

# Reflection report COP1

March 25-26, 2014

Straubing



# Community of Practice (CoP) approach

WP 5 will develop the Bioregions network by using the approach of a Community of Practice.

## A community of practice is:

a **group of people** (scientists, practitioners, private businesses, policy makers) encouraged by **joint activities, willing to share ideas, experiences and strategies** on developing regional bioeconomy in order **to develop** a BioEconomy Regional **Toolkit**

## 'Rules of the game':

- Joint activities are organised like workshops, conferences, field visits, webinars to discuss and to learn about certain topics related to regional development of biobased clusters.
- These topics can pop-up at every stage in the BERST project and can be suggested by each of the CoP participants (continuous bottom-up process).
- The CoP coordinators (WP5 coordinator) collect these topics and decide when and where to schedule the specific topics.
- Due to limited of time and budget, we have to settle some selection criteria to prioritize the topic agenda. Issues that are mainly interesting to put at the core of the CoP are topics:
  - that are key to the BERST Workpackage activities are given priority.
  - that many participants (large group) want to learn about

## Participants:

- The BERST consortium exists out of 6 Bioregions that will be permanent participants in the Community of Practice, having a close collaboration with the scientific BERST partners
- Other Bioregions are welcome to join the Community of Practice and to participate in CoP activities at any moment in time.
- Because it is the aim to develop the Community of Practice into a real Bioregions network that keep on existing after the BERST project, we will make connection with existing organisations and networks that will be the driving force of future activities of the Bioregions network

# What is a reflection report?

**Objective of the reflection report** is to record and improve the Community of Practice in order to develop the Bioregions Network. We reflect in particular on the four key aspects that determines the Community of Practice.

## Community:

participants from business, government and academia get to know each other in order to form a real community in which people help each other and make use of each others capacities and competences

*learning as belonging*

## Identity:

participants express the BERST project in their organisation, region and networks. The CoP creates a common culture.

*learning as becoming*

## Practice:

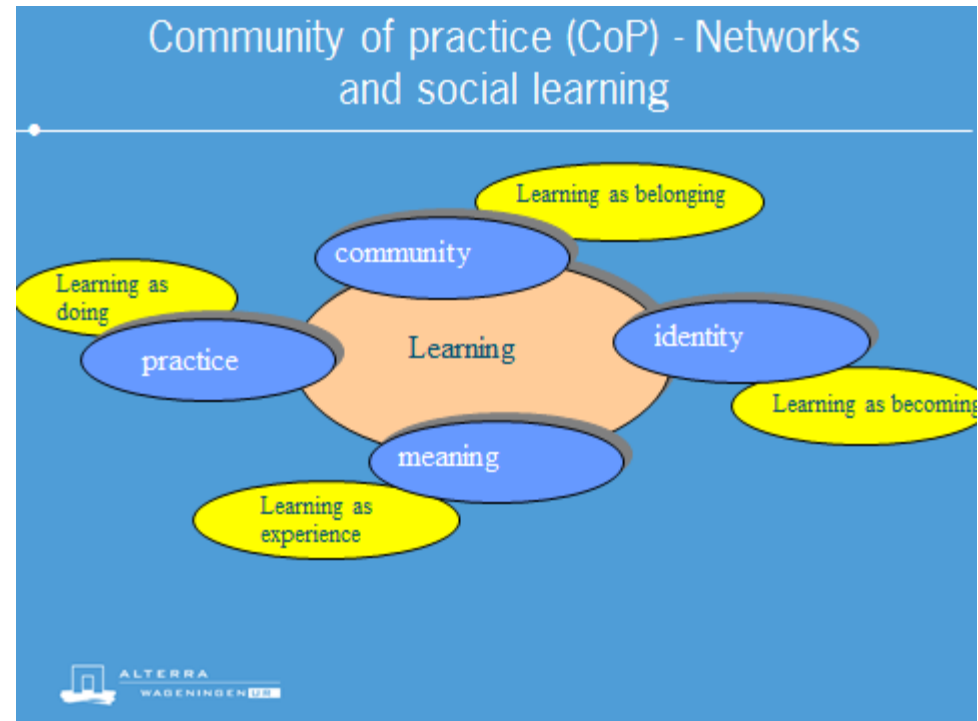
participants are brought in common practice

*learning by doing*

## Meaning:

participants share meaning and experiences and come to common ideas and definitives

*learning by experience*



## Results on 4 aspects of the CoP

**Community:** participants from business, government and academia. Objective is that people get to know each other in order form a real community in which people help and each other and use of all capacities and competences – learning as belonging

- growth of the community. Some people from partner regions have attended at CoP meeting. Many people from the Straubing region have been mobilised and attended, even the second day. Day 1 about 50 participants, day 2 about 25 participants. Total list of BERST has grown to 80
- people have got to know each other better, by being together for two days, by interactions as well within the parts of the program as by the informal parts of the program
- regions have been able to present their selves within the wp1 workshop. Straubing and Finland have participated in the Panel discussion.
- we presented the common dynamic Cop agenda, made by all participants

**Identity** – participants express the BERST project commonly and actively in their regions, organisation and networks. The CoP creates a common culture with website and logo -

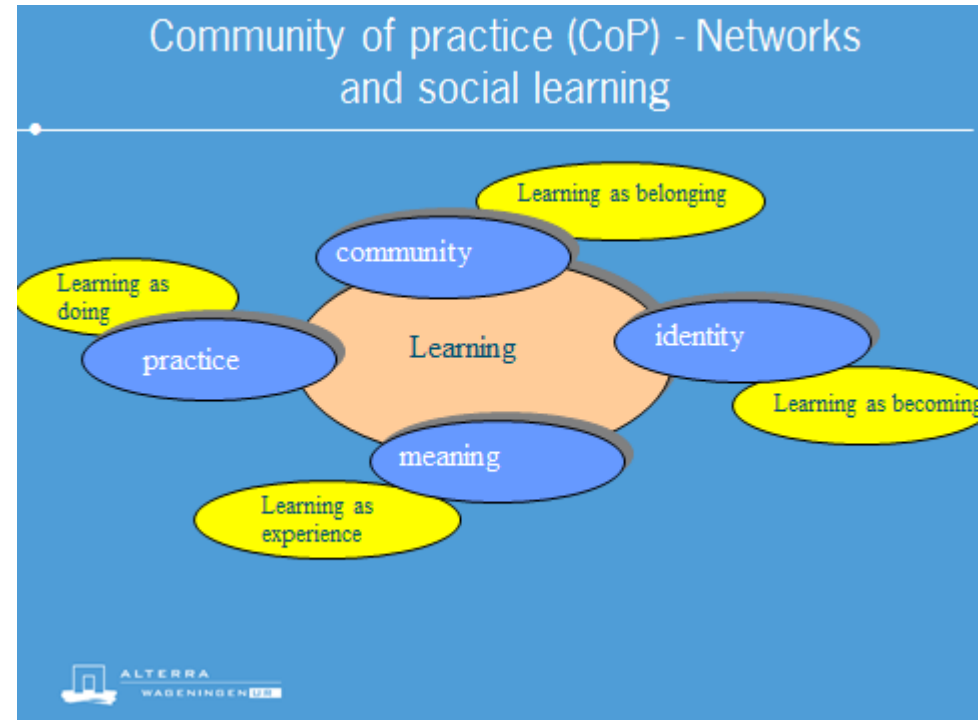
- we presented BERST in the setting of biochemical campus Straubing and the Bio Economy network in Bavaria
- we presented the website and the functionalities

**Practice** – participants are brought in a common practice - learning by doing

- we organised an excursion on the bio chemical business parc
- we organised a site visit to the Clariant pilot industrial site
- two workshops have been executed on wp 1 and wp2

**Meaning** – participants share meaning and experiences and come to common ideas and definitions - learning by experience

- we shared ideas, experiences and meaning on the drivers of bioregions and the initiators for cluster development



# Mix of participants (57)

Participants Straubing region			
first name	surname	title	institution, organization
Dieter	Deublein	Prof. Dr.-Ing. Dr.h.c.	Hochschule München, Fakultät Wirtschaftsingenieurwesen
Abdallah Soubhy Ali	Abd Raboh	M.Sc	Technische Universität München, Lehrstuhl für Chemie Biogener Rohstoffe, Wissenschaftszentrum Straubing
Andreas	Löffert		BioCampus Straubing GmbH
Carolin	Riepl	M.Sc. (TUM), M.A.	Bioenergieregion Straubing-Bogen (only at 26.03.2014)
Claudia	Kirchmair		BioCampus Straubing GmbH
Doris	Thurau	Leiterin Regionalbüro Süd	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Dorra	Hattab		Student, Wissenschaftszentrum Straubing (Straubing Centre of Science)
Emna	Gassem		Student, Wissenschaftszentrum Straubing (Straubing Centre of Science)
Fred	Eickmeyer	Dr.	AESKULAP GmbH, Geschäftsführer
Friedrich	Heyder	Dr.	Ltd. OSTD als Ministerialbeauftragter für die Berufliche Oberschule in Ostbayern
Georg	Konrad	Dr.	FORNEBIK
Henda	Fellah		Student, Wissenschaftszentrum Straubing (Straubing Centre of Science)
Hubert	Röder	Prof. Dr.	Fachgebiet Betriebswirtschaftslehre Nachwachsender Rohstoffe, Hochschule Weihenstephan-Triesdorf, Wissenschaftszentrum Straubing
Jannik	Vetter-Gindele		B.Sc, WZ Straubing
Josef	Sperl	Dr.	
Jürgen	Häns	Bereichsleiter Firmenkunden	AOK Bayern - Die Gesundheitskasse
Ludwig	Augenstein		TopOil Bayern GmbH
Manfred	Krä	Bürgermeister	Gemeinde Aiterhofen
Mario	Rückl	Leitung Netzwerk Glas	Netzwerk Glas
Martina	Wolf		Entwässerungsbetrieb der Stadt Straubing
Matthias	Schneider	Dr.	Baerlocher GmbH
Michael	Schmidt		Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten
Norbert	Fröhlich	Dr.	Wissenschaftszentrum Straubing (also 26.03.2014)
Peter	Baier		SEHLHOFF GMBH
Reinhard	Höpfel	Prof. Dr.	GF ITC Deggendorf; Vorsitzender VDI Bayern
Reinhard	Schwaibberger	Dr.	Geschäftsführer des Technologiezentrums Energie der Hochschule Landshut
Solveig	RETZLAFF		Masterstudentin WZS
Therese	Kastenhuber		Naturhaus Naturfarben
Thomas	Schleker	Dr.	BioCampus Straubing GmbH
Tobias	Bieloch		Master Student (2. Semester) Studiengang NaWaRo in Straubing
			Campusleiter, Technologiecampus Freyung; Professur für Informatik räumlicher Systeme THD – Technische Hochschule Deggendorf Fakultät Elektrotechnik und Medientechnik
Wolfgang	Dorner	Prof.	

BERST participants 25.+26.03.2014		
Arie	van der Bent	DLO Foundation, (Stichting Dienst Landbouwkundig Onderzoek)
Ben	Gardiner	Cambridge Econometrics Limited
David	Arbelo Lautre	Fundación Parque Científico de Madrid
Hilkka	Laine	Keski-Suomen Itto (Regional Council of Central Finland)
Ida	Terluin	DLO Foundation, (Stichting Dienst Landbouwkundig Onderzoek)
Ingrid	Coninx	DLO Foundation, (Stichting Dienst Landbouwkundig Onderzoek)
Jan	Smits	Westland / Zuid Holland
Jon	Stenning	Cambridge Econometrics Limited
<a href="#">Laura</a>	Vertainen	JAMK University of Applied Sciences
Manolis	Karampinis	Centre for Research and Technology Hellas
Myrna	van Leeuwen	DLO Foundation, (Stichting Dienst Landbouwkundig Onderzoek)
Nikolaos K.	Ntavos	Region of Western Macedonia
Peter	Dovc	University of Ljubljana
Peter	Bijkerk	Biobased Delta Impuls
Remco	Kranendonk	DLO Foundation, (Stichting Dienst Landbouwkundig Onderzoek)
Romana	Marinsek	University of Ljubljana
Ruben	Guisson	Flemish Institute for Technological Research
Wouter	Wubben	Westland / Zuid Holland

speaker			
Gloria	Gaupmann	Dr.	Public and Regulatory Affairs Manager, Group Biotechnology, Clariant Produkte (Deutschland) GmbH
Hans Jürgen	Wernicke	Dr.	Vorstandsmitglied der DECHEMA e.V.
Manfred	Weber		Mitglied des Europäischen Parlaments
Markus	Pannermayr		Oberbürgermeister der Stadt Straubing
Sigrid	Winkler	Dr.	TMG Upper Austria, Leiterin der Arbeitsgruppe "Clusters of Excellence" der EU-Strategie für den Donauraum (EUSDR)
Volker	Sieber	Prof.	Leiter des Lehrstuhls für Chemie Biogener Rohstoffe der TU München am Wissenschaftszentrum Straubing, Leiter der Fraunhofer Projektgruppe BioCat

# Suggestions CoP2

- Getting more private business on board
- Attracting new Bioregions

# Building the identity

## Website and logo



Dissemination of flyer

Exposure on partner websites

## Involving the media

Straubinger-Tagblatt, 26.03.2014 (Main regional Newspaper also online at [www.idowa.de](http://www.idowa.de))



Die Biocampus GmbH im Industriegebiet ist Gastgeber eines internationalen Workshops zum Thema Bioökonomie in den europäischen Regionen. Die Gäste begrüßten neben MdEP Manfred Weber (am Rednerpult) auch Biocampus-Geschäftsführer Andreas Löffert und OB Markus Pannermayr. Die ZVI-Spitze vertrat former Altherhofs Bürgermeister Manfred Krä.

## Vision europäischer Bioökonomie

Workshop mit 60 Teilnehmern aus neun Ländern in Straubing-Sand

## Sharing on social media/developing virtual group



### Your network's talking about:



**BERST Bioregions Conference (2)**  
 Document • BERST: BioEconomy Regional Strategy Toolkit  
 The implementation of the European bioeconomy occurs under the impulsion of entrepreneurs, ranging from carbon-based companies to farmers and foresters, and policy ...  
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### Erfolgreicher Start der Arbeitsphase im BERST Netzwerk

26.03.2014  
 Mit der Clusterveranstaltung " Vision einer Bioökonomie Europas. Bioregionen zu Gast in Straubing " startete das Europäische BERST Netzwerk erfolgreich in seine Arbeitsphase.  
 60 Gäste aus neun Europäischen Ländern wie Belgien, Slovenien, Großbritannien, Spanien, Griechenland,

# Gross list of topics for sharing and learning

## BERST consortium was asked about what topics they would like to share ideas with other partners and EU bioregions

### Topics related to WP1: Potential of biobased economies (descriptors):

- what are the drivers of bioeconomy development?
- what are the push and pull factors affecting bioeconomy development?
- how to measure or monitor bioeconomy potential?
- what are the incentives of a region to develop a bioeconomy?
- how do clusters emerge?
- what are potential cross-overs between bioeconomy and existing industries?

### Topics related to WP2: Instruments and measures to deploy potential

- what measures and instruments are used by regions?
- what is the effect of these measures/instruments?
- how did the regions reach the stage of development?
- how to get things in action?
- how to involve private sector?
- how to trigger market development?
- how to develop logistical network?
- how to add supporting facilities and services to the region?
- how to measure/benchmark bioeconomy?

### Topics related to WP3: good practices

- inventory and selection of good practices
- learning about specific aspects:
  - business models and financing schemes
  - cooperation within biomass value chain
  - creating and improving (public – private) partnerships
  - the role of policy
  - cluster management
  - area/site development
  - how to scale up initiatives?

### Topics related to WP4: development of regional profiles

- common framework/views on biobased economy
- what are the components of a regional profile?
- how to realize other regional potentials by biobased strategy and instruments and measures?
- practise the BERST tools – establish thinking, concepts, orientation
- what partnerships can be developed among regions ?– looking for synergies
- how do the regional partners like to receive and use the BERST data/tools?
- how to link/match the BERST database with other existing databases?



# Agenda of topics of CoP1

- What are the drivers of bioeconomy development? What are the incentives of bioeconomy development?
  - Related activities: speakers' presentations; panel discussion day 1; group discussion WP1
- How do clusters emerge?
  - Related activity: panel discussion
- How to develop logistical network?
  - Related activity: bus trip BioCampus site
- What is the role of policy? How to BERST partners like to receive data?
  - Related activity: input session on instruments and measures
- How did regions reach the stage of development:
  - Related activities: group discussion related to WP1
- What are good practices?
  - Related activity: wrap up to gather list of good practices

# New topics on gross list and suggestions COP2

- Topics
  - what is the definition of a bio-economy?
  - what is the definition of regions and their boundaries?
  - what are the boundaries of sectors?
  - are we considering actual bio economy numbers and initiatives, or are we also taking into account potentials of bioeconomy?
  - large regions and large bioeconomy versus small regions and small BBE initiatives
- Suggestions:
  - discussions by social media/email in between meetings
  - getting partners 'in the mood' before meetings – definitions, formats, expectation management
  - mix of activities was very welcome – combination of topics (biobased processing, economic and financial, more abstract and conceptual vs. very practical, governmental)
  - more time for interaction and dialogue between BERST partners

# Common conclusions on drivers of Bioeconomy



Westland: greenhouse availability, need to look for new opportunities, governmental funding, matchmaking activities, mix of small and big companies

Central Finland:  
 1. keeping the money IN the region  
 2. Becoming independent: a small region like us is dependent on transport.  
 The challenge is to become independent based on biomass value creation, for example to develop their own energy system. Driver is being close to each other: politicians, science and entrepreneurs.

Straubing: drivers are existing clusters, barrier is uncertainty

Macedonia: policy target, resource availability (agriculture/forestry), climate conditions (solar energy is not optimal), market need (high heating need), taxation of fossil fuels, presence of energy sector, regional strategy, regulation with regard to minimum level of innovation, availability of different types of businesses

Spain: market need, skilled workers, national policy, resource availability (universities, ...), alignment between regional and national government, goal setting and plan.

medicine

Green chemistry

Forestry biomass for renewable energy

Biopharma/ life sciences

RESEARCH-PARTNERS

REGIONAL-PARTNERS



## Messages to take home

Success of bioeconomy development is determined by:

### #1 multi level/multi stakeholder collaboration and support

- stakeholders should support cause: being dedicated and committed
- support from local, regional, national and EU level
- collaboration/connection between regions
- collaboration between science (close by and multidisciplinary), policy, entrepreneurs and education
- cooperation between SME's and big business
- clustering
- meeting place important to enable collaboration

### #2 funding

- money is enabling factor – money driven
- bioeconomy requires funding to buy grounds, to develop technologies
- the availability of the subsidies and other forms of financial support have a crucial role when company is choosing the location for the new activities
- but! investments must make sense

### #3 reliable and stable policy/political support

- the key factor to successful bioeconomy is stable and wise political decisions
- importance of policy/politics in shaping conditions/making choices/ guaranteeing stability
- public support is critical for a transition to a bioeconomy
- we need a reliable policy towards bioeconomy to encourage investments
- bioeconomy is a mid long term objective, goals should be kept and plans should keep focus but flexible in order to gain political confidence and support (EU level)

### #4 guaranteed biomass availability/reliability

- access to feedstock must be guaranteed, ample biomass
- the reliability/availability of the raw material is essential element of success
- without biomass, there is no sense in building a bioeconomy region
- starting a biobased businesscase from zero is not an option - you need something to link with

### #5 logistical characteristics/infrastructure

- good logistical network to access biomass, to connect spots
- presence of port or other logistics (river)
- good infrastructure
- Cost-efficient import of biomass and cost-efficient export of final products

## Common observations

- high level of engagement
- large commitment
- good atmosphere and interaction
- presence of WP leaders and regional contact person is prerequisite to build a good community
- regions are looking for what's in it for me?
- regional partners differ (f.e. in terms of regional bioeconomy focus)
- scientific partners differ (f.e. in terms of very straight forward approach vs. more develop-oriented)
- we are still searching for direction, definitions, communality
- trying to find balance between project approach, formats and deliverables, and regional practices, realities, needs and interest
- lack of clear formats for and expectations to regional participants