



PROJECT OVERVIEW

INTEGRATE AND BALANCE

BNN Networking,

Vienna, 9 March 2026



THE PINK PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON EUROPE RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 101137809.

ASSOCIATED PARTNERS (I.E. (A) SWISS PARTNERS AND (B) UK PARTNERS) HAVE RECEIVED NATIONAL FUNDING FROM (A) THE SWISS STATE SECRETARIAT FOR EDUCATION, RESEARCH AND INNOVATION (SERI), AND (B) INNOVATE UK.

The PINK team

12 Beneficiaries - 2 Affiliated Entities - 2 Associated Partners

Jan 2024 - Dec 2027



PINK's high-level objectives

- DEVELOP innovative modelling and simulation approaches addressing industrial SSbD needs
- MAKE the software accessible to SMEs and industry through the open innovation platform 
PINK In Silico Hub - PINKISH
- VALIDATE the platform on PINK Developmental Case Studies and Industrial Demonstrators provided by SMEs and large industries
- REAL-LIFE industry needs:
 - Assessment challenges in biodegradability of co-polymers in aqueous dispersions (long-term toxicity?)
 - Long-term aquatic environmental effects of organic UV-blocker in cosmetics and personal care products
- Fully IMPLEMENT open science and FAIR principles contributing to establishing a European chemicals and materials data, modelling and software ecosystem
- STRENGTHEN knowledge transfer through collaboration and exploiting synergies
- BOOST the innovative capacity of SMEs and industry and make them more agile to respond to external and internal influences

PINK's holistic approach

Production

Use



Raw Materials +
Extraction

Logistic +
Commerce

End of life +
Recycling

Translation



Function and
process design

Safety

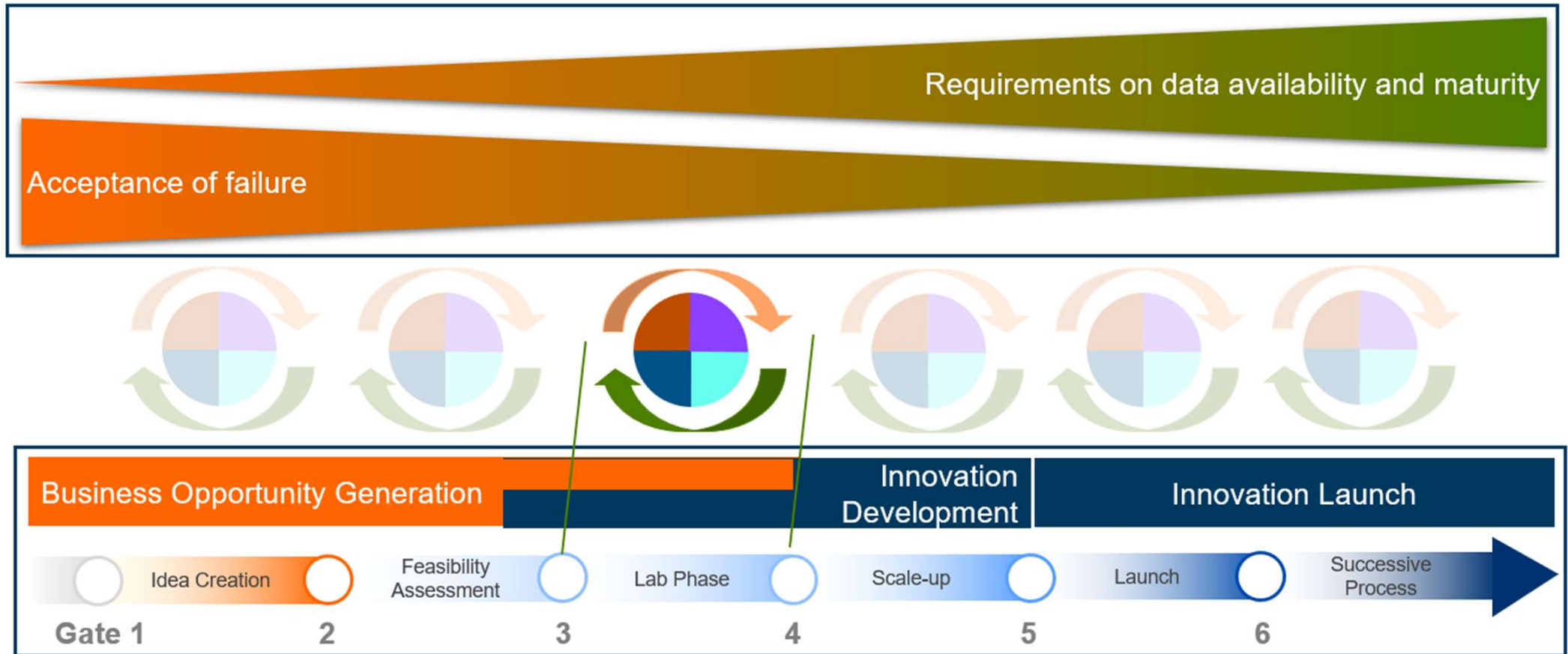
Sustainability

Circularity

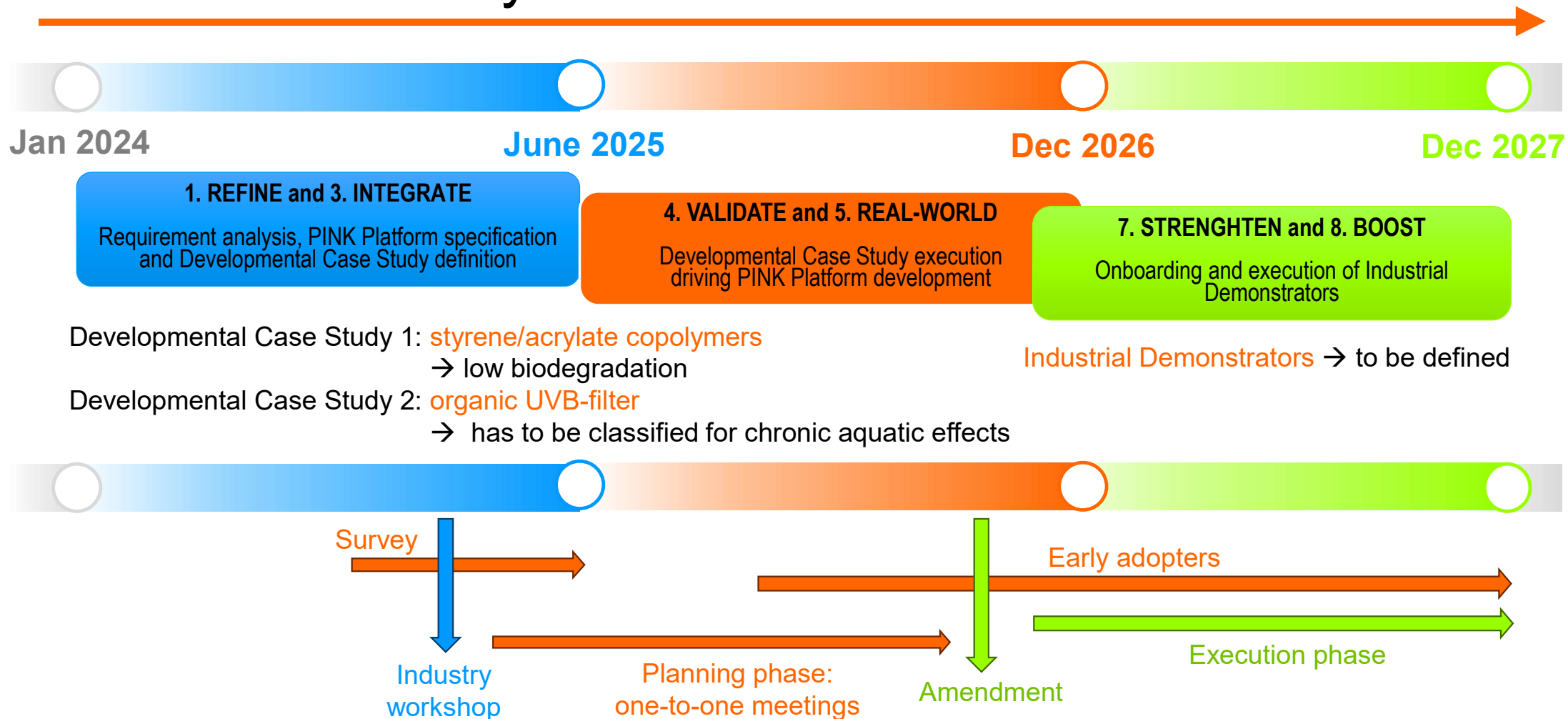
**Holistic view on material
value chain and life cycle**

**Tiered list of indicators
representing the SSbD
dimensions**

PINK's tiered approach



PINK's industry focus



>PINK

- 1 Thomas Exner
- 2 Seven Past Nine

>THANK YOU!

WWW.PINK-PROJECT.EU



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