

Creating impact with your BBI-JU call

Economic, societal and environmental assessment



Within the calls of BBI-Joint Undertaking significant importance is given to socio-economic impacts. As a leading social economic research institute, LEI Wageningen UR can support your proposal with insights into market demand, customer acceptance, economic feasibility, direct and indirect economic impact, environmental effects, institutional barriers of legislation and cross-sectorial integration along and across value chains. This expertise can help to improve your call to develop sustainable and competitive bio-based value chains and regional clusters.

Evaluating the economic, societal and environmental performance of the bio-based value chain

The replacement of fossil energy by renewable resources as input source for materials, chemicals, food and feed ingredients, energy and fuels in the bioeconomy has a wide variety of economic, societal and environmental impacts throughout the value chain. These impacts can be evaluated by an integrated sustainability impact assessment. As a leading partner of [The Sustainability Consortium](#), LEI Wageningen UR is involved in developing and executing such integrated assessments. In addition to this, we are responsible for the sustainable assessment within three big European research projects: [HiPerDry](#), [EnReMilk](#) and [BioEcoSim](#). A wide variety of tools and models is used to assess the direct and indirect sustainability impacts.

Assessing the economic feasibility and insights into agro-markets

The use of agro-based feedstocks in bio-based business requires insights into:

- agro-markets (agriculture, horticulture, aquatic, forestry)
- chemical, energy, paper and textile markets
- demand of food, feed, fuel and other bio-based products
- driving forces determining supply of agro-based raw materials
- economic feasibility of using residues

Your socio-economic research partner

In a bio-based and circular economy, food, energy and fuel are produced sustainably and efficiently, and the recycling loops are closed as much as possible. It requires close cooperation between companies, policy-makers, NGOs and researchers. We help our customers to design and organise supply chains and regional clusters and to mobilise the surrounding area and the stakeholders. We do research into the market potential and the societal acceptance of the bio-based economy. This way we improve the competitiveness of companies, regions and the economy as a whole.

LEI Wageningen UR is an independent and internationally leading socio-economic research institute. Its unique data, models and knowledge offer clients insights and integral advice for policy and decision-making processes in an innovative way, contributing to the creation of a more sustainable world.

Leading partner in EC framework projects

- [SAT-BBE](#): sustainable assessment tools
- [BERST](#): regional strategies
- [VOLANTE](#): land use transition
- [FOODSECURE](#): food security
- [SUSFANS](#): food and nutrition security
- [euroDISH](#): research infrastructure
- [OpenBIO](#): consumer research
- [BioSTEP](#): stakeholder management

Modelling framework contracts:

iMAP & ENGAGE for IPTS

- developing bio-based value chains, regional clusters and business cases
- Common Agricultural Policy (CAP) and effects of liberalisation of world trade.
- current developments in micro-algae and seaweed production, consumer acceptance, valorisation and economic feasibility.

LEI Wageningen UR has scientific sound tools applicable to countries (EU member states) and regions (NUTS levels).

Determining consumer acceptance to meet market demand

Bio-based products are new and often unknown for consumers. To meet the market demand it is important to have thorough knowledge about:

- The perception of the consumer of the bio-based product (compared to the conventional product)
- The key acceptance factors for consumers buying bio-based products (compared to the conventional product)
- Differences in requirements, preferences and perception between (different) target groups which therefore require different approaches to create market pull
- Demands of consumers regarding the information, labels and other forms of communication.
- Ongoing developments in normalisation and standardisation of biomass.

LEI Wageningen UR combines insights into consumers, chains, bio-economy and social acceptance with a newly developed toolbox ([OpenBIO](#)), which is internationally applicable. Also, LEI Wageningen UR works on promoting stakeholder engagement and public awareness ([BioSTEP](#)).

Supporting your call

Proposals for the BBI-JU call require the organisation of multi actors and a thorough and sophisticated written paragraph on the socio-economic assessment, preferably done by a scientific, independent partner. This greatly increases the chance of approval of the proposal. LEI Wageningen UR, as an associate member within the BBI, would be very pleased to meet minds and see if we can strengthen your proposal with our knowledge.

Latest publication

Bio-based economy benefits the whole economy

As well as making our economy less dependent on fossil fuels, the transition to a bio-based economy is also crucial for realising the goals of the recent Paris Agreement. Moreover, the large-scale use of biomass strengthens the economy as a whole. [Macro-Economic Outlook \(2016\)](#)

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