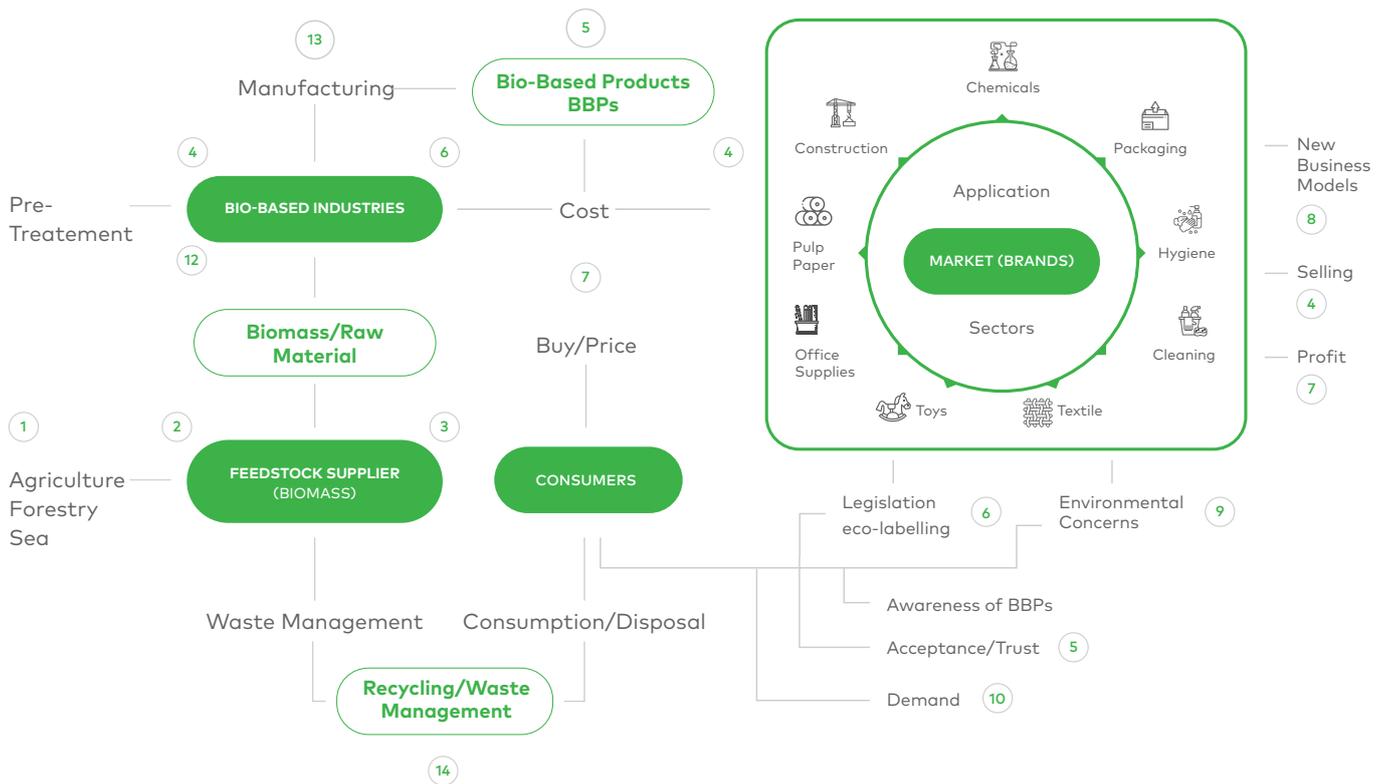


COMMUNICATION NEEDS IN THE BIO-BASED ECONOMY



- 1 Promote the business opportunity of supplying biomass.
- 2 Promote practices from biomass suppliers to contribute to the growth of feedstock supplying market and increase feedstock availability.
- 3 Promote the consolidation of feedstock supplying market to improve the processes for ensuring availability and quality of feedstock.
- 4 Raise awareness about bio-based applications and opportunities.
- 5 Increase the trust towards BBPs to support its demand.
- 6 Communicate the need for legislation stability and harmonisation.
- 7 Consolidate the market of BBPs to contribute to price/cost reduction.
- 8 Promote the business opportunity of BBPs market and raise awareness of new business models (i.e. sharing case studies).
- 9 Communicate the environmental, social and economic benefits of BBPs.
- 10 Encourage the demand of BBPs, promoting the motivational drivers.
- 11 Inform about the characteristics of BBPs in comparison to fossil-based products.
- 12 Encourage and promote the support (i.e. financially) to small industries / feedstock suppliers.
- 13 Promote the need for skilled workforce.
- 14 Communicate the need for a well-established waste management structure to ensure the circularity of the system.