



Stakeholder Meeting

OLEAF4VALUE

January 30, 2024



**Escuela Técnica Superior de Ingeniería Agronómica, Alimentaria y de
Biosistemas (ETSIAAB) Av. Puerta de Hierro, 2,
28040
Madrid**
<https://www.etsiaab.upm.es/>



This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 101023256. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium

OLEAF4VALUE

Escuela Técnica Superior de Ingeniería Agronómica, Alimentaria y de Biosistemas (ETSIAAB)



The Higher Technical School of Agricultural, Food, and Biosystems Engineering at the Polytechnic University of Madrid will host this event as part of the OLEA4FVALUE project, which focuses on the multi-product cascade-based biorefinery using olive leaves – transforming an underutilized biomass in the primary sector into tailor-made solutions for high added-value international market applications.

The event will focus on trends and opportunities in biomass and bioeconomy, providing valuable insights into how to harness them, with a special emphasis on introducing bio-based products to the market. Experts will discuss sustainability, by-product valorization, agri-food innovation, and project management in this context. Opportunities and challenges will be explored, highlighting the promotion of sustainable bioeconomy in Europe and strategies for launching bio-based products. The event will also count with roundtable discussions, addressing perspectives on biomass and waste valorization from both industry and public administration viewpoints.



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Meeting agenda

Tuesday, January 30st, 2024

Time (CET)	Description	Responsible - Speaker
09:00 – 09:15	Welcoming coffee	Natac - UPM
09:15 – 09:30	Welcome + Agenda presentation	José María Pinilla (Head of Projects at Natac) Salomé Robbert Prieto (Project Manager at Natac)
09:30 – 09:45	Event opening. Importance of sustainability, circular economy, and resource utilization in olive cultivation	María Gómez del Campo (Professor of Olive Growing at the Polytechnic University of Madrid)
09:45 – 10:00	Update and Results of OLEAF4VALUE: With a Market-oriented Perspective.	José Carlos Quintela, PhD (Chief Scientific Officer at Natac)
10:00 – 10:15	Maximizing the value of industrial by-products: Opportunities and challenges in the bio-based economy	Sophie Marson (Senior Consultant at NNFCC)
10:15 – 10:30	Promoting Biomass Bioeconomy and Sustainable Development in Spain	Margarita de Gregorio, PhD (Manager at Bioplat)
10:30 – 10:45	Optimization of Bio-based Resources and Materials: An Innovative Approach to Bioeconomy.	Anne Christine S. Hastrup, PhD (Director at Center for Bioresources at Danish Technological Institute)
10:45 – 11:00	Project Management and Team Leadership: Keys to Success in Bioeconomy.	Francisco Pizarro, PhD (Business Development Manager at Fundecyt-PCTEX)
11:00 – 11:30	Pannel Discussion Advisory board OLEAF4VALUE - The Path to Success in Bioeconomy: A Dialogue on Markets, Technologies, and Opportunities.	Margarita de Gregorio, PhD (Manager at Bioplat) Anne Christine S. Hastrup, PhD (Director at Center for Bioresources at Danish Technological Institute) Francisco Pizarro, PhD (Business Development Manager at Fundecyt-PCTEX)



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11:30-12:00	Coffee Break	
12:00 – 12:15	Launching Bio-Based Products in the Market: A Practical Approach from the Andalusian Technology Corporation.	Rafael Castillo, PhD (EU Project Manager at Andalusian Technology Corporation)
12:15 – 12:30	Food Processing and By-Product Valorization: Innovation for the Bioeconomy.	Paula Jauregi (Ikerbasque Research Associate at AZTI)
12:30 – 12:45	Challenges and Opportunities for the Rural World through Innovative Projects.	Ascensión Ciruelos (Project Manager at CTAEX)
12:45 – 13:00	From plant to product: Circular scaling for multi-product biorefinery	Alba Ramos, PhD (Project Manager at Natac)
13:00 – 13:30	Pannel Discussion: Perspectives and Challenges in Biomass Valorization: Importance of dialogue between the Public Administration and Industry.	Rafael Castillo, PhD (EU Project Manager at Andalusian Technology Corporation) Ascensión Ciruelos (Project Manager at CTAEX) Paula Jauregi (Ikerbasque Research Associate at AZTI) Alba Ramos, PhD (Project Manager at Natac)
13:30 – 14:30	LUNCH – Networking session	

ABOUT OLEAF4VALUE (<https://oleaf4value.eu/>)

Olive leaves, a byproduct of the olive industry, pose environmental challenges when left in fields, leading to fermentation, plant diseases, and hindering soil oxygenation. Current disposal methods involve controlled burning, producing CO₂, particulates, and fire risks. After pruning and cleaning in mills, biomass is sent to cooperatives for combustion in power plants. Olive leaf biomass, rich in lignin, polyphenols, cellulose, and more, has great potential for valorization. However, challenges like the lack of a consistent supply chain and handling variations hinder its optimal use.

The OLEAF4VALUE project will develop an entirely new valorization system for the olive leaf based on the assessed feedstock characteristics and its quality, forecasted



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biomass availability and well-defined industrial demand combined with innovative technical solutions for bio based biomass preprocessing. The overall concept of OLEAF4VALUE is setting up a new Smart biorefinery devoted to the full valorization of the olive leaf.

OLEAF4VALUE, had as an objective increasing the added value of the bio products obtained: new molecules with new functionalities, and new market opportunities: The objective at the beginning of the project were to obtain 24 bio based products, 16 of which are new on the market.

However, more than 30 products have been developed so far, with one year to go before the end of the project.

OLEAF4VALUE PARTNERS & ADVISORY BOARD

For the execution of this project, OLEAF4VALUE has had the cooperation of 16 partners from 9 different European countries, thus covering a large part of the value chain: from the primary sector to various end-users.



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