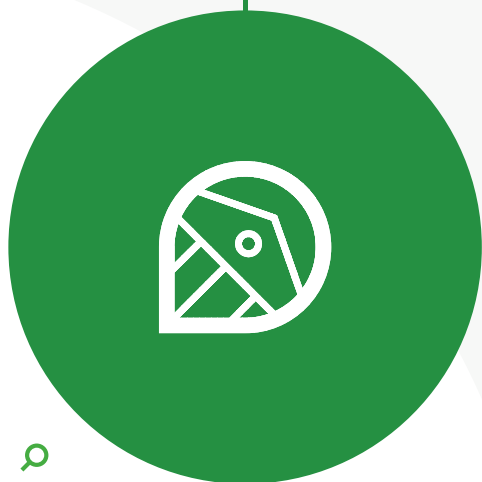


BIOVOICES

■ —
**CONNECTING
BIO-BASED FORCES FOR
A SUSTAINABLE WORLD**

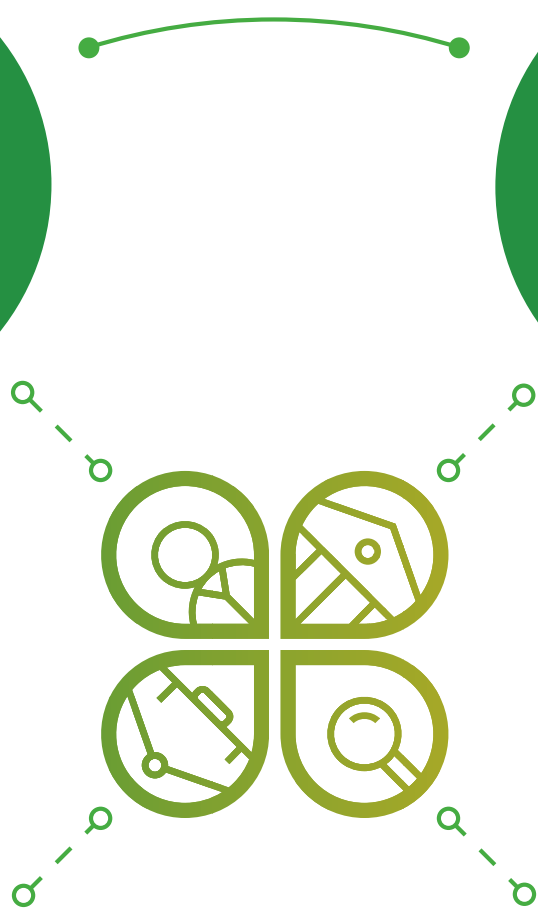
**Are you a citizen
interested in a
sustainable lifestyle?**

**Are you a policy maker
interested in a bio-based
and circular economy?**

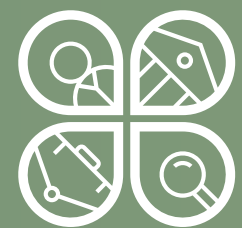


**Are you a business
developing bio-based
products or services?**

**Are you conducting
research on the bio-based
and circular economy?**



Make your voice heard at **BIOVOICES Mobilisation and Mutual Learning Workshops!**



In our workshops we will bring together policy makers, researchers, businesses and civil society to tackle key challenges for the market uptake of bio-based products.

Main challenges per cluster and innovation phase:

Development phase			
Cluster	1. Business case: Product is 95% mature	2. Go-to-market: Product is mature and used by niche groups	3. Acceleration: Market increases and reaches new user groups
Market development	Find first customers	Specify unique selling points	Up-scaling
Awareness and trust building		Changes in purchase habits	Increase the adoption
Supporting strategies, regulatory frameworks legislation and standards		Introduce Eu & National incentives	Realise standardisation
Supporting environment (Infrastructures, intermediaries, new business opportunities)	Improve the ecosystem to enhance business cases	Find B2B users as frontrunners	Increase sustainable feedstock for identified BB products 2g bio-based
Local development	Enhance local bioeconomy strategies & action plans	Boost local deployment	
 Keep yourself updated with our workshops to find answers to the 12 challenges!		If you organise a bio-based event about one of these challenges, promote it at the BIOVOICES platform and share the results with us!	



Subscribe to **BIOVOICES** platform

www.biovoices-platform.eu



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Contact

info@biovoices.eu



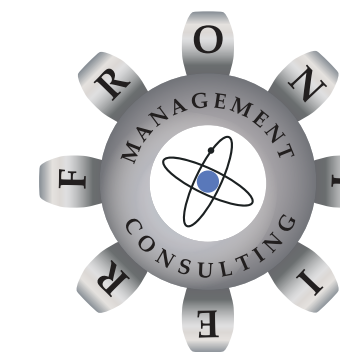
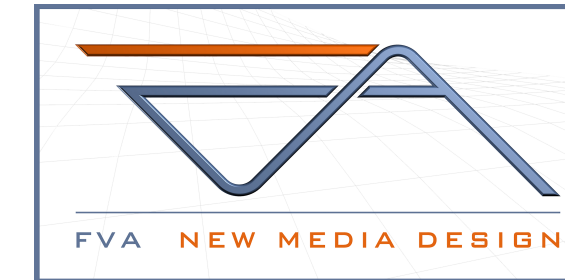
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Partners of the Project Consortium



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