

PRESS RELEASE



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Bioplastics in Focus of Science

Interdisciplinary Research Platform BiNa presented at Opening Event of BMBF Funding Initiative „Sustainable Management“ in Bonn.

Hannover, September 16, 2015.

Following the 12th BMBF Forum for Sustainability, 30 research clusters were gathered at the opening event for the funding initiative “Sustainable Management” to present their projects at the Maritim Hotel in Bonn. The interdisciplinary research platform “New Pathways, Strategies, Business and Communication Models for Bioplastics as a Building Block toward a Sustainable Economy” (BiNa) was represented by IfBB director Prof. H.-J. Endres together with the project partners.

Building networks among the great variety of actors is the main objective of the new framework program FONA³, which has been established by the Federal Ministry of Education and Research (BMBF) to support research in sustainability by means of its three flagship initiatives, namely, City of the Future, Transformation of the Energy System, and Green Economy. One of three corresponding status conferences took place September 15-16 as the opening event for the funding initiative „Sustainable Management“, within the scope of socio-ecological research. In this context, various measures are now being planned, which are expected to have a strong leverage effect on the transformation process toward more sustainable management.

„Plastic materials have become all-important in everyday life. In nearly all areas of life as well as future-oriented topics such as light-weight construction, electromobility, communication, or Industry 4.0, plastics are virtually indispensable. On the other hand, we are facing the finite nature of fossil (polymer) raw materials. Bioplastics made from renewable resources can be a pioneering alternative and long-term, sustainable option to satisfy future needs. The multilevel project BiNa, to that end, involves not only an assessment of sustainability, but also a deliberate analysis of public awareness and communication regarding bioplastics and, based on that, the development and verification of suitable communication models. BiNa offers a science-based examination of bioplastics in all thematic fields of sustainable

management. Building networks with various partners from research institutions and cooperating companies within the project serves to re-examine the newly developed communication strategies and valuation methods with regard to their practical suitability,” Prof. Dr.-Ing. H.-J. Endres, project coordinator and director of the IfBB – Institute for Bioplastics and Biocomposites at the Hochschule Hannover (HsH), explains in his presentation of the project in the afternoon of the first conference day.

Five parallel tours, clustered by themes, took place at the opening event for the BMBF funding initiative „Sustainable Management“ today. The BiNa platform was explained in a poster presentation during one of these tours, in the cluster “Sustainable Business Models”, and could be seen in its new design.

More information on the BiNa research platform is available at www.biokunststoffe-nachhaltig.de



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