

## DRIVERS & BARRIERS



Main DRIVERS leading to the adoption of bio-based business models by businesses (Brands)



- Environmental regulation may require businesses to adopt sustainable practices to minimise environmental impact of certain business processes;
- Market demands from stakeholders or clients for adopting environmentally friendly practices or creating an alternative sustainable line of products;
- Investing in the bioeconomy may result in a competitive advantage;
- Strategic motives, such as cost- and performance-related benefits which for the case of bio-based products may include the aim of supply chains diversification or to safeguard against oil price increases.

BARRIERS that may prevent businesses (Brands) to diversify their offer with sustainable alternatives of their products



- Low price of crude oil and natural gas make the use of biomass feedstock and bio-based production processes economically unattractive;
- High cost of bio-based products compared to their fossil-fuel derived equivalents;
- Lower performance of many bio-based products compared to their fossil-fuel derived equivalents;
- No dedicated and detailed EU legislation framework, conflicts between sustainability goals and market needs, lack of uniform standardization and certified labelling for bio-based products;
- Gaps in the policy and subsidy framework;
- Intellectual property related barriers;
- Low public awareness of the benefits of using bio-based products;
- Lack of reliable and sufficient information about bio-based products.