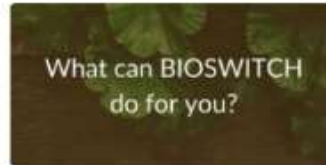




### Highlights in brief!



### Want to know your bio-based readiness level?



We have created a [self-assessment test](#) for you to measure your bio-based readiness! Take it now to understand your level in the transition from fossil-based to bio-based approaches, and get access to a set of exclusive materials, tools and information about the BIOSWITCH Project.

[Take the test now](#)

### What can BIOSWITCH do for you?



[BIOSWITCH](#) has developed an infographic with the different ways it provides support to brand owners in their transition from fossil based to bio-based approaches.

- We showcase and promote best practices of experienced brand owners
- We engage stakeholders to appreciate their motivations and perceived risks
- We facilitate knowledge exchange and brokerage through targeted events
- We develop tools that support brand owners switch to bio based

[Download the infographic here](#)

## Brand owners' perception on switching to bio-based



At BIOSWITCH, we want to shape solutions to mitigate brand owners' perceived risks, but first we needed to understand them! Thus, we carried out a [survey on brand owners' risks, needs and incentives when switching to bio-based](#), to learn:

- 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?

[Find out the preliminary results](#)

## Upcoming webinar: Bioeconomy Communication and Stakeholders' engagement in times of COVID-19



The world pandemic crisis changed the way we live, communicate and behave. BIOSWITCH and other CSA projects (Coordination and Support Action) will join to explore how this change affected their work and the players involved in the circular bioeconomy communication.

The webinar, organised by [The European Bioeconomy Network](#), will take place on November 11, from 10:00 to 12:00 (CET).

[Register for free now](#)

## BIOSWITCH presented at EFIB 2020



Our partner James Gaffey, Co-Director of the Circular Bioeconomy Research Group at Institute of Technology, Tralee, participated in the [European Forum for Industrial Biotechnology and the Bioeconomy \(EFIB 2020\)](#) on October 8, where he shared the preliminary results of the survey on brand owners' perspectives on switching to bio-based approaches carried out by BIOSWITCH.

In addition, he also presented the BIOSWITCH project at the [EFIB Webinar: Bioprocesses & Technologies // The value of bio-based innovation for the industry](#) on October 1.

[Read more](#)

## BIOSWITCH at POWER4BIO's regional cross-visit to Andalusia



Our partner Marta Macías, from the [Technological Corporation of Andalusia \(CTA\)](#), presented BIOSWITCH at the [regional cross-visit to Andalusia](#), an online event organised in the framework of the [POWER4BIO project](#), on October 20. The event provided a platform for dialogue about the challenges being faced during the implementation of a circular bioeconomy, as well as best practices and success cases.

[Read more](#)

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

We share 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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