



DELIVERABLE D.T2.2.4 COUNTRY ASSESSMENT REPORT ON THE PROCESS AND THE OUTCOME OF THE IMPLEMENTED SERVICES (ITALY)

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This document is to give an overall assessment on the findings and feedbacks of the second round of pilot actions carried out in Italy among three participating companies that were selected from the call for proposal.

As the evaluation of our provided business support service we received mainly supporting feedbacks, only few suggestions were mentioned, more detailed technological questions and product portfolio description has been named among these, with these the audit tool will be refined later on to give a more detailed profile. Financial questions were not found uncomfortable for companies participating in the pilot action as these figures are quite easily accessible searching in public database.

The participants found the timeframe of the pilot actions optimal in every case and the number of participants as well. The participating experts from Biocompack consortium was rated very highly competent with regards to their expertise in all pilot actions and the provided solution was also evaluated very interesting and attractive as well by all parties.

It can be generally stated that the participants of the pilot considered the **knowledge concerning biocomposite materials** as well as **understanding waste management and compliance to end of life solutions** to be the mostly valued gain of the pilot action. Furthermore, some companies, especially larger ones also named that market information both national and EU as an important aspect to develop within the business support service.

Regarding the evaluation of the audit tool, the feedbacks were rather positive, they valued the survey well representative as far as it concerns framework conditions, material knowledge and sustainability whereas the technological feasibility questionnaire was seen sufficiently detailed as companies would not disclosed more specifically their own technology.

As far the innovative solution of the expert is concerned the general feedback has been very positive, the participants highly rated the support in better understanding the new materials and the product design in order to reduce the impact of material combination in waste management.

They also answered positively when they had to give feedback on participation in further pilots. All three companies were willing to take part in more pilot actions.

The answers regarding the Transnational Biocomposite Packaging Centre were rather uncertain. Since they appreciated the work done in the pilot as well as the national events organized in Italy, all companies would surely recommend it to their networks, on the other hand, they still do not understand the advantages of the services proposed in the future virtual platform.

The economic feasibility of using biocomposites was only shortly discussed during pilot action meetings. In general, although customers are highly price sensitive, the use of bioplastics in combination with paper is rapidly expanding in Italy to replace conventional plastics. Pressure from general public is increasing and the market is strongly oriented towards the development of compostable products. Apparently, some brand owners are willing to accept higher cost to improve their sustainability goals, however, not clear acceptance in composting plants as well as future implementation at national level of single use plastic directive may pose additional obstacles also for paper/bioplastics multi-material.