

Céréales Vallée, IAR and Plastipolis Three clusters pool their skills and found France Green Plastics

At the French National Agricultural Show in March, the three French clusters Céréales Vallée, Industries & Agro-Resources and Plastipolis signed a collaboration agreement to formally create **France Green Plastics**, "the Agromaterials Cluster for the Plastics Industry", following discussions initiated in October 2009. The cluster's goal is to develop and industrialize novel, plant-sourced materials for the plastics industry.

A federation of three clusters with well-matched skills

France Green Plastics' main objective is to federate the three clusters around activities related to agromaterials in the plastics industry. Céréales Vallée, IAR and Plastipolis have joined forces to reinforce their networks in this sector. Thanks to their members' skills and know-how, Céréales Vallée improves plant-based resources for non-food use, IAR pioneers the industrial exploitation of plant-based resources and Plastipolis formulates and transforms materials.

The three clusters' complementarity enables application of a systems approach to the development of sustainable markets for the plastics industry and, ultimately, the industrialization of agromaterials.

France Green Plastics will coordinate activities and projects aimed at (i) developing a common technology strategy for agromaterials, (ii) raising the French agromaterials sector's international profile, (iii) coordinating and reinforcing its network, (iv) catalysing the emergence of innovative, collaborative projects, (v) providing technology-watching and economic intelligence services, (vi) coordinating training and technology transfer activities and (vii) implementing a marketing and PR plan.

France Green Plastics' ambition is to become the benchmark player in France's bioplastics sector (businesses, R&D centres, universities, etc.). It will encourage all its stakeholders to work together to foster the emergence of an agromaterials sector in France.

A FOCUS ON... AGROMATERIALS FOR THE PLASTICS AND BIOPLASTICS INDUSTRIES

Biodegradable plastics and bioplastics are made from either petrochemicals (synthetic polymers alone or mixed with natural compounds) or renewable resources. The main renewable feedstocks currently used in Europe are grain crops (corn, sunflowers, etc.), sugar beet and potatoes.

Natural bioplastics were used as far back as the 1900s: plastic car parts were already being made from soya! Today, more or more everyday products are being made from bioplastics: ballpoint pens, bags, tableware, cling film, food packaging, drug capsules and so on. These uses should become even more commonplace over the next few years.

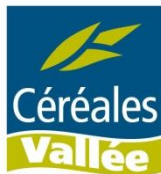
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Céréales Vallée: improving non-food, plant-based resources

Chairman Delegate: Daniel Chéron

Céréales Vallée's reputation in cereal crop innovation is founded on its goal of meeting emerging needs in both the food and non-food sectors. This expertise is applied at the international level (for designing tomorrow's seed varieties) and the national level (adding value to French crops through high-performance agro-industrial applications).

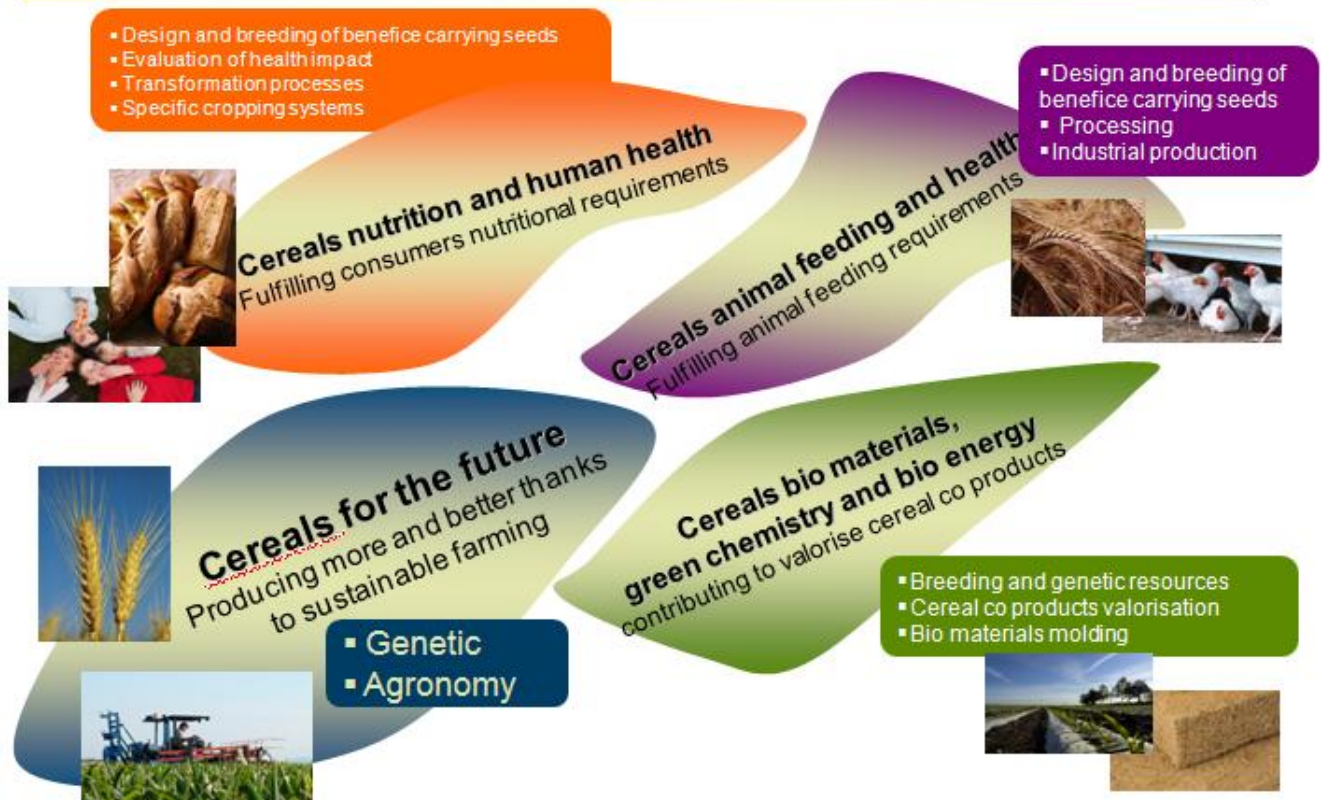


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Four strategic targets



Industries & Agresources (IAR): the industrial exploitation of plant-based resources

Chairman : Daniel Thomas

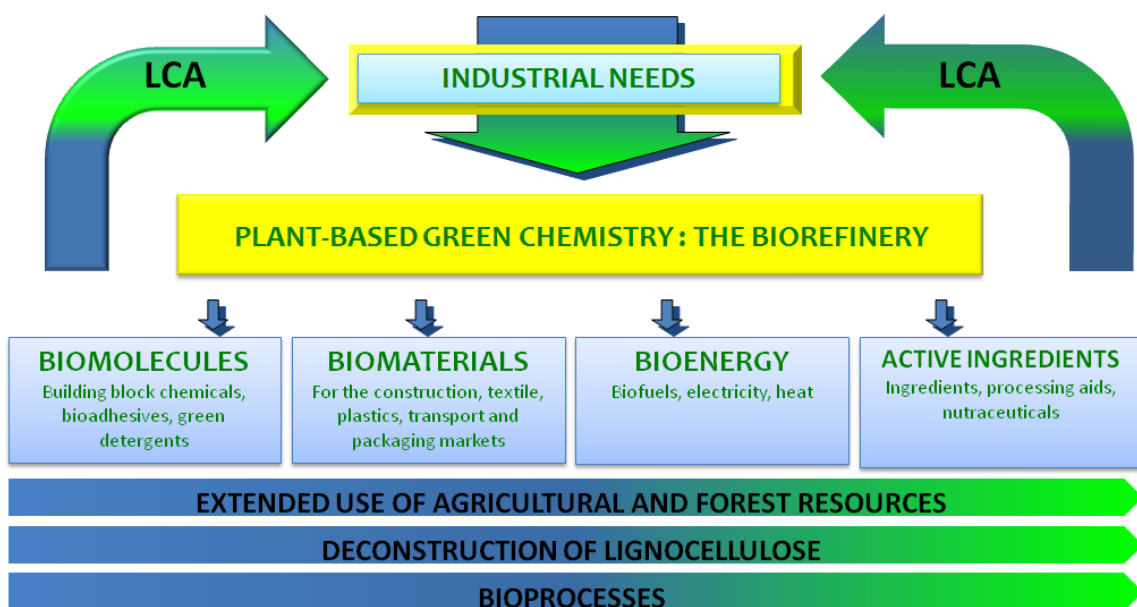
The IAR cluster fosters dynamic, industrial innovation in the agresource field via collaborative projects which federate academic research labs, businesses, teaching institutions and farmers and open up new markets for bio-based products.

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The IAR cluster's target markets are depicted in the following diagram:



Plastipolis: formulating and transforming materials

Chairman : Daniel Goujon

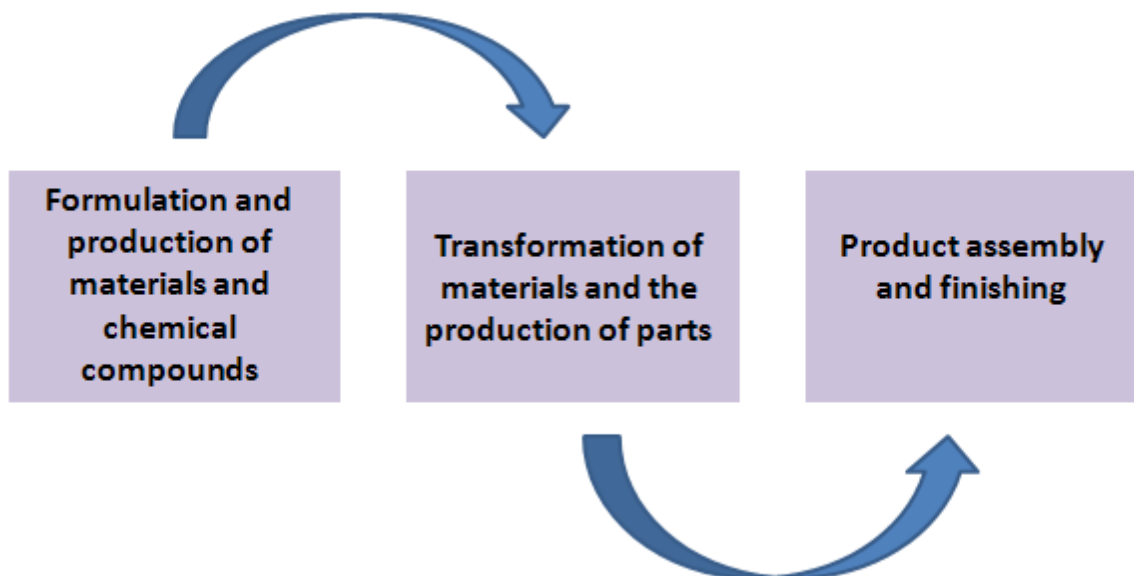
Plastipolis is the only plastics industry cluster in France. Its members account for a third of the country's revenues in this sector, making it the second-ranked cluster in Europe.

The cluster's activities involve almost all the sector stakeholders located in the two French regions concerned (Rhône-Alpes and Franche-Comté).

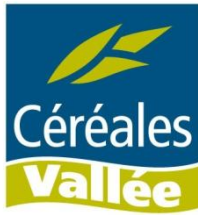


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APPENDIX – federating three well-matched clusters



**Improving non-food,
plant-based resources**

**The industrial
exploitation of plant-
based resources**

**Formulating and
transforming
materials**



France Green Plastics : a dual governance structure

A Steering Committee

The Steering Committee comprises the Chairmen and Directors of each cluster. It meets annually to review the year's activities and validate their performance criteria. Each cluster acts in turn as the Steering Committee's Secretary for a 12-month period. The Committee is responsible for overall management decisions concerning the cluster and for:

- defining the cluster's scientific and strategic policies.
- verifying and validating the state of progress of ongoing activities.
- deciding on the potential involvement of third parties.
- examining the projects funding proposals put forward by the Executive Committee.

An Executive Committee

The Executive Committee comprises the three cluster directors. It meets quarterly and is responsible for:

- generating and presenting action plans.
- monitoring the progress of ongoing projects,
- modifying ongoing activities and projects if required.

FRANCE GREEN PLASTICS

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