

Agenda

Training for Rural Facilitators

DAY 1	
Accessing Zoom online meeting room	8:45 – 9:00
Introduction to the topic and the rules of the training	9:00 – 9:15
<p>Goal Setting in Bioeconomy: Determining the Participants' personal place and role in the field</p> <p>It is not uncommon for people to work without clear goals. Even without clear goals, they can achieve results, but they are unlikely to realize their full potential. Those who are successful will attribute much of this success to the work they have accomplished to achieve their goals. It is even more true for new disciplines that well-defined goals are a sure path to successful development in bioeconomy as well.</p> <p>Clearly set goals are the key to progress and successful results. Training participants can use the module practice as a springboard to continue the goal setting process in order to define additional goals. They can use the 'choose a symbol' task to discover their relationship with the field and define the motivation for their own tasks. Well-set personal goals help you set common or team goals and further professional cooperation.</p>	9:15 – 10:00
Coffee break	10:00 – 10:15
<p>Communication Module: Features of professional communication in bioeconomy</p> <p>In our daily lives, we constantly communicate with others. It is a natural tendency for communications to depend on who we communicate with and by what method. In this module, we will focus on some important communication skills to try to share information in such a way that we will not be misunderstood, and that communication failures will not result in unsuccessful innovation for our organization. The 'news distortion' task is a good example of how inaccurate wording and communication can lead to a loss of information. Understanding the importance of credible communication and gaining experience in bio-economic development is needed. The more efficiently we use these skills for the benefit of our organization and business, the more successfully and quickly we can manage our professional programs.</p>	10:15 – 11:30
<p>Diversity Module: Importance and difficulties of network development interpretation of national and international processes</p> <p>Representatives from a wide range of professions and nations (financial, technical, educational, European, Asian, American, etc.) work in one area. They need to understand each other and work together effectively towards common goals. Diversity can be both advantageous and disadvantageous in collaborations. In order to explore the benefits of diversity/variety, we need to know what capabilities we can use to help deliver our common project. The purpose of this module is to (1) list the common dimensions of diversity, and (2) identify ways to harness the dimensions of diversity for ourselves and our professional partners. The dimensions of diversity fall into two categories: (1) Primary dimensions = things that cannot be changed (for example, age, height of a person). (2) Secondary dimensions = changeable things (e.g. interests, hobby, appearance, political affiliation). Creativity and new perspectives are needed if we are</p>	11:30 – 11:45

to turn challenges into opportunities that will benefit our businesses. If we decide that the glass is half full, things that may seem challenging at first may quickly become opportunities for learning and growth.	
Coffee break	11:45 – 12:15
Interactive Q&A session (with virtual roundtable and ZOOM chat box applications)	12:15 – 12:45
Warm up and Closing	12:45 – 13:30

DAY 2	
Accessing Zoom online meeting room	8:45 – 9:00
<p>Effective Cooperation Module (i.e. financing, work in value cycle and data management)</p> <p>In a perfect world, every team's story will be a success story. However, we know that this expectation is simply unrealistic, and teams are likely to encounter obstacles on the road to success. If we see these obstacles as challenges and opportunities, they can be turned into something helpful to the team performance. Each team has to face its own unique obstacles; however, there are some common problems that almost every team faces:</p> <p>Unclear goals: If goals are not clearly defined and / or team members do not understand goals, it is difficult for the team to work with one voice.</p> <p>Lack of motivation: There are many reasons why a team may lose motivation. If the team struggles with a task and there is no consensus on the decision, it can lead to an "I don't know" attitude and people can lose their confidence in teamwork.</p> <p>Unclear roles: It is important that all team members are aware of the role that they have to play as part of the team. Unclear roles can cause confusion, conflict, duplication of work, and loss of time.</p> <p>Lack of commitment and trust: Lack of commitment can make team management and priorities ambiguous and diminish the validity of decisions. When confidence is lacking in team dynamics, team members feel that they cannot be completely honest when expressing themselves or cannot lean on each other for support when performing tasks. This lack of trust can hinder team relationships, team communication, and team productivity.</p> <p>Recognizing obstacles is only part of overcoming them. Understanding and applying the strategies explored in the module will help you succeed in teamwork.</p> <p>Knowing what skills influence the effectiveness of communication is one thing; putting them into practice is another. The more we use these skills to our benefit and the company and organization's benefit, the more skilled we will become at using them, and the more naturally we will model them</p>	9:00 – 9:30
<p>Canvas Design Model Presentation – Developing circular design skills based on the Canvas Model</p> <p>Business Model Canvas is a strategic management and start-up template for developing or documenting new business models. It is a visual diagram that describes the value</p>	09:30 – 10:10

creation, infrastructure, customers and finances of a company or product. It helps companies coordinate their business by presenting possible trade-offs. The nine "building blocks" of the business model design template, called Business Model Canvas, were originally proposed by Alexander Osterwalder in 2005. In the middle of the "original" model is our VALUE PROPOSITION, the most important part of which is to clarify what customer problem we are solving and what we want to meet. Connected to this are the three areas (customer, customer relationships and channels) that characterize our customers and our clients on the right, and the most important activities, resources, and key partners required to implement it. The lower two areas of the model are finance (cost categories and sources of revenue). This is the most common design template for developments that support circular economy. The module provides participants with an overview of the design process. The presentation of the advantages and disadvantages of collaboration and collaborative planning processes is built around the value creation process.	
Coffee break	10:10 – 10:30
Knowledge exchange section Knowledge transfer and the key to successful communication is the right way to exchange information. Formulate your own thoughts and compare them with the thoughts of the rest of the group. The same training program means different conclusions and priorities for everyone. Participants in the program will experience that their own knowledge, teamwork, and new information will trigger the implementation of operational programs in each of them.	10:30 – 11:00
Interactive Q&A session (with virtual roundtable and ZOOM chat box applications)	11:00 – 11:45
Warm up and Closing	11:45 – 12:00

More about the course

A special feature of the thematic training structure is the incorporation of skills and ability development elements that further enhance the efficiency and effectiveness of the given professional work by developing the individual's existing qualities. The purpose of this training program is to enable participants to learn and apply the knowledge and good practices that will enable them to participate consciously and successfully in bio-economic innovation programs. In connection with the thematic training program, participants will receive a professional handbook that provides an appropriate level of insight into the importance of the bio-economy field and its business environment. The purpose of the four-hour training program is to draw attention to the specificities of the field and to the development of related skills and abilities that are essential for bio-economic innovation.

The training is based on the Thematic Modules, and develops the skills and competencies that are essential to the process of innovation in the field:

Thematic modules:

- Goal Setting Module
- Communication Module
- Diversity Module

- Effective Cooperation Module

- Canvas Module

Who can apply?

The target groups are those advisors, bioeconomy related clusters or consultancies, business associations, who can facilitate and mobilize the bioeconomy related stakeholders to turn to bioeconomy and to utilize unused biomass or to implement an idea related to bioeconomy.

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

Trainers

Dr Csaba Fogarassy



Dr. habil. Csaba Fogarassy is an environmental engineer, deputy director and associate professor at the Hungarian University of Agriculture and Life Sciences Institute of Sustainable Development and Farming. He received his PhD in energy crop cultivation in 2000 and his second PhD in Game Theory Modelling of Sustainability in Business Management in 2014. His most important scientific achievements include the determination of the theory of energy crop rotation and the development of a Circular Economic Value (CEV) measurement system. In his current publications, he works on the design of sector-specific business models for the circular economy, focusing on crisis management strategies and linear-circular transformations related to the European Green Deal program. He is an obsessive fan of the Rubik's Cube and Rubik's Logic, which he also uses to solve scientific problems.

Apolka Ujj PhD



Apolka Ujj is an agricultural and environmental management engineer and an assistant professor teaching sustainable and ecological farming, social farming, crop production and soil tillage. She is well experienced in project management and international cooperation. Her projects include organic farming, development of social farm management and agroecological knowledge transfer through the development of vocational training and higher education curriculum.
