

The catalyst in speeding up the arrival of greener everyday products to our lives: **the Bio-based Industries Joint Undertaking (BBI JU)**

Have you thought of the possibility of having your coffee cup actually made of coffee grounds; or the tyres of your car made of dandelions? The BBI

JU is working towards that direction! The BBI JU was part of the Bioeconomy strategy developed by the European Commission in 2012. It became a reality in 2014 and represents the largest industrial and economic cooperation endeavour financially ever undertaken in Europe in the area of bio-based industries with a total budget of € 3.7 billion. It is considered to be one of the most forward looking Public Private Partnership (PPPs) initiatives under **Horizon 2020** and demonstrates the circular economy in action.

This year's EU Green Week's theme of 'Green jobs for a greener future' focusing on how EU environmental policies are creating green jobs and contributing to economic, sustainable and socially responsible growth in the EU is very much sync with BBI JU's vision. Our vision is a **competitive, innovative and sustainable Europe** leading the transition towards a post-petroleum society while decoupling economic growth from resource depletion and negative environmental impacts.

Everyone benefits from a strong European bio-based industrial sector. Reducing Europe's dependency on fossil-based products will help the European Union



meet its climate change targets, and lead to greener and more environmentally-friendly growth. More concretely, bio-based industries are capable of delivering greener everyday products that are comparable or superior to fossil-based products by their superior performance, advanced properties, availability, and in answering citizens' environmental concerns. These new products should reduce greenhouse gas emissions and reduce Europe's dependency on imported fossil-based raw materials.

Learning to use and re-use precious resources in a sustainable way means BBI JU's projects will develop the potential of currently underused raw materials as an example of circularity. The development of the bio-based sector will bring along benefits from rural (re)development, which creates new economic activity and jobs, and stimulates wealth creation for those involved. By creating new value chains for primary production actors like farmers, additional business revenues will support the move to a bio-based economy.

European citizens will have access to **innovative, greener products** which have a neutral or even positive impact

on their environment, with the added benefits of securing European jobs and ensuring investment follows knowledge-based capital, developed in Europe and remaining in Europe.

Our citizens' concerns around food security, bio-diversity and zero waste as well as extracting and reusing underutilized raw materials are at the heart of BBI JU's values and philosophy. The bio-based industries are perfect examples of the **circular economy in action**. Greener products will pave the way for the creation of green jobs and BBI JU is already investing in order to exploit their full potential for the benefit of the whole EU society.

More information:
www.bbi-europe.eu/
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