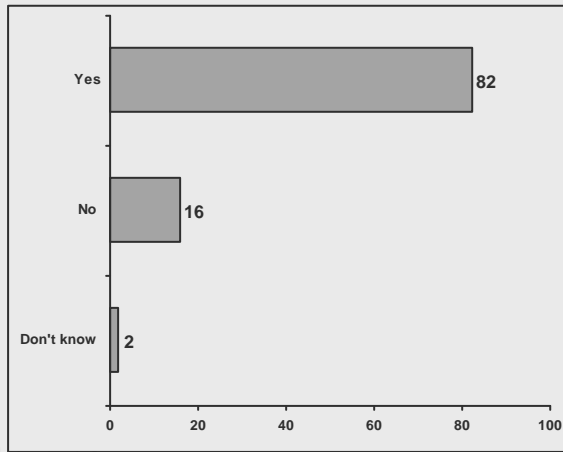


MODEL-PROJECT KASSEL

Awareness: Have you ever seen the hexacon?

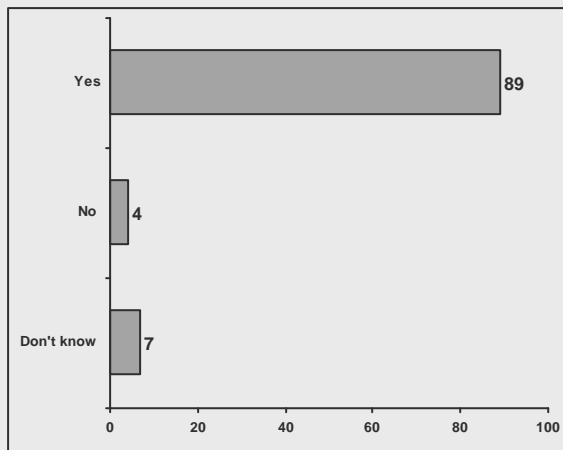


Angaben in Prozent; n = 600



MODEL-PROJECT KASSEL

Satisfaction: If you have experienced the new material, would you buy the products again?

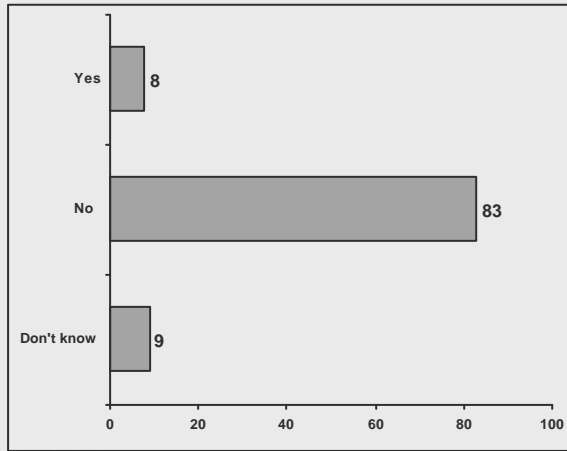


Angaben in Prozent; n = 412



MODEL-PROJECT KASSEL

Are you concerned that BDP packaging could degrade already in the refrigerator?

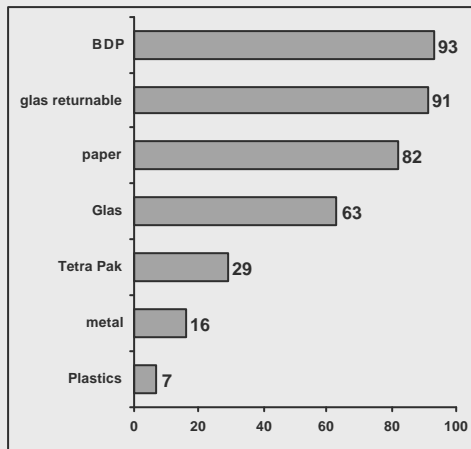


Angaben in Prozent; n = 600



MODEL-PROJECT KASSEL

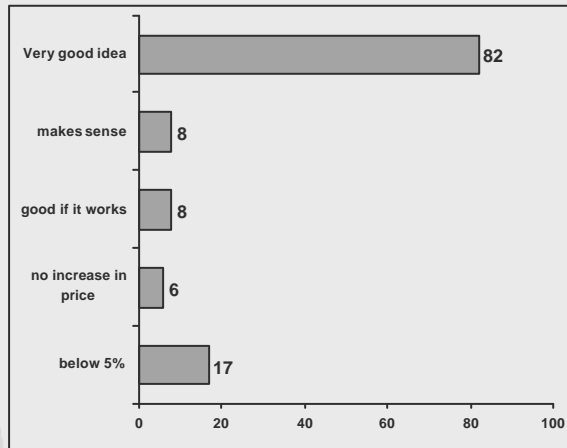
How environmental friendly do the following materials perform in your opinion? Rating 1 and 2



Angaben in Prozent; n = 600



What's your opinion about replacing conventional plastics by BDP?



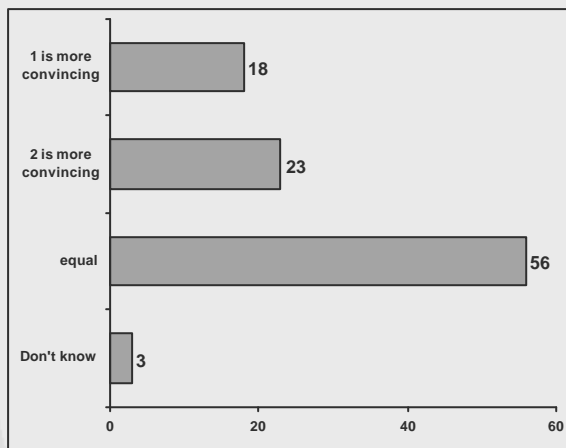
Angaben in Prozent; n = 600



Which argument is more convincing? BDP is environmental friendly because

1. it is made from renewable resources, or because

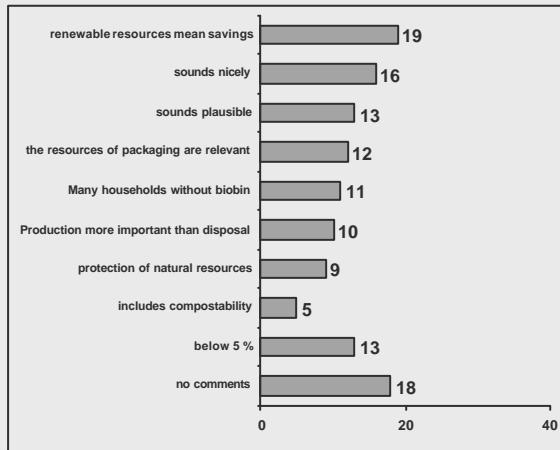
2. it is compostable?



Angaben in Prozent; n = 600



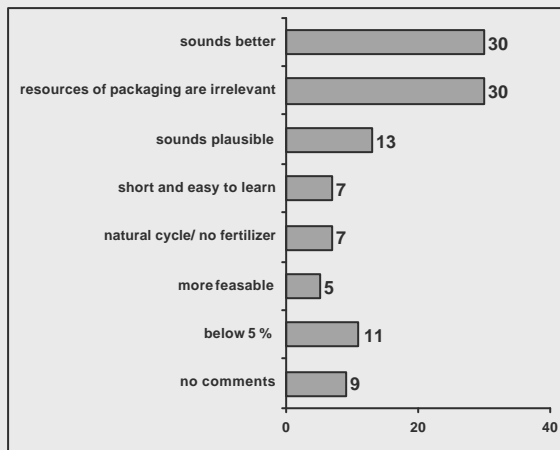
Why do you prefer renewable resources ?



Angaben in Prozent; n = 106



Why do you prefer „compostable“?

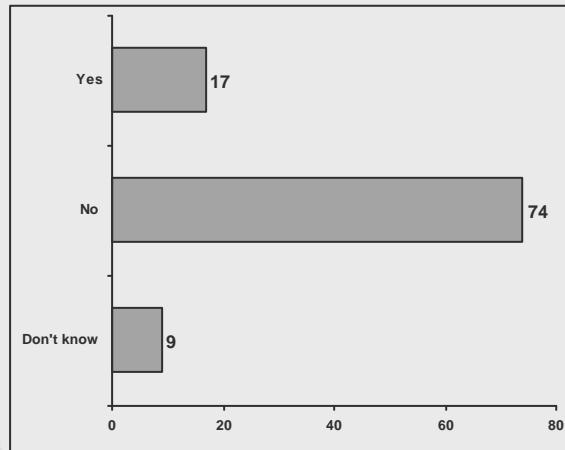


Angaben in Prozent; n = 139



MODEL-PROJECT KASSEL

Are you concerned if corn or potatoes will be grown on our fields for the purpose of packaging?

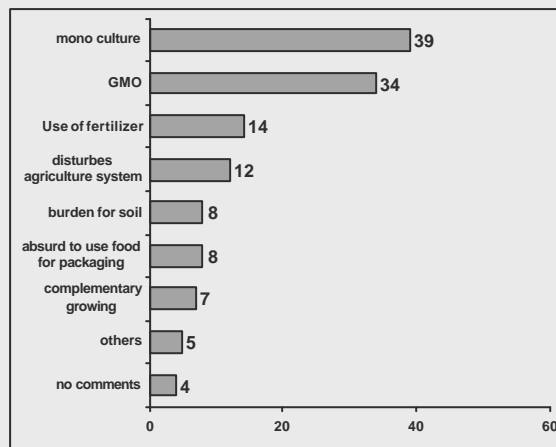


Angaben in Prozent; n = 600



MODEL-PROJECT KASSEL

If you are concerned – why?



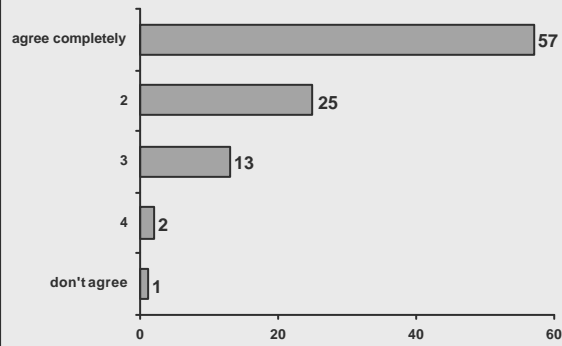
Angaben in Prozent; n = 100



MODEL-PROJECT KASSEL

82 % believe that CO2 ist responsible for climate change

In letzter Zeit ist verstärkt von der CO²-Problematik die Rede. Experten sind der Ansicht, dass der hohe CO²-Ausstoss verantwortlich ist für Klimaerwärmung und Treibhauseffekt.



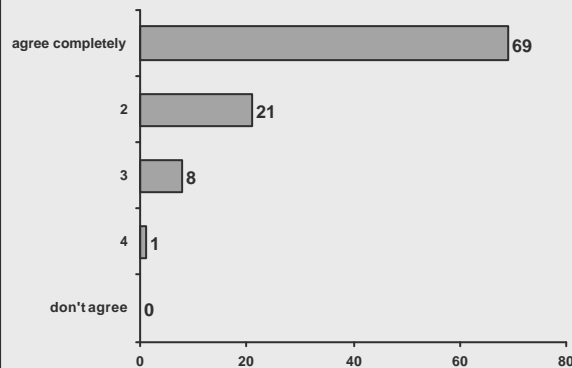
Angaben in Prozent; n = 600



MODEL-PROJECT KASSEL

90 % agree that one of BDP'S key benefits is to use limited oil resources for more valuable applications than packaging.

Ein wichtiger Vorteil der kompostierbaren Kunststoffe ist, dass die begrenzten Erdölvorräte für wichtigere Dinge eingesetzt werden können.



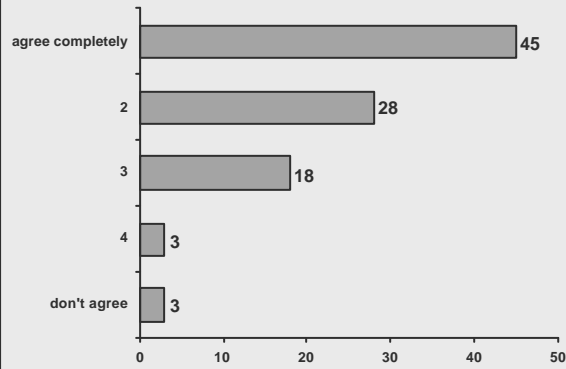
Angaben in Prozent; n = 600



MODEL-PROJECT KASSEL

Socio economic benefit: 73 % like the idea of securing employment in the local agriculture industry by switching to BDP

Falls Kartoffel- oder Maisstärke Erdöl ersetzt, können hierzulande in der Landwirtschaft Arbeitsplätze gesichert bzw. geschaffen werden.



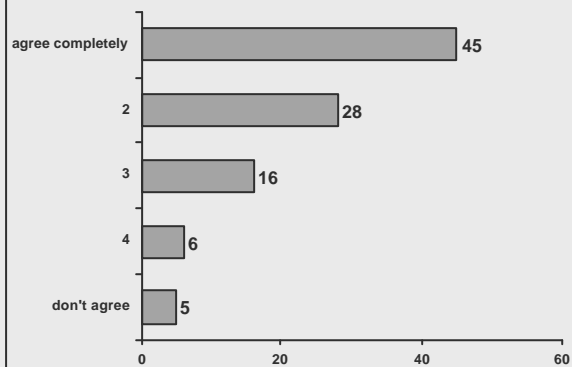
Angaben in Prozent; n = 600



MODEL-PROJECT KASSEL

73 % agree to laws preferring packaging made from renewable resources to save oil and strengthen climate protection

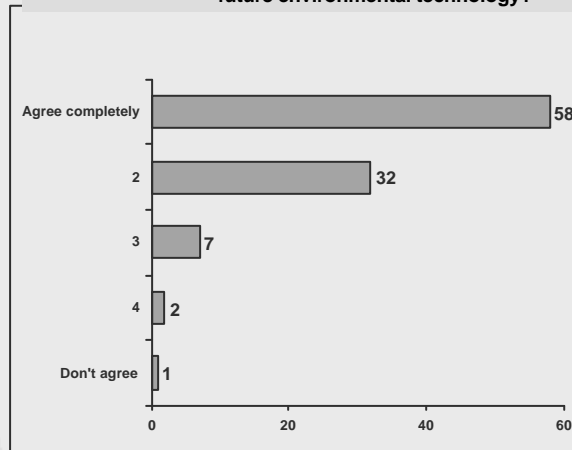
Der Staat sollte kompostierbare Verpackungen per Gesetz vorschreiben, um den Klimaschutz voranzutreiben und Erdöl zu sparen.



Angaben in Prozent; n = 600



Relevance: Solar and wind energy will play a larger role in future. Do you think BDP will have a similar relevance as a future environmental technology?



Angaben in Prozent; n = 600



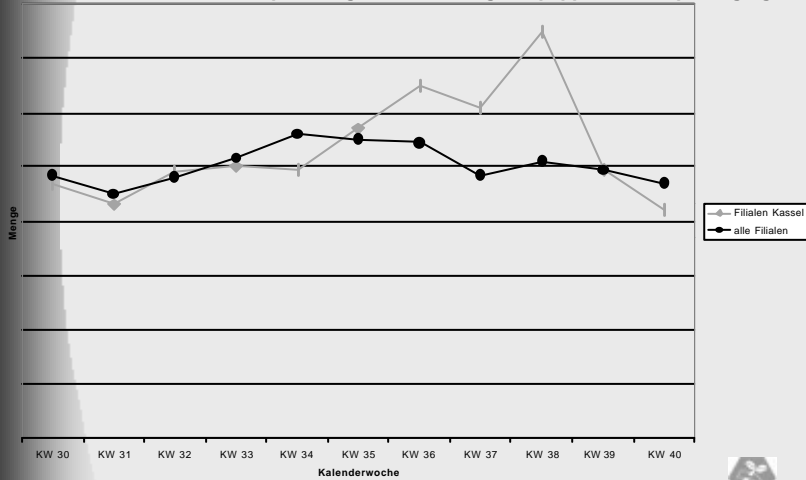
Learning 4: BDP cost more

The Gatekeepers have been sceptical:

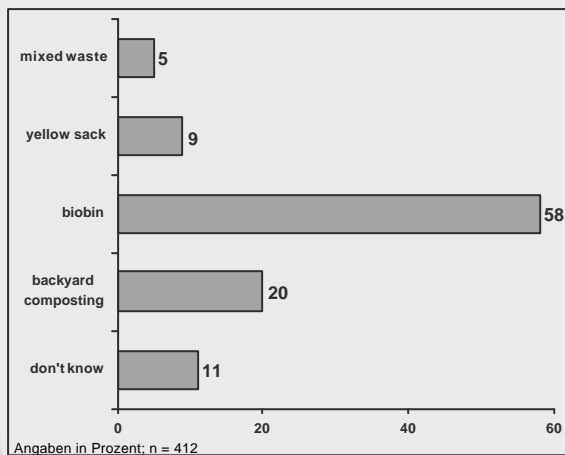
Retailers have been scared about loss of margins
and loss of customers.



BDP do cost more, but they can boost sales Example at tegut: Sales of organic pepper in BDP packaging



How have you disposed your BDP-Packaging?



Angaben in Prozent; n = 412

