

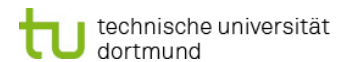


Image-Boost vs. Greenwashing? Communicating the Opportunities and Challenges of innovative Bioplastics

Julia-Maria Blesin, Miriam Jaspersen & Wiebke Möhring



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**HOCHSCHULE
HANNOVER**
UNIVERSITY OF
APPLIED SCIENCES
AND ARTS

–
*Fakultät III
Medien, Information
und Design*



Introduction: Communicating the Research Findings regarding Bioplastics

Project Supervisor: Prof. Dr. Wiebke Möhring
(until February 2016: Hochschule Hannover; as of March 2016: TU Dortmund)

BiNa (www.biokunststoffe-nachhaltig.de)

Julia-Maria Blesin

- Focusing on the public's perception of bioplastics
- Funded by BMBF
- Research models:
 - website analysis
 - guided interviews
 - public opinion survey (online)

- Three focus groups in April & six focus groups in May 2016
- 8 participants/group in Hannover
- Quota by age, gender, level of education, environmental awareness

FNG (<http://fng.ifbb-hannover.de>)

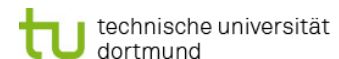
Miriam Jaspersen

- Focusing on product communication of bioplastics
- Funded by BMEL
- Research models:
 - analysis of advertising material
 - guided interviews

- Research focus: associations and attitudes towards bioplastics and products made of bioplastics among consumers and the general public



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Plastics Heritage: From a modern Miracle to a Threat for the Environment

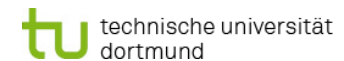
Image Source: Appendix



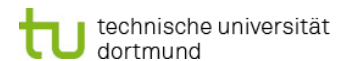
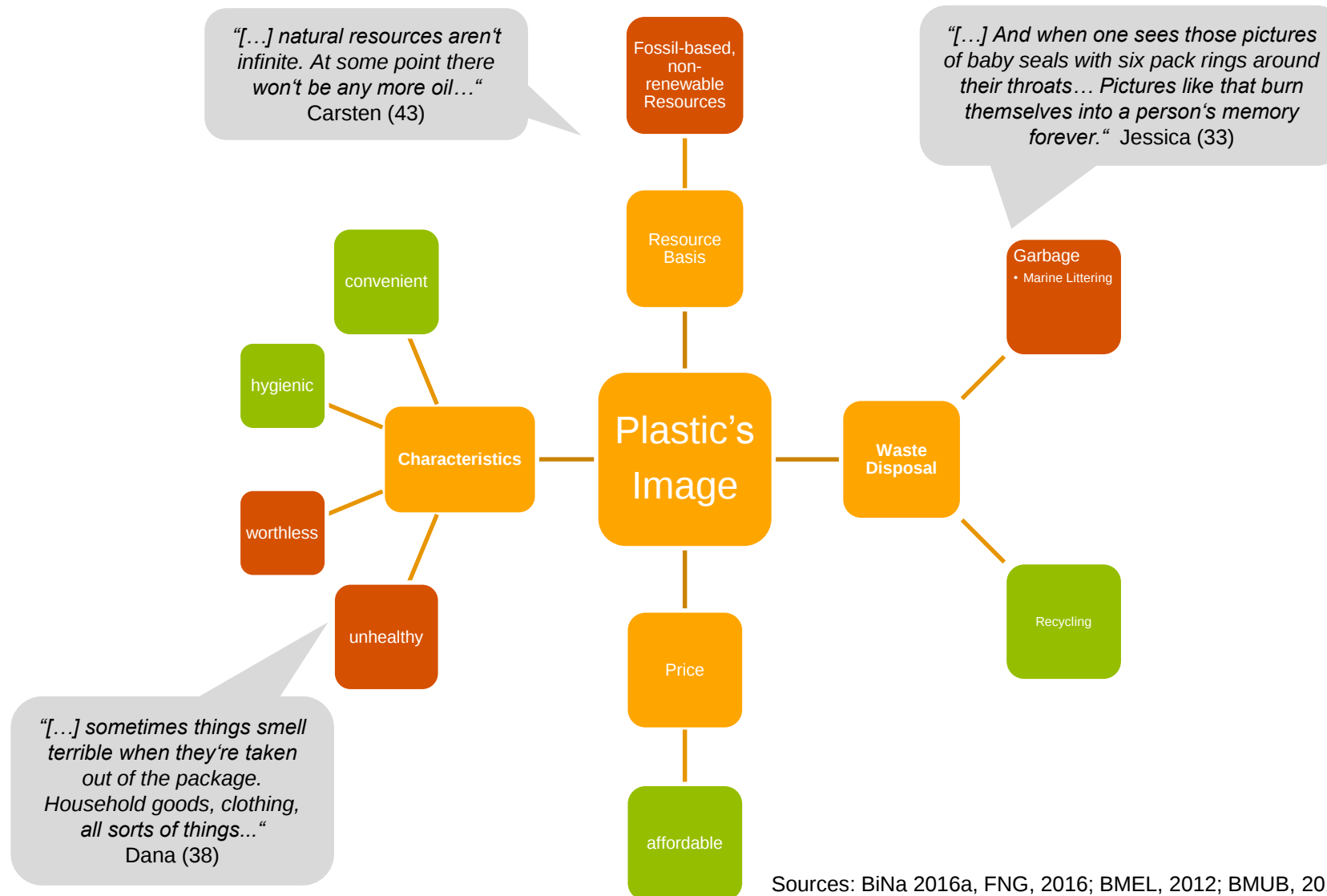
Sources: Braun, 2013; Kotte, 2014; Plastics Europe, 2015, VDI-Informationszentrum, 2015



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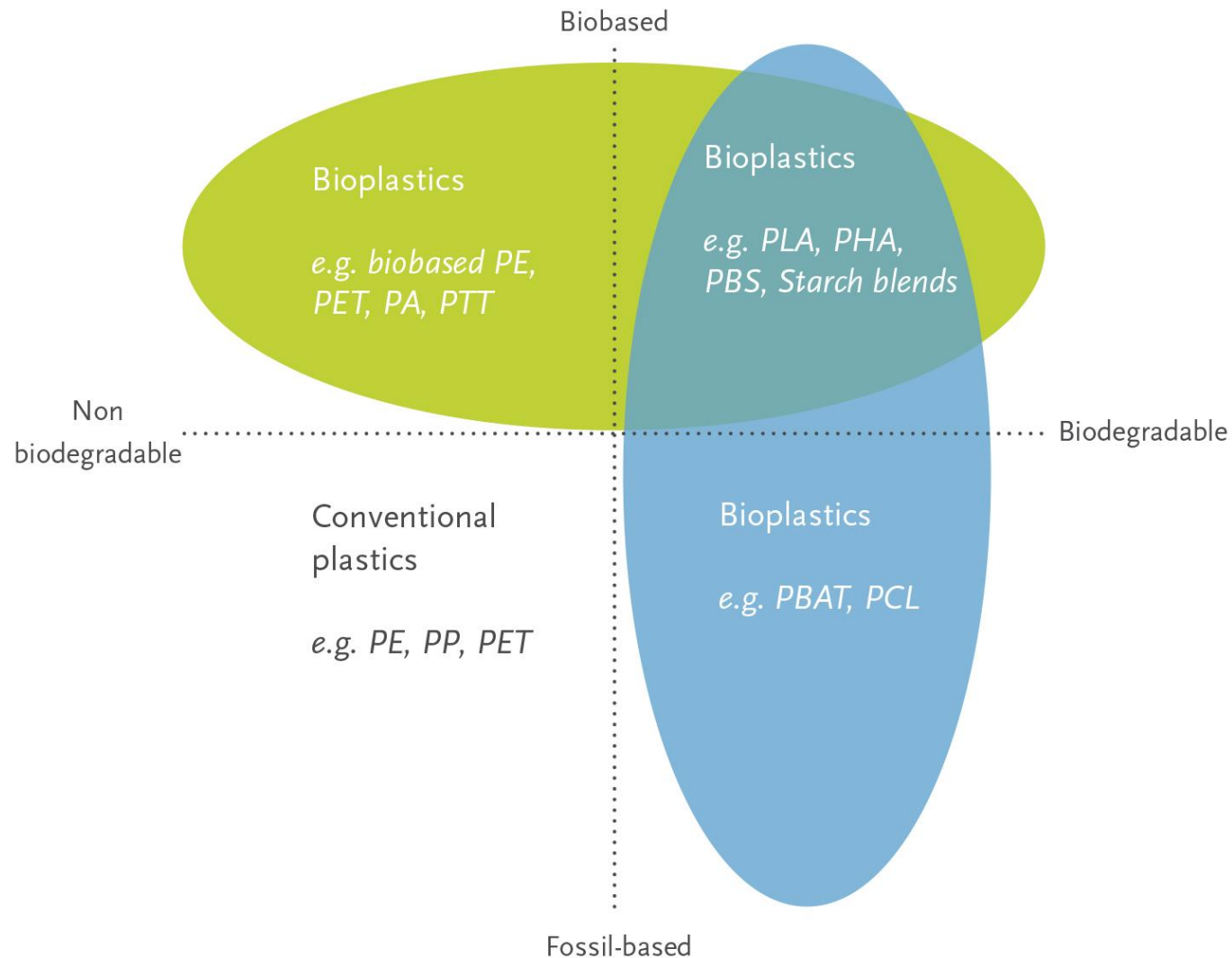


Plastics Heritage: Consumer Concerns about Petroleum-based Plastics



Sources: BiNa 2016a, FNG, 2016; BMEL, 2012; BMUB, 2014

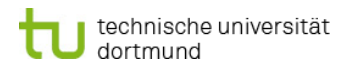
Bioplastics – The Solution?



Source: European Bioplastics



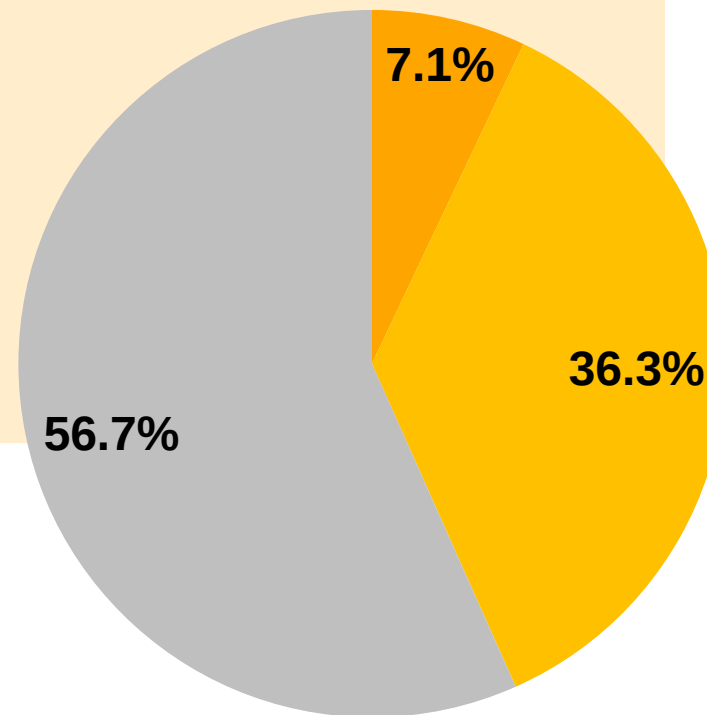
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Challenge I – Lack of Awareness

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

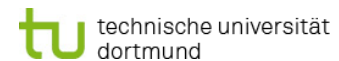
- Yes, I have heard of Bioplastics, and I know exactly what they are.
- Yes, I have heard of them before.
- No, I have never heard of them.



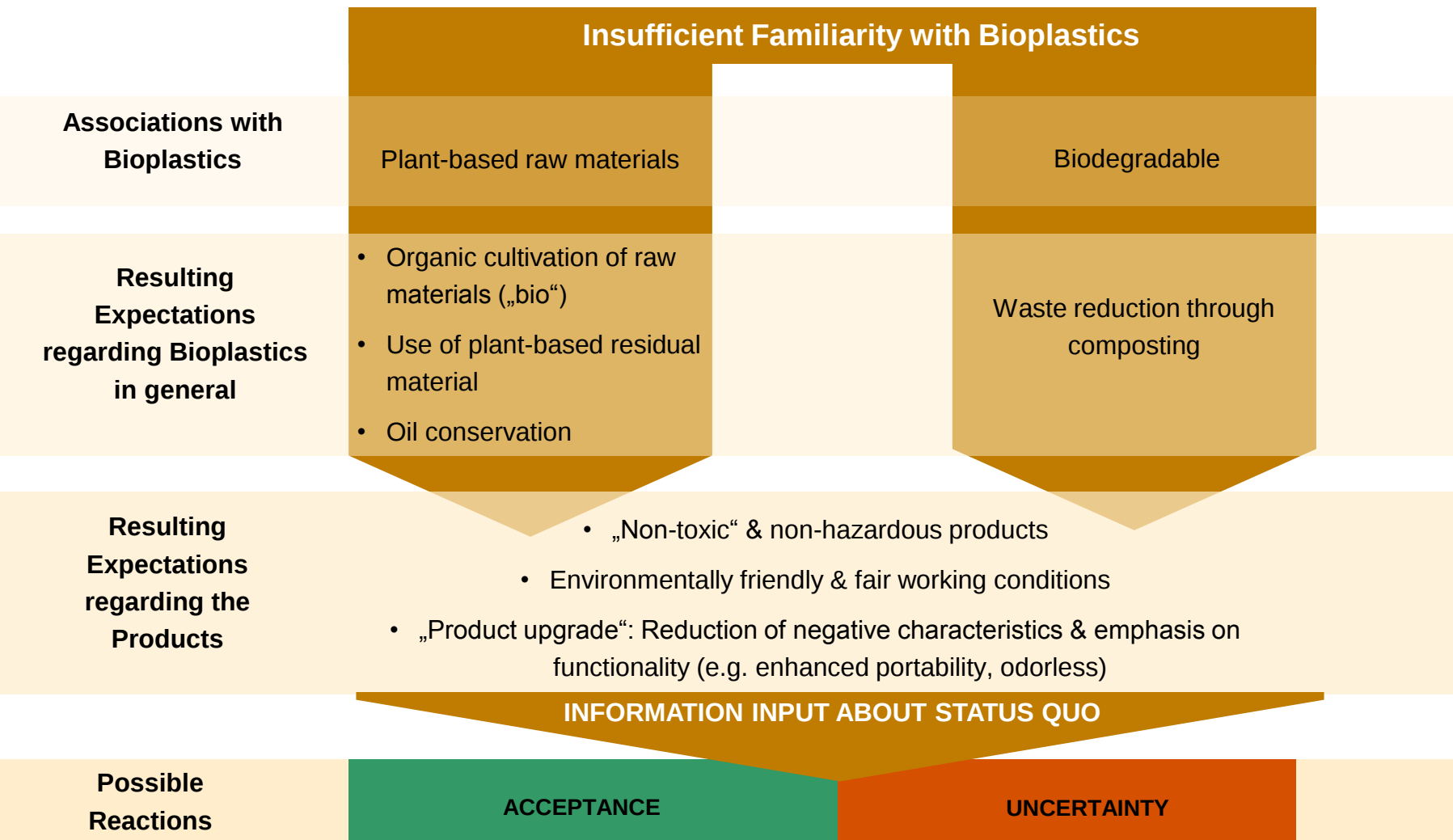
The quantitative and qualitative survey results are coherent and complement one another.



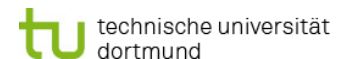
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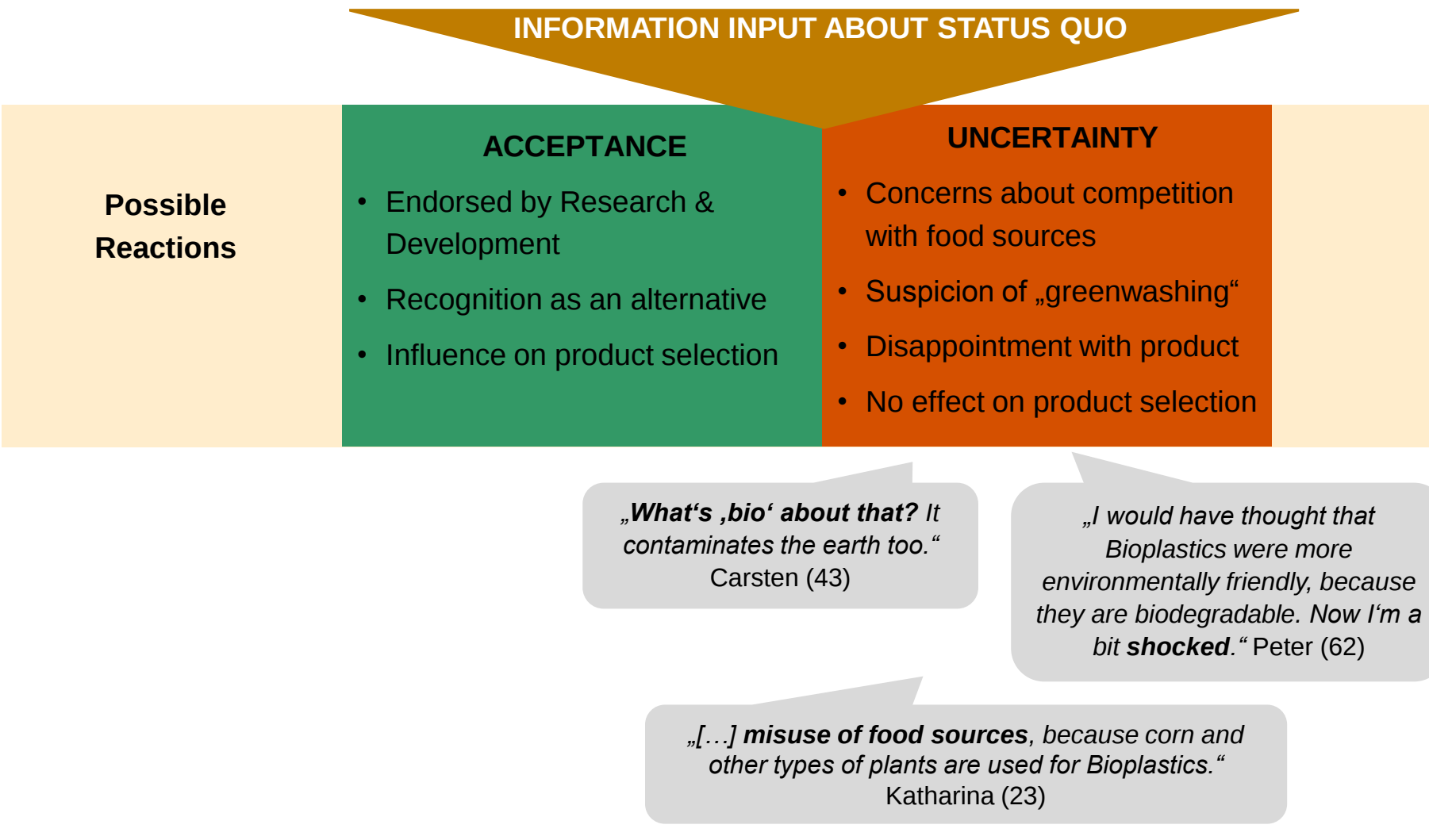
Challenge II – High expectations which reality is unable to fulfill



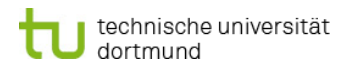
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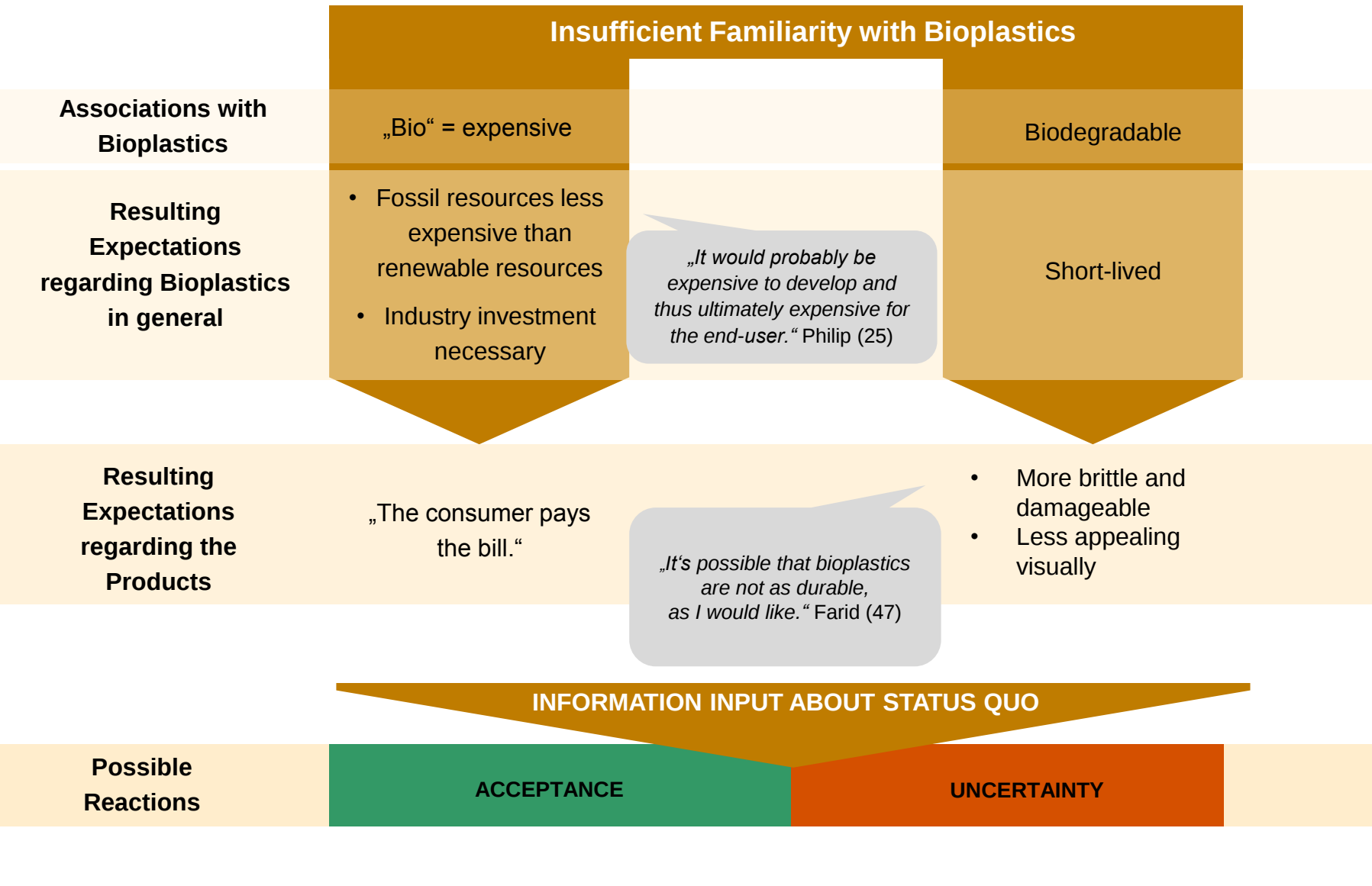
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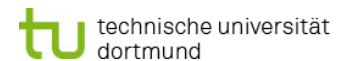
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Challenge III – Prevailing low Expectations



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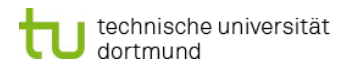
The Consumer's Viewpoint: How to communicate more effectively...



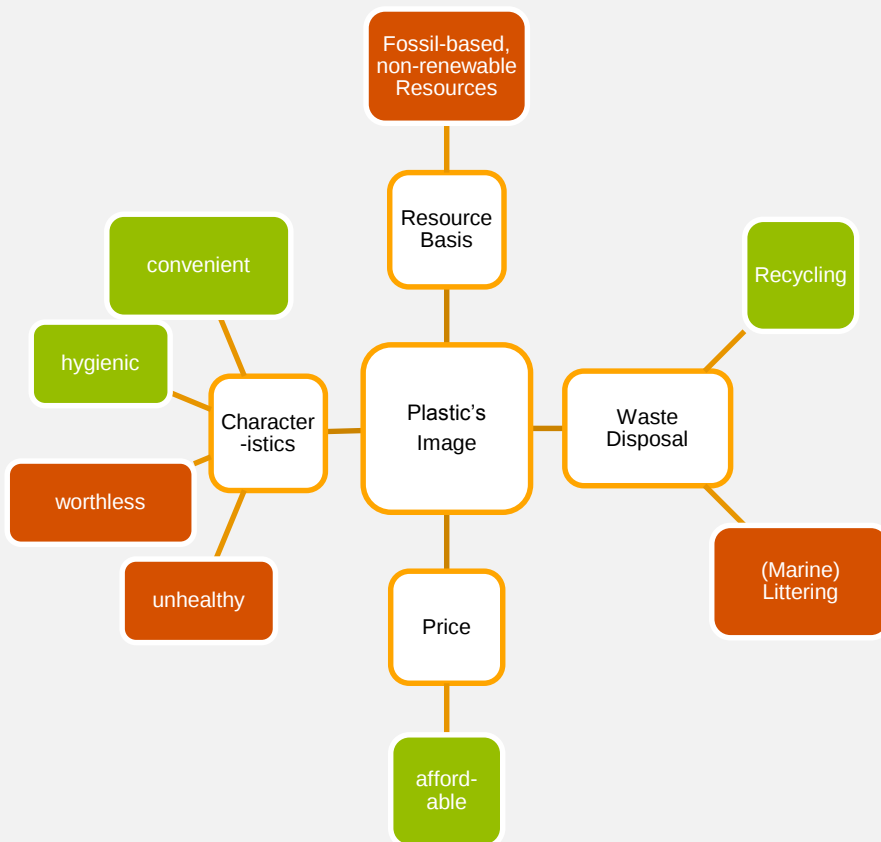
- Accurate information based on facts (not generic, stereotypical slogans)
- By offering more intensive and detailed information platforms
- By communicating the central message: „Without crude oil“
- By keeping the public informed on R&D
- By avoiding exaggerated, sermonizing communication



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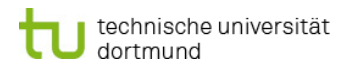
Conclusion: Image-Boost vs. Greenwashing? It's not just a question of communication...



- Consumers perceive potentials associated with characteristics such as „biodegradable“ and „bio-based“
- The challenge for the stakeholders is to create the right conditions for capitalizing on this potential
- Effective communication campaigns can fulfill a support-/mediation-function in achieving this end



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Conclusion: Main Objectives regarding Communication with Consumers



WHAT?

HOW?

Increase Familiarity and general Knowledge

Reduce complexity

Establish realistic Expectations and Acceptability

Dispel incorrect expectations – both positive and negative

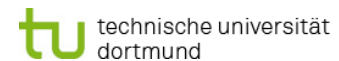
→ Communicate decisive advantages, e.g. organic basis and its independence from petroleum

→ Provide transparency regarding the social and ecological sustainability with respect to LCA/SLCA

→ Introduce alternate terms



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We would like to thank you for your attention!

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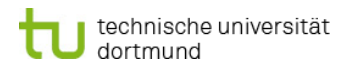
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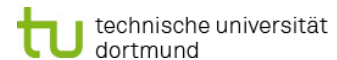


Image Sources

Slide 1:

- PLA Rezyklat, Marina Mudersbach, <http://ifbb.wp.hs-hannover.de/bina/>

Slide 3:

- left: <http://www.nwhm.org/blog/throwbackthursday-vintage-commercials-and-advertisements-part-2/>
- right: Midway: Message from the Gyre (2009 – Current), Chris Jordan, <http://www.chrisjordan.com/gallery/midway/#CF000313%2018x24>

Slide 5:

- <http://www.european-bioplastics.org/bioplastics/materials/>



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