MARGINUP Media kit

Germany Stakeholder Exchange 2026

Unlocking the Potential of Marginal Lands for Europe's Bioeconomy Transition

23–24 September 2026 - Hosted by ATB Potsdam, Germany

About the Event

How can Europe unlock the potential of marginal and low-productivity land while strengthening climate resilience, biodiversity and the transition towards a sustainable bioeconomy?

The MARGINUP Germany Stakeholder Exchange 2026 will bring together European policymakers, representatives of the European Commission, national and regional authorities, farmers, researchers, industry representatives, journalists and international bioeconomy stakeholders for two days of dialogue, networking and field-based learning.

Hosted by the German MARGINUP Use Case at ATB Potsdam, the event will showcase how marginal lands can support sustainable biomass production while contributing to climate resilience, biodiversity enhancement and regional bioeconomy development.

A key focus will be on the conditions needed to scale and replicate successful approaches across Europe — from enabling policy frameworks and investment to governance, market opportunities and collaboration between local and international actors.

Rather than a traditional conference, the Stakeholder Exchange is designed as an **interactive, experience-driven event**, combining strategic discussions with practical insights from farmers, researchers and industry partners working directly with marginal lands.

About the project

MarginUp! is developing sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands. By introducing climate-resilient and biodiversity-friendly non-food crops on marginal and low-productivity lands, MarginUp! will increase farming system resilience, enhance biodiversity, and promote stakeholder participation. The project works closely with stakeholders to increase farming system resilience and enhance biodiversity by cultivating biodiversity-friendly non-food crops for bio-based products. Partners are identifying the available marginal land for low indirect land-use change, and specific biodiversity indicators to monitor ecosystem health while improving productivity. MarginUp! is learning from seven case study sites around the globe, including Argentina and South Africa, and five full-scale use cases in Europe: Germany, Greece, Hungary, Spain, and Sweden. Through

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MarginUp!'s use case implementations, partners are looking to strike the right balance between productivity and ecosystem services to provide socioeconomic and environmental benefits simultaneously. The bio-based feedstocks cultivated on marginal lands will foster the development of new bio-based industries at the local and regional levels, providing low-carbon domestic supplies of bioenergy, organic fertilisers, construction, cosmetics, and more.

Learn more on: http://margin-up.eu/
MarginUP! Playlist on Youtube: MarginUp! | Sustainable Value Chains



Why Participate?

The Germany Stakeholder Exchange offers participants the opportunity to:

- **Experience the German MARGINUP Use Case first-hand**
- Engage directly with farmers, researchers and practitioners
- Exchange perspectives with European policymakers and international experts
- Explore innovative approaches to land use and sustainable biomass production
- Discuss policy frameworks, financing needs and investment opportunities
- Identify pathways for scaling and replication across Europe
- Discover emerging bio-based value chains and market applications
- Build new partnerships across research, policy, industry and practice

For journalists and media representatives, the event will also provide opportunities to **meet project experts and local stakeholders, visit field demonstration sites and explore real-world stories around the future of marginal land in Europe**.

Key messages

- Marginal land can be part of Europe's bioeconomy transition

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- Sustainable biomass production and biodiversity enhancement can go hand in hand
- Innovation needs to connect the field with policy, investment and markets
- Local experiences can provide solutions with potential for European-scale replication
- The transition to a circular bioeconomy requires collaboration across sectors and borders

Voices from the MarginUp! Community

"The MarginUp! Project was set up to achieve a breakthrough in the development of circular bioeconomy enterprises that valorise marginal lands while promoting biodiversity and social participation." – Dr. Philipp Grundmann, Head of Research Group Sociotechnical Systems and Institutional Change at ATB and coordinator of MarginUp!

"The Hungarian Use Case shows how MarginUp! connects local stakeholders with international knowledge sources, demonstrating that an innovative approach can benefit both. Our aim is also to share this knowledge with other local stakeholders and farmers, showing them how climate change can be addressed with new methodologies — both in the region and across Hungary." – Gabor Vicze, Chief Executive of Innomine.

"At the Spanish Use Case, hemp and kenaf-based construction materials support the development of sustainable products in favour of a climate-neutral economy and a reduction in GHG emissions. MarginUp! is bringing this innovation to Spain by developing a business model that stakeholders across the country and Europe can replicate." – Jerónimo González, Department Head at CICYTEX and pilot leader at MarginUp!

Contact Us

Continue the conversation with us!

For further information, interview requests, media enquiries or research-related questions, please contact:

Rachele Renno, Press Office – REVOLVE at press@revolve.media

MarginUp!

http://margin-up.eu/

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