

BioCannDo

3. Communication Network Webinar – 18 April 2018
BioCannDo mid-term results (Oct 2016-March 2018) – A few examples

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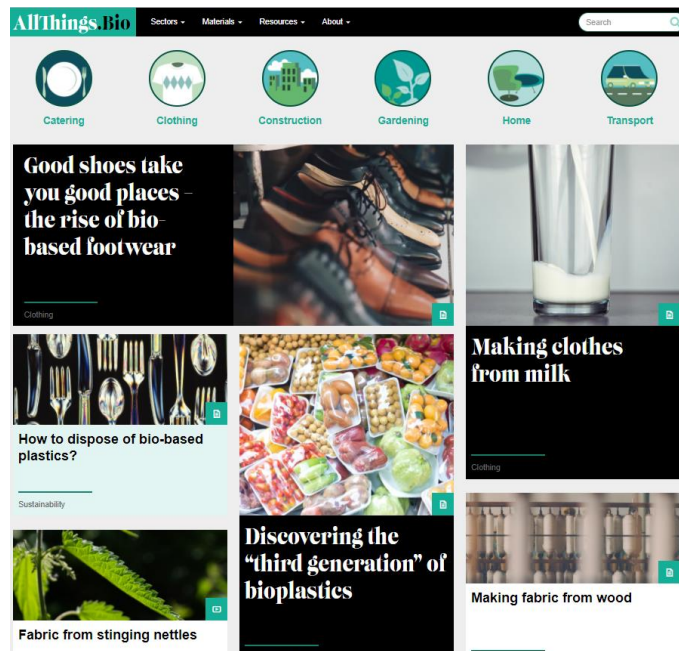
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AllThings.Bio Infoportal



Results:

- ca. 30 original content pieces
 - Examples: [bio-based footwear](#) and [clothing](#), [building materials](#), [toys](#), [catering](#), [make-up](#) and many more



AllThings.Bio Infoportal

Results:

- Social media (114,000 impressions)
 -  AllThingsBio and  @CommNet_EU
- 4 AllThings.Bio Videos (42,400 views on FB)
 - [Video #1 – coffee mug](#)
 - [Video #2 - Bio-Based lipstick](#)
 - [Video #3 - Bio-based T-shirts](#)
 - [Video #4 – cleaning products](#)
- 2 AllThings.Bio Slideshows
 - [Slideshow #1 - “Bio-based materials”](#)
 - [Slideshow #2 - “Bio-based household cleaning products”](#)



Key Messages – Cleaning products

Results:

- Factsheet with key messages about bio-based cleaning products (coming soon)
- [AllThings.Bio Slideshow](#) – Results CS#1 (consumer + industry perception)
- [Video](#): „Plants and minerals to clean the house“



Plants and minerals to clean the house

Home

- [AllThings.Bio post](#): „Bio-based cleaning products – What can I expect from them?“
- [AllThings-Bio post](#): „Labels for cleaning products and what they mean“

Key Messages – Lessons learned

- ❑ Consumers need to learn about the value proposition of bio-based products/ relate to people's life
- ❑ Combining "scientifically-sound" and "layman terms" can be a challenge

CS#1: Cleaning products

- ❑ Dilemma: Messages should be as specific as possible, but at the same time be applicable for whole product category
- ❑ Missing industry standard
- ❑ Some companies are hesitant to label their products as bio-based
- ❑ (Positive) properties of a cleaning product do not necessarily relate to the fact they are bio-based.
- ❑ **Solution:** Messages refer to quality labels (e.g. Ecocert, Blue Angel, Ecogarantie)

Key Messages – Next Steps

- Case Study #1: Cleaning products (Germany) – finished
 - Focus groups, survey during Grüne Woche Berlin, Report available

- Case Study #2: Insulation materials (Netherlands)
 - Workshop: 13 April, Vlissingen, Netherlands
 - Report available in Summer 2018

- Case Study #3: Food packaging (Italy)

- General Key Messages (available soon)

Communication Network

- **Progress to date**
 - Broad Internet search in nine languages
 - We found some 10-15 projects entirely within scope; half of them are still in start-up phase
 - Besides this “core community” a broader community of interested projects
- **Use of the findings**
 - Highlighting relevant projects and their resources on bio-economy map (release #3 issued early April 2018)
 - Repackaged info presented on AllThings.Bio platform
 - Open webinars, aimed at exchanging knowledge between network partners
- In second half of the project we will explore further avenues to build:
 - Bridges between communication projects, and
 - A legacy that new/future projects can build on

Educational Community

■ Progress to date

- Mapping of educational programmes and materials (NL DE, FI, BE) : 275 university programmes, 116 educational resources, 65 educational actors
- Topics reflect national approach to bio-based economy
- Materials for (secondary and) primary education hard to find: “More places to find them than things to find”

■ Use of the findings

- Mapping Report + educational posts on AllThings.Bio platform
- Webinars: Next webinar 24 May, 10:00-11:00: Validation of analysis of gaps in bio-based education materials
- After 2018 summer break: Start of competition to develop new materials

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