BBioNets

Boosting the adoption of Bio-Based Technologies

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Reflecting on Our Journey, Sharing Our Legacy

Country: Ireland

No. of members: 30

Partners: Teagasc, MTU Ollscoil Teicneolaíochta na Mumhan Munster Technological University



The Irish FAN

Stakeholder Engagement

Types of stakeholders reached: farmers, advisors, industry, academia, public authorities

Most effective engagement practices used:

- Peer-to-peer, farmer-led discussions based on real-world practical experiences.
- Interactive small-group mentoring sessions focused on collaborative problem-solving.
- Activity alignment with direct farm profitability, resilience, and resource efficiency.

FAN Challenges

- **Capacity Constraints:** Seasonal workloads and operational demands limited time for initial recruitment and ongoing activity participation.
- **Formal Commitment Hesitancy:** Mandatory sign-up forms created friction by sparking concerns over long-term formal obligations.
- **Generic Messaging & Varied Literacy:** Broad outreach failed to resonate, requiring tailored communication to bridge broad gaps in bioeconomy understanding.

BBTs Uptake

Barriers

- Knowledge & Technical Gaps in Bio-Based Technologies (BBTs)
- High Investment Risk & Economic Uncertainty
- Limited Regional Availability of Technologies

VS

Enablers

- Peer Learning & Practical Field Demonstrations
- Strong AKIS Network Collaboration
- Access to Business Support, Funding & Advice

Lessons Learnt

- **Practical Demos Over Theory:** Hands-on farm visits, pilots, and real-world case studies prove far more effective than abstract knowledge transfer.
- **Multi-Actor Synergy:** Connecting producers, researchers, and advisors accelerates innovation uptake by aligning technology with actual field needs.
- **Peer-to-Peer Engagement:** Farmers and forest owners engage most deeply when learning directly from the experiences of trusted peers.

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Key Outcomes



Targeted identification of priority BBT adaptation areas aligned directly with regional farming & forestry needs.



Establishment of active peer learning hubs across FAN activities to foster ongoing knowledge exchange.



Practical pilot paradigms & real-world evidence provided by Operational Groups in soil health & biomass utilisation.

"BBioNets for Everyone" in Practice

Co-creation proved highly effective by connecting farmers, foresters, advisors, and technology providers around shared, practical challenges. By placing peer-to-peer exchange and small-group mentoring at the center of activities, the FAN created an inclusive, accessible space where all actors could actively participate as equals. Special attention was directed toward active engagement with young farmers and new entrants to explore digital tools and diversified business models, ensuring diverse perspectives were embedded across the regional agricultural knowledge system.



Most Valuable Activities

- On-site field visits and practical demonstrations
- Interactive small-group mentoring sessions
- Cross-regional exchange workshops

Main Impact of the FAN

- **Knowledge Transfer:** Accelerated multi-actor knowledge exchange, enabling advisors and researchers to integrate field-tested technologies into future advisory services.
- **Higher Technology Awareness:** Significantly boosted farmer interest and confidence in bio-based solutions, such as slurry separation, to improve regional nutrient management.
- **Value Chain Connections:** Expanded stakeholder networks by directly connecting technology providers with primary producers, laying the foundation for future adoption.

Recommendations

For improving FAN implementation

- Expand practical demonstration activities, field visits, and local case studies.
- Maintain momentum through regular follow-up meetings and structured discussion groups.
- Tailor content specifically to match the distinct needs of farmers, advisors, and tech providers.
- Simplify communication by focusing on practical farm benefits over complex bioeconomy terminology.

For future Thematic Networks

- Prioritise hands-on, field-based learning over theoretical knowledge transfer.
- Strengthen cross-regional and cross-sectoral knowledge exchange opportunities.
- Foster long-term communities of practice that extend beyond project lifecycles.

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