

## EUBA - who are we?

- The European Bioeconomy Alliance is a unique cross sector alliance dedicated to mainstreaming and realising the potential of the bioeconomy in Europe



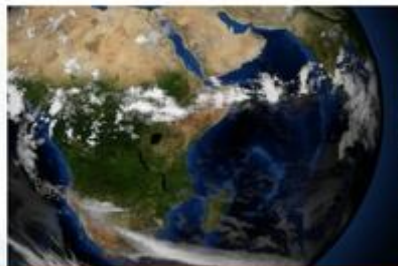
European  
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## EUBA - our mission

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- Raise EU, national and regional leaders' awareness on the benefits of the bioeconomy and bio-based industries
- Make the bioeconomy mainstream above and beyond the research and innovation policy
- Mobilise and engage stakeholders to realise the European bioeconomy potential
- Advocate for a coherent, flexible and stimulating policy environment for bio-based solutions



The background of the slide is a close-up photograph of several stacked logs, showing the natural wood grain and bark. The logs are arranged in a slightly overlapping manner, creating a textured, organic pattern. The colors range from light tan to dark brown.

## 1. Integrate bioeconomy into key EU policies to increase the availability of biomass

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- Sustainably and competitively produced and recycled biomass can contribute significantly to EU's climate commitments and create more jobs and growth.
- Bioeconomy can only come to its full potential if it is an integral part of many different EU policy areas, such as: CAP, Cohesion Policy, Climate Policy, Research and Innovation (FP9), Industrial Policy, Circular Economy Package and the Blue Growth agenda.



## 2. Increase the financing for the European Bioeconomy

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- The increase in funding and improved coherence of financing mechanisms must be a part of a revised Bioeconomy Strategy.
- Tools are needed to support and enhance investment decisions based on expertise and practical, real time advice on integrated funding and financial instruments.





### 3. Secure the Bio-Based Industries Joint Undertaking (BBI JU) 2.0

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- The realization of innovative bioeconomy projects require risk mitigation and investment support mechanisms.
- BBI 2.0 - the continuation of the BBI JU, the public-private partnership on bio based industries needs to be secured by 2020 as part of FP9, BBI 2.0 must be a part of the revised EU Bioeconomy Strategy.



## 4. Incentivise the use of bio-based products in strategic sectors

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- Stimulating the uptake of bio-based products rather than fossil-based products in strategic sectors will create a long term sustainable circular bioeconomy in Europe and reduce EU's environmental footprint
- Incentives for bio-based products should be introduced into relevant policies and regulations such as the Ecodesign Directive, the Plastics Strategy and the Circular Economy Package



## 5. Increase demand for bio-based products by promoting their value

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- Promoting the visibility of bio-based products helps raise awareness of existing renewable alternatives to traditional fossil-carbon based products and enhance sustainable consumption & production patterns.
- Public procurement tenders, should increase references to credible 'bio-based content' certificates and labels.

**biobased %**



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