



# GO-GRASS

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

**How circular grass-based business models are revitalising rural areas in the EU (... and hereby contribute to reduce, avoid and remove carbon)?**

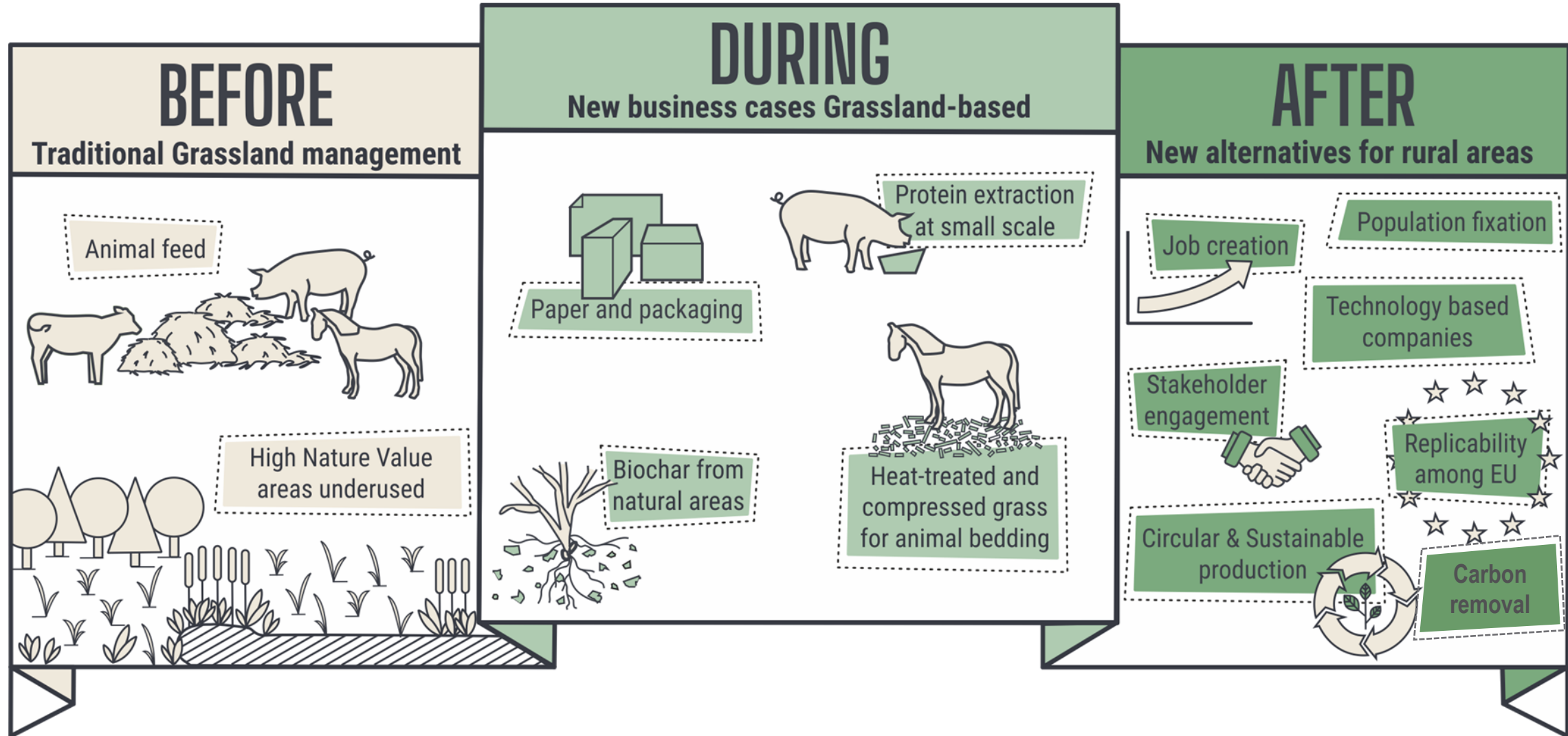
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**ATB**

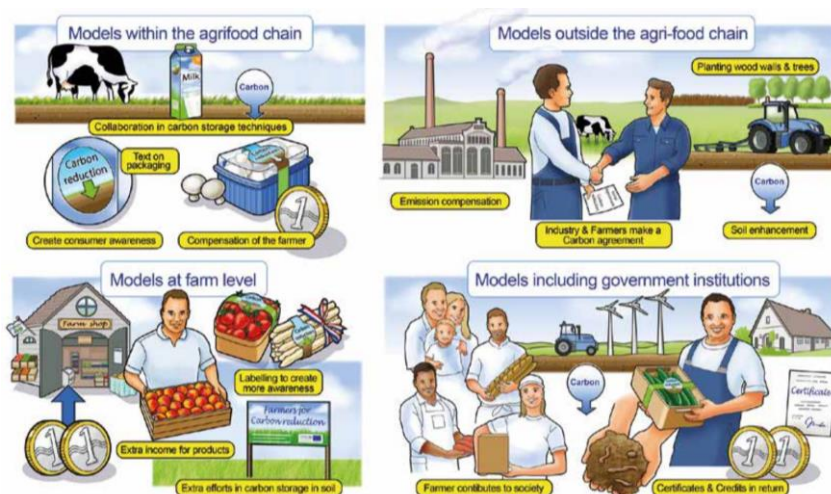
All 22 partners







# Overall GO-GRASS concept



# Potential contribution of demos to carbon removal



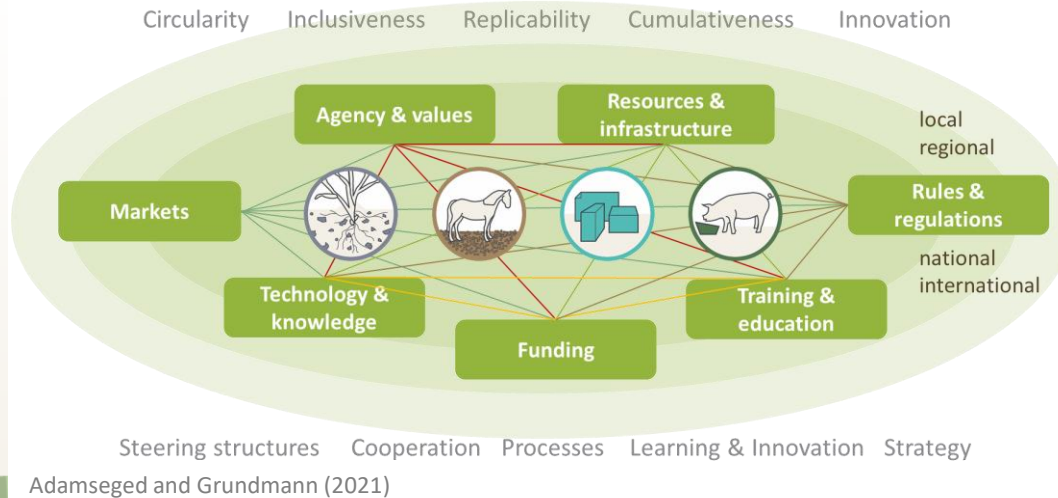
Demeyer et al. (2021)

Business models				
Models within the agri-food chain	✓			✓
Models outside the agri-food chain		✓		
Models at farm level	✓		✓	✓
Models including government institution	✓	✓		

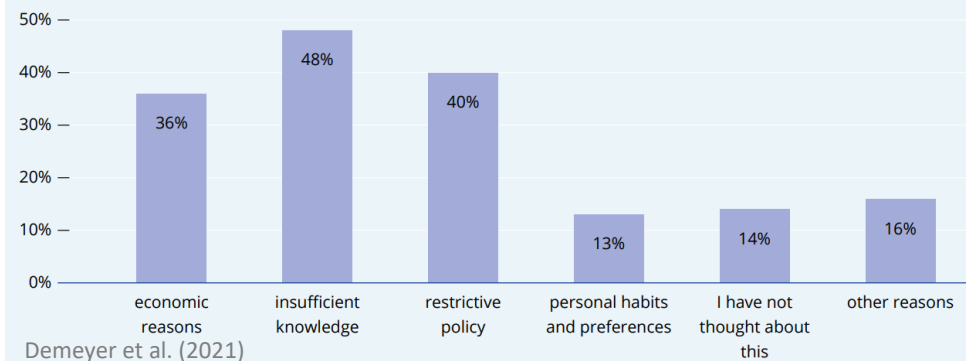
Strengths	Weaknesses	Opportunities	Threats
Biomass supply	Insufficient knowledge	Developing carbon market	Economic uncertainty
Protecting soil carbon	Long-term model	Companies participation	Policy restrictions
New carbon sources	Difficult to standardise	Local carbon credits	Lacking incentives
Long-term storage	Weak governance	Business model flexibility	Insufficient knowledge
Landscape adjustments	Lack coordination	Stakeholder awareness	Fair 'carbon credit price'
Additional benefits			Local offsetting costs
			"Old" business models



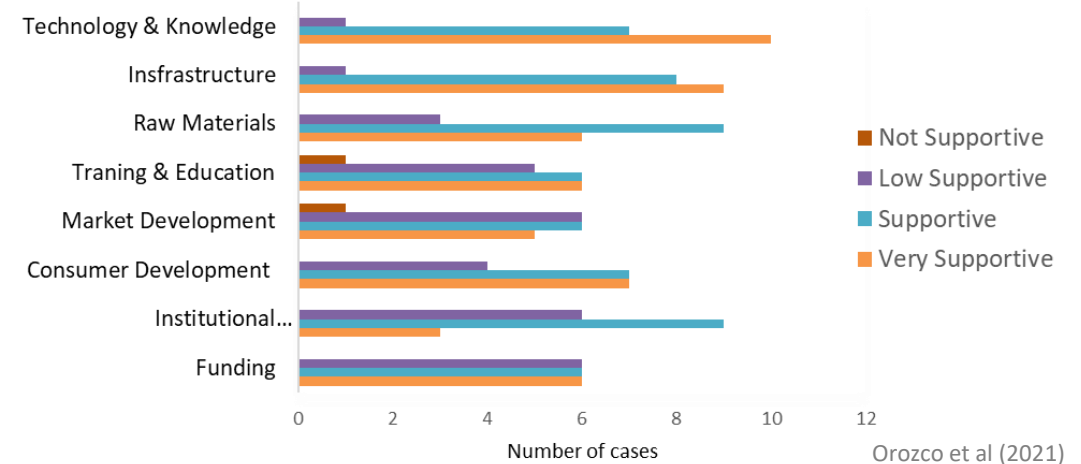
# Challenges for GO-GRASS demos



## What is actually preventing you from taking measures to improve carbon in soil?



## Business environment support for grass based businesses per sub-arena (n=18)



## Necessary conditions:

1. Knowledge generation, transfer and institutionalization followed by capacity development.
2. Holistic, stable and motivational institutional setting for innovative grass-based business models integrating voluntary C-removal balanced with other policy goals.
3. Building possibilities in local compensation programs.

# Follow our journey



@gograssEU



GO-GRASS



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## GO-GRASS

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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 !

