

Track 1 - The bioresource transition in regions

**Title of the proposed paper**

Ambidextrous Strategies in Developing Bioresource Markets:  
Challenges, opportunities, and lessons learned in two regional biomresource projects in the Netherlands.

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**Text abstract (max. 300 words)**

Which strategy helps developing a regional bioresource market? This paper compares and analyzes two subsequent regional bioresource projects aimed to develop a sustainable biomass market for heating purposes in the Eastern part of the Netherlands (the Achterhoek). The first project was funded by Euregio and emerged from a cross border project, and the second one is self-supporting based on volunteers from agricultural associations, NGO's and local municipalities and is still ongoing. While in each project the importance of sustainable regional development was emphasized, both projects drew on different values and collective strategies. One adopted an environmentalist strategy and the other an entrepreneurial approach directly from the start. The objective of our study is to examine which strategy contributes to up-scaling and the development of concrete interlinkages between supply and demand. We found that an environmentalist strategy helped in framing the cause and also contributed to mobilizing parties but did not lead to any concrete linkages between supply and demand because too vague. Furthermore, the project dissolved when subsidies stopped. An entrepreneurial strategy helped to shift focus on technology, concrete supply and demand relationships, business modelling, and integrated solutions, but is facing substantial challenges to sell the value of the project as green and sustainable because it meets national bioresource (and often subsidized) competition with lower prices.

Our research indicates that there is likely more to gain when combining both strategies but this also imposes important challenges.

We discuss some of these challenges and opportunities and offer implications for both practitioners and scholars interested in sustainable energy transitions, niche development, and green entrepreneurship