



4Recycling – Market shaping Functional Bio-based and Circular Solutions for Retail Packaging

CLIC Innovation

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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>)?











Ecosystem approach to market shaping



LEARN, FOLLOW AND INFLUENCE HAVE
DIALOGUE AND
COMMUNICATE





SPEED UP
THE MARKET
ENTRY OF NEW
INNOVATIONS



SHARE KNOWLEDGE AND IDENTIFY INCENTIVES



INNOVATE WITH THE WHOLE VALUE CHAIN CREATE MARKET FOR RECYCLED AND BIOBASED MATERIALS



Create joint knowledge and communicate





LEARN, FOLLOW AND INFLUENCE

- Regulation
- Standards
- Industry commitments
- Voluntary agreements
- Producer responsibility



HAVE DIALOGUE INVOLVE THE WHOLE VALUE CHAIN

- · Identify actors
- Define roles
- Analyse infrastructure and the bottle necks
- Review and build on existing research knowhow



SHARE KNOWLEDGE AND IDENTIFY INCENTIVES FOR POSITIVE MARKET SPIRIT

- Understandable terminology
- Customer preferences
- Needs of brand owners
- Corporate sustainability goals

Create value for the whole business ecosystem





CREATE MARKET FOR RECYCLED AND BIOBASED MATERIALS

- Understand demand side criteria
- Support sustainability criteria of public procurement
- Voluntary take-back schemes



CO-INNOVATE INNOVATE WITH THE WHOLE VALUE CHAIN

- Packaging and equipment manufacturers
- Plastics products manufacturers
- Recycling and waste management companies
- Recycling technology providers
- Logistics



SPEED UP THE MARKET ENTRY OF NEW INNOVATIONS

- Use design for recycling
- Aim for joint demos
- Support funding for new investments
- Create circular business models









FUNCTIONAL BIO-BASED AND CIRCULAR SOLUTIONS FOR **RETAIL PACKAGING**



Operating Environment and Market Shaping

Timeline 2022

FACILITATE DEVELOPMENT OF AN ENABLING BUSINESS **ENVIRONMENT**

- Regulation
- Technical standards
- Infrastructure
- Value chains & networks

What needs to be shaped?

NEED 1

Understandable and fair regulation development for biomaterials



NEED 2

Compliancy of novel





How?

ACTION1

- · Make regulation understandable at info sessions and via case stories
- Influence future regulation development by communicating with policy makers
- Create policy briefs
- Share knowledge on regulation between industry and academia

ACTION 2

- Co-develop technologies suitable for wide raw material base
- Use cross sectoral dialogue to communicate both approaches of cascade use of fossil-based materials and development of biobased
- alternatives to relevant and feasible applications need to be supported.
- · Map current design for recycling guidelines for different packaging materials and combinations
- Promote design for recyclability

ACTIVATE POSITIVE SPIRIT ON THE MARKET

- Understandable terminology
- Symbols for raising awareness
- Active media for information sharing
- Customer preferences and behaviour

NEED 3

Make the whole value chain to prefer switching to bio-based packaging and



NEED 4

Make brand owners and consumers to prefer



NEED 5

Favourable investment environment for new









ACTION 3

- Map the value chain actors and create a dialogue
- Co-develop/co-innovate within the value chain to match demand by supply
- Develop business models for the raw material supply

ACTION 4

· Map the needs of brand owners, create a dialogue and organise sustainability workshops

ACTION 5

 Communicate to investors and funding parties about the opportunities in functional, biobased, sustainable retail packaging









Thank You!

www.4recycling.fi

