

CFN –press release n° 1 – 2 July 2012

## BIOECONOMY RESEARCH TO GET THE COMMUNICATIONS BOOST IT NEEDS!

### CommNet project launches at ESOF2012 in Dublin, Thursday 12<sup>th</sup> July 2012

**CommNet, the EC funded support action project, is helping teams across Europe tell their research stories and disseminate the results of their work in the Bio economy<sup>1</sup> to the public, professionals, parliamentarians and industry. CommNet partners are youris.com, Minerva UK, British Nutrition Foundation, PRACIS and ttz Bremerhaven.<sup>2</sup>**

**Mario Martinoli, Co-ordinator of CommNet, says:** “Research results from EC funded Bio economy projects have the potential to impact positively on the daily lives of all European citizens. However, the work of and results from the hundreds of projects working on inter-connected but diverse topics across food & well-being, agribusiness, fisheries, forestry and biotechnology can easily be overlooked if information and knowledge is not communicated effectively to those who need to know.”

The three year CommNet project is providing communications & media training, audiovisual production, articles, education materials, industry & policy forums for projects and individuals who join the CommNet network. These services are being provided free of charge to members of CommNet.

**Rhonda Smith, Chair of the CommNet network and a partner in the project, says:** “The CommNet project builds on the original informal communicator network CommNet, founded in 2005, that successfully provided joint training, communication and dissemination activities to food related projects. Driven by a need to raise awareness of the importance of effective knowledge transfer and of raising standards in communications delivery, the original CommNet fulfilled an important need which still exists today. I am delighted that we can offer support and expertise so that many more projects and individuals involved in Bio economy research can benefit from the network we are building and the complimentary services we are able to provide.”

**CommNet Coordinator Mario Martinoli concludes:** “Our mission is to improve significantly the information flow from research projects to key target groups, the users and consumers of research results. Better awareness, understanding and utilization of research results will inevitably lead to the generation of innovative and sustainable products and policies that will improve our daily lives.”

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<sup>1</sup>Bio economy - an economy using biological resources from the land and sea, as well as waste, as inputs to food and feed, industrial and energy production. It also covers the use of bio-based processes for sustainable industries (<http://ec.europa.eu/research/bioeconomy/>)

<sup>2</sup> See Note below

Individuals can register themselves and their EC funded projects for free at [www.commnet.eu](http://www.commnet.eu) where they will learn more about CommNet's services. A Webinar is being held in July for registered members to hear more about CommNet's services and activities, the first being communication training for scientists and dissemination leaders in Brussels (week commencing 24 September 2012) and CommNet's first FAB forum for industry and policy makers also in Brussels (11-12 October 2012). CommNet members will be alerted directly by email to the Webinar and to CommNet's first events.

CommNet is exhibiting at **ESOF**(11-15 July 2012, Dublin [www.esof2012.com](http://www.esof2012.com)) to promote CommNet and its support services to the Bioeconomy research community (**Stand 51** - with **speaker slots in the Exhibition Hall** on **Thursday 12** and **Saturday 14** at 10.30am.)

**Ends/**

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#### **Notes to Editors:**

1. CommNet is supported by the EU within Framework Programme 7 (FP7) Grant agreement no 289699.  
More information is available at [www.commnet.eu](http://www.commnet.eu)
2. The CommNet project is carried out by a partnership of five European organisations: **youris.com** - an independent non-profit media agency promoting the leading-edge European innovation via TV media and the web; **Minerva** - a UK based company expert in developing strategic communication and dissemination plans, delivering dissemination and media communication activity and training; **British Nutrition Foundation** - a registered charity that exists to deliver authoritative, evidence-based information on food and nutrition in the context of health and lifestyle; **PRACSIS** - a communication and innovation agency that specialises in developing innovative communications strategies for research and innovation projects; and **ttz Bremerhaven** - a market oriented and independent provider of research services offering applied research, development and practical implementation in the fields of technology transfer, food, environment, energy and health.

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