



**Final 3-CO Event**

# **Empowering Bio-Based Choices Through Smart Certification**

**21 Oct 2025  
9:00–13:30 CEST  
Free Webinar**

# Intro

- **72%** of EU consumers say they **want to make sustainable choices.**
- **But** only **1 in 5** consumers trusts eco-labels when making sustainable choices.



# Problem



Where to find and  
how to trust?



Label Jungle



# Problem

- “There are too many labels.” (77%)
- “I don’t know what they mean.” (60%)
- “Only a few labels seem credible.” (20.5%)
- " A digital solution can help" (87%)



# How consumer feedback shaped the 3-CO App



Explore



Engage



Learn



Trust

- **Clarity was key:** “I want to ***understand*** what the label means, not just see a logo”, said an interviewee.
- **Simplicity & immediacy:** over 70% preferred mobile-friendly visuals over technical documents.
- **Community and trust:** users valued community reviews for products, **but trusted experts** to assess eco-labels.
- **Desire to learn:** many welcomed short facts or videos explaining sustainability terms.

# Solution



**Scan product labels** for real-time sustainability insights



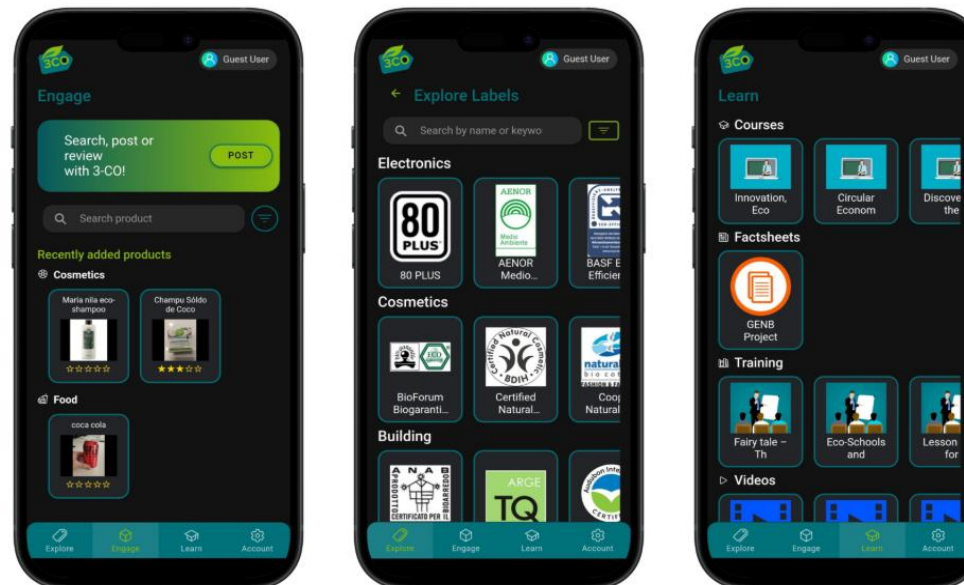
**Search and compare** eco-labels with expert-based ratings



**Engage** with a community of like-minded consumers and find out where to buy them



**Learn** more about the Bioeconomy



# It's Not Just Tech – It's Timing

## Sustainable consumption is on the rise

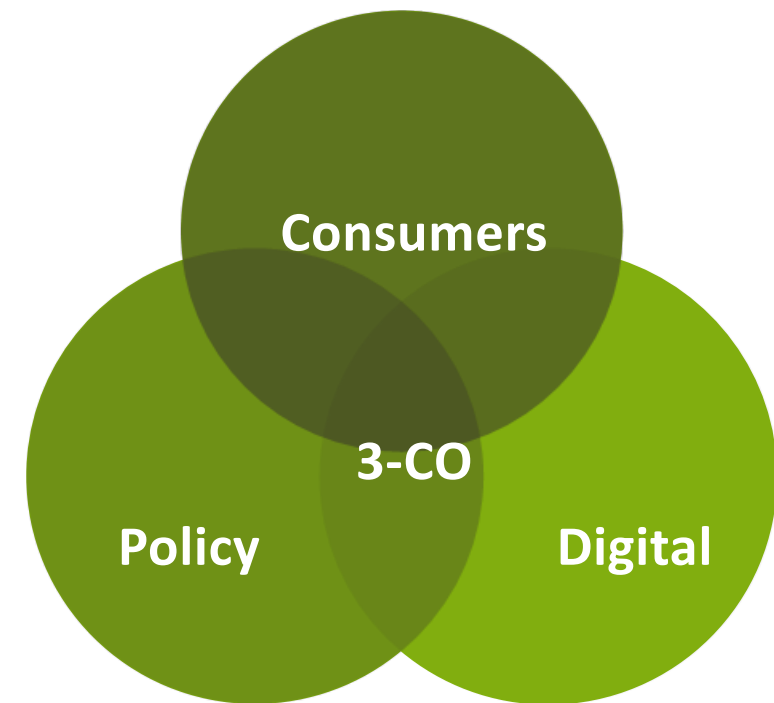
- 64% of global consumers are “***belief-driven buyers***” (Edelman, 2023).
- 73% of Gen Z expect **brands to help them make better choices**.

## EU is tightening regulation

- Green Claims Directive will require **proved, verifiable eco-labels**.
- 3-CO is aligned with upcoming legal frameworks.

## Digital engagement is key

- 198M Europeans aged 18–39 mostly use mobile phones and are sustainability-conscious.



# It's Not Just Tech – It's Timing



## For businesses

- Show **verified** sustainability claims
- Build consumer **trust** and brand **loyalty**
- Improve market **differentiation**



## For Policymakers & Certifiers

- Provide **standardized**, comparable data
- Increase **compliance** with upcoming EU Green Claims Directive
- Reduce greenwashing through **transparent scoring**



## For the Market

- Enable better **product selection**
- Facilitate **sustainable innovation**
- Create a **feedback loop** between consumers and producers





# Join us



Download the App

ANDROID

IOS



Android



IOS

# Let's build trust, digitally



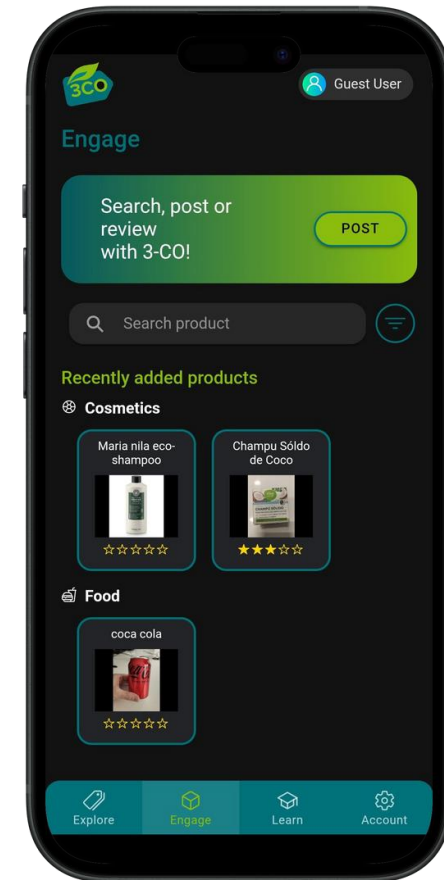
## Get involved:

Are you a brand, retailer, label owner, or policy actor?

**Partner with 3-CO to shape the future of consumer trust in the bio-based economy**



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# Thank you!