

Mixmatters multi-actor engagement session

Workshop n°3: focus of consumers

When: February 2025, 13th

Where: Centro de innovacion social y urbana - Calle de Joan Verdeguer, 22-24

46024 Valencia – sala : Polivalent

Timing: 9-16 h

Target participants: consumers

Objectives:

- ✓ Assess consumer perception and acceptance of bio-based products.
- ✓ Identify barriers to market adoption of bio-based products.
- ✓ Discuss strategies to raise awareness and educate consumers on the benefits of bio-based products.

Agenda of the workshop (DRAFT)

9.00 Welcoming

9.30 Part 1 : presentation of mixmatters project & consumer acceptance

- *Intro : WAGRALIM*
- *Round-table : Presentation of each participants.*
- *AINIA - Nicolas Issaly : “Mix-Matters project and current outputs”*

10.15 Part 2 : consumer acceptance of biowaste based products and access market barriers

- *Mercavalencia Vicen Máñez- State of biowaste valorization.*
- *AINIA - Cristina Jodar : “Consumers and product development”*
- *Coffee break, 15’*
- *Interactive session*
 - **Objectives :** *identify and analyze the main barriers to the adoption of bio-based products, including perception, price, quality, and lack of information.*
 - **Format:** *world café setup : 3 tables*

Restitution of the results

13.30 Lunch

14.00 Part 3 solutions and strategies – education and policy support

- *Keynote presentations: Sociedad de Agricultores de la Vega - Belén Miranda - Waste managers of the waste of the city of Valencia.*
- *Workshop interactive session 2h*

Objectives : *Exercises about concrete solutions to overcome barriers identified in the morning session. Design strategies for effective communication, education, and policy support.*

Format: *Participants split into 3 thematic groups, each focusing on a specific challenge area*

15.30 Wrap-up and Conclusion