

The Reality of Catching the Biorefinery Bus and Leading the Circular Bioeconomy Transition

Kelly Tiller, Genera Inc.

Abstract:

For decades, biorefineries have been hailed as the key to unlocking a sustainable, circular bioeconomy. Industry leaders, elected officials, and researchers alike have spoken at length about their transformative potential. The question has always been: when will we finally "catch the bus"? At Genera, that moment has arrived. With a fully operational vertically integrated biorefinery and rapid expansion underway, we are no longer speaking in hypotheticals but leading the transition. However, catching the bus is just the beginning. This keynote explores the challenges and opportunities in turning the vision of biorefineries into reality. As Genera scales production and expands its product portfolio, we face the complexities of logistics, supply chains, infrastructure growth, and consumer education in the emerging bioeconomy. We'll share lessons from our journey and address the key question: now that we've caught the bus, how do we keep it moving? Offering insights from an industry perspective, this talk highlights the path from discussion to action, emphasizing the need for sustainability, profitability, and scalability. A truly circular bioeconomy isn't just about catching the bus—it's about driving it forward, with biorefineries as the foundation for the energy, materials, and products that shape our future.