

PROJECT

H2020

Bioeconomy

Economics

Consumer Policy

Resource Conservation + Circular Economy

Sustainability

Improving the Market Access of Sustainable Bio-based Products (BIOBRIDGES)



[1]

BIOBRIDGES's overall aim is to ensure the marketability of sustainable bio-based products by establishing primary partnerships between bio-based industries, brand owners and consumer representatives in cooperation with other stakeholders like local communities, local authorities and industrial actors. The ambition is to create at least two new cross-sector interconnections in bio-based economy clusters.

Specifically, the project's objectives are to:

- identify and analyse the cooperation challenges among consumers, brand owners and bio-based industries;
- increase consumers' and brand owners' confidence, trust and awareness of bio-based products;
- establish primary partnerships between consumer representatives, brand owners and bio-based industries to foster the acceptance and uptake of sustainable bio-based products to consumer markets, thus creating new bio-based value chains;
- create at least two new cross-cutting interconnections in bio-based economy clusters;
- define replicable procedures and good practices leading to the establishment of new cross-sector partnerships and

business opportunities;

- stimulate the multi-stakeholders discussion toward pre-and co-normative research, new standardisation/labelling and emerging co-creation models (B2B and B2C).

Ecologic Institute's role in the project focusses on the analysis of existing bioeconomy clusters across Europe and on the organisation of co-creation events with national and regional bioeconomy stakeholders.

Related Articles

- Support to Research and Innovation Policy for Bio-based Products (BIO-SPRI)
- Sustainable Resource Use - Requirements for a Sustainable Bioeconomy from Agenda 2030 / SDG Implementation
- Promoting Stakeholder Engagement and Public Awareness for a Participative Governance of the European Bioeconomy (BioSTEP)

Funding

Bio-Based Industries Joint Undertaking (BBI JU)
European Commission, Directorate-General Research & Innovation (DG Research & Innovation)

Partner

Globaz (LOBA), Portugal

Partner

Agency for the Promotion of European Research (APRE), Italy
Spanish Bioindustry Association (ASEBIO), Spain
Civitta Eesti, Estonia
Ecologic Institute, Germany
FVA New Media Research, Italy
Particula Group, Croatia
PEDAL Consulting, Slovakia
Q-PLAN, Greece

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bioeconomy, bio-based products, literature review, workshops, co-creation, EU

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Links

[1] https://www.ecologic.eu/sites/files/project/2018/logofinal_biobridges-04.jpg

