



# What drives sustainability in businesses?

Why do companies get sustainability certification?

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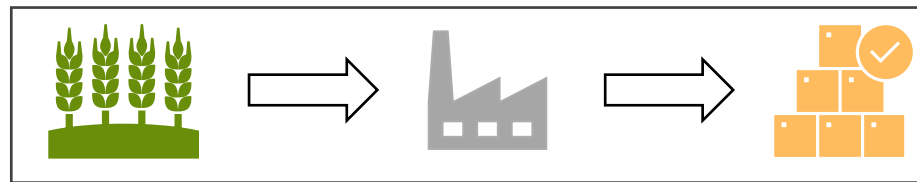
# The 3CO project

- **3CO: Concise Consumer Communication** through Robust Labels for Bio-based Systems
- Goal: develop a supportive framework for Certification Schemes and Labels (CSLs) to enable and support consumers to make more sustainable purchasing choices
- 01 February 2023
- 36 months
- 9 partners, 7 countries



# What is sustainability certification?

- Sustainability certification schemes and labels (CSLs) are guidelines that define a set of environmental, economic, and/or social requirements to enhance the sustainability of products or services
- Voluntary market-driven tools
- Used as co-regulation instruments in policy (e.g., in RED\*, EUDR\*)



# Benefits of certification

Forest Stewardship Council™  
Adria - Balkan

General information Benefits of FSC certification

- Environmental benefits (reduced negative environmental impacts, etc.)
- Economic benefits (increased market access, higher selling prices, etc.)
- Social benefits (improved working conditions, compliance with existing regulations, etc.)

## Benefits of FSC certification

High standards of environmental protection, listening and involvement of interested stakeholder and economic sustainability are some of numerous benefits obtained by the FSC certification. Below we present some of them.



## BENEFITS OF RSPO CERTIFICATION

- Protection of workers' rights and enhanced productivity
- Reduction of workplace accidents
- Smallholders inclusion
- Reduction of greenhouse gas emissions
- Better waste management
- Reduced use of pesticides
- Improved compliance with regulatory requirements
- Market confidence

A Bonsucro certificate is internationally recognised and respected. By achieving a certificate, you can improve your image, achieve sustainability procurement goals, build partnerships to tackle sustainability issues together.

# Why do companies get certified?

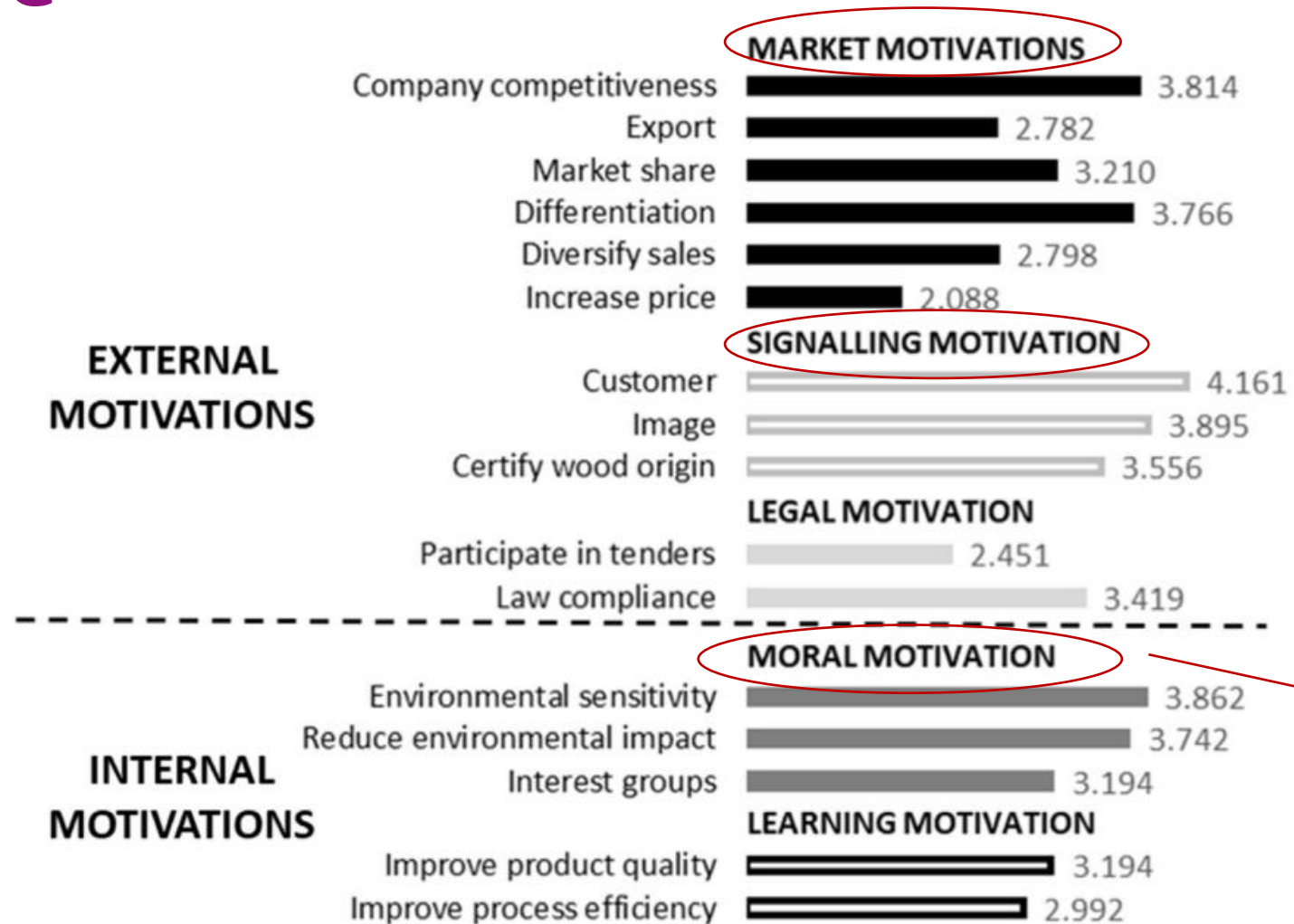
## External motivations

- Market access
  - Expand to other markets
  - Competitive advantage
- Price premiums
  - Certified products sold at higher prices
- Improved image
  - With consumers
  - With external organisations (NGOs, activists, etc.)
- Legal motivations
  - Regulations, requirements

## Internal motivations

- Moral motivation
  - Environmental sensitivity
  - Reduce negative social impacts of production
- Learning motivation
  - Improve quality of products
  - Improve management/production system

# Most important drivers? Example from literature



Sample size = 124 companies

5-point Likert scale

Especially relevant for micro and small enterprises (0-50 employees)



# Consumers interest in certified products

- Increasing interest in sustainable biobased products
- Mistrust in 'green' claims
- Certification as a tool to prove actual sustainability of products
- Higher willingness to pay (WTP) for certified products vs uncertified ones
- Importance of information to increase WTP
  
- Want to know more? [Public Deliverables - 3CO project \(3co-project.eu\)](https://3co-project.eu) -> D 2.1



# Barriers to certification

- High certification costs, complex processes (bureaucracy, documents, etc.)
- Not enough expected benefits (e.g., no price premiums, market access)
- Proliferation of CSLs



# Conclusions and next steps

- Main drivers of certification for companies are improved image and expected economic benefits
- We are preparing a survey to compare expected vs real benefits of certification
- High upfront costs of certification = main barrier
- Key role of consumers



# Thank you for your attention!