

The banner features a blue background with the European Union flag's yellow stars on the left. The text 'European Bioeconomy:' is written in white. To the right, there is a green, glowing biological cell structure. On the far right, a red 'ACHEMA 2012' logo is visible, featuring a circular gear-like design with a central image of an industrial facility. Below the main text, a red horizontal bar contains the event's theme and dates in white text.

# European Bioeconomy:

From Knowledge via Demonstration  
to Products and Markets

20<sup>th</sup> to 21<sup>st</sup> June 2012

## The Frankfurt ACHEMA- MANIFESTO on the PPPs within the Bioeconomy

A two-day conference “European Bioeconomy – From Knowledge via Demonstration to Products and Markets“, held in the context of the world’s largest event for process engineering and biotechnology AICHEM in Frankfurt on the 20<sup>th</sup> and 21<sup>st</sup> of June 2012, brought more than 150 attendants together from European industries, like Chemistry, Machine Manufacturing, Logistics, Packaging, Diagnostics, Measurements, Cosmetics etc., from governments, the European Commission DG RTD, AGRI and ENTR as well as of academia. The conference participants discussed in 5 different panels the present status of the bioeconomy in Europe, feedstock availability and the value chain, the role of biorefineries, practical experiences with and the status on selected biobased products, like biobased lubricants, plastics and polyamides, and last but not least on innovative business models, and here in particular on Public Private Partnerships PPPs .

The last mentioned panel on new business models (PPP) emphasized in an impressive way the important role that public private partnerships play in facilitating or even making more possible the implementation of a biobased economy by biobased industries in Europe. Representatives of the European Commission gave a comprehensive overview on the development of this new cooperation and funding model for research and innovation under FP 7 as part of the so-called Recovery programme and within the larger context of Joint Technology Initiatives ( JTIs ) as so-called Joint Undertakings. They also explained the relevant perspectives for the new research and innovation framework programme Horizon 2020, from 2014-2020. Representatives of European industries and industry associations outlined very concretely the present status of ongoing efforts and deliberations for 2 new Public Private Partnerships being prepared, SPIRE (Sustainable Process Industries through Resource and Energy Efficiency ) and the Bio Based Industries PPP. Both partnerships are mentioned as candidates in the Horizon 2020 Programme draft of the European Commission.

An intensive discussion among panelists and the audience led to a number of interesting conclusions, which are summarized below and which form a Manifesto to be forwarded and communicated by the organizers of the world’s largest event

for process engineering and biotechnology ACHEMA to industrial and non-industrial stakeholders, funders, government representatives, members of the academia , and the interested wider public, hopefully also to be taken into consideration in the upcoming public consultation and in the preparation of these PPPs in Europe, organized by the European Commission soon.

1. Public Private Partnerships are a welcoming initiative for research and innovation in helping the development of biobased industries as a key facilitator of the broader bioeconomy. They meet a number of important objectives in the EU's quest to bridge the innovation valley of death, including operating and acting in open or closed value chains, with a high number of various partners and stakeholders, sometimes in unusual alliances, unlocking the potentials for multiple utilization of renewable biological resources, also in the format of cascades . PPPs will therefore accelerate innovation and improve the competitiveness of many industrial branches in Europe. They will also enable the need to test and demonstrate new biobased products and processes in pilot and demonstration biorefineries and last but not least facilitate cooperation in the elaboration of new norms, standards, with relevant labelling and certification as well as relevant lifecycle methods. These last measures are essential for creating a stable market framework for biobased products. Successfully achieving resource efficiency and sustainability requires such new form of interaction among highly diversified partners, leading in the end to products desirable to the consumer and to European value added and jobs, created by the value of a European approach.
2. The presented PPPs address different themes and topics in a complementary way, each dealing with many diverse and different industrial communities. SPIRE covers for example not only chemistry, but all processing industries, ranging from glass to manufacturing etc., and has a strong focus on strengthening and making more sustainable Europe's existing industrial base including the use of renewable and biological resources. The Biobased industries PPP has a key emphasis on biorefineries, creating new value chains

throughout the EU, encouraging unconventional partnerships and revitalizing rural economies by boosting innovation from farms and forests right through to final products.

- 3 . It was clearly spelt by the participants that both partnerships must include joint work on norms, standards, labelling, certification, widely accepted lifecycle assessments etc. Only by joining forces in such areas, normally not considered fields of research, will entry into markets of such new biobased products and processes be enabled. Market demand is a prerequisite for successful innovations.
4. There will be a number of new initiatives under Horizon 2020, including several PPP's. The meeting agreed that visible close mechanisms of information, communication and, where necessary, committed coordination between the different initiatives should be worked out to optimize their important activities. Double work must be avoided or explicitly proven. This might require a particular effort and responsibility from the side of the public partner.
5. The notion of "Public" within these new business models should not only be understood to cover "public" funding, but it should be essential that a proactive information and dialogue campaign with the public at large should be activated. PPPs will provide the visibility and platform for helping achieve this through common efforts among partners.

Ultimately the tight time constraints were acknowledged as a big challenge of the preparation for the proposals for the PPPs. However, with a concerted industry effort underway all the milestones were currently being met.

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*For enquiries and comments, please contact Dr. K. Rübberdt, DECHEMA e.V., (ruebberdt@dechema.de)*