

4Recycling – Market shaping

Recycling of Bulky Fibre-reinforced Plastic (FRP) Products and Industrial Sidestreams

CLIC Innovation

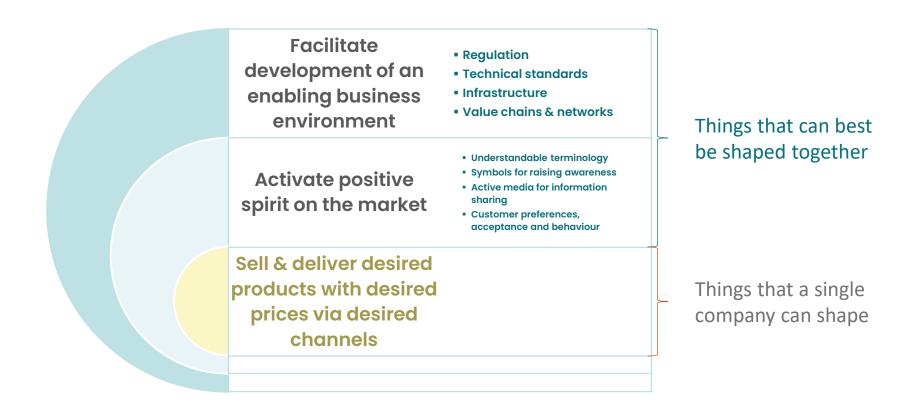
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Market shaping – What is it about?

- 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

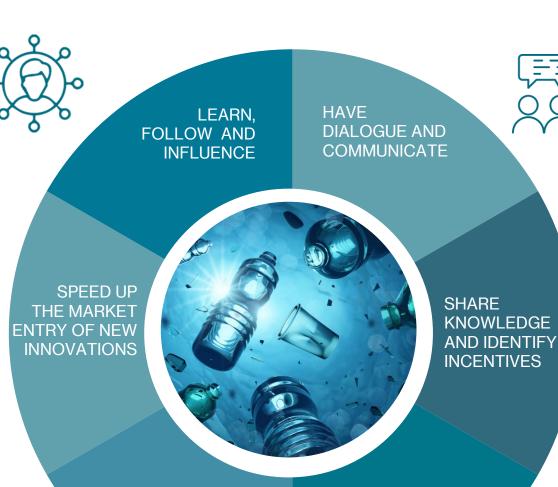
What market elements can an ecosystem shape together (CLIC Playbook)?







Ecosystem approach to market shaping





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







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



Operating Environment and Market Shaping

Timeline 2022

What needs to be shaped? How?

FACILITATE DEVELOPMENT OF AN ENABLING BUSINESS **ENVIRONMENT**

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

NEED 1

Develop an enforcing regulatory framework



NEED 2

Develop a full Logistical system



NEED 3

Match supply with demand



ACTION 1

- Take full use of LCA calculations for regulation development
- Identify effective incentives
- Identify effective waste taxation
- Develop joint policy briefs or white papers on regulation
- Promote acceptance criteria and fluent certification of new applications containing recycled FRP materials by co-operating on EU level e.g. with EuCIA*
- Support manufacturer responsibility e.g. design of effective take-back schemes

ACTION 2

- Study the potential of developing a joint undertaking similar to Rinki
- · Build on synergies with commodity thermoplastic recycling channels

ACTION 3

- · Prestudy for a potential business-based digital market place to match supply with demand
- · Understand demand-side data requirements and develop a standardized data model
- Develop grade-specific classification of recycled FRP materials



ACTIVATE POSITIVE SPIRIT ON THE MARKET

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

NEED 4

Create a market and demand for recycled FPR materials



NEED 5

Create a supportive environment For investments and



NEED 6

Build on alreadyexisting knowhow



ACTION 4

- Map utilisation options for recycled FRP materials
- Build industry acceptance for recycled FPR materials by dialogue with industry federations, e.g. construction and automotive industries.

ACTION 5

· Support companies in applying for financing for new demonstrations and investments, e.g. EU financing

ACTION 6

- · Collect information from previous research projects
- Execute Deep Dive evaluation and knowledge sharing sessions to fully utilise the already-existing knowhow

Develop public procurement possibilities, including, e.g., condition specifications for materials to be used



Thank you! www.4recycling.fi

