

# Julia Hailes

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GRONA  
ONSUMEN  
GUIDEN

ピンク グリー  
コンシューマー ガイド  
THE GREEN CONSUMER GUIDE

Der  
Supermarkt  
führer.  
Umwelt-  
freundlich  
einkaufen  
von Allkauf  
bis Tengelma

THE GREEN  
CONSUMER  
SUPERMARKET  
GUIDE

THE GREEN  
CONSUMER  
SUPER-  
MARKET  
SHOPPING  
GUIDE

THE CANADIAN  
GREEN  
CONSUMER GUIDE  
HOW YOU CAN HELP

GRØNN  
FORBRUGER  
GUIDE

THE  
DUNG  
EN CONSUMER  
GUIDE

LA GUIA DE  
JOVE  
CONSUMIDOR VA

Umwelt-  
freundlich  
einkaufen

Gids  
voor de  
Groene  
Consument

GRÖNA  
KONSUMENT  
GUIDEN

THE  
GREEN  
CONSUMER  
GUIDE

THE  
GREEN  
CONSUMER  
GUIDE

CANADIAN  
GREEN  
GUIDE

GOING  
GREEN  
A Kid's Handbook  
to Saving the Planet

Von  
Shampoo  
bis  
Champagner

REVISED & EXPANDED  
THE CANADIAN  
GREEN  
CONSUMER GUIDE  
Derivatives  
Responsible  
shopping that  
won't cost  
the earth.

THE  
GREEN  
CONSUMER

VIHREÄN  
KULUTTAJAN  
OPAS

DE UNGER  
GRØNN  
FORBRUGER  
GUIDE

Handbuch  
mit grün  
Handbuch  
UMWELTSCHUTZ

DEN  
GRØNNE  
FORBRUKER  
GUIDEN  
Fra kompost til tanpore  
kipevaig for  
et bedre miljø

# BIOPLASTICS GREEN CREDENTIALS

- Good initial perception
- Biodegradability must be good
- Plants better than oils
- Good for greenhouse effect

But dig a little deeper.....

# BIODEGRADABILITY

**IS BIODEGRADABILITY A  
REAL BENEFIT?**

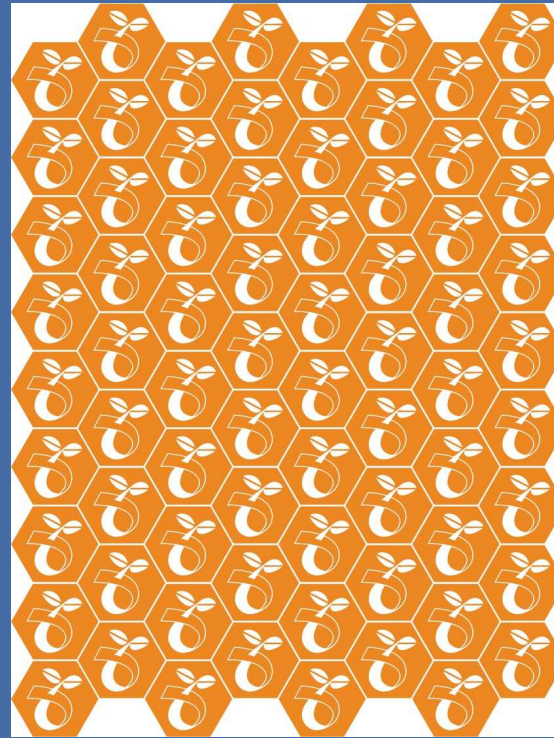
# BIODEGRADABILITY

- Where are the facilities?
- Poor in UK
- Almost non-existent in US

# CONSUMERS

- Kassel project – consumer research
- Too many labels – like organic
- Technology – biodegrade too soon?
- Technical – 100% biodegradable or not

# The Meaning of the Hexacon: Sort into the biobin



# LANDFILL

- **Most goes to landfill**
- **Locks up CO<sub>2</sub>**
- **Or biodegrades**
- **More work on landfill impacts**

# RECYCLING

**IS RECYCLING THE  
ROUTE TO GO?**

# RECYCLING

- Very recyclable
- Systems might be in place
- Will pose no new problems
- Does it offer any benefits?

**PLANTS**

**ARE PLANTS BETTER  
THAN OIL?**

# PLANTS VS OIL

- Use less oil
- Significant in industry terms
- Consumer disappointment
- Unrealistic expectations
- Efficiency will improve

# PLANTS VS OIL

- Renewable resource
- Fossil fuel issues replaced
- Intensive agriculture
- Sustainable agriculture
- Use of GM

# PLANT VS OIL

- Extra land – positive picture
- Competing uses
- Pressure intensifies

# BIOPLASTICS – MEETING CONSUMER EXPECTATIONS

**1. COST**

**2. QUALITY**

**3. COMPOSTING**

**4. CONSUMER EDUCATION**

**5. PROBLEM SOLVING**

# BIOPLASTICS – MEETING CONSUMER EXPECTATIONS

**6. LANDFILL**

**7. RECYCLING**

**8. OIL**

**9. GREENHOUSE EFFECT**

**10. GM**

# OVERALL CONCLUSION

