



UNLOCK NETWORKING EVENT: Advancing Circular Economy In Agriculture

TUESDAY 22 OCTOBER 2024 | 14:30-18:15 CET | BRUSSELS



This project has received funding from the Bio-based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement N° 101023306. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium.



**Bio-based Industries
Consortium**



EU's Feather-Based Economy: The Challenges Ahead



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Overview – Value Chain Analysis



Stakeholder Engagement
Slaughterhouses & Renderers
Feather Management Practices
Challenges Faced

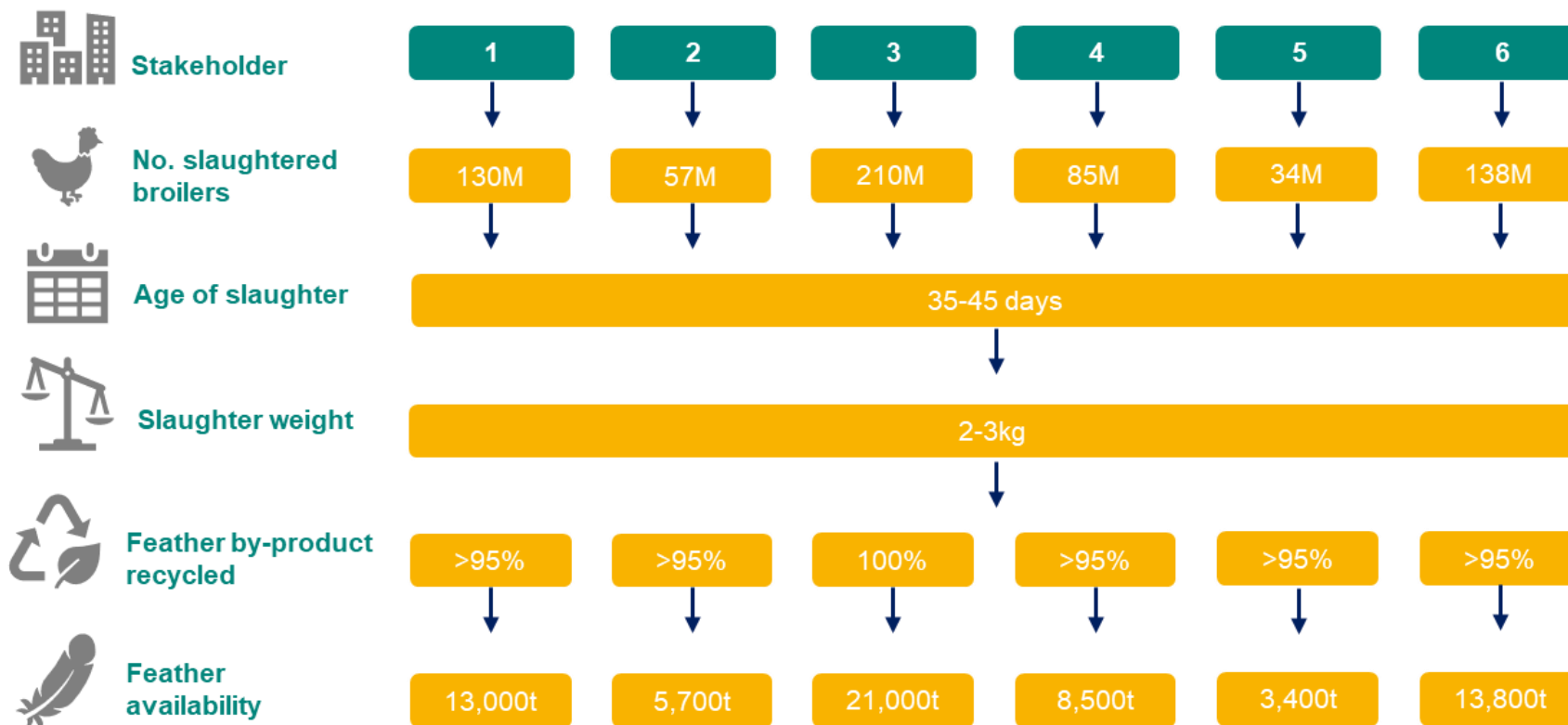


Value Chain Hurdles
Novel Value Chain
Potential Hurdles



Moving Forward – Solutions
Avenues to Bring Novel Value Chains to Fruition

Current Feather Waste Management Practices – Slaughterhouse



Stakeholder Engagement Results

- ✓ Majority of feathers sent to rendering for further processing

Main Challenges Raised



Avian Influenza

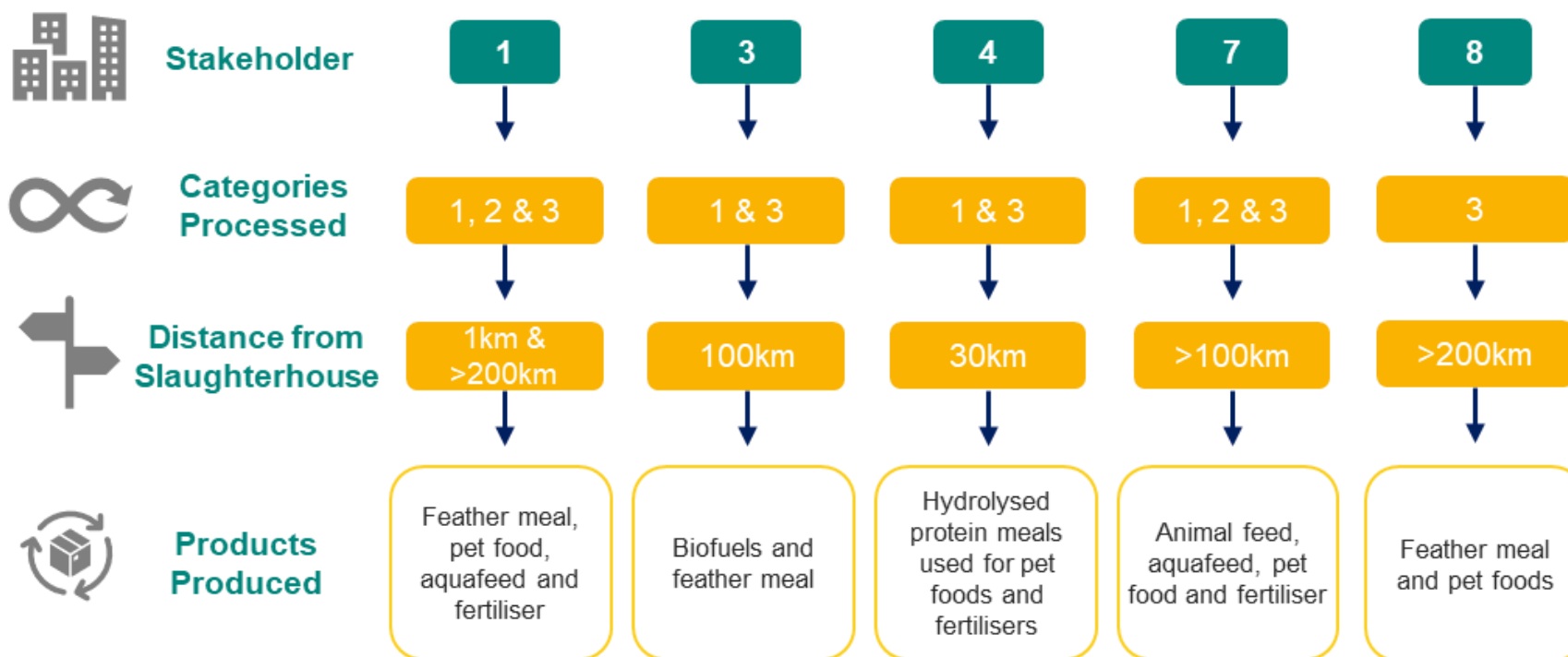
Feather Contamination



Transport



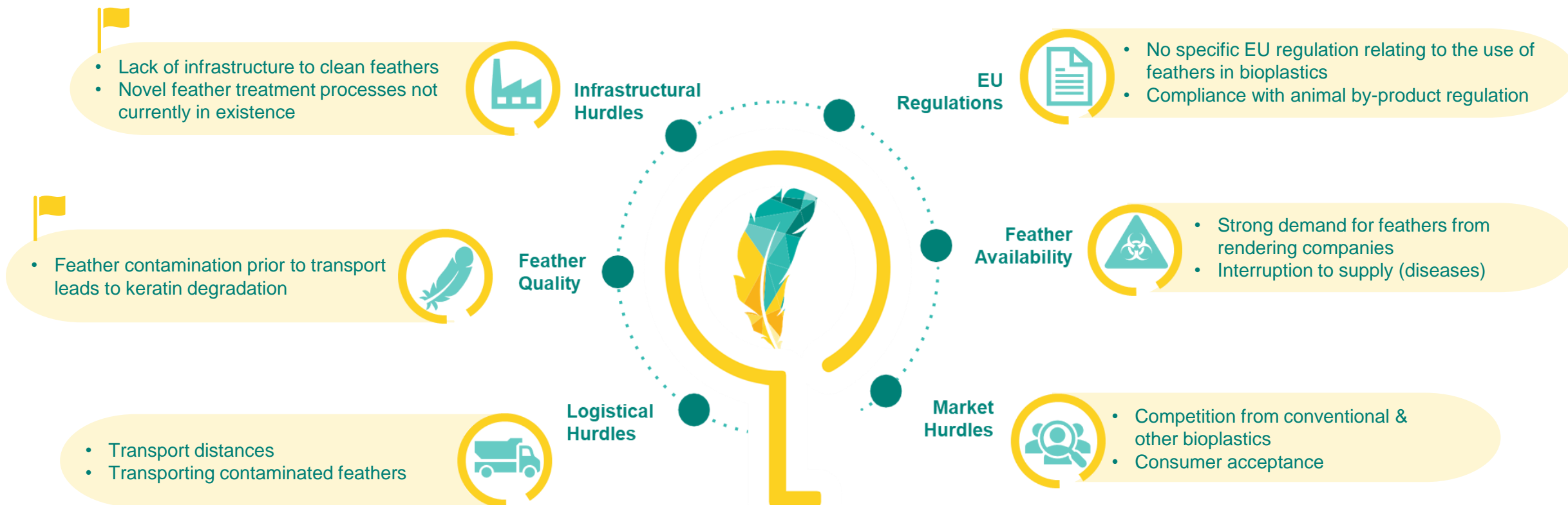
Current Feather Waste Management Practices – Renderers



Main Challenges Raised



UNLOCK's Novel Value Chain – Hurdles





UNLOCK's Novel Value Chain – Moving Forward

Feather Collection

Feather Management Processes

- Additional steps to current practices
- Ensuring clean, dry feathers
- Ensuring feather quality
- Reducing transport costs and emissions

Integrated Business Models

- Guaranteeing supply of quality feathers
- Reducing distances between actors in the value chain

Renewable Energy

- Reducing footprint of factory operations
- Potential to decrease transport emissions

Feather Treatment

Alternative Funding Options

- EU grant schemes for funding bio-economy initiatives
- Low-cost loans to tackle high investment requirements at slaughterhouse and feather treatment stages

Third Party Feather Management

- Eliminates financial and operational burden to existing actor
- Guarantees supply of quality feathers

Focussed Business Strategies

- High value creation in low volume markets
- Win market share and scale up
- Long-term agreements with suppliers

Market Challenges

Feather Keratin as Low-Cost Ingredient

- Feather keratin may enable UNLOCK products to achieve cost competitiveness

Product Differentiation

- Differentiate from conventional plastics through sustainable image
- Differentiate from current bio-based plastics with specific product characteristics
- Differentiation by price if inclusion of feather keratin presents opportunity to achieve cost competitiveness



Q&A

Thank you!



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