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PRIMARY Newsletter #1

March 2026

PRIMARY is a four-year Horizon Europe project developing local upcycling solutions for underutilised agricultural feedstocks. Working directly with farmers, cooperatives, and SMEs, the project is building new business models for rural areas based on circular bioeconomy principles.

PRIMARY is now in its first year. Here is what's happening.



Open Innovation Call is open

€900,000 available for bioeconomy sub-projects

PRIMARY's Open Innovation Call is now open, offering funding for teams ready to test and replicate innovative bioeconomy processes in their region.

Six processing technologies are at the heart of the call: grass biorefinery, submerged fermentation, solid-state fermentation, foam forming, pelletising, and gasification/pyrolysis. Applicants choose at least one to pilot, using PRIMARY's four feedstocks — grass, greenhouse byproducts, cotton residues, olive tree prunings — or comparable agricultural residues available locally, such as cereal straw, vineyard prunings, or other crop residues.

Consortia of 2–3 partners can apply. Each must include at least one technical partner and at least one organisation from the public or private sector — farmers, cooperatives, SMEs, start-ups, universities, and NGOs are all eligible. Proposals must also develop and validate a business model using PRIMARY's circular business model framework.

The deadline is **8 June 2026**.

More information here: <https://www.primary-project.eu/open-call/>

 **For any questions, please contact: primary@opencalls.fund until 5 June.**

APPLY



PRIMARY Stakeholder Platform is live

PRIMARY's stakeholder platform is now live as part of the European Rural Bioeconomy Network (ERBN) platform — an open digital hub connecting farmers, researchers, policymakers, SMEs, and civil society organisations working on the rural bioeconomy across Europe.

Through the platform, you can access PRIMARY resources, connect with stakeholders working in related areas, share your own materials, and follow project developments. As part of the wider ERBN community, you also connect with 600+ registered stakeholders and 500+ knowledge materials from EU bioeconomy projects.

Join us now!

MORE

National workshops: co-developing solutions with local communities



National workshops are central to how PRIMARY works. The project is built on a multi-actor approach — innovations are co-created with the people who will actually use them, not handed down from a lab.

By bringing together farmers, cooperatives, SMEs, and local value chain actors, the workshops generate practical insights that directly shape PRIMARY's technologies, processes, and business models. The knowledge gathered feeds into practice abstracts, business model blueprints, and learning stories designed to support rural bioeconomy development across Europe.

Several national workshops are planned in Finland and Greece during the project's lifetime. The first three have taken place in 2026:



National workshop #1 Salo, Finland

Farmers, cooperative members, and agricultural stakeholders gathered in Salo to discuss what it would actually take to turn surplus grass biomass into food, feed, and materials.

Their hands-on knowledge of local conditions is directly shaping which solutions PRIMARY pursues.



National workshop #2 Karditsa, Greece

In Thessaly — one of Greece's main cotton-growing regions — farmers, cooperative members, and local stakeholders explored what happens to cotton stalks after harvest. The workshop surfaced strong local interest in circular solutions that turn this overlooked residue into a resource.



National workshop #3 Jyväskylä, Finland

Farmers and agricultural stakeholders in Jyväskylä discussed the practical realities of using grass biomass more efficiently — what's possible, what gets in the way, and what would make new business models viable at farm level. Their input is feeding directly into the project's next steps.



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