

#EU
GREEN
WEEK

Partner Event

BIO-INSPIRE: Scaling up bioeconomy innovation in Southeastern Europe - Teaming & Knowledge Exchange Open Call



Friday 5 June
12:00-13:30 CEST
Online
[Register here:](#)



Speakers



Yannis Fallas is the **Director of the Cluster of Bioeconomy and Environment of Western Macedonia (CluBE)** and **coordinator of the BIO-INSPIRE project**. With extensive experience in regional innovation, bioeconomy, and European cooperation projects, he has led numerous initiatives related to clusters, bioenergy, and sustainable regional development. Within BIO-INSPIRE, he coordinates project implementation and supports collaboration, innovation, and stakeholder engagement across the underrepresented countries in the EU bioeconomy ecosystem.

Patricia Urdánóz is an **R&D and innovation consultant at ZABALA Innovation**, specializing in Horizon Europe programmes and cascade funding mechanisms for SMEs and startups. Her work focuses on designing and managing innovation support initiatives that strengthen collaboration, sustainability, and competitiveness across European industrial ecosystems.



Anna Parizán is a **rural development expert and international project manager** with extensive experience in EU-funded cooperation and rural innovation projects. She is currently involved in the BIO-INSPIRE project as **Technical Lead** representing the **Bay Zoltan Nonprofit Ltd. for Applied Research** and the Hungarian Bioeconomy Cluster, supporting stakeholder engagement, awareness-raising, and knowledge exchange activities related to bioeconomy and rural innovation.



Andrea Veres is a **plant sciences researcher and co-founder of the FitoWool brand** and Agrológica SME. FitoWool transforms wool into a sustainable, high-value solution for agriculture. Its wool pellets improve soil water retention and act as slow-release organic fertilizers, helping address drought, water scarcity, and soil degradation while supporting circular economy practices.



Description

The BIO-INSPIRE project, funded by the European Union, strengthens regional bioeconomy ecosystems in widening countries across Eastern and Southeastern Europe. It fosters collaboration among Regional Bioeconomy Clusters (RBCs), which act as hubs connecting key local actors—including SMEs, research organisations, public authorities, and other innovation stakeholders—to accelerate the development and deployment of bio-based solutions that support the protection, restoration, and sustainable management of natural resources.

To enhance innovation capacity and cross-regional cooperation, the project is launching a Teaming & Knowledge Exchange Open Call, offering cascade funding, study visits, and collaboration opportunities.

Through these actions, BIO-INSPIRE supports solutions that improve resource efficiency, reduce environmental impact, and promote circular and regenerative bioeconomy practices, while helping regions better mobilise their local bio-based resources and innovation potential.

The Open Call combines financial support with knowledge exchange and collaboration, helping stakeholders move from early-stage innovation to real-world application. The results of these exchanges will feed into BIO-INSPIRE's key outputs—such as the Governance Roadmap, policy briefs, and replication handbooks—which are designed to guide regions in mobilising investments, strengthening innovation ecosystems, and scaling bio-based solutions. In this way, the project contributes to enabling long-term, replicable approaches to investing in nature across regions.

This webinar will explore the challenges and opportunities facing bioeconomy stakeholders in underrepresented regions and present the support mechanisms offered by BIO-INSPIRE. It will highlight how knowledge exchange and cross-regional collaboration—across areas such as agriculture and forestry, biowaste valorisation, bio-based products, digital tools, and policy frameworks—can strengthen innovation capacity, share best practices, and build lasting partnerships, accelerating the development and uptake of nature-positive solutions.

Agenda

12:00-12:20
CluBE

Introduction to BIO-INSPIRE, its thematic areas, and its role in strengthening regional bioeconomy ecosystems

12:20-12:50
ZABALA

Presentation on the Teaming & Knowledge Exchange Open Call and funding opportunities

12:50-13:10
BZN &
FitoWool

Nature positive investments in agri-food and bioeconomy value chains: Insights from the bioeconomy ecosystem in Hungary

13:10-13:30
All

Q&A