3-CO Project overview

Labels and certification for bio-based products: Counteracting greenwashing and increasing consumer trust

Webinar





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3-CO:



Concise Consumer Communication through Robust Labels for Bio-based Systems















3-CO The goals

- Improve the sustainability performance and competitiveness of bio-based systems by improving consumer-oriented labelling options for sustainable industrial biobased products by:
 - a) Developing a supportive framework that includes actionable guidelines for label design for labelling and certification scheme owners that reflect consumers' and other stakeholders' needs
 - b) Developing digital solutions to support better-informed decision-making processes of consumers
 - c) Putting forward policy recommendations to support the biobased sector, incl. social measures.



Enable and support consumers to make more sustainable/environmentally responsible purchasing choices



Are biobased labelling and certification schemes fit for purpose?









Textiles



- T-Shirts
- Mattresses



Housing

- Wooden Houses
- Furniture



Household Goods

- Biodegradable Plant Pots
- Bio-based PET/PEF-bottles



Deliverable 1.1



Bio-based Plastic Toys



Beauty Care



Selection of 25 Labelling and certification schemes

- Evaluation of LCS in the 10 industrial bio-based valuechains
- Assessment of the monitoring systems and indicators for these LCS
- Definition of affordability and economics of these LCS
- Evaluation of the effectiveness and robustness of existing labels
- Schemes include ecolabels (Blue Angel), raw material (FSC, BCI), social aspects (UEBT), biobased (ISCC+), etc.



Deliverable 1.2



Labelling and certification schemes criteria analysis

- LCS predominantly cover environmental aspects
 - o Commonly addressed: chemical use, waste management, pollution, and water resources
 - Emerging topics: circularity, climate change
- Social aspects are covered to varying levels
 - Commonly addressed: child labour, discrimination, gender equality
 - Criteria beyond basic human rights are still rare
- All relevant aspects are covered by at least some LCS, but not one LCS can cover them all.



Robustness and effectiveness of schemes

- LCS must manage expectations from society, re. scope of certification, strictness of criteria. Labels are one tool to guide choice, among others.
- There is a need to demonstrate impact, beyond the number of certificates.
- Mainstreaming paradox for schemes that want to extend beyond best-in-class: attract more companies or keep strict criteria. This results in different approaches to support companies, and different impacts.
- Role of collaboration and mutual recognition: avoid the proliferation of differing criteria and overlapping labels, mutualise resources to cover new topics.
- Role of consumers in governance is still undervalued. Ecolabels are an exception.



Communicating to consumers





Consumers' behaviours and expectations

- Literature review:
 - Labels positively influence consumers' willingness to buy and pay for products
 - Labels influence consumers' knowledge, awareness, involvement, and trust.
 - Labels should focus on design, visibility, persuasiveness, information clarity, and private benefit
 - Lack of research on the use of digital tools to inform consumers about labels and products
- 3000 respondents survey across 10 European countries, 3 persona defined:
 - Active advocate: A consistently positive and proactive stance towards sustainable development
 - Passive skeptics: A consistent ambivalence towards sustainable development: they show neither positive nor negative inclination towards sustainability initiatives
 - Convenience seekers: Intellectual and emotional support for sustainable development, but actions don't always align.







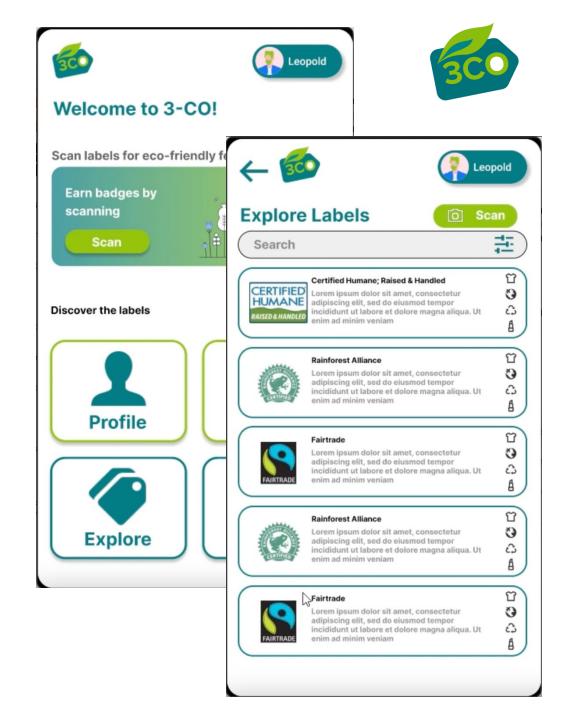


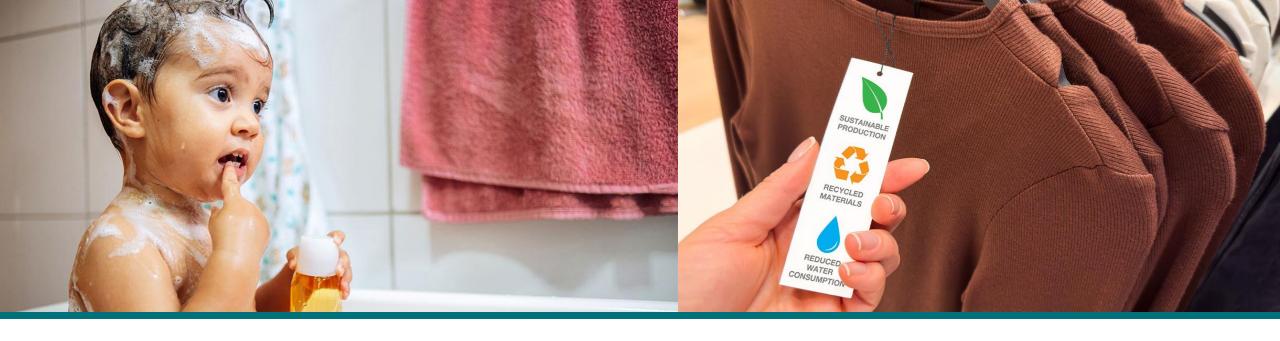


- There is a global consensus (regulation, guidance, standards) on the five key pillars of accessibility, clarity, reliability, relevance and transparency.
- Ecolabels and schemes with long B2C history (FSC) tend to show better communication in logo/label, website
 and claims than specialised schemes (especially those that still focus on B2B, e.g. RSB).
- It is rarely possible to distinguish best in class / full lifecycle labels from other types of labels by looking at a product.
- Too often logos and claims lack clarity, especially on the scope, grades or content attribution.
- LCS give good guidance on claims and explanatory statements, but they are often not mandatory:
 important to ensure that companies use these statements. Good examples from EU Ecolabel and Blue Angel.
- Open question: Should very specific labels be displayed to consumers, or rather incorporated in wider-ranging labels like ecolabels?

Upcoming Results

- Consumer-based digital solutions for LCS
- Guidelines on the design of B2C-labels for BBPs
- Recommendations on social measures to support better-informed decisionmaking, processes, social engagement and innovation





Thank you for your attention!

For more information, go to:

https://3co-project.eu/

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