



BE-RURAL: Bio-based strategies and roadmaps for enhanced rural and regional development in the EU and Covasna County – Central Region of Romania

Overview	
Date	6 SEPTEMBER 2019
Location	Sfantu Gheorghe, Covasna, Hotel Sugas-Sala de Conferinte
Aim of the event	To mobilize the local/regional stakeholders, raise awareness about the importance of the bio-economy, develop local strategies and plans in the bioeconomy field, inform about the BE-Rural project aims, activities and outputs, identify the existing business models and disseminate good practices, identify the bio-based products specific to the area and the possibilities for promoting them on the market.



Short summary: The seminar was linked to “Covasna City Days”, an annual event that takes place in September featuring a programme that includes cultural activities and various exhibitions. The seminar was split in two sections. Firstly, a plenary took place with a line-up of speakers who gave background information about the BE-Rural project and provided details on the purpose of this event. A case study on the local business development model of “1 village 1 MW” was also presented as part of the plenary. Then, a discussion session was organised between the regional

stakeholders and the BE-Rural project team. The discussion groups were asked to approach both general bioeconomy topics as well as more specific bio-based products and the way these could be promoted at local, regional, and national level. Given the general lack of knowledge about bioeconomy from the regional stakeholders, this structure was particularly convenient as it helped expand their understanding of the bioeconomy, which had been presented to them as an interdisciplinary and multifaceted system in which many subsystems and processes are linked, and its related potential, opportunities and risks for the region, while involving them



in discussions about their views and experiences as regional actors, the regional strengths, capacities and resources, and the specific actions which can be undertaken in the near future for the implementation of a regional bio-oriented strategy/roadmap. The group discussions also allowed for consensual identifications of bio-based products specific in the region.

The seminar also supported regional stakeholders in identifying their key cooperation partners and potential synergies with other ongoing projects, policies or strategies (both inside and outside the region). At a partnership level, it was commonly agreed that there is an evident lack of collaboration between the regional stakeholders. To establish solid connections, it was concluded that a continuous stakeholder engagement process running over a period of two years was needed. The next steps will be focused on the concrete elaboration of the bioeconomy strategy/roadmap for the region and on the identification of additional regional stakeholders who might be interested in the aims, activities and outcomes of the BE-Rural project. Additionally, the participating stakeholders were also keen on setting up exchanges of good practices about the development of a bioeconomic business model with other projects from other countries.



Agenda	
09:00 – 09:30	Registration and Coffee
09:30 – 10:00	Welcome and event introduction Mr. Vajda Lajos - President ASIMCOV
10:00-11:00	Presentation of BE-RURAL project and of the bio-economy in Covasna County Ms. Dr. Carmen Beatrice Pauna - Senior Researcher Institute for Economic Forecasting Romanian Academy
11:00-12:00	Possibilities of promoting the bio-products of Covasna County Ms. Dipl. Ec. Christina Leucuta -Senior Advisor CLUSTERO
12:00-13:00	Local strategy regarding the exploitation of the potential of bio-economy in the Covasna County Mr. Eng. Daniel Cosnita-President of CLUSTERO
13:00-14:00	Lunch
14:00-16:00	Plenary discussions with all local/regional stakeholders Moderators: Ms. Christina Leucuta and Mr. Daniel Cosnita
16:00-17:00	Presentation and demonstration of bio-products specific for Covasna County



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818478.

17:00-18:00	Conclusions
-------------	-------------



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818478.