BIOSWITCH

D4.4 REPORT ON CONSUMERS OUTREACH

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This document comprises the information related to the consumers outreach as part of the BIOSWITCH Project (contract no.887727) led by VTT and SIE as part of the European roll-out and replication as well as of the communication and dissemination activities, and in collaboration with all the consortium partners.

This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887727.

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Document History			
Date	**Version**	**Name**	**Changes**
03/01/2022	1		First draft available
25/04/2022	2		Sector-based webinars and a new consumer outreach activity included
29/04/2022	3		Modifications made in the social media campaign

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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
VTT	VTT Technical Research Centre of Finland Ltd
WP	Work Package

SUMMARY

This document describes the consumers outreach social media campaign implemented within Task 4.4 of BIOSWITCH project. A dissemination campaign targeting consumers was conducted on Twitter, LinkedIn and Instagram. The sectors targeted were bio-based plastics, chemistry, forestry and agriculture. The main activities related to the social media campaign were carried out between M14 and M18, while a series of sector-based webinars were held in M22 (February 2022).

A set of informational posts showcasing the benefits of bio-based alternatives in comparison to fossil-based ones were prepared using the inputs from previous WPs, and shared. The content was adapted to the characteristics of each social media channel. Each series of posts concluded with a poll among consumers to collect information on whether they would be willing to pay more for the bio-based alternative once they had been informed about its advantages. The campaign's impact was monitored and assessed, and its analysis served to compile a set of best practices. These were brought together in a leaflet that was then distributed at a consumer fair and disseminated on social media.

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1 INTRODUCTION

This document describes the consumers outreach campaign organised in the framework of the BIOSWITCH Project (contract no.887727) led by VTT and SIE as part of the European replication and roll out as well as of the communication and dissemination activities.

This is part of the Task 4.4 Consumer outreach within the BIOSWITCH work package 4. The main activities related to the social media campaign were carried out between M14 and M18, while a series of sector-based webinars were held in M22 (February 2022).

Using the inputs from previous WPs, a set of specific materials targeting consumers were produced by SIE to be used in social media. A dissemination campaign targeting consumers was then conducted on Twitter, LinkedIn and Instagram. The campaign's impact was monitored and assessed, and its analysis served to compile a set of best practices. These were brought together in a leaflet that was then distributed at a consumer fair and disseminated on social media.

2 THE SOCIAL MEDIA CAMPAIGN

The intensive sector-based campaign targeting consumers was carried out between July 2021 and September 2021 and it was conceived with three main purposes:

- To reach out to consumers and educate them on the benefits of bio-based alternatives.
- To hear their opinion and collect their feedback on bio-based products and approaches.
- To emphasize sector-focused content and information.

Initially the aim was to carry out the campaign only on Instagram, but it was finally decided to perform it in all the BIOSWITCH social media channels, to be able to maximise its impact.

The sectors targeted were the four main sectors specified in the BIOSWITCH proposal: bio-based plastics, chemistry, forestry and agriculture.

A set of informational posts showcasing the benefits of bio-based alternatives in comparison to fossil-based ones were prepared and shared. The content was adapted to the characteristics of each social media channel. Each series of posts concluded with a poll among consumers to collect information on whether they would be willing to pay more for the bio-based alternative once they had been informed about its advantages. In the following section, the content and the timetable of each social media campaign will be described.

2.1 Results of the campaign

In brief, the campaign was a great success on LinkedIn, especially the posts in which feedback from the audience was requested, while its performance wasn't remarkably good on Twitter or Instagram, having a performance in those channels similar to any other posts. Table 1 summarizes the impressions and engagement rate of the campaign in each of the social media network.

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It can be concluded that LinkedIn was the best social media channel from the three explored where more engagement was generated and, thus, where an impact was made through communication.

Table 1 describes the content and the timetable of the social media campaign for LinkedIn, and the impressions and engagement rate received. The content of the social media campaign is presented in detail in Annex I.

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Table 1 Social media campaign in LinkedIn

Sector	Post Nº	LinkedIn post	Date	Impressions	Engagement rate
Forestry	12	🔍This week, we've been sharing facts and information about the benefits of using sustainable #forest resources. 🌲After knowing this, would you be willing to pay more for products that use them instead of #fossil-based resources?	09/02/2021	2801	2,11%
Forestry	11	🌲Did you know that #forests cover 38% of the EU's land area? ✓Using forest resources for #energy, #bioplastics, #construction, #textiles and #biomedical products is key to reduce our dependence on fossil resources and create jobs in green industries! ➡Would you be willing to pay more for products that have been produced using #sustainable forest resources? ❤ Yes 🤔 No	09/01/2021	663	1,81%
Forestry	10	📣Did you know that, traditionally, the #forest-based #bioeconomy was very much focused on wood, pulp and paper products? 🌲Today, and increasingly so in the future, the forest-based bioeconomy is also about #bioenergy, #biochemicals, textiles, and construction! More information ➡ https://lnkd.in/eV_PY-6u	08/31/2021	635	8,82%
Chemistry	9	🔍This week, we've been sharing facts and information about the benefits of using #biobased #chemicals or other bio-based products as an alternative to harsh chemicals. 🔬 After knowing this, would you be willing to pay more for products that use bio-based ingredients instead of harsh chemicals?	08/19/2021	2444	2,41%

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Chemistry	8	👩♀Did you know that products with #biobased ingredients are often better performing and longer-lasting? For instance, #enzymes can be used instead of harsh chemicals to make leather soft and cotton fabric smoother and stinger. This reduces the amount of water needed and chemical waste released into the environment! ➤After knowing this, would you be willing to pay more for clothes that use enzymes instead of harsh chemicals? ♡ Yes 🤔 No	08/18/2021	1210	3,55%
Chemistry	7	👩🔬#Biobased #chemicals are wholly or partly derived from materials of biological origin: biomass, feedstock, plants, algae, crops, trees, marine organisms, biological waste, etc. Did you know that they are an environmentally friendly alternative to standard chemicals, given their limited expected #environmental #footprint? And, after knowing this, would you be willing to pay more for a product that uses #biobased chemicals? ♥ Yes 🤔 No *Source: https://lnkd.in/dnuYDtYC	08/17/2021	2213	3,75%
Agriculture	6	This week, we've been sharing facts and information about the benefits of #biomass for a more sustainable #agriculture! 🍅🍓 After knowing this, would you be willing to pay more for fruit and vegetables that are produced leveraging biomass?	08/05/2021	3032	1,68%

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Agriculture	5	📣Did you know that #biodegradable mulching films made from #biomass can have several benefits? ✓They enable farmers to use fewer herbicides in growing vegetables ✓As they biodegrade in the soil, they prevent the loss of soil which occurs when removing traditional non-biodegradable plastic films. After knowing this, would you be willing to pay more for vegetables that have been produced using biodegradable mulching films made from biomass? ❤ Yes 🤔 No *Source: https://lnkd.in/eV8BUxK6	08/04/2021	988	3,14%
Agriculture	4	🗞Did you know that #agriculture occupies half of the EU land area? ✓Transforming agricultural biomass into energy and other value-added products, such as bioplastics, medicine, biochemicals, etc., ensures the most optimal use of the biomass as waste and pollution is reduced. ✓Moreover, utilising agricultural residues and by-products can reinvigorate rural economies and secure their energy independence. After knowing this, would you be willing to pay more for vegetables whose waste agricultural biomass is reused? ❤ Yes 🤔 No *Source: https://lnkd.in/edi3T9w	08/03/2021	1258	2,78%
Packaging	3	🔍This week, we've been sharing facts and information about #biobased #plastics! After knowing this, would you be willing to pay more for a product that uses 🌿 #biobased #plastics in its composition or #packaging?	07/22/2021	3433	2,18%

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Packaging	2	🌍Did you know that plastic production drives around 14% of the world's oil demand? The use of #biobased #plastics is a great alternative with certain benefits: - 🛢 They save fossil resources by using biomass which regenerates. - ☁They provide the unique potential of carbon neutrality. After knowing this, would you be willing to pay more for a product that uses #biobased packaging? YES❤ / NO 🤔	07/21/2021	626	14,70%
Packaging	1	Confused about the difference between 🌱 #biobased #plastics and ♻ #biodegradable plastics? ➤'#Biobased' means that the material or product is wholly or partly derived from materials of biological origin (for example biomasses, feedstock, but also plants, algae, crops, trees, marine organisms and biological waste). 🌽Some bio-based materials used often for #bioplastics are corn, sugarcane, or cellulose. ➤'#Biodegradable' refers to the chemical process during which 🦠 microorganisms that are available in the environment convert materials into natural substances such as water, carbon dioxide, and compost (artificial additives are not needed). The property of biodegradation does not depend on the resource basis of material but is rather linked to its chemical structure 🩹Some examples of plastics that are both bio-based and biodegradable are polylactic acid (PLA), polyhydroxyalkanoate (PHA) and polybutylene succinate (PBS). More information 👉👉https://lnkd.in/d3ZvJH3	07/20/2021	1302	16,82%

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The number of impressions and the engagement rate were very good on LinkedIn and on Twitter, while they were very low on Instagram as can be seen in Table 2.

Table 2 Social media campaign (Twitter and Instagram). There are few empty cells in the table. For some reason the social media accounts are not showing analytics for those posts

	Twitter analysis		Instagram analytics		
Post Nº	**Impressions**	**Engagement rate**	**Accounts reached (post)**	**Content interactions**	**Accounts reached (stories)**
12	215	4,7%			
11	388	3,1%	22	3	7
10	264	4,9%	22	3	11
9					
8	1537	2,2%	47	7	14
7	1918	2,6%	35	3	8
6	305	2,6%			
5	2583	1,7%	24	3	10
4	1346	1,9%	24	6	10
3	231	1,7%			
2	1867	2,8%	45	23	14
1	1159	3,1%	42	8	9

Only 8,8% more accounts were reached on Instagram between 19 June and September 16 when compared to the previous three-month period. This can be explained by an increase in the number of publications. Figure 1 shows the number of accounts reached during the campaign's timeframe on Instagram.

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Figure 1 Number of accounts reached during the campaign's timeframe on Instagram

On LinkedIn, the impressions went clearly up during the campaign period in comparison to previous ones. Figure 2 presents the impressions reached during the campaign's timeframe on LinkedIn.

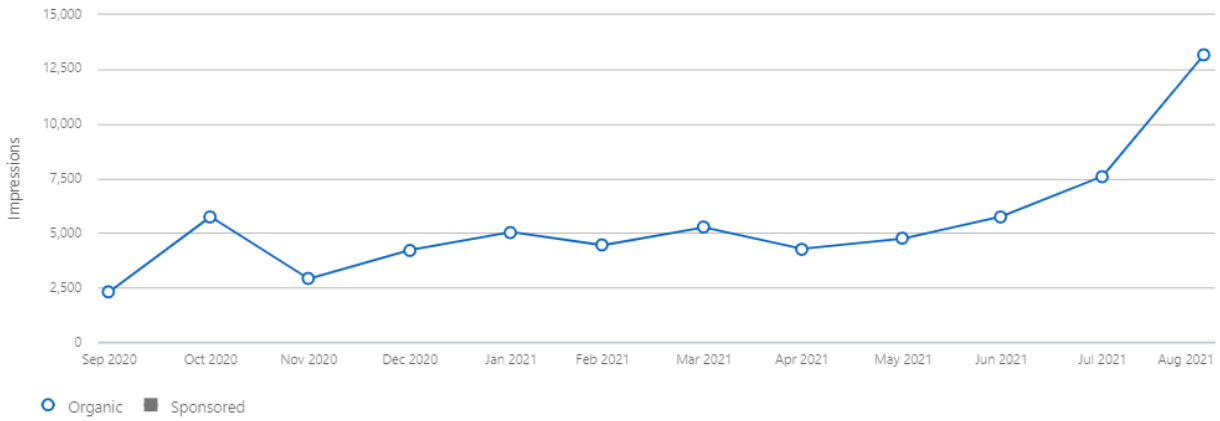

Figure 2 Impressions reached during the campaign's timeframe on LinkedIn

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On Twitter, the number of impressions was also a bit higher in August, when most of the campaign was carried out, in comparison to other months. This could also be explained by the higher number of publications. Figure 3 presents the impressions reached during the campaign's timeframe on Twitter.

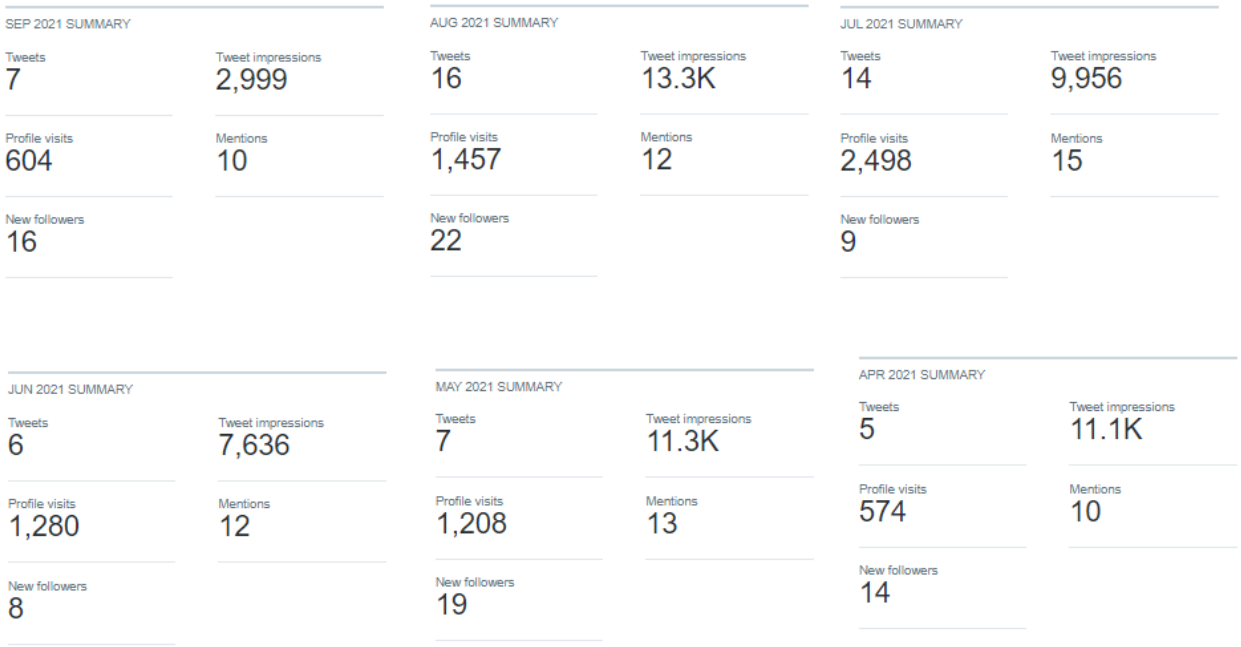

Figure 3 Impressions reached during the campaign's timeframe on Twitter

When it comes to the poll answers, LinkedIn was again the social media where there were, by far, the most respondents.

In all the three social media accounts, the same questions related to consumer willingness to pay were asked during the campaign:

1. Would you be willing to pay more for products that have been produced using sustainable forest resources?
2. Would you be willing to pay more for a product that uses bio-based chemicals?
3. Would you be willing to pay more for vegetables that have been produced using biodegradable mulching films made from biomass?
4. Would you be willing to pay more for vegetables whose waste agricultural biomass is reused?
5. Would you be willing to pay more for a product that uses bio-based packaging?

Table 3 presents the answers to the polls on each social media channel.

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Table 3 Answers to the polls on each social media channel

	INSTAGRAM		TWITTER		LINKEDIN	
Question Nº	**YES**	**NO**	**YES**	**NO**	**YES**	**NO**
1	7	0	0	0	34	10
2	2	1	2	0	5	0
3	1	-	-	-	19	5
4	3	0	1	0	35	4
5	-	-	2	0	32	6
Total					125	25

Before launching the specific questions, some posts and stories were shared covering general topics related to the bioeconomy and the different sectors that are showcased in the BIOSWITCH project, like described in Table 1. The idea was that respondents got the chance to answer the questions after having an idea of how their decisions could have a better impact in the bioeconomy field.

The first question received the highest number of answers, so people were more active. 67% of the respondents indicated that they were willing to pay more for that have been produced using sustainable forest resources. Even if the second question received the lowest interaction, results show that 90% of respondents agreed to pay more for a product that uses bio-based chemicals.

People were not really active in relation to the third question on Instagram or Twitter, but we can see some interaction on LinkedIn and the results revealed that 80% of them were eager to pay more for vegetables that have been produced using biodegradable mulching films made from biomass.

For the last two questions, we can see a good interaction denoting that 91% of the respondents are willing to pay more for vegetables whose waste agricultural biomass is reused and 85% of them will pay more for a product using bio-based packaging.

In general terms, these are very promising results that help us to understand that people are open to paying more for products that suppose a bio-based alternative if they learn about their benefits.

As LinkedIn obtained the highest number of interactions and answers, the following Figure 4 shows an example of the comments received with these polls.

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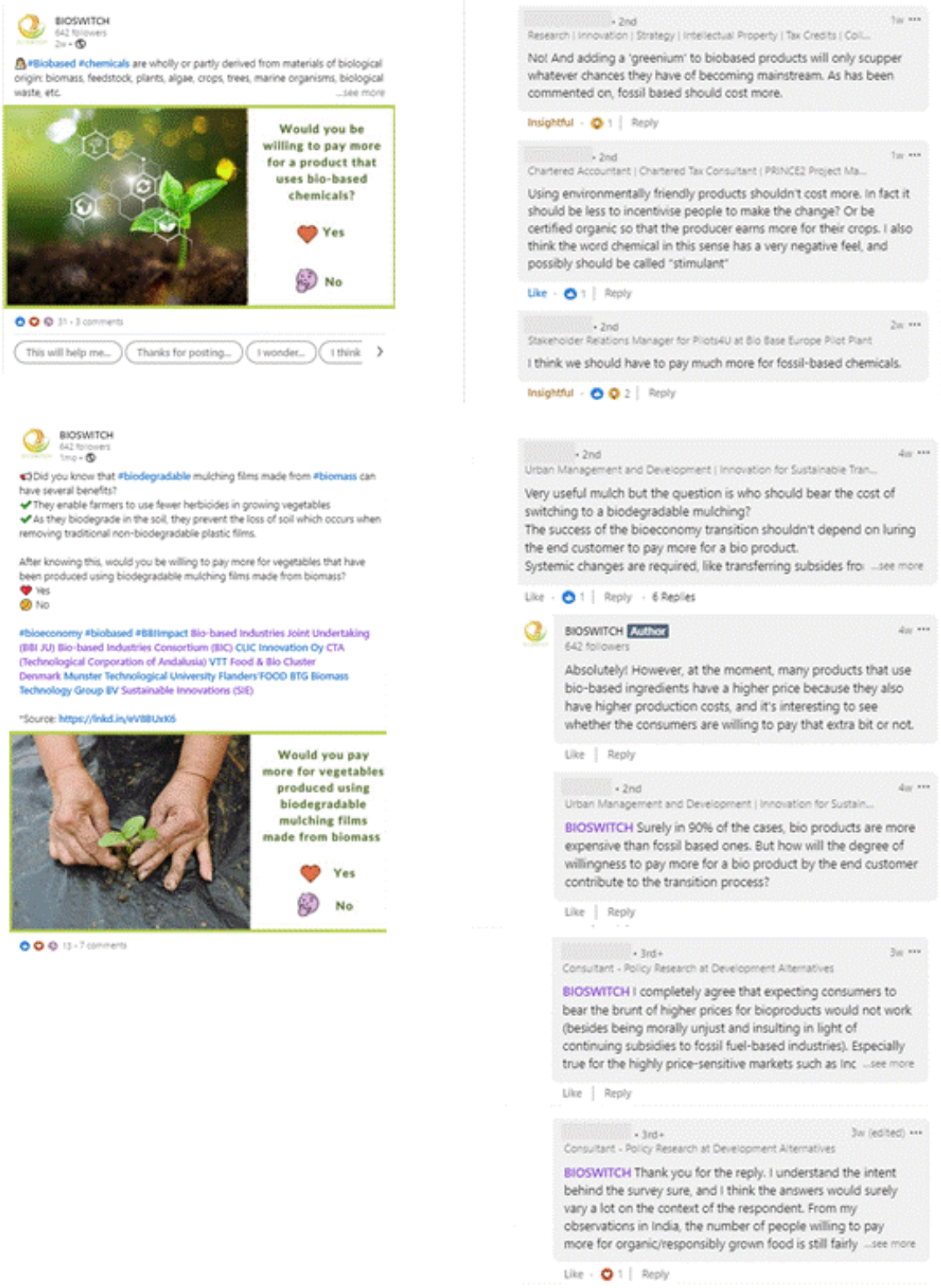

Figure 4 Example of consumers interaction through LinkedIn

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2.2 Conclusions

Seeing all the data, it can be concluded that the campaign was very successful on LinkedIn, somehow successful on Twitter, and not very successful on Instagram. This confirms a trend that the BIOSWITCH communications manager has been observing with regards to the performance of these networks, which is that LinkedIn is the best performing channel to share content that is, to some extent, technical or sector-based. Instagram may perform well for visual contents and entertainment, while Twitter performs well for trending topics, news and, in general to reach out to wide audiences.

Moreover, the LinkedIn tool for surveys proved efficient to collect the feedback from the consumers, being a very simple-to-use tool where people participated actively.

2.3 Recommendations and lessons learned

A set of recommendations and lessons learned could be extracted from the social media campaign and could be applied when seeking to engage consumers.

1. Boosting people's interaction through polls increases the engagement rate of the content shared, especially on LinkedIn and to a lesser extent on Instagram and Twitter.
2. Polls seem to be boosted by the algorithm on LinkedIn to reach a wide impact. Thus, using the LinkedIn poll tool is worth when aiming to collect consumers' feedback.
3. The channel that performed best to collect the audience's opinion and to encourage debate was LinkedIn.
4. Polls done using the tool provided by LinkedIn worked much better than when the poll tool wasn't used (for example, when the audience was asked to click on different impressions to express their opinion).
5. A higher number of publications increased the impressions reached in all the social media channels.
6. Instagram posts reached a wider audience than Instagram stories. However, Instagram stories seem to work better to collect the audience's opinion through polls.
7. Twitter polls had a very low response from the audience.

2.4 Dissemination of the campaign's results

A series of recommendations were compiled in a leaflet that has been disseminated at a consumer fair and also via social media, so that brand owners can leverage the knowledge generated. Figure 5 shows the leaflet with social media best practices.

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Figure 5 Leaflet with social media best practices

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The brochure was disseminated by SIE, together with the BIOSWITCH brochure, at the Expo Food Service 2021 Conference that was celebrated in Madrid, Spain, on 24 and 25 November 2021. There, SIE introduced the BIOSWITCH project to different brand owners working in the food and beverages sector, such as Veiko Factory, REYES VARON and Refrescos Sanmy, among others. Figure 6 presents Ana Martínez, from SIE, disseminating BIOSWITCH at the Expo Food Service.

In addition, SIE shared with them and with some of the consumers attending the event the best practices and lessons learned during the social media campaign targeting consumers.

Figure 6 Ana Martínez, from SIE, disseminating BIOSWITCH at Expo Food Service

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3 THE WEBINARS

Following the feedback received during the validation of the BIOSWITCH Toolbox, BTG and SIE decided to arrange a set of sector-based webinars that would target both the industry and the consumers.

The idea was to have one industry expert providing a 10-minute introduction about the sector and its state of the art in Europe, two EU-funded projects working on that field, and a real brand owner/company that is implementing bio-based approaches in that sector, to share their experiences. The participating projects were selected based on their scope of work and on the fact that they were close to completion, so they would have results and outputs to present.

The webinars were held in Zoom every Tuesday during the month of February, from 11:00 to 12:00 CET. The specific agenda of each webinar and the document shared with speakers including Frequently Asked Questions has been included in Annex II.

The webinars counted 675 registrations and 299 attended them. The recorded sessions were shared on:

- The project website
- Follow-up emails
    - Bio-based plastics webinar (Figure 7)
    - Bio-based textiles webinar (Figure 8)
    - Bio-based chemistry webinar (Figure 9)
    - Agri-food webinar (Figure 10)
- BIOSWITCH YouTube channel
    - Bio-based plastics webinar
    - Bio-based textiles webinar
    - Bio-based chemistry webinar
    - Agri-food webinar

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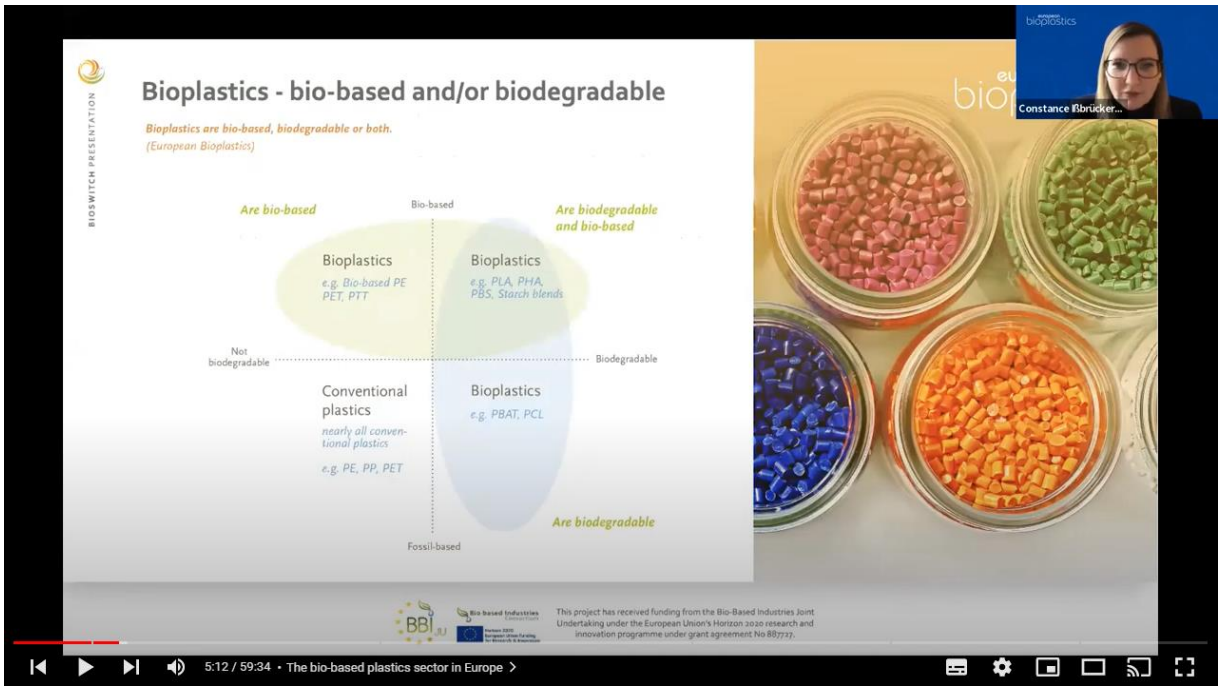

Figure 7 Screenshot from the Bio-based plastics webinar

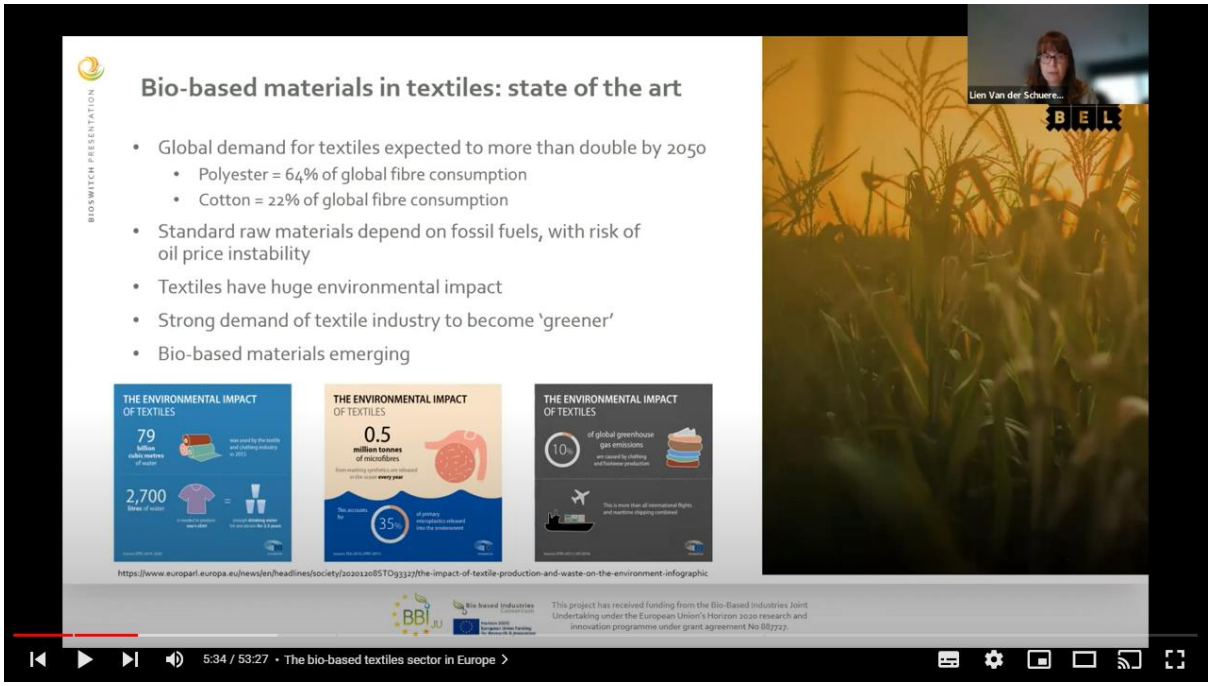

Figure 8 Screenshot from the Bio-based textiles webinar

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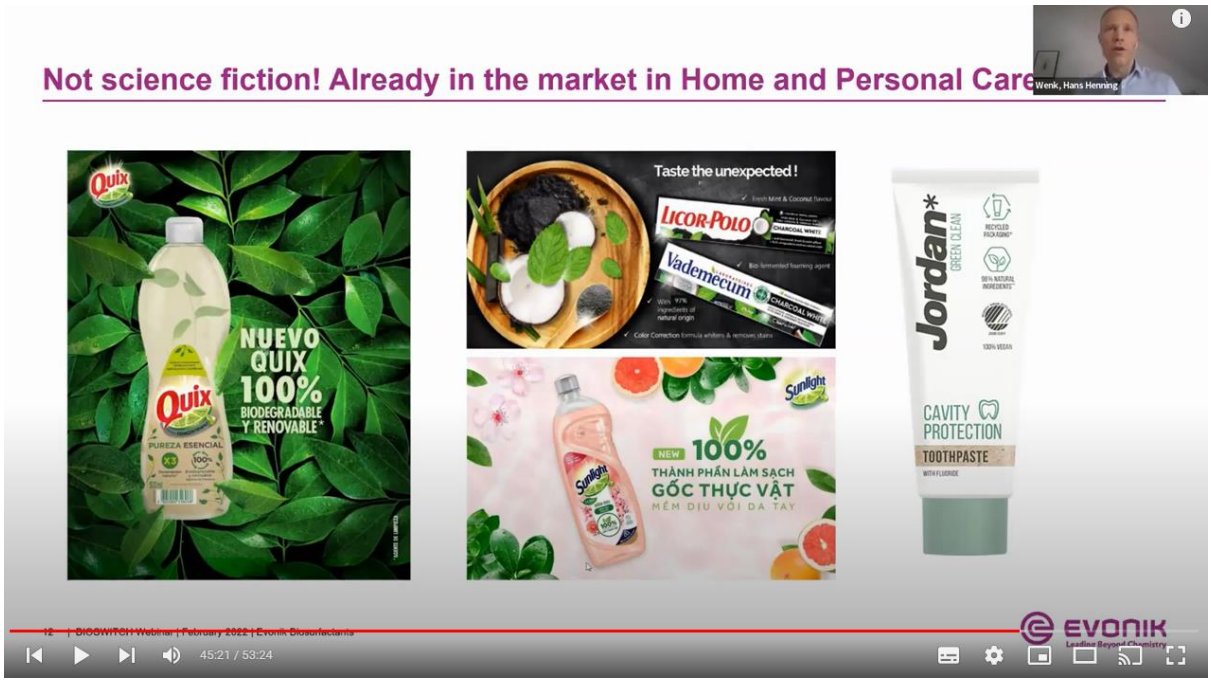

Figure 9 Screenshot from the Bio-based chemistry webinar

Figure 10 Screenshot from the agri-food webinar

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4 CONSUMER ASSOCIATIONS

Using the inputs from the different WPs, especially from the regional workshops and consumer analysis carried out in WP1, a set of specific materials targeting consumers were produced by SIE. Apart from the social media campaign targeting consumers, produced materials were sent to consumer associations all over Europe to show the added value of the bio-based products results.

To this end, a MailChimp email was designed by SIE including general information about the project and direct links of interest to consumers so they can easily access them (Figures 11-13). All the partners were in charge of providing the contact information of European Associations which were then approached on April 28, 2022.

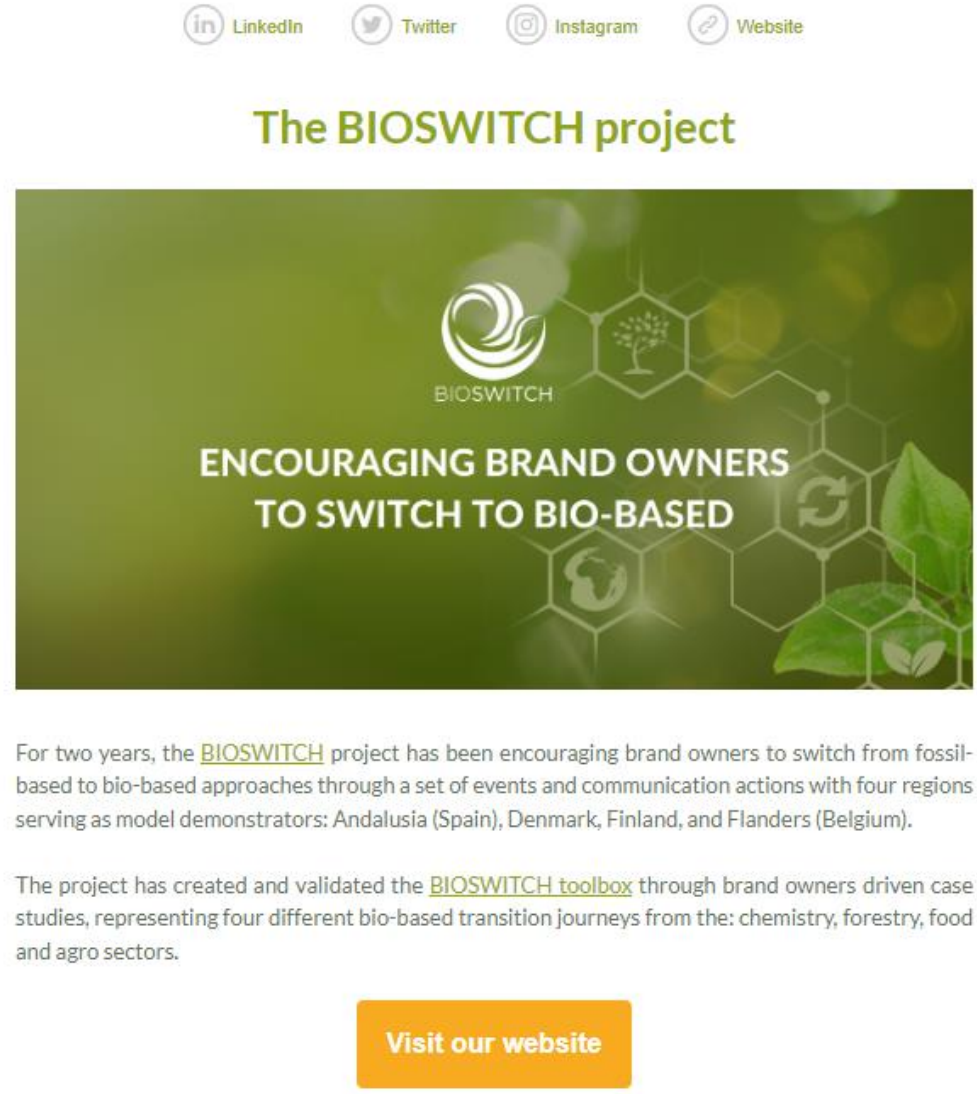

Figure 11 Email for consumer associations – 1/3

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Take a look at our materials!

As part of the activities carried out, it was of great importance to analyse consumer habits, including legal and policy viewpoints and promote the exchange of ideas between consumers and public administration.

After understanding consumers' needs, different materials and articles have been created for fostering consumer awareness of the added value of bio-based products compared to fossil-based counterparts.

Some of these materials are included here:

Glossary of terms

Figure 12 Email for consumer associations – 2/3

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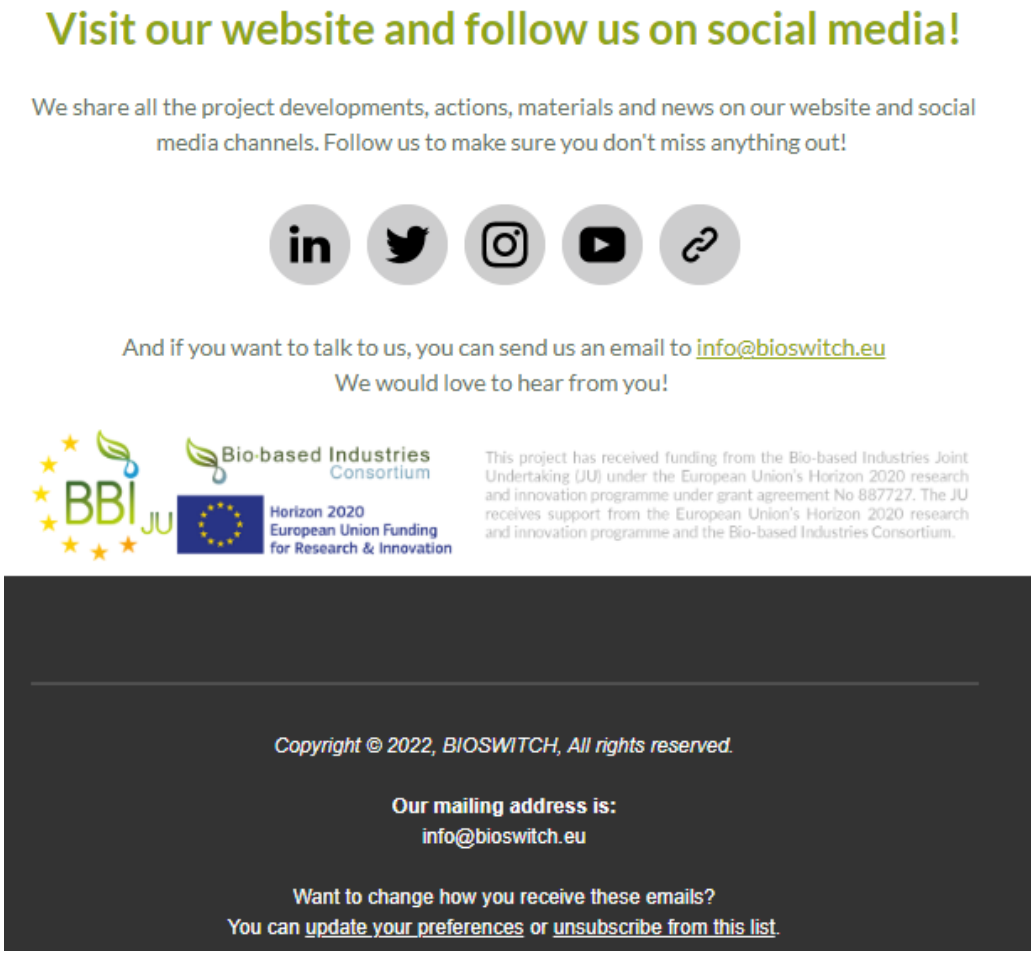

Figure 13 Email for consumer associations – 3/3

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ANNEX I – SOCIAL MEDIA CAMPAIGN TEXTS AND CREATIVITIES

This Annex compiles examples of the texts and images used in social media. It's worth highlighting that the texts and images were adapted to each of the channels in order to maximise the campaigns' impact. The Annex only includes the most representative examples of those.

PACKAGING

POST 1

Interested in #biobased alternatives to #plastics? Stay tuned, we will provide more information tomorrow!

POST 2

Confused about the difference between bio-based plastics and biodegradable plastics?

➤ 'Bio-based' means that the material or product is wholly or partly derived from materials of biological origin (for example biomasses, feedstock, but also plants, algae, crops, trees, marine organisms and biological waste). Some #biobased materials used often for #bioplastics are corn, sugarcane, or cellulose.

➤'Biodegradable' refers to the chemical process during which microorganisms that are available in the environment convert materials into natural substances such as water, carbon dioxide, and compost (artificial additives are not needed). The property of biodegradation does not depend on the resource basis of a material but is rather linked to its chemical structure.

In other words, bio-based plastics may be biodegradable or not!

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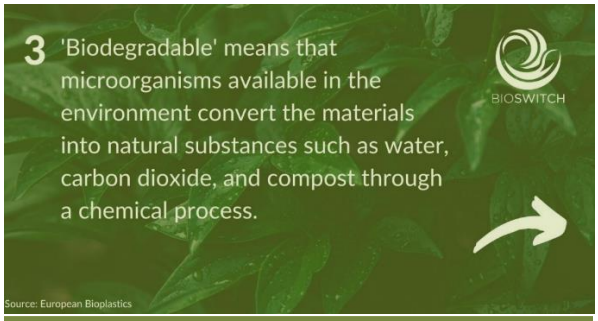
🩹Some examples of plastics that are both bio-based and biodegradable are polylactic acid (PLA), polyhydroxyalkanoate (PHA) and polybutylene succinate (PBS).

More information https://ec.europa.eu/environment/topics/plastics/bio-based-biodegradable-and-compostable-plastics_en



POST 3

🌍Did you know that plastic production drives around 14% of the world's oil demand? The use of #biobased #plastics is a great alternative with certain benefits:

- 🛢 They save fossil resources by using biomass which regenerates.
- ☁They provide the unique potential of carbon neutrality.

After knowing this, would you be willing to pay more for a product that uses #biobased packaging?

- Yes
- No

Source: https://www.european-bioplastics.org/bioplastics/

This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887727.

AGRICULTURE

POST 1

Interested in #biobased alternatives in the #agrifood sector? Stay tuned, we will provide more information tomorrow.

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POST 2

Did you know that #agriculture occupies half of the EU land area?

✔Transforming agricultural biomass into energy and other value-added products, such as bioplastics, medicine, biochemicals, etc., ensures the most optimal use of the biomass as waste and pollution is reduced.

✔Moreover, utilising agricultural residues and by-products can reinvigorate rural economies and secure their energy independence.

After knowing this, would you be willing to pay more for vegetables whose waste agricultural biomass is reused?

- Yes
- No

Source: https://www.eubia.org/cms/wiki-biomass/biomass-resources/agriculture/

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POST 3

📣Did you know that #biodegradable mulching films made from #biomass can have several benefits?

✔They enable farmers to use less herbicides in growing vegetables

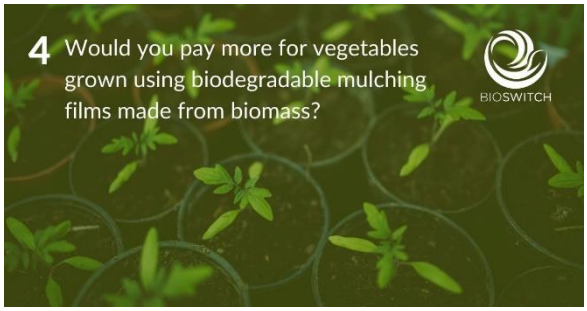
✔As they biodegrade in the soil, they prevent the loss of soil which occurs when removing traditional non-biodegradable plastic films.

After knowing this, would you be willing to pay more for vegetables that have been produced using biodegradable mulching films made from biomass?

♡ Yes

🤔 No

Source: https://bioswitch.eu/wp-content/uploads/2021/05/We-are-all-bio-based.1_.pdf



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CHEMISTRY

POST 1

Interested in #biobased alternatives for the #chemical sector? Stay tuned, we will provide more information tomorrow.

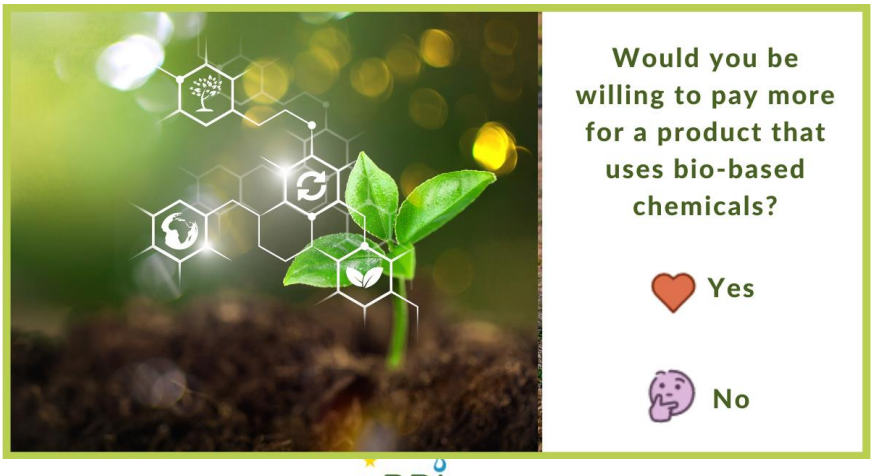
POST 2

👩‍🔬#Biobased #chemicals are wholly or partly derived from materials of biological origin: biomass, feedstock, plants, algae, crops, trees, marine organisms, biological waste, ect.

🧷Did you know that they are an environmentally friendly alternative to standard chemicals, given their limited expected #environmental #footprint?

After knowing this, would you be willing to pay more for a product that uses #biobased chemicals?

- Yes
- No



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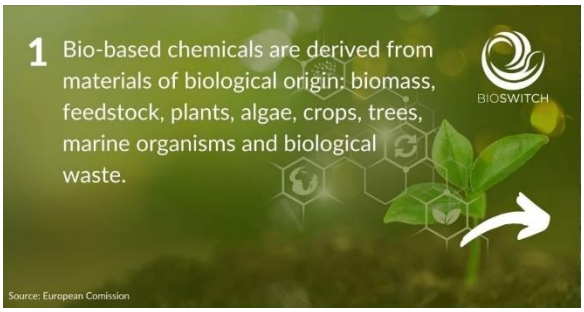
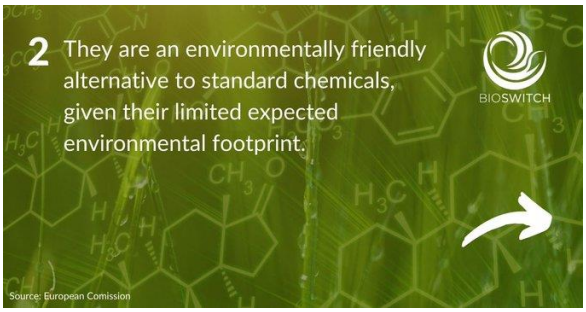
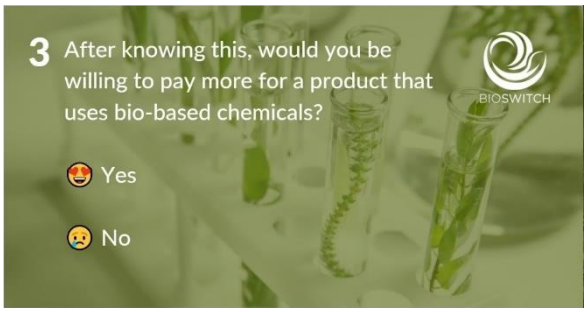






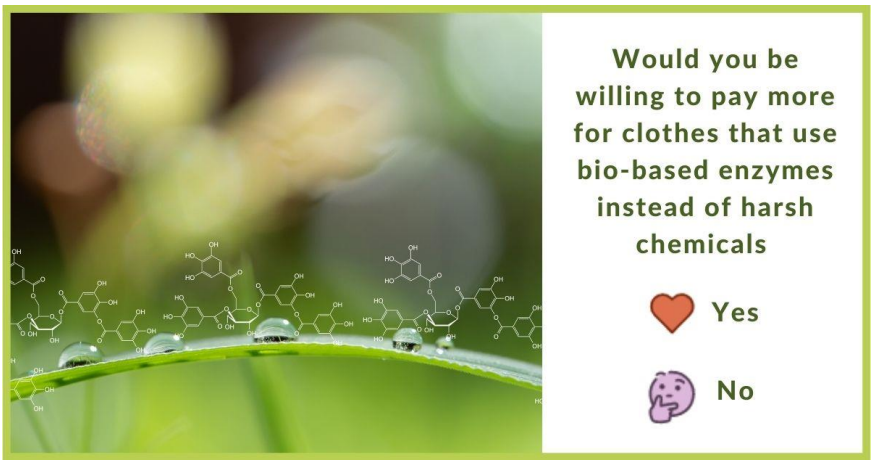
POST 3

🙋‍♀️Did you know that products with #biobased ingredients are often better performing and longer lasting?

🔬#Enzymes are used instead of harsh chemicals to make leather soft and cotton fabric smoother and stinger. This reduces the amount of water needed and chemical waste released into the environment!

➤After knowing this, would you be willing to pay more for a product that uses #biobased chemicals?
♡ Yes
🤔 No

Source: https://ec.europa.eu/jrc/en/science-update/future-bio-based-chemicals-eu-bioeconomy



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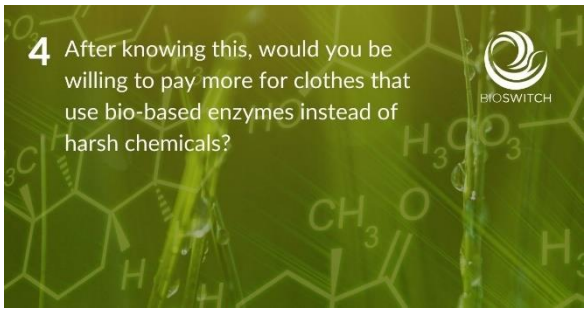

FORESTRY

POST 1

Interested in #forestry resources? Stay tuned, we will provide more information tomorrow.

POST 2

📣Did you know that, traditionally, the forest-based bioeconomy was very much focused on wood, pulp and paper products?

This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887727.

Today, and increasingly so in the future, the forest-based bioeconomy is also about #bioenergy, #biochemicals, textiles, and construction!

More information → https://efi.int/sites/default/files/files/publication-bank/2018/efi_fstp_4_2016.pdf

POST 3

Did you know that forests cover 38% of the EU's land area?

✔ The use sustainably managed forest resources for energy, bioplastics, construction, textiles and biomedical products is key to reduce our dependence on fossil resources, as well as to the creation of jobs around innovative green industries.

Would you be willing to pay more for products that have been produced using sustainable forest resources?

♡ Yes

🤔 No

Sources: https://knowledge4policy.ec.europa.eu/bioeconomy/topic/forestry-biomass_en and https://www.sei.org/perspectives/forests-eu-bioeconomy/

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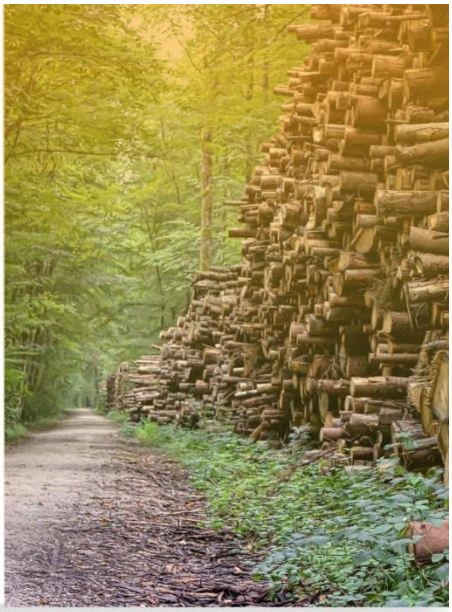
ANNEX II – SECTOR-BASED WEBINARS AGENDA AND FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS (FAQ)

BIOSWITCH PRESENTATION

FREQUENTLY ASKED QUESTIONS

- **How should I connect to the webinar?**
  You should connect to ZOOM 15 minutes before the start of the webinar in this link https://zoom.us/s/94252958057
- **Will we have a test / rehearsal beforehand?**
  No, but we will test our connections and microphones 15 minutes ahead of the start of the session.
- **When should I connect to the webinar?**
  All speakers must join at 10:45, 15 minutes before, so that we can do a small test and make sure that everything is working correctly.
- **When should I have the slides ready?**
  It's important that you send the slides to Jeisel Goyanes jeiselgoyanes@sustainableinnovations.eu on January 30th the latest.



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BIOSWITCH

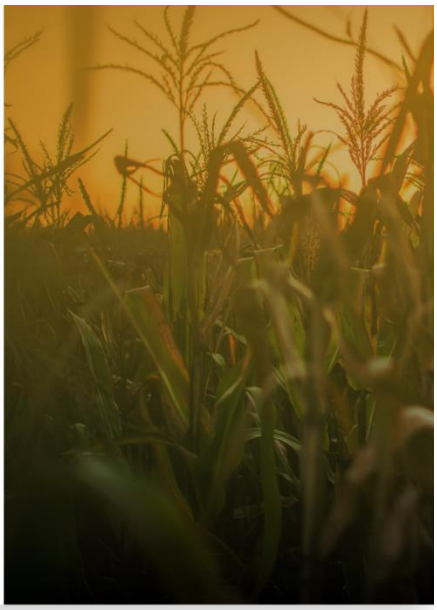
BIOSWITCH PRESENTATION

FREQUENTLY ASKED QUESTIONS

- **What if I can't hear or the others can't hear me?**
  It may a few seconds after you enter the session for the audio to work. If you still have problems with the audio and microphone, please, set it manually on the top menu.

- **Should I put my camera on?**
  All the speakers should turn their cameras on at the beginning, during the introduction, so the attendees can see us all. Then, everyone should turn their cameras and microphones off, except when they are presenting.

- **Will the session be recorded?**
  Yes. At the beginning of the session, everyone will be informed that the session is being recorded and the video will be shared on the BIOSWITCH project social media.



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BIOSWITCH PRESENTATION

FREQUENTLY ASKED QUESTIONS

- **Who is moderating the questions?**
  Jeisel Goyanes (SIE) will act as moderator. She will also remind the speakers when their time is nearly done by turning on her camera.

- **Who is controlling the slides?**
  Each speaker should present and control his/her own slides. Only in the case of having technical issues, Jeisel Goyanes (SIE) will have all the PPTs and can present it. The speaker will then indicate to her when to move to the next slide by saying "NEXT" or "NEXT SLIDE; PLEASE".

- **Who is replying to questions on the chat?**
  Any panellist can reply to the questions. If there is a question that is too long or too complex to answer during the session, we can reply to that in the follow up email, where we will also include the session recording.

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AGENDA BIO-BASED PLASTICS WEBINAR

BIOSWITCH PRESENTATION

AGENDA
01 FEBRUARY 2022; 11:00 – 12:00 (CET)

11:00 – 11:05 | Welcome and introduction
Jeisel Goyanes, Sustainable Innovations (SIE)

11:05 – 11:15 | The bio-based plastics sector in Europe
Constance Ißbrücker, European Bioplastics

11:15 – 11:25 | The USABLE PACKAGING Project
José María Lagarón, CSIC

11:25 – 11:35 | The Bio-plastics Europe Project
Jelena Barbir, Haw Hamburg

11:35 – 11:45 | Boosting innovation in the footwear and plastic sectors
Verónica Cánovas, CETEC

11:45 – 12:00 | Q&A

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AGENDA BIO-BASED TEXTILES WEBINAR

BIOSWITCH PRESENTATION

AGENDA
08 FEBRUARY 2022; 11:00 – 12:00 (CET)

11:00 – 11:05 | Welcome and introduction
John Vos, Biomass Technology Group (BTG)

11:05 – 11:15 | The bio-based textiles sector in Europe
Lien Van der Schueren, CENTEXBEL

11:15 – 11:25 | The GRETE Project
Stina Grönqvist, VTT

11:25 – 11:35 | The Effective Project
Mattia Comotto, Aquafil

11:35 – 12:00 | Q&A

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BIOSWITCH

AGENDA BIO-BASED CHEMISTRY WEBINAR

BIOSWITCH PRESENTATION

AGENDA

15 FEBRUARY 2022; 11:00 – 12:00 (CET)

11:00 – 11:05 | Welcome and introduction

Jurjen Spekreijse, BTG - Biomass Technology Group

11:05 – 11:15 | The bio-based chemistry sector in Europe

Achim Raschka, Nova Institut

11:15 – 11:25 | The Optisochem Project

Bernard Chaud, Global-Bioenergies

11:25 – 11:35 | Making biomass a true alternative to petroleum

Florent Héroguel, Bloom Biorenewables

11:35 – 11:45 | Innovative, profitable and sustainable solutions in chemistry

Hans Henning Wenk, Evonik Industries

11:45 – 12:00 | Q&A

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AGENDA AGRI-FOOD WEBINAR

BIOSWITCH PRESENTATION

AGENDA

22 FEBRUARY 2022; 11:00 – 12:00 (CET)

11:00 – 11:05 | Welcome and introduction

Jeisel Goyanes, Sustainable Innovations (SIE)

11:05 – 11:15 | Agri-food sector in Europe

Angelantonio D'Amario, EIT Food

11:15 – 11:25 | The ECOFUNCO Project

Patrizia Cinell, University of Pisa

11:25 – 11:35 | The Recover Project

María José Lopez, University of Almería

11:35 – 11:45 | Bio-based food supplements, feed, pet food

Jose Mª Pinilla, NATAC Group

11:45 – 12:00 | Q&A

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