

BIOSWITCH to present the project results and host a Train-the-trainer workshop

- BIOSWITCH main aim is to bring Europe to the forefront of the bio-based economy, encouraging and supporting brand owners to switching to bio-based approaches
- On May 17, BIOSWITCH will present project results, lessons learned, and steps taken in the development of the BIOSWITCH toolbox. The event will finish with a train-the-trainer workshop

Madrid (Spain), May 26, 2022. – The [BIOSWITCH](#) project will host an online session on May 17, to interact with the audience and present its results, case studies, steps taken in the development of the BIOSWITCH toolbox, and lessons learned.

The event will be divided into two parts. For the first two hours and a half, from 10 to 12:30 CEST, consortium partners will bring together the main outcomes from research focused on brand owner and consumer perspectives, and they will later explain the BIOSWITCH Toolbox. Also, an expert panel discussion will take place to offer insights on the relevance of building value chains. Interactive activities will allow exchanging knowledge and feedback with the audience.

The second part of the event, from 13:30 to 14:30 CEST, will host the Train-the-trainer workshop to support cluster managers, innovation agents and public administration to become familiar with the BIOSWITCH Toolbox so they can help brand owners from their regions when switching to bio-based approaches.

Registrations for the free event are open at: <https://www.eventbrite.ie/e/bioswitch-final-event-train-the-trainer-tickets-300868795667>

Brand owners' decisions: the start point of efficient bio-based economy implementation

With a turnover value of €2.3 trillion and accounting for 8.2% of the European Union (EU) workforce, the bioeconomy is a central element to the functioning and success of the EU economy. Efforts have been directed to the private sector and the consumers as they have been pointed out as drivers of the needed transition (from a fossil-based to bio-based), but there are still some challenges to be solved.

In the private sector, the key actor when delivering bio-based products to the market is the brand owner. However, they used to be reluctant to invest due to perceived risks and uncertainties, lack of adequate and unstable support from the innovation ecosystems. Many success cases place brand owners' decisions to become bio-based in the start-point of efficient bio-based economy implementation, as they have the power to stimulate bio-based value chain building and bioproducts market acceleration, marketing and alignment to consumers' demands.

In order to properly support brand owners to move forward and complete the journey, the BIOSWITCH project has developed a proper framework and toolbox to achieve this desirable change.





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: Munster Technological University and VTT; and two SMEs: Biomass Technology Group and Sustainable Innovations.

BIOSWITCH main aim is to bring Europe to the forefront of the bio-based economy, encouraging and supporting brand owners to switching to bio-based approaches by following a holistic, systemic approach built on two pillars: (1) a framework where brand owners are placed as the centre of the public administration-bio-based industry-consumers triangle through a set of events and communication actions that will allow shaping solutions to mitigate their perceived risks; and (2) the BIOSWITCH toolbox as the ultimate instrument that will assist them in the bio-based transition journey.

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