

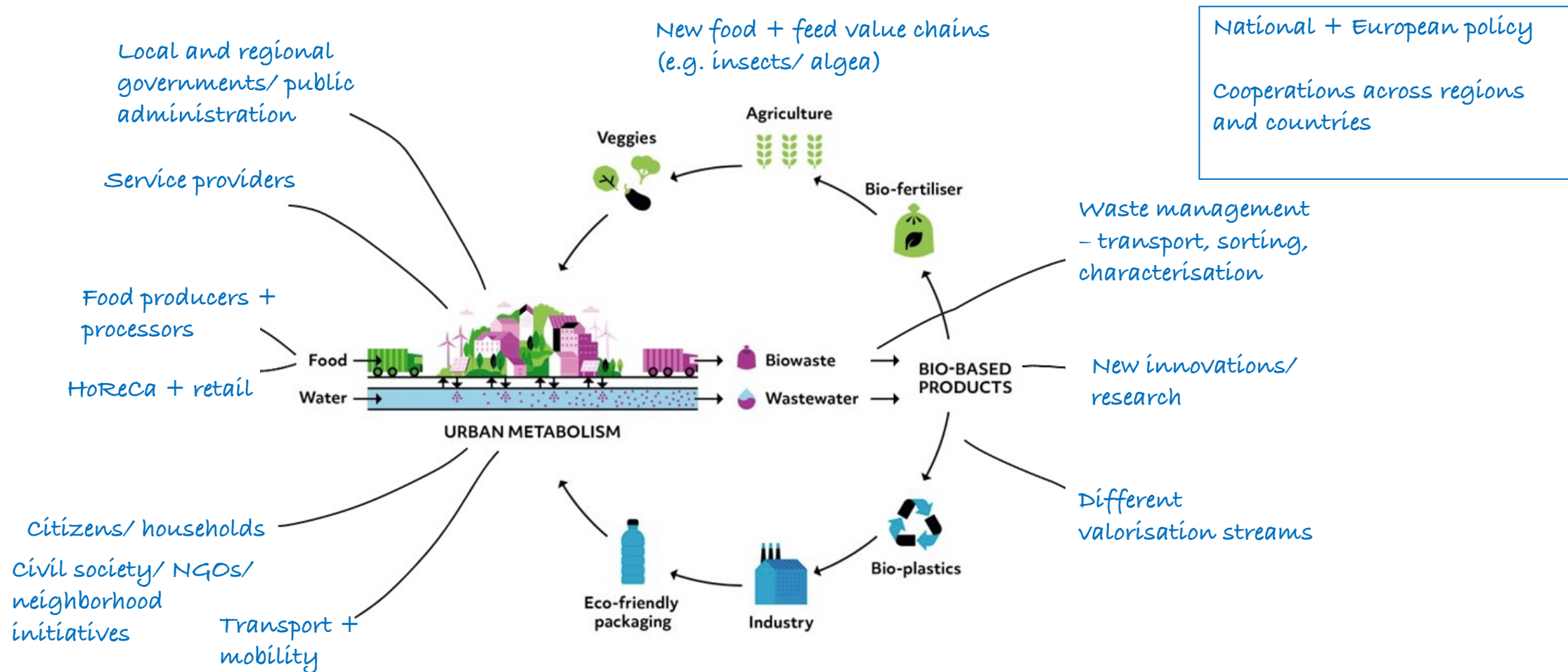


Webinar stakeholder engagement & citizen awareness



The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836

Diverse actors along the biowaste value chain



Introduction to stakeholder engagement | What?

“

A guided process during which all relevant actors are included in frequent exchange and join forces to achieve a common goal.

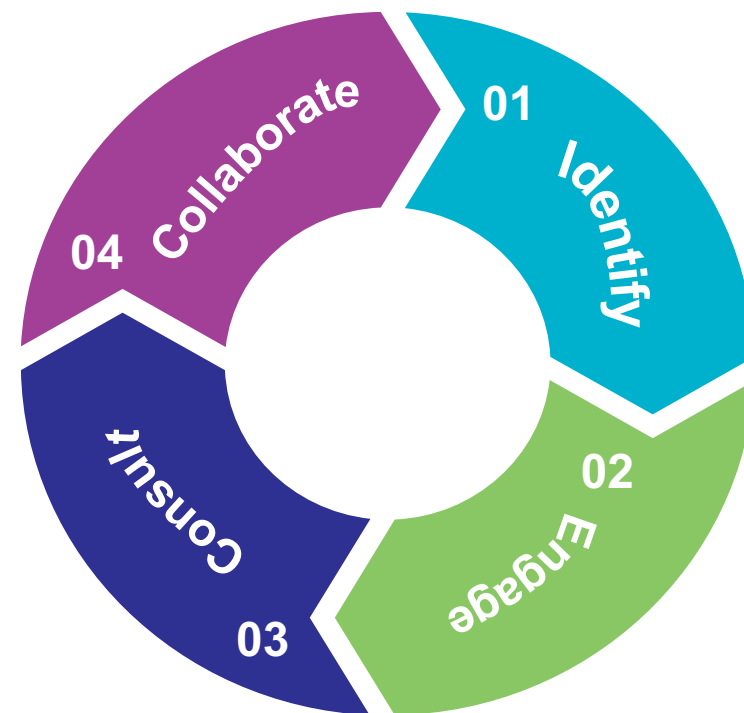
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On-going, open dialogue

Shared implementation of pilot activities

Agenda-setting process

Balancing needs & interests of diverse actors



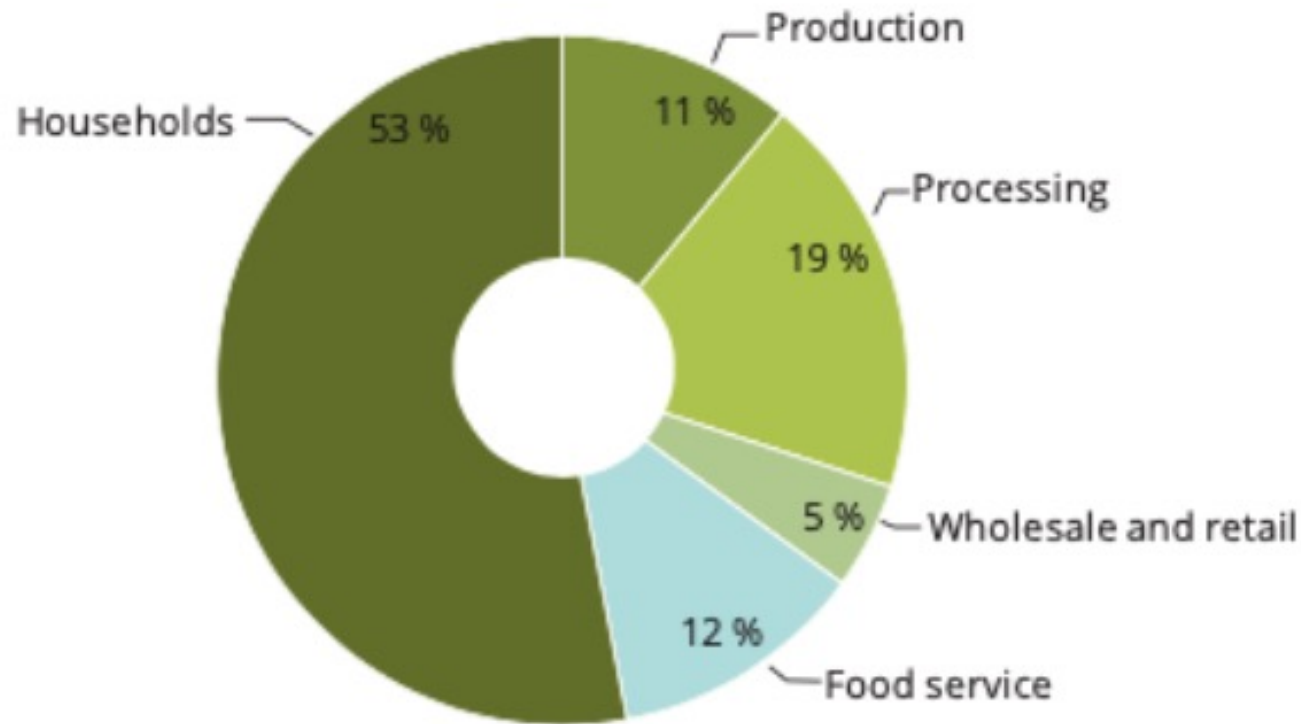
Introduction to stakeholder engagement | Why?

- Understand all stakeholders' motivations, drivers, challenges, needs
- Foster local leadership and long-term commitment
- Raise awareness & trigger behaviour change
- Share knowledge & best practises
- Pilot and up-scale new solutions



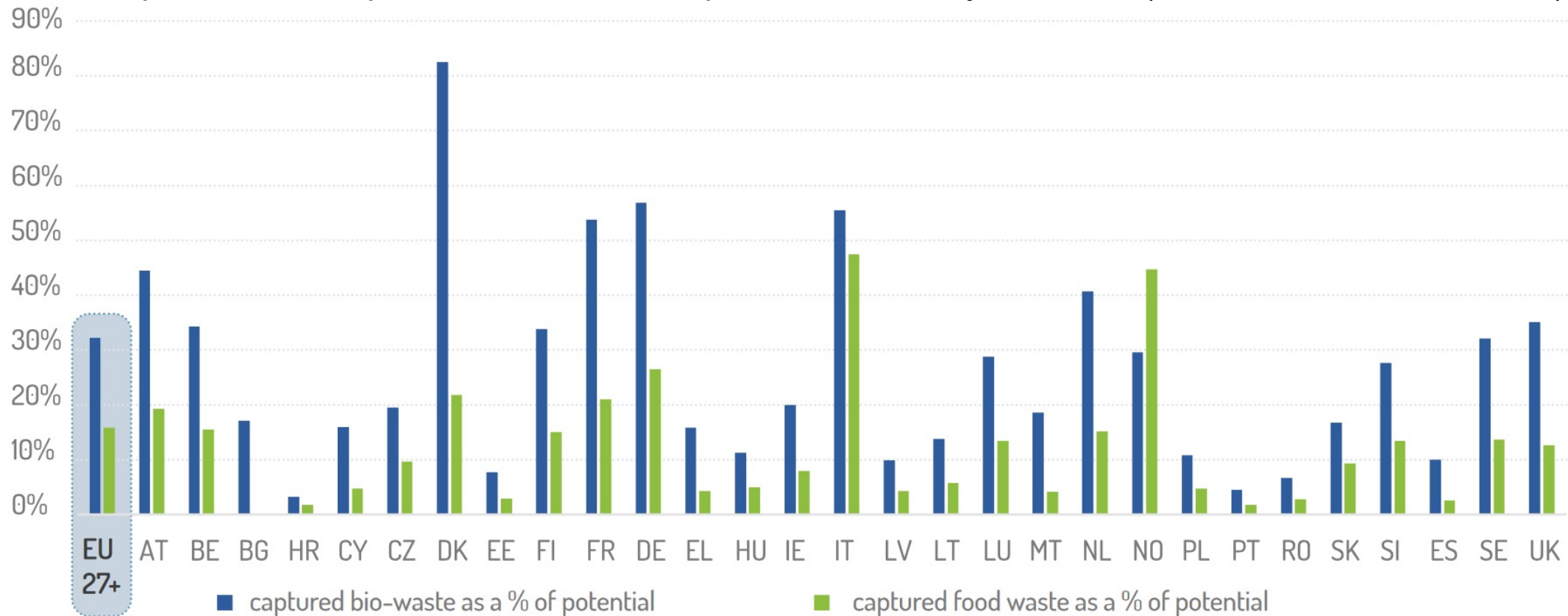
Citizen engagement – Why it is relevant

Food waste generation by sector, 2012



Sorting behaviour in Europe

Graph shows comparison of theoretical potential/currently collected (food waste and bio-waste)



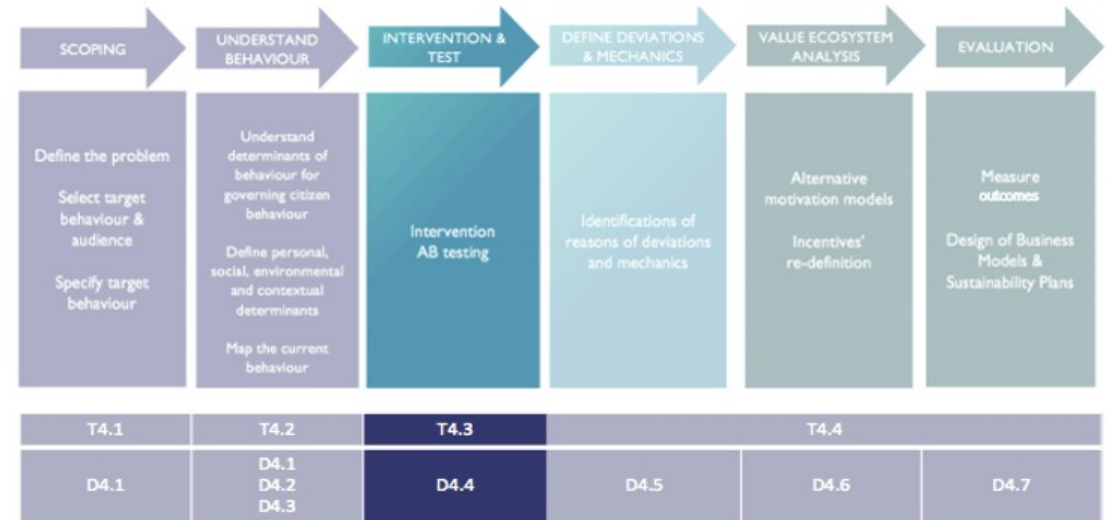
Our speakers today



Laura Temmerman

Researcher at **imec-SMIT-VUB**
Vrije Universiteit Brussel, Data,
Government & Communities
(DGC) unit

The MBAA: Modular Behavioural Analysis Approach



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WaysTUP!
VALUE CHAINS FOR DISRUPTIVE TRANSFORMATION OF URBAN BIOWASTE INTO BIOBASED PRODUCTS IN THE CITY CONTEXT

Good practices



Information campaigns on 4-compartment bins in Lund, SE)



Campaign Aktion Biotonne in Münster, Germany – Source: © AWM



Economic incentives, such as „plastic eating“ machine in Albano Laziale @ SCALIBUR



Local stakeholders setting up start-ups and living labs to develop e.g. road signs made from giant hogweed in Almere, NL– Gemeente Almere

Our speakers today



Maria Jacobsen Zafar

Communication Advisor at **BIR Privat AS**



Øystein Kalve Sunde

Project and Development Leader at **BIR Privat AS**



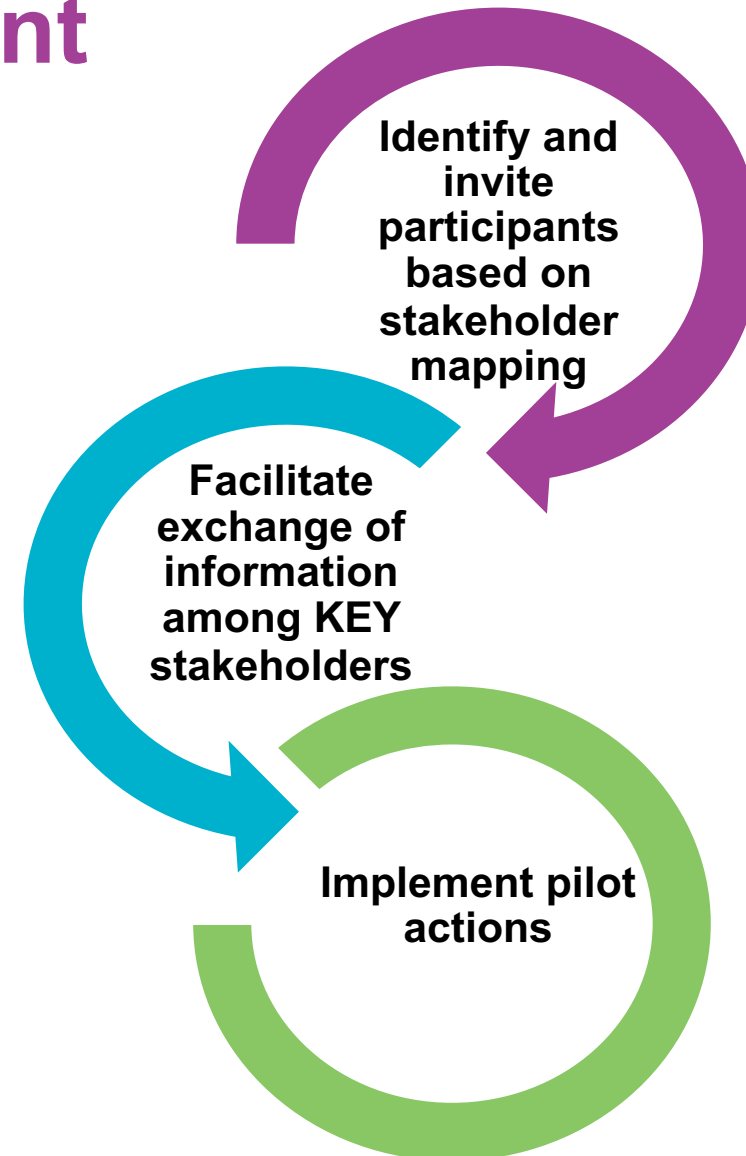
Citizen engagement
& awareness - BIR

Øystein Kalve Sunde and Maria Jacobsen Zafar



Scalibur & HOOP: Biowaste Clubs as core tool for local stakeholder engagement

- Comprised of key local stakeholders along the value chain
- In charge of steering and monitoring all local engagement activities
- Shaped according to a participatory approach
- Regular BC meetings
- Not a fixed group, but flexible set-ups based on local needs + current topics



Our speakers today



Theodoros Gkiourkas

Project Manager at the **Bioeconomy and Environment Cluster Western Macedonia (CluBE)**



Yannis Fallas

Director of the **Bioeconomy and Environment Cluster in Western Macedonia (CluBE)**

› **HoReCa for Biowastes and Coffee residues**

- CluBE with DIADYMA approached the Association of Cafeteria Owners regarding the coffee residues and food biowastes
- Together, we prepared a document with topics and concerns in order to be discussed in their next board of directors meeting.

