

# Stakeholder Inclusion Workshop: Final List of Barriers & Solutions

## BARRIERS

### Producers Group

- Fear of job-loss due to technological advancements.
- Difficulty in getting certifications, as well as misleading “green” claims.
  - Trust is undermined.
- Doubts over the feasibility of business models.
  - Innovations are not seen as economically feasible.
- Endless ping-ponging between different levels of governance, especially between the EU-level and the national-level.

### Retailers & Consumers Group

- Not communicating the economic advantages of innovations enough to stakeholders.
- Language barriers.
  - Both in terms of literal language, as well as communication styles.
- Needing to test the viability of solutions.
- Lack of solutions at high-TRL available for retailers and consumers.
- Lack of awareness about the long-term benefits of innovations.
- Lack of knowledge, especially among consumers.
  - Lack of understanding of how to change consumer perspectives.
  - Needing to change what’s considered “waste” by people.
- Lack of rewards (even symbolic) to incentivise new behaviours.
- Lack of trust with stakeholders.

## SOLUTIONS

### Producers Group

- Updating capacity-building methods with stakeholders to adapt to the realities of the groups involved.
- More stringent greenwashing regulation.
- Collaboration across the value chain, not focusing on only one part of it.
- Investments need to be conceptualised in terms of social politics/innovation, financial innovation, etc., not just technological innovation.
  - These levels cannot be treated as separate from one another.

### Retailers & Consumers Group

- Awareness-raising campaigns.
  - New communication tools.
- Clearer date-marking labels.
- Consumer platform(s) to increase awareness.
- Traceability tools to increase transparency and trust.
- Communication to consumers through advisors (associations).
- Fostering greater collaboration between NGOs, consumers, and consumer associations.
- Creating a reward system to facilitate adoption (e.g., at the EU-level).