



BIOSWITCH

Raising awareness among brand owners from the chemistry, forestry, food and agro sectors to turn their products into bio-based products.

Results of EU consumer drivers and motivations, consumer acceptance analysis



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



Consumer survey

- Topics
 - Consumer awareness, consumption habits, consumption in the future
- Implementation on December 2020
 - **Qualitative study, online discussion in Finland (N=50)**
 - 35-65 years old consumers with families, being the main or joint decision maker of the household
 - **Quantitative study, online questionnaire in Ireland and the Netherlands (N=500/country)**
 - 18-75 years old citizens



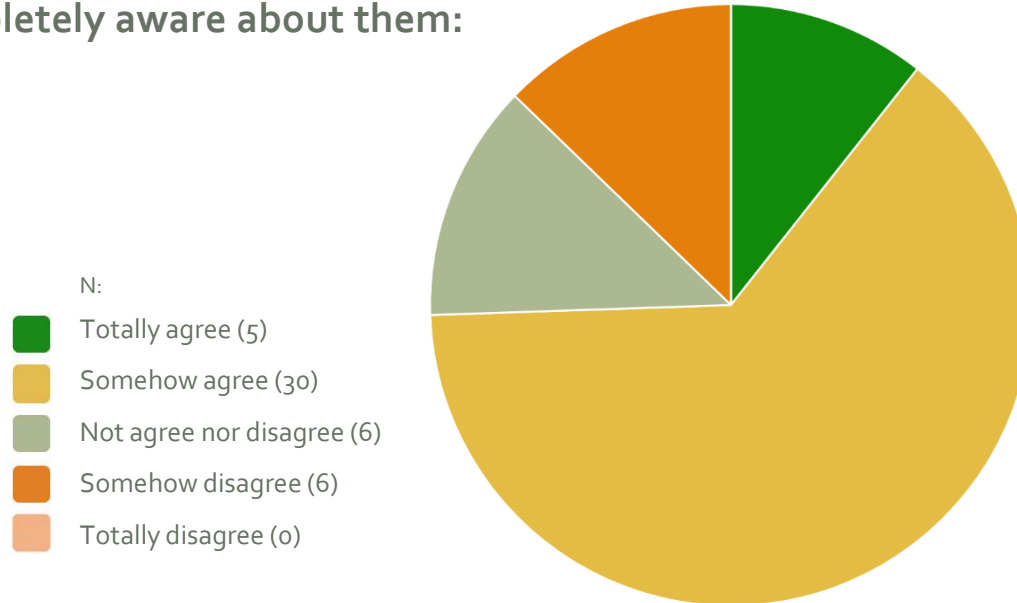
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Awareness

Have you heard about bio-based products and/or brands before?

I am completely aware about them:

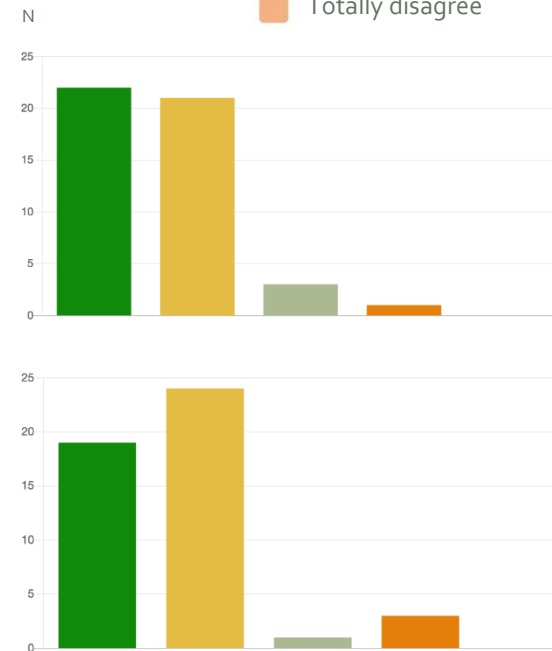
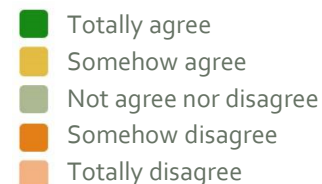




Are the following two definitions clear to you:

I completely understand the definition

1. The term bio-based product refers to products wholly or partly derived from biomass, such as plants, trees or animals (the biomass can have undergone physical, chemical or biological treatment).
(European committee for standardization).
2. The term bio-based product refers to commercial or industrial products (other than food or feed) which are composed, in whole or in significant part, of biological products, including renewable domestic agricultural materials (e.g., plant, animal, and aquatic materials), forestry materials, intermediate materials, or feedstocks. As opposite, bio-based materials exclude motor vehicle fuels, heating oil, or electricity produced from biomass.
(USDA BioPreferred® Program)





What are the first specific types of words that come to you mind when you think of the term 'bio-based product'?





When shopping...

89% (NL) and **92%** (IR)

think that their **individual choices** can have a positive impact on the environment

81% (NL) and **93%** (IR)

prefer buying **bio-based products** rather than fossil-based products

20/45 (FI) try to find bio-based products

34/45 (FI) are looking for certain brands

6/45 (FI) rely on trusted brands are able to provide bio-based solutions

6/45 (FI) feel that it is easy to find bio-based products



In which category are you most likely to buy bio-based products?

Packaging products (NL 52%, IR 50%, FI 23/45)

Disposable products (e.g. dishes, cups...)
(NL 43%, IR 48%, FI 26/45)

Cleaning, hygiene and sanitary products
(NL 39%, IR 50%, FI 23/45)

Clothing and textiles (NL 37%, IR 33%, FI 16/45)

Cosmetics and personal care (NL 17%, IR 28%, FI 26/45)



What would specifically motivate you to buy bio-based products?

Price reduction (NL 62%, IR 62%, FI 18/45)

Clear, reliable information on product's end-life (NL 46%, IR 58%, FI 20/45)

Products being easy to recognize as being bio-based (NL 36%, IR 57%, FI 7/45)

Wide availability of branded products (NL 36%, IR 47%, FI 13/45)

Knowing more about the innovation behind the product (NL 30%, IR 43%, FI 7/45)

Supporting regional products and brands (NL 22%, IR 38%, FI 8/45)

Financial incentives (e.g. discounts, tax reduction, etc) (FI 24/45)

Clear information on the whole value chain (FI 21/45)



In the future...

40-74% (NL) and

45-86 % (IR)

think that they are **buying more bio-based products** in the future
(depending the product category)

- **Packaging products** (NL 74%, IR 86%)
- **Disposable products** (e.g. dishes, cups...) (NL 68%, IR 79%)
- **Cleaning, hygiene and sanitary products** (NL 70%, IR 80%)

41/44 (FI) think that they
are **buying more bio-based
products** in the future





Improved communication is a key

Information should be **easily available**, even when one is not specifically pursuing it.

I don't trust any advertisements or media.

I discuss with my family about the alternatives.

Fact-based knowledge and research data is most reliable source of information.

I feel that reliable knowledge comes from the newspapers.



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