



The EU commission awards Bayn Europe's SugarReduced digital platform with the Seal of Excellence

Bayn Europe's digital platform for sugar reduction has been awarded a seal of excellence by the EU commission as the institution managing Horizon 2020. The proposed digital platform is aimed at facilitating food producer's R&D and accelerate market entry for sugar reduced products. Bayn Europe received a grant of half a million SEK from Vinnova, Sweden's innovation agency, to further develop the project through an assessment study.

Horizon 2020 is the biggest EU research and innovation programme, aimed at securing Europe's global competitiveness. The programme is the world's greatest investment in research and innovation. In November 2017, Bayn Europe submitted a proposal to Horizon 2020 on the topic of "Accelerating market introduction of ICT (Information Communication Technology) solutions for Health, Well-being and Ageing Well." After evaluation by an international panel of independent experts, the proposal was scored as a high-quality project proposal. The SugarReduced digital platform passed the Horizon 2020 criteria of excellence, impact, and quality and efficient implementation.

"We are glad that our innovation proposal was acknowledged by the EU commission. The proposed platform will be able to serve as a powerful business tool and technical platform for efficient sugar reduction in Europe and the world", says Lucy Dahlgren, CEO of Bayn Europe. "Today, sugar reduction faces resistance within the food value chain. The platform will help make dynamic changes on the market, by supporting food producers with new product development with less sugar, while also helping them to avoid uncertainties and risks. Our aim is to make sugar reduction a sustainable business so that more food and beverage producers shift their focus to healthier alternatives. We are very pleased that many businesses have already shown interest for the platform and officially supported our proposal."

The SugarReduced digital platform will work on a subscription-based business model and be a platform for product sales. Bayn Europe will now start the feasibility study and interview different IT and market partners. The study will be completed by end of April 2018.

Det här pressmeddelandet kommer även att finnas på svenska på Bayn Europes [hemsida](#).