



MULTI-ACTORS ENGAGEMENT – RESULTS & LESSONS LEARNT

DELIVERABLE 6.8

WP6 Multi-actor engagement and
exploitation



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EXECUTIVE SUMMARY

This deliverable presents the preliminary results of the multi-actor engagement activities carried out within the MIXMATTERS project. As part of Task 6.2, three workshops have been organised to date, engaging a wide range of stakeholders including bio-waste producers, bio-based industries, investors, public authorities, and consumer organisations.

These workshops explored key challenges and opportunities related to regulation, market dynamics, and consumer acceptance of bio-waste valorization and bio-based solutions. Based on the discussions, a set of preliminary recommendations has been developed, targeted at three actor groups:

- (1) bio-waste producers,
- (2) bio-based industries and investors, and
- (3) public authorities.

The recommendations will be further refined in the second half of the project, through additional workshops and stakeholders' input. The final outcomes will be consolidated in two key deliverables:

D6.4 (M46): Final recommendations for increased bio-waste valorization.

D6.10 (M48): Final report on the multi-actor engagement process and lessons learnt.

MIXMATTERS' engagement strategy ensures that stakeholder perspectives are integrated into the project's technical, market, and policy developments, supporting the adoption of sustainable and scalable bio-based solutions across Europe.



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1. INTRODUCTION

1.1 Summary

The MIXMATTERS project is built on a multi-actor engagement approach, ensuring that technological advancements in bio-waste valorization align with industry realities, market demands, and policy frameworks. Task 6.2 specifically focuses on structuring interactions among stakeholders to address challenges, identify opportunities, and formulate practical recommendations.

This deliverable (D6.8) compiles insights and lessons learned from the first three multi-actor engagement workshops, as described in Fig. 1



Figure 1. The first three MixMatters workshops

The workshops followed the structure outlined in D6.1, ensuring interactive and targeted discussions with key industry players. The findings contribute to:

- ✓ Aligning technical solutions with end-user needs.
- ✓ Enhancing market uptake by addressing barriers in supply chains.
- ✓ Strengthening policy recommendations to support bio-waste valorization.

This report will serve as a foundation for both D6.10, the final engagement roadmap, and the D6.4 (recommendations for enhanced mixed bio-waste valorisation), while also feeding into the project's exploitation and dissemination strategy under WP7.



1.2 Objectives

The multi-actor engagement strategy within MIXMATTERS seeks to:

Encourage collaboration between industry, policy, and research stakeholders to accelerate bio-waste valorization.

Identify unresolved challenges in bio-waste valorization, covering technological, market, regulatory, and consumer aspects.

Provide strategic insights that inform both business models and policy recommendations

Improve communication and dissemination, ensuring that project results reach relevant decision-makers.

Develop a long-term roadmap, supporting the deployment of solutions beyond the project's duration.

These workshops serve as a structured consultation process, ensuring that stakeholders actively contribute to shaping the outcomes of MIXMATTERS.

1.3 Work plan

The multi-actor engagement activities (WP6) are closely linked with other work packages, ensuring that stakeholder insights contribute to the project's technical developments (WP2 to WP5), dissemination efforts (WP7), and overall coordination (WP8)

The project WP structure is the following:

- WP1: Configuration of the demonstration sites
- WP2: Design & construction of the demo separation unit
- WP3: Design & set-up of the demo valorisation hub
- WP4: Demonstration of the demo integrated system
- WP5: Safety & impact assessment
- WP6: Multi-actor engagement & exploitation
 - T6.1: Multi-actor engagement plan
 - T6.2: Multi-actor engagement activities
 - T6.3: Exploitation strategy
 - T6.4: Innovation management & IPR strategy
 - T6.5: Evaluation of future tech advancements & transfer
- WP7: Dissemination & communication
- WP8: Project management & coordination

1.4 Role of Multi-actors 'engagement and alignment with overall project

The multi-actor engagement framework is a critical component of MIXMATTERS, ensuring that the perspectives and expertise of various stakeholders drive project innovations and contribute to long-term bio-waste valorization strategies.

This process has four dimensions, as described in Fig. 2:

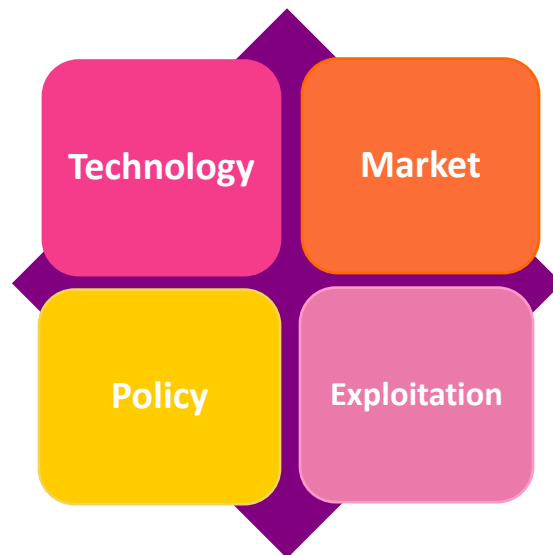


Figure 2. The multi-actor engagement framework

- Technology development by incorporating industry and regulatory feedback into technical solutions.
- Market alignment by identifying commercial barriers and opportunities to increase adoption of bio-based products.
- Policy impact like documenting challenges and recommendations for policymakers at EU, national, and regional levels.
- Exploitation and dissemination in order to enhance the visibility of project outcomes and their relevance to target audiences.

The workshops serve as a bridge between research, industry, and policy, ensuring that MIXMATTERS delivers actionable and impactful results. The findings will feed into the final engagement strategy (D6.10), guiding the next steps for sustainable bio-waste valorization.



2. OVERVIEW OF THE MULTI-ACTOR ENGAGEMENT APPROACH

2.1 Methodology and session format

The MIXMATTERS multi-actor engagement approach, as outlined in D6.1, follows a structured and interactive methodology to ensure effective stakeholder participation. Each workshop is designed around pre-identified challenges, combining expert presentations, roundtable discussions, and interactive exercises such as world cafés, SWOT analyses, and case study evaluations.

The sessions bring together key actors from industry, policy, and research, facilitating knowledge exchange and co-developing practical solutions for bio-waste valorization. Workshops are held in strategic locations to maximize regional engagement, with insights feeding directly into the project's technical, market, and policy strategies.

By balancing structured discussions with participatory methods, this approach ensures that stakeholder inputs are effectively integrated into project developments and policy recommendations, in line with the engagement framework established in D6.1.

2.2 Actor groups

To ensure relevance and impact, the MIXMATTERS engagement activities involve a diverse set of stakeholders, categorized as follows (aligned with D6.1):

1. **Bio-waste providers**
 - Primary producers (fruit & vegetable growers, food processors)
 - Bio-waste management & collection services
2. **Bio-based industries & end-user industries**
 - Bio-based product manufacturers (ingredients, biopolymers, bio-packaging)
3. **End-users industry**
 - End-user industries (food, cosmetics, chemicals, construction)
4. **Technology providers**
 - Separation & purification specialists
 - Bioprocessing & extraction companies
5. **Logistical actors**
6. **Knowledge partners**
 - Research & Technology Organizations (RTOs)
 - Universities & innovation clusters
7. **Innovation clusters**
8. **Flagship projects**
9. **Investors & funding bodies**
 - Venture capital, public funding agencies
 - Industry associations & networks
10. **Regulatory & policy makers**
 - EU, national, and regional policymakers
 - Certification & regulatory agencies



11. **Federations & influencers**
12. **Consumer organizations**
 - NGOs, sustainability advocates
 - Consumer market experts
13. **Leading « flagship » SMEs**
14. **Large enterprises**
15. **Start-up and spin-off**

A total of 72 stakeholders have participated in the three workshops organized so far. These participants represent a wide range of actor groups, enabling a multisectoral perspective on the key challenges and opportunities associated with the implementation of biobased products at a commercially viable scale.

The distribution of the different stakeholder groups across the three workshops is summarized in Fig. 3:

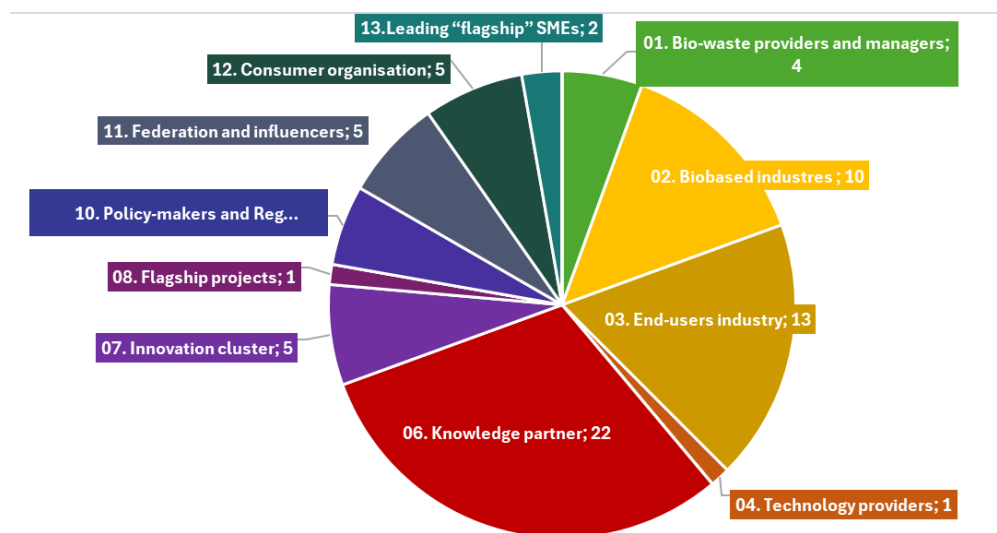


Figure 3. Stakeholders repartition for the first three workshops

This diversity of participation has allowed for rich discussions and cross-sectoral insights, fostering a more holistic understanding of the value chain. From raw material (bio-waste) producers to end-product manufacturers, as well as knowledge partners, policy-makers, and consumer organisations, each actor brought valuable inputs to the table. Their contributions have been essential to identify both bottlenecks and levers for action to support the transition toward a more sustainable, biobased economy.

2.3 Session organisation

The MIXMATTERS workshops are carefully structured to ensure productive discussions and actionable outcomes.



Key organizational elements:

- **Chairing & moderation**
 - Sessions are usually led by WAGRALIM, with co-facilitation by other partners.
 - Eventually moderators (partners) guide discussions to ensure focus and participation in each group.
- **Agenda structure**
 - Introduction & keynote presentations (context setting)
 - Stakeholder panel introduction and presentation (networking)
 - Breakout sessions, interactive exercises - roundtable discussions (challenges and barriers, collaborative problem-solving)
 - Synthesis & action planning (recap and restitution)
- **Documentation**
 - All discussions are documented and analyzed, with findings feeding into project deliverables.
 - Outputs contribute to WP6 exploitation planning and WP7 dissemination strategies.

This systematic approach ensures that each workshop leads to practical next steps, feeding into the broader goals of the project.



3. SUMMARY OF THE WORKSHOPS CONDUCTED

Up to now, Wagralim has organized three multi-actor workshops as part of Task 6.2, each focusing on a critical aspect of bio-waste valorization. These workshops provided a structured platform for dialogue among stakeholders, enabling them to share challenges, explore solutions, and formulate recommendations. The sessions followed an interactive format, combining expert presentations, structured discussions, and participatory exercises to ensure a practical and solution-oriented approach (as explained in point 2.3).

Each workshop targeted a specific aspect of bio-waste valorization, addressing policy, market, and consumer challenges. The following sections summarize the key themes, discussions, and preliminary insights from the three workshops. Agenda, participants list, pictures and visual sketchnoting are given in annexes.

3.1 Workshop 1 - Policy and technical challenges

The first multi-actor workshop, held in Namur, Belgium (April 11 and 12th, 2024), focused on the policy and technical challenges that impact bio-waste valorization. Participants included policymakers, federations, bio-waste management companies, and research organizations (see Fig. 4). The discussions highlighted the regulatory fragmentation across European countries, emphasizing the need for harmonized standards to facilitate the cross-border movement of bio-based products and materials.

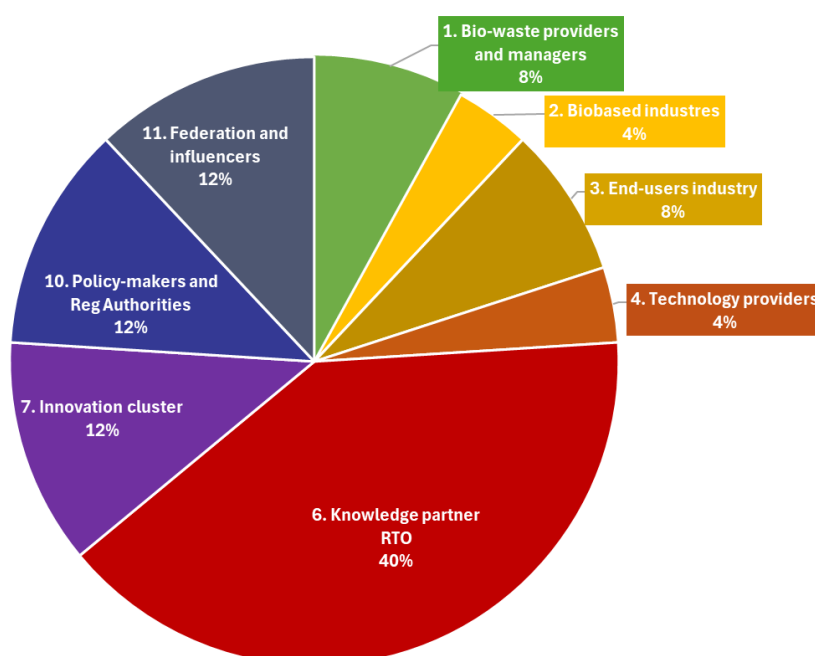


Figure 4. Stakeholders repartition – workshop 1



From a technical perspective, stakeholders identified key technological barriers, particularly in the preprocessing and separation of mixed bio-waste streams. The lack of standardized processing technologies and uncertainty regarding end-product quality and safety regulations were flagged as major constraints for the bio-based industry. Participants also discussed permitting and certification issues, which often slow down the deployment of innovative solutions in waste valorization.

Key takeaways from workshop 1:

- **Regulations are both enablers and barriers. Supportive EU frameworks exist, but slow, complex, and inconsistent processes still stop innovation**
- **Scaling and technical complexity are major challenges. Heterogeneity of bio-waste, energy needs, and contamination risks limit industrial uptake.**
- **Collaboration across sectors is essential. Better alignment is needed between industry, research, waste managers, and policymakers.**
- **Standardization and policy harmonization are needed. Common definitions, clearer rules, and adapted support tools would ease market access.**
- **Emerging opportunities must be supported. Areas like protein valorisation, fermentation, and bio-based packaging offer high potential if supported by smart policy and investment.**

The workshop concluded with a series of recommendations, including **the need for policy alignment initiatives**, **technical standardization efforts**, and **pilot projects** to demonstrate the feasibility of bio-waste valorization at scale. Participants also emphasized the importance of cross-sector collaborations and long-term funding to support sustainable implementation.

3.2 Workshop 2 - Supply Chains and market dynamics

The second workshop, held in La Rioja, Spain (November 14th, 2024), explored market and supply chain challenges in the bio-waste valorization sector. Participants included bio-based industry representatives, food sector stakeholders, and knowledge partners (see Fig. 5). The discussions centered on the economic and logistical barriers that prevent bio-based products from achieving greater market penetration.

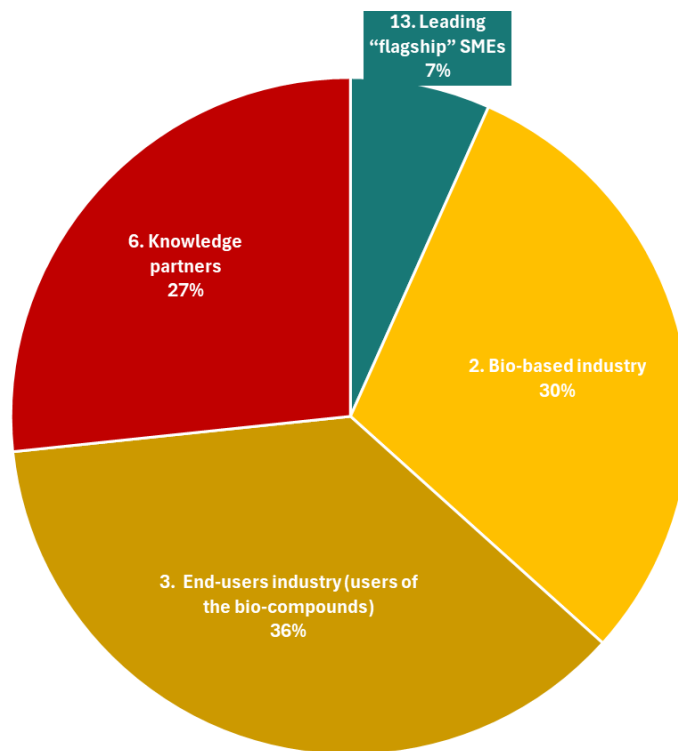


Figure 5. Stakeholders repartition – workshop 2

A significant focus was placed on supply chain inefficiencies, particularly the high costs of bio-waste collection, processing, and distribution. Participants noted that bio-based products often struggle to compete with traditional alternatives due to pricing, availability, and customer demand. Additionally, logistical constraints —such as the geographical dispersion of bio-waste sources and the need for better infrastructure— were cited as critical challenges.

From an industry perspective, stakeholders highlighted the difficulty in securing investment for scaling up bio-based innovations. Many investors remain hesitant due to uncertainties in regulatory stability, raw material availability, and long-term market demand.

Key takeaways from workshop 2:

The workshop emphasized the strong interconnection between governance, innovation, market dynamics, and consumer behavior in accelerating sustainable transitions. Participants highlighted the importance of :

- **Establishing clearer governance frameworks and roles for sustainability.**
- **Enhancing access to sustainable materials and technologies through partnerships.**
- **Promoting transparency and consumer engagement via improved communication strategies.**
- **Developing financial incentives and policy alignment to reduce barriers to market entry.**



- **Addressing logistical bottlenecks and improving infrastructure to manage dispersed bio-waste sources efficiently.**

The workshop underscored the importance of **collaboration across the value chain**, advocating for **joint industry initiatives**, **policy incentives**, and **greater transparency in market data** to strengthen the business case for bio-based solutions.

3.3 Workshop 3 - Consumer acceptance

The third workshop, held in Valencia, Spain (February 13th, 2025), examined consumer acceptance of bio-based products. It brought together representatives from consumer organizations, insight marketing professionals, NGOs, and policy experts (see Fig. 6). The discussions focused on perception, awareness, and trust, which are critical factors influencing consumer behaviour towards bio-based alternatives.

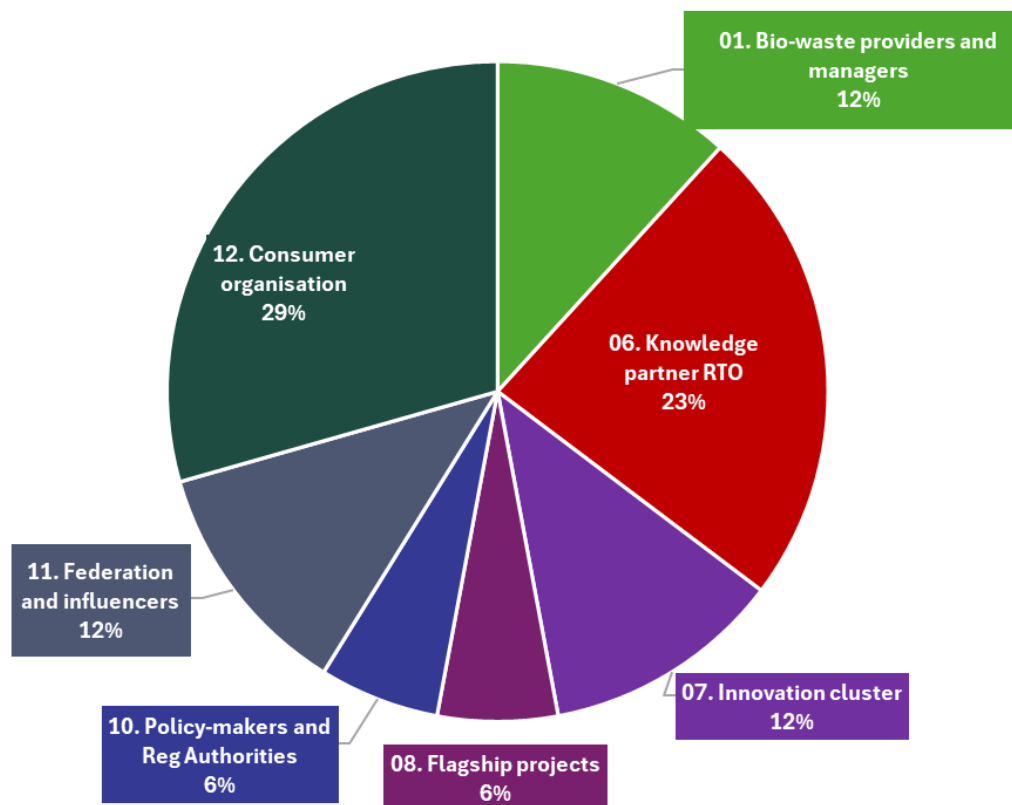


Figure 6. Stakeholders repartition – workshop 3

Participants highlighted the persistent confusion among consumers between “bio-based,” “organic,” “natural,” and “biowaste-derived” claims. Low awareness, coupled with concerns around product performance, unclear labelling, and greenwashing, were seen as major



obstacles to consumer trust. Additionally, price sensitivity, availability in retail settings, and information overload from unreliable sources further hinder adoption.

Through a structured World Café session, participants also explored educational strategies and policy pathways to increase consumer engagement. Proposed initiatives included storytelling campaigns, school workshops, immersive learning experiences, influencer collaborations, and clearer labelling systems. The role of policy and retail incentives was also discussed to support wider adoption and accessibility.

Key takeaways from workshop 3:

- **Improving consumer education is essential to build trust, clarify terminology, and close the awareness gap**
- **Transparent labelling and credible communication can help overcome skepticism and greenwashing. Certification and labelling should be standardized to enhance consumer trust and ease product identification.**
- **Collaborative communication strategies, involving NGOs, scientists, and influencers, are needed to effectively reach different consumer profiles**
- **Retail and policy incentives can make bio-based products more visible and attractive, especially for price-sensitive consumers.**

The workshop concluded that **public awareness campaigns**, **regulatory support for eco-labelling**, and corporate engagement in **sustainable storytelling** are critical to improving consumer acceptance of bio-based products.

3.4 Preliminary insights from the first three workshop

The first three workshops have provided valuable insights into the systemic challenges affecting bio-waste valorization. Several cross-cutting themes have emerged, which are summarized in table 1

Key area	Challenges identified	Potential solutions
Regulatory & technical challenges	Fragmented and complex regulations hinder innovation and industrial scaling.	Promote EU-wide regulatory harmonization and streamlined approval processes
	Lack of clear definitions for bio-waste and slow procedures	Develop common definitions and technical guidelines
	Technical limitations due to waste heterogeneity and contamination risks	Support R&D in safe, efficient processing technologies
Market & supply chain barriers	High costs of bio-waste collection, processing, and distribution.	Improve logistical infrastructure for bio-waste collection and processing.
	Supply chain inefficiencies and logistical constraints.	Provide financial incentives and investment support



Consumer awareness & perception	Limited investment due to regulatory uncertainty.	Strengthen market intelligence and demand forecasting.
	Low awareness and understanding of bio-based products.	Launch public awareness campaigns and targeted education initiatives.
	Price sensitivity and limited visibility of sustainable alternatives.	Encourage incentives through retail and policy channels.
	Lack of standardized labelling causes confusion.	Standardize eco-labels and improve communication strategies.
Scaling & strategies	Lack of alignment between innovation developments and policy frameworks limits the adoption of high-potential applications such as fermentation, protein extraction, and bio-based packaging (slow-down market launch and scaling)	Align funding and policy tools with innovation areas, support collaborative initiatives between research, industry, and policy actors.

Table 1: Valuable insights into the systemic challenges affecting bio-waste valorization.

These preliminary findings will guide the next phases of MIXMATTERS, informing upcoming workshops, stakeholder engagement, and strategic recommendations for multi-actor collaboration.

3.5 Planned upcoming workshops (2025-2027)

The next phase of MIXMATTERS multi-actor engagement will build on previous findings to further explore bio-waste valorization and market integration.

The fourth workshop, confirmed in Tulln, Vienna (Austria), will focus on aligning expectations between bio-based product developers and industrial end-users, addressing market adoption barriers and strengthening cross-sector collaboration. Participants will include bio-based industry leaders, industrial end-users, research institutions, policymakers, and sustainability experts.

The approach for workshops 5 and 6 remains flexible. Their themes and locations will be determined based on the outcomes of workshop 4, ensuring alignment with project priorities, stakeholder needs, and international events to maximize impact and participation.



4. KEY FINDINGS AND LESSONS LEARNT

4.1 Stakeholders perspectives on bio-waste valorisation

The workshops showed divergent perspectives among stakeholders regarding bio-waste valorization pathways, market readiness, and regulatory frameworks. While there is broad agreement on the potential of bio-based products, different actors face unique challenges and priorities:

- ❖ Bio-waste providers emphasized the need for cost-effective and scalable valorization technologies. Many waste generators struggle with logistical constraints, regulatory uncertainty, and economic feasibility, making it difficult to integrate bio-waste valorization into their business models.
- ❖ Bio-based industries highlighted the difficulty of securing consistent and high-quality bio-waste feedstock due to supply chain inefficiencies. There is also a strong demand for clearer regulatory guidance on product classification and certification.
- ❖ Policymakers and regulatory authorities recognized the need for harmonized regulations across Europe, particularly in areas such as permitting, certification, and incentives for bio-based innovations. They also stressed the importance of aligning policies with circular economy and climate goals.
- ❖ Consumer organizations pointed out the low awareness and scepticism regarding bio-based products. Consumers often lack clear information on sustainability benefits, product performance, and environmental impact, making it difficult for bio-based alternatives to compete with conventional products.

These diverse perspectives highlight the need for tailored interventions that address the technical, economic, and policy-related barriers to bio-waste valorization.

4.2 Challenges identified across the actor groups – common challenges

The discussions across the three workshops identified several common challenges affecting the bio-waste and bio-based products value chain as described in Table 2.



Regulatory & policy barriers	<ul style="list-style-type: none">- Fragmentation of bio-waste regulations across EU countries- Lack of clear certification pathways for bio-based products.- Complex and expensive regulatory approval processes for bio-waste valorization.
Market & supply chain constraints	<ul style="list-style-type: none">- High costs of collection, processing, and distribution.- Limited infrastructure for handling mixed bio-waste.- Unstable demand for bio-based products due to competition with conventional alternatives.
Technological & economic barriers	<ul style="list-style-type: none">- Need for more efficient separation, extraction, and purification technologies.- Lack of investment and financial incentives for scaling up bio-waste valorization- Concerns over feedstock variability affecting the quality and consistency of bio-based outputs.
Consumer & communication challenges	<ul style="list-style-type: none">- Low consumer awareness and trust in bio-based products- Need for clearer labelling, sustainability claims, and marketing strategies- Price sensitivity and perception that bio-based products are expensive.

Table 2: Challenges identified across the actor groups

4.3 Barriers to implementation

The successful implementation of bio-waste valorization depends on overcoming a range of technical, economic, regulatory, and awareness-related barriers. The most critical obstacles identified during the workshops are summarized in table 3:



Technical barriers	<ul style="list-style-type: none">- Need for cost-effective and scalable processing technologies- Difficulty in handling heterogeneous bio-waste streams.- Ensuring consistent quality and safety of bio-based outputs.
Economic barriers	<ul style="list-style-type: none">- High initial investment costs for bio-waste processing facilities.- Uncertain return on investment due to market fluctuations.- Lack of public funding and incentives to support industry adoption.
Regulatory barriers	<ul style="list-style-type: none">- Complexity of waste-to-product classification and permitting.- Unclear end-of-waste criteria affecting product commercialization.- Need for standardized sustainability assessments for bio-based products
Awareness barriers	<ul style="list-style-type: none">- Consumers misunderstand bio-based products and their benefits.- Limited visibility of bio-waste solutions in public policy discussions.- Lack of effective marketing and branding strategies for bio-based alternatives.

Table 3.: Critical obstacles identified during the workshops

Addressing these barriers requires targeted actions at multiple levels, including policy reforms, technological advancements, and strategic communication efforts.

4.4 Cross sector synergies and opportunities

The workshops highlighted that stronger collaboration between stakeholders is essential to unlock the full potential of bio-waste valorization. Several areas were identified (Table 4) as key enablers of multi-actor cooperation.



Knowledge sharing & best practices	Creating multi-actor knowledge platforms to share case studies, technological breakthroughs, business models
Joint R&D initiatives	Encouraging collaborative research projects that bridge technology developers, waste producers, and end-users.
Public-private partnership	Strengthening cooperation between industry leaders, policymakers, and research institutions to scale up innovations.
Integration with EU & national strategies	Aligning bio-waste valorization with existing EU sustainability policies, circular economy actions & green financing mechanisms.
Standardization & certification initiatives	Developing common certification frameworks and labelling schemes to improve market transparency and consumer trust.

Table 4.: The cross-sector synergies and opportunities

By enhancing cross-sector collaboration, the MIXMATTERS project can create a stronger ecosystem for sustainable bio-waste valorization, ensuring that technological innovations align with market demands and policy frameworks.



5. PRELIMINARY RECOMMENDATIONS FOR MULTI-ACTOR ENGAGEMENT

As part of the MIXMATTERS multi-actor engagement strategy, the project is committed to co-developing three sets of recommendations targeted at key stakeholder groups: (1) bio-waste producers, (2) bio-based industries & investors, and (3) public authorities. These recommendations will address the opportunities and challenges in adopting bio-waste valorization technologies and bio-based products.

At this stage (M23), we are at the midpoint of the project, and the recommendations presented here are preliminary. They reflect the key insights gathered from the first three workshops and will be further refined as more stakeholder interactions take place. The final set of recommendations will be consolidated in D6.4 (M46), ensuring that the project contributes to raising awareness, guiding decision-making, and supporting the adoption of bio-waste valorization strategies

5.1 Preliminary recommendations for bio-waste providers

Bio-waste producers and managers, including primary producers, food processors, and waste management companies, face technical, economic, and regulatory challenges that limit the scalability of bio-waste valorization. To enhance their role in the circular bioeconomy, the following actions are recommended:

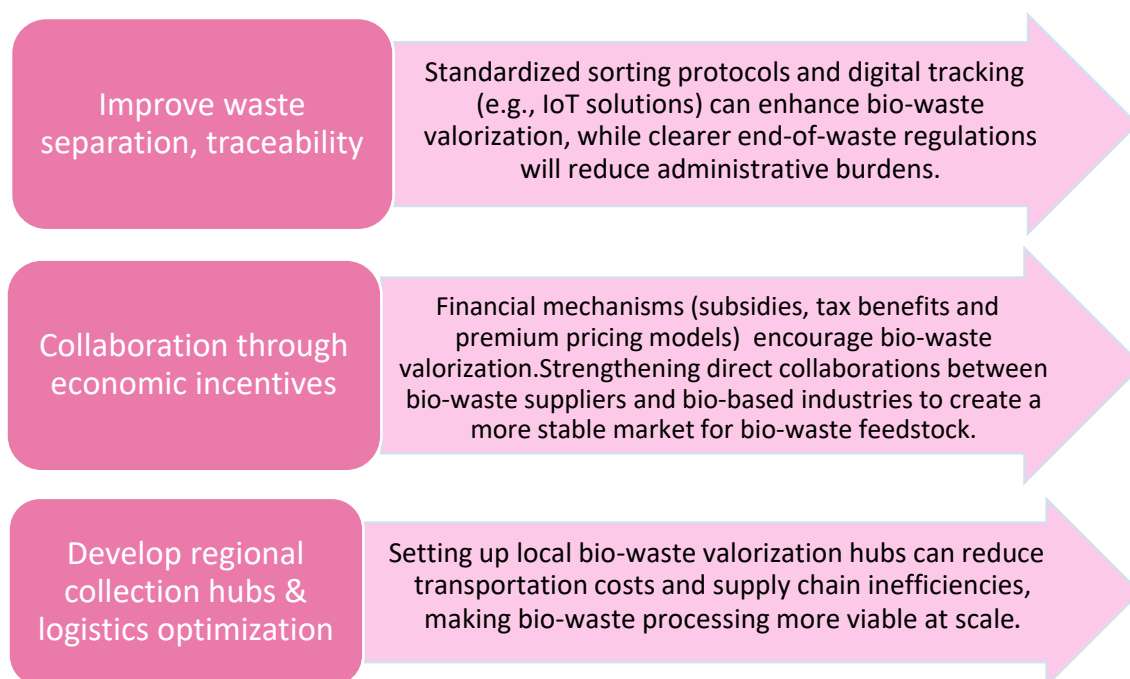


Figure 7. Preliminary recommendations for bio-waste providers



5.2 Recommendations for bio-based industries & investors

For bio-based industries and investors, the key challenges are in securing a stable and high-quality feedstock supply, overcoming regulatory uncertainties, and scaling up bio-waste valorization technologies. To address these barriers, the following recommendations are proposed (Fig. 8):

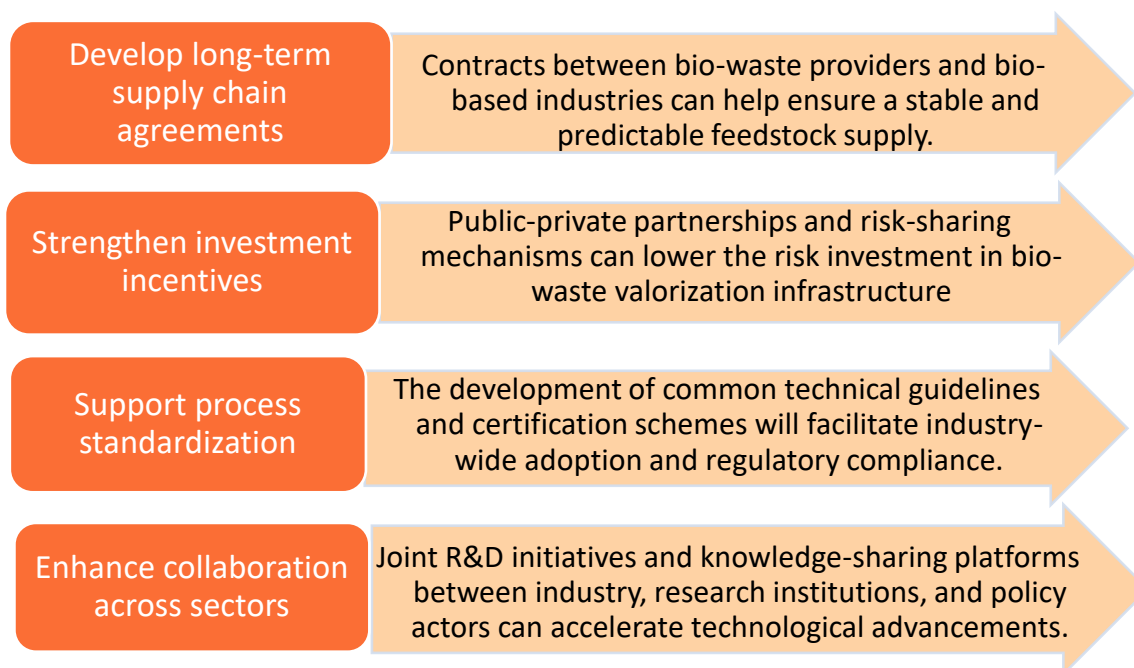


Figure 8. Recommendations for bio-based industries & investors

By implementing these measures, bio-based industries can improve supply chain resilience, attract investment, and expand market opportunities for bio-waste-derived products.

5.3 Recommendations for public authorities

Regulatory frameworks play a decisive role in shaping the bio-waste economy. However, Public authorities at EU, national, and regional levels play a pivotal role in shaping regulatory frameworks, providing financial incentives, and supporting market adoption of bio-based solutions. Based on stakeholder inputs, several actions are recommended (Fig. 9).

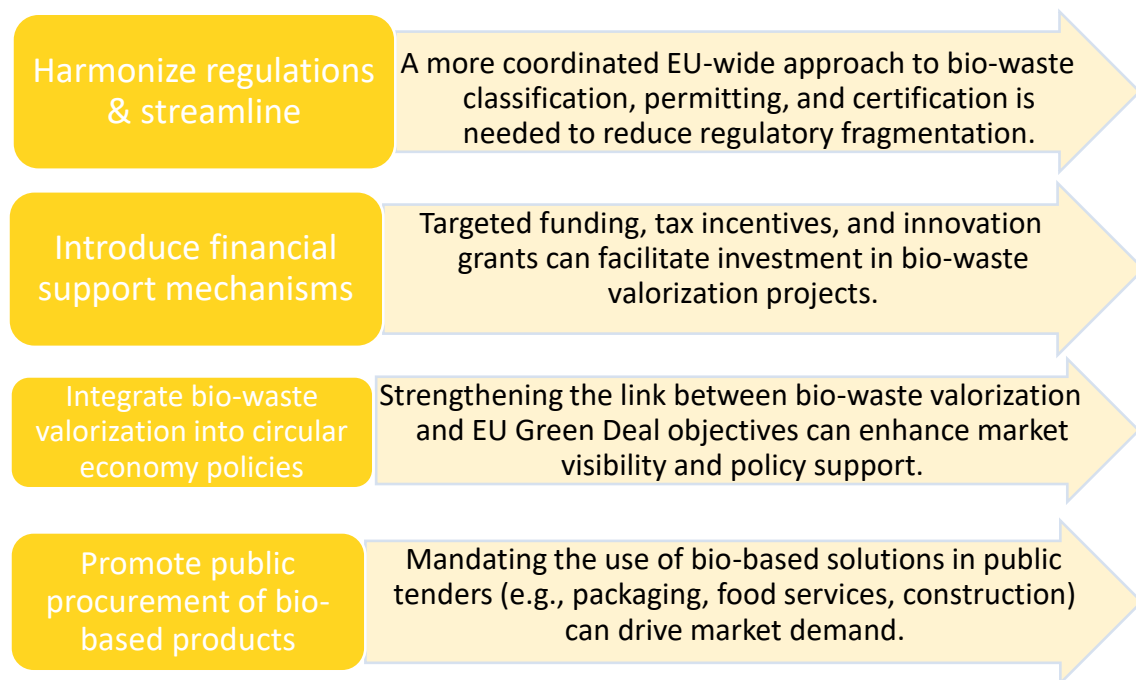


Figure 9. Recommendations for public authorities

These recommendations emphasize the importance of policy alignment, financial incentives, and strategic support to ensure that bio-waste valorization contributes to broader sustainability goals.



6. NEXT STEPS FOR RECOMMENDATIONS

These preliminary recommendations will continue to evolve as further workshops are conducted and additional stakeholder input is gathered.

The final set of recommendations, to be delivered in M46 (D6.4), will present a targeted roadmap for the increased valorisation of mixed bio-waste, with concrete proposals for policymakers, industry stakeholders, and market actors. These recommendations will build directly on the outcomes of the full series of six workshops.

In parallel, a broader reflection on the multi-actor engagement process will be presented in M48 (D6.10). This final deliverable will provide a comprehensive assessment of the engagement strategy, highlighting its overall impact, effectiveness, and lessons learned, and offering insights for replicating the approach in other contexts.

The next steps are therefore:

- Workshop 4 (Tulln/Vienna, May 2025): Further refining recommendations based on the expectations of industrial end-users of bio-based products.
- Assessment of future workshop priorities: workshops 5 & 6 will be adapted based on stakeholder needs and international bioeconomy trends to ensure maximum relevance.
- Final consolidation in D6.4 (M46). The three sets of recommendations will be finalized and widely disseminated to policy, industry, and research communities.
- At the end of the project, a comprehensive report on multi-actor engagement (D6.10) will synthesize key learnings for the six workshops, stakeholder interactions, and long-term strategies to support future collaboration in bio-waste valorization.

By maintaining a flexible approach, MIXMATTERS ensures that its recommendations and engagement strategy remain stakeholder-driven, impactful, and aligned with market and policy needs.



7. CONCLUSIONS

The first phase of MIXMATTERS multi-actor engagement has provided valuable insights into the challenges and opportunities surrounding bio-waste valorization. Through interactive workshops with a wide range of stakeholders, the project has identified key technical, regulatory, market, and communication barriers, and laid the groundwork for targeted, stakeholder-informed recommendations.

The preliminary recommendations developed so far—addressing bio-waste producers, bio-based industries and investors, and public authorities—will continue to evolve through future workshops and ongoing engagement. These will culminate in the final D6.4 recommendations report (M46) and the D6.10 engagement synthesis (M48).

By maintaining a flexible and iterative approach, MIXMATTERS ensures its engagement process remains aligned with stakeholder needs and contributes meaningfully to the adoption of sustainable bio-waste valorization pathways in Europe.



8. ANNEXES

8.1 Workshops agenda

8.1.1 Agenda workshop 1



Chairperson: Catherine Malingreau/Julie Grosjean - WAGRALIM

Moderator: Veerle Rijckaert – ALICE DOWN THE RABIT HOLE

Sketchnoting : Judith Du Faux – VISUAL GARDEN

Summary:

DAY 1 APRIL 11 -2024	DAY 2 APRIL 12 -2024
14.00-17.00	9.00-12.00
Part I: Introduction to the topic & to participants (1h) <ul style="list-style-type: none">○ Welcome and agenda○ Project Objectives○ Who 'who○ State of bio-waste valorisation Part II: Policy challenges (<2h) <ul style="list-style-type: none">○ Keynote Speaker○ SWOT Analysis Exercise○ Conclusion and Call to action	Recap Day 1 Part III: Technological challenges (<2h) <ul style="list-style-type: none">○ Keynote Speaker○ Case study presentation○ Open discussion/debate Coffee break (15') Part VI: Conclusions and recommendations (30')

Detailed Agenda

DAY 1

Part I) Introduction

1. Welcome and agenda presentation
2. Introduction to the Mix-Matters project and workshop objectives
 - Overview of the workshop's purpose and goals. (NICOLAS ISSALY– AINIA)



- Explanation of the importance of addressing policy, regulatory, and technical challenges in bio-waste valorization. (**Catherine Malingreau - WAGRALIM**)

3. Participant introductions

- Each participant briefly introduces themselves and their organization, highlighting their expertise and areas of interest.

4. State of Bio-waste valorization

- Discussion on the existing landscape of bio-waste management and utilization. (**Julie Grosjean- WAGRALIM**)

Part II) Policy and regulatory aspects

1. Keynote speaker: Policies and regulation for bio-waste valorization - (**PHILIPPE DECORNET- DIGPD SPW**)

- Overview of existing policies and regulations governing bio-waste management.
- Exploration of challenges and opportunities in policy implementation.
- Showcase of innovative policy approaches promoting sustainable practices.

Coffee Break – 15h30 – 15h45

2. SWOT Analysis exercise on policy and regulatory aspects

Debate and discussion – 3 groups

Conclusions of the day 1

- Summary of key insights and findings from the policy and regulatory discussions.

Identification of potential recommendations to address policy and regulatory challenges.

17.00-18.00 : Networking drink – Event Présidence S3 – Floor 1

19.00 : Diner at : La petite fugue, Place Chanoine Descamps 5, 5000 Namur

DAY 2

Quick Recap of day 1

Presentation: 'Bio-based systems R&I programming under Horizon Europe'. (**SILVIA MALTAGLIATI - Policy Officer EU DG Research and Innovation**)

Part III) Technological challenges

1. Keynote speaker: Technical state of Bio-waste valorisation (**JULIEN DENIS/ANNAELLE POSTIAUX -University of Liège - Biomass & Green Technologies**)

- Overview of technical challenges associated with mixed bio-waste valorization.
- Examination of available technologies and innovations in bio-waste valorization.

2. First Case study presentation (**GILLES CRAHAY – Polypea**)

Second Case study presentation - AI in bio-waste recovery- (**PALOMA ALDEGUER– Recycleye**)

- Presentation of a case study highlighting successful bio-waste valorization practices or innovative technology solutions

3. Open discussion

- Participants engage in an open dialogue to share insights, challenges, and best practices related to technical aspects of bio-waste valorization



- Brainstorming session to identify potential collaboration opportunities and innovative solutions

Part IV. Conclusion

- Summary of key takeaways from the technical discussions
- Reflection on the integration of policy, regulatory, and technical considerations in bio-waste valorization efforts.

Recap of actionable insights and recommendations discussed during the interactive session. (sketchnoting presentation)

8.1.2 Agenda workshop 2

Summary

NOVEMBER 14 -2024
9.15-15.00
<p>9:15 AM – Welcome and registration of attendees.</p> <p>9:30 AM – MIXMATTERS Co-creation Workshop: <i>Sustainability as a Lever for Growth and Transformation in the Agri-food Sector.</i></p> <p>12:15 PM – <i>Market Trends in Launching New Products under Sustainability Strategies</i> by Malwine Steinbock, Food Republik.</p> <p>1:00 PM – Round table <i>Sustainability and Market Opportunities in Europe: Collaboration and Innovation to Scale the Future</i> by F+i & Bio Base Europe Pilot Plant</p> <p>2:00 PM – Lunch/networking</p> <p>3:00 PM – Closing</p>

Detailed agenda

Part 1: Sustainability report presentation (45 minutes)

Presenter: Worsley : Carles August

Topic : Sustainability as a transformative tool (See Annexe 3)

Objective: Set the stage for the workshop by providing key insights into sustainability principles and trends.

Key Topics:

- ✓ Governance
- ✓ Social and environmental impacts
- ✓ Investments, communication, and certifications
- ✓ Trends: environment, innovation and technology, consumer, and market

Part 2: Workshop objectives and exercises

Welcome participants and explain the two exercises (15 minutes):

Exercise 1: Focused on core sustainability pillars.

Exercise 2: Addressing barriers and opportunities within major trends.



Exercise 1 – Sustainability pillars (40 minutes)

Materials:

Cards listing sustainability pillars: governance, social impact, environmental impact, regulations, investments, communication, certifications.

Markers, common mural for sharing results.

Steps:

- **Individual reflection (10 minutes)**

Reflect on your company's position regarding each sustainability pillar.

Task: Identify three specific challenges linked to the pillars and write them on individual cards.

- **Table discussions (15 minutes)**

Share individual reflections within the table groups.

Discuss strategies to address challenges and identify key opportunities.

Task: Each table consolidates insights into three cards (one challenge/opportunity per card).

- **Plenary sharing (15 minutes)**

Representatives from each table present their group's insights and post their cards on the mural under the relevant sustainability pillars.

Exercise 2 – Opportunities and barriers within major trends (40 minutes)

Materials

Cards for reflection (one side for trends, the other for barriers and opportunities).

Group mural for collating results.

Steps:

- **Individual reflection (10 minutes)**

Reflect on major trends: environment, innovation and technology, consumer, and market.

Task: Identify two trends, one barrier for each, and an opportunity to overcome these barriers.

- **Table discussions (15 minutes)**

Share individual insights within table groups.

Discuss barriers and opportunities related to the identified trends.

Task: Each table writes three cards (one for each trend, barrier, and opportunity combination).

- **Plenary sharing (15 minutes)**

Representatives from each table share their findings with the group, placing their cards on the mural under the relevant trends.

Part 3: Restitution of results and conclusions (25 minutes)

Moderators summarise key insights from both exercises.

Discussion of actionable points and opportunities for innovation and collaboration.

8.1.3 Agenda workshop 3

Summary

FEBRUARY 13 -2025	
9.00-16.00	
Morning session: <ul style="list-style-type: none">• Welcome and agenda presentation and workshop objectives - WAGRALIM• Introduction to the MixMatters project - AINIA• Participant introductions• Presentation on the state of biowaste valorization moovie by MercaValencia	



- Keynote presentation by Cristina Jodar from AINIA on consumer acceptance and product development
- Coffee break
- Interactive session – world café set-up exercise on consumer acceptance aspects

Afternoon session:

- Presentation on Circular economy in Valencian Agriculture by R. Brocal -AVA ASAJA
- Open discussion on solutions and strategies - education and policy support
- Summary of key takeaways and recommendations
- Closing and wrap-up

Detailed agenda

Part 1: Presentation of the MixMatters project (9h30)

- 1) Welcome – **Catherine Malingreau - WAGRALIM**
- 2) Introduction: Objectives of the workshop: **Julie Grosjean – WAGRALIM - 10'**
- 3) Round table introduction of participants - 15'
- 4) Presentation of the project “MixMatters at a glance: “From mixed-biowaste to bio-based products””: **Nicolas Issaly – AINIA - 20'**

Part 2: Consumer acceptance of biowaste/bio-based products and access market barriers (10h30)

- 1) State of biowaste valorization in Mercavalencia: **Video by Vicen Manez - MERCAVALENCIA - 10'**
- 2) “Consumers and product development”: **Cristina Jodar- AINIA - 15'**

Coffee break, 15' (10.45 -11.00)

- 3) “Circular economy in Valencian agriculture: Challenges and opportunities for Bio-based product adoption”: **Rebeca Brocal – AVA ASAJA - 15'**
- 4) **Interactive session 1 - Objectives:** Identify and analyze the main barriers to the adoption of bio-based products, including perception, price, quality, and lack of information.

Format: world café setup:

- Participants were divided in 3 groups;
- Big, white papers (on tables) with questions (see below);
- Per table a moderator will be foresee that summarises the results of the previous group;
- 3 rounds of each 35' where the new group adds-on to the comments/inputs from the previous group.

Part 3: Solutions and strategies strategies to enhance biobased and biowaste based acceptance – education and policy support (14h00)

Interactive session 2 - Objectives: Propose concrete solutions to overcome barriers identified in the morning session. Design strategies for effective communication, education, and policy support.

Format: world café setup (see Part 2 of the Workshop agenda) – 3 groups



8.2 Workshops participant Lists

8.2.1 Participants list workshop 1

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VITO	Ruben Guisson	ruben.guisson@vito.be	6. Knowledge partner RTO
F+i	Sofia Ros Palomares	sros@clusterfoodmasi.es	7. innovation cluster
FEDACOVA	Alicia Garcia Reyes	promoexterior@fedacova.org	11. Federation and influencers
FEDACOVA	Sergio Barona	fedacova@fedacova.org	11. Federation and influencers
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DIGPD SPW	Philippe Decornet	philippe.decornet@spw.wallonie.be	10. Policy-makers and Reg Authorities
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Raviflex	Xavier Van ravestyn	info@raviflex.com	3.End-users industry
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ULB	Arnaud Quintens	arnaud.quintens@ulb.be	6. Knowledge partner RTO
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8.2.2 Participants list workshop 2

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Alejandro Aliaga	Ingredalia	2. Bio-based industry
Josep Amatller	Kuka Robotics	2. Bio-based industry
Maite Ayala	Genmills	3. End-users industry (users of the bio-compounds)
María Chavarri	Tecnalia	6. Knowledge partners
Juan Pablo De Giacomini	Innoylabs	6. Knowledge partners
Josu Echevarría	Iberfruta	3. End-users industry (users of the bio-compounds)
Inés Echevarría	CNTA	6. Knowledge partners
Itziar Fernández	Sanygran	2. Bio-based industry
Patricia García	Lácteos Martínez	3. End-users industry (users of the bio-compounds)
Berta Gonzalvo	AITIIP	6. Knowledge partners
Eva Herce	Calatayud	2. Bio-based industry
Julian Imaz	Dantza	2. Bio-based industry



Lucas Irisarri	Above Food Europe	3. End-users industry (users of the bio-compounds)
Ángel Losantos	Calatayud	2. Bio-based industry
Rubén Martínez	Conservas Emperatriz	2. Bio-based industry
Mayte Miner	The Real Green Food Co.	2. Bio-based industry
Sonia Muro	Vega Mayor	3. End-users industry (users of the bio-compounds)
Javier Pastor	Martínez Somalo	3. End-users industry (users of the bio-compounds)
Sergio José Ramos	Naturuel	3. End-users industry (users of the bio-compounds)
Mireia Ribé	Grupo Apex	3. End-users industry (users of the bio-compounds)
Fernando Santamaría	Argal	3. End-users industry (users of the bio-compounds)
Juncal Torres	Iberfruta	3. End-users industry (users of the bio-compounds)
Begoña Varona	Grupo Apex	3. End-users industry (users of the bio-compounds)
Amaia Zubeldia	Sanygran	2 Bio-based industry
Malwine Steinbock	Worsley AC	6. Knowledge partners
Anna Comas	Worsley AC	6. Knowledge partners
Carles Agustí	Worsley AC	6. Knowledge partners
Eva Puig	Worsley AC	6. Knowledge partners
José Manuel Gutiérrez	Independent	13. Leading “flagship” SMEs
Aymor Casas	Independent	13. Leading “flagship” SMEs



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8.2.3 Participants list workshop 3

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Nicolas issaly	AINIA	Knowledge partners
Cristina Jodar	AINIA	Knowledge partners
Beatriz Rodríguez Cano	Tyrius	Consumer organisation
Alicia García Reyes	FEDACOVA	Regional & national federations
Rebeca Brocal	AVA-ASJA	Regional & national federations
Eva Bataller	Universitat de València	Knowledge partners



Ana García Rández	AVA-ASJA	Regional & national federations
Jesus Mora	AVACU	Consumer organisation
Germana Oltra	AVACU	Consumer organisation
Francisco Rodriguez	Union de consumidores	Consumer organisation
Inma Galdon	AVACU	Consumer organisation
Marina Castillo	CEMAS	Policy-makers and reg authorities
Matilde Carrasco Fernandez	LA HUERTA	Biowaste providers and managers
Laura Ripol	AINIA	Knowledge partners
Lola Almazan	VALÈNCIA INNOVATION CAPITAL	Innovation cluster
Lidia Garcia	VALÈNCIA INNOVATION CAPITAL	Innovation cluster

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Lidia García	lidia.garcia@lasnaves.com	<input checked="" type="checkbox"/> 
Germana Oltra	germanaoltra@avacu.es	<input type="checkbox"/>
Francisco Rodríguez	jur.dico@uniondeconsumidores.org	<input checked="" type="checkbox"/> 
Inma Galdon	inmagaldon@avacu.es	<input checked="" type="checkbox"/> 
Beatriz Rodríguez Cano	brc@tyrius.org	<input checked="" type="checkbox"/> 
Inés Fernández	ines.fernandezgallardo@sgs.com	<input checked="" type="checkbox"/> 
Marina Castillo	marina.castillo@cemas.global	<input checked="" type="checkbox"/> 
María Cerreros	lahuertadantut@gmail.com	<input checked="" type="checkbox"/> 
Laura Ripol	lripol@ama.es	<input checked="" type="checkbox"/> 
Juan Chucuri	juachucuri@postgrado.upv.es	<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>



8.3 Some pictures

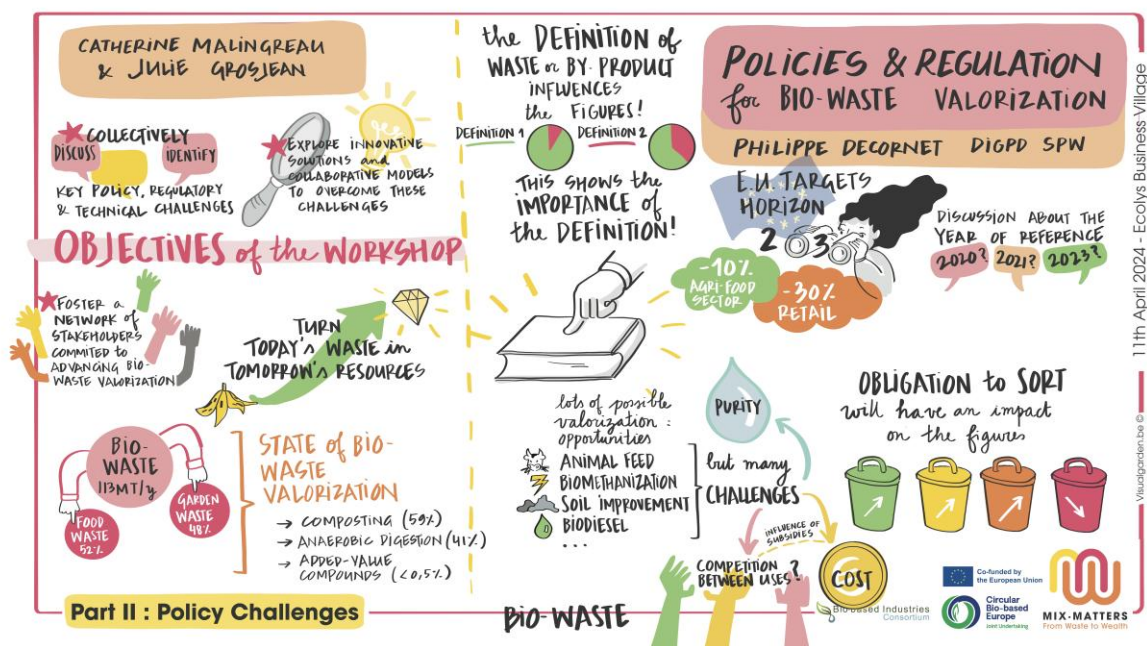


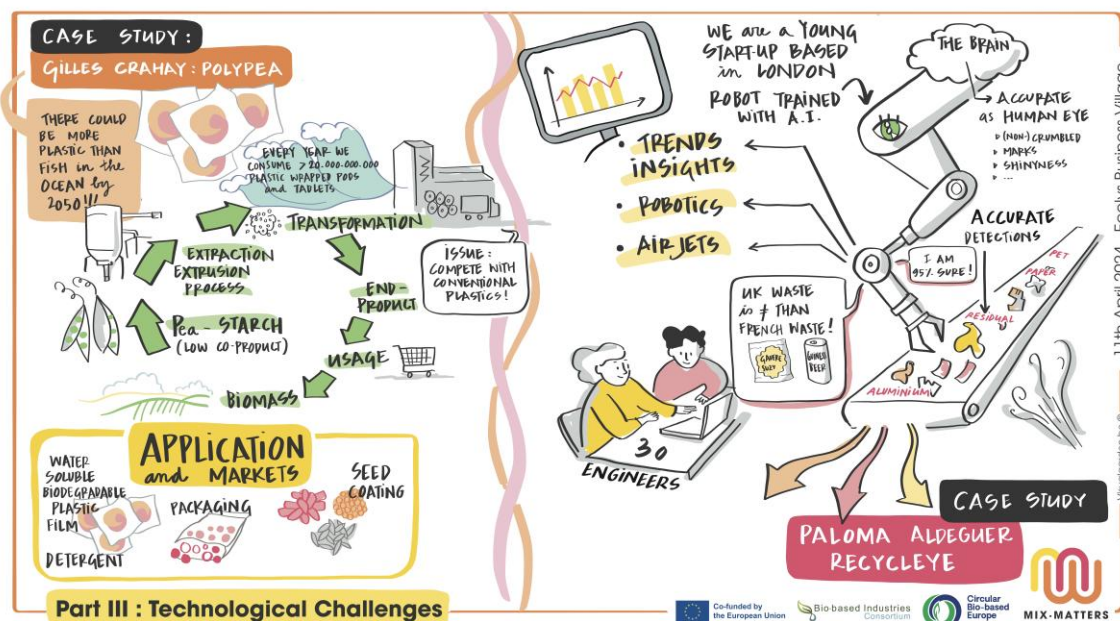
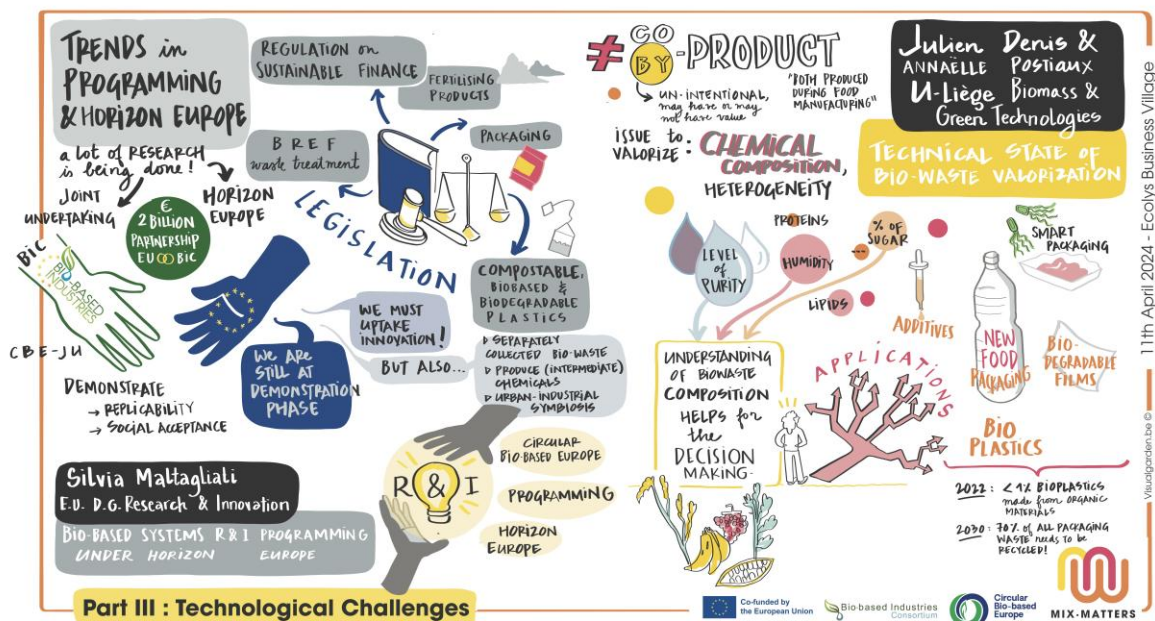






8.4 Visual sketchnoting from workshop 1





8.5 Link to the workshops' reports

[MixMatters T6.2 Worshop 1 Report FINAL.pdf](#)

[MixMatters T6.2 Worshop 2 Report FINAL.pdf](#)

[MixMatters T6.2 Worshop 3 Report FINAL.pdf](#)