



4Recycling

4Recycling – Market shaping

Functional Bio-based and Circular Solutions for Retail Packaging
CLIC Innovation

15.11.2022

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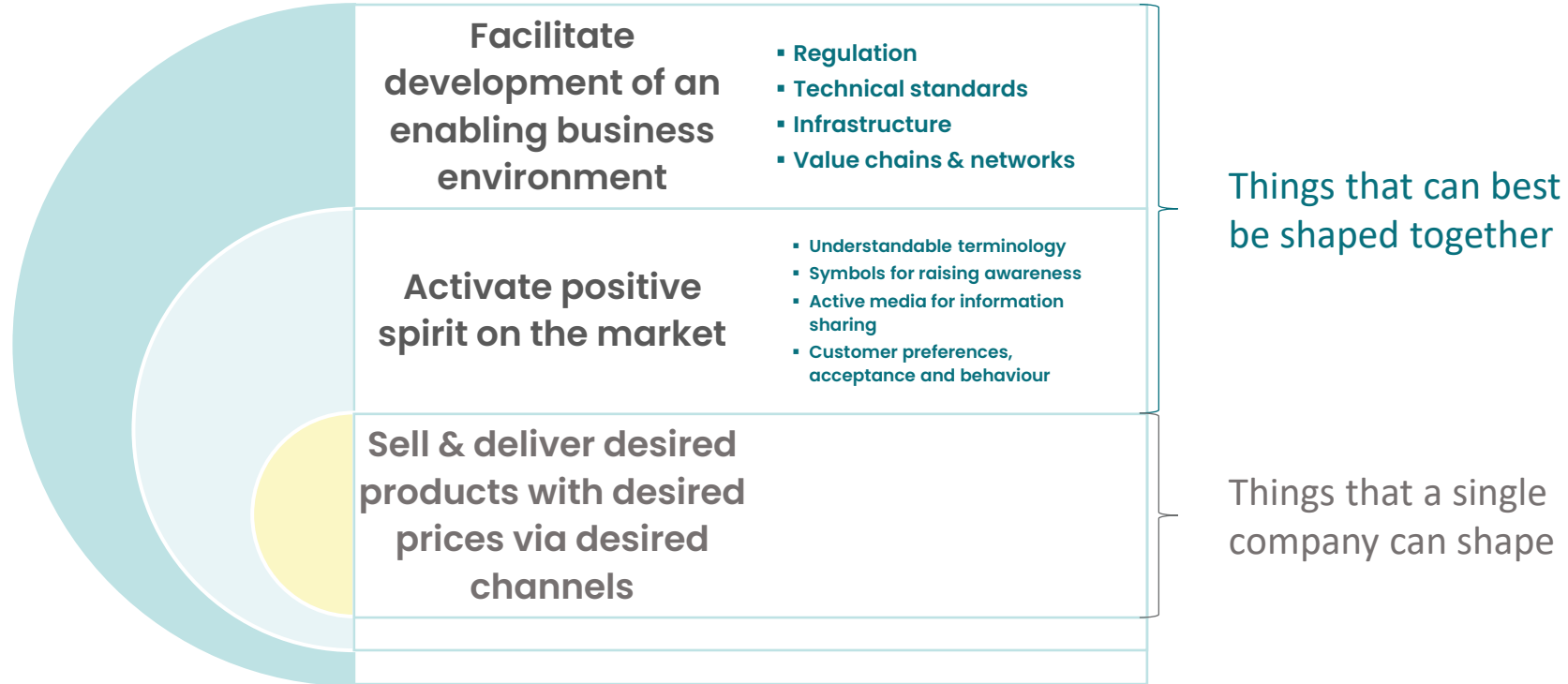


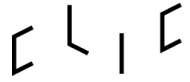
Market shaping – What is it about?

- 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 ([CLIC Playbook](#))?

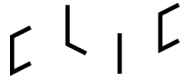




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Ecosystem approach to market shaping





Create joint knowledge and communicate



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LEARN, FOLLOW AND INFLUENCE

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



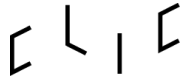
HAVE DIALOGUE INVOLVE THE WHOLE VALUE CHAIN

- 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



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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



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Operating Environment and Market Shaping



2025



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Thank You!

www.4recycling.fi

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