



Unlocking the Potential of Grass:

New business opportunities



for rural areas

GO-GRASS - FINAL EVENT

12-13
MARCH

Greenovate!Europe Offices

Silversquare, Avenue Louise 231, 1050 Brussels - BELGIUM

March 12th Panels, tools & networking

ACRRES

Edelhertweg 1, 8219 PH Lelystad - THE NETHERLANDS

March 13th will be a DEMO SITE VISIT

Grassland in Europe not only covers a large area and provides ecosystem services such as carbon sequestration, promotion of biodiversity and water protection, but also has great potential to make an important contribution to the supply of raw materials and the development of a bio-based economy using residual biomass. This requires supply chains and practicable business models that can be replicated at different locations and in different contexts with relatively little investment, risk, and technical effort.

GO-GRASS demonstrates new grassland-based business opportunities in rural areas and supports their replication in rural communities across the EU. Since October 2019, GO-GRASS developed small-scale demonstration cases of a circular agrifood system in four EU regions (**Denmark, Germany, Sweden, and the Netherlands**). The demonstration cases developed are the extraction of protein concentrates from grass to feed monogastric animals to avoid imported proteins, biochar as a soil conditioner produced by pyrolysis from nutrient-poor, late-harvested grass, the production of paper from roadside grass and grass from nature or fauna, and animal bedding using small-scale briquettes from reed canary grass.

The GO-GRASS final event will highlight the experiences and best practices from the demonstration cases. The organizers invite representatives from stakeholder groups such as policy makers, farmers, entrepreneurs, administrations, civil societies, researchers, and others to share and discuss their experiences and recommendations for innovative grass-based value chains in a future bio-based economy.



FOCUS TOPICS

Policy Panel

This engaging panel discussion aims to explore transformative strategies for rural revitalization, focusing on innovative policies, practical opportunities, forward-looking strategies, and best practices. Attendees can expect a dynamic exchange of ideas, highlighting the intersection of policy development, practical implementation, and the role of collaborative partnerships in driving sustainable change in rural communities. The discussion promises to offer a multifaceted perspective on addressing current challenges and seizing future opportunities for rural revitalization.

Project Tools

The event will showcase various [tools](#) for entrepreneurs and agricultural consultants, such as the Gate2Growth Business Plan Writer, training materials, the business environment tool, and the Online Decision Support Tool.

White Paper

Policymakers can support new opportunities for farmers and rural businesses to enhance the sustainable use of grasslands. The bioeconomy can thus be decisively supported at the field level, e.g., by supporting best practices for the development of innovative and replicable grassroots business models. To help with this, GO-GRASS has published a list of recommendations in [this White Paper](#) to promote solutions and sustainable products using grass.

DEMO SITES & EXCURSION



On Tuesday **12 March** we will learn about the successes of our four Demonstration sites for grass valorisation, the Value creation tools for grass processing, recent policy developments in bioeconomy and agri-food and have a roundtable and best practices session based on GO-GRASS results.

On Wednesday **13 March** we will **go to the Netherlands** to see technology for making use out of road-side grass which is now coto experience and discuss technological solutions for making use out of road-side grass which is now considered as waste and transforming it into high-quality paper. The excursion includes transportation from Brussels to the Netherlands and back after the event.

[REGISTER HERE](#)



Tuesday March 12th - AGENDA

09:00-09:30 ● Registration and coffee

09:30-09:45 ● **Welcome to GO-GRASS' Final Event**
moderation by Javier Urange, Zabala Innovation Consulting (ZIC)

Virginia Mosteyrin, Greenovate! Europe
ATB (TBC), Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)
ZIC (TBC), Zabala Innovation Consulting (ZIC)
Piret Noukas, Project Adviser from EREA - DG RTD European Commission

09:45-09:55 ● **GO-GRASS in a nutshell**
Philipp Grundmann (PI in GO-GRASS),
Leibniz-Institute for Agricultural Engineering and Bioeconomy (ATB)

09:55-11:00 ● **GO-GRASS Demonstration sites for grass valorisation**
moderation and Q&A by Katharina Faradsch, Prospex Institute (PI)

- Animal bedding in Sweden: **Susanne Paulrud**, RISE
- Biochar in Germany: **Thomas Heinrich**, Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)
- Grass paper in the Netherlands: **Gosse Hiemstra**, Hiemstra Bruin
- Protein and animal feed in Denmark: **Morten Ambye-Jensen**, Aarhus University

11:00-11:30 ● Coffee break

11:30-12:40 ● **Horizontal results: Business models, value chains considering economic, social and environmental impacts and value creation tools**
moderation by Katharina Faradsch, Prospex Institute (PI)

- Four grass-based circular business models and lessons learned:
Carmen Socaciu, Gate2Growth (G2G)
- Innovative value chains:
Hyunjin Park, Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)
- Replication opportunities including a follower:
TBC
- Q&A: **Katharina Faradsch**, PI
- Introduction into tool for trainers and rural entrepreneurs:
Katharina Faradsch, PI
- Business Environment Profiling Tool:
Richard Orozco, ATB
- Decision Support Tool:
Hercules Panoutsopoulos, Agricultural University of Athens
- Business Plan Writer:
Anna Paulusz, G2G

12:40-13:30 ● **Lunch & Meet the tool developers**
(stand with result brochures & booklet on tools)



Tuesday March 12th - AGENDA

13:30-15:00

● **Policy Horizons: “Bioeconomy, Agri-economy the pathway of grass-land opportunities and rural revitalisation” -**

Focus on forward-looking strategies and best practices

moderation by Carolyn Brand, Prospex Institute (PI)

- Stakeholders and opportunities:
Sara Chiba, PI
- GO-GRASS White Paper:
María Rosa Mosquera Losada, University Santiago de Compostela (USC)
- Insights and future opportunities from DG RTD and DG Agri at European Commission:
Tomasz Calikowski, DG RTD, European Commission
- Future pathways for grassland management
Paul Newell-Price, PI of SUPER-G
- Future pathways for Industry
James Gaffey, Biorefinery Glas
- Best practices to be adopted by MarginUp!
Philipp Grundmann, ATB

● **Panel Discussion: “Revitalizing Rural Areas: Policy, Practice and Partnership**

Hein Bollens, DG GROW, European Commission
Tomasz Calikowski, DG RTD, European Commission
Gölin Carina Christiansen, North Sweden European Office
Philipp Grundmann, PI in GO-GRASS, ATB
TBC
TBC
TBC
TBC

● **Conference close**

Virginia Mosteyrin, Greenovate! Europe

15:00-16:00

● **Networking drinks**

(stand with result brochures & booklet on tools)

16:00-22:00

● **Bus trip to Fletcher Hotel-Restaurant de Buunderkamp in the Netherlands with Dinner on the way**



Wednesday March 13th - AGENDA

09:00-11:00 ● Bus trip to Lelystad (Dutch DEMO)

11:00-12:30 ● Presentation & tour at Lelystad
Details tba

12:30-13:30 ● Sandwich Lunch Lelystad
Details tba

13:30-15:30 ● Bus trip to SCHUT Papier

15:30-17:30 ● Presentation & tour at SCHUT Paper
Details tba

18:00-22:00 ● Ride by bus back to Brussels

ADDITIONAL INFORMATION

Final Event Contact

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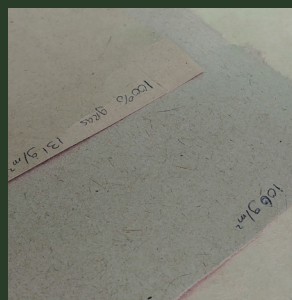
Demosite Products



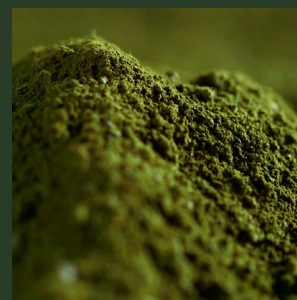
Animal Bedding
Sweden



Biochar
Germany



Grass Paper
The Netherlands



Grass Protein
Denmark

