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MARCETING BIOECONOMY IS A FIELD THAT CAN CONTRIBUTE TO ROMANIA'S ECONOMIC

Converting rice husk to biochar andreturning it back to the soil will providea wide range of benefits for theenvironment, resource (and nutrient)conservation, and perhaps even makerice cultivation and sale more profitableto India's farmers.

According to the expert estimation of the Bioenergy Association of Ukraine as of 2016 data, the wood energy potential from pruning and grubbing of perennial agricultural plantations in Ukraine is about 109 thousand tons toe/year[1]. Today, usually this biomass is burned in the open air, left on the edge of the field or crushed and scattered on the surface of the soil.

The key causes of such low level of wood potential use are low awareness of agricultural producers, lack of tools to disseminate best sectorial practices. Therefore, advisory support for agricultural producers and organizations that involved in wood waste processing and using (enterprises, social organizations, local government) is significance. The advisory role in the value chain formation is to support of producers, explain technological solutions for them and substantiation the economic expediency of various implementations in production.

According to the results of the Up_running project[2], the recommended work pattern of adviser is to build the following logical matrix of actions:

1. The initial phase of consultation and obtaining initial information;
2. first visit and planning consultation;

3. analysis and addition of information;

4. preparation and transfer of results.

The main indicators of the implementation of each phase of interaction should be specific results and recommendations that are provided to participants in a counseling scheme. For example, the following indicators can be attributed to key indicators of the identification and collection of information phase:

1. list of potential participants in the value chain;

2. assessment of biomass potential for stakeholders;

3. identified the basic needs of the producer;

4. type of initiative / model to be implemented;

5. SWOT-analysis of the possible use of the energy potential of biomass of perennial agricultural plantations;

6. determination of the list of support measures and the schedule of the actions.

Under any conditions, advisers need to be prepared to formulate answers to key questions. One of them may be issues of opportunities for attracting additional financing, knowledge of potential suppliers of energy equipment in the region, possible technological support for the project, the possibilities of obtaining financial preferences on the part of the state or local authorities, the social and environmental effect of the implementation of the project is possible. The given set of important issues allows a comprehensive approach to assessing the success of a project.

It is useful to use the experience of implementing successful practices. For example, as a result of the Up_running project "Sustainable use of wood biomass from pruning and uprooting perennial agricultural plantations" 10 real practices that have been implemented in the countries of the European Union and Ukraine have been described[3]. Based on the experience of implementing such practices, it was possible to formulate a clear step-by-step action plan for advisory support.

The introduction of an integrated approach is important for Ukraine in the context of the search for alternative energy sources and ensuring the energy independence of the state. This will help to reduce dependence on imported energy resources, solve social problems of rural communities, and improve the ecological state of the environment.

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**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ
КАФЕДРА ЕКОНОМІЧНОЇ ТЕОРІЇ**

**МАТЕРІАЛИ ДОПОВІДЕЙ
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