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YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE

BIOECONOMY *careers and skills of the future*

Career Sheet:
Manager in the
field of
Bioeconomy



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www.genb-project.eu

info@genb-project.eu

About the career sheet

The career sheet serves as an awareness-raising tool for teachers and career counsellors. Specifically, it provides students concrete examples of jobs that are directly related to promoting Bioeconomy, elaborating on the skills needed to pursue a career in the field.

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CAREER SHEET: MANAGER IN THE FIELD OF BIOECONOMY



MIQUEL MINGUET (MANAGER, HORTA VIVA)

I have a Degree in Pedagogy and Tourism, with an extraordinary prize for academic performance granted by the University of Valencia Faculty of Economics. Since 2009, I headed Horta Viva, a pioneer enterprise in the tourism sector specializing in agriculture and gastronomy, receiving the tourism award from the Valencian government in 2019.



OVERVIEW OF THE JOB

Currently, I direct my own project "Horta Viva" which tries to publicize and protect the irrigated territory (Huerta de València) that surrounds the city of Valencia through tourism, highlighting its history, culture, landscape, and the wisdom of the farmers.



WHAT INSPIRED YOU

At the time of starting my project, in 2009, the Valencia "Huerta" was at serious risk of destruction due to urban expansion. This fact motivated me to look for a professional activity that would promote the protection of the territory I had around. In this way, social awareness about the importance of caring for the environment has increased, paying particular attention to the natural resources that surround us.



TYPICAL WORKING DAY

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My typical working day involves raising social awareness about the importance of working with natural resources in a sustainable manner and promoting responsible and local consumption.

For instance, in activities related to Valencian agriculture, I explain the main characteristics of organic farming. During the visit to the 'horchatería,' participants understand the whole process of creating this refreshing beverage, from cultivating the 'chufa' to presenting it on the table. Additionally, I make sure to provide hands-on experiences that allow participants to connect more deeply with sustainability and adopt a more mindful approach to their consumption choices. Each working day becomes an opportunity to positively influence the environmental consciousness of those around me.



STUDY & CAREER PATH

Before I started my project, I studied Pedagogy. Once I decided to create "Horta Viva" (it literal translation would be living vegetal garden), I studied Tourism and languages. My project is so special, and I think it has more relation about skills than previous studies, but maybe it would be better with a Degree in Geography. Anyway, the Degree in Pedagogy gives you a good skill for starting projects in different areas.



KEY SKILLS

Problem-solving & Adaptability: Working with people it appears unforeseen situations that must be resolved immediately, sometimes you must change the plan in a moment.

Nonverbal Communication: Working as a guide, it is very important to always know what the groups think of your work and then you have to find a way to adapt your work according to their reaction.

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Creativity: I have created a lot of new tours and activities that are innovative.

Public Speaking: Essential when working as a guide or managing a company.

With these skills I think I can work in sectors where dealing with customers or users is very important.



CHALLENGES

You must give your best all the time, for the client it is a new experience that they want to enjoy once in their life, they cannot understand that one day you are not completely well.



WHAT YOU LOVE ABOUT YOUR JOB

I love what I do, and I feel I can improve my environment with it. The most rewarding aspect of my role is the opportunity to inspire awareness among tourists about the vital importance of preserving natural resources. I pride myself on guiding them towards a more sustainable lifestyle, while actively promoting local consumption. It is extremely rewarding to contribute to a positive impact, fostering not only memorable travel experiences but also a lasting commitment to responsible and eco-conscious choices.



MOVING TOWARDS A BETTER WORLD

My work contributes to a better world by making many people conscious about a territory of great value, formerly unknown and little valued by the local population. Only what is known can be valued, only what you value can be asked for protection.

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YOUR ADVICE TO STUDENTS

Don't be frustrated by the thought that climate change is inevitable and there is no way to stop it. If you are interested in bioeconomy and promoting sustainable behavior, try to work towards this, and you will have an influence, at least in your local community. And with more people like you, your country, and perhaps most parts of the world, will improve. Many small parts make a big part. Finally, don't forget to find something to get excited about.



YOUR ADVICE TO TEACHERS AND PARENTS

Let them create, let them make mistakes.



LEARN MORE

[Horta Viva - YouTube](#) / FB – IG – X @hortaviva

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