



## *Greener Plastics 2020*

There is a great concern about the way plastics are designed, produced, used and discarded, due to the environmental impact. The use of plastics is increasingly bashed. However the unique properties and functionalities of plastics enable us to face many technical requirements other materials cannot achieve. The Industry must lead a transition to the plastics of the future with circular economy and product life cycle approaches to bring more sustainable solutions and tackle societal, economic and environmental challenges. Depending on the application, such an approach can result in non-intuitive conclusions where plastic remains the best choice as soon as recycling, for instance, is under control. Whatever, societal pressure and willingness to support new options will ultimately determine what it is succeeding.

What is clear is that the R&D community can provide innovative and alternative options. Some research and innovation priorities are already identified to meet this goal of the circular economy. New works, developments and commercialized solutions are on a fast and growing momentum.

It is valuable to develop biodegradable plastics to be decomposed in a material that can safely reintegrate into the environment. Biobased materials can help to reduce the use of petrochemical-based solutions. Another way to improve the carbon footprint is to go ahead with CO<sub>2</sub>-based plastics in good agreement with the Carbon Capture and Usage (CCU) trend. The development of value chains integrating plastic recycling is also a major target.

In this context, BT2i has launched a new Multi-Partner TWatch™ Program related to Greener Plastics. BT2i is developing this Program in cooperation with nova-Institute, known for its expertise and international networks, and strong 25-year experience in this strategic field.

### *Watch Territory*

- |   |                                |
|---|--------------------------------|
| 01. Bioplastics                                       | 06. Recycled Plastics          |
| 02. Biocomposites                                     | 07. « Plastic-free » Materials |
| 03. Natural Fibers                                    | 08. Case studies and RETEX     |
| 04. CO <sub>2</sub> -based Polymers                   | 09. New Regulations & Trends   |
| 05. Non-toxic Plastics<br>& Substitution of Chemicals | 10. Market Data & Trends       |

**BT2i** has been founded in 2015 by the former co-founder of the pioneering Innovation 128 in the early 80's. BT2i, Business and Technology Intelligence for Innovation, 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 Technology Scouting, Technology Intelligence, Technology Marketing and International Technology Transfer.

**nova-Institute** is a private and independent research institute, founded in 1994; nova offers research and consultancy with a focus on bio-based and CO<sub>2</sub>-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 has more than 30 employees and is active in projects around the world.

# **TWatch Program** includes the following package of services:

- **Individual Expression of watch needs<sup>1</sup>**  
in a fully confidential manner, each Member tells BT2i its own domains of interest
  - Then all Member's needs are gathered with others forming the Global Watch Territory
  - Members receive answers to their own questions and from other Member's **facilitating cross-fertilization and ideation.**
- With their individual and confidential codes, Members access to the **TWatch Intelligence Platform** updated on a weekly basis with data selected by BT2i Sr Consultants, Sr Advisors and international correspondents.
- Once a Month, Members receive the **TWatch WowNote™** where they find a selection of innovations which must be considered in priority (Breakthrough innovations, Emerging start-ups, Open Innovation opportunities, etc.).
- End of September each year, Members are invited to participate in the **TWatchDay™**, exclusive networking event during which they discover a dozen of searchers and start-upers introducing their innovation and needs for cooperation.
- At any time, in a limit of 8 hours, Members have access to their **individual Q&A service<sup>1</sup>**.

<sup>1</sup>As an option for SME

## **Budget (incl. Fees, Databases, Data mining tools, TWatch Intelligence Platform, Events)**

- **SME Package (< 2,000 Employees)**
  - Single licence: € 5,800
  - Additional licence: € 1,500 per licence
  - Option 1: Individual expression of watch needs: € 1,500
  - Option 2: Individual Q&A Service: € 1,500
- **Large Corps (> 2,000 Employees) & Research Institutes Package**
  - Single Licence: € 12,500
  - Additional Licence: € 3,000 per licence

## **Project Planning**

- Free webinar co-animated by BT2i & nova-Institute teams: **January 16, 2020 (3:00 – 4:15 pm CET)**
- Final date for registration to the 2020 Program: **Feb. 28, 2020**

## **They trust BT2i**



# BT2i

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