



Seminar on knowledge exchange and capacity building for public, NGO, academia and business sector

Overview	
Date	24.03.2021
Venue	ZOOM platform
Aim of the event	Synergies between bioeconomy, Sustainable Development Goals and the European Green Deal. Overview of a business model relevant for the Strumica region - materials based on mycelium for packaging and insulation (Biosporin™) and introduction of the business model canvas.

Short resume

The Strumica region is part of the BE-Rural project funded by the "Horizon 2020" program of the European Union. The project aims to bring the concept of bioeconomy closer to the stakeholders in the region, to map the opportunities and potentials of the region, as well as to develop roadmaps and strategies for bioeconomy development.

In order to exchange knowledge and build the capacities in Strumica region, a seminar for the public, NGO, academia and business sector was held on March 24, 2021, starting at 11:00 AM via the ZOOM platform. More than 70 participants from the public, business, academia and non-governmental sector from the region and beyond were invited to this event. The seminar was attended by 14 participants on the topic: Synergies of bioeconomy in the context of the Sustainable Development Goals and the European Green Deal, as well as an overview of a business model relevant to the Strumica region.

In order to introduce as many stakeholders as possible to the project objectives, the concept and ideas of BE-Rural were explained in the initial part of the seminar. The first part of the seminar covered the sustainable development goals and the role of bioeconomy in achieving them. Synergies between the various strategic documents and bioeconomy, especially the European Green Deal, were also identified. The focus of the seminar was also on mycelium-based materials that can be used for packaging and insulation. The innovative business idea for Biosporin™

was presented - solutions for quick and easy transition to biodegradable packaging. This business idea was introduced in several steps of developing a business model canvas. Some elementary aspects such as market segmentation and target group selection were presented. In the final part of the seminar, the participants were encouraged through several questions and contributed to a fruitful discussion.

Participants			
No	Name	Surname	Organization
1	Natasha	Markovska	SDEWES-Skope
2	Emilija	Mihajloska	SDEWES-Skopje
3	Ljupcho	Dimov	SDEWES-Skopje
4	Jovan	Redzikj	SDEWES-Skopje
5	Nadica		Fruit and vegetable processing company "MAMA's FOOD" – municipality of Strumica
6	Ksenija	Nikolova	Teacher in elementary school "Goce Delchev" – municipality of Bosilovo
7	Emelj	Tuna	Professor at Faculty for food and agriculture
8	Ivana	Petkanovska	NGO "CeProSARD"
9	Katerina	Krsteva	NGO "ZLEK"
10	Liljana	Arsova	Municipality of Sveti Nikole
11	Tino	Aleksov	Municipality of Kichevo
12	Emilija	Popaginovska	Municipality of Karposh
13	Katerina	Petrusheva	Municipality of Karposh
14	Angela	Andreev	Municipality of Karposh



Agenda

Agenda	
11:00 – 11:05	Welcome and introduction <ul style="list-style-type: none">• Technical setup and explanation of the technical tools• Consent forms• Feedback forms
11:05 – 11:10	Introduction in BE-Rural project, scope and goals
11:10 – 11:20	Bioeconomy in the context of the Sustainable Development Goals and the European Green Deal
11:20 – 11:45	Mycelium-based materials that can be used for packaging and insulation <ul style="list-style-type: none">• Biosporin™• Business model canvas<ul style="list-style-type: none">○ Market segmentation○ Target group selection○ Market size○ Market growth rate
11:45 – 12:00	Discussion and conclusions

Presentation

<https://we.tl/t-oK8HB7fRKy>

Consent form

<https://docs.google.com/forms/d/e/1FAIpQLSe31NGBRadTjsUrgg7HpKJMRz7S85SFc4fdcNIy3kxz14Rkyg/viewform>

Feedback form

<https://forms.gle/y7ywLc53sJ7MW6W5A>



Овој проект е финансиран од Програмата за истражување и иновации на Европската Унија „Хоризонт 2020“, со договор бр. 818478

Photographs

Zoom Meeting

Recording... Pause Recording (Alt+P)

Participants (13)

Find a participant

SDEWES SKOPIE (Host, me)

Ijupco.dimov

Tino Alekov

Katerina Петрушевска

Angela A...

Ask to Unmute

More >

Emelj Tuna

Emilija

Emilija Mihajloska

Ivana Petkanovska

Katerina ZLEK

Ksenija Nikolova

Nadica

Ilijana.arsovska

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Katerina Петрушевска

Participants (11)

Find a participant

EM Emilija Mihajloska (Me)

SDEWES SKOPIE (Host)

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Katerina Петрушевска

AA Angela Andreev

E Emilija

IP Ivana Petkanovska

J Jovan

KZ Katerina ZLEK

Ksenija Nikolova

TA Tino Alekov

Invite

Unmute Me

Што е тоа биоeкономија?

Биоекономијата...

- ...се базира на производството на добра, услуги или енергија доминантно користејќи биолошки и природни сировини;
- ...е тесно поврзана со одржливоста затоа што сировините кои што се користат се биоразградливи, а производните процеси се така замислени да резултираат во што помали количини на отпад;
- ...ја намалува експлоатацијата на конечните природни ресурси со цел да обезбеди одржливост за идни генерации и стабилност на природните екосистеми.

Европска стратегија за биоeкономија

Европската комисија презеде чекори во насока на создавање на одржлива биоeкономија и разви стратегија за биоeкономијата со цел да се избегне надминувањето на природните граници на континентот.

European Commission



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Emilija Mihajloska

lupco.dimov

Tino Alekov

SDEWES SKOPJE

Катерина Петр...

11

SUSTAINABLE CITIES AND COMMUNITIES

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

13

CLIMATE ACTION

15

LIFE ON LAND

Цел 11: Одржливи градови и заедници

Биоекономија ја зајакнува врската меѓу руралните и урбаните средини како резултат на користењето на енергија од биомаса и био-базирани производи.

Цел 12: Одговорно користење на ресурсите

Биоекономијата може да придонесе за поодговорно користење на ресурсите со тоа што ќе ги заменува фосилните горива и производите кои што се базираат на фосилни горива.

Цел 13: Преземање мерки за климата

Биоекономијата може да ги замени фосилните горива со обновливи извори на енергија.

Цел 15: Одржливо искористување на земјата

Биоекономијата промовира биодиверзитет.

Participants (13)

Q Find a participant

EM

Emilija Mihajloska (Me)

SDEWES SKOPJE (Host)

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SDEWES SKOPJE

Катерина Петр...

Чекори во дефинирање на бизнис моделот

Проценка на големина на пазарот

Стапка на раст на пазарот

SWOT анализа

SWOT анализа со приоритетна оцена

Платно за бизнис модел

STRENGTHS

- What does your organization do better than others?
- What are your unique selling points?
- What is your organization's competitive edge?
- What do competitors and customers in your market perceive as your added value?

WEAKNESSES

- What do other organizations do better than you?
- What are the weaknesses in your business, and why is so?
- What do competitors and customers in your market perceive as your weaknesses?
- What costs and expenses?

OPPORTUNITIES

- What political, economic, social, technological, environmental, or legal changes are happening that could be beneficial to your business?
- What are those currently open in the market?
- What new resources could be brought to the market?
- What could other successful players learn from failed products and services or their existing technology?

THREATS

- What political, economic, social, technological, environmental, or legal changes are happening that could be dangerous to the future of your business?
- What obstacles do bio-based businesses in your region face?
- What is your competition doing that could negatively impact you?

7) Key Partners

8) Key Activities

9) Key Resources

8) Cost Structure

2) Value Propositions

3) Channels

9) Revenue Streams

4) Customer Relationships

5) Customer Segments

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