

# bloom

Boosting  
European Citizens'  
Knowledge and Awareness  
of Bio-Economy  
Research and Innovation

Successful R&I in Europe:  
Düsseldorf, 15-16 March 2018



Funded by the European Commission under the Horizon 2020  
Framework Programme Grant Agreement n. 773983

Norbert Steinhaus – Wissenschaftsladen Bonn e.V.

# Bonn Science Shop

- Established 1984
- About 50 members, Non-profit-association
- Budget ca. 3 Mio EUR , No external funds
- National projects on Work-Based Learning, Employment Market, Education for Sustainable Development, Land Use, Renewables ...
- Professional staff of 30 in flat, collective structure
- Partner in three FP7 projects (e.g. RRI-Tools, or PERARES) and four H2020 projects (EnRRICH, BigPicnic, Sparks and Bloom)



# Objectives

Bloom – A H2020 CSA Project (Nov 2017- Oct 2020). Work Programme on Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy. BB-08-2017

## **TOPIC : Strategies for improving the bioeconomy knowledge of the general public**

- Raise awareness and enhance knowledge on bio-economy and its different approaches
- Reduce the fragmentation of awareness strategies and build up and strengthen a bio economy community
- Gain a common understanding
- Foster (social) learning and education



# Approach

- 12 Partners from 8 countries
- Anchoring activities at regional and local level
- Co-creation
  - Involving all stakeholders in the creation of value and meaning
  - Enabling cross-fertilization and idea generation through shared knowledge and experiences
- Establishing five regional hubs
  - Focusing on specific topics typical for the region and looking for regional benefits
- Involving schools in ten different European countries to integrate bioeconomy into the diverse European school systems.



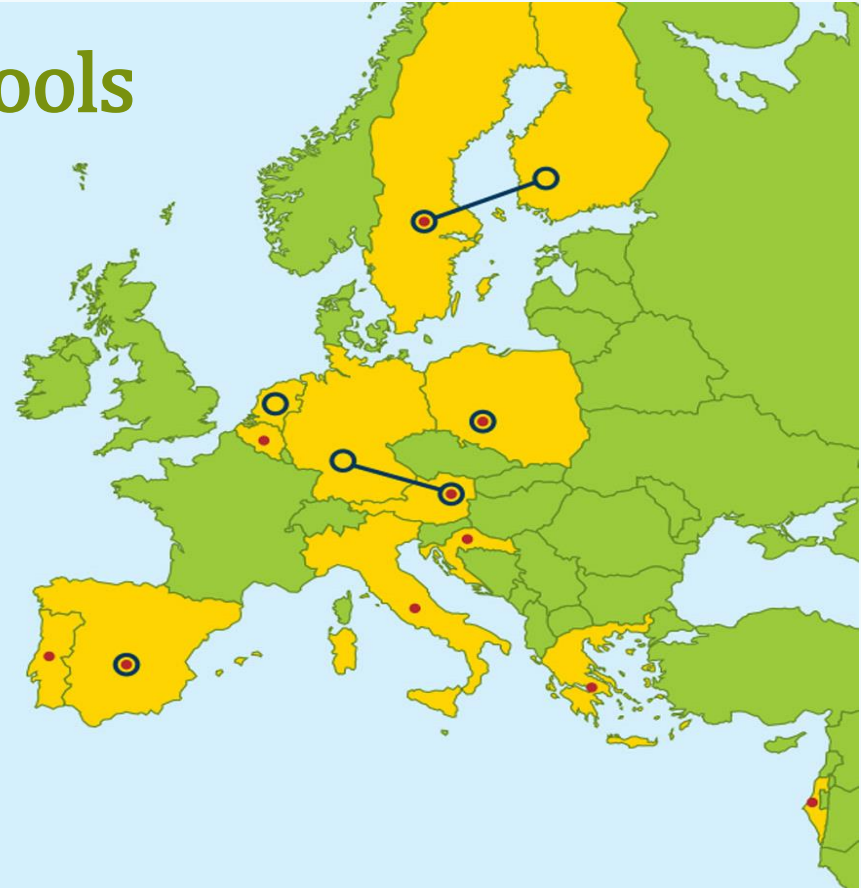
# BLOOM– Hubs and Schools

## Regional hubs:

- Spain, Cordoba: Food and Agriculture
- Poland, Krakow: Food, Agriculture and/or Waste Water Treatment
- Netherlands, Wageningen: Bio-chemicals and bio-plastics
- Finland, Jyväskylä & Sweden, Stockholm : Forest and Wood
- Austria, Vienna & Germany, Bonn: Bio-chemicals and bio-plastics

## Schools:

Austria, Belgium, Croatia, Greece, Italy, Israel, Poland, Portugal, Spain, Sweden



# Looking for actors to be involved in Hubs

- General public
- Young European citizens
- Policy makers, authorities
- Educational institutions and Science communication networks
- Bio economy researchers
- NGOs
- Industry and other triple helix network partners
- Media



**Co-Creation – Outreach  
Events Cross Fertilization**



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