

# RAISING AWARENESS ON BIOECONOMY

- Realization of regional action 2.3

Raising awareness of bioeconomy stakeholders and society on the bioeconomy, smart and sustainable exploitation of bioresources.

- Realization of Join Action Plan 3.1.2

# Media used to promote bioeconomy

2

## THE INTERNET



- Project website: [www.rdi2club.umws.pl](http://www.rdi2club.umws.pl)
- Project Facebook fanpage: RDI2CluB\_Swietokrzyskie
- PP8 official website: [www.swietokrzyskie.pro](http://www.swietokrzyskie.pro)
- PP8 official Facebook fanpage
- RDI2CluB YouTube channel
- Biobord.eu platform
- Shares on others FB profiles



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

RDI2CluB

## PUBLICATIONS ON REGIONAL LEVEL



- *OUR REGION*

Official publication of the Marshal Office of the Świętokrzyskie Voivodeship; information on the project and bioeconomy published 5 times – available on the project website

- *ECHO DNIA*

Regional Daily Newspaper; Information on the project and bioeconomy published 8 times; available on the project website

# Media used to promote bioeconomy

## PUBLICATION ON TRANSNATIONAL LEVEL

[http://www.rdi2club.umws.pl/dopobrania/2020/a\\_91\\_p\\_16/25\\_cases\\_for\\_bioeconomy\\_innovation\\_around\\_the\\_bsr\\_179.pdf](http://www.rdi2club.umws.pl/dopobrania/2020/a_91_p_16/25_cases_for_bioeconomy_innovation_around_the_bsr_179.pdf)

# 25 CASES FOR BIOECONOMY INNOVATION

## AROUND THE BALTIC SEA REGION



**Interreg**  
Baltic Sea Region

RDI2CluB



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE

**Interreg**  
Baltic Sea Region

RDI2CluB



# YOUTH'S INVOLVEMENT IN BIOECONOMY

Many activities were targeted at young people. Youth engagement has been set as a priority in EU Youth Strategy for 2019-2027.



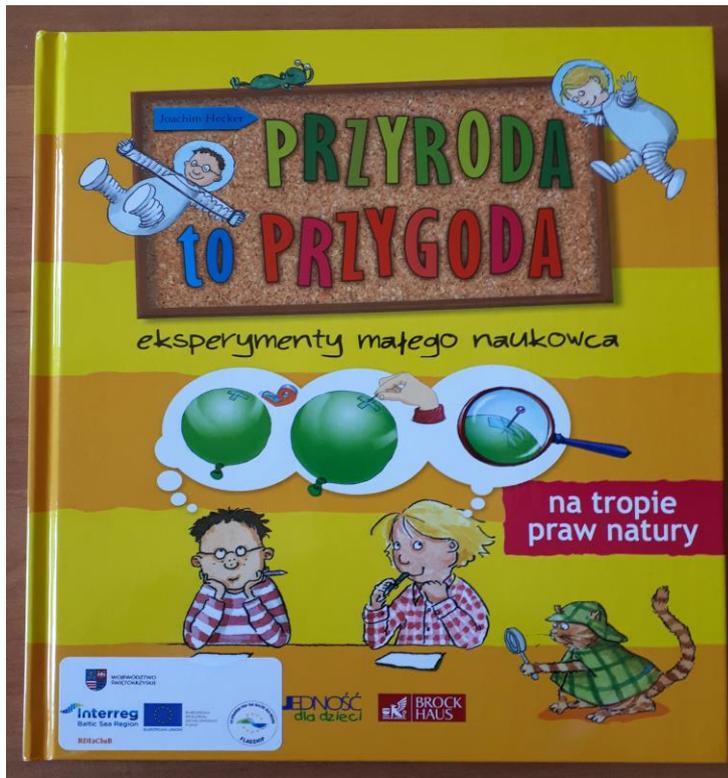
## *BEING ECO-FRIENDLY EVERY DAY*

At Kielce University of Technology for Children **250** students aged **6-15** were encouraged to become friends of environment. To make things easier for them, they received books entitled **'Nature is adventure...'** - full of useful tips and ideas how to live a more eco-friendly life.

<http://www.rdi2club.umws.pl/pl/item/33-ekologiczni-na-co-dzien?start=30>

# YOUTH'S INVOLVEMENT IN BIOECONOMY

*NATURE IS ADVENTURE. EXPERIMENTS FOR YOUNG SCIENTIST – J. HECKER*



The book bought within the project to promote bioeconomy among children. It consists of many practical experiments and nature rules and it is written especially for young readers. 600 copies were distributed during events dedicated to bioeconomy promotion.



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE



RDI2CluB

# YOUTH'S INVOLVEMENT IN BIOECONOMY

## Day for Ecological Education



More than **200** students of primary schools listened to a lecture on environmental protection, air quality, including a presentation of drone using for air quality measurements. The event was organized by Regional Science and Technology Centre with support of the Świętokrzyskie Voivodeship.

<http://www.rdi2club.umws.pl/pl/item/46-dzien-edukacji-ekologicznej-w-rcnt?start=30>  
– includes a film with English subtitles



RDI2CLUB

# YOUTH'S INVOLVEMENT IN BIOECONOMY

## Workshops for teachers



Bioeconomy every day – use of research method in teaching/learning process.

Workshops dedicated to natural science teachers of primary schools. The aim was to increase teachers' competences in raising ecological awareness among students, including the bioeconomy, on the examples from daily life – focusing on pollution sources, environment and human health and ways to mitigate emissions. Workshops were conducted by **The Świętokrzyskie In-service Teacher Training Centre** – institution supporting teachers in their work with students.

<http://www.rdi2club.umws.pl/pl/item/59-biogospodarka-na-co-dzien-czyli-jak-uczyc-wlasciwych-postaw-proekologicznych?start=30>



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE

**Interreg**  
Baltic Sea Region



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

**RDI2CluB**

# YOUTH'S INVOLVEMENT IN BIOECONOMY

## Mini-projects on bioeconomy conducted by students



Teachers, who participated in the workshops supported their students in conducting their own mini-project on bioeconomy. Mini projects focused, among others, on air quality and its influence on human health and environment. The effects were impressive. **53 young people representing 4 schools organized informative meetings for their local communities, monitored air quality and conducted many eco-experiments, surveys, biogames.** 4 best mini-projects received thematic awards during a meeting with the Marshal of the Świętokrzyskie Voivodeship.

[https://www.youtube.com/watch?time\\_continue=13&v=uzkdIVqnX-q&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=13&v=uzkdIVqnX-q&feature=emb_logo)



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE



RDI2CluB

# YOUTH'S INVOLVEMENT IN BIOECONOMY

## Lectures on bio-patriotism



Young people should understand that the Earth, the environment is a key to development of their homeland. Both deserve the same attention and care. It was the main idea of the lectures. Students had also a chance to try biodegradable dishes and straws.

<http://www.rdi2club.umws.pl/pl/item/62-kocham-swoja-mala-ojczyzne-i-dbam-o-srodowisko-jestem-bio-patriota?start=30>  
-film with English subtitles

# YOUTH'S INVOLVEMENT IN BIOECONOMY

## Alert for Earth – tailor made recycling!

RECYCLING NA MIARĘ 



Artistic contest for primary school students from the region. The idea was to promote bioeconomy and increase eco-awareness among students. The task was to prepare pieces of art made of waste. **Young people showed the art skills and passion for clean environment.** PP8-Marshal Office of the Świętokrzyskie Voivodeship was the event's partner.

<http://www.rdi2club.umws.pl/pl/item/70-kolorowa-inauguracja-konkursu-recykling-na-miare?start=20>

<http://www.rdi2club.umws.pl/pl/item/68-zrob-z-odpadow-cos-pieknego-zapraszamy-do-konkursu-recykling-na-miare-alarm-dla-ziemi?start=20>

# YOUTH'S INVOLVEMENT IN BIOECONOMY

## YOUTH ASSEMBLY OF THE ŚWIĘTOKRZYSKIE VOIVODESHIP



Bioeconomy, taking care of the environment and shaping eco-habits are among the actions taken by youth councillors, especially by the **Commission for Environmental Protection**. They created an area to **promote bioeconomy and RDI2CluB project** for young people from local Youth Assemblies.

<http://www.rdi2club.umws.pl/pl/item/66-mlodzi-radni-województwa-tez-chca-wspierac-biogospodarke?start=30>



RDI2CluB

# YOUTH'S INVOLVEMENT IN BIOECONOMY

Young councillors influenced by RDI2CluB project



Air quality, facing smog problem are the main topics of the project **SmogOut**, implemented by the members of the Youth Assembly of the Świętokrzyskie Voivodeship. The project was inspired by the **RDI2CluB project** and resulted from engaging young people in bioeconomy's promotion.

**30 young** bioeconomy enthusiasts were present at meetings promoting bioeconomy. These meetings are cyclic and held in different schools.

<http://www.rdi2club.umws.pl/pl/item/90-mlodzi-chca-zmieniac-otoczenie-i-dbaja-o-czyste-powietrze>

*Film with English subtitles*



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE



**RDI2CluB**

# SENIORS' INVOLVEMENT IN BIOECONOMY

Lectures for students of Kielc Open University of Technology



Attendees of the **Third Age University** were very keen on changing the world 'for the better' for their children and grandchildren's sake. It was observed during lecture '**The bioeconomy – potential for economy growth of the Świętokrzyskie Region and Poland**'. The lecture focused on the bioeconomy as the remedy for societal changes.

<http://www.rdi2club.umws.pl/pl/item/34-biogospodarka-potencjal-rozwoju-gospodarczego-regionu-swietokrzyskiego-i-polski-w-oparciu-o-zasoby-biomasy?start=40>



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE

 **Interreg**  
Baltic Sea Region



**RDI2Club**

# SENIORS' INVOLVEMENT IN BIOECONOMY

## International Seniors EXPO



The project and bioeconomy were presented during the Senior Expo, visited by a **few thousand** guests (coupled with 50 exhibitors – public institutions and private companies). The promotion had a form of meetings and discussions with enthusiasts of bioeconomy, interactive games, traditional food tasting on biodegradable dishes, as well as providing educational materials.

<http://www.rdi2club.umws.pl/pl/item/58-mamy-mnstwo-bio-seniorow-w-swietokrzyskiem?start=30> film with English subtitles



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE



RDI2Club

# RDI2CluB at EKO-TECH Trade Fairs

## XX Environmental Protection and Waste Management Trade Fairs



Visitors got to know the assumptions of the project and bioeconomy. They had also a chance to participate in the lecture *Air pollution and its influence on human health and environment* delivered by an expert in this area.



Approx. 5000 guests visited Trade Fairs

<http://www.rdi2club.umws.pl/pl/item/29-projekt-r043-rdi2club-na-xx-targach-ochrony-srodowiska-i-gospodarki-odpadami-ekotech-2019?start=40>

Film with English subtitles

# FACEBOOK CONTEST on BIOECONOMY



Starting from 23 June to 29 September 2020 Facebook followers could verify their knowledge on bioeconomy. 15 editions and correctly answered contest questions proved that people are familiarized with the idea of bioeconomy and wish to know more. **45 winners received thematic awards.**

Facebook project profile is observed by almost **400 followers**. The range of contest posts reaches approx. **3000**.

<http://www.rdi2club.umws.pl/pl/item/85-rusza-nasz-facebookowy-bio-konkurs?start=10>

# SEPTEMBER with BIOECONOMY



In **September 2020** Polish Consortium organized online meetings summarizing the project:

- Regional Science and Technology Centre held two meetings on ***Implementing projects on bioeconomy financed from European Union funds, 3 ,10.09.2020***
- Foundation for Education and Social Dialogue Pro Civis hosted a meeting entitled ***Circular economy – fertilizers produced from waste, 17.09.2020***
- Marshal Office of the Świętokrzyskie Voivodeship organized summarizing conference ***Bioeconomy - a chance for sustainable regional development, 24.09.2020***



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE



RDI2CluB

# SEPTEMBER with BIOECONOMY

## Summarazing the RDI2CluB project



*Bioeconomy - a chance for sustainable regional development* – online conference summarizing the project outputs and products. Over 70 participants took part in online conference. They represent local and regional administration, schools, academia, businesses and business surrounding institutions.

<http://www.rdi2club.umws.pl/pl/item/103-biogospodarka-to-nasza-szansa-podsumowalismy-projekt-rdi2club>



RDI2CluB

# JOINT ACTION PLAN 3.1.2

## Raising awareness of stakeholders and society on transnational level



- Good practises from the activities on raising awareness conducted by the Świętokrzyskie Voivodeship were published in **English** on **Biobord.eu** platform in the *News* section,
- **Films with English subtitles** on selected events were published on the project website and on the project YouTube channel,
- Publication ***25 cases for bioeconomy innovation...*** consists of the cases elaborated by Marshal Office of the Świętokrzyskie Voivodeship



WOJEWÓDZTWO  
ŚWIĘTOKRZYSKIE

**Thank you for your attention!**

**PP8 – Marshal Office of the Świętokrzyskie  
Voivodeship**

[rdi2club@umws.pl](mailto:rdi2club@umws.pl)

[www.rdi2club.eu](http://www.rdi2club.eu)

 **Interreg**  
Baltic Sea Region



EUROPEAN UNION

EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

**RDI2CluB**

