



Report on 1. Workshop and Focus Group
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D5.4: Report on 1. Workshop and Focus Group – Case Study 1
WP 5

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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

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Executive Summary

The BioCannDo project was born out of the increased need for the development of a more sustainable economy in the European Union. There is a need to switch towards a bioeconomy which would emancipate from the current reliance on fossil fuels. This move towards a more sustainable economy has been on its way for many years, notably in the form of bio based products. Products such as toilet paper, pulp or detergent can now be fabricated using material from biological origins and are available on the European market. While these products are present on the market, there is a lack of public awareness about them – a gap BioCannDo intends to address. The project is built around three main objectives:

- Develop multi-stakeholder proven key messages for communicating functionality and sustainability aspects of bio-based products with the broader public
- Engage a European stakeholder network dealing with communication issues regarding the bioeconomy in a joint communication undertaking geared towards the broader public
- Create synergies for existing materials and develop missing communication formats and educational material to communicate topics of the bioeconomy and bio-based products to the European citizens

Helping to achieve these objectives the BioCannDo project organises a number of stakeholder engagement activities in each of three case studies. These case studies centre around a) bio-based household cleaning products, b) bio-based insulation materials, and c) bio-based packaging materials. In each case study an engagement with experts (in value chain constellation workshops) and consumer (in focus groups) was planned to get relevant feedback from these different stakeholder groups.

In the first case study there was a need to deviate from an initially planned Value Chain Constellation Workshop because of various reasons outlined in Section 3, in September 2017, a Webinar and personal interviews were conducted to test key messages developed to communicate functionality and sustainability aspect of bio-based household cleaning products to the broad public. After a fine-tuning of the key messages based on the input from the webinar and interviews, 2 consumer focus groups were organized in November 2017. In these focus groups the consumers shared their consumer choices with regard to household cleaning products, discussed the concepts behind the key messages and ranked them according to their personal views.

The webinar, interviews and focus groups conducted for the first BioCannDo case study highlighted five key points vitally informing and guiding the further development of the project and case study. Firstly, respondents mostly agreed with the direction of the key messages; yet, it was highlighted that the underlying concepts were rather oriented towards future goals. Secondly, both performance and composition aspects were addressed, questioning bio-based products' performance as compared with conventional fossil-based products, as well as emphasizing the lack of a commonly recognized definition. Thirdly, participants further argued that the environmental dimension of bio-based products was strongly resonating with consumers and should be taken up as a focus when informing consumers. Fourthly, to achieve this, established labels can play a key role, highlighting the need for raising public awareness about the meaning of the different labels applying to bio based products. In addition to the environmental factor, interviewees also pointed to the health dimension of bio based products, especially regarding avoiding allergic reactions. Finally, participants highlighted the sustainability aspect of bio products as being an even more powerful argument for

consumers than solely the ecological aspect of the product. Life Cycle Analyses are needed to assess the sustainability, hereby not being limited to the environmental but also social and economic nature of a bio-based product.

A detailed report of the abovementioned, as well as transcripts of the stakeholder engagement activities conducted are presented in the following report and related annexes.

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PREFACE

This document was produced as a practical guide for project members and collaborators to the stakeholder engagement activities conducted in case study 1 of the BioCannDo project. It provides site notes and references to existing documents which serve as additional sources of support. The document is providing a detailed account of the stakeholder engagement activities and the major outcomes.

The Deliverable is structured as follows:

Chapter 1 provides an overview of the stakeholder awareness and dialogue in BioCannDo

Chapter 2 describes the project's developments regarding the 1st Workshop

Chapter 3 reports on the objectives, design, and results of the Webinar conducted

Chapter 4 outlines the objectives, design, and results of the bilateral interviews conducted

Chapter 5 outlines objectives, design, and results of the focus groups conducted

Chapter 6 provides information on lessons learned from case study 1 and next steps

1. Stakeholder awareness and dialogue in BioCannDo

In BioCannDo, Work Package 5 (“Stakeholder Discourse”) makes use of advanced and innovative techniques for stakeholder engagement, inspired by a wide array of participatory methodologies (Gramberger 2001). Over the course of the project, and in each case study setting, Prospex organises and facilitates two sets of participatory engagement activities, termed Value Chain Constellation Workshops and Consumer Focus Groups.

Three exemplary product and country specific Value Chain Constellation Workshops are carried out at national level (DE, NL, IT) and specifically concentrate on the further development and refining of communicating consumer-friendly key messages as regards bio-based products. They will be followed by a series of Consumer Focus Groups, which will serve as an effective testing ground for the developed key messages.

An ambitious project such as BioCannDo can only achieve genuine impact among stakeholders and citizens, if their involvement becomes an intrinsic part of the project implementation. Through stakeholder dialogue, BioCannDo aspires to create useful outputs that can be readily applied by not only the scientific community, but also the wide array of communicators that work on the advancement of the bioeconomy in Europe.

The feedback and inputs gathered from stakeholders need to be embedded in a reciprocal iterative process of dialogue and co-creation of knowledge (see Gramberger et al. 2015). This approach is reflected in the numerous internal discussions and the decision-making on methodologies to be used within the project. Prospex and WP5-partners heavily invest in developing a tailor-made process for each of the engagement activities (workshops and focus groups), in co-creation with the other work packages. The participatory integration of stakeholders and consumers is turned into a focus point for the process and the project, intensifying not only the inclusion of stakeholders’ perspectives but also, by extension, their engagement with the results.

1.1 Engaging stakeholders and consumers

In BioCannDo, the engagement process is articulated in two sets of participatory activities, each centred on a case study. Hereby, the Value Chain Constellation Workshops will be held in English, to enable the broad participation of stakeholders, and the Consumer Focus Groups will take place in the national language. The results of these live engagement processes are checked through a qualitative market survey, analysing consumer perception of the developed communication messages.

This mixed, iterative and highly interactive process ultimately develops the key messages and most appropriate formats for the communication of the bioeconomy and its end-product applications, as well as related societal and economic issues.

Value Chain Constellation Workshops

Within the BioCannDo project, a set of three Value Chain Constellation Workshops will engage stakeholders in focused discussions dealing with bio-based product lines. Each one of them will focus on representative examples, of the primarily selected product groups choices¹ including aspects of societal and economic sustainability.

These workshops will offer participants opportunities for exchange to identify salient issues related to the communication to the broader public including a common language, misperceptions and sustainability.

Consumer Focus Groups

Following each of the three Value Chain Constellation Workshops, case study specific Consumer Focus Groups will provide opportunities for direct interaction between the project team and end-consumers, serving as a testing ground for the concepts behind key messages. By involving actual end-consumers in the development of communication messages, the relevance and applicability of the developed material will be ensured. Thereby, Focus Group participants will be offered the opportunity for strongly engaging with topics of the bioeconomy related to specific product lines relevant for their daily life. They will assess the concepts behind the key messages as a main tool for communicating issues of the bioeconomy and bio-based products to the broader public.

1.2 Target groups

The key messages to be developed by the BioCannDo project will apply to two target audiences – a primary target audience (being stakeholders, multipliers and opinion-makers including communicators, suppliers of bio-based products, educational institutions, mass media, politicians and policy-makers, consumer organisations, industry trade associations, research institutions), as well as a secondary target audience (being the broader public including end-consumers and young people).

¹ See DoA WP 5 Task 5.1: bio-based products in construction, bio-based packaging and disposables related to food, bio-based cleaning and hygiene products.

2. Value Chain Constellation Workshop

As outlined in 1.1, conducting a Workshop was initially foreseen as being an appropriate and efficient way of iteratively collecting feedback from a wide range of professionals actively involved in communicating about bio-based products. This was also detailed in Task 5.2 of the Description of Action. In May 2017, a thorough mapping of potential stakeholders was done, establishing two lists of 24 and 11 stakeholders fitting the target profile. Hereby, a primary ‘A’ list was established containing key stakeholders forming an ‘ideal’ group representative of all criteria and quota established together with the consortium. In addition, a secondary ‘B’ list was created including further stakeholders to contact should an ideal group comprised of actors listed on the ‘A’ list not be available. An initially much longer list of potential invitees was continuously updated and adapted following a period of bilateral introductory phone calls. During these phone calls, first valuable results were gathered; yet, it was also established that interest in the study theme itself and in attending a workshop was rather limited. This first feedback obtained effectively informed the study’s advancement and the further invitation and stakeholder mapping process.

In parallel and as visualized in Figure 1 - Overview of the organization of the 1st Value Chain Constellation Workshop and adaptation of strategy below, the workshop session and facilitation strategy was designed and planned by the project partners according to the concept developed in Deliverable 5.1. In July 2017, the official invitation process started and identified key stakeholders of the established priority list were invited followed by the invitation of actors listed on a second-round invitation list. Stakeholders’ interest was rather limited, many of them mentioning their unavailability or their lack of interest in the subject. In this regard, three main reasons were highlighted for this lack of interest: 1) the lack of a well-established third party verification/ label and the cost-intensive process of applying for related labels – hindering them from claiming their products to be bio-based, 2) the very specific aspect of the subject (niche topic) – respondents assessed a rather small market share of bio-based products (especially relevant for Small and Medium-sized Enterprises), or they saw 3) no need/ possibility for participating.

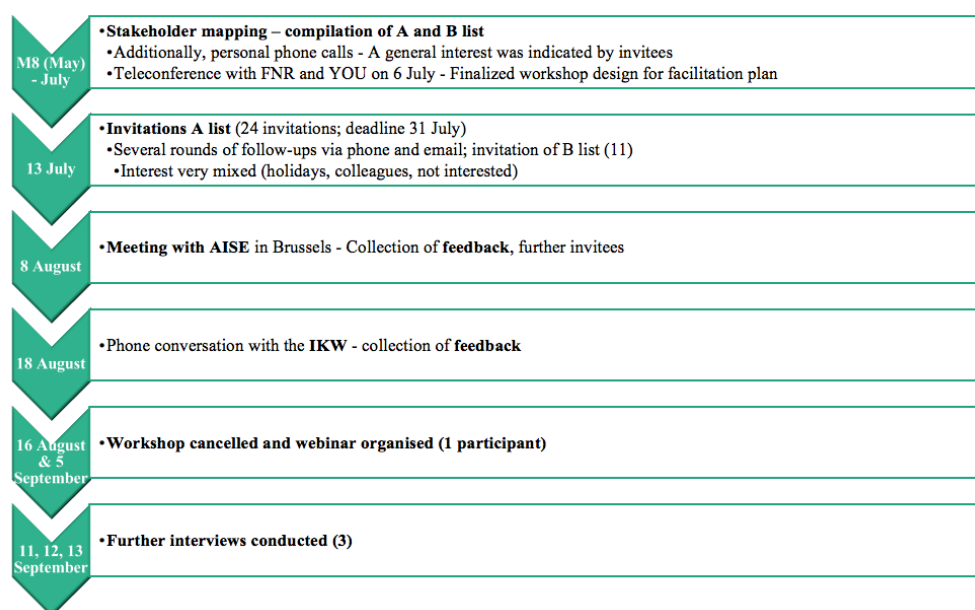


Figure 1 - Overview of the organization of the 1st Value Chain Constellation Workshop and adaptation of strategy

Against this background, Prospex explored further possible reasons for this striking lack of interest of stakeholders in the study's theme and discussed possible entry points with the International Association for Soaps, Detergents and Maintenance Products in Brussels. In a bilateral meeting with the European Association, the project was introduced and the state of play of the workshop analyzed. AISE provided valuable input and feedback on an anonymized version of the project's stakeholder mapping. A key outcome of this meeting and of case study 1 was the reemphasis on the abovementioned observation 1 – the lack of established third party verification/ labels poses a difficulty to any company's marketing strategy as the company risks being held reliable for their commercial claims while lacking a commonly agreed upon proof of their products' bio-based composition.

Following this inquiry, another meeting was held in August 2017 with AISE's German counterpart – Industrieverband Körperpflege- und Waschmittel e.V. (IKW) – to gather more information on the German market and to verify the first findings of the case study. The input received by IKW's experts on bio-based products hereby complemented earlier information obtained. Given the low rate of interest from stakeholders, the project team decided to adapt the case study's approach, divert from the idea of a workshop, and employ a two-fold strategy of conducting a webinar followed by bilateral interviews. The latter two engagement formats offered greater flexibility and room for participation to stakeholders.

In the following two sections, the objectives, format and results of the webinar and interviews will be presented.

3. The Webinar

Following the difficulties encountered by the BioCannDo team to gather participants for the 1st Workshop, a Webinar was designed to overcome these issues. A Webinar allows for greater flexibility and for participants to take part without the need to transfer to a given location, they can participate directly from their living room. In this respect, the objectives and design of the Webinar closely followed the ideas developed for the Workshop and aimed to test the developed statements about bio-based products with stakeholders. Following the participative approach of the project, the Webinar was designed in a way to foster an open environment of exchange in which participants would be encouraged to share their opinion freely. Respondents were to assess whether the identified key themes were indeed mirroring their personal experiences and whether the developed key messages were sufficiently covering the three main issues: economic, personal and environmental issues.

Contrary to initial stakeholder feedback obtained in a series of follow-up phone calls, the interest for eventually attending the Webinar was fairly limited which resulted in only one participant taking part in it. The participant represented a producer of bio-based cleaning products delivering to one of the biggest German drug stores and works in a unit on product design. With a single participant, the Webinar took the form of an individual interview which served as a testing ground for applying this format also in conversations with other stakeholders. Individual interviews hereby allow for collecting more in-depth comments from the interviewees as well as asking follow-up questions. Three other individual interviews were conducted by Prospex on 11, 12 and 13th of September 2017 (see section 5).

The BioCannDo Webinar was organized on the 5th of September 2017. Martin Watson from Prospex oversaw the moderation and Erik Lohse from FNR, coordinator of the BioCannDo project, was presenting. The Webinar was conducted in English and partially in the participant's mother tongue – German.

3.1 Structure of the Webinar

The Webinar was designed as follows:

➤ **Welcome**

The facilitator shortly introduces the webinar, the research team and the agenda.

➤ **Presentation of the BioCannDo Key Messages on Bio-based Cleaning Products**

Erik Lohse, coordinator of the BioCannDo project presents the BioCannDo approach, the issues dealt with and the proposed key messages.

➤ **Discussion – 35-40 min**

The facilitator and the participant enter a discussion around the presentation.

Guiding questions are:

1. Looking at the three categories of “environmental”, “economic” and “personal”, which do you believe has the greatest potential to appeal to the consumers? And why?

2. Looking at the three categories in turn: When we first look at “environmental” we got 11 different issues here. From your point of view have we identified the relevant or the important issues? Or are there issues that we are completely missing?
3. You mentioned a bit earlier that labels are important, could you explain why?
4. Looking at the “economic” category we have two questions: 1) Is this a relevant issue? 2) Do you think this is an issue that appeals to consumers (= do they care about it?)
5. Looking at our final category of “personal”, which directly relates to the consumer, we are trying to say that using a bio-based cleaning product avoids harmful substance for your health, but it does guarantee the same cleaning results as conventional cleaning products. Are the issues relevant? Are there issues that we are missing?
6. Looking again at the 14 different issues that we are bringing up and now that we had some time to reflect, is there anything missing?
7. Leaving aside these main issues, why do you think people should care about bio-based cleaning products? Why should they decide to choose a bio-based product over a conventional one?
8. Why do producers use bio-based products and resources?
9. We would like to give you the opportunity to raise any additional questions or comments on next steps.

➤ **Next Steps**

Erik Lohse, BioCannDo coordinator, shortly describes the next steps of the project.

➤ **Closing of Webinar**

3.2 Summary of the outcomes of the webinar

The answers obtained through the webinar confirmed the project’s work conducted in previous stages of the case study. Both the identification of three thematic foci (environmental messages, economic messages, and personal messages) was deemed appropriate and considered to cover all relevant issues related to bio-based household cleaning products, as well as the need to communicate about the bioeconomy and bio-based household cleaning products specifically was reinforced. While the economic focus was considered the least important of all three categories, all three foci would be important and suitable in identifying key messages to communicate to the broader public.

The stakeholder interviewed highlighted the usefulness of labels in marketing products and in gaining consumers’ trust. Labels were considered a good tool communicating about household cleaning products’ environmental friendliness, their sustainability, and their ‘natural’ and ‘renewable’ characteristics. In this regard, bio-based cleaning products could also be seen as doing ‘something good for yourself’. Further, the respondent reemphasized the need to educate the public on bio-based products’ performance and effectiveness.

No formalized evaluation was conducted with the participant of this webinar; however, oral feedback received by the participant after the webinar confirmed the format’s effectiveness and tailored approach in surveying stakeholders. The respondent also appreciated the flexible format and the possibility to voice opinions and experiences without the need to travel and invest a longer period of time.

A detailed transcript of the webinar can be found in Annex 1, the presentation used during the webinar in Annex 2.

4. Bilateral Interviews

Due to the cancellation of the initially planned workshop, the team contacted stakeholders that could not attend the workshop and offered to have a one-on-one phone interview with them instead. Three stakeholders agreed to this new format and the interviews were conducted on the 11, 12 and 13th of September 2017. Two interviews were conducted by Michelle Nitschmann from Prospex, and the third one by Katharina Faradsch from Prospex. All three interviews were conducted in the participants' mother tongue - German - and were later translated to English. Respondents represented producers (Head of International Sales and Marketing and a CEO), as well as a representative of an industry branch.

4.1 Structure of the interviews

The interviews were inspired by the following structure and were slightly adapted to the interviewees answers:

- **General introduction:**
 - Presentation of the interviewer and interviewee.
 - Clarification of the use of the results and of the anonymity.
 - Overview of the structure of the interview.
- **Introduction to the BioCannDo project:**
 - BioCannDo is a Joint Undertaking by the Bio-Based Industries and is funded by the European Union's Horizon 2020 research and innovation programme.
 - The objective of the project is the development of key messages aimed at end consumers to promote the European bioeconomy in general.
 - These key messages were created by BioCannDo and the purpose of the interview is to further refine these messages with the inputs of industry experts.
- **Challenges the project is facing:**
 - The key messages must address the whole product category rather than a single brand of cleaning product.
 - The bio-based industry in Europe does not have an industry standard for bio-based cleaning products.
 - Key messages should be as specific as possible but at the same time be applicable to the whole product category.
 - Bio-based products are not automatically "better" as this depends on the LCA and properties and functionalities of a specific product.
 - The "positive" properties of a cleaning product do not necessarily relate to the fact that they are bio-based.
 - Labelling is a good solution to many of these challenges but is not yet standardized.
- **Presentation of the key messages:**
 - **Part A: Bio-based cleaning products in general:**
 1. Bio-based cleaning products are wholly or partially made from renewable resources.

2. Bio-based ingredients in cleaning products can help to reduce energy and water consumption. Lower temperatures, less time and less water is needed for the same or better cleaning results. That can even save money.
3. Bio-based cleaning products can ensure the same cleaning results. A lot of well-established solutions are available on the market.
4. The increased use of renewable resources helps to reduce consumption of fossil resources such as oil. Therefore bio-based raw materials can contribute to reducing CO2 emissions and climate protection.

○ **Part B: Environmental labels:**

5. Product labels can help you to choose a more environmentally friendly cleaning product. Important labels are: The Blue Angel, ECOCERT, Ecogarantie, the EU-Ecolabel, the Nordic Ecolabel and AISE Charter for Sustainable Cleaning.
6. Certified products restrict and avoid the use of substances harmful to health and environment.
7. Certified products must prove their fitness for use.
8. Certified products are less damaging to water and reduce the impact on aquatic life.
9. Certified products reduce packaging waste.
10. Certified products contribute to the use of environmentally friendly packaging material.
11. Three environmental product labels require a minimum quota of bio-based resources or even exclude fossil resources at all (The Blue Angel, ECOCERT and Ecogarantie).
12. A sustainable production of renewable raw materials for bio-based cleaning products is promoted by The Blue Angel, EU-Ecolabel, ECOCERT and Ecogarantie.
13. Bio-based materials foster innovation and can create products with better properties.

➤ **Questions about the key messages:**

- Q1. Looking at the 4 'general' draft messages about bio-based cleaning products, do you think these are relevant themes?
- Q2. Looking at the 4 'general' draft messages about bio-based cleaning products, are there any issues / topics / themes that we have missed and should be added?
- Q3. Looking at the 9 'environmental label' draft messages for bio-based cleaning products, do you think these are relevant themes?
- Q4. Looking at the 9 'environmental label' draft messages for bio-based cleaning products, are there any issues / topics / themes that we have missed?
- Q5. Taking a step back from the draft key messages, why do you think people should care about bio-based cleaning products?
- Q6. Why do you think producers should care about bio-based cleaning products? We have reached the end of the questionnaire, thank you very much for your time and valuable inputs.
- Q7. Are there any questions or issues that we should have asked you but did not?
- Q8. If yes, what is this question?

4.2 Short summary of the outcomes of the interviews

The interviews allowed for in-depth feedback from the stakeholders about the key messages developed by BioCannDo. The main takeaways from the interviews come as follows:

- 1) Firstly, respondents mostly agreed with the direction of the key messages; yet, it was highlighted that the underlying concepts were rather oriented towards future goals.
- 2) Interviewees identified a problem with the use of the term ‘sustainability’. They pointed out the fact that sustainability is not only environmental but also social and economic. There is a need to look at the entire production chain to assess the sustainability of a product. A bio-based product cannot be considered sustainable only because it is bio-based, it also needs to be produced through a socially and economically responsible production chain.
- 3) It was also mentioned that bio-based products are currently not on an equal footing as traditional cleaning products when it comes down to their performance. This issue is seen as one that can be dissuasive for consumers who could consider making more eco-friendly choices when buying cleaning products.
- 4) It was also pointed out that labels are a good way of directing consumers towards bio-based products but that presently, the sheer number of labels and the lack of knowledge consumers have when it comes to the conditions under which a label is awarded to a product reduces the impact, efficiency and credibility of the entire label system. Moreover, labels are often costly and represent a considerable administrative burden for producers who already are facing higher production costs when it comes to bio-based products, the result being a less attractive pricing of these products.
- 5) As the main reason consumers care about bio-based cleaning products, interviewees pointed to two different aspects. One arguing that consumers are looking to ease their conscience by buying bio-based products rather than traditional products and another highlighting the health and environmental aspects as being the main basis on which consumers make their decision when choosing these products.
- 6) Concerning the advantage that comes from using bio-based cleaning products, interviewees mentioned the positive environmental impacts of such products. In addition, bio-based products are an interesting opportunity for producers who wish to diversify their product chain and become less reliant on single lines of raw materials.

The detailed transcripts of all three interviews can be found in Annex 3.

5. Focus Group

In accordance with the BioCannDo Description of Work, the focus group discussion in the 1st case study has taken place in Berlin-Prenzlauer Berg on 8 November 2017. Accommodating for participants' varying availability and integrating the exercise into participants' daily activities, the focus group discussion has been split in two groups, with one afternoon and one evening session each lasting for 1-hour respectively. A small reimbursement for participation has been provided as an incentive to enable consumers to participate in the groups and the venue was selected to create a comfortable atmosphere enabling open discussions.

The Focus Groups have brought together potential end-consumers of bio-based household cleaning products and:

- Served as a testing ground for outcomes of the webinar and interviews (i.e. key messages);
- Checked the relevance of the identified key concepts underlying the developed messages;
- Checked the perception of the key concepts by end-consumers;

Following a highly interactive format enabling maximum participation by all participants, the Focus Group discussions have employed tools and methods that allow for easy and quick interactions. This aspect has been assessed as highly relevant, considering the participants' diverse backgrounds with regard to education, knowledge of bio-based products, age, and gender. The discussion format was therefore conscious of utilising easy language and as little methodological introduction as possible.

5.1 Participants of the focus groups

Aiming to arrive at a balanced and pluralistic set of perspectives, demonstrated by a variety of potential end-consumers from different ages, gender, and working backgrounds, limits potential biases and strengthens the research outcomes. Against this background, the BioCannDo consumer focus groups have predominantly focused on arriving at both a representative sample and at the relevance of the identified product line to the individual. In order to arrive at a representative sample, Prospex has approached potential end-consumers 1) in environments associated with the product line in the broader sense (through leaflets in supermarkets located across a popular metro-line linking Berlin's suburbs with two big Universities and the focus groups' venue), as well as through 2) strategically placed advertisements on social media directly targeted towards and addressing the identified target group (Facebook criteria: living in Berlin and being above 18 years of age).

Table 1 Overview of focus group participants

Age			Gender		Profession
18-30	30-50	> 50	Female	Male	
0	0	1	1	0	Retired
1	0	0	1	0	Student
0	1	0	0	1	Employee
1	0	0	1	0	Student
0	0	1	1	0	Housewife
0	0	1	0	1	Retired/ Houseman
0	1	0	1	0	Student
1	0	0	1	0	Intern
1	0	0	1	0	Student and student worker (psychology)
0	0	1	1	0	Retired, side job as interviewer and simulation patient
4	2	4	8	2	

5.2 Structure of the focus groups

The Focus Groups have hereby been designed and structured following the below elements:

- Introduction and Exercise 1 – Consumer Choices:** At this point no details on the project or the focus on bio-based cleaning products were given. Enabling an unbiased discussion and exploration of factors influencing consumer choices, participants were asked to explain their preferences in cleaning products and provide reasons for their choice.
- Introduction to bio-based cleaning products** - Short description of bio-based cleaning products in general and clarification of language issues (“bio-basiert” vs. “biologisch abbaubar”)
- Exercise 2: Expectations towards bio-based cleaning products** – Exploring participants’ expectations regarding bio-based cleaning products and clustering answers around bigger themes.
- Introduction of BioCannDo key concepts** – Short introduction of the 13 key concept developed by the project and matching, if applicable, of these concepts with participants’ corresponding concepts identified in exercise 2.
- Exercise 3: Voting on clusters** - Interactive session to rank the key clusters according to their relevance and importance for participants.
- Closing and next steps** - Short presentation of how the outcomes of the Focus Group will be used in the next steps of the BioCannDo project.

5.3 Summary of the outcomes of the focus groups

The format of the Focus Group has been largely successful, achieving all set objectives and providing valuable and crucial input to the further advancement of the study.

When exploring participants' consumer choices, a few patterns could be examined in both focus groups and partly also across ages which are listed below. A detailed overview of the voting exercises' outcomes and consumers' priority influences can be found below.

- 1) Throughout both focus groups and across age and gender structures, respondents indicated not only a product's price but rather **value-for-money** to be the most important factor guiding their decisions. While 'value' itself was defined differently by the participants and attached to different characteristics (see points mentioned below), respondents placed a high importance on the price of a non-durable good.
- 2) Across age groups and gender, the point was made for both **texture and scent** influencing consumers' choices. Strikingly, both characteristics were often linked to **cleaning performance**. While participants preferred neutral or pleasant scents as opposed to harsh chemical scents and fumes, a tendency to equal harsh scents with a better cleaning performance could be observed. In both groups a majority expected the same cleaning performance to buy a bio-based product even though younger participants seem to be rather willing to lower their sights.
- 3) The aspect of **health** and cleaning products' impact on skin and the respiratory system was discussed in both groups and across ages. Several respondents indicated to experience dry skin or even triggered signs of skin diseases linked to the use of conventional cleaning products and mentioned to consciously choose natural, organic, or products bearing a 'bio' sign in order to avoid the negative effects.
- 4) Both groups clearly indicated the **sustainability** of a product and its **environmental friendliness** as influences. Especially regarding cleaning products, respondents identified a need to consciously choose products having a less harmful effect on the environment and water in particular. Closely linked to this argument, respondents assessed **bio-degradability** of products to be, while not a deciding factor, and important aspect to consider.
- 5) "**Environmentally friendly**" was considered as a generic term and a specific distinction according to more specific aspects (water protection, recycled packaging, climate protection) was not prioritized by the majority of participants. Participants expect that these aspects are taken into account when a product is claimed to be environmentally friendly. Participants think of bio-based cleaning as being better for the environment while at same time saying that they are not really sure if and how this property is really met.
- 6) The **packaging and visual design** of cleaning products emerged as an important factor guiding consumers' decisions. While respondents who paid attention to health and environmental factors, tended to prefer minimalistic, green, blue, or transparent packaging, respondents who rather paid attention to factors of performance and effectiveness preferred 'aggressive' and 'strong' looking colours such as yellow and red.
- 7) While a smaller number of respondents indicated to have no particular choice in specific cleaning products, rather arriving at spontaneous choices based on the displayed availability of products, especially participants from the age group above 50 indicated their **loyalty towards brands**. Arguments mentioned spanned from 'always having used it' and nostalgia to habits.
- 8) **Commercials** and the impression brands convey appeared to impact consumers choices.

When introduced to the concept of bio-based products and asked for their expectations regarding a bio-based household cleaning product, all respondents surveyed had not been previously aware of the concept of bio-based products and the bioeconomy. Language issues ('bio' translating to 'organic' in German) were hereby identified as a vital factor contributing to an initial confusion regarding the concept.

Respondents indicated the following expectations regarding bio-based household cleaning products:

- Same performance/ or not as effective as the 'chemical bomb'/ conventional products;
- Better for the skin and soil – better tolerance;
- Sustainable ingredients and origin of ingredients traceable;
- Less fumes to inhale/ less chemical and harsh – both to skin and the environment;
- Lighter and ecologic packaging - Packaging and bottle design/ visuals – minimalistic, green or blue, transparent;
- Neutral or pleasant scent;
- Relieves the environment, not as harmful;
- Price more expensive than conventional products because of the branding as 'bio' – implying a more complex production process and higher quality of the ingredients;
- Limited availability in stores;
- Might produce less foam – could be shortening the washing cycle;
- Bio-degradable.

A further point raised by respondents during the discussions relates to the traceability of the used ingredients. A general mistrust of available certification labels could be noticed among respondents. Reasons for the latter were given in regard to an apparent inflation and over-use of labels on the market, many of which would not be assessing a product objectively but rather being created by the producers itself. Linked to this part of the debate, many respondents questioned whether bio-based products would in fact be 'better' than conventional products. Especially in regard to the production and transportation process, the ingredients used and their sustainability aspect (e.g. palm oil), respondents displayed uncertainty.

Table 2 Overview of respondents' priorities (measured through votes). Only clusters that received votes are listed below. For a full overview of all identified clusters, please see Annex 4.

Cluster	Votes from Focus Group 1	Votes from Focus Group 2	Overall votes
Environmentally friendly	6	3	9
Not detrimental to health	6	2	8
Value-for-money	4	2	6
Same cleaning effectiveness/performance	4	1	5
Water protection	1	2	3
Climate protection	1	-	1
Environmentally friendly packaging	-	1	1
Availability	1	-	1
Efficiency	-	1	1
Less packaging	-	1	1
Renewable resources	-	1	1

Annex 4 presents a record of the discussions and accounts provided in the two Focus Groups.

5.4 Evaluations of the focus groups

An official evaluation was conducted with respondents of both focus group discussions. Respondents appreciated the format and implementation of the small focus groups and highlighted the learning aspect of the event. Many reported that they would now be more aware of the existence of bio-based household cleaning products and mentioned that they would actively look out for them.

A comprehensive overview of the evaluations received can be taken from Annex 5.

6. Next Steps and Lessons Learned

The findings of the presented case study 1 – ‘Study on bio-based household cleaning products’ will be taken up by the BioCannDo consortium and will be fundamental in informing the development of both case study-specific, as well as broader and widely applicable communication messages about the bioeconomy and bio-based products. Identified key themes will be transferred to layman language so that communication about key aspects of products and related functionality will be understood also outside scientific circles.

Lessons learned from the stakeholder engagement formats employed in this case study will provide vital guidance for the design and implementation of the following two case studies of the project and have already been considered in the conceptualization of case study 2 (see D5.2 Concept on the workshop and focus group of the 2nd case study). Based on the above, key lessons learned during the design, implementation, and evaluation of case study 1 include:

Lessons learned regarding stakeholder engagement formats employed in case study 1:

While the initial approach and design towards the stakeholder engagement formats employed in this study have been vital in structuring the research process and guiding all interactions and communication with stakeholders, a greater degree of structural flexibility and pragmatism proved helpful and essential in addressing both the product group’s nature, fabrication, distribution and use, as well as country-specific issues related to the latter points.

In this regard, the stakeholder mapping and invitation processes in the remaining two case studies will be following an approach of close consultation and co-creation with the respective industry associations of the product groups and established partner networks to identify potential country-specific and product group-specific challenges and develop strategies to address them at an early stage.

Adapting the initial approach of engaging stakeholders in a centralised and targeted workshop towards employing a two-fold bilateral and participative interaction strategy – through webinars and interviews - allowed for a greater degree of flexibility for respondents’ participation. The input obtained through the latter formats proved crucial in shaping the further orientation of the research process and development of the communication messages. Against this background, a pragmatic approach will be adopted for the second case study’s design determining suitable formats at an early stage of the design process in close consultation with key actors of industry associations and the project’s expert network. While Prospex’ dedicated CQI-method will guide the stakeholder mapping process, flexibility will be used when needed to ensure a greater representativeness of the products group’s stakeholders.

Looking at the consumer consultation stage, the format and process employed in the tailored focus groups conducted in Berlin proved to be highly successful, achieving all set objectives and providing valuable and crucial input to the further advancement of the study.

The strategic decision to organise two instead of one central focus group accommodated for participants’ varying availability and enabling greater participation by different age groups. Further, feedback received by focus group participants highlighted the suitability and appropriateness of 1-hour long sessions. Respondents were rather critical regarding longer formats and determined 1 ½ hour long sessions as the maximum time they were willing to spend in a focus group. Participants confirmed the effectiveness of a small reimbursement for participation as an incentive to attending the focus group.

Annex 1: Transcript of the Webinar

Part A: Bio-based cleaning products in general

Q1. Looking at the three categories of “environmental”, “economic” and “personal”, which do you believe has the greatest potential to appeal to the consumers? And why?

“The labels are very important and it is important to help the energy and water.”

a. Follow-up question: Why in particular the issues of energy and water?

“Especially in washing detergents, there is a trend to use less energy and to reduce the temperature of the water.”

b. *Follow-up question: Looking at these three categories you would not say that one of them really resonates with the consumers more than the others?*

“From my feeling, all categories are important. The consumers want the same cleaning results as with chemical products but they also want to protect the environment.”

Q2. Looking at the three categories in turn: When we first look at “environmental” we got 11 different issues here. From your point of view have we identified the relevant or the important issues? Or are there issues that we are completely missing?

“I believe you have a lot of issues identified. Is there a reason for you to only have included a single economic issue?”

- Only looking at environmental for the moment.

“The selection is ok, there is nothing missing.”

Q3. You mentioned a bit earlier that labels are important, could you explain why?

“The labels are increasing. The eco-label is very important for instance in France and in Italy but also The Blue Angel in Germany – these are two big labels which are frequently used. There are more and more labels in the cleaning area.”

c. Follow-up question: How do you explain the enthusiasm for the labels?

“They want to have the cleaning results and they think it is good for the environment. The customer feels encouraged to buy the product when there is an environmental benefit. Customers are increasingly demanding products displaying labels.”

d. Follow-up question: Would you say that the labels are trusted?

“Yes, I think so.”

Q4. Looking at the “economic” category we have two questions: 1) Is this a relevant issue? 2) Do you think this is an issue that appeals to consumers (= do they care about it?)

“The performance of bio-based products is increasing because at the moment, they are not performing as well as we would hope.

If I only look at the economic category, the identified issue is an important one. If I look at all categories, the issue becomes less important.”

- e. Follow-up question: What other issues should we include under the “economic” category?

“I do not know. If you only see the point on innovation and product design, there is nothing about the product’s raw materials.”

- f. Follow-up question: Does the use of bio-based materials lead to the development of bio-based products that have new characteristics and that are more innovative in comparison to traditional products?

“I do not know, but I think the key factor here is the ‘natural’ and ‘renewable’ characteristic of these products.”

Q5. Looking at our final category of “personal”, which directly relates to the consumer, we are trying to say that using a bio-based cleaning product avoids harmful substance for your health, but it does guarantee the same cleaning results as conventional cleaning products. Are the issues relevant? Are there issues that we are missing?

“If health includes allergies, then yes, this is a very important issue. The second issue addressing cleaning results is also important.”

- g. Follow-up question: From your knowledge and experience, this issue that bio-based products are achieving the same cleaning result, do you think consumers believe that or are they skeptical? Is this something we should put emphasis on?

“We have to educate people that bio-based products can be just as good as chemical products. Though from my experience, if it is a really good cleaning product, then it is still chemical at this point.”

Q6. Looking again at the 14 different issues that we are bringing up and now that we had some time to reflect, is there anything missing?

“No but I will think about it.”

Q7. Leaving aside these main issues, why do you think people should care about bio-based cleaning products? Why should they decide to choose a bio-based product over a conventional one?

“The sustainability aspect primarily and to protect the environment.”

- h. Follow-up question: Are the other reasons (e.g. price) for choosing a bio-based product?

“To protect yourself and the environment. To do something good for yourself.”

Q8. Why do producers use bio-based products and resources?

“Primarily this is a question concerning consumers but being a product designer, the labels are attractive. To claim that your product is certified with the eco-label and also bio-based is even more attractive. But it is also a question of price for producers, the price-value balance needs to be there.”

- i. Follow-up question: Is it possible to generally say that certain characteristics can be attributed to bio-based materials?

“No.”

Q9. We would like to give you the opportunity to raise any additional questions or comments on next steps.

“No.”

Annex 2: Presentation given during the webinar

Webinar: Communication Key Messages for bio-based Cleaning Products

Erik Lohse – Fachagentur Nachwachsende Rohstoffe e.V.

Moderation – Martin Watson (Prospex)

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BioCannDo

Webinar: Communication Messages for bio-based Cleaning Products

05/09/2017

Agenda

1. Approach of “Key Message” development
2. Main issues
3. Questions and discussion
4. Next steps

2

BioCannDo

Webinar: Communication Messages for bio-based Cleaning Products

05/09/2017

1. Approach of Key Message development

- Target group: end consumer
- Lead question: What is the benefit of a bio-based product? Why should consumers care about bio-based cleaning products?
- Key Message: one or two easy to understand sentences. Additionally some insights/background information will be provided
- Key Messages were sourced and developed on a review from literature: documents, reports, policy documents by national and European authorities and information material by national and European NGOs and associations
- Next Steps: phone interviews, focus group
- Key Messages will be developed for bioeconomy in general, construction materials and food packaging materials

3

BioCannDo

Webinar: Communication Messages for bio-based Cleaning Products

05/09/2017

1. Approach

Environmental benefits Economic benefits Personal benefits

4

BioCannDo

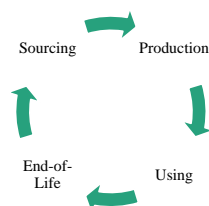
Webinar: Communication Messages for bio-based Cleaning Products

05/09/2017

1. Approach

Environmental benefits Economic benefits Personal benefits

We can (theoretically) communicate about these benefits when...



5

BioCannDo

Webinar: Communication Messages for bio-based Cleaning Products

23/10/17

1. Approach

Challenge/ Dilemma:

- Communication about a whole product category
- Missing industry standardisation for bio-based cleaning products
- Messages should be as specific as possible, but at the same time be applicable for whole product category
- Bio-based products are not automatically “better”, depends on LCA and properties and functionalities of a specific product
- (Positive) properties of a cleaning product do not necessarily relate to the fact they are bio-based

-> Solution: Environmental Product Labels

6

1. Approach

■ Examples

- “Bio-based cleaning products are wholly or partially made from renewable resources.”
- “Certified Products are less damaging to water and reduce the impact on aquatic life.”

7

3. Discussion

- Of the three categories ‘environmental’, ‘economic’ and ‘personal’ which has the greatest potential to appeal to consumers and why?
- Have we identified the relevant issues for ‘environmental’, what needs to be added?
- Have we identified the relevant issues for ‘economic’, what needs to be added?
- Have we identified the relevant issues for ‘personal’, what needs to be added?
- Why do you think people should care about bio-based cleaning products?
- Why do producers use bio-based resources?

9

Key Messages – Environmental

1. Bio-based cleaning products are wholly or partially made from renewable resources.
2. Many cleaning products are at least partially made from renewable resources.
3. Environmental product labels can require a minimum quota of bio-based resources or even exclude fossil resources at all. Examples are: The Blue Angel, ECOCERT and Ecogarantie.
4. The increased use of renewable resources helps to reduce consumption of fossil resources such as oil. Therefore bio-based raw materials can contribute to reducing CO2 emissions and climate protection.
5. Bio-based ingredients in cleaning products can help to reduce energy and water consumption. Lower temperatures, less time and less water is needed for the same or better cleaning results. That can even save money.
6. Using any cleaning product means accepting a certain environmental burden. Environmentally certified products can minimize these burdens.
7. Important environmental labels for cleaning products are: EU-Ecolabel, The Blue Angel, The Nordic Ecolabel, ECOCERT, Ecogarantie, AISE Charter for Sustainable Cleaning.
8. Certified products restrict and avoid the use of substances harmful to health and environment.
9. Certified products are less damaging to water and reduce the impact on aquatic life
10. Certified products reduce the packaging waste and contribute to the use of environmentally friendly packaging material.
11. A sustainable production of renewable raw materials for bio-based products is promoted by The Blue Angel, EU-Ecolabel, ECOCERT and Ecogarantie.

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2. Main issues

Environmental

1. *Sourcing*: Wholly or partially made from renewable resources
2. *Sourcing*: Many products are partially bio-based
3. *Sourcing*: Use less fossil resources and reduce CO₂, contribute to climate protection
4. *Cleaning Product*: Bio-based ingredients help to use less energy and water
5. *Certified Product*: Can require quota of bio-based materials (Blue Angel, ECOCERT, Ecogarantie)
6. *Certified Product*: Labels include Ecolabel, Blue Angel, ECOCERT, Ecogarantie, AISE.
7. *Certified Product*: Can minimise environmental burden
8. *Certified Product*: Restrict/avoid environmental harmful substances
9. *Certified Product*: Reduce water pollution
10. *Certified Product*: Use less packaging + environmentally friendly packaging
11. *Certified Product*: Promote sustainable production of raw materials: Blue Angel, EU-Ecolabel, ECOCERT, Ecogarantie

Economic

12. *Cleaning Products*: Stimulates innovation and new product design

Personal

13. *Certified Products*: Avoid substances harmful to health
14. *Results*: Bio-based products ensure the same cleaning results

8

4. Next steps

- Feedback from webinar will be incorporated and updated Key Messages will be shared with participants
- Key Messages will be checked and discussed again (interviews)
- Key Messages will be tested in a focus group
- Results will be shared with participants
- Key Messages will feed into BioCannDo communication and network activities
- Additional sets of Key Messages will be developed for bioeconomy in general, construction materials and food packaging materials

10

Key Messages – Economic

- Bio-based products stimulate innovation and new product design.

14

Key Messages – Personal

- Certified products avoid substances harmful to health.
- Bio-Based cleaning products can ensure the same cleaning results . A lot of well-established solutions are available on the market.

Annex 3: Transcript of the stakeholder interviews

Transcript Interview I

Part A – Bio-based cleaning products in general

Q1. Looking at the 4 ‘general’ draft messages about bio-based cleaning products, do you think these are relevant themes?

Generally speaking, the direction of the messages is the right one for me. However, are these messages wishes of where we want to move or do they intend to resemble the present situation?

a. Current situation.

I do completely agree with point 1 and point 4, bio-based products should be able to partly or wholly use sustainable resources and generally reduce CO2 emissions.

However, when looking at point 2 and 3 – This is rather a vision for the future for me, the real performance has not been reached yet with the materials we are using but we want to get there. These two points are also key points for consumers to still buy Persil and similar products because the washing performance is not there yet.

All 4 points should be achieved, this is exactly where we want to go – we want to wash with less time but with a better washing performance, CO2 emissions are reduced, etc. This is the right direction for the future.

Brand A has been developed to be sustainable. Yet, when looking at Stiftung Warentest tests, Brand A is always ranked on the last ranks – satisfying to inadequate. We still have a trade-off between sustainability and performance. This is a hurdle we want to overcome.

What irritates me however is that with these messages, we are only looking at the resource or at the product itself but never at the product chain. There are three columns of sustainability – social, ecologic, and economic. We do see the ecologic sustainability – less time, less water, and energy – this saves money. Yet, where is the social sustainability – where and how has this been produced?

Who would have thought 2 years ago that the UN would intervene regarding plastic garbage in our oceans or that Kenia is fighting against plastics. We have reached a point at which sustainability is more than environmental protection, it has become needed. I would like to see this need reflected in the messages. This might even be a fifth key message – we cannot go on like this. For me, it is not a question whether we should invest in bio-based or not, we have to. I do not say this because we are a green company but because I also see a responsibility as a producer to improve the planet in the long-run.

Q2. Looking at the 4 ‘general’ draft messages about bio-based cleaning products, are there any issues/ topics/ themes that we have missed and that should be added?

Looking at messages 1-4, this reads to be like we want to make everything a little better, a little nicer but I say rigorously – the green track need to become our future standard. The social

sustainability is currently missing in the messages – which effects does the production have on the people on the ground in the locations where the resources are produced.

Q3. Looking at the 9 ‘environmental label’ draft messages for bio-based cleaning products, do you think these are relevant themes?

Relevant for the consumer, it is the consumer who decides what is being offered on the shelf. The only parameters enabling the consumer to differentiate between the different producers. The consumer does not know much about the existing ecolabels. The consumer does understand that green cannot be bad; however, little is known about the real criteria behind the labels.

Then there are incidents like the blue angel awarding its label to a product that was indeed at risk for causing allergies. The consumer trusts blindly; yet, there is an inflation of labels as they want to earn money, thus awarding their labels to many more products including pens, furniture, painting colours, etc. The result being, that labels lose credibility.

If you properly read through the requirements for these labels, these are only lists of resources which you should not use. Of course, there might still be a balance between the product and its packaging but then again, this is only a list of resources you should not use – someone decides that this means eco. However, this is still not addressing the theme of the triad of sustainability. None seems to care about the production conditions as long as the raw material appears to be clean. We need to shed light on the real backgrounds.

I am lucky to be closely in contact with Brand B talking to brands in the United States and Europe – there are some brands which are only considered green in the United States or in Europe. There are differing perceptions of what can be considered ‘bio’. The discussion regarding labels thus becomes obsolete.

Q4. Looking at the 9 ‘environmental label’ draft messages for bio-based cleaning products, are there any issues/ topics/ themes that we have missed?

The theme of the social aspect of the product is missing completely – looks only at packaging and raw materials, environmental safety of the products but not at the social aspect. Perfect example is Brand C, which considers the B-certification. This includes a sustainable, holistic view at not only producing a product but giving back, a part of the yield is being given back to society. Brand D for instance, does the same but for marketing purposes.

Q5. Taking a step back from the draft key messages, why do you think people should care about bio-based cleaning products?

People who have a certain income and a certain level of education want to ease their bad conscience. For the future, I rather think this is addressing people with a good conscience who want to give back. For this however, the price of bio-based products will have to be the same as Persil for instance, there should be no on-top price. Consumers should have the choice between a sustainable product and a traditional product. Thus, more demand and higher selling numbers can be generated by declaring the purchase to be a decision of the conscience.

Q6. Why do you think producers should care about bio-based cleaning products?

Exactly the same reason. I have a good friend working at a private bank who developed a sustainability report three years ago. He was laughed at that time. After three years, his report has now become a standard. We have to create products that are high in performance and not harming the environment but we also have to see that the employees working at these companies, do operate in an environment that is socially sustainable. Producers should ask themselves, do I produce considering the three elements of sustainability? We need to adopt a holistic thinking.

Q7. What positive effects do bio-based raw materials have in household cleaning products?

It is clear that we can contribute to curtailing the pollution of the environment, telling a real story, that no animals are dying, and no allergies are cause. Further, a new quantum leap can be pursued, a new path to the future. I like to compare this to the switch from analogue to mobile phones. This development will be normal for the entire economic chain. We want to ease consumers' consciences, that they can rely on the positive character of the products. We need to be able to drink washing liquid or bathe our babies in there without anything harmful happening.

Q8. Are there any questions or issues that we should have asked you but did not?

Another interesting question would have been to ask producers in which working environment and atmosphere they are working. Are they consumption-oriented or are they convinced that this is the future?

Transcript Interview II

Part A – Bio-based cleaning products in general

Q1. Looking at the 4 'general' draft messages about bio-based cleaning products, do you think these are relevant themes?

Partly, but there are also mistakes in these messages.

Mistakes – There needs to be a clear definition of what is considered 'bio-based', otherwise I cannot judge these messages. Is 1% of the entire product enough to talk about 'bio-based' or are we looking at ingredients? Looking at for instance the water content in products, most products contain up to 90% of water – is this bio-based? There is still a need for a petro-chemical content in products, minerals for instance.

Definition – up until which percentage can you still speak of a bio-based product. 'Partially' is correct but I do not know of any product besides pure lemon used as decalcifier that is 'wholly' made of bio-based ingredients. Thus, the word 'wholly' needs to be erased.

Q2. Looking at the 4 'general' draft messages about bio-based cleaning products, are there any issues/ topics/ themes that we have missed and that should be added?

'Less time and less water' – This is primarily due to enzymes, which can help decrease the temperature needed for washing. Yet, more time is needed if only enzymes are responsible for the washing performance. The water consumption is primarily dependent on the machine used and not

on the ingredients. Thus, the statement that less time or water is needed is incorrect. The eco-design regulation only applies to machines and not to products.

Bio-based ingredients are further not per se environmentally friendly or renewable. A life-cycle analysis will be needed to determine this.

Part B: Environmental labels

Q3. Looking at the 9 ‘environmental label’ draft messages for bio-based cleaning products, do you think these are relevant themes?

Q4. Looking at the 9 ‘environmental label’ draft messages for bio-based cleaning products, are there any issues/ topics/ themes that we have missed?

One can look at single elements of the labels if they say something about bio-based products, but many of these messages are not correct. I do not know much about ECOCERT, Ecogarantie, the EU-ecolabel, and the Nordic Ecolabel but I do know The Blue Angel and the AISE Charter for Sustainable Cleaning. AISE charter for sustainable cleaning is not an environmental label but a sustainable label – also socially and economically. Hence, the latter is not associated correctly under the label of ‘environmental messages’. The Blue Angel is indeed an environmental label. The environment is only a part of sustainability. There are several dimensions to sustainability.

If I only clean my laundry with water, I still have a cleaning effect but less of a harmful environmental effect. Thus, if I only look at the environmental aspect, water wins over cleaning products. Yet, we did not consider the cleaning and hygiene effect, thus, the social effect is being left out which is a crucial part of sustainability. One must consider all effects of sustainability, including the ecologic, economic, and social aspects.

I would advocate to change the wording:

Message 1. ‘Help you choose a more sustainable cleaning product’

Message 2. ‘restrict’ or ‘avoid’

Message 10. How is environmentally friendly defined? – avoid packaging material, quota for recycling?

Message 11. This message is wrong – Looking at the Blue Angel, petrochemical or fossil resources can be used. There is only a restriction on surfactants for which the petro-chemical content can only amount to 60%.

Message 13. This message would be relevant for both bio-based and fossil resources – both types of products and ingredients calls for innovation – the message is obsolete.

Q5. Taking a step back from the draft key messages, why do you think people should care about bio-based cleaning products?

To diversify the product chain. To really assess advantages and disadvantages, you would need to know more about the production chain itself, where and how has a resource been produced. The more demand for a product increases, the more problematic its production becomes – example palm oil.

Q6. Why do you think producers should care about bio-based cleaning products?

To diversify the product chain, to not be reliant on single lines of raw materials.

Q7. What positive effects do bio-based raw materials have in household cleaning products?

Enzymes are the only ingredient that can be clearly distinguished here and that is advantageous.

Q8. Are there any questions or issues that we should have asked you but did not?

How would you define ‘bio-based’?

Transcript Interview III

Part A: Bio-based cleaning products in general

Q1: Looking at the 4 ‘general’ draft messages about bio-based cleaning products, do you think these are relevant themes?

Yes.

I don’t know, if they save money, which is something that needs to be tested.

Q2: Looking at the 4 ‘general’ draft messages about bio-based cleaning products, are there any issues/topics/themes that we have missed and should be added?

No.

Q3: Looking at the 9 ‘environmental label’ draft messages for bio-based cleaning products, do you think these are relevant themes?

Message 5: There are many companies that created their own labels, but they do not say anything. We have worked with the EU Ecolabel and invested a lot of time, even checking with our suppliers. Then there were supposed to come legislative changes and to many delays, so we gave it up. The administrative burden, including additional evidence, and the enormous costs were just too much. Also, our suppliers have their own labels. Additionally, labels are not required in the stores, the demand is not that high. Therefore, we sell online, where the demand is higher.

Message 6: OK

Message 7: We had one of our products tested against the non-bio-based market leader and they have found out that our product has the same cleaning results. But we did not put that result on the product, because then we would need to pay for the Institute’s label.

Message 8: OK

Message 9: OK, because we do not use any additional packaging.

Message 10: OK

Message 11: This is important, if you want to have a chance against the conventional products.

Message 12: Labels ask money, although it is the producers that invest the money in promoting sustainable production. They invest the money and time, but the labels want even more money just to give their label.

Message 13: OK

Q4: Looking at the 9 ‘environmental label’ draft messages for bio-based cleaning products, are there any issues/topics/themes that we have missed?

No.

Q5: Taking a step back from the draft key messages, why do you think people should care about bio-based cleaning products?

There are many cleaning products that are annoying. They are chemical “bombs”, which are dangerous and expensive and they have a lot money for advertisement.

Luckily, these products do not have the bug hype anymore and we are finally moving away from chemical products.

We sell via Amazon and every customer gets a message that he/she is protecting the environment and humans in general. We let them know that they do their share.

The common awareness is broadening: Protect your environment.

BioCan This awareness is increasing among on layers of society and all generations.

Q6: Why do you think producers should care about bio-based cleaning products?

Something needs to change.

Bio-based products have similar or the same results.

But the industry lobby is strong, but big producers must slowly change and somebody needs to prompt them.

Cost/price is not that relevant.

Q7: Who do producers use bio-based products?

Environmental aspects/reasons

Health aspects/reasons

Q8: What positive effect do bio-based raw materials have in cleaning products?

Use: they require less content and are more economic

They don't have solvents that are taken up via the skin

They have the same/equal cleaning results

Health

Environment

Q9: Are there any question or issues that we should have asked you but did not?

Yes

Q10: If yes, what is the question?

Not a question, but a comment: It should be easier to get ONE European label, without too much of an administrative burden and they should not be too expensive. This is the only way to convince consumers.

Annex 4: Transcript of the Consumer Focus Groups

Focus Group I

- a) **Introduction and Exercise 1 – Consumer Choices:** Recreating an imaginary drugstore set-up, participants have the choice between a wide range of toilet cleaners, washing liquids, and washing detergent and are asked to choose on product of each group they would also normally buy.

Exercise – Explain your choice.

- Woman, over 50 – I chose the washing liquid ‘Fit’ because I have known it for years. I further chose ‘Weißer Riese’ as washing detergent because of its texture – I choose gel over powdery detergents.

- *Is it important that it is this brand or because it’s a gel?*

- More the texture but I also know the brand.

For the toilet cleaner, I have chosen the brand ‘00’ because it says it is against urine scale and lime buildup. It also says it smells fresh. To be honest, I have been influenced by commercials here, the one I have at home is even stronger.

- Woman, above 30 – I have only chosen the brand ‘Denk mit’ now but this is not intentionally. I have build my decision on personal experiences, I have a skin disease which means I cannot take anything too harsh or chemical. I always tend to first try weaker products and assess whether I really need something stronger. Normally, I choose the brand ‘Frosch’ or other natural products and I prefer liquids. ‘Frosch’ also smells nice and lasts for a long time. I have further chosen ‘Denk mit’ for the washing detergent because it is bio-degradable and organic. I do notice the difference but I also have very sensitive skin.
- Woman, below 30 – For the toilet cleaner, I have chosen the vinegar cleaner from ‘Frosch’ because I know it from home. It works well and is comparatively natural – it doesn’t harm the environment as much. For washing detergents, I have chosen the ‘Denk mit’ all-in-one laundry detergent. This one doesn’t smell so intensively and the name has also influenced my choice². I hope it is not so bad for the environment, it is not like this *chemical shit* that doesn’t decompose and it is not as expensive as other products. For the washing liquid, I have chosen two products – ‘Frosch’ with aloe vera and ‘Denk mit’ again – both because of the environmental aspect and I know both. The size of the bottles is also bigger, you don’t have to buy new ones as often. Then the price is also cheaper for the ‘Denk mit’ and it is good to the skin and environment.
 - *Did the others also pay attention to the price when making their choice?*
 - Yes.
- Woman, above 50 – I have chosen ‘Fit’ as washing liquid because I have known it for my entire life, you might say out of nostalgia. Other products are also not better. For the washing detergent, I have chosen ‘Spe’ out of the same reason. I have been a customer of ‘Spe’ for 40 years. However, I only use this for my coloured clothing, for the rest I use ‘Persil’, the capsules, because it is the perfect amount. Yes, they are more expensive, but they just have the perfect amount in them. For the toilet, I have chosen the ‘Denk mit’ natural cleaner because I am cleaning my toilet every day so it needs to be with something that is not harming the environment and it needs to be cheap.

² ‘Denk mit’ translation from German to English: ‘Think along’.

- Woman, above 50 – I have chosen ‘Spee’ for the washing detergent, which I have only discovered when I became a grandmother. My grandchildren just tolerate it better. I used to always use ‘Persil’ but now I use ‘Spee’. I also chose the powdery one because it cleans better I feel. My children have told me to use ‘Spee’ sensitive, the liquid one, and I do. For the washing liquid, I chose ‘Fit’ because I have always used it, not only for the dishes but also for my floors and everything else. When it comes to the toilet, I am not finical. I chose ‘WC Ente’ because it allows me to get under the toilet bowl. I also don’t like blue products, I don’t know why but the colour is important to me. I also use the vinegar cleaner for everything else.
- Man, above 50 – I normally always buy the ‘Rossmann’ house-brand but if I am at ‘DM’, I buy their house-brand ‘Denk mit’. I just think that the value-for-money is good when buying the house-brand. I also prefer creamy liquids more than the transparent ones. For the toilet, I use ‘Frosch’ because it is less environmentally harming than other products. I also like the vinegar cleaner, you don’t need chemicals to clean well. I chose for the lavender one because it smells good. I also chose for the cleaning detergent of the ‘Frosch’ brand for the hot wash. Normally I use ‘Rossmann’s’ but this one is also ok.
 - *Do you still do hot wash?*
 - *No but 60 degrees I do.*

b) Introduction to bio-based cleaning products

c) Exercise 2: Expectations towards bio-based cleaning products

- Man, above 50 – My expectation would be that bio-based cleaning products minimize the use of crude oil while pertaining the same performance as traditional products. I would also think that these products are better for the skin, also in regard to allergies. There would also be less fumes to inhale.
- Woman, below 30 – I would think that these products clean just as good as non-bio-based products. I would also expect full transparency regarding the ingredients, especially in regard to allergies. I think there might also be no chemical smell, you have to notice the difference in application. So it can smell but not as much. I would also expect a choice, a variety of products available.
- Woman, above 50 – The sustainability of the ingredients needs to be given und traceable. It needs to indicated on the packaging that this is a bio-based product and that it’s sustainable. I would also expect a higher yield from the product which in turn relieves the environment. The effectiveness needs to be given and the scent needs to be neutral or pleasant. I also expect bio-based products to be gentle to the skin and not so aggressive to skin and soil.
- Woman, above 50 – I expect bio-based cleaning products to have a high cleaning effectiveness because it is ‘bio’. I also expect a good value-for-money of these products and that they are good for the environment.
- Woman, below 30 – I expect a better tolerance of the skin. Tis whole discussion around moving away from meat towards soy products, and thinking of greenhouse gasses. But is the energy balance really better? The production might initially be more complex, I don’t know how far we are in the production. At the beginning of these developments, the effectiveness might be lesser. I do think that bio-based products are generally speaking better degradable. However, because it is new, I would think that these products are more expensive.
- Woman, above 50 – The scent needs to be good and noticeable but not too strong. I also expect the same cleaning effectiveness and that these products are environmentally friendly – there are less chemicals included in these products than in traditional products. They shouldn’t be too expensive otherwise they will never become mainstream.

d) Introduction of BioCannDo key concepts

- Are these theoretical concepts or are we talking about that these concepts are currently already met?
 - *These concepts are already being met; yet, there is a variety of products with different characteristics.*
- Woman, above 50 – Key word palm oil – we are not currently able to produce this ourselves – where is this coming from and what does it cost?
 - *Palm oil is currently still largely produced in Malaysia und Indonesia, two big production areas. The production itself can be certified which roughly 20 percent of the palm oil production is.*
- Man, above 50 – Do you also consider the costs of transporting the ingredients in your environmental balance?
 - *We are looking at the production conditions which can be certified separately. LCAs can also be certified.*
- Woman, above 50: When it comes to certification, I am rather critical, There are so many different certificates and you read so much, my trust in these is not really given. That might also be due to me watching those testing shows on TV.
 - *Is there a label you trust?*
 - *No, I do think that there is lots of playing fast and loose with these labels.*
- Man, above 50: There are also institutes that are specifically created just for this purpose.
- Woman, above 50: Which renewable resources are there as a base of these products in Europe?
 - *When we are looking at cleaning products, we will not be able to disregard palm oil in the long run. This is why it is so important to examine the production itself. ‘Brand A’ for instance, invests in canola and tries to produce it in Europe. They also try to broaden the product variety.*



Figure 2 - Presentation of the key concepts identified

e) Exercise 3: Voting on clusters

Participants were asked to choose their personal top three priorities of the concepts mentioned.

- Woman, below 30: Some points do overlap I think so it is difficult for me to decide.
- Woman, above 50: Value-for-money in connection with the same cleaning effectiveness (so that it isn't that much less effective than traditional products). Then I am also torn between the sustainability of the resources and the health aspect, that it isn't bad for the health.

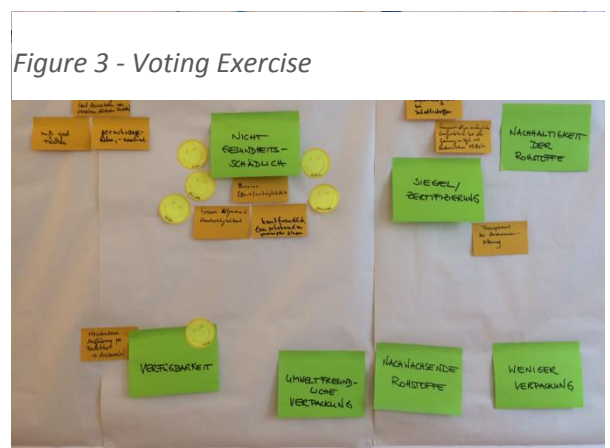


Figure 3 - Voting Exercise

- Woman, below 30 – For me the most important is that it isn't bad for the health. It should also have the same cleaning effectiveness or at the very least be not that much worse. I would be willing to have a lesser cleaning effectiveness if the product itself is better in general. It should also be environmentally friendly and good for climate protection. Of course the value-for-money needs to be ok.
- Woman, above 50 – It needs to be environmentally friendly, this includes the protection of water and skin. The cleaning performance needs to be the same. If I have to clean twice, then it is effectively more expensive – so the value-for-money needs to be good.
- Man, above 50 – I would go for the products to be environmentally friendly, the value-for-money needs to be good and it needs to be good for the health.
- Woman, above 50 – For me, the most important points are that the product is environmentally friendly, that it is efficient and effective (which includes value-for-money and effectiveness for me), and the health aspect.
- Woman, below 30 – It is important that the product is environmentally friendly, not bad for my health and also readily available.

f) Closing and Next steps

Overview of the clusters produced during the Focus Group 1 discussions:

Efficiency

- Yield

Climate protection

- Minimize use of crude oil, same efficiency

Water protection

Environmentally friendly

- Environmentally friendly, less chemicals
- Better degradable
- Environmentally friendly

Same cleaning effectiveness

- Good cleaning performance
- Effectiveness
- High cleaning performance
- Cleans just as good as non-bio-based products
- At the beginning of production – perhaps lesser effectiveness

Value-for-money

- Not so expensive
- Expensive
- Good value-for-money

Scent

- Needs to smell good
- Needs to be neutral or pleasant in scent
- Not too chemical in scent (with the exception of a few stronger products)

Availability

- Different varieties for each products category - choice

Not detrimental to health

- Better general compatibility – skin
- Better (skin-) compatibility
- Friendly to skin

Certification/ label

- Traceability of sustainability in certified products

- Questionable initial energy balance compared to the production of conventional products
- Transparency of composition
- Sustainability of the raw materials
- Less packaging
- Environmentally friendly packaging
- Renewable resources

Focus Group II

a) Introduction and Exercise 1 – Consumer Choices: Recreating an imaginary drugstore set-up, participants have the choice between a wide range of toilet cleaners, washing liquids, and washing detergent and are asked to choose on product of each group they would also normally buy.

Exercise – Explain your choice.

- Woman, below 30 – Regarding the washing detergents, I chose the ‘Coral’ washing detergent. I always choose a liquid detergent as I wash everything in one go and do not separate my clothing. For the toilet, I picked the ‘WC Ente’ because when I moved to my current flat share, this was the product they had and I like it. For the washing liquid, I chose ‘Frosch’ because it is important to me that my products are sensitive for my hands and I do not get dry skin. My impression of this brand is that this product is less bad.
- Man, below 30 – I chose ‘Frosch’ for the washing liquid because we normally buy this product as well. It is good against baby saliva and we can use it at least for 6 weeks to clean the baby bottles before it runs out. It is also good to the skin. For the washing detergent, I tend towards buying liquid detergents so I chose ‘Spee’. Comparing it to the other products, I also looked at the price and was influenced by commercials. For cleaning the toilet, I chose ‘Domestos’ which is not available here but is what we have at home. My second choice based on what is available here is ‘00’. Both are against lime buildup. Whether they actually do this is questionable but I do have good experiences with this product and I will stick with it.
- Woman, below 30 – For the toilet, I chose ‘00’ because it looks aggressive – red and yellow – and claims to be good against lime buildup and urine scale. I also do pay attention to sustainability in every aspect but when it comes to the toilet. For the washing liquid, I normally choose ‘Frosch’ but I have now irrationally decided against it and chose ‘Ecover Zero’ which I have bought before and liked. The bottle is minimalistic and pretty in design. I cannot say why I chose for it eventually and not for the ‘Ecover’ in green or blue. ‘Zero’ sounds sustainable. For the washing detergents, I prefer liquid products and normally also buy ‘Frosch’. This specific one was not available so I chose ‘Denk mit Nature’, perhaps because it appears to be sustainable and might smell neutral. I don’t like intense scents but cannot really explain why.
- Woman, below 30 – I chose all products from ‘Ecover’ because I know the brand and value it. I like to purchase sustainable products because I studied it and am conscious of what ends up in our water. I chose between green and blue – green because there is aloe vera included which is good for the hands. I have very good experiences with this brand.
- Woman, below 30 – I chose ‘Spee’ for the washing detergent because the one I normally buy has not been included – ‘Lenor’. I also chose ‘Fit’ for the washing liquid because I am convinced that it is good. For the toilet, I chose ‘Frosch’ because I hope that, as this ends up directly in the water, it is environmentally friendly and also smells good. Other than this, I

don't have preferences, I buy a product in any store and take what is available, it just needs to smell good.

b) Introduction to bio-based cleaning products

c) Exercise 2: Expectations towards bio-based cleaning products

- Woman, below 30 – I expect a bio-based product to be better for the environment, to have a green packaging (needs to be slightly green or transparent, it needs to look healthy), it needs to be sustainable, be good for the skin, and I expect it to be more expensive than conventional products.
- Woman, below 30 - I expect these products to be more expensive, to clean less aggressively and perhaps also less effectively, I do expect it to be better for the skin, and it should be bio-degradable.
- Man, below 30 – I expect bio-based products to surely be more expensive, to be just as efficient as a conventional product, to be widely available and not only in selected stores, to have an ecologic packaging, to be bio-degradable and lighter in weight, to be environmentally friendly.
- Woman, below 30 – I expect these products to be cost-intensive, colourless and without (or with a neutral) scent, sustainable, good to the skin, generally mild not only to the skin but also to clothes for instance, but also less efficient in getting rid of stains and I think they might produce less foam.
 - o Woman, below 30 – From personal experience, I don't think these products are widely available.
 - o Man, below 30 – The foam aspect is interesting. Looking at our washing machine, the cycle prolongs itself when there is lots of foam.
- Woman, below 30 – I think 'bio' sounds good but as a passionate Nutella-consumer, I am concerned about the palm oil aspect. Are these products really better?
- *Is the aspect of the scent positive or negative for you?*
 - o Woman, below 30 – For me, products need to be neutral in scent.
- Woman, below 30 – I hope those products are better for the environment but I also think they might be less effective than the chemical bomb. They might also be less irritating and harmful for the human – in terms of skin and the fumes you are inhaling. Because we are talking about 'bio', I believe these products might be more expensive because the process of producing the products is more complex or the materials are more expensive. If they have a label, there are certain criteria they have to fulfil which requires lots of steps in the production itself.

d) Introduction of BioCannDo key concepts

e) Exercise 3: Voting on clusters

- Woman, below 30 – Within the concept of bio-based products being environmentally friendly, lots of other concepts are included as well, so it is difficult to decide.
- Man, below 30 – The concept of value-for-money is currently rather negatively connoted but I believe this is still a very important cluster.
- Woman, below 30 – For me the most important point is that it is not detrimental to health, a little bit of egoism is important here. It of course also needs to be good to the environment, I suppose these products are sustainable and good for the water. However, I don't know much about it, I have never seen a commercial that informs me. When it comes to labels, I need clear criteria that need to be met.
 - o *Are there any labels that you follow?*

- I try, with food it is rather easy, I have been vegan for the past 10 years so I only buy raw produce. I am also very easily influenced and convinced by packaging – green and blue are very pleasing for me than for instance the ‘Coral’ blue. Of course, just because something is green doesn’t mean it’s a label, everyone can colour their product green.
- Man, below 30 – For me it’s the environmentally friendly packaging and less packaging – packaging is very important to me. Then it is also the effectiveness and efficiency, the product should be just as good as the chemical bomb. Of course the price is the decisive factor, I am willing to spend a bit more but in my decision process, it is definitely a point. If the quality is better respectively, I am willing to spend more but in the end it is a consumer good and I don’t want to spend excessive amounts of money on something that is going down the drain in any way. It also shouldn’t be detrimental to health.
- Woman, below 30 – It shouldn’t be detrimental to health and it should also be environmentally friendly. But because I know too little about this (whether ‘bio’ is actually better), I am not willing to spend more money on it. With eggs for instance it is important to me but here I don’t know whether it is worth it.
- Woman, below 30 – The health aspect is very important to me, I also choose cosmetics paying attention to it. ‘Bio’ is better and I also want this with cleaning products. Then there is the environmental friendliness and that it is bio-degradable und water protection is in there for me as well. Also, looking at climate protection and renewable resources – these products are supposed to substitute fossil resources after all.
- Woman, below 30 – I find it incredibly difficult to know when a product is ‘bio’ – the market is so swamped with labels, everyone creates his own. I don’t even pay attention to labels anymore. Certification should be subject to standards but then there are 50 other labels.
 - Woman, below 30 – I would like to have table where I can check what is available on the market. You go to the supermarket but you first have to check what each label means.
 - Woman, below 30 – Yes, a traffic light system would be good.
 - Woman, below 30 – I would love to have an app.

f) Closing and Next steps

Overview of the clusters produced during the Focus Group 2 discussions:

Water protection

- Bio-degradable
- Easily degradable

Climate protection

Certification/ labels

Environmental friendliness

- Good for the environment
- Not environmentally harmful
- Better for the environment

Same cleaning performance

- Cleans less aggressively and is effective
- Performs worse than ‘chemicals’
- Mild to skin, fabrics, clothing

Efficiency

- effective

Sustainability of the resources

- Sustainable
- More sustainable

Not detrimental to health

- Good for the skin
- Highly tolerant for the skin
- Good for the skin (it should but does not have to be the case)
- Less irritating/ harmful for the human

Value-for-money

- Price level
- Expensive
- Expensive
- Expensive price
- Cost intensive

Environmentally friendly packaging

Less packaging

- Ecologic packaging

Availability

- Available everywhere

Renewable resources

Random

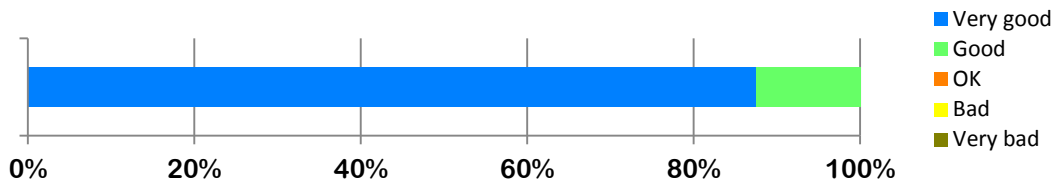
- Less foam
- Green packaging, white-green color of the product
- Neutral scent
- Without color

Annex 5: Consumer Focus Group Evaluation

Evaluation BioCannDo Consumer focus group organised by Prospex.

Question 1) How do you rate the consumer focus group? (n= 8)

Very good	7	Good	1	OK	0	Bad	0	Very bad	0	No opinion	0
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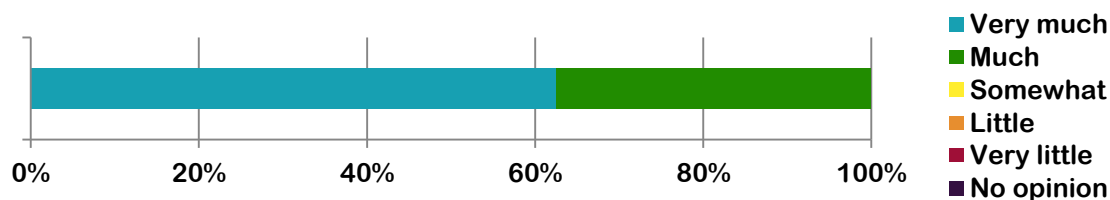


Comments:

- I was very happy with the event. It focused on a subject – sustainability and ecological aspects – which is otherwise in the background, but matters a lot. (original: Ich war mit der Veranstaltung sehr zufrieden. Sie hat einen Sachverhalt- Nachhaltigkeit und ökologische Gesichtspunkt auf ein Thema gelenkt, das sonst eher im Hintergrund steht, aber in der Masse sehr viel ausmacht).
- Satisfied. I think such an open discussion round is a possibility to portrait a spontaneous image of opinions and to confirm or add to conceptional considerations. (original: Zufrieden. Ich finde eine solche unvoreingenommene Gesprächsrunde schon als eine Möglichkeit zur Abbildung eines spontanen Meinungsbildes und um konzeptionelle Überlegungen zu bestätigen oder vielleicht auch zu ergänzen).

Question 2) Were you able to contribute to and participate in the discussion? (n = 8)

Very much: 5	Much: 3	Somewhat: 0	Little: 0	Never: 0	No opinion: 0
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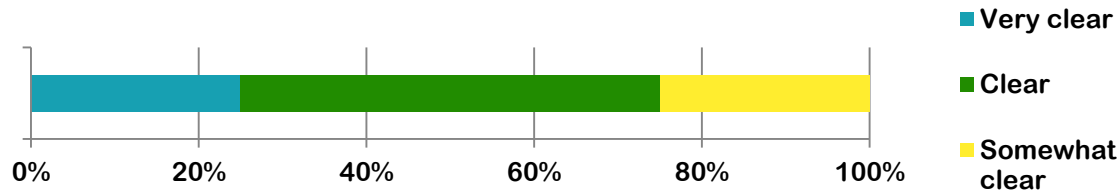


Comments:

- I thought that the discussions were well balanced and informative. Every opinion was seriously considered. (original: Ich fand die Diskussion ausgewogen und informativ. Jede Meinung wurde ernsthaft betrachtet).
- A lot, because the conception of the event allowed for it. (original: Sehr viel, da die Konzeption der Veranstaltung das grundsätzlich ermöglichte).

Question 3) Did you learn something new during the focus group? (n = 8)

Very good: 2 Good: 4 OK: 2 Bad: 0 Very bad: 0 No opinion: 0

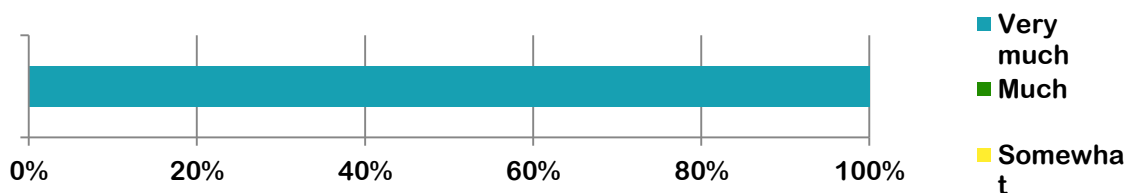


Comments:

- I will now be more conscious with regard to ecological aspects when buying household cleaning products. (original: Ich gehe jetzt noch aufmerksamer beim Einkauf von Reinigungsmittel hinsichtlich ökologischer Gesichtspunkte vor).
- A lot, because I did not think about the treated aspects very much. (original: Sehr viel, da ich mir über die angesprochenen Sachverhalte bisher wenig Gedanken gemacht habe).

Question 4) Are you satisfied with the organization and communication? (n = 8)

Very much: 8 Much: 0 Somewhat: 0 Little: 0 Very little: 0 No opinion: 0



Comments:

- The discussion was very well prepared and was sovereignly delivered. (original: Die Diskussion war sehr gut vorbereitet und wurde souverän durchgeführt).
- Very satisfied, suited to the spatial possibilities the discussion results and materials were visually present, the leading/presentation and information parts were balanced and took turns; there was a very nice and friendly atmosphere. A thorough preparation was visible. (original: Sehr zufrieden, entsprechend der räumlichen Möglichkeiten waren Gesprächsergebnisse und Materialien optisch jeweils präsent, die Führungs- und Informationsanteile waren ausgewogen und abwechselnd; es herrschte eine sehr angenehme und freundliche Atmosphäre. Eine gründliche Vorbereitung war sichtbar).

Question 5) Any other comments?

- I would participate in any follow-up event (original: Ich würde an Folgeveranstaltungen jederzeit wieder teilnehmen).
- In the beginning the objective of the consumer study was not clear to me, the motivation and background of the discussion round only became clear later. However, I am also not sure

how it would have influenced my answers. Unfortunately, I cannot access more information about the research project and the results of it, because I am lacking the English language skills. (original: Das Anliegen der Konsumentenbefragung war für mich am Beginn zunächst nicht erkennbar; erst später wurde deutlich, was Anlass und Hintergrund der Gesprächsrunden war. Allerdings bin ich mir auch nicht sicher, inwieweit mich das möglicherweise in meinen Antworten beeinflusst hätte. Leider kann ich nichts über das Forschungsprojekt und die Ergebnisse dieser Arbeit erfahren: mir fehlen einfach Kenntnisse der englischen Sprache).

- The study also showed me how one could research opinions about special questions with different means. The selection of cleaning products in the beginning, then the discussion about that and other topics. I also thought that the complexity of the questions was varying from simple to high. I thought it was very interesting, because I never took part in anything like it. The discussion was a reason for me to think about the issues and the sustainability of cleaning products. (original: Die Umfrage hat mir auch gezeigt, mit welchen verschiedenen Mitteln man Meinungen zu speziellen Fragen erforschen kann. Auswahl der Putzmittel zu Beginn, dann Diskussion hierzu und zu weiteren Themen. Mir schien auch die Komplexität der Fragestellungen von einfach bis hoch zu sein. Fand ich sehr interessant, zumal ich noch nie an einer solchen Konsumentenbefragung teilgenommen hatte. Die Diskussion war Anlass für mich, mal über die Problematik bzgl. der Nachhaltigkeit bei Putzmitteln nachzudenken).
- Very interesting.



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