



**Circular
Bio-based
Europe**
Joint Undertaking

EU GREEN WEEK

PARTNER EVENT

PROPOSING PARTNER

European Bioeconomy Bureau on behalf of the partners comprising the **Brilian project** financed through the **Horizon CBEJU** fund Grant # 101112436 – empowering rural areas through cooperative and circular business models.

(The EBB leads the tasks on policy development which is why EBB is making this application on behalf of all partners)



BRILIAN
Circular Future for Rural Areas



**European
Bioeconomy
Bureau**

INTRODUCTION

With COM(2025) 85 of February 26th 2025 relating to the Clean Industrial Deal, a joint roadmap for competitiveness and decarbonization, the Commission highlights (among others) the importance of the bioeconomy:

“

To move away from fossil materials, it is vital to mandate the use of new raw material sources like recycled and bio-based materials to substitute, for example, virgin fossil materials in plastics. The measures of the Act will be complementary to and facilitate the rolling out of the Ecodesign for Sustainable Product Regulation. The work plan under this Regulation will be adopted in April 2025.

”

The Green Week provides a timely opportunity to discuss, analyse and suggest the policies needed to implement the significant changes this declaration entails towards moving away from fossil materials.

The Brilian partnership has been working since June 2023 on creating pilot scale operations in three EU countries that intend to achieve exactly the outcomes highlighted in the Clean Industrial Deal. These include using waste products from agriculture producing potatoes, rapeseed and cardoons, among others, as raw material feedstock for (among others) innovative and biodegradable plastics. How we move from pilot scale to industrial scale will be a key element of the new EU Bioeconomy Strategy. The EU bioeconomy faces multiple interconnected barriers that hinder or slow down its growth and development. Participants at this event will discuss how to tackle these barriers building on concrete case studies to achieving the goals of the EU Bioeconomy Strategy and implement the policies required to move away from fossil materials.

This conference aims to include a wide range of stakeholders and understand their perspective on the industrial, economic and societal implications of a move towards bioeconomy models.



EVENT AGENDA

14:00-14:30

MS MARIA RINCON LIEVANA

Policy Officer, European Commission

Next steps on the Bioeconomy Strategy

14:30-14:50

MS MAIDER GOMEZ PALMERO

CIRCE, Brilian Project Coordinator

An introduction to BRILIAN and its pilots

14:50-15:10

MR ROBERTO FERRIGNO

EBB Managing Director

The bioeconomy strategy consultation, its key points

15:10-15:30

MR PAOLO CAMPANELLA

Director FEAD

Waste as a bioeconomy feedstock - a discussion

15:30-17:00

**PANEL DISCUSSION:
THE BIOECONOMY IN PRACTICE -
OPPORTUNITIES AND BARRIERS
TO SCALING UP**

Roberto Ferrigno, Moderator

Ana Carrasco, Paturpat, Spain

Celia Cremin, Foster Environment, Ireland

Anni Simonsen, Food&Bio Cluster
Denmark

Franz Kraus, Novamont, Italy

CONCLUSIONS AND DRINKS