



4Recycling

# 4Recycling – Market shaping

Recycling Technologies in Retail Packaging

CLIC Innovation

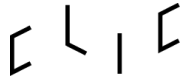
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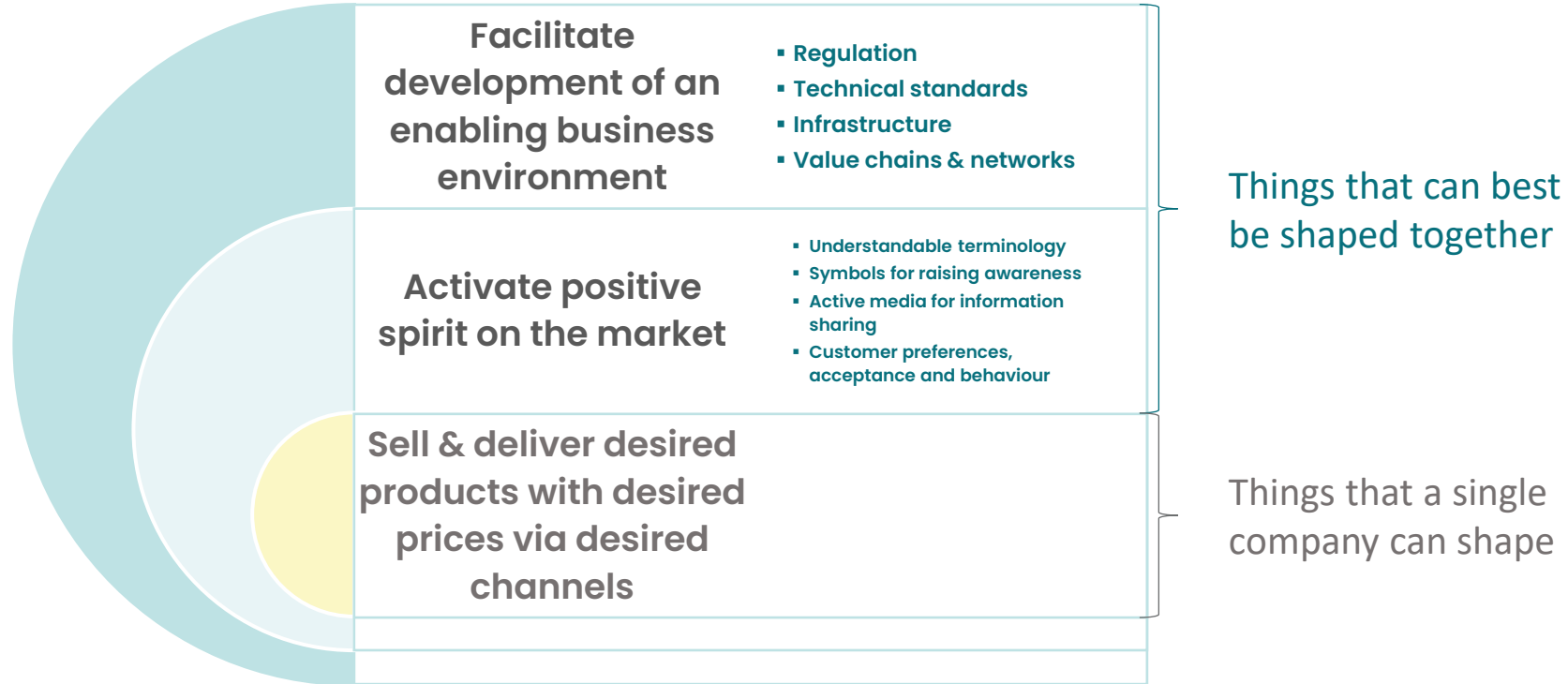


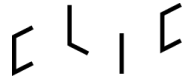
# Market shaping – What is it about?

- 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 ([CLIC Playbook](#))?

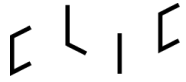




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# Ecosystem approach to market shaping





# Create joint knowledge and communicate



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## LEARN, FOLLOW AND INFLUENCE

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



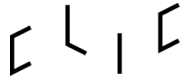
## HAVE DIALOGUE INVOLVE THE WHOLE VALUE CHAIN

- 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



## Operating Environment and Market Shaping

Timeline 2022	What needs to be shaped?	How?
<p><b>FACILITATE DEVELOPMENT OF AN ENABLING BUSINESS ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>- Regulation</li> <li>- Technical standards</li> <li>- Infrastructure</li> <li>- Value chains &amp; networks</li> </ul>	<p><b>NEED 1</b> Enabling regulatory environment </p> <p><b>NEED 2</b> Standardization supporting recycling </p> <p><b>NEED 3</b> Improved knowledge of the value chains and ecosystems </p> <p><b>NEED 4</b> Favorable environment for investments and demonstrations </p> <p><b>NEED 5</b> Value creation for the whole business ecosystem </p>	<p><b>ACTION 1</b></p> <ul style="list-style-type: none"> <li>• Communicate a joint message from companies to the lawmakers</li> <li>• Establish open dialogue with relevant stakeholders</li> <li>• Enter into voluntary agreements between the public and private sectors</li> <li>• Educate lawmakers</li> <li>• Collaborate closely with the actors in the Plastics Roadmap for Finland</li> </ul> <p><b>ACTION 2</b></p> <ul style="list-style-type: none"> <li>• Agree on standardized approaches for e.g. Design for Recycling</li> <li>• Agree on relevant standardization for collection, traceability, and classification</li> </ul> <p><b>ACTION 3</b></p> <ul style="list-style-type: none"> <li>• Carry out market study in selected countries to create better understanding</li> <li>• Establish working collaboration in the value/technology chain</li> <li>• Map properly the whole Ecosystem in Finland</li> </ul> <p><b>ACTION 4</b></p> <ul style="list-style-type: none"> <li>• Educate investors in the ecosystem a for better understanding of opportunities</li> <li>• Support companies in applying for financing</li> </ul> <p><b>ACTION 5</b></p> <ul style="list-style-type: none"> <li>• Increase co-operation in the value chains</li> <li>• Build joint R&amp;D projects within the ecosystem</li> </ul> 
<p><b>ACTIVATE POSITIVE SPIRIT ON THE MARKET</b></p> <ul style="list-style-type: none"> <li>- Understandable terminology</li> <li>- Symbols for raising awareness</li> <li>- Active media for information sharing</li> <li>- Customer preferences and behaviour</li> </ul>	<p><b>NEED 6</b> Better knowledge of the needs of the value chain actors </p> <p><b>NEED 7</b> Understandable terminology </p> <p><b>NEED 8</b> Improved customer acceptance </p>	<p><b>ACTION 6</b></p> <ul style="list-style-type: none"> <li>• Create a better understanding of the plastic product producers needs to use more recycled plastics</li> <li>• Improve knowledge sharing with packaging material producers in Design for Recycling and use of recycled plastics</li> <li>• Carry out knowledge sharing and benchmarking from abroad</li> </ul> <p><b>ACTION 7</b></p> <ul style="list-style-type: none"> <li>• Create consistent vocabulary for recycling terminology</li> </ul> <p><b>ACTION 8</b></p> <ul style="list-style-type: none"> <li>• Create incentives for the consumers and plastic collectors to improve the source separation and delivery</li> <li>• Educate consumers</li> </ul> 

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# Thank You!

[www.4recycling.fi](http://www.4recycling.fi)

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