



GO-GRASS

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

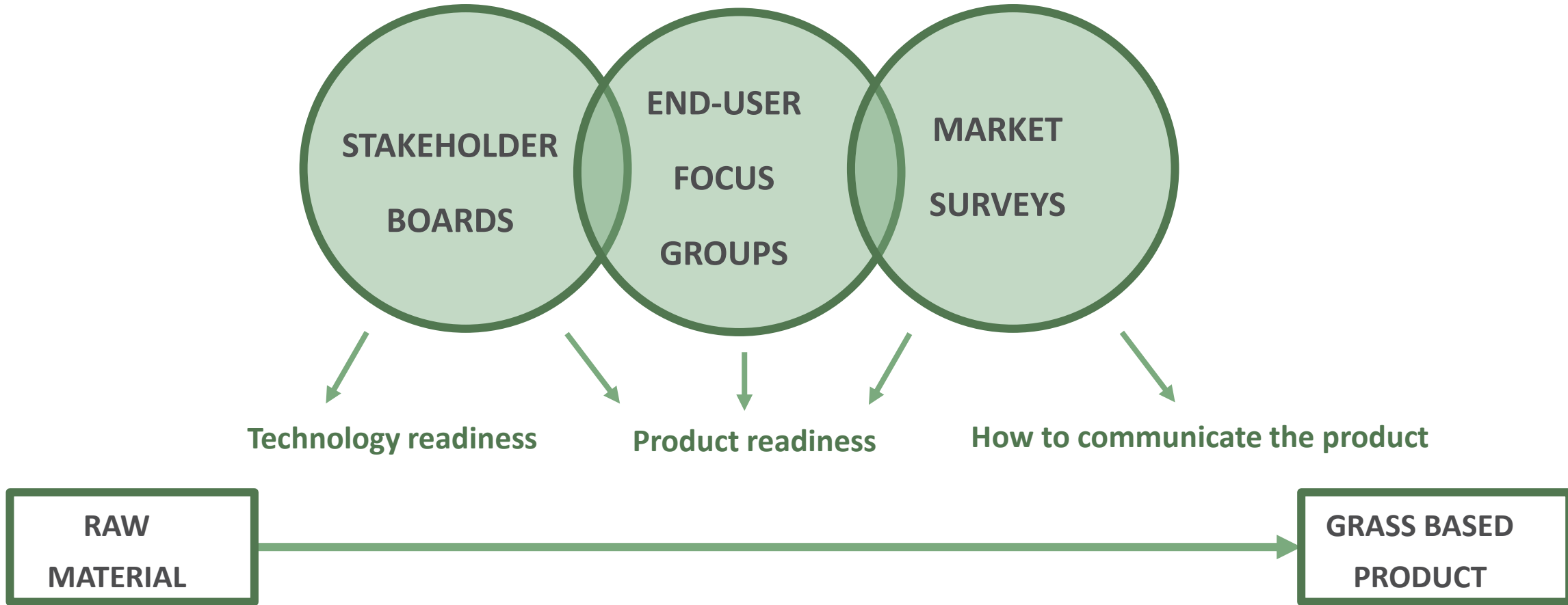
Opportunities and insights from engaging with stakeholders and citizens

WP7 Multi-actor engagement and Social innovation strategies

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Engagement in GO-GRASS





STAKEHOLDER BOARDS

Engagement of actors along the value chain to understand the technology readiness and replicability potential

Eight value chain workshops across four GO-GRASS Demo sites carried out in two rounds with **carefully chosen key stakeholders** to enable representation of all parts of the value chain.

IDEA

Project partners to **gain valuable strategic input** from the production to the commercialisation stage in order to allow effective uptake of:

- new technologies,
- processes and
- business models.

SPECIFIC OBJECTIVES OF EACH ROUND

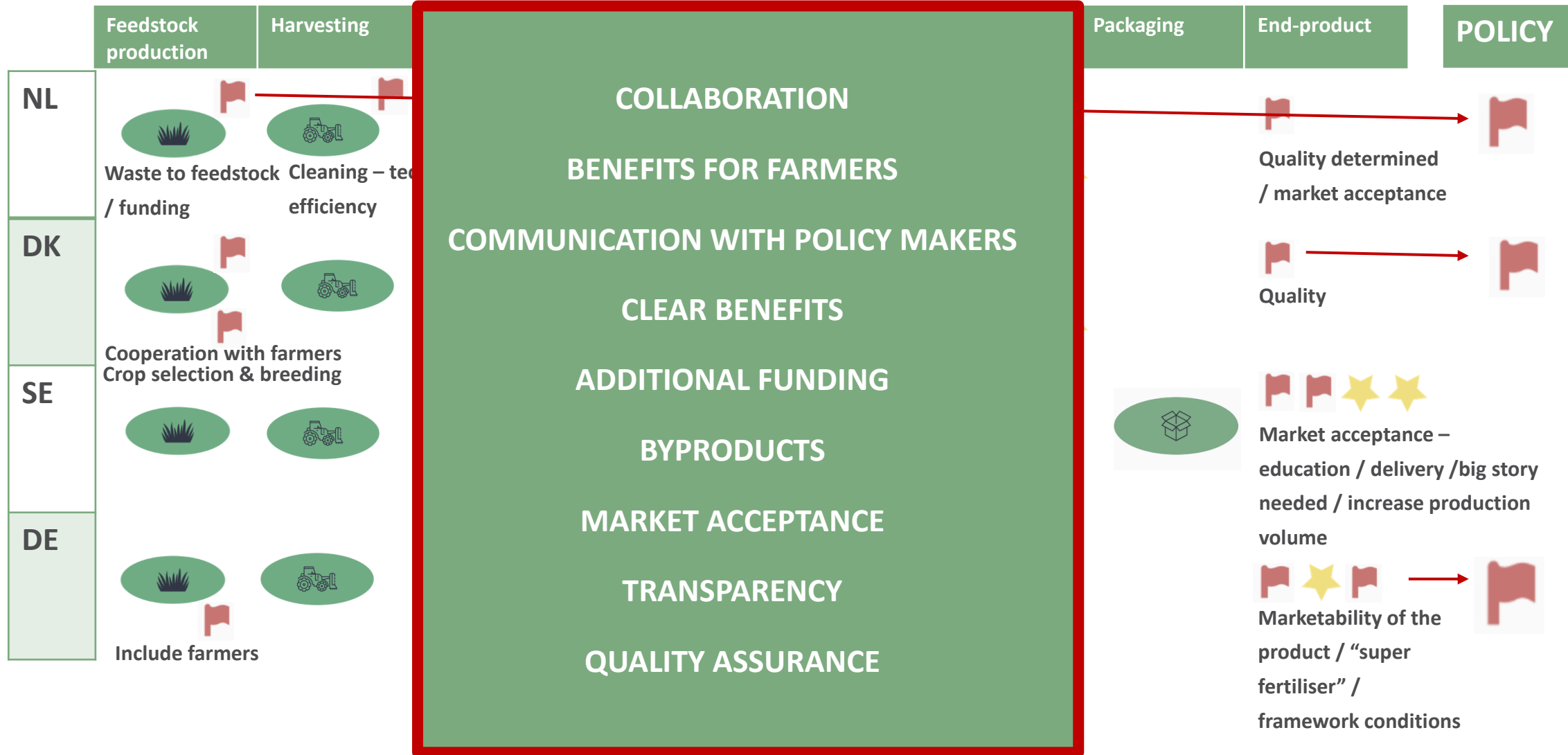
- to **identify the stakeholder's needs** with regards to design and functionality of new technologies and processes (1st round of Stakeholder Boards);
- to **identify the obstacles and opportunities** of the implementation and replication of new technologies, processes and grassland business models (2nd round of Stakeholder Boards).





Visualisation of the value chains

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END-USER FOCUS GROUPS

Engagement of topic experts and potential end-users of the grass-based products to understand the product readiness and its marketability (perceptions/barriers/incentives)

Four small workshops across all four GO-GRASS Demo sites.

IDEA

Foster **open discussions in a smaller group setting** and present the grass-based products to a demo specific target group to gain valuable input that would move the grass product closer to the market

The format and the objectives of the EUFG events were tailored to each specific demo and its needs.

Danish demo: EU level discussion focusing on the potential of green biorefineries and on “how to” of launching the product on the market (protein for human use)

Swedish demo: in-depth discussions on currently used product and ideal product in comparison to the GO-GRASS product

Dutch demo: discussions with producers and end-users on understanding the target markets

German demo: interviews with the experts focusing on the value of the product and its future potential





END-USER MARKET SURVEY

Engagement of potential end-users of the grass-based products on a larger scale

Four live surveys, one per demo, carried out at local fairs.

481 people were interviewed during the live survey process across all demo sites

IDEA

- understand the market readiness of the product,
- what the product might be missing or how the product should be adapted to better suit the specific needs of end-users,
- what additional information should be included on the product label or available on the product website to persuade the consumers to choose to buy it.

OBJECTIVES

Find out more about the **preferences, opinions, and motivations of potential end-users of the product:**

- What do end-users think of the product?
- What information do end-users need to possibly buy the product?
- What do end-users value the most about the product?





Common highlights

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Perception of the grass-based products	Motivation to use grass-based products	Communication about the grass-based products
<ul style="list-style-type: none">• More environmentally friendly• More easily recycable• Contributes to reducing climate change• Better for biodiversity• Healthier alternative• More expensive and less available	<ul style="list-style-type: none">• Health aspects• Animal welfare• Better for the environment• Locally produced• Comparable to other products in the aspect of ease of handling• Curiosity• Comparable price in the long run• Effectiveness and quality of the product	<ul style="list-style-type: none">• Transparent communication about the product and its benefits to health, the environment, to animal welfare• Transparency about the production process as well as the grass origin)• Testimonials and proven quality and efficiency of the product• Examples of how it can be used

In general an openness to trying out the grass-based products was clearly visible





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THANK YOU!

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