

## PRESS RELEASE

Vitoria-Gasteiz, Spain – May 25, 2025

### From Field to Packaging: The Spanish Pilot of BRILIAN transforms potato processing waste into Circular Bioplastics.

The European project **BRILIAN**, funded by the **Circular Bio-Based Europe (CBE JU)** initiative under Horizon Europe and coordinated by the CIRCE Technology Centre, has officially launched its Spanish pilot in Vitoria-Gasteiz. This initiative aims to demonstrate how the circular bioeconomy can become a driving force for sustainable development and the creation of new industrial opportunities in rural areas, placing primary producers at the heart of the transition.

#### A European Challenge with Rural Impact

Currently, rural areas account for approximately **80% of Europe's territory and are home to 30% of its population (137 million people)**. However, these areas continue to face structural challenges related to depopulation, low economic diversification, and dependency on traditional sectors.

BRILIAN was created with the goal of **transforming these challenges into opportunities**, promoting sustainable cooperative business models that allow agroindustries and farmers to diversify their income through the valorization of agri-food by-products and waste. The project will validate **10 bio-based value chains in total across Spain, Italy, and Denmark**, focusing on local raw materials such as potato, cardoon, sunflower, and rapeseed, with applications in high-value sectors such as **bioplastics, biolubricants, bioadhesives, animal feed, and biofertilizers**.

With a budget exceeding **6 million euros**, BRILIAN involves **13 partners from 6 countries**, including companies, technology centers, clusters, and associations.

---

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.



The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under Grant Agreement n° 101112436.

## The Spanish Pilot: From Potato Waste to Bioplastics

In the case of Spain, the pilot is being developed at the facilities of the agri-food cooperative **Paturpat / Udapa**, located in Vitoria-Gasteiz, with the participation of the Aragonese company **Tecnopacking**, an expert in sustainable packaging, and the technology center **AITIIP**, specializing in plastic transformation. All three entities are also part of the **Food Cluster of the Ebro Valley, FOOD+i**, which is also a partner of the BRILIAN project.

The core of the pilot is the **construction and commissioning of a pilot plant for starch extraction from potato by-products, enabling the production of starch that can be transformed into biodegradable thermoplastic (TPS)**. This material is then used in the development of biodegradable **films for flexible packaging and biodegradable agricultural mulch**, thus helping to replace conventional plastic materials with circular and locally sourced solutions.

*“This pilot allows us to take a further step in our commitment to comprehensive sustainability, closing the potato loop and demonstrating that innovative and competitive solutions can be generated in rural areas for sectors like packaging and agriculture,” explains Ana Carrasco, Head of New Product Development at Paturpat / Udapa.*

## Event at Food 4 Future: Rural innovation driving circular solutions

The pilot was officially presented at the Food 4 Future fair on 15 May, 2025 , with an agenda that included:

- **Visit to Paturpat’s pilot starch extraction plant**, where the process and developed products were showcased.
- **Industry Workshop “Upcycling in Agri-Food: Game-Changer or Unrealistic Dream?”**, moderated by **María Díaz, Head of the EU Office at FOOD+i**, which brought together industry representatives and experts to discuss the opportunities and challenges of by-product valorization in the agri-food industry

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.



The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under Grant Agreement n° 101112436.



**BRILIAN**  
Circular Future for Rural Areas

- **Official presentation of the Spanish pilot at the Demo Stage, led by Ana Carrasco (Paturpat), Carolina Peñalva (AITIIP), and Laura Villacián Pascual (Tecnopackaging), who explained the technical approach, initial results, and the vision for replicating the mode.**

### **FOOD+i, Catalyst for Bioeconomy in the Ebro Valley**

**FOOD+i** is the agri-food cluster of the Ebro Valley (Spain), a private organization that brings together over 100 companies, technology centers, and entities from the food and bioindustrial ecosystem in La Rioja, Navarra, Basque Country, Aragón, and Catalonia. It acts as an innovation and connection platform between industry and technology, leading European projects such as BRILIAN to accelerate the transition towards sustainable, resilient, and circular food systems.

### **For more information, contact:**

Olga de Blas – Clúster FOOD+i - [odeblas@clusterfoodmasi.es](mailto:odeblas@clusterfoodmasi.es) - 655 17 75 94

[www.brilian.eu](http://www.brilian.eu)

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.



The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under Grant Agreement nº 101112436.