

Challenges for market uptake of bio-based products

Identified by the Biovoices Project in September 2018

BUSINESS CASE

GO TO MARKET

ACCELERATION



Market development
(Economy)

FIND FIRST CUSTOMERS

Launching a BBP requires investment that can be made if customers or investors are present. The idea is to create markets through cooperation between the businesses that produces the BBP and their first customer(s) (who can be consumers, other businesses (B2B), governments and CSO's). The launching customer guarantees the first sales, can provide feedback on early versions of the product and share risks and benefits.



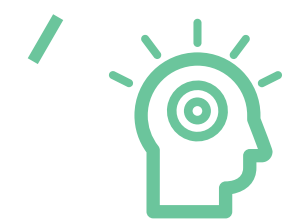
SPECIFY UNIQUE SELLING POINTS (USP)

Identify bio-based (BBP) unique selling point such as additional features and functions which go beyond providing a sustainable alternative compared to FBP and bio-degradability (more than costs/features).



UP-SCALING

Find BBP that are consistently available in large quantities. Create, find and extend new markets by bringing more and diverse BBP to mainstream user groups.



Awareness and trust building

PROMOTE CHANGES IN PURCHASE HABITS

Raise awareness among early adopters (e.g. supermarkets, schools) and consumers to use BBP. Guarantee safety to increase trust in BBP, develop a coherent terminology (CEN/TC 411).



INCREASE THE ADOPTION

Making BBP widely available, easy to use discard and cheap. Identify ways to increase adoption by better communication and by finding better contexts to sell BBP products.



Supporting strategies, regulatory frameworks legislation and standards

INTRODUCE EU & NATIONAL INCENTIVES

Develop policies that favour BBP above FBP, e.g. enhancing Sustainable Development Goals (SDG), reduce toxic materials (e.g nutraceuticals) and CO2 by several incentives (e.g. green taxes, information campaigns, regulation), and an obligation to increase % bio-based in products (similar to biofuels).



REALISE STANDARDISATION

Realise standardisation & certification of BBP & waste behaviour. Ensure standardisation of logos and labels and develop a strategy for their effective communication (NB: Check CEN/TC 411).



Supporting environment
(Infrastructures, intermediaires, new business opportunities)

IMPROVE RESOURCES TO ENHANCE BUSINESS CASES

To improve and renew agricultural practises, consumer behaviour patterns, infrastructures (innovation support, marketing, LCA, crowd funding), to involve more intermediaries and to increase cross-sectoral cooperation in order to improve the market entry of sustainable BB products.



B2B USERS AS FRONTRUNNERS

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INCREASE SUSTAINABLE BIO-BASED FEEDSTOCK FOR BB PRODUCTS

To increase sustainable bio-based feedstock (waste, side streams, by products) and to find appropriate bio-based products that are more sustainable and cheaper but usually less strong with 2G compared to 1G.



Regional / Local development

ENHANCE LOCAL BIOECONOMY ACTION PLANS

Creation of an ecosystem to implement Bioeconomy business cases as a strategic asset for local development by dialogues and engagement with quadruple helix stakeholders.



Focus on cities and rural regions with feedstock and business cases missing a local Bioeconomy action plan (bottom-up).

BOOST LOCAL DEPLOYMENT

Opportunities of local economies to contribute to increase the market uptake of business cases with BBP (through more local feedstock, local transport, local advice etc.) and local value chains targeted to the specific circular challenges.



? | What are the key questions to be addressed?



Additional Challenges

Are there additional Challenges you believe should be addressed during the Mobilisation and Mutual Learning workshops (MMLs)?

Please help us in defining them, post your suggestion here: