



GO-GRASS

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

Final Event – GO-GRASS in a Nutshell

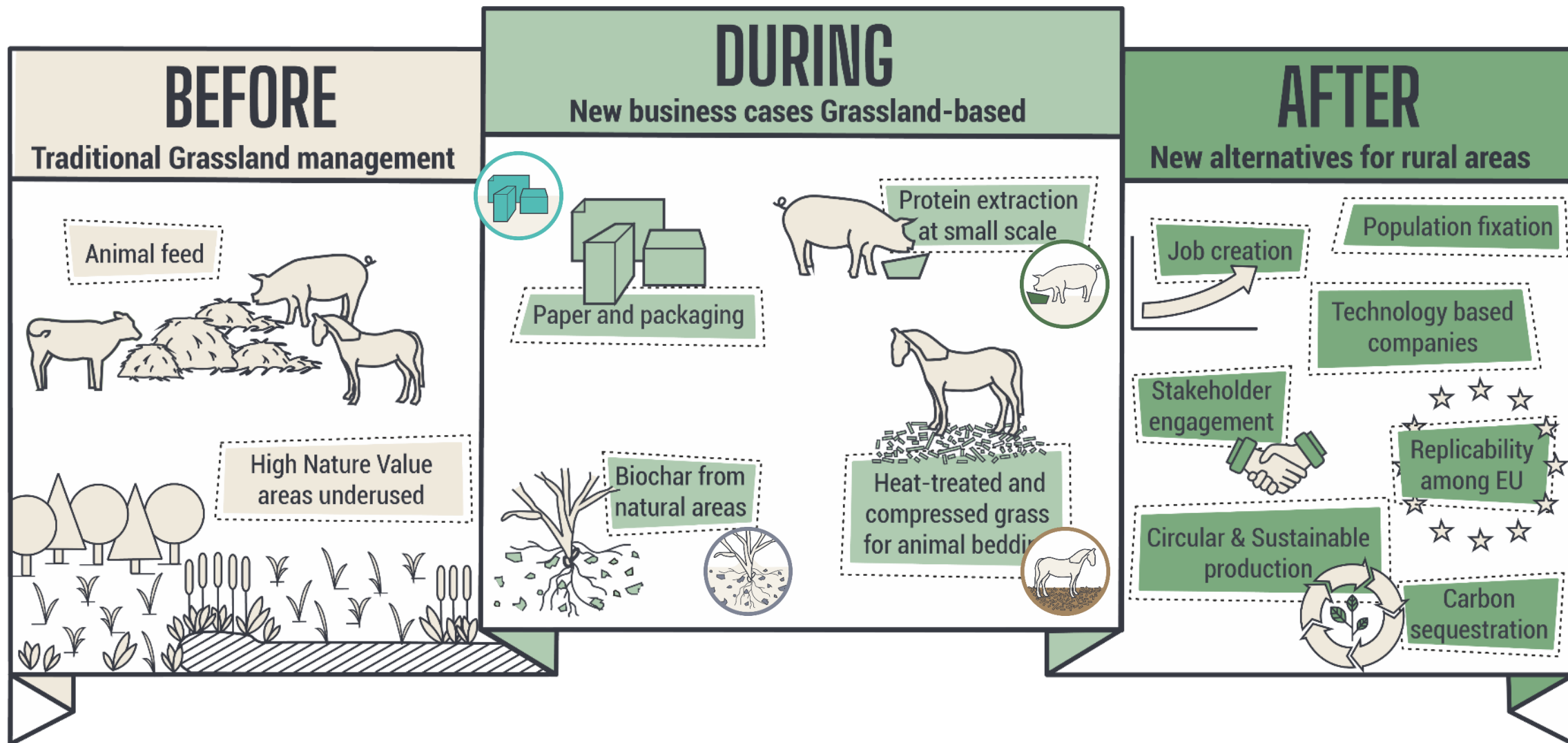
Brussels, 12.03.2024

Philipp Grundmann (ATB)

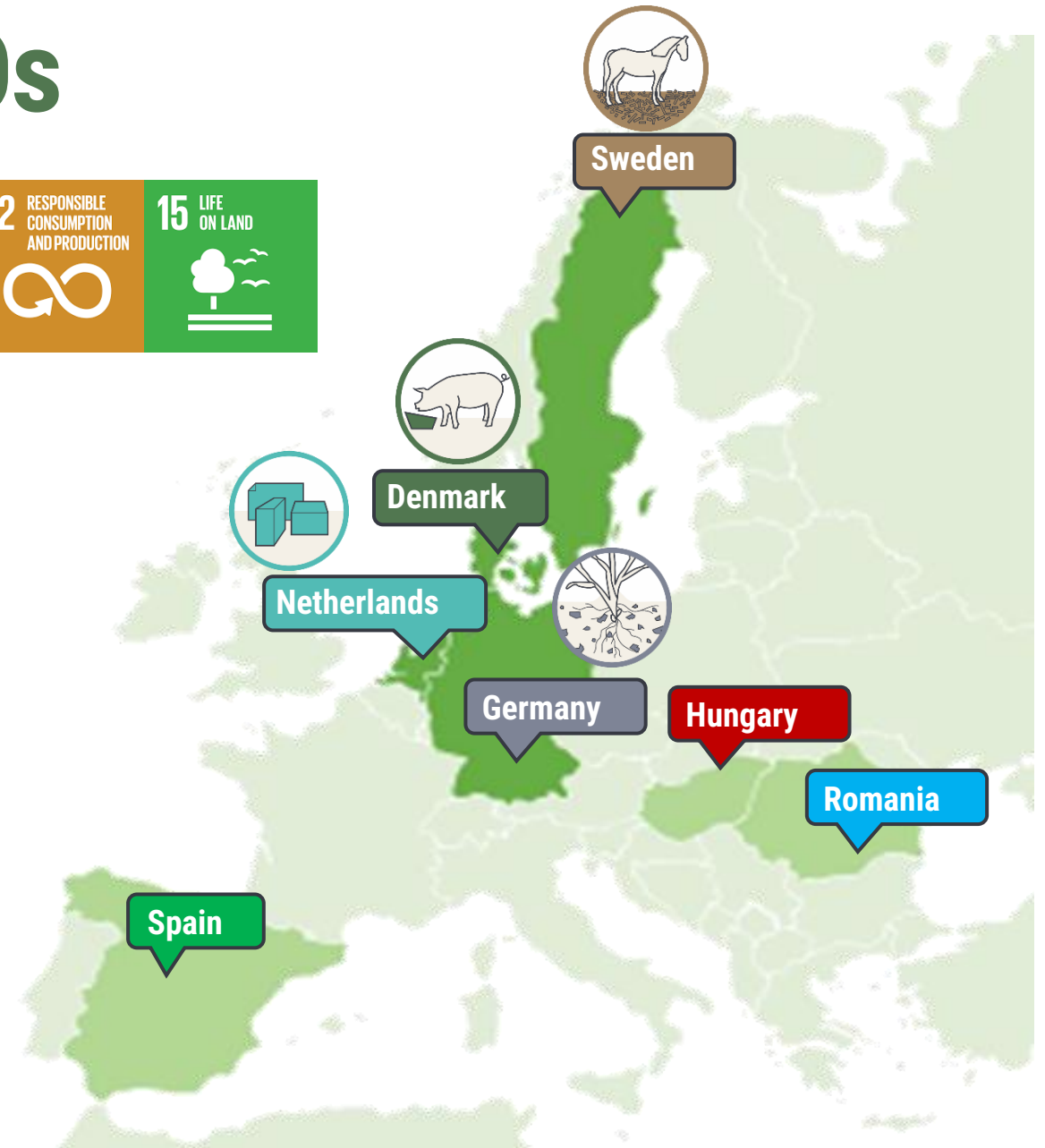
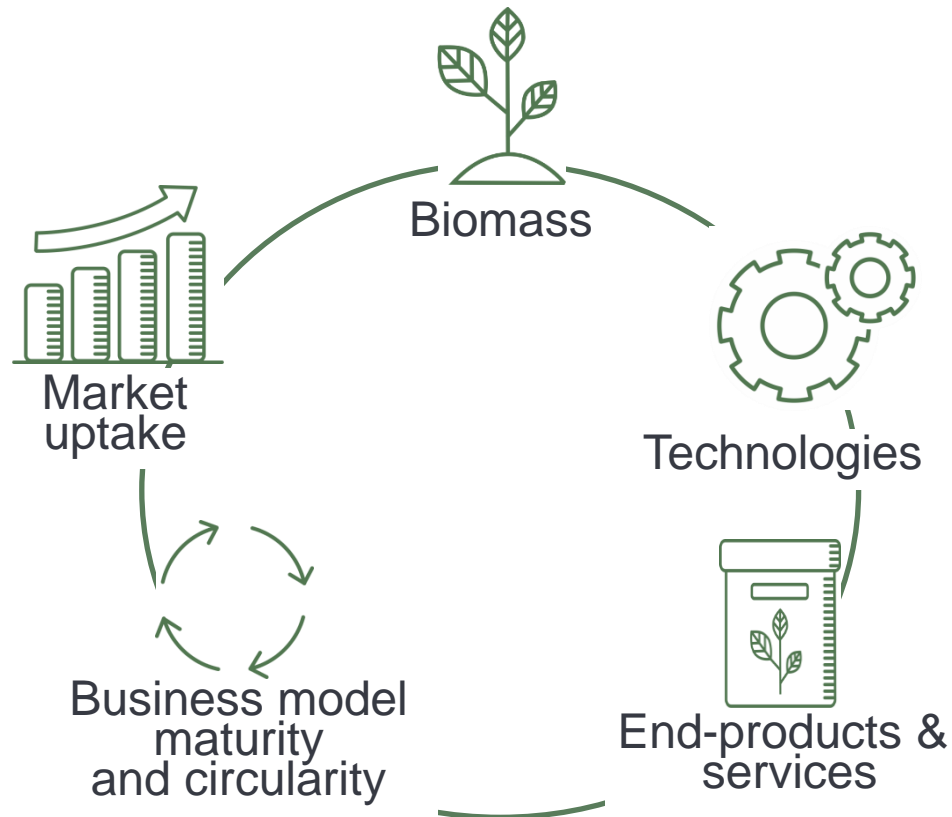
ATB

All 22 partners

GO-GRASS Vision & Objectives



Highly diverse DEMOs



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

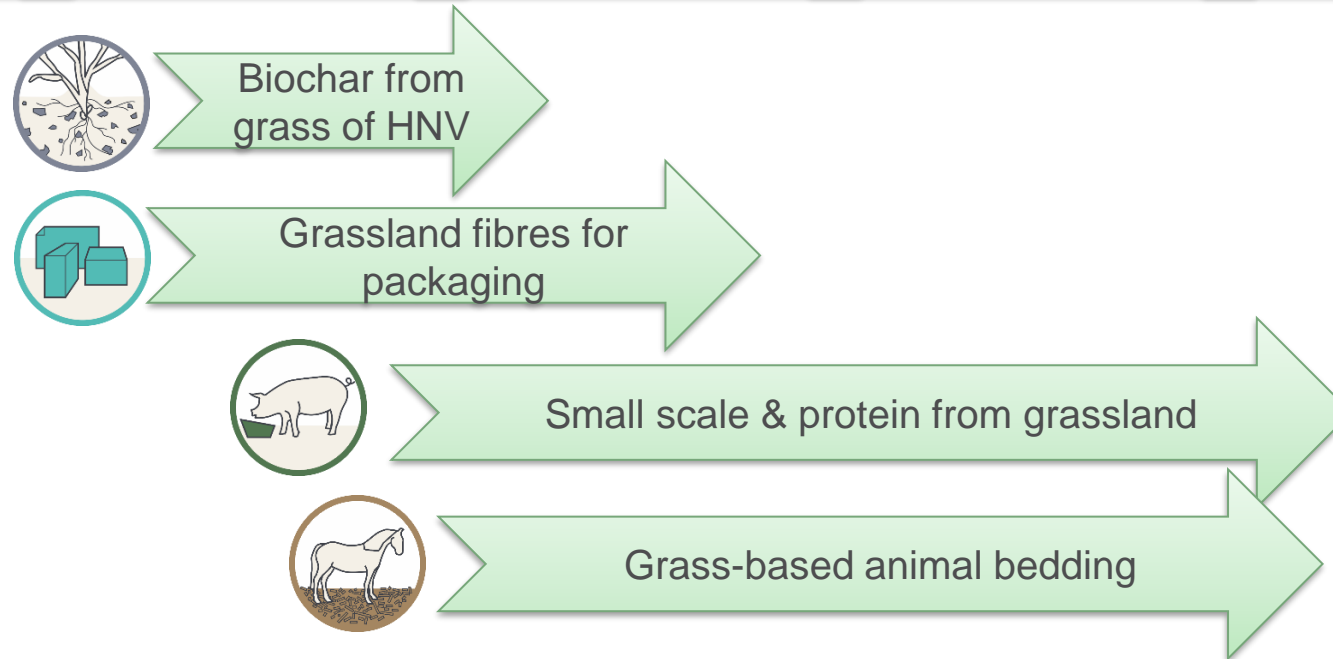
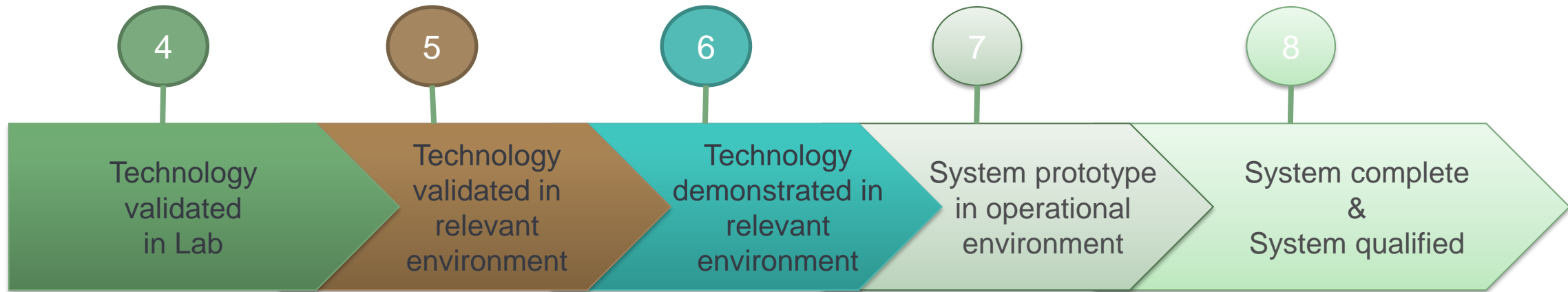


Partners for the Development of New Value Chains with Different Types of Grasses

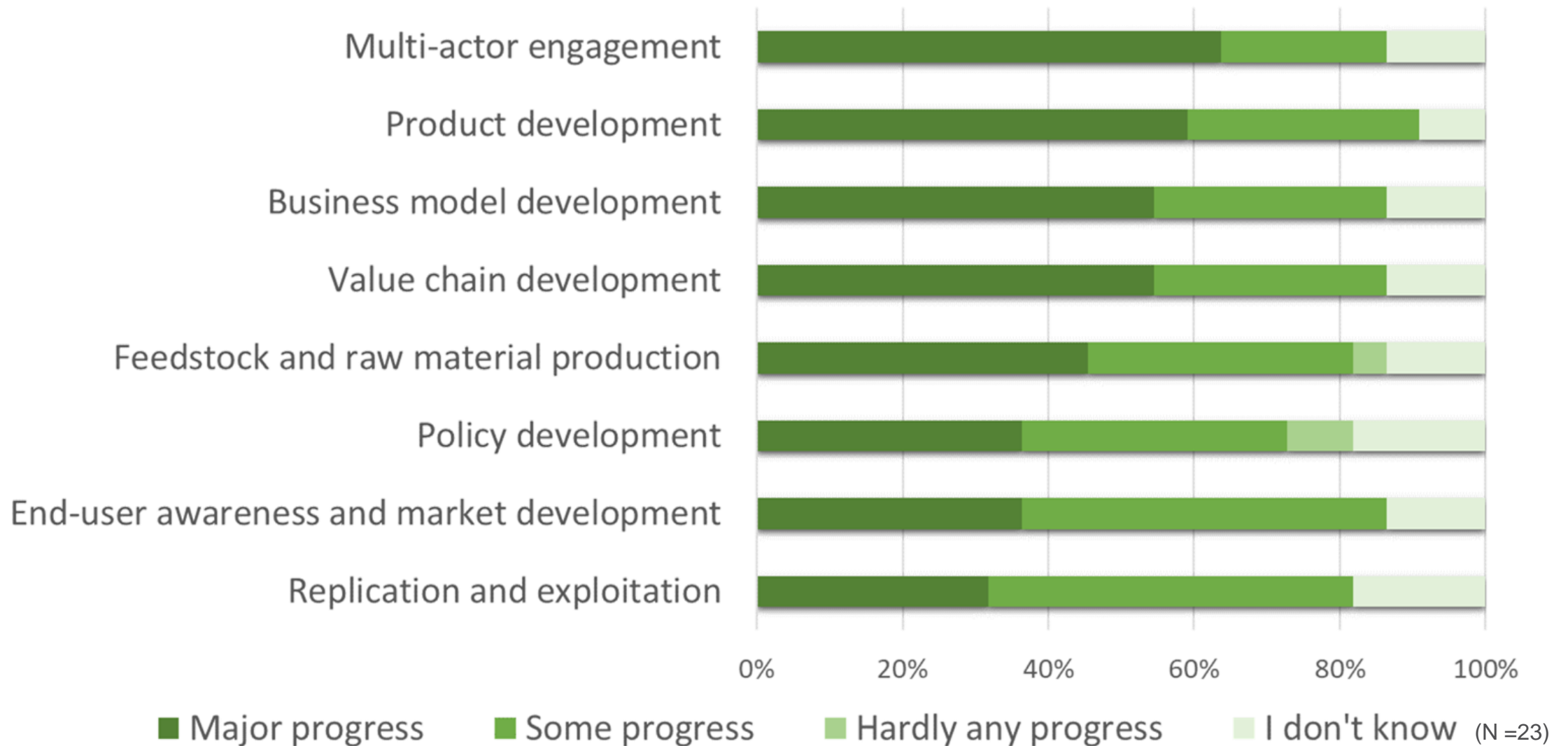
 <p>ATB Leibniz-Institut für Agrartechnik und Bioökonomie</p> <p>[Project coordinator]</p>		 <p>innovation consulting</p>	 <p>Food & Bio Cluster Denmark</p>	 <p>Institutet for Fødevarerstudier & Agroindustriell Udvikling - IFAU</p>		
	 <p>European Science Communication Institute</p>		 <p>GLOMMERS MILJÖENERGI AB</p>	 <p>Nationalparkverein Unteres Odertal</p>		
						
 <p>Application Centre for Renewable Resources</p> <p>ACRRRES</p> <p>Initiative of Wageningen University & Research</p>	 <p>ÖMKi</p> <p>Ökologisk Mezőgazdasági Kutatóintézet Research Institute of Organic Agriculture Forschungsinstitut für biologischen Landbau</p>	 <p>CBIO</p> <p>AARHUS UNIVERSITY CENTRE FOR CIRCULAR BIOECONOMY</p>	 <p>Asociación Galega de Cooperativas Agroalimentarias</p>			



Readiness Results



Progress on Areas of Innovation



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Key Exploitable Results

Software and Online Tools

Business Environment Analysis Tool

Business Plan Writer Tool

Decision support tool for integration of value chain components

Economic Competencies / Brands

GO-GRASS Brand

Organizational capital

White paper on grassland opportunities

GO-GRASS Website

Training and Education Material

Training to staff

Training to replicators

Guidelines for train the trainer scheme

Training Kit

Human capital

Master class modules for entrepreneurs

Manual about how to start and succeed

Innovative Property R&D

Reed canary grass animal bedding

Production of biochar from wetland grass

Roadside grass cleaning technology

Grass cellulose fibres

Process for manufacturing cellulose fibres from grass

Partial or total substitution of woody cellulose by grass cellulose fibres

Production of protein concentrates (biorefinery process)

Cost-Benefit methodology
LCA methodology



Outreach Activity Results

General outreach events

- With focus on the public (e.g. trade fairs, science days, exhibitions, markets)
- Participation at 20+ general outreach events
- 10+ times with exhibition booth and other participations (e.g. organiser, panel participant, talk)

Interviews

- 10+ interview
- in national radio
- national tv
- YouTube

Website

- ± 500 visitors/month
- 70% of visitors from Europe

Social Media

- Followers in
- LinkedIn: 627
- Instagram: 315
- X/Twitter: 608
- Tools

Videos

- 7 videos
- >24.000 views

Scientific events

- Large events (conferences, symposium, workshops)
- Focus on scientific output
- Participating at 35+ scientific events
- 20+ presentations and 5+ posters

Training & educational events

- 30+ events, including 10+ times being the organiser, other participation types (giving talks or trainings) (D9.4)
- Smaller events with a specific target audience (e.g., webinars, workshops, open house, courses)
- Examples:
 - EU Green Week 2021 and 2023
 - Master course module - SDG Lab Environment at Univ. Genth and Berlin
 - EU Industry days
 - Stakeholder Board Meetings (SBM) and Stakeholder Workshops

Journalistic articles & news

- 20+ journalistic publications
- International, national and regional news outlets
- In English and national languages
- About demos or about the project in general

Scientific publications

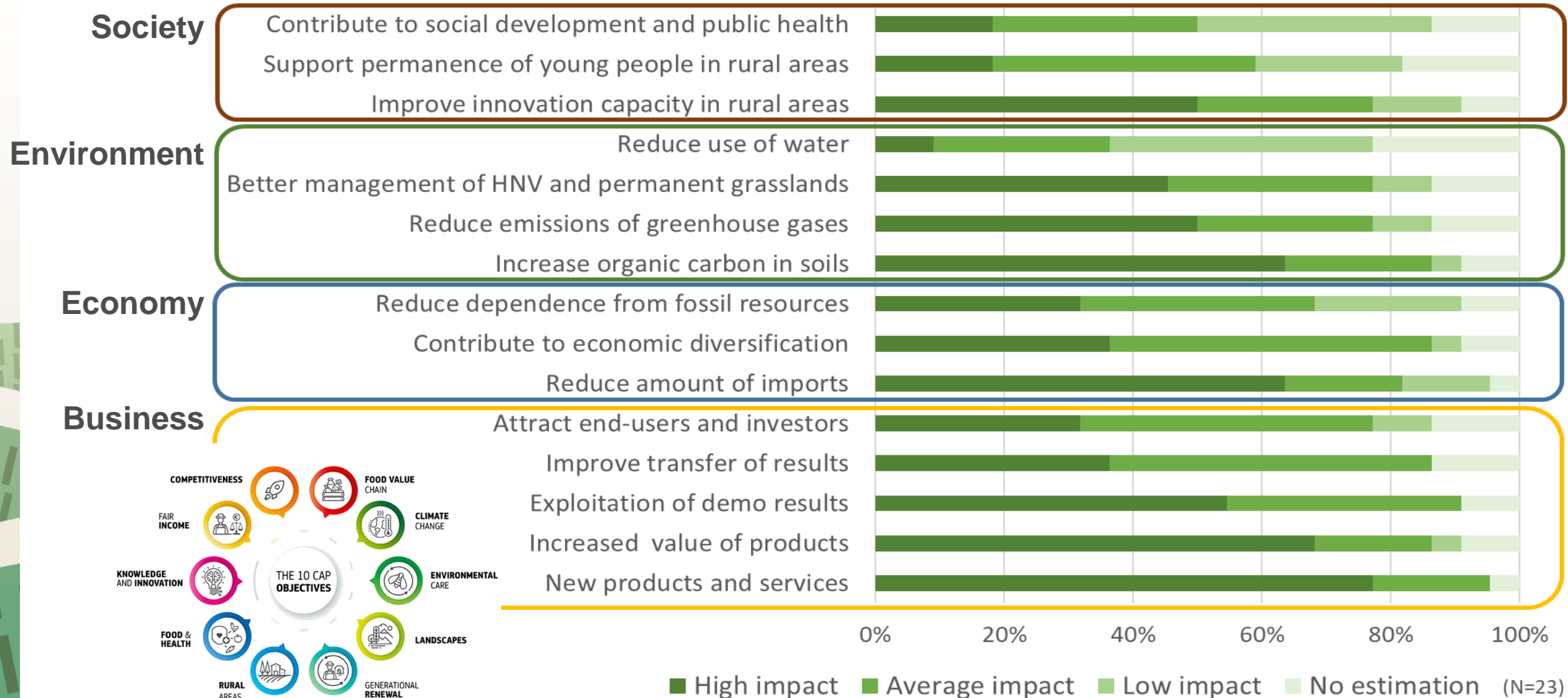
- 10 scientific journal publications (D9.4)
- 8 authors
- ATB, AU, USC

External Stakeholder Engagement

- 8 Stakeholder Board Meetings: 2 per demo (Danish, German, Swedish, Dutch)
- 4 End-user engagement events: 1 per demo, exhibition booth at 4 large events in total
- 9 National Replication Workshops: 2 in Romania, 3 in Hungary, 4 in Spain



Perceived Impacts of GO-GRASS



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Lessons Learned from Demo Implementation

Innovativeness:

- Combining best practices EU-wide and beyond.
- Co-design and co-development of products, process and value with end users.

Replicability:

- Replication and demonstration efforts.
- Transversal collaboration on commercial products.

Circularity:

- Focus on circularity in processes, businesses and value chains.
- Cooperation between industry, agriculture, research, public institutions and others.

Cumulativeness:

- Developers and commercial partners steering the demonstration.
- Co-steering with actors from policy and administration at all levels.

Inclusiveness:

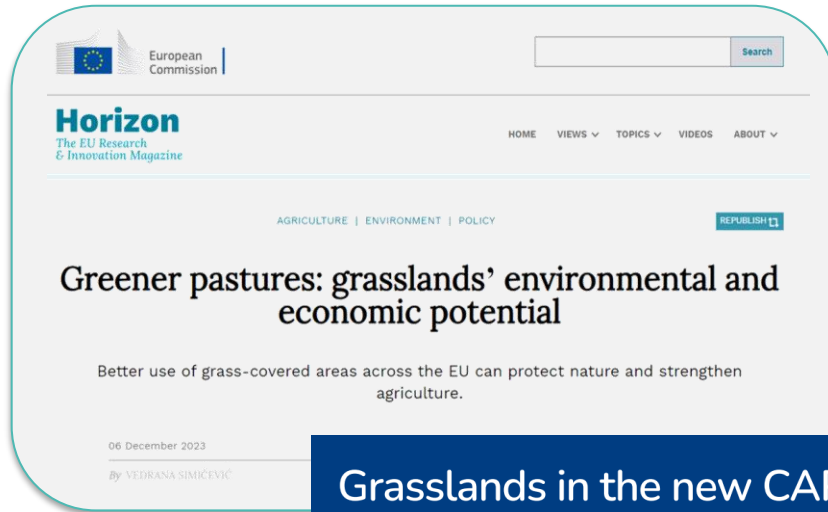
- New forms of collaboration and knowledge transfer.
- Co-developing simple and easy to-use tools with end users with clear value proposition.

Sustainability:

- Focus on funding and value from co-benefits.
- Planning and starting exploitation.



After the game is before the game?!



Grasslands in the new CAP: bad news for biodiversity and climate

BirdLife Europe and European Environmental Bureau policy briefing

“Nature restoration: Parliament adopts law to restore 20% of EU’s land and sea” (Press release 27.02.2024)

“Climate action: Council and Parliament agree to establish an EU carbon removals certification framework” (Press Release 20.02.2024)



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Permanent grasslands in Europe: Land use change and intensification decrease their multifunctionality

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Follow our journey!



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