



## Research Summary Sheet

### *Enabling the bioeconomy uptake with an approach to develop sustainable regional business concepts for co-products valorization*

#### Context and Challenges

*The NoAW project focuses on the development of sustainable innovative approaches to create added-value by converting unavoidable agricultural waste into eco-efficient bio-based products, in a cascading approach and with respect of the nutrient cycle. Designing regional sustainable business and marketing concepts for cross-sectorial valorisation of agro by-products is a real challenge as it implies many actors and knowledge from multiple domains.*

#### Results and Applications

*An holistic eco-innovative approach allowing to develop the most fitting regional business concepts to ensure long term sustainability in real industrial context has been developed and applied to 2 NoAW values chains. All the relevant techno-economic and environmental insights demonstrated along the NoAW project have been valorized via a strategic approach relying on the Business Model Generation methodology and the collective intelligence. 2 business concepts are described including relevant actors, organizational set-up, infrastructures and investment efforts, material flows, key sustainability indicators, key transversal success factors, potential legal entities and financing model, SWOT analysis, suggested policy levers and mapping of the European potential.*

#### Breakthroughs, benefits and added value

*An examples of potential identified is a regional business concept for manure/straw valorisation into bioenergy and biodegradable biobased plastic as alternative to fossil-based plastics for niche markets where biodegradability is an asset, for instance for mulching films in agriculture; or a regional business concept for polyphenol extraction from wine pomaces for future usages in active packaging combined with the use of the residues for energy production (biogas) or filler application (biomaterials).*

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

SOFIES: Anne Verniquet, e-mail: [anne.verniquet@sofiesgroup.com](mailto:anne.verniquet@sofiesgroup.com)

INRAE (Coordinator): Prof. Nathalie Gontard, e-mail: [nathalie.gontard@inrae.fr](mailto:nathalie.gontard@inrae.fr)

