



Food & Bio Cluster
Denmark



MTU



FLANDERS'
FOOD



Sustainable
INNOVATIONS[®]



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BIOSWITCH



Horizon 2020
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FOUR VALUE CHAINS



Agriculture



Chemistry



Forestry



Food

OBJECTIVES

- 1 To develop a network of brand owners and to identify best practices and assess main needs, perceived risks, motivation and incentives they gain when switching to bio-based approaches;
- 2 To deliver an effective “switch-to-bio-based toolbox”, the so called BIOSWITCH toolbox;
- 3 To validate the proposed BIOSWITCH toolbox with real brand owners from different sectors and maturity levels, evaluating their feedback and producing the final configuration of the toolbox;
- 4 To roll-out the BIOSWITCH toolbox at European level and replicate it at regional level;
- 5 To disseminate and exploit BIOSWITCH .



Encouraging Brand Owners to Switch-to-Bio-Based

BIOSWITCH aims to bring Europe to the forefront of the bio-based economy by encouraging and supporting brand owners from different sectors to switch to bio-based approaches. In order to achieve this, the project proposes a holistic, systemic approach 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.