



D5.4 BIOSWITCH WEBINAR

Lead Contractor: Sustainable Innovations (SIE)

Author(s): Ana Martínez

This document comprises the information related to the webinar held in M9 as part of the BIOSWITCH Project (contract no.887727) organised by SIE as part of the communication and dissemination activities, and in collaboration with all the consortium partners.



Project details			
Project acronym	BIOSWITCH	Start / Duration	June 2020 / 24 months
Topic	BBI-2019-SO4-S1 - Assist brand owners to 'switch to bio-based'	Call identifier	H2020-BBI-JTI-2019
Type of Action	CSA	Coordinator	CLIC Innovation Oy
Contact persons	Anna Tenhunen anna.tenhunen@clicinnovation.fi		
Website	www.bioswitch.eu		

Deliverable details			
Number	5.4		
Title	BIOSWITCH webinars		
Work Package	WP5		
Dissemination level	PU	Nature	Report
Due date (M)	28.02.2021 (M9)	Submission date (M)	17.02.2021 (M9)
Deliverable responsible	Sustainable Innovations (SIE)	Contact person	Ana Martínez anamartinez@sustainableinnovations.eu

Deliverable Contributors				
	Name	Organisation	Role / Title	E-mail
Deliverable leader	Ana Martínez	SIE	Communication Manager	anamartinez@sustainableinnovations.eu
Contributing Author(s)	Jesús Serrano	SIE	Partner	jesusserrano@sustainableinnovations.eu
	All partners			
Reviewer(s)	John Vos	BTG	Partner	vos@btgworld.com
	Heli Kangas	VTT	Partner	
	Thorkild Qvist	FBD	Partner	tqf@foodbiocluster.dk
	Emma Sidgwick	FF	Partner	emma.sidgwick@flandersfood.com
	Teija Laitinen	CLIC	Partner	teija.laitinen@clicinnovation.fi
	Vehmas Kaisa	VTT	Partner	Kaisa.Vehmas@vtt.fi
	Marta Macías Aragonés	CTA	Partner	marta.macias@corporaciontecnologica.com
Final review and quality approval	Anna Tenhunen	CLIC	Coordinator	anna.tenhunen@clicinnovation.fi



Document History			
Date	Version	Name	Changes
28/01/2021	First draft		
15/02/2021	Final version		Include all the feedback from partners and consolidate

TABLE OF CONTENTS

ACRONYMS AND ABBREVIATIONS	4
1 INTRODUCTION	5
2 THE WEBINAR	5
1.1 Tool used.....	5
1.2 Speakers	5
1.3 Participants	5
1.4 Methodology and content	6
1.5 Discussion	13
1.6 Feedback.....	13
1.7 Follow-up	14
1.8 Dissemination afterwards.....	14
3 KPIS	15
ANNEX I – AGENDA	16
ANNEX II – CHAT COMMENTS	17
ANNEX III – ANSWERS IN MENTIMETER	20



ACRONYMS AND ABBREVIATIONS

ACRONYM	FULL NAME
BBI JU	Bio-based Industries Joint Undertaking
BI	Bio-based Industry
BIC	Bio-based Industries Consortium
BTG	B.T.G. Biomass Technology Group BV
CLIC	CLIC Innovation OY
DCP	Dissemination and Communication Plan
DoA	Description of Action
EC	European Commission
FF	Flanders' FOOD
GDPR	General Data Protection Regulation
KPI	Key Performance Indicators
SIE	Sustainable Innovations Europe SL
WP	Work Package

1 INTRODUCTION

This document describes the first webinar “Successful transition from fossil to bio-based products” organised in the framework of the BIOSWITCH Project (contract no.887727) hosted in M9 by SIE as part of the communication and dissemination activities.

The BIOSWITCH webinar is part of the Task 5.2 Online & Offline Dissemination & Communication activities within the BIOSWITCH toolbox promotion and exploitation work package 5.

The webinar session was recorded and shared on the project website and on the social media channels to maximise its impact.

2 THE WEBINAR

The webinar “Successful transition from fossil to bio-based products” took place online on January 27, from 10:00 to 11:30 (CET).

The aim of this webinar was to showcase key paths/actions that can be undertaken by the brand owner as well as best practices to switch to biobased. Thus, different brand owners shared their experience and the keys for their success in transitioning from fossil-based to bio-based approaches.

1.1 Tool used

After performing a benchmark research and comparing different tools, we decided to use Zoom, since it is a reliable tool, which has sufficient characteristics to fulfil the needs of the session, and has a more cost-efficient price than other tools such as GoToTraining or GoToWebinar. Moreover, the partner ITT already had purchased a license for the regional workshops as part of the project. The tool is also commonly used and well accepted among targeted audience.

1.2 Speakers

The focus was put on brand owners who were the subject of our best practices case studies. They were the main speakers:

- René Bethmann, Innovation Manager at VAUDE Sport GmbH & Co. KG (Germany)
- Annica Rasch, Sales and Marketing Director of Formed Fiber atStora Enso Oy (Finland)
- Jo Temmerman, Co-owner of BIOCO BV (Belgium)
- Marck Højberg Matthiasen, CEO from dantoy a/s (Denmark)
- Moreover, Marta Macías, from CTA, presented the case study of Alhóndiga La Unión S.A. on their behalf (Spain)

In addition, Ana Martínez (SIE) acted as host and moderator, Anna Tenhunen (CLIC) presented an overview of the project and John Vos (BTG) held a wrap up session. The full agenda can be seen in ANNEX I.

1.3 Participants

The webinar was promoted on the project website, on social media (LinkedIn, Twitter and Instagram), and via a direct email to stakeholders. All the ethical project guidelines for personal data management were followed in the process of inviting participants and engaging them in the webinar.

Figure 1. Posts on LinkedIn (left) and Twitter (right).



An Eventbrite landing page was set up so that those interested in participating could register. A reminder was sent to all registered people one day before the webinar, with a link to join it, and another one half an hour before the session.

A total of 80 people registered on Eventbrite, of which 62 joined the session. Of these, it is estimated that around 15 people were project partners and / or speakers.

At the beginning of the session, an interactive poll was carried out to engage the audience actively and to get to know some more background information about them. This can be seen below, where the results are presented. This poll was anonymous, and it followed the ethical project guidelines for personal data management too.

1.4 Methodology and content

The format of the webinar was a presentation-style webinar, where a short introduction was followed by the main speakers' talks, to then do a wrap up and leave some space for questions and answers. There were five interactive questions to the audience to encourage their active participation as well as to get to know some background from them.

SIE was the moderator, in charge of doing the introduction, transitioning between slides and moderating the questions of the participants. During the entire webinar, SIE was able to see who was connected, if any of the participants "raised their hand" (there is an option in the tool to do so) and if there were any comments in the chat.



Figure 2. Ana Martínez (SIE) presenting the webinar.



At the start of the webinar some basic guidelines and instructions were provided. The participants were informed that the session was being recorded and it would be later shared via direct email to all the attendees, and on the project website and social media channels. They were asked to share their questions and comments through the chat and encouraged to participate in the interactive session on Mentimeter.

An ice breaker session was then held on Mentimeter to encourage the active participation of the audience as well as to gain some insights on their background. All the answers provided in Mentimeter can be seen in ANNEX III.

The attendees were first asked what type of stakeholder they are. A total of 32 participants replied, most of them being categorised as employees from the bio-based industry, brand owners, and researchers / scientists, which means that the audience was very qualified and related to the topic of the session.

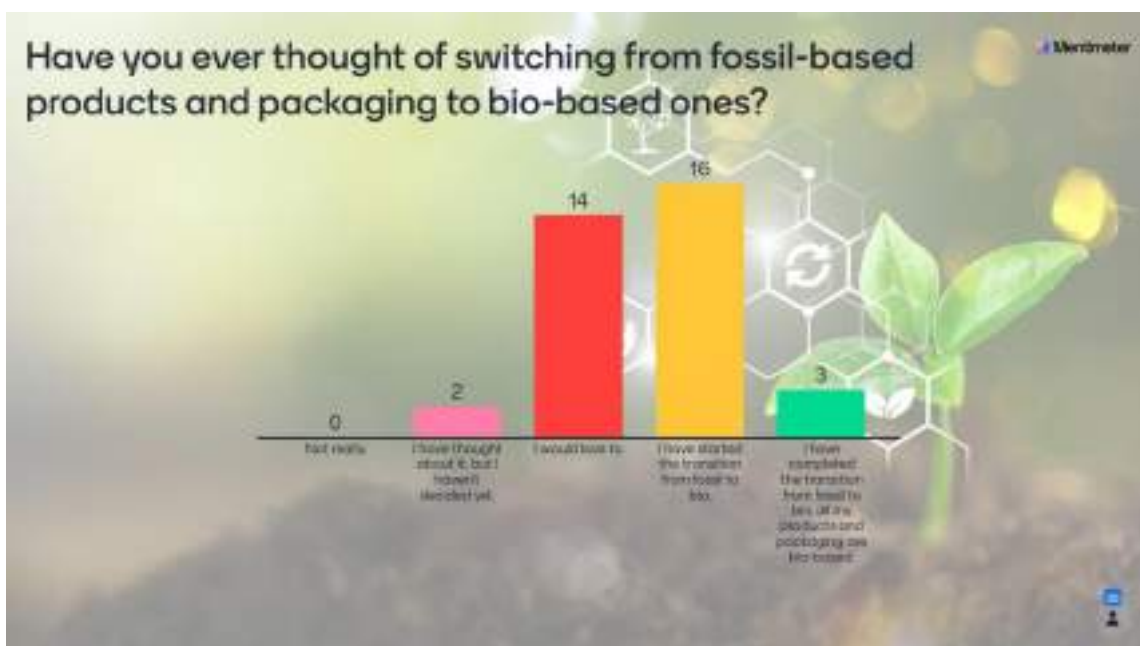


Figure 3. Answers to Mentimeter to the first question of the ice breaker.



Then, the participants were asked if they had ever thought of switching from fossil-based products and packaging to bio-based ones. From the 35 answers received, nearly half of them (16) replied that they have started the transition, while another half (14) appointed that they would love to.

Figure 4. Answers to Mentimeter to the second question of the icebreaker poll.



After the icebreaker poll, Anna Tenhunen, as project coordinator, presented a brief overview of the project's scope.

Figure 5. Anna Tenhunen (CLIC)'s presentation.



Then the brand owners presented their stories and cases transitioning to bio-based products and packaging.

Figure 6. Presentation by René Bethmann, from VAUDE.



Figure 7. Presentation by Annica Rasch, from Stora Enso.



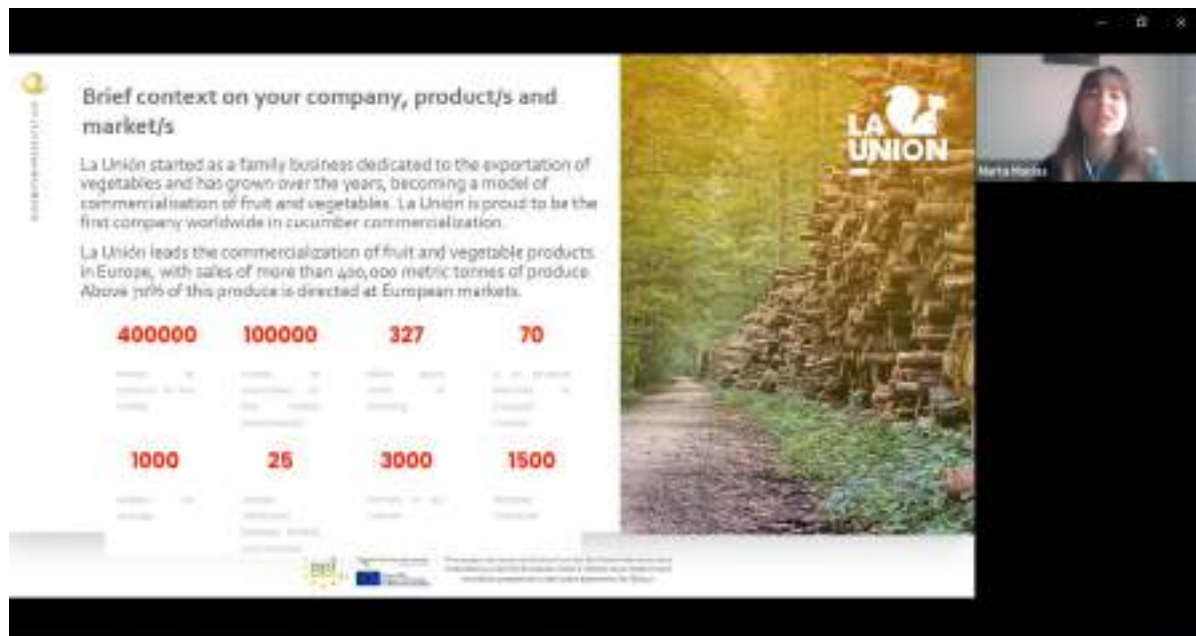
Figure 8. Presentation by Jo Temmerman, from Bioco.



Figure 9. Presentation by Marck Mathiassen, from dantoy.



Figure 10. Presentation by Marta Macías on behalf of Nuria García, from Alhóndiga La Unión.



The brand owners' presentations were followed up by a wrap up session held by John Vos (BTG), who presented the work performed on the case studies and commented on the best practices and lessons learnt from them.

Figure 11. Presentation by John Vos (BTG).



An interactive session on Mentimeter followed up to hear from the attendees whether they had identified further best practices to transition to from fossil-based to bio-based; and if they knew of any other cases where the switch was performed successfully.

Participants appointed at certifications and successful storytelling and communication as some of the keys to success. Moreover, they also mentioned persistency, conviction, and collaboration as relevant points.

Figure 12. Answers in Mentimeter to the interactive session's first question





A second question was posted to attendees, asking for any other success cases they may have identified. They mentioned several companies, such as Arla Foods, Bio4pack, Oleícola el Tejar, Peeze Coffee, and others that can be seen in the figure below.

Figure 13. Answers in Mentimeter to the interactive session's second question



1.5 Discussion

After the interactive session, there was an opening for questions and answers. Four different questions were posed in the chat, which can be seen in ANNEX II, to which the brand owners provided their answers.

1.6 Feedback

The session closed with a poll to gather feedback from the participants on the quality of the webinar, speakers and length, where the attendees provided a great score.

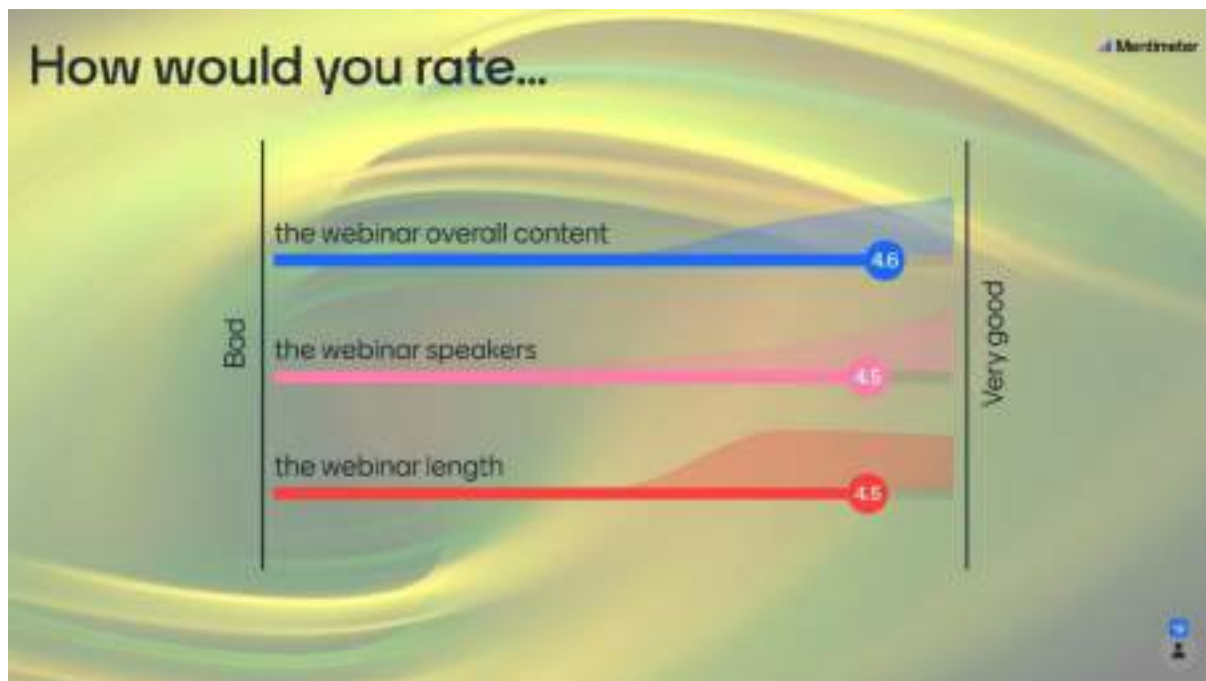
For the overall webinar content, seven participants provided a punctuation of 4 out 5, and 12 participants provided a punctuation of 5, the maximum one.

For the speakers, two participants provided a punctuation of 3 out of 5, while five gave a 4 out of 5 and 12 provided the maximum punctuation: 5.

The length of the webinar was provided a 4 out of 5 by ten participants, while nine of them gave a 5 out of 5.

Overall, the attendees were very satisfied with the webinar, its contents, the speakers and the length.

Figure 14. Feedback on the session provided via mentimeter



1.7 Follow-up

A follow-up email was sent to all those who registered for the webinar. It included the PPT presentation and the session recording, and it encouraged them to follow the project on the social media channels.

1.8 Dissemination afterwards

The entire session was recorded and uploaded to YouTube: <https://youtu.be/LDKEBjRioFO>

It will be disseminated on the project website, on social media, and it will be also shared on the project's next newsletter.

Moreover, a shorter version of the recording, showcasing only the brand owners' interventions and the lessons learnt will be produced together with an index where the viewers can go straight to the part of maine interest for them. This material will be also shared on all the project outlets (YouTube, social media channels, website, etc.)

Figure 15. Webinar recording on YouTube



3 KPIS

No specific KPI was established in terms of participation for this webinar. Nevertheless, the KPI set for the regional workshops was 50 attendees, and for the pan-European workshop 25 attendees. In this case, with 62 attendees, we overcame both those KPIs. The audience was, overall, formed by stakeholders from the bio-based industry / research sector, which means the consortium managed to attract the targeted relevant stakeholders to the session.

In addition, the dissemination of the recorded session will allow other stakeholders to watch the session afterwards.

ANNEX I – AGENDA

January 27. 10:00 – 11:30 CET

- 10:00 – 10:05 WELCOME AND INSTRUCTIONS – ANA (SIE)
- 10:05 – 10:10 BRIEF PROJECT PRESENTATION – ANNA (CLIC)
- 10:10 – 11:00 BRAND OWNERS PRESENT THEIR SUCESS CASE
 - René Bethmann from VAUDE Sport GmbH & Co. KG
 - Annica Rasch from Stora Enso
 - Jo Temmerman from Bioco
 - Marck Højberg Matthiasen from dantoy
 - Marta Macías on behalf of Nuria García from La Unión Corp.
- 11:00 – 11:10 BEST PRACTICES AND LESSONS LEARNT – JOHN (BTG)
- 11:10 – 11:15 INTERACTIVE SESSION ON MENTIMETER – ANA (SIE)
- ARE THERE ANY OTHER BEST PRACTICES?
- DO YOU KNOW ANY OTHER SUCCESS CASES?
- 11:15 – 11:30 Q&A AND CLOSING OF THE SESSION – ANA (SIE)

ANNEX II – CHAT COMMENTS

*In order to not publish personal data, the names of the participants in the chat have been changed for their initials.

- 00:21:31 BIOSWITCH: Good morning everyone, thanks for joining!
- 00:21:38 BIOSWITCH: we will be starting in a couple of minutes
- 00:22:27 1: Good morning BIOSWITCH Team. 1
- 00:22:48 2: very good morning sure take your time team biogreen
- 00:23:05 1: I wish you a good meeting!!!
- 00:23:31 3: Good morning from Belgium!
- 00:23:43 4: Good morning to everybody - I look forward to a good interesting webinar!
- 00:23:46 5: Good morning from a very rainy Ireland!
- 00:24:01 6: Good morning from Brussels
- 00:28:01 2: could you share code
- 00:29:05 7: 64 05 40
- 00:29:11 4: www.menti.com. Code: 640540
- 00:30:05 BIOSWITCH: thanks thorkild, I just sent it to only one person by mistake!
- 00:34:21 1: Good morning everybody from Seville, Sapain
- 00:40:22 7: Hi 2- good to see you!! Hope you are keeping well!
- 00:49:17 4: Thanks, René for a very interesting presentation on Vaudes journey towards biobased.
- 00:49:57 8: I second that. Thanks, René!
- 00:50:50 1: Thanks Rene for so clear presentation and for your strong and solid commintment with bio-based transition
- 00:59:45 BIOSWITCH: very interesting Annica! thank you!
- 01:00:00 1: Congratulations Annica!!! really great to know about your efforts to engache you value chain in the bio-based transition
- 01:00:15 9: Thank you, Annica! Awesome presentation, happy to hear that you will continue this journey and congratulations!



- 01:10:36 1: Thanks Jo for great presentations showing real Social Corporate Responsibility. Profitability and Sustainability can go together if we all persist!
- 01:22:52 BIOSWITCH: Brilliant work
- 01:22:57 BIOSWITCH: thanks Marck
- 01:24:08 4: Thanks, Marck! Best of luck to you and dantoy on the road ahead towards 100% bio-based feedstock.
- 01:24:15 10: I from Bursa Technical University, Turkey .Thank you for this informative program. I will give these successful examples in my lessons.
- 01:25:16 BIOSWITCH: Thank you Pinar! We are uploading these success cases to our website, you can find them in the document section, so far we have prepared 3 of them
- 01:25:26 1: Great Mark!. thank you to point out the challenges you are facing to complete and maintain bio-based transition. I am sure your presentation will stimulate multiple collaborations!
- 01:28:03 9: Thanks, Marck! Very interesting what you mention about masterbatch for the coloring, hope you can soon make this toys a 100% bio-based!!
- 01:28:42 9: *these toys
- 01:35:03 1: Dear speakers, I have a question for you: Big part of transition to bio-based is related to the logistic of commercialization related to transport. Could you give us what is your strategy to minimized CO₂ fingerprint in this area, are you thinking in new innovative internationalization business models? Thank you!
- 01:36:40 BIOSWITCH: www.menti.com
- 01:36:46 BIOSWITCH: code 64 05 40
- 01:45:44 2: Do you think bio based packaging and products will replace plastic packaging in Europe, what do you think of future of bioplastics ?
- 01:47:16 1: Oleícola el tejlar is collaborating with NATAC producing already a farma product
- 01:47:40 5: Thanks to today's speakers and BioSwitch for organising. The barrier of competing with fossil fuel materials on low cost was mentioned by a few speakers. I wonder if the speakers could talk more on this, and how the playing field could be levelled?
- 01:48:15 1: Thank you very much Rene, you mention very relevant remarks
- 01:48:20 10: What about the end of life of the biobased products (especially the plastics) as recycling (including composting) is important in a circular economy- in Belgium they land in general waste incinerators
- 01:50:18 11: My apologies, but I will have to leave on time to get to my next meeting.





01:51:14 5: Thank you!

01:53:07 6: In Belgium, only Bio-PET, and Bio PE are allowed in normal recycling process (they can be recycled in same proces as normal PET and PE)

01:53:28 6: process*

01:54:09 12: Well done Bioswitch and all speakers. Valuable view of a range biobased products.

01:54:25 BIOSWITCH: thank you Irisa!

01:55:31 BIOSWITCH: info@bioswitch.eu

01:56:07 BIOSWITCH: www.bioswitch.eu

01:56:43 13: Thanks to all speakers and to Ana for an excellent job hosting the webinar!

01:56:45 5: Thanks all!

01:57:01 6: thank you

01:57:03 9: Thank you all!

01:57:06 AS: Thank you for this interesing webinar!

01:57:07 12: sorry useless on mentimeter. Good speakers very engaging

01:57:08 14: thank you

01:57:13 15: thank you!

01:57:17 1: Hi Jo, you are very right,. For consumers and general public bio-based plastic is not known. There is a lot to do in that still. Apart of that even having done that job of visibilization of bio-based plastic, still there are not specific containers to sort - out an recycle separatly both types of plastic conveniently.





ANNEX III – ANSWERS IN MENTIMETER

Question 1	
Date	2021-01-27
Session	1
Type	choices
Question	What type of stakeholder are you?
Respondents	32
Choices	Votes
I work in the bio-based industry	6
I'm a brand / product owner	6
I'm a researcher / scientist	7
I work at a cluster / association	4
I'm a policy maker	1
I'm a student	1
I'm a journalist	1
Other	6
Question 2	
Date	2021-01-27
Session	1
Type	choices
Question	Have you ever thought of switching from fossil-based products and packaging to bio-based ones?
Respondents	35
Choices	Votes
Not really.	0
I have thought about it, but I haven't decided yet.	2
I would love to.	14
I have started the transition from fossil to bio.	16
I have completed the transition from fossil to bio, all my products and packaging are bio-based.	3
Question 3	
Date	2021-01-27
Session	1
Type	wordcloud
Question	Have you identified any other best practices?
Respondents	13
Responses	
Persistence	
Rodenburg_Netherlands	
Collaboration	
colour_in_the_products communication conviction	



LCA Story_telling						
Certification						
Sustainability						
purpose_centered						
Bio_mass_balance						
Lca Environmental_footprint						
The_new_standard						
Certification Lcq						
Tetra_pak_bio_PE_caps						
Question 4						
Date	2021-01-27					
Session	1					
Type	wordcloud					
Question	Do you know any other sucess cases that you'd like to mention?					
Respondents	10					
Responses						
Tata_motors						
BIO_4_PACK						
GARCIA_CARRION_GROUP						
PEEZE_COFFEE						
Akvila_Cutlery						
Arla_Foods						
oLEICOLA_EL_TEJAR						
Lima_-_Rice_packaging						
Tetra_pak_biobased_PÉ_cap						
BeNatural						
Circular_matters						
Bio4pack						
Question 5						
Date	2021-01-27					
Session	1					
Type	scales					
Question	How would you rate...					
Respondents	19					
Choices	Weighted average					
the webinar overall content	4.631578947	1	2	3	4	5
the webinar speakers	4.526315789	0	0	0	7	12
the webinar length	4.473684211	0	0	2	5	12
		0	0	0	10	9