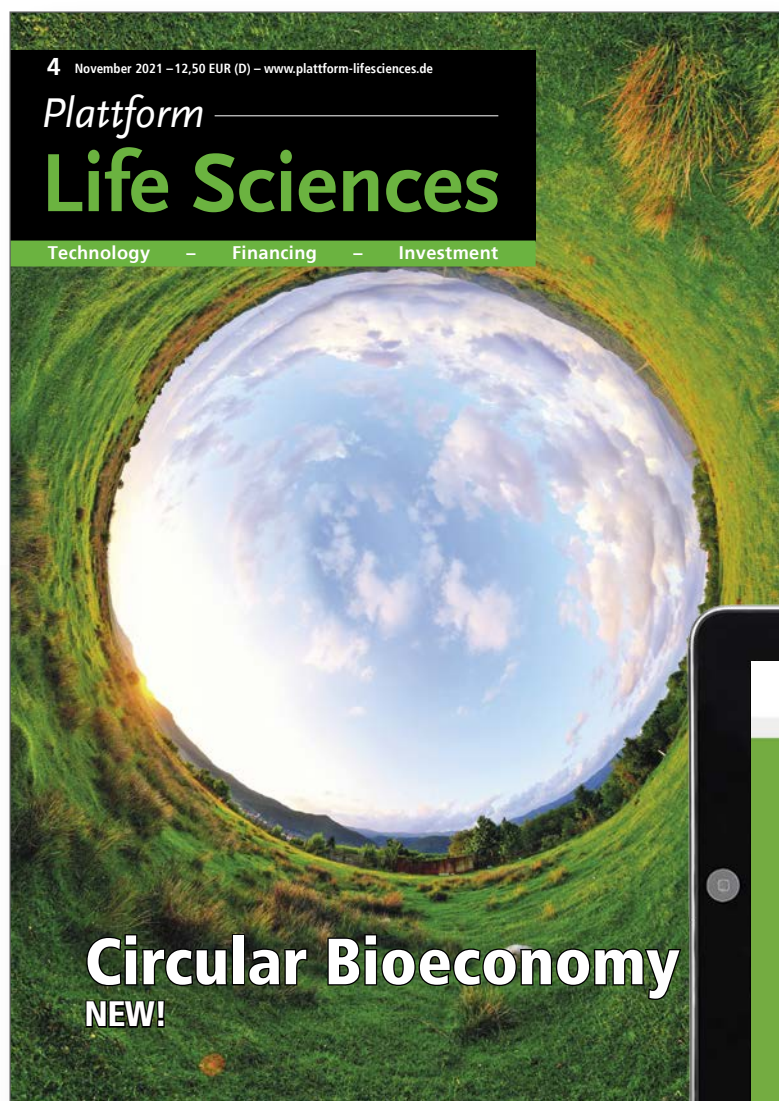
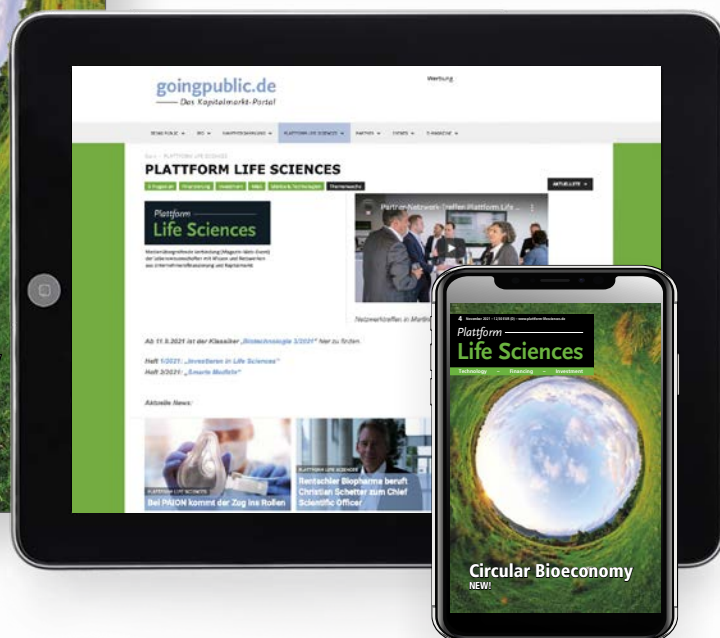


Circular Bioeconomy



Print +
e-magazine
+ web

Digital version: expanded to include multimedia content and functions – enhanced for mobile devices!



Date of publication

13 November 2021

Advertising close

2 November 2021

Circular Bioeconomy

Plattform Life Sciences | Issue 4/2021

The mission of Plattform Life Sciences:

Providing a cross-channel connection between **Life Sciences** and the knowledge and **networks of corporate financing** and the **capital market**

Date of publication: 13 November 2021

Size of the issue: approx. 64 pages

Copies to print: expected distribution: accompanying 6th ECP, 16–17 February 2022 (digital); AICHEMA, 4–8 April 2022 (Frankfurt); analytica, 21–24 Juni 2022 (Munich); nova institute conferences such as the Conference on CO₂-based Fuels and Chemicals 2022 (Cologne); business plan competitions such as Plan B and Science4Life

Language: English

This could be
your logo

Initial Partners



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Background and Objectives

Since the coronavirus pandemic and the recent forest fires and floods at the latest, the whole world has understood: **The transformation of the economy and society is urgently needed.** For a number of years, a „circular bioeconomy“ has been seen as a beacon of hope and a driver of change in solving major global challenges such as climate change, demographic change, food security and biodiversity loss. The term, understood to mean the production and use of biological resources (including knowledge), is expected to lead to new products, processes and services in all economic sectors. The circular bioeconomy **will help establish a sustainable economic system and the corresponding social transformation.**

But can this huge task succeed? What potential does the circular bioeconomy have?

At any rate, there is a basis for change: more than 60 countries have already developed bioeconomy strategies. The German government adopted a new „**National Bioeconomy Strategy**“ in January 2020 and a new Bioeconomy Council has existed since December of the same year. The „Bioeconomy Science Year 2020/21“, an initiative that communicates the topic to the general public, will remain

in progress in Germany until the end of the year. At the European level, the „**Green New Deal**“, which is underpinned by the European Bioeconomy Strategy, has set the future path. The **European Circular Bioeconomy Fund** and funding programmes such as **Horizon Europe** provide additional support for these developments. An increasing number of investors are realising that **impact investing** and returns are not mutually exclusive. Thus, more and more **capital is flowing into green, social and ethical assets.** The bioeconomy is now – and will continue to become – a reality!

In this issue, we make the subject of the circular bioeconomy tangible. We demonstrate that the bioeconomy **encompasses considerably more economic sectors** than just bioenergy and biotechnology, and we show how **innovations** are gradually replacing previous products, procedures and processes. We present start-ups and established companies that are already shaping the future and whose development is being supported by strong networks. We provide **insight into the control and regulation systems of the bioeconomy** and show why certain **future markets investments** are worthwhile.

Main topics (subject to change)

- **Bioeconomy – hype or hope?** What potential we are talking about?
- How the use of **renewable raw materials** creates **innovative new products**, processes, procedures and services
- **Technology transfer:** How does the path from the laboratory to industry succeed?
- What are the challenges of **scaling up** processes to an industrial scale?
- **Standing strong together:** The central role of European bioeconomy model regions in building new value chains
- **New wave of start-ups:** Opening up new consumer groups and markets through the bioeconomy
- **Impact Investments 2.0?:** The difference between impact-aligned and impact-generating investments
- **New ways of mobilising capital** to shape transformation
- Which **laws, taxes, licences and patents** inhibit the bioeconomy? Which promote it?

Execution and Marketing

A. Partnerships:

3–10 partners contribute EUR 7,500 (20% discount for a commitment of 2 years = 6,000 EUR p.a.) respectively to the production of the “Circular Bioeconomy” issue.

In return, all partners receive the following services:

- Mention as a partner of the issue along with their logo in a partner advertisement inside the magazine
- Full page advert (rate card value: EUR 2,900)
- up to 200 copies of the issue to be displayed at events, sent to their own network etc.
- Short profile (company descriptions for all partners; 1,000–1,200 characters incl. spaces)

Online (included)

- E-magazine incl. unlimited online distribution rights for the e-magazine and the relevant article as well as a PDF file of the partner’s own contribution
- Posting of the article on the LinkedIn account of Plattform Life Sciences
- Inclusion of the contribution on the website www.plattform-lifesciences.de
- Inclusion of the article in the newsletter *LifeSciencesUpdate*
- 1/2 page profile online at www.goingpublic.de/who-is-who according to questionnaire provided by Plattform Life Sciences

Partners’ editorial content can be integrated into the issue (e.g. in the form of a professional article, interview etc.) in coordination with the editors.



B. Adverts:

Booking is conducted via the advertising department at GoingPublic Media AG, prices according to rate card, e.g. 1/1 page EUR 2,900, 1/2 page EUR 1,900, 1/3 page EUR 1,600 (a discount of 20% will be granted for a commitment of 2 years)

C. Copy Sales:

In particular for the issue “Circular Bioeconomy”, the publishers offer 100 copies for costs of production to be distributed to the main target groups, e.g. 500 copies at EUR 2.00 per copy, 1,000 copies at EUR 1.50 per copy (retail price: EUR 12.50!).

D. Special Advertising Format: “Profiles”

For companies, business promoters/clusters, investors, incubators, accelerators, technology centres, founder networks, business plan competitions, consultants, lawyers, and service providers:

1/2 page profile for only **EUR 950 plus VAT**, incl. graphic design/layout.

Moreover, a short company description of advertisers who ticket a profile in one of our Life Sciences issues will be included in our Life Sciences “who’s who” (www.going-public.de/who-is-who).

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Price information

Advertising formats		
2/1 page		4,350 EUR
1/1 page		2,900 EUR
1/2 page		1,900 EUR
1/3 page		1,600 EUR
Profile		950 EUR
Partner of the issue		7,500 EUR
Other formats		On request!
NEW: Advertorial: 1/1 page (approx. 3,300 characters + illus.)		2,900 EUR
NEW: Advertorial: 2/1 page (approx. 7,300 characters + illus.)		4,350 EUR

All prices are additionally subject to a value-added tax of 19%; for a two-year commitment we grant 20% discount on partnership and advertisements

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