

HO450/A: Tópicos Avançados de Teoria Econômica

Course “Strategic Communication, stakeholder engagement and Policy for a Circular Bioeconomy”

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TU Delft Brazil & Unicamp

offered by: IE/UNICAMP & Delft University of Technology

Responsible professors: Prof. José Maria Ferreira Jardim da Silveira (IE/UNICAMP) and Prof. Patricia Osseweijer (TU Delft).

Period: January 25 to February 2, 2024 (4 credit points)

Course objective

The overall course objective is to achieve an understanding of the role and nature of public perceptions, policies and co-creation (Stakeholder Engagement) in innovation (and tech transfer) for a biobased circular economy and acquiring skills to be actively engaged in (public and stakeholder) communication, regulatory committees and policy making.

Learning objectives

After successful examination of the course, students will be able to:

- have a basic understanding of ethics and its importance to attitudes
- have a basic understanding of the role and function of policies, regulatory committees and governance (global and international)
- have an understanding of issues in public perceptions related to Biobased Economy
- have an understanding of methods for co-design and co-creation by stakeholders (Value Sensitive Design, Safe and Sustainable by Design, etc)
- explain and discuss ethical and social issues in novel technologies (incl media training)
- make a company strategic communication plan

January 2024

- address challenging (public) perception issues

Course program

The course will be provided as a 'summer' course at Unicamp. In addition to lecturers from Unicamp and TU Delft, invited (international) experts from industry, academia and other organisations will provide insight in their work in dealing with regulation, policy making, stakeholder engagement or communication. Student groups will develop a strategic communication plan for a (small) company in novel technology. The Plan will be presented to an expert jury. Student groups will be supported by staff from Unicamp and TU Delft. Two intermediate presentations are planned to monitor progress and provide feed-back to students.

Examination

The strategic communication plan and presentation will both be assessed by the course professors and marked using the usual Unicamp system.

Course material

There will be a digital reader "Strategic communication, stakeholder engagement and Policy for BBE", produced by UNICAMP; TU Delft. Recommended reading:

<http://www.cambridge.org/gb/academic/subjects/life-sciences/life-science-professional-development/successful-science-communication-telling-it-it>

Available at: <http://dx.doi.org/10.1017/CBO9780511760228>