



GenB Capacity Building Webinars

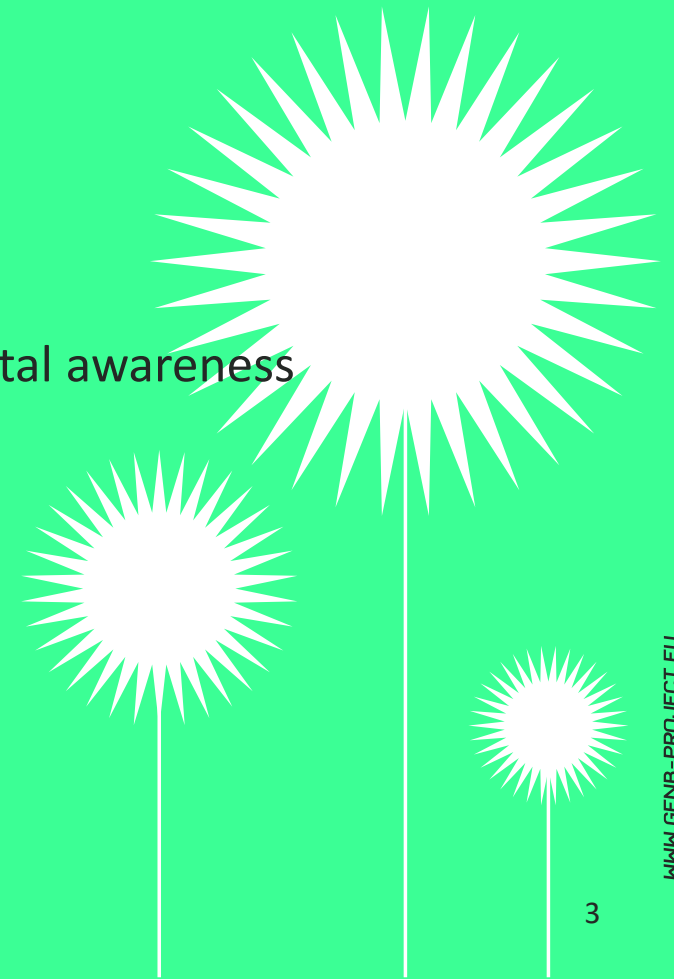
**ADVANCED LEVEL:
COMMUNICATION SKILLS**



Watch the
video „What’s
bioeconomy“
here!

Index

1. Module 1: Introduction to communication
2. Module 2: Public speaking
3. Module 3: Writing an article for a journal
4. Module 4: Introduction to videomaking for Bioeconomy and environmental awareness
5. Module 5: Simplifying Bioeconomy topics





Capacity Building Webinars

Advanced level

Module 1 – INTRODUCTION TO COMMUNICATION

*The dimensions of communication and common
theme storytelling*

VALERIA MINGARDI

SARA SILVI

APRE-AGENZIA PER LA PROMOZIONE
DELLA RICERCA IN EUROPA



Why is communication important?

DIMENSIONS OF COMMUNICATION- INTRODUCTION

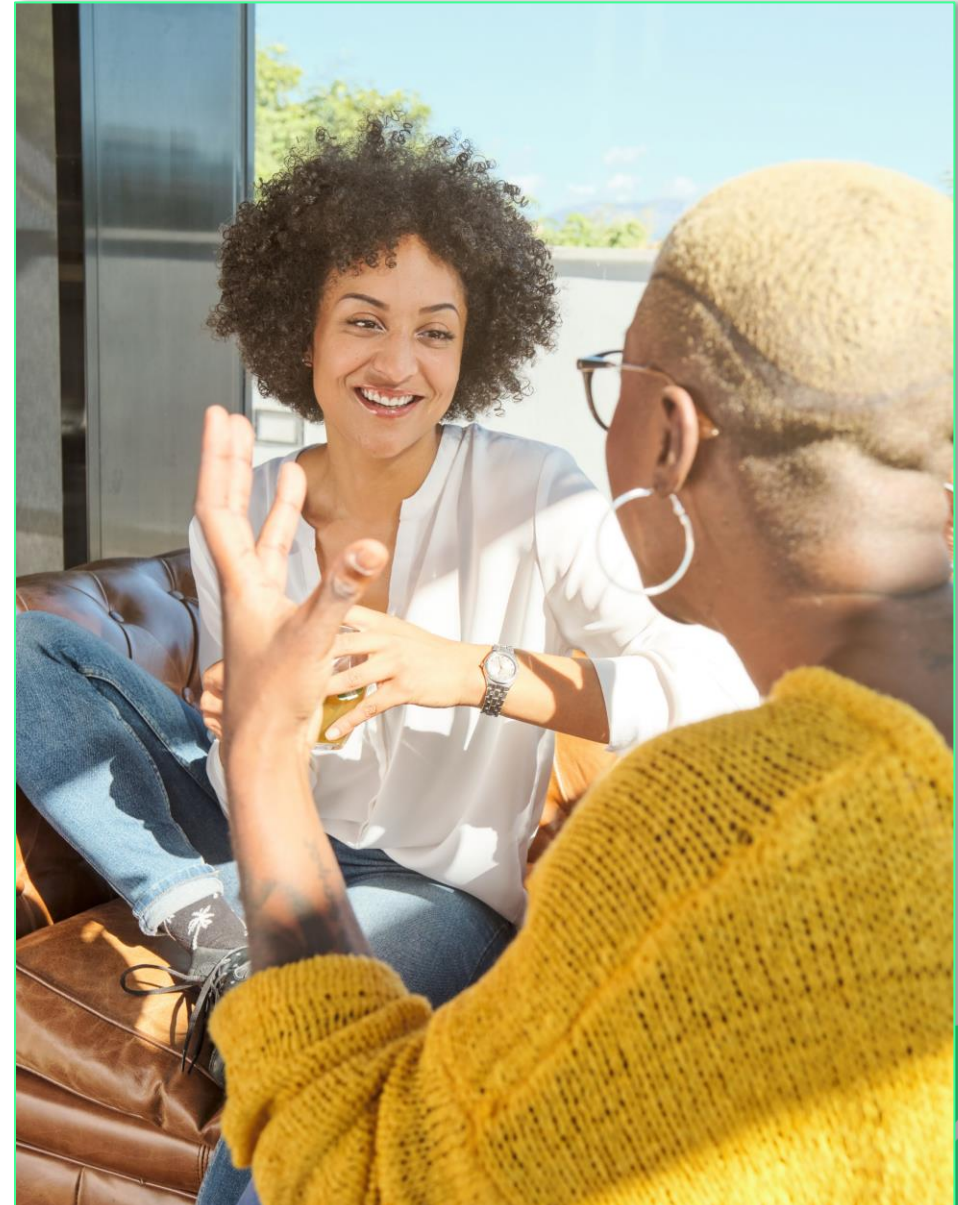
Communicating is the ability to convey thoughts, feelings and ideas (**message**) between two + people through **verbal** or **nonverbal** means.

It includes all aspects of communication between people: **language, tone, body language, gestures and facial expressions.**

Good Communication plays an **essential role** in our personal and professional lives, as it enables us to **express ourselves clearly, understand others better, and build strong relationships.**

Effective communication can help:

- reduce misunderstandings;
- develop strong relationships;
- establish yourself as an active participant in social and professional settings.



**Learning to communicate
effectively requires time
and practice!**

TYPES OF COMMUNICATION:

VERBAL COMMUNICATION includes **spoken words** or **sounds** made when communicating, in different scenarios like in person, over the phone or on a video call. Most of the information you give to another person during a conversation comes from your verbal communication. Therefore, it's important that you're aware of **how you speak**, and the **impact** of your words.



TYPES OF COMMUNICATION:

NONVERBAL COMMUNICATION is a broad category that encompasses any type of communication that is **expressed without making a sound**. It includes hand gestures, body language, facial expressions, eye contact, touch, heart rate, or the amount of space you give others while you communicate. Nonverbal communication can be both **conscious or unconscious**.



TYPES OF COMMUNICATION:

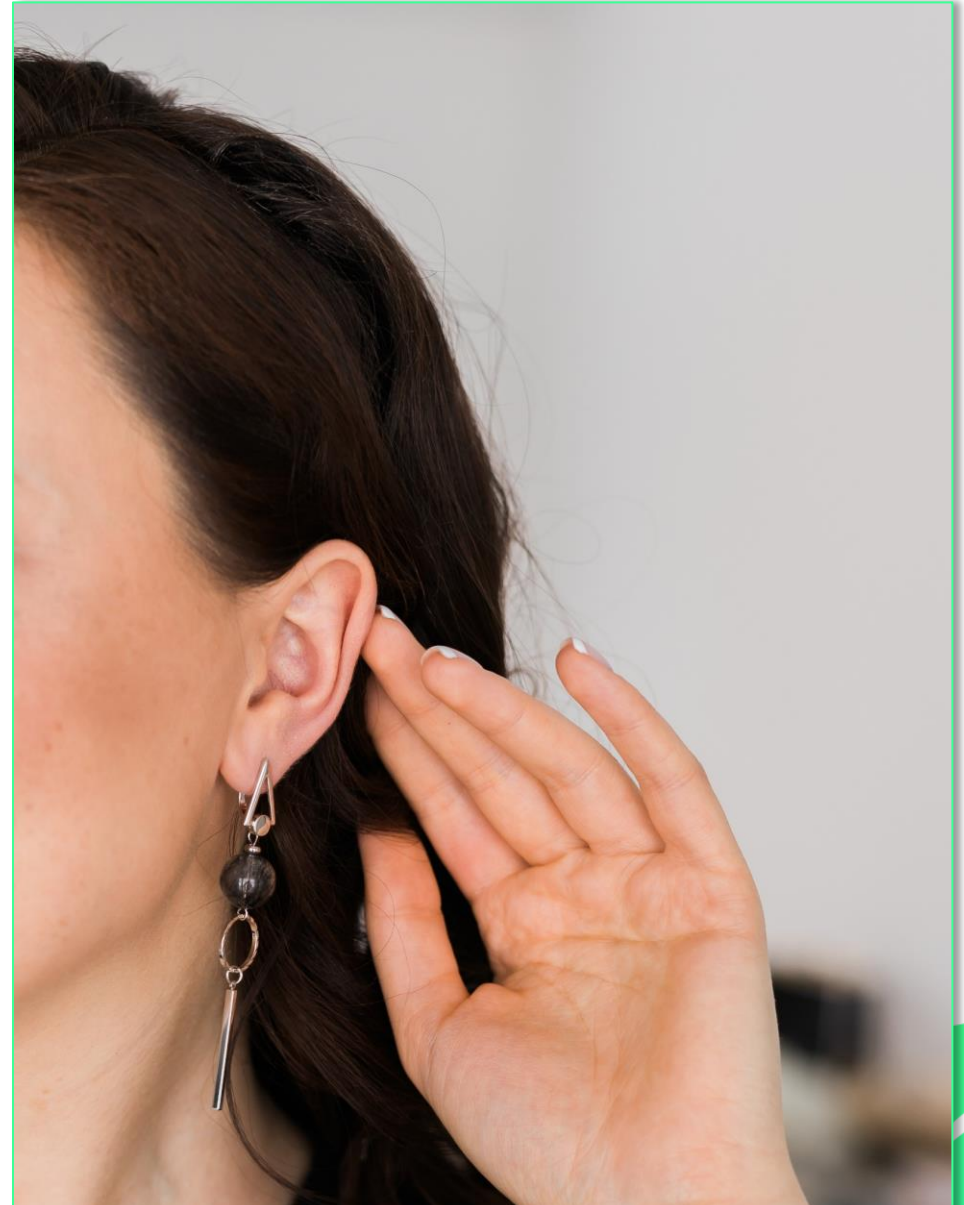
WRITTEN COMMUNICATION happens when a message is conveyed using **written words** or **symbols** (e.g.: emojis). This could include a text message, email or visual presentation.



TYPES OF COMMUNICATION:

Note:

LISTENING is important in communication to be able to **form a good answer or response**.
Listening is an **active process**: some people hear what others are saying, but do not actually take in the information.





How to develop and share your message

5 Ws

WHAT

Think about the message you want to send, adapt it to the context

WHO

Picture your target audience (who is your message for)

HOW

Adapt the message using the right tone of voice and visual elements

WHEN

Choose the right moment and the right frequency for communicating the message

WHERE

Choose the right communication platforms

COMMON THEMES OF STORYTELLING

COMMON THEMES OF STORYTELLING

To express and explore messages connected to bioeconomy it can be useful to refer to the **common themes of storytelling**.

These topics help make the narrative more **accessible** and **resonating** for different audiences. By using a specific common theme, it is possible to **target a particular group** and increase the chances of their engagement in what is being communicated.



COMMON THEMES OF STORYTELLING

COMMON THEMES OF STORYTELLING

A few examples of common themes that could be employed:

- Coming of age stories;
- Good versus evil;
- Freedom and oppression;
- Nature and the environment;
- War and conflict;
- Family and legacy;
- Hope and resilience;
-

Find some resources [here](#).



The most important thing to remember is to choose a theme that suits the audience you are trying to communicate to!



Tips!

Let's see some DOs and DON'Ts

1 GO STRAIGHT TO THE POINT!

- short phrases that make the topic understandable from the start;
- give clear examples to help get your point across;
- when possible, offer a recap or summary of your message.



2 USE AN INCLUSIVE AND ACCESSIBLE LANGUAGE

- inclusivity should always be applied, not only when you are talking with people with disabilities or from a minority;
- use tools that facilitate non verbal communication and that lower exclusion barriers (e.g. videos, pictures, certain fonts or colours);
- apply inclusivity in language (e.g. use they).



2 USE AN INCLUSIVE AND ACCESSIBLE LANGUAGE

- Inclusive Communication Toolkit by Business Disability Forum.
- Inclusive Communication Hub by Sense Scotland.
- Embracing inclusive design principles in data visualizations by Infogram.
- Inclusive Communication Practices: Ensuring Effective Communication and Collaboration for All by Changes Paces.
- 5 Ways to make Social Media Messages More Inclusive by PCMA.



TIPS

3 VALIDATE THE PROCESS

- when possible, actively ask or seek feedback, for example by using analytics tools or by giving your audience the possibility to share an opinion;
- if you work with a particular target audience try to involve them in the crafting of the message;
- do not take feedback personally, critics help you grow!



4 MAKE YOURSELF AVAILABLE FOR CLARIFICATION

- always give a way for your audience to reach you (safely);
- build a community and avoid one-way communication, interactions are fundamental!
- listen: you can learn so much by engaging with your target audience.





THANK YOU!

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OUR CONSORTIUM:





Capacity Building Webinars Advanced level

Module 2 – Public Speaking

SUSANNA ALBERTINI

VALENTINA VAVASSORI

FVA - New Media Research

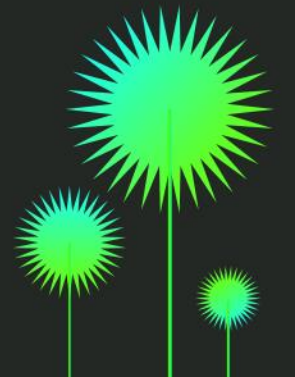


Watch this
example of
public
speaking video
here!

01



The Art of Public Speaking



Equilibrium of dimensions

- The topic and contents
- The flow of the story
- Speakers' communication skills
- Engagement and relation with the audience



ATTENTION SPAN



**OF A
2-YEAR-OLD
CHILD**

MEMORY



**OF A
90-YEAR-OLD
PERSON**



The «WHAT»

- Choose a **actual/relevant/original/useful topic** for your audience
- Choose a **maximum of 3 core messages** (extreme synthesis of what you want to communicate): they should underpin all the information we exchange with our audience
- Choose the **words** to convey your content keeping your target audience in mind
- Be careful with **technical terms**: simplify your message **without distorting** or misinterpreting it



The «HOW»: storytelling

- Brain operates in pictures and a story has the power to paint them
- Stories are **easy to remember**
- **Nice flow to entertain** the audience: after all, it's a story!
- Various types of flow for your story, with wave-like pattern:
 - E.g., hook, situation, threat, challenge, promise (end)

GEN 



First impression

- 7 seconds (even less in social media)
- Difficult to recover (confirmation bias)

How to make a good first impression?

GEN 



The «HOW»: The hook

- Why is your topic interesting to your audience?
- You should **capture them** in this moment, so they are ready to listen
- Tips for a good hook:
 - Question
 - Anecdote
 - Quote
 - Joke
 - Emotional connection
 - Empathy (“You are...”)
- Be careful not to play all your best cards at the beginning, keep some surprises!



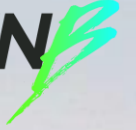
The «HOW»: The end

- Be **clear** when finishing your speech
- **Take-home message** (most remembered):
 - **Answer** the initial question
 - Make a **call to action** to close the story loop: what can the audience do in relation to what I have told?



The «HOW»: Engage the audience

- Emotions, emotions, emotions!
 - Stories and narratives
 - Personal emotions and experiences
 - Interaction
 - Cultural touchpoints (tell the audience something they can recognize – e.g., "Finding Nemo")
 - Empathic touchpoints

GEN 



Other practical tips

- Use **examples** and **metaphores** to explain complex concepts
- Use **objects** (so called props, good example here, around minute 5:08) and setting
- **Engage** all the **senses** (e.g., using visuals to increase the memorization)



The «HOW»: mind the tone

Rhythm and dynamics

- **Intonation** to accompany your speech: enthusiastic, ironic, serious tone, etc.
- Don't "Mmmmmm aaaaa mmmm": **pause!**
- **Don't rush** and don't **whisper**: you can **use this "tools"** just to interpret specific parts of your speech
- **Emphasis on words**: important things must sound important



The «How»: body language

- Use **eye contact** with all the audience
- Use **facial expressions** to accompany your speech
- **Self confident posture**
 - Stand and use the space at your disposal
 - Positive body language (not close, not aggressive)
- **Spontaneous gesture**: use hands and body!



Be confident, and be your authentic, imperfect self

- Focus on delivering your speech instead of worrying about the audience's opinion of you
- Remember that you have something valuable for the audience and express it with enthusiasm
- Find your own ritual to relax
- Be ready for the unexpected and play on what is happening with self-ironic spirit
- It's ok if you are not satisfied from the first time, practice will make it better!





Practice, Practice, Practice!



NOW that you are ready



ENJOY THIS EXPERIENCE



Thank you!

CONTACT US

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OUR CONSORTIUM:





Capacity Building Webinars Advanced level

Module 3: Writing an article for a journal

Dr. Xanthi Chantzistrountsiou

Hellenic Society for the Protection of
Nature (HSPN)

Why should I write an article about Bioeconomy?

**The pen is
mightier than
the sword**

EDWARD BULWER-LYTTON

**"Write what should not be
forgotten."**

ISABEL ALLENDE

**"Writing is an exploration.
You start from nothing and
learn as you go."**

E.L. DOCTOROW

Unlock your writing superpowers

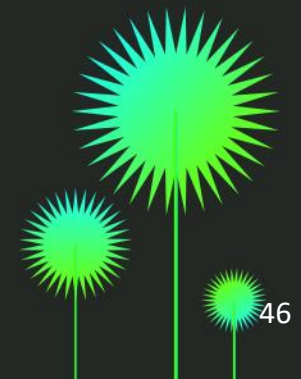
- Have you ever wondered how your words can change the world?
- What if your next article could inspire a whole generation to embrace sustainability?



01



Understanding your audience



Understanding your audience

Target Audiences

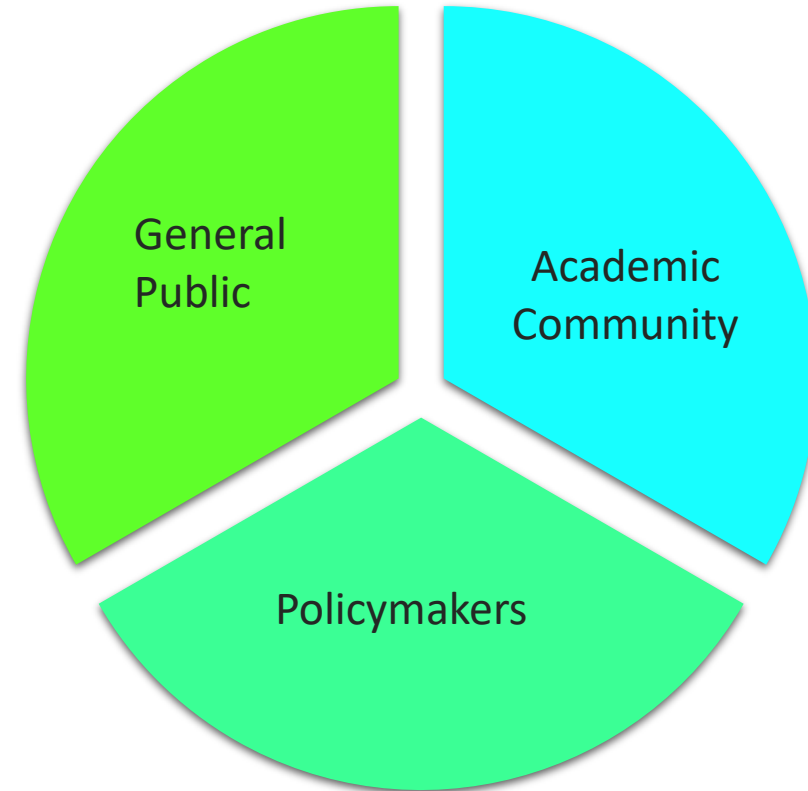
1. Identify your target audiences



2. Understand the different needs and interests of the target audiences



3. Tailor your message to address/meet those needs



Understanding your audience

Tailoring Your Message – General Public

- ✓ practical applications
- ✓ relatable examples
- ✓ *simple* language
- ✓ *engaging* stories and examples
- ✓ **empathy** (anecdotes, quotes, and personal stories)
- ✓ **visuals** (charts and infographics)



"Switching to bio-based products can reduce your carbon footprint and help protect the environment for future generations."

Understanding your audience

Tailoring Your Message

Different age groups => different approach!

Children

- *Clear and simple language*
- *Relatable examples*
- *Storytelling*
- *VISUALS! (e.g. cartoons)*



Understanding your audience

Tailoring Your Message

Teenagers

- *Engaging language*
- *Stories of impact and change*
- *Pop culture references and trends (e.g. memes)*
- *Encourage action and participation*



Understanding your audience

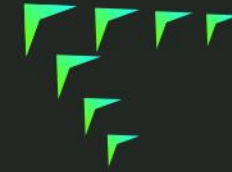
Tailoring Your Message

Adults

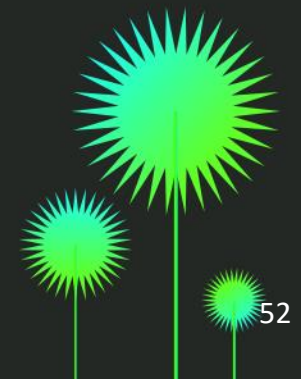
- *Relevant content*
- *Practical examples to everyday life (e.g. health improvement and economic benefits)*
- *Practical applications*
- ***Be careful: not all adults are experts on bioeconomy!***



02



Research and data collection



Research and Data Collection



Types of content

- Informative articles and blog posts
- Opinion pieces or personal stories
- Case studies and success stories
- Interviews
- Lists and advice (e.g. "Top 5 bio-materials for clothing")

Where to publish

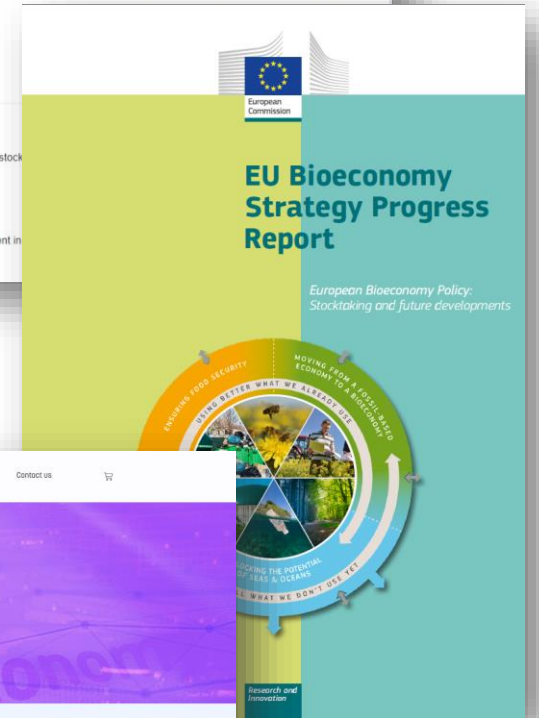
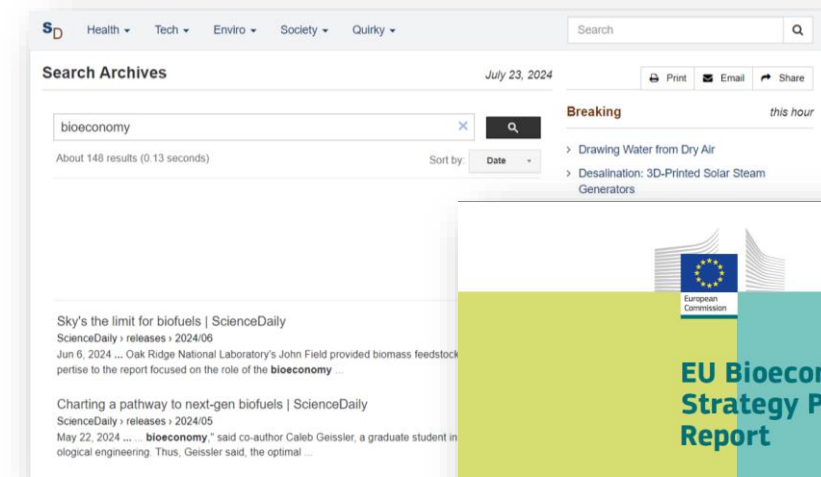
- Blogs and online magazines
- Social media platforms
- Printed media (magazines and newspapers)
- Pop-science websites
- NGO and community platforms and newsletters
- GenB website (and other similar projects)

Research and Data Collection



Credibility

- ❑ **Reliable sources and data**
- ✓ **Popular Science Websites** (*National Geographic, Science Daily, BBC Science etc*)
- ✓ **Articles from trusted sources** (*World Bioeconomy Forum, BioBased Industries Consortium etc.*)
- ✓ **Official Reports** (*EU and UN*)
- ✓ **Expert Interviews** (*university professors, researchers, industry professionals, people with relevant experience*)



Research and Data Collection

Citation

Cite your sources properly to maintain credibility and avoid plagiarism

a) by simply mentioning your source

b) by adding a reference citation

“According to the European Commission the bioeconomy sector employed over 17 million people in 2022”

“The bioeconomy sector employed over 17 million people in 2022 (EU Bioeconomy Strategy Progress Report, 2022)



TIP: *It's not a requirement to add references (as citations or links) to an article intended for the general public, but it enhances **credibility** and allows readers to **further investigate** the matters you are discussing through their own research.*

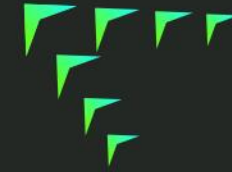
Research and Data Collection



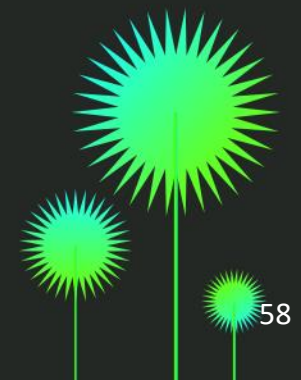
Interviewing experts – Quick tips

- ✓ Prepare well
- ✓ Develop open-ended questions to encourage more informative responses
- ✓ Be respectful of their time
- ✓ Use recording tools (only with permission and reliable equipment)
- ✓ Listen actively and engage but avoid Interruptions
- ✓ Clarify and summarize to ensure understanding
- ✓ Follow up by sending them a Thank-You note
- ✓ Use their quotes responsibly and seek their approval

03

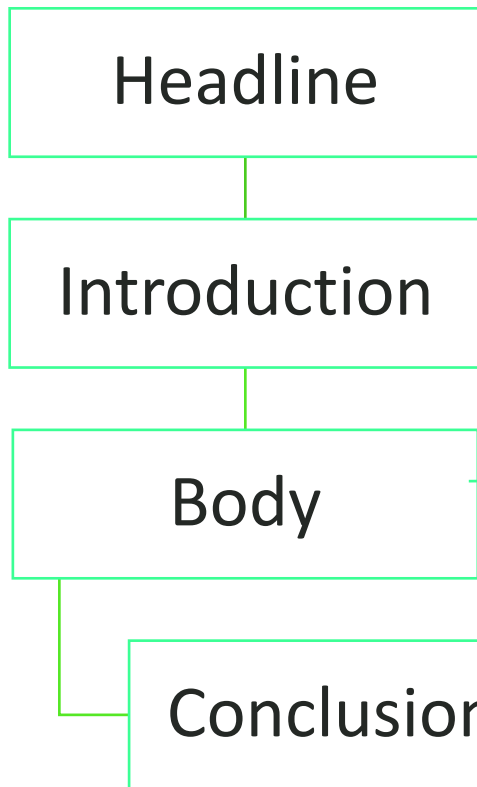


Structuring your article



Structuring your article

Components



This just in: Best title of all times!

by Someone Something

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Structuring your article

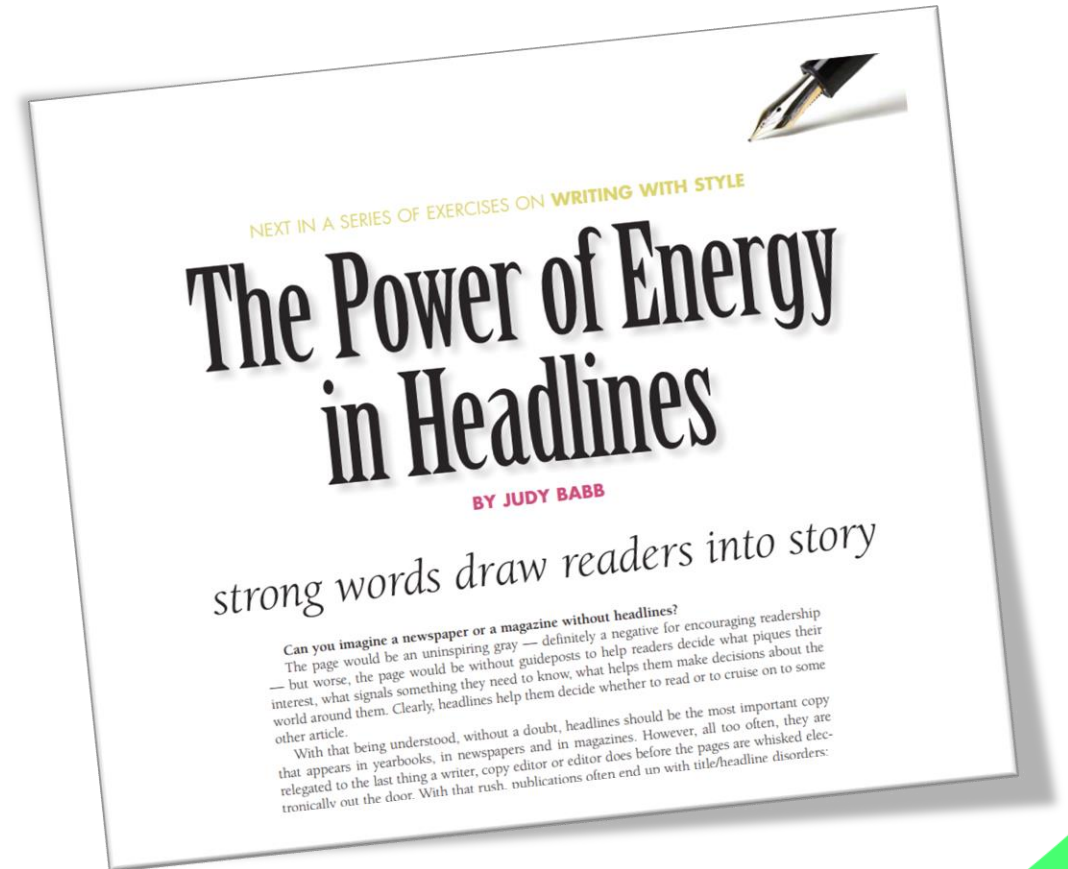
Headline

Create a compelling headline to engage your readers

- ✓ grab the attention
- ✓ give a clear idea of the article's content

Examples

- “Harnessing the Power of Bioeconomy: Transforming Waste into Wealth”
- "Turning Green: How Bioeconomy Innovations are Shaping the Future"



Structuring your article

Introduction

- ✓ **Set the Scene**
- ✓ **Hook:** Use an interesting fact, quote, or question to draw the reader in.

Example

"Did you know that the bioeconomy could help us reduce waste and create thousands of new jobs?"



Structuring your article

Body

Organize your article into clear, logical sections:

- ✓ Background Information
- ✓ Current Trends and Developments
- ✓ Case Studies and Examples
- ✓ Challenges and Solutions

This just in: Best title of all times!

by Someone Something

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Structuring your article

Conclusion



- ✓ Recap the **main ideas** discussed in the article.
- ✓ Include a **call to action** to encourage the reader to take action or learn more on the subject

Example

“You can join the movement towards a sustainable bioeconomy by supporting local bio-based products ”

Structuring your article

Writing Techniques and Tips

Example

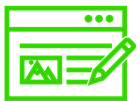


Use clear and simple language

Tip: See MODULE 5 – Simplifying bioeconomy topics



Start with a hook



Keep your writing concise

"Bioeconomy is a multifaceted field that encompasses the production of renewable biological resources and their conversion into food, feed, bio-based products, and bioenergy."

VS

"Bioeconomy involves using renewable resources to create food, products, and energy."

Structuring your article

Writing Techniques and Tips



Use active voice



Maintain a logical flow

*Tip: use transitions like “However,”
“Moreover,” “On the other hand,”*



Use visuals

*Tip: Make sure the visuals add
value to the text*

Passive

“Bioeconomy strategies can help with the reduction of carbon emissions and the promotion of sustainability.”

VS

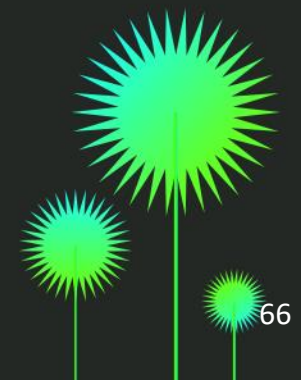
Active

“By adopting bioeconomy strategies, we can reduce carbon emissions and build a sustainable future.”

04



Copyrighting and Ethical Writing



Copyrighting and Ethical Writing

Understanding Copyright

- © Copyright protects **original works of authorship**, from being used without permission.
As an author, you automatically own the copyright to your work
- ! You can use small portions of copyrighted material without permission under "**fair use** (e.g. brief quotes) with proper attribution.
When in doubt, seek permission to use copyrighted material.
- “ **Citing** sources properly gives credit to the original authors and adds credibility to your work.
Use a consistent citation style for all sources.



Copyrighting and Ethical Writing

Ethical Writing – Avoiding Plagiarism

Plagiarism = Using someone else's work without giving them credit, making it look as it were your own

How to avoid it:



Paraphrasing

You must still cite the original source



Summarising

You must still cite the original source.



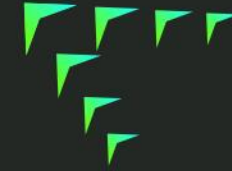
Using original content

!! AI tools (e.g. ChatGPT) are just **TOOLS**, use them for inspiration not copy-paste.

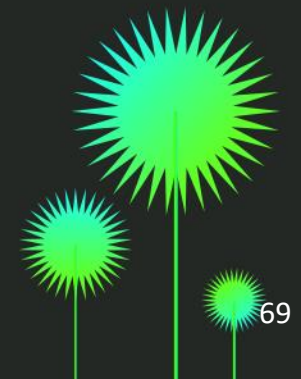


You can use an online plagiarism detection tool to ensure originality (e.g. Turnitin or Grammarly)

05



Proofreading and Editing



Proofreading and Editing

Polishing your article for publication

Why edit: to ensure that your article is clear, concise, free of errors, and easier to read

Steps of proofreading process

- ✓ Content review
- ✓ Structure review
- ✓ Line editing
- ✓ Copy editing
- ✓ Final Proofreading



Proofreading and Editing

Polishing your article for publication



Peer review



Digital tools



Quick tips

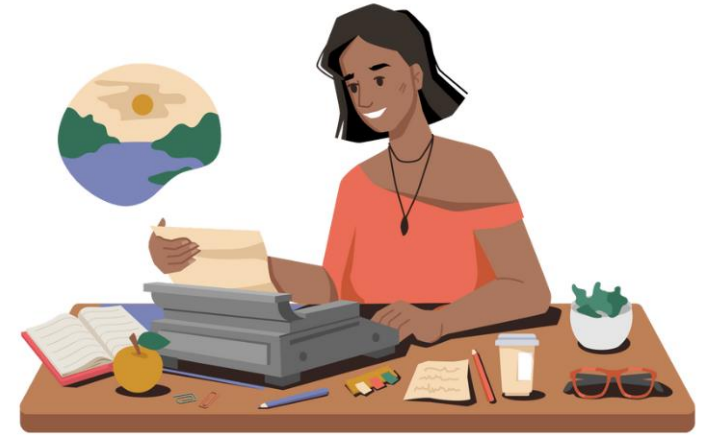
- ✓ Take a break
- ✓ Read out loud
- ✓ Get a second opinion
- ✓ Use online tools
- ✓ Use a checklist

Follow-up

Assignment (Optional)

- Choose a bioeconomy related topic you feel passionate about and write an article using the processes and techniques you will learn. The GenB consortium will be happy to mentor you and help you through the process.

Once your article is finished it will be published in the “News” section of the GenB website and promoted through the Biovoices platforms.



Contact: xanthich@eepf.gr

And remember, writing is a form of art: HAVE FUN!!!





CONTACT US

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@BIOVOICES



OUR CONSORTIUM:



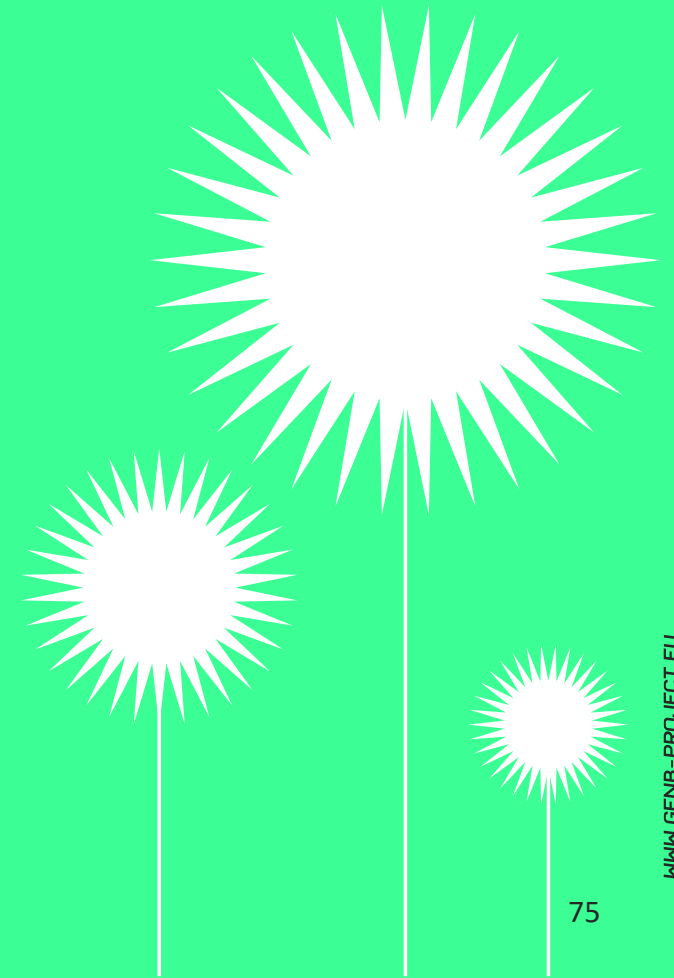


GenB: Capacity Building Webinar Advanced Level

MODULE 4 – Introduction to videomaking for
Bioeconomy and environmental awareness

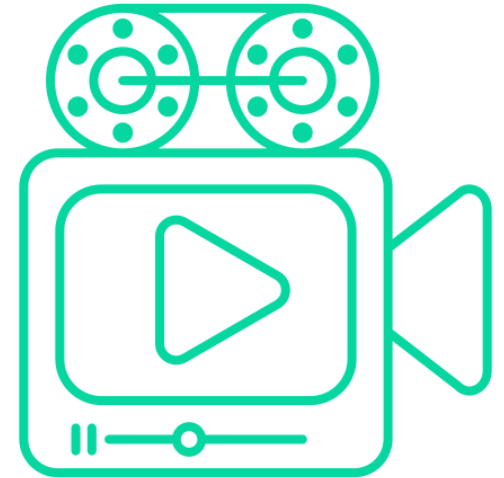
Index

1. Scripting
2. Storyboarding
3. Shooting
4. Editing
5. Publishing
6. Analysing and learning



What is Videomaking?

- The process of creating video content!
- Key elements:
 - Scripting
 - Storyboarding
 - Shooting
 - Editing
 - Publishing
 - Improving – Analysing and learning
- Importance of a clear message and target audience



Scripting your story

Step 1 – Identify your audience and message

Determine the core topic or issue (e.g., plastic pollution, renewable energy).

Define an objective: decide what action you want your audience to take (e.g., recycle more, support clean energy policies).

Step 2 – Research and gather Information

Use reliable sources data from reputable organisations (e.g., European Commission, UN, etc.).

Incorporate interviews to get perspectives from experts or people affected by the issue.

Use real-life examples, share stories that illustrate the impact of the topic.

Step 3 – Outline your story

Beginning: introduce the topic and its relevance. Capture attention with a striking fact or statistic.

Middle: present key information and evidence, use visuals (e.g., charts) to support your points.

End: offer solutions or actions viewers can take. End with a call to action.

Scripting your story

- Keep your language simple and direct and tailor your language and tone to suit your target audience.
- As you write, think about the visuals that will accompany each part.
- Use emotional appeals to connect with your audience.
- Dynamic rhythm! Avoid boring moments or long pauses.
- Use music and sound effects to keep attention.
- Aim for a script length that matches your video format (e.g., 2-3 minutes for short videos, 15-30 seconds for reels).
- Use storytelling techniques such as conflict and resolution to keep viewers engaged.
- Review your script multiple times and seek feedback from others. Refine your language and structure to improve clarity and impact.
- **The call to action**: be specific about what you want your audience to do after watching the video. Provide clear steps or resources to help them take action.

Storyboarding

Tools



- Paper and pencil!!
- Digital apps (e.g., Storyboard That, Canva), or professional software (e.g., Adobe Storyboard).

Scenes



- Break down your script into **individual scenes**
- Each scene should have its own timing and duration
- The scenes must be consistent with the stages of the story! Generally, the «middle» should have more scenes than the beginning (at least the double)

Visuals



- Sketch or use images to depict key moments. Even if you are live shooting!
- In your sketches you can indeed include information on the dialogues, camera angles, transitions!

 **Not strictly necessary for social media!**

Storyboarding

- Start with rough sketches; detail can be added later.
- Use templates! Templates can help maintain consistency and save time. Many storyboard apps and software provide pre-made templates.
- Storyboard sequentially! Draft your storyboard following the order of the scenes, this will help you visualize the flow (and make adjustments).
- Focus on critical moments that convey the main message: pick one or two “key scenes” where the main message will be strongly communicated!
- Think about how each shot transitions to the next.
- Consider the emotional impact of each scene and how it contributes to your overall message.

Shooting

Equipment



- **Basics:** smartphones, built-in microphones, natural lighting.
- **Intermediate:** DSLRs, external microphones, tripods.
- **Advanced:** professional cameras, lighting kits, stabilizers.

Lighting



- Use natural light when possible (or ring lamps!).
- **Avoid backlighting!** Position light sources in front of your subject.

Audio

- Record in a quiet environment.
- Use external microphones for better sound quality.

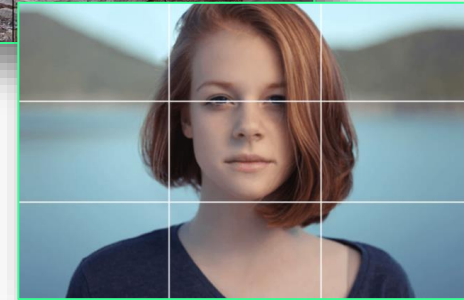
Camera steadiness



- Use a tripod or stabilise your camera with a firm surface.
- If handheld, use smooth, controlled movements.

Shooting

- Shoot multiple takes to ensure you have options during editing.
- Pay attention to framing and composition; use the *rule of thirds*.
 - Divide your frame into a **3x3 grid**, creating nine equal parts.
 - Position key elements (e.g., subjects, horizon) along the lines or at the intersections.
 - This technique creates balance and draws the viewer's eye to important parts of the scene.
- Use *leading lines*: use **natural lines in the environment** (e.g., roads, rivers, fences) to lead the viewer to look at the main subject or through the frame.
- Use the *framing Within the frame* technique: use **elements within the scene** (e.g., windows, doorways, arches) to create a "frame" around your subject.
- Monitor your footage for any technical issues (e.g., blurry shots, poor audio).



Editing

Softwares



- **Free:** iMovie (Mac), DaVinci Resolve (Mac/Windows/Linux).
- **Paid:** Adobe Premiere Pro, Final Cut Pro, Sony Vegas.

Basic editing tips:

- Cut cut cut! Keep your video concise and focused.
- Transitions and effects: the less the better!
- Add titles, subtitles, captions, and credits to enhance understanding and give credit.

Audio



- Ensure dialogue is clear and background music is at an appropriate level.
- Choose royalty-free music and trending audios that complements your message.
- Add sound effects when/if applicable to enhance the viewing experience.

Publishing

Platforms



- YouTube, Vimeo, Social Media
- Optimise each platform via using hashtags and descriptions to optimise Search Engine Optimisation (SEO)

Collaborate and optimise promotion



- Collaborate with influencers (easier said than done) ...or... with channels such as BIOVOICES! There are other similar projects out there!
- Share in relevant online communities like...@BIOVOICES! 😊
- Use targeted ads (if applicable)

Publishing

YouTube

- **Advantages:** largest video-sharing platform, vast audience reach, good for long-form content.
- **Optimisation:** use keywords in your title, description, and tags. Create eye-catching thumbnails. Utilise YouTube's end screens and cards to promote other videos or links.

Vimeo

- **Advantages:** professional quality, customizable player, ad-free.
- **Optimisation:** use detailed descriptions and tags. Join relevant groups on Vimeo to share your content.

Social media (Meta, TikTok)

- **Advantages:** high engagement, good for short-form content, immediate feedback.
- **Optimisation:** use platform-specific features (e.g., Stories for quick updates). Use hashtags and geotags for discoverability. Prioritise short videos (reels)
- Encourage high interaction: Likes, comments, shares, saves

Publishing – Optimising each platform



Metadata

Create engaging and descriptive titles with relevant keywords.

Write detailed descriptions that include keywords, links, and timestamps if applicable, and make sure they are also attractive.

Use relevant tags (but no more than 10) to help your video appear in search results.



Thumbnails

Design custom thumbnails and include text overlays for added context.



Engagement

Engage with viewers by responding to comments and questions.

Ask your followers to subscribe, share, comment and "like".

Improving – Analyse and learn

Review the metrics of your videos

Such as Views, Likes, Comments, Watch time, Retention rate and Click-Through Rate (CTR)

Learn from the best-performing videos

Identify success patterns by observing what type of content, duration and style generate more interaction.

Analyse the themes and formats that are most popular with your audience.

Review which thumbnails and titles generate the most clicks (e.g. on YouTube).

Adjust your strategy based on results

Experiment! Try different styles, themes, and formats to see what works best.

Optimise by improving specific aspects based on feedback and metrics.

Repeat what works and adjust what doesn't to continually improve.

Again, engage your audience: ask for suggestions and feedback



Watch this
example of
video here!



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OUR CONSORTIUM:





GenB: Capacity Building Seminars Advanced

MODULE 5 – Simplifying bioeconomy topics

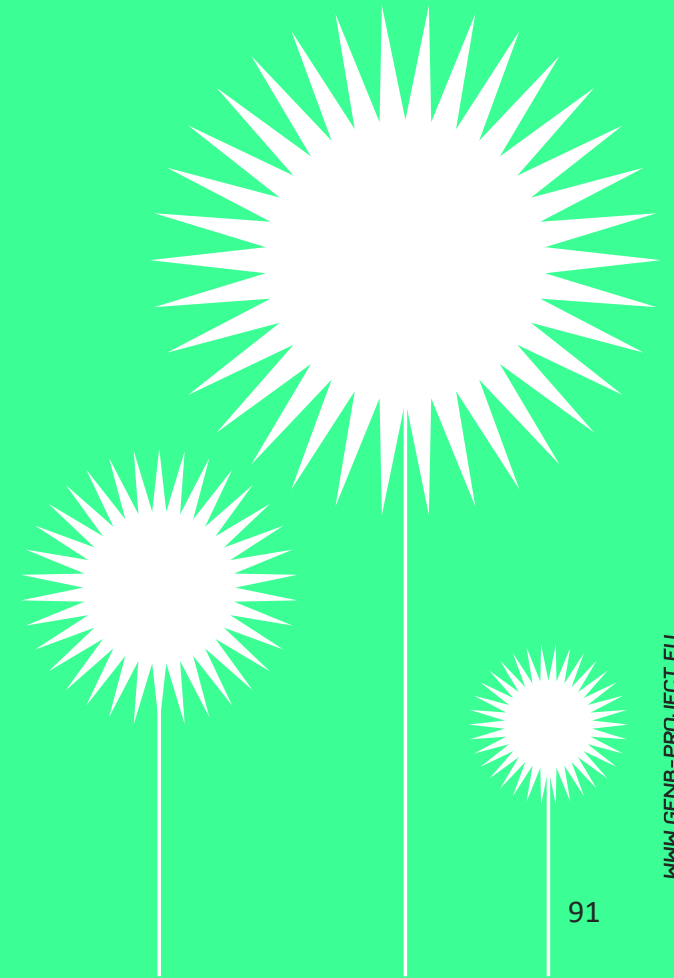
Marisa Groenestege

BTG Biomass Technology Group B.V.

Supported by EUN

Index

- 1. Key considerations**
- 2. Helpful tools**
- 3. Practical examples**
 1. Biomass & Bio-based products
 2. Circular bioeconomy
 3. Biorefinery





What to consider?

Key considerations



Audience

- Relevance to the audience
- What are the key concepts to cover?
- What visual aids and/or visual elements to use?
- Level of knowledge....

Key considerations



Audience



Level of knowledge

- Children: No background knowledge and only a basic understanding of the world.
- General public: Little to no background knowledge
- Professionals: Advanced knowledge

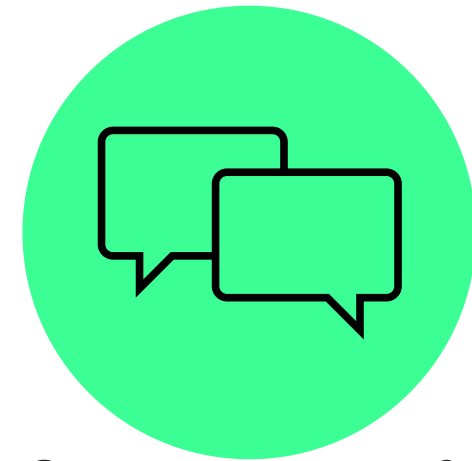
Key considerations



Audience



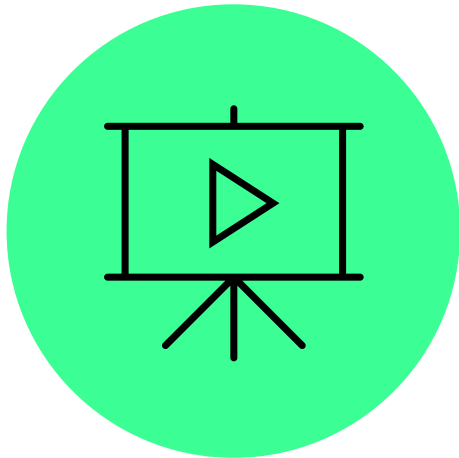
Level of knowledge



Core concepts & communication

- Define key terms clearly
- Focus on the core concepts
- Use simple words
- Provide clear definitions and examples

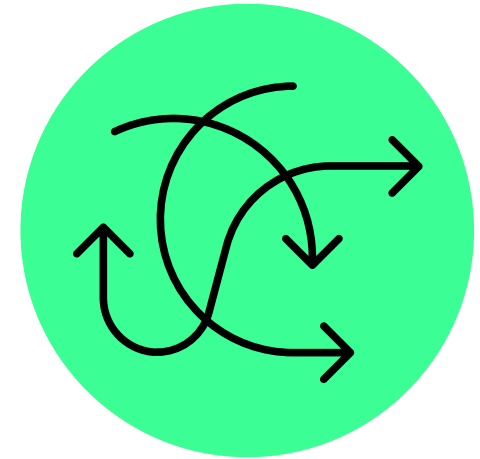
Helpful tools



Visual aids



*Give (practical) examples
related to everyday life*



Keep it simple!

What does bio-based mean?

Biomass:

Material made from biologically renewable sources, like wood, plants, algae, vegetables, and food waste.

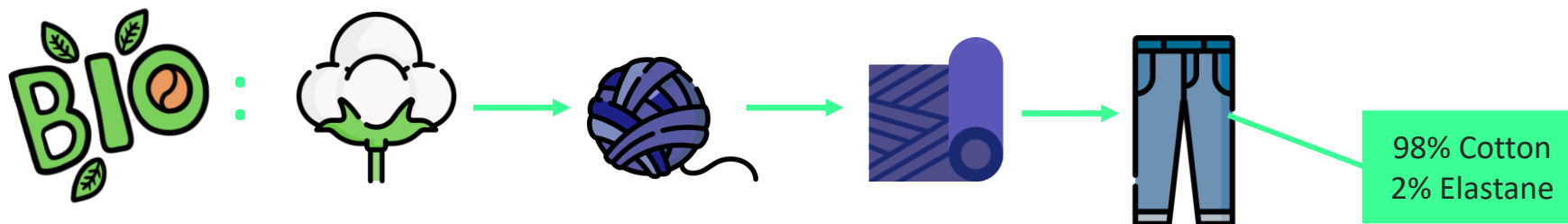
Bio-based:

A product that is completely or partially based on biomass.

- *A bio-based product does not have to be a finished product! It can be a material, intermediate product, semi-finished product, or end product you find in the store.*
- *It does not have to consist of 100% biomass; even at a lower percentage we call it bio-based.*

Bioeconomy:

Covers all the sectors, related services and investments that produce, use, process, distribute or consume biological resources.



What is biomass?

Biomass is the basis of the bioeconomy!

- It covers renewable material coming from primary production sectors (agriculture, forestry, fishery).
- Next to this, residues, such as food waste and residues from industries are also used in the bioeconomy.
- It is important to know how much biomass is available, so that we don't take too much and nature cannot recover.



Stay within the sustainability boundaries!



Examples of biomass:

Wood



Oil crops



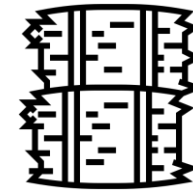
Sugar crops



Starch crops



Agricultural residues



Industrial, municipal and household waste



Typically:

Seaweed & Algae



Coffee grounds



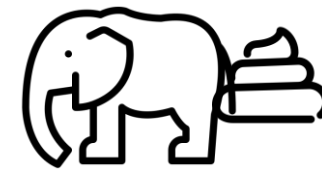
Milk protein



Mushroom roots



Elephant poo



Insects



But also:

What are biomass & bio-based products?

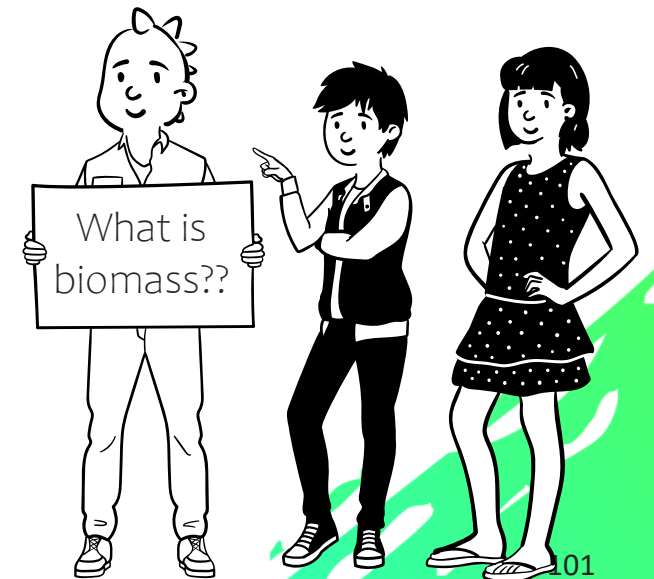


Biomass is different things from nature. We can use the trees, plants, crops, animals and even food waste to make new things, like toys, houses and clothes.



Make it fun!

Kids



What are biomass & bio-based products?



Example: Biomass & Bio-based products for kids in a playful manner



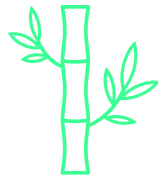
What are biomass & bio-based products?



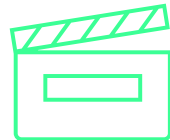
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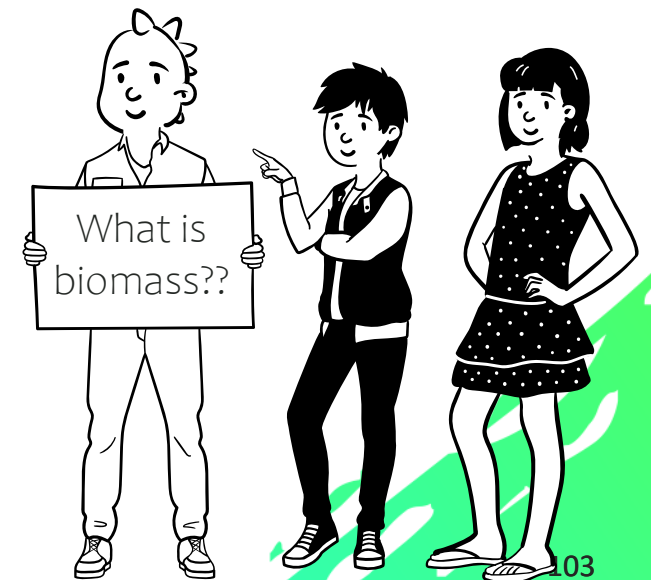
Show some materials and products
Feel, see and smell the materials/products



If you cannot bring these materials, show them using images and/or videos.



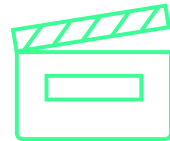
Kids



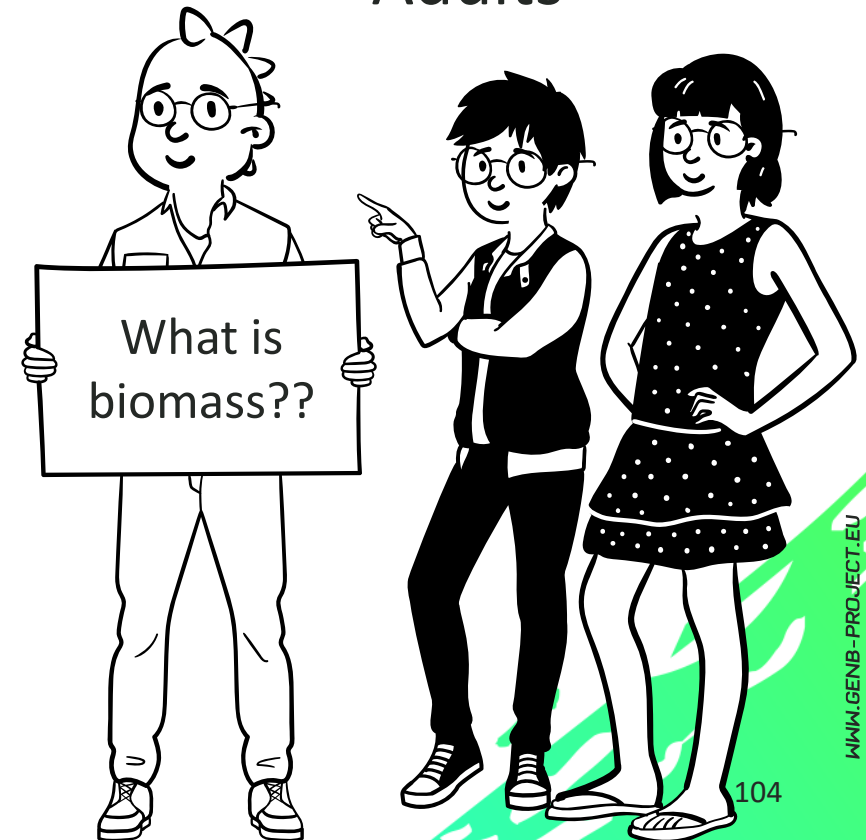
What are biomass & bio-based products?



Biomass is material from biological origin, such as plants, wood, and agricultural waste, that can be used to make bioenergy and bio-based products and materials, like biofuels and bio-based plastics.



Adults



What are biomass & bio-based products?



Example: Polylactic acid (PLA)



New & innovative!

Made from
PINEAPPLE
leaves



You might already have it at home!

What is a bio-based product?

Example: Body scrub & bio-based alternative





Linear & Circular Bioeconomy

Linear economy

Problems:



Depletion of natural resources



Environmental pollution



Climate change

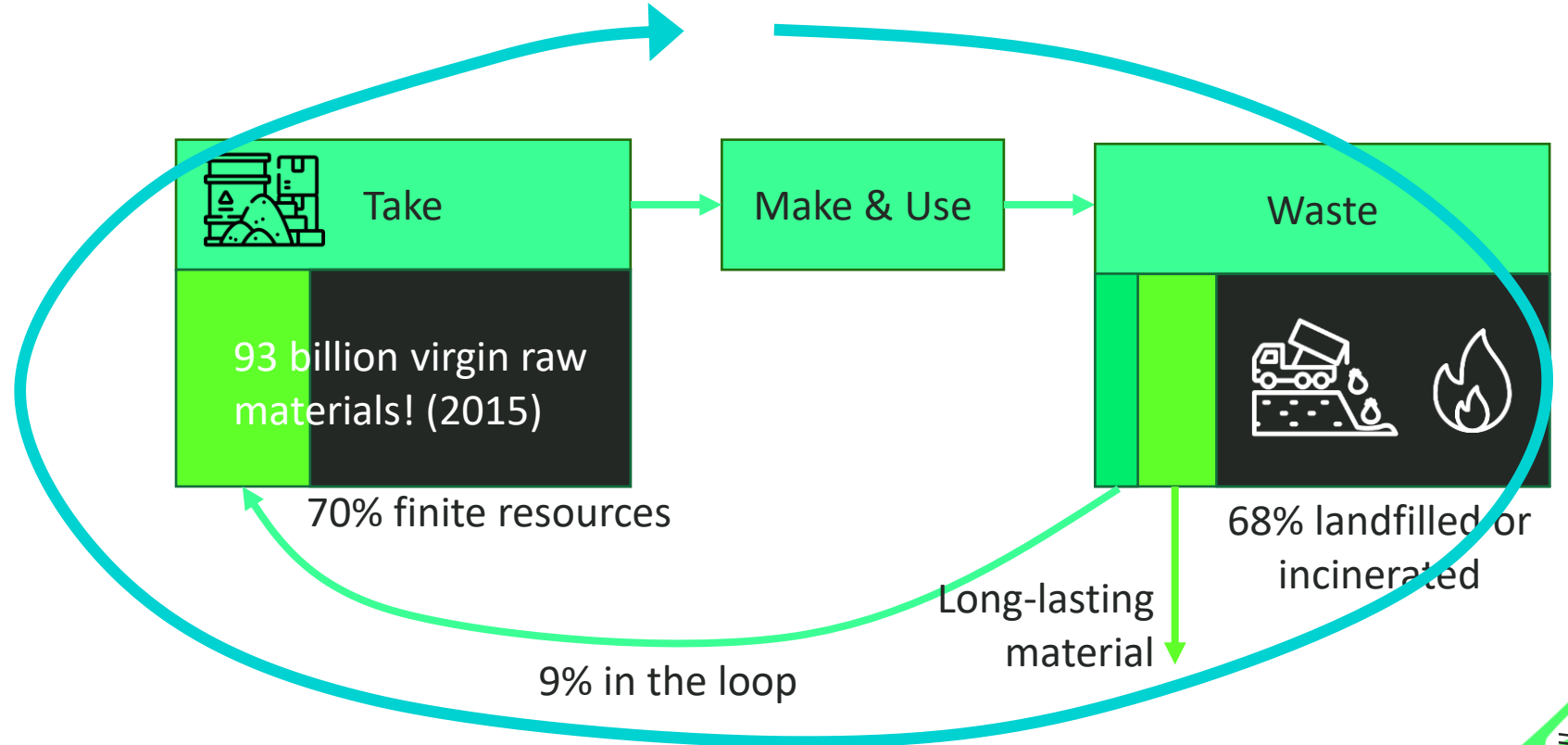


Damage to ecosystems & biodiversity



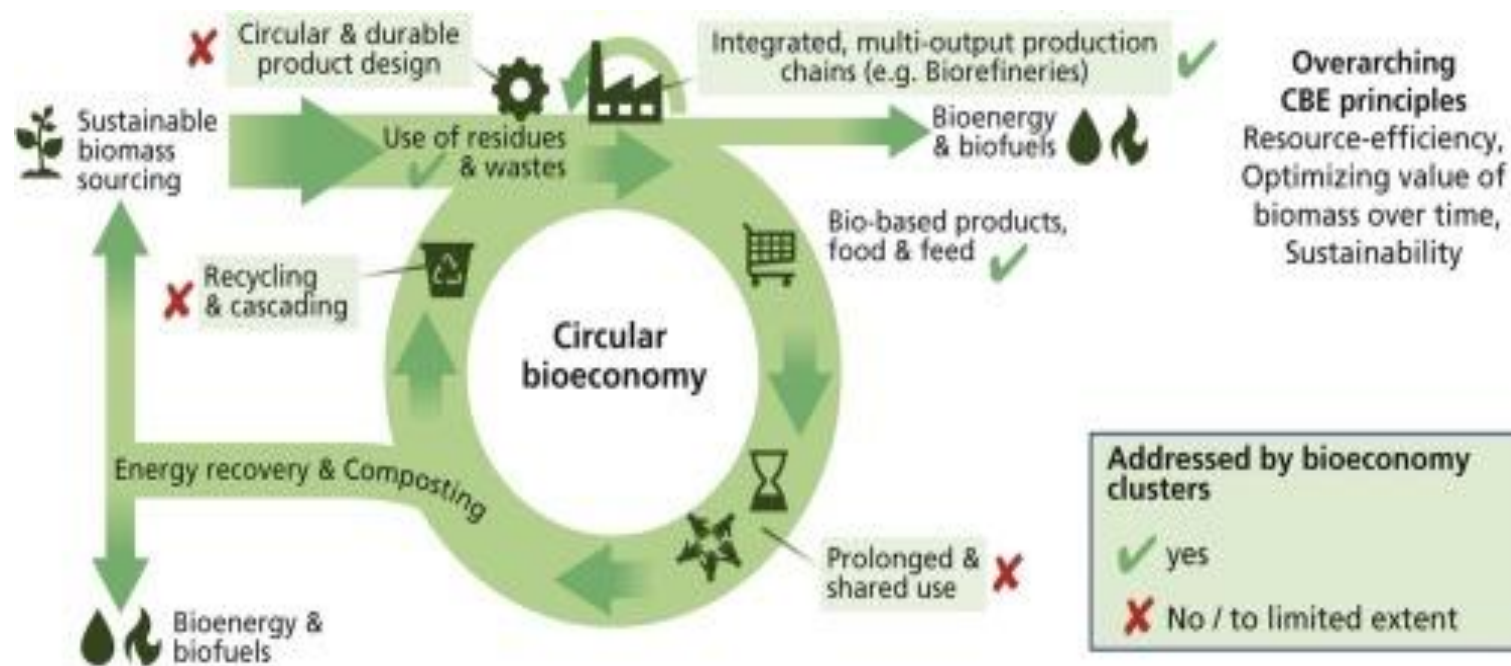
Economic disadvantages

Go circular!



Circular bioeconomy

- Raw materials (including biomass and residue streams) are used to produce products and services of the highest possible value.
- All material streams are used to produce different products:
 - Bioenergy & fuels
 - Bio-based products
 - Food & feed
 - Compost -> Agriculture
 - Capture & use of CO₂

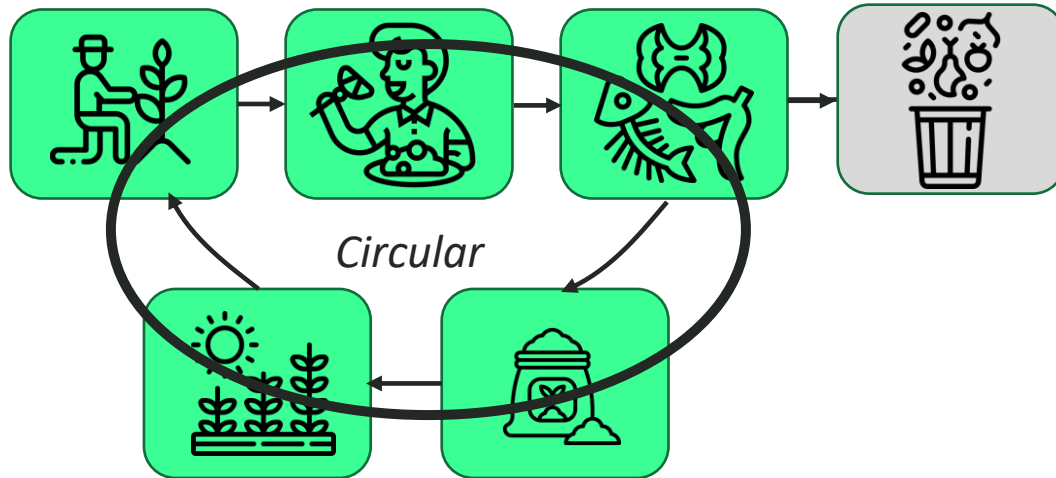


What is the circular (bio)economy?

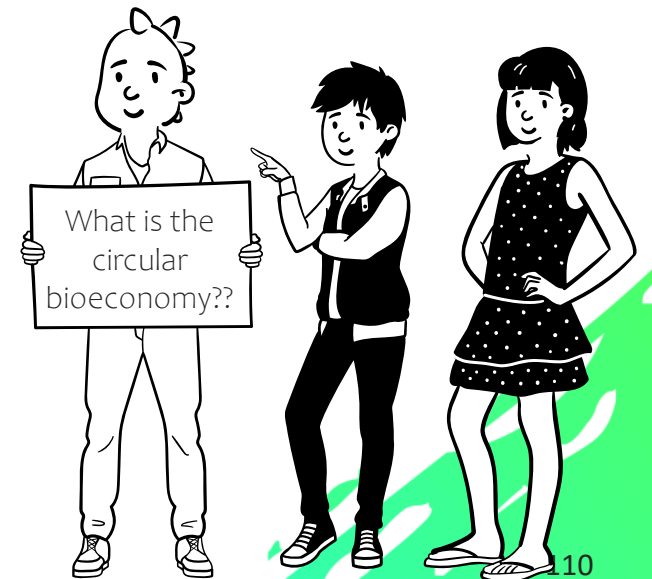
The circular bioeconomy means we use plants to make things, and when we're done with them, instead of throwing them away, we make new things out of them, give them new uses or they go back to the earth to help the plants grow.



For example, food:



Kids

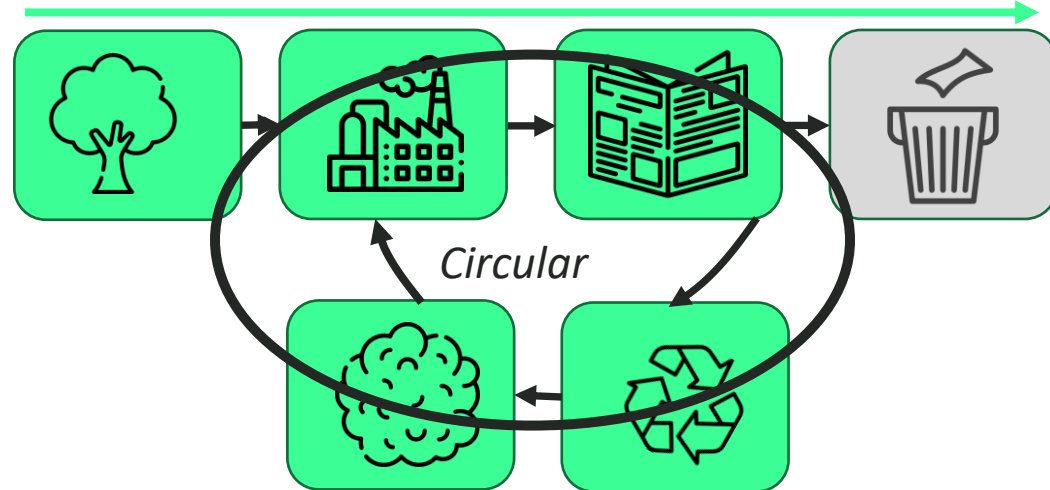


What is the circular (bio)economy?

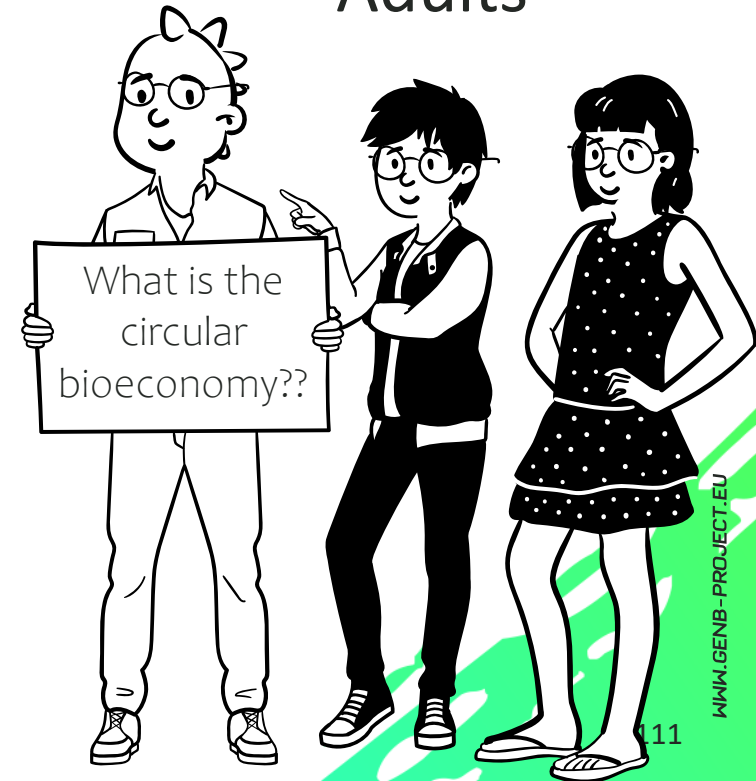
A circular bioeconomy optimizes the use of biological resources. This is done by recycling and reusing materials. This approach minimizes waste generation and promotes sustainable use of resources.



For example, paper:



Adults

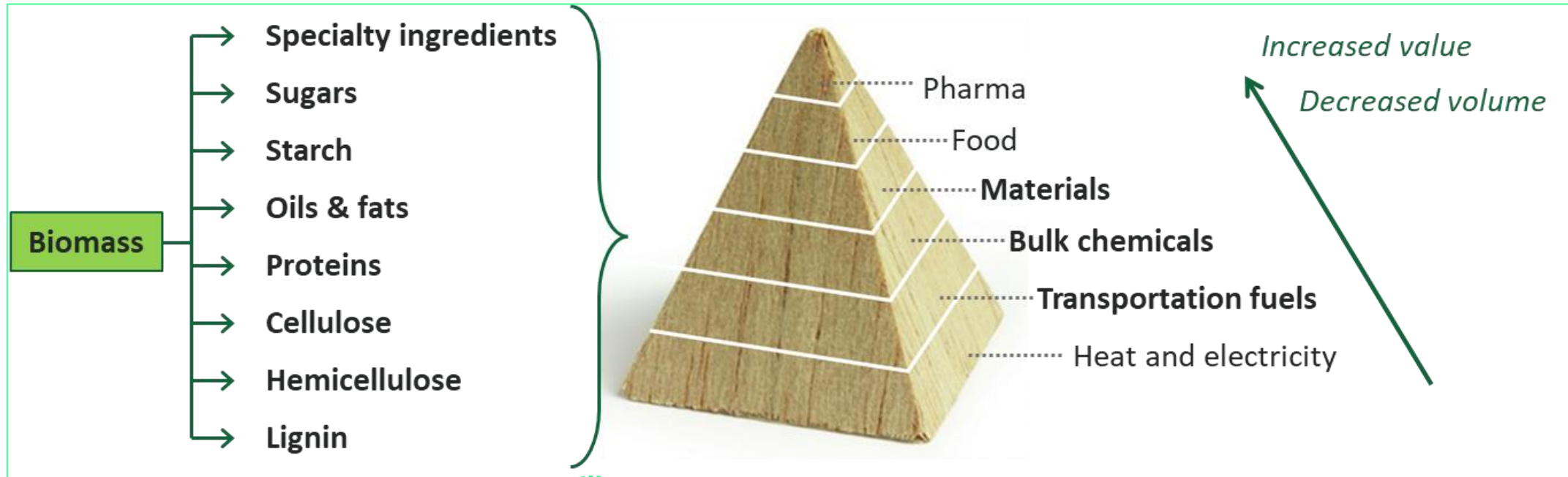




Biorefinery simplified

Biorefinery concept

A concept in which biomass feedstocks are converted into multiple bio-based products:



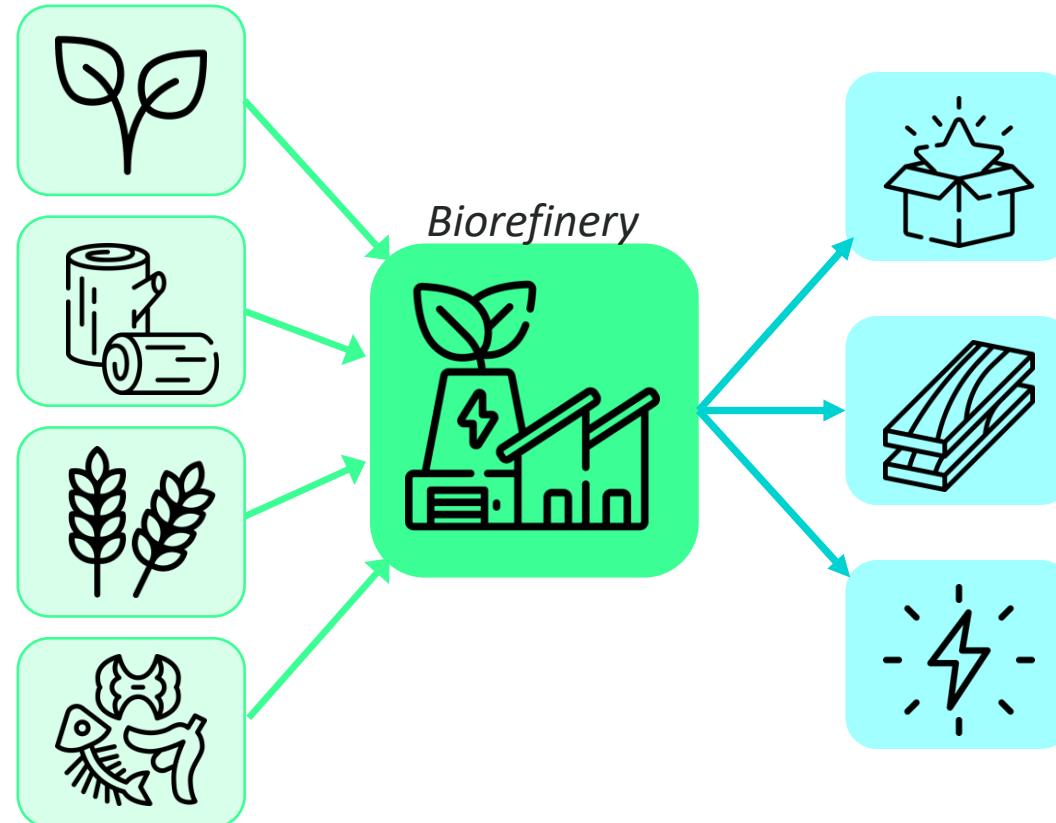
*Intermediate products
& processes*

Outputs

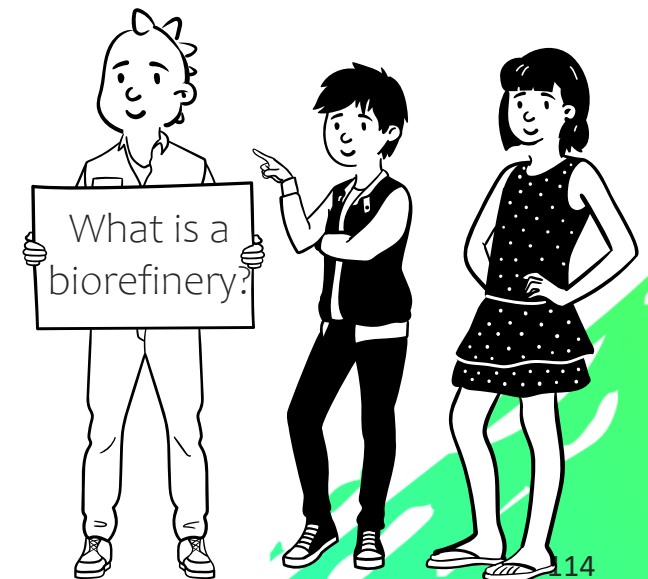
Conversion technologies, e.g.:
Biotechnological, biochemical,
thermochemical...

What is a biorefinery?

A biorefinery is a place/factory where plants and other natural materials are turned into products, materials and energy.



Kids

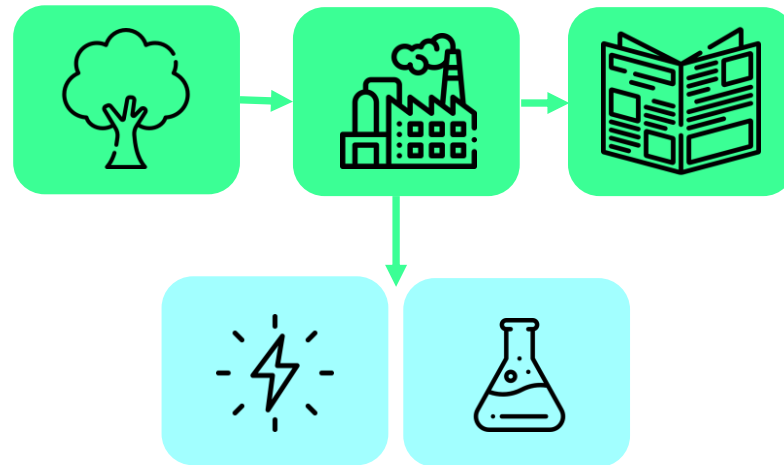


What is a biorefinery?

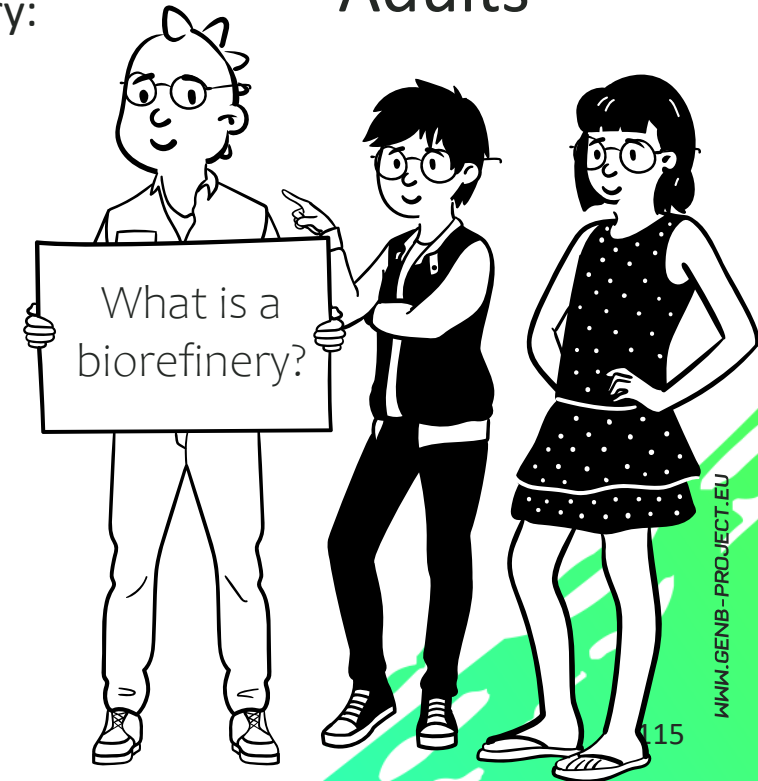
A biorefinery is a facility that processes biomass, such as plants and agricultural waste, to produce energy, fuels, and other valuable products.



For example, pulp and paper mill functioning as biorefinery:



Adults





Thank you !

Marisa Groenestege

BTG Biomass Technology Group B.V.

Supported by the European School Network

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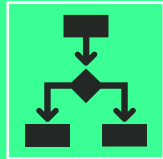
OUR CONSORTIUM:



KEY POINTS FOR EFFECTIVE COMMUNICATION



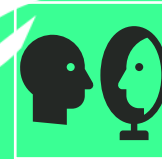
Know your audience



Structure your message



Keep it simple



Practice



Get feedback



Use visuals



End with call to action



Engage and connect

Outlook

- 3 online youth debates for the bioeconomy – 3 weekly events, coming soon!

Debate #1

Bioeconomy education,
training and skills for the future
generations

Debate #2

The young generation
communicating the vision for a
sustainable future with
bioeconomy

Debate #3

The youth becoming the next
leaders for a fair, inclusive and
sustainable society with the
bioeconomy

- 1 online mutual learning workshop for GenB Ambassadors –
November 25th, 6 – 8 pm [18:00 – 20:00 CET]



Thank you !

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