



Replicating a RuralBioUp Hub in a nutshell

Empowering Regional Bioeconomy
Through Structured Local Innovation

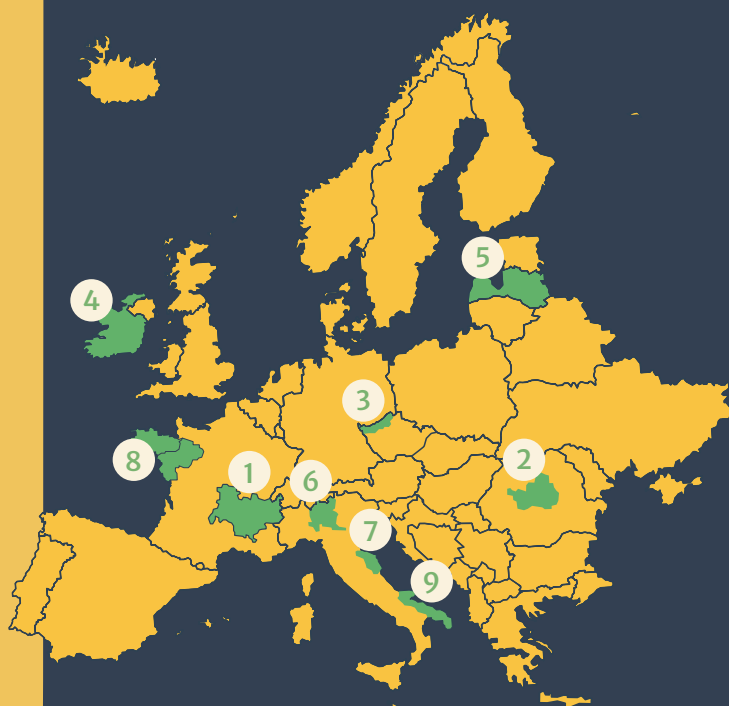
The RuralBioUp Project

Driving rural development through our regional hubs

RuralBioUp is a project funded by the Horizon Europe programme, running from October 2022 to September 2025.

Our mission is to scale-up local bio-based solutions for rural development by strengthening cooperation among two key groups: regional actors (like policymakers, producers, and citizens) and knowledge holders (such as industries, researchers, and EU agencies).

We set up 9 Regional Hubs in 9 regions in 6 EU countries.



- 1 Auvergne-Rhône-Alpes Region, **France**
- 2 Centru Region, **Romania**
- 3 Charles Spa Region, **Czechia**
- 4 **Ireland** (The hub operates nationally with a focus on County Tipperary)
- 5 **Latvia** (The Latvian hub is a national initiative with stakeholders from all over the country)
- 6 Lombardia, **Italy**
- 7 Marche, **Italy**
- 8 Pays de la Loire & Bretagne Region, **France**
- 9 Puglia Region, **Italy**

What is a Bioeconomy Hub?

A bioeconomy hub is a collaborative space and facilitation tool that brings together diverse stakeholders – such as entrepreneurs, researchers, innovators, policy makers, civil society, media, and other regional actors – across the entire bioeconomy value chain.

Its purpose is to foster dialogue, knowledge exchange, and networking to identify synergies, share best practices, and co-create solutions to regional and cross-regional challenges and opportunities in the bioeconomy.

Through training, consulting, and strategic collaboration, bioeconomy hubs aim to build capacity, influence policy, and support the effective and sustainable use of renewable biological resources.

Ultimately, they contribute to the development of functioning bioeconomy systems that align with broader goals such as regional development, climate neutrality, and the European Green Deal. The implementation differs highly from the regional identified opportunities, chances, and cultural working modes.



Replicating a RuralBioUp Hub in a nutshell



Introduction / The “Why”

Starting a hub from scratch can be daunting. Regions must navigate fragmented stakeholder landscapes, unclear governance, lack of trust, limited funding, and uncertainty about which model will work. There is no ‘one size fits all’, but RuralBioUp’s model shows that structured replication is possible and impactful.

From Vision to Reality: Creating a Regional Bioeconomy Hub

What Is a Bioeconomy Hub?

A Bioeconomy Hub is a collaborative platform that brings together diverse regional actors—farmers, SMEs, researchers, public authorities, regional developers, NGOs, and citizens—to promote sustainable, bio-based innovation. It functions as a facilitation space and support structure that helps regions unlock new value chains, create local jobs, and contribute to EU goals such as climate neutrality and circular economy.





Why Building a Bioeconomy Hub?

- Bioeconomy hubs help regions to: Promote local, sustainable biomass use
- Connect actors across sectors (agriculture, forestry, food, biotech, etc.)
- Foster innovation and investment
- Increase rural resilience and social cohesion
- Align with EU Green Deal and Bioeconomy Strategy goals



How to build a Bioeconomy Hub – key steps to take

1

Build the Foundation

- Define your **vision and goals**: What change do you want to see?
- Understand your **strategic landscape**: Do a SWOT, PESTLE, or “map & gap” analysis.
- Develop a **logic model**: Connect activities to outcomes.
- Use tools like **the Golden Circle** (“Why–How–What”) to align your core team.
- Define **indicators** linked to your goals and define a monitoring strategy



2

Communication & Outreach

- **Tailor materials** to local audiences
- Use **trusted channels** and intermediaries
- Combine different formats (online and in-person formats) adapted to the target group



3

Co-Create with Stakeholders

- Identify key stakeholders using the **quadruple helix** (government, academia, business, civil society).
- Plan inclusive **co-creation workshops** to design the hub's mission, activities, and services.
- Focus on **shared value creation**: Ensure participants see tangible benefits.
- Create a **roadmap**: Translate ideas into milestones and pilot actions.



4

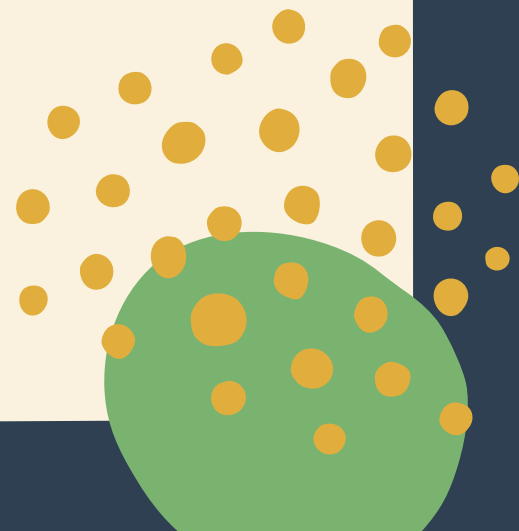
Co-Create Learning for Local Impact

- Design training and mentoring offers tailored to local needs.
- Launch pilot initiatives that work for your target group (e.g. study visits, matchmaking events).
- Promote your hub via accessible communication tools and local champions.
- Connect people, data, and services.

5

Developing Regional Bioeconomy Business Models

- Understand your region
- Adopt, don't copy
- Make innovations visible
- Start small, think circular
- Connect to Ecosystems
- Scale with purpose





6

Ensuring long-term sustainability

Secure the Future with Smart Funding

- Make the Hub Part of the Bigger Picture
- Grow Together, Not Alone
- Give the Hub a Backbone
- Work Smarter Through Collaboration
- Shape the Rules that Shape You

7

Evaluation, Optimization, and Scaling

- Set up a Monitoring & Evaluation (M&E) system early.
- Track what works, then adjust.
- Share results to secure buy-in, funding, and long-term support.

A 7-Step Guide to Developing Local Bioeconomies



Build the Foundation

Develop vision, context, logic model, stakeholder mapping



Communication & Outreach

Tailor materials, Use trusted channels, Combine different formats



Co-Creation of Actions

Design training formats, Prioritise hands-on learning, Peer-to-Peer learning



Co-Create Learning for Local Impact

Design training formats, Prioritise hands-on learning, Foster Peer-to-Peer learning



Develop Bioeconomy Business Models

Support local entrepreneurs, Map value chains, Adapt successful ideas



Ensure Long-Term Sustainability

Secure funding, Formalise partnerships, Align with regional strategies



Evaluate, Optimise, and Scale

Set criteria for Monitor progress, Adapt based on feedback






Co-Creation: The Heart of a Hub

Co-creation means designing the hub with, not just for, the people it serves. Done well, it builds trust, relevance, and ownership.

The core principles of co-creation:

- Involve a diverse mix of voices
- Be clear about who makes which decisions
- Create safe, respectful spaces for collaboration
- Plan for iteration: test, learn, improve
- Empower stakeholders with real influence—not just consultation.

Success Factors

- Start small, but think long-term
 - Be transparent about goals and limitations
 - Make value visible—especially for time-strapped stakeholders
 - Plan for sustainability beyond the project
 - Embed the hub in regional policy frameworks, networks and opportunities
- 



Key Strategies: Make It Happen

1

Stakeholder Mapping

Identify all potential stakeholders across sectors using tools like the Power/Interest Grid.

2

Co-Creation

Invite stakeholders into the strategy development process early.

3

Governance

Define roles, responsibilities, and decision-making procedures with room for adaptation.

4

Evaluation

Apply a logic model to track results, reflect, and improve.

5

Communication

Tailor outreach to your audience and celebrate small wins visibly.

6

Start Small

Launch pilot projects to gain traction and demonstrate value

What to Remember

- Replication requires local adaptation, not duplication.
- Vision, participation, and agile structures build resilience.
- Clear governance and small, visible successes create momentum.
- Start with what's already there: trust, networks, and needs.

Your Turn: Getting Started



Review the [RuralBioUp Replication Manual](#) for step-by-step support



Convene a local working group and define your shared values



Use the logic model template to plan your activities and outcomes



Launch your first pilot or co-creation event



Our Consortium



Want to Learn More?

Visit our website for full project details or get in touch directly.

www.ruralbioup.eu info@ruralbioup.eu

Follow our journey on social media:

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