

SUStainable BINDers

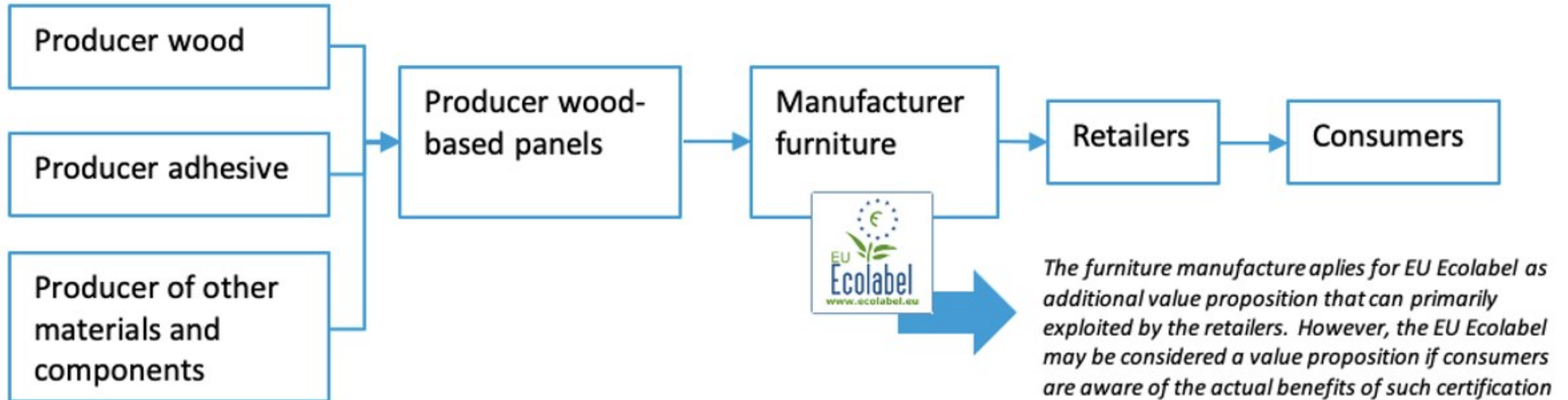
Preliminary summary of B2C survey

This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 792063. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium.

SUSBIND D6.8 – Industry-led whitepaper on EU Furniture Ecolabel revision

- **Scope and purpose of the SUSBIND Ecolabel Whitepaper**
- The criteria 049 of the EU Ecolabel addresses multiple aspects of furniture products beyond the scope of the SUSBIND project. Accordingly, the recommendations and statements in this white paper will be focused only on the European market for wood-based panels and adhesive used in furniture production.

Who?



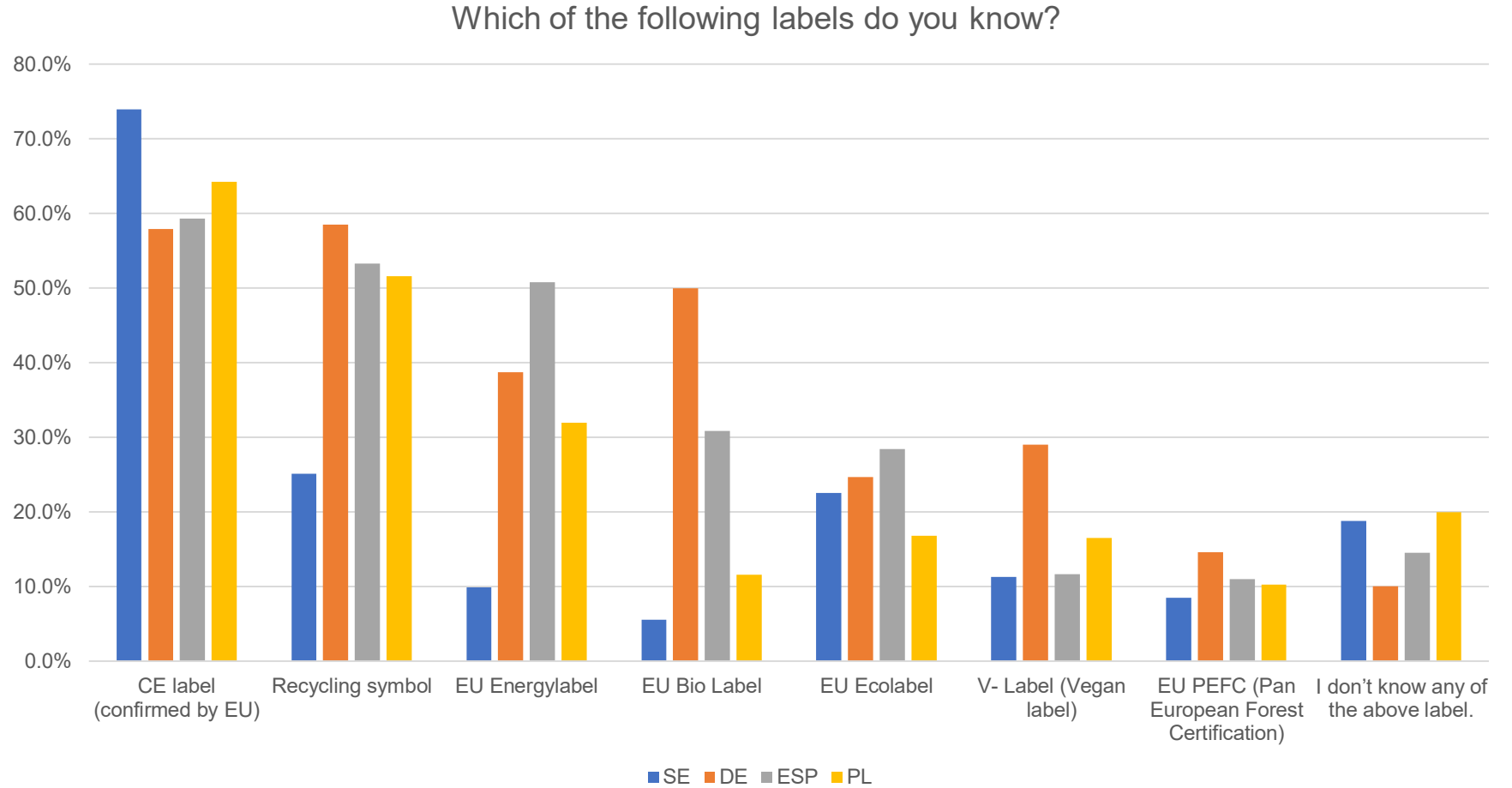


- **EFIC - European Furniture Industries Confederation**
- **FENA**
- **FEMB**
- **National organisations**
- &
- General public (4 countries x 500 responses each collected)

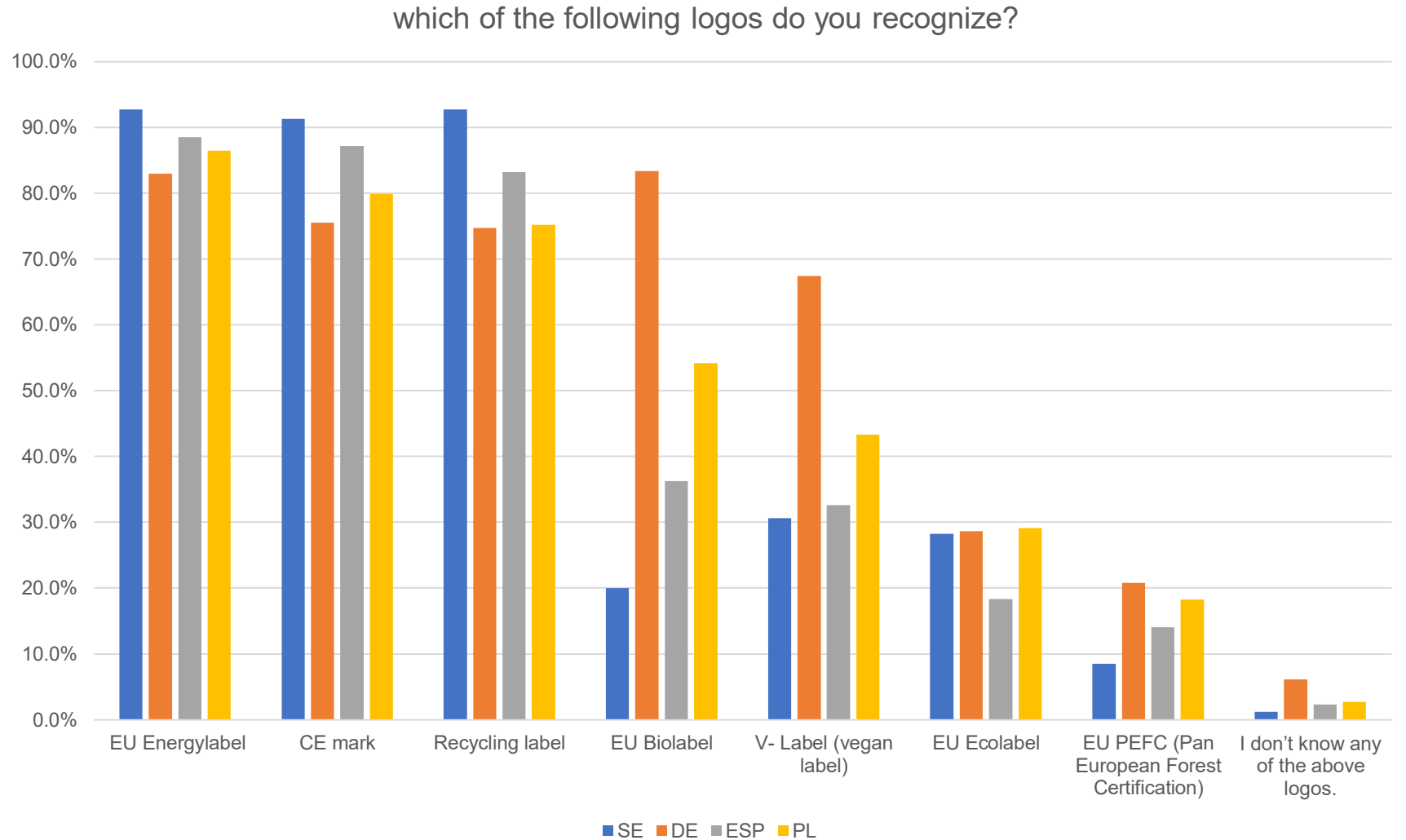
D6.8 – the topics

- The relevance of the EU Ecolabel from the industry and consumers perspective.
- The expectations from industry and consumers towards EU Ecolabel
- The limitations or barriers to uptake the EU Ecolabel in the furniture industry.
- The specific recommendations to contribute to a new EU ecolabelling strategy for the furniture industry, with emphasis on the following themes:
 - Hazardous substances and indoor air quality
 - Wood sourcing
 - Carbon footprint recyclability and waste management

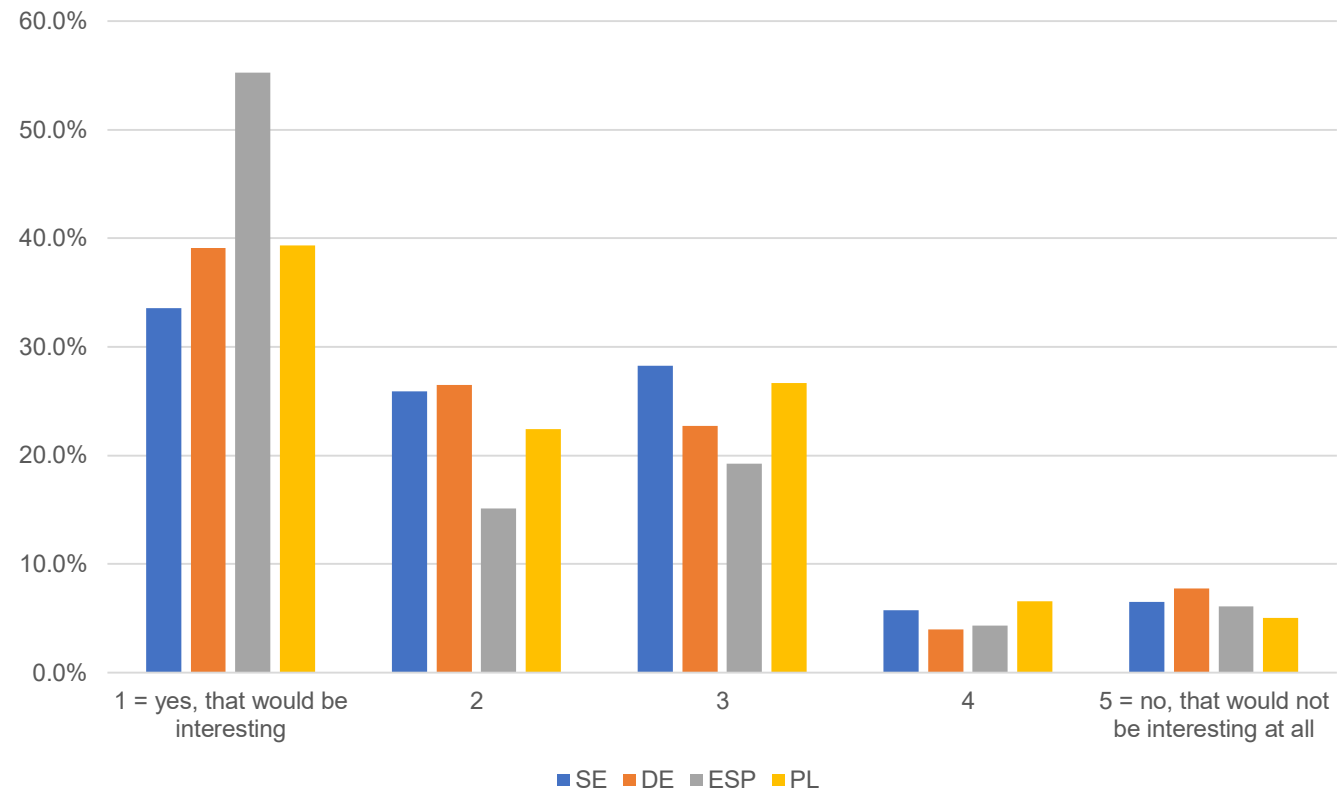
'There are several certification marks by the EU (European Union) or on EU level. Which of the following labels do you know?



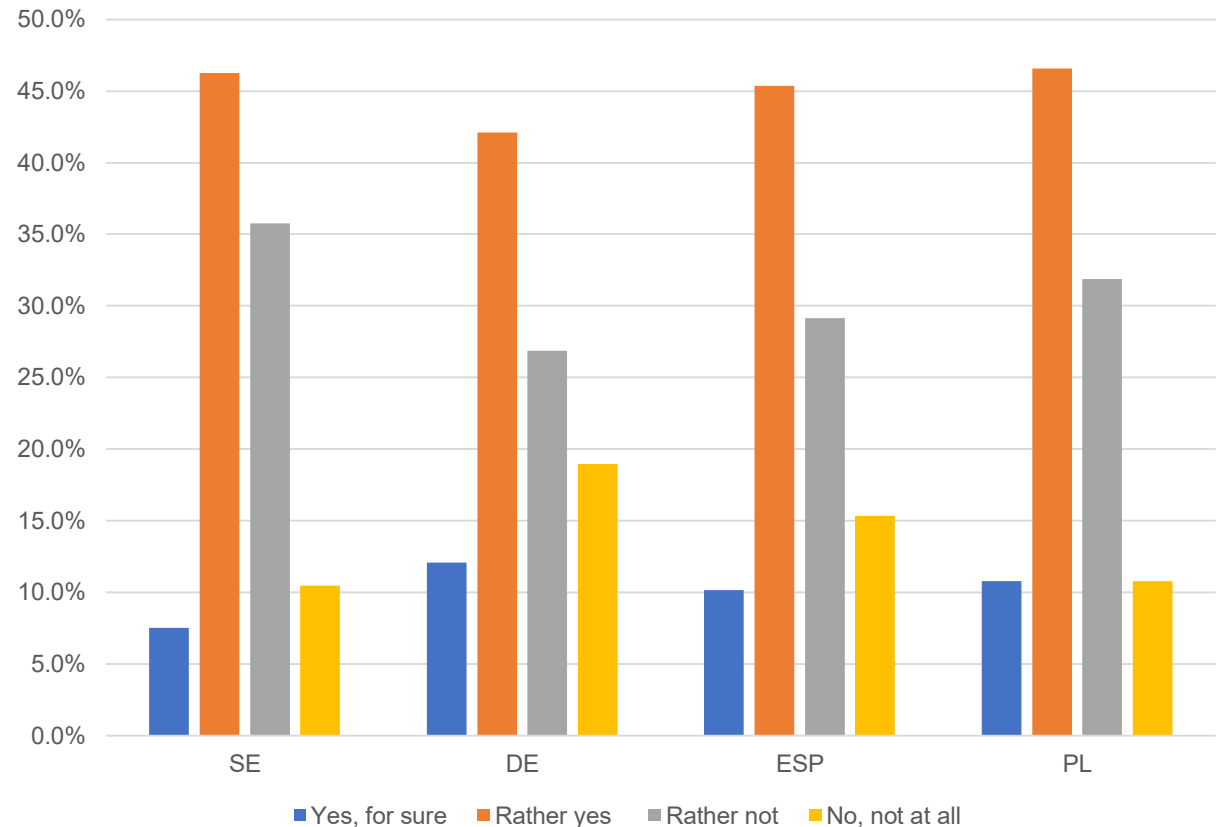
'And which of the following logos do you recognize?



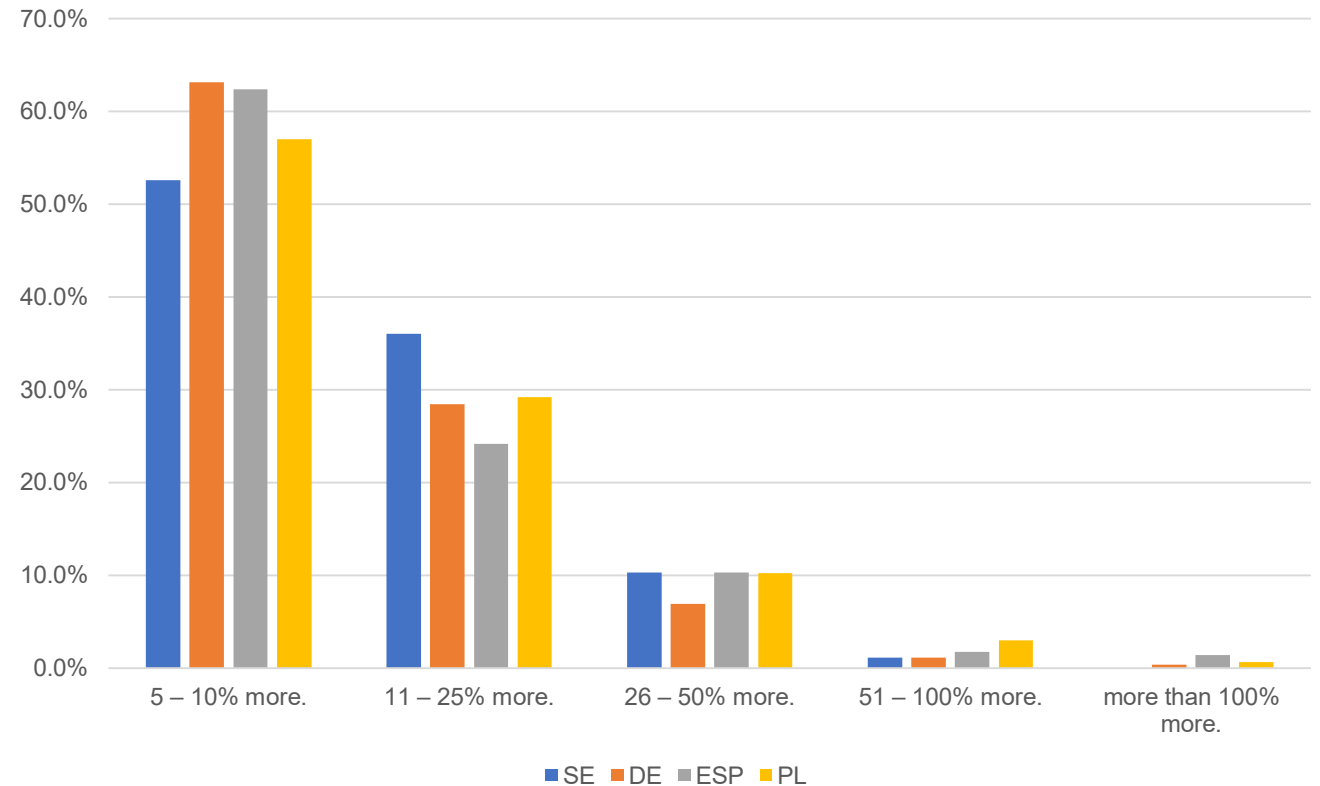
'The EU Ecolabel marks sustainable and healthy products. Should the EU Ecolabel provide more information about the certified products (e.g. origin of the product, biodegradability, toxicity)?



'Certification marks can certify various products. Let's talk about furniture purchases in particular. Would you be willing to pay more for "EU Certified" sustainable and healthier furniture products?

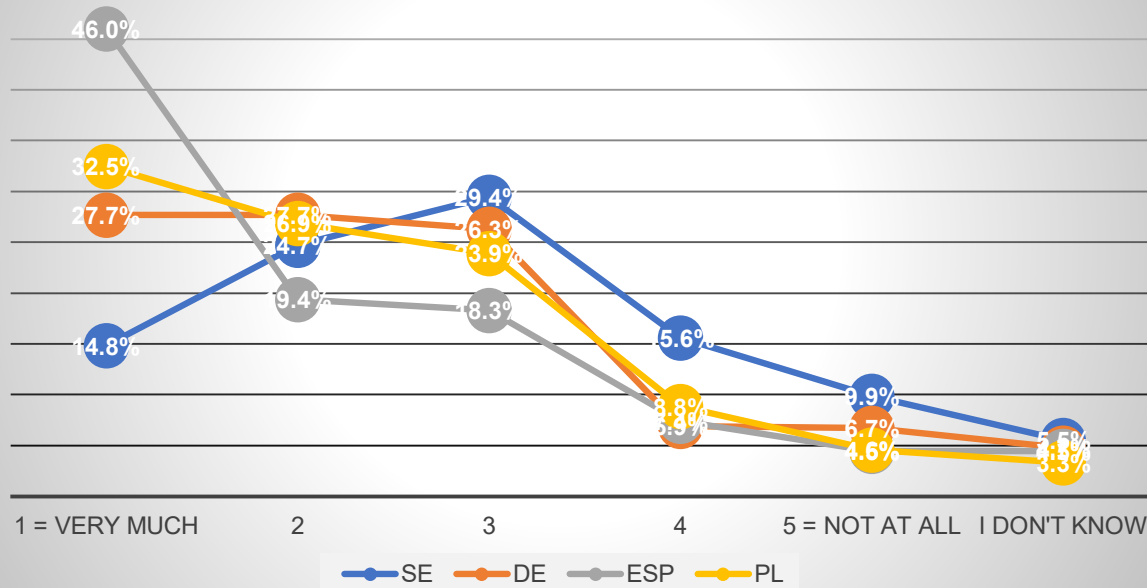


'And how much more would you be willing to pay for an 'EU Certified' sustainable and healthy furniture product compared to a product that is not 'EU certified'? I would be willing to pay...

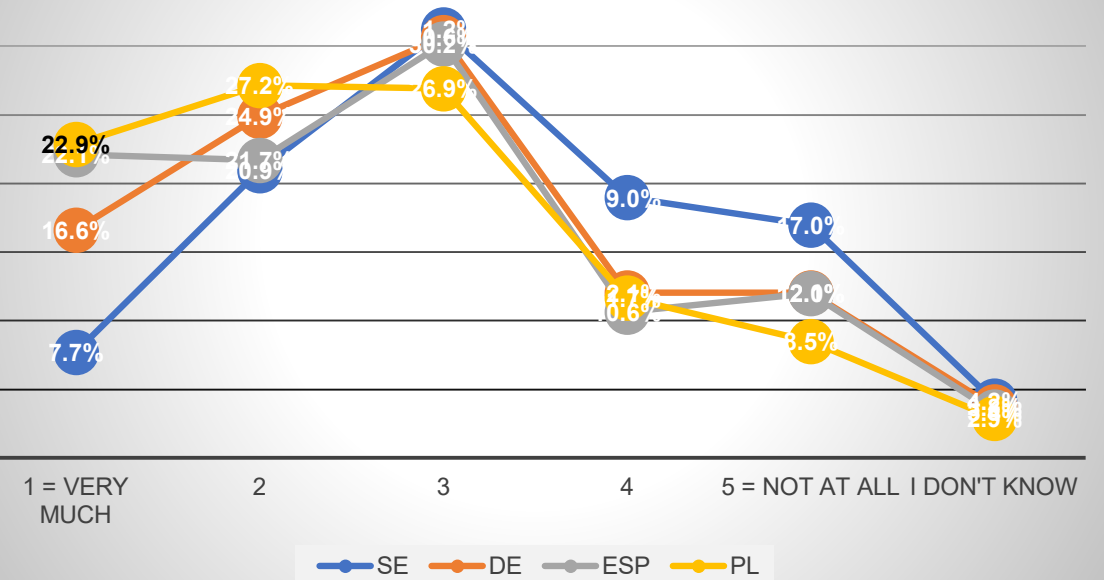


'When you are purchasing furniture, how much do you take the following aspects into consideration?'

Health affecting components

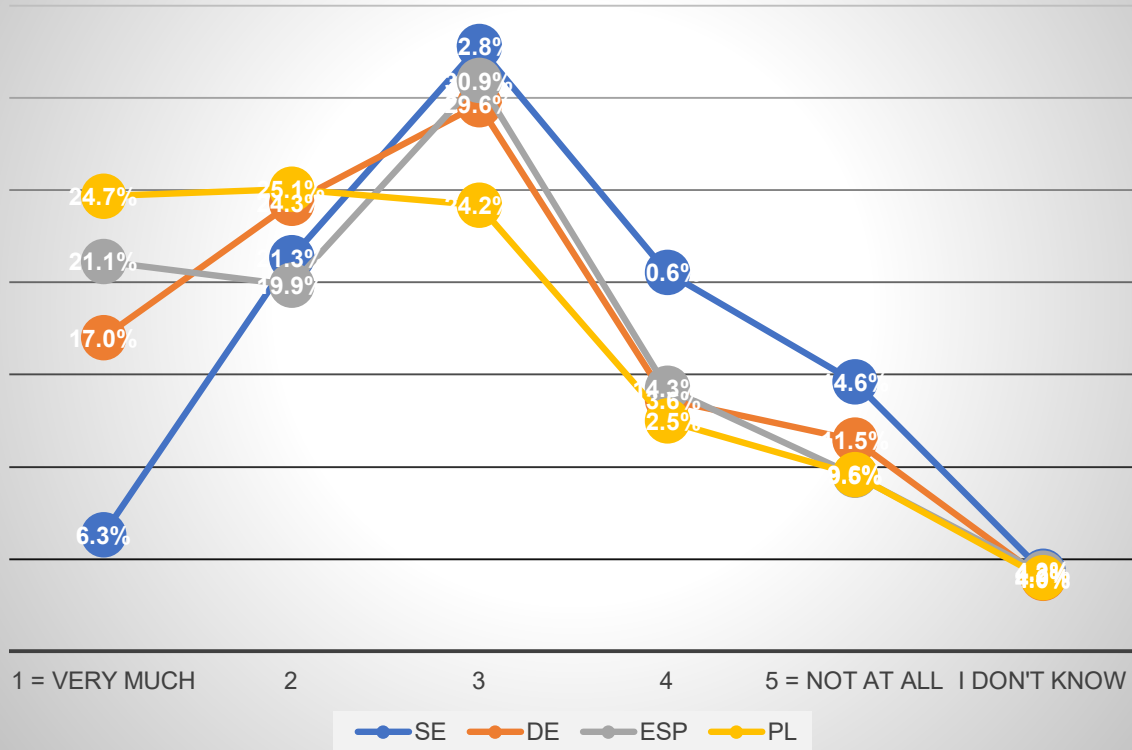


Origin of the materials

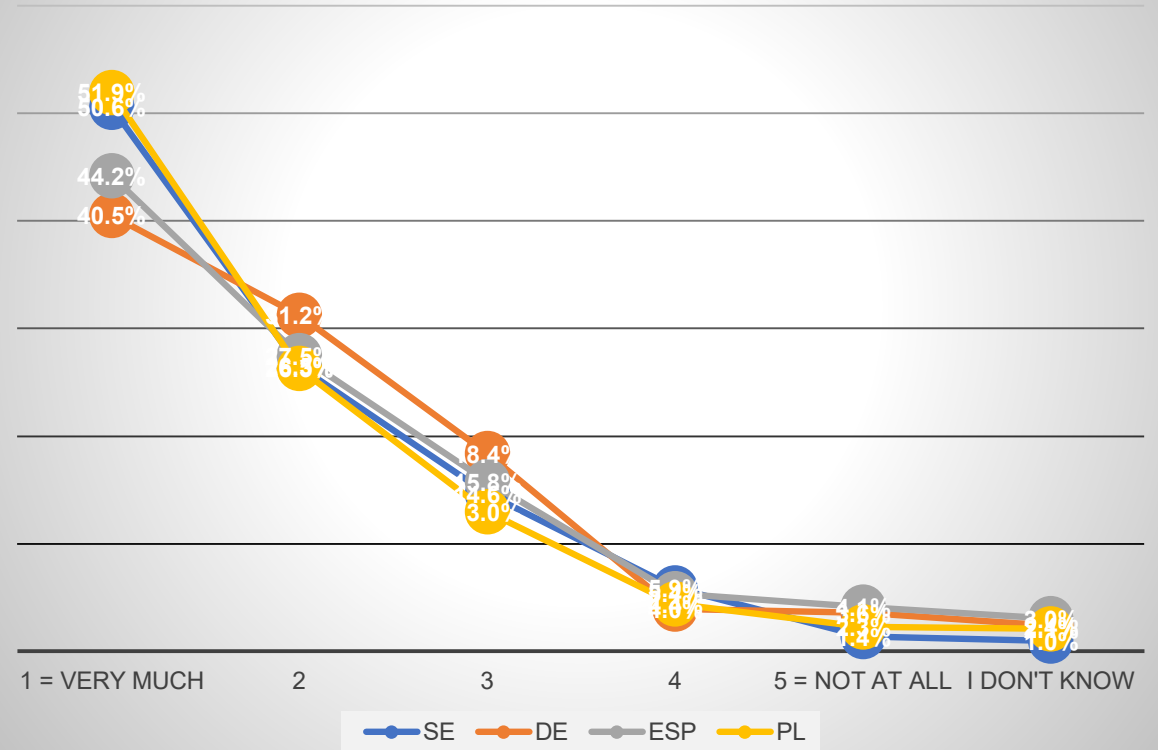


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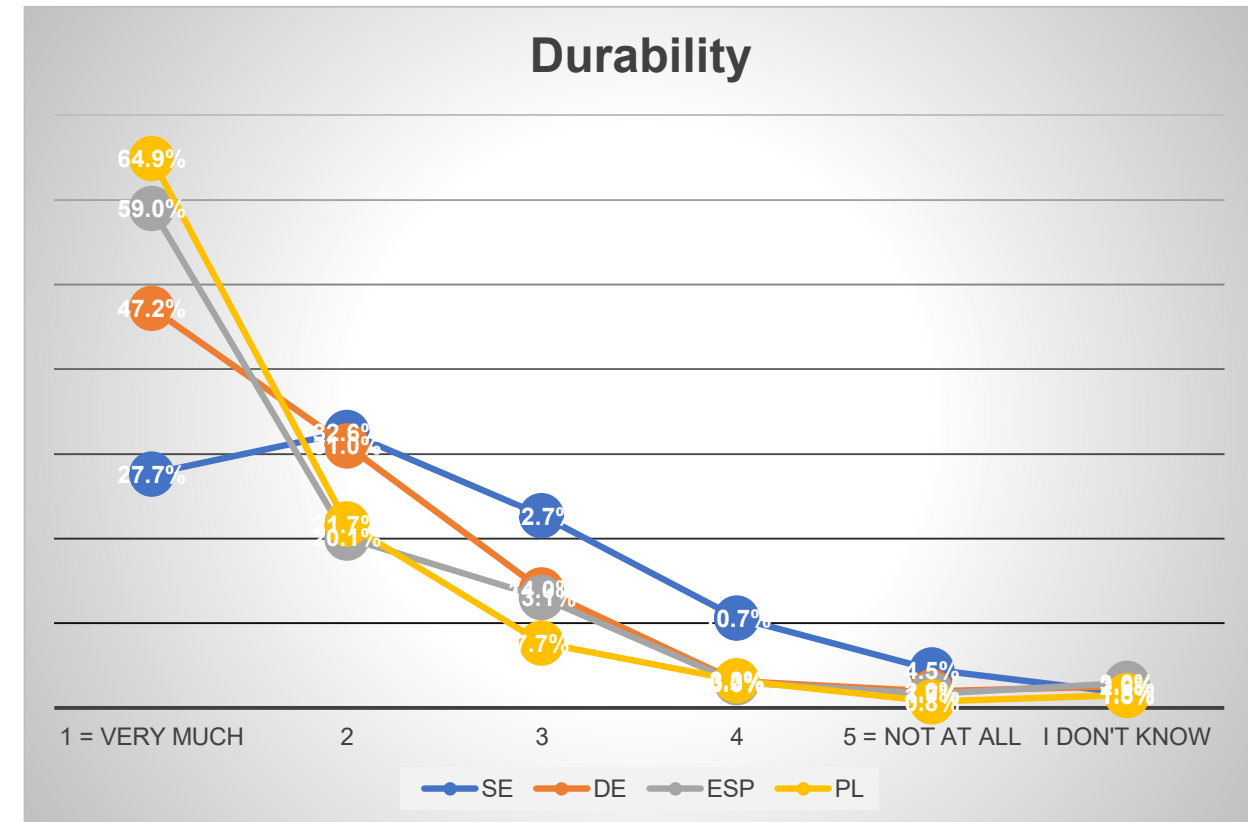
Recyclability of the materials used in the furniture



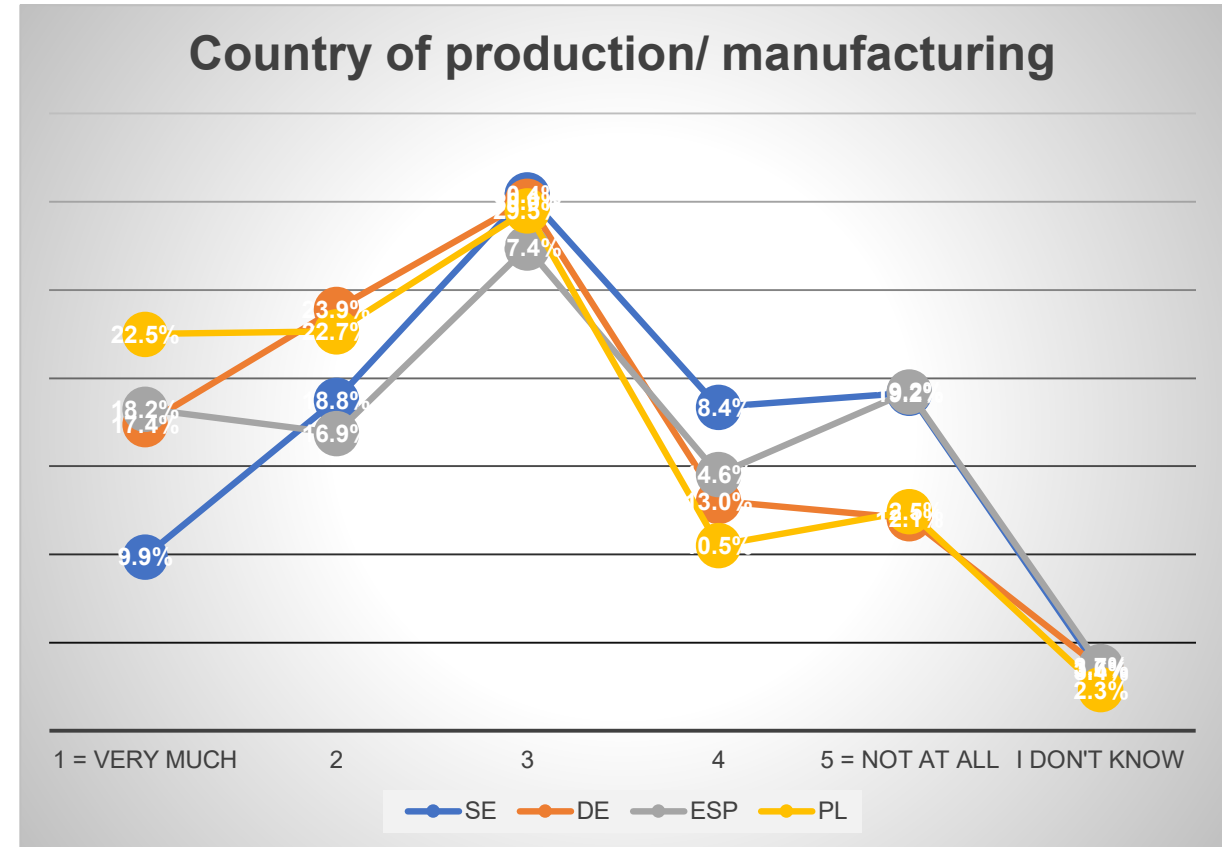
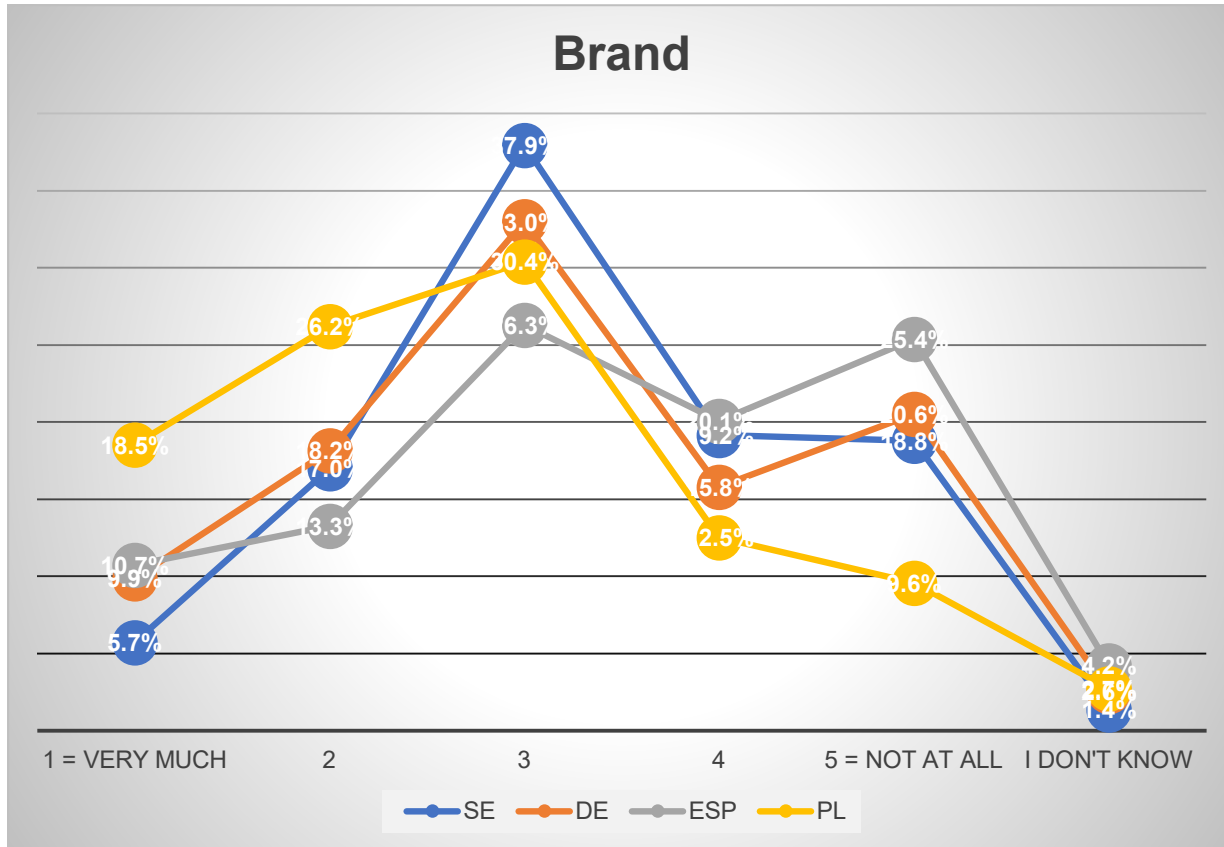
Design of the furniture (e.g. colour, shape)



'When you are purchasing furniture, how much do you take the following aspects into consideration?

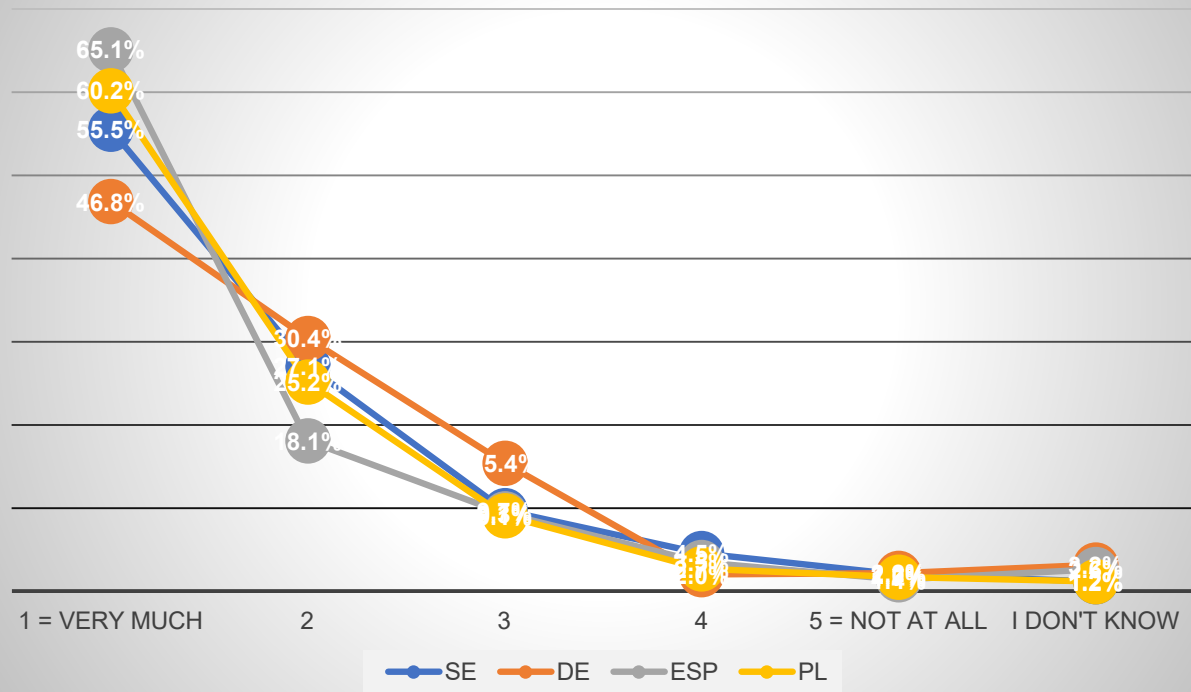


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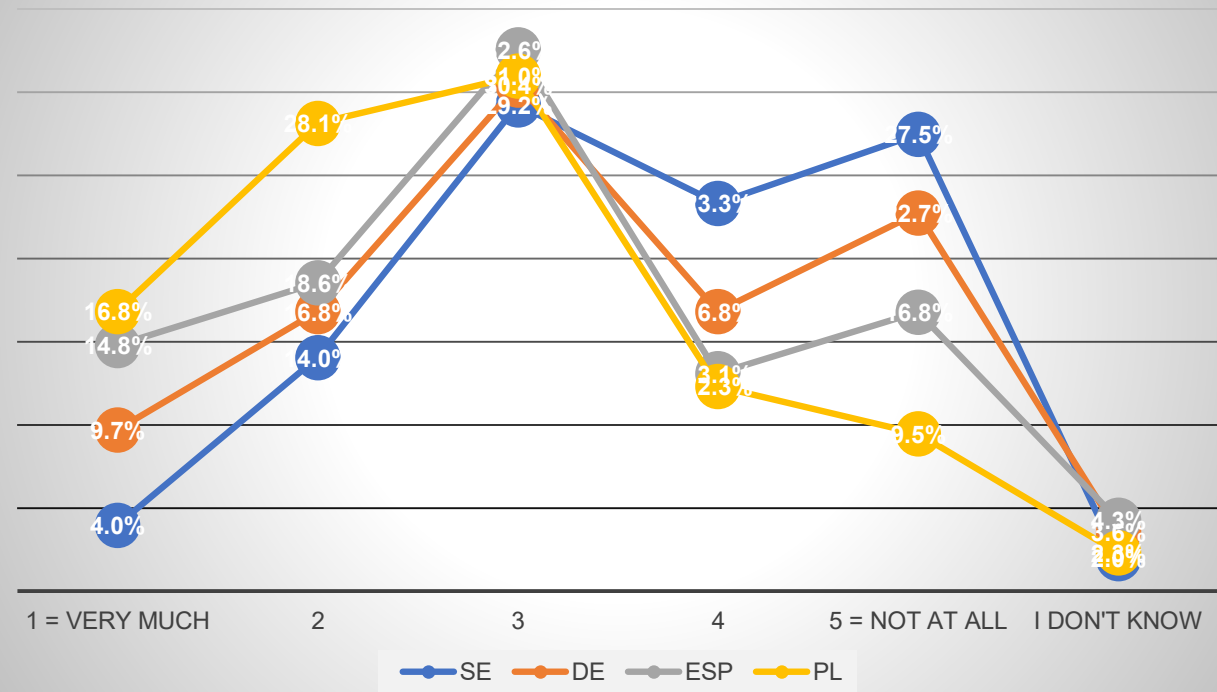


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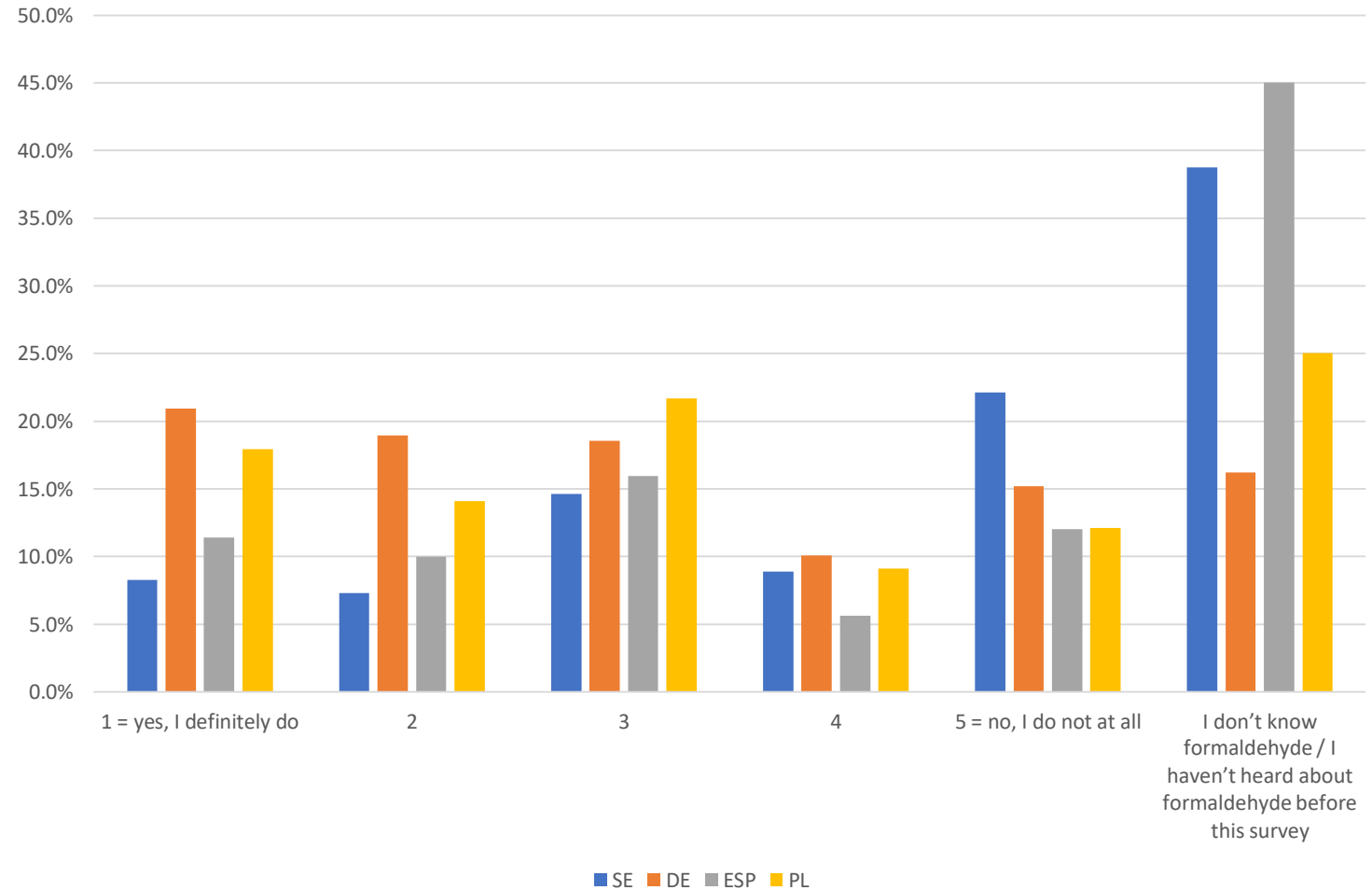
Comfort



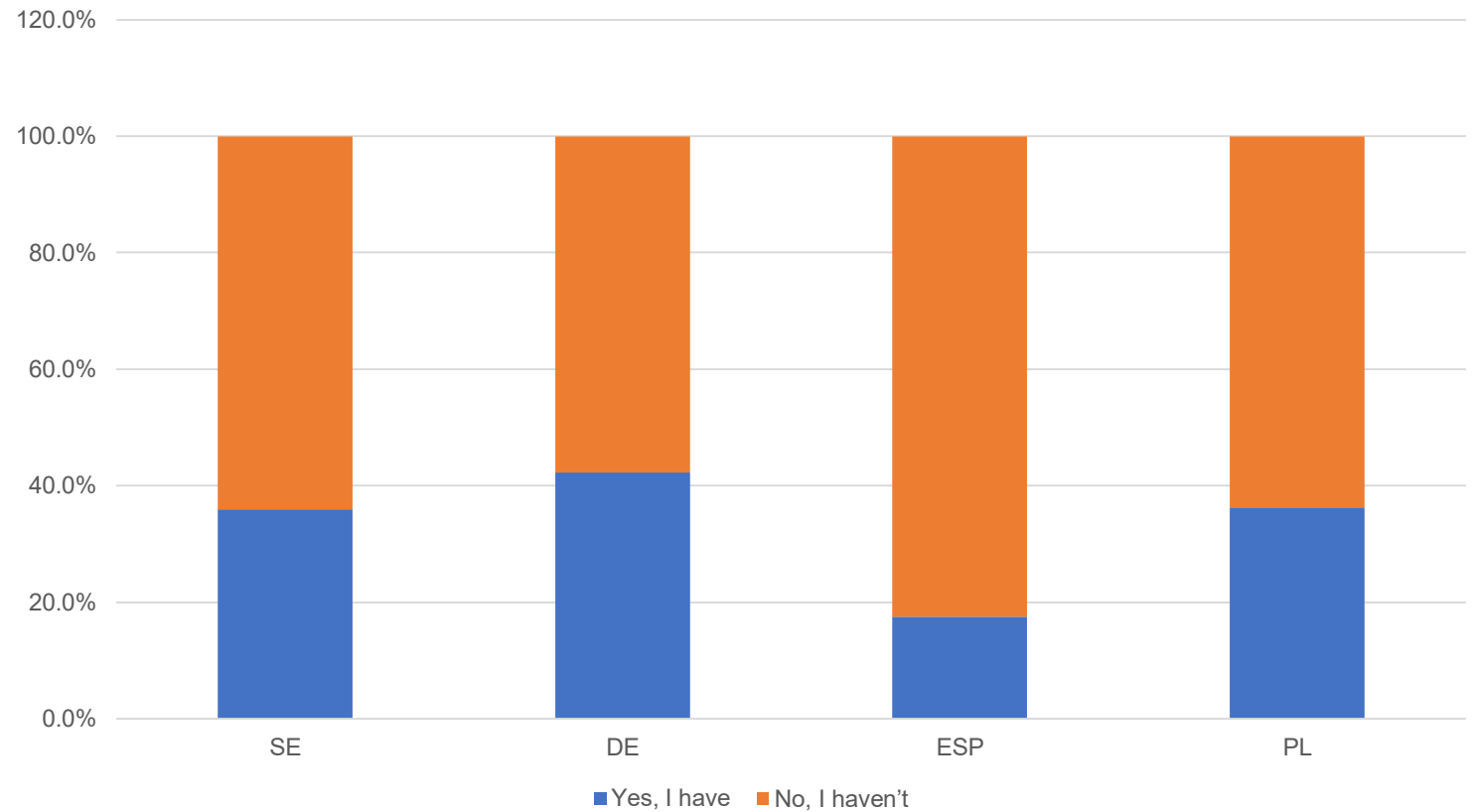
Recent Trends



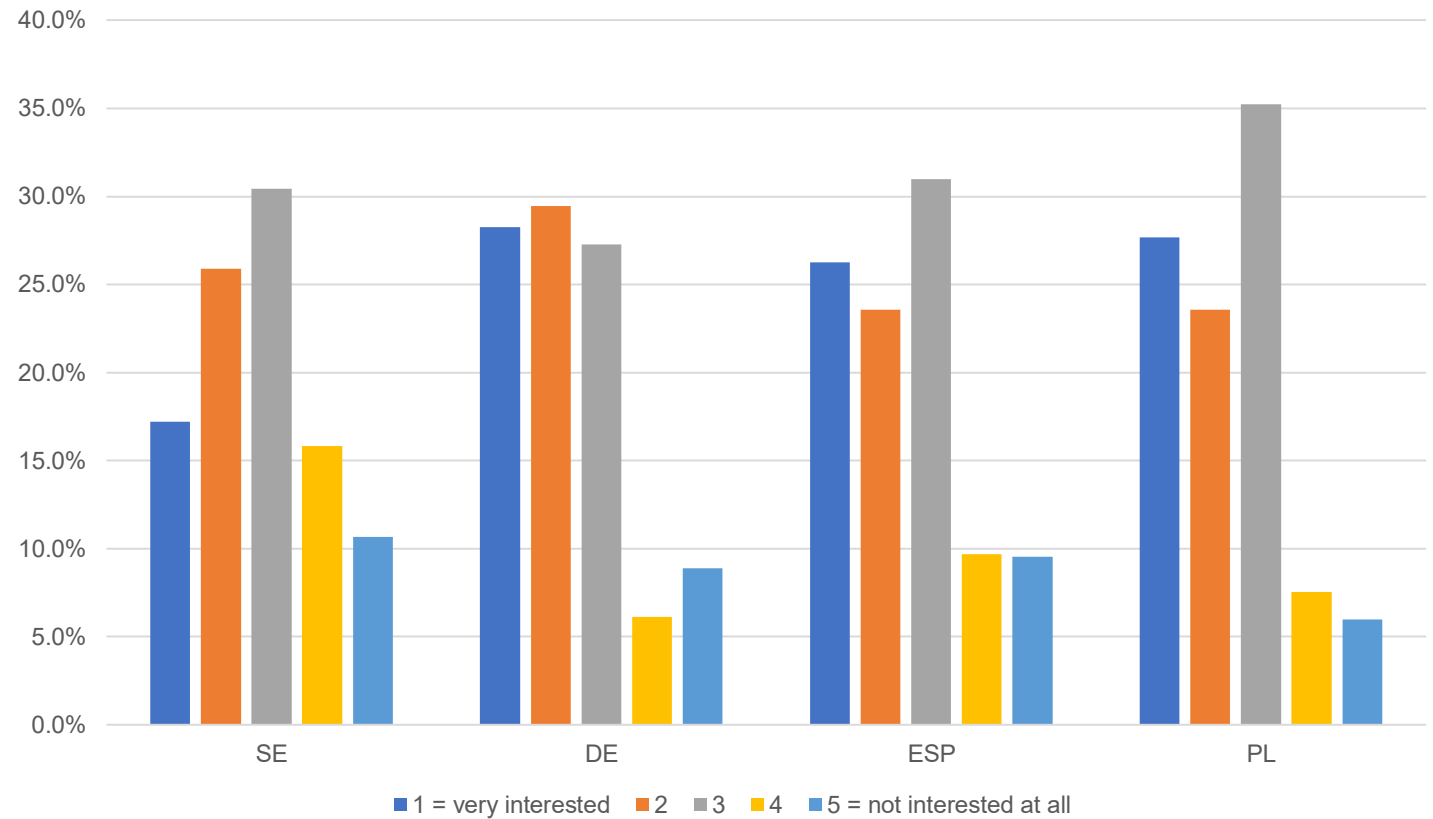
'And when you're purchasing furniture do you consider formaldehyde in the furniture?



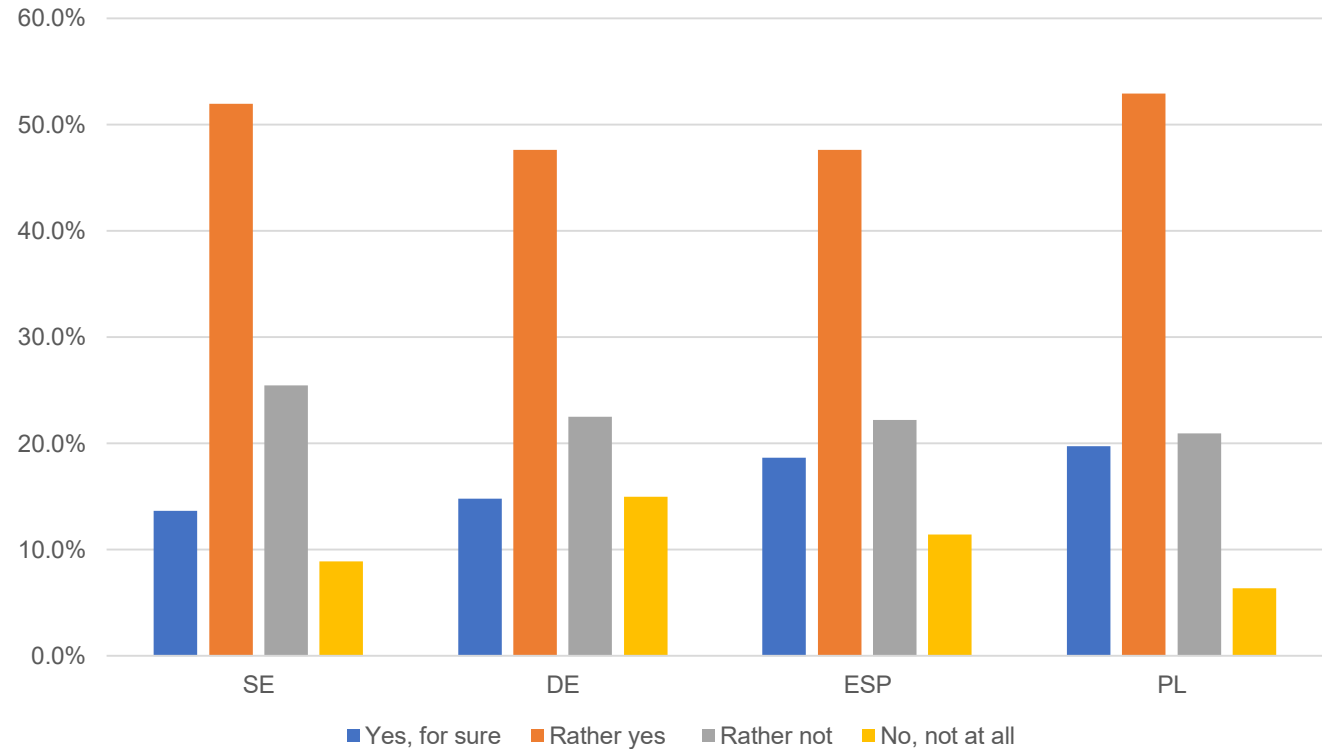
'There are many VOC (volatile organic compounds) and one of them is formaldehyde. Have you ever heard or read about formaldehyde health issues?



'How interested are you in learning more about health and sustainability related topics when it comes to furniture in particular?



'Now that you have read more about sustainability and impact in furniture in the course of this survey: Would you be willing to pay more for “EU Certified” sustainable and healthy furniture products?



Before & After - Would you be willing to pay more for “EU Certified” sustainable and healthy furniture products?

