



# 4Recycling – Market shaping Recycling of Bulky Fibre-reinforced Plastic (FRP) Products and Industrial Side-streams

**CLIC** Innovation 15.11.2022





## Market shaping – What is it about?

- Improvement of current market or creation of new market
- The goal is to create a favorable business environment
- Market shaping requires deep understanding of the players and the mechanisms in the market and how to cooperate and influence them
  - Operational environment
  - Key stakeholders' and value chains' needs and expectations
  - Potential resistance
- Market shaping approach helps companies and ecosystem actors to produce a common roadmap and an implementation plan for the necessary activities, possible and feasible to influence and develop in the markets and operational environment

#### What market elements can an ecosystem shape together (<u>CLIC Playbook</u>)?









## Create joint knowledge and communicate





### Create value for the whole business ecosystem





RECYCLING OF BULKY FIBRE-REINFORCED PLASTIC (FRP) PRODUCTS AND INDUSTRIAL SIDE-STREAMS



2025

#### **Operating Environment and Market Shaping**

Timeline 2022	What needs to be shaped?	How?
<ul> <li>FACILITATE DEVELOPMENT OF AN ENABLING BUSINESS ENVIRONMENT</li> <li>Regulation</li> <li>Technical standards</li> <li>Infrastructure</li> <li>Value chains &amp; networks</li> </ul>	NEED 1 Develop an enforcing regulatory framework	<ul> <li>ACTION 1</li> <li>Take full use of LCA calculations for regulation development</li> <li>Identify effective incentives</li> <li>Identify effective waste taxation</li> <li>Develop joint policy briefs or white papers on regulation</li> </ul> <ul> <li>Promote acceptance criteria and fluent certification of new applications containing recycled FRP materials by co-operating on EU level e.g. with EuCIA*</li> <li>Support manufacturer responsibility e.g. design of effective take-back schemes</li> </ul>
	NEED 2 Develop a full Logistical system	<ul> <li>ACTION 2</li> <li>Study the potential of developing a joint undertaking similar to Rinki</li> <li>Build on synergies with commodity thermoplastic recycling channels</li> </ul>
	NEED 3 Match supply with demand	<ul> <li>ACTION 3</li> <li>Prestudy for a potential business-based digital market place to match supply with demand</li> <li>Understand demand-side data requirements and develop a standardized data model</li> <li>Develop grade-specific classification of recycled FRP materials</li> </ul>
<ul> <li>ACTIVATE POSITIVE SPIRIT ON THE MARKET</li> <li>Understandable terminology</li> <li>Symbols for raising awareness</li> <li>Active media for information sharing</li> <li>Customer preferences and behaviour</li> </ul>	<b>NEED 4</b> Create a market and demand for recycled FPR materials	<ul> <li>ACTION 4</li> <li>Map utilisation options for recycled FRP materials</li> <li>Build industry acceptance for recycled FPR materials by dialogue with industry federations, e.g. construction and automotive industries.</li> <li>Develop public procurement possibilities, including, e.g., condition specifications for materials to be used</li> </ul>
	NEED 5 Create a supportive environment For investments and demonstrations	ACTION 5 • Support companies in applying for financing for new demonstrations and investments, <i>e.g.</i> EU financing
	NEED 6 Build on already- existing knowhow	<ul> <li>ACTION 6</li> <li>Collect information from previous research projects</li> <li>Execute Deep Dive evaluation and knowledge sharing sessions to fully utilise the already-existing knowhow</li> </ul>

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# Thank You! www.4recycling.fi

