

Developing Sustainable Bio-Based Business Models

Robust bioeconomy business models must reflect regional strengths, resources, and needs. Success depends on value chain integration, innovation, funding access, and market alignment.

- PLACE-BASED DESIGN - BUSINESS MODELS ROOTED IN LOCAL REALITIES

- Best Practice 1 Build contextspecific business odels Design models based on territorial analysis, available biomass, and local value chains. Co-create with farmers, SMEs, and local actors to ensure relevance and adoption. Continuously evaluate whether the business model aligns with and supports the overall vision and goals of the enterprise.
- Best Practice 2 Strengthen value chain integration and local resource valorisation Map entire value chains—from raw materials to end products—and promote local circular use of resources. Connect actors to reduce fragmentation and increase resilience.

- ENABLING ENVIRONMENT - FINANCE, POLICY, AND REPLICABILITY

- Best Practice 3 Ensure scalability and flexibility through policy and financial support Align with regional/EU policy goals and secure a mix of public and private funding. Plan for scalability using tools like TRL/MRL roadmaps. Invest in the ability to attract funds to overcome the valley of Death.
- Best Practice 4 Embed circularity, sustainability, and social impact Make environmental and social goals central, using impact assessments with environmental, social, and economic KPIs. A holistic view of all impacts – not just environmental – is key to scaling sustainably and addressing potential negative effects.



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- INNOVATION AND MARKET DRIVEN APPROACHES

- Best Practice 5 Leverage innovation and technology for efficiency and sustainability Test new technologies through pilot projects. Use digital monitoring, automation, and partnerships with research institutions to improve performance.
- Best Practice 6 Adopt a market-driven design and dynamic scenario adaptability Base models on real user needs. Segment customers, test business assumptions, and use scenario planning to remain adaptable in changing markets.

KEY QUESTIONS FOR PRACTITIONERS

- What unique resources and value chains define my region and who are the key actors in those value chains—and how can I meaningfully involve them in shaping this model?

- Is my model aligned with relevant policy frameworks, financially viable, and flexible enough to scale and adapt?

- How well does my business model respond to real market needs, and how am l integrating innovation and sustainability into its core?



