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COLIVE Project – Deliverable 2.3.

Recommendations for business managers for an efficient valorization and marketing of olive waste and by-products

<p>Background</p>	<p>The Mediterranean olive sector is facing diverse economic, environmental and social challenges. Several factors have to be taken into account when considering the transition towards a sustainable and circular economy, in particular the organizational level and choice of business strategies. Externally, the most pertinent factors are the role of institutions, both for business support and regulations, and the availability of local natural resources, which are particularly important in the context of agriculture. Internally, it is the organizational structure of companies as well as the knowledge about sustainability which principally determine the possibility for a transition towards sustainable business models.</p>
<p>Objectives</p>	<p>The objective of this work is to develop recommendations for enterprise managers in the olive sector involved or intending to become involved in circular bioeconomy practices, especially regarding an efficient valorization and marketing of olive waste and by-products.</p>
<p>Methods</p>	<p>The recommendations for business managers are developed on the basis of four different datasets issued from a mixed-methods approach, including qualitative (interviews, field visits and observations) as well as quantitative methods (review of initiatives, survey), and on the resulting insights on barriers and success factors as well as challenges and future opportunities of circular business models in the olive sector.</p>
<p>Results & implications</p>	<p>Despite a positive trend among businesses towards olive waste and by-product valorization, it is not yet a well-established practice. The knowledge transfers from the research level to the implementation in the field, and the articulation of needs for research from the enterprises' side are challenging. More cross-sector and public-private partnerships or multi-stakeholder collaborations e.g. via joint projects are needed to shift to a circular economy, and businesses need the recognition by decision makers and concrete actions in terms of financial support and common regulations.</p> <p>To assure that the here proposed recommendations can appropriately be established, are valuable and applicable, four groups of actors are addressed separately in their manager roles: olive producers (farmers), olive oil millers, cooperatives, and enterprises specializing in olive waste valorization. From a marketing perspective, all managers should ensure the inclusion of a circular economy narrative, next to the communication of high-quality olive oil.</p>