

[Subscribe](#)[Past Issues](#)[Translate](#) ▼[Open in browser](#)

March 31, 2020



Biobased products – a solution for the post-virus era?

Dear friends of EFFECTIVE,

Now is a time to be calm, to reflect and to assess **what makes us collectively stronger**, and what weakens us in a time of crisis. Dependence on fossil fuels, as **René Bethmann** explains in the interview below is one such example. In a world that is as interconnected as our, products should be made using materials which put the least amount of strain on the environment, and they should be designed with the post-use phase in mind. Otherwise, our solutions today will become someone else's problem tomorrow. Although much of the work has moved into the confines of our homes, we are not stopping – more than ever **we need YOUR INPUTS** to guide us and give us new insights in these trying times.

The EFFECTIVE consortium

We ask you to take a few minutes of your time and think deeply before answering to a simple question by clicking on one of the options:

CAN A SUSTAINABLE AND CIRCULAR BIOECONOMY MAKE THE GLOBAL ECONOMY MORE RESILIENT TO CRISES AND SHOCKS?

[Yes, it can](#)

[Yes, but not in a significant way](#)

[No](#)

[I don't know](#)

Wish to expand on your answer? Send us an email at effective@aquafil.com and join the debate!



[Subscribe](#)[Past Issues](#)[Translate ▼](#)

WOULD YOU BUY A BIOBASED PRODUCT?

WE'RE LAUNCHING A SPECIAL SURVEY - COMING SOON!

As part of research on consumer sentiment towards biobased products partner CIRCE have designed an engaging and short survey for European consumers. With it we want to find out **how people perceive biobased products** and their characteristics, and **if (and why) they would be willing to buy everyday products** made with innovative biobased materials.

The results of the survey will be presented soon hereafter and will give the project and the whole bioeconomy community valuable insights on **how to communicate biobased products to their customers**.

The survey will be available end of March - stay tuned to our social media and website!

»WE ARE LEADING OUR
INDUSTRY INTO THE POST-
PETROLEUM AGE!«

Interview
with René Bethmann,
Innovation Manager at
VAUDE



VAUDE is a true pioneer for sustainability in the outdoor clothing and sports industry. Why is this part of your DNA?

As an Outdoor Outfitter which supports users to enjoy nature, our aim is to make our impact on nature and the environment as small as possible. We take responsibility in everything we do for our employees, our partners the environment which is surrounding us and our products. We design with a focus on minimal material consumption, we try to avoid waste and design products that are timeless, durable and repairable. Thus, as a company that acts sustainably, we align ourselves with long-term, future oriented, ecological, social and economic goals.

We use or develop the most sustainable materials available to us, optimizing processing even in the most inconspicuous places to make products we can be proud of. Products that convey our enthusiasm and guarantee our end customers the perfect experience.

Where do you see the potential of biobased materials for your products?

Up to now, most functional fabrics are based on fossil fuels. But, fossil resources are finite. Therefore, synthetic materials made from renewable raw materials must become a part of the solution. We have set ourselves the goal of increasing the amount of renewable raw materials we use. In this way, we can use less fossil resources and diminish our carbon footprint. Biobased materials are a way for us to reduce our collective impact while also improving technical attributes to drive very high performing materials. Traditional thinking that a sustainable product delivers lower performance might become obsolete.

Recycling is just the end perspective of a product or material. We need to start at the beginning of material's life to close the loop entirely and finally lower our dependency on fossil resources, which not only create environmental issue

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

sustainability, biobased materials are also a chance to create a ripple effect throughout other industries, the aim being that virgin fossil-based products should eventually be withdrawn from any raw material portfolio.

We're exploring biobased polymers and materials in our strategy to reduce impacts and lower our reliance on petroleum based raw materials, in addition to increase responsible natural fibers and recycling innovations to move toward a bioeconomy. To underline our ambitions, we have set concrete objectives: By 2024, at least 90 % of all VAUDE products will have a renewable (biobased) or recycled material content of greater than 50 %.

What are you planning to achieve through EFFECTIVE?

The EFFECTIVE project helps our vision of a circular system to become reality – closing the loop entirely, from the beginning to the end without the input of fossil resources. By supporting local feedstocks and regional value-chains we're creating a new ecosystem. Often development projects consist of just a few stakeholders within the value-chain. With the EFFECTIVE project we have partners along the entire value chain – from feedstock supplier over chemical producer to the brand owners pairing with sustainable assessment and dissemination partners. With this project we'll have the possibility to create our products out of natural resources while not sacrificing performance demands. We can show the industry that a new approach is possible. It's still a bit amazing to imagine that we can create conventional high-performance synthetics out from natural resources which have a clear recycling perspective – a real circular economy. We're leading our industry into the post-petroleum age!

REVIEW MEETING IN BRUSSELS

On February 25th the consortium assembled in Brussels for the first official review meeting. We presented the **main outputs of the first 18 months of the project** to our Project Officer Pillar and two external reviewers. The review meeting is a key part of the reporting process and the partners did their best to prepare thoroughly. The review meeting also served as another opportunity to update each other on the progress made within particular Work Packages and plan the work for the next months. [Read more...](#)



[Subscribe](#)[Past Issues](#)[Translate ▼](#)

[Circular Change](#) is the leader of **Work Package for Communication and Dissemination**. It is our task to help our partners tell the world about this exciting and innovative endeavor! Besides EFFECTIVE, Circular Change is involved in many activities focused on the circular economy. We decided to use this newsletter to tell you more about us.

Based in Ljubljana, Circular Change's core mission is to serve as **the best entry point to the circular economy**. We engage and connect different stakeholders, from governments to cities to companies, educate and inspire, design strategic communication, plan and execute programs and projects that accelerate the transition to the circular economy. Our specialty are **Circular Economy Roadmaps**. After preparing the **Roadmap for Slovenia**, we now serve as a proud partner of the **Serbian, Montenegrin and Chilean government** in their journey towards the circular economy. Besides being a regional hub for circular economy, Circular Change is especially active in Brussels, where Founder **Ladeja Godina Košir Chairs the Coordination Group of the European Circular Economy Stakeholder Platform**. Our annual [Circular Change Conference](#) is a celebration of our efforts and has thus far joined over 2.000 visitors and 150 speakers from over 30 countries. Write us at join@circularchange.com and become part of the Change!



WHERE HAVE WE BEEN?

International Cradle2Cradle Congress

31 January 2020

Guiluo Bonazzi, CEO of Aquafil and Ladeja Godina Košir, Director of Circular Change spoke at the key annual gathering of the **Cradle2Cradle movement**. Both highlighted EFFECTIVE as a project where special care is take

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Photo: Cradle2Cradle NGO

CIRCE to hold workshop at CONAMA, the 14th National Environmental Congress in Madrid

23 -26 November 2020

Topics such as the **opportunities and barriers for sustainable production of biobased products**, and the key role of Public Administrations and Private Companies in the value chain of biobased products, that were raised during the **EFFECTIVE workshop held in Zaragoza in 2019**, will be now continued during [CONAMA 2020](#) with a special session that will focus on the actual products being tested within **EFFECTIVE for the Garments, Automotive and Packaging sectors**. Attendees will also have the opportunity to get familiar with the results of the EFFECTIVE Consumer Survey.



Funded by the Horizon 2020
Framework Programme of the
European Union



This project has received funding from the Bio-Based Industries Joint Undertaking (JU) under grant agreement No 792195. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-Based Industries Consortium.

Subscribe

Past Issues

Translate ▼

Copyright © 2019, EFFECTIVE. All rights reserved.

Our mailing address is:

effective@aquafil.com

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

EFFECTIVE · Gestrinova 1 · Ljubljana 1000 · Slovenia

