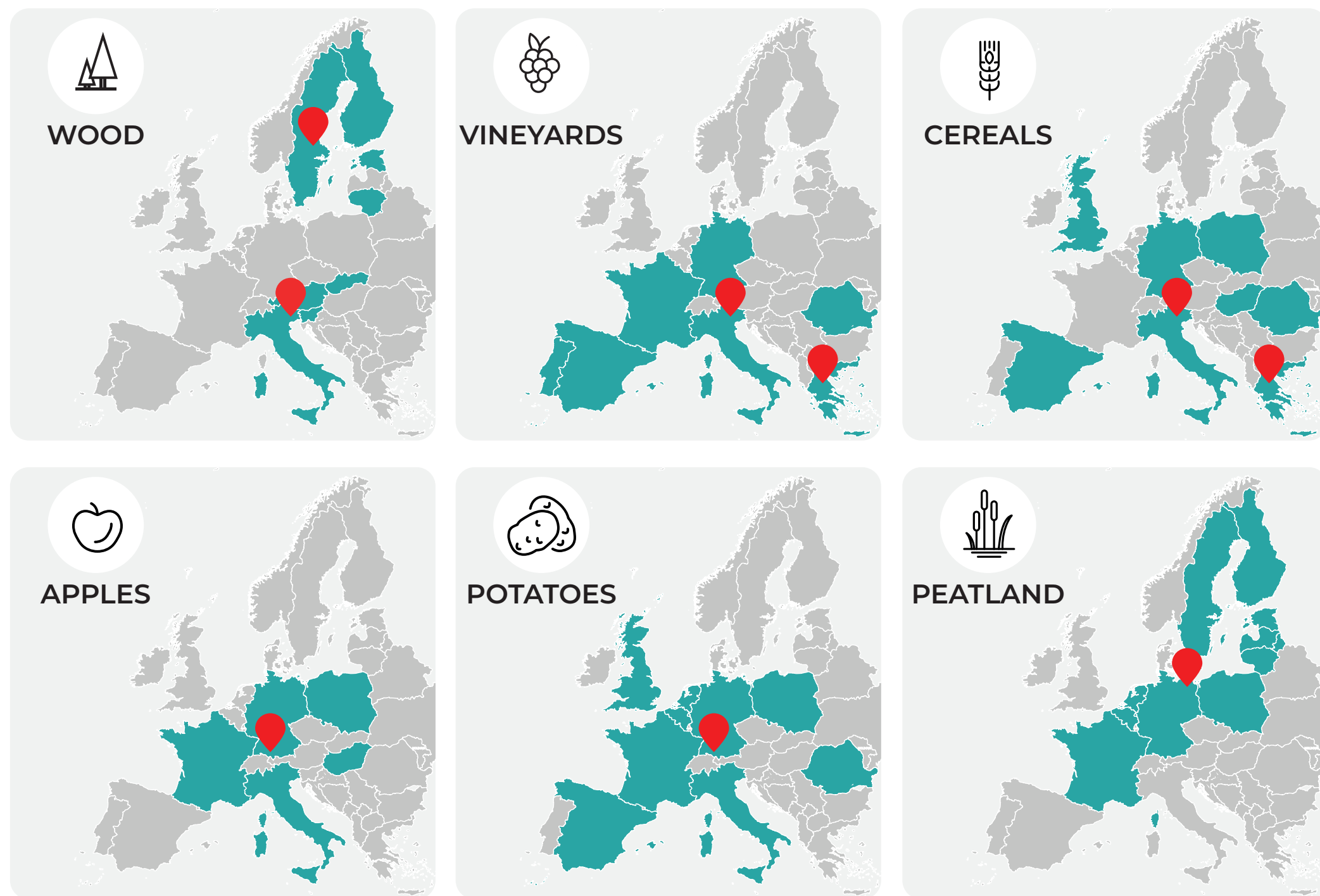


Circular Bio-Based Business models to create high-value Bio-based products in integrated value chains

www.c4b-project.eu

ABOUT THE PROJECT

In C4B, “Circular Bio-Based Business models to create high-value Bio-based products in integrated value chains” funded by the EU Horizon Europe programme (GA 101135323), a multidisciplinary consortium formed by 11 partners representing 6 EU countries and coordinated by CIAOTECH Srl (IT), will collaborate hand in hand for 4 years to create business models designed to balance the share of power and profits across novel bio-based value chains and to enhance the cooperation among farmers, foresters and industry.



On the one hand, C4B is committed to delivering a holistic analysis of different EU case studies spanning from technology, business environment, primary producers’ behavior, contractual agreements and ownership, and sustainability to support rural communities thrive in Europe. On the other hand, through the organization of Open Call, up to 8 projects will be selected to test the applicability, scalability and replicability of the C4B business models demonstrating the plasticity of these new models in different geographical and socio-economic scenarios.

Type of action: HORIZON-RIA – Research Innovation Action
Project starting date: 1 January 2024

11 PARTNERS	6 COUNTRIES	48 MONTHS	4 M€ BUDGET

The C4B project supports fair and sustainable business models in Europe by providing financial assistance to third parties for testing and implementing these models. The initiative includes an Open Call to select up to 8 use cases to advance the sustainable European bioeconomy.

MAIN OBJECTIVES

- 1 To build a C4B Stakeholders’ Panel composed of by a wide range of stakeholders from rural areas (farmers, foresters, industry, processors, advisors, clusters, etc.) and implement the multi-actor approach to co-create solutions and innovations, and to improve the capacity of the businesses and individuals for implementing bioeconomy measures.
- 2 To advance the understanding of bio-based value chains by carrying out a holistic analysis that considers both technical and non-technical barriers and enablers from multiple perspectives.
- 3 To develop, simulate and promote new fair, scalable and replicable business models for different primary production sectors and deliver the C4B Business Model Tool to allow external users to simulate business cases based on C4B business models.
- 4 to evaluate the impact on farmers, foresters, and rural actors, and to assess the sustainability benefits of the C4B business models to allow an integrated assessment of the three sustainability dimensions (environmental, economic and social), trade-offs and opportunities in different scenarios.
- 5 To demonstrate the scalability and replicability and boost the uptake of the C4B fair and sustainable business models in different business settings and geographical areas by providing financial support to primary producers, industry and biorefineries in rural.
- 6 To co-develop policy recommendations and promote bioeconomy-related interventions in the new common agriculture policy.
- 7 To ensure wide visibility of C4B, increase the awareness of bioeconomy-related interventions, stimulate the replication of the new fair and sustainable business, and foster the multiplication of their economic, social and environmental benefits throughout Europe.

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