



BIOSWITCH

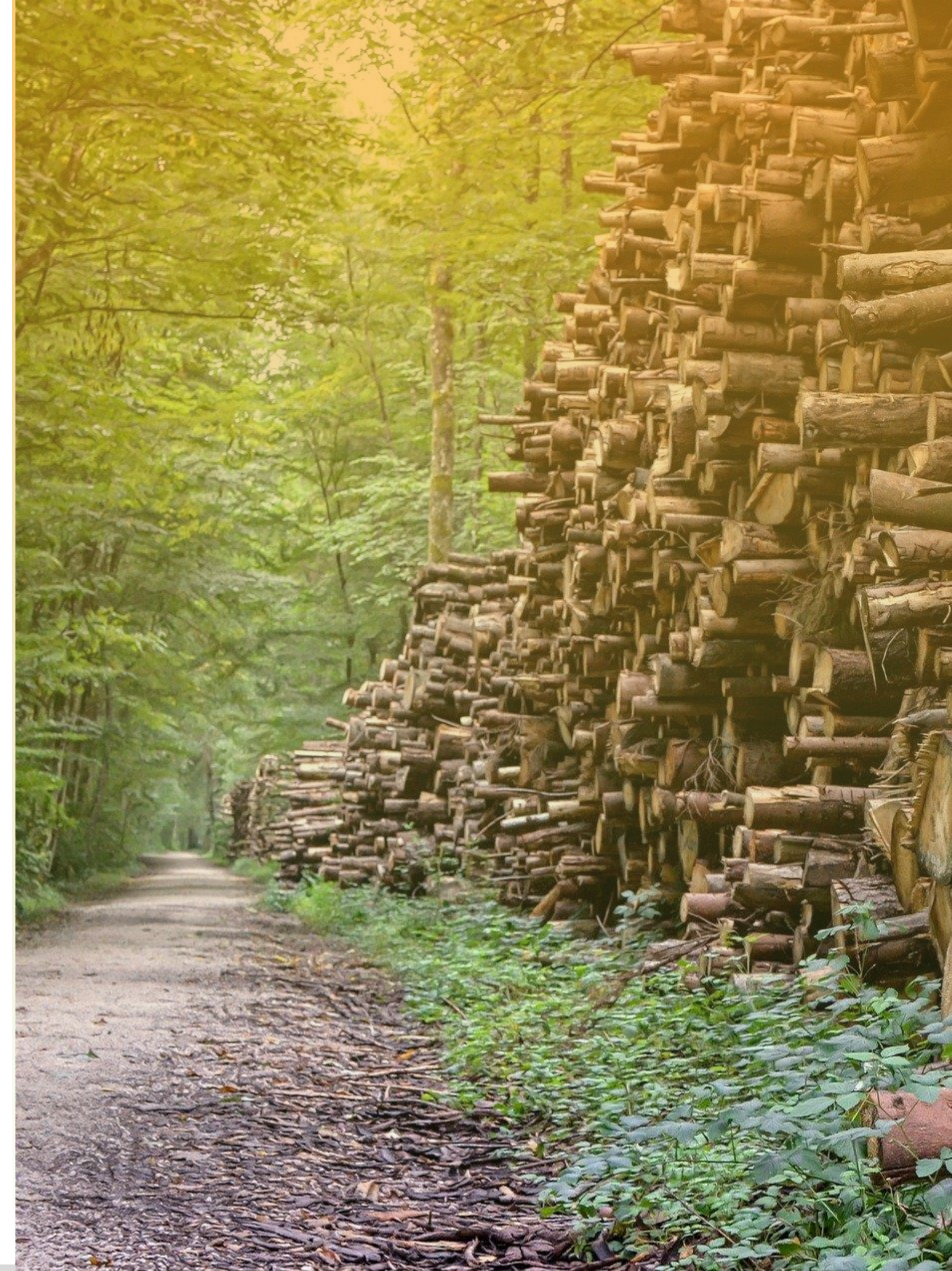
WHAT CAN
BIOSWITCH
DO FOR YOU?



BIOSWITCH.EU

The BIOSWITCH consortium and the bioswitch.eu website support brand owners making the transition from fossil-based to bio-based by

- Identifying advantages, incentives, and motivations that may drive brand owners to switch.
- Responding appropriately to brand owners' perceptions of the potential risks of the 'switching to bio-based'.
- Showcasing best practices of experienced brand owners and identifying key success factors switching from fossil-based to bio-based solutions
- Providing a self-assessment test, an elaborate toolset and further frameworks able to incentivise, motivate and drive brand owners to 'switch to bio-based'.
- Organising targeted events -webinars, workshops, trainings and conferences- where you can meet active stakeholders and learn about bio-based solutions





1. We showcase and promote best practices of experienced brand owners

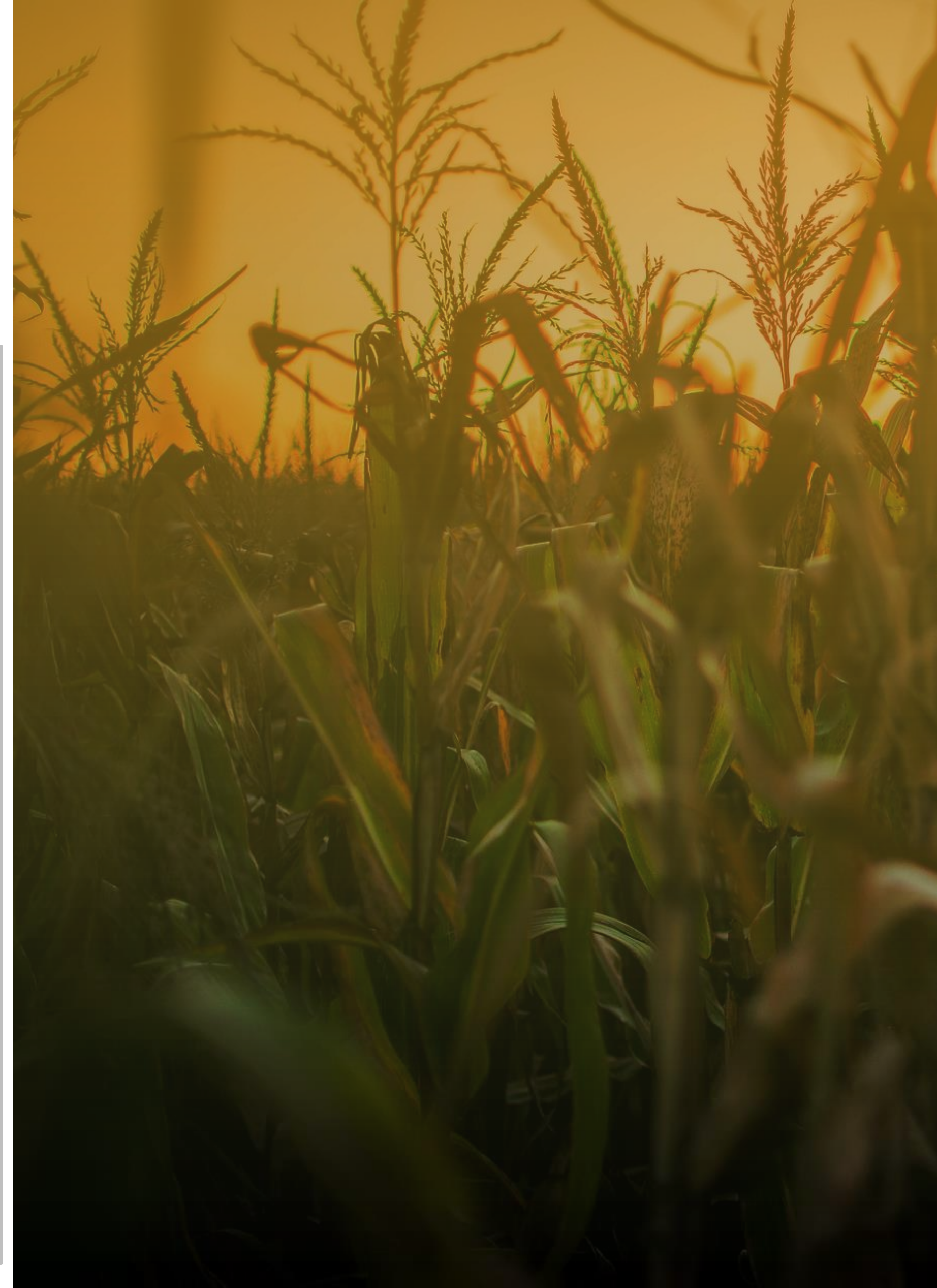
✓ Do you have an interesting and successful story on switching from fossil-based approaches to bio-based ones?

✓ Are you interested in disseminating it through bioswitch.eu?

If yes, then [contact us!](#)

Our team may propose you to:

- **publish them directly** on the bioswitch.eu page about success cases (BIOSWITCH will credit such resources to your brand);
- **publish a link to them** on the bioswitch.eu resources pages (which will point to your brand website);
- **re-package them to produce original bioswitch.eu editorial materials** like articles, posts, videos (your brand would be credited as a resource);
- **distribute them** via the bioswitch.eu social media channels.



2. We engage stakeholders to appreciate their motivations and perceived risks

✓ We want to hear from brand owners and consumers to understand their perception on bio-based products!

Our team may propose you to participate in:

- **1-on-1 interviews** with brand owners in four economic sectors and four project countries
- **pan-European online survey** of brand owners
- **survey of consumer** drivers, motivations and acceptance of bio-based products





3. We facilitate knowledge exchange and brokerage through targeted events

➤ The BIOSWITCH project engages a European stakeholder network to understand what moves brand owners to switch from fossil-based to bio-based approaches and to find solutions to mitigate the perceived risks.

➤ All the active stakeholders will be invited to participate to the BIOSWITCH **webinars**, regional and pan-EU **workshops**, **train-the-trainer** and other **conferences**.





4. We develop tools that support brand owners switch to bio-based.

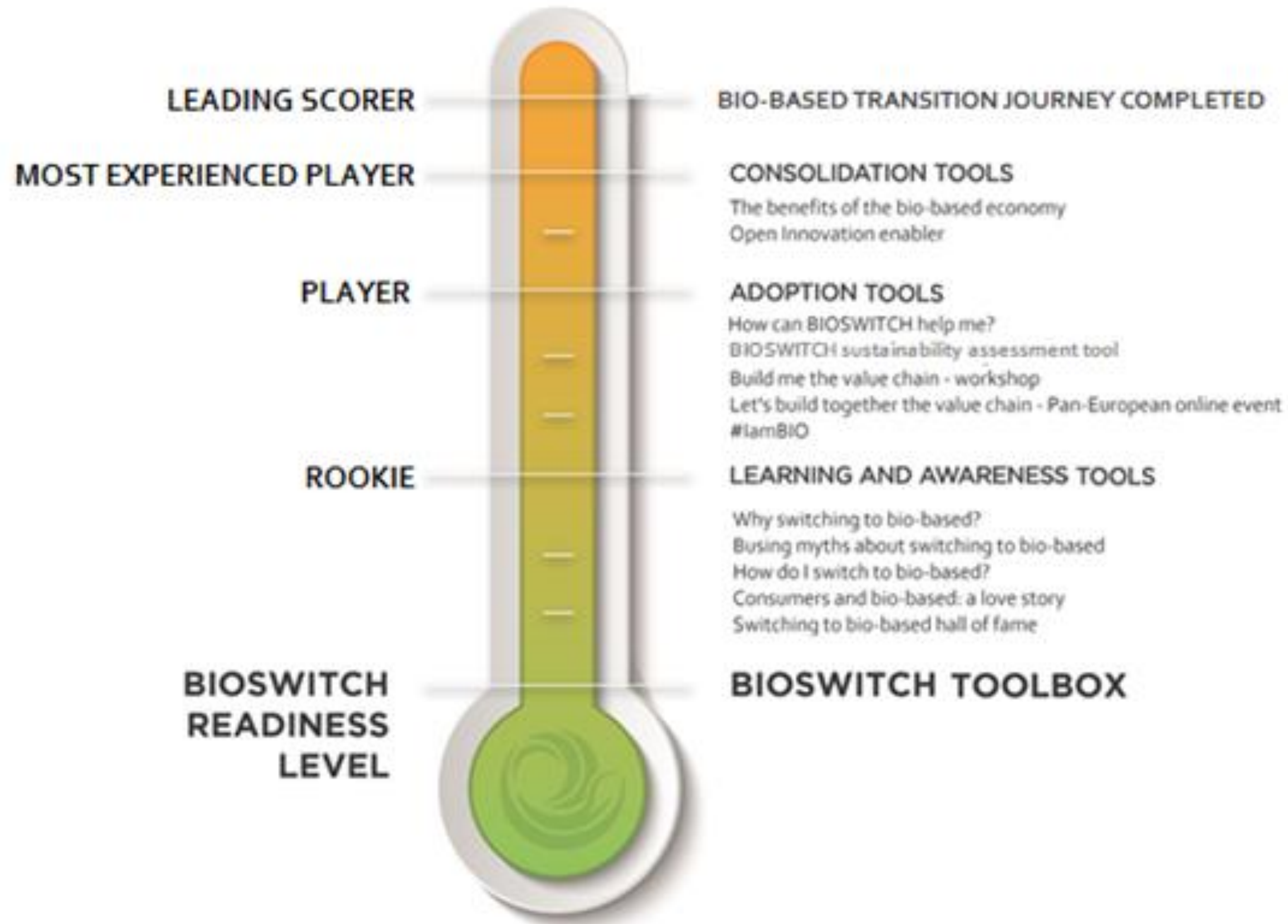
- All the content generated by the BIOSWITCH project will be shared publicly on the project website and a set of **e-learning materials** to ease the replication across Europe will be developed.

We are developing tools to accompany brand owners on their transition:

- the **BIOSWITCH self-assessment test**.
- the BIOSWITCH toolbox:
 - set of **communication materials**.
 - **Sustainability Tool** for Ecodesign, Footprints & LCA.



THE BIOSWITCH TOOL



Other benefits and added value

EUROPEAN AND REGIONAL-LEVEL POSITIONING

- Be one of the BIOSWITCH Flagship Brand Owners (big player).
- Become a referent for more than 240 BIC industry members, technology platforms, public institutions, regional organisations and private banks.
- Engage with 81 regional clusters and 180 brand owners involved.
- Gain visibility through the project and partners channels.

TAILORED DESIGN OF THE TOOL:

- Event for value-chain construction.
- Analysis of the BIOSWITCH transition journey.
- Preferent access to knowledge and tools.





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