



# MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED SOLUTIONS ACROSS RURAL EUROPE

## REVOLUTIONIZING EUROPE'S RURAL REGIONS: CIRCULAR BIOECONOMY OPPORTUNITIES

### WEBINAR 5: BUSINESS MODEL AND SOCIAL INNOVATIONS FOR PROMOTING BIOECONOMY DEVELOPMENT IN RURAL AND COASTAL REGIONS

*Wednesday May 8<sup>th</sup> 2024, 11.00 CET*



Funded by  
the European Union

| Time  | Topic   | Speaker  |
|-------|---|--|
| 11:00 | Webinar introduction  | James Gaffey<br>Co-Director Circbio Research Group<br>Munster Technological University |
| 11:05 | MainstreamBio Findings: Good practices for bioeconomy social innovations                              | Anastasios Galatsopoulos<br>Project Manager<br>White                                   |
| 11:20 | MainstreamBio Findings: Good practices for bio-based business models in rural regions                 | Beatriz Deltoro<br>Innovation Consultant<br>Innovarum                                  |
| 11:35 | Pannonia Biorefinery: Transforming Rural Economies through Sustainable Processing and Economic Growth | James Cogan<br>EU Government Affairs, Industry & Policy Director<br>ClonBio Group      |
| 11:45 | Panel Discussion: Innovating Sustainability: The insights into the BRILIAN Project                    | Maidier Gómez Palmero<br>Project Manager<br>CIRCE - Centro Tecnológico                 |
| 12:00 | Follow up session: Interactive Q&A Session and moderated discussion with the presenters               | All  |
| 12:10 | Webinar Closure   | James Gaffey<br>Co-director Circbio Research Group<br>Munster Technological University |

## Registration options:

### Option1: Registration Link:

Click [here](#) to register for the webinar.

### Option 2: Scan QR Code:

Scan the QR code below to register for the webinar:



## Information

### ***What the webinar is about?***

This webinar will provide an insight into good practices for social innovations and for bio-based innovative business models along with some practical examples of the bioeconomy's potential benefit for economic resilience and environmentally sustainable development in rural and coastal areas.

***MainstreamBio Findings: Good practices for bioeconomy social innovations-*** Social innovation (SI) in the context of bioeconomy and rural sector is characterized by its openness to sharing knowledge and ownership, as well as its high integration of different disciplines, cultures, and multiple stakeholders. These characteristics make SI a key asset in developing efficient and sustainable solutions that can empower citizens, especially those in vulnerable groups in rural communities. "Good practices for bioeconomy social innovations" presents a range of social innovations in the bioeconomy sector identified by MainstreamBIO project, which aim to address social and environmental challenges while also creating economic opportunities.

### ***MainstreamBio Findings: Good practices for bio-based business models in rural regions***

The effective promotion and adoption of bioeconomy needs successful, profitable business models. This workshop will exemplify various bio-based business models deployed in rural areas and highlight common trends. Key practices for success identified will be presented.

### ***Innovating Sustainability: The insights into the BRILIAN Project***

The BRILIAN project is an EU project that is currently in its initial phase. An overview of this project will include some important figures, an explanation of the project's concept, the methodology applied and the planned course of action. The main challenges encountered in this project will also be mentioned, along with the expected outcomes and impacts.

### ***Pannonia Biorefinery: Transforming Rural Economies through Sustainable Processing and Economic Growth***



## Speakers

**James Gaffey** is co-Director of the Circular Bioeconomy Research Group (CircBio) at Munster Technology University. James is Principal Investigator (PI)/Co-PI or coordinator on over 10 EU and nationally funded circular bioeconomy research projects, including Biorefinery Glas, Farm Zero C, Bio4Africa, INFORMBIO, MainstreamBIO and many more. He is co-national team leader (co-NTL) on the International Energy Agency's IEA Bioenergy Task 45 collaborating with experts worldwide to understand the Climate and Sustainability Effects of Bioenergy within the broader Bioeconomy.

**Anastasios Galatsopoulos** serves as a research consultant at White Research SRL, a Belgian research and consulting firm offering services to various sectors including the public sector, private sector, academia, and civil society organizations. Anastasios holds an MSc in Nanosciences and Nanotechnologies, along with a BSc in Physics. At White Research, he works as a project manager, overseeing project implementation for EU funded projects (e.g. MainstreamBIO and SKILLBILL), as well as engaging in proposal writing.

**Beatriz Deltoro** is innovation consultant at Innovarum, a Spanish consultancy bringing innovation to the agri-food sector. Bea holds a MSc in Synthetic Integrative Biology and a BSc in Biotechnology. At Innovarum, she secures EU funding through proposal writing. She also carries out activities in projects such as MainstreamBIO, including business model identification and optimization.

**Maidor Gómez Palmero** is a Forestry Engineer and holds a degree in Environmental Sciences. She holds a Master's Degree in Renewable Energy and a Master in Renewable Energy and Energy Efficiency. As a researcher and project manager in CIRCE. Her lines of work cover resource evaluation, life cycle assessment in circular economy, feasibility studies for the development and implementation of new bio-based value chains, optimisation of biomass supply and logistics, mapping of waste and by-product sources for valorisation, as well as developments to improve resource efficiency in industries and develop bioeconomy strategies. She has participated in different projects such as POWER4BIO, EuroPruning, greenGain, AGROinLOG, ENERCORN, BIOLOC, CEE2ACT and is currently coordinator of the BRILIAN project.

**James Cogan**

















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## The project

MainstreamBIO is an Horizon Europe EU funded project, which sets out to get small-scale bio-based solutions into mainstream practice across rural Europe, providing a broader range of rural actors with the opportunity to engage in and speed up the development of the bioeconomy. Recognizing the paramount importance of bioeconomy for addressing key global environmental and societal challenges, MainstreamBIO develops regional Multi-actor Innovation Platforms in 7 EU countries (PL, DK, SE, BG, ES, IE & NL). The project aims to enhance cooperation among key rural players towards co-creating sustainable business model pathways in line with regional potentials and policy initiatives. MainstreamBIO supports 35 multiactor partnerships to overcome barriers and get bio-based innovations to market with hands-on innovation support, accelerating the development of over 70 marketable bio-based products and services. Furthermore, the project develops and employs a digital toolkit to better match bio-based technologies, social innovations and good nutrient recycling practices with available biomass and market trends as well as to enhance understanding of the bioeconomy with a suite of educational resources building on existing research results and tools. To achieve these targets, MainstreamBIO involves 10 partners across Europe, coming from various fields. Thus, all partners combine their knowledge and experience to promote the growth of bioeconomy in a sustainable and inclusive manner.

Coordinator: **Q-PLAN INTERNATIONAL ADVISORS PC (Q-PLAN)**

| Partner   |   | Short Name |
|---|---|------------|
|  | Q-PLAN INTERNATIONAL ADVISORS PC  | Q-PLAN     |
|  | MUNSTER TECHNOLOGICAL UNIVERSITY  | MTU        |
|  | STICHTING WAGENINGEN RESEARCH   | WR         |
|  | INSTYTUT UPRAWY NAWOZENIA I<br>GLEBOZNAWSTWA, PANSTWOWY INSTYTUT BADAWCZY | IUNG       |
|  | RISE PROCESSUM AB   | PROC       |
|  | AGRAREN UNIVERSITET - PLOVDIV   | AUP        |
|  | FBCD AS   | FBCD       |
|  | EURIZON SL  | INNV       |
|  | DRAXIS ENVIRONMENTAL SA   | DRAXIS     |
|  | WHITE RESEARCH SPRL   | WHITE      |

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MainstreamBio Project



MainstreamBio Horizon Europe Project