding and foster public-private partnerships
- Evaluating your region's bioeconomy potential and learn from other regions' funding strategies
- Identifying funding best practices from established bioeconomy model regions
- Scaling up innovative projects at a regional level

BIC brings a proven track record of helping regions transition to a bioeconomy model.

As a region, you need to have a clear focus on what is the transformation you want to achieve. So don't reinvent the wheel, look at the other regions and play your strengths and know what your strengths are.

Don't miss this opportunity! Join the BIO2REG network to gain the tools and knowledge needed to develop a successful funding plan for your region.

There is no blueprint for any region what to do. I think every region is very specific what to do, so stay tuned, look to the website, use those tools the project provides to help to achieve your goals.

BIO2REG – Join the BIO2REG network and unlock your circular bioeconomy potential!

3.3 Script Video 3

Bio-based and circular value chains

Building-up profitable value chains in the circular bioeconomy requires significant effort and expertise. Achieving this involves integrating innovation, sustainability, and cross-sector collaboration—an ambitious yet essential endeavor..

Which hurdles could you face in transforming your region into a bioeconomy model region?

- The transition requires extensive technological, social and process innovations along the entire value chain, with the development of new business models being essential.
- Bio-based products must contend with substantial competition from well-established fossil-based industries.
- High regulatory hurdles and complex approval processes can hinder market entry and competitiveness of new bio-based products, limiting their ability to compete effectively with established alternatives.
- It is critical to ensure a stable and reliable supply of raw materials for bio-based production.

D4.3: Call-to-action videos

- Shifting from fossil-based to bio-based materials demands substantial investments. Striking a balance between cost-effectiveness and sustainability remains a continuous effort.

This is where BIO2REG comes in.

RISE, an independent, State-owned research institute in Sweden, offers unique expertise in developing future-proof technologies, products and services. Together with other BIO2REG partners, RISE will provide bioeconomy model regions with its expertise in facilitating international collaboration programmes with industry, academia and the public sector, driving progress towards to a sustainable society.

What we are aiming to do is to try to help companies with our test and demo units, setting up test and demo units, for their transformation into bioeconomy. - Lignin is one example where we set up a bioeconomy region in the Western part of Sweden, for example. There we can do all this complex work and also set up different products and then go from basic research to applied research and then hopefully the company can take the results and ideas for its own and commercialise it in their daily work.

And this is how circular bio-based value chains can be promoted:

- Demonstrate effective ways to utilise the region's unique bio-based raw material potentials and waste streams.
- Showcase best practices for managing biomass flows to maximise value and sustainability.
- Successfully integrate circular bioeconomy practices into existing regional operations to demonstrate feasibility and encourage adoption by local industries.
- Develop bio-based products tailored to the region's strengths which meet consumer demand for sustainable solutions.
- Engaging regional policymakers to align regulations with industry needs, creating a conducive framework for the growth of the regional bioeconomy

BIO2REG helps regions address challenges and finding solutions by providing targeted mentoring, fostering collaboration and stakeholder capacity building between and in regions, and mapping best practices of bio-based value chains and business models, paving the way for a resilient circular bioeconomy.

You should of course have companies that take the ideas further on and commercialise everything, but you also need to have support from the municipality in that region.

A network like this is always good, to learn from others, so I should truly recommend you join the BIO2REG project, absolutely!

Join the BIO2REG network and unlock your bioeconomy potential!

3.4 Script Video 4

[NOTE TO REVIEWERS: The blue cursive script represents a direct quote, and changes to this text are only possible in a few specific instances, for example shortening.]

Research infrastructure & living labs advancing the bioeconomy transition

D4.3: Call-to-action videos

Research infrastructure and living labs play a critical role in shaping the bioeconomy, providing the foundation needed to bridge the gap between discovery and commercialisation. It enables innovative solutions to transition from theory to practice.

However, building this foundation poses significant challenges for regions navigating the shift to a bioeconomy:

- Infrastructure development is costly and needs more financial support.
- Smaller companies and academic institutions face barriers in accessing research infrastructure.
- Trained personnel are difficult to find.
- Bureaucratic hurdles and lack of standardisation impede progress.

The BIO2REG project offers regions best practices, a network and personalised mentoring to overcome these barriers. Our partners will share their experience setting up shared facilities and living labs where new solutions can be tested, refined and scaled for real-world applications.

A prominent example from BIO2REG partner Mátis is the research-driven bioeconomy transformation model that Iceland's fishing industry followed. Faced with stricter quotas to ensure sustainable fishing, the industry pivoted to value-added processing to create more value out of less fishing.

For a company like Mátis, this has been our backbone. We have been pointing out means, we have been doing quite a lot of research of what can be done. And we are very pleased to see how much of this has grown into the industry, proven to be marketable products in many cases. This has taken years and years, and research is really one of the things that we require for this.

While the bioeconomy transition varies across European regions, research-driven solutions offer adaptable frameworks that can be tailored to deliver benefits for each region. Living labs give space for experimentation, where researchers, farmers, community members and other stakeholders can work out solutions together.

BIO2REG bioeconomy model regions showcase how a robust innovation ecosystem can grow from shared facilities to full-scale production.

I would encourage you to look to a project like BIO2REG, even though your business may not be fisheries. Then I'm sure that your challenges in utilizing the resource better, or talking green energy or how you can improve for the future, are similar challenges as we've been dealing with, and I'm sure you can learn quite a lot on our approaches to these challenges.

BIO2REG – Join the BIO2REG network and unlock your bioeconomy potential!

3.5 Script Video 5

[NOTE TO REVIEWERS: The blue cursive script represents a direct quote, and changes to this text are only possible in a few specific instances, for example shortening.]

Social fairness and education for bioeconomy model regions

The bioeconomy can serve as a key driver of structural change. However, this shift may present societal challenges rooted in the region's unique cultural context and specific circumstances.

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Making sure the transition is fair and just plays a pivotal role in this process, providing the foundation needed for a successful transition to a sustainable bioeconomy.

Pursuing this path, regional challenges are often encountered:

- A lack of public perception and resistance to change
- Job displacement and skill gap
- Rural exodus and lack of generational turnover in the workforce
- Gap between the needs of local and regional stakeholders and national or international bioeconomy goals and policies
- dependence on subsidies

How can such challenges be addressed responsibly? Initial guidance and ongoing support from a BIO2REG partner like Kveloce can be invaluable. The R&D company, specialising in Social Sciences and Humanities, offers expertise in social impact assessment or public engagement strategies.

Mostly the regions are focused on the research or the value chains of the bioeconomy, but the social aspects are not being cared [about] so much. This is a very important gap that we still have. Also the part of the public participation: what do the people think what bioeconomy can bring to their lives and how we can improve these narratives.

By analysing the specific socioeconomic context of the target region, Kveloce identifies region-specific solutions that promote a more fair and just transition to a bioeconomy.

- Public participation, knowledge transfer and awareness building, like sharing best practices from regions more advanced in bioeconomy transition, engagement platforms, communication campaigns
- Education and career orientation in schools and training and re-skilling programmes
- Perspectives and incentives for workers to stay in or return to rural areas
- Participative developing of consistent policy frameworks for the specific needs of a region and its citizens, considering marginalised and vulnerable groups in decision-making activities
- Targeted investments and investments with return to those affected

To ensure the success of all these measures, education and vocational training of the regional population is essential. The BIO2REG partner BIOEAST HUB CZ incorporates European education initiatives into practical guides to support regional transitions.

It is a challenge by itself, because you have to make tailored based education on a regional basis and this also involves the policy making behind it, the strategies the regions have, the economic priorities and so on.

Challenges for the transition in the educational field include:

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- Misalignment between regional priorities, industry needs, and the current educational offerings
- Lack of awareness regarding educational needs
- Absence of clear political guidelines for the education system
- Insufficient educational funding

From previous projects, BIOEAST Hub CZ has gathered extensive expertise in ensuring that education serves as an opportunity, rather than a challenge, for regions transitioning to a bioeconomy.

We raised the need of vocational training in order to satisfy precise requirements from the side of the industry. Another issue was to educate the educators, and finally to educate young people so that they can be involved in the concept of bioeconomy from the very beginning but also involve into the education, into the awareness raising of the non-expert audiences, which are the end-users finally.

With the expertise of our consortium, regions transitioning to a circular bioeconomy will be guided toward effective solutions through measures such as personalised mentoring that addresses educational and social dimensions, and connecting regions with more advanced counterparts to share best practices and learn from their experiences.

Let us help you to design the actions or activities needed to progress your region towards bioeconomy. Join the BIO2REG ?? [in subtitles: network] to share knowledge on what the bioeconomy should be.

Let's work together to make bioeconomy education a priority and secure a healthier planet for generations to come.

Unlock your opportunities by joining BIO2REG network!

Join the BIO2REG network and unlock your bioeconomy potential.