LIFE Info Day

From LIFE Project to Market: Opportunities, Challenges and Support

André Barbosa | EurA Innovation Ecosystems

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European Commission

Presentation structure

01 The bigger picture of LIFE C2M: goals and policy context

02 The need for a close-to-market support in LIFE Programme

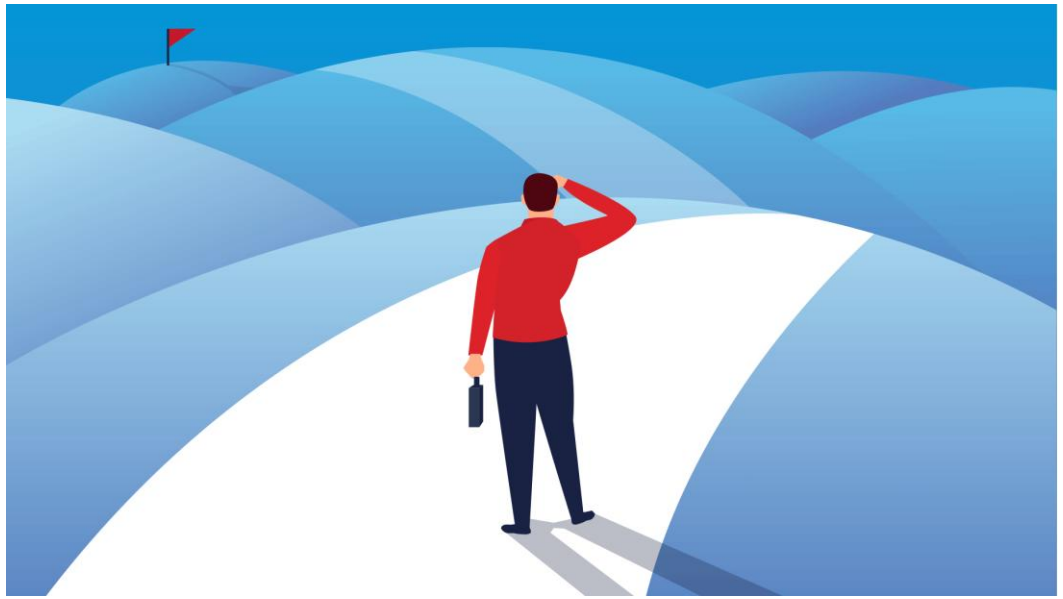
03 C2M support: services, areas of support, pipeline beneficiaries' needs and examples

04 C2M impact: market attractiveness, market readiness and examples

The bigger picture of LIFE C2M – the goal

Support LIFE projects
with promising **market potential**
to accelerate
Market uptake, Commercialisation & Upscaling
of their solutions

Assist SMEs, start-ups and clean-tech organisations to put their **green innovative products and services** on the **market**, maximise their **impact**, and contribute to **increasing investment** in the sustainable green economy.



The bigger picture of LIFE C2M – the policy context

Contributing to LIFE goals:

- Promoting innovative techniques and approaches in circular economy, climate action and mitigation and energy efficiency
- Accelerating market uptake through mobilising investment and helping improve access to finance
- Enabling replication and scaling of impactful solutions beyond the projects' scopes

and ultimately supporting the long-term transition to a sustainable, circular, energy-efficient, renewable energy-based, climate-neutral and climate-resilient economy

The bigger picture of LIFE C2M – the policy context

Contributing to EU competitiveness (Draghi Report):

Closing the innovation gap

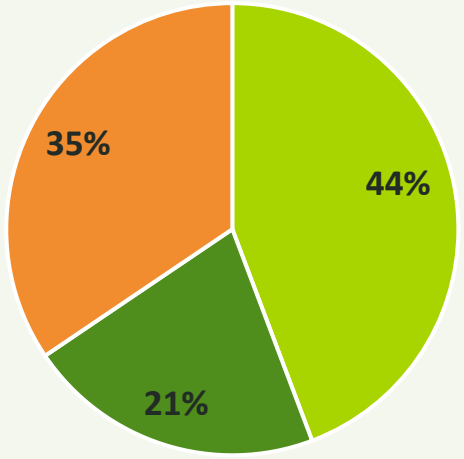
- supporting the deployment of EU grown clean and circular solutions in strategic sectors through bridging the gap between demonstration and real market demand, enhancing EU's innovation pipeline

Competitiveness-driven decarbonisation

- helping boost the competitiveness of cleantech SMEs and start-ups by supporting their scale-up and access to investment
- accelerating circular economy practices and low-carbon innovation across key industries

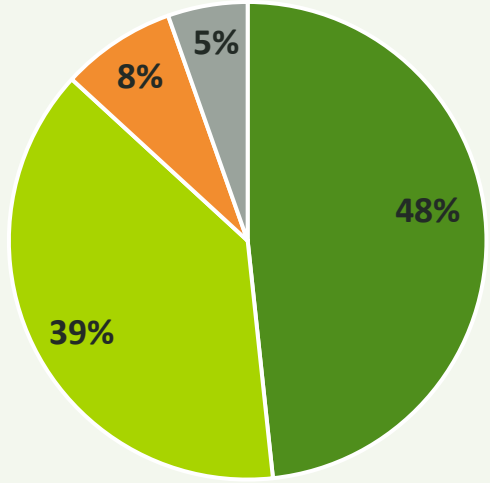
The need for a close-to-market support in LIFE

Level of technical readiness of the projects' innovations



- Innovation is already developed, but not yet being exploited (TRL 7 or 8)
- Innovation is being exploited (TRL 9)
- Innovation is under development (TRL <=6)

Business Plan preparation readiness



- Done or ongoing
- Planned
- Not planned but needed/desirable
- Not planned and not needed

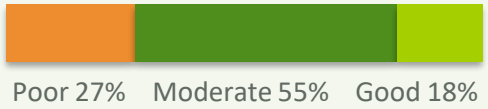
**TRL – Technology Readiness Level*

The need for a close-to-market support in LIFE

Results of a survey with TMOs

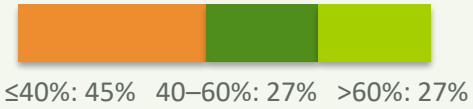
Business Plan maturity

82% rated the quality and maturity as Poor or Moderate

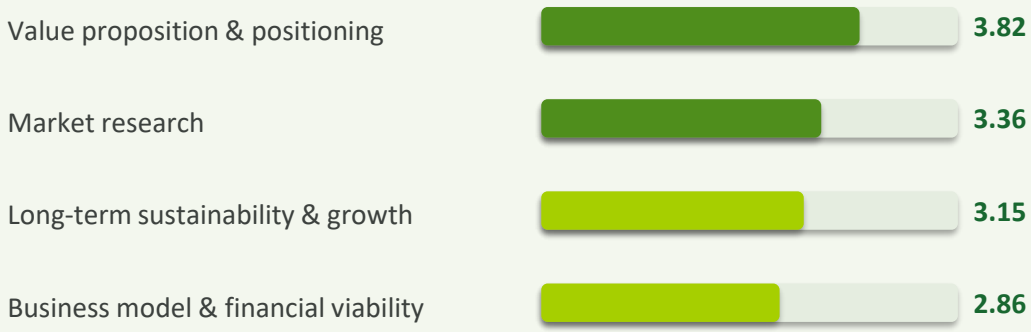


Business Plans supporting market uptake

45% estimate that 40% or less of their portfolio has a credible BP



How often Business Plans adequately address key areas



Lowest individual items:
Investment readiness 2.36 | Evidence of market validation 2.55

Most common shortcomings

- **36%** Lack of market validation
- **36%** Weak financial projections
- **36%** Weak investment readiness / financing strategy
- **36%** Business Plan developed too late in the project

C2M Support – services and tools



C2M Checklists

Initial - Identify business-related needs, market attractiveness and market readiness from LIFE C2M projects.
Final – analysis of progress and business readiness, embedded into Innovation Radar



Introductory calls

1-1 call to present C2M, deepen/clarify business-related needs and potentially match with C2M services



Ad-hoc support

Customised expert service to a C2M project, based on its specific business-related needs (business canvas, business planning, market analysis…)



C2M coaching sessions

In-depth bilateral interactive sessions with a C2M project, preferably in-person in the context of a TMO monitoring visit.



Group coaching sessions

Meet & share expert-led sessions, comprising multiple projects around a common challenging topic

C2M support – areas of support (examples)

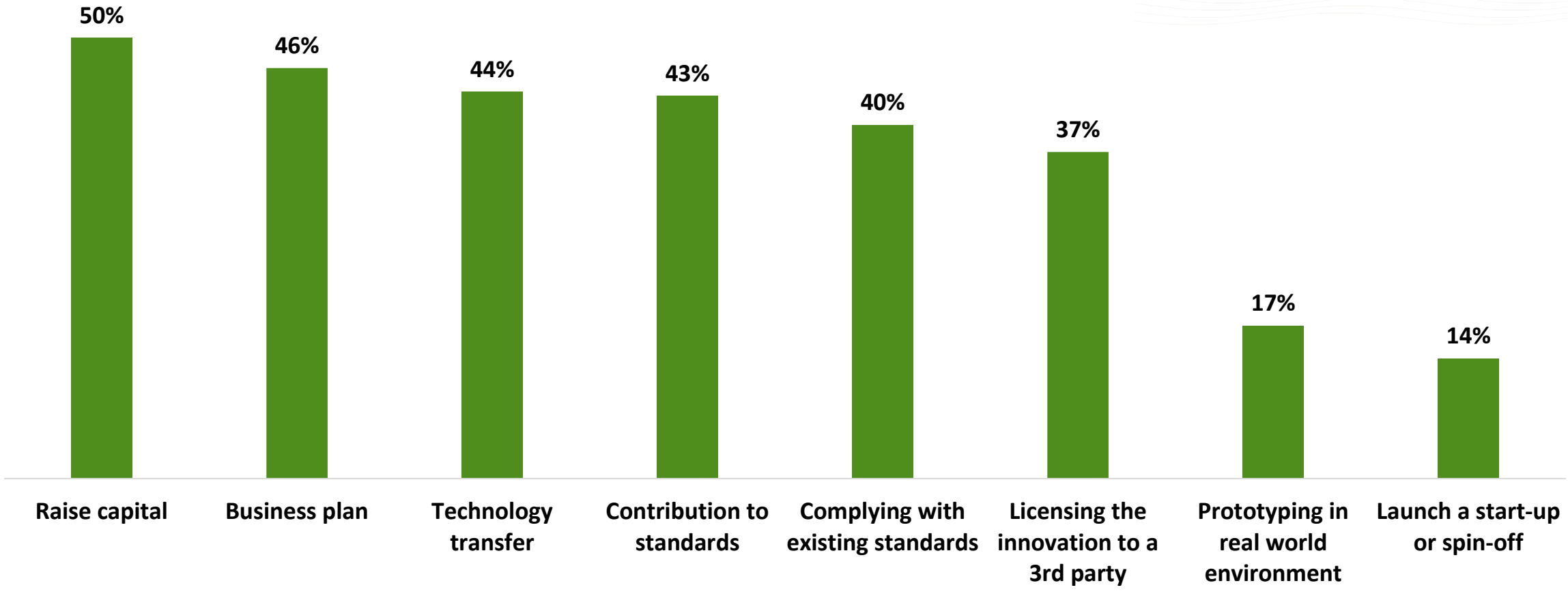
Type of Services

- **Revision of business model, business plan, exploitation plans**
- **Value chain mapping**
- **Identification of funding opportunities**
- **Investor Support: pitch deck review, presentation support, mapping of investors**
- **Commercialisation: identifying collaboration models, monetisation models, mapping of stakeholders**
- **Support development of IP strategy, trademarks, certification and regulatory roadmaps**
- **Matchmaking: access to private-sector networks, pilot sites, procurement opportunities**
- **Marketing and Strategic Communication services**

88% Satisfaction Rate

(based on 62 replies from supported C2M projects and covering Ad-hoc services, Individual Coaching, and Group Coaching)

C2M support – beneficiaries' needs



**The analysis is based on the first Checklist filled in by 415 LIFE projects*

C2M Support – the pipeline



Project start

End of the project

Initial C2M checklist

Introductory call

C2M services

- *Ad hoc support*
- *Individual C2M sessions*
- *Group Coaching sessions*

Final C2M checklist

EU Innovation Radar

LIFE Projects are eligible for C2M support even after the grant ends

Visibility (success stories)

Technical Monitor (TMO) support

C2M support - Ad-hoc support - GREEN COMPOSITE

Production of kitchen sinks and countertops, using recycled raw materials through industrial symbiosis.

Support needed : Market Knowledge for **byproduct markets** for mineral composites. Potential byproducts could include offcuts, dust, or scrap material, which can be repurposed in various industries.

Support Output: Byproduct market Mapping, Matching with suppliers of byproducts and with potential buyers who can use these materials in new applications, Sector-Specific Databases Listing and Benchmarking on top market competitors offers.

Impact : 100% recycling of sink waste, cutting raw material use and CO_2 emissions by 37% through sustainable manufacturing innovations.



Market Insights

Eco-Friendly Kitchen Sinks

Native Trails

Native Trails works with artisans around the world to handcraft inspiring, sophisticated kitchen and bath products from natural, sustainable materials such as NativeStone™ concrete, recycled copper, and reclaimed wood. They offer customization of all of their copper sinks and bathtubs. Their sustainably made products can help earn points toward the USGBC's LEED certification program, a recognized standard for measuring building sustainability in the United States and countries around the world.

ALFI brand

Industrial Symbiosis Networks

Sector-Specific- Italy

Advancing Sustainable Manufacturing: Industrial Symbiosis and Circular Innovation

Byproduct Markets

Byproduct markets focus on finding secondary uses for materials typically considered waste. Potential byproducts include offcuts, dust, or scrap material for acrylic mineral composites. These byproducts can be repurposed in various industries, such as construction: using composite scraps as fillers or reinforcements in concrete or other building materials, automotive> incorporating byproducts into non-structural components, consumer goods: creating new products like countertops, tiles, or decorative items, etc.

Matching Platforms

The role of matching platforms in advancing these markets cannot be overstated. These platforms bridge the gap between suppliers looking to dispose of byproducts and buyers eager to transform them into new applications. By reducing disposal costs, such platforms create a win-win scenario that benefits the bottom line while promoting environmental stewardship. They help align business goals with circular economy practices, ensuring that materials once destined for landfills are repurposed into valuable inputs.

Europe is home to a range of platforms designed to facilitate these connections. Whether focused on industrial exchanges, sustainability partnerships, or surplus material marketplaces, they exemplify the potential of collaborative networks. These platforms don't just connect businesses; they enable a shift in perspective, turning waste into opportunity and fostering a culture where sustainability and profitability go hand in hand.

Circular Economy Platforms

Platforms connect suppliers of waste or byproducts with companies seeking secondary materials for their processes. that match excess materials with high-value reuse options. Using tools like resource passports, tracking and tracing, valuation, and matchmaking to optimize the reuse of materials.

- **Excess Materials Exchange (EME):** This platform focuses on high-value reuse of materials, connecting suppliers with potential buyers. You can learn more about it here

C2M support - coaching session - BRINE MINING

BRINE MINING
The Brine-Mining pilot system purifies coal mine wastewater and recovers valuable minerals

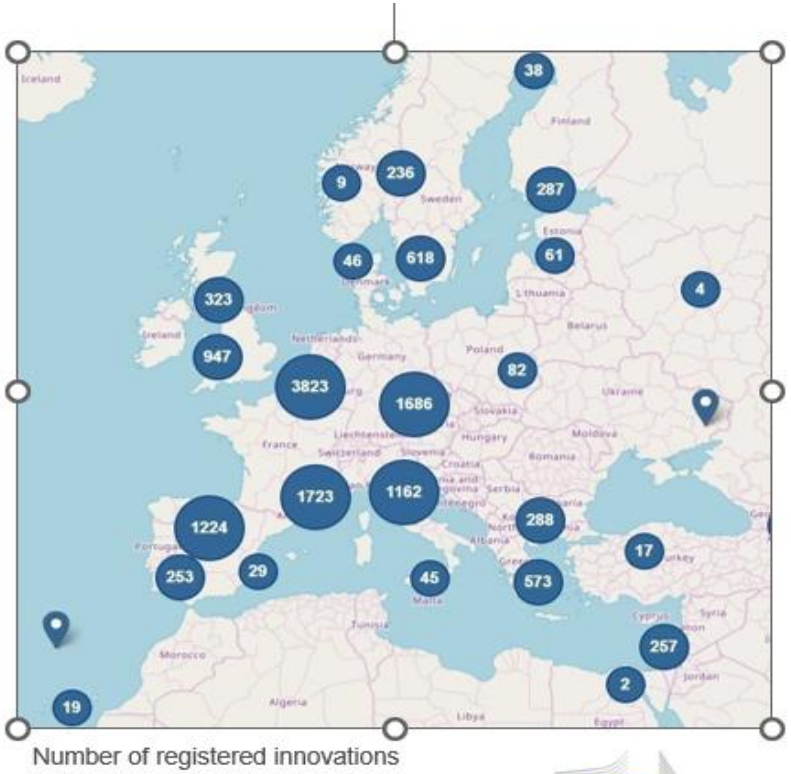
Project Goal

Provide an integrated solution for **managing coal mine effluents**, including the recovery of water and salts with high purity and quality. A demonstration plant will be installed in Poland to treat saline effluent derived from coal mining activities.

C2M assistance provided

- **Financial modeling**: Refined DCF model and WACC calculations to improve credibility and investor confidence.
- **Business planning**: Provided a comprehensive template for strategic business development.
- **Market analysis**: Helped define value proposition and explore economic scenarios.
- **Risk management**: Offered guidance on identifying and mitigating potential project risks.
- **Commercialization strategy**: Supported development of long-term market integration approach.

C2M Support - EU Innovation Radar



- Innovation Radar (IR): Source of actionable intelligence on innovations emerging from EU innovation projects, including LIFE C2M projects.
- Allows the presentation of relevant information about EU-funded innovations from high-quality projects accessible to investors and general public.
- The **C2M checklist** is combined with an **IR integration related survey,** which are filled in both at the start and at the end of the project lifetime.

150~

Innovation Radar new questionnaires received in past 12 months

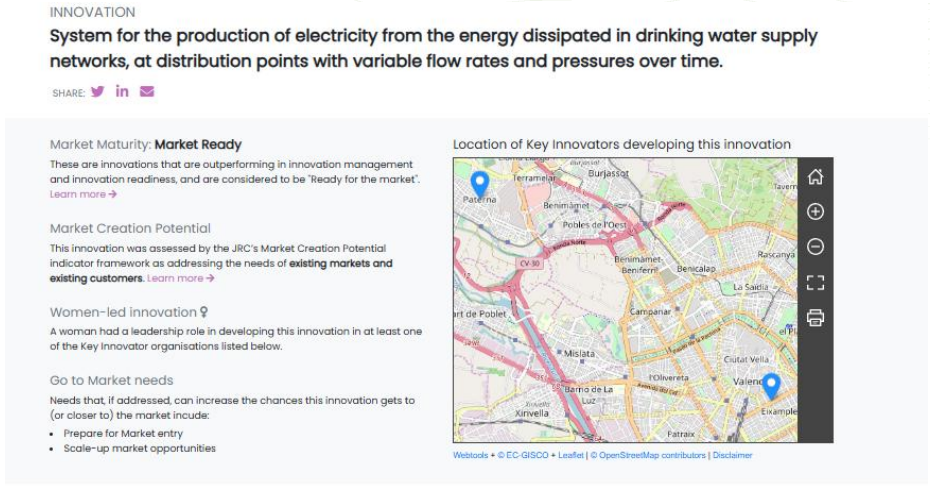
+200

Innovation Radar project profiles published overall so far

C2M Support - EU Innovation Radar – LIFE TURBINES

LIFE TURBINES

Empowering smart renewable cities through hydropower technology in urban drinking water supply systems







C2M Support – success stories – LIFE COMPOLIVE

LIFE COMP0LIVE

With C2M's support, **LIFE COMP0LIVE** has crafted a strong business plan to scale its innovation. Next step? Launching a start-up to transform olive pruning waste into sustainable biocomposites.





News article available here
Project fiche available here
LinkedIn post available here

C2M impact – overall figures

Snapshot of C2M support activities

~110

Beneficiaries served

across different C2M services

+75

Projects receiving tailored C2M support

upon Ad-hoc request

25

Individual coaching sessions

conducted

11

Group coaching sessions

conducted

+175

Introductory calls

presenting the C2M support initiative

~304

C2M checklists

filled in by beneficiaries

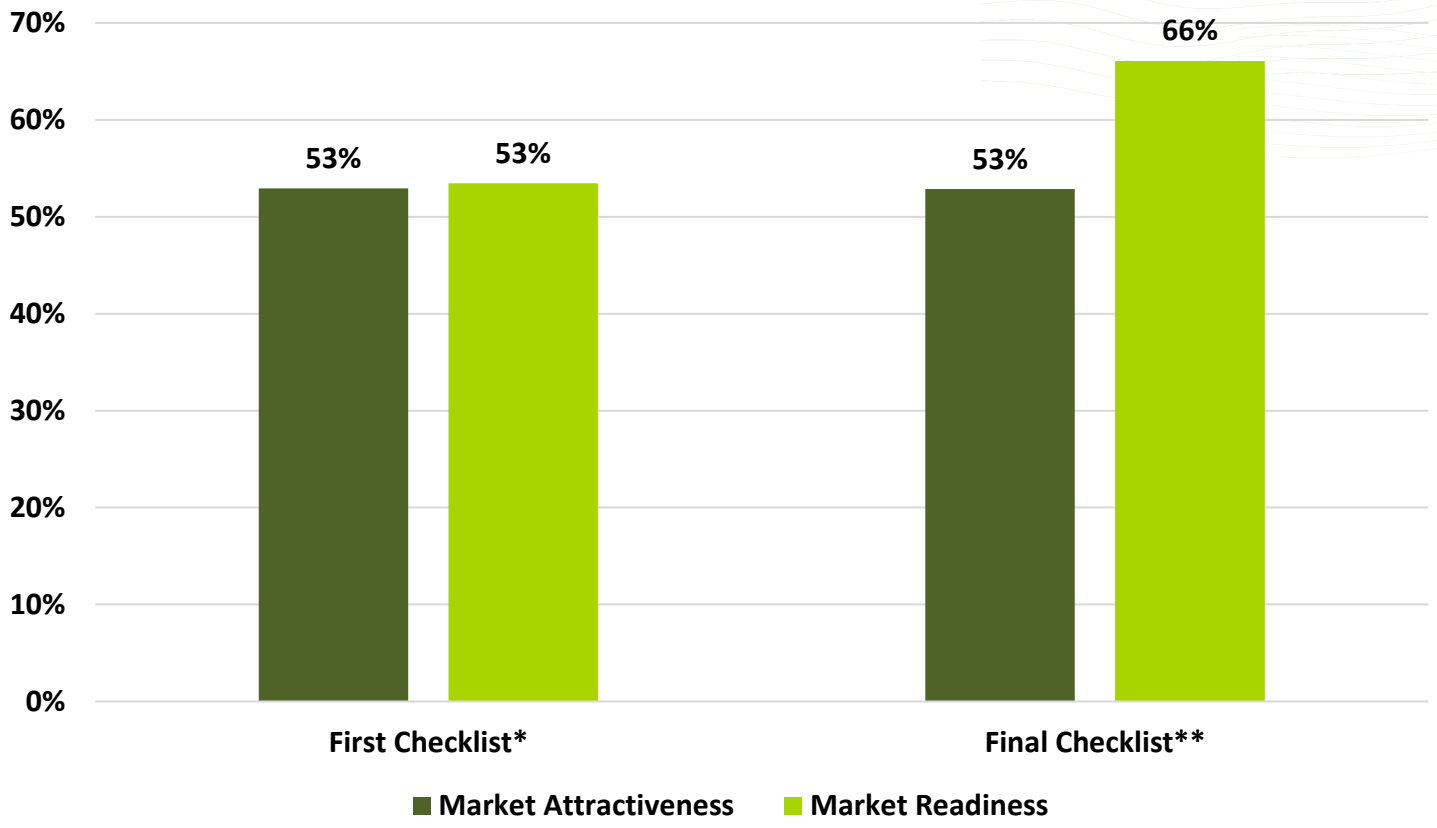
132

IR questionnaires

processed

Cumulative figures to date.

C2M impact – market attractiveness and readiness

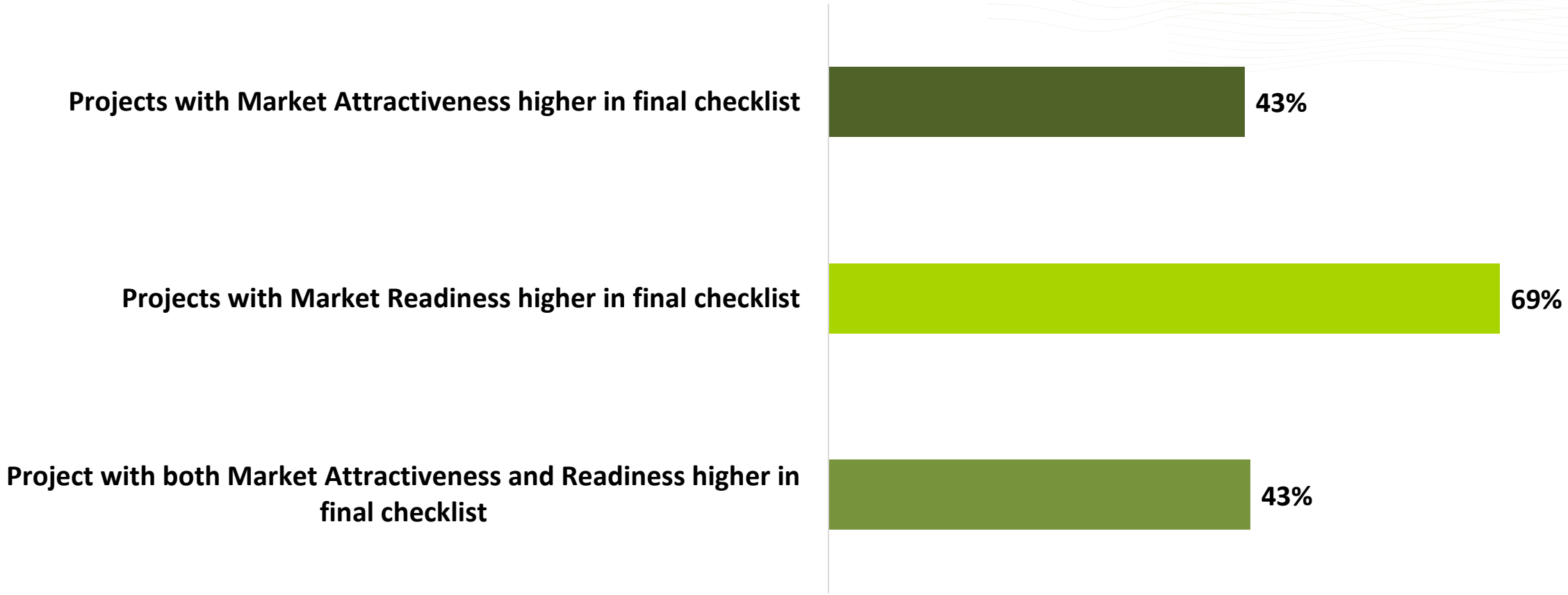


*First Checklist: set of questions answered by LIFE project coordinator to assess the market attractiveness and readiness of its innovation, at the beginning of the project implementation

**Final Checklist: set of questions answered by LIFE project coordinator to assess the market attractiveness and readiness of its innovation, at the end of the project implementation

Number of LIFE C2M projects considered for the analysis: 625 projects for first checklist / 175 for final checklist

C2M impact – market attractiveness and readiness



**Number of LIFE C2M projects considered for the analysis: 625 projects for first C2M checklist / 175 for final checklist*

C2M impact – success cases

EU Green Week 2026 – C2M investor-related coaching support

PROJECTS SUPPORTED

LIFE ARCHICLIMA | LIFE OASIS | LIFE OLIVARES VIVOS+

OBJECTIVE

- Refine pitch decks for a 3-minute investor presentation.
- Sharpen storytelling and pitch delivery.
- Prepare participants for likely stakeholder and investor questions.

SUPPORT JOURNEY

1. **Pitch deck review**
2. **Individual Session (Pitch rehearsal)**
3. **Group Session (Dry run)**

VISIBLE RESULTS

OASIS — Best Pitch Award (Nature Intelligence & Measurement) – LIFE Awards
OLIVARES VIVOS+ — Special Recognition for restoring biodiversity in olive groves - LIFE Awards
All 3 projects — interest generated among event stakeholders (1-1 meetings)





C2M impact – success cases

LIFE CLEANAIRMM – Piloting clean power supply devices in construction and urban green care to reduce emissions from portable machines

Husqvarna AB (SE) – outdoor power products, construction equipment and cutting tools

Hessisches Landesamt für Naturschutz, Umwelt und Geologie (HLNUG) (DE) – technical and scientific authority in environmental monitoring

Instagrid (DE) – portable battery systems company

- **LIFE18 ENV/DE/000054**
- **2019 – 2022**
- **€ 0,899 million** (EU contribution)
- Instagrid ONE, their flagship product, provides mobile workers in sectors like construction, events, and film with a clean, grid-like energy supply, replacing traditional combustion generators and reducing harmful emissions.





- The **B Corp-certified company** is valued at over **€360 million** and has **expanded** both its product portfolio and its **presence in the US and UK markets**.
- The C2M team supported Instagrid at an **early stage** in its mission to replace combustion generators with a better alternative.
- The C2M team provided an **economic**, **environmental** and **social visibility assessment** of its technology, and this **comprehensive analysis proved integral** to the **company's success**, enabling scientific validation that Instagrid's products significantly reduced both emissions and costs for customers.

C2M impact – success cases

LIFE RESTART – Reuse of beer spent grain for bioplastics

Fondazione Me.S.S.In.A. (IT) - non-profit community foundation that leads a wide social economy cluster in Sicily.

EcosMed (IT) - social cooperative experienced in projects for local sustainable development

Messina University (IT) – known for programmes in health, medicine, law and humanities

Crossing (IT) - spin-off of the Department of Molecular Sciences and Nanosystems of the University of Venice.

Birrificio Messina (IT) - a brewery born out of a successful workers buyout with the support of Fondazione Me.S.S.In.A.

Giardineria Italiana (IT) - a cooperative society

LIFE RESTART
Reuse of bEer SpenT grAin foR bioplasTics
LIFE21-ENV-IT-LIFE RESTART/101074314

- **LIFE21-ENV-IT-LIFE-RESTART/101074314**
- **2022 – 2025**
- **€ 1,770,240 million** (EU contribution)
- The project converts beer spent grain into bioplastics, offering several potential market applications in sectors such as automotive, footwear, construction and toys.



- LIFE RESTART will replace **300 tonnes of fossil-based plastics** with **bioplastics**, as a sustainable alternative.
- Has a projected **€2 million turnover** within five years.
- **The initiative is revitalising Roccavaldina**, a small Sicilian village dealing with depopulation, and will create a hub for local development.
- The C2M team provided a **Market Study on bioplastics**, focusing on trends, opportunities and alternative applications, followed by a **Value Chain Mapping**, that identified key stakeholders across Europe and by a zoom into potential alternative applications of the technology in the Italian brewery sector.

C2M impact – success cases

LIFE SBE4LCHCB – Demonstration of the smart building envelope for low carbon and high comfort buildings

ecoXia (FR) – startup in the green building industry

- **LIFE19 CCM/FR/001207**
- **2020 – 2025**
- **€ 0,677,369 million** (EU contribution)
- Developed the “Smart Building Envelope”, a system combining natural materials, insulation, solar panels, and smart energy controls to enable low-carbon, adaptable, and fast-to-build constructions aligned with EU climate goals.





- ECOXIA developed a high-performing daycare centre built near Paris using the timber-based construction system (created under the LIFE SBE4LCHCB project) that has achieved an **80% reduction in energy consumption**.
- The French SME projected **€3 million in sales for 2025 and 2026**.
- The C2M team supported the project with **coaching and strategic advice**, particularly focused on how to **engage with investors** and on the driving factors for the company to scale. The project will receive follow-up support from C2M to **enhance their pitching skills.**

C2M impact – success cases

Life AIs - See & Save

PULVERIZADORES FEDE S.L.U. (ES) - company specialising in agricultural spraying equipment (part of Kubota corporate)

CODESIAN SOFTWARE TECH SL (ES) - software development company.

AGERPIX TECHNOLOGIES SL (ES) - technology firm focused on AI and geospatial analysis

CORTIJO GUADIANA S.L. (ES) - agricultural farm producing olives and other crops.

GONZALEZ BYASS SA (ES) - winery and beverage producer.

See full list of partners (10) here.



- **LIFE21-ENV-ES-Life-AIs/101074540**
- **2022 – 2027**
- **€ 2,178,735** (EU contribution)
- The project uses AI and advanced technologies from FEDE company to help farmers understand their crops better. This allows smarter use of machinery and resources, reducing pesticides, fertilisers, water, and diesel. Demonstrations are taking place on Spanish farms growing grapes, olives, and pistachios.

- LIFE AI technologies has delivered impressive results, including a **43% reduction in pesticide use**, **20% less fertiliser**, **30% savings in fuel**, and **13% lower electricity consumption**.
- The C2M team supported the project through **tailored coaching**, focused on how to **boost Media reach & PR presence across Europe**. The coaching session helped LIFE AI to assess and redesign its brand story, adjusting the communication tools to target groups from different key markets part of its business strategy of market expansion.
- Currently providing **Regional and National Funding Mapping.**

Want to know more? Subscribe our C2M bulletin!

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Please select the “LIFE close-to-market” news bulletin from the list.

Thank you for your attention!

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