

4Recycling - Market shaping

Plastics and Composites in Construction Industry

CLIC Innovation

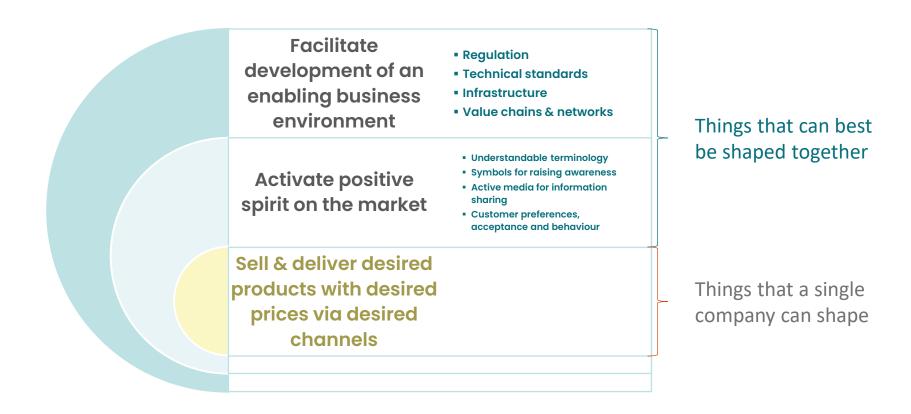
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Market shaping – What is it about?

- 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

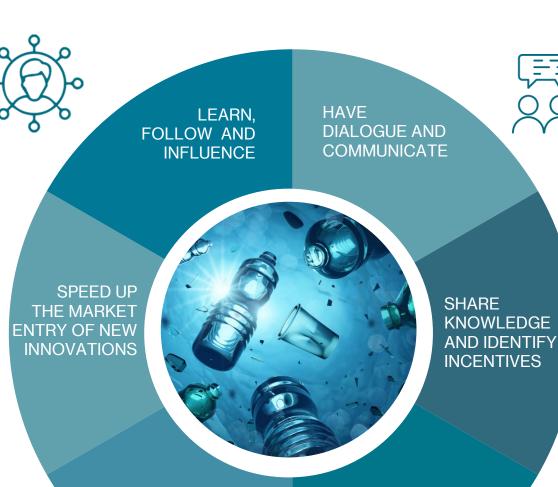
What market elements can an ecosystem shape together (CLIC Playbook)?







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









PLASTICS AND COMPOSITES IN CONSTRUCTION INDUSTRY

Operating Environment and Market Shaping

Timeline 2022

FACILITATE DEVELOPMENT OF AN ENABLING BUSINESS

- Regulation

ENVIRONMENT

- Technical standards
- Infrastructure
- Value chains & networks

What needs to be shaped?

NEED 1

Public procurement



NEED 2

Building code and



NEED 3

Match supply with the demand of the whole value chain



How?

ACTION 1

- · Promote innovative public procurement
- Take full use of sustainability studies LCA calculations in public procurement
- · Review of sustainability criteria

ACTION 2

- Disseminate research results to policy makers, for ex. policy briefs
- · Review mass balance calculations

ACTION 3

- · Co-develop/co-innovate with end product manufacturers
- Promote the use of digital market place
- Understand demand-side requirements at construction sites and develop a standardized data model



2025

ACTIVATE POSITIVE SPIRIT ON THE MARKET

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

NEED 4

bility and voluntary schemes



NEED 5

Make sustainability as priority in construction



NEED 6

Create a supportive environmentfor investments And demonstrations



ACTION 4

- Study the potential of developing a joint undertaking similar to Rinki
- Create clear responsibility who is responsible of the recycling of multimaterial components in constructions
- Support companies in designing effective mechanisms, e.g., take-back schemes
- Identify effective incentives to voluntary schemes
- · Follow regulations and guidelines, such as European Green Deal

ACTION 5

- Promote circularity of construction waste and leftover materials
- Organise acceptance dialogue with industry federations, e.g. construction and other industries. The industry needs to accept the new recycled construction materials.

ACTION 6

- · Support companies in applying for financing for new demonstrations and investments
- Organize webinars to share know-how
- Collect information from previous research projects (For ex RAMPO Muovipoli)



Thank you! www.4recycling.fi

