



Outperform fossil-based aromatics with new functional lignin-based aromatics

Business case of

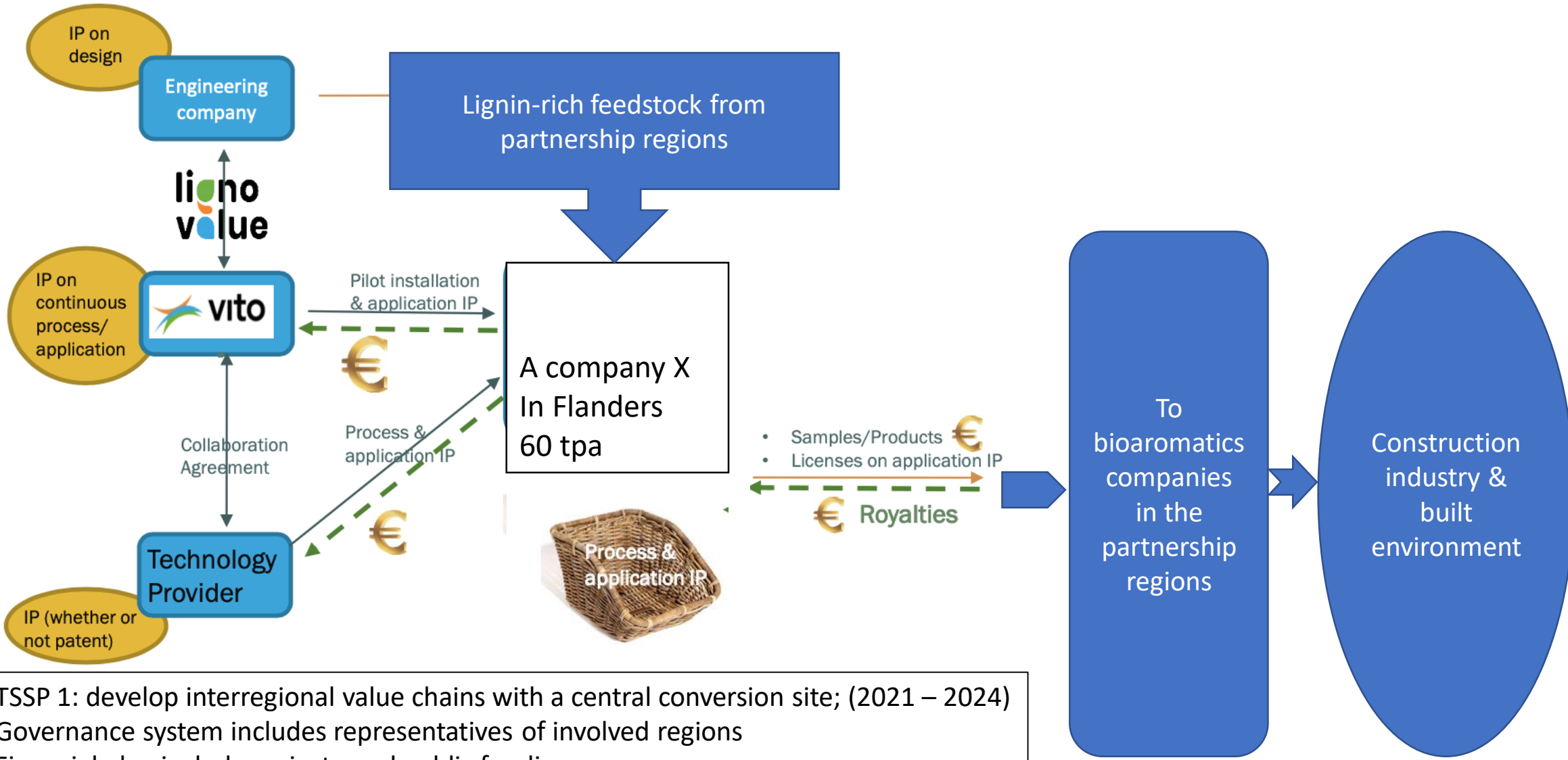
Partnership: Bio-economy

Single partnership coordinator: Nelo Emerencia

Peer review meeting;

Brussels, BE; 14 – 15 November 2019

Bioaromatics business case/model



TSSP 1: develop interregional value chains with a central conversion site; (2021 – 2024)
 Governance system includes representatives of involved regions
 Financial plan includes private and public funding
 Objective: scale up to 20 – 40 ktpa (2023 – 2026)

Addressing challenges in the business case

- Industry actors' hesitations:
 - Applications (IP, competitive edge, etc.); approach through MoU and/or Lol
 - Investments; approach through Lol 'provided regions/EC co-fund to de-risk
- Market actors' hesitations:
 - Applications (IP, competitive edge, change, etc.); approach through MoU/Lol
- Market potential: un-shared 'pockets of information/data/insight'
 - TAF application to unlock
- Financial plan: not clear who's willing to join and de-risk
 - Requested assistance from financial advisors and regional financing bodies



EUROPEAN COMMISSION
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Thank you!

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