



Trend analysis for bioeconomy in the BSR & NW Russia

Blue and green bioeconomy in the BSR from a youth perspective

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Trend analysis for Bioeconomy in the BSR

“Trend analysis for Bioeconomy in the BSR” is support the Nordic Council of Ministers in its role as Policy Area Coordinator for Bioeconomy in the EU Strategy for the Baltic Sea Region.

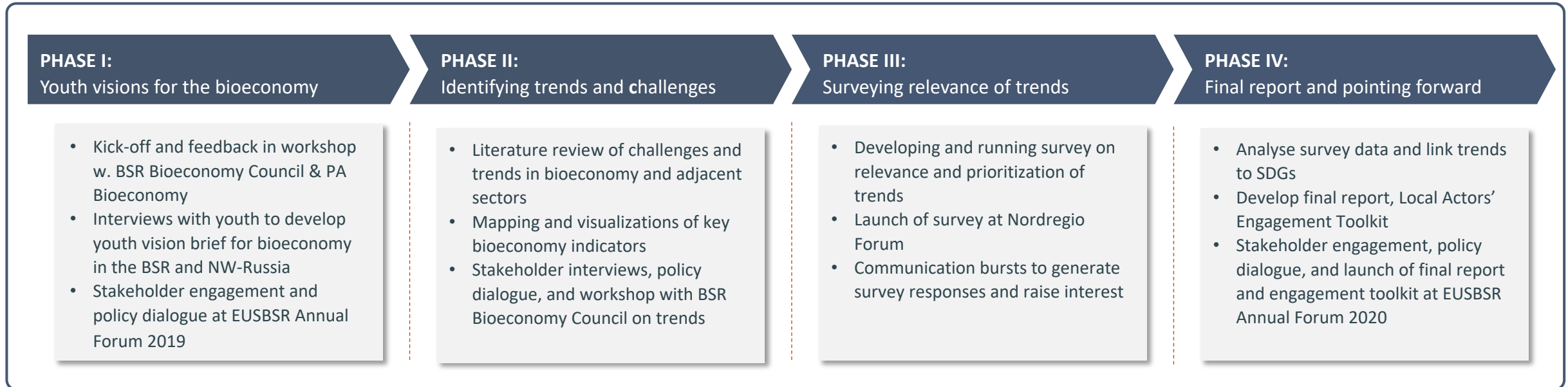
The aim of the project is two-fold:

1. Perform a bioeconomy trend analysis in the Baltic Sea Region and **NV-Russia**
2. Support **policy dialogue** within the national and regional stakeholders of EUSBSR and the NCM



I. Design and process plan

Four-phased analytical approach with focus on stakeholders and communication



COMMUNICATION ACTIVITIES

- Youth vision brief and op-eds on youth's vision for the bioeconomy (3-4 bursts leading up to EUSBSR Annual Forum 2019)
- Communication burst on survey launch, Nordregio Forum
- Survey deadline communication burst
- Prelaunch communication of final report (3-4 bursts leading up to EUSBSR Annual Forum 2020)

STAKEHOLDER ENGAGEMENT

- BSR Bioeconomy Council Meeting – May 2019
- PA Bioeconomy meeting – May 2019
- EUSBSR Annual Forum 2019 – June 2019
- BSR Bioeconomy Council Meeting – Sep/Oct 2019
- Nordregio Forum 2019 – November 2019
- EUSBSR Annual Forum 2020

II. Methodology

How we understand trends

How we work with trends

For the trend analysis of the bioeconomy in the BSR we aim to create value in two ways:

- by allowing stakeholders to make more informed choices when pursuing the opportunities in the bioeconomy and,
- to create greater awareness and engagement around the opportunities for the bioeconomy.

The bioeconomy is a relatively new concept, As such there are fewer hard data available than in many more established fields. Having Nordregio in the consortium means that we have some of the best data on the base material streams to base the bioeconomy on, but the shortage of hard data leads us towards a methodology and trend understanding that is more reliant on stakeholder input from interviews, several workshops during the process and the survey.

This, however, is not a choice made of necessity. It carries a few added benefits. First, in matters as complex as nurturing the bioeconomy, the most powerful trends are often the ones that can gather the strongest stakeholder support. This is not necessarily the same trends that a datadriven analyst would point out.

Also the focus on stakeholder engagement throughout the process in itself creates attention and engagement for the project and the greater bioeconomy agenda.



CONTEXT

Trends are all around us, and we can all name at least a handful with little effort. Yet, there is little fixed about the discipline of trend analysis. Trends rely on the lens through which we see the world.

The right choice of lens depends on what you want to use the trend analysis for. Is it purely descriptive or does it aim to have predictive power? Who are the intended recipients and how should it help them? Any trend analyst needs to consider question like these.

II. Methodology Survey

CONTEXT

The survey is our tool for assessing the relevance of trends and creates the main insights on which future prioritization of initiatives and local action on the bioeconomy can be based.

The population of the survey is bioeconomy stakeholders to create greater quality in the answers. Also, by once again engaging the stakeholders, the survey is in itself creating awareness of the project with the bioeconomy stakeholders.

How we do the survey

The survey will be conducted as an online survey using available off-the-shelf survey tools. Special focus will be given to comply with GDPR in survey setup when reaching out to respondents.

In the survey, trend relevance is assessed by respondents prioritizing the trends on three dimensions, 1) importance/materiality, 2) the ability of stakeholders to leverage or influence the trend, 3) consistency of the trend.

Respondents will be stakeholder in the bioeconomy in the BSR in a broad sense. When identifying respondents we can benefit from our extensive networks in BSR and NW-Russia. However, we will again need to make certain that we are in compliance with GDPR. Therefore we use the numerous workshops and presentations of the project leading up to the survey to create awareness and encourage potential respondents to sign up for the survey.

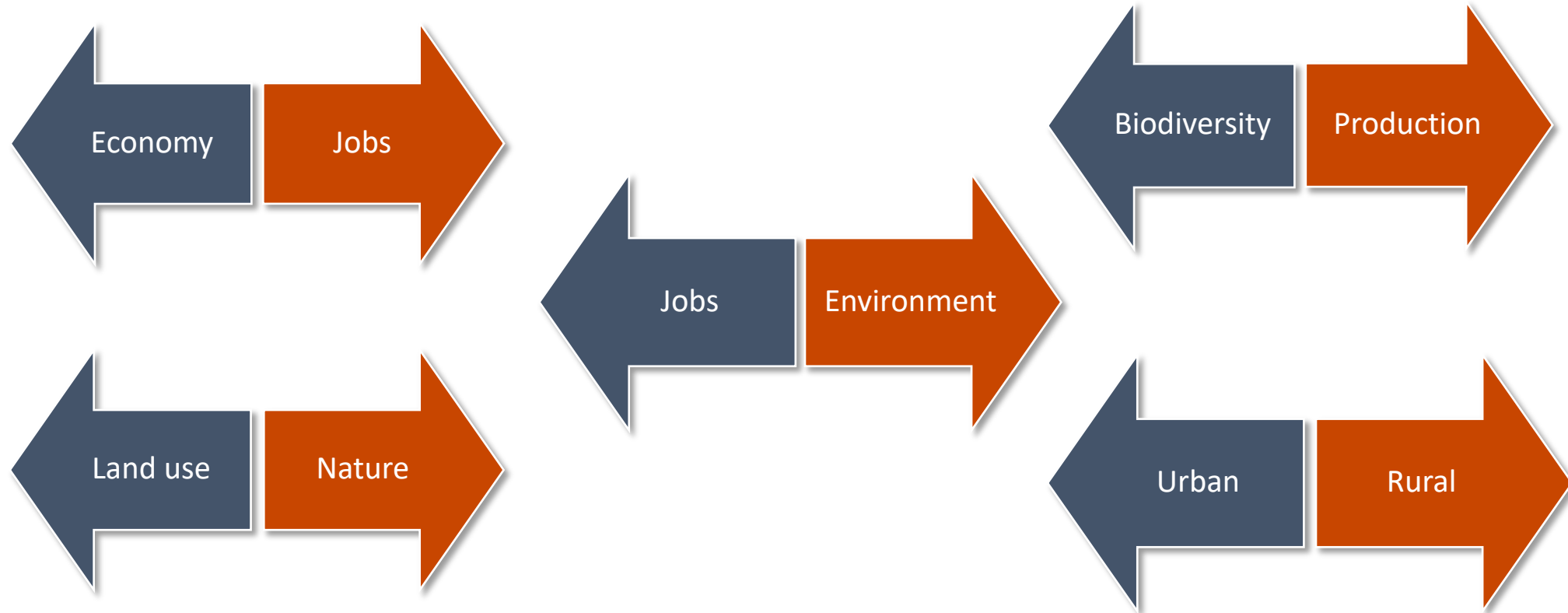
This creates insights into which trends the bioeconomy stakeholders in the BSR feel are meaningful to use as levers for expanding the bioeconomy in the BSR and NW-Russia. The survey design is flexible and final decisions on which aspects to survey are decided with the client.



SIGN UP FOR THE SURVEY!

CHALLENGES

– Dilemmas between legitimate concerns and objectives



GLOBAL CHALLENGES

– where the bioeconomy can provide new solutions

Sustainable development and the SDG's

- Climate Change
- Need to produce more with less
- Growing population, more people and older people
- Biodiversity crisis
- Environmental degradation
- Resource scarcity
- Etc.

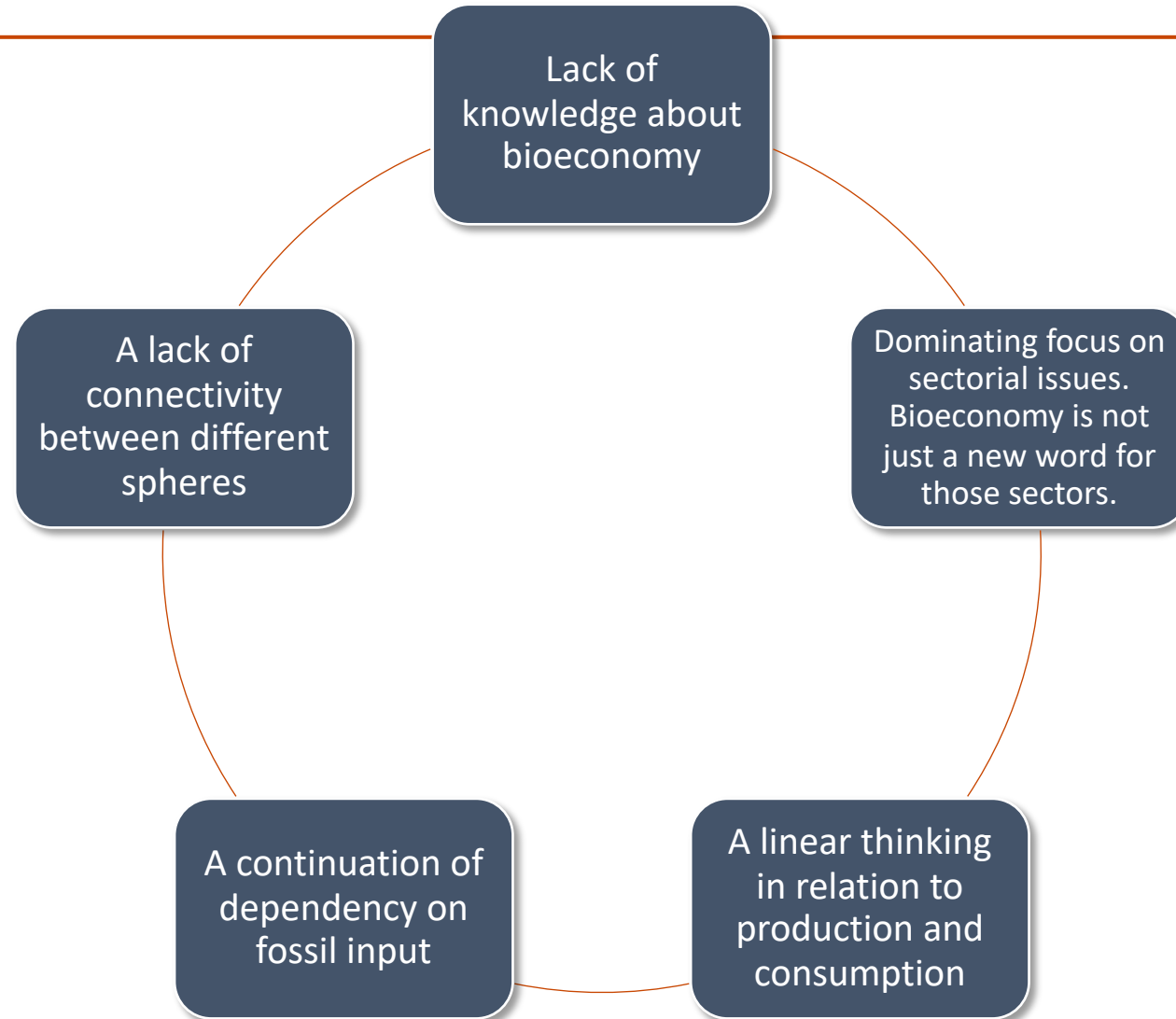
REGIONAL CHALLENGES

– where the bioeconomy can provide new solutions

Regional challenges (with local variation)

- Need to reduce negative impact on the **environment**
- Need to balance production and **protection** at the same time
- A changing **population** (urban up and rural down)
- **Education** and preparedness for the challenges of the future
- **Investment** (the funds are there but not necessary accessible)
- Lack of **diversification of economy**
- **Low value creation** close to the source
- Low local/**rural economic development**

CHALLENGES FOR THE BIOECONOMY



TRENDS CATEGORIES

– as identified at our first workshop in Copenhagen

Economic trends

- Value chains, a new perspective? – focus on Alternative proteins, Biopolymers, Chemicals, Sustainable construction materials i.e. wood in construction, high tech materials
- Social based bioeconomy and diversification of economy (focusing on local valuecreation)

Technology trends

- Circular economy and resource efficiency
- Big biorefineries (a question of size) vs smaller and diversified

Enabling trends

- Digitalization
 - Focus on bioeconomy and biodiversity
 - Holistic approach
 - Consumer demand (negative, for cheaper products)
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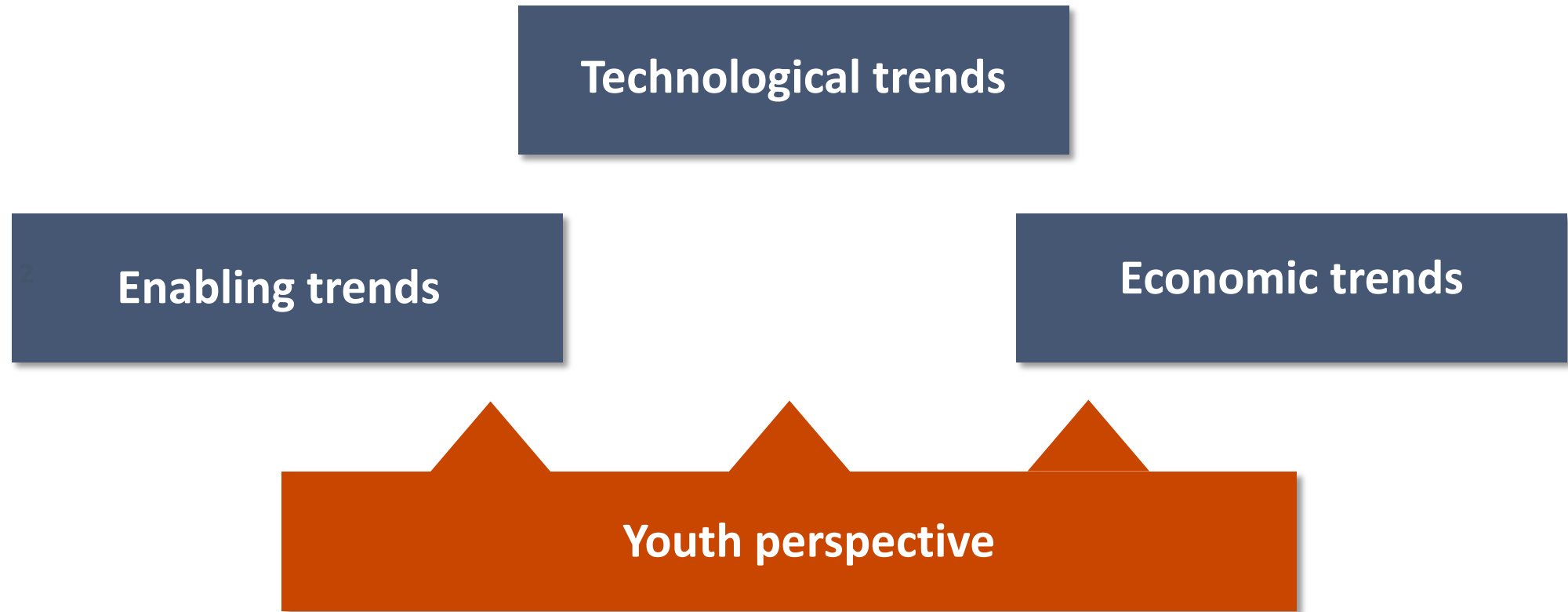
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GROUP DISCUSSION

– What trends do you see for the Bioeconomy in the BSR?



Youth Voices for the Bioeconomy

”

Young farmers have the biggest potential to change current farming practices

– Agnė Dapkuvienė, youth ambassador

#bioeconomy #EUSBSR



”

Teach students to take action on the bioeconomy revolution!

– Martin Rimmelein, youth ambassador

#bioeconomy #EUSBSR



”

Young farmers are the driving force of carbon farming

– Jussi Nissi, youth ambassador

#bioeconomy #EUSBSR



”

Simple life hacks can boost the bioeconomy

– Santa Niedola, youth ambassador

#bioeconomy #EUSBSR

