Interreg
Italia-Slovenija

BioTech2Agri

Cofinanziato dall'Unione europea
Sofinancira Evropska unija

Innovation Map

BIOTECHNOLOGICAL INNOVATION FOR SUSTAINABLE AND COMPETITIVE AGRICULTURE



The BioTech2Agri project is co-funded by the European Union within the **Interreg VI-A Italy-Slovenia** Programme.

BioTech2Agri

PROJECT



2
COUNTRIES INVOLVED

+19,000
KM² OF TERRITORY COVERED

BioTech2Agri is a project funded by the Interreg VI-A Italy-Slovenia Programme 2021–2027, which promotes the adoption of biotechnological solutions in the agri-food supply chains across Italy and Slovenia

by bringing together businesses, institutions and stakeholders from the research and innovation sectors, to turn scientific ideas and knowledge into more competitive, sustainable and market-oriented products and processes, whilst fostering collaboration between the two cross-border regions.



In particular, BioTech2Agri has carried out an initial **mapping of biotechnologies applicable** to the agri-food sector and available in the cross-border area, with the aim of providing high-quality support to businesses for the introduction of biotech solutions in various sectors (food, feed, nutraceuticals, cosmetics, etc.).

Through an innovative pilot initiative, known as the '**Innovation Coins Mechanism**', **26 businesses in the cross-border area were backed** through an experimental innovation support scheme designed to strengthen their business vision and the network of knowledge economy stakeholders in the border region.

Who is the project aimed at?

BioTech2Agri is aimed at **small and medium-sized enterprises (SMEs) in the agri-food sector**, based in Italy and Slovenia.

What is its purpose?

To support agri-food SMEs in **adopting innovative biotech solutions**, by promoting knowledge transfer and strengthening entrepreneurial capabilities. To support the creation of cooperation networks between businesses, research centres, funders and institutional stakeholders.



30 MONTHS'
TOTAL PROJECT DURATION
from April 2024 to October 2026

6
PROJECT PARTNERS

6
ASSOCIATE PARTNERS

26
COMPANIES INVOLVED



€ 886,561
TOTAL ALLOCATED BUDGET

THE 3 MAIN STEPS OF THE PROJECT

The model that 'accelerates' the adoption of biotechnology

The project consists of three main steps:

1. Analysis of the current state of the art and mapping of technological solutions across sectors and within the region.

2. The applied case study (Innovation Coins): to provide, through a dedicated call for proposals, 4 services to 26 SMEs in the cross-border area.

3. Replicating the Accelerator: a 10-point guide explaining how to replicate the model in one's own innovation journey.

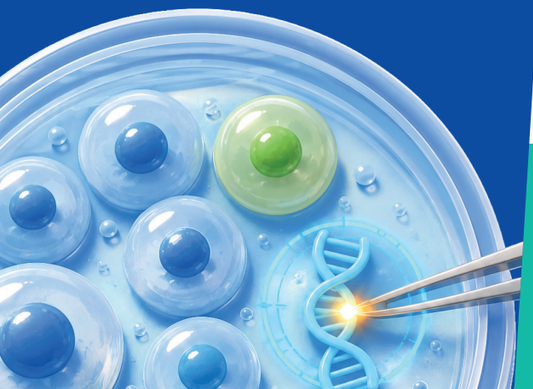


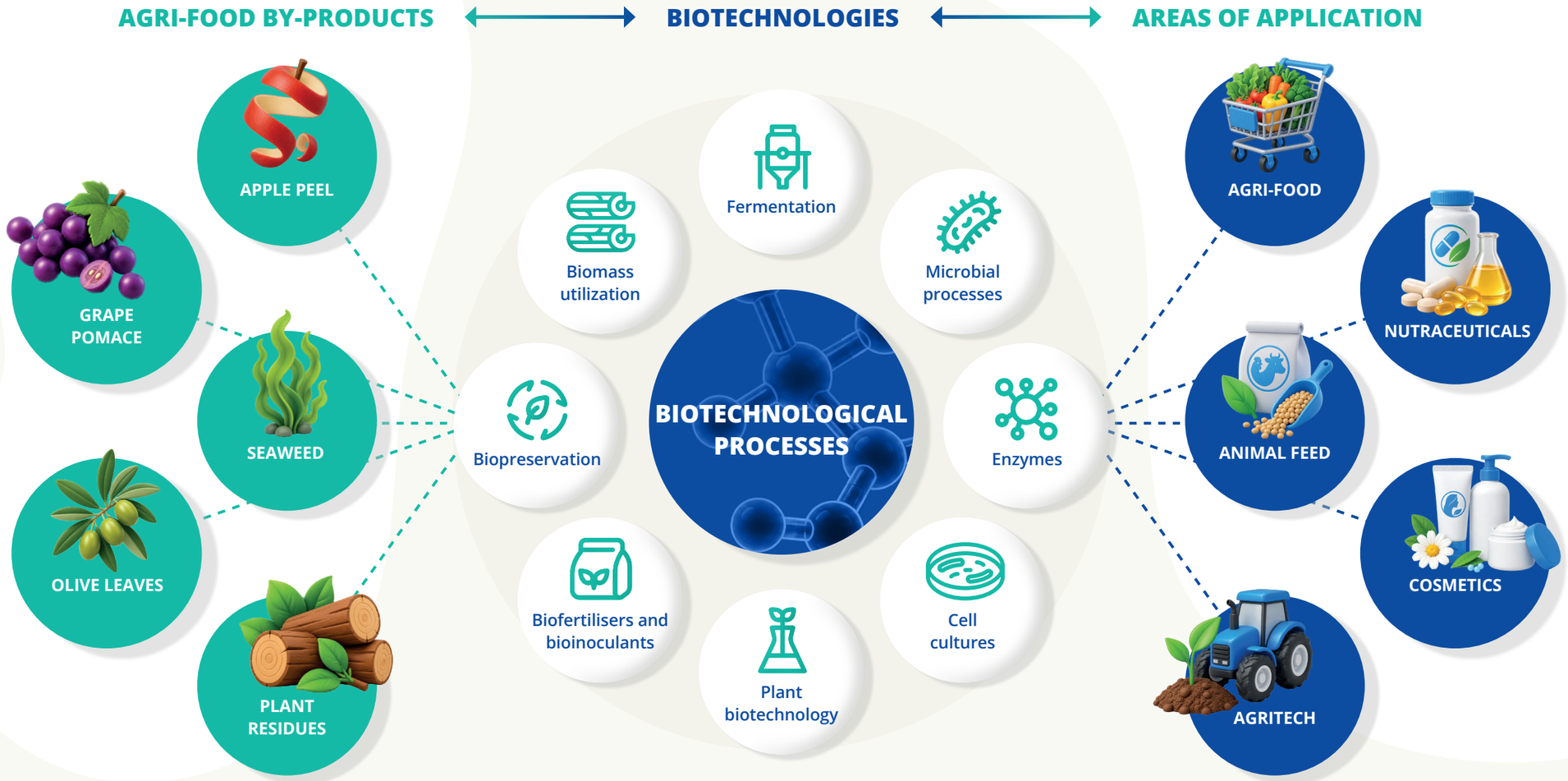
STEP 1

Mapping available biotechnologies

Biotechnologies are **a set of techniques that utilise living organisms** (micro-organisms, plant or animal cells, enzymes and genetic material) **to develop new products or improve existing ones**. In the agri-food sector, it is possible to develop products with higher added value and more efficient and sustainable processes.

Some areas of application identified by the BioTech2Agri project include: agriculture, food and feed, nutraceuticals, cosmetics, the blue economy, and nanotechnologies applied to the agri-food sector.





By-product to be valorized: **APPLE PEEL**

Biotechnologies used: **FERMENTATION / EXTRACTION OF COMPOUNDS**

Applications: **NUTRACEUTICAL, COSMETIC OR BIO-BASED PACKAGING APPLICATIONS**

FIND OUT MORE

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Innovation Map of BioTech2Agri project

STEP 2
The case study (Innovation Coins)



CALL FOR PROPOSALS TO SELECT THE 26 PARTICIPATING SMEs

MAPPING OF AVAILABLE BIOTECHNOLOGIES



THE CHALLENGE

FROM WASTE TO A NEW LIFE – THE CIRCULAR ECONOMY

The agri-food SME **identifies a by-product to be utilised**, an ingredient to be improved or a new market opportunity to be developed.

WATCH THE RELATED VIDEO!

SERVICE 1

TECHNICAL FEASIBILITY ASSESSMENT

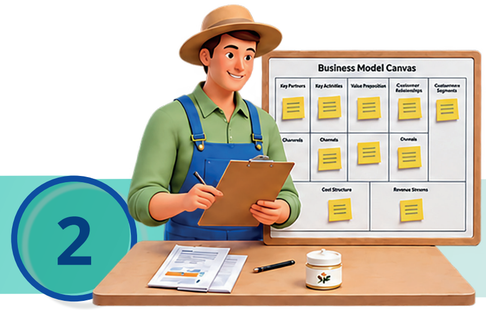
In the first phase, a preliminary **analysis was carried out to assess the technological potential of the innovative idea presented by the company**.
With the support of experts, the scientific soundness of the idea and its replicability in the market were evaluated.

Key areas covered:
1. Differentiating the company's product range;
2. Adding value to processing by-products;
3. Innovation in agronomic practices.

The primary objective is to mitigate technological and operational risk, ensuring that innovation is feasible before committing significant financial resources to development.

12 ITALIAN COMPANIES AND 14 SLOVENIAN COMPANIES

26
AGRI-FOOD SMEs HAVE COMPLETED THIS PHASE!



SERVICE 2

ASSESSMENT OF ECONOMIC FEASIBILITY

Guided development of the Business Model Canvas, a key strategic tool for mapping the value proposition, defining target customer segments, structuring distribution channels and clearly outlining expected costs and revenue streams.

SERVICE 3

GUIDANCE ON FUNDING

Targeted identification of the best opportunities for subsidised funding, to prepare businesses for the subsequent investments required for their growth.



33
PARTICIPANTS AT THE JULY 10 EVENT IN UDINE



SERVICE 4

CROSS-BORDER NETWORKING EVENT

An opportunity for businesses, experts and stakeholders in the innovation ecosystem to share ideas and exchange views.
Service 4 provided an opportunity to **share results and best practices, and foster new opportunities for collaboration and commercial and scientific partnerships**.

STEP 3
How to replicate the value chain acceleration mechanism

DEFINING THE TARGET AUDIENCE (1)
Identify the target users, their needs and the benefits offered by the Accelerator.

SHARED MONITORING (2)
Monitor the needs of users and experts, as well as the available technologies, laboratories and tools.

ROLE ALLOCATION (3)
Identify the Accelerator Coordinator and the responsibilities of the members.

COMMON ACCESS POINT (4)
Establish a simple and recognisable common access point for information on data, procedures and timelines.

COORDINATED USER JOURNEY (5)
Support users through all stages, from initial diagnosis to commercial development and monitoring of results.

CONNECTING EXPERTS AND RESOURCES (6)
Connect users with experts, laboratories, pilot equipment, testing services and best practices.

FEASIBILITY ASSESSMENT (7)
Assess the scientific soundness of the company's idea and its replicability in the market.

INCLUSIVE COMMUNICATION (8)
Use clear language, multilingual content and concise instructions, whilst providing training and mentoring opportunities for different user groups.

DATA PROTECTION (9)
Ensuring shared rules on data confidentiality and the handling of cases.

MONITORING & SUSTAINABILITY (10)
Monitor progress to improve the services offered by the accelerator and establishing a stable model for management, funding and collaboration that ensures the continuity of services and adaptation to needs.

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DESIGNING A VALUE CHAIN ACCELERATOR TO SCALE UP THE PROJECT

Regional development agency ROD Ajdovščina
VENETIAN CLUSTER
ZRS
Fondazione Agrifood & Bioeconomy fvg
INFORMEST
Primorski Tehnološki Park

GET TO KNOW

BioTech2Agri's partners

LP Regijska razvojna agencija ROD

LEAD PARTNER | SLOVENIA
Associated partner: **COBIK**

A Slovenian regional development agency that supports local economic growth, innovation and cross-border cooperation, whilst promoting the sustainable development of the region.

www.rra-rod.si

PP2 Venetian Cluster

ITALY | Veneto
Associated partner: **Rigoni di Asiago srl**

An organisation that promotes collaboration between businesses, research bodies and institutions, fostering innovation, technological development and competitiveness in strategic sectors across the Veneto region.

www.venetiancluster.eu

PP3 ZRS Znanstveno-raziskovalno središče Koper

SLOVENIA

A scientific research centre in Koper that promotes interdisciplinary research, innovation and the transfer of knowledge between the scientific community and the local area.

www.zrs-kp.si

PP5 INFORMEST

Centre for Services and Documentation for International Economic Cooperation

ITALY | Friuli Venezia Giulia

A development agency in Friuli-Venezia Giulia that promotes international economic cooperation and supports the development of European projects.

www.informest.it

PP4 Fondazione Agrifood & Bioeconomy FVG

ITALY | Friuli Venezia Giulia
Associated partner: **Unione dei consorzi vini DOC del Friuli Venezia Giulia**

Regional cluster for the agri-food sector and bioeconomy in the Friuli-Venezia Giulia Region, dedicated to supporting the development of innovative and sustainable initiatives with a tangible impact on the region's strategic supply chains.

www.fabfvg.it

PP6 Primorski Tehnološki Park d.o.o.

SLOVENIA
Associated partners: **Območna obrtno-podjetniška zbornica, U&V proizvodnja in trgovina d.o.o., SCHERZ d.o.o.**

A technology park that supports startup, innovative businesses and technological development processes through incubation, networking and innovation support services.

www.primorski-tp.si



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