

4Recycling – Market shaping

Functional Bio-based and Circular Solutions for Retail Packaging

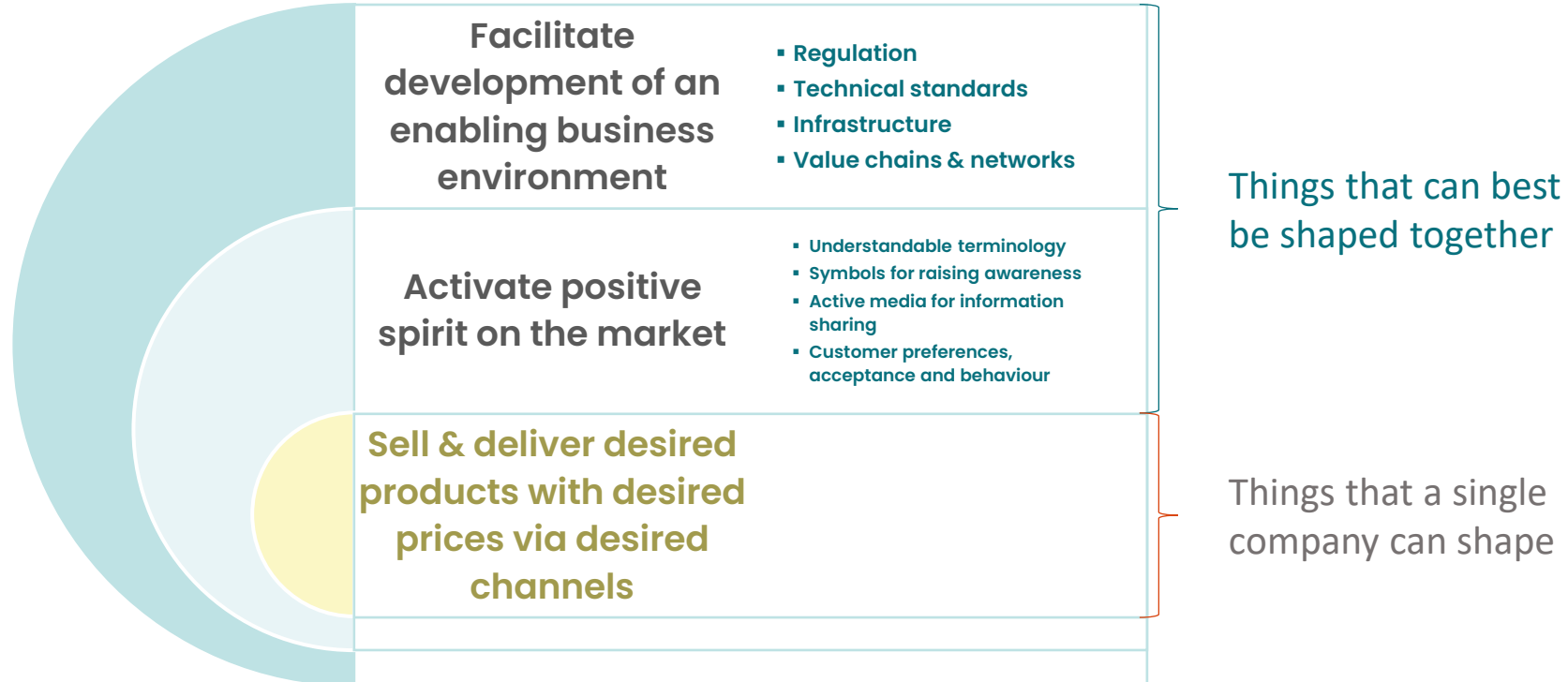
CLIC Innovation

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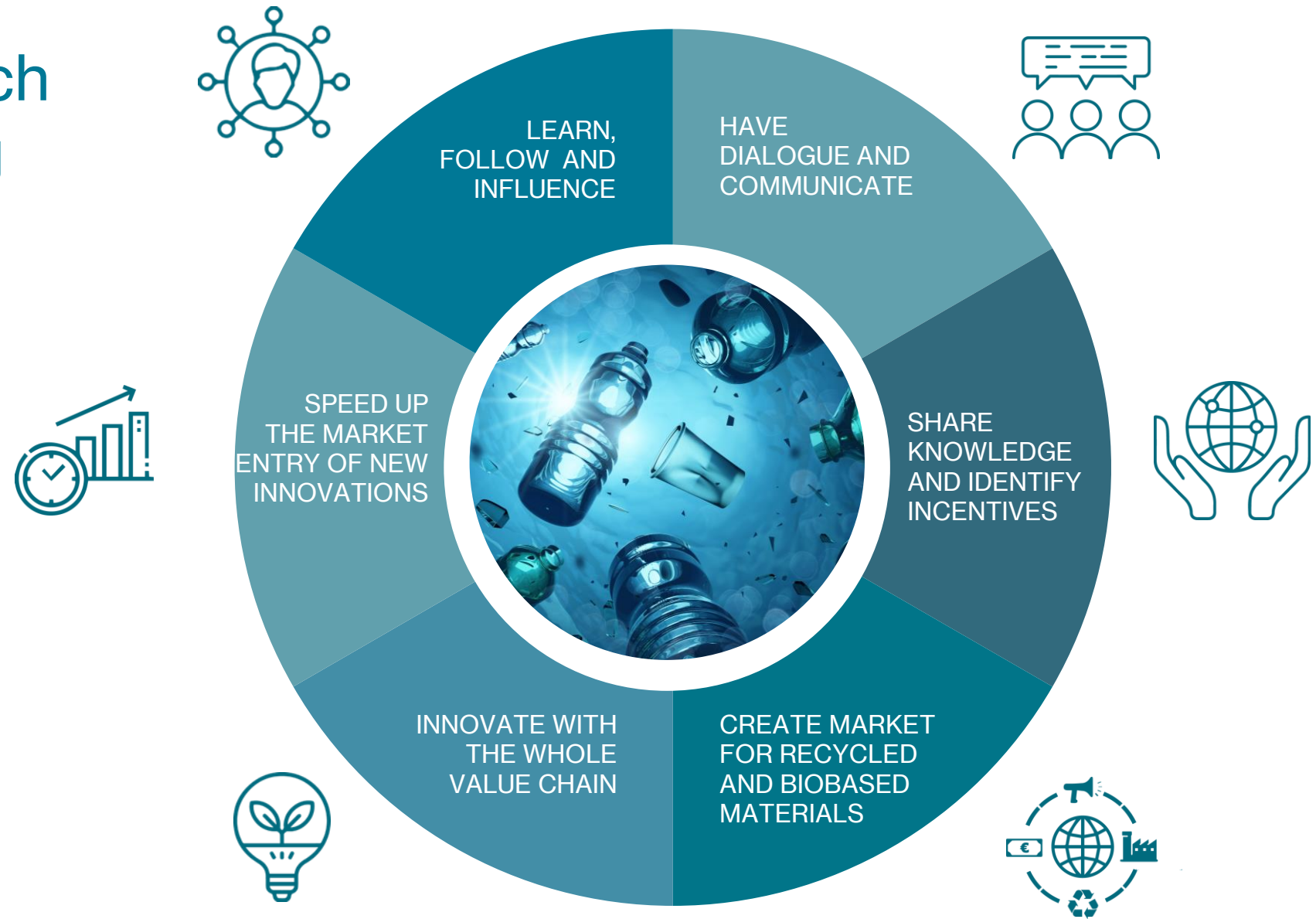
Market shaping – What is it about?

- 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)?



Ecosystem approach to market shaping



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



FUNCTIONAL BIO-BASED AND CIRCULAR SOLUTIONS FOR RETAIL PACKAGING



Operating Environment and Market Shaping



2025



Thank You!

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