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April 1, 2021



Dear friends and partners of EFFECTIVE,

We invite you to the spring EFFECTIVE journey with this year's first newsletter edition. Last year marked an abrupt change in everyone's lives. In 2021, despite the many pandemic challenges, we look with bright eyes to our joint steps ahead. With this edition, we are glad to be able to bring to you the interesting and useful highlights we have reached so far and the steps that we plan to make.

We would like to **thank you for being a part of the EFFECTIVE journey** and looking forward to more of our symbiotic collaboration.

Wishing you all Happy Easter Holidays and Sunny Spring!

The EFFECTIVE consortium



BIOBASED COMMUNITY CONTRIBUTION TO THE POST-CORONA RECOVERY

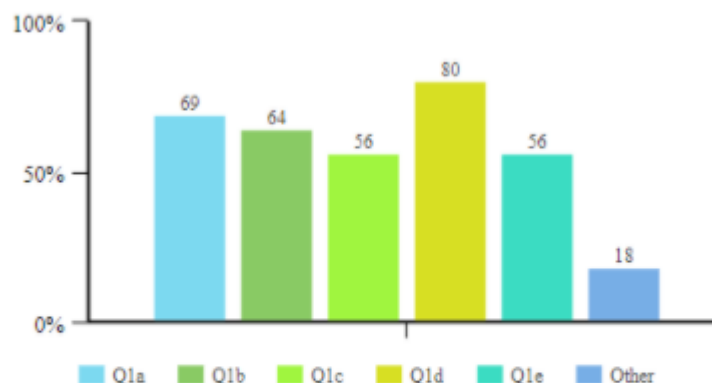
Highlights from the EFFECTIVE stakeholders' questionnaire

HOW CAN THE BIO-BASED SECTOR CONTRIBUTE TO THE CIRCULAR ECONOMY TRANSITION AND GREEN RECOVERY?

The new era of fibers and plastics

"The most positive takeaway found is that biobased organizations are keen to develop **new business models** and **new value chains**, while also acknowledging the necessity of **cooperation** between our different industries in order to produce the aimed **innovation** and **fulfill the potential of our biobased solutions**."

Q1: What could the bio-based sector in general contribute to the implementation of the European Green Deal and the EU Circular Economy Action Plan (CEAP), and including the post-corona recovery?

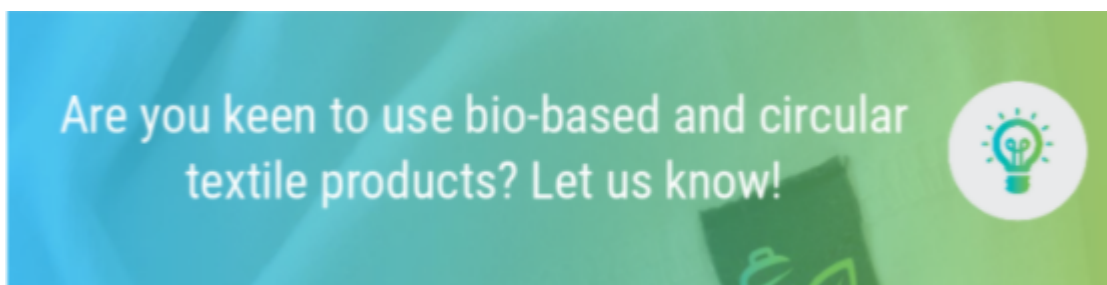


Q1a- Develop and demonstrate technologies Q1b- Develop new materials Q1c- Develop new consumer products
Q1d- Develop business models and value chains from biomass supply to consumers of bio-based materials Q1e-
Creating cross-sector interconnections and cross-industry clusters

- How high is the interest in creating **Circular Economy partnerships** to uptake bio-based solutions?
- What are the **resources and expertise** that biobased stakeholders possess?
- What are the **barriers** that organizations face?
- What **role** can biobased stakeholders play in the **future**?

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PARTICIPATE - WE WOULD LIKE TO HEAR YOUR OPINION



EFFECTIVE partners are working to make the new era of bio-based packaging materials

a reality. For this, EFFECTIVE will test materials for food packaging and secondary packaging **using bio-based films** made from **sustainable feedstocks**.

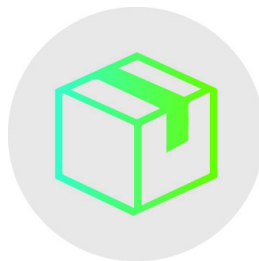
If you want to learn more and share with us your expectations, we kindly invite you

to respond to the EFFECTIVE Survey:

- Click [here](#) if you are working in the food industry, or
- Click [here](#) if your business demands sustainable secondary packaging solutions.

We will communicate the survey results through the EFFECTIVE Newsletter, so stay tuned.

Thank you for being part of the new era of fibers and plastics!



PACKAGING AND
FOOD INDUSTRY

EFFECTIVE progress

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The **EFFECTIVE webtool** has been designed by LCE Team for harmonizing data collection and environmental indicators evaluation within the project.

The **GOAL** is to facilitate data collection for LCA purposes, providing suitable user-friendly interfaces as well as detailed output reports for a specific environmental assessment.

Additionally, economic data will also be collected to perform a Life Cycle Cost (LCC) analysis. The **SCOPE** of the environmental assessment is the new biobased value chain defined within the EFFECTIVE project, **from cradle** (biobased building blocks) **to cradle** (the recycling of the biobased polymers contained in the final reference products).



The main features of the webtool are:

- Centralized and standardized data collection, **tailored to fit the EFFECTIVE project** and the various partners' specifics;
- Data will be integrated with an **environmental database**, developed also with the **inputs of the consortium**;
- LCA model development in compliance with **internationally recognized standards**;
- Calculation of the main **environmental indicators** to evaluate the performances of the EFFECTIVE value chains;
- Elaboration of results and generation of reports.

NEWS

CBE - A new biobased adventure

The **EC** has given in **February 2021** the green light to the succession of the **BBI-JU program** by the new **Circular Biobased Europe Partnership (CBE)**. As the name of the

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environmental and economic benefits of the bioeconomy.
Learn more about it [HERE](#).

EFFECTIVE HIGHLIGHTED AT INTERNATIONAL EVENTS DURING Q1



- EIECG Gipuzkoa 2021 - III INTERNATIONAL CIRCULAR ECONOMY MEETING - TIME TO MAKE THE SHIFT FROM PLANNING TO ACTION - [HERE](#)
- CIRKULARNA EKONOMIJA – promena je počela (Serbia) - [HERE](#)
- Circular4.0 PROJECT within the Interreg Alpine Space Program - [HERE](#)

EFFECTIVE PARTNERS ENGAGEMENT IN BIOBASED SECTOR

Engaging with biobased: The case of NOVAMONT

Our valuable partner NOVAMONT has been actively engaged in many events and projects focusing on challenges in the biobased sector. Learn more about them [HERE](#)



UPCOMING EVENTS

Sustainability talks at B2B KONFERENCA



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Konferenca event organized by the **Slovenian Marketing Association** to address sustainability as a business driver and how Aquafil has included **stakeholder** engagement in its **sustainability** challenges and developed a truly **circular and sustainable brand**. More information [HERE](#).

EFFECTIVE will be showcased at CONAMA



IFEMA, Palacio Municipal

The 2021 edition of CONAMA has been postponed to the end of **May 2021**. **CIRCE** - the EFFECTIVE project partner - will be responsible for holding a dedicated session to present the results of EFFECTIVE Consumer's Survey at the 14th National Environment Congress in Madrid, Spain, **CONAMA 2020**.



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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.

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