

# BioCannDo

## Key messages

For communicators and multipliers



## Bio-based household cleaning products

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 N° 720732.



## **Key message #1 - Bio-based products: Replacing fossil resources with renewable resources**

- Many everyday products are made from fossil resources, but any product you can make from crude oil you can theoretically also make from biomass. Using renewable and bio-based raw materials helps us to keep our finite fossil resources, such as oil, gas and coal, in the ground.
- At the same time, bio-based products can provide new and better functionalities. For instance, bio-based construction materials can provide a healthy and comfortable home and bio-based food packaging materials can ensure a longer shelf life.



## **Key message #2 - Bio-based cleaning products: using renewable resources with the same cleaning results**

- Bio-based cleaning products are mainly made from renewable resources.
- Bio-based cleaning products can clean just as well as fossil based products. Bio-based laundry detergents can even achieve the same cleaning results with less energy, water and detergent.
- Bio-based laundry detergents can save money because they can achieve the same cleaning results at lower temperatures and using less energy, water and detergent.
- A lot of bio-based cleaning products are available at most big retailers.



## **Key message #3 – Product certification: helping you to make a better choice**

- Labels can help you to choose a product that is healthier to you and the environment.
- Some labels guarantee that at least a certain percentage of the product is bio-based.
- Some labelled products support a sustainable production of renewable raw materials.





A close-up photograph of a pink plastic cleaning bottle with a trigger spray mechanism, resting on a wooden surface.

## **Renewable resources in bio-based cleaning products replace fossil based ingredients**

In bio-based cleaning products, producers replace fossil based ingredients with bio-based ingredients such as plant oil or enzymes. For the time being, a small percentage of ingredients cannot be replaced.

Plant oil can be used for surfactants and is mainly derived from palm trees. Initiatives like the [Roundtable on Sustainable Palm Oil](#) advocate the increased use of certified and sustainable palm oil as well as certain labels do.

Enzymes can help reducing the environmental impact of laundry detergents. Lower temperatures, less energy and water are needed to ensure the same cleaning results. Enzymes are highly effective in smallest amounts and completely biodegradable. Other washing substances can be reduced.

A photograph showing a blue plastic cleaning bottle and a white spray nozzle lying on a wooden surface.

## **Cleaning performance of bio-based products can be the same as conventional ones**

Bio-based cleaning products can clean just as well as conventional ones. The cleaning properties depend on the properties of every product.

## Bio-based cleaning products are widely available

Bio-based cleaning products are available at most big retailers. All of our everyday cleaning products such as laundry detergent, all-purpose-cleaners, dishwashing liquid or bathroom cleaners can be bio-based. In case you are looking for a specific bio-based product one of the following databases might be helpful:

- [InnProBio bio-based products database and supporting tools for public procurement](#)
- [Fachagentur Nachwachsende Rohstoffe e. V. \(German\)](#)
- [United States Department of Agriculture BioPreferred Catalog](#)

## Labels can help you to find a bio-based cleaning product

Labels requiring bio-based ingredients:

- [Blue Angel](#)
- [ECOCERT](#)
- [Ecogarantie](#)

Labels not necessarily requiring bio-based ingredients, but ensuring sustainability aspects:

- [EU-Ecolabel](#)
- [Nordic Label](#)
- [AISE Charter for Sustainable Cleaning](#)

## **Certified bio-based cleaning products restrict substances harmful to health**

There is no general answer to whether bio-based products are healthier or not. Certified products restrict or ban certain substances harmful to health.

These substances are defined by every label. Allergic reaction can be caused by both natural and fossil-based ingredients. It is important to check the ingredients in case of a known allergy.

## **Certified bio-based cleaning products are more environmentally friendly**

Bio-based cleaning products are not automatically more environmentally friendly, but product labels help finding products which are more environmentally friendly than the average conventional product.

Environmental labels strongly restrict or ban certain substances harmful to health and environment. In addition, only products that use less packaging and contribute to the use of environmentally friendly packaging (e.g. using recycled and recyclable material) get a label.

### **For further reading:**

[The dirt on cleaning](#). Home cleaning/laundry attitudes and trends around the world.

*April 2016, Nielsen report*

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