



Sme's... too small to impact the transition towards a bio-economy?

Orineo's vision towards sustainable development





Sustainable material management

Carbon sink material



Locally available

Side stream valorisation

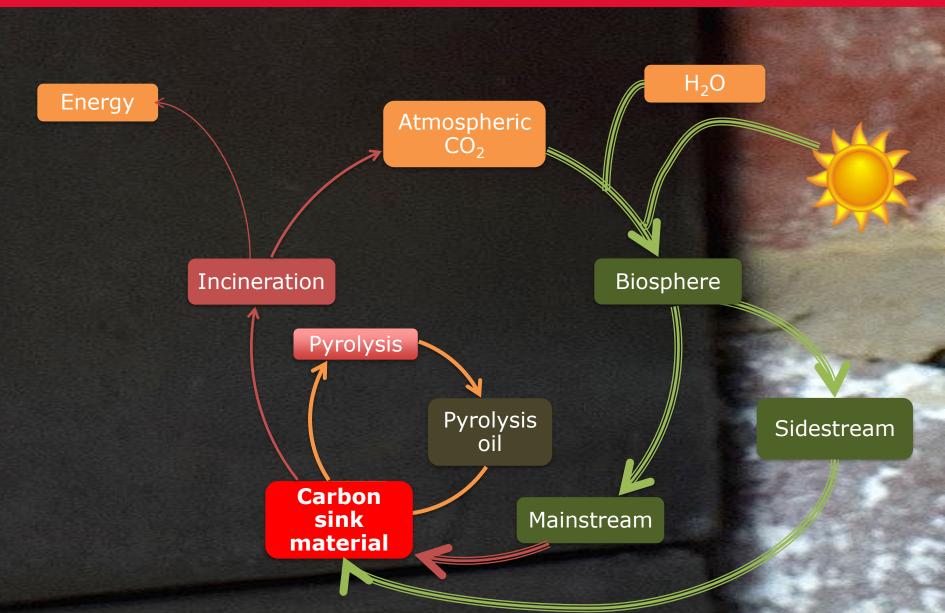




CARBON SINK MATERIALS

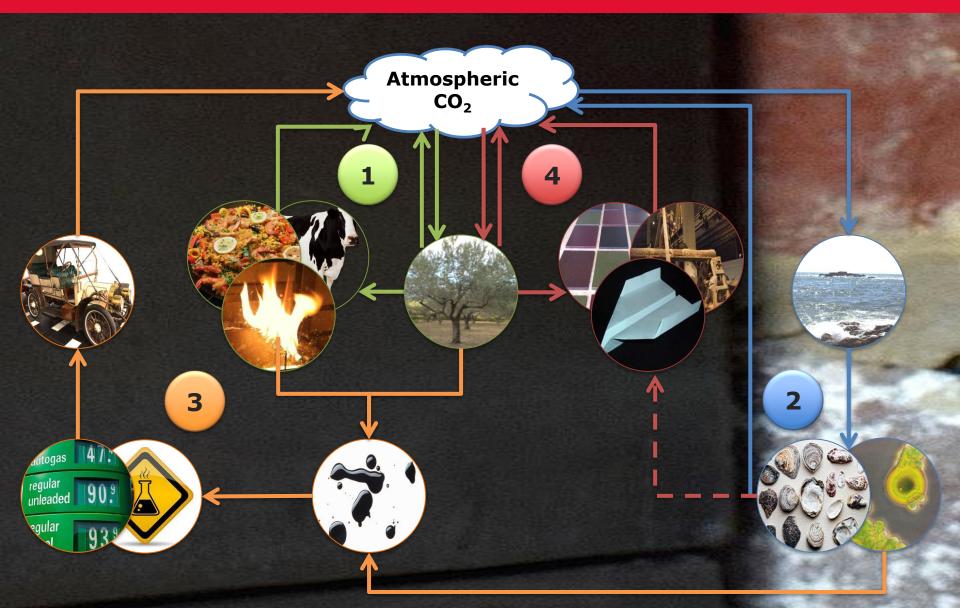






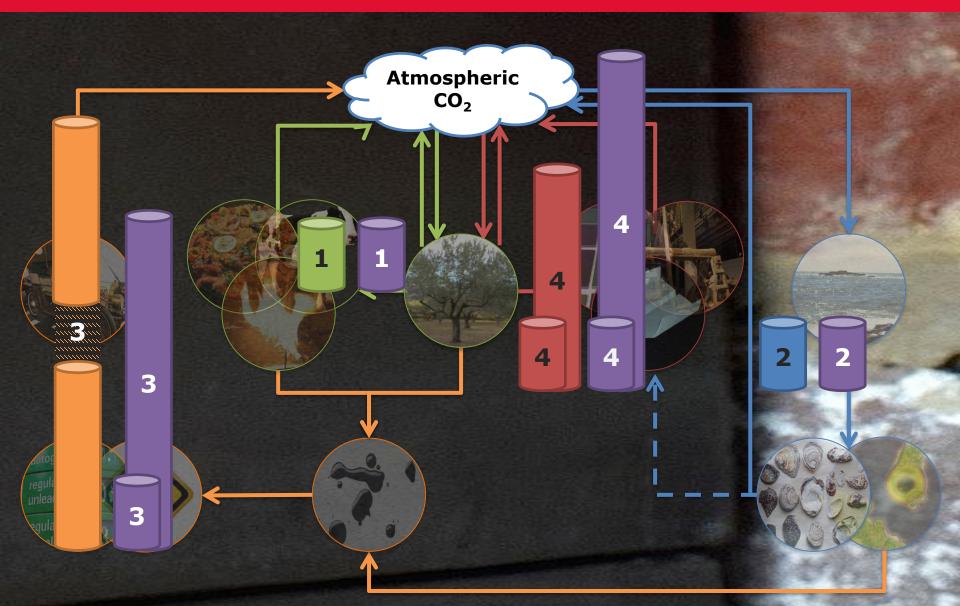






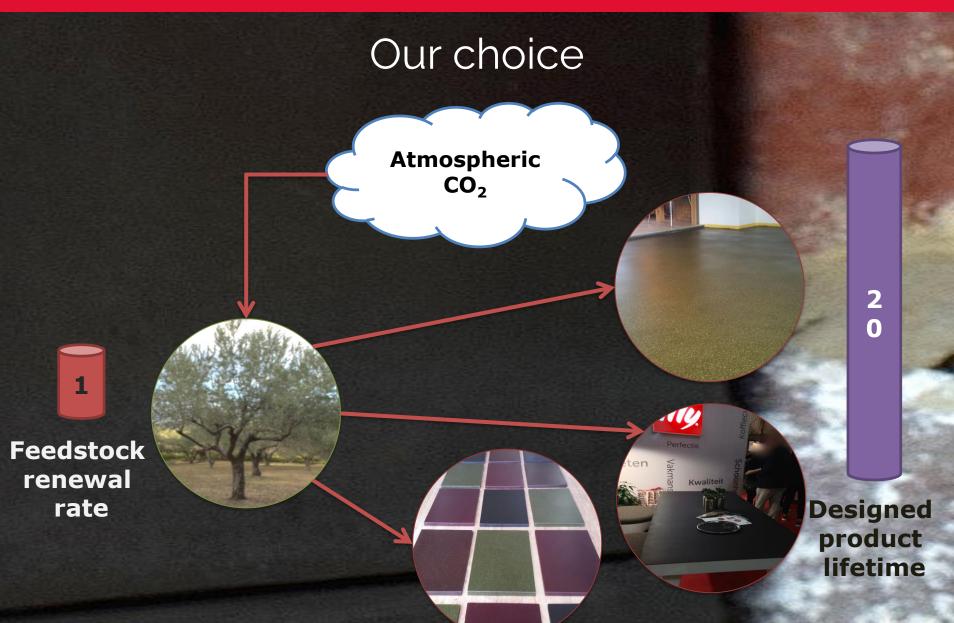
















Sidestream valorisation







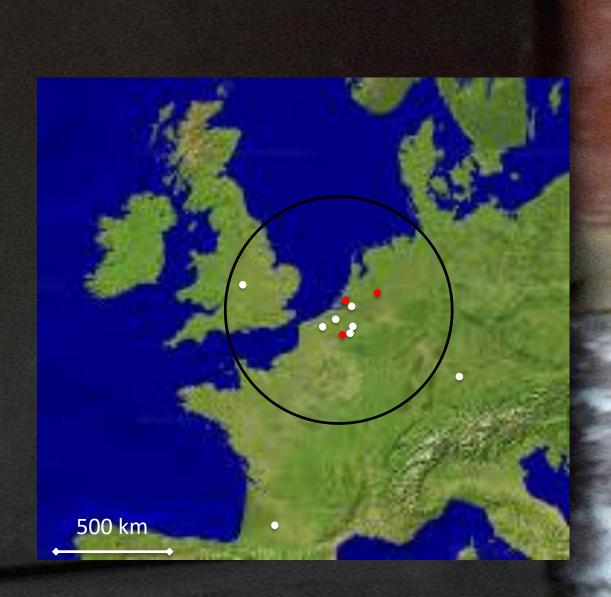




Locally available

















We need to sell to this guy!

I NEED THIS ...

... boring; OK, I have to; cost?... I WANT THAT ...

... nice; pretty; my values; experience...





The message

EMOTION

looks touch comfort personal choice

RATIO

properties functionality certificates quality

INTUITION

feedstock story local supply image





SEE ME

FEELME

TOUCH ME





































Top-down approach

Design furniture

Interior decoration

Functional materials

...

Packaging

Biofuels

Price





DON'T COMPARE

BE PASIONATE

DEFINE YOUR REAL AUDIENCE

GIVE THEM WHAT THEY WANT TO HAVE

TELL THEM WHAT THEY WANT TO HEAR

BE HONEST





If you think you're too small to have an

IMPACT



Try going to bed with a mosquito in the room







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