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| Call title: | H2020-BBI-JTI-2019 Assist brand owners to 'switch to bio-based' |
| ERA-Initiative/Programme title: | BBI-2019-SO4-S1 |
| Deadline: | 04 September 2019 17:00:00 Brussels time |
| Publication Date: | Apr 4, 2019 |
| Weblink (URL): | https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/bbi-2019-so4-s1;freeTextSearchKeyword=;typeCodes=1;statusCodes=31094501,31094502;programCode=H2020;programDivisionCode=null;focusAreaCode=null;crossCuttingPriorityCode=SSH;callCode=H2020-BBI-JTI-2019;sortQuery=openingDate;orderBy=asc;onlyTenders=false;topicListKey=callTopicSearchTableState |
| Short Call Abstract: | Brand owners are key stakeholders for implementing and accelerating the bio-based economy. As with any industrial investor, brand owners need harmonised legislation and stable policies to change business models and make investments. Proposals should also identify and analyse incentives, motivations and best practices that may drive brand owners to 'switch to bio-based'. These incentives may include legislative frameworks, cost considerations, enhanced product performance or functionalities, public perceptions and consumer behaviour on 'bio-based' alternatives and megatrends, and impact on occupational health. Proposals should demonstrate and validate the added value of the developed 'Switch-to-bio-based toolbox' by at least one actual case of a switch from a fossil-based to a bio-based market application. This validation should include an assessment of the economic, social and environmental impacts. |
| SSH aspects (keywords/disciplines): | Law, economy, sociology |
| Specific participation requirements (optional): | |