



Session 6 Group 2: *Involvement of stakeholders in planning and implementing national bioeconomy strategies*

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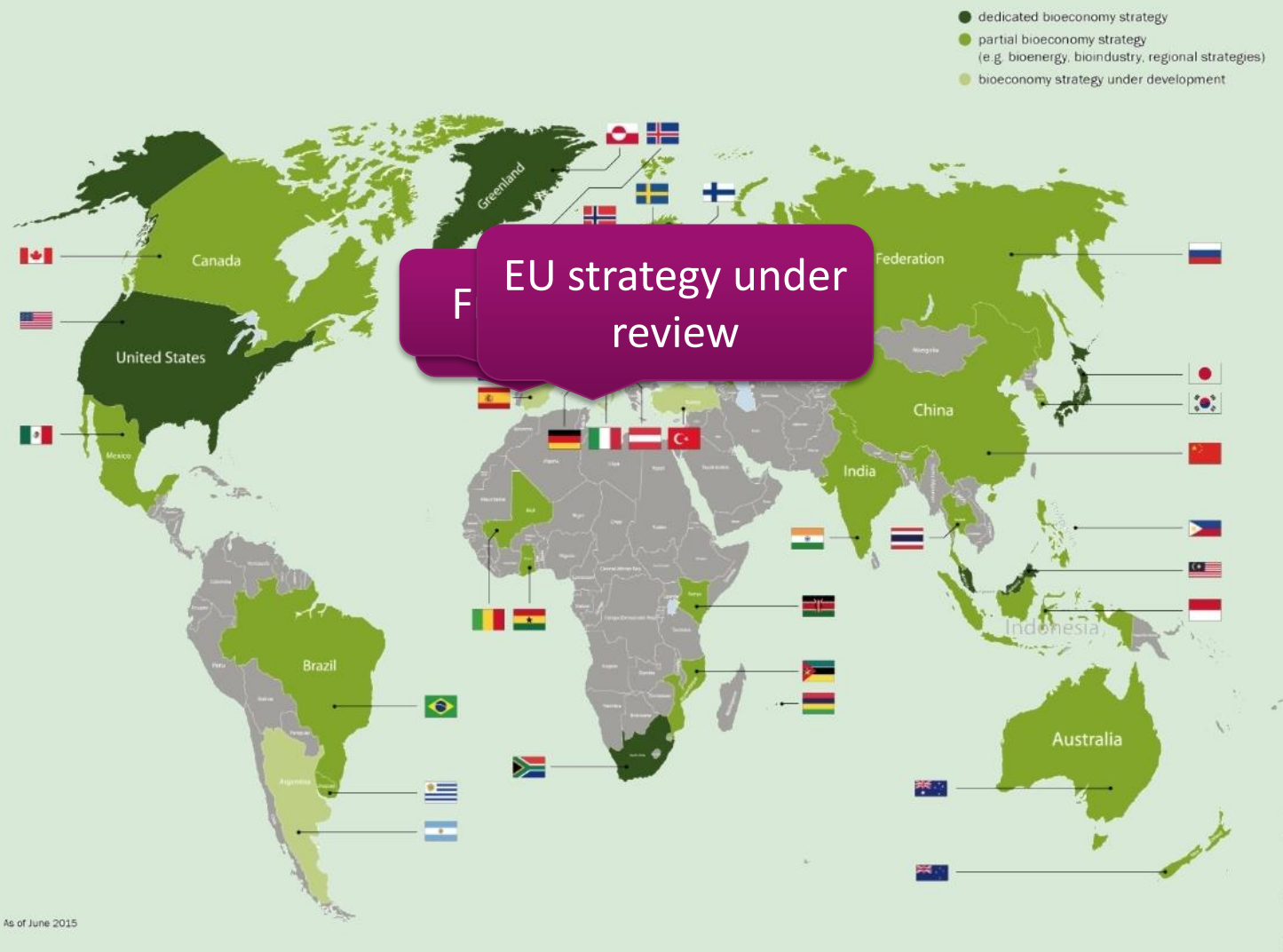
Agenda

- Context to workshop
- Programme for this session
- Activities

Rational for workshop

- Identify who the perceived stakeholders are at national level (recognising the huge diversity and breadth of stakeholders involved)
- Identify exemplars that have facilitated involvement of stakeholders, with some particular attention given to involvement of under-represented stakeholders.

Policy development



Principles re stakeholder involvement

Good Governance Principle	Objective
Accountability	To impose a disciplinary effect in the bioeconomy, governing actors must be answerable to all publics, institutional stakeholders and those affected by their activities, for decisions made and actions taken.
Transparency	The structure of governing organisations and processes must be accessible and assessable by all interested stakeholders. Bioeconomy information must be understandable and made freely available to those affected by organisational decisions.
Effectiveness/ Efficiency	Bioeconomy outcomes and activities must meet the needs of society in a way that makes the best use of resources and does not harm the environment. Good governance of the bioeconomy should ensure that the cascading principle guides stakeholder activity.
Participation	Equitable participation of men, women, vulnerable and emerging groups must be allowed, including those that traditionally do not have a strong voice in economic development. Including all actors in decision-making from producers to citizen-consumers forms an essential part of this principle.
Fairness	Rules, standards and common law must be followed and a fair and impartial distribution of bioeconomy power, resources and outcomes must exist. Commonly agreed standards, labelling and criteria for bio-based goods as well as overarching bioeconomy principles (such as those proposed by SCAR (2015)) may help to ensure fairness in bioeconomy development.

Devaney, L., Henchion, M. and A. Regan (2017) Good Governance in the Bioeconomy, *Eurochoices*, 16: 41–46. doi:10.1111/1746-692X.12141

Programme

Activity 1: **Bioeconomy stakeholders: Who does the bioeconomy strategy matter to and why**

Format: Interview in pairs

Time: 20 minutes

Activity 2 **Personas of the Bioeconomy: how to get stakeholders involved in planning & implementing bioeconomy strategies ?**

Format: Table exercise, 2 personas per table

2 selected from: primary producer (farmer/forester/fishing community), policymaker, citizen-consumer, industry

Time: 30 minutes (2 x 15 minutes)

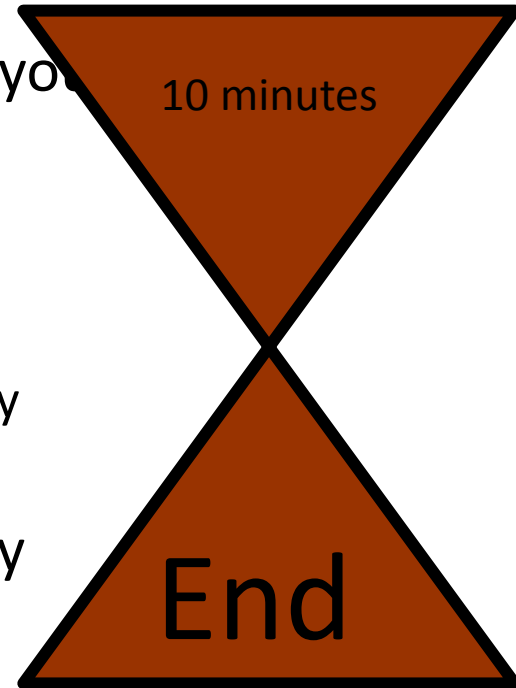
Coffee break

Activity 3 **Group feedback**

Time: 30 minutes

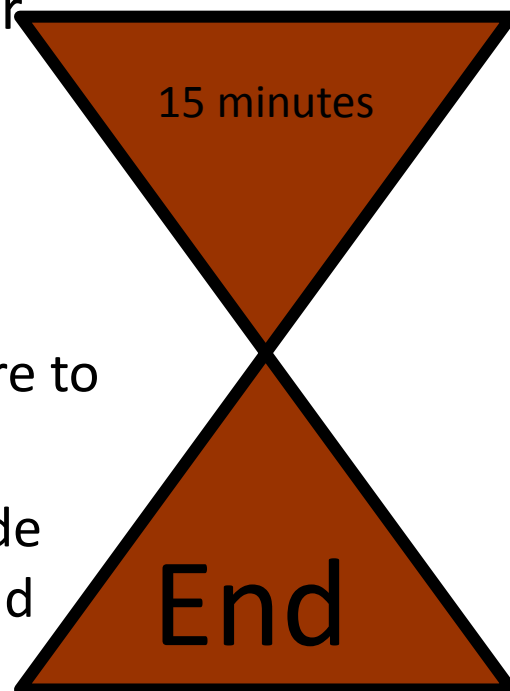
Activity 1 (20 mins)

- “Interview” the person next to you (in pairs)
- Who is the bioeconomy most important to in your country?
- Why is the bioeconomy important to this stakeholder?
 - (e.g. how will they be impacted by bioeconomy development?)
- What is driving them to be involved in strategy development?
- What, if anything, is challenging them from being involved?



Activity 2 (30 mins)

- Discuss 2 of the 4 personas
- Table 1: primary producer and policy maker
- Table 2: consumer/citizen and industry
- Discuss as a group
 - What supports does this stakeholder require to become involved?
 - What examples of initiatives can you provide that facilitate their involvement? How could these be improved



Persona A: Primary producer (Farmer/forester/fisherman)

“I am looking for opportunities to make more money from what I currently produce, and am also interested in new sources of income so that my business will be sustainable into the future. I have heard that the bioeconomy could provide some opportunities but am not sure where the opportunities are for me and how to go about it.”

- What supports does the primary producer require to become involved?
- What examples of initiatives can you provide that facilitate their involvement?
How could these be improved?



Persona B: Policy maker

“I hear a lot about opportunities in the bioeconomy and I see a need to reduce our reliance on fossil fuels and to support initiatives related to climate action. It would also be good if we could create more jobs, particularly in rural areas as a result of bioeconomy opportunities. However I am not sure how to convince people in other ministries of the opportunities that the bioeconomy presents nor how we can cooperate to develop a common vision”

- What supports does the policy maker require to become involved?
- What examples of initiatives can you provide that facilitate their involvement? How could these be improved?



Persona C: Consumer/citizen



“I am interested in sustainability and ensuring we use our natural resources responsibly in terms of production and consumption. I see new bio-based products on the shelves.

This interests me because I hear they are better for our environment. It looks like some bio-based products may be more expensive and I am a bit concerned that some products may come from waste. I want to be sure before I buy”.



- What supports does the consumer/citizen require to become involved?
- What examples of initiatives can you provide that facilitate their involvement? How could these be improved?



Persona D: Industry

I am a business development manager with a processing company. My CEO charged me with assessing the opportunities that exist in the bioeconomy for my company. I see tremendous potential for us in the bioeconomy, particularly in high value areas, but with a number of challenges to be overcome along the way. I want to make a strong but realistic business case to the board so that we can start to take advantage of these opportunities as soon as possible

- What supports does industry require to become involved?
- What examples of initiatives can you provide that facilitate their involvement? How could these be improved?



Group feedback

- With an emphasis on:
 - Supports required
 - Good practice
 - Examples from different countries

THANK YOU

For your participation

