

# Marketing Strategy

Recycling plastic materials and ALDFGs through the business models of SMEs and micro-enterprises can ensure both economic and environmental benefits. Illustrative companies (Ørskoplast, Plasto, Noprec, Replast and Akva) involved in such recycling and reuse shows how these companies have implemented circular business models into their operations.

The BCE project identified the motivations, challenges, and success factors for circularity. The multiple case analyses explored the sourcing, material flow, and logistics processes. The project also examined the attitude and intentions of potential customers in purchasing eco-label products. Generally, more consumers have positive attitude towards sustainable products.

The project also identified marketable product opportunities. Several products and services based on the use of recycled fishing gear (in whole or as a fraction of final product) are delivered by companies in Norway (PartnerPlast, Vartdal Pastri, Plasto, Ørskoplast, Pla-Mek, Vik Ørsta, Noprec, Nordic Comfort Products) and globally: Karun, Bureo (Chile), Adidas, Bracenet (Germany), Planet Love Life, Kettle Cove Enterprises, Fishpond, The Main Coast Rope Rugs, Miliken, Interface (USA), Verdura, RubyMoon

(UK), Ecoalf (Spain), Klattermusen (Sweden), Teko (Scotland), Axiom (Canada). The categorization of the different products and services provided by the companies show the business potential in the use of recycled gear as part of the solution to the problem of marine plastic pollution.

The project also examined the role of non-profit organizations in the marine plastics value creation. NGOs' roles go beyond volunteering operations and can be sources of new ideas, testing of new processes, development of new products and services. Value chain collaboration and volunteering initiatives and operations by NGOs enhance marine plastics recycling. Collaboration drives the innovation and new product development process and enhance recycling of marine plastics.

A report will be published in March 2022 highlighting the findings from workshops in Galway and Alesund which focused on local innovation systems related to waste and 'end of life' fishing gear. The concept of a BCE Lab® - an innovation lab designed to deliver solutions to such gear - is also proposed. The report will include two best practice cases on Sotenäs Marine Recycling Centre in Sweden and Steveston Harbour in Canada.

## CIRCULAR BUSINESS MODELS - Modular Design

