



GO-GRASS

Grass-based circular business models
for rural agri-food value chains

Why grass-based circular business models for rural agri-food value chains in the EU?

Philipp Grundmann (ATB)

EU Green Week Event “GO FOR GRASS”, October 19, 2020



The diverse potential of Grassland

21%



of the EU surface
are grassland and
shrubs

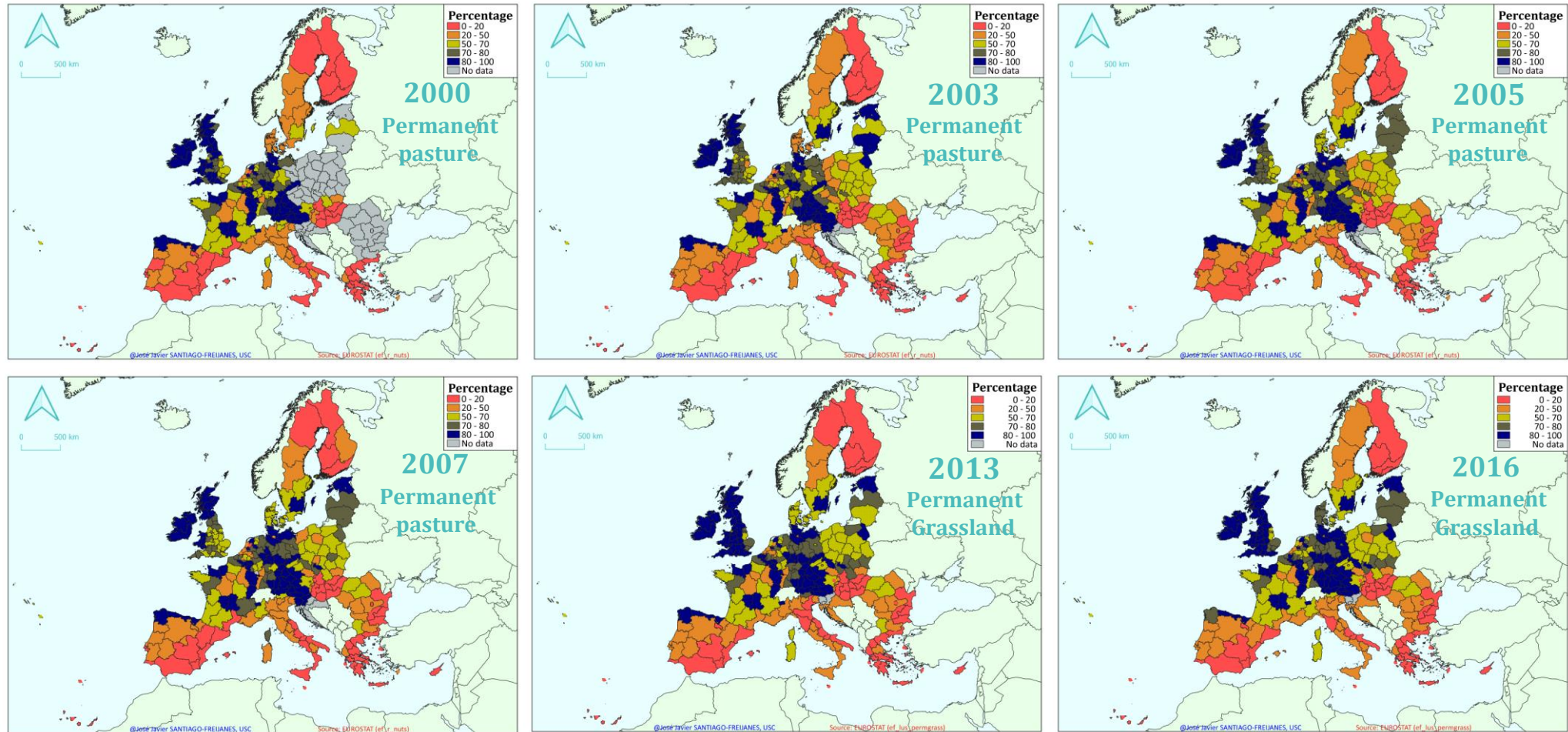
Grassland management is **relevant** and of **great interest** for rural communities.

Especially **underutilized grass** like less productive or nutritive species and grass from remote/marginal areas could open possibilities of **new products and services** as well as **sustainable forms of production and consumption**.





Evolution of farm with permanent pasture ratio (2000-2007) and of farm with permanent grassland (2013-2016)



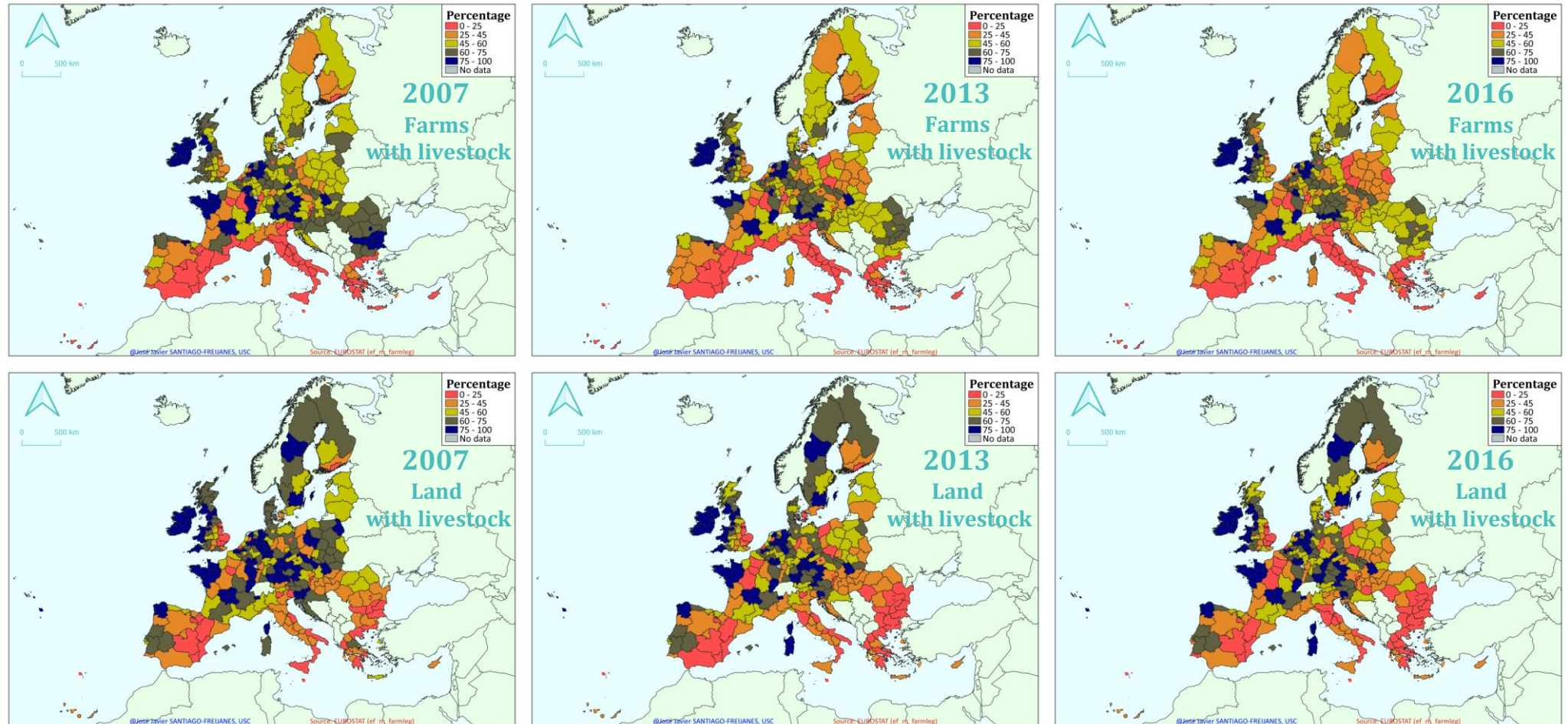
Data from EUROSTAT (cited by Mosquera-Losada et al, 2020)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 862674



Evolution of farms with livestock (2007-2016)



Data from EUROSTAT (cited by Mosquera-Losada et al, 2020)



European Green Deal

PEOPLE

- Just Transition
- European Climate Pact

CLIMATE

- Climate Law
- Raising global ambition (2030)
- Clean energy and transport
- Taxation

ENVIRONMENT

- Zero Pollution
- Biodiversity
- Farm to Fork

ECONOMY

- European Semester / SDG
- Industrial Strategy
- Circular Economy
- Sustainable investment

Sustainable Europe



European
Commission



GO-GRASS

Creating new business opportunities in rural areas based on grassland and green fodder



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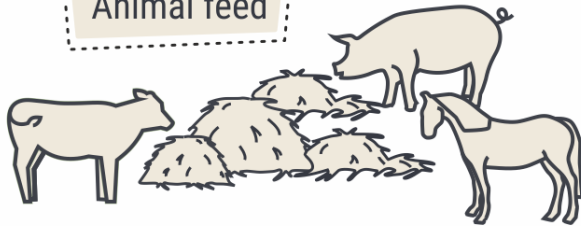
GO-GRASS in a nutshell

GO-GRASS

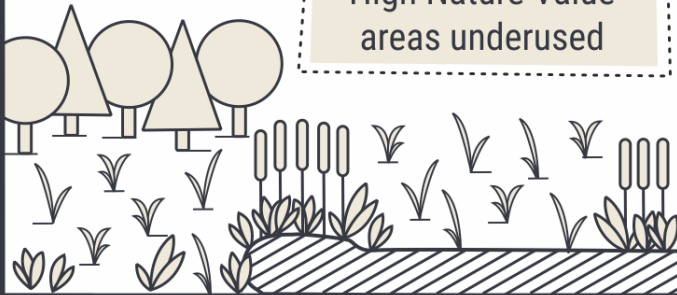
BEFORE

Traditional Grassland management

Animal feed



High Nature Value areas underused



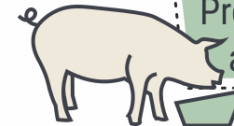
DURING

New business cases Grassland-based

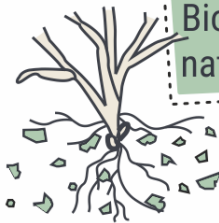
Paper and packaging



Protein extraction at small scale



Biochar from natural areas



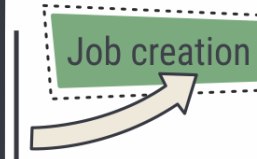
Heat-treated and compressed grass for animal bedding



AFTER

New alternatives for rural areas

Job creation



Population fixation

Technology based companies

Stakeholder engagement



Replicability among EU



Circular & Sustainable production





Highly diverse DEMOs



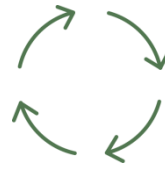
Biomass



Technologies



End-products &
services



Business model
maturity
and circularity



Market uptake



1 NO POVERTY



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



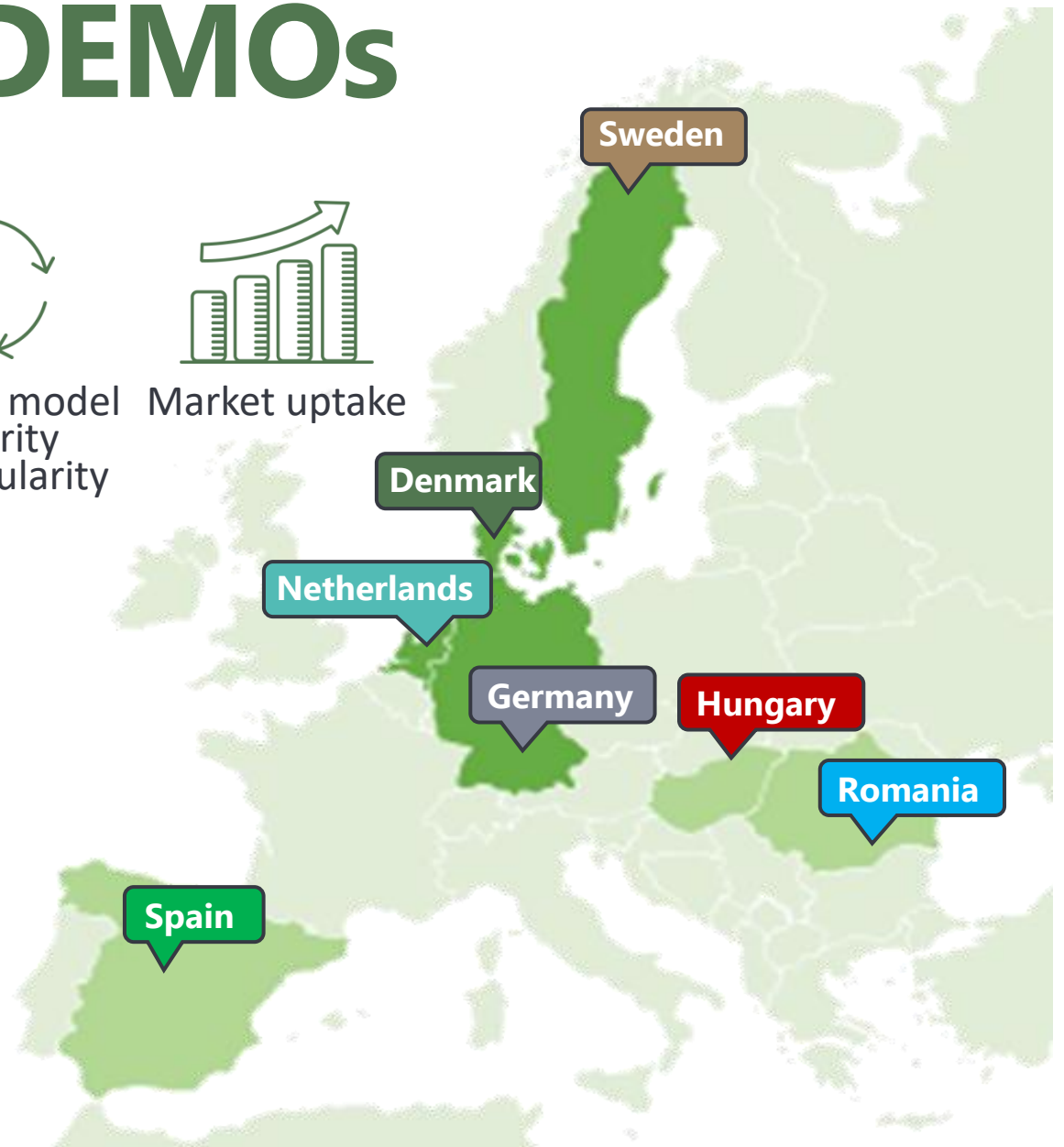
11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 LIFE ON LAND





Partners



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GO-GRASS Tools and resources

GO-GRASS will develop a set of (online) tools and resources designed for rural entrepreneurs, policy makers and networks.



Online interactive map



Guideline



How-to manual



Training courses



Innovation actions, businesses and research projects with similar visions, goals, strategies, ...

GreenGrass

GRAMITHERM[®]
Grass Insulating Swiss  Technology



creapaper



Grassification





GO-GRASS

**Working
together to
create new
value chains
based on
unused green
fodder.**





GO-GRASS

Follow our journey



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GO-GRASS



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GO-GRASS

Grass-based circular business models
for rural agri-food value chains

The GO-GRASS project will develop a set of small-scale bio-based solutions to unlock the overlooked potential of grassland across Europe and create new business opportunities for rural areas.

For more updates, follow us !

