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COLIVE project deliverable 2.1 : A review paper on existing initiatives of collective marketing and circular business

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COLIVE Project – Deliverable 2.1.

A review paper on existing initiatives of collective marketing and circular business models

<p>Background</p>	<p>Valorising and upgrading waste and by-products from the olive production in the Mediterranean area is crucial as huge and diverse waste quantities are generated. Despite their potential to be converted into value added products, olive waste and by-products often still remain unused and even damage the environment. New business models can contribute to reduce the amount of waste generated, by valorising and adding value to waste and by-products, and by changing to more sustainable and efficient production patterns via circular economy approaches.</p>
<p>Objectives</p>	<p>The objective of this review paper is to investigate what kind of circular business models currently exist that create, capture and deliver value from olive waste and by-products, in order to get first insights into a yet unexplored research domain.</p>
<p>Methods</p>	<p>39 cases of circular business models are studied that convert agricultural waste and by-products into valuable products via a circular economy approach. Data has been collected by the authors via an extensive online search and review of company websites, online articles and specialised newsletters, and been analysed with the software tool NVivo.</p>
<p>Results & implications</p>	<p>The analysis of 39 cases has brought forward the following key insights, which serve as input for the following tasks 2.2 and 2.3:</p> <ul style="list-style-type: none"> - The main driver for starting olive waste valorisation activities are the high amounts of unused and partly environmentally harmful residues. - Very often, businesses make olive waste and by-product valorisation their main activity by specializing in this domain. But the valorisation can also perfectly be a side activity for olive oil producers. - The majority of cases are individual, i.e. olive oil producers, start-ups or highly specialised multinationals, and some initiatives are collective such as cooperatives, associations or public-private partnerships. - While all resources of the olive tree and olive oil production process have the potential to be valorised, value-adding activities are currently still limited to one or several resources. - Olive waste and by-products are currently mainly converted into low added value products (bioenergy or fertilisers), but also several initiatives exist who successfully market high added value products (cosmetics, artisanal products). - Overall, the communication on waste valorising activities and products is still weak, often non-existent.