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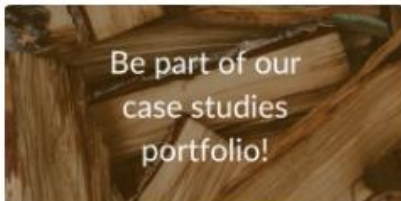
## Highlights in brief!



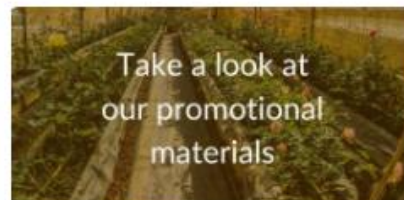
Our project has kicked-off!



Participate in our survey and help us reshape the bioeconomy!



Be part of our case studies portfolio!



Take a look at our promotional materials

## BIOSWITCH, a project to encourage brand owners to switch to bio-based approaches, kicks-off



**BIOSWITCH**, a new European project that seeks to raise awareness among brand owners and to encourage them to turn their products and packaging from fossil-based into bio-based goods, kicked off with an online meeting on 9 June.

BIOSWITCH will focus on four sectors: agriculture, chemistry, forestry, and food, and four regions will serve as model demonstrators: Andalusia (Spain), Denmark, Finland, and Flanders (Belgium).

This project has received funding from the [Bio-Based Industries Joint Undertaking](#) (BBI JU) under the [European Union's Horizon 2020 research and innovation programme](#) under grant agreement No 887727.

[Read more](#)

## BIOSWITCH's Project Officer Ana Ruiz joins kick-off meeting

The BIOSWITCH Project Officer, Ana Ruiz, joined the first meeting of this initiative. She appointed that "BIOSWITCH is a project highly needed and wanted by the BBI JU) since years ago", in declarations for the press release. "It will play a crucial role to assist brand owners and improve the market penetration of many of the bio-based products that are emerging during the last years. In addition, BIOSWITCH is a very relevant initiative to support the society and the economy in its green transition from fossil-based to bio-based", added Ana.



## Participate in our survey and help us reshape the bioeconomy in Europe



At BIOSWITCH, we want to shape solutions to mitigate brand owners' perceived risks, but first we need to understand them!

- Which are the **main barriers** preventing companies from switching to bio-based?
- What are the **motivating factors** for brand owners to take bio-based approaches?
- What do they need in their transition journey?

Help us find this out by filling in our [survey on brand owners' risks, needs and incentives when switching to bio-based](#).

[Take the survey](#)

## Have a story worth sharing?



We are developing a portfolio of industry-relevant best practice cases studies of Brand Owners switching from fossil- to-bio-based!

If you think you have a story worth sharing and you want it featured in our portfolio, drop us a line!

[Contact us](#)

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## Take a look at the BIOSWITCH materials

We will be uploading all the promotional materials and reports to our [project website](#). For now, you can download the project presentation, as well as the brochure, poster and roll-up.



BIOSWITCH Project  
Presentation

[DOWNLOAD](#)



BIOSWITCH Roll-up

[DOWNLOAD](#)



BIOSWITCH Brochure

[DOWNLOAD](#)



BIOSWITCH Poster

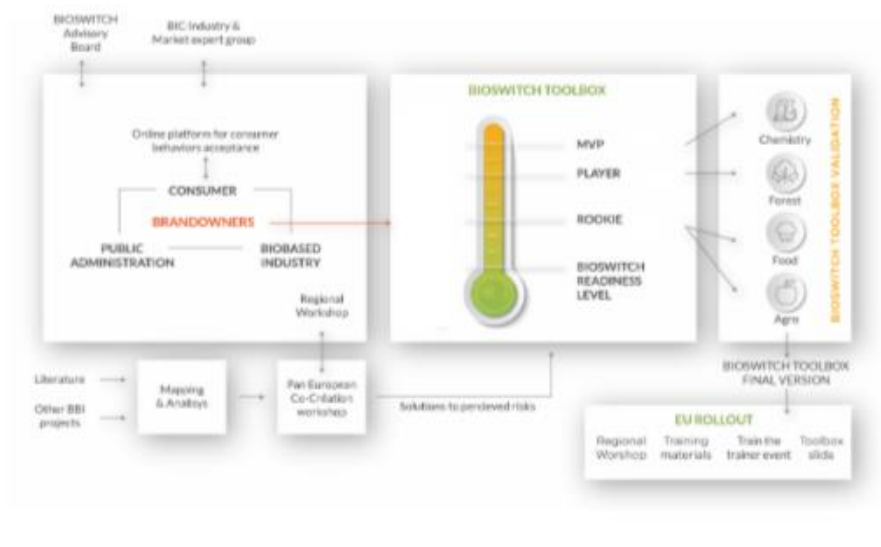
[DOWNLOAD](#)

# BIOSWITCH Concept

The BIOSWITCH approach is based on two pillars:

- A framework placing brand owners in the centre of a set of events and communication actions that will allow shaping solutions to mitigate their perceived risks.
- The BIOSWITCH toolbox as the ultimate instrument that will assist them in the bio-based transition journey.

The figure below shows the concept around which our work will revolve, with the brand owners at the core of the start of the project. They will help on the development of the BIOSWITCH Toolbox that will assist brand owners to switch to bio-based, boosting replication and roll out at European level.



## Consortium Partners

Eight entities from six different countries constitute the [BIOSWITCH consortium](#). Among these partners, it's worth highlighting the key role of the four clusters involved - CTA (Technological Corporation of Andalusia), CLIC Innovation Oy, Flanders' FOOD and Food & Bio Cluster Denmark - which will serve as testers and ensure that the project reaches and engages brand owners.



## Open call for innovative bio-based solutions

Our sister project [BioBridges](#) has launched a joint call with the [Research Centre of Fiat Chrysler Automobiles](#) to look for solution providers of innovative bio-based materials for automotive applications. You can find more information and apply on the link below. The selected participants will be invited to pitch their solutions during a one-day online event.



[Find more info and apply](#)

## Visit our website and follow us on social media!

We will be posting all the project developments, actions and news on our website and social media channels.

Follow us to make sure you don't miss anything out!



And if you want to talk to us, you can send us an email to [info@bioswitch.eu](mailto:info@bioswitch.eu)

We would love to hear from you!

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**Our mailing address is:**  
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