



biobridges

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FOR THE MARKETABILITY OF SUSTAINABLE BIO-BASED PRODUCTS

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**Bio-based Industries
Consortium**

**BIO-BASED
INDUSTRIES**
Public-Private Partnership

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Title Biobridges – Bridging Consumers, Brands and Bio Based Industry to improve the market of sustainable bio-based products – Grand Agreement N°: 792236

Duration 24 months (1st SEP 2018 – 31st AUG 2020) | **Website** www.biobridges-project.eu

Coordinator GLOBAZ, SA - LOBA (www.loba.pt) – Portugal - **Ms. Candela Bravo**

Project Overview

BIOBRIDGES is a 24 months action aiming at boosting the marketability of bio-based products - BBPs by establishing close cooperation and partnership between bio-based Industries - BBI, brand owners and consumers' representatives. The ultimate goal is to stimulate and support the active engagement of and interaction among all stakeholders (including local communities and local authorities) and improve market acceptance of BBPs.

BIOBRIDGES will design and implement replicable methodologies, procedures and good practices supporting multistakeholders' interaction, leading to new cross-sector partnerships. Main activities will be:

- Identify the cooperation challenges among consumers, brand owners and BBI
- Create a sustainable multi-stakeholder community involving consumer representatives, BBI and brand owners from different bio-based economy clusters and stimulate dialogue and cooperation
- Following a co-creation approach, increase consumers' and brand owners' awareness, confidence and trust on the benefits of BBPs compared to the fossil-based counterparts,
- Support the establishment of at least 2 new cross-cutting interconnections in bio-based economy clusters and define replicable procedures and good practices leading to the establishment of new cross-sector partnerships and business opportunities
- Stimulate the multi-stakeholder discussion toward pre-and co-normative research, new standardisation/labelling and emerging co-creation models (B2B and B2C).

At the end of the project, at least 2 new cross-sector interconnections in bio-based economy cluster will be established, while the foundations for the creation of new ones based on the arguments, best practices and recommendations deriving from the project will be formed.

The BIOBRIDGES consortium merges a variety of complementary expertise, aiming to build a consistent multi-actor approach integrating 9 partners already involve in other projects like BLOWAYS, BIOVoices and BIOSTEP.

Consortium	
Estonia	Civitta Eesti As
Italy	FVA Sas Di Louis Ferrini & C
Greece	Q-PLAN INTERNATIONAL ADVISORS PC
Germany	Ecologic Institut gemeinnützige GmbH
Italy	Agenzia Per La Promozione Della Ricerca Europea
Croatia	Particula group d.o.o
Slovakia	Pedal Consulting Sro
Spain	Asociacion Espanola De Bioempresas

Budget 995.485 EUR | **Contact** info@biobridges-project.eu

Recommendations to enhance collaboration among industry, brand owners and consumers

The present table summarises the categorised outputs from the first 8 co-creation events organised by the BIOBRIDGES partners.

Application Sector	Type of stakeholder	Most important outputs
Textile	Public sector	<p>Barriers that need to be overcome:</p> <ul style="list-style-type: none"> ▪ Lack of adequate controls on the certifications held by companies ▪ Lack of financial benefits on bio-based products ▪ Lack of certifications and labels that are clear for consumers ▪ Poor product / process traceability ▪ Poor attention from policy makers ▪ Lack of communication with consumers ▪ Confusion in existing certifications ▪ Cost of biomaterials ▪ Consumer culture and mentality ▪ Lack of collaboration ▪ Cultural change ▪ Non-integrated supply chain ▪ Lack of funds and funding instruments <p>Solutions of the challenges:</p> <ul style="list-style-type: none"> ▪ Policies ▪ Funding ▪ Standards / Regulations ▪ Technological infrastructures ▪ Information and knowledge ▪ Industries ▪ Valorisation of secondary raw materials <p>Important tips:</p> <ul style="list-style-type: none"> ▪ Plan a series of continuous and scheduled events, a memorandum of understanding to start outreaching the cultural change. ▪ Importance of networking. Connect the actors more, to start a dialogue. ▪ Share models to follow. ▪ Train citizens, in particular young generations. The key to success is citizen involvement. ▪ Transfer the results of meetings like this by a terminology that everyone can understand. ▪ Use European projects as a tool to support research and industry.
	Private sector	
	Civil society	
	Research	
Agrifood	Public sector	<p>How to boost knowledge of bioeconomy?</p> <ul style="list-style-type: none"> ▪ The Administration has a lot of work to do in boosting the bioeconomy. Through the "green purchase" of sustainable bio-based products for administrations, which promote the visibility of bio-based products. ▪ Favours and incentivising taxation in favour of companies researching bio-based products and incentivising this type of companies. <p>How to promote the marketability of BBPs?</p> <ul style="list-style-type: none"> ▪ Promote bioeconomy in the education of the youngest. ▪ Use success stories to show them to brand owners and inspire them.
	Private sector	<p>How to promote the marketability of BBPs?</p> <ul style="list-style-type: none"> ▪ Work with the media and social networks with a common message and aligned to reach the consumer with a message favourable to bio-based products. ▪ Reaching out to companies with information that they would gain a better image if they demonstrate that they act in bioeconomy. ▪ It is necessary to look for places where to sell BBP; in an initial moments it will be necessary to specify the points of sale where these BBP are so that the people who want to buy them can go to these

		<p>points. It would be a good starting point, to have specific places of purchase for the first users. Contacting small (retailers) and also big supermarkets to have some bio-based products lines of sale.</p>
	Civil society	<p>How to boost knowledge of bioeconomy?</p> <ul style="list-style-type: none"> ▪ People usually don't know what is bioeconomy, they think it is a very difficult term to understand, very broad, so it is better to offer examples, real bio-based products for a better understanding. <p>How to promote the marketability of BBPs?</p> <ul style="list-style-type: none"> ▪ Recognizing the environmental values associated with bio-based products. It has to be standardized certification, so that people can easily recognize bio-based products.
	Research	<p>How to boost knowledge of bioeconomy?</p> <ul style="list-style-type: none"> ▪ The attendees consider that projects like Biobridges that are based on collaboration between actors of the 4-helix are essential to strengthen the bioeconomy at European level. Discussions among 4-helix actors are the best options to find the right ways to boost bioeconomy. <p>How to promote the marketability of BBPs?</p> <ul style="list-style-type: none"> ▪ Show bio-based products as social and environmental products. A product that generates green jobs in rural areas, that promotes rural and environmental development. The consumer has to recognize bio-based products as efficient and quality products, which have positive results on sustainability. ▪ Promote the culture of bioeconomy. ▪ Promote the knowledge of BBP among the youngest. ▪ Support a change of mentality among the youngest. ▪ Transmit Success Stories to consumers, so that consumers know what BBPs are through success stories. Know where the BBPs that are on the market and where they come from recycled waste/products that the consumer can see the value they generate (including a label or a picture in the product about they come from).
Chemistry, Wood	Public sector	<p>Important tips:</p> <ul style="list-style-type: none"> ▪ The integration of small- and medium-sized enterprises into regional clusters is time-consuming and labour-intensive. This requires a continuous process, to be designed and implemented by the cluster management. ▪ Specific exchange formats for networking (e.g. cross-sectoral get-togethers, factory tours, etc.) can be effective instruments for bringing actors together and planning joint activities. ▪ In order to make clusters attractive, it is necessary to identify, communicate and promote concrete synergies between different actors (e.g. the use of residual materials, etc.). ▪ An effective participation of different actors, including the public, requires an "honest" communication of the potentials and limitations of the participation – in order not to disappoint expectations nor to underestimate the effort. ▪ Clusters with numerous (semi-)public research institutions and their respective networks are especially attractive for smaller companies in regions where industrial research by large companies is scarce. ▪ Within the chemical industry, the bioeconomy approach is mostly limited to specialty chemicals – especially in Central Germany (where initial contacts between representatives of the basic chemical industry and the sugar industry exist). ▪ The development of regional bioeconomy strategies beyond the cluster level should be in line with sustainability, environmental or climate goals. A broad concept of bioeconomy promotes the involvement of different groups of actors; the joint exchange of different views was described as effective (in Baden-Württemberg). ▪ Development of a common bioeconomy narrative would be effective in order to promote the cooperation of different actors is controversial (depending on the actors involved). ▪ More fragmentation of the market in order to increase the value of the products ▪ Using new materials from vegetal base
	Private sector	
	Civil society	
	Research	

		<ul style="list-style-type: none"> ▪ More applied research ▪ Increasing employment in rural areas thanks to a better management of such areas, and also to a better communication with urban citizens in order to explain why it is so important. ▪ Supporting collaboration among actors of the value chain ▪ Implementation of the bioeconomy strategies (both as actions not fragmented by sector as well as cooperation at macro-regional level)
Bio plastics, Agriculture, Bio Chemicals	Public sector	<ul style="list-style-type: none"> ▪ To set up working group together with Ministry of Agriculture ▪ To set grounds for drafting Bio economy Strategy for Croatia
	Private sector	<ul style="list-style-type: none"> ▪ Lack of Bioeconomy or Circular Bioeconomy Strategy ▪ A need to solve 3 main pillars of the bioeconomy in the framework of national bioeconomy strategy: 1. Biomass availability, 2. Technology readiness, 3. Existing market for the bio-based products ▪ Importance of legislation which would support the future bio economy strategy in practice ▪ Lack of financial support for bioeconomy projects by the Croatian Bank for Reconstruction and Development (HBOR) ▪ Setting a plan to have a coordination meeting with the representatives of banks
	Civil society	<ul style="list-style-type: none"> ▪ To keep up with the organization of events like this co-creation event ▪ To share good practices and success stories from other BBI funded projects
	Research	<ul style="list-style-type: none"> ▪ Low level of cooperation between the industry and research which is needed for the upscaling and "existing outside of the laboratory".

Chart 1 – Categorized outputs from co-creation events