

DID YOU KNOW ?

CONSUMERS WANT NATURAL PRODUCTS

As companies increasingly develop ingredients based on **natural sources**, the need to supply these in a sustainable manner increases¹.



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



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



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



European consumers spend, on average, **€135 per year** purchasing cosmetic products².



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



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



The **global market** for food supplements is around €121 billion with annual growth figures in recent years of around 6%³. It is expected to be around €216 billion in 2025⁴.



Plants contribute up to 93% of the growth of the food complement market⁶.



In 2018, the European cosmetics market was valued at €78.6 billion, making **Europe the largest market for cosmetic products** in the world⁷.

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.



zero-waste

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

¹ EUROMONITOR INTERNATIONAL, 2012 • ² COSMETICS EUROPE, 2019 • ³ NATAC GROUP, 2017 • ⁴ CULTURE NUTRITION, 2018 • ⁵ PREMIUM BEAUTY NEWS, 2019

• ⁶ NUTRIKÉO - NATEXPO 2019 • ⁷ COSMETICS EUROPE, 2019

Targeted audience

YOU ARE...

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

Producing by-products and residues and wish to valorise them?

Feeling interested in the project?

Get in touch with the consortium of the project !

Contact information

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Interreg 
North-West Europe
AgriWasteValue
European Regional Development Fund

Project under the program

Interreg 
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9 partners in Europe

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CHAMPAGNE-ARDENNE

 **ValBiom**
valorisation de la biomasse agri



Duration
3.5 years
(25.10.18 to 24.04.22)

Global budget
3.193.157,19€

ERDF Funding
1.744.580,84€

AgriWasteValue

To transform agricultural
by-products and residues
into bioactive compounds