



BlueRev



Revitalisation of European local communities with innovative business models and social innovation in the blue bio-based sector



Funded by
the European Union

Bio-based revitalisation
of local communities

Key Elements



Funding Scheme

CSA – Coordination and Support Action



Budget

€ 2 222 952,50



Duration

3 years (1st September 2022
– 31st August 2025)



Funded by
the European Union

BlueRev Consortium



Coordinator



Partners



DISTRETTO DELLA PESCA
E CRESCITA BLU

LOBA[®]

Pilot Region

Pilot Region

Partners



NIBIO
NORWEGIAN INSTITUTE OF
BIOECONOMY RESEARCH

Pilot Region



*BlueRev Pilot Regions

BlueRev Main Objective

BlueRev aims to select a range of systems in the blue bio-based sector in **3 different pilot regions** (Denmark, Italy and Estonia), to **tailor value chains**, from valorisations of co-products as feedstock to processing/conversion to final products, in order to **revitalise local communities**, both in a territorial and social sense.



BlueRev Specific Objectives



SO1

To engage local communities of stakeholders to analyse social and economic barriers and potentialities, to improve awareness of stakeholders and to improve communication between them about opportunities for collaboration along the bio-based value chain (WP2-5)

SO3

To assess existing/develop new monitoring systems and indicators of the effectiveness of existing governance schemes, to analyse pilot regions and to allow replication across the EU (WP3-6)

SO2

To analyse social and economic barriers and potentialities in pilot regions to enable the transition towards socially and environmentally responsible behaviour through new informed governance and especially social innovation developed within the project (WP3-WP4)

SO4

To analyse and develop new or updated business models and local capacities and innovation actors to enable sufficient impacts and performances of the whole pilot regions value chains (WP3-WP4)

BlueRev Specific Objectives



SO5

Environmental footprint of the whole value chains of pilot regions, through LCA analysis (WP3)

SO6

To carry out a training programme to increase skilled jobs opportunities and small-scale establishments in the bio-based sector and to support the development of communication of innovation for small businesses and for business-to-consumers (WP5)

SO7

To reach a sound impact of performed activities by involving all the stakeholders through a wide dissemination and awareness campaign (WP6)



Funded by
the European Union

BlueRev Concept and Methodology



- Analysis of social innovation process
- Analysis of business models
- Analysis of the governance models
- Environmental assessment

- Repository of existing practices
- Alternative solutions
- Indicators



- Engagement of stakeholders in co-creation of new solutions

- Stakeholders Board Local actors (Pilot Regions)
- Workshops, web-based platform



- Case studies demonstration
Training/Coaching programme




- 3 Local workshops to transfer new solutions to all stakeholders
- 2 Best practices guidelines for small businesses



- Communication and Dissemination
- Replication throughout Europe




BlueRev Pilot Regions



Partner	Region	Value chain	Stakeholders	Description
		 <p>Use of fish side-streams for nutraceutical, food and feed applications.</p>	<p>300+ members, including Companies producing high value-added products from improved utilisation of side streams (e.g. Royal Greenland, Jeka Fish). Local authorities: Lemvig Kommune (The municipal of Lemvig); Naalakkersuisut (Government of Greenland).</p>	<p>The uptake of blue bio-based economy value chains faces problems related to lack of skilled personnel Logistic infrastructures Being an outermost region (Greenland)</p>

BlueRev Pilot Regions



Partner	Region	Value chain	Stakeholders	Description
 Food & Bio Cluster Denmark		 Use of red algae biomass for food nutraceuticals and cosmetic industry.	Stakeholders' network of 170+ stakeholders, including Companies and laboratories (e.g. Vetik Ltd.,) developing formulations for factories and manufacturers and a final mixture consisting of different substances (texturising agents, emulsifiers, etc.); research and development organisations (e.g. Estonian University of Life Sciences, Tallinn University of Technology); Local authorities (Saare municipality).	A transition from traditional technologies for processing red algae to modern technologies in order to extract substances that could be valuable inputs for other industries. To expand the scope of blue bioeconomy in the region based on others local aquatic resources, not only red algae (by taking advantage of the experiences gained in the others pilot regions). The main bottlenecks include: -Lack of skilled R&D specialists in the company and region. -Gap in the connection between production and end-users in new industries.

BlueRev Pilot Regions



Partner	Region	Value chain	Stakeholders	Description
		 <p>Marine bioactive compounds and ingredients from fish processing residuals and algae for industrial applications (e.g. cosmetics nutraceuticals)</p>	<p>DFBG includes 134 enterprises and 46 institutions, associations, universities, Research and culture centres, among which companies producing fish by-products (e.g. Blue ocean), RTOS (University of Palermo, Research centre CNR-IAS, University consortium province of Trapani) and local stakeholders (Department of Mediterranean fisheries of the Sicily region, Confindustria Trapani).</p>	<p>The main bottlenecks are represented by the lack of infrastructures and governance measures/business models for collection, stocking and selling marine by-products and by the gap in the connection between production and end-users (e.g. companies in the sector of cosmetics, nutraceuticals and pharmaceuticals).</p>



Funded by
the European Union

Overview of challenges in Pilot Regions



01

The lack of logistic infrastructures and governance measures/business models for collection, stocking and selling of marine by-products

02

A gap in the connection between production and end-users

03

Lack of skilled personnel and R&D specialists in the company and region

04

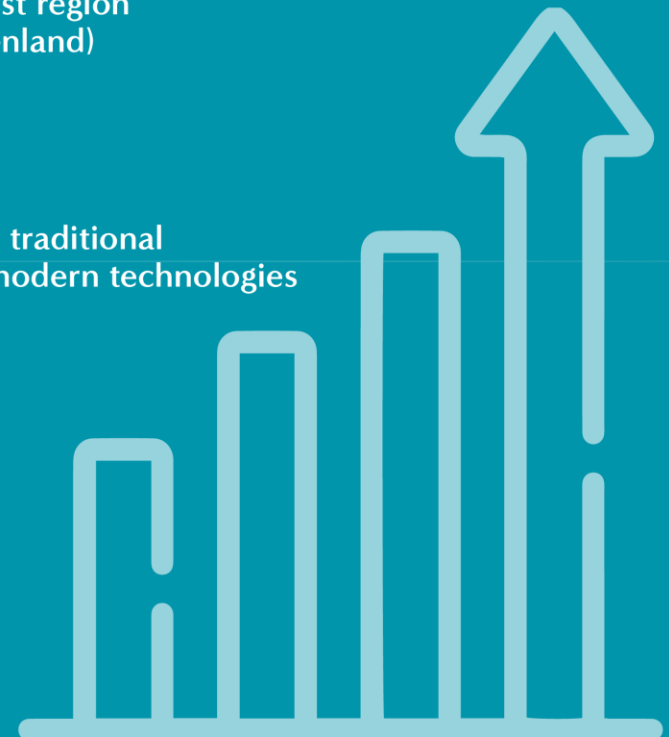
Being an outermost region (specifically, Greenland)

05

A transition from traditional technologies to modern technologies



Funded by
the European Union



BlueRev Expected Results



Engagement of at least 500 stakeholders and 3 pilot regions (WP2)

1 Analysis (business models, governance structure and social measures) of the 3 pilot regions under study within the project (WP3)

Programme of at least 6 workshops in WP3 (3) and 4 (3) (at least 10 participants per each workshop) aiming at helping local stakeholders to analyse social and economic barriers and potentialities in their regions to enable the transition towards socially and environmentally responsible behaviour through new business models, informed governance and especially social innovation developed within the project

At least 2 new models to identify or set-up social innovations to enable stakeholders to switch to socially and environmentally responsible behaviour and to advance the role of 'social enterprise' model for local communities (D4.1); 1 New business model (D4.2). 1 New governance model (D4.3).

BlueRev Expected Results



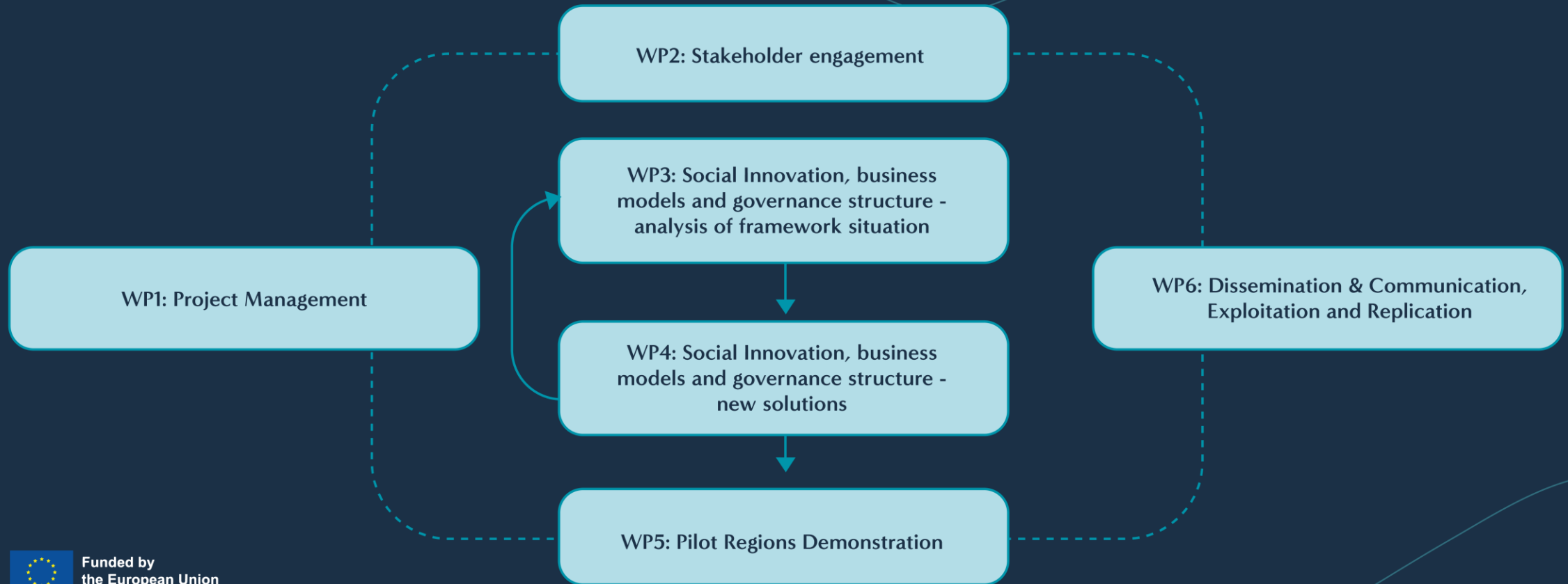
1 best practices guideline (WP4) and at least 3 demonstration workshops for the 3 pilot regions under study within the project, ~50-100 participants per workshop (WP5).

A training programme that focuses on helping local stakeholders to develop skilled jobs and small-scale establishments in the bioeconomy: 4 modules for a total of 13 lessons for association of producers, master and PhD students, 100-200 participants in total, (WP5).

1 best Practice guideline supporting the development of communication of innovation for small businesses and for business-to-consumers (WP5).

At least 10,000 recipients of dissemination campaign (numbers of stakeholders and activities targeted are reported in section 2.2-2.3) (WP6).

BlueRev Workplan



thank you



Funded by
the European Union

BlueRev

Bio-based revitalisation
of local communities

Consortium



LOBA[®]



@BlueRevEU      bluerevproject.eu info@bluerevproject.eu

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.