



# BIOSWITCH

Encouraging brand owners to switch to  
bio-based

Regional workshop  
20.01.2021

Introduction to  
BIOSWITCH



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.



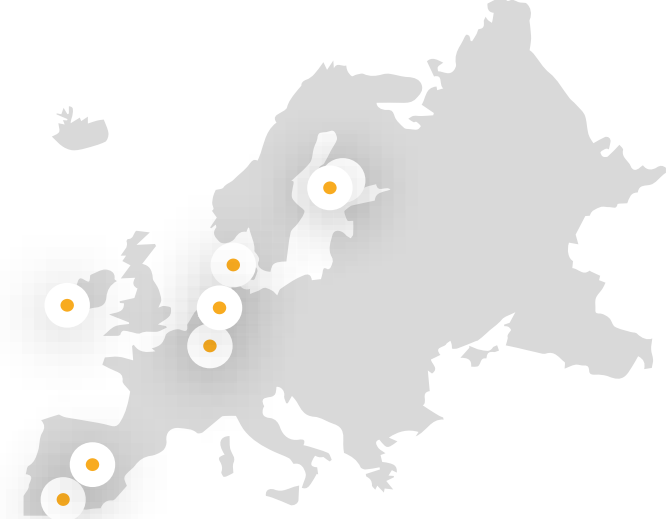
*BIOSWITCH aims to bring Europe to the forefront of the bio-based economy by encouraging and supporting brand owners from different sectors to switch to bio-based approaches.*

## GENERAL INFORMATION

PROJECT	BIOSWITCH
Title	Encouraging brand owners to switch to bio-based in highly innovative ecosystem
Duration	01/06/2020-31/05/2022 (24 Months)
Project number	887727
Call and topic	H2020-BBI-JTI-2019 & BBI-2019-SO4-S1 Assist brand owners to 'switch to bio-based'
Total budget	999,995 €

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.

## PARTNERS



INSTITUTE OF TECHNOLOGY  
**TRALEE**  
INSTITUTO TECNOLÓGICO TÁLLER



Sustainable  
**INNOVATIONS**



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'.

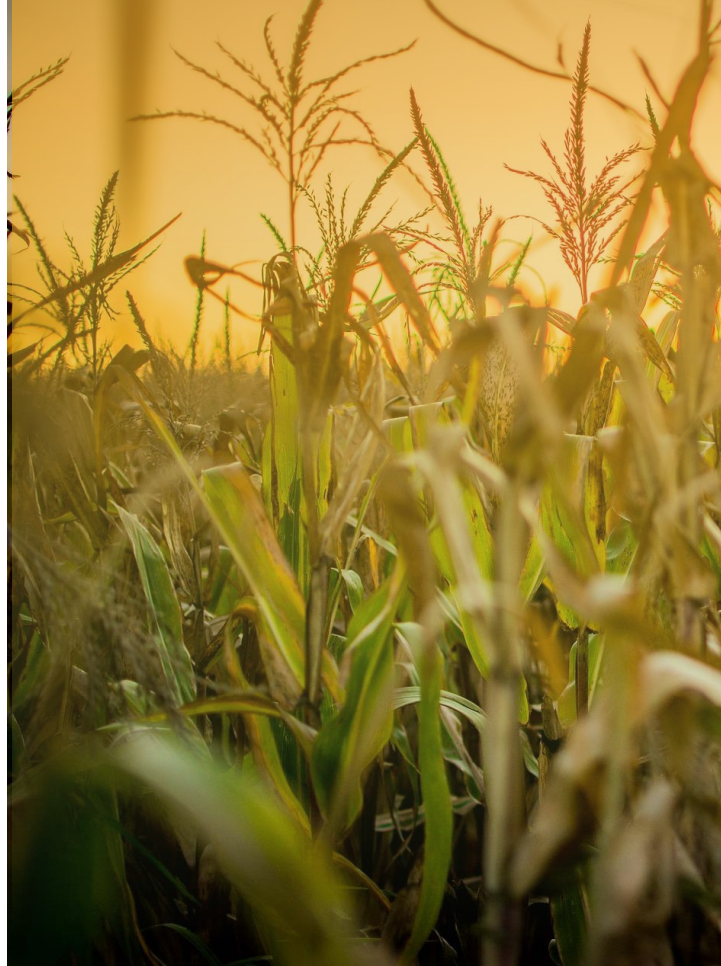




# THE SOLUTION

BIOSWITCH is built on 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.



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.

# METHODOLOGY



- Survey
- Regional Workshop
- Pan-European co-creation Workshop

- Feedback on the analysis tool

- Regional Workshop

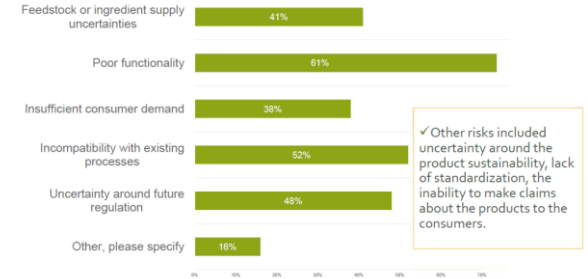
- “Build me the value chain” ad-hoc workshop
- Testing and validation of the tool
- Sustainability analysis



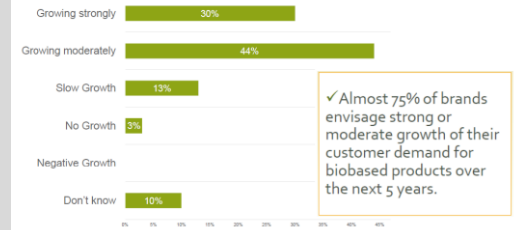
# Survey of the Needs, Risks and Motivations of Brand Owners

- Participants: **60 brands** across 8 countries covering all 4 key sectors
- 85% of brand owners who don't currently include biobased ingredients, would consider in future
- Strong interest in biobased packaging uptake – 95% would consider use of **biobased packaging** (only 29% already use)
- High **cost (58%)** and uncertainty around **functionality (54%)** are the main barriers to uptake
- **Poor functionality (61%)** indicated as the **main risk** associated with product uptake followed by incompatibility with existing process
- Competitive cost, superior functionality and **process compatibility** chosen as key requirements for biobased product uptake
- Meeting company **sustainability targets** and meeting **customer demand** are the main motivations for brands
- Almost **75% of brands project strong/moderate growth** in customer demand over the next 5 years, driven by improved customer knowledge of biobased products and customer preference for products with low environmental impact

What do you see as the main risks associated with bio-based product uptake?



How do you foresee your customer demand for bio based products over the next 5 years?





## Regional and Pan-EU co-creation workshops to support brand owners and consumers to switch to bio-based

**4 Regional Workshops**  
Belgium, Denmark, Finland  
and Spain

**1 Pan-European Workshop**  
(February)

**Finland Workshop** 13:00-14:30 CET 20th January

**Belgium Workshop** 13:00-14:30 CET 25th January

**Denmark Workshop** 13:00-14:30 CET 28th January

**Spain Workshop** 10:00-11:30 CET 26th January





# PROGRAMME

## PRESENTATIONS

- 11:30 – 11:40 Welcome and Introduction, Anna Tenhunen CLIC Innovation
- 11:40 – 11:50 Presentation 1: Presenting the results of needs, risks and motivations for brand owners and consumers to Switch to Bio-based , James Gaffey MTU
- 11:50 – 12:00 Presentation 2: Presenting the results of EU consumer drivers and motivations, consumer acceptance analysis , Kaisa Vehmas VTT
- 12:00 – 12:10 Presentation 3: Presenting a range of policy and incentive measures to address the risks & barriers to brand owner and consumer uptake of bio-based products , John Vos BTG
- 12:10 – 12:20 Ice-breaker poll and instructions for interactive session, Emily March MTU

## INTERACTIVE WORKSHOP

- 12:20 – 12:50 Co-creation Workshop in Miro
- 12:50 – 13:00 Closing of the session







THANK YOU FOR YOUR PARTICIPATION!



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.

