

Factsheet

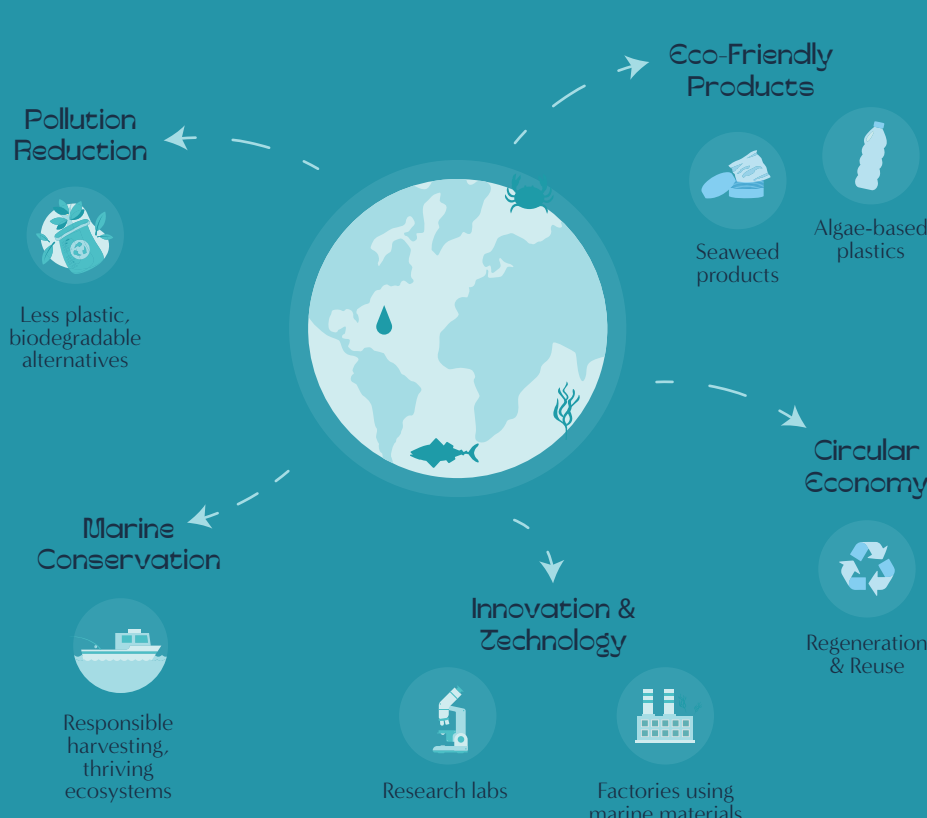
Revitalising Communities through Blue Bio-Based Models: The BlueRev project

Introduction to BlueRev and its Goals

The BlueRev project focuses on the revitalisation of European local communities both in a territorial and social sense, through innovative bio-based business models, governance frameworks, and social innovations in the blue bio-based sector, and aims to raise awareness on the benefits the wide deployment the bio-based sector can offer.

To achieve its main objective, the project analysed different value chains (e.g. use of fish side streams, marine bioactive compounds, red algae biomass), to understand social, governance and economic barriers and potentialities in three different pilot regions (Denmark/Greenland, Italy and Estonia). The value chains' analysis was conducted by using existing or advanced monitoring system and indicators that evaluated the effectiveness of the value chain.

This approach enabled the proposal of improvements to governance frameworks and business models in the regions, as well as to understand how local communities can be revitalised and environmentally responsible behaviours can be promoted.



Pilot Regions Overview

The project considered three model regions: the Northern (Denmark and Greenland), Southern (Italy) and Central-Eastern (Estonia) Europe. This gave a sound geographical balance to the activities and allowed to cover different blue bio-based productive sectors:

- **Denmark & Greenland:** Use of fish side-streams for nutraceutical, food and feed applications.
- **Italy:** Marine bioactive compounds and ingredients from fish processing residuals for cosmetics, nutraceuticals and food applications.
- **Estonia:** Use of red algae biomass for food, nutraceuticals and cosmetic industry.

Each region carried out workshops, surveys and interviews to identify the bottlenecks and potentialities of their territories and resources. Based on these activities and studies, the consortium developed recommendations on governance, social innovation, and business models tailored to each region.

These recommendations aim to maximise the benefits of developing the bio-based sector and to ensure replicability in other regions with similar assets and conditions, following a fully transferable case study approach.



Key Results and Impact Goals

Among the main expected impacts of the project, improved communication and higher awareness among stakeholders were extremely relevant. The analysis and recommendations developed for the pilot regions in terms of governance, business models and social innovations will allow to promote better informed decision-making processes, increase environmental awareness among end-users and improve societal engagement and innovation, hence enabling sustainability and revitalisation of local communities. Two practical guidelines developed within the project will contribute to widen the project's impact and amplify the reach:

- A guideline for small businesses on how to enhance their communication strategies around innovation, climate-neutrality, and sustainability.
- A best practice guideline including the best practices coming from the 3 pilot regions, aimed to provide practical, actionable steps for implementing sustainable business models and support future efforts to expand the adoption of circular economy principles in the blue bio-based sector.

Consortium



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