

**Press Release, Monday 16 January 2017**

## **Workshop on New Solutions for Biobased Painting, organised through the Interreg NWE project BioBase4SME**

**Boosting growth for biobased SMEs and Start-ups in North-West Europe**

On Tuesday 31 January 2017, the workshop entitled 'New Solutions for Biobased Painting' will take place at the UniLaSalle campus in Rouen, France. This workshop will be an opportunity to have a look at what is new in bio-based paint.

Pulled by the marketing request, the paint sector is more and more interested in the agro-resources and in "natural" products. The paint market does now offer some products which are partially biobased, but very few 100% biobased paints are available.

The day will start with a short state of the art by CORI (Coatings Research Institute). Then, two topics will be studied in detail, one on the paint itself and the other on ingredients. Ingredients are the focus for development, they will lead us to 100% biobased paint.

Speakers from innovative companies working in this field will present their experiences. At the end of the day, the discussions will turn to certification, a key point in paint marketing. It helps consumers choose the right product and must be well defined

This workshop is organised through the Interreg NWE project BioBase4SME which aims to further support the development of the biobased economy in North West Europe. In order to achieve this, BioBase4SME offers training, innovation biocamps, workshops and innovation coupons worth up to €100.000.

SMEs, start-ups, researchers, you are invited to register to this free event via [this webform](#). Please sign up before the 25th January 2017, after which your place cannot be guaranteed.

Contact:

**Pascal DAGRON**

0033 2 53 46 62 57

0033 6 03 51 53 31

[contact@ac3a.chambagri.fr](mailto:contact@ac3a.chambagri.fr)

**Sophie RABEAU**

00 33 2 35 65 78 72

00 33 6 27 51 33 91

[sophie.rabeau@noveatech.fr](mailto:sophie.rabeau@noveatech.fr)

The event is organised by [AC3A](#) in collaboration with [Nov&atech](#)- An agro-resources cluster from Normandy.

## Notes to editors:

### 1. The project:

The European Commission has launched through its INTERREG NWE Programme a three-year project “BioBase4SME” to further support the development of the biobased economy in North West Europe (NWE). The €5.83 million project will help start-ups and Small and Medium Enterprises (SMEs) to overcome technological and non-technological barriers on their path to turn biobased research into commercial innovation. BioBase4SME offers training, innovation biocamps, workshops and innovation coupons worth up to €100.000. The BioBase4SME partnership includes eight organisations from six different countries.. <http://www.nweurope.eu/BioBase4SME>

### 2. The BioBase4SME partners are:



- Bio Base Europe Pilot Plant (BBEPP), Ghent, Belgium, <http://www.bbeu.org/pilotplant/>
- Ghent Bio-Economy Valley, Ghent, Belgium, <http://www.gbev.org/en>
- Materia Nova, Mons, Belgium, <http://www.materianova.be/>
- Association of the Chambers of Agriculture of the Atlantic Arc (AC3A), Nantes, France, [http://www.ac3a.fr/AC3A\\_en.php](http://www.ac3a.fr/AC3A_en.php)
- CLIB2021 Cluster Industrielle Biotechnologie, Düsseldorf, Germany, <http://www.clib2021.de/en>
- tcbb RESOURCE, Galway, Ireland, <http://www.tcbbresource.ie/>
- REWIN Projecten, Breda, The Netherlands, <http://www.rewin.nl/>
- The National Non-Food Crop Centre, York, UK, <http://www.nnfcc.co.uk/>

### 3. INTERREG North-West Europe Programme

BioBase4SME is 60% funded by the INTERREG NWE Programme. The Interreg North-West Europe Programme fosters transnational cooperation to make the North Western Europe a key economic player and an attractive place to work and live, with high levels of innovation, sustainability and cohesion. <http://www.nweurope.eu/>

### 4. BioBase4SME is co-financed by:



## **5. BioBase4SME Project Office:**

The BioBase4SME project is coordinated by Bio Base Europe Pilot Plant (Ghent, Belgium). For more information, comment or interview requests about BioBase4SME, please contact:

Dr Lieve Hoflack, Project Manager, tel: +32 (0)9 335 70 01, [lieve.hoflack@bbeu.org](mailto:lieve.hoflack@bbeu.org)

OR

Katrien Molders, Communication Manager, tel: +32 (0)486 951 109, [Katrien.molders@bbeu.org](mailto:Katrien.molders@bbeu.org)  
<http://www.nweurope.eu/BioBase4SME>