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

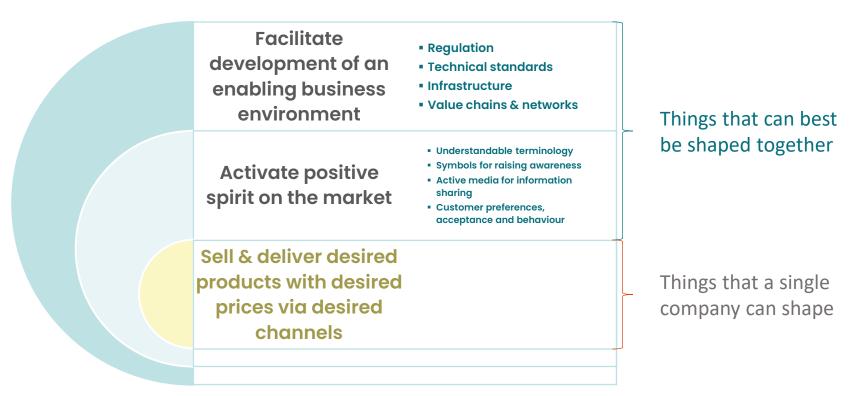
CLIC Innovation

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

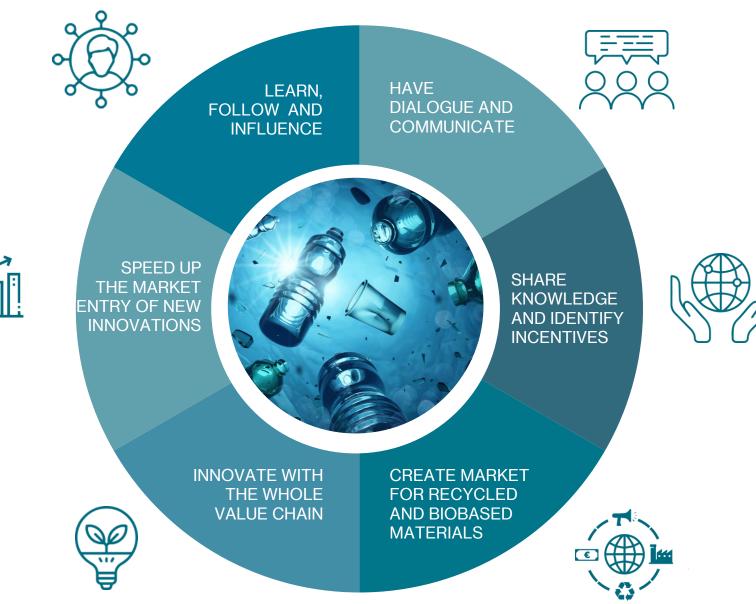
What market elements can an ecosystem shape together (CLIC Playbook)?



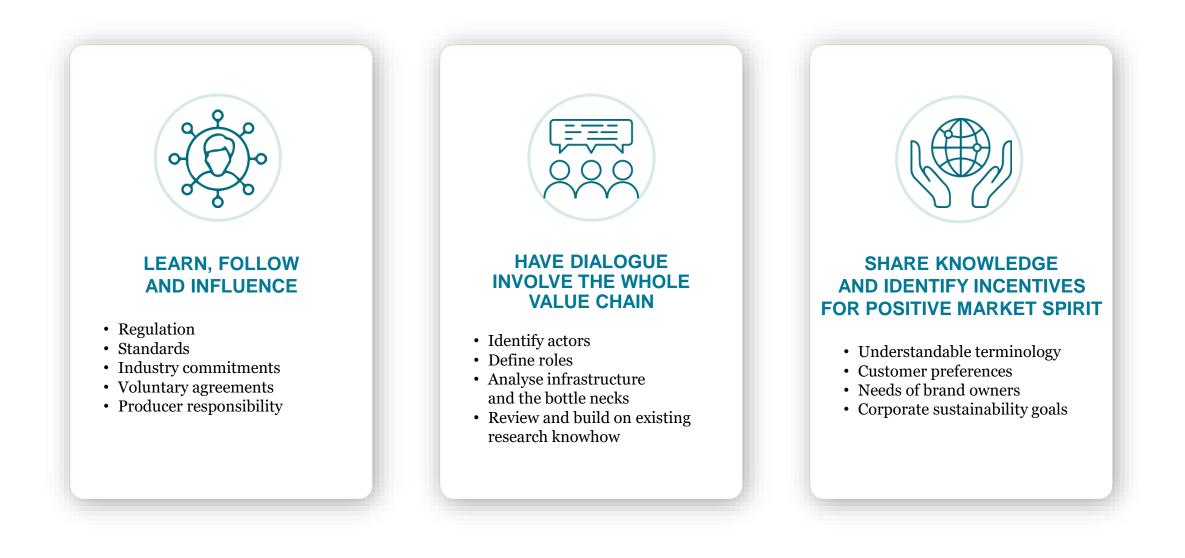


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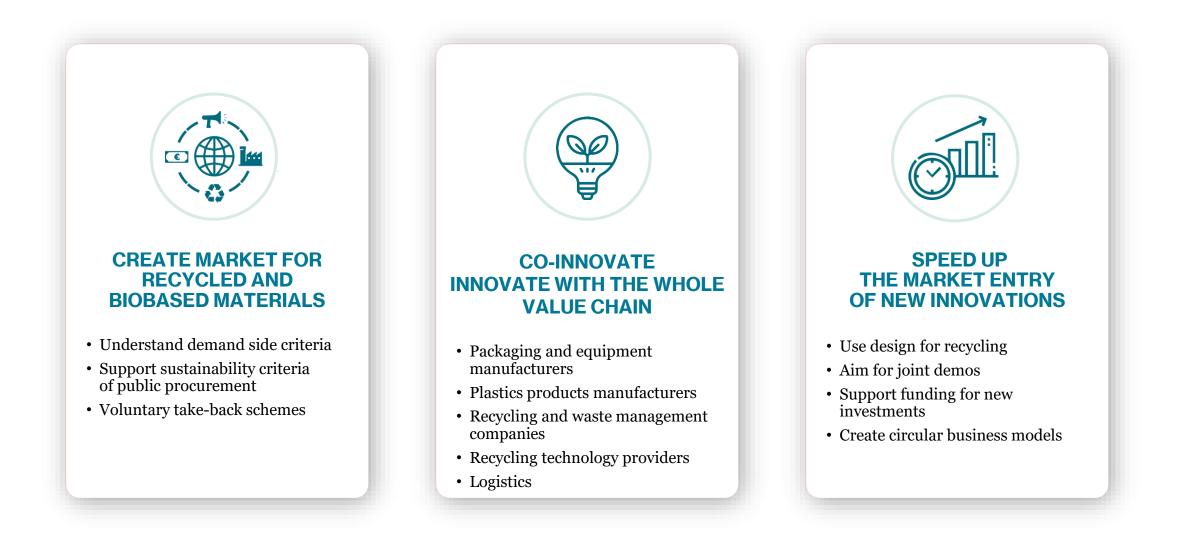




Create joint knowledge and communicate



Create value for the whole business ecosystem





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 Understandable and fair regulation development for biomaterials in retail packaging NEED 2 Compliancy of novel packaging materials with existing production and recycling infrastructure 	 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
ACTIVATE POSITIVE SPIRIT ON THE MARKET - Understandable terminology - Symbols for raising awareness - Active media for information sharing	NEED 3Make the whole value chain to prefer switching to bio-based packaging and enhancing recyclabilityNEED 4 Make brand owners and	 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
 Customer preferences and behaviour 	consumers to prefer bio-based alternativesImage: Consumers prefer bio-based alternativesNEED 5 Favourable investment environment for new infrastuctureImage: Consumers prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer prefer 	organise sustainability workshops ACTION 5 • Communicate to investors and funding parties about the opportunities in functional, biobased, sustainable retail packaging

2025

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Thank You! www.4recycling.fi



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