

Course “Strategic Communication and Policy for a Bioeconomy”

BE-Basic Brazil & TU Delft Brazil & Unicamp 2019

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

Period: February 04 to 08, 2019 (2 credit points)

Course objective

The overall course objective is to achieve an understanding of the role and nature of public perceptions and policies in innovation (and tech transfer) for a biobased 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
- explain and discuss ethical and social issues in novel technologies (incl media training)
- make a company strategic communication plan
- 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 experts from industry, academia and other organisations will provide insight in their work in dealing with regulation, policy making 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

Students will be provided with a reader “Strategic communication and dealing with policy for a biobased economy”, produced by UNICAMP; TU Delft; BE-Basic.

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