



Name: Carolina Bettker Vasconcelos

Name of the project: Developing a common language for biobased value circles

Abstract of the project: The bioeconomy-related policies and concepts have meaningfully evolved over the last years. One important progress was the recognition that the bioeconomy needs to adhere to circularity principles to become more sustainable. The “circular bioeconomy” (CBE) fosters new biobased value circles, whose success depends on effective cooperation among interdisciplinary and cross-sectoral stakeholders. Communication plays an important role in allowing so; however, it has been recently identified that the lack of a common language is one of the major hurdles in the development of biobased industries. While recent scientific literature has covered the conceptual evolution of bioeconomy in policies and academia, research on conceptual understanding and effective application of CBE-related principles at company level is only emerging.

Therefore, this Ph.D. project aims at assessing what companies are planning, doing, communicating, and understanding with regards to circular and bioeconomy. Additionally, this project aims at identifying to what extent internal communication on circular and bioeconomy-related topics influences companies’ strategies, development, and engagement on new biobased value circles. Finally, it will be possible to identify common trends and mismatches among companies, thus contributing to the development of a common language for biobased value circles at company level.

Introduction of the ESR: I am a biotechnologist from the Federal University of Rio Grande do Sul (Brazil). During my bachelor’s studies, I have been awarded a Brazilian government-funded scholarship, which allowed me to study abroad at the University of Liverpool (UK) for one year (2014). As soon as I finished my BSc. degree I was hired by a biotech start-up, where I worked for over 4 years connecting research and laboratory work with business and project management activities.

Given the fact that I am also interested in the business world, I decided to take an MBA in Project Management at Getúlio Vargas Foundation (Brazil) and I have been a volunteer at international non-governmental organizations, including AIESEC and Project Management Institute. In my Ph.D. project, I will be able to work at the interface between academia and business, in an interdisciplinary and international environment, which is completely aligned to my personal and professional interests.

Keywords: bioeconomy, circular economy, circular bioeconomy, communication, business strategy

Contact details:

- Name: Carolina Bettker Vasconcelos
- University: Maastricht University, Faculty of Science and Engineering, Aachen-Maastricht Institute for Biobased Materials (AMIBM)
- Company: Umlaut transformation GmbH
- Address University: Brightlands Chemelot Campus - Urmonderbaan 22 6167 RD, Geleen, The Netherlands
- Address Company: Stolkasse 25-45, 50667, Köln, Germany
- E-mail: c.bettkervasconcelos@maastrichtuniversity.nl