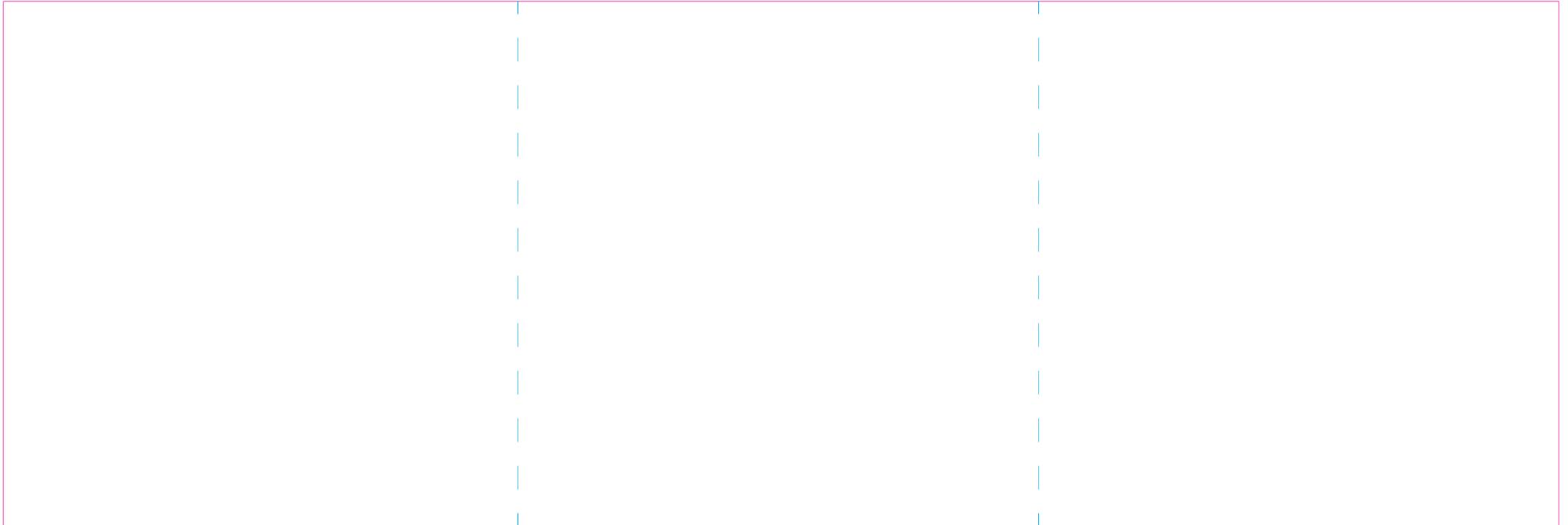


# Cutting

— Cuts

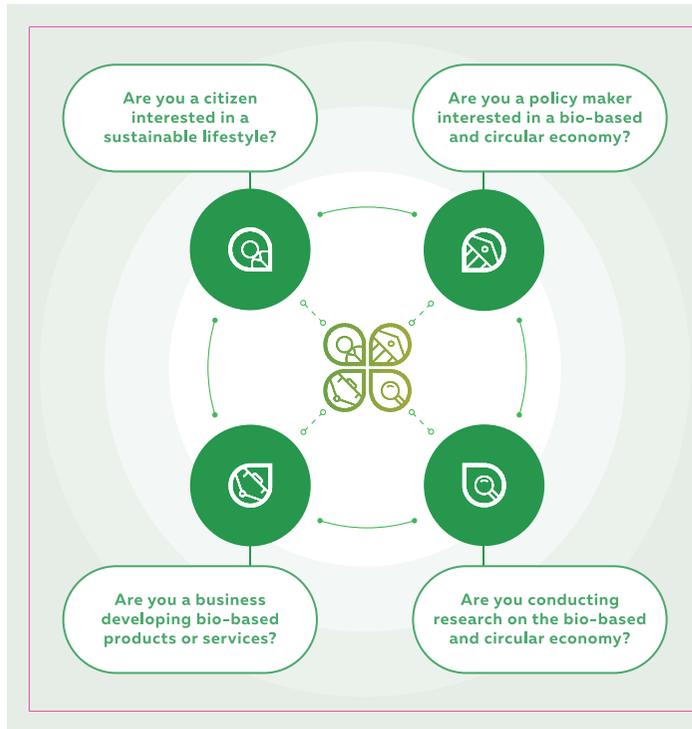
- - - Folds



# Outside Preview

— Cuts

- - - Folds



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# BIOVOICES

CONNECTING BIO-BASED FORCES  
FOR A SUSTAINABLE WORLD

# Inside Preview

— Cuts

- - - Folds

## 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.



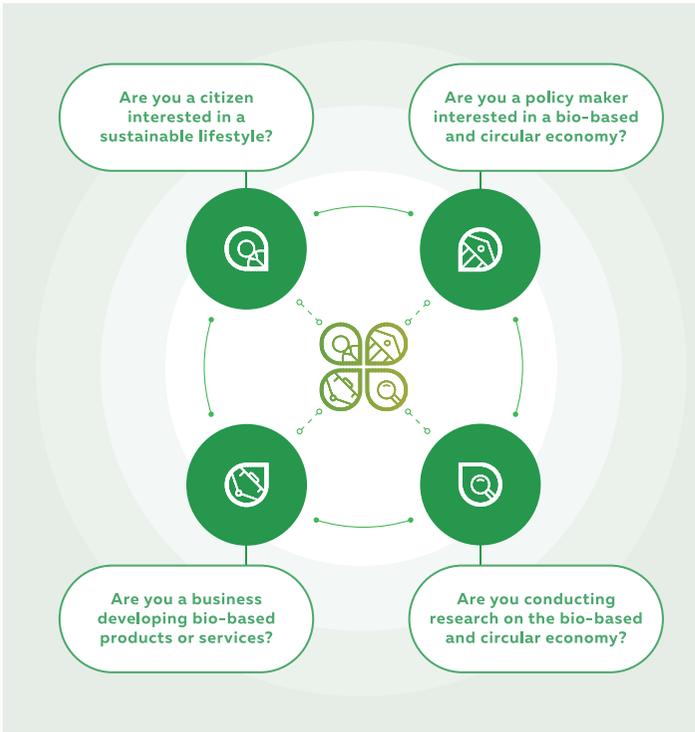
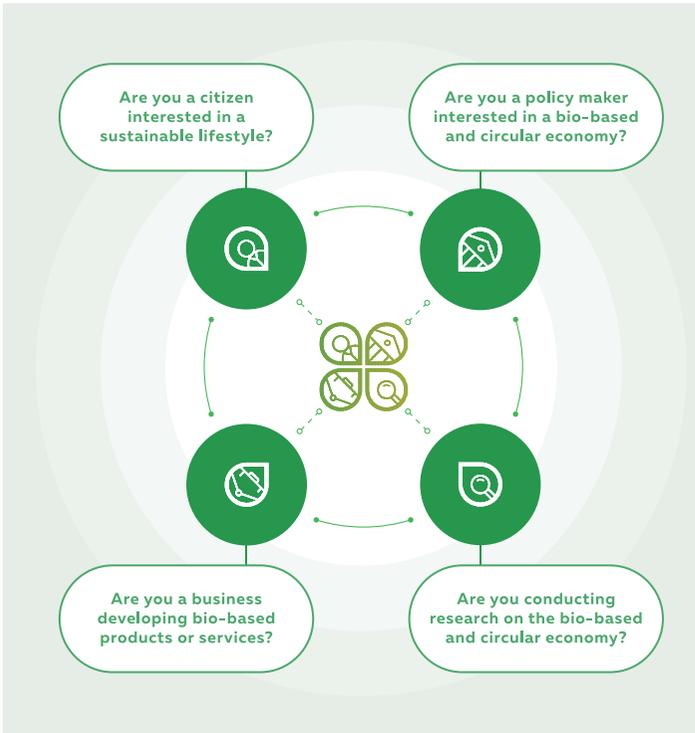
### Main challenges per cluster and innovation phase:

Cluster	Development phase		
	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!



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