

Perceptions and expectations – bioplastics at its turning point to consumer communications

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BiNa „Public perception and communication“

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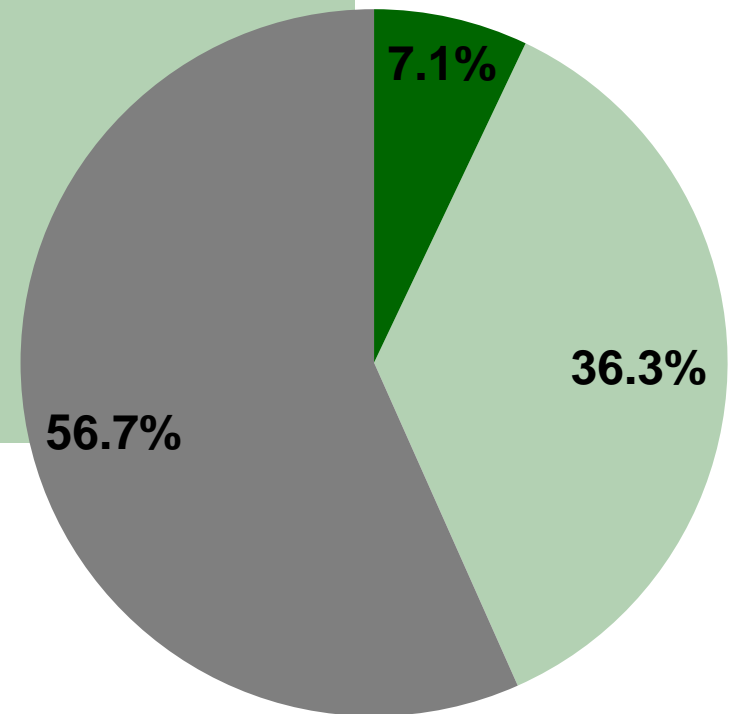
Introducing: Research context

		Political framework	
		Sustainability	
		Ecology	Socio-economy
		Communications	
Project Supervisor: Prof. Dr. Wiebke Möhring (TU Dortmund) Research Assistant: M.A. Julia-Maria Blesin (HS Hannover)		Public perception & communication	Information & consumer
Perceptions of bioplastics among the German public - focus groups (n=24) - public survey via online-access-panel (n=1763)	Communication about bioplastics by economic, political and society actors - website analysis (n=31) - expert interviews (n=20)		

Challenge I – Lack of Awareness

We would like to find out, if you've ever heard of bioplastics? (BiNa, 2016, Germany, Online-Access-Panel; n=1673)

- Yes, I have heard of bioplastics, and I know exactly what they are.
- Yes, I have heard of them before.
- No, I have never heard of them.



The quantitative and qualitative survey results are coherent and complement one another.

Zoom: Lack of Awareness



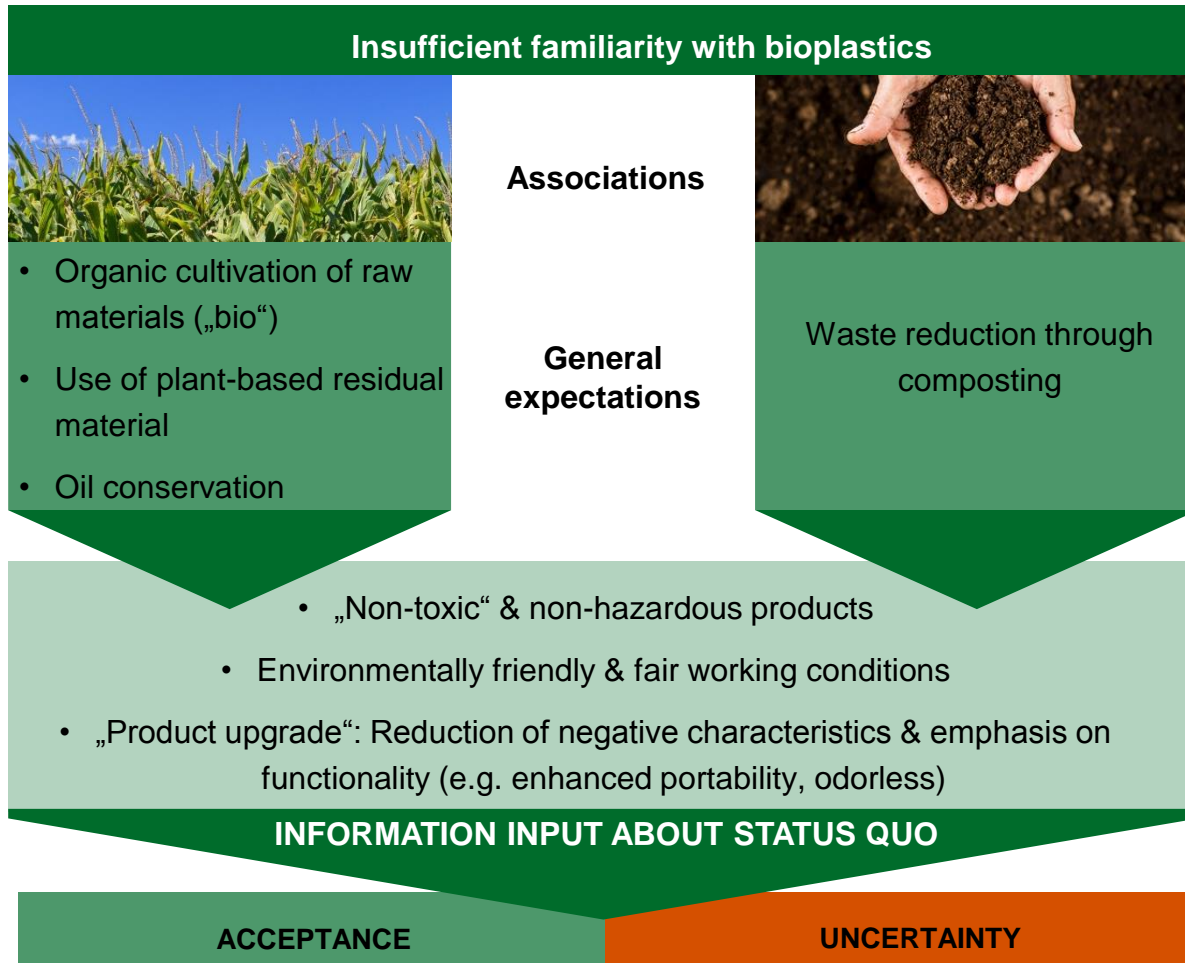
Of **7,1** percent* who claim „Yes, I have heard of bioplastics, and I know exactly what they are.“ “...“

... **39** percent* are convinced, that raw materials as bioplastics' resource basis are organically cultivated. 20,3 percent checked „I don't know“.

... **66,9** percent* believe all bioplastics are biodegradable. 17,8 percent checked „I don't know“..

*Rel. frequency, BiNa (2016) Online-Access-Panel; n=1673

Challenge II – High expectations which reality is unable to fulfill



Source: BiNa (2016) focus groups; n=24

Zoom: High expectations which reality is unable to fulfill

INFORMATION INPUT ABOUT STATUS QUO

ACCEPTANCE

- Endorsed by Research & Development
- Recognition as an alternative
- Influence on product selection

UNCERTAINTY

- Concerns about competition with food sources
- Suspicion of „greenwashing“
- Disappointment with product
- No effect on product selection

„*What's ,bio' about that? It contaminates the earth too.*“ Carsten (43)

„[...] *misuse of food sources, because corn and other types of plants are used for Bioplastics.*“ Katharina (23)

„*I would have thought that Bioplastics were more environmentally friendly, because they are biodegradable. Now I'm a bit shocked.*“ Peter (62)

Source: BiNa (2016) focus groups; n=24

Consumer's view: Are bioplastics sustainable?

„After we've been speaking a lot about bioplastics – do you find bioplastics sustainable?

„Fossil-based raw materials are simply limited. We need to move away from using them, **but much more research into bioplastics is definitely required!**“ Dirk (44)

„[...] you jump right on it! But when you dig a bit deeper it all appears **wishy-washy**. There are more questions than answers [...]“ Christina (52)

„Let's take ‚lower carbonfootprint‘ or ‚saves fossil resources‘ – **very vague**. I want numbers!“ Randy (23)

„**More facts please!** [...]“ Birger (38)

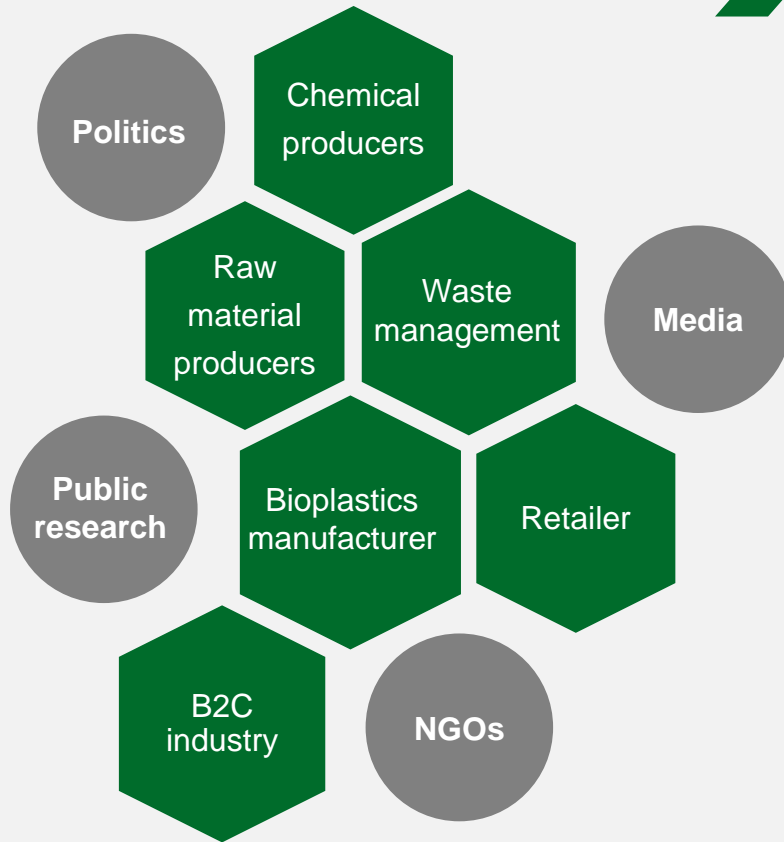


Consumers perceive...

- specific data unavailable
- vague terminology and inconsistent wording
- open questions

Source: BiNa (2016) focus groups; n=24

Conclusion: Establishing bioplastics...



... is not just a question of communication!

- All relevant stakeholders of bioplastics are challenged to create the right conditions for capitalizing on potentials
- Effective communication campaigns can fulfill a support and mediation function in achieving this end

Conclusion: Main Objectives regarding Communication



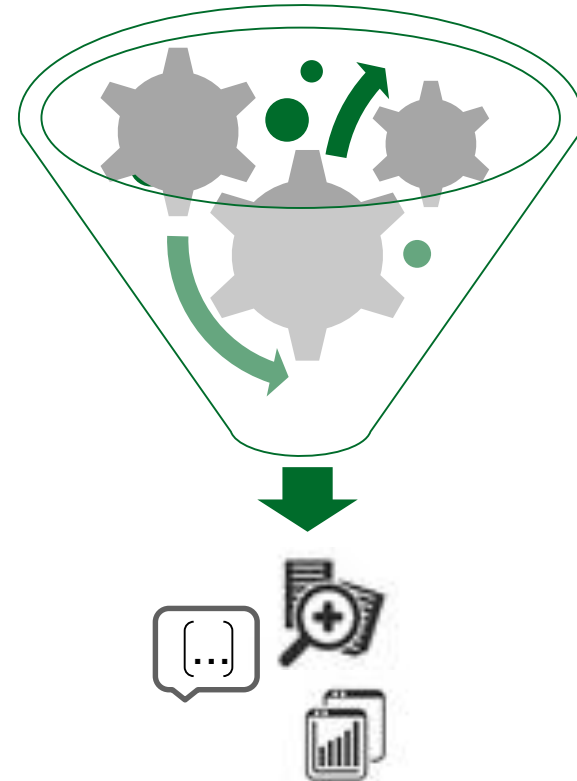
Increase familiarity and general knowledge

- ✦ Reduce complexity

Establish realistic expectations and acceptability

Dispel incorrect expectations – both positive and negative, e.g. through

- ✦ Communicating decisive advantages and added benefit
- ✦ Introducing alternate terms
- ✦ Providing transparency regarding the social and ecological sustainability



Get in touch!

Find more information here
www.biokunststoffe-nachhaltig.de

Attend „BiNa Kommunikationsworkshop“, February 16th 2017,
Hannover

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