



Life
ALGAECAN

NEWSLETTER št. 13

Pregled trga in SWOT analiza



DO SEDAJ



Demo naprava LIFE trenutno ne obratuje, dokler se ne začne proizvodnja sokov v obratu Vipi (Slovenija).

V vmesnem času smo se osredotočili na plan za replikacijo tehnologije in pregled trga.

Glede na plan ponovljivosti za inovativno tehnologijo obdelave LIFE ALGAECAN, delamo na projek-tiranju obrata za podjetji NOMIKOS in AGROSPARTA v Grčiji, v prvi za predelavo paradižnika in v drugi za predelavo oljk.

Key impediments to commercialization of ALGAECAN

Absence of clear regulatory framework for algae and algae-based products

– European standards are underway

Proof in other environmental conditions and scale

Process integration and refinement – Adjustment of current wastewater treatment infrastructure

Requirement for land near facilities, depending on the algae production scale

Undeveloped market and supply chain for algae biomass

Prices of substitutes (fertilizers and animal feed)

Lack of financing

Risk awareness from water industry and other stakeholders – Hesitant to invest in pilot projects and test facilities

Inertia of existing facilities / utilities

Mindset: Treatment instead of resource recovery and revenue generation

Training and skills shortages in industry

Public perception

Študija trga je opredelila glavne ovire za komercializacijo tehnologije

Glavna pomanjkljivost je cena za obstoječa anorganska gnojila in krmo za živali na trgu, saj so cenovno precej ugodnejša kot produkcija mikroalg.

SWOT analiza je pomembno orodje v poslu, saj z njo identificiramo in izkoristimo prednosti podjetja, investiramo v njih in izkoristimo morebitne nove priložnosti. Prav tako lahko identificiramo nevarnosti, ki se lahko pojavijo in ogrozijo proces ter uvedemo ustrezne ukrepe.

Strengths

- Reduction by 100% waste sludge generation
- Water recirculation
- Environmental solution to FVP industry
- solution in controlling and treating liquid effluents
- Wastewater treatment alternative
- High quality final effluent & by-product
- CO₂ emission reduction and to energy savings
- Profitability of the by-product
- Improvement of side - industries sustainability
- Environmental Directives compliance
- Easy replicable system

Weaknesses

- Optimisation the algae production process
- Risk of contamination of micro-algae affecting its quality
- Unstable wastewater stream
- Overcoming the preferences for chemical fertilizers
- Algae scale of production
- Extensive authorization procedure

- Algae exploitation & growing market
- Organic pharming trends
- Nutritional quality potensities
- Positive image of algae
- diversification strategy for food and feed inputs.
- Natural products trend in Europe
- Incoming policy and financial framework

Opportunities

- New competitors
- Dropping market prices
- Microalgae's production technology challenges
- Sustainability of algae from wastewater questioned
- Microalgae upper tolerable limit questioned
- European regulations not harmonized at a union level
- Conservatory investors

Threats

SLEDI...



Demo naprava bo začela ponovno obratovati spomladi, ko Vipi začne s produkcijo sadnih sokov. Nadaljevali bomo s predstavitvijo projekta zainteresiranim deležnikom.



www.lifealgaecan.eu

YOUTUBE video planta
LIFE ALGAECAN

