

Bridge2brands, an innovative Biobridges format to connect brands and bio-based solutions providers

More and more often, consumers are choosing brands that make responsible use of the world's finite resources, support an eco-conscious lifestyle and strive to make a lasting, positive social and environmental difference around the globe.

To facilitate the connection and collaboration between Bio Based Industries and Brands, Biobridges (<https://www.biobridges-project.eu/>) project launched the **bridge2brands** initiative, an innovative format to connect brands willing to embrace a more sustainable approach in their business and bio-based industries and research players providing ground-breaking solutions to the specific challenges identified by the Brands.

Success Story: bridge2brands for P&G

Sustainable, Circular and Bio-based Materials and Solutions for Braun and Oral-B

In collaboration with **Procter & Gamble (P&G)**, **Biobridges** project has launched the first **bridge2brands** call for innovative solutions to answer the specific needs of **Braun and Oral-B** to introduce more sustainable solutions in their business.

Disposable items, such as manual toothbrushes or changeable parts in electric shavers, contribute to the waste issue. "Less throwaway" is a very clear expectation, given an increased focus on sustainable growth from consumers and retail partners. In this context, P&G objective is to drive responsible consumption and reduce overall waste and usage of virgin plastic. Making Oral-B toothbrushes and Braun cleaning centre re-fills more circular would get P&G a step closer to execute its strategy and contribute to a healthier planet and would create solutions for the broader consumer products category.

Specifically, the sustainability challenges identified have been:

- Circular and/or Bio-based solutions and **materials** for manual toothbrushes (*P&G - Oral-B*)
- Bio-based **liquid solutions** for electric shavers cleaning systems (*P&G - Braun*)
- Bio-based **plastic** or alternative disposable cartridge for electric shavers cleaning system (*P&G - Braun*)

The "call for innovation" phase, supported by intense promotional activities led by Biobridges, was closed on the 5th June 2020. Out of the **52 high quality ideas** from Bio-based industries, SMEs, Start-ups, Research centres, and other bio-based solution providers from **22 countries** all over the world collected, **24 have been invited** to the online international workshop on 23-24 June 2020. They had the unique opportunity **to pitch their ideas to P&G** and discuss the advantages, pros and cons of their solutions to address the specific challenges identified, towards potential market dialogue and business partnership with the brand. The collaboration among the participants have been encouraged as well during the event.

The event ended with the presentation of the winners of the competition organised by the **BIOVOICES project** and the **Lazio Innova Startupper School Academy Program** between high-school students. The bioeconomy prize is awarded every year to two teams of "young innovators" by the **BIOVOICES project**, the **European Bioeconomy Network** and **Novamont**. During this last edition, the Startupper School Academy involved 121 institutes and 10.000 students to promote entrepreneurship and creativity in the Lazio Region High schools (Italy). The students proposed ideas for sustainable oral care, using bio-based solutions.

The Biobridges experience

“The bridge2brand concept was elaborated to address the needs of both Brands (the challenges owners) and Bio-based solutions providers (not only Bio-based industries, but also SMEs, Startups and Research bodies) of a format that ease the connection and collaboration between them” (Alexandre Almeida, GLOBAZ SA, Biobridges project coordinator).

“The experience with P&G was proactive and stimulating from the very first steps. We built the format based of real needs and context of one of the biggest Brands worldwide. The challenge was ambitious, but, leveraging on previous experiences and networks we reached great (replicable) results” (Susanna Albertini, FVA New Media Research, overall responsible for bridge2brands for P&G)

The P&G experience

“It is doubtless that we got lot of inspiration and we definitely have plans to follow up on some leads and decide whether / with whom following up. Net - in my Open Innovation role - have already enough elements to tick the event as successful and being eager to repeat similar ones with you in the future” (Raffaele Scoccianti, R&D Open Innovation Manager at Procter & Gamble.)

“Impressive the diversity of ideas, concepts and solutions presented in a focused, short period of time”

“We appreciated the high quality of ideas submitted. We discovered such different sustainable approaches tackling same challenges. Some of the solutions are applicable in further brands beyond Oral b and Braun”

“So many connections with solution providers in the sustainability field in all maturity levels in such a short time”

“Great preparation and virtual organization of the innovation activity by Biobridges”

The participants experience

“Thanks to this event I’ve got the opportunity to pitch my solution to famous Brands”

“Network opportunities in the future with similar minded people”

“Direct interaction with key stakeholders & cross-fertilisation”

“We had the possibility to collaborate and communicate with big companies to improve our solution”

Next bridge2brands edition

The next edition of the bridge2brands initiative is scheduled for autumn and will focus on [FCA](#) - Fiat Chrysler Automobiles.

For additional information, please contact info@biobridges-project.eu

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