

Bio-economy Research2Market: Crossing the valley of death hand-in-hand with a pilot plant

Mobilisation and Mutual Learning Workshop

Ghent, 30 June 2020

Location: BBEU Pilot Plant, Rodenhuiszekaai 1, 9042 Desteldonk

Organisation	BIOVOICES project
Main challenge	<ul style="list-style-type: none"> • Market development – Up-scaling (A3) • Market development – Find first customer (A1)
Collaboration	BBEU Pilot Plant, BioBridges project
Expected outcomes	<ul style="list-style-type: none"> • Identify best practices as well as factors hampering the scale-up of bio-based products and processes • Recommendations to improve the supporting environment for companies developing bio-based products • Stimulate and facilitate collaboration between stakeholders for the development of shared action plans
Target participants	Quadruple-helix stakeholders: <ul style="list-style-type: none"> • Civil society/consumers • Industry/Investors/Finance • Research/Education • Public administration/Policy Makers
Objectives	<p>The main objective of the workshop is the identification of needs and actions to fill existing gaps in the bio-based products development from laboratories to market.</p> <p>In general, SMEs and start-ups working in the development of promising bio-based solutions or processes need to establish partnerships to reach successfully the market. Testing activities in operational environment, demonstration at large scale, compliance with existing standards and regulations, consumers' acceptability, financial resources for the product industrialisation are some of the issues that companies have to face in the scaling-up stage. BBEU Pilot Plant has developed good practices to help companies in crossing the "valley of the death", and can also help them in establishing partnerships, networking with various stakeholders, etc.</p> <p>Speakers – representing quadruple helix stakeholders – will address the topic from their different perspectives presenting best practices and highlighting existing challenges and barriers. Thanks to the active participation of the</p>

audience, involved both in the roundtable through interactive tools and in the following MML workshop, the event will co-create and generate ideas to improve the bio-based products marketability. Recommendations collected will be part of the policy brief that will be presented to the European Commission and the European Parliament by the end of the project (December 2020).

Finally, participants will have the occasion to concretely understand the opportunities that a pilot plant can offer thanks to the site visite of the BBEU Pilot Plant.

AGENDA:

Please, note that organizers will arrange **a bus transfer service** from Ghent Dampoort train station to the BBEU Pilot Plant (please, express your interest in the registration form).

10.00 – 10.15	Welcome coffee and registration
Introduction	Introductory presentations and objectives of the day
10.15 -10.30	<p>The first phase, organised by the BIOVOICES and BBEU Pilot Plant, will present the general framework, the objectives of the day and the expected outcomes.</p> <ul style="list-style-type: none"> • Katrien Molders, BBEU Pilot Plant • Chiara Pocaterra, Biovoices project coordinator
10:30-11:45	<p>Interactive round table</p> <p>Speakers will discuss about the event topics and interacting with the audience: indeed, after each round, people in the room will share their expertise through the use of an interactive tool.</p> <p><i>Moderators:</i> Chiara Pocaterra and Matteo Sabini, Biovoices</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Hendrik Waegeman, BBEU Pilot Plant • Guillaum Wégria, Fytekco,SME • Dries Maes, Department for Economy, Science and Innovation of the Flanders Region • Ludwig Goris or Daniela Arruda Costa, Capricorn Sustainable Cjemistry Fund • Piergiuseppe Morone, STAR-ProBio coordinator (<i>tbc</i>)
11:45 – 13.00	<p>Mobilization and Mutual Learning (MML)</p> <p>Mobilization and Mutual Learning (MML) (1.30h)</p> <ul style="list-style-type: none"> • Identification of specific issues to scale-up bio-based products • Identify possible partnerships at regional level to enhance the innovation ecosystem

	<ul style="list-style-type: none"> • Identify actions to improve regulation before the product access to market • Consumers' acceptance and concerns on bio-based products • Find investors • Barriers and strategies to facilitate collaboration between stakeholders • Recommendations
13.00-14.00	<i>Networking lunch</i>
14:00-15:45	Study visit at the BBEU Pilot Plant BBEU Pilot Plant staff is glad to guide participants within the infrastructure, explaining activities daily implemented, showing process halls and facilities and presenting case studies of scale-up processes carried out.
15:45-16.00	Conclusions of the day

More information and agenda:

<https://www.biovoices-platform.eu/registeredarea/mmls/viewMml/6428>

Registration: http://bit.ly/BiovoicesEvent_Reg