

P&G and Biobridges Call for Innovative Solutions

Deadline: 24 september 2020

[Biobridges project](#), in collaboration with [the research centre of FCA](#) (Fiat Chrysler Automobiles), is launching a [call for innovative circular and bio-based solutions](#) to answer the specific needs of these **brands**.

Selected innovators will be invited to participate in an online event (27th of October) where they will have the opportunity to pitch their ideas and solutions directly to FCA. The main aim of the event is to start a proactive market dialogue with them, discussing on the pros and cons of possible solutions to address the specific challenges pre-identified by the brand.

Why to apply? To get your circular economy and bio-based solution considered by a global brand and to grab the opportunity to initiate a market dialogue with it!

Who can apply? Bio-based industries, SMEs, Start-ups, Research centres, EU funded projects.

What type of circular and bio-based solutions P&G is looking for? – 3 challenges

- Bio-based polymers for exterior
- Exterior and engine compartment plastics
- Elastomers
- Textile and upholstery materials
- Coatings and adhesives

Deadline: applications are open until the 24th **September 2020**

IMPORTANT NOTE: the disclosure of any technical detail that could be subject to IPR is not requested in the application phase, neither during the pitch of ideas during the workshop.

For more information: <https://bit.ly/30FPiEk>

To apply: <https://bit.ly/3fZYQR6>

For additional information, please contact info@biobridges-project.eu or the APRE staff involved (Matteo Sabini - sabini@apre.it; Serena Cheren – cheren@apre.it)

How much do you know about bio-based products?

Help Biobridges to discover more on consumers' awareness filling and spreading this [survey!](#)

For more information, please visit the website: <https://www.biobridges-project.eu/survey-for-consumers/>