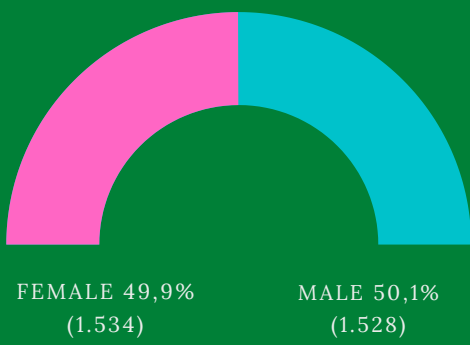


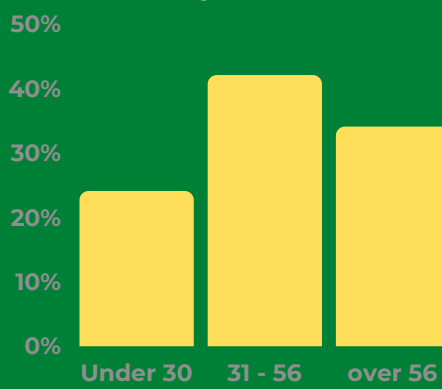
INTERIM REPORT ON BIONTOP VALUE CHAIN AND CONSUMER PERCEPTION



GENDER



AGE



8 COUNTRIES COVERED

ITALY	(229)
FRANCE	(497)
GERMANY	(504)
BELGIUM	(506)
GREECE	(228)
MALTA	(10)
NETHERLAND	(500)
SPAIN	(508)

WHEN MAKING PURCHASES (SHOPS, MARKET, ONLINE STORE, ETC.) DO YOU RECOGNIZE PRODUCTS WHOSE CONTAINERS/PACKS ARE MADE OF BIOPLASTIC?



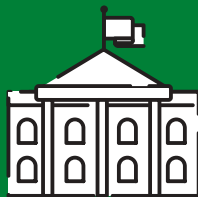
68% of European consumers do not recognize products made of bioplastic

AWARENESS AND KNOWLEDGE



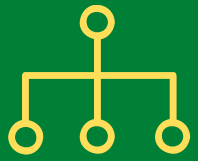
89% of consumers have never heard about bioplastics or have a confused idea about it

80% of people are 'strongly agree' or 'agree' with the idea that laws should regulate the dissemination of bioplastics.



ASSOCIATIONS ABOUT BIOPLASTICS

Bioplastics is positively associated with less pollution (63%), compostability (59%), and sustainability (59%)



50% of consumers associate bioplastics with increased costs and concern about the possible increase in land consumption to produce them



LABELS AND PRODUCT INFORMATION



Expiry date (34%) and product's properties (24%) are the main information for consumers

Only 40% of people correctly interpret label related to compost



More than 1/3 of consumers do not know compostable logo meaning once appears on packaging



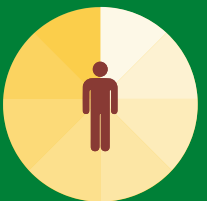
WILLINGNESS TO PAY

80% of consumers would like buy a products made of bioplastic, even if only 1/3 admits to recognize it



50% of citizens does not want price increases for bioplastic packaging

Only 10% of consumers would be willing to pay more for bioplastics



RECOMMENDATION

- 1) A long-term European plan to increase consumer awareness represents a key factor in achieving a green transition
- 2) Foster a more correct communication focus on the sources of raw materials involved in creation of new packaging and on EoL treatment
- 3) In order to identifies bioplastics should be important create a common European logo able to identify bioplastics and display, in a simple way, the correct EoL treatment
- 4) Companies are interested in using bioplastics for their products, even if complain about limited availability