

How to communicate biodiversity engagement to consumers?

Results from the research project BioVal – Biodiversity Valuing and Valuation

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Fit for Biodiversity – Solutions for the agri-food sector conference

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WHAT PERCENTAGE OF GERMAN CONSUMERS KNOW WHAT 'BIODIVERSITY' OR 'BIOLOGICAL DIVERSITY' MEANS?

CONSUMERS & BIODIVERSITY

Representative survey

2022: Representative survey of German consumers
in the BioVal research project

Attitudes, knowledge and willingness to take action
on biodiversity



designed by Freepik

Consumers & Biodiversity

- Most people have heard of the term 'biodiversity', BUT: 44% do not know what it exactly means.
- The majority (78%) believe it is important to preserve biodiversity.
- For two thirds of consumers it is important that the food they eat is produced in a way that preserves biodiversity.
- 85% expect food producers to be committed to protecting biodiversity.
- Consumers would like to see information – particularly on product packaging – showing the extent to which food is produced in a way that protects biodiversity.



Who is particularly interested in biodiversity?

- Consumers with high educational qualifications (A-levels, vocational or university degree)
- People with above-average incomes (monthly net household income >€4000)
- Consumers aged 41–60
- Women



Foto: [Tara Clark](#) from [Unsplash](#)

COMMUNICATING BIODIVERSITY

Conjoint analysis

2023: Conjoint analysis with 1500 representatively selected consumers in the BioVal research project

Communication strategies regarding biodiversity:

- Testing of images and slogans using specific products
- Findings on the willingness to buy and pay among different demographic groups



Products: features tested

- No slogan & slogans („promotes biodiversity“, „promotes species conservation“, „promotes biological diversity“)
- No score & biodiversity score 2 to 6 (fictitious, based on Nutri-Score)
- No information & different amounts of information (short, medium, long)
- Form of engagement (no engagement, at the company's site, with farmers, participation in a research project, donation to a biodiversity project)
- Certification of measures (no certification, internal, externally audited, certified)
- Price (4 price categories)



MERKMALE	AUSPRÄGUNGEN			
SLOGAN	ohne Slogan			
BIODIVERSITÄTS-WERT	ohne Wert			
INFORMATIONSUMFANG	ohne Info			
FORM DES ENGAGEMENTS	ohne Engagement	„Zum Schutz der Biodiversität haben wir Bienenstöcke und Blühwiesen an unserem Unternehmensstandort errichtet“	„Zum Schutz der Biodiversität setzen wir auf Projekte zur Bodengesundheit bei unseren Vertragslandwirten“	„Zum Schutz der Biodiversität spenden wir 5 Cent des Produkterlöses an ein Projekt zum Erhalt der Biodiversität“
PREIS	Basispreis	Basispreis + 0,59 €	Basispreis + 1,09 €	Basispreis + 1,79 €

MERKMALE	AUSPRÄGUNGEN			
SLOGAN	ohne Slogan			
INFORMATIONSUMFANG	ohne Info			
FORM DES ENGAGEMENTS	ohne Engagement	„Zum Schutz der Biodiversität unterstützen wir uns am Anlegen von Blühstreifen auf den Feldern unserer Lieferanten“	„Zum Schutz der Biodiversität beteiligen wir uns am Projekt BioVal, das darauf abzielt, negative Wirkungen von Lebensmitteln auf die Biodiversität zu reduzieren.“	„Zum Schutz der Biodiversität spenden wir 5 Cent des Produkterlöses an ein Projekt zum Erhalt der Biodiversität“
ZERTIFIZIERUNG	ohne			
PREIS	Basispreis	Basispreis + 0,30 €	Basispreis + 0,80 €	Basispreis + 1,60 €

Poster: characteristics tested

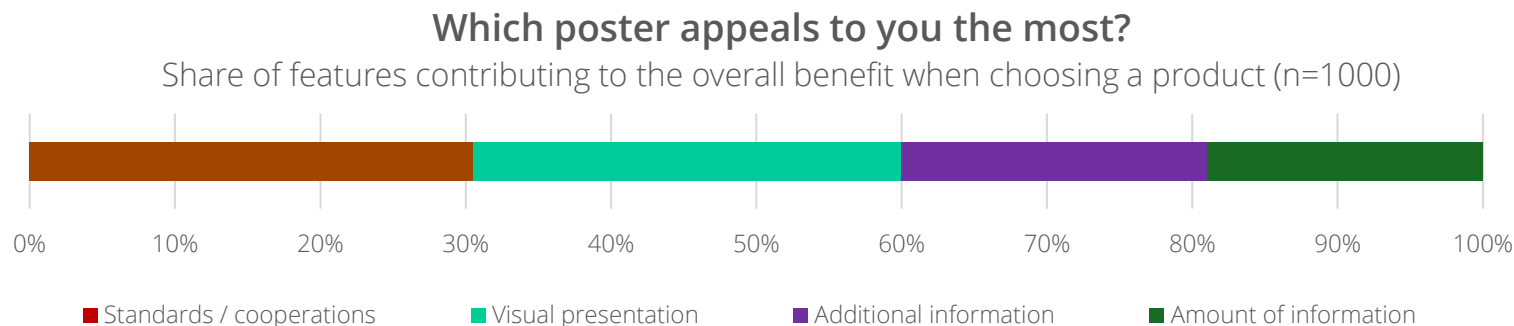
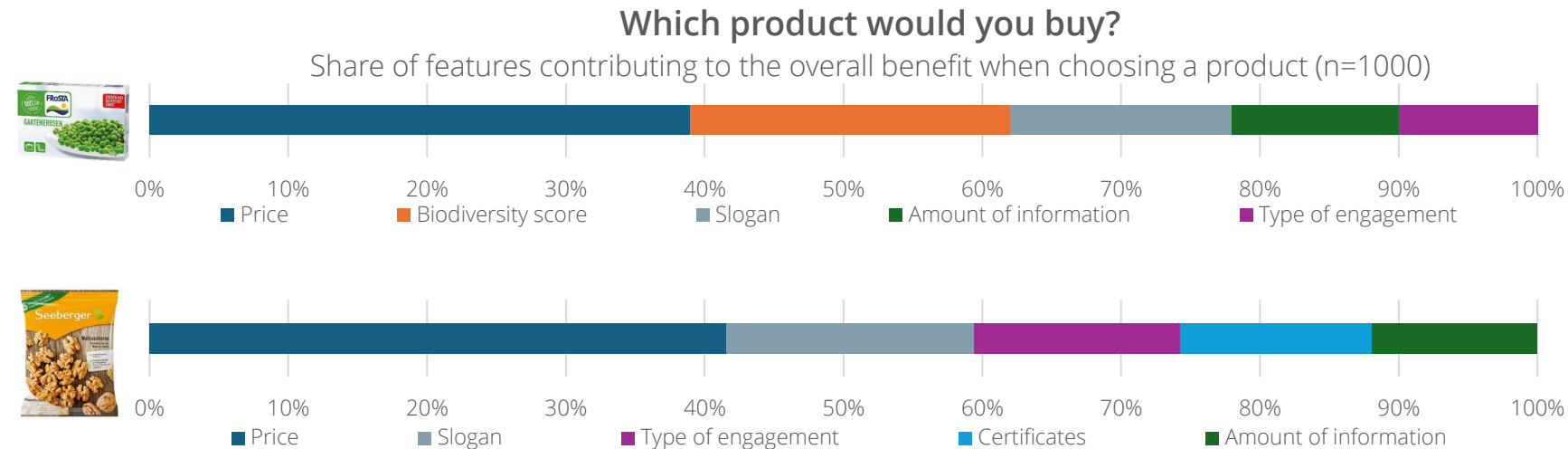
- Standards/partnerships (no standard/cooperation, ZNU's Standard for Sustainable Business Practices, Rainforest Alliance, Biodiversity in Good Company initiative)
- Different amounts of information (short, medium, long, Slogan & short text)
- Visual design (flower meadow, rainforest, bee, sloth)
- Reference to additional information (QR code for the Ritter website, QR code for information from the WWF, reference to the Ritter website)



MERKMALE	AUSPRÄGUNGEN			
STANDARDS/ KOOPERATIONEN	ohne Standard	Wir sind zertifiziert nach dem Nachhaltigkeitsstandard:  Standard Nachhaltiger Wirtschaften Grüner ist das Beste	Wir beziehen unseren Kakao zu 100% nachhaltig, zertifiziert unter anderem nach:  Rainforest Alliance Cacao	Wir sind Mitglied der Biodiversitäts-Initiative:  BIODIVERSITY IN GOOD COMPANY Sustainable Business
INFORMATION- SUMFANG	Vielfalt statt Einfach - Wir für Biodiversität	Wir fördern Biodiversität. Auf unserer Kakao-Farm bauen wir im nachhaltigen Agroforstsystem an. Die Hälfte der Farm lassen wir unberührt für einheimische Tier- und Pflanzenarten.	Wir fördern Biodiversität. Auf unserer 2500 Hektar großen Kakao-Farm in Nicaragua wird im nachhaltigen Agroforstsystem angebaut. Diese Anbaumethode schützt den Boden vor Erosion, reguliert den Wasserhaushalt und schafft ein gesundes Mikroklima. Dadurch wird die Artenvielfalt gefördert. Die Hälfte der Farm lassen wir unberührt für einheimische Tier- und Pflanzenarten.	Vielfalt statt Einfach Wir fördern Biodiversität. Auf unserer Kakao-Farm bauen wir im nachhaltigen Agroforstsystem an. Die Hälfte der Farm lassen wir unberührt für einheimische Tier- und Pflanzenarten.
VISUELLE DARSTELLUNG				
ZUSÄTZLICHE INFORMATIONEN	ohne Hinweis	Erfahren Sie mehr auf unserer Webseite: 	Besuchen Sie uns unter www.rittersport.de	Erfahren Sie mehr vom WWF zu Biodiversität und Lebensmitteln: 

Results – selection criteria

As expected, price has a major influence on product choice. Of the features used to communicate biodiversity conservation, the biodiversity rating and the slogan are particularly influential.



The details of standards and partnerships, and the visual presentation (photographs), are the most important factors in selecting the poster.

Consumer groups

Only some consumer groups base their choice of product primarily on the price:

- Price-oriented (32% of respondents) – in particular people with low educational qualifications, low incomes, and older people (aged 51–75)
- Biodiversity score-oriented (25% of respondents) – in particular people with high educational qualifications, above-average incomes, and younger people (aged 18–40)
- Slogan-oriented (46% of respondents), particularly those with high levels of education, above-average incomes and younger people (aged 18–40)
- Standard-oriented (29% of respondents), particularly those with medium to high levels of education, above-average incomes, men and older people (aged 61–75)



Preferred messages

Of the features tested for communicating biodiversity, the following are particularly effective:

- the inclusion of a high (positive) biodiversity value on the product
- the use of easy-to-understand slogans:
“Promotes biodiversity”, “Promotes species conservation”
(the term “biodiversity” is less appealing)
- reference to well-known standards such as the Rainforest Alliance label certification of biodiversity measures
- certification of biodiversity measures
by a well-known institution, such as TÜV (even if it does not certify this specifically)



Less effective messages

- detailed information on biodiversity conservation measures
- the nature of the commitment (measures at the company's site or at suppliers', participation in research, donations to biodiversity projects)

Willingness to pay

■ Biodiversity score:

- Stating a high or medium biodiversity score helps to ensure that higher prices are accepted.
- The willingness to pay the highest prices is almost twice as high when biodiversity score 6 is stated as when it is not.
- A low biodiversity score does not encourage a willingness to pay higher prices.

■ Slogans:

- the inclusion of the slogans 'Supports species conservation' and 'Supports biodiversity' helps to ensure that higher prices are accepted.
 - Both slogans contribute almost equally to a higher willingness to pay. Willingness to pay is almost twice as high when the slogans are included as when they are not.
- Younger consumers (aged 18–40) are particularly receptive to the inclusion of a biodiversity score, a slogan and visual representations.
- Middle-aged consumers (aged 41–60) are particularly aware of the issues and have very positive attitudes towards biodiversity conservation. In the conjoint analysis, however, they proved to be more price-conscious than younger respondents.



Conclusion

- Consumers consider it important that food is produced in a way that protects biodiversity.
- Substantiated information on biodiversity conservation encourages consumers to buy those products.
- Price is an important factor, but it is the primary selection criterion for only around a third.
- Most people have heard of the term 'biodiversity', BUT: 44% do not know what it exactly means.





DOWNLOAD RESULTS BIOVAL



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