

# DID YOU KNOW ?

NATURAL PRODUCTS

As companies increasingly develop

**sources**, the need to supply these in a

ingredients based on **natural** 

sustainable manner increases<sup>1</sup>.



The mention "locally produced" is perceived as a guarantee of quality.



European consumers spend, on average, €135 per year purchasing cosmetic products<sup>2</sup>.

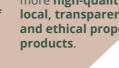


The global market Plants contribute for food supplements up to 93% of the is around €121 growth of the food billion with annual complement market<sup>6</sup>.

growth figures in recent years of around 6%<sup>3</sup>. It is expected to be around €216 billion in  $2025^{4}$ .



The European market will be the largest consumer of natural cosmetics in 2019⁵.





Currently, the majority of natural actives used in cosmetics or nutraceuticals are imported to Europe.

(0)

ORGANIC



Consumers want more high-quality, local, transparent and ethical proper



Growers in viticulture, arboriculture and **agriculture** produce a lot of biomass, which is not used in Europe.



In 2018, the European cosmetics market was valued at €78.6 billion, making **Europe the largest** market for cosmetic products in the world<sup>7</sup>.

### AgriWasteValue

... is a project that ultimately aims to show the benefit of developing local supply chains and to obtain organic, sustainable and local bioactive compounds to meet with the consumer's growing expectation.

### how?

by transforming agricultural by-products and residues from the European North-West regions into bioactive compounds in order to use them in key industrial sectors such as the cosmetic and nutraceutical fields and then, in a second phase, in the energy, chemical and agricultural fields.



agricultural

European

# waste

bioeconomy

## how does the process work?

Innovative and scalable methods such as environmentally-friendly extraction and biochemical treatment will be put in place in order to obtain biobased compounds and biosolvents. The project works towards the creation of sustainable value chains and "zero-waste" biobased operations.

#### Steps:

- 1. Production of bioactives via extraction
- 2. Biochemical treatment (also called fermentation) transforming lignocellulosic fractions into biosolvents and biobased chemicals
- 3. Valorisation of final residues into biogaz and fertilizer

Targeted audience

#### YOU ARE...

Working in industries from the cosmetic and nutraceutical sectors and looking for local and natural bioactive compounds?

of the project !

Producing byproducts and residues and wish to valorise them?

Feeling interested in the project?

Contact information

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Project under the program

North-West Europe

With the financial support of the European Regional Development Fund and Wallonia

Get in touch with the consortium



9 partners in Europe











North-West Europe AgriWasteValue



## AgriWa<mark>steValue</mark>

To transform agricultural by-products and residues into bioactive compounds