

Press release

nova-Institut GmbH (www.nova-institute.eu)
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BT2i and nova-Institute join forces to offer multi-client program for technology and market intelligence on “Greener Plastics”

Companies can now profit from the long-standing experience of two leading European research institutes on innovation and technology

As of November 2019, BT2i (France) and nova-Institute (Germany) have signed a long-term agreement to accelerate and enlarge the success of a brand new TWatch™ Program dedicated to Greener Plastics.

TWatch™ Programs have been offered successfully for many years by technology intelligence and marketing company BT2i on a diverse range of topics. In light of the many challenges faced today by the plastics and chemicals industry, the technology scouting will support companies on their way to a more sustainable path of making and using plastics.

The multi-client TWatch™ Program provides its customers with the latest information on innovation and market developments in the plastic sector. Specifically included topics are bioplastics, biocomposites, natural fibres, non-toxic plastics and substitution of chemicals, recycled plastics, “plastic-free” materials, case studies by sectors (packaging, transport ...), new regulations and trends as well as market data.

Benefits are a database of information which is fed year-round and a monthly newsletter highlighting the most important innovations. Webinars, individual consultant sessions and an annual event are included in the package as well. A much needed support system for companies looking into greener plastic solutions.

“There are so many important questions about technologies, politics and markets that many companies need to have answered in order to design their future strategies. Often, getting a substantiated answer to all of them is too expensive for any single company. In a multi-client study, a lot more can be offered – if it is implemented with a lot of experience and professionalism. And that's why we cooperate with BT2i!” (Michael Carus, Managing Director, nova-Institute)

nova-Institute will promote the Greener Plastics TWatch™ Program in Germany and other German speaking countries, in the Netherlands and Nordic Countries. More information can be found at www.nova-institute.eu/services/twatch and a webinar for interested companies will take place on 16 January 2020, 15:00.

About nova-Institute

nova-Institute is a private and independent research institute, founded in 1994; nova offers research and consultancy with a focus on bio-based and CO₂-based economy in the fields of food and feedstock, technology, economy, markets, sustainability, dissemination, B2B and B2C communication and policy. Every year nova organises several leading conferences on these topics. nova-Institute has more than 35 employees and an annual turnover of about 3 million €. www.nova-institute.eu

About BT2i

BT2i, Business & Technology Intelligence for Innovation, based in the Paris area, has been founded in 2015 by the former co-founder of the pioneering Innovation 128 in the early 80's. BT2i is formed with a team of 50 full and part-time Sr consultants, Sr advisors and international correspondents. Some of them have a 30-year experience in producing together added value services in Techno Scouting, Technology Intelligence, Technology marketing and international Technology Transfer. One of the BT2i's activities is to develop and operate the TWatch™ series, Multi-Partner Technology Programs addressing Materials & Processes, Eco-innovation and Energies www.bt2i.eu

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