



# MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED  
SOLUTIONS ACROSS RURAL EUROPE

## D1.1

# MainstreamBIO Multi-actor Innovation Platforms

Q-PLAN International

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ABBREVIATIONS

AUP	Agraren Universitet Plovdiv
DoA	Description of Action
DSS	Decision Support System
EU	European Union
FBCD	Food & Bio Cluster Denmark
KPI	Key Performance Indicator
INNV	Innovarum
IUNG	Instytut Uprawy Nawożenia i Gleboznawstwa
MIPs	Multi-Actor Innovation Platforms
MTU	Munster Technological University

PROC	Rise Processum AB
VC	Value Chain
WR	Stichting Wageningen Research

## Executive Summary

The present document titled “MainstreamBIO Multi-actor Innovation Platforms “, describes the approach followed to develop the framework for the establishment of the project’s multi-actor innovation structures. One of the main objectives of the MainstreamBIO project is to accelerate the deployment of small-scale bio-based solutions across rural Europe. In this context, MainstreamBIO established 7 regional Multi-actor Innovation Platforms (MIPs) with key players and knowledge holders from different stakeholder groups within the agri-food and bio-based sectors. The purpose of the participating stakeholders is to design, develop, testing, validation and roll-out of the MainstreamBIO Toolkit and the tailored business and technical services offered by experts.

More specifically, MainstreamBIO will develop and deploy collaborative MIPs in seven EU countries, Netherlands, Poland, Denmark, Sweden, Bulgaria, Spain and Ireland which will be comprised of stakeholders from across the quadruple helix (biomass producers, research and academia, agri-food and bio-based industry, policy makers, civil society). MIPs members will be engaged in various activities throughout the project’s duration and will actively express their interests and perspectives, shaping the development of the MainstreamBIO Toolkit and the tailored support services to better serve their needs.

To successfully establish and operate the multi-actor framework, MainstreamBIO has elaborated a detailed methodology to ensure comparable activities which are well adjusted to local contexts results from regional MIPs. The mission of the MIPs as well as the MIPs generic objectives, dedicated challenges and the expected structure and the expected contribution of their engaged stakeholders have been clearly defined. In addition, the common protocol for the identification and selection of the MIPs members has also been analytically described in order for the MIP leaders to efficiently establish their structures, as well as guidelines for inviting members and managing their inclusion along with potential conflicts of interest that may arise during project activities. The rights and duties of the members, the activities to be engaged and an indicative timeline for these activities have been presented, in order to set up clear communication among partners and stakeholders. Finally, a management and monitoring framework along with an easy-to-use management tool, the Stakeholder Matrix, has been developed to facilitate the everyday management of the multi-actor structures of the project.

On the basis of the designed multi-actor approach framework, the target is to directly engage 105-140 stakeholders in the MIPs. Up to date, 7<sup>th</sup> June 2024, 93 actors have confirmed their participation in the project’s MIPs. The recruitment process will be continued, not only until the accomplishment of the target, but throughout the project’s duration in order to engage as many new stakeholders as possible.



# 1. Introduction

MainstreamBIO aims at contributing towards bringing **small-scale bio-based solutions** into the mainstream across rural Europe. To achieve this, the project is set to greatly enhance cooperation between key regional bioeconomy stakeholders, resulting in sustainable business models pathways for bio-based innovations in rural areas. Along these lines, the project follows an integrated methodology to establish regional **multi-actor structures** for demand-driven innovation, and deliver a combination of communication materials, training programmes, events, decision support system and other practical digital tools packed in the **MainstreamBIO Toolkit**, as well as tailored innovation support services. More than 3000 farmers, producers, consumers and other agri-food bio-based stakeholders will be involved in testing, validating and ultimately benefitting from the business and technical support services of the MainstreamBIO Toolkit.

One type of multi-actor structures is foreseen in the frame of MainstreamBIO, namely the **Multi-Actor Innovation Platforms (MIPs)** that are networks of local stakeholders, set-up in the seven focal regions of the project. Along these lines, a dedicated **protocol for the MainstreamBIO MIPs** has been elaborated to set out the framework as well as the approach to be followed for setting up and running these multi-actor structures, ensuring the effective management of stakeholders.

The current report presents the protocol for the MIP and is comprised of 6 distinct chapters:

- **Chapter 1** provides introductory information about the MainstreamBIO project and the context in which this report on our multi-actor framework and approach has been elaborated.
- **Chapter 2** describes the objectives of the present report as well as the key project targets pertaining to stakeholder engagement in the activities of MainstreamBIO.
- **Chapter 3** sets out the framework of the MIPs, outlines the approach for members' selection, engagement and the specific activities in which MIPs members will participate in the frame of the project.
- **Chapter 4** provides an assessment of potential risks and their impact on MIPs' set-up and operation, as well as preclusion and mitigation measures to eliminate the risks.
- **Chapter 5** outlines the monitoring methods and describes the evaluation of performance and results.
- **Chapter 6** concludes on the next steps in the frame of the project with respect to the multi-actor structures of the project.

Last but not least, the Annexes of this report include the: **Terms of Reference** of the MIPs (Annex I); **Infographics Material** to be utilized for attracting stakeholders (Annex II); template for the **Declaration of Acceptance** used for MIP members (Annex III); **invitation letter** from the Project Coordinator to be used by partners while inviting prospective members for the MIPs (Annex IV); the template with the structure of the **Stakeholder Matrix** which partners will use for monitoring the engagement of stakeholders in the MIPs (Annex V); and finally the **Informed Consent form** used for all MIP members (Annex VI).



## 2. Objectives and key targets

The **overarching aim** of this report is to describe our approach for the development of MainstreamBIO's multi-actor framework and elaborate a common protocol that will guide consortium partners through the whole process of mapping, selecting and engaging bioeconomy related actors in the activities of the project.

**Specific objectives** of this report are to:

- Describe the multi-actor structures that will operate in the frame of MainstreamBIO namely the Multi-Actor Innovation Platforms (MIPs), along with their expected structure, mission and the “responsibilities and duties” of members.
- Elaborate guidelines on how partners can approach the selection, contact and engagement of stakeholders to regional MIPs, as well as principles for fostering their inclusiveness.
- Mention the potential risks that may have impact on the MIPs' set-up and operation and provide preclusion or/and mitigation methods.
- Define the main activities and an indicative timeline in which members of the MIPs will participate along the process of developing, testing, validating and fine-tuning the MainstreamBIO Toolkit as well as in the process of rolling out and replicating results.
- Establish a framework and tools for managing and monitoring the operation of the MIPs, with a view to appropriately keeping track and quantifying the results of the project in terms of stakeholder engagement.

The MainstreamBIO project aims to involve more than 3000 stakeholders through direct stakeholder engagement and participation in its activities including workshops, interviews and surveys, awareness campaigns, networking events and replication and roll-out activities. The multi-actor framework of MainstreamBIO will contribute on a small level towards the achievement of this target as it aims to directly engage through its multi-actor structures at least 105 to 140 actors. More specifically, this includes at least 15 to 20 regional actors in each focal region of the project, but the overall number of stakeholders is expected to be much higher.

### 3. Operational Platform Model of MIPs

MIPs are regional networks of stakeholders coming from across the entire value chain of the agri-food & bio-based sector as well as researchers, policy makers and groups representing civil society. The MIPs have been established in 7 EU countries, with diverse profiles of bioeconomy-related context (feedstocks, value chains, policy framework) of stakeholders as well as attributes, needs, perceptions and socio-economic context. Each MIP is led by a consortium partner, the MIP leader, and focuses on bringing together key regional players and knowledge holders with diverse backgrounds, expertise, and interests and support them to collaborate, explore opportunities, co-create solutions, and innovate on getting small-scale bio-based solutions into the mainstream.

#### 3.1 Mission

MIPs have the mission to aid the MainstreamBIO consortium to deploy innovative, technical, and business support services, enhance cooperation among key regional stakeholders and provide capacity building. The overall target is to support the creation, adoption and/or adaption of sustainable and inclusive business model pathways with local buy in, in small-scale bio-based solutions.

#### 3.2 MIPs' Generic Objectives

More specifically, the mission of MIPs' members can be separated in four generic objectives, as described below:

- Provide the consortium with relevant information that will be used to create practical and easily understandable knowledge and tools, bridging the gap between practitioners and researchers.
- Participate in the development process of the project's innovations via the MainstreamBIO Digital Toolkit and portfolio of innovation support services, with focus on producing usable results and facilitating their roll-out and replication.
- Understand and realize the usability of the provided project services and become potential users of these services.
- Be actively involved in MainstreamBIOs' dissemination activities to create a multiplier effect in spreading the word on the project's value propositions, knowledge and impact.

#### 3.3 Dedicated Challenges

As mentioned, MainstreamBIO MIPs aim to bring together and enhance the cooperation between key regional stakeholders. Due to the diversity between focal regions' status, needs, barriers and stakeholder profiles, each MIP is to be set-up and operate in order to meet the respecting region's attributes. Therefore, MainstreamBIO MIPs have to deal with dedicated solutions, towards their region, challenges and specific feedstocks. The table below indicates each MIP, its relative challenges, and the selected feedstocks to be used:

Table 1: MainstreamBIO MIPs and their challenges &amp; feedstocks

Country	Region	NUTS2 Nr	MIP Leader	Focal Challenges	Feedstock to be used
Netherlands	Flevoland & Friesland	NL23 & NL12	WR	<ul style="list-style-type: none"> <li>Close Nutrient cycles</li> <li>Green energy production</li> </ul>	Crop residues Grass (roadside & nature) Animal manure
Poland	Lubelskie	PL81	IUNG	<ul style="list-style-type: none"> <li>Utilisation of local Agricultural residues</li> </ul>	Grass Manure Cereal residues
Denmark	Midtjylland, Sjælland, Southern Denmark	DK04, DK02, DK03	FBCD	<ul style="list-style-type: none"> <li>Nutrient recycling</li> <li>GHG emissions</li> <li>Food production and biodiversity conservation</li> </ul>	Grass Manure Energy crops Starfish Straw Beet tops
Sweden	Middle and Upper Norland	SE32 and SE33	PROC	<ul style="list-style-type: none"> <li>Biomass valorisation</li> <li>Small-scale biorefinery projects</li> </ul>	Forestry residues Forestry side streams
Bulgaria	South Central	BG42	AUP	<ul style="list-style-type: none"> <li>Utilisation of regional crops waste streams</li> <li>Utilisation of food processing residues</li> <li>Utilisation of Food waste &amp; manure</li> </ul>	Crop waste streams Food processing residues Food waste Oil Medicinal plants
Spain	Catalonia, Navarra, Aragon	ES51, ES22, ES24	INNV	<ul style="list-style-type: none"> <li>Use &amp; production of Renewable energy</li> <li>Biomass valorisation</li> </ul>	Brewery spent grain Forestry residues Manure Lucerne (Forage) Wineyard pruning waste
Ireland	Southern Ireland	IE05	MTU	<ul style="list-style-type: none"> <li>GHG emissions</li> </ul>	Grasses Manure Cereal Crops and Residues Seaweed Horticulture (apple waste)

Based on the region-specific challenges, different Value Chains (VCs) will be examined within each MIP. For the time being, the targeted VC for each MIP are under configuration and will be analytically presented under the framework of deliverable D1.3 - Mapping of regional bio-based value chains to be delivered on M8 (April 2023).

### 3.4 Expected Structure

In each focal region, a group of at least 15 to 20 stakeholders covering the entire spectrum of the quadruple helix (business, academia and research, policy makers and civil society) have been recruited in the respective MIP. The stakeholder groups represented by actors involved in regional MIP as well as an indicative structure for each MIP are presented in the following table.

*Table 2: Expected structure for Multi-actor Innovation Platforms*

Stakeholder Groups	Short description	Indicative Membership
<b>Biomass Producers</b> 	This target group is comprised of both individual and collective organisations of farmers, foresters and/or biomass producers within diverse fields of the bio-based domain, including single primary producers and relative associations and cooperatives.	3-4
<b>Academics and researchers</b> 	Research in the bioeconomy and biobased technologies domain may produce valuable knowledge on modern agricultural and waste management practices. This group includes, among others, researchers and experts from academic institutions, field experts and R&D centres and facilities.	3-4
<b>Business</b> 	Business stakeholder group extends from agri-food and bio-based industry to logistics and financing. This target group involves rural entrepreneurs as well as technology providers which can play significant role in influencing the capacity and willingness of rural actors to adopt small-scale bio-based solutions. Technology providers are significant for modernising the agri-food sector through digital technologies that support the design of more resilient, productive, and sustainable bio-based systems. Moreover, the business stakeholder group includes intermediaries, such as retailers and wholesalers, waste management and advisors, but also investors and financing entities.	3-4
<b>Policy</b> 	Policy makers play an important role in the agri-food sector and bioeconomy awareness and promotion as they can design policies that may affect bio-based value chains. This group includes public authorities, advisory and regulatory bodies, legislative power and executive government and administration.	3-4
<b>Civil Society</b> 	Civil society groups are pivotal for the agri-food sector and bioeconomy as they monitor and assert compliance with certain environmental, ethical and safety standards of agri-food production and trade. This group includes individual consumers, associations (e.g., consumer associations), media representatives, decision makers and NGOs among others	3-4

The membership structure of the MIPs presented in the above table is indicative and may vary among the focal regions to better represent specificities of the agri-food and bio-based ecosystems, focal sectors and actors of these regions in line with the selection criteria outlined in Section 3.6. The rationale behind the indicative MIP composition is to ensure that all stakeholder groups of the quadruple helix will be equally represented in each MIP in order to enhance cooperation between key stakeholders in line with regional potentials and relevant policy initiatives.

### 3.5 Stakeholders' Mapping

In the framework of MainstreamBIO, 7 Multi-actor Innovation Platforms are established in different European countries and comprised of key regional stakeholders across the quadruple helix including farmers and other biomass producers (individual and collective organizations), agri-food and bio-based industry (e.g. rural entrepreneurs, tech providers), bioeconomy value chain actors (retailers, wholesalers, logistics, consultants etc.), academic and research institutions (experts, researchers, etc.) government (political decision-makers, policy makers, etc.) and civil society (non-governmental organizations, consumer associations, etc.). In order to find the key players from each stakeholder group, an extensive mapping of relevant stakeholders in each focal region has taken place and findings fuelled the identification and selection of the key ones.

To perform the extensive mapping of relevant stakeholders, MIP Leaders leveraged their existing platforms, networks and initiatives. To capture the existing knowledge from the consortium, Q-PLAN organized a dedicated conference call on 8<sup>th</sup> September 2022 with the participation of all consortium partners, including the MIP leaders. During the conference call, each MIP leader shared relevant information regarding existing networks and/or initiatives that could leverage for the upcoming stakeholders' engagement. The results can be seen on table below:

*Table 3: Partners' leveraged existing platforms, networks and initiatives*

MIP Lead Partner	Relevant existing network / initiative
WR	GO-GRASS project, ACRRES partnership, Field Crops business unit
IUNG	BIOEASTUP and AGROFOSSILFREE projects
FBCD	COOPID project, Bioenergy domain initiatives
PROC	BIOMODEL4REGIONS Project, Swedish Agriculture University
AUP	COOPID and NAAS projects, Large Farmers Associations
INNV	Regional Cooperatives, Organic fruit producers
MTU	Circular Bioeconomy Cluster South-West, Regional demo projects, COOPID project

According to the literature, "stakeholder mapping" is a support tool for the analysis of the stakeholder community and a tool for supporting the decision-making processes of managers. There are different methods, matrixes, grids and maps that utilize different characteristics to map the stakeholder

community e.g., influence, attitude, power, interest, support and legitimacy (Bryson 2011<sup>1</sup>; Mitchell, Agle and Wood 1997<sup>2</sup>; Olander and Landin 2005<sup>3</sup>; Chinyio et al. 2010<sup>4</sup>).

It is clear that rural stakeholder groups have different profiles and so their engagement in MainstreamBIO project activities should be different. For mapping purposes, the approaches of Bryson (2011), and Ackermann, Eden and Brown (2004)<sup>5</sup> were used. These authors evaluated two characteristics, power and interest, to create a Power vs Interest grid (matrix) and categorize stakeholders based on their power or influence and interest in the project. Both characteristics were rated on a scale of Low or High and assessed by MIP Leaders. Based on the stakeholder Power vs Interest matrix (Figure 1), the stakeholders were divided into four basic groups and each of these groups includes those who should be:

- Monitored
- Kept Informed
- Kept Satisfied
- Managed closely

The figure below explains the different approach we should have for the segregated stakeholders:

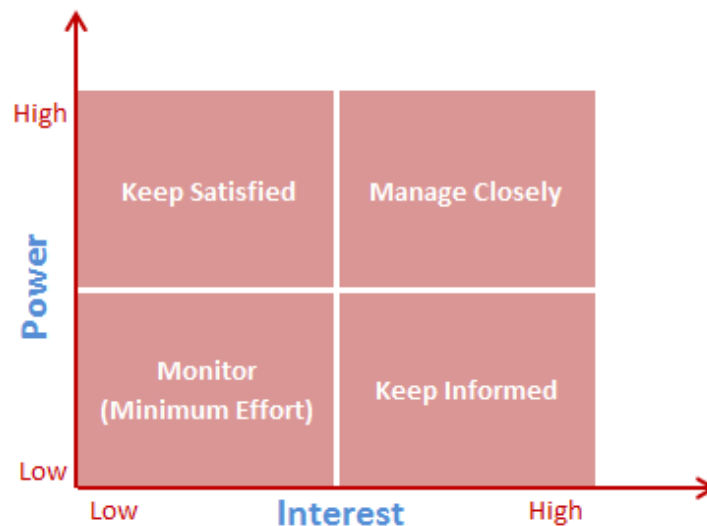


Figure 1: Stakeholder Power/Influence vs Interest Matrix

<sup>1</sup> BRYSON J. M., 2011. Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement. San Francisco: John Wiley & Sons. ISBN: 978-0-470-39251-5

<sup>2</sup> MITCHELL, R.K., B.R. AGLE and D. J WOOD, 1997. Toward a Theory of Stakeholder Identification and Salience: Defining the Principle of Who and What Really Counts. Academy of Management Review; 22(4), 853–886. ISSN 0363-7425

<sup>3</sup> OLANDER, S., A. LANDIN, 2005. Evaluation of stakeholder influence in the implementation of construction projects. International Journal of Project Management; 23(4), 321-328. ISSN 0263-7863

<sup>4</sup> CHINYIO, E. et al., 2010: Construction Stakeholder Management. Chichester (United Kingdom): Blackwell Publishing. ISBN 978-1-4051-8098-6

<sup>5</sup> ACKERMANN, F., C. EDEN and I. BROWN, 2004. The Practice of Making Strategy: A Step-by Step Guide. London: Sage Publications. ISBN 978-0761944942

**Low power - low interest:** MIP Leaders should monitor these people, but do not bore them with excessive communication.

**Low power – High interest:** MIP Leaders should keep these people adequately informed and talk to them to ensure that no major issues are arising. These people can often be very helpful with the detail of MainstreamBIO project. (eg. Research & Academia)

**High power - Low Interest:** these are the stakeholder needed to be kept in loop, these stakeholders need to be kept satisfied even though they aren't interested because they yield power. This type of stakeholders should be dealt with cautiously as well since they may use their power in a not desired way in the project if they become unsatisfied.

**High power - High interest:** these are decision-makers stakeholders and have the biggest impact on the MIPs' success and hence MIP Leaders must closely manage their expectations (eg. Policy).

### 3.6 Stakeholder Selection Criteria

The criteria applied for selecting the members of the MIPs, in line with the mission and expected structure of each Platform, capture a broad range of dimensions regarding the characteristics of individuals necessary for more meaningful participation in MIPs activities. Along these lines, the following table summarises selection criteria along with the justification for their inclusion.

*Table 4: Selection criteria and rationale for criteria inclusion*

No.	Selection criterion	Rationale for criterion inclusion
1	Interest	Individuals with high interest in bioeconomy and particularly in small-scale bio-based solutions will ensure that they are driven to participate and help the project produce meaningful results with significant value-added for their users.
2	Availability	Individuals that have the available time required to participate will enable partners to smoothly organise and execute project activities with higher participation rates that will result in higher probability that their targets are achieved.
3	Relevance	The relevance of stakeholders to the project's scope and objectives is necessary to keep activities of the MIPs focused and will ensure that their members can effectively contribute to the production of accordingly relevant project outputs.
4	Appropriateness	The consortium will make sure that members selected to participate in the MIPs are appropriate to their scope thus avoiding conflicts of interest or subjecting them in activities that may cause them unnecessary inconvenience.
5	Representativeness	A balanced representation of perspectives within and across stakeholder groups is key for the MIPs to collect the representative insights required to inform design, development and fine-tuning, thus addressing diverse needs.
6	Willingness	Motivated individuals willing to contribute their knowledge and experience will promote success of MIP activities and will be more prone to help



		disseminate the project's tools and knowledge, facilitating exploitation and sustainability.
7	Gender	The tools to be developed by MainstreamBIO tools should reflect the interests and needs of all genders.
8	Age	Potential stakeholders should not be overlooked on the basis of age. The knowledge and tools produced by MainstreamBIO will be more relevant and therefore will have more practical value if age disparities of prospective users are taken into account.

### 3.7 Stakeholder Selection Process

A common process has been followed for selecting the members of the MainstreamBIO MIPs. A straightforward five-step procedure is presented in the figure that follows, outlining all steps from the identification of stakeholders to their invitation to join MIPs and their involvement in relevant project activities.

MIP Leaders are responsible for the selection of stakeholders included in the MIP set-up within their respective focal region.

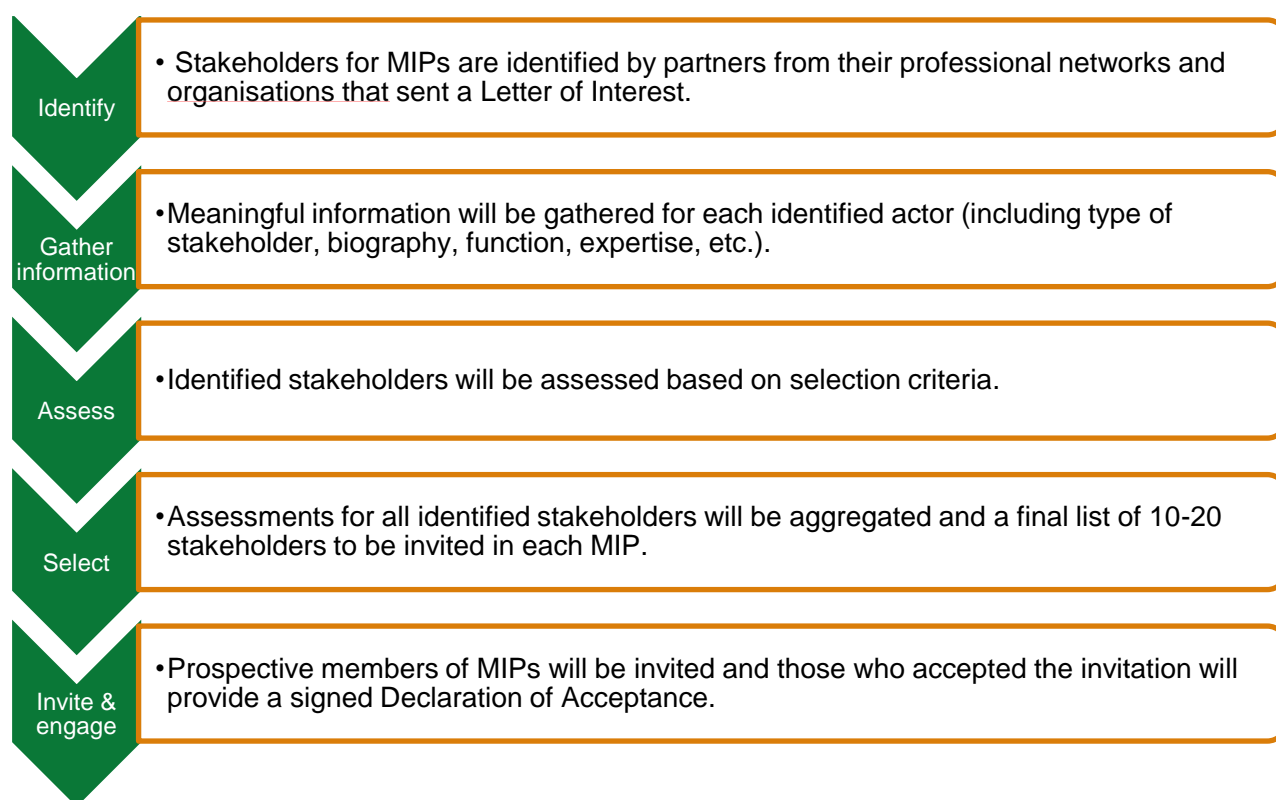


Figure 2: Selection process of MIPs members

### 3.8 Guidelines for Contact

This section outlines a set of contact guidelines for the initial and subsequent communications of partners with members of the MIPs to ensure effective collaboration with them during the project.

Dedicated communication materials have been prepared to facilitate the first contact of partners with MIPs members and to ensure that stakeholders have sufficient information concerning their participation and role in MainstreamBIO multi-actor structures and their activities. In particular, the following documents have been produced:

- **Terms of Reference**, providing meaningful information about MainstreamBIO and the activities in which members of MIPs are included, as well as their expected contribution and conditions pertaining to their membership (Annex I).
- **Infographics material**, providing information about bioeconomy and its benefits, bio-based products, small-scale biobased solutions and MainstreamBIO services and toolkit (Annex II).
- **Declaration of Acceptance**, to be signed by the invited stakeholders evidencing the fact that they agree with the terms and conditions pertaining to their participation in the respective MIP as well as that they are in fact a willing member in this multi-actor structure (Annex III).
- An **Informed Consent form**, to be signed by invited stakeholders evidencing that fact that they are informed and give their consent to the processing of personal data for the needs of specific project activities (Annex VI).
- An **official invitation letter from the Project Coordinator** to accompany the initial communication of consortium partners with selected stakeholders (Annex IV).

The abovementioned material has been provided to prospective members of the MIPs following a set of guidelines for initial contact and subsequent communications among partners of the consortium and MIPs members at different stages of the multi-actor framework operation.

### Stage: Initial Contact

- The initial contact with prospective members of each MIP should be carried out by the respective MIP Leader.
- All initial contacts should be accompanied by the communication material prepared to this end (Terms of Reference, Declaration of Acceptance, infographics material, Informed Consent form, official invitation letter from the Project Coordinator).
- Employ a language that will be easily understood by the stakeholders and ensure that they comprehend their rights and duties implied by their participation.
- Further communication via e-mail or teleconference is encouraged in order to reply to any questions or provide clarifications.
- Ensure that stakeholders who accept to join a MIP, should be requested to sign the Declaration of Acceptance & the Informed Consent form.

### Stage: Subsequent communications

- Partners managing a MIP should handle/liaise all communications with members of these structures.
- MIP Leaders can authorise other consortium partners to contact these persons only if necessary and will be kept informed during the whole communication process.
- MIPs members should be properly and timely informed to participate in upcoming project activities (e.g., interviews, surveys, focus groups, workshops, events).
- MIP Leaders should ensure that no member is overloaded with information about any task at hand.
- Prior to contacting members for a specific action, necessary material and briefings should be prepared to inform participants about the scope of the activity and their expected role.

## 3.9 Guidelines for Engagement principles

### 3.9.1 Guiding principles for engagement

The following table presents an indicative overview of key potential interests and conflicts of key stakeholder groups of MainstreamBIO that may arise during their engagement in the project along with a set of proposed principles on how to effectively manage their engagement.

*Table 5: Main interests, conflicts and engagement principles for key stakeholder groups*

Stakeholder Groups	Potential interests and conflicts that may arise during their engagement	Principles for managing their engagement
<b>Biomass Producers</b>	<ul style="list-style-type: none"> <li>Interest for clear business benefits stemming from involvement in project activities and utilization of the MainstreamBIO Toolkit.</li> <li>Fear of losing possible competitive advantage in the local market due to disclosure of business information.</li> </ul>	<ul style="list-style-type: none"> <li>Use of simple and straightforward language understood by stakeholders.</li> <li>Focus on building trust among stakeholder groups and creating a shared vision among them.</li> <li>The emphasis of demonstrating the business benefits of the MainstreamBIO Toolkit and innovation support services.</li> </ul>
<b>Academics and researchers</b>	<ul style="list-style-type: none"> <li>The potential gap between freedom of research and the market-orientation of the project may disincentive engagement in project activities.</li> </ul>	<ul style="list-style-type: none"> <li>Emphasis on scientific contributions of the project in open access journals and knowledge dissemination channels.</li> <li>Emphasis on the orientation of the project's outputs and tools towards providing practical support to users.</li> <li>Focus on building trust among stakeholder groups and creating a shared vision among them.</li> </ul>
<b>Business</b>	<ul style="list-style-type: none"> <li>Interest in promoting bio-based technologies and waste management opportunities.</li> <li>Interest in providing technological solutions for farmers and other biomass producers to diversify income, improve products and/or services, reduce costs and manage operations in a more efficient bio-based way.</li> <li>Risk of losing equity capital due to unsuccessful elaboration of bio-based technologies.</li> </ul>	<ul style="list-style-type: none"> <li>Use of simple and straightforward language understood by stakeholders.</li> <li>Emphasis on business and overall benefits for their members and partners from collaborating with rural stakeholders.</li> <li>Focus on building trust among stakeholder groups and creating a shared vision among them.</li> </ul>
<b>Policy</b>	<ul style="list-style-type: none"> <li>Interest in building suitable incentives and support measures for bio-based solutions and bioeconomy in general.</li> </ul>	<ul style="list-style-type: none"> <li>Emphasis on the value of MainstreamBIO tools and material designed for policy makers, advisors and public food procurers.</li> </ul>

	<ul style="list-style-type: none"> <li>• Interest in raising awareness of the general public on the benefits of bioeconomy</li> <li>• Potential bureaucratic and relatively slow decision-making processes.</li> <li>• Need for sufficient knowledge to make the case for bringing bio-based solutions into mainstream procedures.</li> <li>• Need for communication and educational material around bioeconomy and small-scale biobased solutions.</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on the need to offer evidence-based policy recommendations pinpointing the impact of the adoption of small-scale bio-based solutions.</li> </ul>
<b>Civil Society</b>	<ul style="list-style-type: none"> <li>• Interest in sustainable solutions with respect to bioeconomy and its local impact.</li> <li>• Interest in environmental protection.</li> <li>• Potential conflict with businesses on the trade-off between prioritising business gains vs benefits for consumers and the society.</li> </ul>	<ul style="list-style-type: none"> <li>• Use of simple and straightforward language understood by stakeholders.</li> <li>• Emphasis on evidence-based impact of the project on supporting regional rural stakeholders.</li> <li>• Emphasis on economic, societal and environmental benefits stemming from the project's outputs and tools.</li> </ul>

### 3.9.2 Guiding principles for inclusion

The MIPs guidelines introduce specific principles to ensure the effective inclusion of the diverse identified stakeholder groups in the different activities of MainstreamBIO, while also facilitating gender, age and regional representation to the degree possible within the framework of the project. Below, we lay out the principles to be followed by project partners with respect to the inclusion of stakeholders in the activities of MainstreamBIO as well as regional representation and gender aspects.

*Table 6: Guiding principles for stakeholder inclusion in project activities*

Category	Guiding principles
Inclusion	<ul style="list-style-type: none"> <li>• Ensure participation in project activities from the full range of potentially interested stakeholders spanning across the entire range of the key stakeholder groups identified.</li> <li>• Timely identify any potential barriers to the participation of the interested stakeholders in the activities of the project (such as accessibility, lack of funding, long geographic distances, lack of awareness).</li> <li>• Assess and determine effective means of surpassing potential barriers to participation (such as broad and targeted information sharing via online means and other suitable channels, etc.).</li> <li>• Appropriately take into account the needs, interests and potential conflicts that may arise among the targeted stakeholder groups in the framework of their participation in the activities of the project.</li> </ul>

Regional Representation	<ul style="list-style-type: none"> <li>• Ensure a various representation of different stakeholders within the focal regions.</li> <li>• Address and engage with stakeholders within focal regions of the project, based on the access of partners to relevant networks, platforms and initiatives.</li> </ul>
Gender aspects	<ul style="list-style-type: none"> <li>• Provide equal opportunities and access for all genders and age groups to project activities such as the development, testing and validation of the MainstreamBIO Toolkit.</li> <li>• Maintain ethical communication standards by respecting the dignity of individuals as well as by eliminating any form of gender-related bias in communication campaigns of the project.</li> <li>• Engage in constructive discussions with stakeholders participating in project activities on the progress of MainstreamBIO in implementing its commitment to gender balance.</li> </ul>

### 3.9.3 *Rights and duties*

The following table summarises the rights and duties of stakeholders participating in regional MIPs, as provided in the respective Terms of Reference and Declaration of Acceptance.

*Table 7: Right and duties of MIPs members*

Rights	Duties
<ul style="list-style-type: none"> <li>• Stakeholders participate in MIPs voluntarily and have the right to withdraw at any time or refuse participation without facing any adverse consequences.</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders agree to abide by the Terms of Reference which explain in further detail expected involvement as well as terms pertaining to their membership.</li> </ul>
<ul style="list-style-type: none"> <li>• Stakeholders' have the right to preserve their anonymity during all project activities they will be involved in and in reports or publications produced</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders participate in their individual capacity and not delegate any expected work to another person without prior written agreement.</li> </ul>
<ul style="list-style-type: none"> <li>• Stakeholders have the right to request further processing and storage of their data by the consortium to be ceased without having to justify their request.</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders ensure that they are involved in project activities in complete independence and there is no conflict of interest affecting their participation.</li> </ul>
<ul style="list-style-type: none"> <li>• Stakeholders have the right to access project results, as testers, ahead of their public release in order to provide input for fine-tuning them in alignment with the needs of their users.</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders must not disclose any information provided to them in the frame of MainstreamBIO activities and fully respect all confidentiality requirements.</li> </ul>

### 3.9.4 Activities in which stakeholders will be engaged

Stakeholders participating in regional MIPs are foreseen to be involved in events and studies in the frame of MainstreamBIO. Members of MIPs will contribute to these actions by engaging in interviews, online surveys, workshops, focus groups and project events. The following table summarises the provisional set of project activities foreseen for members of multi-actor structures, as well as a tentative timeline for their organisation. It should be noted that not all MIPs members will be involved in all activities, but the MIP leaders will select the most appropriate members each time according to the specific activity.

*Table 8: Actions involving MIPs members*

No.	WP	Task	Activity	Timing
1	1	1.2	Interviews to analyze needs, perceptions and socio-economic context and framework conditions of farmers and rural communities	M3-M4
2	1	1.2	Online survey to collect information about bioeconomy and bio-based solutions	M5-M6
3	1	1.3	Interviews to investigate the attributes of regional value chains	M3-M8
4	2	2.1	Interviews to collect and validate data for the development of "Catalogue tool"	M3-M8
5	2	2.2	Interviews to collect information on best practices	M3-M8
6	2	2.3	Co-creation workshop in each MIP	M7-M12
7	2	2.4	Focus groups to give feedback for the development of multi-criteria decision model	M7-M12
8	2	2.5	Fine-tuning of MainstreamBIO's digital toolkit	M12-M36
9	3	3.1	Selection of promising cases to receive hands-on innovation support services	M12-M24
10	3	3.1	Identification of partnerships to build a list of potential cases	M12-M24
11	3	3.2	Capacity building workshop	M12-M24
12	3	3.4	Networking events and demo day in each MIP	M12-M36
13	3	3.5	Regional awareness raising and educational campaigns	M15-M36
14	4	4.2	Regional scale-up workshop in each MIP	M22-M30
15	4	4.3	Mutual learning workshops in each MIP	M22-M34
16	4	4.4	EU policy roundtable to refine the Replication Guide and Toolkit	M22-M30
17	4	4.5	Testimonials to produce practice abstracts	M13-M36

18	5	5.4	Surveys to assess, refine and validate alternative business models	M13-M36
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# D1.1: MainstreamBIO Multi-actor Innovation Platforms, 07/06/2024

Indicative Timeline for MIPs activities/members	2022				2023												2024												2025							
Project Activities	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Stakeholder's invitation and engagement to the MIPs (T1.1)																																				
Interviews about needs, socio-economic context and framework conditions (T1.2)																																				
Online survey on bioeconomy and bio-based solutions (T1.2)																																				
Interviews about regional value chains (T1.3)																																				
Interviews about data collection & validation on catalogue of technologies, business models & social innovations for small-scale bio-based solutions (T2.1)																																				
Interviews about best practices on nutrient recycling (T2.2)																																				
1 co-creation workshop per MIP on service portfolio (T2.3)																																				
Regional focus groups about the criteria and weight allocation of the decision-making model (T2.4)																																				
2 Innovation support rounds about the MainstreamBIO toolkit													1st Innovation Support round										2nd Innovation support round													
Meetings & interviews about the selection of the multi-actor partnerships and assess their needs (T3.1)																																				
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2 networking events per MIP, 1 per round (& 1 demo day together with 2nd networking event) (T3.4)													1st Networking event										2nd Networking event & Demo day													
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1 regional scale-up workshop per MIP co-creating sustainable BM pathways for bio-based solutions (T4.2)																						Scale-up workshops														
1 mutual learning workshop per MIP and field visits (T4.3)																																				
EU policy roundtable to refine the Replication Guide and Toolkit (T4.4)																																				
Stakeholder testimonials for practice abstracts productions (T4.5)																																				
Surveys to assess, refine and validate alternative business models (T5.4)																																				

Figure 3: Indicative timeline of the projected activities for the MIPs members

### 3.9.5 *Description of expected feedback from MIPs' operations*

During the implementation of MainstreamBIO, several tasks require input in order to proceed and be completed. This input is provided by MIPs through the engagement of stakeholders in project's activities, as they analyzed previously. The expected feedback, information and insights that stakeholders provide to consortium partners are based on stakeholders' engagement in project activities and summarized below:

- MIPs will be engaged in information collection foreseen in Tasks 1.2, 1.3, 2.1, 2.2 and 5.4 via interviews and surveys.
- MIPs will provide information and insights through participating in co-creation workshops in Task 2.3, capacity building workshops in Task 3.2, networking events and demo days in Task 3.4, regional raising awareness and educational campaigns in Task 3.5, regional scale-up workshops in Task 4.2 and mutual learning workshops in Task 4.3.
- MIPs will fuel with feedback Tasks 2.4 and 2.5 for the development and fine-tuning of the multi-criteria decision model and toolkit
- MIPs will contribute to the identification and selection of promising cases to be supported in Task 3.1.
- MIPs will be involved in the performance monitoring and impact assessment system in Task 4.1.
- MIPs will provide insights and information for the refinement of Replication Guide and Toolkit in Task 4.4 as well as the production of practice abstracts in Task 4.5.

## 4. Risks

During the establishment of Multi-actor Innovation Platforms, there are some critical risks that may occur and affect the expected multi-actor structures and their operations. The following table summarizes the critical risks as provided in DoA Part A, “List of Critical Risks” table, which are relevant only to the establishment of MIPs.

*Table 9: Critical Risks and Risk Management*

Risk Number (in DoA)	Description	Proposed Mitigation Measures
1	Limited capacity impeding the set-up and implementation of the MIPs (Low probability / High impact)	We have partners with full capacity (know-how, financial and human resources, networks, etc.) and commitment to run MIPs. To pro-actively further minimise the risk, a baseline model is foreseen.
2	Low number of knowledge holders participating in interviews & surveys (Low probability / High impact)	MIPs will facilitate stakeholder engagement and mobilization. In addition, our partners are linked with networks and communities in rural areas, which can be leveraged to engage further stakeholders.
9	Delays and difficulties in project due to COVID-19 or similar outbreaks (Medium probability / High impact)	Several activities already foresee digital means as alternatives for implementation. In case activities cannot be conducted remotely or safely in line with applicable measures, the SC finds, suggests and agrees on solutions with the EC (e.g., freeze tasks, apply extensions).

## 5. Management and Monitoring

### 5.1 Management and Roles in the context of the MIPs

MainstreamBIO focuses on seven regions across rural Europe, named focal regions. In each focal region, a MIP has been established and led by a consortium partner, the MIP leader. The MIP leaders are responsible for setting-up and managing the MIP in their respective region. The role of the MIP leaders foresees the following:

- Identification, selection and recruitment of members during the establishment phase of their MIP and throughout the projects' duration, when needed.
- Undertaking all communications with and provide all necessary information to members about project activities involving MIPs.
- Organising and carrying out project activities in their focal region, including interviews, workshops and events among other (more specific information on activities involving MIPs are provided in Chapter 3).
- Collection of feedback and producing technical outputs in the frame of these activities.

### 5.2 Performance Monitoring

In order to keep track of the project activities in which members of the MIPs participate, a dedicated methodological tool has been designed and will be employed, namely the **Stakeholder Matrix**. In particular, the Stakeholder Matrix captures the identified stakeholder groups of MainstreamBIO along with the expected role of each one for the relevant activities foreseen throughout the project with a view to guiding project partners in the process of selecting the most suitable types to engage. It is also designed to keep track of stakeholder inclusion, regional representativeness, interest classification and gender aspects. This will enable project partners to monitor the results of the stakeholder engagement, as well as timely assess and perform any needed corrective actions to better align them to the project's objectives and Key Performance Indicators (KPIs).

The structure of the Stakeholder Matrix is very simple in order to facilitate the MIP leaders to the monitoring of their members. It starts with the name of the organization of the stakeholder, followed by a drop-down list of the different stakeholder groups as already identified in the present document, in order to indicate the specific stakeholder group of each stakeholder. In addition, targeted information about a) the level of the value chain that stakeholder operates in, b) any relevant existing networks he participates in, c) the expected feedstock to be used during his operations and d) any experience or technology used regarding bioeconomy, will be monitored. Moreover, specific information aiming at collecting anonymised data for quantifying the results of stakeholder engagement with respect to organization type, region/nation and gender is also requested. The last piece of requested information is the assessments of interest and power/influence of stakeholder on the project, as well as the attention or interaction MIP Leaders should achieve towards them. Finally, all the foreseen project activities are highlighted in order to collect information with respect to the participation of the stakeholder groups in these activities.

Annex V provides an illustrative overview of the template to be used by partners responsible for each MIP to elaborate, maintain and update their own version of the Stakeholder Matrix. In this framework, the monitoring process to be followed is outlined below:

- MIP Leaders will set up their own internal Stakeholder Matrix. In this respect, the Stakeholder matrix will include data about key stakeholder groups and individual stakeholders of each MIP.

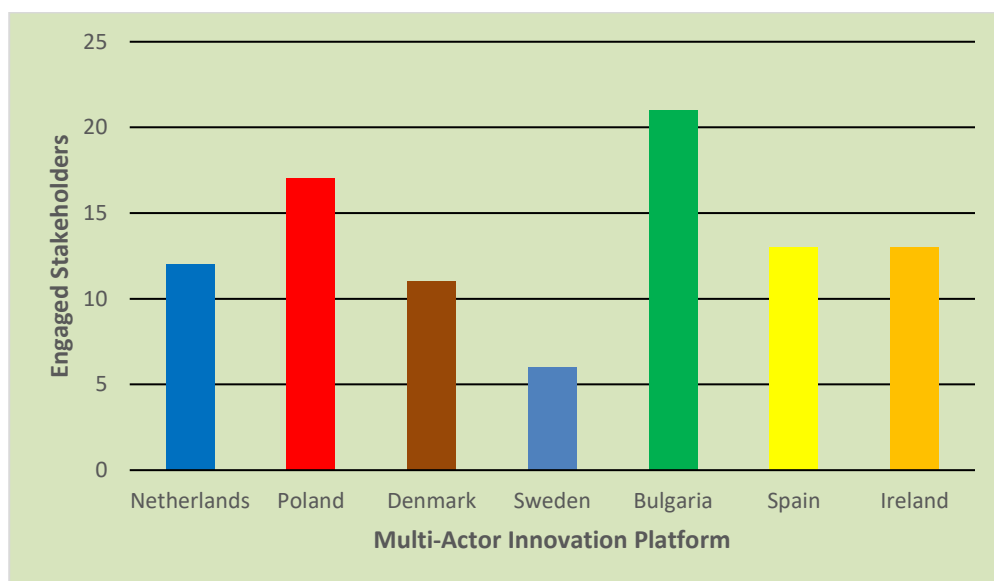
- The respective MIP leaders will share an anonymised Stakeholder Matrix to Q-PLAN for aggregating the data and updating the aggregated Stakeholder Matrix at least on a semester basis. *Ad hoc* updates are envisaged, if deemed necessary (after the MainstreamBIO co-creation workshops, regional knowledge transfer days, etc.).

**With the help of the Stakeholder Matrix the Multi-Actor Innovation Platform Leaders will coordinate the management of the structure and under the coordination of Q-PLAN they will monitor and evaluate participation rates in various activities and related KPIs, reporting them in a dedicated report (D4.1) delivered at the end of each innovation round (M24 and M36 of the project) along with recommendations for improving our innovation support services and tools.**

### 5.3 Snapshot of current MIPs composition

At the time of this report, a total of 93 stakeholders related to bioeconomy have been recruited to the 7 MIPs, having accepted the Terms of Reference, and signed a Declaration of Acceptance. The figures below present a snapshot of the confirmed members per MIP, stakeholder group and demographics related information of the stakeholders.

Figure 4: Stakeholders engaged per MIP (data: June 2024)



**The stakeholder engagement is a non-exhaustive on-going process**, we expect to have more confirmed actors in the upcoming period while the recruitment process will continue throughout the project's duration. So far, there are additional contacted stakeholders especially in Sweden, which is the least populated MIP, but not yet **confirmed MIP members** with signed documents.

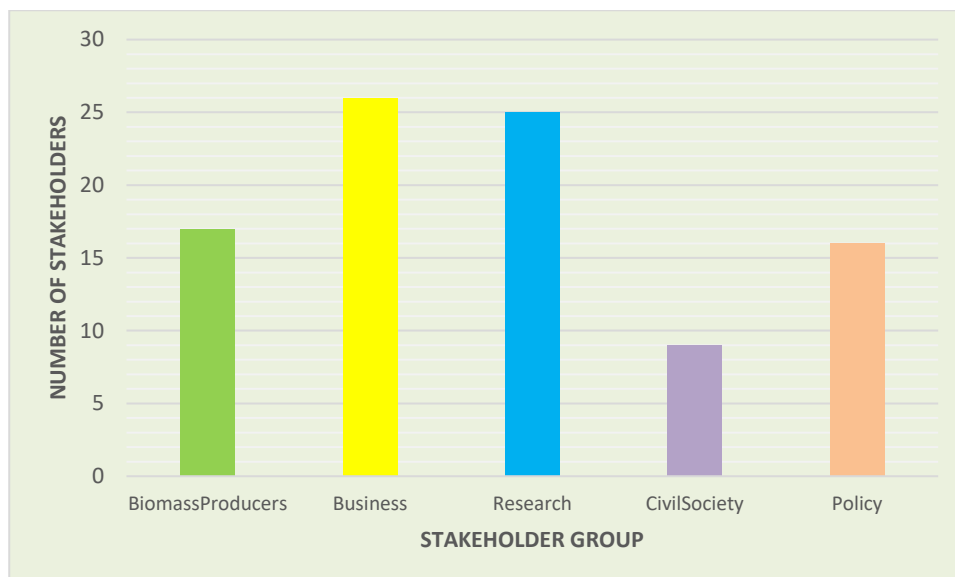


Figure 5: Confirmed MIP members per stakeholder group

To date, the confirmed MIP members per stakeholder group are not following the targeted membership described in Section 3.4, because Business and Research representatives were easier to be engaged at the early stages of the project, while the least represented stakeholder groups (civil society, policy makers, biomass producers) are expected to be engaged at a next stage of the project, after communicating some preliminary actual results which will reveal how their participation to the regional MIPs will be beneficial for them.

The demographic information of the MIP members in terms of gender is shown in Figure 6.

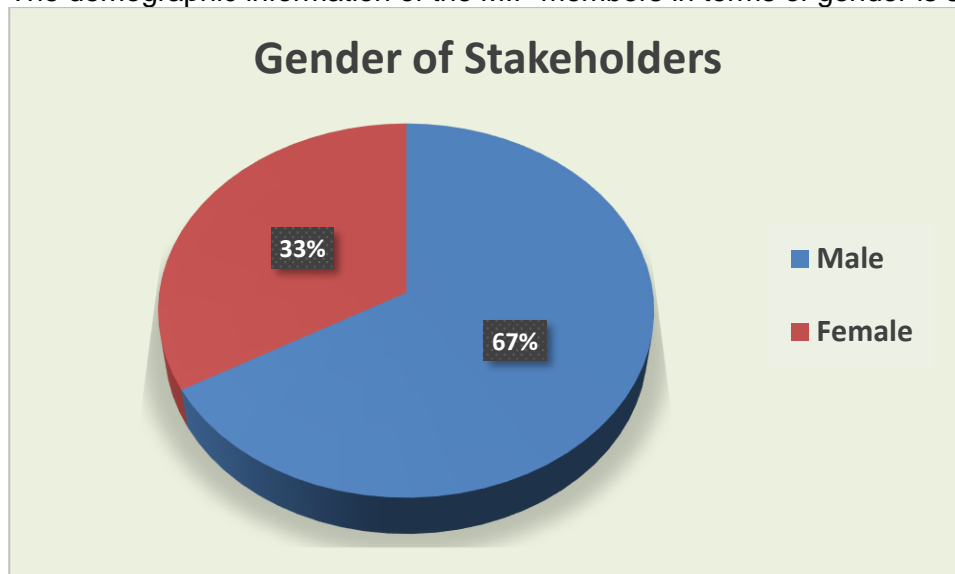


Figure 6: Gender balance of the MIP members

The gender balance of the MIP members can be explained by the fact that traditionally, the sectors and activities involved in the bioeconomy are sectors with stronger male participation<sup>1</sup>. Significant efforts will be given by the MIP leaders to engage more female stakeholders throughout the project's duration.

<sup>1</sup> COOPID H2020 project: <https://coopid.eu/wp-content/uploads/2022/04/COOPID-Gender-in-the-bioeconomy-FINAL.pdf>

It is worth to mention that there is a significant number of young (under 40 years old) biomass producers engaged to the project activities, as the MIP leaders were trying to reach young people, trying to support the next generation of European farmers. More specifically, 46.67% of the total biomass producers engaged so far are up to 40 years old.



## 6. Conclusions and next steps

The present report describes a framework for establishing the MainstreamBIO MIPs, in seven focal regions across rural Europe. More specifically, in the frame of the MIP protocol, the definition, the mission and expected structure of MIPs have been defined along with a selection process based on carefully selected criteria to be followed by partners during the set-up phase of these structures. Moreover, guidelines and supporting documents have been elaborated for contacting and engaging stakeholders in project activities as well as principles for ensuring their effective inclusion. Additionally, the rights and duties of members, guidelines for MIPs management along with a list of activities and indicative timeline in which the MIPs will be involved have been defined to ensure the smooth operation of MIPs throughout the project.

Furthermore, a dedicated tool to keep track and monitor the engagement of MIP members, the Stakeholder Matrix, has been developed. The Stakeholder Matrix will be updated every six months, as well as on ad-hoc basis, when necessary, by each MIP leader and consolidated in a single document by Q-PLAN (respective task leader). The engagement of MIP members in the project activities will be monitored with the help of the Stakeholder Matrix with a view to monitoring and documenting the results of the project in this respect, and if necessary, amend the schedule and means of interaction with MIP members set out in this document.

At the moment of this report, 93 stakeholders have confirmed their acceptance to participate to the projects' regional MIPs. The recruitment process is ongoing and will continue throughout the project's lifetime. The operation and management of the MIPs will be monitored under the frame of Task 4.1 - Monitoring and evaluation of regional multi-actor innovation platforms, led by Q-PLAN.

## Annexes

### Annex I – Terms of Reference

- ✚ Do You want to be inspired for **new value chains in the biobased economy** and find a useful group of stakeholders to initiate and realize new value chains?
- ✚ Do you want to **influence technological and policy developments** in the local biobased economy?
- ✓ Join the local **XXXX** MIP as part of 7 MIPs in **MainstreamBIO project** aiming on innovating and realizing local biobased economy solutions and improving climate and circularity.

## Introduction

You have been invited to the **MainstreamBIO Multi-Actor Innovation Platform (MIP)** in **<country/region name>**. The current document outlines the Terms of Reference that will help you understand what this involves before you decide to participate. Please take the time to carefully read this document and ask for any clarifications you may require.

### MainstreamBIO in a nutshell

MainstreamBIO is a 3-year Coordination and Support Action running from September 2022 to August 2025, funded by the European Union under the Horizon Europe Research and Innovation program.

The project aims at contributing towards bringing **small-scale bio-based solutions** into the mainstream across rural Europe. To achieve this, the project is set to greatly enhance cooperation between key bioeconomy stakeholders, resulting in sustainable business models pathways for bio-based innovations in rural areas. Along these lines, the project follows an integrated methodology to establish regional **multi-actor structures for demand-driven innovation**, and deliver a combination of communication materials, training programmes, events, decision support system and other practical digital tools packed in the **MainstreamBIO Toolkit**. More than 3000 farmers, producers, consumers and other agri-food and forestry bio-based stakeholders will be involved in testing, validating and ultimately benefitting from the business and technical support services of the MainstreamBIO Toolkit.

In this context, 7 Multi-actor Innovation Platforms will be set-up in an equal number of countries/regions across Europe. Each MainstreamBIO MIP will be comprised of individuals in diverse agri-food, forestry and bio-based domains who are strategically involved in key activities of the project, contributing with their knowledge and perspectives as well as representing the views and interests of their stakeholder communities to provide the consortium with insights regarding the current bio-based solutions/innovations and good practices for nutrient recycling that will facilitate the provision of demand-driven tools, material and recommendations that aim to create value-added for farmers and consumers among other interest groups in the agri-food bio-based sector.

The consortium of MainstreamBIO brings together a consortium of **10 partners across 9 different countries**. You can find out more information about MainstreamBIO and the consortium by visiting [mainstreambio-project.eu](https://mainstreambio-project.eu).

## Role and benefits

### Role

The MainstreamBIO MIPs are set-up and operated to deepen the understanding of the rural communities, areas and contexts, better accounting for their needs in terms of taking up small-scale bio-based solutions, as well as the specificities of local value chains and biomass. The goal is to animate stakeholder-driven platforms that will support the consortium of the project in key implementation stages and benefit from the project results. The role of MIPs in the context of the project may be summed up as follows:

- **Provide relevant information to the MainstreamBIO consortium** by participating in key studies and analyses of the project, of which the results will provide a basis for the development, fine-tuning, roll-out and replication of the MainstreamBIO Toolkit;
- **Provide feedback and insights for the development process of project's innovations** such as the Decision Support System (DSS) and the MainstreamBIO Toolkit, by participating in such discussions and activities as prospective users of the Toolkit and its constituent tools to enhance its practical value and usability;
- **Be actively involved in MainstreamBIO dissemination activities** to create a multiplier effect in spreading the word on the project's value propositions, knowledge and impact as well as to support the European replication of the MainstreamBIO Toolkit.

To fulfil this role, it is envisaged that MIPs, during the course of the project, will operate through physical and digital means in several project activities and interact on ad-hoc basis if necessary. The MIPs members will be invited for 3 yearly live knowledge valorisation meetings in which we will address and discuss possible new value chains and demonstrate inspiration from other regions and projects and tools for further development. Beside of this, some additional team meetings, interviews, surveys, workshops and networking events with some of the stakeholders for further development of cases are intended.

**The participation in all the previously described project activities will be required as ad hoc and on a voluntarily basis and can be stopped at any time the MIP member send such request.**

An indicative timeline of the projected activities for the MIPs members is highlighted below.

Indicative Timeline for MIPs activities/members	2022				2023												2024												2025											
Project Activities	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug				
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36				
Stakeholder's invitation and engagement to the MIPs (T1.1)																																								
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Surveys to assess, refine and validate alternative business models (T5.4)																																								

## Benefits

The project **provides significant benefits** to its MIPs members, **free of charge**, such as:

- **Networking opportunities and possibilities for multi-actor partnerships** arising from the participation in project events and workshops.
- **First-hand access to meaningful insights, knowledge and practical tools** generated exclusively within the context of the project and its activities.
- Unique opportunity to **align the services offered by the MainstreamBIO Toolkit with the needs of their stakeholders** to ensure that they make the most out of its value propositions.

## Terms of membership and Management

### Terms of membership

MIPs shall be composed of individuals coming from diverse backgrounds to offer a blend of expertise and perspectives that represent various stakeholder groups from the bio-based agri-food sector (such as farmers, biomass producers, experts, consumers, technology providers, academics, public authorities, consultants, NGOs etc.). These individuals will provide MainstreamBIO with valuable knowledge and feedback to support the implementation of key project activities and studies. Along these lines, at the beginning of the project, 10-20 members will be selected with the possibility to further expand the MIPs in the future to draw from additional expertise and increase the outreach of MainstreamBIO. New members could be appointed to the MIP when necessary and as the project evolves.

Although members of the MIP may be selected because of their affiliations with key organizations, they serve on the MIP in their **individual capacity** to represent the interests and views of their stakeholder communities. **Members of the MIP may not delegate another person to carry out the role expected from them** or be replaced by any other person without prior written agreement with the MainstreamBIO consortium. Members of the MIP are appointed for the entire duration of the project (36 months, from 1 September 2022 to 31 August 2025). If due to job changes or attrition, an MIP member loses links to important networks or constituencies, the consortium may decide to fill in this gap by appointing additional members.

The contribution of MIP members is **on a pro bono basis**, apart from the cases in which physical travel is involved and a specific budget for their reimbursement is foreseen in the framework of the project. In such cases, the travel and accommodation expenses of MIP members will be reimbursed by the project. Moreover, participation in the MIP is **entirely voluntary**. There will be no adverse consequences if a MIP member decides not to participate or to withdraw at any stage. In fact, MIP members may withdraw their participation at any time by informing the MIP Leader. They may also request for their data to be withdrawn without giving a reason and without prejudice. Anonymous data already collected will be used because this information cannot be traced back to a specific person, but no further data or input will be collected, nor any other procedure will be carried out in relation to the specific member.

### Management

The MIP is managed by the **MIP Leader** (consortium partner) who handles communications and interactions with the MIP, ensuring that MIP members are not overloaded. The MIP Leader will also

ensure that for each task requiring input from the MIP, an action plan and all necessary briefings and material have been prepared well in advance.

## Contact point

Any enquiry, complaint or concern about any aspect of your experience as a member of the Multi-actor Innovation Platform can be addressed to the **MIP Leader** that oversees the set up and manages the Multi-actor Innovation Platform. The contact details of the MIP Leader are provided below:

**MIP Leader:** <name of organisation serving as MIP Leader>

**Contact person:** <name of person in charge for the MIP within the organisation>

**Phone:** <phone number of person in charge for the MIP within the organisation>

**Email:** <email of person in charge for the MIP within the organisation>



## Annex II – Infographics Material



1

*Do you want to be inspired for new value chains in the biobased economy and find a useful group of stakeholders to initiate and realize new value chains?*

*Do you want to influence technological and policy developments in the local biobased economy?*

Join the local <XXX> MIP as part of the 7 MIPs in MainstreamBIO aiming on innovating and realizing local biobased economy solutions and improving climate and circularity!

### **Bioeconomy?** **Never heard of that.**

The European Commission defines the bioeconomy as "the production of renewable biological resources and the conversion of these resources and waste streams into value added products, such as food, feed, bio-based products and bioenergy."



**Bioeconomy** is a large domain of local and global economies, which covers all sectors and systems that rely on biological resources (animals, plants, microorganisms and derived biomass, including organic waste), their functions and principles. It includes and interlinks:

- all primary production sectors that use and produce renewable biological resources (agriculture, forestry, fisheries and aquaculture)
- land and marine ecosystems and the services they provide
- all economic and industrial sectors that use renewable biological resources and innovative
- biological processes to produce food, feed, bio-based products, energy and services

...or to summarize, the term bioeconomy describes everything that we produce with renewable biomass instead of finite fossil fuels such as petroleum and natural gas!



## And what is ?

The main reason that the bioeconomy is gaining attention is because existing production practices contribute to serious environmental and climate problems. Ongoing fossil fuel extraction releases more carbon in the atmosphere, contributing to the well-known greenhouse effect. The bio-based economy focuses on substituting fossil fuels in combustion and material production with renewable biomass.

The EU Bioeconomy strategy has five main objectives. These are to:

- reduce dependence on non-renewable, unsustainable resources (e.g., fossil fuels such as petroleum), whether sourced domestically or from abroad
- ensure food and nutrition security
- manage natural resources sustainably
- mitigate and adapt to climate change
- strengthen European competitiveness and create new jobs

**Yeah, that sounds good!**

**And what about bio-based products?**



Bio-based products are products wholly or partly derived from biomass originating from plants, trees or animals after physical, chemical or biological treatment). Bio-based products can substitute fossil-based ones, being identical to their fossil alternative or novel products with entire new functionalities. Bio-based products can include: fertilizer, composts and landscaping materials, novel food and cosmetics, adhesives, construction materials and composites, fibers, paper, packaging, fuel additives, lubricants, plastics, paints and coatings, solvents and cleaners, sorbents, plant and vegetable inks as well as i.e., heat and power generation from biomass.

Bio-based products are already part of our everyday lives. Any product from oil can theoretically be made from biomass. Many traditional products are bio-based, for example fibres from cotton, hemp or flax, or paper and other wood products. Bioethanol from sugar cane and biodiesel from oil waste are other



well-known examples. Biobased materials can also be found in many other products, for example in construction materials, cosmetics, furniture or cleaning products, amongst others.

**"This sounds good but beyond my capabilities"...**

**"Maybe it's not"**

The biobased business model that initiated the era of improved use of the biological resources was based on economy by scale concept, requiring large investments.

Experts advocate that small-scale bio-based solutions (based on simple techs, i and good practices applied at farm, local or community level) can offer to a wide range of biomass producers the opportunity to diversify their income and enhance their competitiveness with innovative business models that make the most out of local circumstances (e.g. available biomass and seasonality, markets, ground logistics infrastructure etc.).

Small-scale biobased technologies seem to be specifically interesting for the efficient and sustainable valorisation for relatively wet agro-crops (grass, beets, maize, etc.), agro-residues (leaves/foilage), forest activity residues, food processing residues and aquatic biomass (microalgae, duckweed, etc.). They require relatively low initial investment, lacking the financial risks that large scale structures might face.



They make use of available local resources (hence entail lower transportation and logistics costs) and involve stakeholders and product markets that create a common foundation for joint development and market deployment.



By adopting innovative business models that make better use of waste streams, including the recovery of nutrients, farmers foresters and other biomass producers can make an important contribution to a more circular and resource-efficient economy in the EU's rural areas while complimenting their income

As the current model of production and consumption which largely relies on fossil-based resources impacts irreversibly on the environment and the availability of natural resources is approaching a peak soon, the bioeconomy can be an important source of diversified and stable income for primary producers, farmers and foresters as well as a catalyst for the creation of high-quality jobs, competitiveness and growth in rural areas..

4

## What do we bring on the table...

*Okay you got me, I'm in!! But I'm confused too!*

*What products could we add value to and what could they be turned in to?*

*What technology, other innovations or support are needed to bring my by-product to market?*

*Which business structure would work best when bringing this product to market?*

*What are the challenges I would face when developing the business model needed to enable my enterprise?*

*What solutions would help me to overcome these challenges?*

*What steps would I now take to implement the business model required and start my enterprise?*

*Who will educate me? What am I supposed to do?*

MainstreamBIO has accommodated for the answers to these and much more questions. The project brings to you free access in a **Multi-actor Innovation Platform**, where **regional stakeholders with diverse backgrounds, expertise and interests are members and build networks and partnerships** between them, but also **free of charge innovation support services and an open for all digital Toolkit**.

5



In cooperation with support services, MainstreamBIO digital Toolkit provides you with six useful tools:

- 1) **A catalogue of small-scale bio-based technologies, business models and social innovations** for cross-case comparison and assessment of opportunities for business endeavours
- 2) **A collection of best practices for improved nutrient recycling**, to successfully manage nutrients and organic matter recycling back to soils
- 3) **A Decision Support System**, which helps you match the available biomass and waste streams with small-scale bio-based technologies, business models and social innovations
- 4) **A Bioeconomy Repository**, whose purpose is to aggregate educational material from such bio-based projects and raise awareness on bioeconomy educational resources
- 5) **A Tool Library**, which provides you with access to many bioeconomy tools (bioresource mapping, catalogues, side stream value tool, etc.) from other projects relative to bioeconomy
- 6) **A BioForum**, to communicate, exchange ideas, solutions and good practices and connect with other members of the Multi-actor Innovation Platforms



There are **two types of support services**, the technical and the business ones. On the first hand, **technical services** are meant to:

- support the deployment of small-scale bio-based solutions with production processes
- advise on the collection of technical data (e.g., mass balance, energy costs) and different steps across a pilot project (e.g., on product characteristics and quality)
- scale up and optimize the efficiency of a specific project
- recommend best nutrient recycling practices, elaborate management nutrient plans, monitor recycling

On the other hand, business support services are meant to:

- support the identification of suitable to you bio-based solutions
- design of sustainable business models, in line with regional specificities
- help to better understand bio-based markets and the respective value chains support the addressing of challenges via experts and business leaders
- support the identification and seizing of financing (e.g., loans) and funding opportunities
- provide networking via events and networks, in order to build partnerships, demonstrate solutions and find customers at local and EU level.



*As you see, no questions remain unanswered!*


*Grab the opportunity and open the door to sustainability and bio-future!*

For more fruitful information you may contact **<XXX (e.g., partner, organization, MIP Leader)>**.

 [Facebook](#)

 [LinkedIn](#)

 [Twitter](#)

 [YouTube](#)

### CONTACT US:

[info@mainstreambio-project.eu](mailto:info@mainstreambio-project.eu)

### VISIT:

<http://www.mainstreambio-project.eu>

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## Annex III – Declaration of Acceptance

### Declaration of Acceptance

*(for individuals appointed as members of the MainstreamBIO <region/country name> Multi-Actor Innovation Platform in their individual capacity)*

I, the undersigned, \_\_\_\_\_ certify that I have read and agree to abide by the MainstreamBIO Multi-Actor Innovation Platform Terms of Reference.

I pledge that I will participate in the MainstreamBIO Multi-Actor Innovation Platform in <region/country name> in my individual capacity and as such, I may not delegate another person to carry out the work or be replaced by any other person without prior written agreement with the MainstreamBIO consortium.

I certify that no conflict of interests exists that could be considered as prejudicial to my independence in acting as a member of the <region/country name> MainstreamBIO Multi-Actor Innovation Platform.

I undertake not to divulge any information given in the context of the work of the <region/country name> Multi-Actor Innovation Platform, unless the MainstreamBIO consortium agrees to release me from this obligation, and to respect the confidentiality requirements.

I declare to accept entirely and with no reservations my appointment as <region/country name> MainstreamBIO Multi-Actor Innovation Platform member as described in the Terms of Reference.

I consent that any input or contribution I provide as a member of the <region/country name> MainstreamBIO Multi-Actor Innovation Platform may be used by the MainstreamBIO consortium for reporting purposes or to align the services and tools offered by MainstreamBIO with the needs of final users to ensure that they make the most out of its value propositions.

I consent to the processing of my personal data needed for my participation in the <region/country name> MainstreamBIO Multi-Actor Innovation Platform. A detailed description of how MainstreamBIO handles personal data is presented in the project's Privacy Policy available through the project's web page at [mainstreambio-project.eu](https://mainstreambio-project.eu).

Name and Surname:

Place:

Date:

Signature:

## Annex IV – Official Invitation Letter

### Official invitation Letter from the Project Coordinator for MIPs members

**Subject:** Invitation to join the Multi-Actor Innovation Platforms of the EU-funded project MainstreamBIO

Dear Stakeholder,

We would like to invite you to join the MainstreamBIO Multi-Actor Innovation Platform (MIP) that is set up in your region under the framework of the EU-funded MainstreamBIO project.

MainstreamBIO aims 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, utilizing practical knowledge and digital tools.

In this context, the project is establishing 7 regional Multi-actor Innovation Platforms for bio-based innovations, to develop and offer technical and business support services for the uptake of small-scale biobased technologies and innovations in your region. Additionally, a combination of decision support, training, communication and other digital tools will be offered, all packed in the MainstreamBIO Digital Toolkit.

We are currently inviting selected key actors actively involved in the agri-food and broader bioeconomy environment to form the Multi-Actor Innovation Platforms of the project. You have been identified and selected as an important member of this ecosystem within your country and we would be delighted to have you on board!

We look forward to hearing from you!

Sincerely yours,  
Evangelia Tsagaraki  
Q-PLAN INTERNATIONAL  
Project Coordinator

Annex V – Stakeholder Matrix

MainstreamBIO Aggregate Stakeholder Matrix																															
Organisation name	Demographics								Classification			Project Activities																			
Organisation name	Stakeholder Group	Actor within value chain	Relevant existing network	Feedstock to be used	Bio-based Technology used (if any) / Experience in Bioeconomy ventures	Region	Country	Age of MIP Member	Gender of MIP Member	Interest Level	Power/ Influence Level	Attention and interaction	Interviews to analyze needs, perceptions and socio-economic context and framework conditions of farmers and rural communities (WP1, T1.2)	Online survey to collect information about bioeconomy and bio-based solutions (WP1, T1.2)	Interviews to investigate the attributes of regional value chains (WP1, T1.3)	Interviews to collect and validate data for the development of "Catalogue tool" (WP2, T2.1)	Interviews to collect information on best practices (WP2, T2.2)	Co-creation workshop in each MIP (WP2, T2.3)	Focus groups to give feedback for the development of multi-criteria decision model (WP2, T2.4)	Fine-tuning of MainstreamBIO's digital toolkit (WP2, T2.5)	Selection of promising cases to receive hands-on innovation support services (WP3, T3.1)	Identification of partnerships to build a list of potential cases (WP3, T3.1)	Capacity building workshop (WP3, T3.2)	Networking events and demo day in each MIP (WP3, T3.4)	Regional awareness raising and educational campaigns (WP3, T3.5)	Regional scale-up workshop in each MIP (WP4, T4.2)	Mutual learning workshops in each MIP (WP4, T4.3)	EU policy roundtable to refine the Replication Guide and Toolkit (WP4, T4.4)	Testimonials to produce practice abstracts (WP4, T4.5)	Surveys to assess, refine and validate alternative business models (WP5, T5.4)	

## Annex VI – Informed Consent form

### INFORMED CONSENT FORM

#### Who we are:

We are < Insert Partner Name > and we are contacting you in the framework of MainstreamBIO a project funded by the European Union under the Horizon Europe Framework Programme for Research and Innovation. A detailed description on how MainstreamBIO handles personal data is presented in the project's Privacy Policy available through the project's web page.

#### Project:

**MainstreamBIO** – MAINSTREAMing small-scale BIO-based solutions across rural Europe via regional Multi-actor Innovation Platforms and tailored innovation support (GA Number 101059420).

#### Partner:

Organisation name: < Insert Partner Name >

Address: < Insert Partner Address >

Phone: < Insert Partner Phone >

E-mail: < Insert Partner Generic E-mail Address >

#### Responsible persons:

#	Role	Name	E-mail
1	MainstreamBIO Project Manager	<Insert name of project manager from your organisation>	<Insert e-mail of project manager from your organisation >
2	Interviewer	<Insert name of interviewer from your organisation >	<Insert e-mail of interviewer from your organisation >
3	Data Protection Officer	<Insert name of DPO from your organisation >	<Insert e-mail of DPO from your organisation >

#### What do we need from you?

*We need you to provide us with information about your professional and demographic status in order to assess this information, contact and invite you to participate as a member in the Multi-actor Innovation Platform of your country.*

*Moreover, we might need you to participate in online surveys and/or interviews conducted under MainstreamBIO project for the analysis of current situation on small-scale biobased solutions in your region.*

To effectively conduct this interview, we need to process some of your personal data:

- Your contact details (full name, email, phone number);
- Some basic demographics (age, gender, region, country);
- Your professional info (organization, job position, field of expertise);
- Your experience info relative to bioeconomy;
- Your opinions on the subject matter.

### **Why do we need your data & what will we do with them?**

We need your data to contact you, in order to invite you to participate as a member in the Multi-actor Innovation Platform in <country>, to plan and carry out the aforementioned interviews and/or surveys and to resolve any ambiguities, questions and other issues that may arise after and as a result of the interviews and/or surveys. We also need to record your data to keep track of the interview process. The project's deliverables that will be derived by the interviews and/or surveys will not include your personal data or any other information that could identify you. Your personal data will remain on our written notes (interview's transcript).

We will share your data with a few other MainstreamBIO project partners that are also involved in this task and will participate in the drafting of the relevant deliverables. We are also obliged to grant access to your data to:

- EU officials such as our Project Officer for purposes related to project's evaluation;
- EU agencies and other authorities for project's auditing purposes.

We would also be very happy if you gave us your consent to contact you in the future to ask you to participate in other project's activities (e.g. project workshops, events etc.) and also to inform you about the project's progress (e.g. by sending you a newsletter or similar messages).

### **How can you withdraw your consent?**

You should know that you can withdraw your consent at any time by communicating either on the phone or by email with the responsible persons listed in the previous page. With regards to the informational messages and newsletters you can always opt out by simply clicking the link "Unsubscribe" or something similar included at the end of all the relevant messages.

### **I hereby give my consent to the processing of my personal data needed for:**

*(Please, tick the boxes below to confirm that you give us your consent for the respective subject. Any boxes left unticked mean that **you do not consent to the relevant subject.**)*

#	Consent Subject	Tick box
1	My participation as a member in the Multi-actor Innovation Platform in <country> in my individual capacity	
2	My participation in an interview/survey that will be carried out by MainstreamBIO to study the current situation on small-scale biobased solutions in my region	
3	My participation in future activities of MainstreamBIO	

4	Receiving newsletters and messages regarding MainstreamBIO activities	
---	---	--

\_\_\_\_\_  
Name of participant

\_\_\_\_\_  
Date











\_\_\_\_\_  
Signature



## 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

**CONTACT US** [info@mainstreambio-project.eu](mailto:info@mainstreambio-project.eu)

**VISIT** [www.mainstreambio-project.eu](http://www.mainstreambio-project.eu)



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