

# EU4Algae

a collaborative European stakeholders forum on algae

# Content

## 1. Presentation of EU4Algae Task 1.6

*Overview of support tools & resources for youth, entrepreneurs & SMEs*

## 2. Introduction to EU Algae Initiative Action #6

*Market-stimulating mechanisms*

## 3. Open discussion

*Feedback, questions & comments*

# Slido warm-up: Where are you joining us from?

slido

Join at  
**slido.com**  
**#EU4A6**



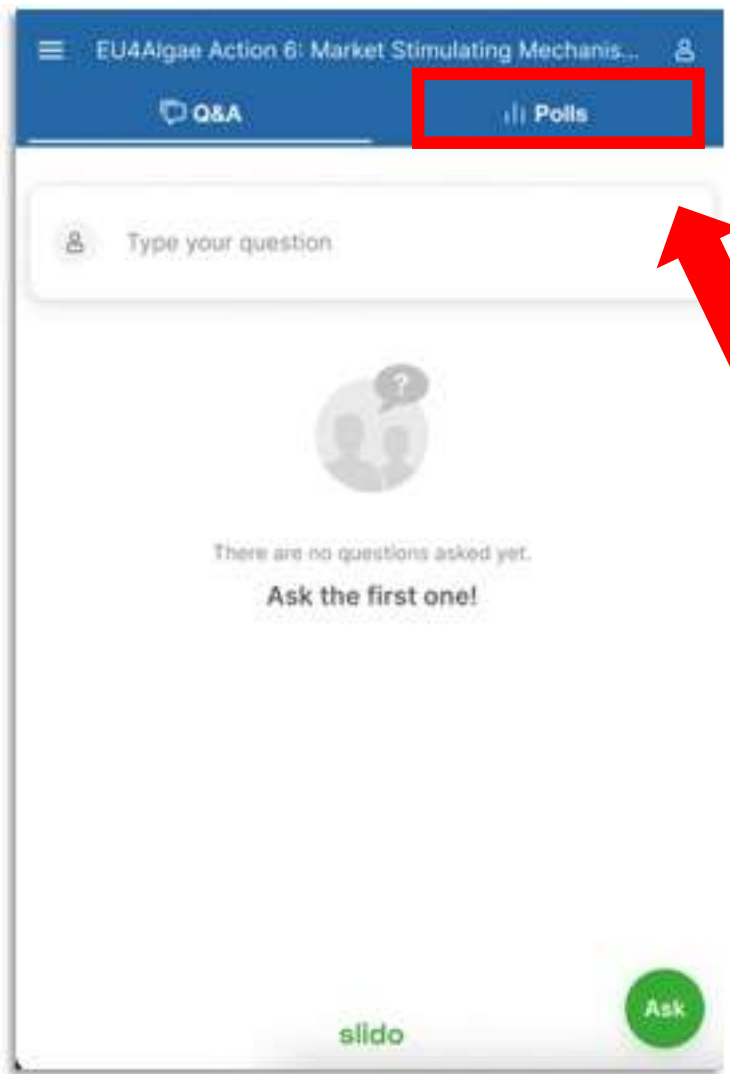
EU4Algae Action 6: Market Stimulating Mechanis...

Q&A | **Polls**

Type your question

There are no questions asked yet.  
Ask the first one!

slido Ask



An underwater photograph of a dense kelp forest. The water is a clear, vibrant blue. The kelp blades are long, narrow, and have a yellowish-green hue. They are swaying gently in the water. The lighting is bright, creating a clear view of the seaweed.

# EU4Algae

©Wilfred Thomas – SBR – CNRS – SU

## **1. Presentation of EU4Algae Task 1.6**

*Overview of support tools & resources for youth, entrepreneurs & SMEs*

# EU4Algae Task 1.6: Objectives

- Identify and drive forward improvement of the EU algae business environment via **stimulation actions**
- Promote **entrepreneurship and business creation**
- Compile and keep information on the **calls and projects** under EU funding programmes related to blue economy and algae

# Subtask 1.6.1 - *Assessment of current EU algae business environment*



# Subtask 1.6.2 - *Exploration of tools and initiatives to attract more youth and entrepreneurs*



Engage in training and earn credentials as initial step in a career path

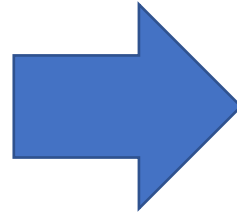
Become employed in an entry-level job in occupation of training

Reengage in training and earn additional credentials to support career advancement

Get promoted in current job or advance in career within an industry

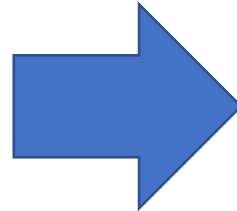
# Subtasks & Outcomes

- **Subtask 1.6.1** - *Assessment of current EU algae business environment and identify necessary actions to improve it*



- **Outcome O1.21**: *Overview of algae related business support initiatives*

- **Subtask 1.6.2** - *Exploration of tools and initiatives to attract more youth and entrepreneurs to the algae industry*

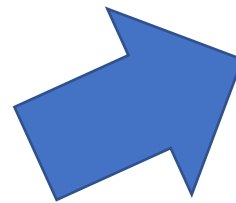
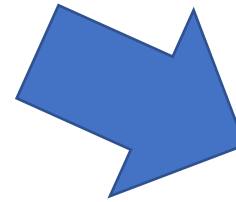


- **Outcome O1.22**: *Overview of existing events / support tools to engage young scientists / entrepreneurs / start-ups in the algae industry*



# Result

- **Outcome O1.21:** *Overview of algae related business support initiatives*
- **Outcome O1.22:** *Overview of existing events / support tools to engage young scientists / entrepreneurs / start-ups in the algae industry*



## Report:

- Gap analysis
- Recommendations
- Overview of support tools & resources for youth & entrepreneurs

Coming soon!

# Report Content

- **Gap analysis** of support initiatives for youth, entrepreneurs & SMEs
- **Recommendations** to promote & stimulate entrepreneurship
- **Overview** of existing support & resources
  - Categorised, **non-exhaustive** lists of support tools & resources
  - e.g. events, funding, networks, platforms, working groups etc.

# Conclusion

“To accelerate the upscaling of the European algae industry, access to information, training, technology and bioresources must be democratised.”

enhance the science capabilities of our educators



HOME

OUR LEADERSHIP

PROGRAMS ▾

ALGAEPRIZE

RESOURCES

CONTACT

WHAT

We Provide

LEARN MORE



# Key Takeaways

## 1. SCHOOLS

**Put algae on the curriculum**

*Get algae on the syllabus in schools to promote early positive exposure*

## 2. MICROLEARNING

**Develop dynamic e-learning offers**

*Let people choose when and how they learn with accredited courses*

## 3. PRACTICAL SKILLS

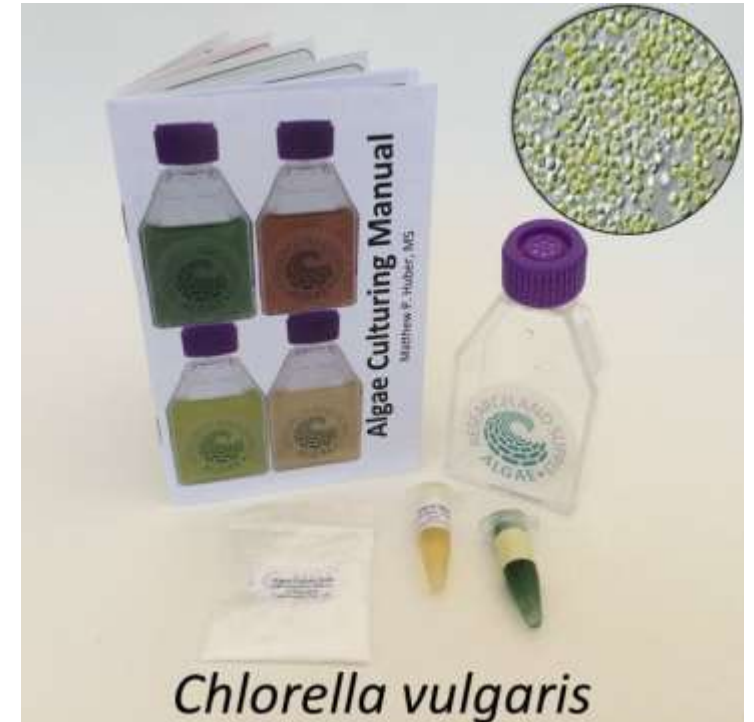
**Facilitate practical placements**

*Incentivise connections between learners and businesses*

## 4. TEST BEDS

**Create space for experimentation & demonstration**

*Facilitate test beds for low-risk development of business ideas*



# Slido: How do you rank the key takeaways?





# EU4Algae

©Wilfred Thomas – SBR – CNRS – SU

## **2. Introduction to EU Algae Initiative Action #6: Market-stimulating mechanisms**

*How to improve transfer of technology & innovation from research to market*

# EU Algae Initiative Action #6

Action #6 =

*Together with the algae industry, examine the algae market and propose **market-stimulating mechanisms** to support and promote the transfer of technology from research to market*

# How EU4Algae supports Action 6

The EU4Algae consortium will:

1. **Examine algae markets** (i.e. existing & new products, producers, buyers, stakeholders + support mechanisms)
2. **Propose market stimulating mechanisms** to support and promote technology transfer from research to market

## Why?

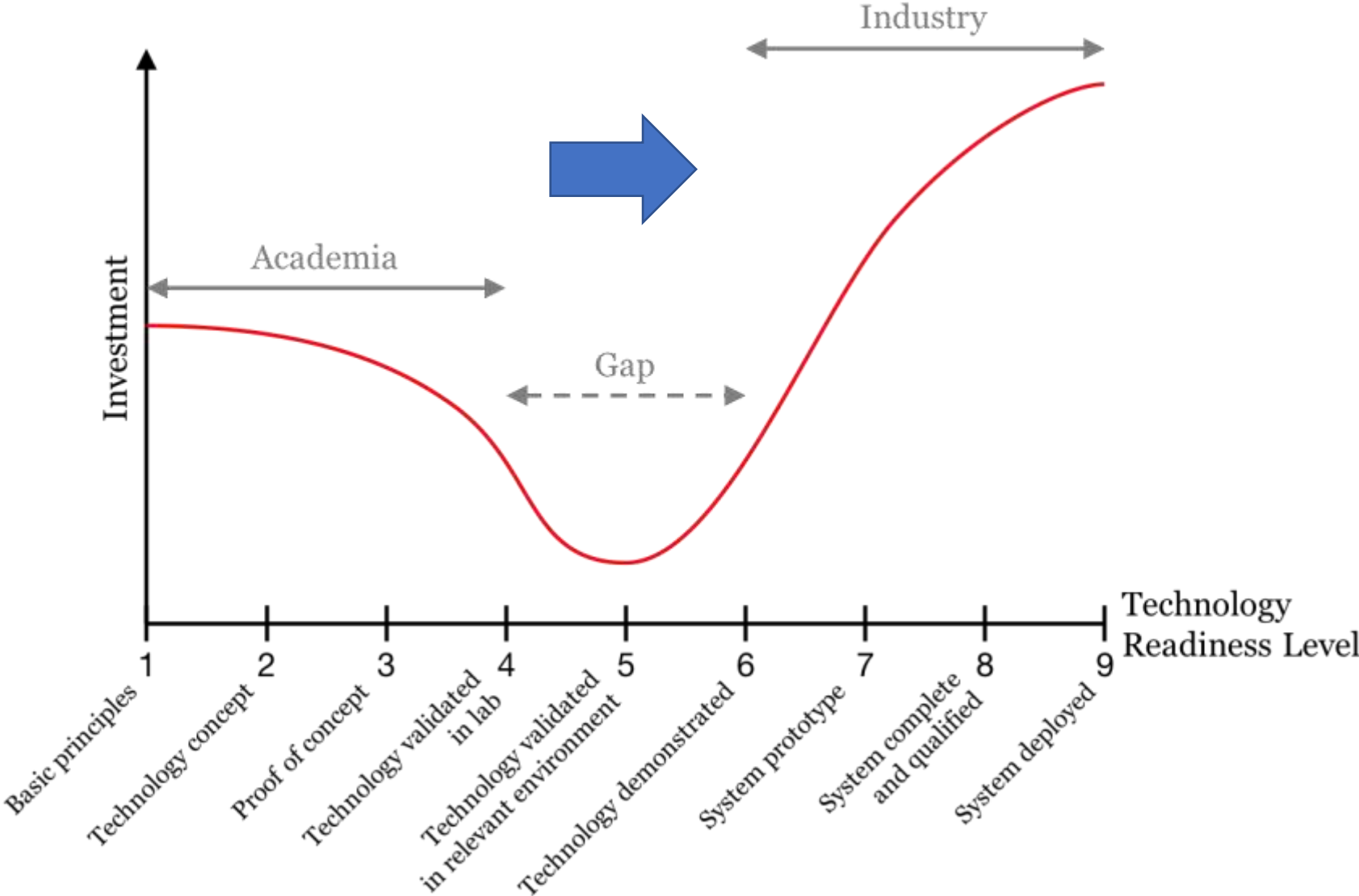
Targeted support is necessary to tackle bottlenecks, facilitate procedures, improve access to funding, obtain necessary knowledge, develop technologies, boost innovation and support technology transfer from research to market

## How?

The Commission will work with industry (via the EU4Algae platform) to **identify feasible market support mechanisms and promote their implementation**



# Bridging the “Valley of Death”



# What is a market-stimulating mechanism?

- A definition:
  - An “enabling” action (or set of actions) resulting in **increased economic activity** in a given sector (or across multiple sectors).
- Examples:
  - **Innovation** (e.g. new technology, cost reductions, increased efficiency, social innovation)
  - **Financial incentives** (e.g. subsidies, grants, tax breaks, prizes & awards)
  - **Removal of barriers** (e.g. updating regulation, increasing access to resources)
  - **Social incentives** (e.g. ethical consumerism, advertising, awareness campaigns for market pull)
  - ...

What actions do you recommend to support youth, SMEs & entrepreneurs?



# NOTPLA HAS WON THE EARTHSHOT PRIZE TO BUILD A WASTE-FREE WORLD



[WWW.EARTHSHOTPRIZE.ORG](http://WWW.EARTHSHOTPRIZE.ORG)

**NOTPLA**

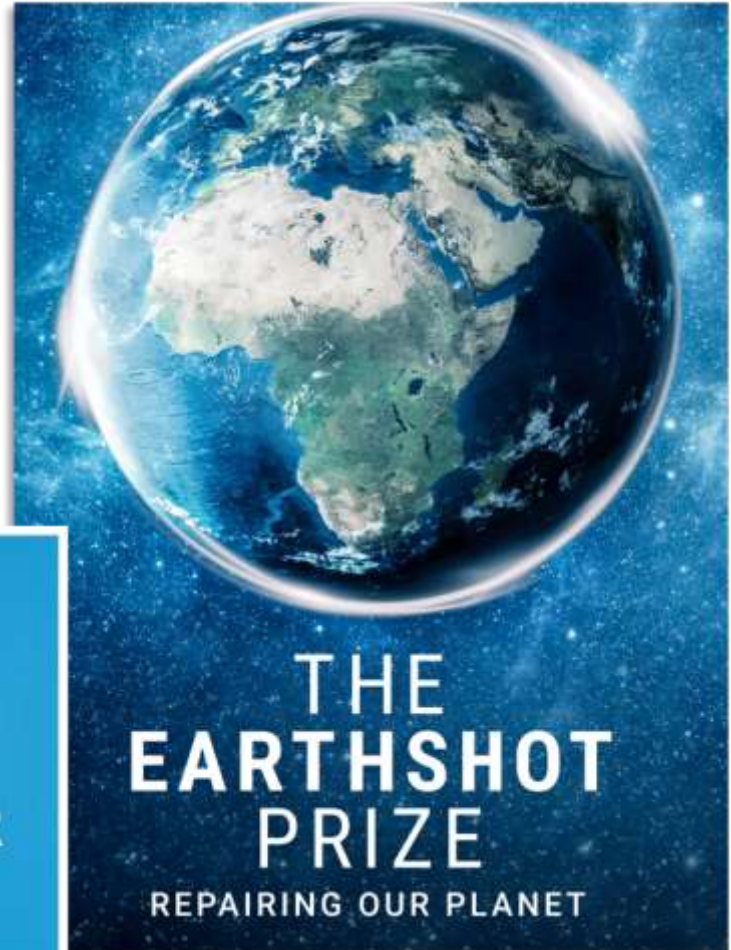
## MAKING PACKAGING DISAPPEAR



NOTPLA is a leading manufacturer of biodegradable packaging solutions, offering a sustainable alternative to traditional plastic packaging. Our products are made from natural materials and are fully compostable, breaking down into natural elements within 12 weeks.

Our solutions are designed to reduce the environmental impact of packaging, offering a clear and simple way to eliminate plastic waste. We work with our customers to create a sustainable future, one product at a time.

NOTPLA is proud to be a member of the Earthshot Prize, a global initiative to repair our planet. Our commitment to sustainability is at the heart of everything we do, and we are excited to be part of this important mission.



# THE EARTHSHOT PRIZE

REPAIRING OUR PLANET



# Discussion: What do algae companies need?

## Financial Incentives?

- Funding & grants ✓
- Prizes, challenges & awards
  - e.g. Earthshot Prize
- Subsidies
- Tax breaks
- Compensation schemes
  - e.g. carbon credits
- Crowdfunding

## Social Innovation?

- Business matchmaking
  - e.g. BlueInvest ✓
- Hackathons & competitions
- Crowdfunding
- Producer Organisations
  - i.e. clustering

## Improved Access?

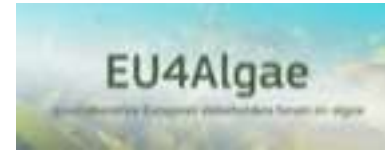
- Access to investors
- Access to space & water
- Access to test beds
- Access to shared equipment
- Access to knowledge
  - business training
  - project results
  - academic publications
  - etc.

# Rank the “Most Feasible” Mechanisms

*Cherry-picked small steps: What is the low-hanging fruit?*



1. Consolidate & Share Knowledge on Algae



2. Algae Events (Hackathons, Matchmaking, Prizes, Challenges & Awards)
3. Establish Algae Test Beds
4. Develop Algae Business Trainings
5. Establish Algae Producer Organisations



slido

Join at  
**slido.com**  
**#EU4A6**

A QR code located in the bottom right corner of the slide, which likely links to the online event mentioned in the text.



# EU4Algae

©Wilfred Thomas – SBR – CNRS – SU

## 3. Open discussion

*to collect additional ideas and/or best practices*

**Who will implement these actions?**



**Questions or comments?**

# EU4Algae Partners



**Thank you!**