BBioNets

Boosting the adoption of Bio-Based Technologies

www.bbionets.eu

/bbionets-eu /bbionets.eu @bbionets_eu

@bbionets-eu.bsky.social @BBioNetsEU

Reflecting on Our Journey, Sharing Our Legacy

Regions: Czech Highlands & South Moravia, Czech Republic

No. of members: 19

Partner: BIO EAST HUB



The Czech FAN

Stakeholder Engagement

Types of stakeholders reached: farmers/foresters, advisors/intermediaries, industry, academia, other actors

Most effective engagement practices used:

- Direct personal communication to build trust and commitment
- Interactive workshops, seminars, and regional conferences
- Targeted outreach at national agricultural and forestry fairs

FAN Challenges

- **Capacity Constraints:** Time and personnel limitations hindering consistent stakeholder and AKIS actor participation.
- **Incentive Barriers:** Low motivation to engage due to the absence of direct financial support or tangible immediate benefits.
- **Alignment & Communication Gaps:** Divergent priorities among AKIS actors and persistent divides between research, practice, and policy.

BBTs Uptake

Barriers

- Unclear Value Proposition of Network Membership
- Severe Time & Work Capacity Constraints
- Limited Direct Benefits for External Actors

VS

Enablers

- Peer Networking & Cross-Sector Exchange
- Direct Access to Latest Knowledge & Best Practices
- International Cooperation & Joint Project Opportunities

Lessons Learnt

- **Personal Contact and Direct Communication:** Direct, face-to-face or 1-on-1 interaction is the single most effective driver for building trust and securing active participation.
- **Regular and Targeted Communication:** Consistent, relevant messaging tailored to specific stakeholder interests significantly increases ongoing engagement across all groups.
- **Clear Value Proposition:** Long-term commitment depends on clearly demonstrating practical relevance, concrete benefits, and real-world applicability of network activities.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

Reflecting on Our Journey, Sharing Our Legacy

Key Outcomes



Increased regional awareness regarding the critical role of innovation & multi-actor collaboration in agriculture & forestry.



Expanded macro-regional perspectives and new collaborative opportunities generated through cross-regional FAN exchanges.



Concrete pilot paradigms and practical, real-world applications of research provided by Operational Groups.

"BBioNets for Everyone" in Practice

Effective co-creation relies on creating balanced, inclusive spaces where diverse agricultural and forestry actors can interact as equals. By grounding discussions in practical, real-world challenges rather than abstract concepts, the FAN successfully bridged communication gaps across research, advisory, and farming sectors. Tailoring engagement to match varying time capacities and background experiences enabled steady knowledge exchange, trust-building, and mutual understanding across the entire regional network.



Most Valuable Activities

- Networking & Informal Exchange Meetings
- Best Practice & Innovation Showcases
- Interactive Workshops & Seminars

Main Impact of the FAN

- **Knowledge Transfer:** Facilitated practical knowledge exchange among stakeholders through peer-to-peer sharing of real-world experiences and proven best practices.
- **Higher Technology Awareness:** Enhanced understanding of Bio-Based Technologies (BBTs) by showcasing concrete solutions and encouraging active multi-actor discussion.
- **Value Chain Connections:** Fostered cross-sectoral networking and collaboration, laying the groundwork for the further development of regional bio-based value chains.

Recommendations

For improving FAN implementation

- Personalise communication across different stakeholder groups.
- Expand interactive formats to encourage discussion and peer learning.
- Showcase practical, real-world examples to prove network value.
- Introduce visible benefits to boost engagement motivation.

For future Thematic Networks

- Center activities on practical, hands-on knowledge sharing.
- Use smaller, interactive meetings to foster direct trust.
- Adapt outreach methods to fit specific target audiences.
- Define and communicate participation value from day one.
- Build long-term continuity beyond individual project lifecycles.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.