

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

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 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](#)

Final Event

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Project

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Tuesday March 12th - AGENDA

09:00-09:30	● Registration and coffee
09:30-09:55	● Welcome address at Greenovate! Europe venue <i>Piret Noukas (Project Adviser from EREA) & Greenovate! Europe & Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)</i>
	● GO-GRASS in a Nutshell <i>Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)</i>
09:55-10:35	● GO-GRASS Demonstration sites for grass valorisation <i>GO-GRASS Partners</i>
	Four DEMOs: Dutch, Danish, Swedish, German; Value Chain & Business Models
10:35-11:30	● Value creation tools for grass processing <i>Gate2Growth & Greenovate! Europe</i>
11:30-12:30	● Lunch
12:30-13:15	● Policy developments in bioeconomy and agri-food <i>Zabala Innovation Consulting</i>
	Confirmed Speaker: Hein Bollens (DG Grow), Tomasz Calikowski (DG Research & Innovation, Healthy Planet, Circular Economy and Biobased Systems) Speakers to be confirmed: DG AGRI, DG RTD or DG Environment
13:15-13:30	● Q&A with audience <i>Prospex Institute</i>
13:30-14:00	● Coffee break
14:00-15:00	● Panel discussion on revitalising rural areas through innovation <i>Paul Newell-Price (SUPER-G) and James Gaffey (MTU – Biorefinery Glas) as panellists, further panellists to be confirmed; led by Prospex Institute</i>
	Presentation of White Paper Policy discussion Best practice and synergies
15:00-16:00	● Networking and cocktails
16:30-22:00	● 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**
TBA

13:30-15:30 ● **Bus trip to Schut Papier**

15:30-17:30 ● **Presentation & tour at Schut Papier**
Details TBA

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



ADDITIONAL INFORMATION

PANEL PARTICIPANTS

Policy
officers

from European
Commission

Farmer
associations

e.g., CEJA,
COPA-COGECA

Environmental
organisations

e.g., European
Environmental Bureau

Representatives from other EU-projects
with related objectives

like SUPER-G, BRANCHES, AgriLoop, Value4fram, MarginUp!

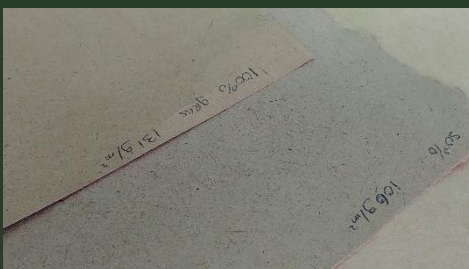
DEMOSITE PRODUCTS



Denmark - Grass Protein



Germany - Biochar



The Netherlands - Grass Paper



Sweden - Animal Bedding

