



Challenge Cosun Beet Company

Sugar beet for natural home & personal care applications

Work with Cosun Beet Company for valorization of sugar beet towards innovative products.

Home & personal care is multi billion industry with enormous opportunity stimulated by consumers increasingly demanding diverse products that are natural, healthy, sustainable and affordable. Innovative technologies can be the key to the new production methods that are sustainable and cost effective. Sugar beet can be inspiring source for bio-based fragrances, surfactants and active ingredients in home and personal care industry. We're looking for technologies that can support this conversion process.

BACKGROUND

European sugar industry is facing social, economic and political challenges. For a sustainable business it is necessary to develop innovative and alternate applications of Sugar Beet. Cosun Beet Company has produced sugar (sucrose) out of sugar beets since 1899 and has ambition to be the most successful sugar beet processing company in the world. As an alternative for food application, sugar beet can be inspiring source for bio-based fragrances, surfactants and active ingredients in home and personal care industry. This brings new business opportunities for Cosun Beet Company.

TARGET

Cosun Beet Company wants to become *the partner for joint innovation/ co-creation* of the development of these applications out of the Sugar beet.

This innovations will help us exploring

- a) New markets for innovative products that are based on sugar beet for the home and personal industry,
- b) Help us in achieving our sustainability and circularity goals by offering greener and natural products.

DEPARTMENTS INVOLVED IN THIS INNOVATION

The following departments are involved: R&D and Business Development.

WHY STARTUPS FOR THIS INNOVATION?

We would like to explore bright ideas that are sprouting outside the Cosun Beet Company team. We have good experiences with the open innovation approach that give us this opportunity of exploring for those ideas and establishing new collaborations.

SOLUTION

Cosun Beet Company wants to develop alternative applications out of Sugar Beet by creating other outlets, e.g. non-food sector. This will provide sustainability to our business while providing stability over volatile sugar markets. Cosun Beet Company is focusing on green and sustainable technologies.

SOLUTION DIRECTION

Cosun Beet Company is interested in a variety of technologies provided that they are more sustainable than conventional/ classical technologies. Technologies that are related towards Bioconversion, Biorefinery, Biochemistry, Green Chemistry, are interesting for Cosun Beet Company.

The innovations must lead to products or intermediate products for:

- Fragrances,
- Surfactants,
- Active ingredients regarding the Home and Personal Care sector.

We are not interested in classical technologies that are considered as polluting/ non-sustainable. Novel/ sustainable technologies that are not competitive towards these conventional technologies/ conversion routes.

CRITERIA

- 1) It is desired that such a conversion process brings additional value (**price, performance, sustainability**) compared to traditional products.
- 2) Also, additional benefits of using Sugar Beet compared to other biomass will be a great advantage.
- 3) The technology must be tested/proven on lab scale (TRL 4+). Technologies that are on theoretical level are, for now, not interesting because of their distance to market application. It is expected that technology can be scaled up to commercial level in five years.

REWARD FOR THE WINNING STARTUP

1. Opportunity to work with Cosun Beet Company.
2. We offer the winning start-up/ solution €1500 to develop the first steps (the production of e.g. prototype or project plan) for further collaboration.

Cosun Beet Company has the intention to collaborate in further development of the winning technology. The precise actions are being considered/ discussed during the Groningen Open process.

CONTACT

Do you have questions about this challenge? Or would you like to receive more information about Groningen OPEN? Please contact Sven Stielstra from team Groningen OPEN.

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