



# Coordinating Horizon Europe Cluster 6 Project C4B - Circular Bio-Based Business Models to Create High-Value Bio-Based Products in Integrated Value Chain

**Brokerage event: Food, Bioeconomy, Natural Resources, Agriculture, and Clean Environment for a Healthy Life, Ljubljana – 13/02/2025**

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# THE C4B PROJECT INTRO

**C4B** (Circular Bio-Based Business models to create high-value Bio-based products in integrated value chains) is a European project funded by **Horizon Europe Framework Programme**, under the topic: **HORIZON-CL6-2023-CircBio-01-9** – Business models that balance the share of power and profit in the bioeconomy.

- **Project number:** 101135323
- **Type of action:** HORIZON-RIA – Research Innovation Action
- **Start date:** 1 January 2024
- **End date:** 31 December 2027

The **HORIZON-CL6-2023-CIRCBIO-01** call under Horizon Europe aims to promote circular economy and bioeconomy sectors. It supports sustainable, regenerative, and inclusive practices at local and regional levels across the EU. Key focus areas include advancing industrial biotechnology, exploring bioactive compounds, and fostering collaboration in circular economy initiatives.



# OUR PARTNERS

C4B ecosystem is animated by

## 11 European partners:

- research centres,
- cluster management organizations,
- consultancy companies,

engaged in supporting the  
**development of a rural circular  
bioeconomy throughout Europe,  
supporting the roll-out of the EU  
Bioeconomy Strategy**



Fondazione  
Agrifood &  
Bioeconomy<sup>fvg</sup>



BioFuel Region™





# CONTEXT

Primary production in agriculture and forestry is essential for the **European Circular Bioeconomy**.

To ensure rural entrepreneurship and economic viability, fair and sustainable business models are needed to support primary producers and promote cooperation among **farmers, foresters, and industry**.



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# 7 OBJECTIVES



To establish a C4B Stakeholders' Panel and utilize the multi-actor approach to co-create solutions for bioeconomy measures, empowering Agricultural Knowledge and Innovation Systems (AKISs) in Europe.



To improve knowledge of bio-based value chains by analyzing technological factors, business models, primary producers' behavior, contractual agreements, sustainability, and more holistically.



To create sustainable business models for diverse primary production sectors to boost rural community vibrancy and economic sustainability.



To develop indicators to evaluate the impact for farmers, foresters and rural actors, and to assess the sustainability benefits of the innovative business models.



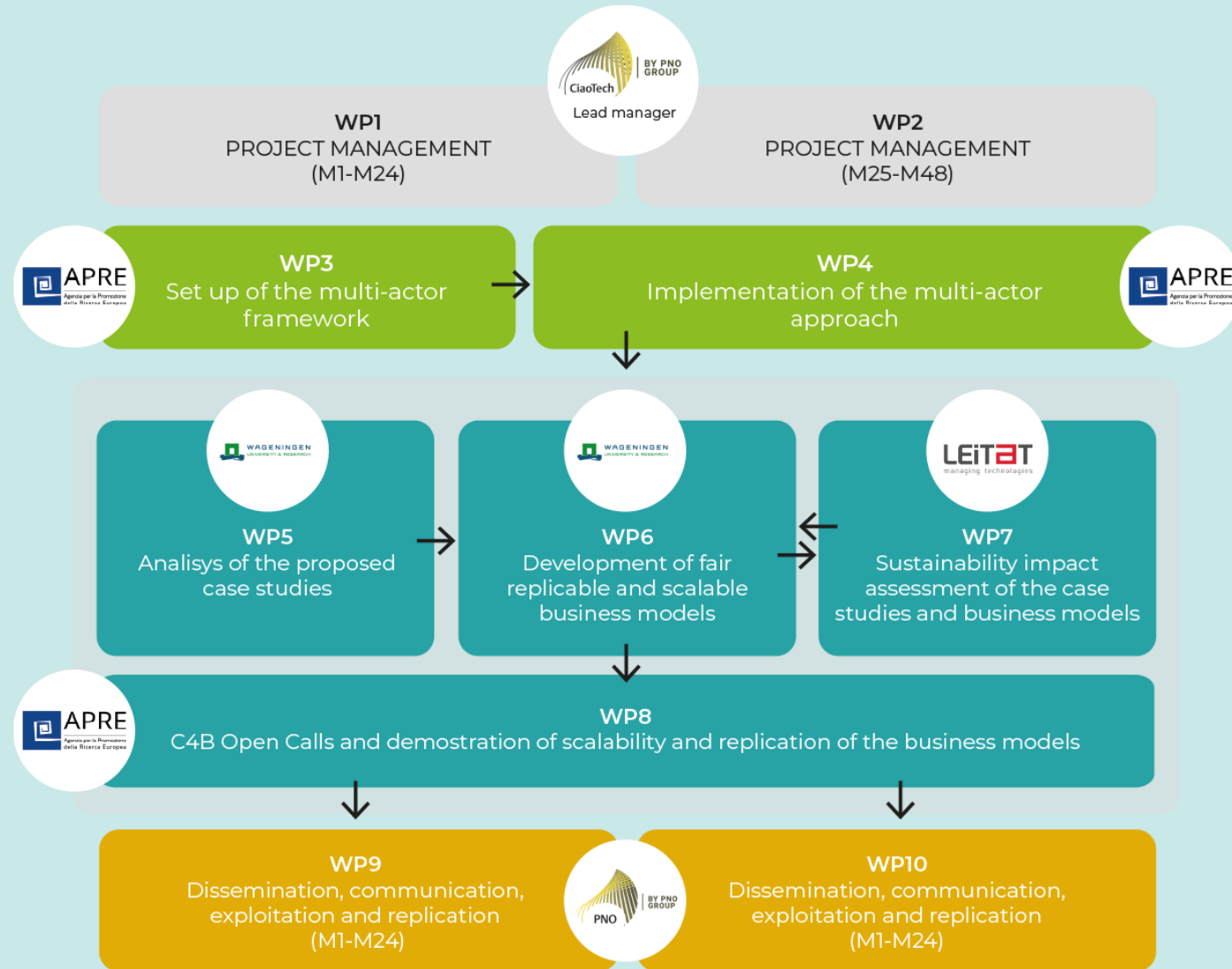
To demonstrate the scalability and replicability of the C4B fair and sustainable business models in different business settings and geographical areas, eventually stimulating the uptake of the results developed in the project.



To promote bioeconomy-related interventions in the new common agriculture policy (CAP)

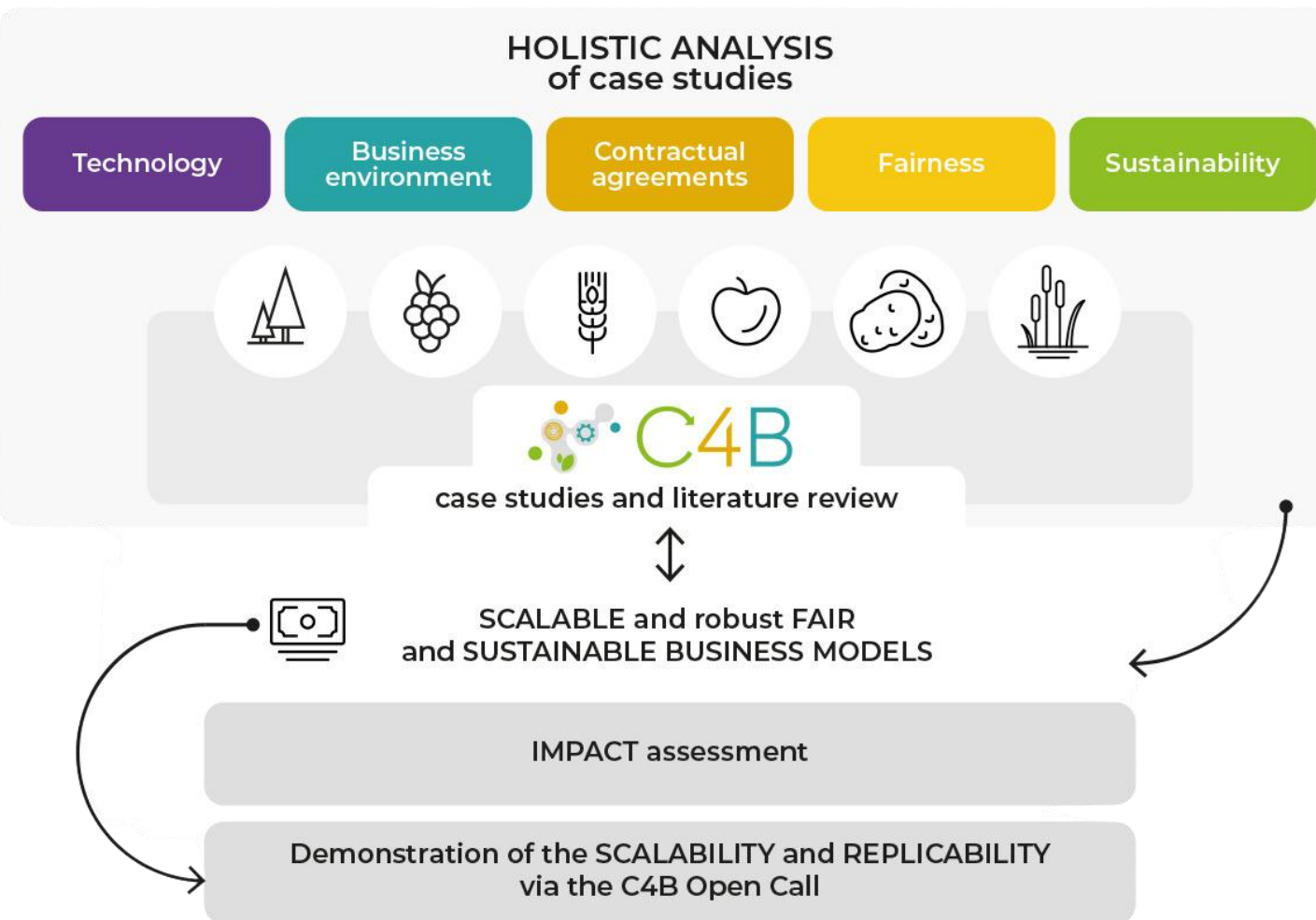
To enhance visibility of C4B, raise awareness of bioeconomy interventions, promote fair and sustainable businesses, and spread their benefits across Europe.

# WORK PACKAGES





# METHODOLOGY





# CASE STUDIES AND THEIR REPLICABILITY



**WOOD – ITALY AND SWEDEN**

**VINEYARDS - ITALY AND GREECE**

**CEREALS – ITALY AND GREECE**



**APPLES - GERMANY**

**POTATOES - GERMANY**

**PEATLANDS - GERMANY**



# OPEN CALL & REPLICATION STRATEGY

The C4B project aims to replicate fair and sustainable business models in Europe based on biomass distribution analysis.

Financial support is offered to third parties through an Open Call for up to 8 use cases to test and scale C4B models, accelerating the sustainable European bioeconomy deployment, evaluated by experts.





# C4B Panel has been released!

Join the C4B Stakeholder Panel, an interactive platform designed for collaboration and knowledge sharing among professionals across sectors. Access **exclusive resources**, participate in **thematic discussions**, and stay informed about **upcoming events**.

<https://stakeholders-panel.c4b-project.eu/join/>



[www.c4b-project.eu](http://www.c4b-project.eu)

Join the **C4B Stakeholder Panel**  
and help shape sustainable,  
biobased business models  
across Europe



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# USEFUL TIPS FOR PROJECT PREPARATION



- ✓ thoroughly analyse the **Work Programme and the topic of the call**;
- ✓ pay attention to the topic's **expected outcomes**, making sure to address all the aspects that the EU Commission wants projects to contribute to;
- ✓ plan activities and outputs that are consistent with the **call's scope**;
- ✓ build the right consortium, ensuring the **availability of all the competences needed** to carry out effectively the project's workplan;
- ✓ develop the proposal with the aim of meeting all the evaluation criteria: **EXCELLENCE, IMPACT, QUALITY**
- ✓ **allocate appropriate resources** to the foreseen tasks, designing a cost-effective budget and defining competent WP and task leaders



# USEFUL TIPS FOR PROJECT MANAGEMENT



- ✓ Share a **good Consortium Agreement**
- ✓ Establish a sound **Project Management Plan** and internal governance structure from the beginning of the project;
- ✓ Develop a good relationship with the **Officer** assigned to the project;
- ✓ Ensure an optimal **internal communication** flow among partners;
- ✓ **Anticipate risks and challenges**, jointly defining mitigation measures with a collaborative approach;
- ✓ Develop effective **activity and expenditure monitoring tools**;
- ✓ **Communicate, disseminate and exploit** results
- ✓ **Report** with needed detail and on time





# Thanks for listening!

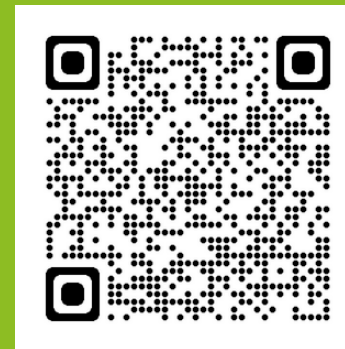
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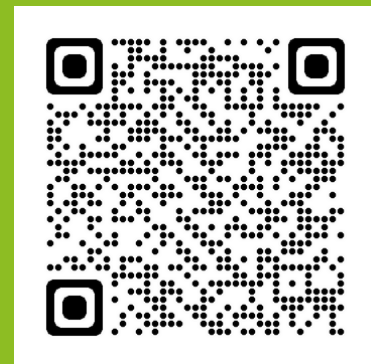


**WEBSITE**

[www.c4b-project.eu](http://www.c4b-project.eu)



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