

Bio-Based Products

Bamboo bike
Light, sturdy and weatherproof: all these properties make bamboo a renewable high-performance material for bikes.

Bicycle tyres
Did you know that natural rubber for bicycle tyres can be extracted from the roots of dandelions?

Kitchen roll
Using straw makes this kitchen roll a sustainable alternative to wood-cellulose.

PEF-bottle
No, this is not a spelling mistake. PEF stands for polyethylene furanoate, a polyester which is produced from sugar (fructose), e.g. from wheat, corn and sugar beet, making it a great bio-based material for bottles and packaging.

Cosmetic-jar
This jar is made of plant fibres like hemp, bast and cork, and a natural resin, e.g. from corn starch. We call this a bio-composite, a beautiful and rigid alternative to standard plastic.

Detergent
This detergent is made from bio-based ingredients such as plant oils.

Mattress
Did you know mattresses can be made from natural rubber and natural latex, which originate from different rubber trees?

Dinosaur
Squishy and cute: bio-based plastic from bamboo and miscanthus make this dino extra fun.

Lamp
This lamp was not really made but grew... from mycelium, the root-like structures of mushrooms. In just a few days, the mycelium grows and binds in a mould, forming a pretty and solid structure.

Table
Would you believe that this table is made from algae? These grow quickly and are also suitable to produce textiles, foams, leather or plastic.

Insulation
This insulation material is made from hemp. It is free of harmful substances and lets your walls breathe.

Plant pots
These plant pots are made from fibrous bio-based materials such as wood pulp, rice hulls and cow manure, and are even bio-degradable!

Welcome to the 3-CO Adventure House!

Hello friends, explorers big and small! Are you ready to go on a fun treasure hunt? Let us explore this cozy house filled with amazing surprises that are good for our planet and the people in our neighbourhood.

What is so special about this house?
This isn't just any ordinary house. It's packed with two awesome things:

- 1. Bio-based Products:** These items are created from nature itself and can be made from plants, leftovers from our food, and plenty other stuff that grows. Instead of using up the earth's limited resources, these products help to keep our planet happy and healthy.
- 2. Social Innovations:** These are smart ideas that make our communities better and bring different people together. Some of them got superpowers and can create close friendships, help us share things like food and clothing and make us learn from each other. Others fix broken things or help the environment.

Your Mission
Your job is to find all the hidden bio-based products and social innovations in this picture. Look closely at every room and even outside the house. Can you spot them all?



Social Innovations

Book-Swap
A great place to swap your read books for new ones.

Community Garden
This garden is maintained jointly by the entire neighbourhood. Everyone is invited to plant seeds, harvest flowers and fruits, and enjoy the plants.

Food Sharing
All this fruit has been rescued through a food sharing app that prevents delicious food being wasted every day.

Neighbourhood Support
You would like to take a dog for a walk, learn how to build a bird house, share your knitting skills with someone else, or find a friend to visit the local museum? A neighbourhood board is a great way to find and help likeminded people.

Clothing Loop
This lovely T-shirt is preloved and is a nice treasure from a clothing swap. Apps like Clothing Loop make swapping used clothes easy and convenient.

Bio-Straws from Social Cooperative
Wouldn't it be fun if drinking straws were made from, well, straw? These straws are made by the social cooperative Staramaki in Greece, that creates eco-friendly bio-based alternatives to single-use plastics.

Bio-Cosmetics Refill-Service
This shampoo bottle can be refilled! Once used, you can return the empty packaging, which then is cleaned, refilled, or recycled by people with functional diversity, thus contributing to waste reduction, environmental sustainability and social inclusion.


Denim Recycling
This bag is made from repurposed old or discarded denim garments, that get a new life by being transformed into new products, like bags, shoes, or accessories.

Social Toy Repair
Did you know that many toys stop being used after only 8 months? Associations like Rejoué in France collect, test, clean, and if necessary, repair old toys and sell them at discounted prices. This is where you luckily got this toy train.

Repair Café
This toaster is loved and used on a daily base. We were very happy that last week when it broke, a lady at the local repair café was able to fix it in only a couple of minutes.

Open Source Platform
Through Open Source und Open Collaboration platforms like Wikipedia people can share information on any possible subject making it easy to share knowledge and information and hereby increase skills. Now let's look up what "Social Innovation" actually means.

Waste Sorting Support App
Most people really want to recycle their garbage, unfortunately disposing off your packaging and other items can sometimes be very confusing. Luckily apps like Junker assist citizens to find the most sustainable recycling solutions just by scanning the barcode on the product packaging.




Concise Consumer Communication

The 3-CO Project: Addressing Challenges in Consumer Communication

Consumers increasingly care about the environment and society and want to make sustainable choices when shopping. However, eco-labels and certifications, which are meant to guide these decisions, can often be confusing or unclear about the sustainability criteria they represent. The EU-funded 3-CO project (Concise Consumer Communication through Robust Labels for Bio-based Systems) is working to change that. By developing smart guidelines for designing clear and effective labels, the project aims to make it easier for consumers to identify sustainable bio-based products.

The 3-CO project also supports broader societal change by providing policy recommendations for social innovations that encourage sustainable consumption. To make this even more accessible, all findings will be integrated into a user-friendly digital app. This app will allow consumers to scan products, decode label information, and discover greener alternatives, hereby empowering them to make informed, sustainable choices with ease. **Test the 3-CO app** <https://3co-project.eu/consumer-app>



3co-project.eu/consumer-app









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. Neither the European Union nor the granting authority can be held responsible for them.



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