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COLIVE Project Deliverable 2.2: A report on olive oil case studies

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COLIVE Project – Deliverable 2.2.

A report on the olive oil case studies on collective marketing and circular business models

<p>Background</p>	<p>One of the leading Mediterranean sectors, olive oil production, is paradoxically facing a double challenge regarding water on one hand as a resource preciously needed for irrigation, and on the other hand, polluted in the industrial process of olive oil production. The enterprises involved in olive oil production are hence facing multiple stimuli for a transition towards circular business models and better waste management, pushed institutionally by regulations (and especially regarding water), societal demands, facing resource scarcity, but also seeing opportunities for new ways of value creation.</p>
<p>Objectives</p>	<p>The objective of this report is to understand more in detail how circular business models valorizing olive waste and by-products (for food and non-food applications) are implemented. Therefore, an analysis of ten cases of business models for waste and by-product valorization in the olive oil sector is done, regarding their business model canvas elements, their enabling and hindering factors, and the institutional context.</p>
<p>Methods</p>	<p>Ten business cases from the following Mediterranean countries are studied: Tunisia, Morocco, France, Spain, Italy, Greece. These cases represent diverse external realities, but also diverse business model canvas elements, in particular in terms of types of resources used, products or outputs, and valorization pathways.</p> <p>For each case, the data available online (website, videos, articles) was compiled as preparation, and further semi-structured interviews were conducted with the enterprise managers. Cases were then analysed according to the components of the business model canvas, including marketing strategies, and with regards to success factors and challenges, as well as external institutional impacts.</p>
<p>Results & implications</p>	<p>The enabling factors for olive oil sector enterprises involved in the circular economy are the care for the environment, knowledge about technologies and markets, long-term presence in the sector, logistics, availability of resources, legislation and subsidies, and product acceptance by consumers. The main hindering factor is the lack of specific measures of support: waste management activities are recognized as important but not supported in practice. Other challenges are the knowledge transfer from the research level to implementation in the field, as well as the articulation of needs for research from the enterprises' side. This implies that more public-private partnerships or multi-stakeholder collaborations e.g. via joint projects are needed for further shifting to a circular economy.</p>