

# **Market barriers to the uptake of products derived from sustainable biomass**

## **The role of standards**

Mathilde Crêpy

Policy Officer

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# What can standards help with?

- **Starting point:**

Unsustainable products = market failure to be rectified through policy

- **Objectives of product policies:**

1. Grant market access to better/greener products [SUPPLY]
  2. Empower procurers/public to make more informed choices [DEMAND]
- Standards: tool that can support both policy objectives

- **Standards can be:**

1. Sets of sustainability criteria (e.g. soil erosion)
2. Methods to measure substances (e.g. bio-based content)
3. Guidance on communication of product characteristics (e.g. claims)

- **Many standards, yet bio-based products slowly taking up...**

... Why?



# What should be done ?

- **Standards that enable to:**

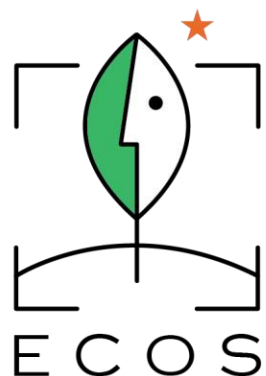
1. Compare bio-based products with conventional products
2. Be more comprehensive than biomass production:
  - sustainability criteria for production and manufacturing of product
  - environmental assessment of whole product (not just bio-based content)



- **Outcome:**

- Increased understanding of environmental benefits, hence more support (procurers and the public, policy makers, NGOs, ...)
- Easier to put in place policies incentivising/penalising certain products over other ones both on supply and demand sides
- ... Market uptake !





**Thank you for your  
attention !**

**Mathilde Crépy  
Policy Officer**

Mundo B, Rue d'Edimbourg 26  
1050 Brussels, Belgium  
T. +32 2894 46 58

E. [mathilde.crepy@ecostandard.org](mailto:mathilde.crepy@ecostandard.org)

**[www.ecostandard.org](http://www.ecostandard.org)**

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