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

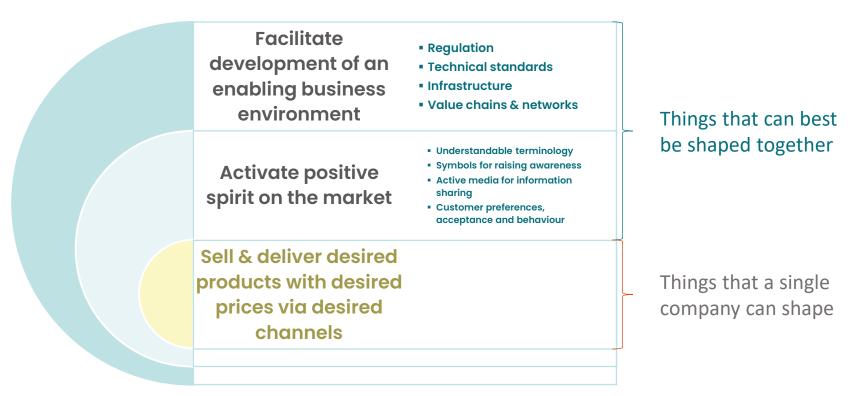
CLIC Innovation

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

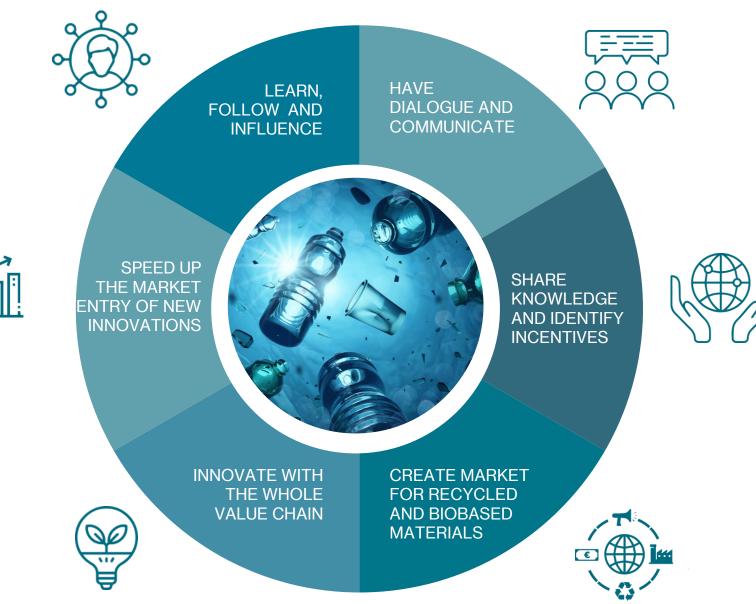
# What market elements can an ecosystem shape together (CLIC Playbook)?



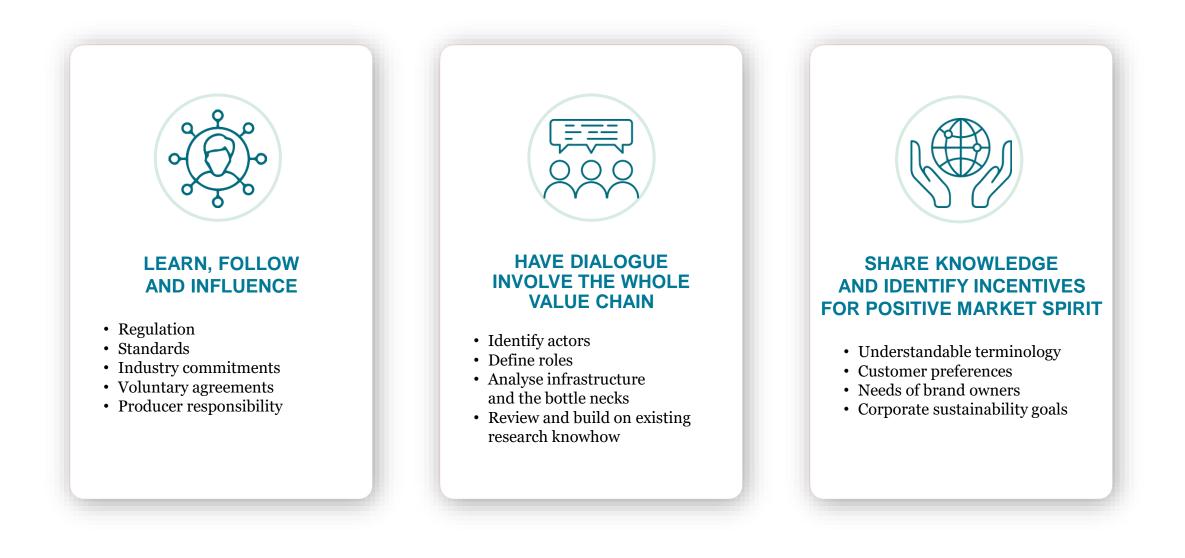


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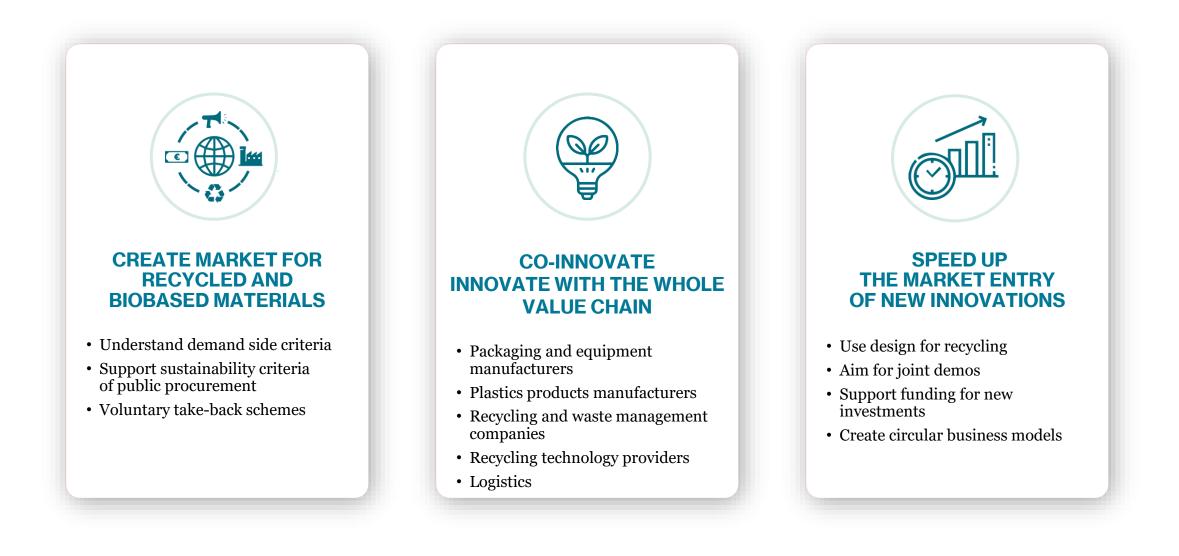




#### Create joint knowledge and communicate



### Create value for the whole business ecosystem





#### **Operating Environment and Market Shaping**

Timeline 2022	What needs to be shaped?	How?
<ul> <li>FACILITATE DEVELOPMENT OF AN ENABLING BUSINESS ENVIRONMENT</li> <li>Regulation</li> <li>Technical standards</li> <li>Infrastructure</li> <li>Value chains &amp; networks</li> </ul>	<ul> <li>NEED 1</li> <li>Understandable and fair regulation development for biomaterials in retail packaging</li> <li>NEED 2</li> <li>Compliancy of novel packaging materials with existing production and recycling infrastructure</li> </ul>	<ul> <li>ACTION1</li> <li>Make regulation understandable at info sessions and via case stories</li> <li>Influence future regulation development by communicating with policy makers</li> <li>Create policy briefs</li> <li>Share knowledge on regulation between industry and academia</li> </ul> ACTION 2 <ul> <li>Co-develop technologies suitable for wide raw material base</li> <li>Use cross sectoral dialogue to communicate both approaches of cascade use of fossil-based materials and development of biobased</li> <li>alternatives to relevant and feasible applications need to be supported.</li> <li>Map current design for recycling guidelines for different packaging materials and combinations</li> </ul>
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	<ul> <li>ACTION 3</li> <li>Map the value chain actors and create a dialogue</li> <li>Co-develop/co-innovate within the value chain to match demand by supply</li> <li>Develop business models for the raw material supply</li> </ul> ACTION 4 Map the needs of brand owners, create a dialogue and
<ul> <li>Customer preferences and behaviour</li> </ul>	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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