

Lead Market Initiative
Ad-hoc Advisory Group for Bio-based Products
Priority Recommendations

Adopted on 15 December 2011

In 2008 the European Commission, in the framework of the Lead Market Initiative, appointed an Ad-hoc Advisory Group for Bio-based Products. The group has carried out its tasks according to its remit¹ and prepared a range of documents containing elaborated recommendations to enable the market uptake of bio-based products²:

- Ø Taking Bio-based from Promise to Market. Measures to promote the market introduction of innovative bio-based products, November 2009 (LMI)
http://ec.europa.eu/enterprise/sectors/biotechnology/files/docs/bio_based_from_promise_to_market_en.pdf

- Ø Recommendations on Financing, March 2011 (FIN)
http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/files/lmi-financing-wg_en.pdf

- Ø Recommendations on Communication, June 2011 (COM)
http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/files/lmi-bio-based-recomm-com_en.pdf

The following list contains the priority recommendations which the Group has agreed on as central to the realization of a coherent political framework for supporting bio-based economy in a long-lasting manner.³

¹ Commission Staff Working Paper, Explanatory Paper on the Lead Market Approach: Methodology and Rationale,” SEC(2007) 1729 (final 21.12.2007)

² Please consult http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/biobased-products/index_en.htm.

³ Behind the recommendations you will find a reference on the original document where the recommendation was published. Please consult the list of all recommendations at http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/files/bio-based-all-recommendations_en.pdf

1. Access to feedstock

- Legislation and policies (agriculture, rural development, research, industrial and environmental policy, etc.) should be balanced between bio-energy and bio-based products to allow access to sustainable renewable raw materials / feedstock for industrial uses. Legislation and policies should promote the availability of renewable raw materials / feedstock in sufficient quantities at a suitable and guaranteed quality and at competitive prices. (LMI/12, LMI/14, FIN/11)
- All programmes in Structural Funds and Rural Development, which are used to support and implement bio-energy and biofuels, should be opened to bio-based products, and all criteria for funding should be handled equally. (FIN/7)

2. Research & Development & Innovation

- Continue to stimulate and enhance technological innovation and the development of technology. Increase public funding for demonstration projects and stimulate the construction of demonstrators via Public Private Partnerships. Set up a specific "EU Innovation Fund" which could also serve to aid the transition of the results to full scale implementation and to the marketplace. (LMI/44, FIN/5)
- Develop incentives for the conversion of production plants and industrial processes into bio-based, provided that they have proven to be sustainable, and that applicable EU State Aid rules are respected. (LMI/4)
- Develop incentives (taxation or state aid measures, grants) to support the development of new, sustainable bio-based products' production processes. (FIN/9)

3. Access to markets

- Continue to develop and apply clear and unambiguous European and international standards. The standards help to verify claims about bio-based products in the future (e.g. bio-degradability, bio-based content, recyclability, and sustainability). (LMI/30)
- Consider setting indicative or binding targets for certain bio-based product categories where they contribute towards achieving the objectives of existing and future sustainability policies (such as climate change, resource efficiency, energy security, etc). Study their market perspective, possible mechanism for implementation and their contribution to these sustainability goals. (LMI/2)
- Allow Member States to grant tax incentives for sustainable bio-based product categories. (LMI/3)

Sector specific market access:

- Allow bio-based plastics to enter all waste collection and recovery systems, including composting, recycling and energetic recovery (depending on the type of plastic and compliance with applicable standards). Bio-based plastics certified compostable according to EN 13432 should gain unhindered access to bio-waste collection. (LMI/5)
- Bio-based construction materials (foams for insulation, composite material, mortar, and concrete made of vegetative aggregate particles) have now become sufficiently advanced to offer a real alternative. The Construction Products Directive should promote the specificities of bio-based products. In addition, new and transparent standards showing the product capabilities are needed to help demonstrate that bio-based materials comply with construction legislation. (LMI/11)
- Study the possibility of mandating the use of bio-lubricants and hydraulic fluids in environmentally sensitive areas. This could be implemented e.g. via soil protection and water protection legislation. (LMI/10)

4. Public Procurement

- Encourage contracting authorities in all EU Member States to give preference to bio-based products in tender specifications. A requirement or a recommendation to give preference can be laid down in a national action plan adopted by the government. Preference should be given to bio-based products unless the products are not readily available on the market, the products are available only at excessive cost, or the products do not have an acceptable performance. (LMI/18, LMI/19)
- Develop a list of product groups and designated bio-based products. The product groups and subgroups reflect the areas of application (e.g. building materials, furniture, cleaning products, lubricants, packaging, etc). The designated bio-based products reflect the individual products from each manufacturer respectively. (LMI/24)

5. Communications

- Promote and use harmonised certification and labeling schemes for bio-based products. (COM/4)
- Design and implement a communication strategy involving all partners in the value chain and all other stakeholders to achieve coherent messages on bio-based products. (COM/9)