Success stories of bio-based products in Europe,

with insights on key enablers, challenges and the investment potentials offered

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The fifteen success stories

**PRODUCT TYPE**
- 40% Technology Licensing
- 27% Final product
- 20% Material
- 13% General building block or bio-polymer

**APPLICATION**
- 26% Packaging
- 20% Household and professional cleaning
- 20% Moulded industrial and consumer products
- 20% Lubricants, resins, paints, coatings, adhesives, inks
- 20% Construction materials
- 7% Healthcare, personal care

**Success Stories per Country**

Note: One company is Israeli-based, but is partly owned by a Swedish company and has received Horizon 2020 funding. The company is therefore shown once in Israel and once in Sweden.
The bio-based businesses and what drives the industry

Development driven by:
› Consumer preferences and trends
› 'SDG' commitments in businesses
› Anticipated future legislation
› Existing support frameworks

Development threatened by:
› Price competition
› Legislative requirements
› Mobilisation of finance?

Industry 'in the making':
› A fairly small industry where
  › Larger companies invest for the future
  › Smaller/new companies rely on early private investment and support schemes

› Developing feedstock uses, products and applications 'simultaneously and constantly'
Sales and profitability

Providing for economies of scale

Improving user experienced price/quality ratio

- Production capacity
- Supplies of inputs
- Demand

- Product performance
- Production technology and feedstocks
- Informing the market
Investors

Investors see challenges in:

› Perceived high risk
› Perceived complexity of the bio-based sector
› Possibly long lead time
› ....and the mere 'newness' of the industry

Investors are:

› EU funding and other public funding
› 'Internal' funding
› Venture Capital
› Other stakeholders, e.g. partnerships may reduce financial risks and investment needs
Key observed success factors – the offering of the bio-based industry

Investing/hedging for the future:

› Regulatory frameworks will promote bio-based products compared to fossil-based alternatives
› Consumer preferences are going green and businesses increasingly focus on the SDGs
› 'First-mover' producers and brand-owners are involved already
› Much entrepreneurship is observed
In conclusion – success is possible

Challenges:
› Bio-based products are more expensive
› Bio-based products may need to penetrate a traditional/conservative market
› Bio-based products may have an expensive development path
› Often there is a need to develop feedstock/technologies, supply chain, product and markets simultaneously
› The bio-based industry is small and scattered

Success can be achieved:
› Willingness and commitment to invest for the future (company/owner/founder)
› Possession of, and access to the critical knowledge and strong networks
› Strategic direction and flexibility to adjust
› Developments in 'partnerships' along supply chain and with the market
› Continued focus on products, applications, technology, feedstocks
› Market and regulatory trends
THANK YOU!