

4Recycling – Market shaping

Recycling Technologies in Retail Packaging

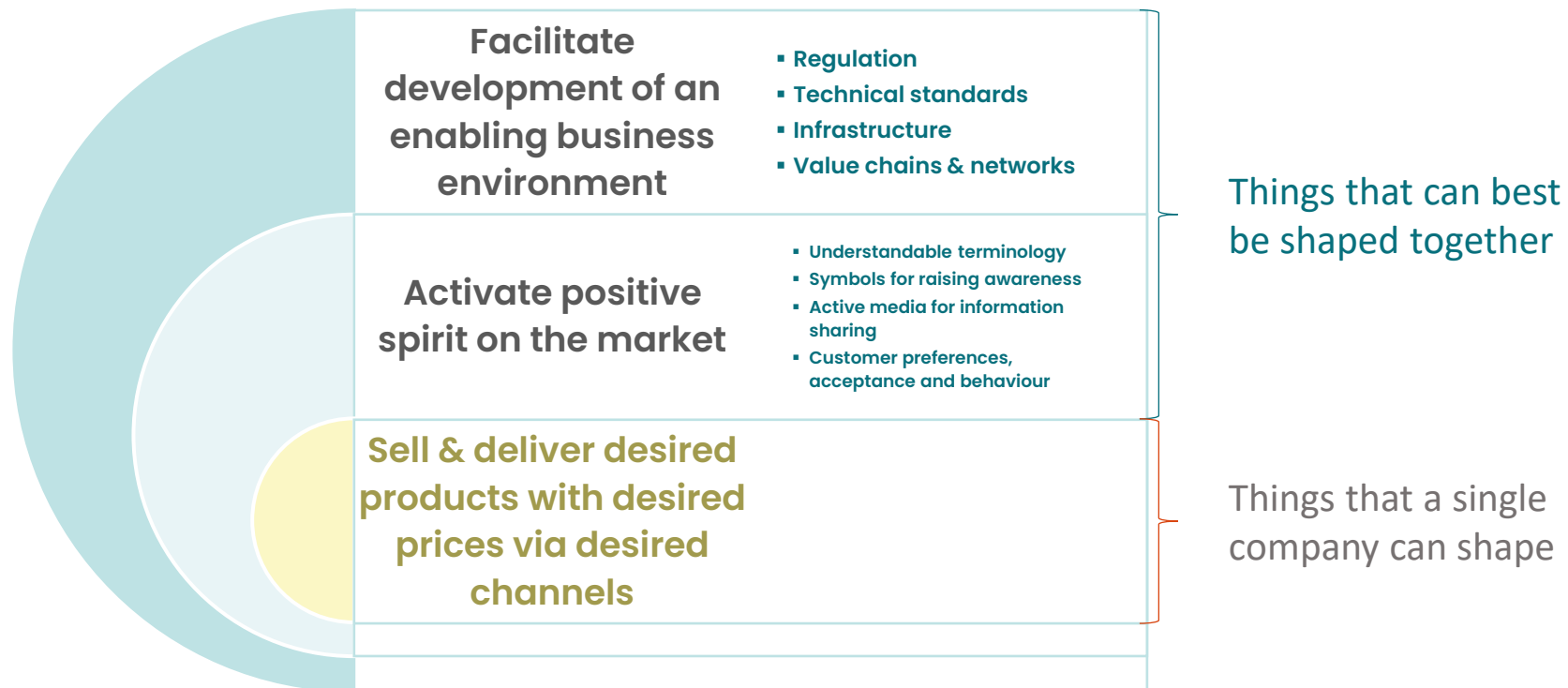
CLIC Innovation

15.11.2022

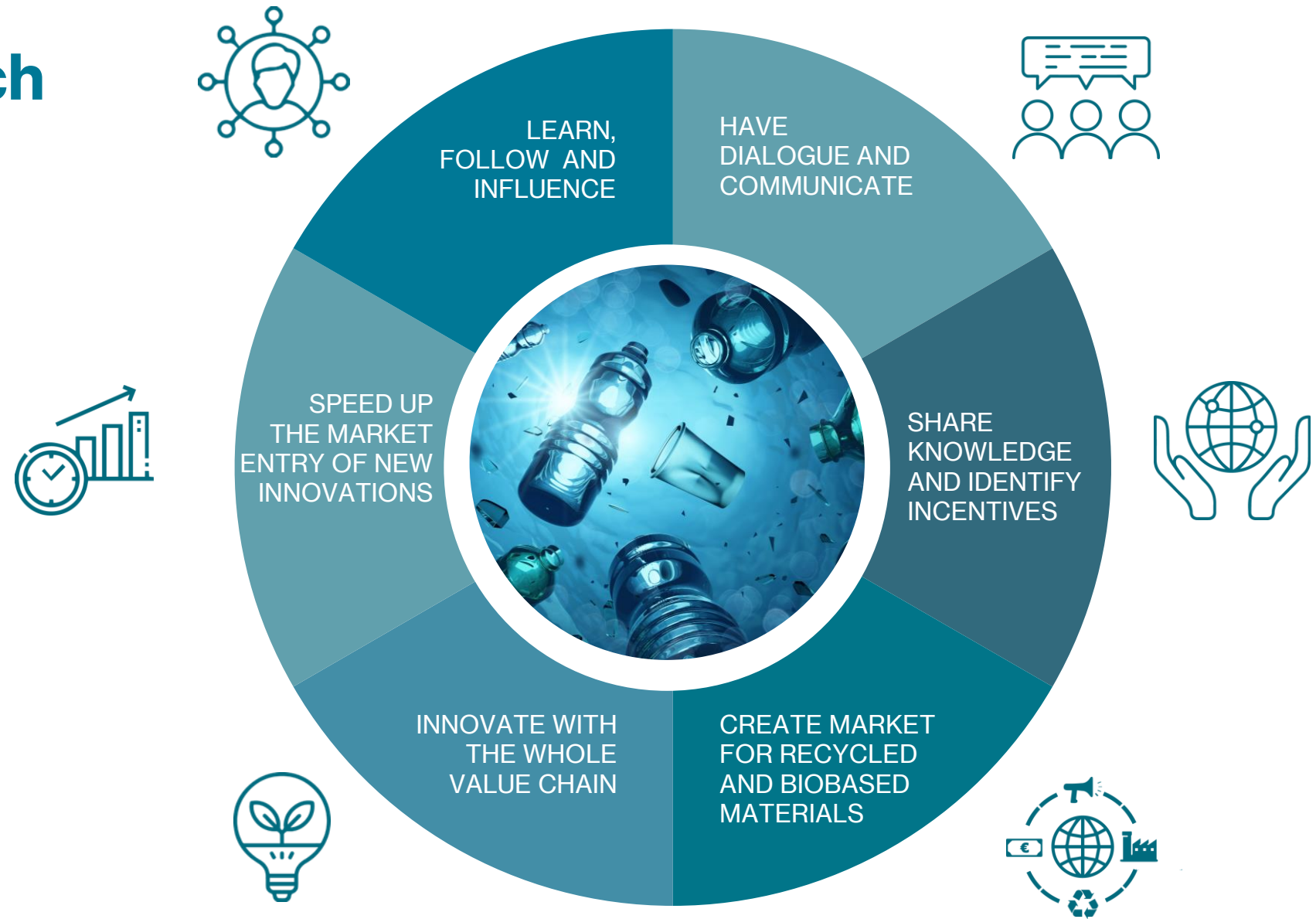
Market shaping – What is it about?

- 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)?



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



RECYCLING TECHNOLOGIES IN RETAIL PACKAGING



Operating Environment and Market Shaping

Timeline 2022	What needs to be shaped?	How?	
FACILITATE DEVELOPMENT OF AN ENABLING BUSINESS ENVIRONMENT <ul style="list-style-type: none"> - Regulation - Technical standards - Infrastructure - Value chains & networks 	NEED 1 Enabling regulatory environment 	ACTION 1 <ul style="list-style-type: none"> • Communicate a joint message from companies to the lawmakers • Establish open dialogue with relevant stakeholders • Enter into voluntary agreements between the public and private sectors • Educate lawmakers • Collaborate closely with the actors in the Plastics Roadmap for Finland 	
	NEED 2 Standardization supporting recycling 	ACTION 2 <ul style="list-style-type: none"> • Agree on standardized approaches for e.g. Design for Recycling 	<ul style="list-style-type: none"> • Agree on relevant standardization for collection, traceability, and classification
	NEED 3 Improved knowledge of the value chains and ecosystems 	ACTION 3 <ul style="list-style-type: none"> • Carry out market study in selected countries to create better understanding 	<ul style="list-style-type: none"> • Establish working collaboration in the value/technology chain • Map properly the whole Ecosystem in Finland
	NEED 4 Favorable environment for investments and demonstrations 	ACTION 4 <ul style="list-style-type: none"> • Educate investors in the ecosystem a for better understanding of opportunities 	<ul style="list-style-type: none"> • Support companies in applying for financing
	NEED 5 Value creation for the whole business ecosystem 	ACTION 5 <ul style="list-style-type: none"> • Increase co-operation in the value chains • Build joint R&D projects within the ecosystem 	
ACTIVATE POSITIVE SPIRIT ON THE MARKET <ul style="list-style-type: none"> - Understandable terminology - Symbols for raising awareness - Active media for information sharing - Customer preferences and behaviour 	NEED 6 Better knowledge of the needs of the value chain actors 	ACTION 6 <ul style="list-style-type: none"> • Create a better understanding of the plastic product producers needs to use more recycled plastics • Improve knowledge sharing with packaging material producers in Design for Recycling and use of recycled plastics • Carry out knowledge sharing and benchmarking from abroad 	
	NEED 7 Understandable terminology 	ACTION 7 <ul style="list-style-type: none"> • Create consistent vocabulary for recycling terminology 	
	NEED 8 Improved customer acceptance 	ACTION 8 <ul style="list-style-type: none"> • Create incentives for the consumers and plastic collectors to improve the source separation and delivery • Educate consumers 	

2025



Thank you!
www.4recycling.fi



4Recycling