

Prospects and limits of high performance bio based ingredients in products of sustainable consumption

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Sustainable consumption is a cornerstone of facing the great societal challenge of climate change in the future. Concepts of Bioeconomy aim at transforming our societies into bio-based economies by increasingly replacing fossil based raw materials through bio based ingredients in products. Consumer behaviour and decisions play a crucial role for the success of these transformation. Unfortunately, the acceptance and market shares of bio based products increases slowly and only in single market segments. There is an ongoing public debate whether stimulating sustainable consumption needs extended and altered communication and labels or more strict regulatory measures and state policies.

Against this background, we present in our talk results of our study on relevant consumer demands and conditions of (non-) acceptance of products in three relevant areas of consumption: food, packages, and cosmetics. Based on a) an international literature review of peer reviewed journal articles focusing on Europe and USA and c) an group Delphi study, we present not only relevant consumer preferences and product conditions in this areas but also discuss policy recommendation between communication and regulation.