

PROJECT

# GO-GRASS

## Circular bio-based business models for rural communities

*The GO-GRASS project develops a new European circular integrated agro-food system based on grassland and green fodder that will be demonstrated in four EU regions at small scale, ensuring its replicability all through the rural communities of the EU. GO-GRASS provides a range of circular and sustainable business models available to entrepreneurs and local authorities, innovative cost-effective technologies, processes and tools applicable within the diverse DEMO scenarios considering social, economic and environmental circumstances in rural areas with the aim of achieving a large-scale replication, especially in remote areas with unexploited resources.*



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22

PARTNERS

8

COUNTRIES

€14M

TOTAL BUDGET

4

YEARS



### IN A CLICK

Coordinator

ATB

Programme

HORIZON 2020

Dates

2019-2023

Sector

AGRI-FOOD

01

### Challenge

In order to cope with an increasing global population, rapid depletion of many resources, increasing environmental pressures and climate change, entrepreneurs in the public and private sector in Europe need to radically change their approach to production, consumption, processing, storage, recycling and disposal of biological resources. Especially in rural areas which cover more than 50% of Europe's surface and are home to over 20% of its population.

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### Solution

GO-GRASS selects grasslands cultivation, and the associated post-harvest activities, as a promising agro-food system to develop a variety of added value bio-based processes and end products in a circular configuration at farm or rural community level. These new processes will represent a profitable alternative to the products and services traditionally obtained from grassland, including forage for animals, biomass for bioenergy, landscape conservation and other ecosystem services, becoming an engine for the small-scale rural economy.

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### Impacts

Thanks to the project, the bio-based sector will be consolidated, harnessing regional assets, diversifying and revitalizing the economy and providing quality jobs and opportunities in rural areas. In addition, the production and use of bio-based products replacing existing fossil-based alternatives, such as fertilisers or bio-based packaging, can make a considerable impact on the agro-food systems greenhouse gases emissions at European level.