

PARTNER WITH THE WGPP ACTION PLAN

Turn circular bioeconomy opportunities into practice



Europe's circular bioeconomy offers new and promising opportunities for primary producers.

To help primary producers benefit more directly from innovative bio-based value chains, the [CBE JU Working Group on Primary Producers \(WGPP\)](#) has developed an Action Plan. It includes 8 practical actions for agriculture, forestry, fisheries and aquaculture, as well as across sectors.

The next step is implementation. The [RootLinks project](#) supports this process by bringing together relevant partners, practical cases and opportunities for collaboration.

Are you a cluster, public authority, company, producer organisation or network? Do you have a relevant case, event, idea or access to interested stakeholders?

Get in touch and let us explore how we can work together.

WHY GET INVOLVED?

Collaborating with RootLinks can help your organisation:

- access European partners, expertise and networks;
- bring your regional or sectoral perspectives into a European context;
- give visibility to practical solutions, business cases and good practices;
- explore new cooperation, project or investment opportunities;
- build stronger links with and between primary producers and bio-based industries.

We want to build on existing ideas and initiatives, whether that is a new partnership, business case, tool or next step.

WHAT COULD INVOLVEMENT LOOK LIKE?

There is no fixed format and no need to create something from scratch. You may already have something that fits, e.g.:

- contribute a case, business model, expert or demo site;
- host an activity or link it to an existing event;
- connect us with primary producers, companies or networks;
- support outreach or co-organisation.

RootLinks and the WGPP can help you coordinate, connect, communicate and document.

Financial support is very welcome but not required; in-kind contributions, such as facilities, staff, catering, accommodation or access to events, are equally valuable. RootLinks may cover parts of an activity, depending on available resources. Costs, roles and responsibilities would be agreed jointly during planning (see FAQ).



WHY AN ACTION PLAN AND WHO IS IT FOR?

Primary producers are essential to the circular bioeconomy. They are not only suppliers of biomass, but also business partners, users of innovation and co-creators of new value chains.

Yet their role is still often too limited. This can mean missed opportunities for primary producers and for industry alike.

The Action Plan aims to strengthen the role of primary producers in circular bio-based value chains and help them benefit more directly from new business opportunities, partnerships and innovation.

It was co-created over one year with representatives from agriculture, forestry, fisheries and aquaculture and reflects their real needs, challenges and practical experience.

Its 8 actions focus on four main areas:

- tools for business development;
- knowledge sharing and collaboration;
- integrated advisory support;
- models of organisational cooperation.

The aim is practical: stronger cooperation between primary producers, industry, public authorities, research and other value-chain actors, that leads to more viable opportunities and wider uptake of circular bio-based solutions.

WHO IS BEHIND THIS INITIATIVE?

Circular Bio-based Europe Joint Undertaking (CBE JU) is a public-private partnership supported by the European Union and the Bio-based Industries Consortium.

The Working Group on Primary Producers (WGPP) was established by CBE JU in 2025 to strengthen the role of primary producers in Europe's circular bioeconomy. It brings together organisations from agriculture, forestry, fisheries and aquaculture.

The CBE JU-funded RootLinks project supports the WGPP in co-creating and implementing the Action Plan.

DO YOU WANT TO JOIN FORCES?

If you have a relevant case, event, network or idea, get in touch with us. Please send us your:

- name
- organisation
- sector(s)
- industrial scope
- geographic scope (local, regional, national, EU)
- email address
- your idea or contribution
- the support you would need from RootLinks.

Contact: info@rootlinks.eu

We are looking forward to hearing from you!

FREQUENTLY ASKED QUESTIONS

Who can get involved?

The invitation is open to companies, regional initiatives, public authorities, clusters, producer organisations, cooperatives, research bodies, advisory services, networks and other stakeholders connected to circular bio-based value chains.

Do we need to be a WGPP member?

No. You do not need to be a WGPP member to host, support or contribute to an activity.

What kind of activities are possible?

Activities may include workshops, demonstration visits, business exchanges, matchmaking sessions, expert discussions or sessions within an existing conference or event.

The format should respond to a practical regional or (cross-)sectoral need and contribute to the implementation of the WGPP Action Plan. We are also happy to discuss your ideas!

Can the activity be part of an existing event?

Yes. Linking the activity to an existing conference, fair, workshop, project meeting or site visit is strongly encouraged. This allows us to build on existing networks, audiences and organisational structures.

What is expected from a local, regional or an industry partner?

The contribution depends on the activity. Partners may provide a relevant case, venue, speaker, local contacts, access to a network or support with outreach and organisation.

Financial support is welcome but not required. In-kind contributions, such as catering, accommodation, facilities or staff time, can also be highly valuable.

Is funding available?

RootLinks is funded by CBE JU and may be able to cover parts of an activity, depending on its format, relevance and the available project resources.

Funding cannot be guaranteed. Possible costs and contributions will therefore be discussed and agreed during the planning process.

What do RootLinks and the WGPP provide?

Depending on the activity, we can provide:

- coordination and facilitation of the activity, where appropriate;
- thematic and organisational expertise;
- connections with primary producers and other European partners;
- support in identifying speakers and practical cases;
- communication and outreach through European networks;
- links to other Action Plan activities;
- support in documenting and sharing the results.

Who organises the activity?

Each activity is developed jointly with the RootLinks team and the contributing partner. Roles, responsibilities and resources are agreed according to the format and capacities of those involved.

CBE JU, the WGPP, RootLinks and your organisation will be appropriately represented in the activity and its communication.

How many participants are needed?

There is no fixed minimum. An activity may involve a small, focused group of around five external participants or form part of a larger event with a wider audience. The size may depend on the purpose and format.

How much preparation time is required?

This depends on the activity. Where possible, we recommend beginning preparations around six months in advance. Smaller contributions or sessions within existing events may require less time. Preparation can usually be managed through online meetings and email exchanges.

Where can activities take place?

Activities can be organised in different regions and sectors across Europe. The suitability of the location and its connection to the Action Plan will be considered together.

Can activities be held in a local language?

Yes, where this helps reach the relevant local or regional participants. The working language, communication materials and any translation needs should be discussed during planning.

How are proposals assessed?

Ideas will be considered according to their relevance to the Action Plan, practical value, expected benefits for primary producers, potential for cooperation and feasibility within the available time and resources.

After the first contact, the RootLinks team will discuss the proposal with you and agree whether and how it can be developed.

What happens after we contact you?

We will first arrange a short exchange to understand your idea and possible contribution. If there is a good fit, we will jointly develop the concept, agree on roles and resources, prepare the activity and define the expected result.

What happens after the activity?

Each activity should lead to a useful result, such as key findings, recommendations, a tested format, new connections, a practical tool, a business prospect or a clear next step.

Relevant results may be shared through RootLinks communication channels and included in the RootLinks digital toolkit on the homepage (www.rootlinks.eu). Contributing organisations will be acknowledged as agreed.

How will confidential information be handled?

Practical results are intended to be shared, but confidential company or organisational information will not be published without prior agreement. The use and visibility of all contributions will be discussed in advance.