



World BioEconomy Forum  
**GOES VIRTUAL**

live from Ruka, Finland!  
10th September 2020  
**Post Event Report**

# Attendees demographics and event metrics

*“The online virtual event performed exactly according to our plan. We are delighted with this year’s Forum’s outcome, despite the challenges COVID-19 has presented. The success of the Forum this year highlights once again that the circular bioeconomy is a vital tool in the mitigation of climate change.”*

**Jukka Kantola**

Founder and Chairman of the World Bioeconomy Forum



**400+**  
people registered  
120% increase



**42%**  
of the audience  
were C-level



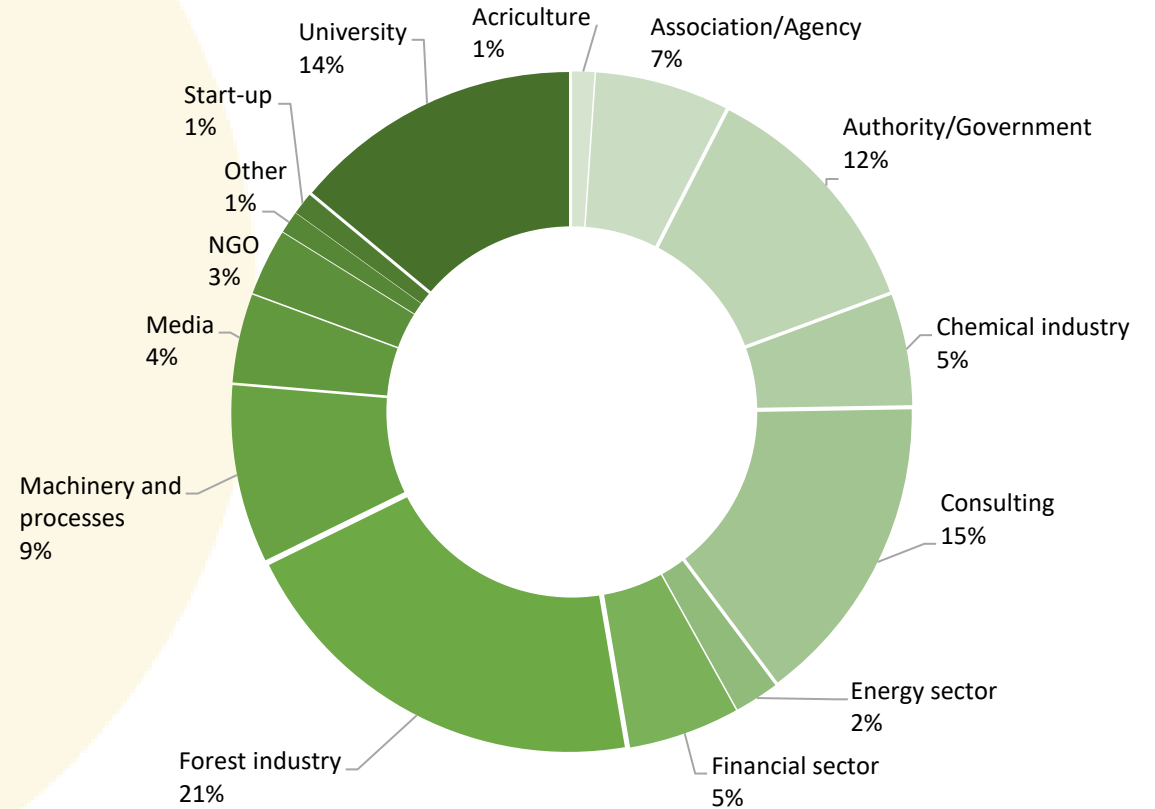
**85%**  
of the audience  
was attending for  
the first time

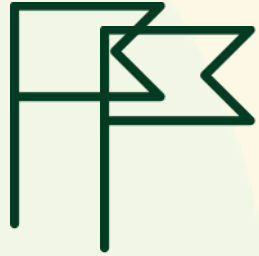


**250+**  
organizations



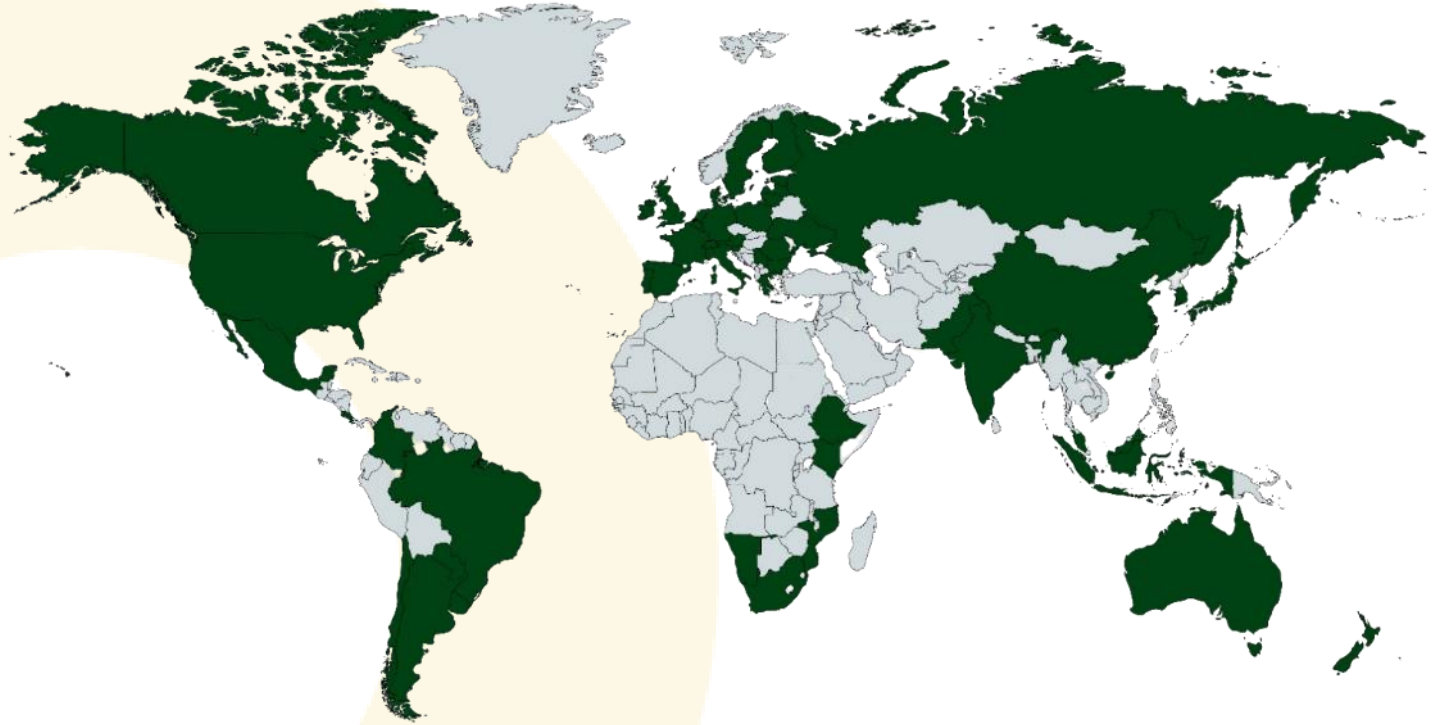
**51**  
countries





51

countries



- Argentina
- Australia
- Austria
- Belgium
- Brazil
- British Virgin Islands
- Bulgaria
- Canada

- Costa Rica
- Chile
- China
- Colombia
- Denmark
- Estonia
- Ethiopia
- Finland
- France

- Germany
- Greece
- India
- Indonesia
- Ireland
- Italy
- Japan
- Kenya
- Latvia

- Lithuania
- Luxembourg
- Malaysia
- Mexico
- Mozambique
- Namibia
- The Netherlands
- New Zealand
- Pakistan

- Paraguay
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Slovenia
- South Africa
- South Korea

- Spain
- Sweden
- Switzerland
- Ukraine
- United Kingdom
- United States
- Uruguay

# Highlights

INTEREST IN THE EVENT WAS VERY HIGH

21,471 Web sessions  
+166% since 2019



254% increase in the potential reach compared to 2019



120.2 K social media reach on Twitter



39% of the attendees downloaded the event app



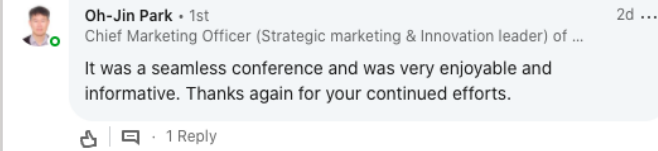
174% increase in total media exposure compared to 2019



60.7K times WCBEF's content has been seen on LinkedIn

Circular and bio-based economy definitely deserve this kind of global summit where politicians, academics, technical experts and business leaders can share their vision and learn from each other.

Stephane Richard, Paper First Magazine



POh-Jin Park, Chief Marketing Officer, Lignum



Prof. Mark Rudnicki, Ph.D., Michigan Technological University



# Four dedicated sessions

*“The rich contributions in the strategy and policy session of the Forum 2020 have scientifically, economically and politically shown, that forestry based biomass and its carbon will be the strongest drivers for a successful bioeconomy to respond to climate and global challenges, which in itself will become drivers for a global bioeconomy. COVID-19 has sharpened our eyes to recognize that.”*

**Dr. Christian Patermann**, "Father" of European Bioeconomy



Global Leaders and  
Financial World



Regulators and  
Climate Change



Bioproducts  
around us



Looking to  
the Future



28

Prominent speakers  
from 25 different  
countries



96%

of the audience appreciated  
the audio and video quality  
of the event



64%

of the audience had  
enough time for  
networking



87%

of the audience  
said it was easy to  
access the event



8H

live broadcast



465

messages sent  
1 message/minute



200+

attendees/  
each session



85%

rated the event 4\*  
or above out of 5\*

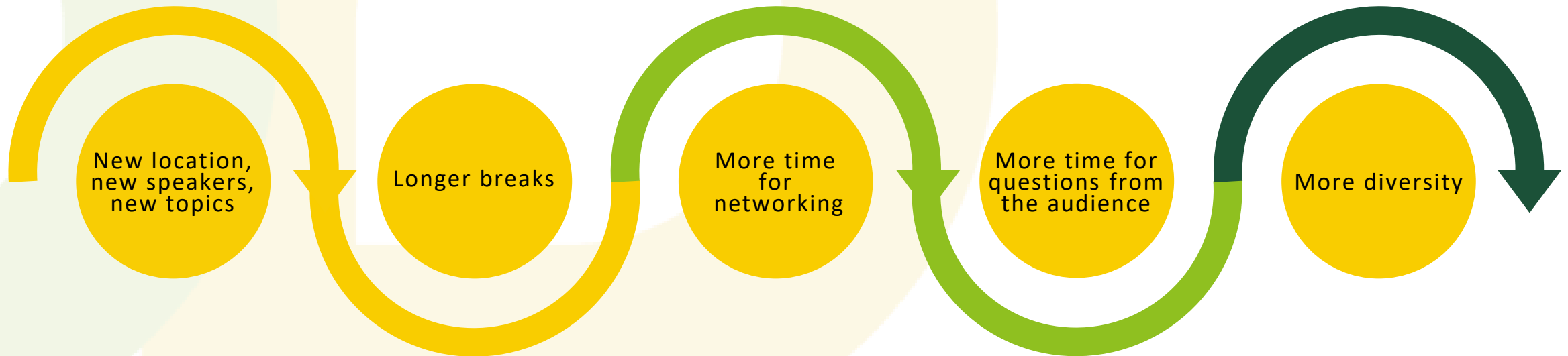
# 2020 Awards

For the first time since the World Bioeconomy Forum was formed three years ago, three awards categories were presented: **The Bioproduct of the Year, the Bio Person of the year and the Bio Act of the year.**



# Towards World BioEconomy Forum 2021

We are always looking for ways to improve the event and make it more relevant and engaging for the people attending. Our feedback survey has received a lot of replies so far, and we appreciate all the comments we have received. We are analysing them carefully and will take them into account in the planning of the next season.



- ➔ Webinars to be held during the season
- ➔ Location of the forum 2021 will be announced soon

# Get Involved

Would you like to help build the bio-future together with WCBEF? Are you interested in making your brand visible or become one of our prominent speakers? Please contact our team or send us an email at [info@wcbef.com](mailto:info@wcbef.com) for any enquiry you might have!



**Jukka Kantola**  
Chairman, Founder  
[jukka.kantola@wcbef.com](mailto:jukka.kantola@wcbef.com)  
+358 40 552 8880



**Anna Nikkilä**  
Executive Director  
[anna.nikkila@wcbef.com](mailto:anna.nikkila@wcbef.com)



**Aida Greenbury**  
Co-founder, Advisory Board  
[aida.greenbury@wcbef.com](mailto:aida.greenbury@wcbef.com)



**Mark Rushton**  
Co-founder, Director  
[mark.rushton@wcbef.com](mailto:mark.rushton@wcbef.com)



**Ana Maria Dima**  
Regional Representatives  
Team Coordinator  
[ana.dima@wcbef.com](mailto:ana.dima@wcbef.com)



**Hailiang Jin**  
Business Development Director  
[hailiang.jin@wcbef.com](mailto:hailiang.jin@wcbef.com)



**Daniel Paul Dima**  
Regional Representative for  
Europe (other than Iberia and German  
speaking countries), Russian Federation,  
Middle East, Arabian Gulf, Africa  
[danielpaul.dima@wcbef.com](mailto:danielpaul.dima@wcbef.com)  
+358 504 354 749



**Praveen Gupta**  
Regional Representative for  
Asia, Australia, Oceania  
[praveen.gupta@wcbef.com](mailto:praveen.gupta@wcbef.com)  
+91 99675 38339



**Oswaldo da Costa e Silva**  
Regional Representative for  
Europe (Iberia and German  
speaking countries),  
USA, Canada, Latin America  
[oswaldo.costaesilva@wcbef.com](mailto:oswaldo.costaesilva@wcbef.com)  
+49 176 260 48955





**THANK YOU!**