

# SUPPORTING RURAL BUSINESS SUCCESS ACROSS EUROPE

24 October 2019 | 9.30-17.00

European Economic and Social Committee, Brussels  
Jacques Delors Building, rue Belliard 99-101, room JDE52

 @rubizmo #RuralEurope

www.sli.do

Code: #rubizmo



## Rural business innovation awards nominees

The Rural Business Innovation Awards is a competition organised by the RUBIZMO project to honour and promote promising rural businesses in three sectors with high potential: **Food, Bio-based value chains, and Ecosystem services**. Over the past month, the public was invited to vote for its favourite initiatives among 18 nominees selected by RUBIZMO partners out of hundreds. Winners will be announced at today's conference.

### FOOD CATEGORY

#### Eko Bajka, Poland

##### When ecotourism meets organic farming

- Boosts local rural economy with award-winning ecotourism
- Promotes and shared **organic farming, environmental protection** and sustainable rural development
- Sustains farming income and promotes new jobs in the area



bit.do/ekobajka

#### First Hand Milk, Greece

##### The first ATM for milk and dairy products

- Facilitates the **distribution of milk and dairy products**
- Collective of **six dairy farms** combining to add value and develop new markets
- **Has sustained jobs and added 5 more** to market and distribute
- **Direct to consumer** and high on sustainability



bit.do/firsthandmilk

#### Gårdsfisk, Sweden

##### When sustainable aquaculture joins agriculture

- **Circular system** combining traditional agriculture with land-based aquaculture
- **Nutrients** from fish production **reused** to fertilise crops
- **Protects aquatic ecosystems** with high environmental standards
- **Franchise concept** to facilitate replication



bit.do/gardsfisk

#### Hermetia, Germany

##### Innovative insect feed

- **Nutrient rich** insect production for pet food
- Sustainable alternative for the production of **proteins**
- **Economic development** of rural areas (50+ employees)
- Creation of **skilled jobs** for young people



bit.do/hermetia

#### Panier local, France

##### Your online market for local products

- Online platform supporting the development of **short supply chains** in the food sector
- **Unlocks and simplifies online commerce** for local food producers
- **Shared development costs** and peace of mind for nearly 3.000 producers
- Boosts local economy, **reduces transport emissions and costs**



bit.do/panierlocal

#### Taina Vie, Romania

##### Creative and sustainable beekeeping

- Tradition and innovation meet with **beekeeping, honey products, tourism activities, ceramics** and more
- Majority of sales driven by **online commerce**
- **High quality, attention to branding and packaging plus ecological certification** helps the products stand out from the competition



bit.do/tainavie

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°773621

## BIO-BASED VALUE CHAINS CATEGORY

### Bio-on, Italy

#### Naturally biodegradable bioplastics

- Fully bio-based and 100% biodegradable bioplastics
- Natural and environmentally-friendly production process
- New value creation for agricultural by-products & waste
- Booster for the bioeconomy creating new direct and indirect skilled job opportunities



bit.do/bioon

### Bio Oils Huelva, Spain

#### Sustainable biodiesel from residual oils

- Patented process for producing biodiesel from residual oils
- Sustainable production and product with reduced emissions
- Strong growth and scale up potential



bit.do/biooils

### DMINOR, Belgium

#### Renewables made profitable

- Pharmaceutical innovations tailored to improve biogas production efficiency
- Delivering a quick return on investment and high profitability for agri-food businesses
- Improved potential for this circular and renewable energy source



bit.do/dminor

### Fiusis, Italy

#### Clean energy from agricultural prunings

- Unique micro-cogeneration plant (1 Megawatt electric) producing “clean” heat and electricity from olive tree prunings
- Circular economic business model that turns agricultural waste into a source of energy
- New job opportunities in an area with the highest unemployment rates in Europe



bit.do/fiusis

### Ocean Rainforest, Denmark

#### Carbon negative superfood

- Scalable and survivable macro-algae cultivation rig
- Mitigates the effects of climate change by absorbing CO<sub>2</sub>
- Sustainable alternative for food and feed
- Creates jobs with a short supply chain benefitting local economies



bit.do/oceanrainforest

### Pomacle Bazancourt, France

#### Open source biomass platform

- Industrial scale biorefinery (4 Mt biomass/year) created by a group of local farmers
- Production of biomaterials and biofuels
- 8 companies and open innovation platform approach
- Over 2000 direct and indirect jobs created



bit.do/pomaclebazancourt

## ECOSYSTEM SERVICES CATEGORY

### Alp'Grain, France

#### Local seeds for alpine meadows

- Regeneration and protection of alpine meadows after the skiing season
- Major boost to biodiversity with local seeds that help fauna thrive and reduce the impact on the environment
- Replacement of imported seeds through the creation of new local value chains and networks



bit.do/alpgrain

### Coconat, Germany

#### Take a 'Workation' retreat

- New co-working facilities promoting the positive effects of nature on digital workers
- Resourcing activities and social networking offered on-site to help increasing productivity
- Creating new employment opportunities in rural areas
- Local and organic meals prepared on-site and efforts to reduce the environmental impact



bit.do/coconat

### Comana Crafts Village, Romania

#### Reviving traditional rural crafts

- Promoting traditional rural crafts that would otherwise be forgotten
- Encouraging the use of natural, non-polluting and bio-based materials
- Bringing jobs and visitors to the local rural community



bit.do/comanacrafts

### Dunhill Ecopark, Ireland

#### The rural hub for social enterprise

- 32 businesses operating in respect of the environment
- 70 jobs created
- Artisan skills preserved
- On-site education and training facilities



bit.do/dunhillcopark

### Järvsö resurs, Sweden

#### Social services for rural communities

- Social enterprise providing suitable job for unemployed people
- Repairing and reusing machines...and human resources to valorise the skills of each worker
- Services benefitting the local community bridging the gap with services offered by bigger businesses



bit.do/jarvsorekurs

### Lapland Vuollerim, Sweden

#### Your partners to explore the Arctic circle

- Exemplary social entrepreneurship and community spirit
- Revived and inspired the town and a unique ecotourism destination
- 100% profits reinvested into local economy



bit.do/lapland

Find out more on the web: [www.rubizmo.eu](http://www.rubizmo.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773621