



PRESS RELEASE



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BiNa Interdisciplinary Research Platform Start-Off

Project Website going online

Hannover, July 16, 2015.

„New pathways, strategies, business and communication models for bioplastics as a building block of a sustainable economy“ - in short, BiNa - has been launched as a research platform.

Plastic materials have become indispensable in everyday life. From food packaging, medical technology and communications technology all the way to automotive applications, these materials are being used in nearly all areas of life. Moreover, the key themes of the future such as light-weight construction and electromobility are unthinkable without plastics. By far most of the plastic materials today, however, are based on petrochemical resources, the finiteness of which is foreseeable. Bioplastics based on renewable resources present a viable option for the future. Not only do they help preserve fossil resources but they also constitute a notable step toward the all-important goal of reducing climate-damaging greenhouse gases.

The objective of the BiNa research project is to deliver a science-based assessment of bioplastics in all thematic areas that are potentially subject to sustainable management. This is the basis for setting up an open research platform designed to help establish bioplastics as a vital part of the „green economy“ in Germany. Likewise in this context, a close dialog with the industry, the science community, citizens and their political representatives is being initiated in order to increase the level of information among various interest groups. The main focus is to evaluate the sustainability of bioplastics and to develop adequate communication strategies.

Close links have been established with several companies whose collaboration ensures proper testing of the newly developed strategies and methods for practical application. **Prof. Dr.-Ing. H.-J. Endres**, director of the **IfBB - Institute for Bioplastics and Biocomposites** at the Hochschule Hannover (HsH), acts as the BiNa coordinator. **B.A.U.M. e.V.** has been commissioned to take over the external project communication and to arrange workshops and other project-related events. Scientific support is being provided by **Prof. Dr. Wiebke Möhring**, **HsH - Faculty III** Media, Information and Design; **Dr.-Ing. Stefan Albrecht**, **Fraunhofer Institute for Building Physics IBP - Life Cycle Engineering**; **Prof. Dr. Klaus Menrad**, **Hochschule Weihenstephan-Triesdorf - Marketing and Management of Renewable Resources**; **Prof. Dr.-Ing. Christoph Herrmann**, **Technical University Braunschweig - Institute of Machine Tools and Production Technology**. In addition, BiNa has an advisory council made up of **European Bioplastics e.V.** and **WWF Germany**. The project constitutes a part of the socio-ecological research cluster of the Sustainable Management Funding Initiative launched by the Federal Ministry of Education and Research (BMBF).

The **official opening event for the BMBF** to start its funding initiative is scheduled to take place **September 15-16, 2015, at the Maritim Hotel in Bonn**. A total of **30 research clusters** active in the area of sustainable management will be presented there.

More information related to the BiNa research platform is available at:

www.biokunststoffe-nachhaltig.de



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Project partner of BiNa:



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