



Algemene gegevens	
PPS-nummer	AF-15211
Titel	COMBO: ConsuMentenwaardering van BiObased Voedsel Verpakkingen
Topsector en innovatiethema	AF – C&K
Projectleider (onderzoek)	Gemma Tacke
PPS-coördinator (namens private partij)	Mars Nederland B.V., Dennis van Eeten
Contactpersoon overheid	-
Status (lopend of afgerond)	Lopend
Type onderzoek (F, T of V)	Toegepast
Werkelijke startdatum	10-06-2016
Werkelijke einddatum	31-12-2018
Korte omschrijving inhoud	Bio-based packaging for food offers great opportunities for manufacturers and retailers of food products to move towards more sustainable products and strengthen their brand and their position in the market. The aim of this project is to support the food industry and the food packaging industry with knowledge about technical possibilities, consumer needs and impacts on brands, sustainability scores to facilitate strategic decisions about the type of bio-based packaging to be used in their food product categories: juices & still water, coffee, chocolate and cheese.

Highlights
<p>The main findings of the qualitative study (4 focus groups) in Germany are:</p> <ul style="list-style-type: none"> - Overall participants judge a product on product characteristics instead of packaging characteristics. The packaging is an inextricable part, which they are not conscious of when judging products. - However packaging influences the image of a product. - There is only limited interest and knowledge about packaging, production of packaging and disposal - Disposal seems closer to consumer interests than production of packaging - Consumers are positive about using rest streams for packaging, but using food for packaging is unacceptable. - Some consumers prefer a more personal approach 'footprint' while others prefer 'lower CO2 emission' - Consumers have limited knowledge regarding biobased packaging, but they are interested. There is a need for simple, clear and transparent communication. <p>The main suggestions in claims for biobased packaging are:</p> <ul style="list-style-type: none"> - Make specific, measurable and verifiable claims - Make distinct claims (omit misleading formulations) - Be accurate, relevant and truthful - Accuracy: report which emissions are reduced to what extent - Relevance: if 90% of package waste is incinerated, then do not make claim on compostability - Truthfulness: if no recycling unit is running in the country then do not claim

recyclability

- Make correct comparisons
- Compare to same product category and use same methodology
- If claim is based on a percentage, comparative claims should be expressed in absolute terms (4% to 6% is a 2 % increase, not a 50% increase)
- If based on absolute value, comparative claims should be expressed in relative terms

Opgeleverde producten in 2016

Wetenschappelijke artikelen

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Rapporten

- Meesters, K., Claims for biobased products; according to European plastics, Wageningen UR, februari 2015, interne ppt
- Sijtsema, S. en G. Tacken, Consumer perception bio-based packaging; qualitative research Germany COMBO WP1, Wageningen UR, februari 2015, interne ppt.

Artikelen in vakbladen

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Inleidingen/ workshops/ invited lectures

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