

RE: Request for ethical assessment in *Encouraging Brand Owners to Switch-to-Bio-Based in highly innovative ecosystems - BioSwitch, Task 1.4/VTT*, Tiina Kymäläinen

BIOSWITCH project (<https://bioswitch.eu/>) aims to ensure the continued uptake of the outputs of the bio-based industry by encouraging brand owners to adopt it as a core value. The project is funded by BBI JU (<https://www.bbi-europe.eu/>) and carried out with research partners from Finland, Netherlands, Ireland, Spain, Belgium, and Denmark.

Specifically, attention is paid to consumer awareness, public perceptions and future consumer behaviour on 'bio-based' alternatives. This phase deals with consumer feedback using online discussions as a research method.

In VTT's sub-task, sample of 50 respondents are requested to give their opinion on bio-based products using Howspace survey platform. Respondents will be recruited by an outside service provider (Bilendi Oy).

VTT's ethical committee has reviewed the interview questions as well as privacy notice and recommends the execution of the project according to the plan, providing that

- description of data flows between VTT and Bilendi Oy is added to the privacy notice
- storage period of personal data will be specified in the privacy notice
- minor improvement suggestions to the questionnaire given to the principal researcher (24.11.2020 consultation Seppo Viinikainen/Tiina Kymäläinen) will be evaluated and if feasible, taken into account
- good research practises are followed.

It is also recommended to provide more detailed information to respondents on survey practicalities e.g. registration in Howspace, generation of research ID etc. This information should preferably be included in the privacy notice.

On behalf of the Ethical Committee of VTT,

Seppo Viinikainen

Members of the Ethical committee of VTT:

Richard Fagerström, Principal Scientist
Matti Karhunen, Vice President, General Counsel
Jarmo Siivinen, Research Scientist
Seppo Viinikainen, Compliance Officer