



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

www.biovoices.eu



Connecting Bio- Based Forces for a Sustainable World



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1.1	21/06/2019	MICHELA COHEN	FIRST VERSION
1.2	24/06/2019	LOUIS FERRINI	REVISED VERSION



1 THE BIOVOICES APP

1.1 INTRODUCTION

The Bio Art Gallery App is an online dynamic slideshow presenting the most promising feedstock and its related bioeconomy applications in everyday life with 60 stunning pictures. It offers an innovative approach of showcasing to the public some examples of bio-based products and applications currently available in the market through several examples: cosmetics, nutraceuticals, tissues, toys and sport, disposable tableware, cleaning products, gadgets, and much more.

1.2 STRUCTURE and DESIGN

The Bio Art Gallery App is an online dynamic slideshow with a menu provided with drag-and-drop navigation features. It is registered under the URL: <https://www.biovoices.eu/gallery/> as part of BIOVOICES website.

Each image of the slideshow is provided with widgets redirecting to

1. The web page of the image (description of the image)
2. The subpage of the web page of the image (explanation of the image's bio-based application)

The front-end of the Bioart Gallery has been developed using JavaScript while for the back-end the language used has been PHP with a MYSQL database for data storage.

The structure of the Gallery is as follows:

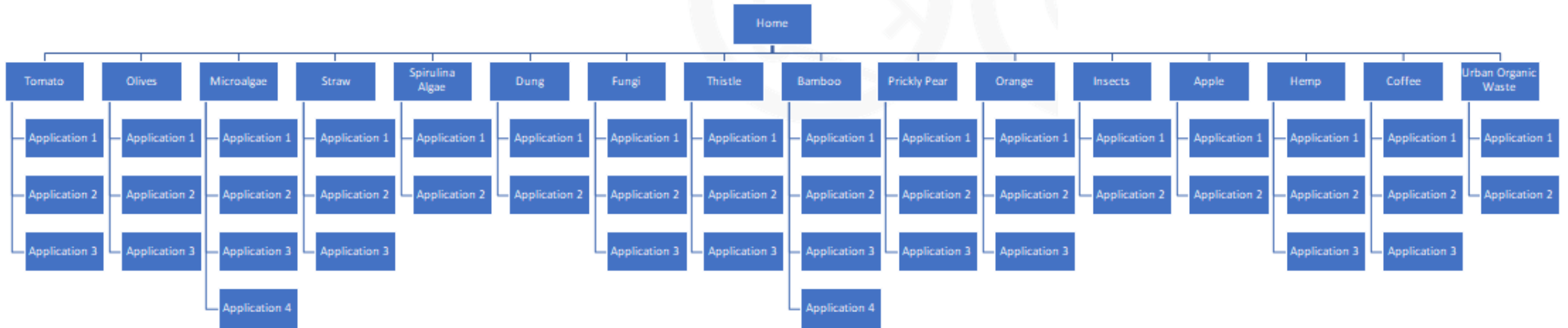


Figure 1: Structure of the App

1.3 SCOPE, FUNCTIONALITY and CONTENTS

The Bio Art Gallery App provides a database of products / services and their characteristics.

The App offers the contents of the BIOVOICES Bio Art Gallery in a multimedia format, the aim is to show how the bioeconomy and its applications in everyday life offer a more sustainable alternative to fossil-based products, using renewable resources, with particular attention to those that until now have been considered waste.

Energy, agriculture; health, cosmetics and nutrition; construction and restoration, cleaning and hygiene; design and clothing; toys and sporting goods are just some of the sectors where the bioeconomy can have a positive impact on the environment, society and economic development.

The App presents 16 raw material, for each one there are from two to four possible applications.

Below an example of how the App is presented (Figure: 2):

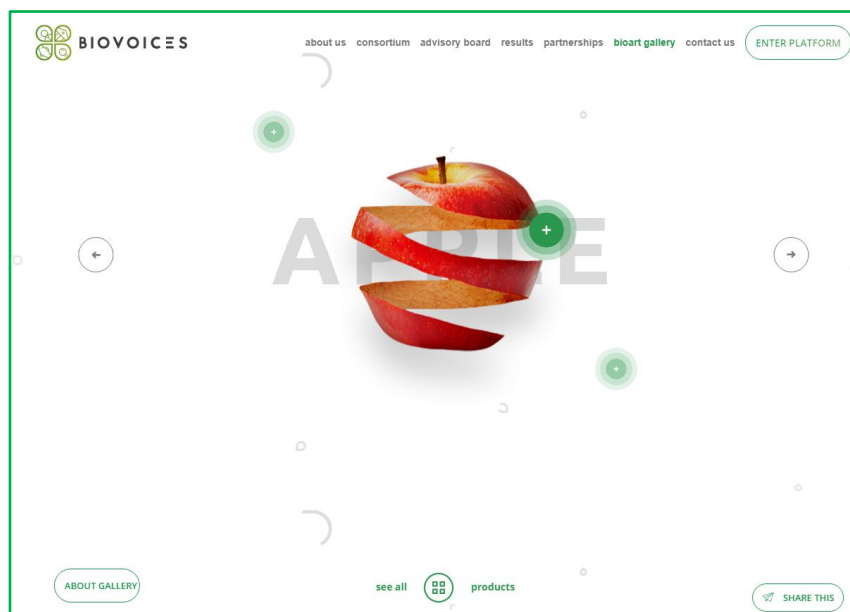


Figure 2: Structure of the App

Clicking on the central button, an explanation of the characteristics and the potential of the raw material pops up (Figure 3):

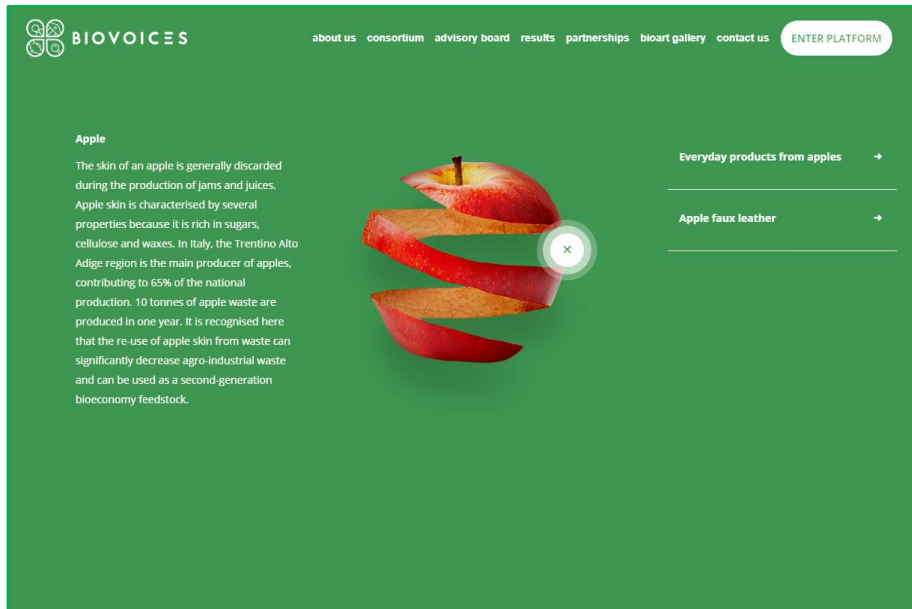


Figure 3: Explanation of the characteristics and the potential of the raw material

By clicking on the side buttons the explanations related to the bioeconomy applications of the raw material pops up (Figure 4):

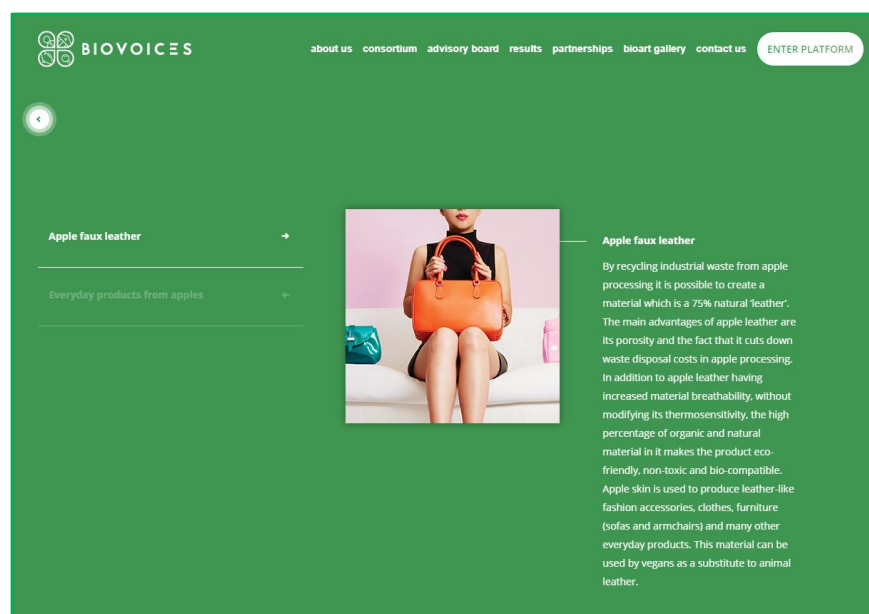


Figure 4: Explanation of the bioeconomy applications of the raw material

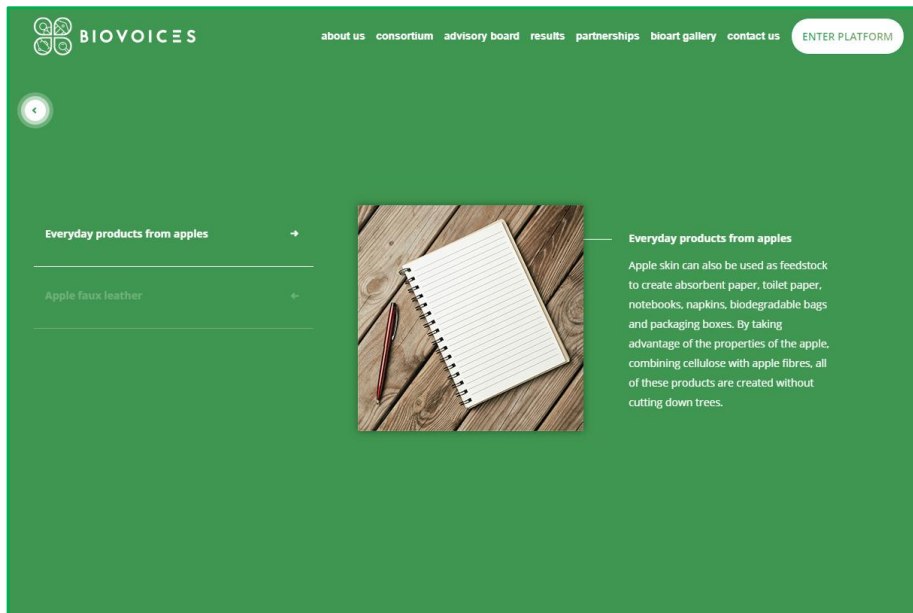


Figure 5: Explanation of the bioeconomy applications of the raw material

By clicking on the arrow, users are redirected to the main webpage of the image (Figure 7):

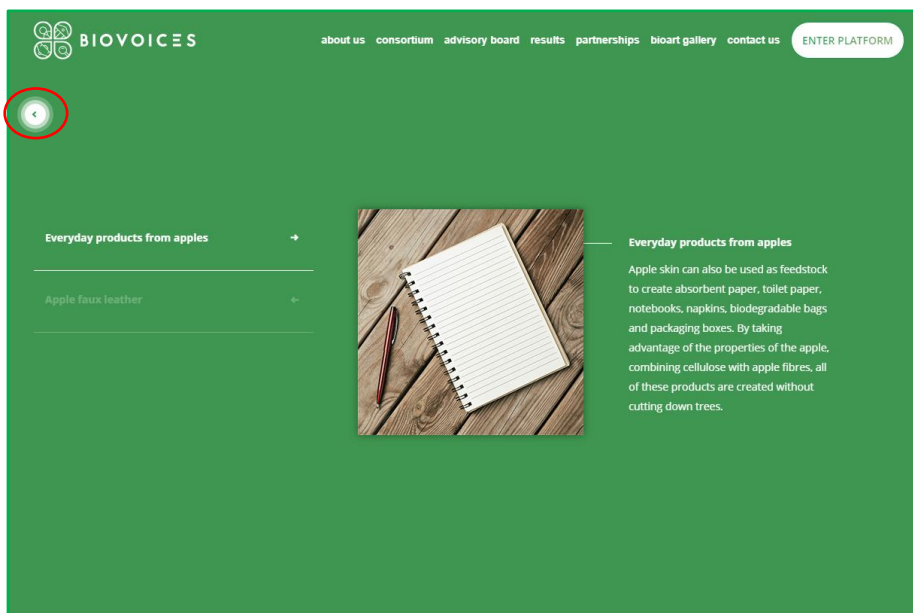


Figure 6: Explanation of the bioeconomy applications of the raw material (2)

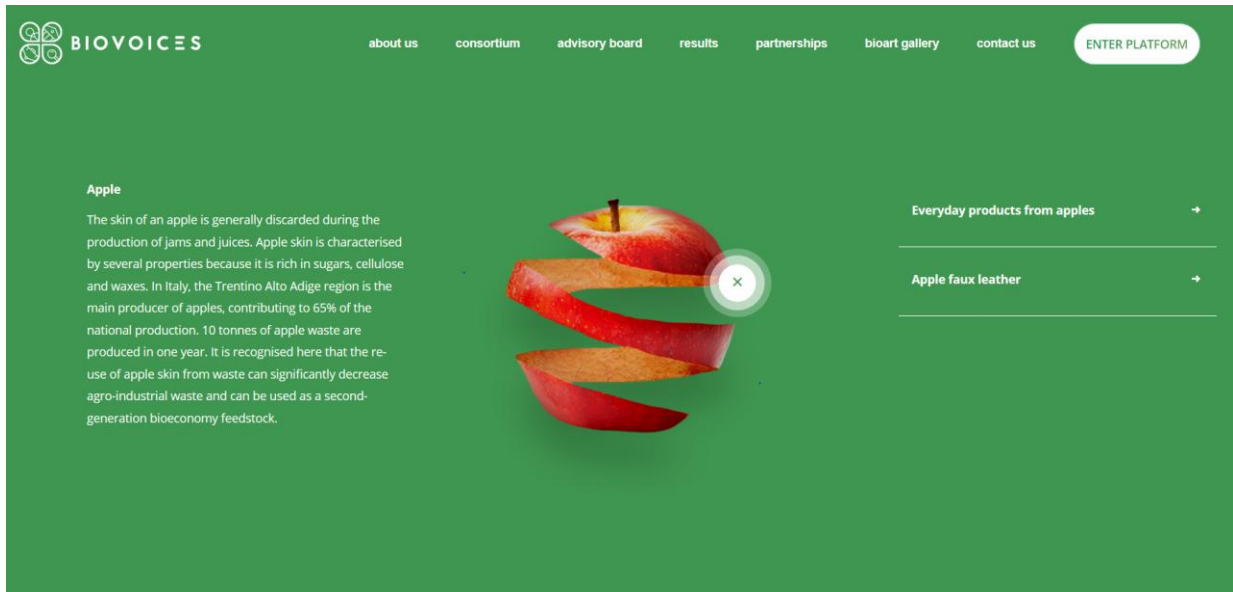


Figure 7: Image's main webpage

By clicking on the “X” widget, users are redirected to the previous navigation page (home).

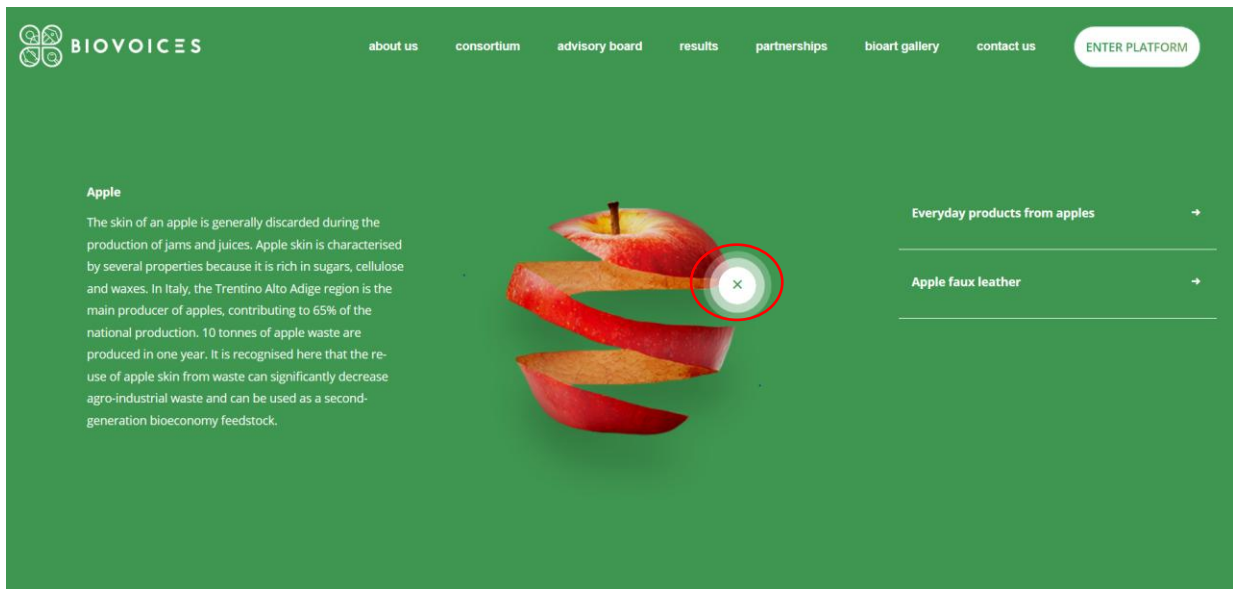


Figure 8: Image's main webpage (2)



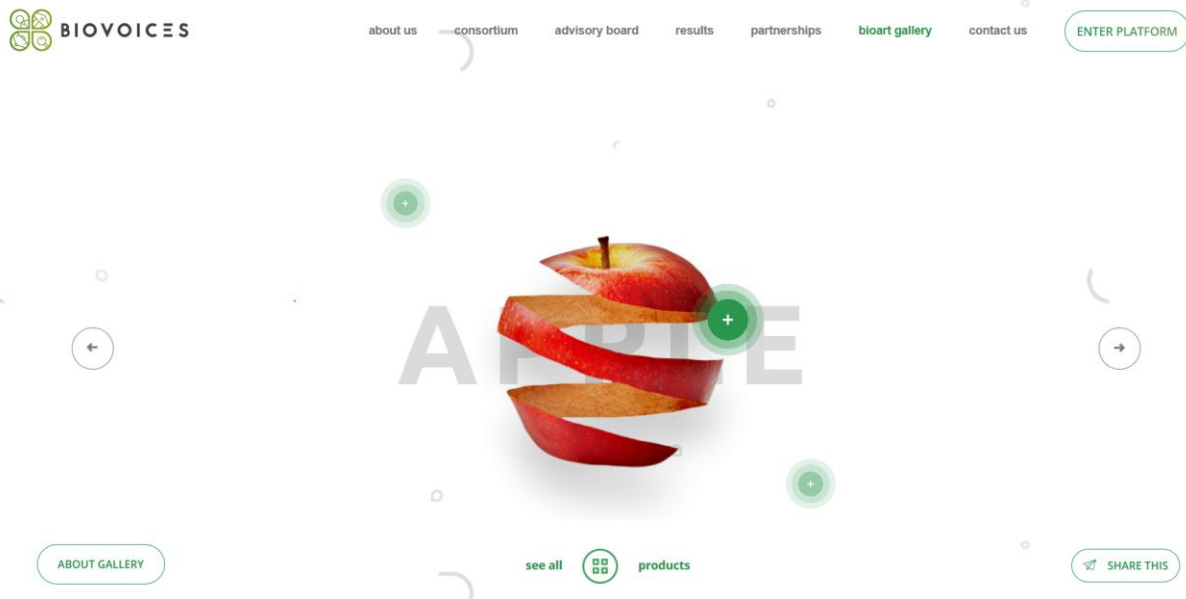


Figure 9: Home

2 USERS' ENGAGEMENT

2.1 Involvement of users

Through social media channels, like Facebook, Instagram, Twitter and LinkedIn, BIOVOICES seek to engage consumers, especially young generations, by offering appealing bioeconomy samples of applications and products.

Through the publication of posts (see Figure 6), dedicated, targeted and promoted, users are invited to visit and learn about the App.



Figure 10: Promotion of the BIOVOICES App on Facebook

2.1 Social-Apps

BIOVOICES launches daily quizzes, surveys and contests to help the project consortium to better understand users' perceptions, barriers and worries and make them more aware and engaged.

We propose attractive photos of bio-based products which provides at the end to the user the link to the main App, thereby increasing the traffic.

Following some examples:

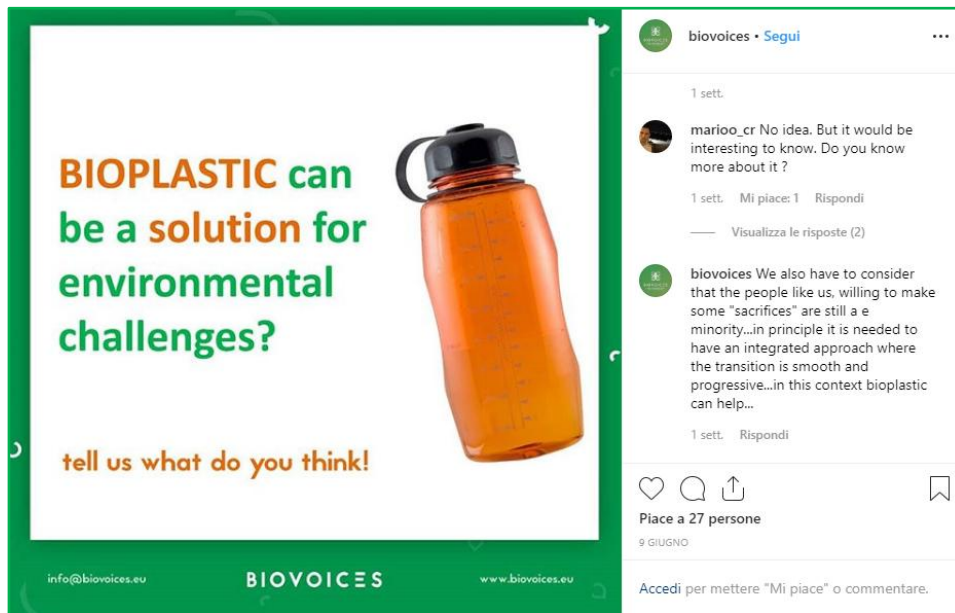


Figure 11: Example of Social-App, Instagram survey



Figure 12: Example of Social-App, Instagram survey



Figure 13: Example of Social-App, Twitter survey

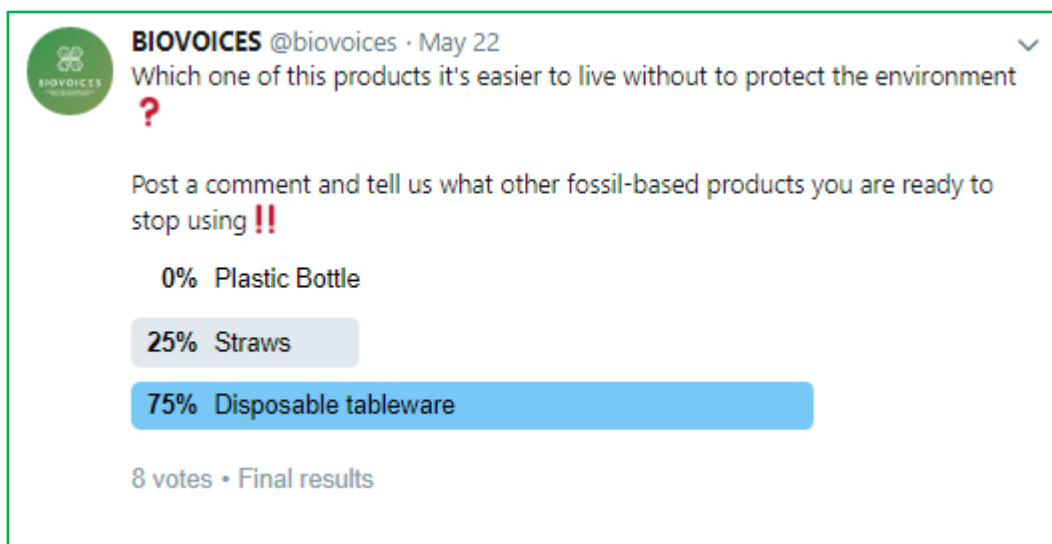


Figure 14: Example of Social-App, Twitter survey

In June we launched the first contest, asking "What summer scarf is more sustainable?";

Respondents to the quiz had 4 options (see Figure 11) and precise rules for participating at the contest. Offering a prize to the participants, many new users participated and followed the BIOVOICES page.



Figure 15: First BIOVOICES contest with prize

The purpose of Social Apps is to use playful and enjoyable methods to increase the awareness on bioeconomy, embracing different target groups (children, teens and adults) by strategically targeting different social media platforms.