



Be Rural 3rd Webinar

Overview

Date	16.02.2021
Location	online
Aim of the event	Exchange of information on good practices from each region in terms of strategy development processes

Short summary

34 participants from Northern Macedonia, Poland, Latvia and Romania, representing national, regional and local public authorities, cluster managers and other categories of relevant stakeholders as well as project partners were present in the 2,5 hrs webinar held on the 16th of February 2021.

Each participating region has one or two best practices focused both on local/regional strategy and business models. These best practices will be included in a Guide on strategy development.

The webinar has been appreciated by the participants both in terms of methodology, organisation and content.

A deeper exchange of information on good practices from each region in terms of strategy development processes is the main topic which the participants to the 3rd webinar would like to see approached by Be Rural Best practices guide.

Background

The webinars are part of WP4 „Knowledge Exchange and Capacity Building” aiming at stirring the interaction and mutual learning between the OIP regions, in order to facilitate the learning process and to accompany the elaboration process of business models/strategies and roadmaps ensuring a unitary approach. Hence, the third webinar was dedicated to best practices on strategy development and business models in each OIP Region.

Methodology

The 3rd webinar was thought as an interactive meeting via an on-line communication platform allowing the exchange of information on best practices in bioeconomy in each OIP Region. In order to facilitate the process, it was planned that in each region stakeholders should physically meet in the same place and inter-regional communication should be moderated by IPE.

33 participants from Northern Macedonia, Poland, Latvia and Romania, representing national, regional and local public authorities, cluster managers and other categories of relevant stakeholders as well as project partners were present in the 2,5 hrs webinar held on the 16th of February 2021.

The webinar was divided in 3 sessions:

- Session 1- Introduction in the topic of the webinar
- Session 2- Presentations of each OIP Region on good practices according to a template sent before the event;
- Session 3-Questions and Answers in the form of a moderated discussion aiming at finding out relevant topics for the Guide of best practices on strategy development.

The agenda of the webinar is presented in annex to the report.

Description of the webinar

The webinar started with a tour de table of the participants, being asked to briefly to mention their names and the organisation they represented.

Northern Macedonia was represented by Mr. Alexander Chebotarevo on behalf of SDEWES Skopje, the OIP facilitator and project partner of Be Rural. Alexander presented two private initiatives as best practices of Strumica Region focused on production compost (organic waste and reed) in the Municipality of Novo Selo and Mycelium-based packaging and insulation materials. Main issue in the Northern Macedonian Region is the land fragmentation and the lack of cooperation between stakeholders; this should be boosted by stronger involvement of cluster organisations and promotion of best practice examples via Be Rural.

Romania was represented by Mr. Sebestyen Tihamer from the Green Energy Cluster located in the OIP Covasna region. Sebestyen presented two best practices focused on Bioenergy Villages (Biovill)-Increasing the market uptake of sustainable bioenergy and STRING-Strategies for Regional Innovative Food Clusters. The first best practice is a local bioenergy development strategy implemented in the Ghelinta and Estelnic communes and carried out within Horizon 2020. The second best practice is focused on improving the regional policies in agro-food sector and carried out within Interreg Europe Program.

Latvia was represented by Mrs. Dagnija Lazdina on behalf of the State Forest Research Institute (SILAVA), OIP facilitator and partner of Be Rural. Bio economy approach in the OIP regions of Vidzeme and Kurzeme relies on the massive forest resources. Dagnija presented two best practices focused on Cross-border Regional Development strategies Latvia and Lithuania carried out within Interreg Program



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and on innovative product (Needles as high quality raw materials for medicine, cosmetology, livestock breeding and plant protection). Latvia has 4 clusters in bioeconomy that plays an important role in the region. SILAVA has already strongly engaged in the promotion of innovative products by means of the pop up store organised with the occasion of the Vidzeme Innovation Week.

Poland was represented by Mr. Marcin Rakovski on behalf of the National Marine Fisheries Research Institute, OIP facilitator and member of the Be Rural consortium. The OIP regions are the 2 lagoons, Szczecin and Vistula. Marcin presented the best practice of regional marketing focused on the feeling of a good taste. The business started from a family and from a product-fish and was developed at regional level and with other products.

Bulgaria was represented by Mr. Martin Stoyanov on behalf of Stara Zagora region, OIP facilitator and member of Be Rural consortium. Martin presented the best practice focused on production of biostimulants by processing sludge from domestic wastewater treatment plants. The innovative product that uses the sludge is produced in cooperation between industry and the university.

Each of the intervention has been followed by immediate questions by the moderator. They have pointed out relevant topics which will be taken into consideration in filling the template for the guide and also relevant for the bio-economy strategy. The best practices will be divided in 2 categories: local/regional strategies and business models.

Participants			
Name	Surname	Organisation	Stakeholder Category
Zortiza	Kiresiewa	ECO	Project partner
Holger	Gerdes	ECO	Project partner
Stefan	Kah		
Clement	Robijns	BIOCOM	Project partner
Gerardo			
Andrea	Sulyok-Pál	Pro Wood Regional Wood Cluster	Cluster
Zsolt	Czine	Pro Wood Regional Wood Cluster	cluster
Marcin	Rakovski		
Martin	Stoyanov		



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Alexander	Chebotarevo		
Dagnija	Lazdina	LSFRI SILAVA	Project partner
Boglarka	Vajda	Green Energy	cluster
Lajos	Vajda	Green Energy	cluster
Tihamer	Sebestyen	Green Energy	cluster
Carmen Beatrice	Pauna	IPE	Project partner
Christina	Leucuta	IPE	Project partner
Daniel	Cosnita	IPE	Project partner
Raluca	Iorgulescu	IPE	Project partner
Tiberiu	Diaconescu	IPE	Project partner
Emelj	Tuna	SDEWES-Skopje	Project partner
Emilija	Mihajloska	SDEWES-Skopje	Project partner
Ljupcho	Dimov	SDEWES-Skopje	Project partner
Marina	Filiposka	SDEWES-Skopje	Project partner
Natasha	Markovska	SDEWES-Skopje	Project partner
Emil	Mutafov	Trakia University	University
Eniko	Matyus	Clusterul Regional Balneoturistic	cluster
Eva	Gaszpor	Textil & Fashion Cluster	cluster
Klara	Fodor	Textil & Fashion Cluster	cluster



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Mirela	Bogyo	Textil & Fashion Cluster	cluster
Maria	Gaspar	Agro Food	cluster
Ilze	Silamikele	Forest department at Ministry of Agriculture of Republic of Latvia	policy
Kamil	Bemowski	Pomeranian Academy of Action	NGO
Laila	Gercane	Vidzeme Planning Region	Regional authority
Joanna	Prachnio	Local Fisheries Group "Zalew Szczeciński"	NGO
Michał	Marczak	The Local Fisheries Group - Rybacka Brać Mierzei	NGO
Małgorzata	Całka	Local Fisheries Group "Zalew Szczeciński"	NGO
Marcin	Rakowski	NMFRI	Project partner
Tomasz	Kulikowski	Fish Industry Magazine	newspaper
Stefan	Kah	STRATH	Project partner
Bernadett Andrea	Raduly		Private person
Gheorghita	Raymond		Private person



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Annex: Programme of the webinar

Time	Topic	Comment
Session 1: Introduction		
13:00	<i>Tour de table</i>	Moderated by IPE
13:15	Setting the scope of the webinar	Daniel Cosnita
Session 2: OIP presentation Each region should have a 10-15 min presentation followed by direct questions (5-10 minutes). Questions will be written and moderated accordingly. Presentations should be done by each region as it considers it best, but please consider the template which has been sent out.		
13:30	Bulgaria	BIA, external experts, to be decided internally; presentations, Q&A
13:45	Macedonia	SEDWES, external experts, to be decided internally, Q&A
14:00	Romania	IPE, external experts, to be decided internally; presentations, Q&A
14:15	Latvia	SILAVA, external experts, to be decided internally; presentations, Q&A
14:30	Poland	NMFRI, external experts, to be decided internally; presentations, Q&A
14:45	Session 3: Open Discussion	
15:15	Conclusions and next steps	



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13:30	End of the webinar
<p>Aim of the event is to exchange of information on good practices from each region in terms of strategy development processes.</p> <p>As a guidance, following aspects were highlighted:</p> <p>Description of the good practice</p> <p><i>-What was the starting point, challenge?</i></p> <p><i>-Methodology. What has been done? What is the time frame of the activity? What resources does it involve? Who is doing it?</i></p> <p>Who are the beneficiaries?</p> <p>Results</p> <p><i>What is the added value of this activity? What are its outputs, results and expected impacts?</i></p> <p>Lessons learned</p> <p><i>What did you learn from the implementation of this activity? What was the hardest part of doing it? What would you do differently? How do you think you could improve it? How do you think you might evolve that activity in the future?</i></p>	

