

SHAPING THE INNOVATION ECOSYSTEM FOR THE BIOECONOMY

**Webinar 3/4**  
**FROM RESEARCH TO MARKET**

8 April 2020  
 11.00 AM  
 Duration: 60 min

- Uptake of RTD results
- Foresight, market studies and market roadmaps
- Industrial roadmaps

Challenges, Gaps, Results and Recommendations

LIFT  Horizon 2020 European Union Funding for Research & Innovation BBI JU Bio-based Industries Consortium

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## Question and Answers

NOTE: Some entries submitted in the Q&A box, are indeed “contributions”. Therefore we moved these contents to the “Interactions with participants” report ([https://www.lift-bbi.eu/imagem/interactions\\_webinar3.pdf](https://www.lift-bbi.eu/imagem/interactions_webinar3.pdf)).

**Question (Claudio) →** What is the point of sponsoring projects with "lack of business potential/profitability, business models, business plans, viable business opportunities"? They do not make any economic sense, so they should not get any funding! **Answer from LIFT →** This is exactly why we made this observation in our gap analysis. The gap highlights that in some cases there is no such potential... I think we are on the same page.

**Question (Anonymous Attendee) →** What kind of platform do you use to create awareness? Who were the targets? **Answer from LIFT →** Awareness raising CSA projects addressing the general public, among others, include e.g. BIOVOICES, BIOWAYS, BIOCANNDO and Biobridges (see first LIFT webinar). Each project developed and used a variety of platforms. BIOVOICES uses intensively the social media (Instagram and Facebook) and large scale events. BIOWAYS and BioCannDo developed several open source tools, including games, videos, educational material. Biobridges developed this interesting video “a bioeconomy day” in several languages [https://www.youtube.com/watch?v=6f7Ej2\\_BLso&list=PLtcmfwGu2PB3NdW5cwMb2ciiOdfyVtvtvL](https://www.youtube.com/watch?v=6f7Ej2_BLso&list=PLtcmfwGu2PB3NdW5cwMb2ciiOdfyVtvtvL)

**Question (Laura)** → Is the mentioned analytical approach to identify those purposeful cross-cutting connections open for the use of others outside of the project? **Answer from LIFT** → Biobridges contents are available, please check <https://www.biobridges-project.eu/results/> or contact the project for more info <https://www.biobridges-project.eu/contacts/>

**Question (Jesus)** → Hello, good morning. Thank you for the Webinar. I have a problem with the <https://www.bioeconomy-library.eu/link>. It says that I can't access it because the site is not secure.... Not possible with several searching engines (Chrome, Firefox, MS). Thank you **Answer from LIFT** → Thanks for this info. We will double check with the technical team.

**Question (Justin)** → Not sure what RTD stands for. Can someone enlight me? **Answer from LIFT** → Research and Technological Development

**Question (Mercede)** → Just to let you know, Interreg MED Green Growth obtained a 2<sup>nd</sup> phase for the project, so we will be active until June 2022! We are open to more collaborations! :-)  
**Answer from LIFT** → Thanks Mercede for this info! Please everybody check this interesting project at <https://green-growth.interreg-med.eu/>

**Question (Laura)** → On the recommendations: What kind of vouchers could be used to help SMEs and start-ups reach the market? **Answer from LIFT** → For example the Interreg project Biobase4SME offered innovation vouchers that helped pay for technical assistance in areas such as: scale-up to pilot scale, Life Cycle Assessment, Techno-economic evaluation, Market research, Feedstock analysis, Social acceptance, Business planning and business plan support, or a combination thereof. Vouchers schemes are covered in the LIFT factsheet #10 on Open Innovation Platform and Facilities (to be presented in the fourth LIFT webinar on 15 April).

**Question (Darijo)** → Perfect! Sustainable Solutions Croatia, we are interested! Please send us more info on [darijo.XXX@XXX.eu](mailto:darijo.XXX@XXX.eu) (*NOTE: the e-mail was anonymized*)  
**LIFT** → Thanks Darijo, we will follow-up via e-mail

**Question (Michele)** → Please explain what CSA stands for. Thank you! **Answer from LIFT** → CSA = Coordination and Support Actions

[https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-d-csa\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-d-csa_en.pdf)

**Question (Barna)** → In 2014-2015 the Commission run its own exercise together with SCAR under "Other Actions" SCAR 4<sup>th</sup> Foresight Exercise should be considered.

**Question (Barna)** → It is not a CSA, but Other Action, is a foresight exercise first in Europe, considering the whole Bioeconomy, might be considered among the projects

**Answer from LIFT** → Thanks Barna, also for your additional suggestions via e-mail.

**Question (Lara)** → Regarding the envisaged and enhanced closeness between research and SMEs, is there a project providing a description on the status of the market in terms of

a) ingredients that could be substituted by bio-ingredients or

b) (product) sectors where "bio-based" would be much needed? In the direction of helping universities approach the market by identifying value chains close to their work

**Answer from LIFT** → Thanks Lara, we will follow-up via e-mail