

## Purpose & methodologies

One objective of Nutri2Cycle project is to evaluate how agro-products obtained via more sustainable processes can aim for ecolabelling, and how this could affect consumer behaviour. To achieve this objective, techniques of meta-analysis have been applied throughout task 5.3 to study the relationship between product familiarity and consumers' external search activity. Besides, within task 5.2, a review of the ecolabelling landscape that involves both private and EU ecolabelling schemes and the European ecolabelling regulation framework has been provided. Additionally, the potential use of Nutri2Cycle's products in food products bearing European ecolabels has been evaluated. This has made it possible to provide an accurate overview of the current status of the ecolabelling landscape (Figure 1), resulting in valuable insights on different aspects such as scope of the ecolabels, trends and applications, in particular for the food and feed sector.

## Key findings & Conclusions

The literature review for the meta-analysis have showed that the payment intention of consumers expressed as willingness-to-pay (WTP) depended significantly on the region where the product is obtained as well as the food categories to which the product belongs. Whereas the presence of different sustainable claims such as ecolabels or animal welfare standards didn't impact much the consumer behaviour.

Thanks to the comprehensive screening of articles carried out within deliverable D5.1, it was observed that a high percentage of consumers had knowledge about sustainable products but should become more familiar with them to distinguish between different sustainable claims and their meanings. To bridge this informational gap, more detailed information on current environmental labels is required and this was the aim of the work developed in the second section of that deliverable.

The dynamic evolution of the organic sector and the great range of environmental labelling schemes in the current market affect the overall effectivity of Ecolabels. As a result, the European ecolabelling landscape need a continuous updating and unification process that allows an easy decision-making process for consumers and other stakeholders involved.

## Lessons learned

Deliverable D5.1 ensures a comprehensive assessment of the current strengths and main variables of influence in terms of the WTP a premium for sustainable food but more quantitative information is needed in published scientific literature to tackle consumption patterns in depth. The ecolabelling landscape needs progressive updating regarding the processes and products involved in the EU regulations. In the current market there are a wide range of Ecolabels, with significant differences in scope, indicators, verification processes or claims (Figure 2).

Unification of the Ecolabelling schemes is therefore required for maximum benefits for the environment

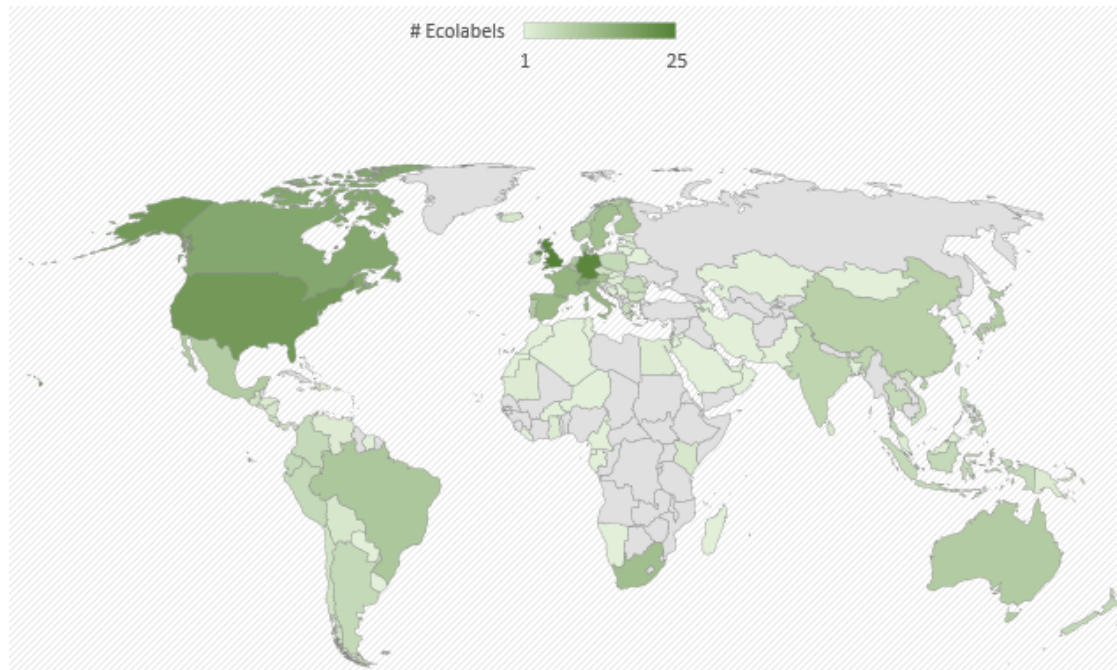


Figure 1. Regional distribution of the Ecolabels included in this study (elaborated by CARTIF)

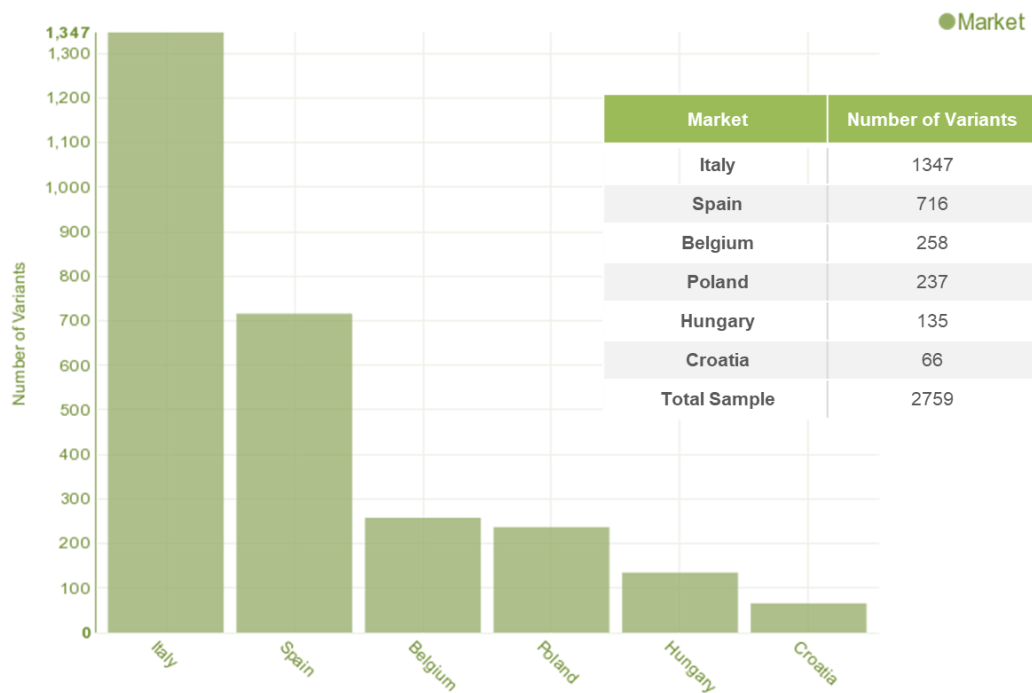


Figure 2. Launches by Market for the 'Ethical-environmentally friendly' claim by country (source: Food products' repository: Analysis of the trends in sustainable claims. March 2020. Elaborated by CREDA/IRTA)