

D6.2

Mid-term Report on dissemination and communication activities

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Contract No.	101060618
Instrument	HORIZON Coordination and Support Actions
Thematic Priority	Mainstreaming inclusive small-scale bio-based solutions in European rural areas
Start of Project	1 October 2022
Duration	36 months

Our Consortium



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Partner responsible	LOBA
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Abstract	The report provides an in-depth analysis of the dissemination and communication efforts undertaken by the RuralBioUp project from its start in October 2022 until March 2024. The achievements highlighted in the report include significant website traffic, social media engagement, and effective stakeholder engagement through events and collaborations with related initiatives. These efforts have been instrumental in amplifying the project's visibility and impact, with the aim of fostering sustainable, inclusive growth within Europe's rural bioeconomy. The report serves as a comprehensive overview of the project's mid-term progress and lays the groundwork for continued dissemination and communication activities.
Keywords	Dissemination; Exploitation; Communication; Social media; Website; awareness

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The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.



Table of Abbreviations and Acronyms

Abbreviation	Meaning
DEC	Dissemination, Exploitation and Communication
D&C	Dissemination & Communication
KPI	Key Performance Indicator
SM	Social media
N/A	Not Applicable



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1 Executive Summary

This report outlines the dissemination and communication (D&C) efforts undertaken within the RuralBioUp project's WP6 – Dissemination, exploitation, and communication activities, spanning from Month 1 (October 2022) to Month 18 (March 2024). Its primary aim is to provide a comprehensive account of the D&C activities carried out during this period, detailing the materials, channels, and tools utilized and developed by the RuralBioUp consortium.

Over this timeframe, project communication progressed from creating awareness and fostering community to disseminating activities, events, and initial findings, aimed at engaging target groups with RuralBioUp. Notably, consistent application of the RuralBioUp identity across all channels and materials was emphasized. Various resources, including templates, brochures, presentations, and a roll-up, were created to support partners in disseminating project information effectively.

Key communication channels included the project website and social media networks (Facebook, Twitter, LinkedIn), strategically utilized to maximize reach and engagement. The website attracted significant traffic and served as a successful platform for sharing project outcomes, while social media channels garnered a substantial following and contributed to building a community.

Furthermore, project dissemination efforts included partner participation in events and the distribution of a newsletter to a wide audience. Mass mailing initiatives will be intensified in subsequent periods to further expand project visibility and collaboration opportunities.

Overall, this initial project phase marks the beginning of ongoing collaborations and outreach efforts within RuralBioUp.



2 Introduction

This report offers comprehensive insights into the activities, channels, materials, and tools utilized to enhance communication and dissemination within the RuralBioUp project from Month 1 (October 2022) to Month 18 (March 2024). Future updates on communication and dissemination efforts will be available in Month 35 through the *D6.3 Report on dissemination and communication activities*.

Additionally, the document outlines the effects of dissemination and communication efforts carried out during the specified period, showcasing the outcomes and analytics across various channels utilized. These include website statistics, social network analytics, newsletter metrics, and engagement in events.

This deliverable is divided into 7 main sections:

- **Chapter 4 “Branding”** presents the identity of the project.
- **Chapter 5 “Channels and Tools”** presents the different channels and tools used for disseminating and communicating project activities and outcomes, including the project website, social media accounts, YouTube Channel, newsletter.
- **Chapter 6 “Events”** outlines the events where the project has been represented and describes the communication activities undertaken in RuralBioUp to support the promotion of the events where the project partners have been involved, either as organisers, participants (i.e., speakers) or attendees.
- **Chapter 7 “RuralBioUp’s partners support in D&C”** provides information on the dissemination and communication activities conducted by project partners.
- **Chapter 8 “Liaison with networks, initiatives and other projects”** describes the collaborations established with other projects and initiatives.
- **Chapter 9 “Key Performance indicators and impact”** provides a comparison between the key performance indicators defined in the Description of Action and refined in *D6.1 Plan for the dissemination and exploitation including communication activities* and the status, to assess the overall performance of the dissemination and communication activities.
- **Chapter 10 “Conclusions”** concludes the deliverable with main highlights and takeaways, alongside outlining the main steps for future progress.

Furthermore, the deliverable incorporates an Appendix section, where some materials can be found such as the Brand book of the project.



3 RuralBioUp in a nutshell

RuralBioUp "Empowering EU Rural Regions to Scale-Up and Adopt Small-Scale Bio-Based Solutions: the transition towards a sustainable, regenerative, inclusive and just circular bioeconomy" is a transformative initiative set to redefine the landscape of rural economies in Europe.

Over a span of 36 months, from October 2022 to September 2025, RuralBioUp aims to revolutionize the rural bioeconomy by fostering the adoption and scaling of innovative, bio-based solutions, being the main goal the following: support innovators to scale-up inclusive and small-scale biobased solutions in rural areas. At its core, the project is dedicated to supporting a diverse group of innovators, including farmers, foresters, policymakers, companies, business support organizations, civil society organizations and investors.

The heart of RuralBioUp's strategy lies in the establishment of nine Regional Hubs across six EU countries, which are tasked with implementing comprehensive Action Plans across eighteen value chains.

The Hubs are established through the collective efforts of Regional Facilitators, Hub Contact Points, and at least thirty local stakeholders in each region, ensuring a deeply integrated and locally relevant approach.

The chosen locations for these Regional Hubs include Lombardy, Marche, and Apulia in Italy; Charles Spa in Czechia; Pays de la Loire and Auvergne-Rhone-Alpes in France; Latvia; Ireland (with a focus on County Tipperary); and the Centru Region in Romania. Each Hub will serve as a "demonstrator" of the RuralBioUp approach, showcasing innovative support services and facilitating the transfer of expertise, practical knowledge, methodologies, and tools to other EU regions and rural areas.

By bringing together a diverse range of actors and knowledge, RuralBioUp is setting the stage for a future where rural economies thrive through innovation and sustainability.



4 Branding

4.1 Project Identity

The project's identity was defined in the early stages (M1-M2), as outlined in deliverable *D6.1 Plan for the dissemination and exploitation including communication activities (M6)*.

This identity was and will be consistently applied across all communication and dissemination materials, encompassing templates, brochures, project website, one-stop-shop, posters, roll-ups, banners, and videos.

At the Kick-off Meeting (KoM) on October 10th and 11th, 2022, LOBA presented the visual identity proposal (refer to Appendix), structured around an introduction to the project, the creative concept, and the proposed logo, detailing its underlying concept, tone, graphics, and typography.

In preparation for the KoM, LOBA created various materials for Consortium use, including a PowerPoint template for work package presentations, a Word template for signature lists, an agenda template, and lanyards for partner identification during the meeting.

These materials allowed the Consortium to gain a practical understanding of the proposed branding and provide feedback.

The final RuralBioUp branding encompasses typography, a colour palette, and multiple logo versions (main, secondary, negative), which were refined by LOBA following the meeting.

The logo is provided below.



Figure 1: RuralBioUp main logo and claim "Grow local, go global"



4.2 Communication Toolkit

The communication toolkit created for the RuralBioUp project includes materials designed to assist the consortium in both formal and informal communication endeavours, including reporting and participation in meetings and events. Its aim is to promote the project's brand identity, making it memorable.

This kit consists of the project's stationery and promotional materials, as detailed below.

4.2.1 Stationery

The stationery produced for the project includes materials to support the communication and reporting of the project, namely:

- **Deliverable Template:** to be used for deliverable submission;
- **PowerPoint template:** to be used in project meetings and presentations related to the project;
- **Supporting materials for participating in events such as:**
 - **Background images:** for video calls and online meetings, during which partners showcase the project;
 - **Branded Letterhead Paper:** uses RuralBioUp's logo, contact details, and branding to make written correspondence formal and professional;
 - **Agenda Template:** to be used in the organization of events.

Deliverable title	Del. title...
Deliverable number	e.g. D1.1
Deliverable version	Version number (e.g. "1.0")
Previous version(s)	Previous version numbers (if any)
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Abstract	Abstract (up to 8 lines)
Keywords	AI, Media, Fake News...

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3 Section

3.1 Subsection

This is the second level section. Add the text.

- Bullet level one
 - Bullet level two
 - Bullet level three

3.1.1 Subsection

This is the 3rd level section... Add the text.

Table References:

TEST					
TEST	TEST				TEST
TEST		TEST		TEST	
TEST			TEST		

Table 1: Title of table 1

Image references:



Figure 1: Title of Figure 1



Name of deliverable

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Name of deliverable

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Figure 2: Word Template (deliverables)



Figure 3: PowerPoint template

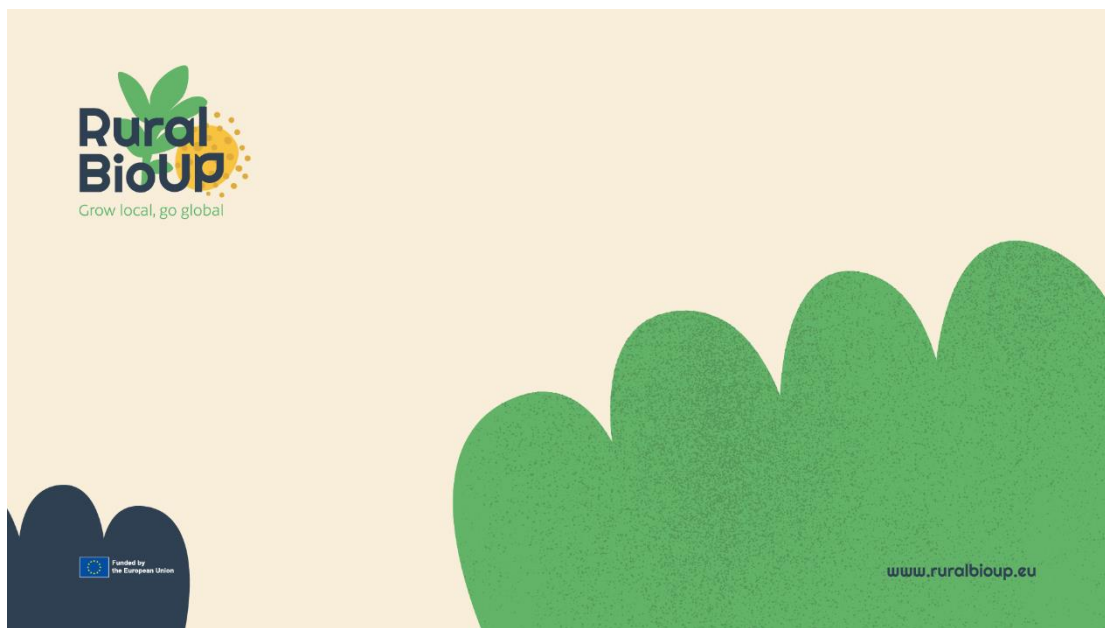


Figure 4: Background image



Figure 5: Branded letterhead paper



Figure 6: Agenda template

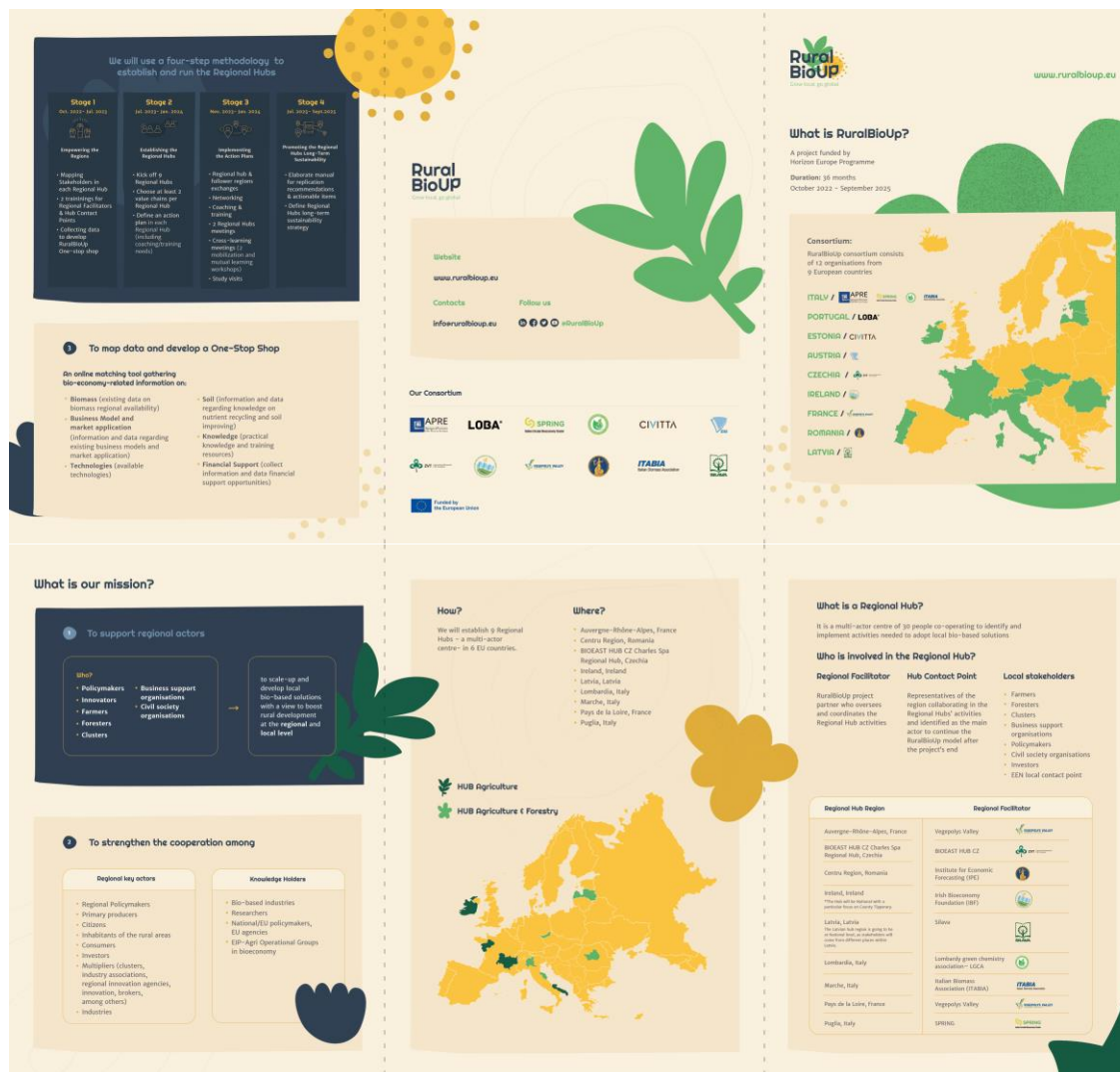


4.2.2 Promotional materials

The promotional materials created from Month 1 to Month 18 were intended to promote the project during events and meetings with relevant stakeholders, whether through participation or organization.

- **Brochure** with information about the project’s mission, what it has to offer and what the benefits for the target groups are;
- **PowerPoint presentation** of the project for partners to use when participating in events;
- **General Flyer, roll-up**, to increase the project's visibility at events.

All partners have been prompted to employ communication and promotional materials in their dissemination activities to boost project awareness and the effectiveness of dissemination actions.



We will use a four-step methodology to establish and run the Regional Hubs

Stage 1 01.10.2022 - 30.09.2023	Stage 2 01.10.2022 - 30.09.2023	Stage 3 01.10.2022 - 30.09.2023	Stage 4 01.10.2022 - 30.09.2023
Implementing the Regional Hubs	Establishing the Regional Hubs	Implementing the Action Plan	Promoting the Regional Hubs
<ul style="list-style-type: none"> Mapping Stakeholders in each Regional Hub 2 meetings for Regional Activities & Hub Contact Point Collecting data to develop RuralBioUP One-Stop Shop 	<ul style="list-style-type: none"> Kick off of Regional Hubs Check of Step 2 value chains per Regional Hub Define an action plan and regional hub contact/training needs 	<ul style="list-style-type: none"> Regional hub & farmer region meetings Networking Coaching & training 3 Regional hubs meetings Local learning meetings (1 month) and national learning meetings Study visits 	<ul style="list-style-type: none"> Elaborate manual for replication recommendations & activities forms Define Regional hubs long-term sustainability strategy

To map data and develop a One-Stop Shop

An online matching tool gathering bio-economy-related information on:

- Business (collecting data on business regional availability)
- Business Model and market application (information and data regarding existing business models and market application)
- Technologies (available technologies)

Sell (informative and data regarding knowledge on customers receiving and soil improving)

Knowledge (practical knowledge and training resources)

Financial Support (collect information and data financial support opportunities)

What is our mission?

To support regional actors

BIOP <ul style="list-style-type: none"> Policy-makers Investors Farmers Clusters 	Business support organisations <ul style="list-style-type: none"> Civil society organisations 	To scale-up and identify local bio-based solutions <ul style="list-style-type: none"> aim to boost rural development at the regional and local level
---	---	--

To strengthen the cooperation among

Regional key actors	Knowledge Holders
<ul style="list-style-type: none"> Regional Policymakers Business producers Citizens Inhabitants of the rural areas Consumers Investors Multippliers (clusters, industry associations, regional innovation agencies, innovation brokers, among others) Industries 	<ul style="list-style-type: none"> Bio-based industries Researchers National/EU policymakers, EU agencies EPG+Agri Operational Groups in bioeconomy Financial Support

How?

We will establish 9 Regional Hubs = a multi actor centre - in 6 EU countries.

Where?

- Auvergne-Rhône-Alpes, France
- Centre Region, Romania
- BIOEAST HUB CZ Charles Spa Regional Hub, Czechia
- Ireland, Ireland
- Latvia, Latvia
- Lombardia, Italy
- Marche, Italy
- Pays de la Loire, France
- Puglia, Italy

What is a Regional Hub?

It is a multi-actor centre of 80 people co-operating to identify and implement activities needed to adopt local bio-based solutions

Who is involved in the Regional Hub?

Regional Facilitator	Hub Contact Point	Local stakeholders
RuralBioUP project partner who oversees and coordinates the Regional Hub activities	Representatives of the partner who oversees and coordinates the Regional Hub activities	<ul style="list-style-type: none"> Farmers Producers Clusters Business support organisations Policy-makers Civil society organisations Investors ENI local contact point

Regional Hub Region

Regional Hub Region	Regional Facilitator
Auvergne-Rhône-Alpes, France	Végépolis Valley
BIOEAST HUB CZ Charles Spa Regional Hub, Czechia	BIOEAST HUB CZ
Centre Region, Romania	Institute for Economic Forecasting (IEF)
Ireland, Ireland	Hub Bioeconomy Foundation (HBF)
Latvia, Latvia	Slāvis
Lombardia, Italy	Lombardy green chemistry association - LGCA
Marche, Italy	Italian Biomass Association (IABIA)
Pays de la Loire, France	Végépolis Valley
Puglia, Italy	SPRING

Figure 7: Project Brochure



RuralBioUp – project presentation

RuralBioUp - consortium

- 12 partners from 9 EU countries
- ITALY / APRE, SPRING, CIVITA
- PORTUGAL / LOBA
- ESTONIA / CIVITTA
- AUSTRIA /
- CZECH REPUBLIC /
- IRELAND /
- FRANCE /
- ROMANIA /
- LATVIA /

RuralBioUp - Objectives

1. To support regional actors

Who?

- Policy makers
- Innovators
- Farmers
- Foresters
- Clusters
- Business support organisations
- Civil society organisations

to scale-up and develop local bio-based solutions

→ with a view to boost rural development at the regional and local level

RuralBioUp Regional Hubs – overview

- Italy
 - Lombardy,
 - Marche
 - Apulia
- Czechia
 - Charles Spa
- France
 - Pays La Loire
 - Auvergne Rhône Alpes
- Latvia
 - Latvia
 - *The Hub region is going to be at the National level
- Ireland
 - *The Hub region is going to be at the National level with a national focus on County Leitrim
- Romania
 - Centre Region

HUB Agriculture
HUB Agriculture & Forestry

WHAT is a Regional Hub?

a multi-sector platform of 30 people co-operating to identify and implement activities needed to adopt local bio-based solutions.

WHO is involved in the Regional Hub?

Local stakeholders

- Farmers
- Foresters
- Clusters
- Business support organisations
- Policy makers
- Civil society organisations
- Innovations
- CCN local contact point, etc.

Regional Facilitator

- project partner who oversees and coordinates the hub activities

Hub Contact Point

- representatives of the region collaborating in the Hub's activities and identified as the main actor to continue the RuralBioUp model after the project's end

Thank you!

Our Consortium

Contact us: info@ruralbioup.eu #RuralBioUp

Logos: APRE, LOBA, SPRING, CIVITA, ZSI, ZVT, VEGEPOTS VALLEY, ITABIA, SILVANA

Figure 8: Project presentation PowerPoint



Rural BioUp
Grow local, go global

www.ruralbioup.eu

What is RuralBioUp?

A project funded by Horizon Europe programme
October 2022 - September 2025

What is our mission?

- To support regional actors to scale-up and develop local bio-based solutions with a view to boost rural development at the regional and local level
- To strengthen the cooperation among

Who?

Regional key actors	Knowledge Holders
<ul style="list-style-type: none"> Regional Policymakers Primary producers Citizens Inhabitants of the rural areas Consumers Investors Multippliers (clusters, industry associations, regional innovation agencies, innovation brokers, among others) Industries 	<ul style="list-style-type: none"> Bio-based industries Researchers National/EU policymakers, EU agencies EIP-Agri Operational Groups in bioeconomy

Figure 9: Project Flyer

Where?

Primary production: Agriculture		Primary production: Agriculture & forestry	
Puglia Regional Hub	Italy	Lombardia Regional Hub	Italy
Pays de la Loire Regional Hub	France	Marche Regional Hub	Italy
Auvergne-Rhône-Alpes Regional hub	France	BIOEAST HUB CZ Charles Spa Regional Hub	Czechia
Ireland Regional hub	Ireland	Latvia Regional hub	Latvia
		Centru Region Regional hub	Romania

To map data and develop a One-Stop Shop

An online matching tool gathering bio-economy-related information on:

- Biomass (existing data on biomass regional availability)
- Business Model and market application (information and data regarding existing business models and market application)
- Technologies (available technologies)
- Soil (information and data regarding knowledge on nutrient recycling and soil improving)
- Knowledge (practical knowledge and training resources)
- Financial Support (collect information and data financial support opportunities)

Go global by fostering rural innovation!

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Figure 10: Project Roll Up



4.2.3 Promotional materials for Regional Hubs

In addition to the project's standard promotional materials, LOBA has assisted the Regional Hubs throughout their various stages of implementation, particularly in their establishment.

1. Invitation for Stakeholders to Join the Regional Hubs

- **Invitation Email to Join the Regional Hub:** A general invitation email was sent to encourage participation in the Hub.
- **Informative Flyer:** Partners included an informative flyer as an attachment to the email, providing recipients with more details about the project.

The informative flyer, aimed at inviting stakeholders, was translated into local languages by partners to ensure accessibility. LOBA adjusted the design.

Flyers are available in all Regional Hub Languages: English, Latvian, French, Czech, Romanian, and Italian.



Rural BioUP
www.ruralbioup.eu

**Încurajază inovarea rurală
Dezvoltă-te local în perspectiva globală!**

Care este misiunea noastră?

Sperăm să vă ajutăm să participați la dezvoltarea și implementarea soluțiilor locale bazate pe cunoștințe și tehnologii inovatoare în proiectele noastre regionale, cu perspectiva finală a creșterii competitivității sectorului agricol și a veniștilor agricole.

Cum?

Vom stabili un hub regional în fiecare țară.

Ce este un hub regional?

Este o platformă care va reuni actorii locali, naționali și internaționali în sistemul de biorecursuri locale, cum ar fi producătorii, procesorii și distribuitorii de produse agricole, pentru a crea noi oportunități de dezvoltare și inovație, și care va promova și implementa proiecte inovatoare și soluții bazate pe cunoștințe.

Hub-urile regionale RuralBioUp – Prezentare generală

Industria

- Industria de...
- Industria de...

Populația

- Populația...
- Populația...

Profilul

- Profilul...
- Profilul...

Informații

- Informații...
- Informații...

Compoziția hub-urilor regionale:

- Facilitatorul regional**
- Punctul de contact al hub-ului**
- Dăruți interesante locale**

Producția primară: Agricultură

Hub-ul Regional...	Italia
Hub-ul Regional...	Spania
Hub-ul Regional...	Polonia
Hub-ul Regional...	Belgia

Producția primară: Agricultură, Silvicultură

Hub-ul Regional...	Italia
Hub-ul Regional...	Spania
Hub-ul Regional...	Polonia
Hub-ul Regional...	Belgia

Cum puteți beneficia de participarea la hub-urile regionale?

Coloțete de membru în Hub-ul regional RuralBioUp vă va aduce

Acces la cunoștințe: Întâlniri în consultație cu privire la dezvoltarea strategiilor de biorecursuri regionale.

Împărtășirea de cunoștințe: Participarea la grupuri de lucru orientate către un țară, valorile tehnologice și culturale de interes.

Operațiuni de învățare: Participarea la seminarii și activități desfășurate în domeniul biorecursurilor (inclusiv producția durabilă), resurse regionale și modele de economii circulare.

Rețele: Concluziile ca o gamă largă de parteneri inovatori locali și naționali, oferind în continuare rețele profesionale și va crea noi oportunități pentru afaceri, colaborare și parteneriate.

Viabilitatea și recunoașterea: prezentarea oportunității dvs. în birourile proprii, intermedii, pe website și în social media și în nivel regional și național.

Oportunități de finanțare: stabilirea de relații cu prestații coordonate cu țările al proiectelor Horizon Europe și securizării implicării în proiectele Horizon Europe și CDE-20.

Influență și impact: membrii hub-ului regional vor oferi feedback, perspective și recomandări cu privire la activitățile și rezultatele generale ale ceea ce se află la baza activității relevante, cărții și informațiilor lor.

Activități care urmează să fie desfășurate în hub-ul regional-Cronologia

Stadiul 1	Stadiul 2	Stadiul 3	Stadiul 4
Identificarea oportunităților	Stabilirea hub-urilor regionale	Implementarea planurilor de acțiune	Evoluarea și dezvoltarea proiectelor
<ul style="list-style-type: none"> • Identificarea oportunităților • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale 	<ul style="list-style-type: none"> • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale 	<ul style="list-style-type: none"> • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale 	<ul style="list-style-type: none"> • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale • Stabilirea hub-urilor regionale

Consorțiul nostru

APRE, LOBA, SPRING, CIVITTA, DIVERSITY, ITABIA, RURALBIOUP, etc.

Figure 11 – Example of Digital Flyer in Romanian

2. For Kick-off Meetings of Regional Hubs

- **Value Chain Overview Poster:** Intended for utilization at Kick-off Meetings if this approach is selected.
- **Activity Poster:** Intended for utilization at Kick-off Meetings if this approach is selected.



Figure 12- Value Chain Overview Poster

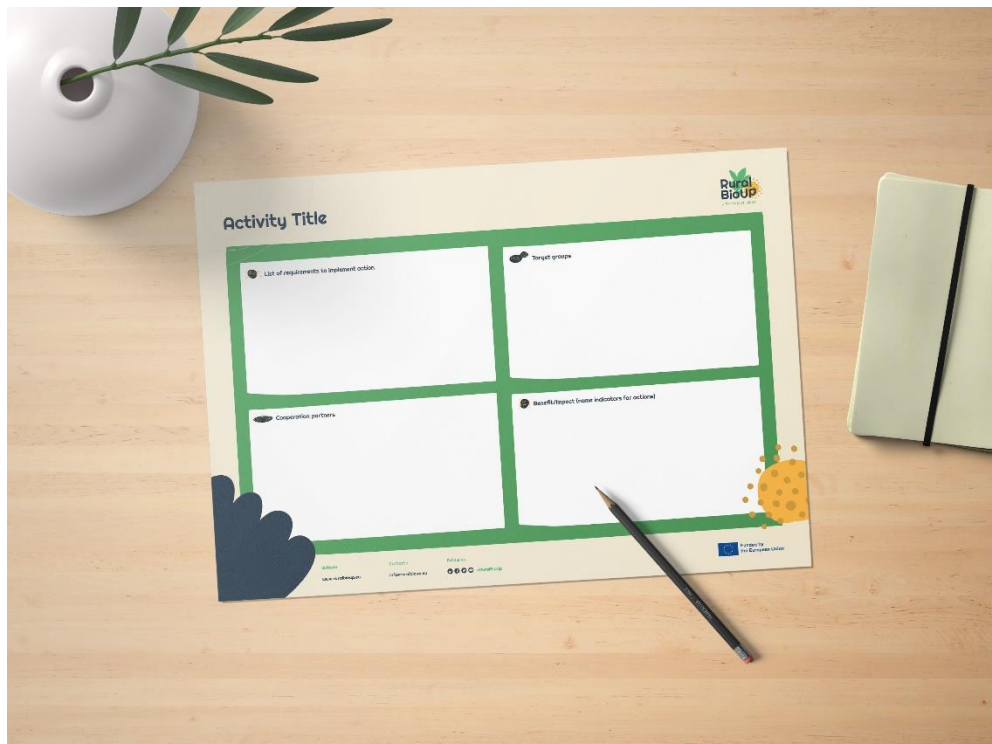
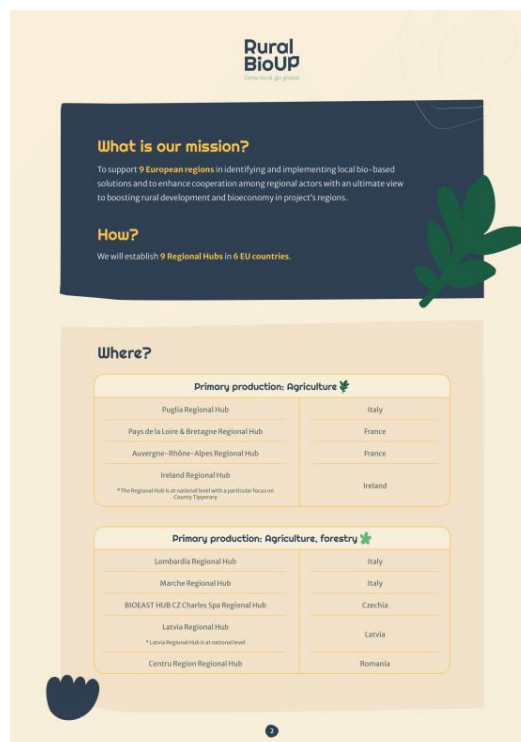


Figure 13-Activity Poster



3. After the kick-off meetings and the establishment of Regional Hubs

- **A digital brochure featuring hub members:** to be sent via email to hub members in English or their native language, if this approach is selected.







What is a Regional Hub?

It is a multi-actor community of 30 people actively involved in the local bioeconomy ecosystem and sharing a common interest in enhancing the region's transition towards circular economy, cooperating closely to identify and implement local bio-based solutions.

Regional Hubs' Composition

<p>Regional Facilitator</p> <p>RuralBioUp project partner who oversees and coordinates the hub activities.</p> <p>Local stakeholders</p> <ul style="list-style-type: none"> • Agricultural companies • Research & Development • Local authorities/Policy makers • Sector technicians • Consortia development • Forestry companies 	<p>Hub Contact Point</p> <p>Representatives of the region collaborating in the Hub's activities and identified as the main actor to continue the RuralBioUp model after the project's end.</p> <ul style="list-style-type: none"> • Universities • Consultants • Incubators • Finance • NGOs • Local Operational Groups
---	--

Membership in the RuralBioUp Regional Hub brings you

- **Knowledge Access:** involvement in the consultation of regional bioeconomy strategic documents;
- **Knowledge sharing:** participation in thematic focus groups targeted to a value chain/technology/activity of your interest;
- **Learning opportunities:** participation in professional seminars and workshops in the field of bioeconomy (including sustainable production, renewable resources, and circular economy models);
- **Networking:** connection with a wide range of local stakeholders will support your effort in expanding your professional network and creating new opportunities for business, collaboration and partnerships;
- **Visibility and recognition:** presentation of your organisation on the project's stakeholders' brochure, website and social media and at regional/national/EU level events;
- **Funding opportunities:** establishing contacts with prestigious foreign coordinators of Horizon Europe projects and supporting the involvement into the Horizon Europe and CBE - JU projects;
- **Influence and impact:** regional hub's members will provide feedback, insights, and recommendations on the project activities and outputs, which will help in enhancing their relevance, quality, and outreach.





FOOD EXPERTISE

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> • Research and innovation • Civil society (association) • Food Technology Institute (ITI)
Size (number of employees)	70
Location	Quimper
Website	adria.tm.fr
Social Media channels	<ul style="list-style-type: none"> • twitter.com/Adria_Dvpm • fr-fr.facebook.com/adriadeveloppement • www.linkedin.com/company/adria-4-veloppement/
Main Activities	<ul style="list-style-type: none"> • Research and Innovation for food formulation, processing and pack • Microbiological risk management & control • Professional training in the food sector
Objectives linked to by-products	<ul style="list-style-type: none"> • By-products valorisation (ingredients, food & pack) • Knowledge & sourcing of by-products



Pays de la Loire & Bretagne Regional Hub

<p>Primary production</p> <hr/> <p>Hub geographical area</p>	<p>Agriculture</p> <hr/> <p>The Regional Hub will cover the west part of France. The Hub's objective is to create a local network centered on the Pays de la Loire Region and Bretagne Region, as it is the same climate zone and has the same types of agricultural productions.</p>
--	--

Members



INTERNATIONAL PLANT CLUSTER

<p>Regional Facilitator and Hub Contact Point</p> <hr/> <p>Contact</p>	<p>VEGEPOLYS VALLEY is a French Cluster with previous experience in promoting the development of bio-based products, the creation of sustainable supply chains, ensuring the valorization of plant co-products in agromaterials applications, bio-sourced products as an alternative to herbicide. In parallel, VEGEPOLYS VALLEY is the Regional Facilitator for both Auvergne-Rhône-Alpes Regional Hub and Pays de la Loire & Bretagne Regional Hub overseeing and coordinating the Regional Hubs activities.</p> <hr/> <p>unite-competitive@vegopolys-valley.eu</p>
--	--






Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> • Private sector/Business; • Research and innovation
Size (number of employees)	16
Location	Port Saint Martin (44)
Website	www.cddm.fr
Main Activities	<ul style="list-style-type: none"> • Experimentation • Technical support and advisory for their market gardeners (conventional and bio) • Support in environmental procedures (water management, certification...)
Objectives linked to by-products	<ul style="list-style-type: none"> • Research and valorisation of organic waste and by-product

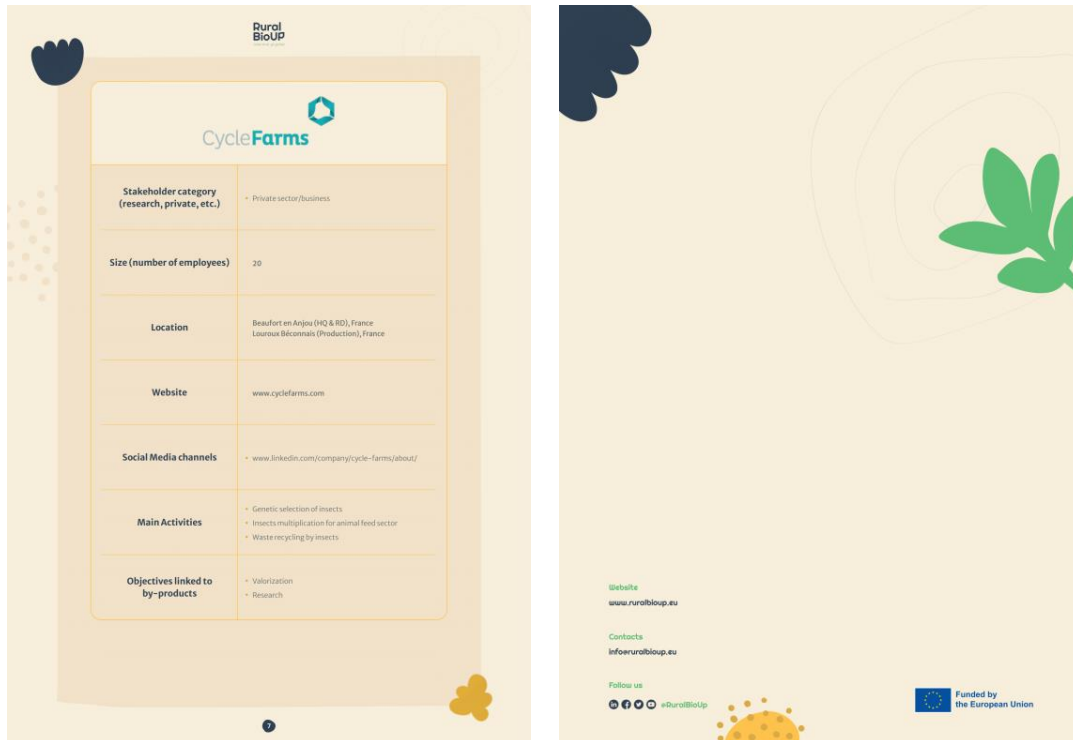


Figure 14 - Example of Digital Brochure presenting the Hub Members

A template is available in the project repository for Regional Facilitators who are interested in crafting brochures for their Regional Hubs. LOBA will subsequently modify the design, if needed.

4. Support in sharing knowledge activities: Study Visit Kit

LOBA worked with IBF to supply partners with a range of communication materials for the Study Visit.

These materials are designed for use before, during, and after the Study Visit.

- Agenda
- Brochure
- Report
- Name Tag
- Sign-in sheet




Title of Study Visit Report

Dates for Study Visit

Our Consortium



Funded by the European Union

#ruralbioup  ruralbioup.eu info@ruralbioup.eu



Flights Information

Content
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Accommodation Information

Content
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

All rights reserved.



Agenda Overview

Content
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Agenda Details

Content

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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Day X	
14:30 – 15:20 (50 min)	Resumo dos principais resultados do questionário efectuado no projeto
15:20 – 15:40 (20 min)	Sessão interactiva com os participantes sobre visão geral do panorama da governação da educação.
15:40 - 15:50 (10 min)	Visão geral dos perfis profissionais da bioeconomia mapeados no BioGov.net
15:50 - 16:10 (20 min)	Sessão interactiva no quadro MIRO, os participantes poderão votar a priorização dos perfis profissionais seleccionados.
16:10- 16:35 (25 min)	Sessão de Co-design para estabelecer medidas para alcançar as metas educacionais desejadas e identificar as prioridades de desenvolvimento, metas educacionais da região, a inclusão de grupos marginalizados/vulneráveis nos objetivos regionais e a integração da criatividade e da arte na criação de novos modelos educacionais.
16:35 – 16:45 (10 min)	Conclusão e próximos passos.



Name of deliverable

5 of 6

Rural BioUP
Grow local, go global

Our Consortium

Funded by the European Union

@RuralBioUP | #RuralBioUP | ruralbioup.eu | info@ruralbioup.eu

Figure 15- Agenda for Study visit

Rural BioUP
Grow local, go global

Italy Bioeconomy Study Visit

20th to 23rd March

Our Consortium

Funded by the European Union

Rural BioUP

Background

Italy Bioeconomy Study Visit was a trip organized by RuralBioUP partners Irish Bioeconomy Foundation and Cluster Ireland. Resulting project will strengthen the cooperation among regional key actors and knowledge holders, empowering them to establish regional hubs to support the mainstreaming of bio-based business models in rural areas. This was the first study visit of the project this visit and the lesson learned during this visit will serve as blueprint for >3 future visits and one regional hub to be organized by the other partners to the benefit of other "bioeconomy" organisations all over Europe.

The visit included

- Sharing knowledge among Irish and Italian bioeconomy stakeholders;
- Cooperation between stakeholders within similar value chains for potential collaborations in R&D projects between regions;
- Visit Italian bioeconomy sites for knowledge exchange with Irish stakeholders;
- Provide updates on the current state of Italy and Ireland bioeconomy in terms of stakeholders, research/ EU projects and provide best practices.



Rural BioUP

Irish Guests

Irish Biocconomy Foundation (IBF)	
Advanced Materials and BioEngineering Research (AMBER)	
BioBic Biocconomy Research Centre	
Department of the Environment, Climate and Communications	
Glan Agria	
Kelada Pharmchem	
Munster Technological University (MTU)	
The Circular Biocconomy Research Group	
NatPro Triology Centre for Natural Products Research	
Technological University of the Shannon (TUS)	
Tipperary County Council	

Rural BioUP

Italian Presentations in Milan

SPRING Cluster	
Circular Economy Lab	
Lamberti	
Livegreen	
Roelmi	
Lombardy Green Chemistry Association	
University of Insubria	
HempClub	

Rural BioUP

Italian site visits in Novoro and Turin

Novamont	
Stellantis	
SMAT Group	
Environment Park	
Sea Marconi	

Conclusion

This visit was made possible thanks to the RuralBioUP project which both Irish Biocconomy Foundation (IBF) and SPRING Cluster are project partners. This visit was a pilot visit as part of the study visits that are organised between partners of RuralBioUP. The study visits are designed to showcase the RuralBioUP project activities implemented and benefits obtained, exchange experiences and best practices, as well as establish new cooperation opportunities within value chains selected.

For further information on the Italy Biocconomy study visit email kerns.yuan@biocconomyfoundation.com

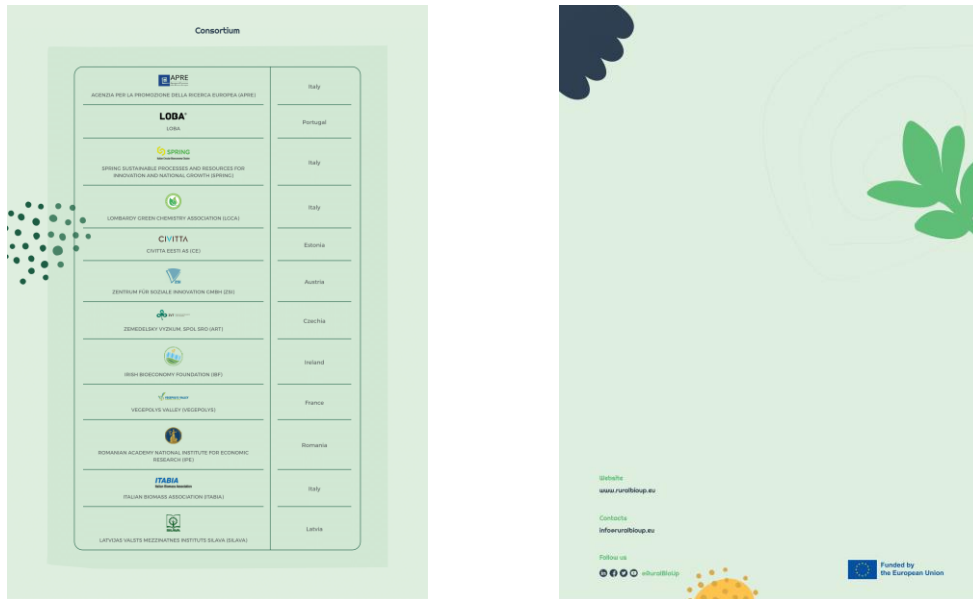
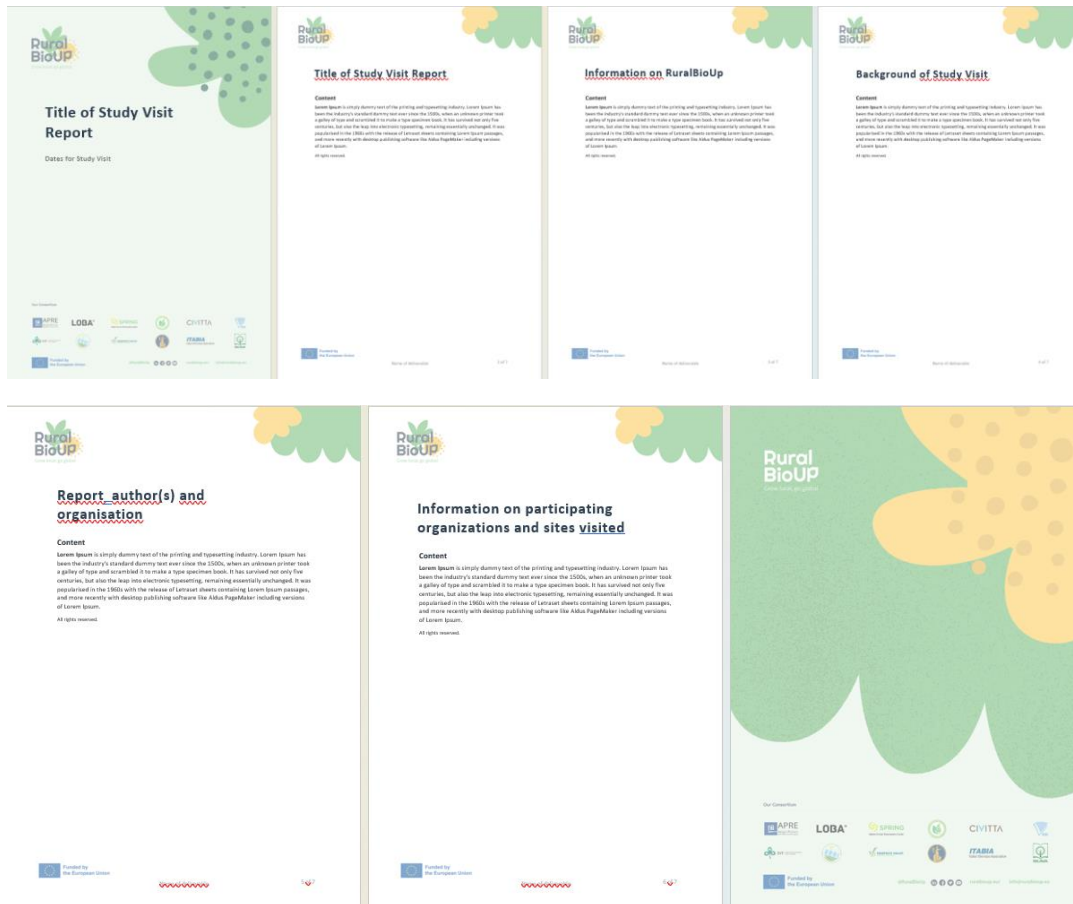


Figure 16- Brochure for Study Visit in Italy





5. Goodies

We've created and disseminated among the RuralBioUp partners promotional materials to raise awareness of RuralBioUp, opting for eco-friendly alternatives:

- **Notebook**
 - Hard Cover made from recycled milk cartons.
- **Eternal pencil**
 - Made from recycled paper and with a wheat straw cap.
- **Tote bag**
 - 100% cotton.



Figure 20 - Tote bag | Merchandising of the project



Figure 21 - Carton Milk Notebook | Merchandising of the project

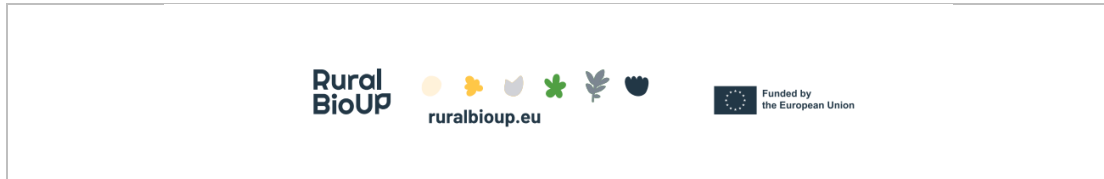


Figure 22- Design of the Eternal Pencil | Merchandising of the project



5 Channels and tools

5.1 Website

LOBA followed the structure laid out in *D6.1 Plan for the dissemination and exploitation including communication activities*, which provided detailed instructions for communication activities, including design and development specifics.

The splash page was implemented in month 4, followed by the official website in month 6 at ruralbioup.eu.





Know of Hub

who?

- ↳ Farmers
- ↳ Foresters
- ↳ Clusters
- ↳ Business support organisations
- ↳ Policymakers
- ↳ Civil society organisations

- ↳ The Regional Facilitator (Project partner) oversees and coordinates the hub activities
- ↳ The Hub Co-chairs invite one representative of the region collaborating in the Hub activities

And any other key player in the regional bioeconomy system that can contribute to and benefit from the project.

The 9 Regional Hubs will showcase the project approach and make it transferable to other EU regions and rural areas.

The regional actors will be involved during the whole project timeline.

They all meet periodically and

1. co-decide at least 2 value chains (textile, construction, green chemistry, etc.)
2. co-design an Action Plan listing

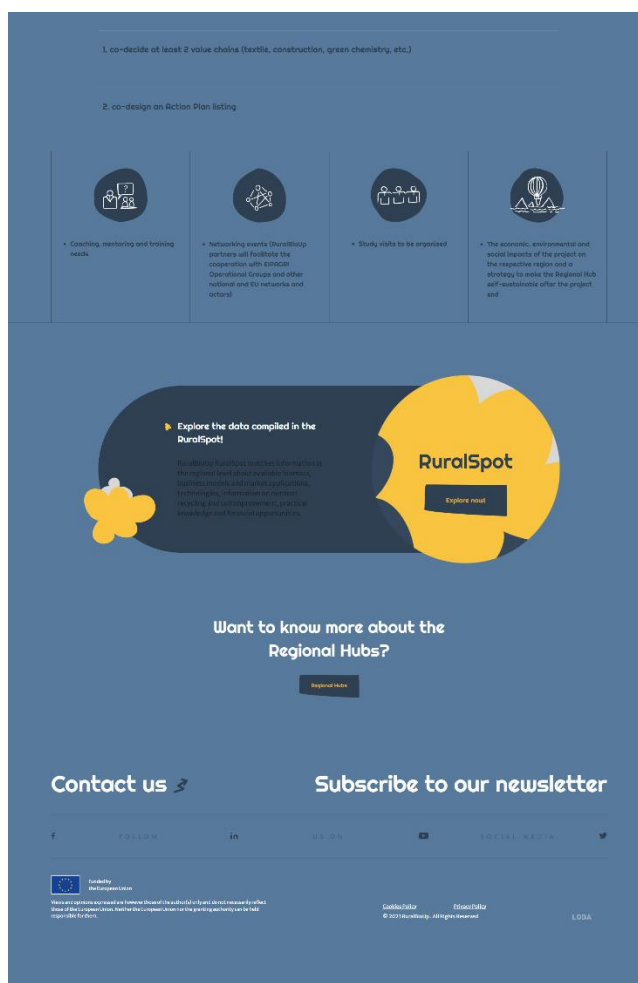


Figure 23 - Home Page of ruralbioup.eu

5.1.1 Website performance

All social media posts have aimed to drive traffic to the project website, increasing awareness of RuralBioUp's online presence.

Below are the website statistics for the period from Month 4 to Month 18.

KPIs	Statistics at M18	Target M18
Website users	5 150	> 1500
No. of total page views	14 468	> 300
Countries Reached	47	> 10

Table 1- Website analytics ruralbioup.eu

Top 10 Countries:

- 1^o Ukraine | 1 878 views
- 2^o France | 747 views



- 3^o United States | 442 views
- 4^o Italy | 372 views
- 5^o Portugal | 318 views
- 6^o Albania | 132 views
- 7^o Spain | 131 views
- 8^o Ireland | 122 views
- 9^o Germany | 115 views
- 10^o Romania | 106 views

Top acquisition channels:

Acquisition analytics show data about how users arrive on your website. The traffic sources can be:

- Direct: any traffic where the referrer or source is unknown,
- Organic search: traffic from search engine results that is the result of paid advertising;
- Organic social: Traffic from a social network, such as Facebook, LinkedIn, Twitter, Instagram;
- Referral: traffic that occurs when a user finds the website through a site other than a major search engine;
- Email: Traffic from email marketing that has been properly tagged with an email parameter;
- Other: If traffic does not fit into another source or has been tagged as “Other” via a URL parameter, it will be bucketed into “Other” traffic.

The following table shows the acquisition channels applied to RuralBioUp’s website:

Table 2- Top acquisition channels

Channel	Triggered sessions
Organic social	2 339
Direct	2 298
Organic search	1 483
Referral	760
Other	486

Most visited pages

Page	Page views
Newsletter	4 257
Home	2 820
RuralBioUp -Support innovators small-scale biobased solution	1 300
About	1 029
Regional Hubs	872
Consortium	706



Events	574
--------	-----

Table 3: Most visited pages of ruralbioup.eu

5.1.2 RuralSpot

The RuralSpot platform is an extension of the RuralBioUp project, and it supports innovators, policymakers, and local businesses by providing information on bioeconomy in a regional, national, and European context.

The platform was designed considering the visual identity of the project used in the project's main website, using only a distinctive logo to represent the platform.

Ruralspot gathers bioeconomy information across six categories: Biomass, Soil, Knowledge, Financial support, Technologies, and BM & market applications.

You can access RuralSpot in 2 ways: through RuralBioUp website or through a direct search of the URL: ruralspot.eu

Progress Update on RuralSpot:

- Launch and Promotion (October 2022- June 2023)

RuralBioUp partners (SPRING, ITABIA, IBF, and CIVITTA) collected, organised, and structured the data collected. In June, the first set of resources was finalised by partners in the template.

- April 2023 – October 2023

LOBA defined technical specifications to support data collection analysis of the template. The team included web project manager, designers, web developers, and IT support. The first version of the platform was launched in October M13.

- November 2023

Separate meetings were set to check each Resource page for each of the 6 categories. The 2nd version of RuralSpot was launched after updates and reorganised and structured in November 2023

- November 2023- March 2024

Focus Group in Iasi (T2.4) with external stakeholders for platform development Validation and feedback. Revised features implemented in response to stakeholder input from the Focus Group in Iasi (T2.4).

3rd Platform launched with updates reflecting the feedback from the focus group in March 2024, namely the addition of a new filter (Target groups), an addition of tool tips to facilitate the user experience, as well as a glossary with general terms important to understand the content of the resources. A way for users to submit their own resources was also developed in this period.



5.2 Social Media

RuralBioUp's official social media pages were established in January 2023, during Month 4, including Twitter, Facebook, and LinkedIn.

Additionally, a YouTube channel was created. The establishment of these social media channels involved:

- Establishing a suitable handle @RuralBioUp and project hashtag #RuralBioUp
- Creating and uploading cover and profile images
- Developing frame templates for incorporating images into publications
- Creating frame templates for headline posts
- Designing frame templates for posts related to RuralBioUp events

Commencing from Month 4, the project's social media pages are regularly updated every week with posts covering the latest project updates, Regional Hubs activities, relevant news, and articles related to project outcomes and pertinent themes.

To facilitate this, LOBA devises a monthly social media plan encompassing the copy, hashtags, mentions, and accompanying images/videos for each post. While the social media plan is typically prepared one month in advance, additional posts can always be incorporated as needed.

The content shared on social media has evolved in alignment with the project's progression, transitioning from raising awareness about RuralBioUp and its offerings to disseminating specific activities, events, and outcomes.

Thus, social media has focused on the following communication objectives:

- Informing about RuralBioUp, its objectives, and primary activities
- Offering updates on the project's status, including:
 - Overview of the project (background, objectives, activities, results);
 - Introduction of the consortium and partners;
 - Presentation of each Regional Hub;
 - Updates to the project website;
 - News and articles,
 - Announcements of events;
 - Dissemination of results and newsletters;
 - Collaboration with other projects (to support the communication of activities and events from other sister projects);
 - To involve our audience in specific project activities (citizens, researchers) through dedicated sections, for example:
 - RuralSpotlight: showcasing each month's highlighted resource from the project platform RuralSpot at ruralspot.eu
 - To distribute the RuralBioUp Newsletter and promote sign-ups for the project's mailing list.



RuralBioUp
5 h · 🌐

Have you had the chance to read our #newsletter?
Our #1st issue went live on our website last year!
Read all about how #RuralBioUp empowers rural regions within the #EuropeanUnion and keep up to date with the latest events. 🌱... Ver mais



RuralBioUp
3 d · 🌐

Browse the «#Soil» resource category on #RuralSpot!
You can tailor your search with filters for geographical coverage and information type. 🌱
Now, are you ready for this month's featured resource? 🌱... Ver mais



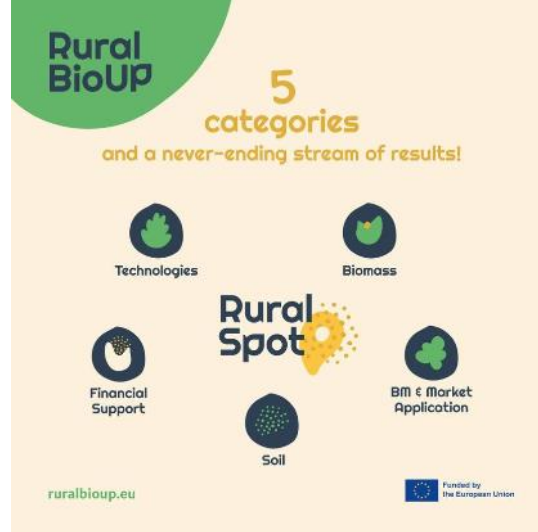
RuralBioUp
14 de março às 09:00 · 🌐

Notable success at the #KOM! 🎉
On Dec 14th, the Latvia Regional Hub shared the #ActionPlan that focuses on 2 #ValueChains:
Waste & by-product usage as fertilisers in agriculture & agroforestry;
Agroforestry system where crops, animals & trees grow together on 1 land.
👉 soon!



RuralBioUp
19 de fevereiro · 🌐

Explore the wealth of #bioeconomy insights in #RuralSpot's Resources #Library!
🌱 It covers 5 categories: biomass, soil, financial support, technologies, and BM & market applications.
👀 Keep an eye out for more details coming soon! 🌱 <https://ruralspot.eu/>



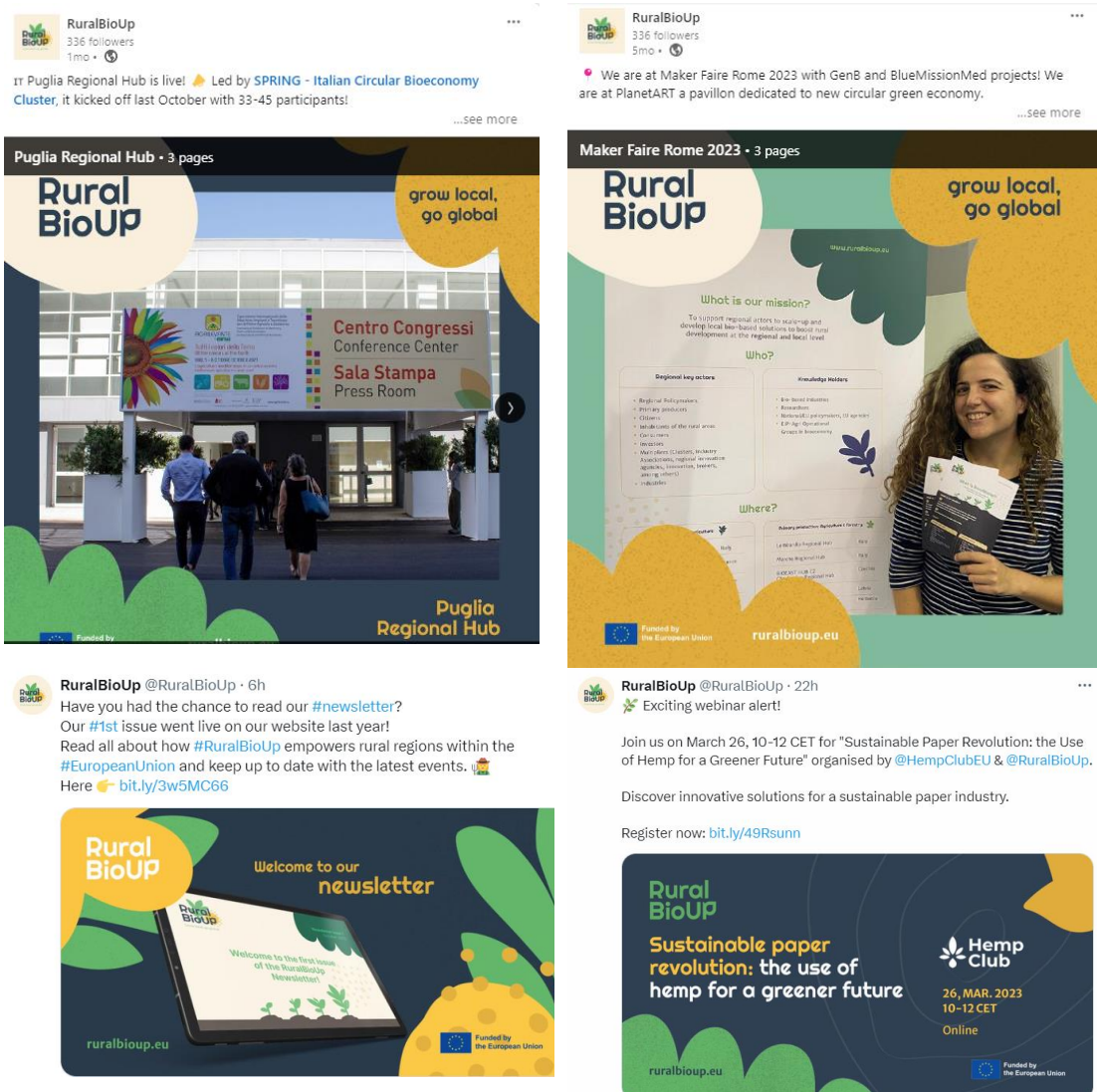


Figure 24- Example of social media post from various channels

5.2.1 Social media performance

Since the creation of the social media networks, RuralBioUp has published 117 posts on X/Twitter (total of 318 posts considering retweets), 98 posts on Facebook, 97 posts on LinkedIn, an average of 7 posts per month.

KPI	Facebook	X/Twitter	LinkedIn
No. Members/Followers	24	77	305
No. of posts	98	117	97

Figure 25 - Social media analytics



5.3 Youtube Channel

The RuralBioUp YouTube channel was established in Month 4 (January 2023) and primarily serves as a repository for hosting project promotion videos rather than attracting subscribers. Currently, the RuralBioUp YouTube channel has 3 subscribers, 2 videos, and a total of 118 views. The videos created by RuralBioUp, which are available on the YouTube channel and have also been promoted on social media, include:

- RuralBioUp: Our Visual Identity
- RuralBioUp | Grow Local, Go Global

Table 5 contains the list of videos along with their respective number of views.

Videos	Link	Views
RuralBioUp: Our Visual Identity	Play	53 views
RuralBioUp Grow Local, Go Global	Play	65 views

Table 4 - Videos from RuralBioUp project on Youtube Channel

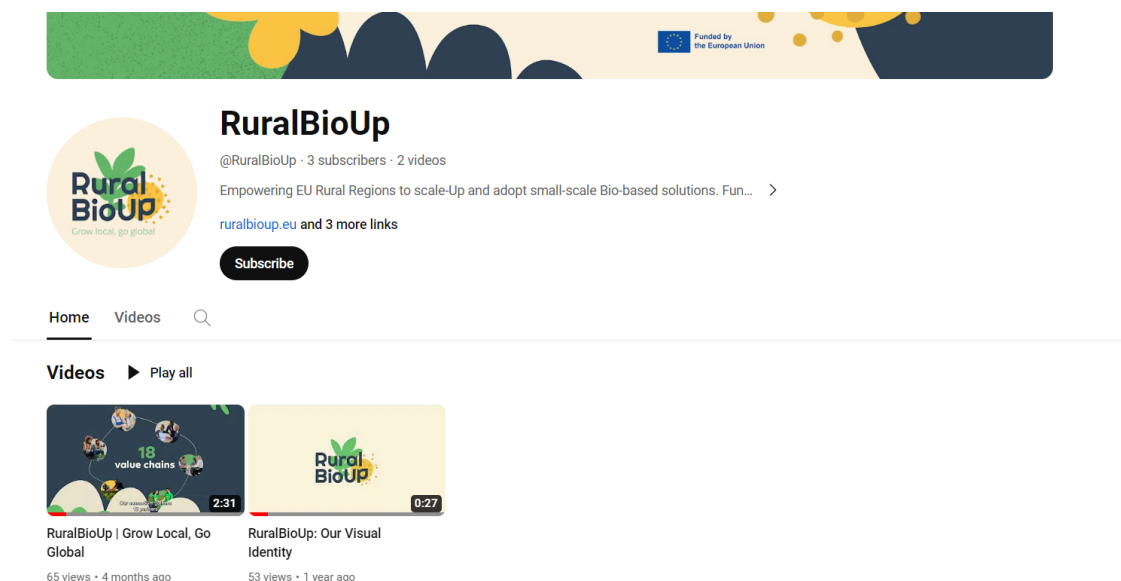


Figure 26 - Youtube channel of RuralBioUp

5.4 Newsletters and subscribers

Over the duration spanning from Month 1 to Month 18, a single newsletter was compiled and circulated among the project's mailing list (including subscribers then) endorsed across RuralBioUp's channels and disseminated by partners through their respective networks/channels.

Following the promotion of the newsletter, each article was also separately promoted on social media channels.



Newsletter issue 1 – October 2023

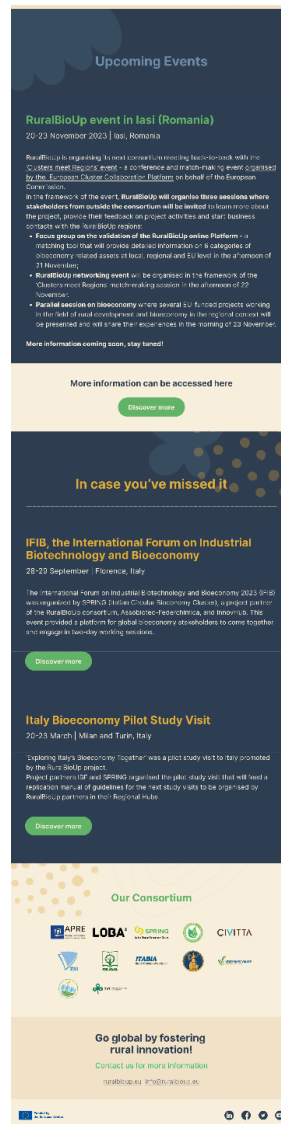
The first newsletter was launched in October 2023. Its primary aim was to provide information about the project, including its main objectives, activities, and both upcoming and past events.

Consequently, the newsletter contained the following articles:

- Welcome to RuralBioUp!
- Upcoming events: RuralBioUp event in Iasi (Romania)
- In case you've missed it:
 - IFIB, the International Forum on Industrial Biotechnology and Bioeconomy
 - Italy Bioeconomy Pilot Study Visit



Figure 27- Newsletter #1



The first newsletter of RuralBioUp was released on 3 October 2023, and distributed to contacts 53 (With an open rate of 25%) and promoted on RuralBioUp website and social media channels. The newsletter can be found on the website, where the webpage garnered 4,257 views during this period.

The current number of subscribers to the RuralBioUp newsletter stands at 74.

The next newsletter is planned for May 2024.



6 Events

This section delineates the communication endeavours undertaken within RuralBioUp to bolster the promotion of events in which project partners have played various roles, be it as organizers, participants (e.g., speakers), or attendees. Additionally, it outlines the roster of events where RuralBioUp has been actively engaged and the corresponding participant count for each event.

Communication strategies preceding the event include:

- Uploading event details on the website
- Designing cover images, banners, or other multimedia materials
- Launching social media campaigns
- Featuring in the Newsletter (if applicable)
- Issuing press releases (if applicable)
- Conducting mass mailings to RuralBioUp's mailing list
- Disseminating through partners' networks and channels

During the event, communication efforts entail:

- Providing social media coverage (photos/quotes shared with LOBA for posting)
- Networking and distributing promotional materials

Post-event communication strategies include:

- Uploading articles on the website (inclusive of conclusions, photos, presentations, recordings, etc.)
- Posting event recordings on the YouTube channel (about online events, where applicable)
- Continuing social media campaigns
- Featuring in the Newsletter



These measures are implemented to advertise events according to their relevance, depending on the role played by project partners (e.g., organizer, participant, attendee).

Throughout this period, project partners have participated in 23 events, potentially disseminating information about the project's activities and discoveries. Please refer to the table below for a detailed list of events and their respective participant counts.

Date	Event title Location	Partners involved	No. Participants (approx.)
24-26/10/2022	Planetiers World Gathering 2022 Lisboa, Portugal	LOBA	~ 4000 in-person attendees in the event
06-07/12/2022	EU CAP Network Seminar 'Smart circular farming to address high energy and fertiliser prices' Porto, Portugal	SILAVA	Not available
15/02/2023	Circular Bioeconomy Conference Milan, Italy	SPRING and LGCA	70
20/02/2023	Vidzeme Innovation Week 2023 Vidzeme, Latvia	SILAVA	Not available
09-11/05/2023	RuralBioUp Study visit Hybrid: Angers, France + online	VEGEPOLYS and SPRING	19
30/05/2023	Circular Economy Hotspot Dublin 2023 Dublin, Ireland	IBF	100
31/05/ 2023	COOPID Bioeconomy Conference and launch of Rural Bioeconomy Alliance (RBA) Brussels, Belgium	APRE	130
22/06/2023	Joint webinar on stakeholder engagement co-organised by BIOMODEL4REGIONS and CEE2ACT	APRE	37
28/09/2023	Biocircularcities unlocked – The Brussels stop	APRE and CIVITTA	at least 110



28-29/09/2023	Rethinking Clusters, The Paradox of Sustainability Innovation: Local or Global, VI International Congress on Cluster Research València, Spain	IPE	~ > 100
13/10/2023	Launch event of the Regional Innovation Valleys for Bioeconomy and Food Systems Programme of the European Commission Stand Together with the RuralBioeconomy Alliance Plovdiv, Bulgaria	APRE	100
30/10/2023	Sister Project Meeting online	APRE	40
30-31/10/2023	Planetiers World Gathering 2023 Aveiro, Portugal	LOBA	~ 4000 in-person attendees in the event
07/11/2023	Poster Presentation of RuralBioUp at Bioeconomy Austria Summit 2023	ZSI	100
10/11/2023	ECOMONDO - The Green Technology Expo Rimini, Italy	APRE	~130.000 attendees in the event
21-23/11/2023	RuralBioUp networking event in Iasi Iasi, Romania	APRE	200
30/10/2023	Participation to the bioeconomy bi-annual meeting of the Pays de la Loire region.	VEGEPOLYS	15
01/03/2024	Webinar Rural Revival: Empowered Communities and Sustainable Energy in a Changing Climate in collaboration with	SILAVA	No exact number available



	RENOVERTY and RURALITIES projects Online		
07/03/2024	Co-creation in bioeconomy rural development with Engage4BIO project Online	ZSI	No exact number available
12/03/2024	All Island Bioeconomy Summit	IBF	Several people were potentially reached during the duration of the event
13-14/03/2024	“Next generation bioeconomy policies – Achieving the green and fair transition through competitive sustainability” as part of Bioeconomy Changemakers Festival (* with Rural Bioeconomy Alliance) Brussels, Belgium	APRE	All participants of the satellite event of the high-level event of Bioeconomy Changemakers Festival were reached through a exhibit area of the RBA, where the project was present



7 RuralBioUp's partners support in D&C

Throughout this period, RuralBioUp's partners have actively contributed to the dissemination and communication of the project through various actions conducted via their channels and networks, including:

- Publishing RuralBioUp content on their websites.
- Promoting and distributing the RuralBioUp newsletter on their website and through their networks.
- Sharing RuralBioUp content on their social media channels.
- Publishing content relevant to RuralBioUp audiences, which is then shared by the project.
- Participating in or organizing events on behalf of the RuralBioUp project.
- Promoting the project's promotional video.
- Spreading word-of-mouth about the project during meetings and other activities to raise awareness.
- Distributing flyers, posters, and other materials in community places and households.



8 Liaison with networks, initiatives, and other projects

During this period, RuralBioUp has cultivated collaborations with various projects and initiatives.

A common approach to engage with our sister projects involves reciprocal promotion on both social media platforms and project websites.

Here are the projects we have collaborated with, either directly or indirectly:

- BioRural
- MainstreamBIO
- P2Green
- RELIEF
- AgriLoop
- BIO2REG
- BioGov.net
- ROBIN
- CEE2ACT
- ShapingBio
- BIOMODEL4REGIONS
- SCALE-UP
- RENOVERTY
- Porto Energy Hub
- Sun4All
- REVERTER
- ComAct
- dRural
- DigiBUILD
- WELLBASED
- ENPOR
- build EST
- INVEST Wärmewende
- BuildUPspeed
- EU Energy Poverty Advisory Hub
- Bio Balance
- Central Eastern European Sustainable Energy Network
- JUSTEM
- oPEN Lab
- Green Home
- STEP
- Eva



- LocalRES
- SHAPE European Affordable Housing Consortium
- Ruralities
- PROSPECT +
- COOLtorise
- POWERPOOR
- PEnTrEn
- ENSMOV Plus
- SCEPA
- DRIVE
- Rural Bioeconomy Alliance (RBA)

8.1 Rural Bioeconomy Alliance (RBA)

In 2023, RuraBioUp joined Rural Bioeconomy Alliance (RBA), a cluster of European funded projects that supports the transition to a rural circular bioeconomy in the EU.

The alliance includes projects:

- [BioRural](#)
- [MainstreamBIO](#)
- [P2Green](#)
- [RELIEF](#)
- [SCALE-UP](#)
- [COOPID](#)
- [BioModel4Regions](#)
- [ShapingBio](#)
- [CEE2ACT](#)
- [ROBIN](#)

Within the framework of the Rural Bioeconomy Alliance, RuralBioUp has:

- Participated in meetings of the alliance
- Participated in the definition of criteria for the inclusion of new projects into its network
- Participated in joint events of the RBA:
 - COOPID Bioeconomy Conference and launch of Rural Bioeconomy Alliance (RBA) - May 31, 2023 at Brussels, Belgium
 - Regional Innovation Valleys for Bioeconomy & #FoodSystems» event- October 13, 2023 at Agricultural University of Plovdiv, Bulgaria
 - EU Commission Bioeconomy Changemakers Festival - Rural Bioeconomy Alliance EXHIBITION-13-14 March 2024, Brussels, Belgium
- Creating a dedicated section on RuralBioUps' website to showcase other projects (accessible [HERE](#)).
- Tagging and mentioning other projects on social media platforms.



9 Key Performance Indicators and Impact

9.1 Communication performance against the evaluation criteria

The project's Key Performance Indicators (KPIs), as outlined in the Description of Action (DoA) and in D6.1 Plan for dissemination and exploitation, including communication activities (Month 6), have been regularly monitored. The latest update and current status, including indicators that have already been achieved or exceeded, as well as those that require further attention, are detailed below:

Tools & Channels	KPI	Current Status (M18)	Target (M18)
Website	Website users	5 150	>1 500
	No. of total page views	14 468	>3 000
	Countries reached	47	>10
Promotional Materials	No. of brochures and flyers distributed	Under construction	>1000
Social Media	No. of followers on RuralBioUp social media channels	Twitter: 133 LinkedIn: 339 Facebook: 40	Twitter: >100 LinkedIn: >50 Facebook: >150
Press Releases	Number of press releases distributed	0	2
Newsletters & Mailing lists	No. of subscribers in mailing list	74	>80
	No. of newsletter views through the website	4 257	150
Promotional Videos	No. of videos	2	10
	No. of views	106	YouTube >50 Social Media >200 Website: >50
Participation in Events & meetings	Number of events attended to disseminate the project	23	15
Liaison with projects & initiatives	Numbers of project liased with	42	20
	Collaboration with EIP-AGRI Operational Groups	11	5



10 Conclusions

10.1 Progress Report: M18's Milestones

In this section, we review the key milestones and indicators that have been achieved or exceeded by Month 18 of the project.

Some of the notable achievements include exceeding all Key Performance Indicators (KPIs) related to:

1. **Website-** total number of website users, total page views, and countries reached.
2. **Social Media-** Exceeded the number of followers on Twitter and LinkedIn.
3. **Participation in Events & meetings:** Number of events attended for project dissemination
4. **Liaison with projects & initiatives**

10.2 Roadmap Ahead: Next 18-Month Strategy

Looking forward, the RuralBioUp project will focus on the next phase of activities and developments. The following indicators require further attention and will be the focus of the upcoming 18-month strategy:

- **Promotional Videos**
 - Scheduled are 9 videos outlining the 9 Regional hubs. These videos will be released later as we awaited the kick-off meetings of all hubs, as well as the definition of the 2 value chains they will be working on. Below is an initial script:
 - **Introduction:** Introduce the main concept: the hub and its purpose
 - **Problem Statement:** Highlight the problem or challenge that the hub addresses
 - **Solution:** Present the hub as the solution to the problem. Explain how the hub works and its key features.
 - **Benefits:** Enumerate the benefits and advantages of using the hub. Show how the hub can improve the lives or situations of the target audience. Use testimonials or success stories if applicable.
 - **How to Use:** Provide a step-by-step guide on how to use the hub. Highlight any user-friendly aspects.
 - **Case Studies** Showcase real-life examples or case studies of individuals or businesses that have benefited from the hub.
 - **Call to action and Closing:** Encourage the audience to take action
 - End with a memorable and positive message about the hub.
- **Press Releases**

We envision press releases as suitable for the following events:

- Promoting videos from 9 Regional Hubs



- Communication of the RuralSpot and its updates.

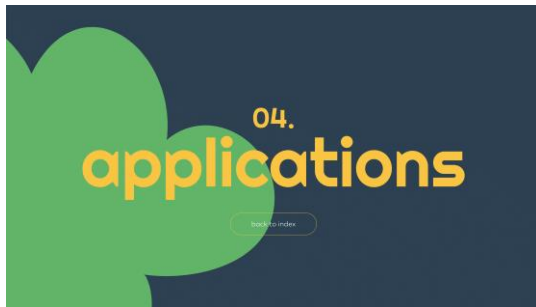
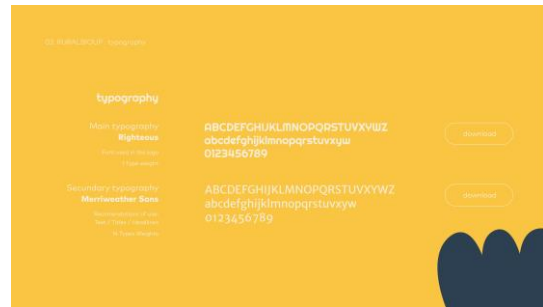
To improve the project's communication and dissemination activities, it is essential to focus on increasing engagement on social media, expanding the reach of promotional materials, enhancing press release distribution, growing the mailing list subscribers, and strengthening collaborations with relevant stakeholders.



11 Appendix

11.1 Brand Book of RuralBioUp









11.2 Newsletter

Welcome to the first issue of the RuralBioUP Newsletter!

Welcome to RuralBioUP!
Meet RuralBioUP, the project empowering rural regions in the European Union to expand and enhance small-scale bio-based for growth.

Empower EU Rural Regions!

We will establish 8 Regional Hubs in 8 EU countries.

What is a Regional Hub?
It is a multi-actor community of 20 people actively involved in the local bioeconomy ecosystem and acting as a central driver in enhancing the region's bioeconomy through social economy, co-operating closely to identify and implement local-led initiatives.

Regional Hubs' Composition

<p>1. Regional Facilitator RuralBioUP project partners who coordinate and coordinate the Regional Hub activities</p> <p>3. Local stakeholders</p> <ul style="list-style-type: none"> • High school companies • Research & Development • Local authorities/Institutions • Nature stakeholders • Community development • Financial institutions • Universities • Entrepreneurs 	<p>2. Hub Contact Point Representatives of the region responsible for local activities and identified as the main actor in contact with the facilitator under the project's lead</p> <ul style="list-style-type: none"> • Evaluation • Finance • R&D • Local Qualification Groups • Agripreneurs • Trade associations • Sector associations • Professional bodies
--	--

Primary production: Agriculture

High Regional Hub	Italy
Spain as a pilot in Europe Regional Hub	Spain
Interregional Hub Regional Hub	Spain
Interregional Hub	Spain

Primary production: Aquaculture, Forestry

London & Regional Hub	Italy
Spain as a pilot in Europe Regional Hub	Spain
REGIOPIA MURCI (Spain) Hub Regional Hub	Spain
Local Regional Hub	Spain
Central Spain Regional Hub	Spain

Upcoming Events

RuralBioUP event in Iasi (Romania)
20-22 November 2023, in Romania

RuralBioUP is organizing its first on-site meeting in Romania to kick-start the Cluj-Napoca Digital Hub - a conference and multi-day event organized by the European Union's Operational Program for the development of the region's bioeconomy. The event will explore the potential of the region's bioeconomy and will focus on the development of the region's bioeconomy. The event will be held in Iasi, Romania, on 20-22 November 2023.

- **Focus group on the website of the RuralBioUP online Platform** - a group of 10-15 stakeholders will be invited to discuss the website's content and design.
- **RuralBioUP meeting** will be organized in the afternoon of the 20th November. The meeting will focus on the development of the region's bioeconomy.
- **Workshop on bioeconomy** will be organized in the morning of the 21st November. The workshop will focus on the development of the region's bioeconomy.

More information coming soon, stay tuned!

[More information can be accessed here](#)

[Discover more](#)

In case you've missed it

IFIB, the International Forum on Industrial Biotechnology and Bioeconomy
28-29 September | Florence, Italy

The International Forum on Industrial Biotechnology and Bioeconomy 2023 (IFIB) will explore the potential of the region's bioeconomy. The event will be held in Florence, Italy, on 28-29 September 2023.

[Discover more](#)

Italy Bioeconomy Pilot Study Visit
20-23 March | Milan and Turin, Italy

The Italy Bioeconomy Pilot Study Visit will be held in Milan and Turin, Italy, on 20-23 March 2023. The visit will focus on the development of the region's bioeconomy.

[Discover more](#)

Our Consortium

APRE, LOBA, BILGEM, CHITTA, IMBA, and other partners.

Go global by fostering rural innovation!
Contact us to learn more about our activities and projects.



11.4 Informative Flyer in CZ, EN, IT, FR, LI and RO



Rural BioUP www.ruralbioup.eu

**Podpora inovací na venkově
místní růst, globální oběh**

Jaké je naše poslání?

Podpora a rozvoj inovací v zemědělství a zvěřinářství v rámci evropského venkova. Podpora inovací v zemědělství a zvěřinářství v rámci evropského venkova. Podpora inovací v zemědělství a zvěřinářství v rámci evropského venkova.

Jak?

Podpora a rozvoj inovací v zemědělství a zvěřinářství v rámci evropského venkova.

Co je regionální HUB?

Regionální HUB je platforma pro inovace v zemědělství a zvěřinářství v rámci evropského venkova. Podpora inovací v zemědělství a zvěřinářství v rámci evropského venkova.

Kvalifikační regionální ústředí - příloha

Složení regionálních HUBů:

- Regionální koordinátor**
- Kontaktní místo HUBU**
- Místní zainteresované strany**

Jak můžete těžit z účasti v regionálních HUBech?

Členství v regionálním HUBu přináší více přínosů:

- Průmyslová zemědělství**
- Průmyslová zemědělství, lesnictví**

činnosti, které mají být prováděny v regionálních HUBech - časová osa

naše partneri

APRE, LOBA, SPRING, CIVITTA, ITABIA



Rural BioUP www.ruralbioup.eu

**Foster rural innovation
Grow Local, Go Global**

What is our mission?

To support a European region in identifying and implementing local and regional solutions to address environmental and societal challenges with a particular focus on farming, food production and innovation in agri-food systems.

How?

We will establish a Regional Hub in 6 European countries.

What is a Regional Hub?

It is a multi-stakeholder network of people, entities, located in the local community, engaged and sharing a common vision of addressing the region's transition towards local economy, supporting efforts to identify and implement local food innovation.

Regional Hub's Composition:

- Regional Facilitator**
- Hub Contact Point**
- Local stakeholders**

For whom?

Local Stakeholders

Primary production: Agriculture

Primary production: Agriculture & Forestry

How can you benefit from taking part in the Regional Hubs?

Membership in the RuralBioUP Regional Hub will bring you:

- Knowledge Access:** involvement in the consultation of regional innovation strategy documents.
- Knowledge Sharing:** participation in thematic focus group (organized in a regular and participatory way) at your demand.
- Innovative opportunities:** participation in professional activities and workshops in the field of innovation in farming, sustainable production, innovative business, and smart systems product.
- Networking:** networking with other people of your field, which will support your efforts in creating your professional network and building new opportunities for business, collaboration and partnership.
- Visibility and recognition:** presentation of your organization on the project's website and in the project's communication materials.
- Funding opportunities:** understanding current and upcoming funding opportunities of national, European projects and supporting the businesses into the Horizon Europe and ERDF/ERDF projects.
- Influence and impact:** regional hubs' members will provide feedback, insights and recommendations on the project activities and outputs, which will help in enhancing their awareness, visibility and impact.

Activities to be carried out in the Regional Hubs - Timeline

Our Consortium:

APRE, LOBA, SPRING, CIVITTA, ITABIA



11.5 Template for reporting



Rural BioUP
Grow local, go global

Title of Study Visit Report

Dates for Study Visit

Our Consortium

APRE LOBA SPRING CIVITTA ITABIA

Funded by the European Union

@RuralBioUP ruralbioup.eu info@ruralbioup.eu

Information on RuralBioUp

Content

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Title of Study Visit Report

Content

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Background of Study Visit

Content

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Report author(s) and organisation

Content

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Information on participating organizations and sites visited

Content

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Name of deliverable

5 of 7



Name of deliverable

6 of 7



11.6 Brochure in French Auvergne Rhone Alpes




Rural BioUP
Grow local, go global

Auvergne-Rhône-Alpes
Regional Hub

Financé par l'Union européenne

www.ruralbioup.eu



Rural BioUP
Grow local, go global

Quelle est notre mission?
Soutenir 9 Régions européennes dans l'identification et la mise en œuvre de solutions biosourcées locales et renforcer la coopération entre les acteurs régionaux afin de stimuler le développement rural et la bioéconomie dans les régions du projet.

Comment?
Nous allons créer 9 hubs régionaux dans 6 pays de l'UE.

Où?

Production primaire: Agriculture 🌾	
Padua Regional Hub	Italie
Pays de la Loire & Bretagne Regional Hub	France
Auvergne-Rhône-Alpes Regional Hub	France
Ireland Regional Hub	Irlande
*Le Hub est à l'échelle nationale	

Production primaire: Agriculture, sylviculture 🌿	
Lombardia Regional Hub	Italie
Marche Regional Hub	Italie
BIOEAST HUB CZ Charles Spa Regional Hub	République Tchèque
Latvia Regional Hub	Lettonie
Centra Region Regional Hub	Roumanie



Rural BioUP

Qu'est-ce qu'un hub régional?
Il s'agit d'une communauté multi-acteurs d'environ 30 personnes activement impliquée dans l'écosystème local de la bioéconomie et cherchant à faciliter la transition de la région vers l'économie circulaire, coopérant étroitement pour identifier et mettre en œuvre des solutions biosourcées locales.

Composition des Hubs régionaux

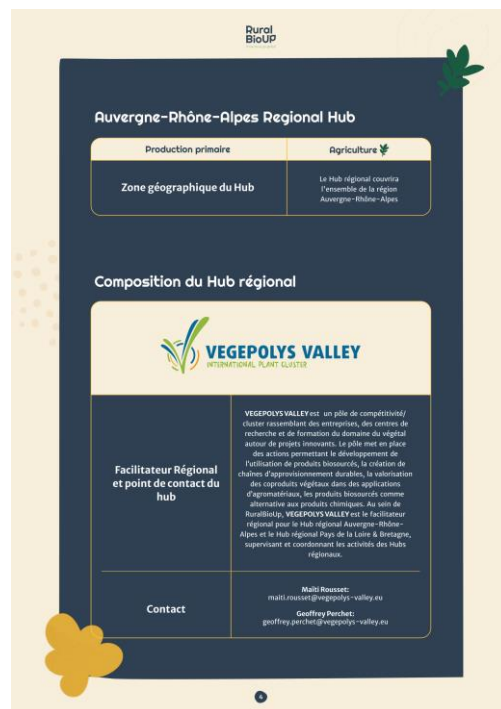
Un facilitateur Régional Un partenaire du projet RuralBioUp qui supervise et coordonne les activités du hub	Un point de contact du hub Un représentant de la région collaborant aux activités des Hubs et identifié comme l'acteur principal pour poursuivre le projet RuralBioUp après la fin du projet.
---	---

Des acteurs locaux:

- Entreprises agricoles
- Recherche & Développement
- Autorités locales/décideurs politiques
- Techniciens
- Développement de consortiums
- ONG
- Groupes opérationnels locaux
- Entreprises forestières
- Les universités
- Conseillers
- Incubateurs
- Indusries agro-alimentaires
- Associations commerciales
- Associations locales

Participer au Hub Régional RuralBioUp vous permettra

- **D'accéder à de nouvelles connaissances:** possibilité de consulter des documents stratégiques régionaux en association.
- **De partager vos connaissances:** participation à des groupes de discussion thématiques ciblés sur une chaîne de valeur/technologie/activité qui vous intéresse.
- **De bénéficier d'opportunités de formations:** participation à des séminaires et ateliers professionnels dans le domaine de la bioéconomie (dont la production durable, les ressources renouvelables et les modèles d'économie circulaire).
- **De réseauter:** une connexion avec un large éventail d'intervenants locaux vous permettant d'élargir votre réseau professionnel et créer de nouvelles opportunités commerciales, de collaboration et de partenariats.
- **De gagner en visibilité et en reconnaissance:** présentation de votre organisation sur la brochure, le site Web et les médias sociaux des acteurs du projet et lors d'événements régionaux/nationaux/européens de projets Horizon Europe et CSE-2U.
- **D'identifier des opportunités de financement:** contacts avec des coordinateurs d'engagements prestigieux de projets Horizon Europe et soutien à l'implication dans les projets Horizon Europe et CSE-2U.
- **D'avoir une plus grande influence et impact:** les membres du hub régional fournissent des commentaires, des idées et des recommandations sur les activités et les résultats du projet, ce qui contribue à améliorer leur pertinence, leur qualité et leur portée.



Rural BioUP

Auvergne-Rhône-Alpes Regional Hub

Production primaire	Agriculture 🌾
Zone géographique du Hub	Le Hub régional couvre l'ensemble de la région Auvergne-Rhône-Alpes

Composition du Hub régional

VEGEPOLYS VALLEY
INTERNATIONAL PLANT CLUSTER

Facilitateur Régional et point de contact du hub	VEGEPOLYS VALLEY est un pôle de compétitivité/cluster rassemblant des entreprises, des centres de recherche et de formation du domaine du végétal autour de projets innovants. Le pôle met en place des actions permettant le développement de l'utilisation de produits biosourcés, la création de chaînes d'approvisionnement durables, la valorisation des coproduits végétaux dans des applications d'agroalimentaire, les produits biosourcés comme alternative aux produits chimiques. Au sein de RuralBioUp, VEGEPOLYS VALLEY est le facilitateur régional pour le Hub régional Auvergne-Rhône-Alpes et le Hub régional Pays de la Loire & Bretagne, représentant et coordonnant les activités des Hubs régionaux.
Contact	<p>Matti Roussel: matti.roussel@vegopolys-valley.eu</p> <p>Geoffrey Perchet: geoffrey.perchet@vegopolys-valley.eu</p>



Rural BioUP

BVpam
UMR 5079

Catégorie d'acteur	<ul style="list-style-type: none"> Recherche & Innovation/Education
Taille	<ul style="list-style-type: none"> 11 permanents (2 PR, 6 MCF, 1 IR, 1 IE, 1 TO) 11 non permanents (5 PhD, 1 TO, 5 POSTDOC)
Localisation	<ul style="list-style-type: none"> Metz, St. Etienne Faculté de Sciences et Techniques
Site Internet	<ul style="list-style-type: none"> https://www.univ-st-etienne.fr/fr/bvpam.html
Médias sociaux	<ul style="list-style-type: none"> https://www.facebook.com/universite.jean-morret.saint-etienne https://twitter.com/Univ_St_Etienne https://www.youtube.com/user/UnivJeanMorretUM https://www.linkedin.com/school/universite-cy3-ag-jean-morret-saint-etienne/ https://www.instagram.com/univjeanmorret/
Activités principales	<ul style="list-style-type: none"> Recherche en Biodiversité, biosynthèse et sécrétion des composés végétaux volatils (COV) ingénierie et biologie de synthèse chez les plantes
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Les objectifs du laboratoire sont d'effectuer des recherches sur les substances volatiles végétales et de collaborer avec des partenaires industriels pour amener la recherche à une utilisation "belle".

Rural BioUP

l'atelier français des matières
parfums millénaires

Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé/entreprise
Taille	<ul style="list-style-type: none"> TPE (8 employés)
Localisation	<ul style="list-style-type: none"> Arbamps 74
Site Internet	<ul style="list-style-type: none"> https://www.atelier-francais-des-matieres.fr/
Médias sociaux	<ul style="list-style-type: none"> https://www.facebook.com/parfumsmillesimes https://www.instagram.com/atelier_francais_des_matiere/ https://www.linkedin.com/company/parfums-millesimes-88347/
Activités principales	<ul style="list-style-type: none"> Extraction de végétaux pour les domaines de la Parfumerie/Cosmétique/Nutraceutique Eco extraction – Chimie verte – Economie circulaire Nouvelle technologie – Valorisation des déchets
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Recherche de nouveaux coproduits à valoriser pour la parfumerie/cosmétique/nutraceutique Si recherche concluante, industrialisation

Rural BioUP

BIO-VALO

Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé/entreprise
Taille	<ul style="list-style-type: none"> TPE 6 salariés
Localisation	<ul style="list-style-type: none"> BIOM
Site Internet	<ul style="list-style-type: none"> https://www.bio-valo.com
Activités principales	<ul style="list-style-type: none"> Bureau d'étude en méthanisation Plateforme expérimentale pour la valorisation énergétique de la biomasse, Réglementation, certification
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Valorisation de co-produit, durabilité des matières végétales Objectif supplémentaire: échange gagnant-gagnant entre matière et fertilisant organique

Rural BioUP

CVA
CENTRE DE VALORISATION DES AGRORESSOURCES

Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé Recherche & Innovation/Education; Association loi 1901
Taille	<ul style="list-style-type: none"> Equipe de 6 personnes dont 5 en R&D
Localisation	<ul style="list-style-type: none"> Brive la Gaillarde (19), France
Site Internet	<ul style="list-style-type: none"> https://www.cva-cttrp.fr
Médias sociaux	<ul style="list-style-type: none"> https://www.linkedin.com/company/cva/cttrp
Activités principales	<ul style="list-style-type: none"> Accompagnement technologique sur mesure R&D chimie du végétal Analyses biochimiques Transfert d'échelle Cosmétiques / Nutraceutique / Protection des Plantes...
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Expertise matière Caractérisation Valorisation des composés extractibles Recherche de nouveaux partenaires



Rural BioUP

HOLISTE
Inventer & développer le service de l'écologie

Catégorie d'acteur	- PME
Taille	30 salariés
Localisation	Siège Social à Marçigny en Saône et Loire, (Département BioGemme à Bioscarisse (Landes))
Site Internet	https://www.holiste.com
Médias sociaux	<ul style="list-style-type: none"> + https://www.linkedin.com/company/holiste/?originalSubdomain=fr + https://www.youtube.com/channel/UC5cy...dNU68VYET-2bqRQ
Activités principales	<ul style="list-style-type: none"> - Bol d'air (acier): appareil d'oxygénation fonctionnant avec Huile Essentielle de Pin Maritime - Mécolo et commercialisation de la résine de pin, de la sérénissime Pure Gemme et de la colophane grâce à la méthode BioGemme.
Objectifs liés aux co-produits	<ul style="list-style-type: none"> - Valorisation de la Colophane qui est une résine Thermo-Plastique naturelle contenue à environ 20 % dans la résine de pin: usage naturel - Re-valorisation d'un métrier oublié, celui de gemmeur et surveillance de la forêt contre les incendies

Rural BioUP

invers
PARTENAIRES DURABLES

Catégorie d'acteur	- Société Anonyme
Taille	26 employés
Localisation	Saint-Ignat (63120)
Site Internet	https://www.invers-groupe.fr
Médias sociaux	<ul style="list-style-type: none"> + https://www.facebook.com/invers?profileid=1000000000000000 + https://www.instagram.com/inverscooperatives/ + https://www.linkedin.com/company/invers-protec?originalSubdomain=fr + https://www.youtube.com/channel/UCuK55o-WBhtzWMPd13-Pw?view_as=subscriber + https://www.youtube.com/watch?v=1392
Activités principales	<ul style="list-style-type: none"> - Création complète et innovante d'une filière de production à la ferme de protéines d'insectes locales et durables pour l'alimentation animale
Objectifs liés aux co-produits	<ul style="list-style-type: none"> - Valorisation de co-produits pouvant être inclus dans l'alimentation des insectes - Valorisation de nos co-produits d'élevage: déjections (fertilisants) et carcasses d'insectes (chitine, chitosane)

Rural BioUP

LA TANNERIE VÉGÉTALE

Catégorie d'acteur	<ul style="list-style-type: none"> - Secteur privé/entreprise - Recherche & innovation
Taille	7 employés
Localisation	Villeurbanne
Site Internet	https://www.la-tannerie-vegetale.fr/
Médias sociaux	+ https://www.linkedin.com/company/la-tannerie-vegetale/
Activités principales	<ul style="list-style-type: none"> - Fabrication d'une alternative au cuir biosourcée, biodégradable et recyclable sous forme de rouleaux de matière souple - Fabrication d'un biocomposite - Fabrication de granulés biodégradables pour l'injection
Objectifs liés aux co-produits	<ul style="list-style-type: none"> - Valoriser des biomasses dans notre matière afin de compléter notre gamme de rouleaux - Baisser notre empreinte carbone en ajoutant des co-produits locaux dans notre formule

Rural BioUP

Nymphéa
REUT D'ÉCOLE 1

Catégorie d'acteur	<ul style="list-style-type: none"> - Secteur privé/entreprise; - Recherche & innovation/éducation
Taille	1 - en cours de construction de l'équipe
Localisation	Monistrol sur Loire (43) FRANCE
Site Internet	En cours
Médias sociaux	+ https://www.linkedin.com/company/nymph%C3%A9a-ecole1/
Activités principales	<ul style="list-style-type: none"> - Sensibilisation - Formation - Appel à maîtrise d'ouvrage en économie responsable (économie circulaire et ingénierie financière) - Événementiel
Objectifs liés aux co-produits	<ul style="list-style-type: none"> - Valorisation des co-produits - Création de partenariats locaux afin d'organiser des activités économiques en boucle courte - Limiter au maximum la production de rebut de production et de déchets



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GDEC INSTITUT PASCAL
Généraliste des Sciences et des Technologies de l'Alimentaire

Catégorie d'acteur	<ul style="list-style-type: none"> Autorité publique : Laboratoire publics UMR 1109 LCA (INRAE et UMR 1018 LCA/INRAE/INRAE) Sièges sur le campus des Cézeaux Clermont - Fd
Localisation	Clermont - Fd
Site Internet	<ul style="list-style-type: none"> https://www5.clermont.inrae.fr/umr1109/ http://www.institutpascal.uca.fr/index.php/
Médias sociaux	<ul style="list-style-type: none"> https://www.facebook.com/LaboratoireInstitutPascal https://twitter.com/institutpascal https://www.instagram.com/institutpascal/ https://www.linkedin.com/company/institut-pascal/
Activités principales	<ul style="list-style-type: none"> Recherche et développement, innovation dans le domaine de la bio-simulation des plantes par l'utilisation de polymères naturels.
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Researches and industrial for the development of a start-up

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Phytosynthese
Phytosynthese

Catégorie d'acteur	<ul style="list-style-type: none"> Société privée
Taille	40 employés
Localisation	Mozac (Nord de Clermont-Ferrand)
Site Internet	https://www.phytosynthese.com
Médias sociaux	<ul style="list-style-type: none"> https://www.linkedin.com/company/phytosynthese/
Activités principales	<ul style="list-style-type: none"> Fabrication de produits alimentaires et boissons pour la nutrition animale Phytogénériques stériles, formulés à base d'extraits de plantes et d'huiles essentielles Développement d'additifs à base d'extraits végétaux stériles
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Recherche de co-produits Rencontre des acteurs régionaux

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Rural BioUP

Limagrain Ingrédients

Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé/entreprise
Taille	400 employés
Localisation	Localisation Riom (Puy de Dôme) Siège social Saint-Aigust
Site Internet	https://www.limagrain-ingrédients.com/fr/accueil
Médias sociaux	<ul style="list-style-type: none"> https://twitter.com/LimagrainCI https://www.linkedin.com/organization/guest/company/limagrain-ingrédients https://www.youtube.com/user/LimagrainTV
Activités principales	<ul style="list-style-type: none"> Première transformation blé / maïs Traitements thermiques de produits amyloides Exclusion alimentaire Mélangeage de poudres
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Consolider nos filières en valorisant mieux nos co-produits de meunerie Développement de produits novateurs

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Rural BioUP

NaturAdds

Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé/entreprise
Taille	Un employé et trois associés
Localisation	Saint Beauvoir - Biopôle Clermont-Limagne
Site Internet	https://www.naturadds.com
Activités principales	<ul style="list-style-type: none"> Développement et commercialisation de bio additifs fonctionnels pour matières plastiques
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Valorisation des produits d'origine naturelle (ex : déchets agro-alimentaires) dans les filières des applications industrielles des matières plastiques

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Rural BioUP

GREENTECH




Catégorie d'acteur	<ul style="list-style-type: none"> • Secteur privé/entreprise; • Recherche & innovation
Taille	114
Localisation	Saint Beauzire, 63360
Site Internet	https://www.greentech.fr
Médias sociaux	<ul style="list-style-type: none"> • https://www.linkedin.com/company/greentech_4/ • original@subdomain.fr
Activités principales	<ul style="list-style-type: none"> • Recherche & innovation • Production d'ingrédients actif à partir de plantes pour la cosmétique
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Souder des matières premières issues de co-produits • Valoriser nos co-produits en interne

Rural BioUP

 AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA (APRE)	Italie
 LOBA	Portugal
 SPRING SUSTAINABLE PROCESSES AND RESOURCES FOR INNOVATION AND NATIONAL GROWTH (SPRING)	Italie
 LOMBARDI GREEN CHEMISTRY ASSOCIATION (LCCA)	Italie
 CIVITTA (BEST AS ICE)	Estonie
 ZENTRUM FÜR SOCIALE INNOVATION GMBH (ZSI)	Autriche
 ZEMĚDELSKÝ VÝZKUM, SPOL. S R.O. (ZEM)	République Tchèque
 IRISH BIOECONOMY FOUNDATION (IBF)	Irlande
 VEGEPOLIS VALLEY (VEGEPOLIS)	France
 ROMANIAN ACADEMY NATIONAL INSTITUTE FOR ECONOMIC RESEARCH (INIE)	Roumanie
 ITALIAN BIOMASS ASSOCIATION (ITABIA)	Italie
 LATVIJAS VALSTI MĪŽSĪMĀTĪBES INSTITŪTS SILVA (LII)	Lettonie

Site internet
www.ruralbioup.eu

Contact
info@ruralbioup.eu

Suivez-nous sur les réseaux sociaux



 @ruralbioup

Financé par l'Union européenne

11.7 Brochure in English Auvergne Rhone Alpes





**Auvergne-
Rhône-Alpes**
Regional Hub




Funded by the European Union

www.ruralbioup.eu




What is our mission?
To support 9 European regions in identifying and implementing local bio-based solutions and to enhance cooperation among regional actors with an ultimate view to boosting rural development and bioeconomy in project's regions.

How?
We will establish 9 Regional Hubs in 6 EU countries.

Where?

Primary production: Agriculture 🌾	
Puglia Regional Hub	Italy
Pays de la Loire & Bretagne Regional Hub	France
Auvergne-Rhône-Alpes Regional Hub	France
Ireland Regional Hub	Ireland
*The Regional Hub is at national level with a particular focus on County Tipperary	

Primary production: Agriculture, forestry 🌲	
Lombardia Regional Hub	Italy
Marche Regional Hub	Italy
BIOEAST HUB CZ Charles Spa Regional Hub	Czechia
Latvia Regional Hub	Latvia
*Latvia Regional Hub is at national level	
Centru Region Regional Hub	Romania



What is a Regional Hub?
It is a multi-actor community of 30 people actively involved in the local bioeconomy ecosystem and sharing a common interest in enhancing the region's transition towards circular economy, cooperating closely to identify and implement local bio-based solutions.

Regional Hubs' Composition

Regional Facilitator
RuralBioUp project partner who oversees and coordinates the hub activities.

Hub Contact Point
Representatives of the region collaborating in the Hub's activities and identified as the main actor to continue the RuralBioUp model after the project's end.

Local stakeholders

- Agricultural companies
- Research & Development
- Local authorities/Policy-makers
- Sector technicians
- Consortia development
- Forestry companies
- Universities
- Consultants
- Incubators
- Finance
- NGOs
- Local Operational Groups
- Agroindustry
- Trade associations
- Sector associations
- Production Districts

Membership in the RuralBioUp Regional Hub brings you

- **Knowledge Access:** involvement in the consultation of regional bioeconomy strategic documents;
- **Knowledge sharing:** participation in thematic focus groups targeted to a value chain/technology/activity of your interest;
- **Learning opportunities:** participation in professional seminars and workshops in the field of bioeconomy (including sustainable production, renewable resources, and circular economy models);
- **Networking:** connection with a wide range of local stakeholders will support your effort in expanding your professional network and creating new opportunities for business, collaboration and partnerships;
- **Visibility and recognition:** presentation of your organisation on the project's stakeholders' brochure, website and social media and at regional/national/EU level events;
- **Funding opportunities:** establishing contacts with prestigious foreign coordinators of Horizon Europe projects and supporting the involvement into the Horizon Europe and CRE-BU projects;
- **Influence and impact:** regional hub's members will provide feedback, insights, and recommendations on the project activities and outputs, which will help in enhancing their relevance, quality, and outreach.



Auvergne-Rhône-Alpes Regional Hub

Primary production	Agriculture 🌾
Hub geographical area	The Regional Hub will cover all entire Auvergne Rhône Alpes Region

Members



Regional Facilitator and Hub Contact Point

Contact
unite-preccompetitive@vegepolys-valley.eu

VEGEPOLYS VALLEY is a French Cluster with previous experience in promoting the development of bio-based products, the creation of sustainable supply chains, ensuring the valorization of plant co-products in agromaterials applications, bio-sourced products as an alternative to chemicals. In RuralBioUp, **VEGEPOLYS VALLEY** is the Regional Facilitator for both Auvergne-Rhône-Alpes Regional Hub and Pays de la Loire & Bretagne Regional Hub overseeing and coordinating the Regional Hubs activities.



Rural BioUP



Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Research and innovation /education
Size (number of employees)	<ul style="list-style-type: none"> 11 permanent (3 PR, 6 MCF, 1 IR, 1 IE, 1 TCH) 13 non permanent (5 PhD, 1 TCH, 5 POSTDOC)
Location	Metare, St. Etienne Faculté de Sciences et Techniques
Website	https://www.univ-st-etienne.fr/fr/bvpam.html
Social Media channels	<ul style="list-style-type: none"> https://www.facebook.com/Universite.Jean-Monnet.Saint-Etienne https://twitter.com/univ_st_etienne https://www.youtube.com/user/UnJeanMonnetUM https://www.linkedin.com/school/universit%C3%A9-jean-monnet-saint-etienne/ https://www.instagram.com/univjeanmonnet/
Main Activities	<ul style="list-style-type: none"> Research in Biodiversity, biosynthesis and secretion of volatile plant compounds (VOC) Engineering of plants and development of synthetic biology in plants
Objectives linked to by-products	<ul style="list-style-type: none"> The objectives of the lab to perform research in plant volatiles, and collaborate with industrial partners to take the research out to "real" use.

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L'atelier français des matières



Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business
Size (number of employees)	8
Location	Archamps (France – 74)
Website	https://www.atelier-francais-des-matieres.fr/
Social Media channels	<ul style="list-style-type: none"> https://www.facebook.com/parfamsillesimes https://www.instagram.com/atelier_francais_des_matiere/ https://www.linkedin.com/in/remil-puvereil-883aa74/
Main Activities	<ul style="list-style-type: none"> Plants extraction for the fields of Perfumery/ Cosmetics/Nutraceuticals Eco extraction – Green chemistry – Circular economy – New technology – Waste valorisation
Objectives linked to by-products	<ul style="list-style-type: none"> Research of new co-products to be valorized for perfumery/cosmetics/nutraceuticals If conclusive, industrialization

Rural BioUP



Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> BIO-VALO COMPANY
Size (number of employees)	6
Location	Location Riom (63)
Website	https://www.bio-valo.com
Main Activities	<ul style="list-style-type: none"> Biogas engineering office Experimental platform for energy recovery from biomass, regulations, certification.
Objectives linked to by-products	<ul style="list-style-type: none"> Valorization of co-products, sustainability Win-win exchange between matter and organic fertilizer

Rural BioUP



Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/company Research & innovation/education Non-profit organization
Size (number of employees)	6 (5 people R&D)
Location	Brive la Gaillarde (19), France
Website	https://www.cva-cv19.fr
Social Media channels	<ul style="list-style-type: none"> https://www.linkedin.com/company/cvact19/
Main Activities	<ul style="list-style-type: none"> Extraction Valorization of by-products Process development Cosmetics / Nutraceuticals / Plant Protection
Objectives linked to by-products	<ul style="list-style-type: none"> Research / Valorisation Plant material expertise Characterization Valorization of extractable compounds Search for new partners



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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> 2 public laboratories (joint unit 1095 UCA/INRAe and joint unit 6602 UCA/CNRS/SIGMA) located on the C'Ézeaux campus Clermont -fd
Location	Clermont -fd, France
Website	<ul style="list-style-type: none"> https://www6.clermont.inrae.fr/um1095/ http://www.institutpascal.uca.fr/index.php/fr/
Social Media channels	<ul style="list-style-type: none"> https://www.facebook.com/LaboratoireInstitutPascal https://twitter.com/InstitPascal https://www.instagram.com/institutpascal/ https://www.linkedin.com/company/institut-pascal/
Main Activities	<ul style="list-style-type: none"> Research and development, innovation in the field of plant biostimulation using natural polymers
Objectives linked to by-products	<ul style="list-style-type: none"> Researches and industrial for the development of a start-up

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Rural BioUP



Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private company
Size (number of employees)	40
Location	Mozac (North of Clermont-Ferrand), France
Website	http://www.phytosynthese.com/
Main Activities	<ul style="list-style-type: none"> Manufacture of Food ailments and drinks for the animal nutrition Phytogenics based on plants extracts and essential oils Additives development based on plants extracts
Objectives linked to by-products	<ul style="list-style-type: none"> Research of by-products Meeting with regional actors

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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector / Business
Size (number of employees)	400
Location	Location Riom (Puy de Dôme) Head office Saint-lignat
Website	https://www.limagrain-ingredients.com/en/home
Social Media channels	<ul style="list-style-type: none"> https://twitter.com/LimagrainCI https://www.linkedin.com/organization-guest/company/limagrain-ingredients https://www.youtube.com/user/LimagrainTV
Main Activities	<ul style="list-style-type: none"> Wheat and corn first transformation Thermal treatments of starch products Food extrusion Powder mixing
Objectives linked to by-products	<ul style="list-style-type: none"> Consolidate our transformation chain by making better use of our milling by-products Innovative products development

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Rural BioUP



Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business
Size (number of employees)	1 employee and 3 associates
Location	Saint Beauzire - Biopôle Clermont-Limagne
Website	https://www.naturadds.com
Social Media channels	<ul style="list-style-type: none"> https://www.linkedin.com/company/naturadds/
Main Activities	<ul style="list-style-type: none"> Development and marketing of functional bio additives for plastic materials
Objectives linked to by-products	<ul style="list-style-type: none"> Valorization of products of natural origin (e.g. agro-food waste) in the sectors of industrial applications of plastics

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Rural BioUP



GREENTECH

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> • Private sector/business • Research and innovation
Size (number of employees)	114
Location	Saint Beauzire, 63340
Website	https://www.greentech.fr
Social Media channels	<ul style="list-style-type: none"> • https://www.linkedin.com/company/greentech_4/?originalSubdomain=fr
Main Activities	<ul style="list-style-type: none"> • Research and innovation • Production of plant-based ingredients for the cosmetic industry
Objectives linked to by-products	<ul style="list-style-type: none"> • Sourcing raw materials derived from by-products • Reuse our own generated by-products


Rural BioUP


 <small>AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA (APRE)</small>	Italy
 <small>LOBA</small>	Portugal
 <small>SPRING SUSTAINABLE PROCESSES AND RESOURCES FOR INNOVATION AND NATIONAL GROWTH (SPRING)</small>	Italy
 <small>LOMBARDY GREEN CHEMISTRY ASSOCIATION (LCCA)</small>	Italy
 <small>CIVITTA ESTIVAS (ICE)</small>	Estonia
 <small>ZENTRUM FÜR SOZIALE INNOVATION OMBH (ZSI)</small>	Austria
 <small>ZEMEDLSKY VYZVAHA SPOL. SRO (ART)</small>	Czechia
 <small>IRISH BIOECONOMY FOUNDATION (IBF)</small>	Ireland
 <small>VEGEPOLYS VALLEY (VEGEPOLYS)</small>	France
 <small>ROMANIAN ACADEMY NATIONAL INSTITUTE FOR ECONOMIC RESEARCH (IIRER)</small>	Romania
 <small>ITALIAN BIOMASS ASSOCIATION (ITABIA)</small>	Italy
 <small>LATVIJAS VALSTS MEZSAINIKNES INSTITUTS SILAVA (SILAVA)</small>	Lithvia



Website
www.ruralbioup.eu

Contacts
info@ruralbioup.eu

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11.8 Brochure in French Pays de la Loire & Bretagne

Rural BioUP
Grow local, go global

Pays de la Loire & Bretagne
Regional Hub

Financé par l'Union européenne

www.ruralbioup.eu

Rural BioUP

Qu'est-ce qu'un hub régional?
Il s'agit d'une communauté multi-acteurs d'environ 30 personnes activement impliquée dans l'écosystème local de la bioéconomie et cherchant à faciliter la transition de la région vers l'économie circulaire, coopérant étroitement pour identifier et mettre en œuvre des solutions biosourcées locales.

Composition des Hubs régionaux

Un facilitateur Régional
Un partenaire du projet RuralBioUp qui supervise et coordonne les activités du hub

Un point de contact du hub
Un représentant de la région collaborant aux activités des Hubs et identifié comme l'acteur principal pour poursuivre le projet RuralBioUp après la fin du projet.

Des acteurs locaux

- Entreprises agricoles
- Recherche & Développement
- Autorités locales/décideurs politiques
- Techniciens
- Développement de consortiums
- Entreprises forestières
- Les universités
- Conseillers
- Incubateurs
- Finance
- CNIG
- Groupes opérationnels locaux
- Industries agro-alimentaires
- Associations commerciales
- Associations locales

Participer au Hub Régional RuralBioUp vous permettra

- **D'accéder à de nouvelles connaissances:** possibilité de consulter des documents stratégiques régionaux en bioéconomie
- **De partager vos connaissances:** participation à des groupes de discussion thématiques ciblés sur une chaîne de valeur (technologique) activité qui vous intéresse
- **De bénéficier d'opportunités de formations:** participation à des séminaires et ateliers professionnels dans le domaine de la bioéconomie (dont la production durable, les ressources renouvelables et les modèles d'économie circulaire)
- **De réseauter:** une connexion avec un large éventail d'intervenants locaux vous permettant d'élargir votre réseau professionnel et créer de nouvelles opportunités commerciales, de collaboration et de partenariats
- **De gagner en visibilité et en reconnaissance:** présentation de votre organisation sur la brochure, le site Web et les médias sociaux des acteurs du projet et lors d'événements régionaux/nationaux/européens
- **D'identifier des opportunités de financement:** contacts avec des coordinateurs étrangers prestigieux de projets Horizon Europe et soutien à l'implication dans les projets Horizon Europe et CBE-HU
- **D'avoir une plus grande influence et impact:** les membres du hub régional fournissent des commentaires, des idées et des recommandations sur les activités et les résultats du projet, ce qui contribuera à améliorer leur pertinence, leur qualité et leur portée.

Rural BioUP
Grow local, go global

Quelle est notre mission?
Soutenir 9 régions européennes dans l'identification et la mise en œuvre de solutions biosourcées locales et renforcer la coopération entre les acteurs régionaux afin de stimuler le développement rural et la bioéconomie dans les régions du projet.

Comment?
Nous allons créer 9 hubs régionaux dans 6 pays de l'UE.

Où?

Production primaire: Agriculture 🌾

Puglia Regional Hub	Italie
Pays de la Loire & Bretagne Regional Hub	France
Auvergne-Rhône-Alpes Regional Hub	France
Ireland Regional Hub	Irlande

*Le Hub est à l'échelle nationale avec un accent particulier sur le secteur de l'élevage.

Production primaire: Agriculture, sylviculture 🌿

Lombardia Regional Hub	Italie
Marche Regional Hub	Italie
BIOEAST HUB CZ Charles Spa Regional Hub	République Tchèque
Latvia Regional Hub	Lettonie
Centre Region Regional Hub	Roumanie

Pays de la Loire & Bretagne Regional Hub

Production primaire	Agriculture 🌾
Zone géographique du Hub	Le Hub régional couvrira la partie ouest de la France. L'objectif du Hub est de créer un réseau local centré sur la région des Pays de la Loire et la région Bretagne, car il s'agit de la même zone climatique et des mêmes types de productions agricoles.

Composition du Hub régional

VEGEPOLYS VALLEY
INTERNATIONAL PLANT CLUSTER

Facilitateur Régional et point de contact du hub	VEGEPOLYS VALLEY est un pôle de compétitivité/cluster rassemblant des entreprises, des centres de recherche et de formation du domaine du végétal autour de projets innovants. Le pôle met en place des actions permettant le développement de l'utilisation de produits biosourcés, la création de chaînes d'approvisionnement durables, la valorisation des coproduits végétaux dans des applications d'agromatériaux, les produits biosourcés comme alternative aux produits chimiques. Au sein de RuralBioUp, VEGEPOLYS VALLEY est le facilitateur régional pour le Hub régional Auvergne-Rhône-Alpes et le Hub régional Pays de la Loire & Bretagne, supervisant et coordonnant les activités des Hubs régionaux.
Contact	unite_precompetitive@vegepolys-valley.eu



Rural BioUP

ADRIA
FOOD EXPERTISE

Catégorie d'acteur	<ul style="list-style-type: none"> Recherche & innovation Société civile (association loi 1901) Institut Technique Agro Industriel
Taille	70 employés
Localisation	Quimper (29)
Site Internet	adria.tm.fr
Médias sociaux	<ul style="list-style-type: none"> twitter.com/Adria_Dvpm fr-fr.facebook.com/adriadeveloppement www.linkedin.com/company/adria-d-veloppement/
Activités principales	<ul style="list-style-type: none"> Développement et innovation process, produit & pack en IAA Gestion et maîtrise des risques microbiologiques Formation, audit & conseil en IAA
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Exploration des voies de valorisation des co-produits en IAA (ingrédients, aliments & emballages) Connaissance & Sourcing de co-produits

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Rural BioUP

ARELPAL
CDDM

Catégorie d'acteur	<ul style="list-style-type: none"> Private sector/business; Research and innovation
Taille	16 employés
Localisation	Pont Saint Martin (44)
Site Internet	www.cddm.fr
Activités principales	<ul style="list-style-type: none"> Conduite d'expérimentations Conseils techniques auprès des maraîchers (bio et conventionnels) Accompagnement dans les démarches environnementales (gestion de l'eau, certifications, etc.)
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Objectif principal de recherche et de valorisation pour les déchets végétaux et co-produits maraîchers

2

Rural BioUP

CycleFarms

Catégorie d'acteur	<ul style="list-style-type: none"> Entreprise du secteur privé
Taille	20 salariés
Localisation	Beaufort en Anjou (siège et RD) - 49 Leunoux Déconnais (Prod) - 49
Site Internet	www.cyclefarms.com
Médias sociaux	<ul style="list-style-type: none"> www.linkedin.com/company/cycle-farms/about/
Activités principales	<ul style="list-style-type: none"> Sélection génétique d'insectes Multiplication d'insectes destinée à l'alimentation animale Recyclage de déchets par l'insecte
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Valorisation Recherche

3

Rural BioUP

ECO Sol

Catégorie d'acteur	<ul style="list-style-type: none"> Entreprise privée: conseil économie circulaire & bas carbone Recherche & innovation: conseil innovation et éco-conception produit & services Education: innovation durable et biomimétisme: ECN et Audencia
Taille	1 personne permanente
Localisation	Nantes
Site Internet	www.eco-sol.fr
Médias sociaux	<ul style="list-style-type: none"> www.linkedin.com/company/ecosol-conseil/
Activités principales	<ul style="list-style-type: none"> Accompagnement éco-conception produit/service/business model en économie circulaire et bas carbone. Mesures d'impacts (ACV, Bilan carbone) Trajectoire & Diag Décarbonation
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Valoriser les co-produits existants dans des projets clients (nourrir une matière première); Les faire connaître de mon réseau de structures d'innovation (R&D et d'étudiants. Proposer des études d'impacts (ACV simples ou complexes) pour valoriser leurs usages

4



Rural BioUP

FOODINNOV

Catégorie d'acteur	<ul style="list-style-type: none"> • Secteur privé/entreprise; • Recherche & innovation/éducation
Taille	26 personnes
Localisation	Nantes, Rennes
Site Internet	foodinnov.fr
Médias sociaux	<ul style="list-style-type: none"> • www.linkedin.com/company/foodinnov-group/
Activités principales	<ul style="list-style-type: none"> • Management de l'innovation • Développement produits alimentaire/boissons • Conseil en nutrition • Conseil réglementaire UE et grand export • Expertise scientifique • Transfert industriel
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Valorisation des coproduits dans la chaîne alimentaire • Réduction de la production de coproduits dans les développements produits

Rural BioUP

INRAE

Catégorie d'acteur	<ul style="list-style-type: none"> • Recherche
Taille	11.500 personnes
Localisation	<p>Plusieurs sites en France dont Nantes et Rennes.</p> <p>2 Unités de recherche à Nantes:</p> <ul style="list-style-type: none"> • BIA: Biopolymères, Interactions, assemblages www6.angers-nantes.inrae.fr/bia/ • SMART: Structures et Marchés Agricoles, Ressources et Territoires smart.rennes.hub.inrae.fr
Site Internet	www.inrae.fr/en/about-us
Médias sociaux	<ul style="list-style-type: none"> • www.facebook.com/Inrae.France • twitter.com/INRAE_Intl • www.instagram.com/INRAE • www.linkedin.com/company/inrae-science • www.youtube.com/channel/
Activités principales	<ul style="list-style-type: none"> • Transformation des bioressources pour des matériaux 100% biobasés • Analyse économique d'une filière de valorisation des bioressources à l'échelle d'un territoire
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Développements pour une économie circulaire vertueuse • Identifier les gaspillages et les flux de co-produits valorisables • Les transformer en matériaux durables • Outils d'aide à la décision

Rural BioUP

ALVEND
LABORATOIRE

Catégorie d'acteur	<ul style="list-style-type: none"> • Secteur privé/entreprise
Taille	75 salariés
Localisation	Somloire – 49 360
Site Internet	www.alvend.com
Médias sociaux	<ul style="list-style-type: none"> • www.linkedin.com/company/laboratoire-alvend
Activités principales	<ul style="list-style-type: none"> • Conception/formulation/R&D • Fabrication • Conditionnement de produits cosmétiques naturels et baies et détergents écologiques
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Valorisation de co-produits • Favoriser un approvisionnement local, en chaîne courte

Rural BioUP

NPP Natural Plant Protection in APIs

Catégorie d'acteur	<ul style="list-style-type: none"> • Secteur privé/entreprise • Recherche & innovation
Taille	60 – 70 personnes
Localisation	Saint-Malo (Bretagne 35)
Site Internet	www.appl-td.com/fr <ul style="list-style-type: none"> • Site dédié Laboratoires Galmur en construction
Activités principales	<ul style="list-style-type: none"> • Fabricant de biostimulants à base d'algues • Fabricant de produits de biocontrôle à base d'algues
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Valorisation des co-produits d'algues • Économie circulaire



Rural BioUP

NOR-FEED
Biotecnics - You know why

Catégorie d'acteur	<ul style="list-style-type: none"> • Secteur privé/entreprise; • Société privée créée en 2003 • CA: 12,5 M€ • 80 % des approvisionnements sont des coproduits valorisés • Export: 80 %
Taille	40 personnes
Localisation	Siège à BEAUCOUZE (49) et Usine à CHEMILLE (49)
Site Internet	www.norfeed.net
Médias sociaux	<ul style="list-style-type: none"> • www.linkedin.com/company/nor-feed/
Activités principales	<ul style="list-style-type: none"> • Additifs botaniques pour l'alimentation animale
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Valoriser les composés actifs de coproduits en alimentation animale en démontrant leur efficacité et en garantissant la conformité réglementaire sur le marché européen et international. • Réduire au maximum notre impact sur les terres agricoles

11

Rural BioUP

Oniris ÉCOLE NATIONALE D'INGÉNIEURS
GEPEA GÉNÉRIQUE EN PRODUITS ÉNERGÉTIQUES
Lemna Laboratoire d'Économie et de Management des Ressources Alimentaires

Catégorie d'acteur	<p>Oniris Nantes</p> <ul style="list-style-type: none"> • École nationale Vétérinaire, Agroalimentaire et de l'Alimentation • 1 école et deux campus (CSA et CV) <p>• 2 unités de recherche:</p> <ul style="list-style-type: none"> • GEPEA <p>• Procédés pour les BIORESSOURCES (Aliments et Matériaux), Etude d'Impacts (environnemental, énergétique)</p> <ul style="list-style-type: none"> • LEMNA <p>• « Produire et Nourrir durablement » économie circulaire, écosystème, acceptabilité sociale, comportement des acteurs</p>
Activités principales	<ul style="list-style-type: none"> • Formation d'acteurs de la transition -> de l'étable à la table ou de la fourche à la fourchette • Recherche fondamentale • Recherche -Action et recherche appliquée
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Compréhension de la structuration de la chaîne de valeur de coproduits • Caractérisation physico-chimique de coproduits végétaux et animaux • Analyse des leviers et freins à la mise en œuvre de nouvelles voies de valorisation • Proposition des OAD adaptés

12

Rural BioUP

RESEAU SATT

Catégorie d'acteur	<ul style="list-style-type: none"> • Secteur privé/entreprise • Recherche & innovation/éducation
Taille	13 SATT (actionnaires = 80% de la recherche publique française)
Localisation	13 localisations sur le territoire français dont la SATT OUEST VALO à Rennes, Nantes
Site Internet	www.satt.fr
Médias sociaux	<ul style="list-style-type: none"> • twitter.com/ReseauSATT • www.linkedin.com/company/resseau-satt
Activités principales	<ul style="list-style-type: none"> • Détecter des résultats de recherche publique • Dérivater et maturer des projets innovants • Transférer aux entreprises: scouting techno, programme de co-développement, licence d'exploitation
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Transférer à des entreprises des technologies bio-sources Ex: valorisation de peau de tomates, branches de romarin, margines d'olives, écorce de bois... Répondre aux besoins d'innovation des entreprises soit par des technologies existantes soit en co-maturer avec le laboratoire Ju SATT/ l'entreprise. • Connaître les co-produits existants à valoriser

13

Rural BioUP

SEPPIC

Catégorie d'acteur	<ul style="list-style-type: none"> • Seppic, filiale du Groupe Air Liquide santé • Implantation mondiale • Créé en 1955
Localisation	Siège à Paris avec 3 centres R&D à Castres, Lons et Pontreux
Site Internet	www.seppic.com
Médias sociaux	<ul style="list-style-type: none"> • www.linkedin.com/company/seppic • twitter.com/seppic • www.instagram.com/seppic_official
Activités principales	<ul style="list-style-type: none"> • Production d'ingrédients fonctionnels ou actifs pour les marchés cosmétique, nutraceutique et pharmaceutique
Objectifs liés aux co-produits	<ul style="list-style-type: none"> • Valorisation scientifique des ressources génétiques et création de nouveaux ingrédients par extraction ou chimie verte pour nos marchés

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Rural BioUP

SOLAAL
Pays de la Loire

Catégorie d'acteur	<ul style="list-style-type: none"> Société civile (ONG, associations, représentation d'intérêts, etc.)
Taille	1 personne
Localisation	Angers
Site Internet	www.solaal.org/pays-de-la-loire
Médias sociaux	<ul style="list-style-type: none"> www.facebook.com/SOLAAL.PaysdeLaLoire twitter.com/Solaal_PD
Activités principales	<ul style="list-style-type: none"> Gestion des invendus alimentaires pour les entreprises agricoles Organisation des dons alimentaires Sensibilisation au don agricole
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Notre objectif est de lutter contre le gaspillage alimentaire en proposant aux dons les invendus agricoles. Notre objectif est de lutter contre la précarité alimentaire en apportant des fruits et légumes à des personnes démunies.

Rural BioUP

UPCYCLINK
Entreprise Matériaux

Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé/entreprise
Taille	6 salariés
Localisation	Saint-Avé (Vannes) et Nantes
Site Internet	upcyclink.fr
Médias sociaux	<ul style="list-style-type: none"> twitter.com/upcyclink_co www.linkedin.com/company/upcyclink
Activités principales	<ul style="list-style-type: none"> Accompagnement d'acteur du système agro-alimentaire dans la valorisation in situ des coproduits alimentaires (Audit (qualification, quantification), études d'opportunités, Business plan, conception usine, mise en œuvre)
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Fournir la meilleure voie de valorisation possible aux coproduits selon une pyramide de valeur R&D sur des nouvelles voies de valorisation

Rural BioUP

Vegenov

Catégorie d'acteur	<ul style="list-style-type: none"> Association loi 1901, à but non lucratif Recherche & innovation;
Taille	35 salariés
Localisation	Saint-Pol-de-Léon (29)
Site Internet	www.vegenov.com
Médias sociaux	<ul style="list-style-type: none"> twitter.com/vegenov
Activités principales	<ul style="list-style-type: none"> Réalisation de projets de R&D sur 3 axes thématiques: <ul style="list-style-type: none"> Amélioration et Traçabilité des Plantes Santé des Plantes Qualité des Produits
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Évaluer et caractériser le potentiel agronomique des co-produits sur la qualité et la santé des plantes (effet biocontrôle, biostimulant, biofertilisant, régulation de la microflore notamment) Qualité et traçabilité des co-produits : conformité de la matière première, détection de micro-organismes, etc

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waste me up

Catégorie d'acteur	<ul style="list-style-type: none"> Entreprise privée SAS
Taille	3 employés
Localisation	SAINT-GEOURS DE MARENNE (Landes)
Site Internet	www.wastemeup.com
Médias sociaux	<ul style="list-style-type: none"> www.linkedin.com/company/waste-me-up www.facebook.com/Startup.WasteMeUp www.instagram.com/waste_me_up
Activités principales	<ul style="list-style-type: none"> Fabrication d'ingrédients issus de déchets de Brasserie Prestation de Séchage et Fractionnement Accompagnement des industriels sur la valorisation de leurs coproduits
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Commercialisation d'ingrédients à base de coproduits (déchets de brasserie, marc de pommes, de kiwis, de raisins...) Développement collaboratif d'ateliers de valorisation




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Catégorie d'acteur	<ul style="list-style-type: none"> Association de Chambres d'Agriculture (loi 1901) Recherche & innovation
Taille	5 employés
Localisation	Siège à Nantes (44)
Site Internet	c3a.fr
Médias sociaux	<ul style="list-style-type: none"> twitter.com/AC3Atlantique
Activités principales	<ul style="list-style-type: none"> Coopération européenne Recherche et innovation en agriculture
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Promouvoir l'économie circulaire Développer et partager les connaissances Développer la coopération/niveaux d'acteurs Expérimenter/développer de nouvelles valorisations

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Rural BioUP



Catégorie d'acteur	<ul style="list-style-type: none"> Entreprise du secteur privé
Taille	3 personnes
Localisation	Pontvallain (72)
Site Internet	www.aniged.fr
Médias sociaux	<ul style="list-style-type: none"> www.facebook.com/AnigedOfficiel
Activités principales	<ul style="list-style-type: none"> Fabrication de litière et d'enrichissement de l'environnement pour animaux
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Valorisation de co-produits du bois de peuplier Développement de l'entreprise / diversification

22

Rural BioUP



Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé/entreprise; Recherche & innovation
Taille	22 personnes
Localisation	Le Loroux Bottereau (44430)
Site Internet	www.dietaxion.com
Médias sociaux	<ul style="list-style-type: none"> www.linkedin.com/company/dietaxion
Activités principales	<ul style="list-style-type: none"> Ingrédients nutritionnels pour l'alimentation animale (nutrition calcique & digestion) Produits bactériens pour l'hygiène des bâtiments d'élevage et le traitement des effluents
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Recherche de coproduits pour la récupération d'ingrédients actifs dans l'alimentation animale

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Rural BioUP



Catégorie d'acteur	<ul style="list-style-type: none"> Secteur privé/entreprise
Taille	15 employés
Localisation	Saint Naffré (56250)
Site Internet	www.elementa-ingredients.com
Médias sociaux	<ul style="list-style-type: none"> twitter.com/Elementa_56 www.linkedin.com/company/elementa-ingredients
Activités principales	<ul style="list-style-type: none"> Distributeur d'ingrédients santé pour le marché des formules infantiles, des compléments alimentaires, et des produits diététiques et végan
Objectifs liés aux co-produits	<ul style="list-style-type: none"> Valorisation de coproduits pour la nutrition humaine à travers des projets de R&D sur de nouveaux ingrédients santé issus de coproduit Diversifier notre sourcing en intégrant de nouveaux ingrédients issus de coproduits Développement de l'entreprise / diversification

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








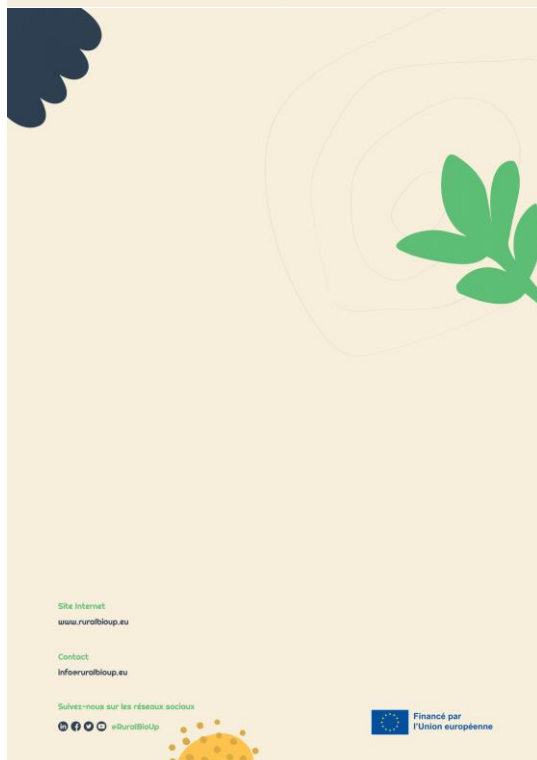
Rural BioUP



Catégorie d'acteur	<ul style="list-style-type: none"> La SICA est une coopérative légumière du Nord-Finistère qui regroupe 600 exploitations familiales produisant des légumes pour le marché du frais ainsi que de l'horticulture ornementale.
Taille	140 salariés
Localisation	Saint Pol de Léon (29)
Site Internet	www.sicapol.fr
Médias sociaux	<ul style="list-style-type: none"> www.facebook.com/SICA.SaintPoldeLeon www.linkedin.com/company/sica-st-pol-de-leon
Activités principales	<ul style="list-style-type: none"> Légumes de plein champs Légumes sous abris Horticulture ornementale
Objectifs liés aux co-produits	<ul style="list-style-type: none"> La production légumière de plein champs est très météo-dépendante et donc très irrégulière. Aussi, nous connaissons régulièrement des pics de production qui engendrent des invendus. Est-il possible de valoriser ces produits au lieu de les détruire?




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 AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA (APRE)	Italie
 LOBA	Portugal
 SPRING SUSTAINABLE PROCESSES AND RESOURCES FOR INNOVATION AND NATIONAL GROWTH (SPRING)	Italie
 LOMBARDY GREEN CHEMISTRY ASSOCIATION (LCCA)	Italie
 CIVITTA (EESTAS ICE)	Estonie
 ZENTRUM FÜR SOCIALE INNOVATION OMBH (ZSI)	Autriche
 ZEMEDĽSKÝ VÝZKUM, SPOL. S RO (M)	République Tchèque
 IRISH BIOECONOMY FOUNDATION (IBF)	Irlande
 VEGEPOLYS VALLEY (VEGEPOLYS)	France
 ROMANIAN ACADEMY NATIONAL INSTITUTE FOR ECONOMIC RESEARCH (IPIE)	Roumanie
 ITALIAN BIOMASS ASSOCIATION (ITABIA)	Italie
 LATVIJAS VALSTS MEŽZINATNES INSTITUTS SILVIA (SILVIA)	Lettonie



Site Internet
www.ruralbioup.eu

Contact
info@ruralbioup.eu

Suivez-nous sur les réseaux sociaux



 #RuralBioUp

Financé par l'Union européenne


11.9 Brochure in English Pays de la Loire & Bretagne




**Pays de la Loire
€ Bretagne**
Regional Hub



www.ruralbioup.eu




What is our mission?
To support 9 European regions in identifying and implementing local bio-based solutions and to enhance cooperation among regional actors with an ultimate view to boosting rural development and bioeconomy in project's regions.

How?
We will establish 9 Regional Hubs in 6 EU countries.

Where?

Primary production: Agriculture 🌾	
Puglia Regional Hub	Italy
Pays de la Loire & Bretagne Regional Hub	France
Auvergne-Rhône-Alpes Regional Hub	France
Ireland Regional Hub	Ireland
*The Regional Hub is an national level with a particular focus on County Tipperary.	

Primary production: Agriculture, forestry 🌲	
Lombardia Regional Hub	Italy
Marche Regional Hub	Italy
BIOEAST HUB CZ Charles Spa Regional Hub	Czechia
Latvia Regional Hub	Latvia
Centru Region Regional Hub	Romania
*Latvia Regional Hub is at national level.	



What is a Regional Hub?
It is a multi-actor community of 30 people actively involved in the local bioeconomy ecosystem and sharing a common interest. In enhancing the region's transition towards circular economy, cooperating closely to identify and implement local bio-based solutions.

Regional Hubs' Composition

Regional Facilitator RuralBioUp project partner who oversees and coordinates the hub activities.	Hub Contact Point Representatives of the region collaborating in the Hub's activities and identified as the main actor to continue the RuralBioUp model after the project's end.
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Local stakeholders

<ul style="list-style-type: none"> • Agricultural companies • Research & Development • Local authorities/Policy makers • Sector technicians • Consortia development • Forestry companies 	<ul style="list-style-type: none"> • Universities • Consultants • Incubators • Finance • NGOs • Local Operational Groups 	<ul style="list-style-type: none"> • Agroindustry • Trade associations • Sector associations • Production Districts
--	--	---

Membership in the RuralBioUp Regional Hub brings you

- **Knowledge Access:** involvement in the consultation of regional bioeconomy strategic documents;
- **Knowledge sharing:** participation in thematic focus groups targeted to a value chain/technology/ activity of your interest;
- **Learning opportunities:** participation in professional seminars and workshops in the field of Bioeconomy (including sustainable production, renewable resources, and circular economy models);
- **Networking:** connection with a wide range of local stakeholders will support your effort in expanding your professional network and creating new opportunities for business, collaboration and partnerships;
- **Visibility and recognition:** presentation of your organisation on the project's stakeholders' brochure, website and social media and at regional/national/EU level events;
- **Funding opportunities:** establishing contacts with prestigious foreign coordinators of Horizon Europe projects and supporting the involvement into the Horizon Europe and CBE - JU projects;
- **Influence and impact:** regional hub's members will provide feedback, insights, and recommendations on the project activities and outputs, which will help in enhancing their relevance, quality, and outreach.



Pays de la Loire € Bretagne Regional Hub

Primary production	Agriculture 🌾
Hub geographical area	The Regional Hub will cover the west part of France. The Hub's objective is to create a local network centered on the Pays de la Loire Region and Bretagne Region, as it is the same climate zone and has the same types of agricultural productions.

Members



Regional Facilitator and Hub Contact Point	Contact
<p>VEGEPOLYS VALLEY is a French Cluster with previous experience in promoting the development of bio-based products, the creation of sustainable supply chains, ensuring the valorization of plant co-products in agromaterials applications, bio-sourced products as an alternative to chemicals. In RuralBioUp, VEGEPOLYS VALLEY is the Regional Facilitator for both Auvergne-Rhône-Alpes Regional Hub and Pays de la Loire & Bretagne Regional Hub overseeing and coordinating the Regional Hubs activities.</p>	<p>unite-preccompetitive@vegepolys-valley.eu</p>



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ADRIA
FOOD EXPERTISE

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Research and innovation Civil society (association) Food Technology Institute (ITA)
Size (number of employees)	70
Location	Quimper
Website	adria.tm.fr
Social Media channels	<ul style="list-style-type: none"> twitter.com/Adria_Dvpm fr-fr.facebook.com/adriadeveloppement www.linkedin.com/company/adria-d-veloppement/
Main Activities	<ul style="list-style-type: none"> Research and innovation for food formulation, processing and pack Microbiological risk management & control Professional training in the food sector
Objectives linked to by-products	<ul style="list-style-type: none"> By-products valorisation (ingredients, food & pack) Knowledge & sourcing of by-products

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ARELPAL
CDDM

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business; Research and innovation
Size (number of employees)	16
Location	Pont Saint Martin (44)
Website	www.cddm.fr
Main Activities	<ul style="list-style-type: none"> Experimentation Technical support and advisory for their market gardeners (conventional and bio) Support in environmental procedures (water management, certification ...)
Objectives linked to by-products	<ul style="list-style-type: none"> Research and valorisation of organic waste and by-product

Rural BioUP

CycleFarms

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business
Size (number of employees)	20
Location	Beaufort en Anjou (HQ & RD), France Louxvieux Biéconnais (Production), France
Website	www.cyclefarms.com
Social Media channels	<ul style="list-style-type: none"> www.linkedin.com/company/cycle-farms/about/
Main Activities	<ul style="list-style-type: none"> Genetic selection of insects Insects multiplication for animal feed sector Waste recycling by insects
Objectives linked to by-products	<ul style="list-style-type: none"> Valorization Research

Rural BioUP

ECO Sol

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private company: consulting in circular and low carbon transition Research & Innovation: consulting in ecodesign for products and services Education: sustainable innovation & biomimicry: ECN et Audencia
Size (number of employees)	1
Location	Nantes
Website	www.eco-sol.fr
Social Media channels	<ul style="list-style-type: none"> www.linkedin.com/company/ecosol-conseil/
Main Activities	<ul style="list-style-type: none"> Ecodesign consulting in product/service/business model, based on low carbone & circular principles Impact measurements & diagnosis (LCA and carbon audits) Decarbonization Trajectory & Action Plan
Objectives linked to by-products	<ul style="list-style-type: none"> Give value to byproducts within or outside the client's stream Communicate on byproducts and new derived materials (materiotheque used for projects and teaching) Offer environmental impact diagnosis (LCA, simple or compare) to showcase byproducts advantages



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FOODINNOV

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business; Research and innovation /education
Size (number of employees)	26
Location	Nantes, Rennes
Website	foodinnov.fr
Social Media channels	<ul style="list-style-type: none"> www.linkedin.com/company/foodinnov-group/
Main Activities	<ul style="list-style-type: none"> Innovation management Food/beverage product development Nutrition consulting EU and export regulatory advice Scientific expertise Industrial transfer
Objectives linked to by-products	<ul style="list-style-type: none"> Valorisation of by-products in the food chain Reduction of co-product production in the product development process


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INRAE

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Research
Size (number of employees)	11.500
Location	<p>Several sites in France, including Rennes & Nantes</p> <p>Two research units located in Nantes</p> <ul style="list-style-type: none"> BiA: Biopolymers, Interactions, Assemblies www.60.angers-nantes.inrae.fr/bia/ SMART: Agricultural Structures and Markets, Resources and Territories smart.rennes.hub.inrae.fr
Website	www.inrae.fr/en/about-us
Social Media channels	<ul style="list-style-type: none"> www.facebook.com/inrae.france twitter.com/INRAE_intl www.instagram.com/INRAE www.linkedin.com/company/inrae-science www.youtube.com/channel
Main Activities	<ul style="list-style-type: none"> Transform bioresources into 100% biodegradable materials Economic analysis of a bioresource value chain on a regional scale
Objectives linked to by-products	<ul style="list-style-type: none"> Development for a virtuous circular economy Identify sources and flows of available by-products for their valorisation Transform them into sustainable materials Design decision-making tools

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ALVEND LABORATOIRE

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business
Size (number of employees)	75
Location	Somloire – 49360
Website	www.alvend.com
Social Media channels	<ul style="list-style-type: none"> www.linkedin.com/company/laboratoire-alvend
Main Activities	<ul style="list-style-type: none"> Design/Formulation/R&D Manufacturing Packaging of natural and organic cosmetic and ecological home care products
Objectives linked to by-products	<ul style="list-style-type: none"> Valorisation To favour local sourcing

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NPP Natural Plant Protection is apt.

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business; Research and innovation
Size (number of employees)	60-70
Location	Saint-Malo (Brittany – France)
Website	<p>www.appl-ntd.com/fr</p> <ul style="list-style-type: none"> The website appointed to laboratoires Gohmar is ongoing
Main Activities	<ul style="list-style-type: none"> Producer of biostimulants made from seaweed Producer of biocontrol products made from seaweed
Objectives linked to by-products	<ul style="list-style-type: none"> Valorization of seaweeds by-product Circular economy



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NOR-FEED
Biotronics - You know why

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private company founded in 2003 Turnover: 12,5 M€ 80 % of the supply chain is from by-products Export: 80 %
Size (number of employees)	40
Location	Headquarter at BEAUCOUZE (49) and Factory at CHEMILLE (49)
Website	www.norfeed.net
Social Media channels	<ul style="list-style-type: none"> www.linkedin.com/company/nor-feed/
Main Activities	<ul style="list-style-type: none"> Botanicals additives for animal feed
Objectives linked to by-products	<ul style="list-style-type: none"> Enhance the value of active compounds from co-product in animal feed by demonstrating their effectiveness and guaranteeing regulatory compliance on the European and international markets Minimise the company impact on agricultural land

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Stakeholder category (research, private, etc.)	- XXXX
Main Activities	- XXX
Objectives linked to by-products	- XXXX

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RESEAU SATT

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business; Research and innovation /education
Size (number of employees)	13 SATT (shareholders = 80% of French public labs)
Location	13 sites in France, including SATT OUEST WALD in Rennes and Nantes
Website	www.satt.fr
Social Media channels	<ul style="list-style-type: none"> twitter.com/ReseauSATT www.linkedin.com/company/reseau-satt
Main Activities	<ul style="list-style-type: none"> Detect public research results De-risk and develop innovative technologies Transfer to private companies, technology scouting, co-development, licensing
Objectives linked to by-products	<ul style="list-style-type: none"> Transfer existing bio-based technologies to private companies Understand companies innovation needs to source innovative technologies or co-develop them through a partnership with the public lab/SATT and company Understand the by-products to be valued

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SEPPIC

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Seppic, Health Air Liquide group affiliate Worldwide settlement Created in 1955
Location	Headquarter in Paris with 3 R&D centers in Castres, Lens & Pontreux
Website	www.seppic.com
Social Media channels	<ul style="list-style-type: none"> www.linkedin.com/company/seppic twitter.com/seppic www.instagram.com/seppic_official
Main Activities	<ul style="list-style-type: none"> Development & manufacturing of actives or functional ingredients which are designed for personal care, nutraceutical and pharmaceutical markets
Objectives linked to by-products	<ul style="list-style-type: none"> Scientific valorization of genetic resource and design of new ingredients using green chemistry or extraction technologies for our markets




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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Civil society (NGOs, associations, interest representation, etc.)
Size (number of employees)	1
Location	Angers (city)
Website	www.solaal.org/pays-de-la-loire
Social Media channels	<ul style="list-style-type: none"> www.facebook.com/SOLAALPaysdeLaLoire twitter.com/Solaal_PDL
Main Activities	<ul style="list-style-type: none"> SOLAAL analyzes the causes of losses in the exploitations. Communicate and help the farmers to incite them to give their unsold articles Makes the link with associations to facilitate the act to give
Objectives linked to by-products	<ul style="list-style-type: none"> The goal of the organisation is to reduce the food waste. We want to help the farmers to give fresh products to deprived people who need vegetables and fruits.

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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private sector/business
Size (number of employees)	6
Location	Saint-Avé and Nantes
Website	upcyclink.fr
Social Media channels	<ul style="list-style-type: none"> twitter.com/upcyclink_fr www.linkedin.com/company/upcyclink
Main Activities	<ul style="list-style-type: none"> Providing support for the agri-food system actors in the in situ valorization of food by-products [Audit (qualification, quantification), opportunity studies, business plan, plant design, implementation]
Objectives linked to by-products	<ul style="list-style-type: none"> Providing the best in situ valorization of biomass for food system R&D on new way of valorization

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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Research and innovation Non-profit organization
Size (number of employees)	35
Location	Saint-Pol-de-Leon (France)
Website	www.vegenov.com
Social Media channels	<ul style="list-style-type: none"> twitter.com/vegenov
Main Activities	<ul style="list-style-type: none"> Realization of R&D projects on 3 thematic axes: <ul style="list-style-type: none"> Plant Improvement and Traceability Plant Health Product quality
Objectives linked to by-products	<ul style="list-style-type: none"> Evaluate and characterize the agronomic potential of by-products on the quality and health of plants (i.e. biocontrol effect, biostimulant, biofertilizer, regulation of microflora) Quality and traceability of by-products: compliance of raw materials, detection of micro-organisms, etc

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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Private company
Size (number of employees)	3
Location	SAINT-GEOURS de MARENNE (Landes)
Website	www.wastemeup.com
Social Media channels	<ul style="list-style-type: none"> www.linkedin.com/company/waste-me-up www.facebook.com/Startup.WasteMeUp www.instagram.com/waste_me_up
Main Activities	<ul style="list-style-type: none"> Production of ingredients from brewery spent grains Drying and Grinding Services Support for agro-companies for the recovery of their co-products
Objectives linked to by-products	<ul style="list-style-type: none"> Marketing of ingredients based on by-products (brewery spent grains, marc of apples, kiwis, grapes, etc.) Collaborative development of valorization workshops



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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> • Research & innovation
Size (number of employees)	5
Location	Nantes, France
Website	c3a.fr
Social Media channels	<ul style="list-style-type: none"> • twitter.com/AC3Aatlantique
Main Activities	<ul style="list-style-type: none"> • European cooperation • Research and innovation in agriculture
Objectives linked to by-products	<ul style="list-style-type: none"> • Promote circular economy • Develop and share knowledge • Develop cooperation/stakeholder networks • Experiment/develop new valorisations

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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> • Private company
Size (number of employees)	3
Location	Pontvallain (72)
Website	www.aniged.fr
Social Media channels	<ul style="list-style-type: none"> • www.facebook.com/AnigedOfficiel
Main Activities	<ul style="list-style-type: none"> • Manufacture of bedding and environmental enrichment for animals
Objectives linked to by-products	<ul style="list-style-type: none"> • Valorization of poplar wood co-products • Business development / diversification

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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> • Private sector/business • Research and innovation
Size (number of employees)	22
Location	Le Loroux Bottereau, France
Website	www.dietaxion.com
Social Media channels	<ul style="list-style-type: none"> • www.linkedin.com/company/dietaxion
Main Activities	<ul style="list-style-type: none"> • Nutritional ingredients for animal feed (calcium nutrition and digestion) • Bacterial products for the hygiene of livestock buildings and the treatment of effluents
Objectives linked to by-products	<ul style="list-style-type: none"> • Research, production, valorisation, etc.)

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Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> • Private sector/business
Size (number of employees)	15
Location	Saint Nault (56250), France
Website	www.elementa-ingredients.com
Social Media channels	<ul style="list-style-type: none"> • twitter.com/Elementa_56 • www.linkedin.com/company/elementa-ingredients
Main Activities	<ul style="list-style-type: none"> • Distributor of health ingredients for three main markets: <ul style="list-style-type: none"> • Infant formula • Dietary supplements • Dietetic and vegan products
Objectives linked to by-products	<ul style="list-style-type: none"> • Valorisation of by-products for human nutrition through research and development projects • Expand our products portfolio with new ingredients made from by-products

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










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SICA
SAINT-POL-DE-LEON

Stakeholder category (research, private, etc.)	<ul style="list-style-type: none"> Farmers cooperative SICA is a vegetable cooperative in Nord-Finistère which brings together 400 family farms producing vegetables for the fresh market as well as for ornamental horticulture.
Size (number of employees)	140
Location	Saint Pol de Léon (29)
Website	www.sicapol.fr
Social Media channels	<ul style="list-style-type: none"> www.facebook.com/SICASaintPoldeLeon www.linkedin.com/company/sica-st-pol-de-leon
Main Activities	Production of: <ul style="list-style-type: none"> Field vegetables Vegetables under cover Ornamental horticulture
Objectives linked to by-products	<ul style="list-style-type: none"> Field vegetable production is very weather-dependent and therefore very irregular. Also, we regularly experience production peaks that generate unsold items. Is it possible to recover these products instead of wasting them?


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 AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA (APRE)	Italy
 LOBA	Portugal
 SPRING SUSTAINABLE PROCESSES AND RESOURCES FOR INNOVATION AND NATIONAL GROWTH (SPRING)	Italy
 LOWBARCH GREEN CHEMISTRY ASSOCIATION (LCCA)	Italy
 CIVITTA EESTIAS (CIE)	Estonia
 ZENTRUM FÜR SOZIALE INNOVATION OMBH (ZSI)	Austria
 ZEMEDLSKY VYZVAHA SPOL. SRO (ART)	Czechia
 IRISH BIOECONOMY FOUNDATION (IBF)	Ireland
 VEGEVALLEY VALLEY (VEGEVALLEY)	France
 ROMANIAN ACADEMY NATIONAL INSTITUTE FOR ECONOMIC RESEARCH (IIR)	Romania
 ITALIAN BIOMASS ASSOCIATION (ITABIA)	Italy
 LATVIJAS VALSTS MEŽZINATNES INSTITUTS SLIAVA (SLIAVA)	Lithvia



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