



Women in Science – 2<sup>nd</sup> Erlangen Symposium

## Trust your senses, follow your nose...

### Why comprehension of bioeconomy has a lot to do with perception

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Our world is changing. The way we live and do business is constantly being questioned, and the use of our resources is increasingly being viewed from the perspective of crisis scenarios. The bioeconomy in particular, i.e. the use of biogenic, renewable raw materials and thus the management of our basic resources of water, earth and air, is in the spotlight. What is required are fundamentally new processes and technologies for the utilization and management of soil, water, and air - accompanied by new types of products that are supposed to meet the demands of sustainability, but also of resilient and sovereign supply and recyclability, ideally without giving the impression of abandonment and scarcity. But how is this change perceived and ultimately accepted? What role does sensory research play in this? And how can we facilitate and accompany this transformation with the help of sensory research? In the end, people have to like what the future brings... The lecture offers examples of how chemistry, technology and sensory sciences can jointly show new ways, in interaction with numerous other disciplines, and foster partnerships between institutions, disciplines and project landscapes – for a joint mission [1,2,3].

#### References

[1] <https://www.chemistry.nat.fau.eu/aroma-smell-research/sensory-sciences-lecture-series/>

[2] <https://www.food.fraunhofer.de/>

[3] <https://www.fraunhofer.de/en/research/fraunhofer-strategic-research-fields/bioeconomy.html>