



InnovAlliance

Natural solutions at the heart of your development



What is a competitiveness cluster?

A competitiveness cluster is a network that gathers enterprises as well as the actors of research and education, all interested in a specific topic, around a defined territory.

Its goal is to stimulate innovation and the development of the enterprises.

Missions

- Support innovation
- Develop the growth of members
- Stimulate R&D projects

Actors

- Enterprises of all sizes
- Research labs
- Education

Territories

- Local
- National
- EU & international

One association



One topic



Innov'Alliance – Plants and natural products

A network of around 350 members and a larger ecosystem, supporting the green transition and technological progress of agriculture, in the industrial sectors dedicated to the processing of plants through innovation



Food

Nutraceuticals

Cosmetics

Aromas and Perfumes



Missions

Support and coordinate actions in a network which provides services for the ecological and technological transition of agriculture and the industrial sectors of plant transformation through innovation

Actors

- Sector enterprises
- Solution providers
- Technical and research labs
- Training centers and education

Territories



An active ecosystem covering the whole value chain



Plants and natural raw materials

Ingredients and intermediate products

Final products

Actors of the sector

- Seeds and seedlings
- Vegetal agricultural productions
- Fruits and vegetables
- Big cultures
- Vine
- Plants (perfumes...)
- Flowers
- Algae

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- Ingredients for aromas, cosmetics, health
- Intermediary food product and formulated flavors
- Scented compositions

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- Food products
- Food supplements and specialized nutrition
- Cosmetics
- Perfumes

Solution providers

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- Natural inputs
- Agricultural equipment/Precision farming/AGTech
- Crops under shelter/indoors
- New modes of production

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- Equipment suppliers / technologies
- Digitalization/Robotics
- IOT/ Decision Support Tool (DAO)
- Service and consulting firms for industries
- Chemical analysis and toxicity
- Nutritional and sensory analyses
- Packaging

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An active ecosystem covering the whole value chain



Plants and natural raw materials

Ingredients and intermediate products

Final products

Actors of the sectors

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Gautier
SEMENCES



CHESTNUT

Une Coopérative et des Hommes
au service du Territoire
DURANSIA

inCérès



CPPARM
comité des plantes à parfum
aromatiques et médicinales

”

“

Givaudan



symrise



Phenix
en Provence

COCON



fff

”

“

L'OCCITANE
EN PROVENCE



PHODÉ

HERBAROM

Pierre Fabre



PANZANI
BIEN NOURRIR SÈME L'AVENIR

Malongo



proNutri

LE
DOMAINE

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Solution providers

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Futura Gaïa

OvinAlp

prediv
L'observatoire de l'innovation du végétal

SBM
La culture du vivant

lyOphitech
MAKE IT BETTER

areWin
EVOLUTION

grapehawk

TOURNAIRE
Produit le meilleur, protège l'excellence

AZUVIA

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The cluster facilitates the links between enterprises, research and training organizations over the whole value chain



Plants and natural raw materials

Ingredients and intermediate products

Final products

Academics



Research institutes



Innovation labs



Training centers



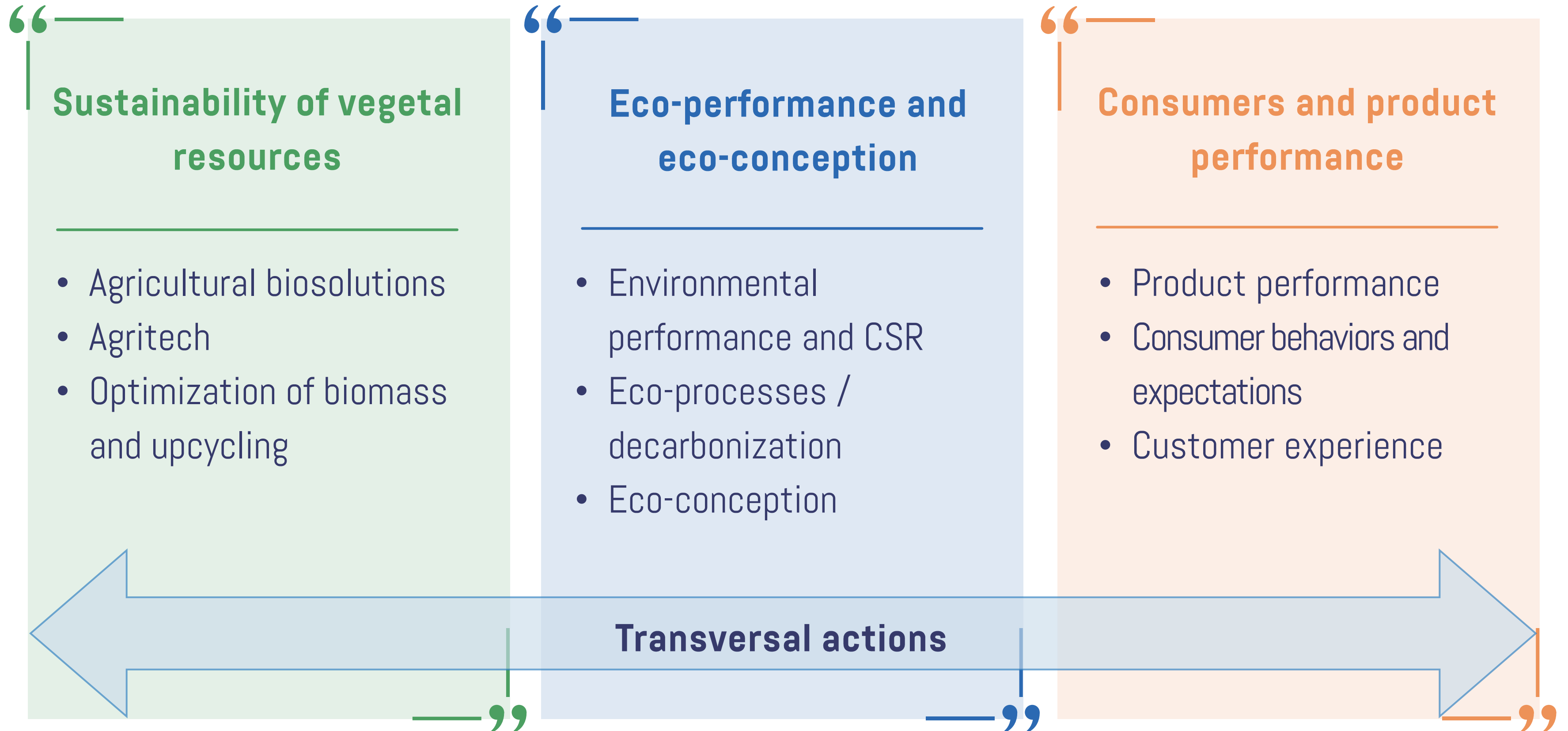
Close links and cooperation with the lobbying organizations in each industrial sector

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Three strategic axes guiding our activity



Our services

Networking



Innovation



Growth

- One contact point per member
- Visibility
- Events
- B2B
- Europe

- Special newsletters – funding and technical issues
- Consumer studies
- Special webinars
- Project emergence
- Access to EU opportunities

- Contact with experts
- CSR club
- Special newsletters – funding and technical issues

- Business intelligence
- Consumer studies
- Support to funding
- Training programme



Our service offer for innovation projects

- Structuring the project
- Support in partner search
- Presentation of project to expert committee to ascertain the project strength (and increase chances of funding)

Examples of the projects accompanied by Innov'Alliance



The BioMilMalp project studied the biotic, abiotic and microbiotic parameters allowing alpine plants to express their qualitative potential and reproduction of conditions to secure the sourcing of the sector



Development of a new industrial platform to transform downgraded fruit into juice, food ingredients, and cosmetics



EXOSHIELD: development of an innovative photoprotection system to provide additional safety guarantees to consumers by controlling any transdermal passage of filter materials



LuBi: development of new alternative biocontrol products, authorised in France and Europe, for agricultural sectors where phytosanitary products are prohibited



Facilities



- Tasting areas with computers
- Culinary space
- Qualitative studies
- Two large kitchens
- Large storage spaces
- Panel with over 4000 contacts

Services



- Co-creativity workshops
- Focus groups
- Qualitative studies
- Skills mapping
- Consumer studies
- Sensory analyses
- Efficiency and use tests
- Home tests

Le + Terra'Senso



- Reactivity
- Flexibility
- Adaptability
- Confidentiality
- Special rates for members



Decrypt your market

Understand the target markets and challenges of plant-based products,
discover the latest innovations in the different sectors



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Info'Veille

Newletters specifically dedicated to funding opportunities, by sector and strategic axes

Sensory studies and marketing

Thanks to Terra'Senso, our sensory lab, we support our customers in better understanding their clients, their needs and expectations

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Innov' Alliance in Europe

Partner of several EU-funded projects

- **Digitalisation** agri-food : « [HIGH FIVE](#) »
- **Biomass resilience, valorisation of side-streams** : « [B-Resilient](#) »
- **Acceleration** « [Food-ScaleUp](#) »
- **Agri-food and biotech** « [Biotech4food](#) »
- **Energy efficiency in agri-food** « [AENEAM](#) »



BResilient

Active member of thematic European Partnerships



[Ingredients for Circular Economy](#)



[Smart sensors 4 agri-food](#)

[Global Cosmetics Cluster](#)



[Plant Inter Cluster](#)



Close to the European institutions thanks to the permanent representations of the **South and Auvergne-Rhône-Alps regions** in **Brussels**



Partner of the network "**Enterprise Europe Network**" to find relevant European partners (commercial, technological, R&D) as well national-based cluster networks



L'Europe à la portée de votre entreprise.



Thank you for your attention



FR RÉPUBLIQUE FRANÇAISE

Our sponsors



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