

# BioCannDo

BIOECONOMY AWARENESS AND DISCOURSE PROJECT  
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## Project overview

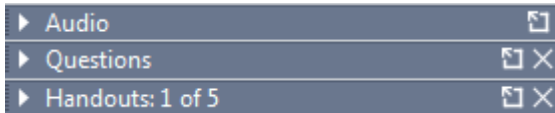
**2<sup>nd</sup> Communication Network Webinar, 19 October 2017**

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 720732.



# About this Webinar

- Our webinar will be recorded
- You are in listen-only mode but please send us question through the question box



- We will answer your questions after each presentation.
- Participants who registered today will be invited to future activities unless you tell us otherwise.

# Webinar outline

1. Public perception of bio-based plastics and communication challenges: the BiNa project - Julia-Maria Blesin, Hochschule Hannover and Florian Klein, Hochschule Weihenstephan-Triesdorf.
2. Answering questions and remarks
3. Key communication messages on bioeconomy – Erik Lohse, FNR
4. Answering questions and remarks

# Perceptions and challenges – bioplastics at their turning point to consumer communications

Julia-Maria Blesin (HS Hannover) & Florian Klein (HS Weihenstephan-Triesdorf)

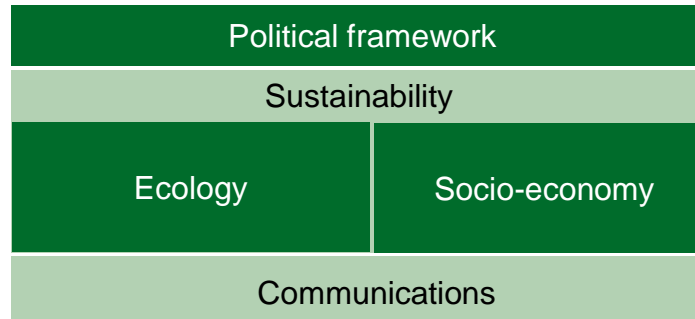
BiNa „Communications“

19.10.2017

Please use the following citation style:

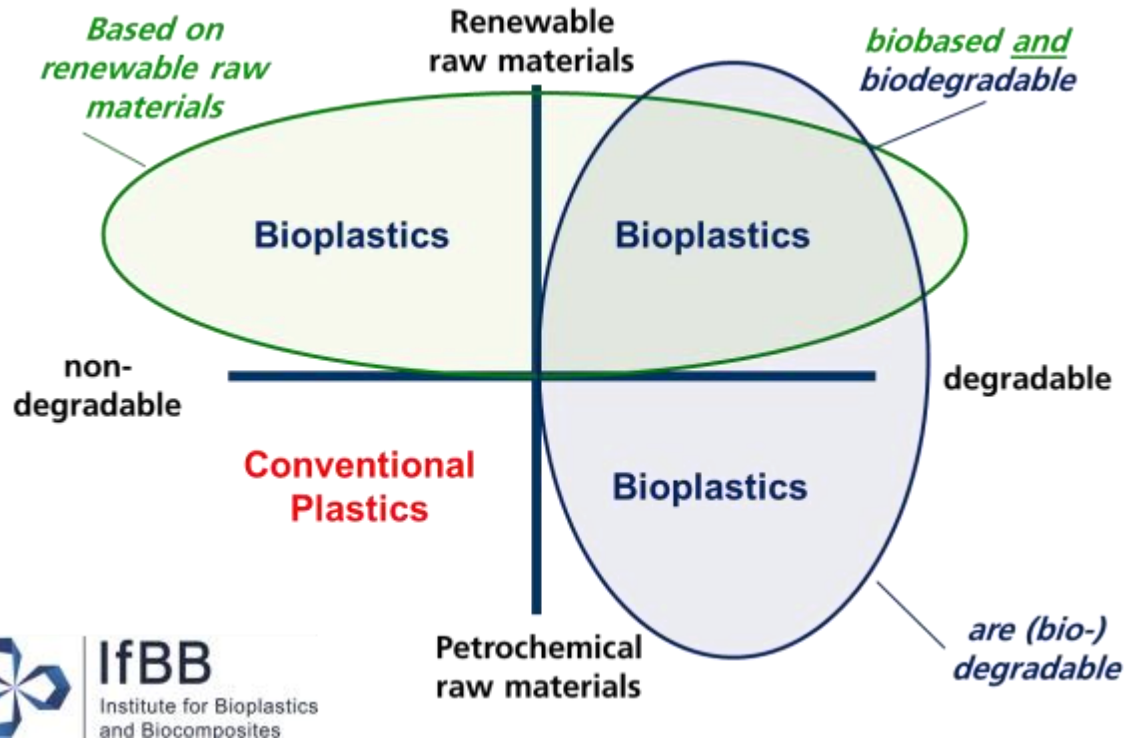
BiNa: Perceptions and challenges – bioplastics at their turning point to consumer communications. A presentation by Blesin, J.-M. & Klein, F. at 2. Webinar Communication Network on Bio-Based Products. 19.10.2017.

# Introducing: BiNa Project



<b>Public perception &amp; communication</b> TU Dortmund/Hochschule Hannover <i>Prof. Dr. Wiebke Möhring</i> <i>M.A. Julia-Maria Blesin</i>	<b>Information &amp; consumer</b> Hochschule Weihenstephan-Triesdorf <i>Prof. Dr. Klaus Menrad</i> <i>Dr. Agnes Emberger Klein</i> <i>Florian Klein</i>
<b>Perceptions of bioplastics among the German public and economic, political and society actors</b>	<b>Consumers perception and product-experience regarding bioplastic products, means of communication, strategies</b>
<b>public survey via online-access-panel (n=1.673)</b>	
focus groups (n=24)	expert group (n=8)
website analysis (n=31)	focus groups (n=14)
expert interviews (n=20)	experiment (n=276)

# Introducing: Bioplastics

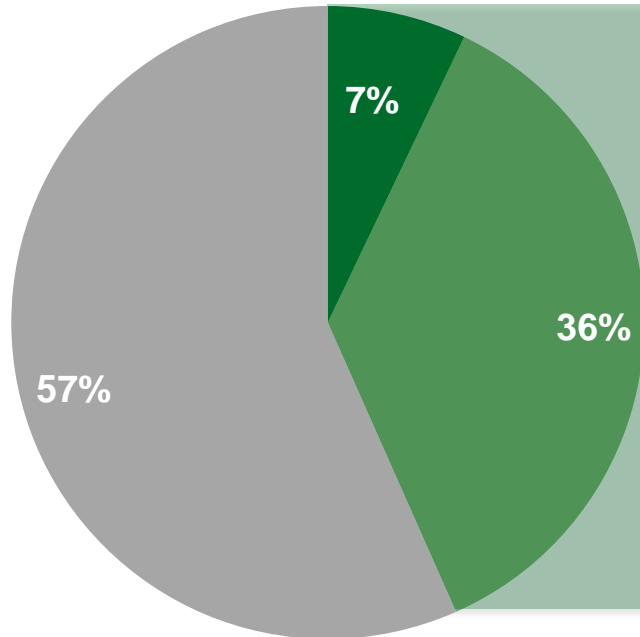


*FINDINGS & CHALLENGES*

# **PUBLIC PERCEPTIONS OF BIOPLASTICS**

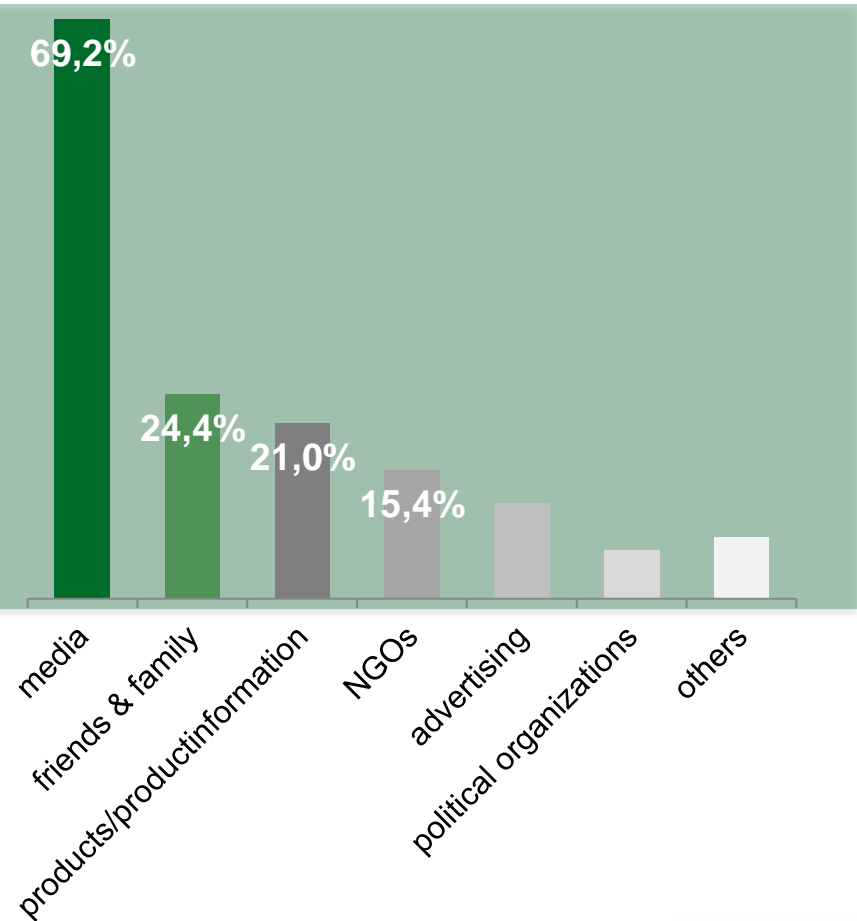
# Public perception: Low awareness, media No. 1 source.

„Did you ever hear of bioplastics before?“  
(n=1.673)



- Yes, I have heard of bioplastics, and I know exactly what they are.
- Yes, I have heard of them before.
- No, I have never heard of them.

„Where did you hear of bioplastics before?“  
multiple choice; n=725

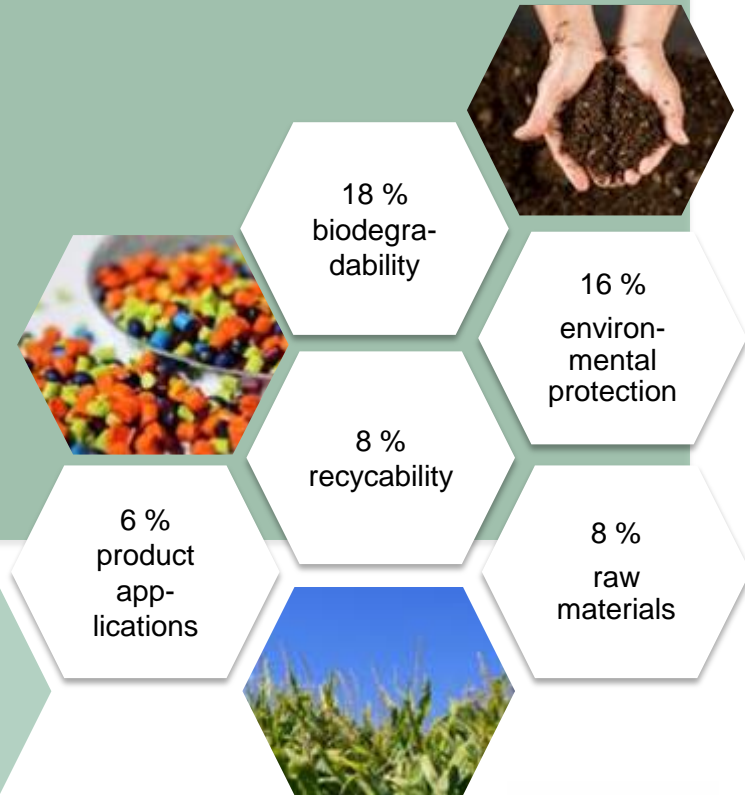
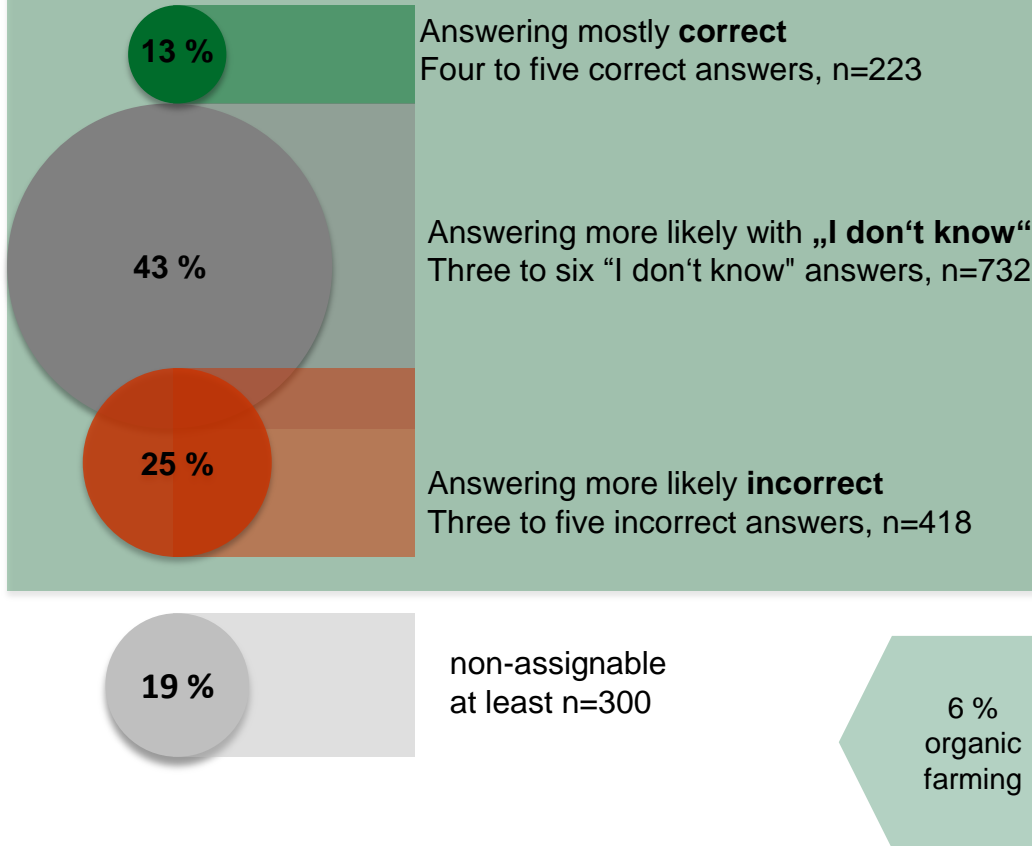




# Low level of knowledge, but high expectations.

„Please rate the following statements about bioplastics as wrong or right. In case you are not sure, we kindly ask you to not guess, but choose the „I don't know“ option.“ (n=1.673)

„What comes into your mind first, when you hear „bioplastics? Name up to three associations.“ (n=3.499)



# What to keep in mind when developing messages about biobased products – the example of bioplastics



## WORDING

- „Bioplastics“ lead to misunderstandings and high expectations – especially regarding sustainability/environmental benefits. Expectations will most likely be disappointed.
- Plastics labelled with „biodegradable“ are assumed to be compostable. Compostability is associated with disposal in the bio-waste bin or home compost. Expectations will most likely be disappointed.

**Note: Choose your wording based on target group perceptions.**

## CHANNEL

- Media are the number one information source regarding bioplastics. Within the media discourse different actors present different perspectives of bioplastics. The perspectives that win sovereignty of interpretation enforce either positive or negative evaluation of bioplastics.

**Note: Take a stand within media discourse to communicate messages to the broader public.**

*FINDINGS & CHALLENGES*

# CONSUMER EXPERIENCE & PERCEPTION OF BIOPLASTIC PRODUCTS

# PERCEPTION

## Usage of terms in communication I



**Confusion/  
comprehensibility of  
terms**

*“...for example **biodegradable**, to me that sounds like I could throw it into the **home-compost**, but I think that is **not meant** here.” (female, age ≈ 25)*

*“...moreover I find this term kind of confusing. Also that is what I heard consistently. **“Bio” and plastics, it actually doesn’t fit together.**“ (female, age > 50)*

**Preference for separate  
application of the terms  
„*biologisch abbaubar*“  
(biodegradable) and  
„*biobasiert*“ (bio-based)**

*“I would also prefer a separation of the two terms in the context of a description, because otherwise it is always **unclear whether bioplastics** are made from renewable resources or whether they are compostable.” (female, age ≈ 25)*

**Usage of the chemical  
term of the material (+/-)**

*“...it is very important to let the consumer know what bioplastics are. I mean the chemical contents need to be in the consumers’ memory. For example, these days anybody knows what Styrofoam is.” (male, age ≈ 25)*

*“I think it would be much more intuitive to consumers, when you could read that it is biodegradable instead of that it is made of PLA.” (female, age ≈ 25)*

**Wish of standardization  
of terms**

*“Another thing is that also the terms should be standardized somehow... .“ (female, age > 50)*

# PERCEPTION

## Usage of terms in communication II



*Which term would you choose to name plastics made from plant material?*

- “Bio-based plastics” 14,2 %
- “Plastics made from renewable resources” 85,8 %

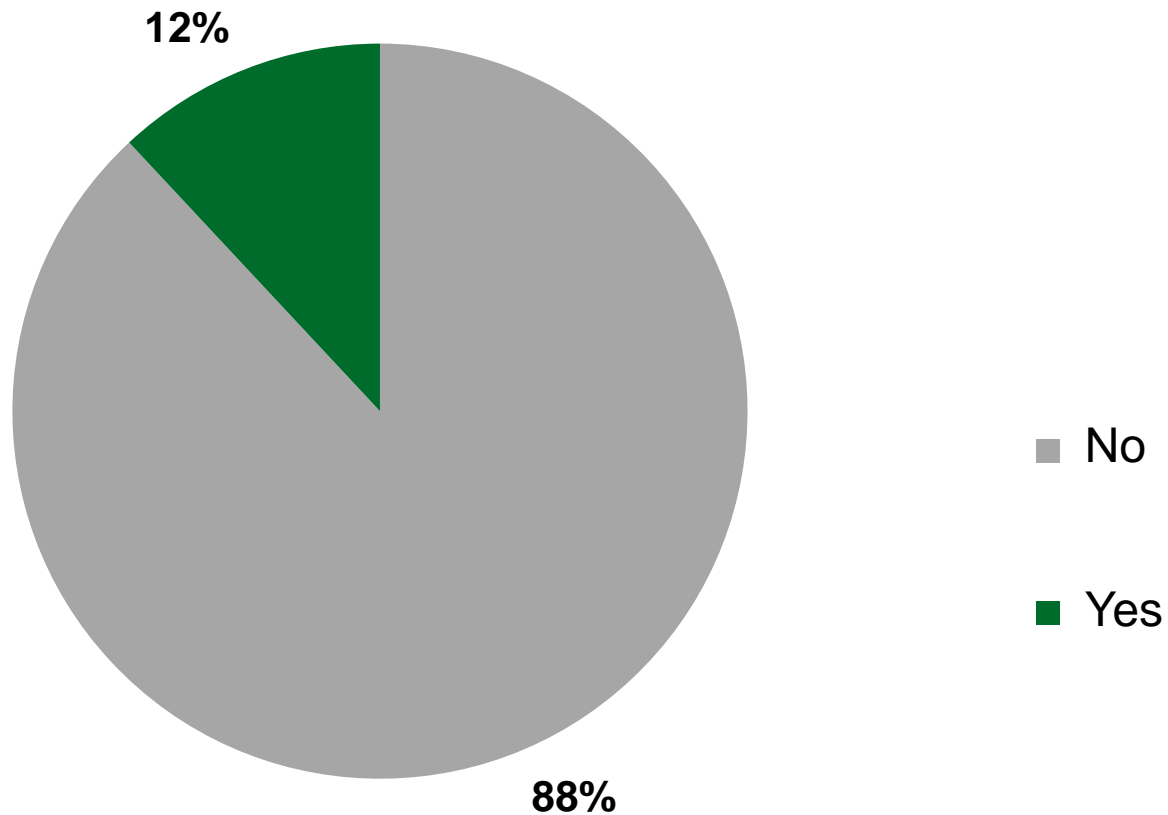
n = 1.191

Source: S. Rumm (2014)

# EXPERIENCE

## Bioplastic products I

***Have you ever consciously made a purchase decision for a product made of bioplastics?***



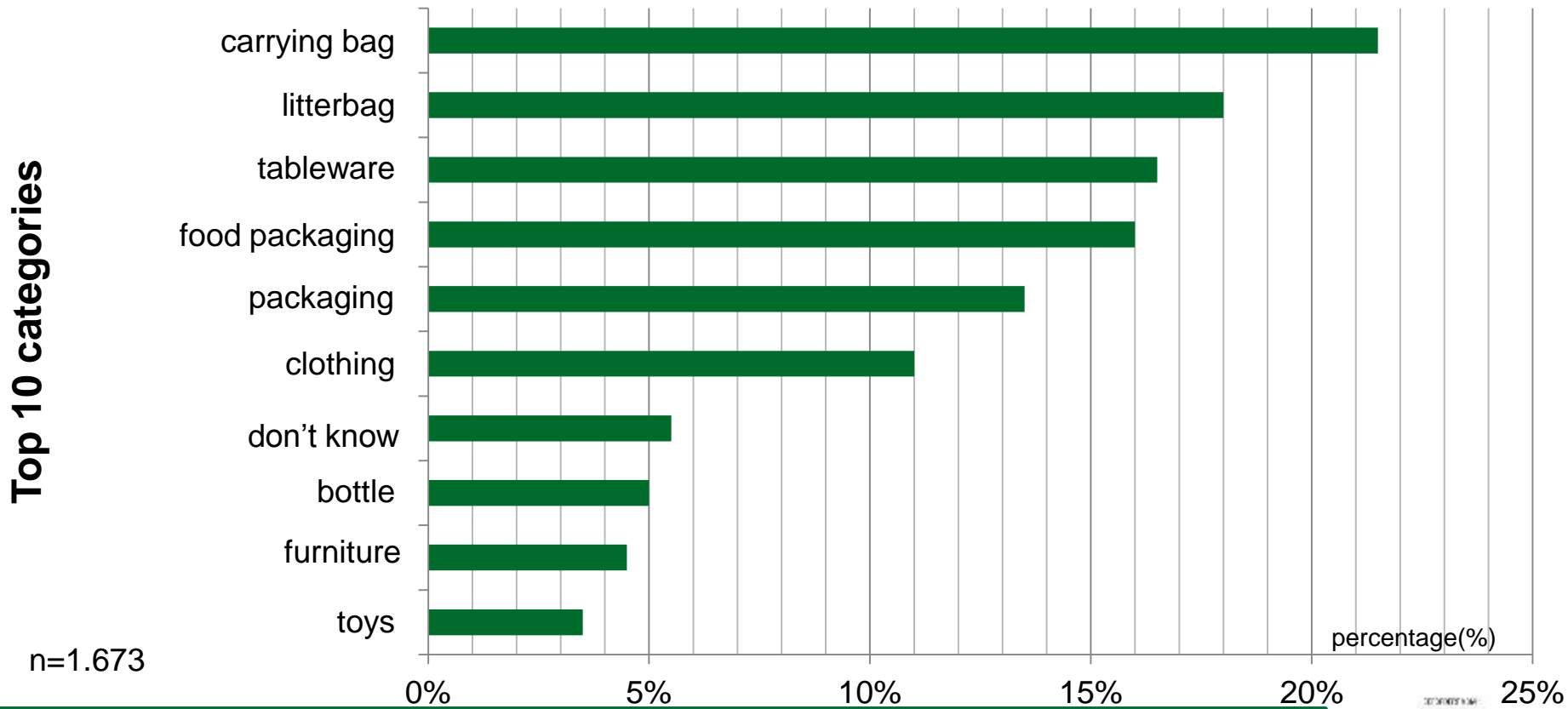
n=1.673

# EXPERIENCE

## Bioplastic products II



*What kind of bioplastic products have you ever reached a consciously purchase decision for?*



# Get in touch...



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# BioCannDo

## Key Messages Bioeconomy

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# Outline

1. Approach and objective of Key Message development
2. Key Messages on bioeconomy in general
3. Questions/ Comments

# 1. Approach

- BioCannDo aims to increase awareness of bio-based products
- Develop multi-stakeholder proven **key messages** for communicating functionality and sustainability aspects of bio-based products with the broader public
- Clear, scientifically sound messages that can be easily understood by a general audience
- Key Messages
  - General messages on the bioeconomy
  - Key Messages on three product groups (household cleaning products, food packaging, construction)

## Key Messages bio-based products

## General Key Messages bioeconomy



# 1. Approach

- Key Message: one or two easy to understand sentences. Additionally some insights/background information will be provided
- Lead question: What is the benefit of a bio-based product? Why should consumers care about bioeconomy?
- Challenge: Distilling key issues of an abstract and broad concept such as “bioeconomy”

## 2. Key Messages Bioeconomy

1. Any product you can make from oil you can theoretically make from **biomass**.
2. Bio-based products can help to **protect our climate** by reducing CO<sub>2</sub> emissions.
3. A lot of bio-based **products are available** on the market already.
4. Bio-based products can provide **new and better functionalities**. Bio-based construction materials can provide a healthy and comfortable home, bio-based food packaging material can ensure a longer shelf-life and bio-based cleaning products can be more environmentally friendly.
5. The bioeconomy **contributes to a circular economy**, which helps us to move away from a linear economy of “take, make and dispose”.
6. A sustainable bioeconomy can permanently **secure global raw material supply without threatening food security, nature or biodiversity**.
7. The bioeconomy **can create jobs** in underdeveloped areas.

## 3. Questions/ comments

- Time for your questions and comments
  - Did we identify the relevant issues or is anything missing?
  - Are all messages scientifically sound?
  
- We will share draft messages with participants after webinar – written feedback is also very welcome until 3 November

# Thank you!

- Recording will be made available for download (you will receive a notification)
- Report can be downloaded soon from the [www.AllThings.Bio](http://www.AllThings.Bio) web portal