

BIOSWITCH to host a sector-based webinar series

- The webinars will be held on a weekly basis during February 2022 and will focus on four sectors: bio-based plastics, bio-based textiles, bio-based chemistry and agri-food.
- The sessions will count on the participation of key industry players, brand owners and European projects that will share their experiences.

Madrid (Spain), January 11, 2022. – The BIOSWITCH project is organizing a series of webinars that will take place every Tuesday at 11:00 (CET) during February 2022 and which will revolve around four different bio-based sectors: bio-based plastics, bio-based textiles, bio-based chemistry and agri-food.

Each session will bring together an industry expert that will make an introduction to the sector's state of the art in Europe, two EU-funded projects working on research and innovation, and a brand owner or organization implementing bio-based approaches in their production processes. The speakers will share their experiences and put special emphasis on the switch from fossil-based to bio-based approaches and on any identified good practices to overcome the challenges that such transition poses. Finally, an open discussion will be conducted where the audience will be encouraged to comment and ask questions.

Several of the entities that have already confirmed their participation are the [European Bioplastics Association](#) and [EIT Food](#), which will provide their view on the bio-based plastics and agri-food sectors, and the EU-funded projects [Usable Packaging](#), [Bio-plastics Europe](#), [Effective](#), [Grete](#), [Optisochem](#) and [Ecofunco](#).

The aim of this webinar series is to build a high-level meeting point for stakeholders across Europe to showcase initiatives and solutions for different sectors of the bio-based industry, to share case studies and best practices and, ultimately, to encourage brand owners to switch from the use of fossil-based ingredients and products to bio-based alternatives.

The brand owners' decision to become bio-based is one of the starting points for an efficient implementation of the bioeconomy, a crucial part of the EU economy given its potential to generate growth, jobs and wealth. Brand owners have the power to stimulate bio-based value chains and the market acceleration of bio-products. However, they are often reluctant to invest in taking a bio-based approach due to perceived risks and uncertainties, and to a lack of adequate support from the innovation ecosystems. BIOSWITCH aims to encourage and support brand owners to switch to bio-based approaches by shaping solutions to mitigate their perceived risks and by providing them different tools to ease the transition journey.

Registrations for the webinar series are free in this link: <https://bit.ly/bioswitch-sector-based-webinars>



About BIOSWITCH

BIOSWITCH is an initiative funded by the BBI JU under the European Union's Horizon 2020 research and innovation programme with a total budget of €1 million.

The project is coordinated by the Finnish entity CLIC Innovation and formed by a multi-disciplinary consortium of eight partners from six different countries. The partners' profiles include four industrial clusters: CLIC Innovation, Corporación Tecnológica de Andalucía, Flanders' FOOD and Food & Bio Cluster Denmark; two Research and Technological Organizations: Institute of Technology Tralee and VTT; and two SMEs: Biomass Technology Group and Sustainable Innovations.

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