



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.



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



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.

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.

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.

OVERVIEW & 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. In the afternoon we set off by bus to the Netherlands with dinner on the way.

REGISTER HERE
(conference on March 12th)

REGISTER HERE
(excursion March 12th & 13th)

On Wednesday **13 March** we will **be in the Netherlands** to 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.



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

Virginia Mosteyrin, Greenovate! Europe

Javier Urange, Zabala Innovation Consulting

Piret Noukas, Project Adviser from European Research Executive Agency

09:45-09:55 ● GO-GRASS in a nutshell

Philipp Grundmann (PI in GO-GRASS),

Leibniz Institute for Agricultural Engineering and Bioeconomy

09:55-11:00 ● GO-GRASS Demonstration sites for grass valorisation

moderation and Q&A by Katharina Faradsch, Prospex Institute

- Animal bedding in Sweden: **Susanne Paulrud**, Research Institutes of Sweden
- Biochar in Germany: **Thomas Hoffmann**, Leibniz Institute for Agricultural Engineering and Bioeconomy
- 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

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

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

- Insights and future opportunities from DG RTD and DG Agri at European Commission:
Tomasz Calikowski, DG RTD, European Commission
- Opportunities and insights from engaging with stakeholders and citizens:
Sara Chiba, Prospex Institute
- GO-GRASS White Paper:
María Rosa Mosquera Losada, University Santiago de Compostela
- Future pathways for grassland management:
Paul Newell-Price, PI of SUPER-G
- Future pathways for Industry:
James Gaffey, Munster Technological University and Biorefinery Glas
- Best practices to be adopted by MarginUp!:
Philipp Grundmann, Leibniz Institute for Agricultural Engineering and Bioeconomy
- Grass - the triple-win crop:
Steen Bitsch, CEO of Vestjyllands Andel

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

Hein Bollens, DG GROW, European Commission

Gölin Carina Christiansen, North Sweden European Office

Philipp Grundmann, PI in GO-GRASS and MarginUp!, Leibniz Institute for Agricultural Engineering and Bioeconomy

James Gaffey, Munster Technological University and Biorefinery Glas

Barbara Pokrzywa, Asket

Tudor Stanciu, Horticulture engineer, Romanian Association of Sustainable Agriculture

María Rosa Mosquera Losada, University Santiago de Compostela

Steen Bitsch, CEO of Vestjyllands Andel

● 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

To join the bus and the dinner please register [here](#) until 04.03.2024

Restaurant: **Van der Valk Hotel Gilze-Tilburg**

Hotel: **Fletcher Hotel-Restaurant De Buunderkamp**

Please contact us, if the deadline has passed.



Wednesday March 13th - AGENDA

09:00-11:00

● **Bus trip to Lelystad (Dutch DEMO)**

(Meeting point for bus: [Fletcher Hotel-Restaurant De Buunderkamp](#)
Buunderkamp 8, 6874 NC Wolfheze)

11:00-12:30

● **Presentation and tour at ACRRES**

*Welcome by Gosse Hiemstra (Demoleader, Hiemstra Bruin)
Introduction by Stefan Hol & Kimberly Wevers (Researchers at ACRRES)
Results and Process Tour around the Demo Site*

12:30-13:30

● **Sandwich lunch Lelystad**

Sandwiches, juices, coffee and tea

13:30-15:30

● **Bus trip to Schut Papier**

15:30-17:30

● **Presentation and tour at [Schut Paper](#)**

*Presentation about the special papers of Schut Papier by
René Kort (Director of Schut Papier) & Reka Szigeti (R&D specialist)
Followed by a tour through Schut Papier, the oldest paper factory in the
Netherlands*

ADDITIONAL INFORMATION

Final Event Contact

Nathalie Barges,
Greenovate!Europe,
n.barges@greenovate-europe.eu,
+32 24001009

Project Contact

Philipp Grundmann,
Leibniz Institute for Agricultural
Engineering and Bioeconomy (ATB),
pgrundmann@atb-potsdam.de,
+49 331 5699 229

Follow

www.go-grass.eu



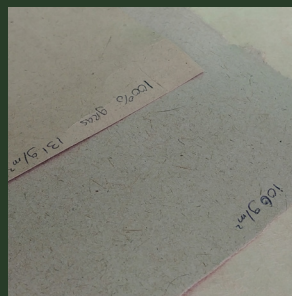
Demosite Products



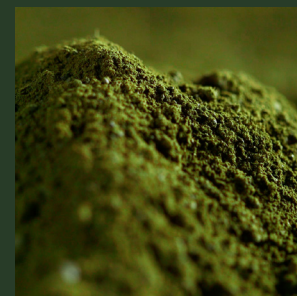
Animal Bedding
Sweden



Biochar
Germany



Grass Paper
The Netherlands



Grass Protein
Denmark



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

