

Webinar: Empowering Bio-Based Choices Through Smart Certification

– Label Design Guidelines

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21-10-12 Kaj Seeger (nova-Institute)



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- Market & Trend Reports
- Innovation & Technology Scouting
- Trend & Competitive Analysis
- Supply & Demand Analysis
- Feasibility & Potential Studies
- Customised Expert Workshops
- Business Plan Services

Sustainability

- Life Cycle Assessments
(ISO 14040/44, PEF Conform)
- Carbon Footprint Studies and Customised Tools
- Initial Sustainability Screenings and Strategy Consultation
- Holistic Sustainability Assessment (incl. Social and Economic Impacts)
- GHG Accounting Following Recognised Accounting Standards
- Critical Reviews for LCA or Carbon Footprint Reports
- Sustainability Reporting & Claims
- Environmental Product Declaration (EPD)

Communications

- Communication & Dissemination in International Research Projects
- Communication & Marketing for Brands and Industry Partners
- Network of 70,000 Contacts to Companies, Associations & Institutes
- Targeted Newsletters for 19 Specialty Areas of the Industry
- Conferences, Workshops & nova Sessions
- In-depth B2C Research

Economy & Policy

- Strategic Consulting for Industry, Policy & NGO's
- Political Framework, Measures & Instruments
- Standards, Certification & Labelling
- Micro- and Macroeconomics
- Techno-Economic Evaluation (TEE)
for Low & High TRL
- Target Price Analysis for Feedstock & Products





EU-funded research project 3-CO on certification



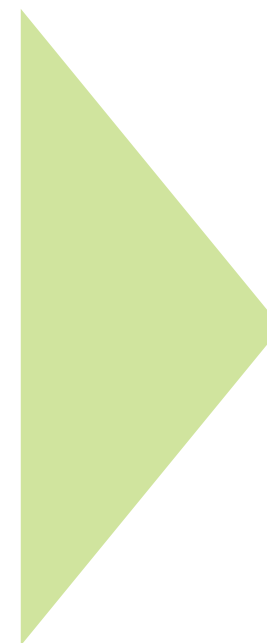
Concise Consumer Communication through Robust Labels for Bio-based Systems



Influence consumer behaviour through smart eco-labels and digital solutions



Develop guidelines for Labelling and Certification Scheme holders



Concise Consumer Communication



Goal of the Guidelines

Create a fully comprehensive set of actionable guidelines for the design of labels for BBPs (for LCS owners, public authorities and industry designers),

...that can be implemented in existing LCS,

...enabling the switch to more environmentally responsible behaviour, improved understanding of value generated, and more,

... to improve the deployment of business-to-consumers communication.

improve the responsible decision-making processes of consumers and improve the sustainability performance and competitiveness of bio-based systems.

Scope of the Guidelines



- Main focus on (visual) Label design guidance.
- Elements on communication measures are included, as this addresses a major differences between B2B and B2C interaction.
- Some aspects on claim development and operations included to ensure applicability and usefulness.
- Guidance is based on 3CO research findings on BBP Labels, Consumer Perspective and Social Innovation.



Why do consumers matter for bio-based systems and labels?

- **Perception:** Consumers carry and inherent belief, that bio-based products carry positive attributes mostly associated with nature (e.g. biodegradability, non-toxicity, positive impact on biodiversity).
- **Economics:** consumers create market demand for bio-based products through end-user product markets.
- **Environmental performance:** consumers require broad environmental (and sometimes social) sustainability aspects at the heart of the scheme and its communication efforts.





Common Challenges

to effective B2C labelling of Bio-Based Products

- **Bio-based products are not inherently sustainable!** But consumers expect sustainability benefits.
- B2C labels rely a lot on **short term interaction** and quick conveyance of their informational content. While trust is built through transparency and comprehensive information.
- Lack of **awareness and knowledge** about bio-based products among consumers.
- The **proliferation of LCS** and their varying coverage confuses consumers.
- In B2C, consumer trust relies more on **the image of the product brands**, than on the label.
- Consumers are a very large, highly diversified target group with different needs and desires.
- A dynamic regulatory landscape with **unclear priorities**.



The difference between B2B and B2C labelling

3CO Final Event, Kaj Seeger, nova-Institute

The difference between B2B and B2C schemes

B2B schemes

- Are well established and nuanced for BBPs.
- Allow for long-term relationships between certifiers and producers.
- Require mainly internal communication between businesses.
- Include technical language, nuanced criteria and extensive reporting.
- Does not require a label, necessarily.
- Rely on trust in the LCS.
- Tend to address specific bio-based product aspects
- **Allow industry to show compliance with/adherence to quality criteria.**



B2C schemes

- Few exist for BBPs.
- rely a lot on short term interaction and quick conveyance of information at the point of sale.
- Require external outreach to consumers through campaigns and marketing.
- Work best with simple to understand messaging and simple statements.
- Must have a label to gain visibility.
- Rely strongly on trust in the certified brand.
- Consumers expect holistic sustainability benefits.
- **Should guide consumer purchasing decisions towards biobased products.**



Regulatory and Legal Frameworks

Policy Trends



- A growing momentum for including Quotas/minimum content requirements, including bio-based, in various policies on materials and fuels.
- Harmonising sustainability criteria across policies for sourcing feedstocks, used in material and energy applications.
- Implementation of the Digital Product Passport (DPP) and Extended Producer Responsibility (EPR).



Good advice from the Green Claims Directive

- **Substantiate Claims:** Consumers value quantitative information on environmental performance over everything else. Environmental Footprint (PEF) methodology and common LCA ISO standards can be used. Always back claims on environmental footprint by Life Cycle Assessment (LCA) of the product.
- **3rd party verification:** Next to qualitative data, consumers prefer independent verifiers. Self-made claims and labels are often perceived as misleading.
- **Focus on robustness of schemes through transparency:** To gain consumer trust, robustness has to be proven. The GCD proposed accessible complaint and dispute resolution mechanisms and mechanisms for non-compliance. These should be communicated pro-actively, as should be instances non-compliance that lead to withdrawal.
- **Label Proliferation:** The large number of labels and their differing scope can confuse consumers and complicates targeted communication. LCS should consider carefully before issuing a new stand-alone B2C label.



Thank you for your time!

For any additional comments, feedback, suggestions, please don't hesitate to reach out to me kaj.seeger@nova-institut.de