



The Bio-Based Industries Joint Undertaking (BBI JU): The catalyst for a sustainable bio-based economy in Europe

The BBI JU became a reality in 2014, and represents the largest financial, industrial and economic cooperation endeavour ever undertaken in Europe in the area of industrial biotechnologies. It is considered to be one of the most forward looking initiatives under **Horizon 2020** and demonstrates the circular economy in action.

The BBI JU initiative will provide the impetus for the bio-based sectors to find new ways of collaboration by mobilising all relevant actors: industries, SMEs, research organisations and universities, mainly in EU Member States and Associated Countries. The purpose of BBI JU is to develop a bio-based economy that sources domestic

renewable raw materials to produce food, feed, chemicals, materials and fuels locally; create jobs across a broad range of sectors in Europe, trigger rural growth across regions; and place sustainability, smart and efficient use of resources at the heart of industrial, business and social activities.

Being a public-private partnership (PPP) and as part of the EU's plan to move its economy to a post-petroleum era, BBI JU uses its **€3.7 billion budget** to fund different types of Research & Innovation projects through Calls for proposals. Despite the fact that the first BBI JU calls were opened only recently (2014), BBI JU already has a portfolio of 36 ongoing projects, and around 200 projects are expected to be funded by 2020. By doing so, BBI JU projects bring industry and researchers from European centres of excellence together to develop new technologies and products, and demonstrate them at commercial level. This novel structure means that the bio-based sector can work more coherently through measures that integrate feedstock suppliers as partners in value chains, develop advanced bio-refinery technologies and processes, raise business-to-business demand, and promote customer awareness about innovative bio-based products and applications.

The bioeconomy is already visible in our daily lives, but it also has the potential to have a massive beneficial impact on our futures. A global approach to challenges around interconnected societal challenges like food and raw materials security, natural resource scarcity, fossil resource dependency and climate change offers the opportunity to re-think how we do things in our economies. A strong bio-based economy will pave the way to a more innovative resource-efficient and competitive society. The BBI JU is the key to unlock the potential of the bio-based industries in Europe, and is a genuine catalyst in achieving a strong bio-based economy.



More information on BBI's activities and projects is available on the BBI website.

www.bbi-europa.eu
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