

## WELCOME TO THE FIRST EDITION OF OUR PROJECT NEWSLETTER!



In this inaugural issue, we dive into the core mission of C4B highlighting our commitment to innovation and excellence, introducing the project partners and contribution to accelerating the transformation of EU agriculture and forestry into thriving bioeconomy sectors where primary producers are empowered and the benefits are equitably distributed across value chains, leading to sustainable rural development and economic growth.

Thank you for reading! Stay tuned for more updates, and here's to the beginning of a remarkable journey together!

Primary production 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.

C4B (Circular Bio-Based Business models to create high-value Bio-based products in integrated value chains) is a European project funded by Horizon Europe Framework Programme, under the topic: HORIZON-CL6-2023-CircBio-01-9 – Business models that balance the share of power and profit in the bioeconomy.

- Project number: 101135323
- Type of action: HORIZON-RIA – Research Innovation Action
- Project starting date: 1 January 2024



11

Partners



6

Countries



48

Months



4

M€ Budget



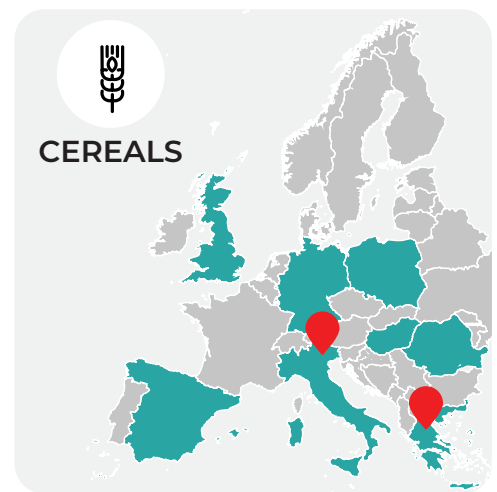


The C4B project aims to develop, deliver and demonstrate the high replicability potential of innovative and sustainable business models and tolls boosting the deployment of a more resilient and prosperous EU Bioeconomy.

In the project framework, up to 8 projects will be selected and financial support to third parties will be granted via Open Call to demonstrate the applicability, scalability, and replicability of the new Business models in different business settings and geographical areas.



### Open Call and Replication Strategy



## What are the main project goals?

- Accelerate the development of rural communities and their economic viability by developing new fair and sustainable business models for different agricultural and forestry value chains.
- Promote the balance of power and profits across novel bio-based value chains and enhance cooperation among primary producers and industry.

By providing financial support to third parties via Open Call, C4B will demonstrate the replicability of the new business models, exploiting the Cascade funding mechanism.

## What is the expected impact of the project?

The project will develop the following scientific/economic and technological/societal impacts:

**Scientific:** on the one hand, C4B will improve existing frameworks to analyse value chains and deliver advanced knowledge and understanding on novel bio-based value chains. On the other hand, C4B will develop new fair and sustainable business models taking into account multiple sustainability aspects beyond the conventional Business Models Canvas.

**Economic and technological:** the uptake of the C4B solutions will contribute to de-risk and accelerate bioeconomy consolidation in EU attracting public and private investments for biorefineries in rural areas, creating new skilled job opportunities while diversifying primary producers' incomes.

**Societal:** C4B will contribute at both environmental and social levels by considering both aspects during the development of innovative fair and sustainable business models going beyond the economic-centric models. In fact, the C4B Business models and the business model toolkit will be engineered to unlock multifaceted value, spanning the economics, environment, and society values.



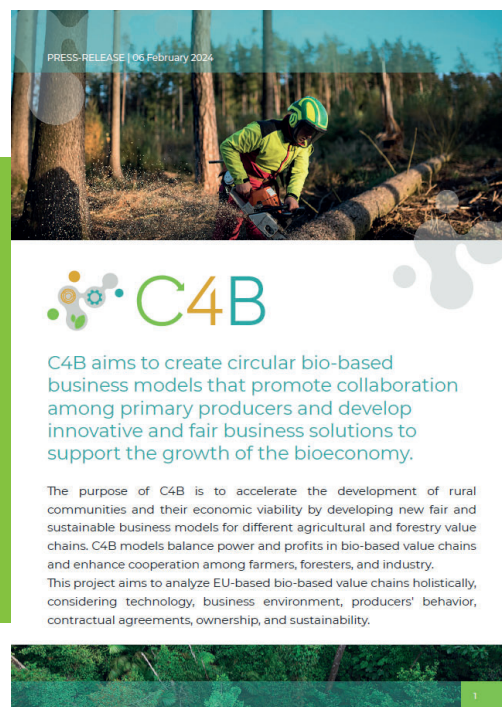
## Progress up to now

C4B was launched 6 months ago, with all project partners meeting in person for the Kick-off meeting. The first 6 months of a project are always a challenge, as they involve establishing the basis for strong collaboration among the partners and coordinating efforts to meet the set objectives.

During these initial months, the consortium has been working on identifying and mapping relevant European stakeholders and establishing the tools to engage them in the C4B multi-actor activities.

## Overview of Value Chain for Dissemination and Exploitation.

In the initial months of the C4B project lifecycle, dissemination and communication efforts have included launching the website, issuing press releases, establishing Social Media channels, creating [promotional materials](#), and sharing [news and publications](#).



[Website](#) and first [Press Release](#)

## Latest news and events, Press releases



C4B M6 Meeting in Kozani, Greece on the 11<sup>th</sup> June 2024.

[Read more](#)



**Exploitation Workshop** was held for all project C4B partners. The workshop is designed to offer valuable insights and strategies to enhance the impact of our project outcomes.

[Read more](#)



C4B project coordinator CiaoTech & PNO Innovation (Spain) attended the Circular Bio-based Europe Joint Undertaking (CBE JU) Info Day.

[Read more](#)





## "Promoting Bioeconomy in Greece"

15th April 2024

National Kapodistrian University of Athens



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C4B partner CluBE-Cluster of Bioeconomy and Environment of Western Macedonia organised an important event to Promote Bioeconomy in Greece.

[Read more](#)

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



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The **Kick-off meeting** took place in Rome on January 18th-19th, gathering all project partners.

[Read more](#)





# Meet the project consortium and partners introduced so far!



**CiaoTech - Gruppo PNO, the coordinator** of this Horizon Europe project, will guide the consortium comprising the following partners.

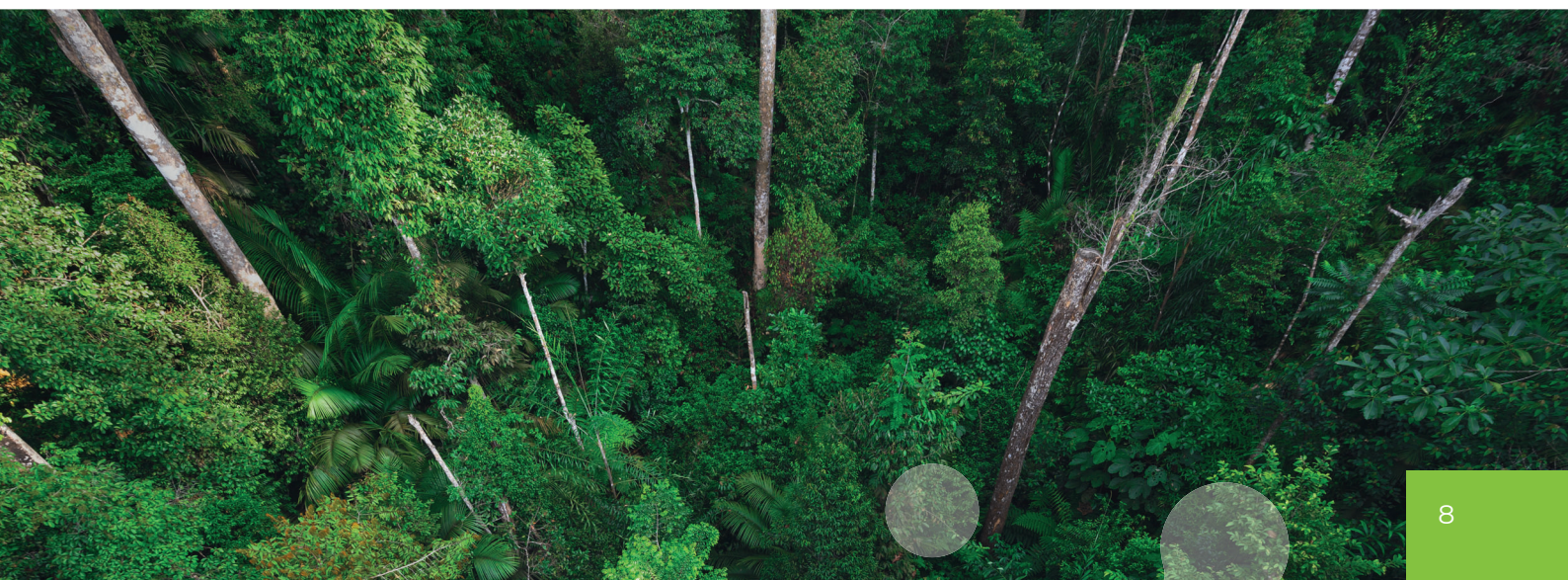
[Read more](#)

AND



C4B Partners: **Innovation Engineering**

[Read more](#)



## Meet our partners!



[Read more](#)

## Coming events



📅 4/09/2024  
📍 Cordoba, Spain

**REECAP meeting**



📅 07/09/2024  
📍 Thessaloniki, GR

**Thessaloniki International Fair**



📅 01/01/2025  
📍 Bonn, GE

**2025 Bonn: EAAE**



📅 05/11/2024  
📍 Rimini, Italy

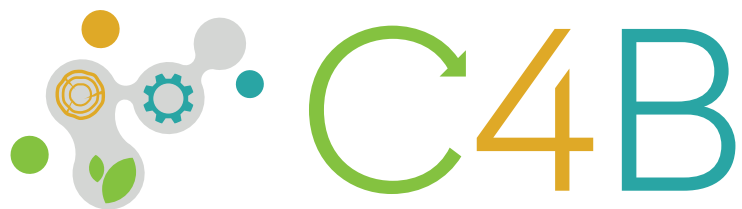
**Ecomondo 2024**



📅 3/10/2024  
📍 Bologna, Italy 2024

**IFIB 2024**





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