



BIOSWITCH

Encouraging brand owners to switch to bio-based.

PRESENTATION



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



THE CHALLENGE

- 1** Respond appropriately to brand owners' perceptions of the potential risks of the 'switching to bio-based'.
- 2** Identify advantages, incentives, motivations and best practices that may drive brand owners to switch.
- 3** Provide frameworks able to incentivise, motivate and drive brand owners to 'switch to bio-based'.

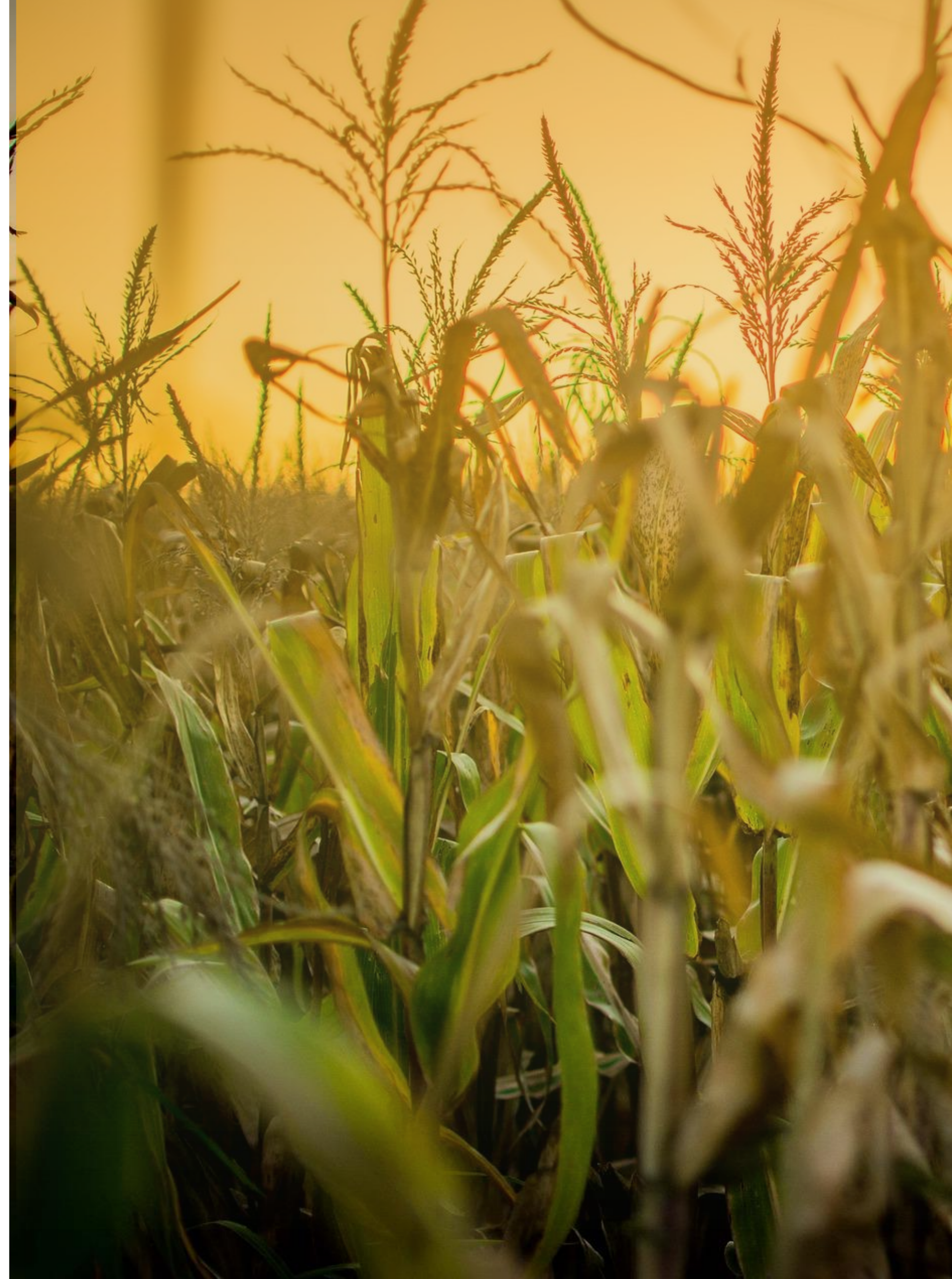


THE SOLUTION

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:

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



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

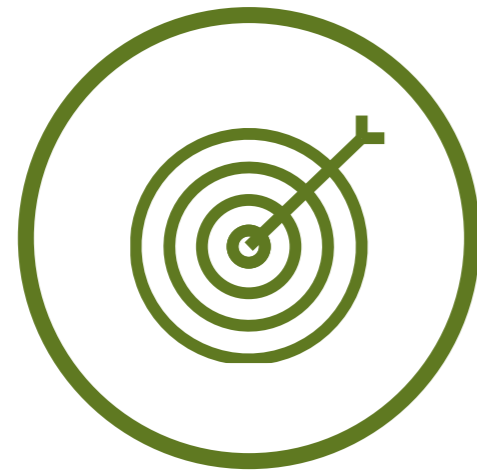
To roll-out the BIOSWITCH toolbox at European level and replicate it at regional level

5

To disseminate and exploit BIOSWITCH



KEY IMPACTS



Raise brand owners' interest in switching to bio-based

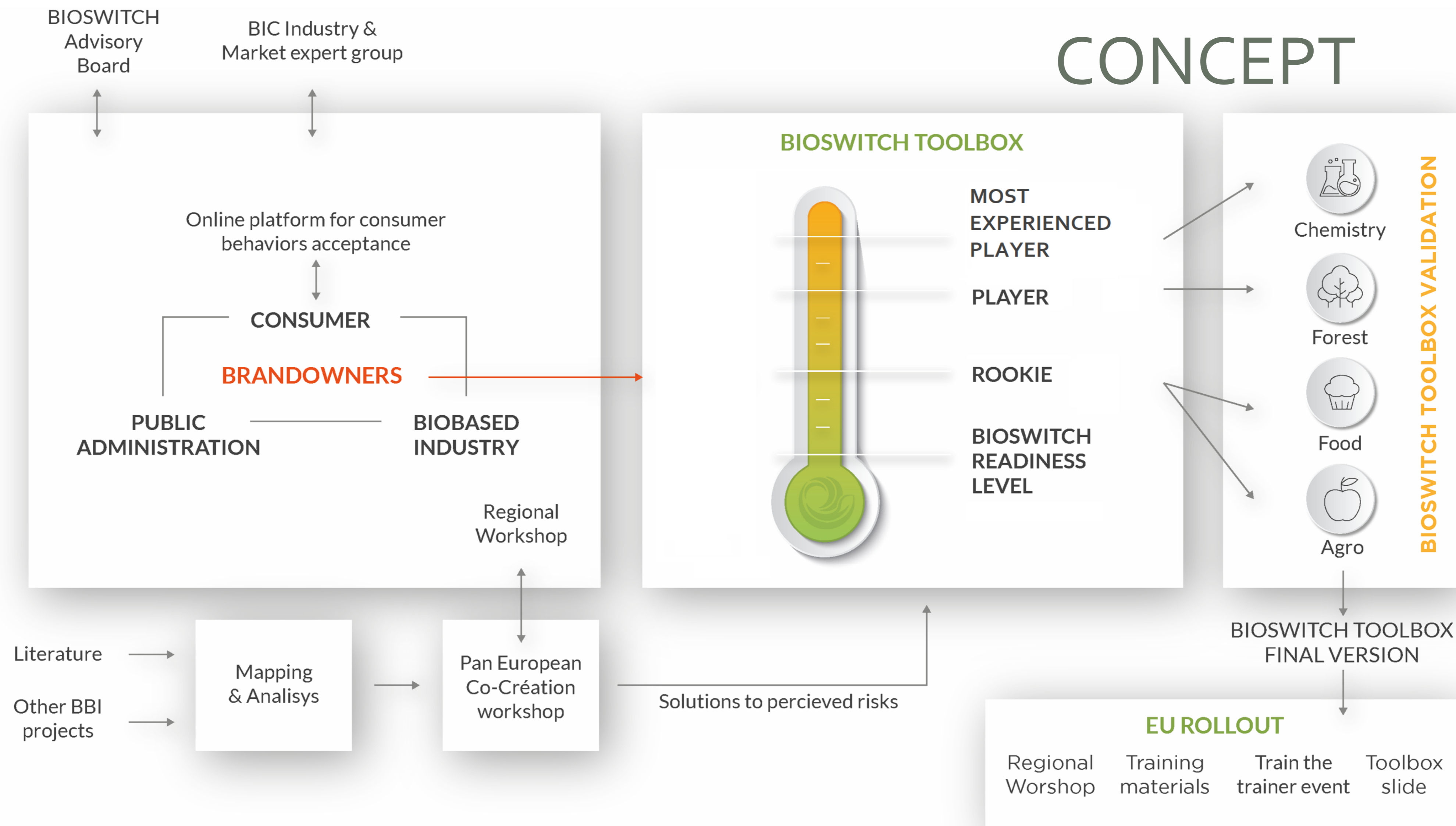


Enhance brand owners' involvement with and commitment to the bio-based industry

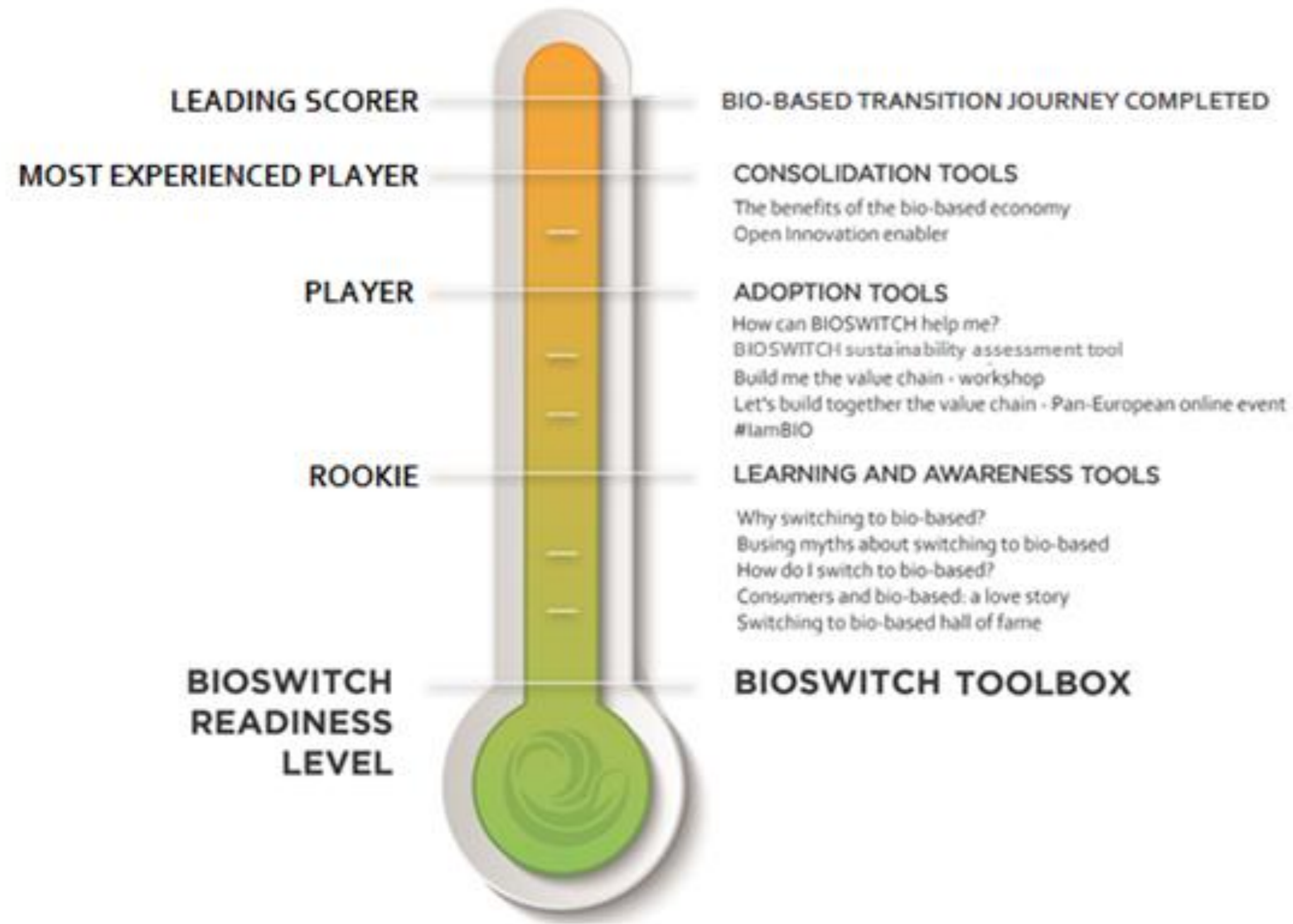


Increase marketability of bio-based alternatives by fostering consumer awareness of the added value of bio-based products compared to fossil-based counterparts

CONCEPT

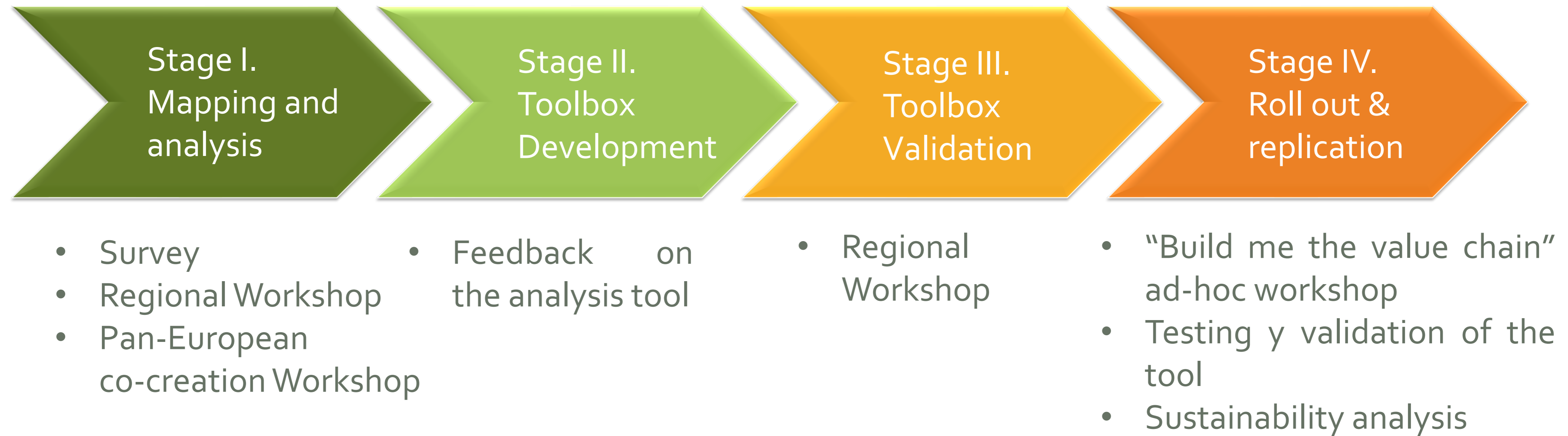


THE BIOSWITCH TOOL





METHODOLOGY



CASE STUDIES

Four unique case studies in Europe – BIOSWITCH Flagship brandowners:





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.



PARTNERS



Food & Bio Cluster
Denmark



MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University



FLANDERS'
FOOD



Sustainable
INNOVATIONS



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