

3-CO Project overview

Maarit Halttunen

Project coordinator

VTT Technical Research Centre of Finland



Funded by
the European Union

The 3-CO project receives funding from the Horizon Europe Framework Programme under grant agreement number 101086086. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or **[name of the granting authority]**. Neither the European Union nor the granting authority can be held responsible for them.

3-CO basic info


Project number	101086086
Project name	Concise Consumer Communication through Robust Labels for Bio-based Systems
Project acronym	3-CO
Call	HORIZON-CL6-2022-GOVERNANCE-01
Type of action	HORIZON-CSA
Starting date	1 February 2023
Duration	36 months
Budget	2 865 849.50 €
Partners	9 partners from 7 different countries



3-CO The challenge



3-CO The goals

- To improve the sustainability performance and competitiveness of bio-based systems by ***improving consumer-oriented labelling options for sustainable industrial BBPs*** by:
 - a) Developing a supportive framework that includes actionable guidelines for label design for LCS 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 on deploying social measures.
-  To enable and support consumers to make more sustainable/environmentally responsible purchasing choices

3-CO The actions

To assess the monitoring systems and indicators for LCS

To evaluate the effectiveness and robustness of existing LCS

To provide recommendations on social measures to support better-informed decisionmaking processes, social engagement and innovation

To develop and validate guidelines on the design of B2C labels for BBPs

To evaluate and select LCSs in 10 industrial bio-based value chains

To define affordability and economics of LCS

To create and evaluate consumer-based digital solutions to LCS

To promote synergies and seek complementarities with related actions

3-CO The impact

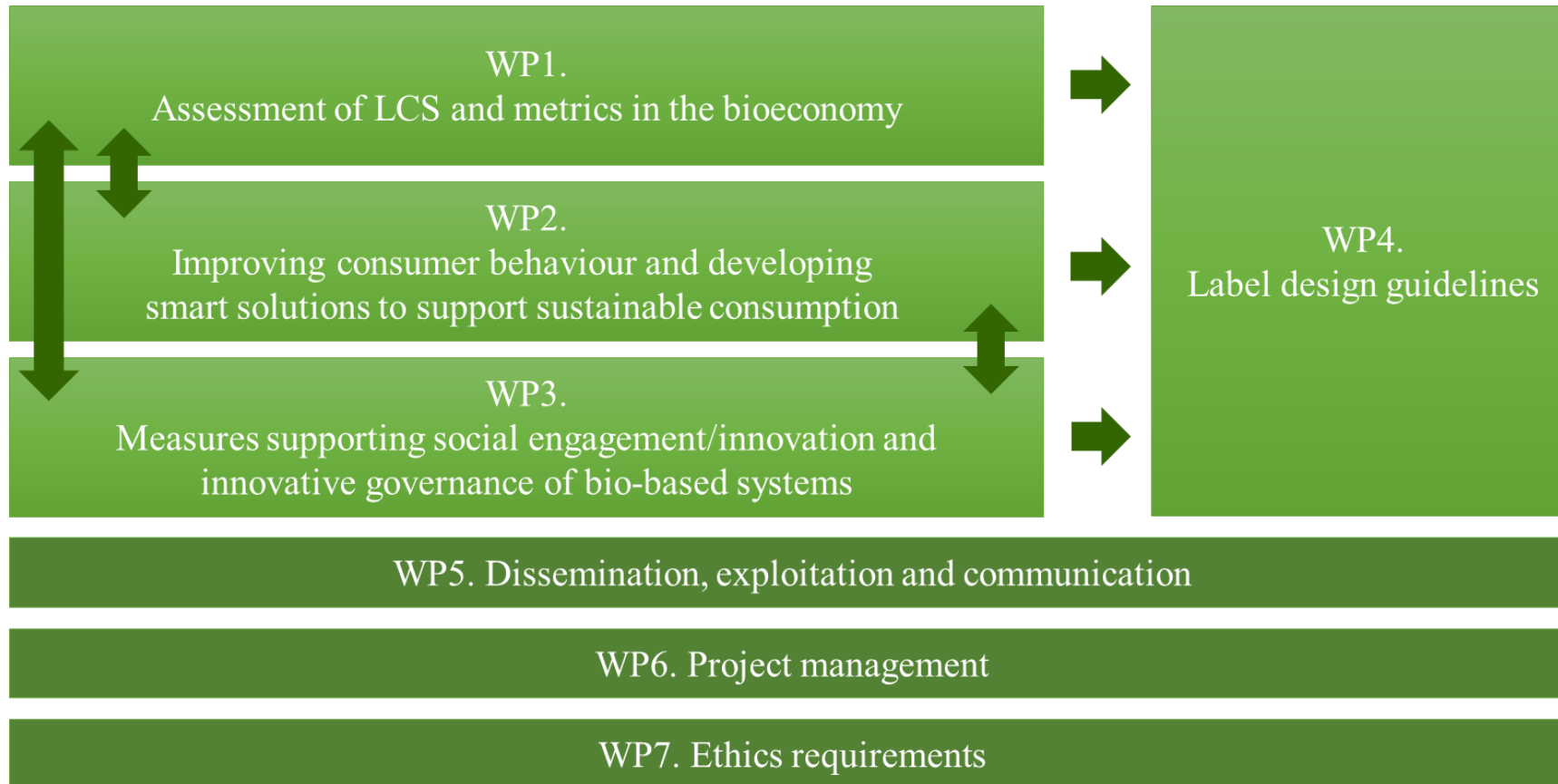
Improved transparency of BBP value chains and information to consumers and public authorities through digital solutions

Support of **environmentally responsible decision-making** through LCS

Improved understanding of metrics on **environmental, societal and economic value** generated by BBPs

Innovative governance models (wider impact)

WP structure of 3-CO





Want to know more?

<https://3co-project.eu/>



Funded by
the European Union