

Bio-based materials for food packaging: replacing plastics and addressing consumers' expectations

Mobilisation and Mutual Learning Workshop

Online, 16th December 2020, 10.00 – 12.00 CET

Organisation	BIOVOICES project
Main BIOVOICES challenge	<ul style="list-style-type: none"> • Acceleration – Up-Scaling (A3) • Up-Scaling – Promote changes in purchase habits (B2) • Acceleration – Increase the adoption (B3)
Collaboration	BioBridges, MyPack, Glopac
Expected outcomes	<ul style="list-style-type: none"> • Identify best practices as well as factors hampering the adoption of bio-based materials in food packaging • Recommendations to improve the adoption of bio-packaging in food and beverage industry • Stimulate and facilitate collaboration between stakeholders for the development of shared action plans
Target participants	<p>Quadruple-helix stakeholders:</p> <ul style="list-style-type: none"> • Civil society/consumers • Industry/Investors/Finance • Research/Education • Public administration/Policy Makers
Objectives	<p>The full development of a sustainable European bio-based industry would represent a suitable pathway for achieving several Sustainable Development Goals. The introduction of Bio-based products and solutions depict a great opportunity to reconcile sustainable long-term growth with environmental protection through the prudent use of renewable resources for industrial purposes.</p> <p>Given this, the introduction of bio-based products in the packaging sector is a prominent topic. According to Eurostat¹, every European makes large use of packaging: indeed, only in 2017, more than 172 kg of packaging waste was generated per inhabitant in the EU-27, a number that is increasing year after year. In addition to the improvement of the re-using and re-cycling systems, the sector should become more sustainable increasing the adoption by brands and companies of bio-based packaging.</p>

¹ Eurostat – Statistics Explained, *Packaging waste statistics*, 31/01/2020;
https://ec.europa.eu/eurostat/statistics-explained/index.php/Packaging_waste_statistics



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In the meanwhile, several R&I activities has been implemented in the last years in order to create bio-based materials able to replace the fossil-based plastics in packaging, in particular in food sector (e.g. new biodegradable materials, increasing their performance, extending product's life and reducing costs).

However, the market uptake of these innovations can be slowed down by the purchase behaviour of consumers: in spite of the general and increasing positive attitude towards green products, consumers could be discouraged in choosing food products with bio-based packaging due to the general higher prices or due to some issues, real or perceived (e.g. possible concerns about functionalities and performances compared to the fossil-based packaging, health and safety concerns, lack of standards and labelling).

Starting from the main results of R&I projects in bio-based food packaging and from the consumers' expectations and concerns, the workshop will ease the dialogue among quadruple helix stakeholders in order to co-create recommendations and possible solutions to be taken to boost the adoption of bio-based packaging and create a favourable environment for consumers' habits change. In particular, the discussion will be developed according three pillars of a product life-cycle: the ecodesign, the consumers' acceptance and its end of life.

Event details and relevant documents produced during the workshop will be published and available on the [Biovoices Platform](#).



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AGENDA:

Introduction	Introductory presentations and objectives of the day
10.00-10.15	<p>The first phase will present the general framework, the objectives of the day and the expected outcomes.</p> <ul style="list-style-type: none"> • Daniele Gizzi, Biovoices project
10.15-10.30	<p>Keynote speakers</p> <ul style="list-style-type: none"> • <i>Bio-based systems in the next research and innovation EU framework programme</i> – Silvia Maltagliati, European Commission, DG RTD.C.1
10.30 – 11.45	<p>Interactive round table & Mobilisation and Mutual Learning (MML) Workshop</p> <p>Invited experts will discuss about the event topics representing different points of view in an interactive round table; participants in the room will actively contribute to the discussion using their smartphones.</p> <p><i>Moderators:</i> Daniele Gizzi – Biovoices project Serena Cheren – BioBridges project</p> <p><i>Experts:</i></p> <ul style="list-style-type: none"> • Milica Mladenovic, YPack project • Valerie Guillard, Glopac project coordinator • Cristophe Cotillon, MyPack project coordinator • Veronique De Bie, AFSCA-FAVV (Belgian Food Safety Authority) • Iain Ferguson, EuroCoop - Co-operative Group Food Ltd • Luca Galuppo, Nonno Nanni Marketing Director • Enrico Bassi, OpenDot • Matteo Sabini, Biobridges project <p>Main topics to be discussed during the workshop:</p> <ul style="list-style-type: none"> • Identification of specific issues to the bio-based materials adoption in food packaging and technological barriers; • Consumers' acceptance and concerns on bio-based products; • Possible measures to arise consumers' awareness on bio-based food packaging; • Definition of possible incentives and regulations to promote the consumers' change habits; • Identify possible collaborative actions among stakeholders to promote



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	<p>the consumers' change habits;</p> <ul style="list-style-type: none"> • Identify actions to improve legislation; • Recommendations.
11.45 – 12.00	<p>Wrap-up and main conclusions</p> <p>Definition of main consensus points and actions to be taken, identifying also channels, methods and timing.</p>

More information and registration form are available on the Biovoices Platform:

<https://www.biovoices-platform.eu/registeredarea/mmls/viewMml/9321>



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