



SURF ON A TOP of the Biggest Wave!

towards
BIOECONOMY

The next wave of the Global Economy will be the transition from a fossil economy to a bioeconomy.

IS THE GAME OVER ?

To figure out if the game is over already:

We took the challenge and started to work on it ► a group of experts gathered together Bioeconomy Foresighting Workshop on 27 November 2014 as a part of the first Barcelona Bioeconomy Forum. The workshop also served as a starting point for long-term collaboration in foresighting between EU countries

The results of the
Bioeconomy foresighting workshop
in **Barcelona Bioeconomy Forum 2014**
www.bioecobcn.com



WHY THE CHANGE IS INEVITABLE?

- ❖ Increasing population growth
– increasing demand - quickly declining natural resources – loss of biodiversity – climate change
- ❖ We will need more and more of everything: food and feed – materials – energy and water
- ❖ HOW to face these demands?
Simply by being smart and green!

Transition from fossil economy needs to be fast !

THE TASK

was set to innovate how to make the transition to Bioeconomy and get there as fast and painless as possible!

We worked hard, discussed, debated and voted to finally

AGREED ON

- In Europe we need a shared bioeconomy goal and approach!
- We have a good starting point for our work:
 - **development of bioeconomy has nicely started**
 - **Bioeconomy is our solution for sustainable growth**
- European countries will always be versatile and differentiated bioeconomies according to their strengths – BUT all working towards sustainable, flexible and competitive European bioeconomy widely accepted by the whole society
- Speed of the development has to be faster à the shift is possible to make even before 2050

→ **WE have the keys in our hands to make the change! Everybody's commitment to act is needed.**



Our common bioeconomy goal is sustainable growth and wellbeing, to reduce dependence on fossil rawmaterials and to combat the climate change

It's not coming for free – to approach the goal everybody needs to be committed to change – that means **ACTION!:**

ACTIONS

TO REACH THE COMMON GOAL

❖ Market making to create demand

- **Influence on customer choices – empowering customers**

► **Increase common understanding and acceptability**

- Education packages to Schoolchildren and youth and a **“Bio-Licence”** when passed
- The European Union should take the main responsibility of general enhancement and communication to empower all consumers
- Bioeconomy approach to be included to school subjects
- More product information to provide consumers a possibility for sustainable choices (expanding heavily the Generation Awake –campaign)

FIRST STEPS

Create and pass the Bio-Licence

Active use of existing EU platforms by Decision makers

Change the mindset of decision makers

► **Active use and co-operation of existing platforms** to gain new insight to the potentials and challenges of bioeconomy and to change views and ideas

- **Participatory decision making to enhance acceptability and commitment**
 - ➔ **examples of good practice**

❖ Kick-starting bioeconomy industry

- Starting **Living Labs** network
- Shift of investments focus from research to **demonstrations**
- **Investment competitions**
- Innovative **new incentives**
- Support initiatives enabling market pull via **public procurement**
- **Mechanism for venture capital funding**
- Improving raw material secure availability and accessibility
- Co-creation for product design and as part of the innovation process

Start
LivinLabs for
demonstrations!

❖ Close cooperation between EU countries

- Active team to work under European wide **standing taskforces for bioeconomy foresighting** (e.g. European Union Bio-economy Observatory, European Bioeconomy Panel, European Bio-economy Alliance)

Get started
with joint
Bioeconomy
Foresighting
Dream Team

Dream teams to innovate and design the actions

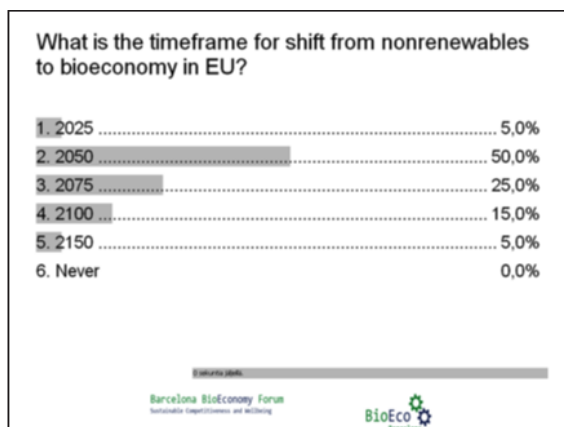
- **White paper**
- **Road Map**
- Encouraging joint demonstration and information exchange

Play it Right!

**GAME HAS
STARTED!**

The results of this workshop were jointly processed and formulated during the workshop. The results are to help decision-makers take responsibility and more active steps to boost the positive development of bioeconomy future in Europe. It is essential that cooperation in bioeconomy foresighting between EU countries continues to boost more active and responsible development, knowledge sharing and joint activities.

European bioeconomy experts in Barcelona took an optimistic approach by seeing lots of good start-ups and by believing that bioeconomy is fast developing to be the new predominant wave of global economy in 35 to 60 years.



BARCELONA BIOECONOMY FORUM

is a biennial Forum, specialized in bioeconomy and emphasizing the importance of forest resources and clean water. It is a result-oriented event for global leaders to tackle economic, environmental and social challenges.

Organizers of the workshop:

Finnish Ministry of Employment and the Economy, Barcelona Bioeconomy Forum, EduSilva ry, PK Media, Fenix Interaction

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