BIOSWITCH



Bio based Industries Consortium Horizon 2020 European Union Funding for Research & Innovation 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.

Encouraging brand owners to switch to bio-based.

PRESENTATION



THE CHALLENGE

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





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owners'



THE SOLUTION

BIOSWITCH aims to bring Europe to the forefront of the biobased 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:

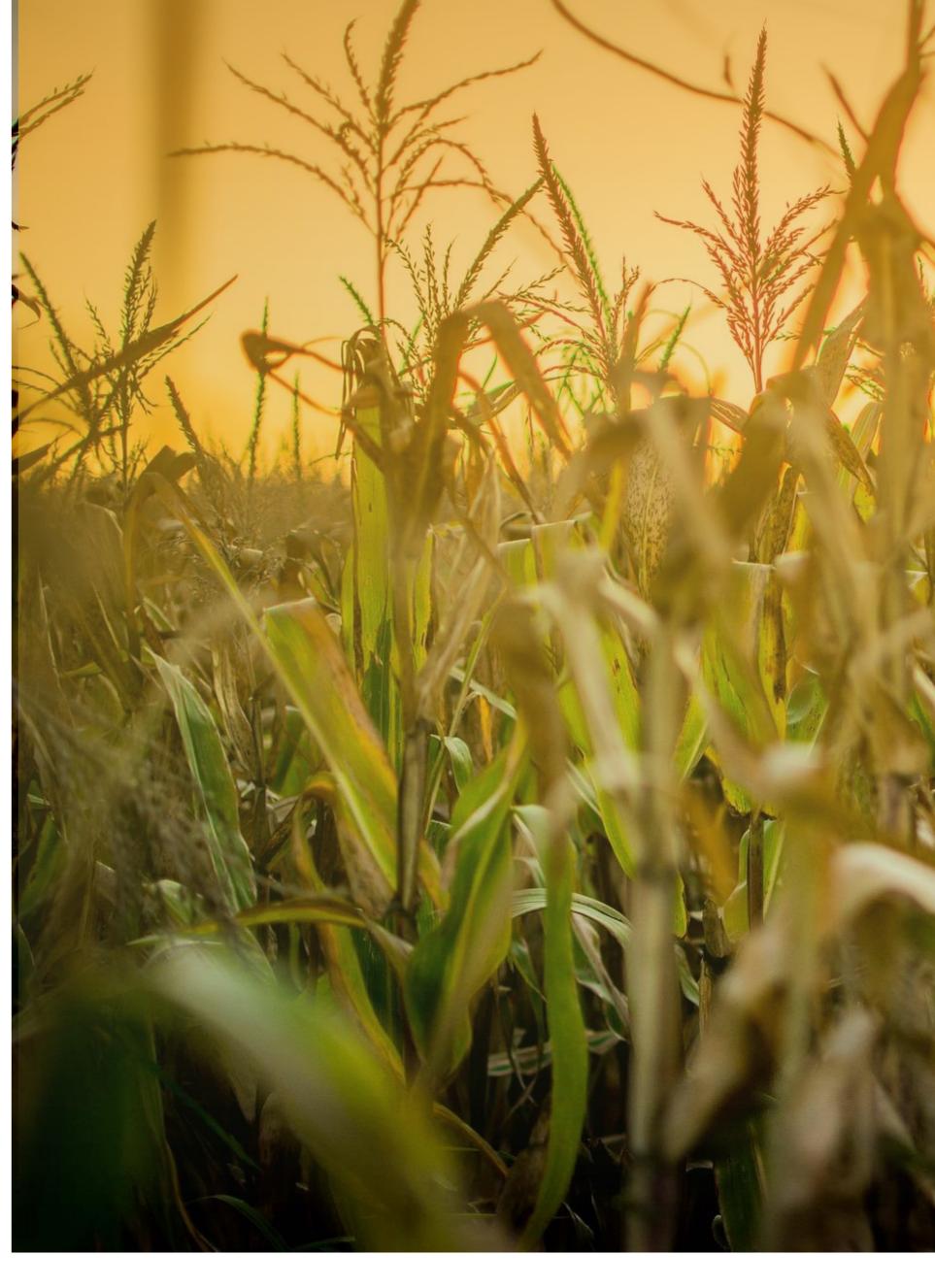
- A framework placing brand owners in the center of a set of events and communication actions that will allow shaping solutions to mitigate their perceived risks;
- The BIOSWITCH toolbox as the ultimate instrument that will assist them in the bio-based transition journey.





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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

To deliver an effective "switchto-bio-based toolbox", the so called BIOSWITCH toolbox

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





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OBJECTIVES

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

To disseminate and exploit BIOSWITCH

5







Raise brand owners' interest in switching to bio-based

Enhance brand owners' involvement with and commitment to the biobased industry





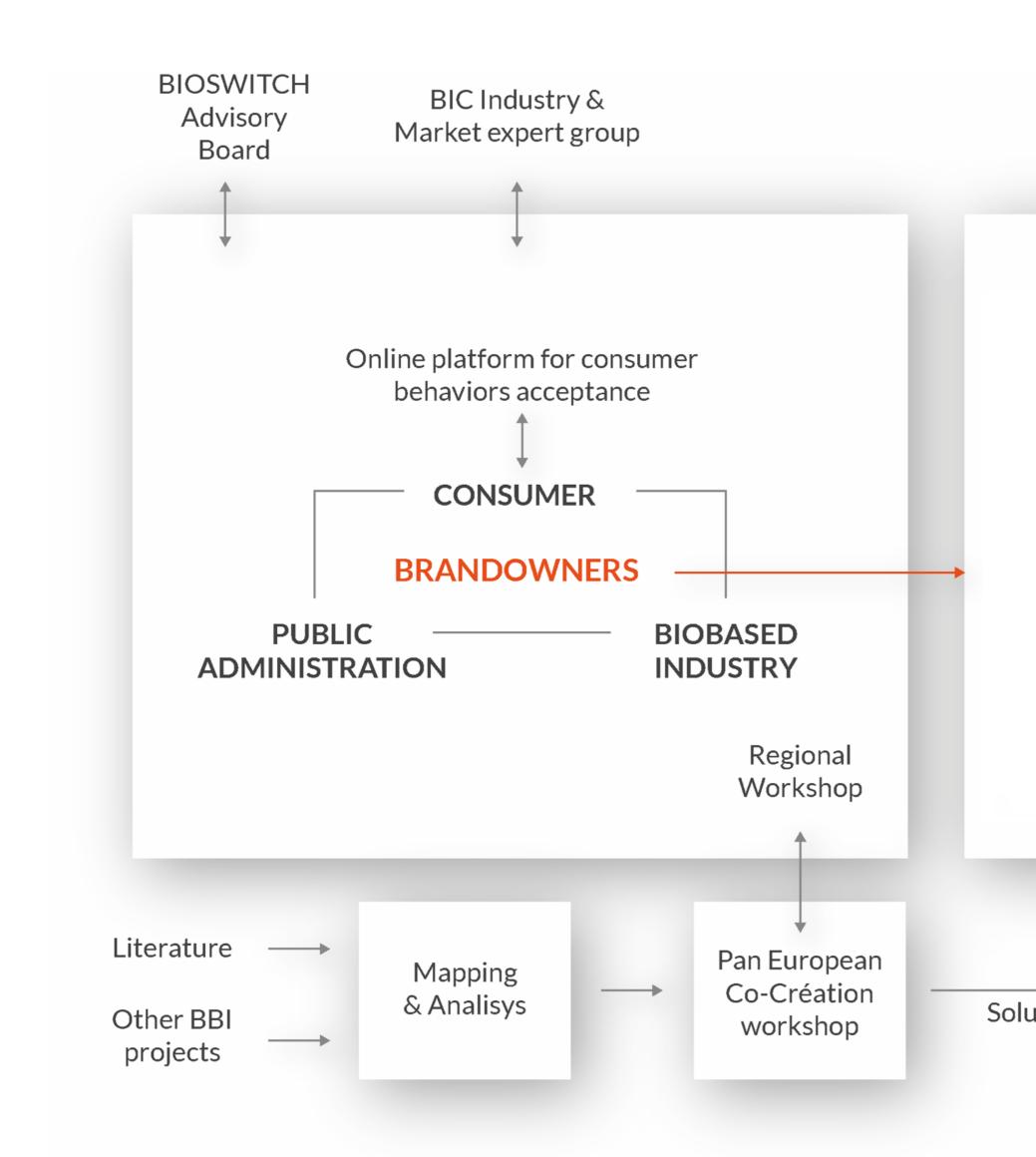
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KEY IMPACTS





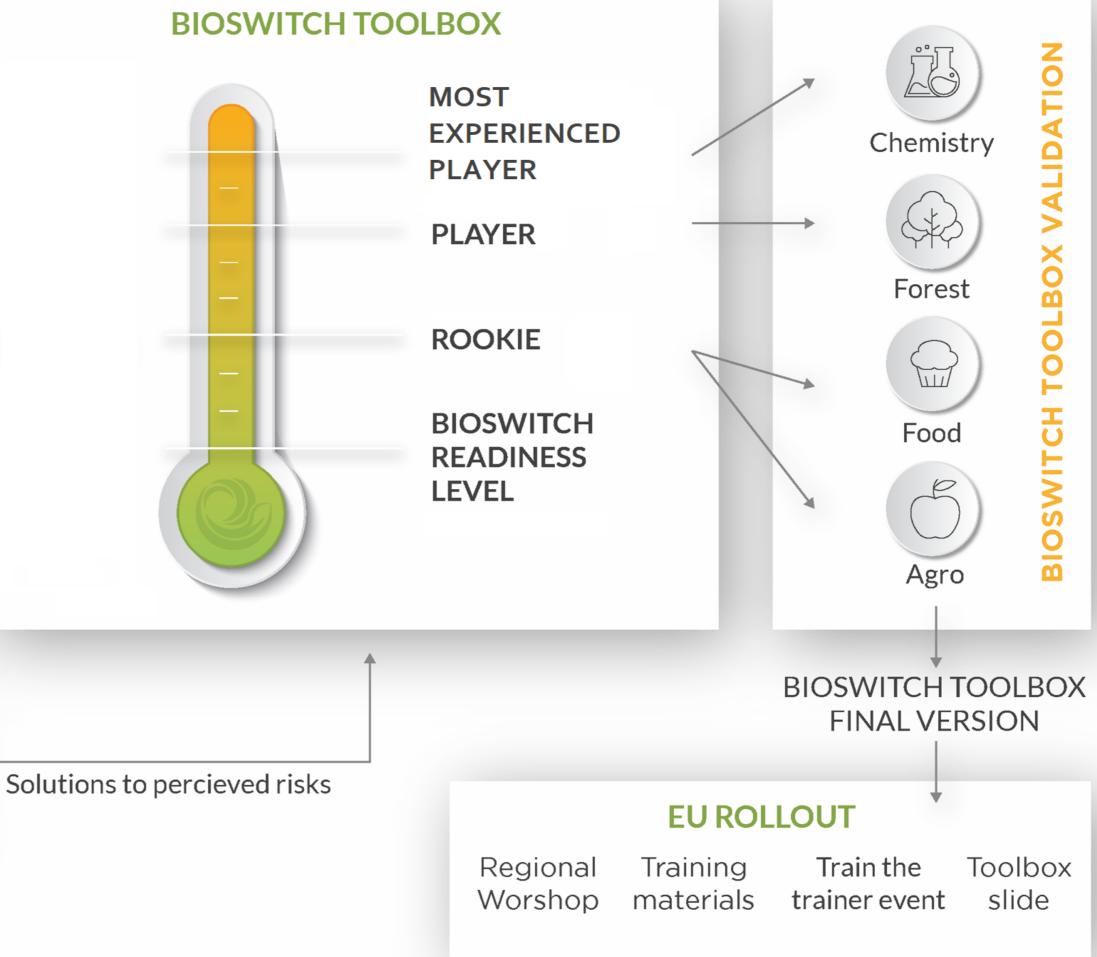
Increase marketability of bio-based alternatives by fostering consumer awareness of the added value of bio-based products compared to fossil-based counterparts



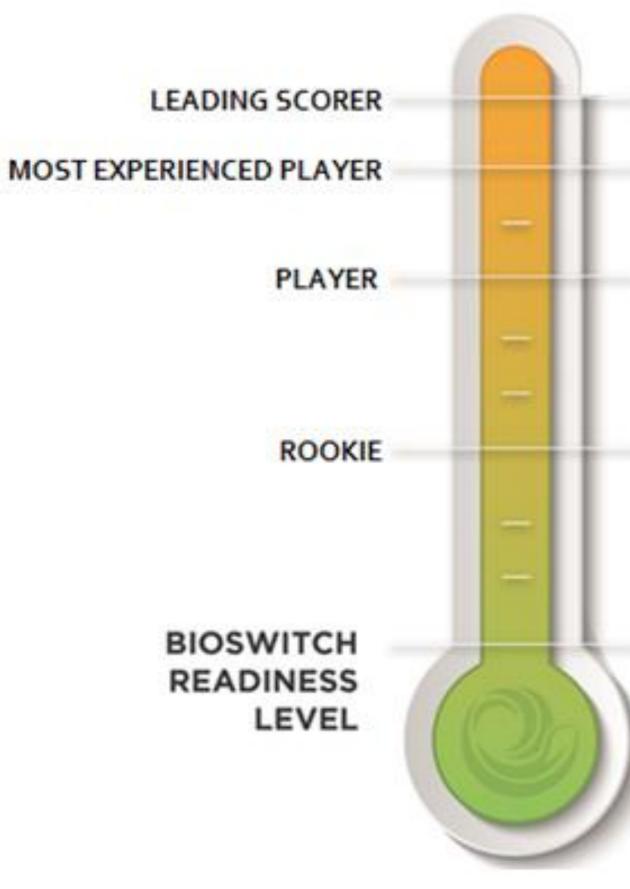




CONCEPT



THE BIOSWITCH TOOL



BIO-BASED TRANSITION JOURNEY COMPLETED

CONSOLIDATION TOOLS

The benefits of the bio-based economy Open Innovation enabler

ADOPTION TOOLS

How can BIOSWITCH help me? BIOSWITCH sustainability assessment tool Build me the value chain - workshop Let's build together the value chain - Pan-European online event #lam8iO

LEARNING AND AWARENESS TOOLS

Why switching to bio-based? Busing myths about switching to bio-based How do I switch to bio-based? Consumers and bio-based: a love story Switching to bio-based hall of fame

BIOSWITCH TOOLBOX







METHODOLOGY



- Survey
- Regional Workshop
- Pan-European co-creation Workshop
- Feedback on the analysis tool





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 Regional Workshop Stage IV. Roll out & replication

- "Build me the value chain" ad-hoc workshop
- Testing y validation of the tool
- Sustainability analysis

CASE STUDIES

Four unique case studies in Europe – BIOSWITCH Flagship brandowners:

NOPA NORDIC



ALPRO – DANONE GROUP





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BENEFITS AND ADDED VALUE

EUROPEAN AND REGIONAL-LEVEL POSITIONING • Be one of the BIOSWITCH Flagship Brand Owners (big

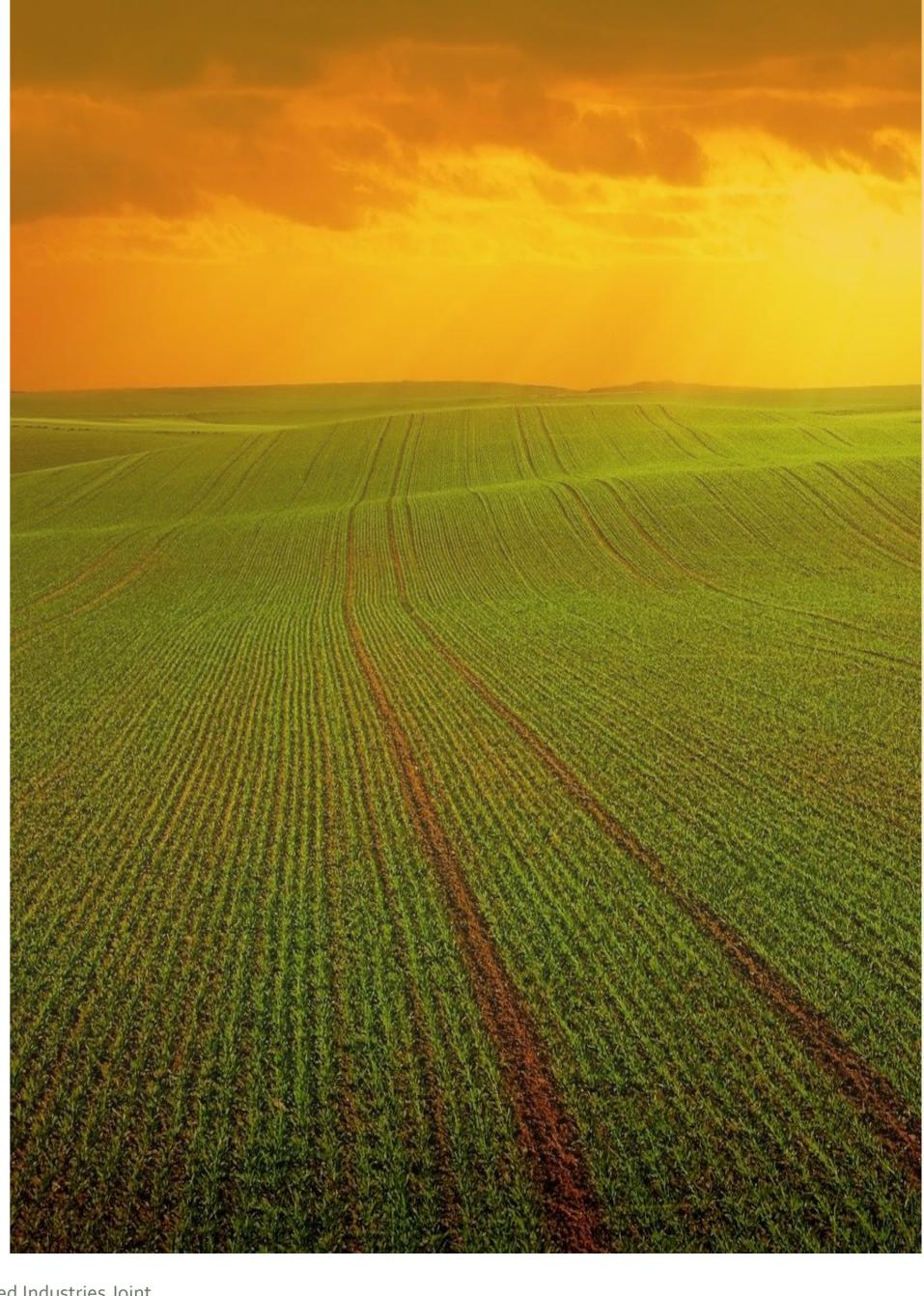
- player).
- Become a referent for more than 240 BIC industry members, technology platforms, public institutions, regional organisations and private banks.
- Engage with 81 regional clusters and 180 brand owners involved.
- Gain visibility through the project and partners channels.

TAILORED DESIGN OF THE TOOL:

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



Consortium









PARTNERS





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