Deliverable 4.2. Results from the co-creation exercise

Acronym: UrBIOfuture
Project title: Boosting future careers, education and research activities in the European bio-based industry
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Duration: 12 months

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1. Executive Summary

According to the UrBIOfuture proposal, a co-creation exercise has been designed and performed in order to set the basis for promoting careers in the bio-based sector, as the ideation phase of the “UrBIOfuture experience” design.

The “UrBIOfuture experience” is conceived as a journey, a progress or passage that will allow the European industry to move forward and to reach the level of excellence that new bioproducts and processes demand in such competitive sector. In order to achieve such goal, a group of materials and events will be produced, expecting that such an output will allow the European society to advance, decreasing skills mismatch, attracting new talent and unlocking its potential.

The “UrBIOfuture experience” will be tailor-made designed for 5 different target audiences: high school, VET and university students, unemployed people and professionals.

The co-creation exercise, held in Seville the 17th of October 2019, has involved all the UrBIOfuture stakeholders already engaged with the project: Consortium Members (CM) and Working Group (WG) members, allowing the alignment of industry needs and educational opportunities and curricula, blending this way, all stakeholders’ interests.

The co-creation exercise has been implemented in two steps:

- 1st step: online consultation launch about ideas and suggestions for the design of the “UrBIOfuture experience” to all stakeholders already involved in the project (CM, WG and IEG), to have first-hand information of what the stakeholders would have as basis for promoting careers in the bio-based sector. This online questionnaire was sent to all the members of the consortium and WG, as well as to third parties directly involved with the 5 “UrBIOfuture Experience” target audiences that could give valuable inputs for the materials and events design. In total, the questionnaire was sent to 87 parties and people, from which 37 answered giving 42 ideas.
- 2nd step: a co-creation workshop where all the information gathered and analysed from the online consultation was presented as the starting point of the “UrBIOfuture Experience” ideation exercise, performed in a working session following an expressly developed methodology created by CTA and based on the “Empathy Map” method with three parallel roundtables focused in different target audiences: (1) high school students, (2) VET and university students and (3) unemployed people and professionals.

The three parallel roundtables resulted into a high number of audience-driven ideas that will serve as a basis for the design of the “UrBIOfuture Experience”, to be performed in the months to follow.
2. Content

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3. Acronyms and abbreviations

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<th>Description</th>
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<td>CM</td>
<td>CONSORTIUM MEMBER</td>
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<tr>
<td>WG</td>
<td>WORKING GROUP</td>
</tr>
<tr>
<td>HS</td>
<td>HIGH SCHOOL</td>
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<tr>
<td>VET</td>
<td>VOCATIONAL EDUCATION TRAINING</td>
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4. Introduction

The UrBIOfuture project’s main goal is to bring Europe to the forefront of the bio-based sector by:

1) identifying education needs and gaps in Europe’s bio-based sector,
2) pointing to career opportunities in research,
3) involving all stakeholders in a co-creation process that will deliver the “UrBIOfuture experience” as a pivotal tool for attracting talent and providing professional orientation.

The “UrBIOfuture experience” is conceived as a journey, a progress or passage that will allow the European industry to move forward and to reach the level of excellence that new bioproducts and processes demand in such competitive sector. In order to achieve such goal, a group of materials and events will be produced. It is expected that such an output will allow the European society to advance, decreasing skills mismatch, attracting new talent and unlocking its potential.

![Figure 1. The co-creation exercise in the UrBIOfuture project concept](image)

One of the main values of the UrBIOfuture project is its multifaceted consortium, with pedagogy and bio-based economy experts from academia, research and technology centers and industrial clusters; and its actively engaged Working Group which bring together 21 European experts from high school, VET, university, industry and public administrations (most of the parties belonging to the WG and IEG can be looked up in the UrBIOfuture Deliverable 4.1. Results from the dynamic workshop fostering dialogue organization).

After a first multiactor event organized by the UrBIOfuture project in June in Brussels, the UrBIOfuture Dynamic Workshop (see the event results [here](#)), all the project stakeholders have been directly targeted again in this preliminary step to the “UrBIOfuture Experience” design phase to boost and support the interaction among them allowing the alignment between academia’s educational offer and industry real needs and support dialogue and co-creation of the UrBIOfuture experience, so this can be a result of a true partnership between academia and industry.
As it will be further explained afterward, the co-creation exercise, held in Seville the 17th of October 2019, was conceived as a two-step work, focused on gathering ideas and best practices examples for the design of tailor-made materials and events of the “UrBIOfuture Experience” according to its five different target audiences (high schools, VET and university students, unemployed people and professionals):

- **1st step**: the launch of an online consultation about ideas and suggestions for the design of the “UrBIOfuture experience”, to have first-hand information of what the stakeholders would have as basis for promoting careers in the bio-based sector;
- **2nd step**: a co-creation workshop involving the CM and WG with a first part devoted to the analysis and evaluation of the ideas gathered from the online consultation, and a second part where these ideas were blended with the attendee’s ones, ranked and selected following an expressly developed methodology created by CTA and based on the “Empathy Map” method.

The outputs obtained from this workshop will be the starting point for the work to be developed in T4.4.- “UrBIOfuture Experience” final design.

### 5. The "UrBIOfuture Experience" Questionnaire

As the first step of the co-creation exercise, a short and simple online consultation (see Annex I) was designed and launched by CTA among the CM, the WG, as well as third parties directly involved with the five “UrBIOfuture Experience” target audiences (high schools, VET and university students, unemployed people and professionals) that could give valuable inputs and ideas based on their previous own experiences and knowledge. Those third parties were also identified as potential key stakeholders for the organization of the “UrBIOfuture Experience” promotional events due to their influence on the target audiences and their call effect when participating in and disseminating an event.

The design of the questionnaire was carefully thought through in order to achieve a balance between the minimum needed information and the effort its compilation could demand from the stakeholders, to promote their active participation.

To further facilitate the participation of as many stakeholders as possible, the questionnaire was translated into other languages as Spanish.

In the questionnaire, respondents were asked to suggest ideas for materials and events, as well as explain related best practices, identifying:

- The target audience
- The type of material
- The idea description
- Idea related success cases, if existing
- Personal information for contact purposes

In total, the questionnaire was sent to 87 parties and people, from which 37 answered giving 42 ideas.
All the information gathered in the participants answers was carefully analysed and structured in the “Main results of the UrBIOfuture experience survey” document (see Annex II). This document has been considered the starting point for the co-creation exercise held in Seville, thus it was sent to all the attendees prior to the event asking them to have a look at it in advance, and presented during the first part of the event (see Annex IV).

6. The “UrBIOfuture Experience” co-creation exercise

6.1. Date, venue and attendants of the Co-creation Workshop

As part of the multiactor co-creation process and the “UrBIOfuture experience” delivery, and after the UrBIOfuture Dynamic Workshop held in Brussels in June 2019, all the project stakeholders (CM and WG) were convened for the “UrBIOfuture Experience” co-creation exercise, held in CTA’s headquarters in Seville the 17th of October. The date was set after an online enquiry for choosing the most suitable data for the project consortium and working group members to attend.

The event agenda (see Annex III), was designed to allow a 1-day trip to Seville if possible, and to fulfill with the main purposes of this task as established in the proposal:

1) To present the “UrBIOfuture Experience”: characteristics and main purpose
2) To present the results obtained from the "UrBIOfuture Experience" Questionnaire included in the “Main results of the UrBIOfuture experience survey” document;
3) To gather some new ideas from the attendants through the implementation of a co-creation working session following an expressly developed methodology created by CTA and based on the “Empathy Map” method;
4) To identify the most interesting ideas to be implemented in the “UrBIOfuture Experience” by performing a selection and ranking procedure.

The invitation to attend the meeting was sent to all the project partners, as well as the WG members and some additional guest that were also involved in the UrBIOfuture Dynamic Workshop, such as a representative from the DG GROWTH of the European Commission who is working in the area related with “Promoting education, training and skills across bioeconomy”, a specific action of the EU Bioeconomy Strategy, whose main objective is to address the skills gaps and mismatches and promote the development of curricula and training that address the needs of the bioeconomy in the long term.

All of them were asked to identify a potential substitute of their institution, in case of unavailability to attend the workshop, to have the maximum parties represented at the event.

The event was finally attended by 26 representatives of 17 European institutions:

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<th>Nº of people</th>
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<td>4</td>
</tr>
<tr>
<td>VET</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>High School</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>RTO</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Industry/clusters</td>
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<td>11</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>17</strong></td>
<td><strong>26</strong></td>
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6.2. Main content of the event

As indicated in the event agenda (see Annex III) the “UrBIOfuture Experience” co-creation exercise was structured in three sessions:

a) A first introductory session in which the attendants were informed about (see all the presentations in Annex III):

1. The UrBIOfuture project goals and expected impacts;
2. The “UrBIOfuture Experience” main aim and characteristics;
3. The results obtained from the “UrBIOfuture Experience” Questionnaire included in the “Main results of the UrBIOfuture experience survey” document, and used as the basis for the ideation exercise to be carried out in the parallel working planned in the 2nd session of the event;
4. The description of the co-creation roundtables methodology, the format to be implemented in the 2nd session of the event: an expressly developed methodology created by CTA and based on the “Empathy Map” method.

b) Followed by the co-creation roundtables session, designed for support knowledge exchange and ideas generation to design outreach tailor-made materials and activities on the bioeconomy to the five project target audiences (high schools, VET and university students, unemployed people and professionals) through the “UrBIOfuture Experience”;

c) And a final general presentation of the “Co-creation Roundtables” main outputs and an open debate among the attendants.
A lunch break was organized between the first and the second session, in order to foster the networking and ideas exchange among the attendants.

As a preparatory work, the following documents were sent to all the attendants some days in advance, in order to focus the discussions in the most productive and successful way:

- the “Main results of the UrBIOfuture experience survey” document
- The “UrBIOfuture Empathy Map” topics (see figure 2 in paragraph 3.2.1.)

6.2.1. The “UrBIOfuture Experience” co-creation roundtables sessions

As previously mentioned, the co-creation exercise aimed raising ideas for the most suitable design of the “UrBIOfuture Experience” according to the different target audiences of the project: high schools, VET and university students, unemployed people and professionals.

As for the “UrBIOfuture Experience” Questionnaire, the co-creation exercise was focused on the key elements to produce materials and events that would successfully attract new talent towards the bio-based economy unlocking its potential. The focus was on the message itself, and how it would need to be conveyed to the different target audiences to maximize its impact.

For that purpose, all the event attendees were organized in 3 parallel co-creation roundtables, moderated by CTA staff with the collaboration of SIE (the consortium partner in charge of the communication and dissemination activities and closely related with the “UrBIOfuture Experience” design), and focused on the different target audiences:

- Roundtable 1 – High School Students
- Roundtable 2 – VET and University Students
- Roundtable 3 – Unemployed People and Professionals

Generally speaking, the consortium partners were assigned to the roundtable related to the workshop their entity has to organize in its region during the last trimester of the project, while the WG members were distributed according to the target audience their entity is more related with. For this event, CTA expressly developed an ideation methodology for the event based on the “Empathy Map” method.

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes. It is a useful tool to help teams to better understand the. Empathy mapping is a simple workshop activity that can be done with stakeholders, marketing and sales, product development, or creative teams to build empathy for end users. For teams involved in the design and engineering of products, services, or experiences, an empathy mapping session is a great exercise for groups to “get inside the heads” of users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.
When included in early project stages, the exercise helps teams enter the user’s world and approach things from his or her point of view before creating solutions—whether it’s ideas for content, a webpage design, app prototype, or new service offering. The benefits include:

- Better understanding of the user
- Distilled information in one visual reference
- Callouts of key insights from research
- Fast and inexpensive
- Easily customizable based on available information and goals
- Common understanding among teams

Based on this marketing tool, CTA created an adapted version for the co-creation roundtables, according to the topics needed for the “UrBIOfuture Experience” materials and events design: the “UrBIOfuture Empathy Map”.

![Figure 2. The “UrBIOfuture Empathy Map”](image)

The “UrBIOfuture Empathy Map” included the following topics, building an ideation process pathway:

- 1st reflective block, focused on the target audience in a broader way:
  - What is in it for me: What does this audience think and feel? What really matters to it?
  - Sphere of influence: What does this audience see? Who does this audience interact with?
o Formats: How is this audience informed? What kind of formats interest this audience?

o Speaker/influencers: Who does this audience follow or listen to?

o Lines of Communication: What lines of communication does this audience use?

- 2nd operational block, focused on the target audience in relation with the “UrBIOfuture Experience” materials and events:
  o Events: What kind of event would appeal to this audience?
  o Activities: What activities or tools should the event include to interest this audience?
  o Materials: What kind of material may interest this audience? What kind of formats and messages/information?
  o Stakeholders for events: What key players or parties could attract this audience attention during events?

All the roundtable attendees were asked to write down in post-its their ideas in an orderly way following the topics of the “UrBIOfuture Empathy Map” pathway. A printed template of the canvas was used as a backing document for organizing and packing the post-its.

After the ideation phase through the “UrBIOfuture Empathy Map”, all the roundtable attendees were asked to vote for the best idea of each topic according to their opinion. As a result, all the ideas per topic and per audience were ranked.

Operationally, the co-creation roundtables were organized as follows:

1) Brief introduction (10’):
   a. Recall the main aim of the exercise in the UrBIOfuture project context
   b. Quick tour-de-table of the roundtable participants and their institutions done by the moderators
   c. “Empathy map” approach reminder

2) Ideation phase (50’)
   a. 1st reflective block
   b. 2nd operational block

3) Voting phase (15’). Each participant would vote the best idea (1) for him/her of each topic.

The four golden rules of ideation were explained in the presentation of the co-creation roundtables methodology during the first event session, and kept in mind by the moderators during the roundtables exercise:

1) There are not bad ideas
2) Capture everything
3) Go for hybrid brainstorming
4) Quantity over quality
6.3. Main conclusions of the “UrBIOfuture Experience” co-creation roundtables session

The main outputs of the co-creation roundtables are described below, explaining the ideas gathered in each topic and the ranking obtained after the voting phase: highlighted in yellow idea receiving most of the votes (or ideas in case of a votes draw), and in blue those ideas with less votes. The non-voted ideas are reported in green.

**ROUNTABLE 1 – HIGH SCHOOL STUDENTS**
What is in it for me?

The roundtable attendants expressed their concern about the level of awareness of High School (HS) students regarding what bio-based economy means, or how it could help solve/stop climate change or global warming. However, some attendants proposed slogans and leitmotifs that HS students might relate to bio-based economy, like global warming, ecology, and bioplastics. Furthermore, some HS concerns were expressed like “finding a profession or occupation”, “earning a lot of money” and “I care about “bio” things”. The idea receiving most votes to encourage HS students was: “Save the world”.

➢ Leitmotiv to encourage HS students: “Save the world”
➢ I care about “bio” things
➢ Finding a profession
➢ Earning a lot of money
➢ Slogan: global warming
➢ Slogan: ecology
➢ “bio-plastic”
➢ They do not relate global warming or climate change with bioeconomy
➢ Does bioeconomy solve/stop climate change?
➢ Is it just recycling and biowaste?
➢ I don’t know that biology can help to “save the planet”
➢ I need to change the world. Is this a way?
➢ Biology is done in a classroom; why and how is it useful for society?
➢ Biology is impacted by pollution and environmental changes.
➢ I do not know what it is.
➢ Bio-Economy is how to recycle wastes?
➢ Bioeconomy, what’s that?
➢ It’s something I never heard about before… I’m not interested in biology… boring
➢ Bioeconomy what is it?

Sphere of influence

The roundtable attendants observed that HS students mostly interact with social media (YouTube (YT), Instagram (IG), smartphones, apps); it received most votes. Also, HS listen to parents, family, teachers, friends and trainers as a person who conveys ideas in a persuasive or impactful way in their lives. Finally, other sources of information suggested were music and youth centres.
Forms

The way HS students like to receive information is through social media. Again, that was the most voted option, with some clarifications regarding its content, like story-telling videos and trending challenges seen on social media like 30 days challenge doing something bio-related (zero wasting, eco-friendly diets, etc.). On the other hand, subject materials, projects and hands-on activities like Do It Yourself (DIY) trending activities were suggested as good ways to engage HS students, they are more involved by an active learning. Finally, other ideas mentioned: posters with codification (way of expression) they could relate to, like memes, focused games (like bio-based economy related games), information that goes in gadgets with logos (like pens or pencils with bio-based economy logos) and posters in institution halls with key messages regarding bio-based economy.

Speakers / influencers

For this topic, two ideas were voted with the same number of votes and other ideas were also voted but with a smaller number of votes. In this context, school-related people (chemistry teachers, science teachers and other students) were suggested as most important ones to influence HS students, as well as students having studied at the same school and succeeded in pursuing a career in the bio-based economy and influencers on Instagram. In addition, other voted ideas were that good teachers and their bio-based economy messages influence HS students as well. Along the same line, the roundtable thought that people who do things to “save the planet” influence them, as well as friends and older kids might influence HS students.

On the other hand, they suggested other interesting ideas related to how these speakers communicate. For instance, researchers normally do not reach HS attention with the way they have to express ideas (usually too specific), therefore, they might need help to communicate more accurately to HS students or use HS friendly communication to
Transmit bio-based economy ideas. To improve researcher’s communication skills, the roundtable participants suggested to watch trending videos to communicate likewise.

Furthermore, Greta Thunberg, an iconic person, was suggested. She is known as an activist fighting harmful actions for the world. Also, a good way to reach HS students might be through star shows like Big Bang Theory, if they’d discuss bio-based economy issues, the message would spread quickly.

Finally, social media were also suggested in the form of YouTube Video Bloggers (Vloggers). They are influencers for HS students and having them (or other people) spreading ideas like “organic fabric for fashion” and “organic-based cosmetics” could really influence them.

- Teachers (chemistry, science), other students, students having studied at the same school and succeeded in pursuing a career in the bio-based economy.
- Influencers on Instagram
  - Good teachers/messages from teachers should be bioeconomy-friendly even from those who don’t teach science.
  - People who do things to “save the planet”, peer friends, older kids.
- To help researchers communicate, make them see videos of communication
  - Greta Thunberg
  - Big bang theory shows types to raise awareness
  - YT/Vloggers
  - Bloggers world leaders’ stars
  - People who spread ideas like “organic fabric for fashion”, “organic-based cosmetics”

**Lines of communication**

With regards to the ways HS students communicate, again, the most voted option was social media, the main channels voted were Instagram, Snapchat, WhatsApp and YouTube. Also, other interesting options were voted: memes (images, photos and drawings that transmit ideas or reflect situations with the aim of being funny) to attract HS students’ attention, since it is the content that invades HS social media. Therefore, its use in slides or presentations were also suggested. Social media advertisements regarding bio-based economy issues and solutions were also voted as an interesting idea to reach HS students.

Finally, Wikipedia, comments in social media, mobile phones games and influencers were suggested as other HS student’s lines of communication. Specifically, TV was identified as a line of communication no longer used by this audience.
Stakeholders for events

To easily reach a HS audience, the table participants suggested to have science communicators like Laszlo Robert Zsiros, a science communication expert (https://www.linkedin.com/in/laszlo-robert-ziros-5a440250/?originalSubdomain=hu). The importance to know how to transmit research conclusions in a clear and easy-to-understand way were suggested throughout the whole duration of the roundtable. Equally important was having the researcher speaking in the HS mother tongue.

Bringing students to research centres and industries was suggested as a feasible event idea to involve stakeholders with students, since some HS teachers shared their discomfort with previous experiences. To coordinate a firm or research centre with an educational institution is so difficult in terms organization the visit that in most cases teachers are not inclined to invite them to schools. Finally, they proposed to invite celebrities to the event, although this option was not voted by anyone.

Activities

The idea receiving most of the votes was to have events where students can make posters related to bio-based economy ideas themselves, and after that, organise contests to make them explain those ideas, and compete for the best one. Also, other activities that involve games, challenges and/or competitions related to bio-based economy topics were heavily appreciated for being hands-on activities.

At the same time, two participants suggested some activity examples they knew. CNR had the experience of letting the HS students design several kinds of tool-kit (new hands-on activities, plastic models or video, and boardgames) useful for science dissemination in an event targeted to HS or lower middle schools. Particularly, an example of table game developed within the Raw-Matter Ambassadors at school project (RM@School - EIT Raw Material) was a revised version of Risiko board game (Risiko is the Italian name of the Risk boardgame), titled RAWsiko, which involve raw materials in the game dynamic.
On the other hand, another example suggested were the “FAST-LAB activities. The FAST-LAB is a tool-kit useful to involve the general public during an event. Practically the Science Ambassador involves the general public in short hands-on activities (of about 10-15 minutes). A very successful approach is to prepare young people to become Young Ambassadors. This approach requires two phases: a) a training phase in which the Ambassador (generally the researcher or teacher) teaches a group of students to use the FAST-LAB toolkit and b) the application phase in which the students are involved in an event as Young Ambassadors, that is, they are asked to use the FAST-LAB toolkit to disseminate science actively, i.e. involving the participating public. This approach is twice useful because is based on an active learning of the Young Ambassador and a peer-to-peer dissemination (a student from high school is stimulated to learn from a peer).

Finally, other interesting ideas were proposed. First, having in the same room inquisitive HS students posing questions to experts, and letting them dialogue with the industry about bio-based economy processes. Second, having activities at the events where HS teachers are involved instead of HS students. Finally, activities coordinated involving educational science centres were suggested.

Finally, other interesting ideas were proposed. First, having in the same room inquisitive HS students posing questions to experts, and letting them dialogue with the industry about bio-based economy processes. Second, having activities at the events where HS teachers are involved, instead of HS students. Lastly, activities coordinated involving educational science centres were suggested.

Organise contests with posters.
✓ Games related to bioeconomy
✓ “Riskgame” funded in raw materials -> let them design the game, doing experiments
✓ Students posing questions, experts answering them
✓ Hands on demonstration: fast-lab practical activities (involving the society) students make the audience do the lab activity
✓ Activity with teachers instead of students
✓ Educational science centres

Events

The most voted option was to do events for HS students at schools. Furthermore, the events should include small workshops or practical activities as explained before. AKG explained that a type of event might be a *Dragon’s Den* type event oriented towards students and bioindustry. This is a reality show where entrepreneurs pitch their business ideas to a panel of venture capitalists in the hope of securing investment finance from them. So, the event idea is to have students explaining ideas for the bio-based industry in front of the industry, in a speech type way, where the industry gives feedback and considers their ideas. Another voted idea was the need to encourage discussion with HS students in conferences and later, at the end of the event, take feedback from them to know how precisely the concepts were acquired.
An interesting event location were suggested, neighbourhoods, obviously those with HS institutions, and organize the event outdoors or in the neighbourhood’s civic centre. That would assure the involvement of the HS students’ sphere of influence, therefore, increasing the magnitude of the message transmitted.

Finally, other suggestions were to make posters at the event, yet involving the HS students in their accomplishment. Secondly, a need related to the HS principals’ bio-based economy knowledge was shared with the table. At some High Schools the principals do not invest in bio-based economy action since they themselves do not have capacitation in this matter. Therefore, there is a need to reach out High School principals, to convince them of the importance of bio-based economy in order to invest more in its teaching. Another idea was having skype meetings with a researcher (again, with good communication skills) since they are easier, cheaper and shorter than school visits. Involving teacher training at the event was also suggested in this topic.

- Do the events at schools.
- Small workshops/Practical activity like workshops
- Bioindustry shark tank dragon’s den: students must come out with an idea for the bio-based industry involving the industry in the activity.
- Encourage discussion and take feedback from the student after the explanations and conferences.
- Letting the students being part of making posters to transfer ideas.
- Raise awareness of educational institution directors of the importance of bioeconomy to invest more.
- To connect via skype with the researcher, shorter and easier than visits.
- Teacher training
- Neighbourhood challenge (involve his/her sphere of influence)

Communication materials

With regards to communication materials, the table was very keen on the efficiency of audio-visual materials to reach HS students. At the same time, the use of paper-based communication materials was only recommended when the kids work on it, like in poster making contests. Otherwise, only online materials should be used.

The roundtable voted for letting the students partake in the development of the communication materials, i.e. involve a HS student in a video, let them make their own posters to disseminate bio-based economy information and most originally, let them make an app. Currently there are smart software that lets people build their own apps, like App Lap, AppInventor or Thunkable. The roundtable suggested to let the students create apps aimed at training others in bio-based economy. This suggestion being as original as it is, could also be done by the project partners to disseminate the project’s results.
A way of making a video to reach HS students was suggested: making a compilation of short videos starting with an environmental or a bio-based social problem and later showing a solution from the bio-based industry.

- Be part of it for students/let the student make an app/video about the bioeconomy/they do their own posters to disseminate bioeconomy
- Apps to make decisions
- Short videos starting with an environmental or social problem and solution from bio-based industries/videos shorts
- Record the students after the event and let them explain the camera what they have learn
- Posters

ROUND TABLE 2 – VET AND UNIVERSITY STUDENTS

Although at the beginning roundtable attendees were convinced that VET and university students could have considerable differences in the “Empathy Map” topics, at the end

Deliverable 4.2. Results from the co-creation exercise
almost all of the ideas suggested were applicable for both audiences. However, if an idea was identified specifically for one of the two audiences, it was indicated in the post-it and it can be checked in the final canvas picture.

What is in it for me?
The roundtable attendants proposed ideas mainly focused on two key messages able to attract the attention of the university and VET students and orient their careers towards the bio-based economy field:

1) the opportunity to have an impact on climate change and the climate crisis
2) the job opportunities related to this sector development

Both ideas received most of the votes, with career development opportunities as second most voted.

 Sphere of influence
Four major groups of influence were identified by the participants for the university and VET students:

1) their peers (friends and colleagues),
2) professionals and company owners in general, and from the bio-based economy in particular;
3) Their families
4) Teachers and trainers

The first two groups were identified as the ones the audience looks up and interact with, due to their age and their proximity to the labor market.

 Formats
The way university and VET students prefer to receive information is through social media, although it was agreed that this idea is rather a communication channel then a
format, and the format would be “online”. Aligned with this main concept, other related format ideas arose as the use of short messages, news or online tutorials.

On the other hand, other formats were identified, as companies’ invitations, business visits or conferences

- Social media (online)
- Short messages
- Business visits/Companies invitations
- News
- Conferences
- Online tutorials

**Speakers / influencers**

The most influencing speakers for these audiences were the representatives of companies and industries (employees of a bio-based industry, for example), according to the idea receiving most of the votes, especially if the audience perceive them as a real success case (a former student for example). ENAIP Veneto shared a previous experience they had with the participation of a former student working for Ferrari invited by them to give a speech to their VET students that was very inspirational for them.

Other ideas of potential influences for these audiences were famous persons as youtubers and (green) influencers, sport champions or the globally known activist Greta Thunberg.

Other influencers of these audiences identified were the teachers and “UrBIOfuture Ambassadors”, conceived as VET or university students explaining their mates the interest and opportunities of the bio-based economy.

- Employees from bio-based industries
- Famous persons/Influencers
- Real success cases
- Teachers
- UrBIOfuture Ambassadors

**Lines of communication**

In line with the format ideas previously commented, social media (mainly Facebook, Instagram and Twitter) are the main channels used by VET and university students to consume information.

Other communication line ideas suggested during the ideation phase were exhibitions and fairs (mainly job/career fairs), internet, newspapers, TV and brochures.
Stakeholders for events

Regarding the potential stakeholders to be involved in the “UrBIOfuture Experience” to maximize its impact in the roundtable audiences, the ideas and ranking was aligned with the audiences’ speakers and influencers: professionals (intending companies’ employees and researchers was the most popular idea. Concepts as success story provider and former student coincide with the idea of inviting a professional that can be seen as a real case at the student’s hand, so they can be inspired by this person’s experience stimulating them to steer their career in a similar way.

Other ideas from the participants were: to invite speakers related with sustainability (as NGOs), the public sector as potential employer or a famous speaker.

Activities

Once more, for the events activities, those related with the companies pitching were the most popular. The inclusion of competition activities among the students (such as videos explaining what the bio-based economy is) were also well considered due to the motivation it could cause. Other ideas were the networking activities in a casual environment (with some food and drinks), site visits, the design of games and quizzes, the inclusion of information about specific bio-based products examples or the use of sexy and fancy titles for the activities that would attract the audiences.
Events

The most interesting format for the events according to the voting results were the open days that bring the opportunity to visit bio-based industry facilities, research pilot facilities, etc. Site visits and study visits were also well considered, as well as job fairs or “job dating” with bio-based industries. Other ideas in this topic were workshops, social event, open calls, hackathons, seminars and practical shows.

Communication materials

Agreeing with the main idea of the use of online and audiovisual concepts as the most attractive ones for these audiences, the most popular ideas for the communication materials of the “UrBIOfuture Experience” for these audiences were the videos based on images, pictures and cartoons, videos with real cases testimonials and a “bioeconomy challenge (following other successful publicity campaign such as the “Ice Bucket Challenge”).

Other ideas about communication materials were the Pecha Kucha pitching¹, an online quiz about bio-based economy and other interesting contents in the UrBIOfuture website and the use of an attractive UrBIOfuture leitmotiv and key messages.

¹ [https://rapidbi.com/pecha-kucha-or-the-20x20-presentation-technique/](https://rapidbi.com/pecha-kucha-or-the-20x20-presentation-technique/)
ROUND TABLE 3 – UNEMPLOYED PEOPLE AND PROFESSIONALS

Roundtable 3 had to deal with a bit more complexity than the two previous ones because potential profiles of its target audience could be more diverse. Unemployed people major interest is “to seek a job”, a big challenge difficult to address with a clear component of urgency, while professionals’ interest “to know more about a bio-based opportunities for job improvement” it is easier to satisfy. On the other hand, education level and age of these two types of audiences could also be different:

- Unemployed young people with VET or university education
- Unemployed old people with VET or university education
- Young professionals with VET or university education
- Older professionals with VET or university education

Regarding “lessons learnt” from roundtable 2, almost all of the ideas collected could be useful to engage both audiences: young people with VET or University education level. However, regarding older vs young unemployed and professionals needed a different approach. The roundtable participants “doubled” their empathy exercise by trying to wear both hats “feeling as a young person” and afterwards “feeling like an older person”. This complexity was reminded all along the roundtable so trying to do not forget about the specific needs to cover in order to engage both audiences in the UrBIOfuture experience. However, when voting, each roundtable participant had to wear the shoes of one type of profile. It was agreed to prioritize the most vulnerable audience consider older unemployed people or alternatively ideas that could be attractive for both young/old unemployed people and professionals, when possible. In any case, it was commented

Figure 5. Roundtable 3 main output (unemployed and professionals)
that when getting into the materials and event design ideas developed in all roundtables should be taking into account to guarantee the highest audience attendance possible.

A major message emerge at the end of the roundtable co-creation exercise which is that **UrBiOfuture Experience**, as this name suggests, **should** focus its promotional events mostly dedicated to **provide all kind of direct and tangible experiences** in order to maximize impact on the audiences about the opportunities that rises the bio-based economy sector.

**What is in it for me?**

Proposed ideas where organised in 3 groups, being group 1 ideas specially relevant for unemployed people, group 2 those ideas of mayor interest for professionals and group 3 ideas considered “source of inspiration” -useful to take into account for both groups 1 and 2 - as they were highlighting the importance to address their emotional needs.

Most voted ideas where those addressing the audience major interests, jobs (unemployed) and job improvement (professionals). However, ideas voted in group 3 where consider good candidates to cross-fertilise the What is in for me? approach of both audience profiles to engage (unemployed and professionals).

- **Jobs (unemployed):** What is the opportunity for me? Where are jobs? What they do pay? A job with future and security that provides better quality of life
- **Improvement (professionals):** A sector in full formation and transformation. Will be an opportunity for me, for career development? Will be a sector growth to move in?
- **Source of Inspiration** Something new. Resolve lack of motivation of unemployed. Be inspired about BBE is the future!, .. Important to see a clear route to get into BBE. New career paths, Identify New Knowledge involved, Opportunity, Professional Growth
- **On-line education?**
- **More meetings**
- **New training**

**Sphere of influence**

Roundtable participants consider that both, older unemployed and professional shared similar sphere of influence consisting on competent and successful professionals. Young unemployed and professionals also did, being social media the most mentioned.
Formats

It was suggested by the roundtable participants, the way people get in touch with information about jobs or professional opportunities seems to be very different depending on the age. So, while older people do it mostly by meeting people face-to-face in professional event (conferences, technical congresses, etc...) young people tent to access multimedia contents and social media

Speakers / influencers

In this case no differences were detected between all the kind of audiences to engage, the most influencing speakers for all young/older/unemployed/professionals were successful professional people that actually do their dreamt job, like representatives of companies and industries or employees of a bio-based industry.

Lines of communication

Most effective lines of communication identified by the roundtable participants for all kind of education levels regarding unemployed and professionals were Linkedin and other options regarding personal contact by networking in technical congresses, by email or using emproyment fairs. Other possibilities supported also by the participants were the word of mouth, networking attending masters, sectorial events or business schools or getting involve in employers networks of employment portals.
Stakeholders for events

All the roundtable participants agreed in suggesting as the most effective stakeholders to be involved in the “UrBIOfuture Experience” were companies and industry. For two reasons, they are potential employers and also, their employers can be a source of personal experience about how to get a job in the bio-based sector. They were considered key to maximize events impact in engaging target audiences (unemployed or professionals or any age or level of education)

Activities

For the events activities, roundtable participants suggested impacting experiences like apprentice or Hack-a-Thon to prove knowledge and get in contact with employees, and also networking opportunities to meet potential employers (industry) talk and seek employment.
Once again, roundtable participants highlighted the importance of including in UrBIOfuture experience promotional events high impact experiences, like a marketplace of bio-based products or of bio-based ideas that could rise along a design thinking exercise. In line with providing all kind of impacting experiences to the audience the event should try to be a low CO2 finger-print event and/or have its venue in an industrial location.

**Communication materials**

The roundtable participants consider that again the communication materials should also be a source of bio-based economy experience in order to rise highest audience engagement and satisfaction. So, suggested very innovative ones like communicate bio-based economy using bio-based products or gaming related to bio-based sector value chain building (an example was shown from VITO) or use biomimetics (good examples taken from nature like a bees honey comb) to explain what is bio-based economy. Use of cartoon videos or testimonial videos (bio-based smes success cases for example) or to define a bio-based economy challenge and correspondent contest/awards).

Other ideas about communication materials were the Pecha Kucha pitching², an online quiz about bio-based economy and other interesting contents in the UrBIOfuture website and the use of an attractive UrBIOfuture leitmotiv and key messages.

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² [https://rapidbi.com/pecha-kucha-or-the-20x20-presentation-technique/](https://rapidbi.com/pecha-kucha-or-the-20x20-presentation-technique/)
6.4. Other ideas discussed during the event

Some general ideas discussed throughout the “UrBIOfuture Experience” co-creation exercise were:

1) Who are the trainers for the different audiences? How plans the UrBIOfuture project to reach them?

Maybe in the case of high school, VET and university students it is clearer and easier, but not that much in the case of unemployed people and professionals that are very heterogeneous skilled and aged audiences. It seemed clear than in these cases the engagement of the public employment agencies as a first step in “UrBIOfuture Experience” promotion stakeholder is mandatory.

2) University, VET and high school educational programmes are set up by the different countries’ educational ministries, so it makes it difficult to implement the changes suggested by the “UrBIOfuture Experience” (which includes a draft of
the outline of an educational program addressing the gaps and skills needed by the bio-based industry and not met by the current educational programmes) from the educational institutions.

In this case, the “UrBIOfuture Experience” is conceived as a first step to make the change happen. Educational ministries and their advisors should be reached during the “UrBIOfuture Experience” implementation to let them know the project results. However, as funded by the BBI, the project results will be acknowledged by the European Commission. This could influence, in the medium term, towards the changes needed in the member states’ educational programs in order to foster the bio-based economy and training programs aligned to the bio-based industry needs, boosting new job opportunities.

3) According to the differences among the project audiences, should we create different UrBIOfuture social media profiles?

This option was not recommended by the communication experts attending the workshop, suggesting as alternative the inclusion of different content and messages targeting each audience.

6.5. Co-creation exercise assessment

After the debate, all the attendants were pleased to fill in a brief questionnaire about the event.

This are the final average marks of the 15 answers received (up to 5):

<table>
<thead>
<tr>
<th>Category</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue and arrangement</td>
<td>4,67</td>
</tr>
<tr>
<td>Themes and contents interest</td>
<td>4,80</td>
</tr>
<tr>
<td>Communication with/from the organisers</td>
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</tr>
<tr>
<td>General event organisation</td>
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</tr>
<tr>
<td>Preparation actions: information about the purpose and main objectives of the event</td>
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</tr>
<tr>
<td>Preparation actions: quality and usefulness of the preparatory documents</td>
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</tr>
<tr>
<td>Co-creation roundtables organisation</td>
<td>4,87</td>
</tr>
<tr>
<td>Speakers quality</td>
<td>4,80</td>
</tr>
<tr>
<td>Overall evaluation</td>
<td>4,83</td>
</tr>
</tbody>
</table>
7. Annexes

Annex I. The "UrBIOfuture Experience" Questionnaire
Annex II. “UrBIOfuture experience survey” document
Annex III. UrBIOfuture co-creation event agenda
Annex IV. UrBIOfuture co-creation event Project presentations
"UrBIOfuture Experience" Questionnaire

The UrBIOfuture project, "Brokering future careers, education and research activities in the European Bio-based economy" aims at promoting careers in the bio-based economy sector and at becoming better acquainted with cooperation between academia and industry, by equipping future bio-based professionals, trainers, and society.

As you know, the bio-based economy is an emerging sector with lots of potential for university and VET students, professors, and non-employed people. The production, sale, and use of bio-based products, from paper to biotechnology, represent everyday a bio-based product, hence a greater potential to increase the pressure on our environment, create jobs, foster entrepreneurship, and boost the economy.

One of the project’s main tasks is the design and implementations of the "UrBIOfuture experience" portal, which will offer resource materials and providing perspective on the bio-based economy.

The "UrBIOfuture experience" is concerned as a journey, process, or passage for future bio-based professionals, trainers, and society, that will allow the bio-based industry to move forward towards the bio-based economy.

The "UrBIOfuture experience" includes tailored topic PACKAGING MATERIALS (bioplastics, proteins, and textiles) as well as EUFIC, for example, for research institutes, TOOLS for educational institutions, and VET of programs, non-profit organizations, and more.

Can you remember the last time you saw your relatives in person, went to cook an event or feel an publication of something particularly attractive? Can you see how it specifically engaged or impacted you? What did you have a head to do share with your students or sport you want to behave with?

Throughout the brief questions, we kindly request to express your GROUP SUGGESTIONS AND LESSONS to UrBIOfuture experience for successfully implementing the "UrBIOfuture Experience". Please find below a few questions on experience many times as you want, accordingly to the number of different ways you would like to share with us.

You’ll be able to give your inputs until the 26th of September.

And remember, your active participation will allow the European society to advance, create skills-research, attract more talent and unlock its potential. So, thank you for your participation.

1. Target audience for your idea

You can choose more than one:
- High School students
- Vocational and Education Training students
- University students (undergraduate, PGs, etc.)
- Unemployed graduates/postgraduates/unemployed workers, etc.
- Professionals

2. Type of material

You can choose more than one:
- Brochure
- Folder
- Web
- Inf
- Test process

3. Explain us your idea! We ask you to free your imagination, although, at the same time, be as specific and detailed as you can to properly understand the idea.

For that purpose, don’t forget to include in your description some key information as mainstay messages, keywords, contents and formats addressing the target audience external partners, needed to be involved, dissemination and communication channels used, etc.

Here you have an example of the level of description we would be grateful to receive from your ideas. Note it is only a sample you need some inspiration:

Type of access and projects offered:
- Engaging events and activities involving unemployed people in which promotes the employment opportunities (including internships) in the bio-based economy they offer.
- The agenda should include the narratives of the experiences of people and organizations responsible for the skills and competences demanding a training, as well as events provided by local authorities, being a part of a greater entrepreneurship.
- During the event a networking session can be planned, allowing unemployed people and the industry representatives to get in contact and deepen in the discussion.
- The messages to be given should be focused on the main topics offered by the development of the bio-based economy and faced with the participation of the bio-based industries demanding professional profiles at present.
- The event must be organized in collaboration with local authorities with the target audience such as local companies and local employment services, graduates students stakeholders, professional associations, professional guidance agencies, local universities, and other educational centers, etc., in order to guaranteeing the maximum attendance.

4. Is your idea inspired by some real case you may know? Can you identify a specific SUCCESS CASE RELATED WITH YOUR IDEA?

We will be happy to further detail about it in order to populate, as some of the promotion country, KPIs and generators of work tools.
**Who are you?**

We kindly ask you basic personal information with the purpose to contact you in case we would need further detailed information related to your answer.

5. Your name

Existe su respuesta

6. Company name *

Existe su respuesta

7. Your country *

Existe su respuesta

8. Contact detail (email)

We kindly ask your email address for potential future contacts. We assure you that this information is strictly protected. It will be handled with total confidentiality for purposes related to the project only.

Existe su respuesta
MAIN RESULTS OF THE URBIOFUTURE EXPERIENCE SURVEY

The “UrBIOfuture Experience” Questionnaire main objective was to gather innovative ideas from the project’s stakeholders for the co-creation exercise, focused in the co-design of the “UrBIOfuture Experience” promotional activities (materials and events).

After compiling all the stakeholders’ answers received, CTA has analysed and structured them in the following major ideas.

This document is meant to give support throughout the co-creation exercise roundtables. So, we encourage you to read it before the co-creation meeting, as it will help all participants in this event to contribute effectively.

1. GENERAL IDEAS

1.1. Promotional materials and events

The UrBIOfuture promotional materials and events should:

- Have a unique, clear and simple leitmotiv related with the relevance of the bio-based economy as a job and career opportunity, backed up if possible with reference data and studies (ex. The EU aims at create 700.000 bio-based industry jobs by 2030 on all levels of which 80% in rural and currently underdeveloped areas)\(^1\);
- Include messages towards the protection of the environment and the alignment with the Sustainable Development Goals described by United Nations, creating an ecological and rational consumption awareness;
- Include examples of the benefits of the bio-based products (less environmentally harmful), and jobs related to them;
- Show as many business cases as possible, letting people meet the entrepreneurs and producers of bio-goods;
- Clearly explain the impact and usefulness of the biotechnology in areas beyond the “typical” ones (green, white and blue biotech vs. red biotech);
- Be created using a “what is in it for me” as a target group approach;
- Be implemented and disseminated in collaboration with the relevant stakeholders according to each target audience.

1.2. Skill level of the audience

According to the skill level of the audience:

- Low and middle skilled audience: the information should be hands on, practical, with little theory and via face-to-face promotions such fairs, practical information sessions, etc.
- Highly skilled audience: the theoretical framework is catching on more (ex. symposiums, masterclasses, but also fairs, where in addition to the visual, more theoretical framework is used).

\(^1\) https://biconsortium.eu/about/our-vision-strategy/benefits-europe
1.3. Format to communicate the information

Generally speaking, it's important to work with the "digital first" principle: this means that if it is possible to first bring the information digitally to the customer's home by means of films, online modules, and email communication. To be able to enthuse a large audience, it is necessary to use different channels at the same time, using the repeating principle.

1.4. Age of the audience

According to the age of the audience:

- Younger audiences: they're more attracted by the audio-visuals, with less personal interaction (it's the so-called MUTE generation).
- Mature audiences: they're more attracted by first-hand messages.

1.5. Level of audience engagement

The impact of the UrBIOfuture Experience could be enhanced by encouraging the audiences to become an active player of the public awareness raising, thereby becoming science communicators and ambassadors.

2. PROMOTIONAL EVENTS IDEAS

Since most of the ideas has been for promotional events, bellow is listed and summarized the main ideas for it:

1. To maximize the event’s audience is key to involve in the organization (even as co-organizers) the local, regional and national stakeholders related to each audience (ex. to organize the event in a high school or university, to co-organize it in collaboration with the regional employment agencies, in reference regional bio-based industry demonstration facility, etc.)

2. The programming of the events and their dissemination should target the audience stakeholders in a holistic approach: such as local, regional and national SMEs’ agencies, academia, graduate student associations, professional associations, international / national patent body, chambers of commerce, NGOs for environmental protection etc.

3. To include bio-based industries experiences in the events. The message should be modulated to the specific audience interest (ex. more “inspiring” presentation about how their activity impacts on the reduction in the environment damage for high schools’ audiences, and more focused on the jobs opportunities for unemployed audiences).

4. To evoke the audiences’ entrepreneurial spirits by showing them bio-based industry related business and entrepreneurial opportunities, references and successful cases of their regions. The entrepreneurs acting as references for the audience should be normal and close people to demystify the figure of the entrepreneur as an extraordinary man or woman developing incredible projects, allowing the audiences to see themselves reflected in these references.

5. To include information regarding funding, relational and experiential resources (tools, apps, webs, etc.)
6. Use of the Pecha Kucha methodology: a simple technique to ensure that a presentation is not word bound. Is not boring and irrelevant (well it helps) and is focused on the key issues the presenter wants and needs to communicate to their audience.

7. Use of gaming techniques in the events

8. A two-steps events with a first plenary session with a wider audience, followed by smaller audiences’ workshops, roundtables, etc., in collaboration with local partners (bioindustries, reference researchers, etc) invited to participate in accordance with the “vital situation” of the audiences and what matters them.

   a. Ideas for the first “plenary session”:
      i. Intervention of a professional (researcher, industrial) to talk about his topic, background, daily work and motivations. The professional can bring objects he uses (like waste, reactors, bioproducts) or prepare a performance related to his area. The professional can answer questions, including the topic but also his studies, his salary, etc, and promotes careers in the field of bio-based economy.
      ii. Dissemination of the UrBIOfuture project results
      iii. Projection of a documentary/video about a specific topic and discussion with experts in the field after the projection. This can promote the bioeconomy field and shows people the potential of jobs in this sector.
      iv. Intervention of a bio-based industry employer explaining his capacity/profiles needs in his industry.
      v. Inspiring session of a relevant keynote speaker

   b. Ideas for the workshop/roundtable’s sessions:
      i. Workshops focused in studying the viability of a new bio-based industry: starting by the use of a waste as raw material, the participant will propose different valorisation alternatives. They will work in multi-disciplinary teams in order to study the technical, economic and environmental viability and the social impact of the project.
      ii. Meetings in small groups between industrial and students/unemployed to discuss about job opportunities, entrepreneurship, etc.
      iii. Roundtables for academia and specialists from different fields to identify and implement business development opportunities, which the bioeconomy can offer, in the context of applying the principles of circular economy.
      iv. Posters competition: a poster contest could be organized in which, by small groups, and after the plenary session, the students could develop posters related with the event topic. The competition jury could be composed by academia and/ or bio-based industries representatives
      v. Pilot facilities or bioindustries facilities demonstrations (mainly if the event is hold in a pilot bio-based industry facility space): the workshop content will be adapted to the audience: mainly focused on the technical concepts, expected benefits, main technological barriers, etc, for students; and mainly focused on business opportunities for unemployed and professionals.
      vi. Matchmaking activity based on B2B meeting to promote useful networking session.
### AGENDA

**“UrBIOfuture Experience” Co-creation Workshop**  
**Seville, 17th October 2019**

*C/ Albert Einstein, s/n. Edificio INSUR, 4ª pta. PCT Cartuja | 41092 - Sevilla  
[https://goo.gl/maps/K6hiMvmY5x7DX5S6](https://goo.gl/maps/K6hiMvmY5x7DX5S6)*

**Thursday, 17th October 2019**

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>10:30 – 10:40</td>
<td>Meeting in the venue and welcome</td>
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<tr>
<td>10:40 – 11:00</td>
<td>Introduction to the “UrBIOfuture Experience”</td>
</tr>
<tr>
<td></td>
<td>• Gloria de la Viña, biotech technical manager, CTA</td>
</tr>
<tr>
<td>11:00 – 11:45</td>
<td>Main results of the “UrBIOfuture Experience” survey</td>
</tr>
<tr>
<td></td>
<td>• Gloria de la Viña, biotech technical manager, CTA</td>
</tr>
<tr>
<td>11:45 – 12:00</td>
<td>Description of the co-creation roundtables methodology</td>
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<tr>
<td></td>
<td>• María García, project manager, CTA</td>
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<tr>
<td>12:00 – 13:00</td>
<td>Lunch break – paid by CTA</td>
</tr>
<tr>
<td>13:00 – 14:15</td>
<td>Co-creation roundtables for the design of “UrBIOfuture Experience”: discussion and ranking (all attendees)</td>
</tr>
<tr>
<td>14:15 – 14:45</td>
<td>Main results and conclusions of the co-creation sessions</td>
</tr>
<tr>
<td></td>
<td>• CTA team</td>
</tr>
<tr>
<td>14:45 – 15:15</td>
<td>Open discussion</td>
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<tr>
<td>15:15 – 15:30</td>
<td>Closing session</td>
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Introduction to the “UrBIOfuture Experience“
Co-creation workshop

Sevilla, 17th October 2019
UrBIOfuture PROJECT

ABOUT

UrBIOfuture main goal is to bring Europe to the forefront of the bio-based sector by boosting careers, new educational programmes and research activities.

By identifying education needs and gaps in Europe’s bio-based sectors pointing to career opportunities in research and industry.

By involving all stakeholders in a co-creation process that will deliver the “UrBIOfuture Experience”, as a pivotal tool for attracting talent and providing professional orientation.
PROJECT OBJECTIVES

1. To map completed and ongoing programs addressing curricula that involve bio-based activities

2. To foster the interaction and alignment among educational and research institutions and industry

3. To identify current education and professional gaps and skills mismatch in the bio-based field

4. To provide the bio-based industry and sector with a basis for promoting careers in the bio-based sector, the so-called “UrBIOfuture experience”

5. To disseminate and exploit UrBIOfuture
PROJECT OBJECTIVES

1. To map completed and ongoing programs addressing curricula that involve bio-based activities

2. To foster the interaction and alignment among educational and research institutions and industry

3. To identify current education and professional gaps and skills mismatch in the bio-based field

4. To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector, the so-called “UrBIOfuture experience”

5. To disseminate and exploit UrBIOfuture
“UrBIOfuture Experience” OBJECTIVE

To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector

In order to address the gaps identified during the project and to promote all the opportunities emerging in the bio-based sector, “UrBIOfuture experience” will be delivered to European society. This “experience” is composed by educational and communication materials and a group of actions towards society (e.g. events). Special attention will be paid to foster entrepreneurship competence, and creative thinking, especially among young people. The “UrBIOfuture experience” will include:

- **A website** to open a constant active communication between industry, research and academia. This will have three main features: (1) industry needs section where industrial partners could post their curricula needs and open job positions; (2) educational offer section where academia could post their educational and training offer; and (3) pilot sites offer where pilot locations and research centres could post their opportunities for knowledge transfer.

- **A set of open-access events (promotional events)** targeting students (including primary education, high schools and university), graduated students (e.g. PhDs and post-docs), professionals and unemployed where opportunities in the bioeconomy field will be presented.

- **A set of materials** to be used by education organisations, academia and private sector in order to promote bio-careers and train professionals: brochure, poster and video.

- **A guide of best practices** for academia-industry cooperation.

- Furthermore, to tackle the industry skills gaps emerged from the online consultation, **a draft an educational programme outline** identifying the needed skills and competences at each career stage will be produced.

- Finally, in order to align research with education and industry, an **assessment on how pilot infrastructures could integrate in the educational system** offering an open space for knowledge transfer will be conducted through a real pilot case study. Results will be gathered in the outline of a programme aimed to boost this cooperation between RTOs, academia and industry.

- **Finally, an afterlife project plan** will be developed in order to ensure a project follow-up and a wider dissemination of its results after its completion. For this aim, a **train-the-trainer workshop** as well as a **train-the-students workshop** will be organised.
Tools for “good-practices” able to be replicated along EU

To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector

Design and implementation of the “UrBIOfuture experience”; The “UrBIOfuture experience” is conceived as a journey, a progress or passage…… that will allow the European industry to move forward and to reach the level of excellence that new bioproducts and processes demand in such competitive sector.

In order to achieve such goal, a group of materials, events and an educational programme draft will be produced. It is expected that such an output will allow the European society to advance, decreasing skills mismatch, attracting new talent and unlocking its potential.
Tools for “good-practices” able to be replicated along EU

To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector

MAJOR SINGULARITY OF UrBIOFUTURE EXPERIENCE

- Employment major priority
- Students, unemployed and professionals interest in first place (audience)
- EU educational systems evolution towards new bio-based careers portfolio
- Bio-based professionals matching industry needs
- Sustainable and environmentally friendly EU Bio-society
CONSORTIUM previous experience capitalization

Capitalising partners projects previously developed in the past using them as foundations for “UrBIOfuture experience” design and implementation, e.g. ERIFOR (VTT), best practices guide REUNE manual (CTA), Language of Research (CNR)

MERLIN project (PSTP), ASCENT project (UAB), other experience (elaboration of materials in order to get the attention of students, professors and other stakeholders to specific fields)
OBJECTIVES

To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector

The specific KPIs linked to this objective are:

1. 1 “UrBIOfuture experience”, composed by:
   - 9 promotional events involving at least 800 attendants
   - 5 brochures (each one translated to partners national languages) to be used by schools, universities and VET, one targeting unemployed people and another one targeting professionals
   - 4 posters (translated to national languages) to be used by schools, universities and VET, one targeting unemployed people and another one targeting professionals
   - 1 promotional video

2. 1 guide of best-practices

3. 1 outline of educational programme (career path)

4. 1 outline of pilot infrastructure programme

5. 1 train-the-trainer workshop and 1 train-the-student workshop


7. Outline of educational programme (career path)

8. Outline of pilot infrastructure programme

9. Train-the-trainer workshop and train-the-student workshop
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6. 1 guide of best-practices
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8. 1 outline of pilot infrastructure programme
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5. 1 promotional video

Capitalization

6. 1 guide of best-practices

7. 1 outline of educational programme (career path)

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9. 1 train-the-trainer workshop and 1 train-the-student workshop

This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 837811.
OBJECTIVES

To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector

Innovation

1. "UrBIOfuture experience", composed by:
   1. Outline of educational programme (career path)
   2. Outline of pilot infrastructure programme
   3. Train-the-trainer workshop and train-the-student workshop

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3. 5 brochures (each one translated to partners national languages) to be used by schools, universities and VET, one targeting unemployed people and another one targeting professionals

4. 4 posters (translated to national languages) to be used by schools, universities and VET, one targeting unemployed people and another one targeting professionals

5. 1 promotional video

6. 1 guide of best-practices

7. 1 outline of educational programme (career path)

8. 1 outline of pilot infrastructure programme

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OBJECTIVES
To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector

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# OBJECTIVES

To provide the bio-based industry and sector with a basis for promoting careers in the bio-based sector

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<tr>
<td>1</td>
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<td><strong>Co-creation workshop tool kit</strong></td>
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**Methodology**

Co-creation workshop tool kit

- Survey
- Results analysis
- Co-creation exercise
- Co-design Customization
- UrBIOfuture Experience
Methodology

Co-creation workshop tool kit

- 9 promotional events involving at least 800 attendants
- 5 brochures, 4 posters and 1 promotional video to be used by schools, universities and VET, unemployed people and professionals

Survey → Results analysis → Co-creation exercise → Co-design Customization → UrBIOfuture Experience
Methodology

Co-creation workshop tool kit

- 9 promotional events involving at least 800 attendants
- 5 brochures, 4 posters and 1 promotional video to be used by schools, universities and VET, unemployed people and professionals
Co-creation workshop
2 steps event:

STEP 1: Plenary session
• UrBIOfuture Experience
• Survey results
• Co-creation exercise description (roundtables)

STEP 2: Round tables session
• Co-creation roundtables execution
• Main results & conclusions
• Debate
Co-creation workshop

**Sources of ideas:** Main Results of Survey and motivated people: with cross-fertilization and (working group and industrial expert group members, UrBIOfuture partners)

**A Challenge:** 9 events and communication/dissemination materials customized for 4 different types of audiences to reach a total of 800 attendees

**An Objective:** Best-in-Class Characteristics for events and materials selected for each specific audience: secondary school, VET, university, unemployed, entrepreneurs and professionals

**A Methodology:** Empathy Map designed to address UrBIOfuture experience approach and the co-creation exercise objectives

**A table of promotional events:** who, what, when, for whom (from UrBIOfuture proposal)
List of promotional events organized in the project

<table>
<thead>
<tr>
<th>HOST</th>
<th>TARGET AUDIENCE</th>
<th>TOPIC</th>
<th>ORG</th>
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<tr>
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<td>Young students</td>
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<td>Introduction of opportunities for training and skills update</td>
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*Cadiz is the Spanish province retaining the highest unemployment, having huge potential for blue and rural bio-based economy
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Methodology

Survey

Results analysis

Co-creation exercise

Co-design Customization

UrBIOfuture Experience

It is about what has to be there to get my audience massively attending my event

It is about how to integrate the characteristics that attract my audience with local dimensions that need to be addressed
This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 837811.
Tools for “good-practices” able to be replicated along EU

To provide the bio-based industry and sector with a basis (tool kit) for promoting careers in the bio-based sector

UrBIOfuture Experience
Thank you for your attention

Gloria de la Viña
gloria.vina@corporaciontecnologica.com

UrBIOfuture careers, education & research
Main results of the “UrBIOfuture Experience” survey
Co-creation workshop

UrBIOfuture

careers, education & research

Sevilla, 17th October 2019
URBIOFUTURE
EXPERIENCE SURVEY

What for?
OBJECTIVES

1. To gather innovative ideas to design the “UrBIOfuture Experience”.

2. To establish a starting point and give support throughout the co-creation exercise.

3. To define guidelines for bio-based economy promotional tools such as communication materials and events.
Survey participation*

- Entities contacted: 87
- Answers received: 42
- Success rate: 48%

*This results are preliminary and subject to changes
Methodology

Survey → Results analysis → Co-creation exercise → Co-design customization → UrBIOfuture experience
Methodology

Co-creation workshop tool kit

- 9 promotional events involving at least 800 attendants
- 5 brochures, 4 posters and 1 promotional video to be used by schools, universities and VET, unemployed people and professionals

Survey > Results analysis > Co-creation exercise > Co-design customization > UrBIOfuture experience
GENERAL IDEAS

Promotional materials and events

1 Unique, clear and simple leitmotiv related to the relevance of the bio-based economy as a career opportunity.
   Back it up with reference data and studies.

2 Include messages related to the protection of the environment and the alignment with the Sustainable Development Goals.
3 Add examples of bio-based products benefits

4 Include jobs related to the bio-based industry.

5 Show as many business cases as possible, letting people meet the entrepreneurs and producers of bio-goods.
6 Use a “what is in it for me”.

7 Explain clearly the impact and usefulness of the biotechnology in areas beyond the “typical” ones.

8 Collaborate with stakeholders to implement and disseminate the UrBIOfuture Experience
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Skill level of the audience

Theoretical framework, symposiums and masterclasses.

Face-to-face sessions, fairs and practical information sessions.

Non-expert
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Age of the audience

Younger audiences prefer audiovisual formats.

More mature audiences prefer first-hand
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Other recommendations
PROMOTIONAL EVENTS

Main recommendations and ideas:

1. Involve stakeholders.
2. Target the audience through a holistic approach.
3. Evoke the audience’s entrepreneurial spirit through equals.
4. Include bio-based industries experiences in the events, through messages modulated according to the specific audiences.
5. Include information regarding funding, relational and experiential resources (“hands on”).


7. Gaming techniques in the events.

8. Organize two-steps events: Plenary session + workshop.
Two-steps events:
Ideas for the first “plenary session”:

1. Intervention of a professional.
2. Dissemination of the UrBIOfuture project results.
4. Intervention of a bio-based industry employer explaining his capacity/profiles needs in his industry.
5. Inspiring session of a relevant keynote speaker.
Ideas for the workshop:

1. Workshops focused on studying the viability of a new bio-based industry.
2. Meetings between industry and students/unemployed to discuss about job opportunities, entrepreneurship, etc.
3. Roundtables for academia and specialists to identify and implement business development opportunities.
4. Posters competition.
5. Facilities demonstration.
Ideas for the workshop:

Success needs pre-event, event and post-event work/contact with the audiences, and repetition
Thank you for your attention

Gloria de la Viña
Gloria.vina@corporaciontecnologica.com

UrBIOfuture
careers, education & research
“UrBIOfuture Experience” Co-creation Workshop

Description of the co-creation roundtables methodology

Corporación Tecnológica de Andalucía (CTA)
Date & Place: Seville, 17th October 2019
The “UrBIOfuture Experience”

The “UrBIOfuture Experience” is a pivotal tool for attracting talent and providing professional orientation towards the bio-based economy sector.

This “experience” is composed by educational and communication materials and a group of actions towards society (e.g. events).
“UrBIOfuture Experience” CO-CREATION EXERCISE

Learning about the audience for whom you are designing

Redefining and focusing your question based on your insights from the empathy stage.

“UrBIOfuture Experience” QUESTIONNAIRE

brainstorming and coming up with creative solutions.

Building a representation of one or more of your ideas to show to others

Returning to your original user group and testing your ideas for feedback.

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“UrBIOfuture Experience” CO-CREATION EXERCISE

Divergent Thinking  Convergent Thinking

UrBIOfuture Co-creation roundtables

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“UrBIOfuture Experience” CO-CREATION EXERCISE

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<tr>
<th>ENTITY</th>
<th>PERSON</th>
<th>ROUNDTABLE</th>
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<tr>
<td>CTA</td>
<td>Carmen Girón</td>
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<td>Marisol Castro</td>
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<td>S2SVZS</td>
<td>Eva Kubálová</td>
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<td>Barbara Archese</td>
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</table>

HIGH SCHOOL: ROOM 2

UNEMPLOYED/PROFESSIONALS: ROOM 3

VET/UNIVERSITY: ROOM 4
CO-CREATION ROUNDTABLES METHODOLOGY

Methodology based on an “Empathy Map”:

1) Put yourself in the audience’s shoes and think in the “what is in for me” approach

2) The moderators will guide a debate itinerary to arise strategical and practical ideas for the “UrBIOfuture experience”
## CO-CREATION ROUNDTABLES AGENDA

### BRIEF INTRODUCTION (10’)

- Reinforce the main aim of this exercise in the UrBIOfuture project context
- Quick roll call of the roundtable participants and their institutions done by the moderators
- "Empathy map" approach reminder

### IDEATION PHASE (50’)

#### 1st reflective block

- **What is in it for me**: What does this audience think and feel? What really matters to it?
- **Sphere of influence**: What does this audience see? Who does this audience interact with?
- **Formats**: How is this audience informed? What kind of formats interest this audience?
- **Speaker/influencers**: Who does this audience follow or listen to?
- **Lines of Communication**: What lines of communication does this audience use?

#### 2nd operational block

- **Events**: What kind of event would appeal to this audience?
- **Activities**: What activities or tools should the event include to interest this audience?
- **Materials**: What kind of material may interest this audience? What kind of formats and messages/information?
- **Stakeholders for events**: What key players or entities could attract this audience attention during events?

### VOTING PHASE (15’)

Each participant would vote the best idea (1) for him/her of each topic.
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Rule #1 There are no bad ideas

Rule #2 Capture everything

Rule #3 Go for Hybrid Brainstorming

Rule #4 Quantity over Quality

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