

Wednesday, 27 de January de 2021

CTA organises an online event to identify risks and create solutions to accelerate the transition to bio-based products

This meeting is part of the European BIOSWITCH project that aims to bring Europe to the forefront of the bioeconomy by encouraging and supporting brand owners to adopt bio-based approaches.

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BIOSWITCH tiene como objetivo llevar a Europa a la vanguardia de la economía basada en la biotecnología fomentando y apoyando a las grandes marcas (brand owners) de diferentes sectores para cambiar a enfoques de base biológica.

PROYECTO BIOSWITCH
Apoyo a las grandes marcas en su transición al uso de productos y procesos de base biológica en ecosistemas altamente innovadores.

Título: Apoyo a las grandes marcas en su transición al uso de productos y procesos de base biológica en ecosistemas altamente innovadores.

Duración: 01/01/2020-31/03/2022 (24 meses)

Total budget: 999,995 €

Este proyecto ha recibido financiación de la Iniciativa Tecnológica Conjunta de Industrias Bio-Basadas en el marco del programa de investigación e innovación Horizonte 2020 de la Unión Europea en virtud del acuerdo de subvención nº B87727.

SOCIOS: CTA, VTT, Food & Bio Cluster Denmark, TRALEE, btg, FF Flanders Food, Societal Innovation.

CTA gathered more than 30 attendees in an online event to validate the results of a study on the main risks of adopting bio-based products, and create a set of solutions. The event had a co-creation space in which attendees examined and formulated efficient solutions to mitigate these risks.

The study has been carried out at the European level within the framework of the BIOSWITCH project, in which CTA participates as a partner. This

project aims to bring Europe to the forefront of the bioeconomy, encouraging and supporting brand owners to adopt bio-based approaches.

According to the results of the BIOSWITCH study, the main barriers to incorporate bio-based products are high price (100%), uncertainty around functional performance (66%) and insufficient demand from customers (66%). However, Spanish brands are optimistic about the growth in demand for bio-based products, as 66% of them forecast strong to moderate growth in the coming years.

BIOSWITCH is an initiative funded by the **Bio-Based Industries Joint Undertaking (BBI JU)** [<https://www.bbi-europe.eu/>] under the European Union's Horizon 2020 research and innovation programme.

The results of the analysis at European level and the recording of the event will be published in the coming weeks on the project website: bioswitch.eu. [<https://bioswitch.eu/>]