

Agenda

Training for Industrial Stakeholders

DAY 1	
Accessing Zoom online meeting room	9:45 – 10:00
Event opening and introduction to the course	10:00 – 10:15
<p>Business Model Canvas (BMC)</p> <p>The business model canvas is a strategic management tool that could visualize and assess business ideas or concepts. In this section, we will introduce the nine elements of the business model canvas and clarify the definitions. There are nine building blocks in the business model canvas: customer value proposition, customer segments, channels, customer relationships, revenue streams, key resources, key partners, key activities, and cost structure. Filling out a business model canvas is presented through a practical bioeconomy example, brainstorming and conducting research on each of these elements.</p>	10:15 – 12:00
Lunch break	12:00 – 13:00
<p>Why business model thinking is important in bioeconomy, and what are the barriers?</p> <p>The BMC provides a quick overview of the business model and is devoid of the unnecessary details compared to the traditional business plan. However, a number of environmental advantages and disadvantages can be identified in the bioeconomy, the economic implications of which are very difficult to assess. Developing and describing that elements which are the barriers to bioeconomy business models and suggest new directions and aspects which is worth paying attention to during the business model planning.</p>	13:00 – 15:00

DAY 2	
Accessing Zoom online meeting room	9:45 – 10:00
<p>From idea to implementation - who are the necessary actors and what funding is needed for the project implementation</p> <p>How to start on implementing an innovative bioeconomy idea with a well-composed business model canvas? What are the steps of implementation, including the involvement of relevant actors or an overview of financial opportunities etc.? Designing and completing the elements of the bioeconomy related project/business implementation sheet.</p>	10:00 – 12:00

More about the course

The training aims to provide a comprehensive picture of the relevance of the bioeconomy and provide practical hands-on materials and methodology on the facilitation of new business models in sustainable and circular bioeconomy.

The training will demonstrate the potential of bioeconomy, engage stakeholders in lively discussions, and improve their business strategies and visions to further strengthen and upscale the bio-based sectors.

In respect to rural small-to-medium bio-based solutions, building on results from research and innovation, identification of technologies that are suitable to operate at small scale and easy to replicate and/or to adapt to local conditions, and promote demonstration activities. Successful demonstration projects will then be ready for deployment. However, the actors need new techniques, methodology and skills to deploy the innovative solutions at their business scale to create a new business model.

The training will provide answers to questions such as:

- How do new innovative solutions work in real life at a business scale?
- Why business model thinking is important in bioeconomy and what are the barriers to its effective use?
- How can new business models be achieved sustainably and improve the system thinking on a business scale?
- How to implement a good business model?
- How to use the potential of the results of research and technology transfer activities?

The training will help businesses make knowledge-based decisions about adapting new innovative solutions to develop their own sustainable business models taking into account sustainability considerations (economic, environmental and social).

Main components of the training are:

- to show methodologies to build sustainable and circular bioeconomy business models;
- to demonstrate how to identify new potential bioeconomy innovations and how these can be adapted and applied in an ongoing business;
- to assess the value-added potential of the available resources;
- to tackle the potential risks and opportunities when adapting new innovative solutions and creating new business models in bioeconomy.

Who can apply?

The target groups are those farmers, cooperatives, start-ups, SMEs, non-for-profit companies, clusters, business associations, and big industrial players who wish to gain general knowledge about bioeconomy related business models, sustainable biomass valorization, and modern biorefinery concepts.

The platform we will use is **Zoom**.

Trainers

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