

Creating impact with your BBI-JU call

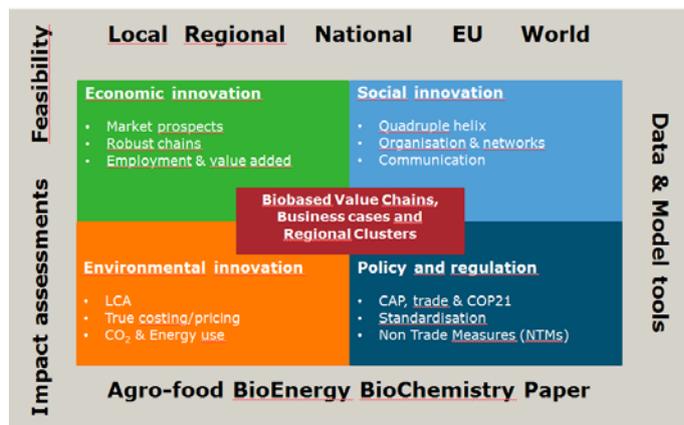
Economic, societal and environmental assessment



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UNIVERSITY & RESEARCH



Within the calls of BBI-Joint Undertaking significant importance is given to socio-economic impacts and value chain creation. We can support your proposal with insights into market demand, customer acceptance, economic feasibility, economic, social and environmental impacts, institutional barriers of legislation and cross-sectorial cooperation along and across value chains. Our expertise can help you to improve your call and consortium to develop sustainable and competitive bio-based value chains and regional clusters.



Design, organise and mobilise economies

In a bio-based and circular economy, food, non-food and fuel are produced sustainably and efficiently, and the recycling loops are closed as much as possible. This requires close cooperation between companies, policy-makers, NGOs and researchers. **We help our clients to design and organise supply chains and regional clusters and to mobilise the surrounding area and the stakeholders.** This way we improve the competitiveness of companies, regions and the economy as a whole.

Your socio-economic research partner

Wageningen Economic Research is an independent and internationally leading socio-economic research institute in the field of agriculture, food security and regional development. Our unique data, models and knowledge offer clients insights and integral advice for policy and decision-making processes in an innovative way, contributing to the creation of a more sustainable world.

Leading partner in EC framework projects

- [SAT-BBE](#): sustainable assessment tools
- [BERST](#): regional strategies
- [VOLANTE](#): land use transition
- [FOODSECURE](#): food security
- [SUSFANS](#): food and nutrition security
- [GENIALG](#): macroalgal biorefinery
- [OpenBIO](#): consumer research
- [BioSTEP](#): stakeholder management

Modelling framework contracts

iMAP & ENGAGE for IPTS

Also: Specific knowledge on microalgae and seaweed production

Evaluating the economic, societal and environmental performance of the bio-based value chain

The replacement of fossil energy by renewable resources as input source for materials, chemicals, food and feed ingredients, energy and fuels in the bioeconomy has a wide variety of economic, societal and environmental impacts throughout the value chain. These impacts can be evaluated by an integrated sustainability impact assessment. As a leading partner of www.sustainabilityconsortium.org, Wageningen Economic Research is involved in developing and executing such assessments. In addition to this, we have been responsible for the sustainable assessment within large European research projects: [HiPerDry](#) (polymers) and [BioEcoSim \(manure\)](#). A wide variety of tools and models is used to assess the direct and indirect sustainability impacts. Wageningen Economic Research has scientific sound tools applicable to countries (EU member states) and regions (NUTS levels).

Assessing the economic feasibility and insights into agro-markets

The use of agro-based feedstocks in bio-based business requires insights into:

- agro-markets (agriculture, horticulture, aquatic, forestry)
- chemical, energy, paper and textile markets
- demand of food, feed, fuel and other bio-based products
- driving forces to supply agro-based raw materials
- economic feasibility of using residue
- Common Agricultural Policy (CAP) and effects of liberalisation of world trade.

This list of factors shows that the assessment of the economic feasibility of bio-based value chains requires a thorough knowledge of agro-markets. Furthermore, we use an approach called MERIT (Model for Economically Robust Investment decisions), which helps to assess the economic feasibility under different conditions. MERIT provides support to bio-based companies to determine the economic feasibility of their business case given large uncertainty about input and end product prices, and about the quality of inputs and final products.

Determining consumer acceptance to meet market demand

Bio-based products are new and often unknown for consumers. To meet the market demand it is important to have thorough knowledge about:

- their perception of the bio-based product and the key acceptance factors for consumers buying bio-based products (compared to the conventional product)
- differences in requirements, preferences and perception between target groups and the tailor-made approaches to create market pull
- demands of consumers for information, labels and other forms of communication
- developments in normalisation and standardisation of biomass.

Wageningen Economic Research combines insights into consumers, chains, bio-economy and social acceptance with a newly developed toolbox ([OpenBIO](#)), which is internationally applicable. Also, Wageningen Economic Research works on promoting stakeholder engagement and public awareness ([BioSTEP](#)).

Supporting your call

Proposals for the BBI-JU call require

- the organisation of multi actors (companies, policy-makers, NGOs and researchers) and
- a thorough and sophisticated written paragraph on the socio-economic assessment, preferably done by a scientific, independent partner.

This greatly increases the chance of approval of the proposal. Wageningen Economic Research, as an associate member within the BBI, would be very pleased to meet minds and see if we can strengthen your proposal with our knowledge.

Contact

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