



BIOLOC HUB – ITALY

Region: CAMPANIA

Marginalised group: Rural areas

Biobased value chains identified:

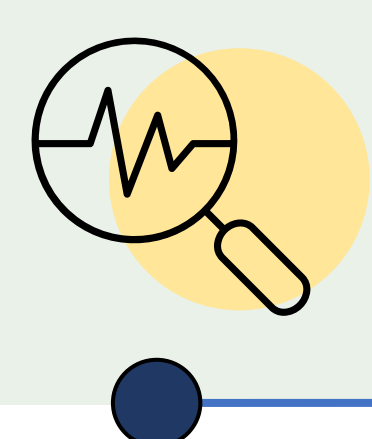
- Agroforestry sector
- Dairy sector

Mission and vision

The mission of the BIOLOC HUB in Campania is to **revitalize local communities** through **bio-based innovation**, promoting the adoption of a circular bioeconomy. By engaging regional stakeholders from the agroforestry and dairy sectors, the hub aims to **strengthen local value chains** in the region's internal areas, improving the quality of life and encouraging young people to stay in these areas. Through dialogue, knowledge exchange, and collaboration with public and private actors, the BIOLOC HUB seeks to unlock the potential of transforming local agricultural, forestry, and agro-industrial resources into high-value bio-based products.

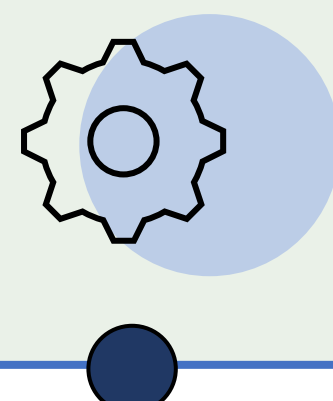
The hub aspires to be a **central point for developing a sustainable bioeconomy in Campania**, fostering networking, stakeholder engagement, and knowledge dissemination.

Activities implemented in BIOLOC HUB Campania



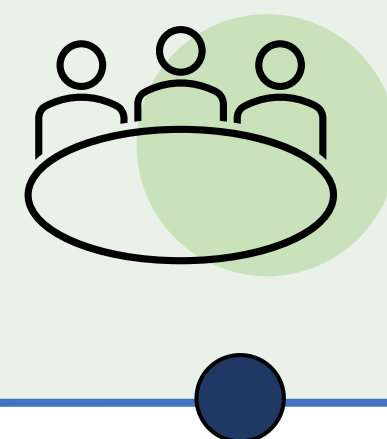
Context
analysis

Stakeholders
involvement



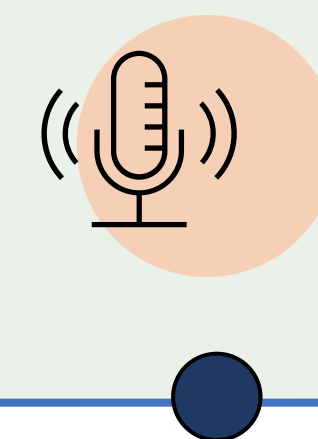
SWOT analysis
with key stakeholders
of the hub

Stakeholders
involvement



3 QH Workshops
November 25, 2023 (Oliveto Citra)
November 20, 2024 (online)
March 31, 2025 (Capua)

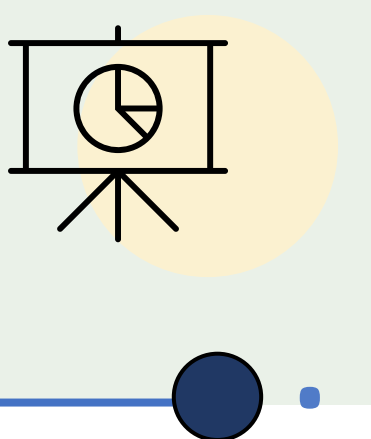
Stakeholders
involvement



Interviews
One-to-one



- Catalogue of
biobased solutions
- Info on trainings
- Roadmap



Final event
Dissemination
of results

Key Challenges

Lack of awareness of the CBE opportunities: many local agroforestry and livestock farmers lack awareness of the benefits and potential of the circular bioeconomy and the value of bio-based products.

Presence regulatory barriers i.e. unclear and inconsistent biomass classification with restrictions on the use of by-products, limited support for innovation with rigid eligibility criteria or administrative burdens.

Youth migration: high levels of unemployment and lack of opportunities in rural areas contribute to the migration of younger generations out of these areas, leading to depopulation.

Resource underutilization and lack of recognition of the potential of internal areas that are rich in biomasses that can be exploited and valorized.

Key Results

- ✓ Increased awareness of the circular bioeconomy and its opportunities for rural areas
- ✓ Involvement of regional authorities in listening and policy-making processes
- ✓ Over 300 students reached through targeted events and awareness campaigns
- ✓ Creation of networking and exchange opportunities among local actors