

C4B: CIRCULAR BIO-BASED BUSINESS MODELSTO CREATE HIGH-VALUE BIO-BASED PRODUCTSIN INTEGRATED VALUE CHAINS

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Presentation

CiaoTech srl, the Italian branch of the PNO Group, is specialized in Innovation Management and funding, providing support services to private and public organizations in Innovation processes, Technology Transfer, IT solutions and funding for research, development and innovation. PNO Group, established in 1984, is Europe's leading funding and innovation consultancy made up of a pool of more than 400 professionals across 8 Member States (Portugal, Spain, Italy, Germany, France, Belgium, The Netherlands, United Kingdom). CiaoTech's "Innovation Management" services deliver high quality support to large sized companies, SMEs, Universities, Research Institutes, Associations and clusters in the full cycle of the innovation process, including:

- Analysing, defining and planning innovation processes;
- Building innovation networks, partnerships and projects;
- Managing Projects and driving innovation.

Ciaotech within the BioEconomy space: Ciaotech has a strong client base and track record in the interlinked chemical industry, biotech and eco-innovation sectors, with a particular insight in EU policies and programmes, as well as innovation and funding projects and programmes in 12 European countries.

In the context of the C4B project, CiaoTech is the coordinator.

Abstract

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.

The C4B project aims to enhance the bioeconomy by developing fair and sustainable business models that empower rural communities. Central to this initiative is the establishment of a Stakeholders' Panel, which employs a multi-actor approach to co-create innovative solutions, thereby strengthening Agricultural Knowledge and Innovation Systems (AKIS) across Europe.

To comprehensively understand bio-based value chains, C4B conducts holistic analyses that consider technological factors, business models, primary producers' behaviors, contractual agreements, ownership structures, fairness, power dynamics, and sustainability. The project focuses on developing, simulating, and promoting scalable and replicable business models tailored to various primary production sectors, aiming to invigorate rural communities economically.

Additionally, C4B is committed to creating indicators that assess the impact on farmers, foresters, and other rural stakeholders, evaluating the sustainability benefits of these innovative business models. The project also seeks to demonstrate the scalability and adaptability of these models across diverse business settings and geographical areas, encouraging broader adoption of the project's outcomes.

Furthermore, C4B advocates for the inclusion of bioeconomy-related interventions in the new Common Agricultural Policy (CAP). The project ensures widespread visibility, raises awareness about bioeconomy initiatives, and promotes

the replication of fair and sustainable business practices to amplify their economic, social, and environmental benefits throughout Europe.
