

# Bio-based materials for food packaging: improving marketability and changing consumers' habits

*Mobilisation and Mutual Learning Workshop*

Brussels, 14<sup>th</sup> May 2020

Location: Sardinia's Region Office in Brussels, Rond Point Schuman, 14 – 8° floor

<b>Organisation</b>	BIOVOICES project
<b>Main challenge</b>	<ul style="list-style-type: none"> <li>• Acceleration – Up-Scaling (A3)</li> <li>• Up-Scaling – Promote changes in purchase habits (B2)</li> <li>• Acceleration – Increase the adoption (B3)</li> </ul>
<b>Collaboration</b>	BioBridges, MyPack, Ypack, Glopac
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• Identify best practices as well as factors hampering the adoption of bio-based materials in food packaging</li> <li>• Recommendations to improve the adoption of bio-packaging in food and beverage industry</li> <li>• Stimulate and facilitate collaboration between stakeholders for the development of shared action plans</li> </ul>
<b>Target participants</b>	Quadruple-helix stakeholders: <ul style="list-style-type: none"> <li>• Civil society/consumers</li> <li>• Industry/Investors/Finance</li> <li>• Research/Education</li> <li>• Public administration/Policy Makers</li> </ul>
<b>Objectives</b>	<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 Eurostat<sup>1</sup>, 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>

<sup>1</sup> Eurostat – Statistics Explained, *Packaging waste statistics*, 31/01/2020;  
[https://ec.europa.eu/eurostat/statistics-explained/index.php/Packaging\\_waste\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php/Packaging_waste_statistics)



In the meanwhile, several R&I activities has been implementing in the last few years in order to create bio-based materials able to replace the fossil-based plastics in packaging, in particular in food sector: such activities aim to produce new biodegradable materials, increasing their performance and reducing costs.

However, innovations market uptake 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.

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.

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

## AGENDA:

09.00 – 09.30	<i>Welcome coffee and registration – Refreshments available during the whole workshop</i>
<b>Introduction</b>	<b>Introductory presentations and objectives of the day</b>
09.30-09.45	The first phase will present the general framework, the objectives of the day and the expected outcomes. <ul style="list-style-type: none"> <li>• Gianni Lampis, Councillor for the Environment - Autonomous Region of Sardinia</li> <li>• Chiara Pocaterra, Biovoices project coordinator</li> </ul>
09.45-12.30	<b>Interactive round table &amp; Mobilisation and Mutual Learning (MML) Workshop</b> <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> Chiara Pocaterra, Matteo Sabini, Daniele Gizzi, Greet Overbeek – Biovoices project</p> <p><i>Experts:</i></p> <ul style="list-style-type: none"> <li>• <b>Ruska Kelevska</b>, Circular Economy and Biobased Systems, Bioeconomy &amp; Food System Unit, European Commission</li> </ul>



- **Cristophe Cotillon**, MyPack project coordinator
- **Valerie Guillard**, GloPack project coordinator
- Ypack project coordinator/EUFIC
- **Veronique De Bie**, AFSCA-FAVV (Belgian Food Safety Authority)
- Eduardo Cuoco, IFOAM-EU & TP Organics (*tbc*)
- EuroCoop (*tbc*)
- FoodDrinkEurope (*tbc*)
- European Food Forum (*tbc*)
- COPA-COGECA (*tbc*)
- Deco Proteste/Consumers International (*tbc*)

**Main topics to be discussed during the workshop:**

- 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 promotethe consumers' change habits;
- Identify actions to improve regulamentation;
- Recommendations.

12.30 – 13.00	Wrap-up and main conclusions
	Definition of main consensus points and actions to be taken, identifying also channels, methods and timinig.
13.00 – 14.00	Conclusions of the day and Networking Lunch

Registration is open: <https://www.eventbrite.co.uk/e/bio-based-materials-for-food-packaging-improving-marketability-and-changing-consumers-habits-tickets-96711421465>

More information are available on the Biovoices Platform: <https://www.biovoices-platform.eu/registeredarea/mmls/viewMml/6547>