



MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED
SOLUTIONS ACROSS RURAL EUROPE

D4.3

Replication guide and toolkit

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ABBREVIATIONS

BG	Bulgaria
DK	Denmark
DSS	Decision Support System
ES	Spain
EU	European Union
GA	Grant Agreement
IE	Ireland
KAM	Key Account Manager
KPI	Key Performance Indicator
MIP	Multi-actor Innovation Platform
NGO	Non-Governmental Organisation
NL	The Netherlands
PL	Poland
SE	Sweden
WP	Work Package



Executive Summary

The guide and the toolkit have been developed by the [MainstreamBIO](#) project - MAINSTREAMing small-scale BIO-based solutions across rural Europe via regional **Multi-Actor Innovation Platforms (MIPs)** and tailored innovation support, a 3-year EU-funded project that took place **during 2022-2025**. The methods described in this document were tested and validated across 7 European countries: **Bulgaria, Denmark, Ireland, Netherlands, Poland, Spain, and Sweden**.

For each of the strategies, this guide provides ideas, examples, and visual materials that can be used to realise the various activities. The practical guidelines, together with lessons learned from practice, are the MainstreamBIO project's replication advice to support authorities, organisations and industry in encouraging more stakeholders to get involved in the bioeconomy sector.

The key strategic recommendation is to establish MIPs that bring together diverse stakeholder groups to support the introduction of small-scale biobased solutions to the market, with a focus on delivering solutions that can effectively address local challenges, while having high potential for replication.

The strategies recommended in this guide include:

- Setting up Regional Innovation Platforms to involve stakeholders in the rural areas to share knowledge and to act as facilitators for a diversity of projects and activities.
- Offering Regional Workshops to co-create sustainable business model pathways for bio-based solutions to strengthen the capacities of the business sector and decision-makers.
- Offering Cross-regional mutual learning events and missions for good practice sharing and knowledge transfer across regions.
- Implementing the Policy Briefs and policy recommendations to help create a more competitive, inclusive and gender equality network.

1. Why is this guide important?

The guide provides comprehensive guidance for the initiation, establishment and operation of a Multi-Actor Innovation Platform (MIP), considering that each initiative may have unique characteristics and may encounter diverse challenges during its development phase. To support this, the document showcases a range of proven models and successful practices for addressing the social, technical and business aspects of network establishment and implementation.



Figure 1: Recipients of the guide (by: Ideogram)

2. How we did it - Methodological roadmap to be followed by interested rural stakeholders

The MainstreamBIO project employed an integrated methodology unfolding in five (5) interrelated phases over thirty-six (36) months (*Figure 2*).

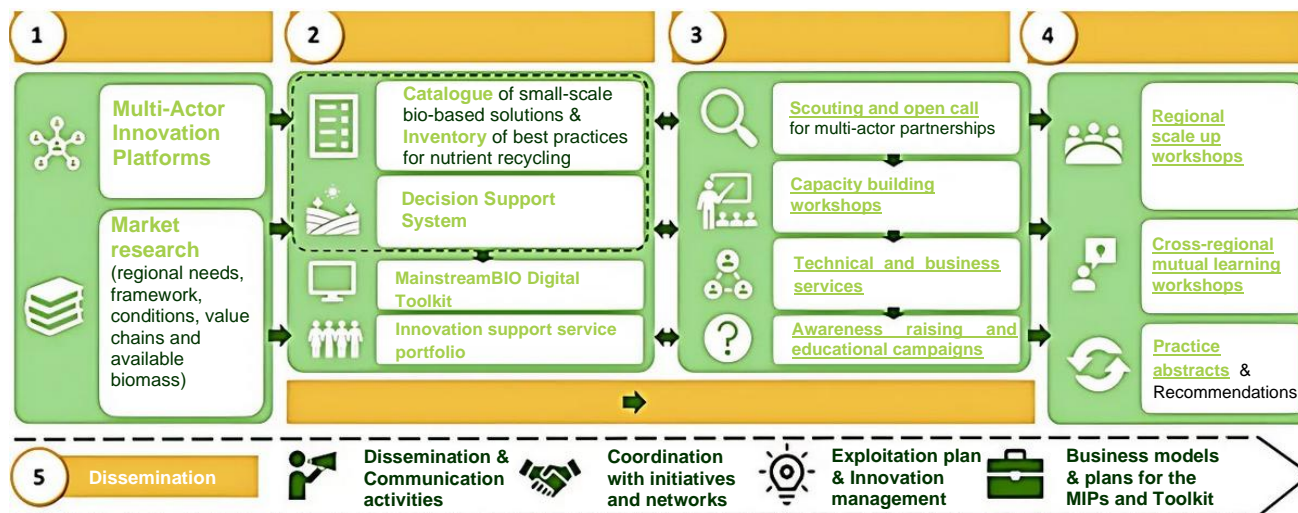


Figure 2: Interrelated phases of the MainstreamBIO project

1st phase was designed for setting up and running regional Multi-Actor Innovation Platforms (MIPs) by initiating a collaborative, multi-actor engagement process. The MIPs bring together key regional players and knowledge holders with diverse backgrounds, expertise, and interests and mobilise them towards shared learning, coordinated action and systemic change. In parallel, analysis of stakeholders' needs, barriers and challenges on uptake and scaling up small-scale bio-based solutions in the target rural areas and their key knowledge to proceed with desk research was initiated to better understand: socio-economic, regulatory and other key framework conditions as well as bio-based value chains along with their boundaries and processes.

2nd phase was designed for co-creation and development of meaningful information, tools and resources to facilitate the development of the bioeconomy. The catalogue of technologies, business models and social innovations for small-scale bio-based solutions, identifies and inventories best practices for improved nutrient recycling practices in rural areas and finally develops, upgrades and integrates digital tools and support services in the MainstreamBIO digital toolkit.



MainstreamBIO Digital Toolkit

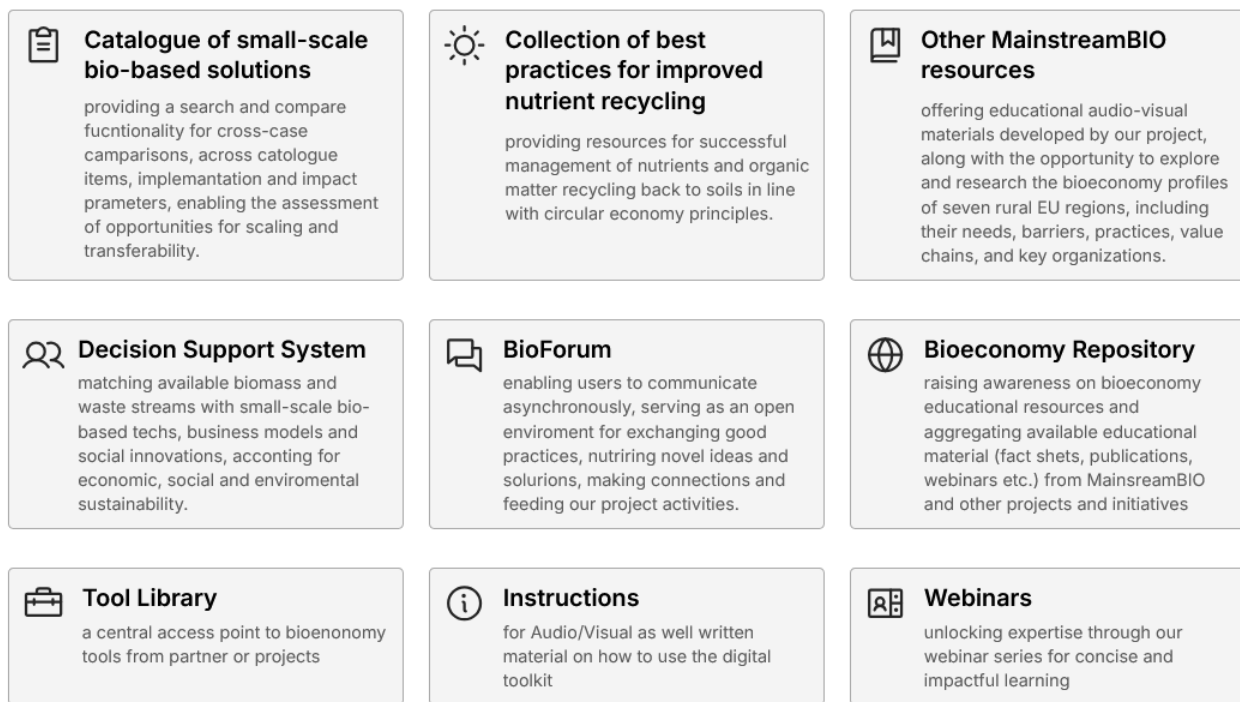


Figure 3: MainstreamBIO digital toolkit features

3rd phase was designed to support MIPs to accelerate the deployment of small-scale bio-based solutions by providing technical and business services as well as enhancing awareness and understanding of the bioeconomy across rural areas. The phase will set the beginning for rural actors support through engaging them in the MIPs, encouraging partnerships, organizing capacity building workshops, delivering tailored [innovation support for small-scale bio-based business](#) models acceleration as well as catalysing connections between stakeholders and increasing [bioeconomy awareness through networking events and education campaigns](#).

4th phase was for evaluating and validating the regional multi-innovations platforms, organize and run regional workshops to open scale-up, mutual learning and knowledge transfer pathways and build on learnings to offer policy recommendations, replications guidelines and practice abstracts to the Knowledge Centre for Bioeconomy and [EU CAP Network](#).

5th phase was run along the whole way, where we implement a well-targeted dissemination and communication strategy to reach audiences at local, national and international level, while establishing a vibrant community with a well-designed blend of online and offline activities.

2.1. Regional networks setup (MIP)

To create a successful network, you need to select the right stakeholders who will be able to support your activities. One type of multi-actor structures was foreseen in the frame of MainstreamBIO, namely the **Multi-Actor Innovation Platforms (MIPs)** that were networks of local stakeholders, set-up in the seven focal regions of the project. MIPs bring together groups with related goals and problems, helping them create solutions that are fair, useful, and long-lasting. They focus on working together and involving everyone in the process, which is especially helpful for tackling complex areas like the agri-food sector. To create such a MIP, certain procedures should be followed. For this, a dedicated [protocol for the MainstreamBIO MIPs](#) has been elaborated to set out the framework as well as the approach for setting up and running these multi-actor structures, ensuring the effective management of stakeholders.

The Mission of MIPs

MIPs have the mission to aid the 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.

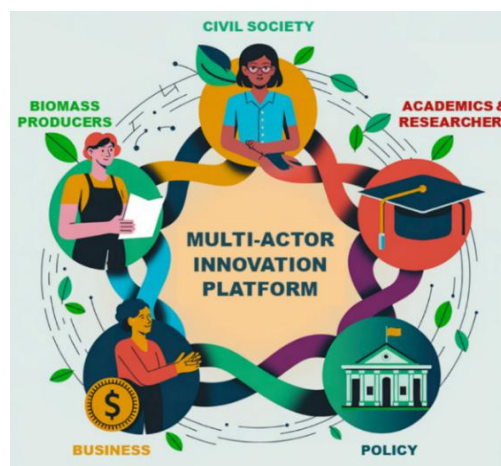


Figure 4: Structure for MIP (developed with AI assistance)

The rural stakeholder groups have different profiles and so their engagement in the project activities may differ. The stakeholders should be monitored closely, as proposed by Bryson (2011)¹, and Ackermann, Eden and Brown (2004)². 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 categorisation proposed in the matrix (Figure 5), the stakeholders were divided into four basic groups, including those who should be:

- **Monitored**
- **Kept Informed**
- **Kept Satisfied**
- **Managed closely**

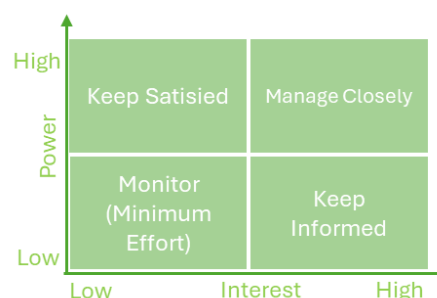


Figure 5: Stakeholder Power/Influence vs Interest Matrix

¹ 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

² ACKERMANN, F., C. EDEN and I. BROWN, 2004. The Practice of Making Strategy: A Step-by Step Guide. London: Sage Publications. ISBN 978-0761944942

Guidelines for contact

To establish contact with a potential MIP member and subsequent communications with members of the MIPs to ensure effective collaboration during the project, the following steps are recommended to be followed:

Initial contact

The initial contact should be carried out by the respective MIP leader, accompanied by the communication material prepared to this end:

- [Annex I](#): Terms of Reference
- [Annex II](#): Infographics material
- [Annex III](#) – Declaration of Acceptance
- [Annex IV](#) – Official Invitation Letter
- [Annex V](#) – Stakeholder Matrix

Key issues to be considered

- Employ a language easily understood by the stakeholders; make sure they understand their rights and duties implied by their participation.
- Further communication via e-mail or teleconference is encouraged to reply to any questions or provide clarifications.
- Ensure that stakeholders who accept to join a MIP are requested to sign the Declaration of Acceptance & the Informed Consent form.

Subsequent communications

- MIP leader 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.

Key issues to be considered

- Inform partners about upcoming project activities in advance.
- Ensure that no member is overloaded with information about any task at hand.
- Prior to contacting members for a specific action, prepare necessary material and briefings to inform participants about the scope of the activity and their expected role.

Guiding principles for engagement

When engaging stakeholders, it is important to consider the indicative key interests and potential conflicts among stakeholder groups of the MIP that may arise during their involvement in the network, along with proposed principles for managing engagement effectively:

- **Biomass producers:** clearly communicate the benefits of participating in MIP activities, using straightforward language to build trust and understanding. Reassure them that their business information will remain confidential, preventing any risk of losing a competitive edge in the local market.
- **Academics and researchers:** foster collaboration by addressing the gap between academic research and market needs. Emphasize how their contributions will help develop practical tools while also advancing scientific knowledge through open-access publications and dissemination channels.
- **Business:** explain how providing technological solutions for biomass producers can be a valuable opportunity while acknowledging the risks associated with developing bio-based technologies. Highlight the potential business advantages of working with rural stakeholders and investing in sustainable innovations.

- **Policymakers:** offer evidence-based policy recommendations that demonstrate the impact of small-scale bio-based solutions and provide insights into the needs and potential pathways for mainstreaming bio-based solutions. Engagement of this group is crucial for ensuring policies are both practical for stakeholders and socially accepted.
- **Civil society:** encourage their role in raising awareness of bioeconomy benefits and ensuring a balance between business interests and consumer gains. Highlight the economic, social, and environmental advantages of the project's outputs, emphasising their importance for local communities.

Key issues to be considered:

- Make sure that each stakeholder finds indicative key potential interests in the work plan and highlight their important role of participating.
- Recognize and anticipate potential conflicts that key MIP stakeholder groups may encounter during their engagement with the network, and develop a set of suggested principles for effectively managing their engagement.

Guiding principles for inclusion

The [MIPs guidelines](#) for project partners introduce specific principles to ensure the effective inclusion of the diverse identified stakeholder groups in the different activities, while also facilitating gender, age and regional representation to the degree possible within the framework of the project. Based on experiences from establishing MIPs in MainstreamBIO, it is recommended that potential barriers are timely identified. If such barriers are identified, seek to assess and determine effective means of overcoming potential barriers to participation. Take care of the needs, interests, and potential conflicts that may arise among the target stakeholder groups in their participation in project activities.

Key issues to be considered:

- Invite full range of potentially interested stakeholders spanning across the entire range of the key stakeholder groups identified.
- 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.
- Consider the needs, interests and potential conflicts.

Rights and duties

Clarifying rights and duties of stakeholders from the onset is essential for creating efficient collaborative environment. Aligning expectations helps avoid misunderstandings, promoting accountability and smoother collaboration.

The rights and duties of stakeholders participating in regional MIPs, as provided in the respective [Annex I: Terms of Reference](#) and [Annex III – Declaration of Acceptance](#).

Table 1: Right and duties of MIPs members

Rights	Duties
Stakeholders participate in MIPs voluntarily and have the right to withdraw at any time or refuse participation without facing any adverse consequences.	Stakeholders agree to abide by the Terms of Reference which explain in further detail expected involvement and terms pertaining to their membership.
Stakeholders have the right to preserve their anonymity during all project activities they will be involved in and in reports or publications produced	Stakeholders participate in their individual capacity and not delegate any expected work to another person without prior written agreement.
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.	Stakeholders ensure that they are involved in project activities in complete independence and there is no conflict of interest affecting their participation.
Stakeholders have the right to access project results, as testers, ahead of their public release in order to provide feedback in alignment with the needs of their users.	Stakeholders must not disclose any information provided to them in the frame of MainstreamBIO activities and fully respect all confidentiality requirements.

Define activities in which stakeholders will be engaged

Stakeholders participating in regional MIPs are foreseen to be involved in various events. Members of MIPs will contribute to these actions by engaging in interviews, online surveys, workshops, focus groups and project events. A provisional set of project activities foreseen for members of multi-actor structures, as well as a tentative timeline for their organisation can be found in [Deliverable 1.1](#), page 20. It should be noted that not all MIPs members will be involved in all activities, but the MIP leaders should select the most appropriate members each time according to the specific activity.



Deliverable 1.1

Management and roles in the context of the MIPs

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.
- Collection of feedback and producing technical outputs in the frame of these activities.

Performance Monitoring

To keep track of the project activities in which members of the MIPs participate, a dedicated methodological tool has been designed and employed, namely the [Annex V – Stakeholder Matrix](#)¹. In particular, the stakeholder matrix captures the identified stakeholder groups of projects 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).

[Annex V – Stakeholder Matrix](#) 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 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 share an anonymised stakeholder matrix with the MIP leader for aggregating the data and updating the aggregated Stakeholder Matrix as minimum on a semester basis. Ad hoc updates are envisaged, if deemed necessary (after the co-creation workshops, regional knowledge transfer days, etc.).

By using a stakeholder matrix, the MIP leaders coordinate the management of the structure monitor and evaluate participation rates in various activities and related KPIs, reporting them in a dedicated form, delivered at the end of each innovation round, along with recommendations for improving innovation support services and tools.

2.2. Innovation support service portfolio

The MainstreamBIO innovation support service portfolio builds on established models of our partners to offer “hands-on” business and technical support accounting for economic, social and environmental dimensions across all development stages of a project. We have provided an [online catalogue of small-scale bio-based solutions, business models and social innovations](#) as well as an [inventory of best practices for nutrient recycling](#), all along with a [Decision Support System](#) (DSS) to facilitate the identification of solutions that make the most out of local biomass in line with market demand. The MainstreamBIO services portfolio was created based on the outcomes of the capacity building workshops, which were used to define the features, functions, methodology and resources required for the delivery of each service by the MIPs. The capacity building workshops play a key role in providing relevant support to understand the real needs of the MIP and the innovation support service, in line with the objectives to:

- enhance the market uptake of small-scale bio-based solutions,
- provide innovation support tailored to unique rural challenges and opportunities,

¹ Not to be confused with the *Stakeholder Power/ Influence vs. Interest Matrix* described in Chapter 2 of this guide.

- build awareness, knowledge and capacity to uptake small-scale bio-based solutions in line with market demand and regional specificities.

How to moderate the discussion towards achieving the needed answers? Suggested questions:

1. General questions:

- ✓ In your opinion, which is the main barrier to be tackled?
- ✓ Are you in touch with the primary producers in your area? (Is it a regular contact?)
- ✓ Are you in touch with the sector agents in your area? (Is it a regular contact?)
- ✓ What are you lacking to implement improvements in your activity?
- ✓ How could other agents be interested in these activities? (Is time a constrain, is dissemination an issue...?)

2. Portfolio-related questions:

- ✓ How much time would you like to dedicate (together with the project partners) to receiving the services?
- ✓ How much time would you accept to dedicate (together with the project partners) to receiving the services?
- ✓ Would you rather receive the service online or onsite?
- ✓ Do you consider any of the services especially urgent? Why?
- ✓ Are we offering any service that may not be highly influential in this area? Why? (Is it not an issue, or is it already covered?)

The final innovation support service portfolio comprises technical and business services answering to the most urgent needs identified in the MIPs (

Figure 6).

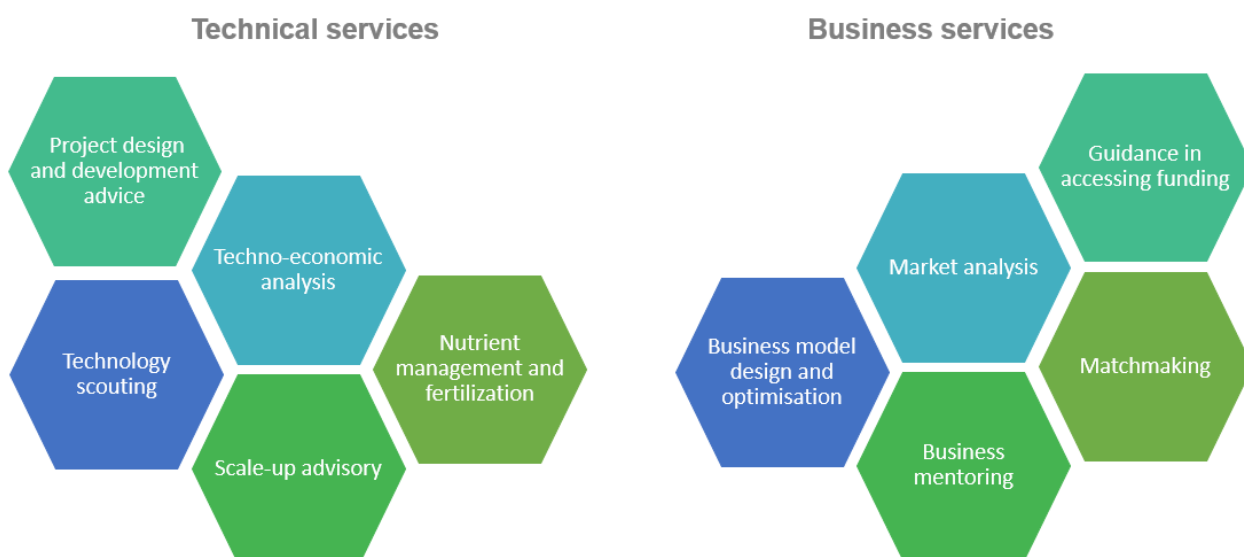


Figure 6: Technical and business services offered in the MainstreamBIO innovation support portfolio

An Open Call for support services applications As a next step, two rounds of open calls were launched under task 3.2, across all MIPs to identify promising cases and select them to receive the innovation support services. Primary sector players, as well as already formed partnerships (small businesses, self-employed people, academia & research institutes, social initiatives), could apply to the open calls to benefit from the MainstreamBIO innovation support services provided by the project partners. The first open call was launched from month 10 to 13, and the first innovation round was conducted from month 15 (November 2023) to month 24 (August 2024). The most requested business service was market analysis, followed by matchmaking, guidance in accessing funding and business model design. The most requested technical service was scale-up advisory, followed by technology scouting and nutrient management and fertilization. There was one specific application that requested policy review (not included in the portfolio). Each MIP was responsible for evaluating the applications according to the [evaluation criteria matrix](#). The cases must match the competence and resource possibilities of the service providers. They should be provided by the partner(s) expert in the matter.

Selected applicants participate in online or face-to-face meetings (depending on location restrictions) with the service providers. In the first meetings, applicants shared their case information to define the current state of the initiative and the short-, mid- and long-term goals, as well as any detail relevant to the correct providing of the service. After this information gathering, at the second meeting presentation of the draft results and ideas was presented while at the third meeting final findings and recommendations. Other activities of interest, such as field visits, could be performed if needed.

Key issues to be considered

- State clearly the timeline, evaluation and selection criteria for applications, as well as responsibilities of applicants and partners prior to the launch of the open call.
- Make sure the services offered are tailored to the applicants' needs and provided by the expert partners (based on their knowledge and resources).
- If the applicant and the service provider are not fluent in a common language, the project figure Key Account Manager (KAM) may act as translator of the information.
- For each case prepare and sign a "Terms of reference" document between the service provider and granted applicant which will include responsibilities of both sides and description of the service agreed.

2.3. MainstreamBIO digital toolkit

The [MainstreamBIO digital toolkit](#) is a user-friendly online platform that aims to facilitate the adoption of small-scale bio-based solutions across rural Europe. The toolkit consists of seven main components:

- **Catalogue of small-scale bio-based solutions:** technologies, business models and social innovations, for cross-case comparison and assessment of opportunities for business endeavours.
- **Collection of best practices for improved nutrient recycling,** to successfully manage nutrients and organic matter recycling back to soils.
- **Decision support system,** which helps users match the available biomass and waste streams with small-scale bio-based technologies, business models and social innovations.
- **Bioeconomy repository,** whose purpose is to aggregate educational material from such bio-based projects and raise awareness on bioeconomy educational resources.

- **Tool library**, which provides users with access to many bioeconomy tools (bioresource mapping, catalogues, side stream value tool, etc.) from other projects relative to bioeconomy.
- **BioForum** to communicate, exchange ideas, solutions and good practices and connect with other members of MIPs.
- **MainstreamBIO resources**, exploring a range of resources tailored to support bio-based projects, including guidelines and videos.

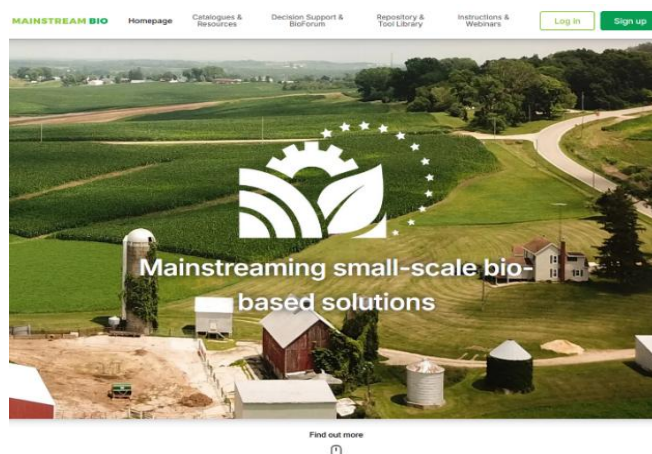


Figure 7: MainstreamBIO toolkit screenshot

An Introduction to the MainstreamBIO Digital Toolkit is available online, offering a comprehensive summary of resources and clear instructions on optimal toolkit utilization through both video and textual formats.

Why it matters for rural stakeholders

For rural stakeholders, the toolkit provides direct access to knowledge, tools, and networks that are often difficult to reach in isolated settings. Farmers, cooperatives, rural entrepreneurs, and local policymakers can explore real-world solutions, compare practices, and identify opportunities tailored to their region. Importantly, the decision support system helps translate complex data (such as available biomass and waste streams) into concrete, actionable opportunities bridging the gap between technical potential and practical implementation. The toolkit also strengthens peer-to-peer learning through the BioForum and the collection of best practices, ensuring that rural stakeholders can learn from similar contexts across Europe rather than starting from scratch. This reduces risks, lowers costs of experimentation, and builds confidence in adopting new practices.

Replication potential

The modular design of the toolkit makes it highly replicable:

- Its catalogues and repositories can be continuously updated with new regional data, ensuring adaptability.
- The decision support system can be calibrated with local biomass and waste information, making it relevant for different rural settings.
- The tool library and BioForum create spaces for cross-regional knowledge transfer, enabling stakeholders to adapt solutions proven elsewhere.

By combining technical, educational, and networking functions in one platform, the MainstreamBIO digital toolkit creates a scalable model that other rural regions in Europe and beyond can replicate to strengthen their own bioeconomy pathways.

2.4. Capacity building programme

Capacity-building is defined as the process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in a fast-changing world. Within the MainstreamBIO project, several types of events were designed to support capacity-building, knowledge exchange, and collaboration among rural stakeholders. Each of these plays a specific role in strengthening local engagement and enhancing replication potential across regions.

Table 2: Types of events organised for MIP members

Event type	Target audience	Objectives
<u>Awareness raising campaigns and educational activities</u> (webinars and in-person events)	Farmers, farming organisations, female and young farmers, rural community groups	Raise awareness about bioeconomy
<u>Capacity building workshop</u>	Users of digital toolkit: Farmers, producers, local actors	Provide coaching and introduction to the content of the digital toolkit and how to gain most of it.
<u>Networking and demo days</u>	Actors engaged in bioeconomy: Customers, consumers, tech providers or investors	Support matchmaking and inspire further actors through show cases.
<u>Regional scale-up workshops</u> to co-create sustainable business model pathways for bio-based solutions	Stakeholders engaged in creating multi-actor partnerships (MAPs)	Discussion of experiences and knowledge sharing among participants in the multi actor partnerships.
<u>Cross-regional mutual learning events</u> and missions for good practice sharing and knowledge transfer across regions	Actors involved in local bioeconomy, members of MAPs and external exchange	Expanding knowledge about relevant topics for the regions (learning topics) with the combination of presentation and pitching of success cases through local demonstrations.

Together, these events not only build individual and organizational capacity but also create enabling environments for rural stakeholders to thrive in the bioeconomy. Their design emphasizes transferability, ensuring that lessons and formats can be replicated across regions to multiply impact.

Awareness-raising campaigns and educational activities (delivered through webinars and in-person events) are crucial for rural communities that often have limited exposure to the bioeconomy. By simplifying concepts and illustrating practical benefits, these activities make the bioeconomy more accessible to farmers, women, young farmers, and community groups. Because the format is flexible and easily adaptable, awareness campaigns can be replicated in diverse rural contexts with minimal resources.

Capacity-building workshops focusing on the digital toolkit provide farmers, producers, and local actors with hands-on guidance. For many rural stakeholders, digital tools remain underused due to lack of confidence or training. These workshops not only strengthen practical skills but also build trust in digital solutions, enabling participants to apply them in their own contexts. The modular nature of such workshops makes them highly replicable, as the training content can be adapted to local farming systems and knowledge levels.

Networking events and demo days create opportunities for rural actors to connect with customers, consumers, technology providers, and investors. This exposure is vital for farmers and producers who often face barriers in reaching wider markets or accessing innovations. Demonstrating solutions in real-life contexts builds credibility and inspires further participation. Replication of this format in other regions is impactful, as it bridges rural–urban divides and accelerates market access for local innovations.

Regional scale-up workshops that co-create sustainable business model pathways provide structured spaces for rural stakeholders to collaborate with experts and peers. Farmers and local actors can test business ideas, share experiences, and jointly design solutions adapted to their region's assets. This participatory approach ensures that solutions are both practical and accepted locally. The model can be easily replicated, offering rural regions a roadmap to align local resources with broader bioeconomy opportunities.

Finally, **cross-regional mutual learning events and missions** foster good practice sharing and knowledge transfer. For rural stakeholders, such exchanges reduce isolation by connecting them with peers from other regions. Success stories presented through demonstrations and case pitches are particularly persuasive, as they come from contexts that feel familiar and relevant. This makes replication highly effective, since rural actors are more likely to adopt practices when they see them working in comparable settings.

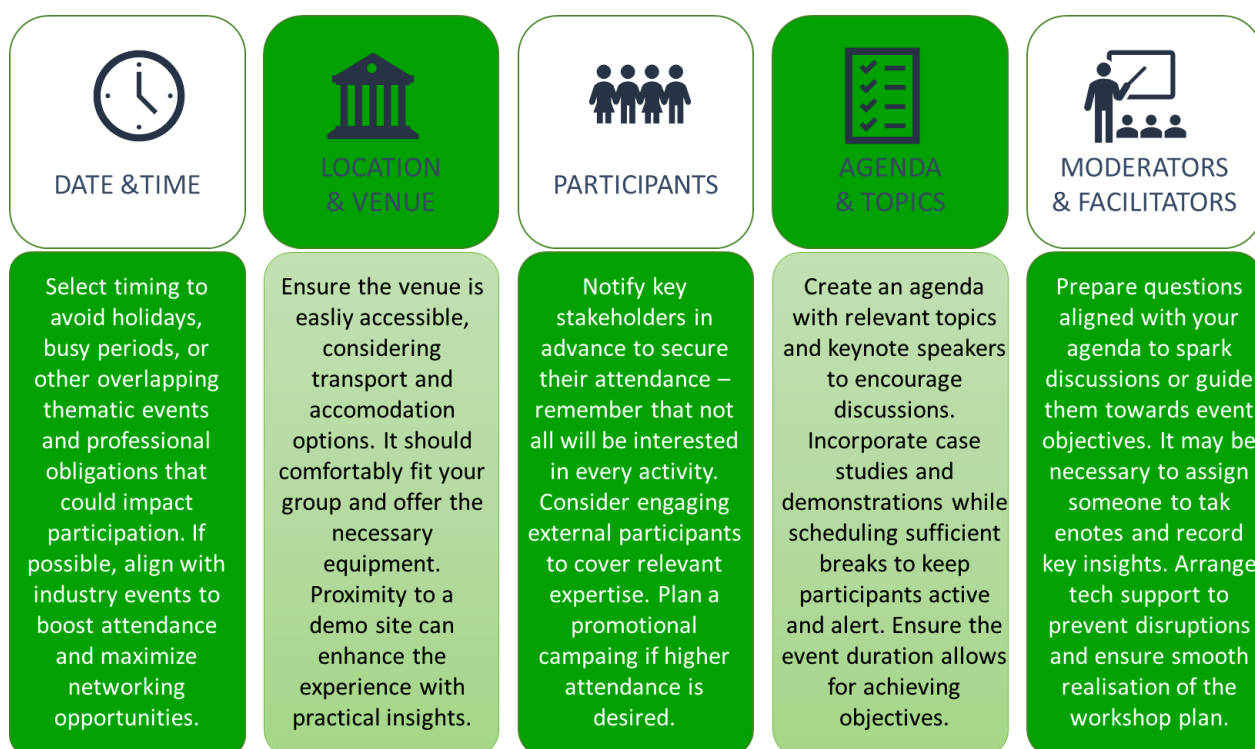


Figure 8: Key issues to be considered when organising the event

Awareness raising campaigns

MIPs were expected to deploy two regional awareness raising and education campaigns during the project. The campaigns should be accompanied by the organisation of local events to build understanding and awareness on the bioeconomy and small-scale bio-based solutions in an educative manner (one event per focal area in two rounds). The baseline specs (objectives, messages, channels, target audiences, timeframe, educational material to be used) of the campaigns was defined by each leader and used by MIPs to develop and implement an action plan tailored to their needs and context.

The first campaign focused on primary producers and rural (as well as coastal) communities in which they reside, while **the second campaign** focused on the empowering women and youth in the bioeconomy.

Women play a key role in the bioeconomy, yet are often underrepresented in networking, decision-making, and leadership roles. Youth are essential to the bioeconomy's long-term sustainability, driving innovation and adoption of new technologies across key sectors.

To increase participation, event organizers adopted strategies that address barriers and create opportunities for engagement. While engaging youth in bio-based events is essential for fostering innovation, sustainability, and long-term industry growth. To attract young professionals, students, and entrepreneurs, organizers should focus on interactive formats, career opportunities, and digital engagement.

Table 3: Key strategies to be used when engaging workshop participants

Primary producers and rural communities	Women	Youth
<input checked="" type="checkbox"/> Relevance of the topic Ensure the meeting addresses real challenges farmers face and offers potential benefits. Farmers are more likely to participate if they see concrete, applicable results.	<input checked="" type="checkbox"/> Invite Women as Speakers & Panellists Ensure gender balance in keynote speakers, panel discussions, and workshop facilitators. Highlight women's achievements in bio-based sectors (biotechnology, bioenergy, circular economy).	<input checked="" type="checkbox"/> Invite Young Speakers & Role Models Feature young scientists, entrepreneurs, and activists in panels and workshops. Highlight success stories of youth-led bio-based innovations.
<input checked="" type="checkbox"/> Timing and seasonality Avoid peak farming periods (planting, harvesting) and choose times that fit their daily schedules. Use local languages and simple, clear terms without unnecessary jargon.	<input checked="" type="checkbox"/> Women-Led Sessions & Mentorship Circles Organize "Women in Bioeconomy" roundtables to discuss leadership challenges and opportunities. Pair early-career women with mentors from academia, industry, and policy.	<input checked="" type="checkbox"/> University & School Partnerships Collaborate with universities, technical colleges, and high schools to attract students. Offer internship and job fair sessions at the event.
<input checked="" type="checkbox"/> Two way interaction Create space for farmers to share experiences, not just receive information.	<input checked="" type="checkbox"/> Diversity in Event Promotion Use gender-inclusive language and imagery in event marketing. Partner with women's networks, NGOs, and universities to encourage participation.	<input checked="" type="checkbox"/> Youth-Led Sessions & Competitions Organize pitch competitions for start-ups in bio-based sectors. Create hackathons focused on solving bioeconomy challenges.

Alongside, a [series](#) consisting of 10 webinars covering a range of topics relevant to MainstreamBIO objectives and the target audience of farmers and rural communities were organized during the two campaigns. The series combined prepared content and background information with practical case studies and guest speakers. For each webinar, a fact sheet was developed collecting relevant information.

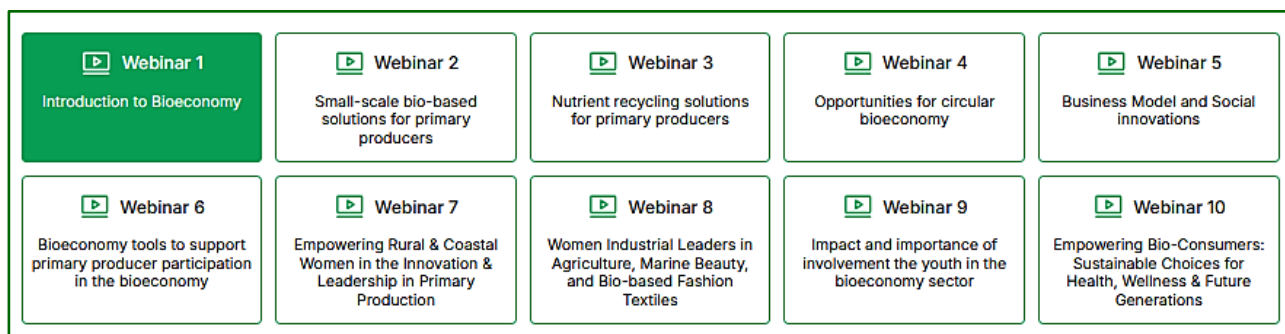


Figure 9: Schematic indicating structure of Educational and Awareness Plan activities

The recordings of the [WEBINARS](#) can be also found on MainstreamBIO [YouTube channel](#).

Capacity building workshop

The purpose of these workshops was to build the capacity of regional actors who are interested in developing and implementing innovative bio-based business models to use the [digital toolkit](#) of MainstreamBIO: a web-based platform that supports the identification, assessment and scaling up of bio-based business opportunities in different sectors and regions. The workshops should introduce the participants to the features and functionalities of the MainstreamBIO [digital toolkit](#), and the steps and methods to make the maximum use of the tool.

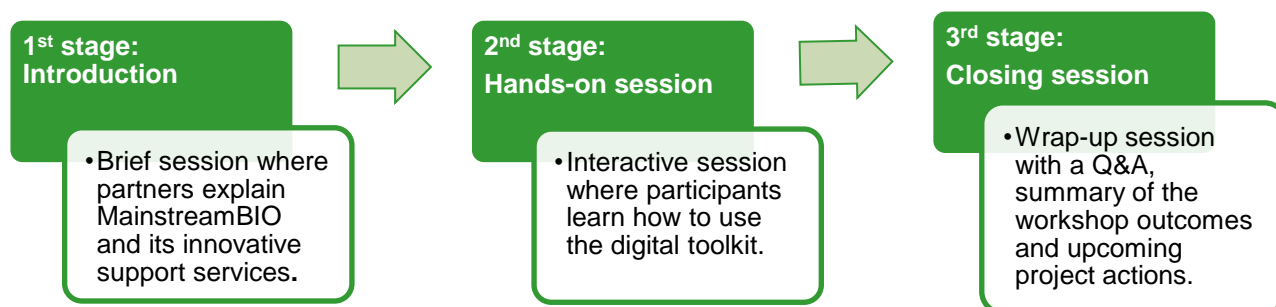


Figure 10: Suggested workshop format according to guidelines provided for MIP leaders

Networking and demo days

Networking is crucial for innovators, providing tailored support throughout the life cycle of bio-based projects to accelerate commercialization and enhance marketability. It helps integrate small-scale bio-based solutions into mainstream practice across rural Europe, engaging more rural actors in bioeconomy development. Networking and mentoring foster essential skills and collaborations needed to deploy business models and create demand-driven bio-based value chains.

The main goal of these workshops was to facilitate connections between the MAPs and suitable partners (customers, consumers, tech providers, investors), to showcase the deployment of bio-based solutions, and to inspire further actors to engage in and support the bioeconomy. MainstreamBIO organised two rounds of networking events.

Creating a successful event promotion and invitation process to attract the target number of participants representing a wide spectrum of expertise. This requires the event to be promoted for a prolonged period and increasing the reach and effort of the promotion approaching the date of the event.

Key issues to facilitate dialogue and promote networking:

- it is recommended to allocate participants into small discussion groups
 - One way is to form groups in advance in relation to areas of interests (use of biomasses, business development, nutrient recycling, technologies etc.)
 - Another way is to organize a rotation session, with pre-defined, open questions (e.g. 'how you gain access to biomass, what are your challenges, what are you searching for in the future' etc.)

Regional scale-up workshops

The regional scale-up workshops are a key component in fostering regional innovation and sustainable business model pathways for bio-based solutions. The aim of these workshops was to bring together diverse stakeholders, to share experiences and engage in insightful discussions, addressing both challenges and successes. This knowledge-sharing plays a vital role in determining the readiness of the supported bio-based solutions for scaling up in respective regions. The workshops are expected to foster a co-creation environment, in which participants will co-create sustainable pathways for the future scale-up of bio-based solutions during collaborative sessions.



Figure 11: Suggested workshop format

Co-creation methods:

To facilitate the collaborative activity in session 2, a suitable co-creation method should be used, based on the size of group, time availability, venue, resources and materials. For this purpose, three potential co-creation methods were suggested:

Table 4: Co-creation methods to facilitate the collaborative activity

Method	Description	Advantages	Challenges
World Café	Participants discuss specific topics in small groups of 4-6 people at a time. They move to new tables every 20-30 minutes to encourage a diverse range of perspectives and a dynamic flow of ideas. Facilitators summarize the key insights from the previous conversation to ensure a productive and collaborative dialogue.	Open and collaborative dialogue on a given topic	Time management for multiple rounds of discussion.
Brainstorming Fuzzy Cognitive Mapping	Participants explore a problem area, brainstorm, and produce a "cognitive map", i.e. a graphical representation of key factors and connections where relationships or influences exist.	Increased creativity, organization, a clear visual representation of ideas.	Difficulties in organizing many ideas.
Open (panel) discussion	A group discussion about a specific topic among a selected group of panellists, that allows its participants to share their views and opinions with other participants	Works well for smaller groups to allow everyone to be heard	Time management, ensuring everyone can express their opinion.

Cross-regional mutual learning events

The cross-regional learning events and missions for good practice sharing and knowledge transfer across regions aim at fostering mutual learning and knowledge transfer pathways as well as international exchange for bio-based solutions, sharing good practices and exchanging knowledge and experience. These events aim to bring representatives of linked networks and initiatives together with the aim to collaborate during mutual learning workshops, to identify evidence-based good practices, lessons learned and success factors. The workshops should include missions whereby rural actors and stakeholders from other regions will visit small-scale bio-based projects deployed on the field to meet and discuss barriers and solutions with people who run them.

At a cross-regional level, mutual learning workshops and missions will enable stakeholders to learn from experiences in other regions and gain a deeper understanding of our support measures.

Therefore, focus should be placed on mutual learning within transdisciplinary research. Three aspects that could guide and facilitating such learning are: (1) who to learn with, (2) what to learn about, (3) how to learn.



- (1) The workshops should bring together a **diverse group of participants** with interest in gaining knowledge about small-scale bio-based solutions, e.g. MAPs and stakeholders from the target regions involved in the project, representatives of linked networks and initiatives, including primary producers, agricultural students, researchers, entrepreneurs, policymakers, industry representatives, and community leaders.
- (2) The **learning topics** of each workshop should be co-designed with each MIP, focusing on implementing small-scale bio-based solutions, business models, and nutrient recycling practices ensuring that collective knowledge and expertise are fully utilized. Including interdisciplinary themes will support knowledge exchange and foster building new skills and networks.
- (3) To facilitate a good **dialogue and knowledge exchange**, it is recommended to allocate participants into small groups. One way is to form groups in advance in relation to areas of interests (use of biomass, business development, nutrient recycling, technologies etc.), another to organize the workshop as a rotation session, with pre-defined, open questions.

3. Lessons learned

Over the course of this three-year journey with MainstreamBIO we have learned valuable lessons about networking to support small-scale bio-based solutions in rural areas. Based on our experience and collected insights, we have compiled key lessons and recommendations you may find beneficial for your own endeavours in this field.

Define your objectives. To properly create a MIP or network, it is necessary to well define the needs and problems it will address. Defining clear and achievable goals is the foundation of any team's successful operation. To take the right path, first you should focus on identifying the issues you intend to solve, or areas where you can improve. Do you want to foster collaboration in your industry or seamlessly integrate cutting-edge technology into your ventures?

Find the right people. To achieve your goals, it is important to build a team of passionate and committed people. Invite a full range of potentially interested stakeholders spanning across the entire range of the key stakeholder groups identified. You can use already established contacts with relevant stakeholders in the existing networks. Remember to facilitate gender, age and regional representation to the degree possible within the framework of the project. When engaging stakeholders, carefully determine their interest in the topic and any conflicts that may arise during their engagement. To create a well-collaborating and diverse team, it is crucial to build trust in the leader, but also between partners.

Communicate and collaborate. It is important to use language tailored to your audience at every stage of your work. From the onset, clarify the rights and responsibilities of stakeholders - it is essential to creating a productive collaborative environment. Agreeing on mutual expectations helps avoid misunderstandings,

ensuring smoother cooperation and reliable performance of duties as well as. This can include participation in workshops, meetings, seminars or missions as well as completing surveys. Present a long-term vision of cooperation and dedication over quick profits, convincing your team to think in a long-term perspective.

Monitor and evaluate. In order not to overburden stakeholders and keep them satisfied, it is worth doing a Performance Monitoring to keep track of the project activities in which members of the MIPs participate. Keeping a record of the identified stakeholder groups, along with the expected role of each stakeholder in the relevant activities envisioned throughout the project can help in the process of selecting the most appropriate people to engage in the project events. It is also desirable to track stakeholder inclusion, regional representativeness, interest classification and gender aspects. By using this type of matrix, you can also achieve your targeted key performance indicators.

Perform support services. The implementation of the support service was an important exercise for our MIP. When starting to organize it, you should very carefully examine the needs of your network. Make sure that you have a sufficiently developed team to provide the right experts to carry out the work with the selected ones.

Organising events. When organising various events for your MIP members, make sure the venue, time, and format of your event is easily accessible to your participants and will be suitable for the planned activities. It's worth expanding invitations not only to MIP members but also to external stakeholders who may be interested in the topic - these are potential new members of your MIP. Remember that not all MIP members will always be interested in all activities. Inviting external experts may enhance knowledge exchange and profit your MIP by bringing additional value.

Evaluate your impact. Make sure your efforts bring relevant results. Gather feedback through structured questionnaires and compare results against your goals. By systematically evaluating your activities, you can ensure their effectiveness, demonstrate value to stakeholders, and include their point of view. Critical reflection on your outcomes will allow implementing timely changes and refining strategies.

The above steps will ensure your initiative brings meaningful and targeted results, paving the way for sustainable improvements in the identified areas.

Following these guidelines, MainstreamBIO project has facilitated knowledge exchange and strengthened connections, leading to practical, evidence-based solutions for rural development. Through active participation and continuous dialogue, we gathered valuable perspectives on the challenges and opportunities in implementing small-scale bio-based initiatives. These policy briefs aim to inform both decision-makers and interested stakeholders on how to create enabling environment for mainstreaming and upscaling bio-based solutions.



4. Annexes

Annex I: Terms of Reference

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.

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 MIPs 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.

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.



Annex II: Infographics material

providing information about bioeconomy and its benefits, bio-based products, small-scale biobased solutions and MainstreamBIO services and toolkit.



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 complementing 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..



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**.



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.

Annex III – Declaration of Acceptance

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.

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.

Name and Surname:

Place:

Date:

Signature:

Annex VI – Informed Consent form

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.

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

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,

Project Coordinator



Funded by
the European Union



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)	Focusgroups 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	



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Annex VI – Evaluation criteria

MainstreamBIO Open Call 2024 - Criteria for guidance in assessment and prioritization of submitted cases

Case under evaluation (name)

ELIGIBILITY

	YES	NO	Comment
Does the initiative fall under MainstreamBIO's umbrella? (small-scale, bio-based)			
Does the initiative come with an already formed multi-actor partnership (MAP)?			
If the previous answer = NO, is there a plausible MAP to be formed with our known regional actors? Remember that MAPs should be created to accomplish with the objectives of the project and KPI-1 .			If answer above = NO, but this answer = YES, this case is eligible; otherwise it is not eligible
Can the needs of the initiative be matched to a service provided in this MIP?			
If the previous answer = NO, is there a plausible service provider who could provide the necessary service?			If this answer = YES, supporting this case must be approved and the implicated service provider
Is the initiative at the correct maturing point to receive this service?			
Can this initiative benefit from a different service than the suggested?			

EVALUATION

It is considered positive if a proposed case contributes to the criteria below:



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DEVELOPMENT OF SUSTAINABLE BIOECONOMY

YES NO Comment

Does the implementation of the activity/idea contribute to an increased use of biomass?			
Does the implementation of the activity/idea contribute to reduced use of fossil raw materials?			
Does the implementation of the activity/idea contribute to the development of 2 different bio-based ingredients or end products? (KPI-3)*			
Does the implementation of the activity/idea contribute to climate or environmental benefits (reduced emissions, transport, energy use etc.)?			

ECONOMIC POTENTIAL

YES NO Comment

Does the implementation of the activity/idea contribute to improved market penetration (new business opportunities/increase in sales of products/services)? (KPI-4)*			
Does the implementation of the activity/idea contribute to increase income from exploitation of biomass and waste streams? (KPI-5)*			
Does the implementation of the activity/idea contribute to better profitability for the target group?			
Does the implementation of the activity/idea contribute to reducing the risks connected to new investments for the target group?			
Does the innovation support service contribute to new knowledge important for future strategic decisions and investments? (Increased knowledge of market needs, potential for profitability etc.)			

TECHNICAL POTENTIAL

YES NO Comment

Does the implementation of the activity/idea contribute to technical development that promotes the bioeconomy?			
Does the implementation of the activity/idea contribute to the technical development of companies within the target group?			

SOCIAL POTENTIAL

YES NO Comment

Does the implementation of the activity/idea contribute to social benefits for the target group?			
Does the implementation of the activity/idea support safe and good lives in the society in general?			
Does the implementation of the activity/idea contribute to decrease the social gaps concerning well-being, justice, power, rights and individual needs?			

IMPLEMENTATION POTENTIAL

YES NO Comment

Does the small-scale biobased solution supported by the activity/idea has the potential to be implemented by 2030? (KPI-11)*			
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Does the small-scale biobased solution supported by the activity/idea has the potential to create or safeguard jobs by 2030? (KPI-12)*			
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NOTE: It's the MIPs who are evaluating how well the submitted applications meet the criteria.

Please Note! It is not a requirement to meet all criteria. These criteria are intended as support for the assessment. A suggested evaluation is YES = 1 point, NO = 0 points. If criteria addresses KPIs, YES= 2 points.

Annex VII - GDPR – Informed Consent Form

INFORMED CONSENT FORM

Who we are:

We, XXX, are contacting you in the framework of XXXX 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 title:

E.g. 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:

Address:

Phone:

E-mail:

Responsible persons

#	Role	Name	E-mail
1	Project Manager		
2	Interviewer		
3	Data Protection Officer		

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 Poland, 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 Poland 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













MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED SOLUTIONS ACROSS RURAL EUROPE

The project

MainstreamBIO is an 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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