

BioCannDo

Factsheet

For communicators and multipliers



**What people want to
learn and know about
bio-based products**

**Communication topics
& desired info**

Communicating about bioeconomy & bio-based products

Communication about bio-based products is a hot topic: in BioCannDo, we identified more than 50 actors and projects concerned with this topic!

In this factsheet we inform what we found out about what consumers want to learn and know about bioeconomy. The factsheet addresses:

- **Important topics to communicate about**
- **Expressed needs for information**

We include several sample key messages that we developed, tested and validated through case studies, literature review and expert interviews.

This factsheet is part of a series of three, all based on BioCannDo bioeconomy communication activities, cross-project analysis and broad networking activities with other projects and communicators.

By presenting examples we hope to be an inspiration for future communication initiatives.



Key messages as communication tool

Key messages are the essence of what you want to communicate. They function as bite-sized statements that articulate what you do, why you do it, how you are different, and what value you or your products bring to your stakeholders.

Key messages provide the takeaway headline of the issue that you intend to communicate. They can and should be tailored to fit your story and the targeted audience.

In BioCannDo we published a series of factsheets with key messages. Here we present a selection of key messages regarding:

- Product performance
- Personal benefits
- Environmental and social performance



Product properties and performance

Product performance refers to the question how well the bio-based product **satisfies consumers' expectations**.

In your communication, show what your product can do and explain what makes it unique.



Example Key Messages

- Bio-based food packaging materials offer new properties which are advantageous for some applications such as fruits, vegetables of salads.
- Bio-based cleaning products can clean just as well as fossil products. Bio-based laundry detergents can even achieve the same cleaning results with less energy, water and detergent.
- In comparison to mineral and fossil-based materials, bio-based insulation materials provide a heat and sound insulation performance which is just as good, have better moisture regulating properties, and provide excellent summer heat protection.

Personal benefits

Personal benefits refer to the question what benefit the consumer gains from choosing your bio-based product.

Personal benefits may include:

- Lower prices
- Health benefits
- Fitting lifestyle choices
- Convenience



Example Key Messages

- Bio-based insulation materials contribute to a healthy living environment
- All bio-based food packaging materials must comply with the European health and safety regulations for food-contact materials.
- 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.

Environmental and social performance

Environmental and social performance refers to the environmental and societal impact of a bio-based product, for example in comparison with conventional products made from fossil resources.

In your communication, avoid raising unrealistically high expectations when addressing these issues.

Example Key Messages

- Bio-based packaging materials contribute to more environmentally friendly packaging, but they are not automatically more sustainable than fossil-based packaging materials.
- Bio-based insulation materials contribute to environmental and climate protection.
- Bio-based products can help to protect our climate by reducing CO₂ emissions.

Consumer information requirements

Face-to-face consumer surveys conducted in the context of BioCannDo showed that next to the main communication topics, consumers are also interested in additional info on bio-based products. Key information needs are listed on the next pages.

Some other topics turned out to be less important for our respondents in making their purchasing decision, like:

- Innovativeness
- Biomass cropping issues
- Ethical issues (competition with food, genetic modification)



Consumer information requirements

Personal economic information

- Price
- Availability
- Value for money

Information on resources

- Ingredients and their toxicity
- Raw materials used
- Bio-based share
- Whether resources are organic

Information on disposal

- Recyclability
- Biodegradability
- Compostability

Consumer information requirements

Example Key Messages

- Bio-based food packaging is partly or wholly made from renewable resources such as wood, corn, sugar cane or agricultural residues.
- The best option for disposing bio-based packaging depends strongly on the application of the packaging material and the available waste management infrastructure.

BioCannDo

Visit our website
www.AllThings.Bio
and the
[Insights from BioCannDo](#) page.

Follow us on
[Facebook](#) and [Twitter](#)

View:

**The BioCannDo experience:
Let's talk about bio-based products**

Factsheet: Bioeconomy Exhibitions

Factsheet: Engagement on Bioeconomy

For more information:
Martin Behrens, m.behrens@fnr.de

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.



The information and views presented in this factsheet are those of the BioCannDo authors and do not necessarily reflect the official opinion of the Bio-based Industries Joint Undertaking (BBJ JU), the Bio-based Industries Consortium (BIC) or the European Union