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: Piemonte, Valle d'Aosta & Liguria, Italy

No. of members: 47

Partner: crea



The Italian FAN

Stakeholder Engagement

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

Most effective engagement practices used:

- In-Person Gatherings & Events
- Locally Tailored Mentoring
- Direct Professional & Peer Recruitment

FAN Challenges

- **Operational & Seasonal Time Limits:** Demanding daily work schedules of farmers and foresters restricted their availability for meetings.
- **Intangible ROI & Participation Fatigue:** Abstract benefits like networking proved difficult to maintain momentum without direct, tangible incentives.
- **Timeline & Geographical Mismatches:** Divergent schedules between research and field actors, coupled with multi-regional distances, complicated cross-AKIS engagement.

BBTs Uptake

Barriers

- Regulatory Fragmentation & By-product Uncertainty
- High Investment Costs for Small Scale Operations
- Limited Market Awareness & Uncertain Demand

VS

Enablers

- Reliable Marketing Channels & Value Chain Ties
- Collaborative Knowledge Exchange & Supply Chains
- Targeted Financial Incentives & Grants
- Long-Term Initiative & Partnership Continuity

Lessons Learnt

- **Tangible & Mutual Benefits:** Primary producers engage most when network activities deliver direct, practical value and clear, tangible benefits for their farm business.
- **Leveraging Champion Motivators:** Highly motivated early adopters drive network momentum and naturally encourage hesitant or less confident stakeholders to participate over time.
- **Targeted Inclusive Outreach:** Engaging small-scale enterprises in disadvantaged areas, female entrepreneurs, and high school students ensures broad, equitable bioeconomy participation.

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



Systematic mapping of regional needs and local "Points of Attention" to streamline Bio-Based Technology (BBT) implementation.



Prioritisation of key BBTs and local resources across six participating regions.



Development of unified, multi-actor policy recommendations to support European bioeconomy uptake.

"BBioNets for Everyone" in Practice

Co-creation activities brought together a wide array of agricultural sectors—including olive growers, winemakers, and private enterprise managers—to collaboratively address shared production barriers. By pairing high-visibility public events with tailored, two-phase mentoring, the network gathered individual farm needs and returned customized bioeconomy toolkits. Inclusion was systematically expanded across diverse geographies, incorporating smallholders from disadvantaged regions, active female entrepreneurs, and local high school students to build inclusive, cross-generational bioeconomy awareness.



Most Valuable Activities

- Terra Madre Salone del Gusto Seminar
- Two-Phase Targeted Mentoring
- Private Sector Collaboration

Main Impact of the FAN

- **Knowledge Transfer:** Facilitated multi-actor learning through the BBioNets Knowledge Platform, co-creation workshops, and structured regional roadmaps.
- **Higher Technology Awareness:** Consolidated a common understanding of bio-based solutions across diverse sectors using real-world practitioner examples and regular updates.
- **Value Chain Connections:** Linked actors across different production stages, bridging communication gaps and building long-term collaborative networks beyond the project.

Recommendations

For improving FAN implementation

- Prioritise in-person co-creation activities to foster constructive dialogue and direct peer exchange.
- Focus recruitment on highly motivated stakeholders who view BBTs as business opportunities.
- Leverage interactive face-to-face formats to collect immediate feedback and showcase best practices.

For future Thematic Networks

- Align the release of communication materials early to support stakeholder recruitment and outreach.
- Adopt flexible, low-bureaucracy participation procedures rather than formal declaration agreements.
- Introduce modest financial incentives or compensation to offset primary producers' time and resource costs.

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.