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Fondazione
Agrifood &
Bioeconomy ^{fv3}

BioFuel Region TM



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Circular Bio-Based Business
models to create high-value
Bio-based products in
integrated value chains



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 www.c4b-project.eu

CONTEXT

Primary production in agriculture and forestry represents an essential part of the European circular bioeconomy. However, the involvement of primary producers in the circular bio-based economy is still limited and the benefits are in most cases not fairly distributed along the value chain to the disadvantage of primary producers.

Fair and sustainable business models that create opportunities for rural entrepreneurship and develop new forms of successful rural business are therefore needed. C4B business models will be designed to balance the share of power and profits across novel bio-based value chains to accelerate the development of rural communities and their economic viability and enhance the cooperation among farmers, foresters and industry.

OBJECTIVES

- 1 To build a C4B Stakeholders' Panel and implement the multi-actor approach (MAA) to co-create solutions and innovations, and to improve the capacity of the businesses and individuals for implementing bioeconomy measures, empowering the Agricultural Knowledge and Innovations Systems (AKISs) in Europe.
- 2 To advance the understanding of bio-based value chains by carrying out a holistic analysis that considers multiple aspects such as technological factors, business models and business environment, primary producers' behaviour, contractual agreements and ownership, fairness and power balance, and sustainability.
- 3 To develop, simulate and promote new fair, scalable and replicable business models for different primary production sectors that support the vibrancy and economic viability of rural communities.
- 4 To develop indicators to evaluate the impact for farmers, foresters and rural actors, and to assess the sustainability benefits of the innovative business models.
- 5 To demonstrate the scalability and replicability of the C4B fair and sustainable business models in different business settings and geographical areas, eventually stimulating the uptake of the results developed in the project.
- 6 To promote bioeconomy-related interventions in the new common agriculture policy (CAP).
- 7 To ensure wide visibility of C4B, increase the awareness on the of bioeconomy-related interventions, stimulate the replication of the new fair and sustainable business, and foster the multiplication of their economic, social and environmental benefits throughout Europe.

Open Call & Replication Strategy

The fair and sustainable business models developed in C4B have a huge replication potential throughout Europe.

The consortium has carried out a preliminary analysis to map potential targets of replication per each value chain analyses in C4B. This analysis was based on the distribution of available biomass in different European countries and/or the development of a specific primary sector across Europe. The replicability of the C4B Business models in other regions and business settings will be demonstrated by providing

financial support to third parties, i.e., to primary producers, academic researchers, start-ups, SMEs that will test the applicability, scalability and replicability of the C4B business models, through the organization of Open Call (OC) used to select up to 8 projects (i.e., use cases).

They will allow to test and implement the business models developed by C4B and facilitate the accelerate the deployment of a sustainable European bioeconomy. The 8 use cases will be evaluated by an appointed panel of experts.

