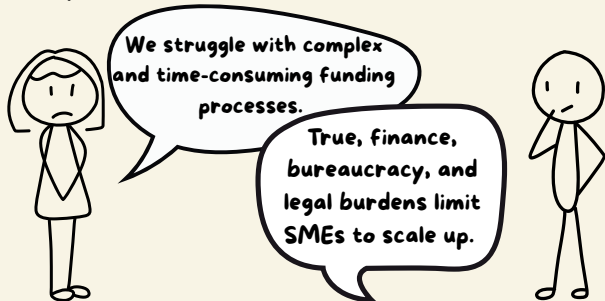


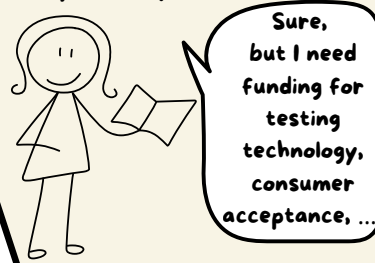
Meet Paul. Paul is a bioeconomy innovator with great ideas. But he is wondering if there are real business opportunities for him.



He is asking Julia and Tom, working at the Regional business developers for advice.



Still motivated, Paul asks Linda, a bioeconomy researcher at university for help.



Paul manages these first challenges, ready to enter the market.



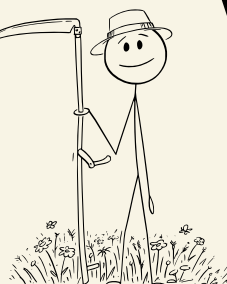
He meets Steven, a business expert.

Right, you need to understand the market, the consumer demand, marketing, controlling, ...



Paul negotiates with the local farmer James if he would sell biomass for Paul's bio-based product.

I can help you with biomass supply and the testing on fields, but I need a sustainable business model



I have made a novel bio-based product. But what regulatory frameworks will it need to meet?



Finally, Paul talks to policy makers and regulation offices, ...

Well, you will need to look into § 5, fill out form C395 and G836, make sure to have certificates for ...



After two years, Paul has made it!



Wow, a bio-based product that consumers want, that is innovative, adheres to policy and is cost-competitive



But then ...

Great idea, and easy to copy with fossil product



Indeed, it is really hard to make business with bio-economy

BUT THIS SHOULDN'T BE THE END ...

Bioeconomy and the Issue with Business

An Output of the RuralBioUp MML Workshop II, Mai 2025

