NOAW project deliverable 5.1: Review paper on business and cluster concepts
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To cite this version:

HAL Id: hal-02935853
https://hal.inrae.fr/hal-02935853
Submitted on 10 Sep 2020

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Context and Challenges

The NoAW project’s goal is driven by a “near zero-waste” society requirement and focuses on the development of innovative efficient approaches that allow the conversion of growing agricultural waste (called by-products in this Deliverable) issues into eco-efficient bio-based products. These approaches aim for direct benefits for the environment, the economy and the EU consumer. Nonetheless, one major challenge is to design new business and marketing concepts for cross-sectorial valorisation of agro by-products. In order to benefit from previous experiences in this field, we provide a review and analysis of existing business concepts designed for efficient use of resources.

The objective of this deliverable is to describe existing business models designed for cross-sectorial valorisation of by-products, and to highlight their respective key success and risk factors.

Results and Applications

The following steps have been followed, leading to user-friendly deliverables:

- Listing of international existing initiatives designed for cross-sectorial valorisation of by-products (excel tool designed for this purpose)
- For each initiative: business model assessment to highlight external and internal factors that have influenced the development of such businesses over time (assessment framework designed for this purpose).
- For each business concept analyzed, development of a user-friendly factsheet with the key learning from the assessment
- A summary of the key learning that are transversal to the concepts analyzed, and that we should keep in mind when developing the NoAW case studies.

Breakthroughs, benefits and added value

These insights from previous experiences can be useful to avoid mistakes or valorize success factors in NoAW Case Studies. These examples can be inspiring in terms of Business Model generation in our NoAW case studies. The documents and tool have been designed to facilitate this exercise.
No Agro-Waste: Innovative approaches to turn agricultural waste into ecological and economic assets

The key messages per initiative are easily accessible; illustration below with one factsheet (33 available):

NoAW Fact sheets – an example

Further information on NoAW project: http://noaw2020.eu

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