



# MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED SOLUTIONS ACROSS RURAL EUROPE

## REVOLUTIONIZING EUROPE'S RURAL REGIONS: CIRCULAR BIOECONOMY OPPORTUNITIES

WEBINAR 4, **Round 2:** *Empowering Consumers in the Bioeconomy: Sustainable Choices for Health, Wellness and Future Generations*

Wednesday February 5<sup>th</sup>, 2025, 11.00 CET



Funded by  
the European Union

Time	Topic	Speaker
11:00	Introduction to the webinar 4	<b>Dragica Grozdanic</b> Bioeconomy Researcher Munster Technological University
11:05	Consumers Perspectives/Acceptance Towards Bio-Based Products	<b>Piergiuseppe Morone</b> Full professor UnitelmaSapienza University of Rome <b>Annarita Colasante</b> XXX UnitelmaSapienza University of Rome
11:20	Educating Consumers to Make Healthier Food Choices and Reduce Food Waste	<b>Dr. Jennifer Attard</b> Senior Researcher Munster Technological University
11:30	From Research to Action: Understanding Consumer Motivations and Behaviors to Foster Sustainability	<b>Listia Rini</b> Insights Executive Boobook
11:40	XXX	XXX XXX XXX
11:50	Panel Discussion and Interactive Q&A Session	All
12:10	Webinar Closure and End of the Webinar Series	<b>Dragica Grozdanic</b> Bioeconomy Researcher Munster Technological University

## Registration options:

### Option1: Registration Link:

Click [here](#) to register for the webinar.

### Option 2: Scan QR Code:

Scan the QR code below to register for the webinar:



## Information

### What the webinar is about?

This webinar will empower consumers to make informed, sustainable choices in the bioeconomy by exploring how everyday decisions in areas like food, energy, personal care and wellness contribute to a more sustainable future. It will emphasize the role of consumers in shaping the bioeconomy through eco-friendly product preferences, ethical sourcing and circular economy principles. The session will also address how these choices impact health and wellness, highlighting the importance of transparency, certifications and education in guiding responsible consumption.

### Consumers Perspectives/Acceptance Towards Bio-Based Products

This session will explore consumer attitudes and acceptance of bio-based products. It will discuss key factors influencing consumer choices, including perceived benefits, cost considerations, and concerns about sustainability and environmental impact. Case studies and real-world examples will illustrate strategies to improve consumer trust and engagement with bio-based products.

### Educating Consumers to Make Healthier Food Choices and Reduce Food Waste

This presentation will focus on initiatives aimed at educating consumers about healthier food choices and reducing food waste. It will highlight the importance of awareness campaigns, tools for better food planning and storage, and the role of community engagement in minimizing waste and promoting sustainable food systems.

### From Research to Action: Understanding Consumer Motivations and Behaviours to Foster Sustainability

This session will delve into research findings on consumer motivations and behaviours related to sustainability. It will bridge the gap between research and actionable strategies, showing how insights can be used to design effective interventions that promote sustainable choices and encourage responsible consumer behaviour in the bioeconomy.



## Speakers

**Dragica Grozdanic** is a bioeconomy researcher in the Circular Bioeconomy Research Group at Shannon Applied Biotechnology Centre, Munster Technological University in Kerry. She is working on regional bioeconomy development and policy for Robin and Mainstream Bio project, both EU funded by Horizon Europe. She was an Irish ambassador for the EU Horizon Project Coopid and a partner in two other EU Horizon Projects, Smart protein led by UCC and Valpro Path led by Teagasc. Her special interest is in sustainable agricultural practices and alternative plant protein production in the EU.

**Piergiuseppe Morone** is a Full Professor of Economic Policy at Unitelma Sapienza University of Rome. He holds a Master's degree in Development Economics and a Ph.D. from the Science and Technology Policy Research (SPRU) at Sussex University, UK. His research focuses on green innovation, circular bioeconomy, and sustainability transitions, with numerous publications in prestigious journals. Prof. Morone coordinates the Bioeconomy in Transition Research Group (BiT-RG) and serves as the Director of the School of Sustainability Studies and Circular Economy (SUSTAIN). He has led several European projects, including the H2020 STAR-ProBio, and serves as an economic advisor to the Italian Ministry of Ecological Transition.

**Annarita Colasante** is a researcher at Unitelma Sapienza University of Rome, specializing in economic policy and sustainability. She is a member of the Bioeconomy in Transition Research Group (BiT-RG), contributing to research on circular bioeconomy and sustainable development. Dr. Colasante has been involved in various projects focusing on the economic implications of bio-based innovations and policies promoting sustainable transitions.

**Dr. Jennifer Attard** is a Principal Investigator in Sustainable Food Systems with the Circular Bioeconomy Research Group (CircBio) at Munster Technological University (MTU), Kerry. She leads projects such as the SFI-funded FRED Project: Food Resource Efficiency Decision Support, and the H2020 agroBRIDGES project, supporting short food supply chains. Dr. Attard has also worked on initiatives like FoodCloud's Apple Gleaning Project and the EPA-funded Efficient Food project, focusing on quantifying and reducing food loss and waste in Ireland's primary production sector.

**Listia Rini** is a Consumer Insights Executive at Boobook, a data analytics and consulting firm. She holds a Master's degree in Food Innovation and Health from the University of Copenhagen and a Bachelor's degree in Food Science and Technology from IPB University. Listia completed her doctoral research at Ghent University, focusing on consumer behavior, food innovation, and sustainable food systems. During her time at Ghent University, she was actively involved in the Smart Protein Project, where she contributed to research on alternative protein sources and consumer perceptions of sustainable food innovations. At Boobook, Listia applies her analytical expertise to provide actionable consumer insights, supporting clients in making informed decisions to drive growth and sustainability. Her work bridges the gap between research and practical applications, particularly in promoting sustainable and innovative solutions.

















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## The project

MainstreamBIO is a Horizon Europe EU funded project, which sets out to get small-scale bio-based solutions into mainstream practice across rural Europe, providing a broader range of rural actors with the opportunity to engage in and speed up the development of the bioeconomy. Recognizing the paramount importance of bioeconomy for addressing key global environmental and societal challenges, MainstreamBIO develops regional Multi-actor Innovation Platforms in 7 EU countries (PL, DK, SE, BG, ES, IE & NL). The project aims to enhance cooperation among key rural players towards co-creating sustainable business model pathways in line with regional potentials and policy initiatives. MainstreamBIO supports 35 multiactor partnerships to overcome barriers and get bio-based innovations to market with hands-on innovation support, accelerating the development of over 70 marketable bio-based products and services. Furthermore, the project develops and employs a digital toolkit to better match bio-based technologies, social innovations and good nutrient recycling practices with available biomass and market trends as well as to enhance understanding of the bioeconomy with a suite of educational resources building on existing research results and tools. To achieve these targets, MainstreamBIO involves 10 partners across Europe, coming from various fields. Thus, all partners combine their knowledge and experience to promote the growth of bioeconomy in a sustainable and inclusive manner.

Coordinator: **Q-PLAN INTERNATIONAL ADVISORS PC (Q-PLAN)**

Partner		Short Name
	Q-PLAN INTERNATIONAL ADVISORS PC	Q-PLAN
	MUNSTER TECHNOLOGICAL UNIVERSITY	MTU
	STICHTING WAGENINGEN RESEARCH	WR
	INSTYTUT UPRAWY NAWOZENIA I GLEBOZNAWSTWA, PANSTWOWY INSTYTUT BADAWCZY	IUNG
	RISE PROCESSUM AB	PROC
	AGRAREN UNIVERSITET - PLOVDIV	AUP
	FBCD AS	FBCD
	EURIZON SL	INN
	DRAXIS ENVIRONMENTAL SA	DRAXIS
	WHITE RESEARCH SPRL	WHITE

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MainstreamBio Project



MainstreamBio Horizon Europe Project