

## Press release

nova-Institut GmbH ([www.nova-institute.eu](http://www.nova-institute.eu))  
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# Placing Your Bio-based Material on the Market – Standardisation Activities and Labels in Europe

**New trend report highlights certifications and labels for bio-based and biodegradable materials for the European market. Get the latest info on possibilities for feedstock, bio-based content and end-of-life options.**

It is not always easy to communicate the benefits of bio-based and/or biodegradable materials to the market. Europe is working on standards and norms as one key area to promote bio-based materials. But what do you need to get your product certified?

The new trend report “Standards and labels for bio-based products” provides a comprehensive overview and a summary of already existing certification and labelling schemes applied to bio-based materials. The certified issues include: Feedstocks used, measurable bio-based content of the products and biodegradability properties for different environments. It also looks at the latest insights into the possible connections between ecolabels, especially the EU Ecolabel, and bio-based products and what this means for producers and consumers of bio-based plastics.

There is growing awareness in Europe that in addition to new and improved bio-based products, we also need tools to communicate their benefits. Standards provide a reliable basis on which comparisons and claims can be made. Labels constitute a powerful tool to increase customers’ confidence. Significant progress has been made with regards to these standards and labels in Europe and the trend report provides up-to-date information on all the relevant issues.

The report answers questions such as: What exactly is a bio-based product? How can we measure its bio-based content? Is there any reliable information on biodegradability? And are bio-based products really better from an environmental point of view? If yes, which label can inform my customers about that?

The authors – Lara Dammer, Dr. Asta Partanen and Michael Carus – have first-hand experience of the standardisation process in Europe, having participated in the CEN Technical Committee that deals with bio-based products (CEN/TC 411). In several research activities, they have gathered in-depth information on certification schemes and labels on the market, having analysed them under the specific perspective of bio-based materials. Profit from this experience and get all the information in one concise package.

The new trend report “Standards and labels for bio-based products” is available at [www.bio-based.eu/reports](http://www.bio-based.eu/reports)

### **Responsible under press legislation (V.i.S.d.P.):**

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nova-Institute is a private and independent institute, founded in 1994; nova offers research and consultancy with a focus on bio-based and CO<sub>2</sub>-based economy in the fields of feedstock, techno-economic evaluation, markets, sustainability, dissemination, B2B communication and policy. Today, nova-Institute has 25 employees and an annual turnover of more than 2.5 million €.