



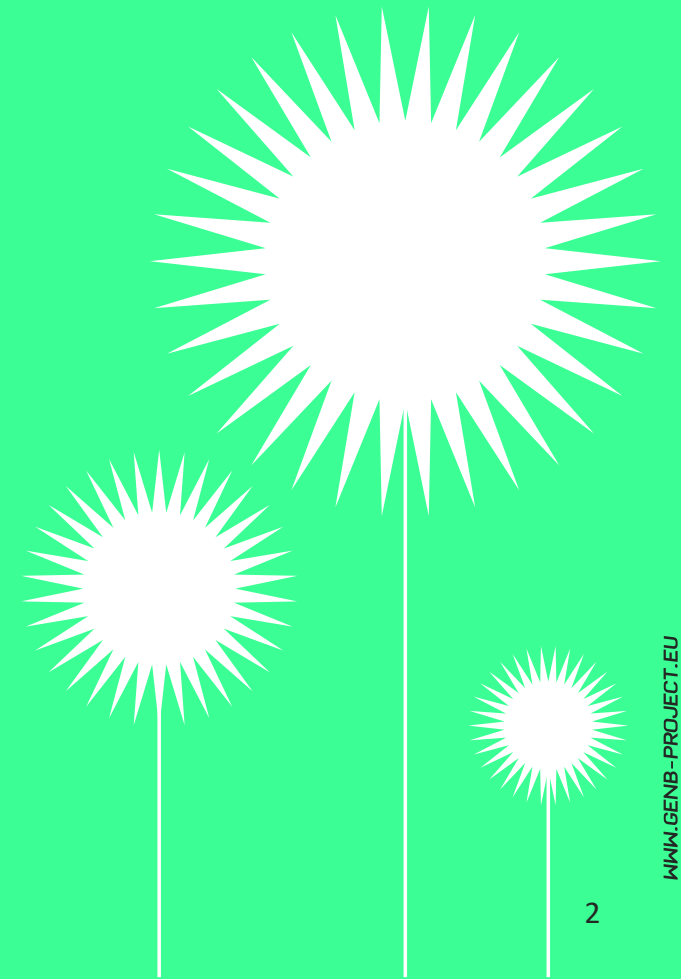
# Boosting young European citizens' knowledge and awareness of bioeconomy - practical examples from the BLOOM project

Juliet Tschank, ZSI

21.02.2013; GenB Common Grounds Camp

# Index

1. BLOOM Project
2. Edutainment
3. Touch and feel
4. Multimedia



# The BLOOM project

Horizon 2020, 2017-2020

- The project aimed at bringing partners across Europe together to create spaces for dialogue, raise awareness and enhance knowledge on the bioeconomy amongst European citizens.
- 5 regional hubs (Austria & German hub, Dutch, Nordic Polish and Spanish: Co-creation workshop → outreach activities

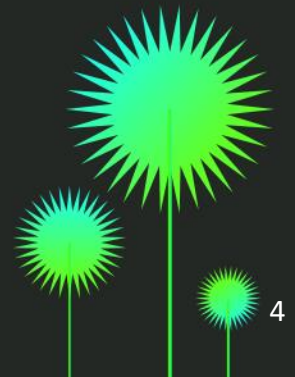


01



# Edutainment

Games and quizzes




# 1. The bioeconomy escape room



- Team of players → secondary school students
- Discover clues → solve puzzles → accomplish tasks related to bioeconomy

Foto credit: Image by [https://www.freepik.com/free-vector/hand-drawn-escape-room-photocall\\_35397653.htm#query=escape%20room&position=3&from\\_view=keyword&track=ais](https://www.freepik.com/free-vector/hand-drawn-escape-room-photocall_35397653.htm#query=escape%20room&position=3&from_view=keyword&track=ais)



Play with BLOOM  
and test your  
knowledge on  
Bioeconomy with  
our Quiz

## 2. The BLOOM quiz

### What do you know about bioeconomy?

- A catalogue of questions related to bioeconomy
- 10 questions for one round
- 45 seconds time limit
- Correct answer is revealed immediately: either after timeout or after wrong answer

29 / 96
0 / 10 juli

**Which of the following sectors is not part of the bioeconomy?**

Eco-tourism	Agriculture
Wood processing	Biogas production

RESTART

# The BLOOM quiz



Play with BLOOM and test your knowledge on Bioeconomy with our Quiz

RIGHT!

---

**How many people currently work in the EU bioeconomy?**

---

**More than 15 million**

NEXT QUESTION

TIMOUT!

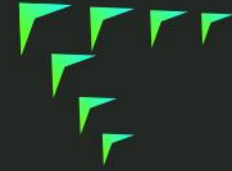
---

**What percentage of European plastic production is dedicated to packaging?**

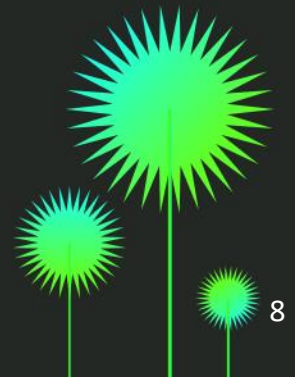
---

The right answer would have been:

**40 percent**



# Touch and feel

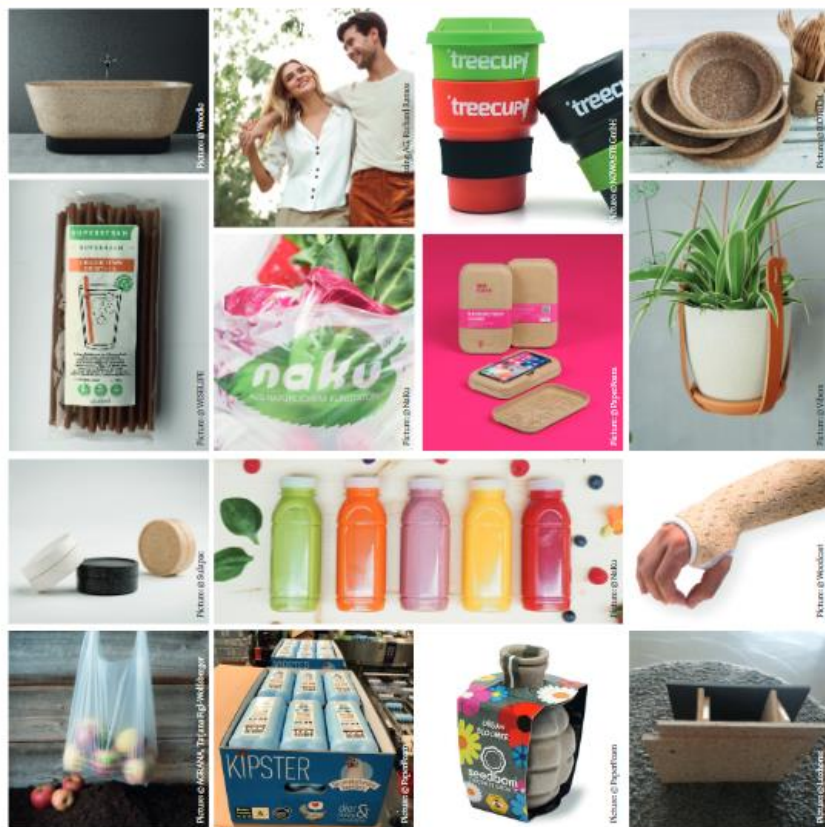




# The Bioeconomy suitcase

bloom

**A journey to the bioeconomy future!**  
with a suitcase packed with great products



Picture: @ Woodcast

## Wood-based casting material: Woodcast

**This Product is made of:**  
Clean woodchips and biodegradable plastic



**Short product description:**  
The casting material is hard and durable in room temperature but when heated, it becomes flexible and adhesive. Woodcast can be applied to all plastering and production of supporting elements. The composite differs from traditional lime cast in that it doesn't need water and is non-toxic. Therefore, one doesn't need gas-masks, gauntlets or suction fans when handling the cast. Woodcast is biodegradable which means it can be disposed of as bio waste or energy waste.

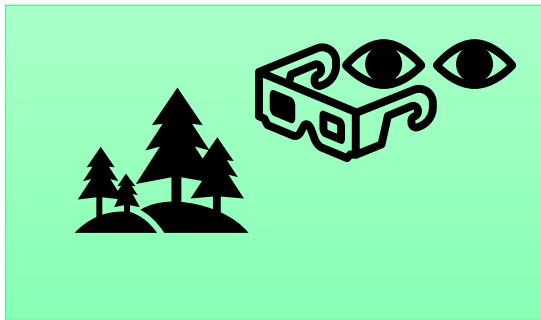
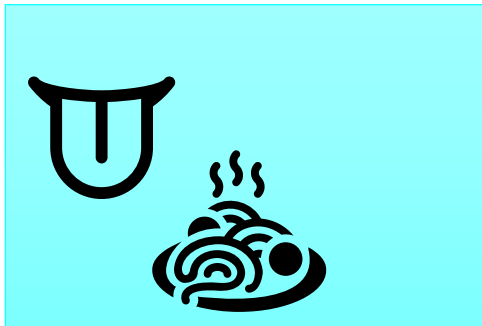
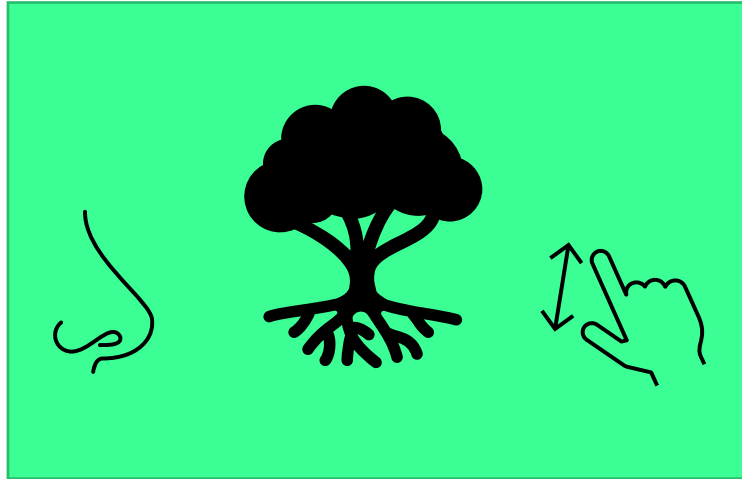
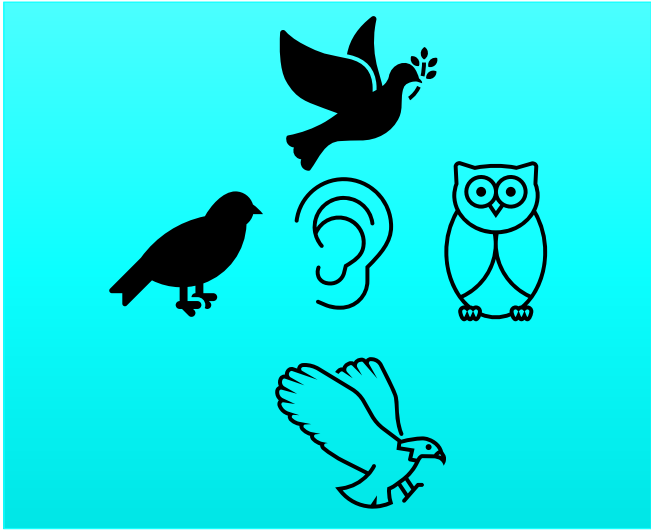
**Company name:**  
Woodcast

**Company website:**  
[www.woodcast.fi](http://www.woodcast.fi)



BLOOM YouTube channel: <https://www.youtube.com/watch?v=2fOGs3f-P0I>

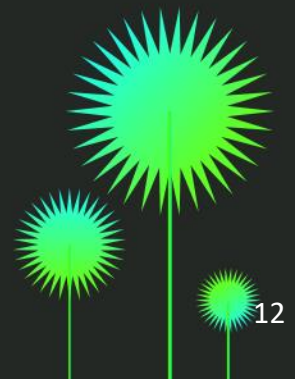
# “Taste the forest!” – 5 senses



03



# Multi-media



# Infographic in public transport



BLOOM YouTube channel: <https://www.youtube.com/watch?v=rLYaMEFQ94Y>

# BLOOM documentary series

## “Wooden shirts“

- Process of making textiles from wood
- Lenzing AG, Austria



- BLOOM Youtube channel:  
<https://www.youtube.com/watch?v=DxTcqChFIYA&t=117s>

# BLOOM documentary series

## From food waste to biofuel



- A lot of food is produced. BUT a lot of it is thrown away. So why not make use of it?
- Research project at the cei3A Rabanales, Cordoba, Spain
- BLOOM Youtube channel:  
<https://www.youtube.com/watch?v=XASFGA8O68E&t=37s>



# BLOOM documentary series “Bioplastic from bacteria”, PL

## “Bioplastic from sugar beets”, NL



## “Hydrogen made by microalgae”, ES





# TV discussion; Jobs and economic boom in rural areas: can bioeconomy make it possible?

## ...and dissemination through mainstream media

- The BLOOM documentary series was broadcasted at the local TV station “DORF TV”.
- German subtitles were added to the episodes
- The episodes ran on the program several times.
- DORF TV also provides an online platform, where the videos can be watched on demand. No registration Required
- Link: <https://dorftv.at/channel/bloom-bioeconomy>

**DORFTV** Suche

Live Lab Upload Thek DORFTV - Home

Suche

**BLOOM - Bioeconomy**  
8 Videos, 3 Members

Suche

Topic  
Diskussion  
Umwelt

Channel Tags  
• bloom (6)  
• bioökonomie (6)  
• bioplastik (3)  
• Forschung (2)  
• Erneuerbare Energie (2)  
• bioplastic (2)  
• pla (2)  
• bioeconomy (2)  
• Kreislaufwirtschaft (2)  
• Bakterien (2)  
• mikroalgen (2)  
• Energie (1)  
• Polen (1)  
• Mobilität (1)  
• Kurzfilm (1)  
• doku (1)  
• Nachhaltigkeit (1)  
• europa (1)  
• klima (1)  
• wissenschaft (1)

Show more

Videos Mitglieder Über

**BLOOM BIOÖKONOMIE DOKU**  
BLOOM - Bioeconomy  
since 1 year 10 months

**Mikroalgen die Wasserstoff produzieren**  
BLOOM - Bioeconomy  
since 2 years 2 months

**Biotreibstoff aus Speiseresten**  
BLOOM - Bioeconomy  
since 2 years 3 months

**Bakterien produzieren Bioplastik dt Untert**  
BLOOM - Bioeconomy  
since 2 years 6 months

**Bioplastic from sugarbeets**  
BLOOM - Bioeconomy  
since 2 years 9 months

**Kleidung aus Holz - Das kann Bioökonomie!**  
BLOOM - Bioeconomy  
since 2 years 9 months

**Ökosoziales Webinar: Arbeitsplätze und Wirt**  
BLOOM - Bioeconomy  
since 2 years 9 months

**Webinar: Das Zuhause von morgen - Ökosozial**  
BLOOM - Bioeconomy  
since 2 years 10 months

# The BLOOM bioeconomy podcast



The bloom bioeconomy podcast  
Anna Maria Fleetwood  
A conversation about communication and society

27:07

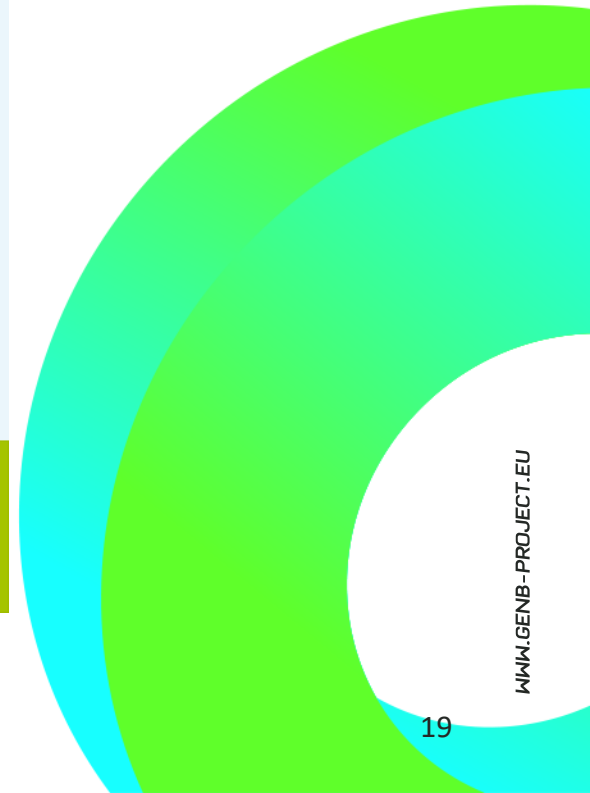
INFO TEILEN DATEIEN AUDIO

From the BLOOM bioeconomy podcasts page: <https://bloom-bioeconomy.eu/podcasts/>

# BLOOM Key Messages



<https://bloom-bioeconomy.eu/key-messages/>



# Bioeconomy Questions and Answers

Is biobased production competing with food production?

What are disadvantage of biobased products?

What is biomass? What are biobased crops? What is 1st and 2nd generation biomass?

Is there enough biomass for all biobased applications?



Bioeconomy Questions and Answers

Is the quality of the biobased products good in terms of its strength and durability?

How are the biobased economy, bio-economy and circular economy related to each other? How can their relationships be improved?

How are the biobased economy, bio-economy and circular economy related to each other? How can their relationships be improved?



**Thank you for your attention! 😊**

**Juliet Tschank | [tschank@zsi.at](mailto:tschank@zsi.at)**



CONTACT US

FOLLOW US



OUR CONSORTIUM:

