
WaysTUP! project press release

“WaysTUP! - Value chains for disruptive transformation of urban biowaste into biobased products in the city context”

Turning urban biowaste into a resource is major key to a circular economy. The Horizon 2020 project **“WaysTUP!”** aims to demonstrate the establishment of new value chains for urban biowaste utilisation through a multi-stakeholder approach in line with circular economy.

The project is designed to showcase a portfolio of new “urban biowaste to biobased products” processes starting from different feedstocks i.e. fish and meat waste, spent coffee grounds, household source separated biowaste, used cooking oils, etc.

The processes will result in the production of food and feed additives, flavours, insect protein, coffee oil, bioethanol, biosolvents, bioplastics, etc.

End-product characterisation and safety assessment will be implemented as well as Life Cycle Assessment of the value chains to assess their environmental impact.

Moreover **“WaysTUP!”** will develop and implement a behavioural change approach with citizens and local communities by improving the current perception of citizens and local communities on urban biowaste as a local resource, enhancing the active participation of citizens in the separate collection of urban biowaste and improving customer acceptance of urban bio-waste derived products.

New profitable business models will be developed preparing market entry of the technology solutions demonstrated as well as of the end-products resulting from them.

The project will also provide guidance to city managers on adopting new organizational models supporting the valorisation of urban biowaste, as well as evidence-based EU level policy recommendations for decision makers.

Pilot demonstration will take place in Athens, Chania, Valencia, London, Alicante, Prague, L'Alcúdia and Terni.

The kick-off meeting took place in Valencia on the 2nd and 3rd of October 2019. The consortium hosted EU Officers that gave an overview of the Research Executive Agency (REA) works, practical tips on financial and legal aspects, guidelines on communication and ethical issues, as well as policy background on urban circular bioeconomy. On the second day of the meeting technical issues of the project were discussed and work package leaders, as well as pilot cities’ leaders presented the way to work ahead. The meeting was also framed with presentations of the DG Regional Institute of Business Competitiveness on Circular Economy and ValueWaste, a synergistic project.

The **“WaysTUP!”** project, which will run for 42 months until February 2023, involves 26 research partners, local authorities, businesses and city networks.

Waystup! Project Consortium: Sociedad Anonima Agricultores De Lavega De Valencia (Sav), Sustainable City, Biopolis Sl, Aimplas - Asociacion De Investigacion De Materiales Plasticos Y Conexas, National Technical University Of Athens, Polytechnio Kritis, Universidad De Alicante, Bio-Bean Limited, Nafigate Corporation, A.S., Novamont Spa, Industrias Mecanicas Alcudia Sa, Centro De Investigaciones Energeticas, Medioambientales Y Tecnologicas-Ciemat, Tbw Research Gesmbh, Metsa Tissue Oyi, Nutrition Sciences, Adm Wild Valencia SA, Terra I Xufa Sociedad Limitada, Draxis Environmental S.A., Fundacion Circe Centro De Investigacion De Recursos Y Consumos Energeticos, Interuniversitari Micro-Electronica Centrum, Instituto Valenciano De Investigaciones Agrarias, Biosense Institute, ETAM SA, Area Metropolitana De Barcelona, Ayuntamiento De Valencia, And Hellenic Society For The Protection Of Nature.

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