

bloom

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



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Objectives

- Raise awareness and enhance knowledge on bioeconomy
- Demonstrate the potential economic, environmental and social impact of the bioeconomy
- Build and strengthen a bioeconomy community of practice
- Create space for debate and exchange of information and knowledge
- Make bioeconomy knowledge and research available for education, from schools programs to vocational training and more



Approach

- Anchoring 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
- Communities of practice - Hubs



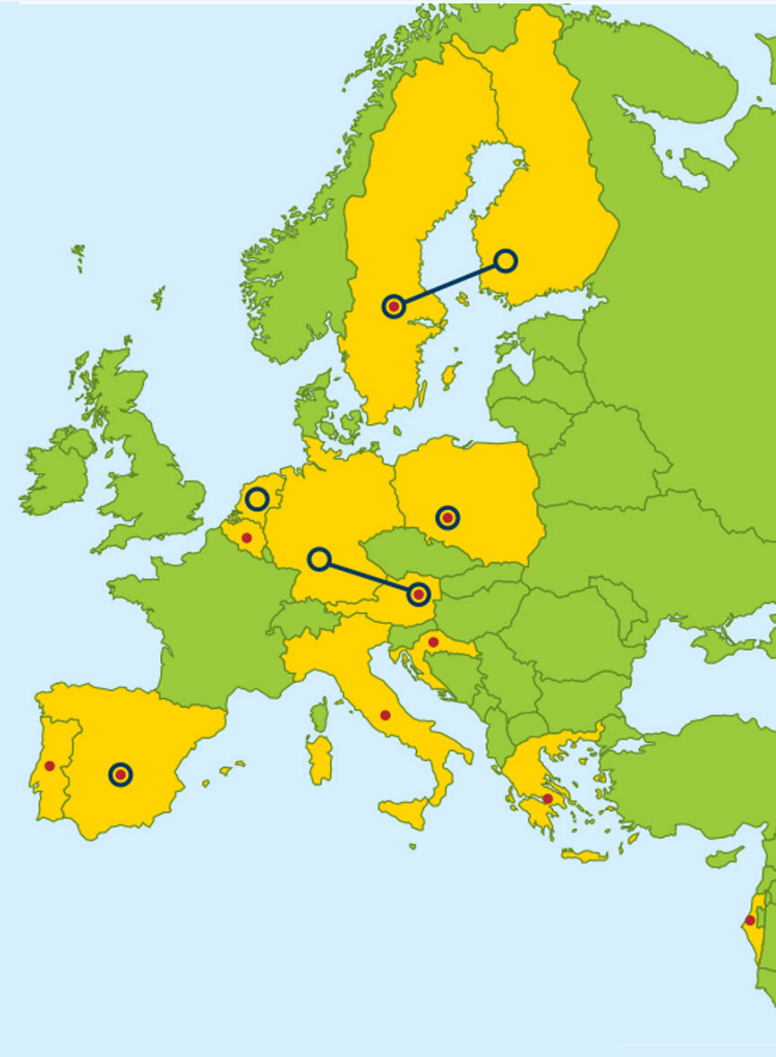
BLOOM hubs & schools

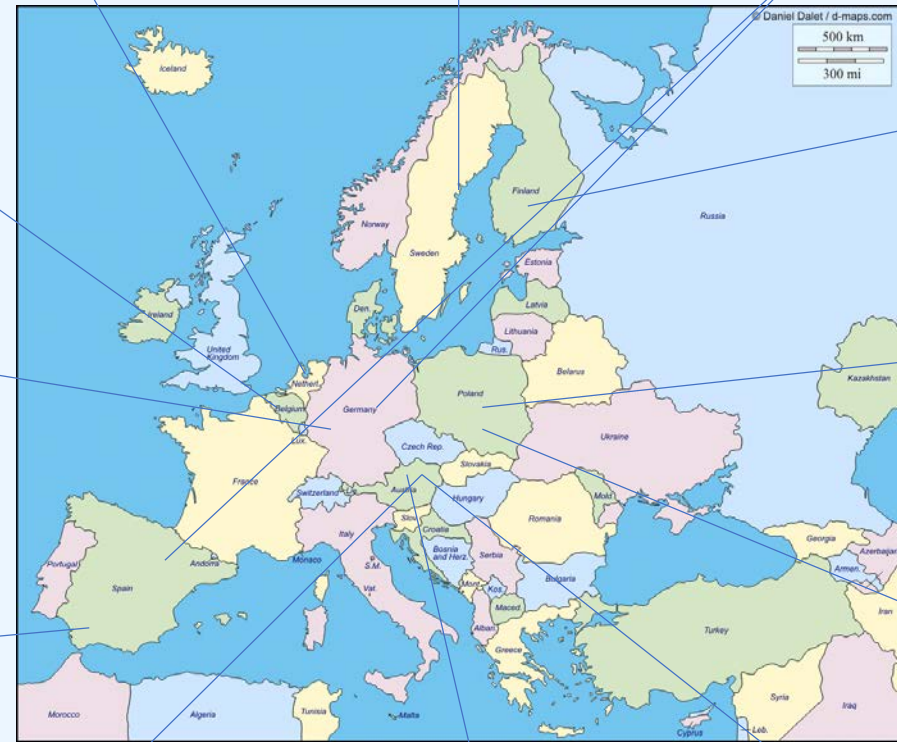
Regional hubs:

- Spain, Cordoba: Food and Agriculture
- Poland, Krakow: Food, Agriculture and/or Waste Water Treatment
- Netherlands, Wageningen: Bio-chemicals and bio-plastics
- Finland, Central Finland & 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



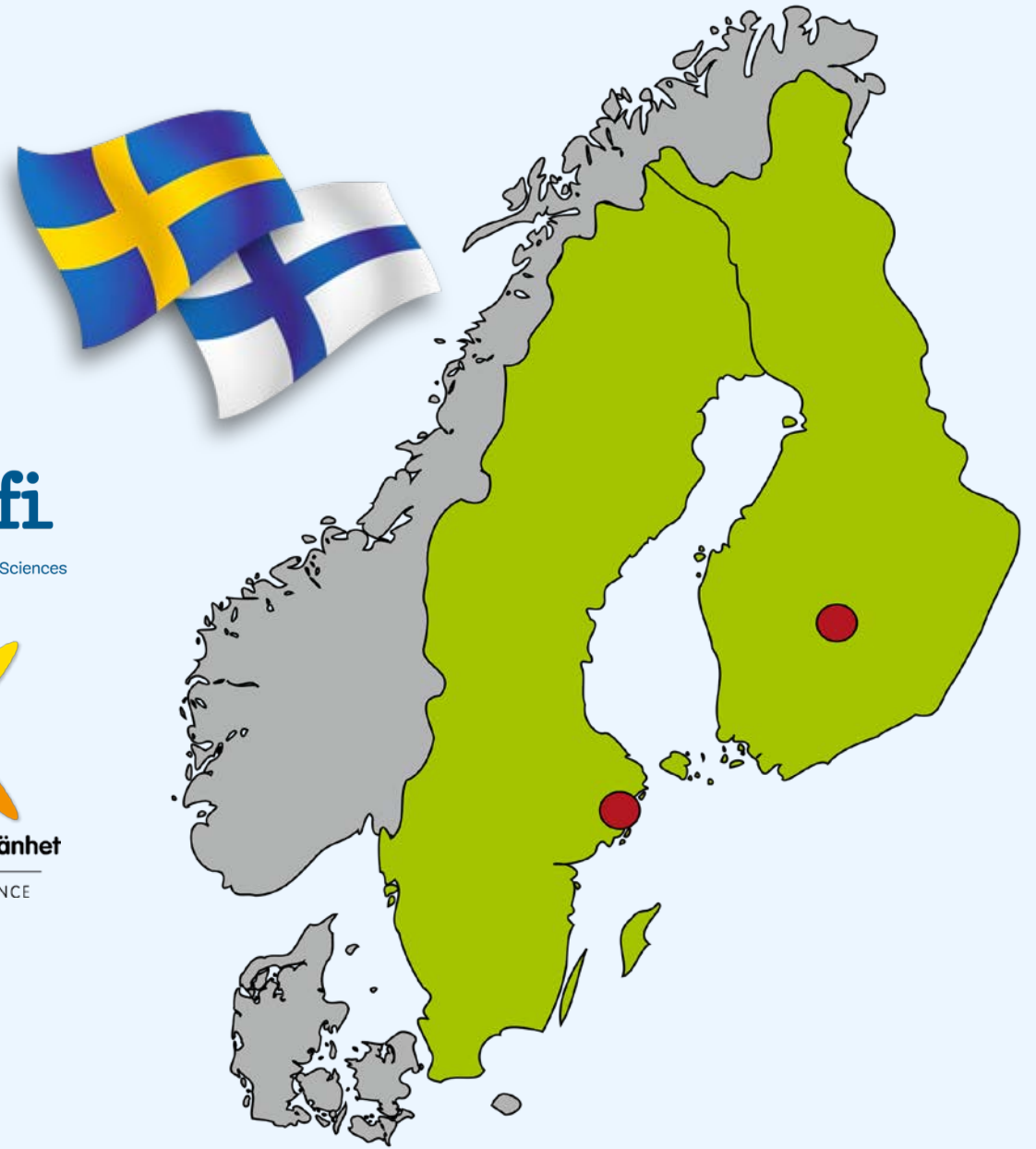


The Nordic Hub

Finland & Sweden

- Bioeconomy Institute of JAMK University of Applied Sciences
 - Central Finland
- Vetenskap & Allmänhet VA (Public & Science)
 - Sweden

New wood-based products and materials



jamk.fi

JAMK University of Applied Sciences



Vetenskap & Allmänhet

VA – PUBLIC & SCIENCE



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Focus: New wood based products and materials

Aim:

Raise public awareness about the possibilities with forest products;

Showcase new innovative materials and products;

Increase interest for bioeconomy studies/education.

Create open space for discussion about forest bioeconomy

Activities:

Awareness, outreach and networking.



Picture: Pixabay



Picture: Spinnova



Picture: Sulapac



Picture: Cellutech



Stakeholder

- Who is active in BLOOM
 - FINLAND

Authorities/other public entities

- *Regional council of Central Finland*
- *Forest Centre*

Civil society

- *Youth council of Central Finland*
- *Forest Association of Central Finland*
- *JAPA Sustainable Development*

Research and Education

- *Gradia*
- *University of Jyväskylä*
- *VTT Technical Research Centre of Finland*

Businesses/ business associations

- *Finnish Forest Association*
- *Finnish woodworking industry*

Projects

- *Let's build from wood project*
- *Local energy project*
- *The New wood project*
- *The Creative Circular Economy project*



"Cellulose is the new plastic but to get our research out into the market and to consumers, we need companies that can invest in this new research," says Elina Pääkönen, a VTT Research Scientist.



Stakeholder workshops

- Identified Barriers and Needs
 - Different knowledge and definitions about bioeconomy
 - Little knowledge of the whole production chain from forest to a product.
 - Get bioeconomy in the sustainability work in the public sector.
 - Lack of tools to make decisions in your own everyday life to make it more sustainable.
 - Need for objective facts.
 - We need to use the passion/interest of young girls, i.e. sports, fashion, climate engagement, to reach out.
 - Need to collaborate with social media influencers in order to reach out to young.

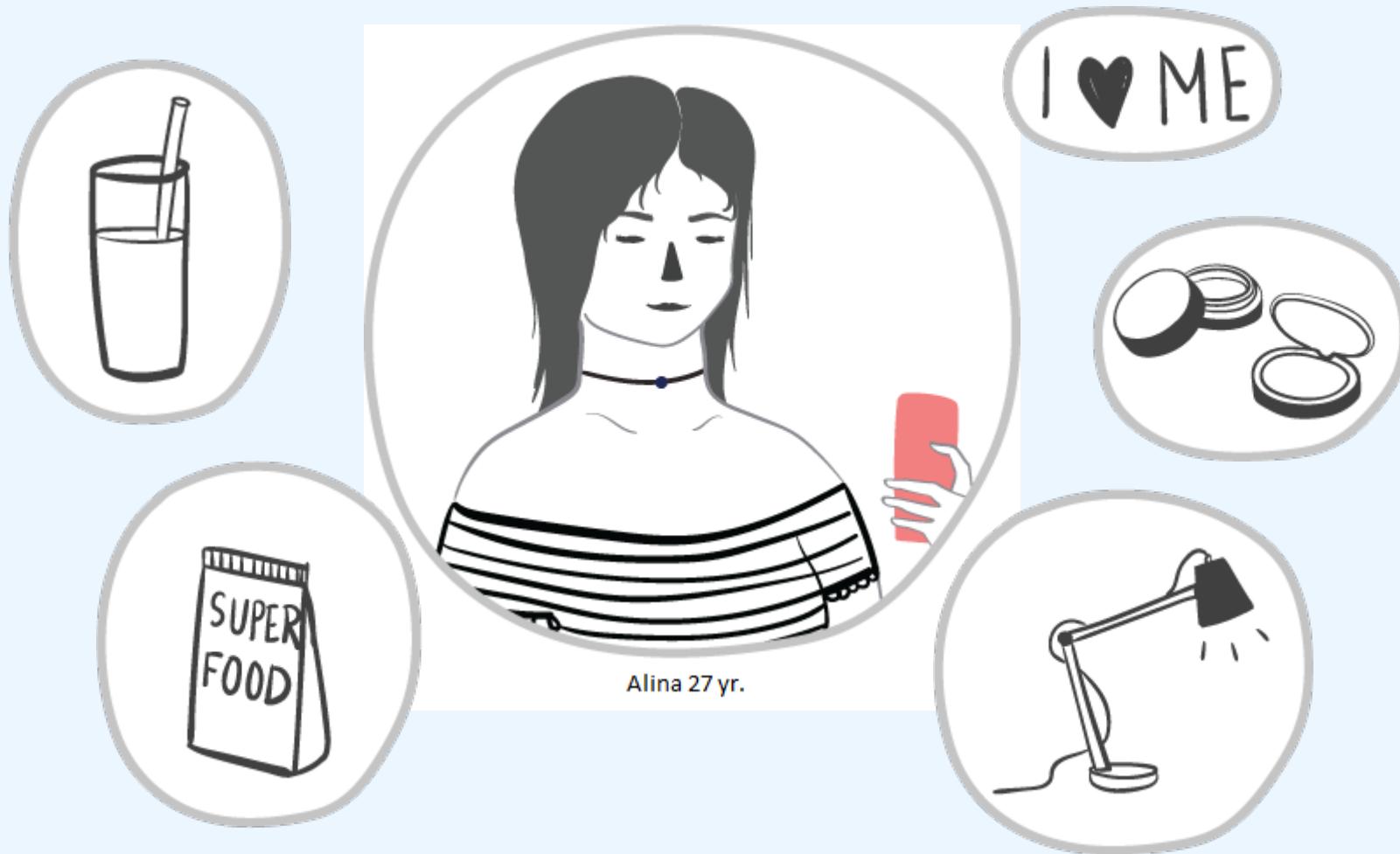


What does bioeconomy mean to me? From Swedish workshop Photo: VA



A co-creation workshop arranged for young people in Jyväskylä, Finland.

“Good for you, good for the nature.” (Motto of Alina, 27 years)



Alina 27 yr.

"Internet knows the truth."

KAIKKI
TIETO MIKÄ ON
NETISSÄ, ON
TOTTA



KAIKKEA
PITÄÄ KOKEILLA PAITSI
KANSANTANSSIA

"Everything is worth of trying out, but folk dance."



New wood based products



©Spinnova

Spinnova manufactures textiles and clothing made of completely wood-based fibers, CELLULOSE .

The textile warms as well as lamb wool and contains no harmful chemicals, and production is more sustainable than cotton. www.spinnova.fi

Sulapac® -products are made from wood chips and biodegradable natural binder thus making the product fully biodegradable. Still, the product has the advantages of plastic.

These packaging products tolerate water and fats and they do not let through oxygen. They can be used as packaging material for cosmetic and food industry.

www.sulapac.com



Photo: Sarita Piipponen/Sulapac

This product, a bicycle helmet made of wood veneer, with a strap made of durable paper and shock-absorbing inside of a foam material made of pulp. The material is called Cellufoam™ and is made of NANO CELLULOSE.

The entire helmet is completely renewable and biodegradable.

www.cellutech.se/helmet



© Cellutech, Rasmus Malbert



New Wood based material

Transparent wood is a novel material which combines transparency with the unique structure and strength of wood. The material is a wood-polymer composite, resulting in transparency.

Intensive research and development is being conducted between cellutech.se and treesearch.se

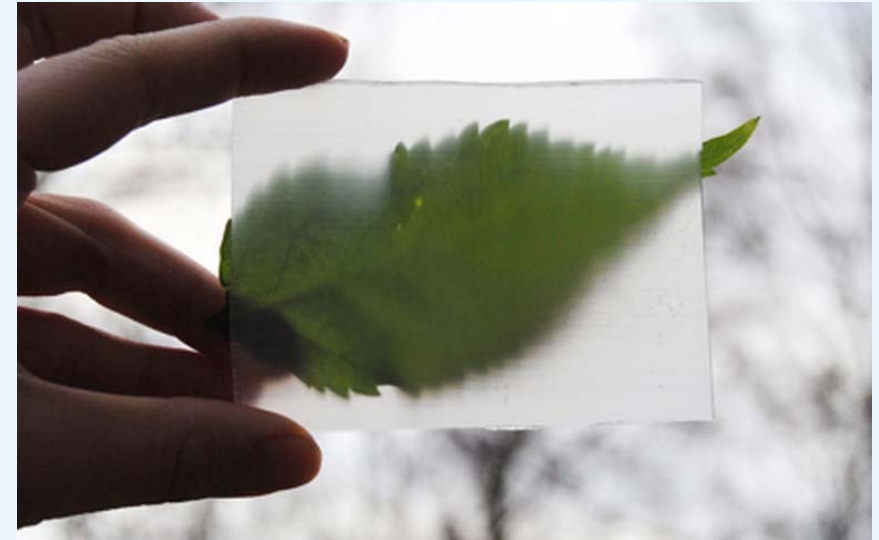


Photo: Cellutech

3D technology into wound care

Nanocellulosefibrils have features which can enhance the features of biobased 3D printing pastes.

VTT is developing a 3D wound care product for hospital use to monitor the condition of the wound. Nanopulpfibrils have the potential to develop sustainable, bio-based 3D printing materials into the market. vttresearch.com



Photo: VTT



Communication and Outreach

Recent Hub Activities

- Articles
- Presentations
- 2 Seminars
- Webinar
- Science espressos
- Social media campaign about bioeconomy in people's daily lives
- Stand developed in co-creation workshop
 - with
 - 1 Networking-mingle
 - 5 Science espressos
 - 1 gallerywalk
- Survey for young people about wood-based products



Communication and Outreach



Communication and Outreach

Upcoming Hub Activities

- A bio-based gallery walk
 - From Nov 11th to Dec 9th
 - In the central library of Jyväskylä, Finland
- Science espressos
- European Researchers Night 2020

- And much more!
 - For getting updated about upcoming activities, check out our event calendar at www.bloom-bioeconomy.eu/nordic-hub/



Contact

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Get involved!

www.bloom-bioeconomy.eu/nordic-hub/

#forest4future

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JAMK University of Applied Sciences



Vetenskap & Allmänhet

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