



www.c4b-project.eu

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

Our journey so far: highlights and achievements after two years

C4B's **vision** is to accelerate the transformation of EU agriculture and forestry sectors into thriving bioeconomy communities where primary producers are empowered and the benefits are equitably distributed across value chains, leading to sustainable rural development and economic growth.

C4B's **mission** is to develop and deliver innovative and sustainable business models and tools that balance power and profit by enhancing the involvement of primary producers and fostering collaboration amongst stakeholders contributing to a more resilient and prosperous EU bioeconomy.

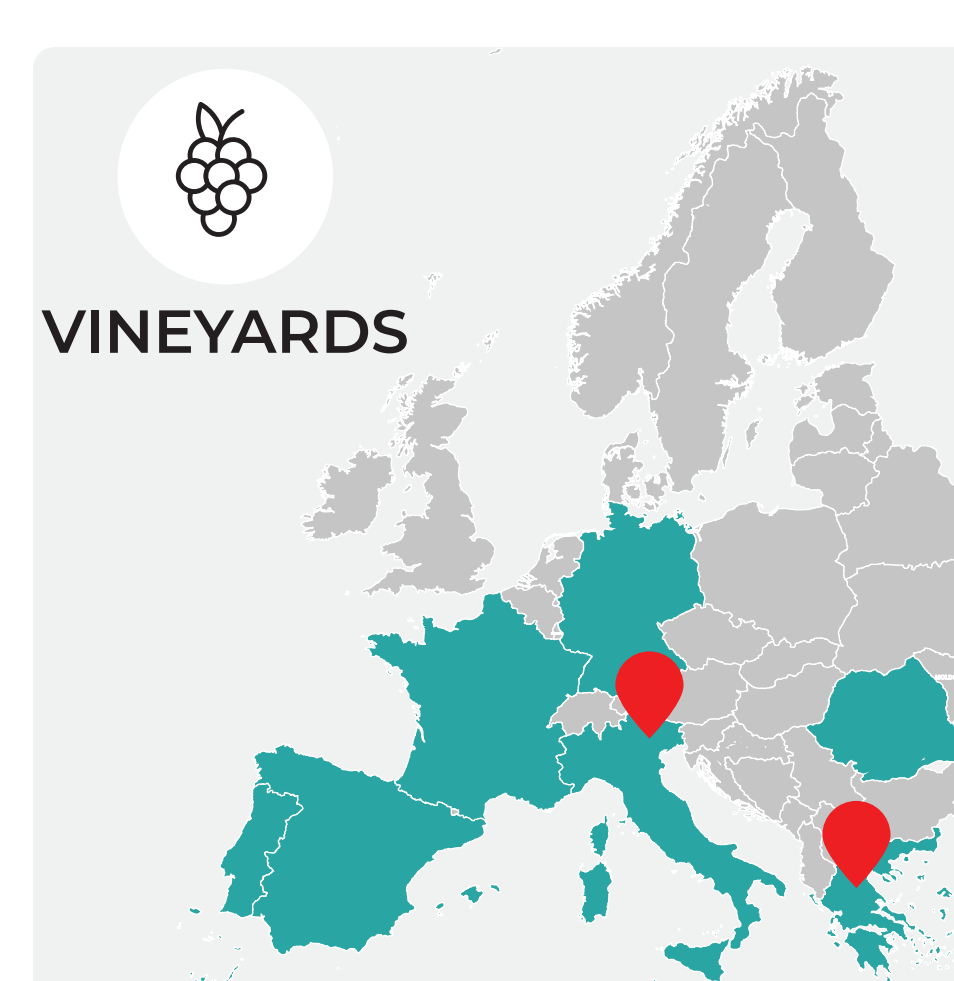
C4B JOURNEY SO FAR

Since launching in January 2024, C4B has:

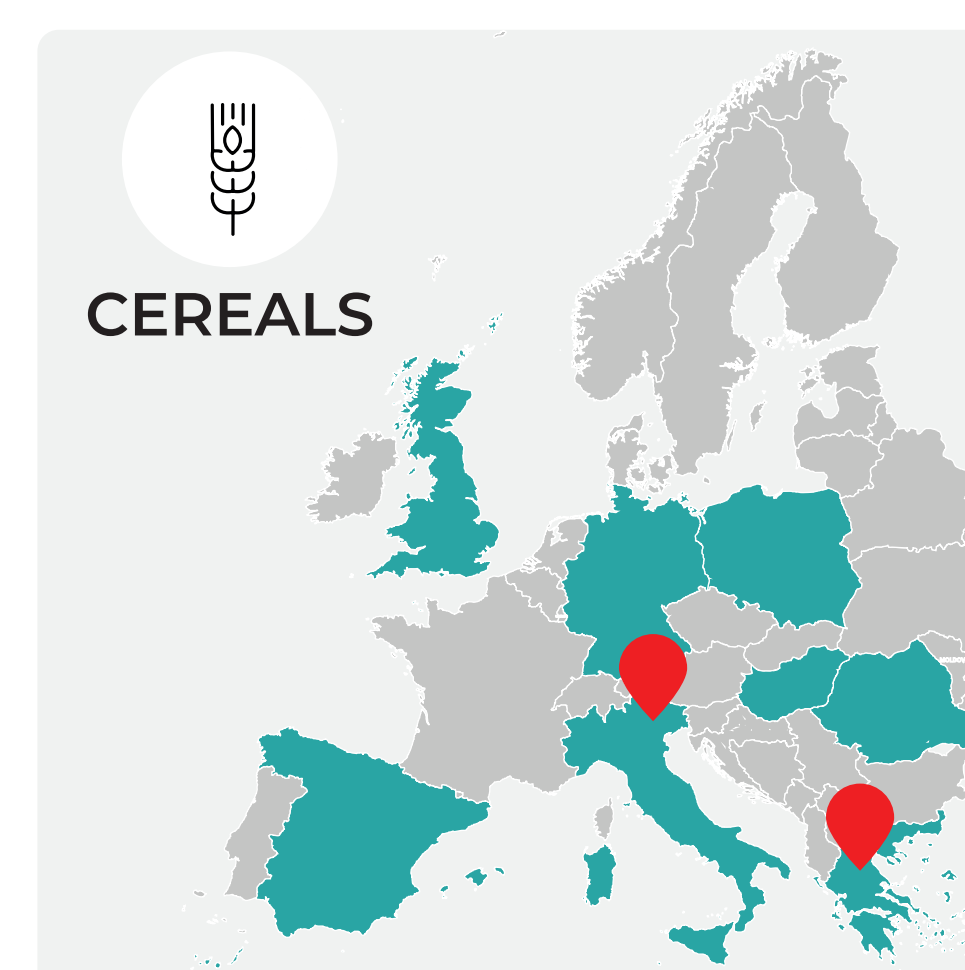
- Established a multi-actor Stakeholder Panel engaging more than 100 stakeholders from agriculture, forestry, industry & advisory sectors
- Developed a holistic framework to analyse bio-based value chains along 9 case studies in 6 countries (wood, vineyards, cereals, apples, potatoes, peatlands)
- Identified key challenges in technology, contracts, power balance & sustainability
- Advanced sustainability assessments (LCA, techno-economic, social impacts)
- Started designing fair, replicable business models based on real data



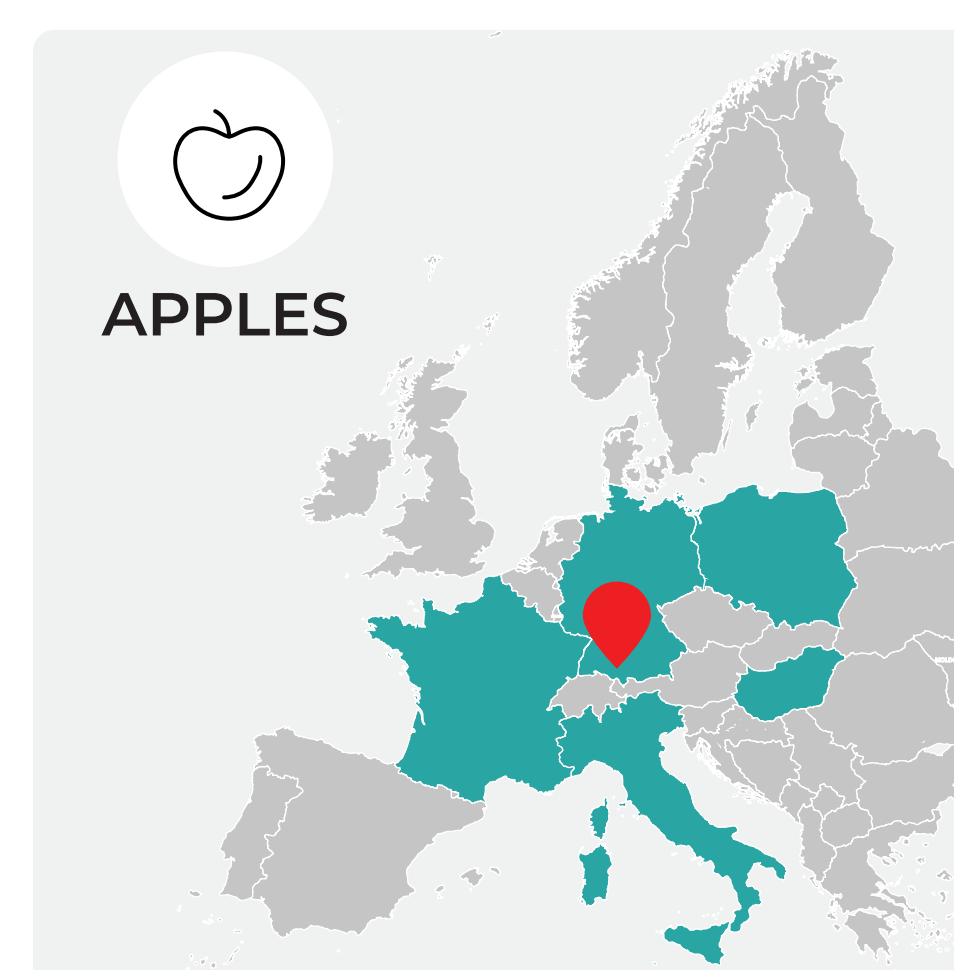
WOOD



VINEYARDS



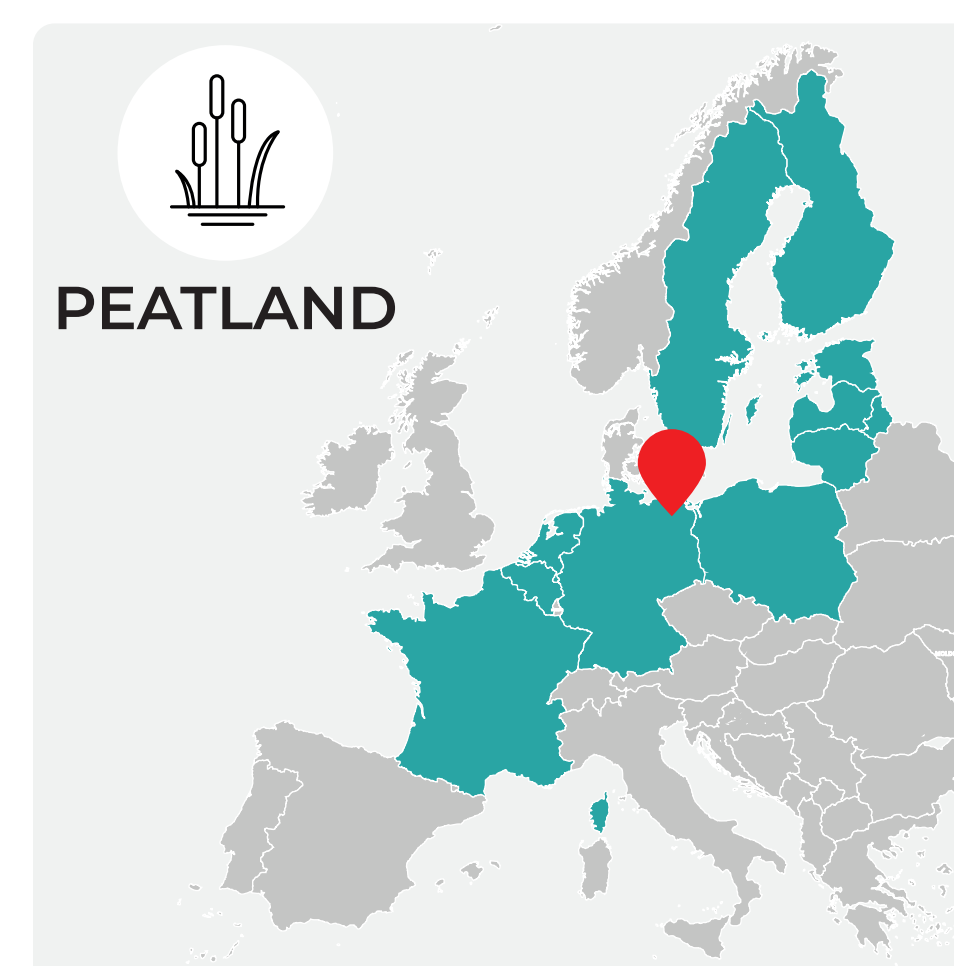
CEREALS



APPLES



POTATOES



PEATLAND

C4B OPEN CALL - COMING IN 2026!

The fair and sustainable business models developed in C4B are designed to be replicable across Europe.

In 2026, C4B will launch an Open Call to support up to 8 third-party use cases with financial support to:

- Test the applicability, scalability, and replicability of C4B business models
- Apply models in new regions and value chains
- Demonstrate real-world impact in rural bioeconomy contexts

Who can apply?

- Primary producers
- SMEs & start-ups

Apply your idea in real value chains



11
PARTNERS



6
COUNTRIES



48
MONTHS



4
M€ BUDGET

JOIN THE C4B STAKEHOLDER PANEL



FOLLOW US!

in c4b-biobased-models



C4B_project

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Western Macedonia

UNIVERSITÄT
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UNIVERSITY & RESEARCH

LEITAT
managing technologies

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