



## Research Summary Sheet

### ***Deliverable n°: 6.3 (Task 6.3)*** ***“Potential business concepts and workshops”***

#### **Context and Challenges**

The NoAW project is driven by a “near zero-waste” society requirement and focuses on the development of innovative and efficient approaches that allow the conversion of growing agricultural waste (called by-products in this deliverable) into eco-efficient bio-based products.

These approaches aim for direct benefits for the environment, the economy and the EU consumer.

A major challenge in this context is the designing of regional sustainable business and marketing concepts for cross-sectorial valorisation of agro by-products. This deliverable mitigates this challenge by taking into account all the relevant techno-economic and environmental insights previously demonstrated along the NoAW project, using an integrated and strategic approach.

The objective of this deliverable is to tailor business and marketing concepts to the agro-waste conversion chain selected for up-scaling in WP6. In this task, we aim at answering the following question: What are the most fitting business models/marketing concepts to ensure long term sustainability in real industrial context for the agro-waste conversion chain selected for up-scaling in WP6?

#### **Results and Applications**

Task 6.3 applies an integrated approach that relies on the collective intelligence of the NoAW. An integrated Business Model Generation approach is applied to design sustainable Business Concepts relevant to the conversion chain (more details in the “introduction” section of this deliverable); The process followed in task 6.3 is strategic in its integrated, comprehensive and multi-stakeholder perspective.

More concretely, the following steps have been followed:

- Extraction of relevant data and key messages from the NoAW project’s outcomes (all WPs);
- Bilateral targeted exchanges with experts from the various WPs;
- First draft of tailored business and marketing concepts using a strategic and integrated approach;
- Inclusion, verification and update of knowledge base regarding economic and logistic scale-up impacts;



- Inclusion, verification and update of knowledge base regarding environmental scale-up impacts;
- Inclusion, verification and update of knowledge on technical scale-up challenges/opportunities and product specifications from task 6-2;
- Field visits and workshops in France and Germany to receive feedbacks on the Business Concepts from economic actors;
- Inclusion and verification of policy recommendations, linked with task 5.4
- Preparation of a dissemination strategy and an international presentation during the NoAW final stakeholder meeting.

## **Breakthroughs, benefits and added value**

The outcomes of this task consist of business concepts' descriptions including relevant actors, share of responsibilities, organizational set-up, infrastructures and investment efforts, material flows, key sustainability indicators considered, key transversal success factors considered, potential legal entities and financing model, options to consider in the future, SWOT analysis and suggested framework conditions and policy levers to make this business concept feasible.

This deliverable presents the methodology used to derive relevant business concepts, as well as the business concepts themselves, for the combined PHB and biogas production and for the polyphenol's extraction from winery waste.

**Further information on NoAW project:** <http://noaw2020.eu>

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