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December 22, 2020



Dear friends and partners of EFFECTIVE,

We have reached the final days of 2020 and we are addressing you with this year's last newsletter edition. Undoubtedly, we are at the end of a very challenging year but we strongly believe that our common efforts and collaboration are taking us forward. Despite the many pandemic challenges, EFFECTIVE partners continued with activities and achievements. With this edition, we are glad to able to share some highlights with you.

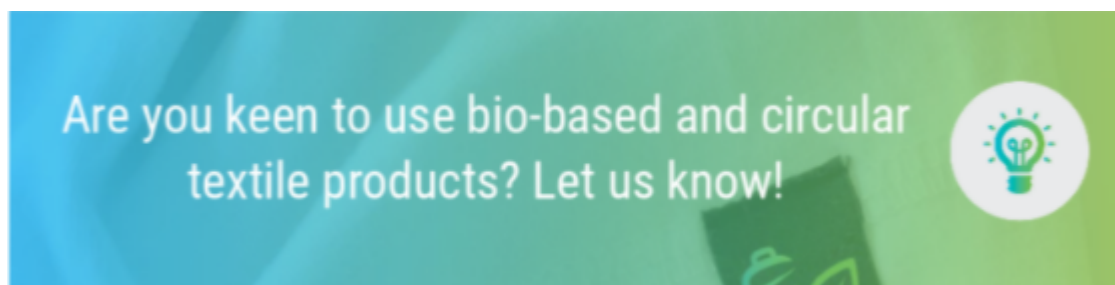
At this occasion, we would like to **thank you for being a part of the EFFECTIVE journey** and looking forward to your future collaboration.

Wishing you all a Merry Christmas and a Happy 2021 full of success and joy.

The EFFECTIVE consortium



PARTICIPATE - WE WOULD LIKE TO HEAR YOUR OPINION



Balsan, H&M Group and Vaude are working with the rest of EFFECTIVE partners to make the new era of bio-based textiles a reality. For this, EFFECTIVE will test **garments and carpets using bio-based fibers** made out of **sustainable feedstocks**, such as vegetable oils and

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the EFFECTIVE Survey:

- [Click here](#) if you are interested in the **BALSAN** carpets for the automotive and construction sector, or
- [Click here](#) if you are into **VAUDE** Outdoor Clothing, or
- [Click here](#) if **H&M Group** fashion is your thing!

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!



TEXTILES

EFFECTIVE INTERVIEW

Challenges and opportunities in addressing sustainability and biobased materials during the COVID-19 crisis

Interview with Mattias Bodin, Lead of the H&M Group's Circular Innovation Lab:

“Several industries will need financial assistance to recover, but that is also a great opportunity to target those resources towards more sustainable solutions and create a better tomorrow.”

We are very excited to share with you the insightful interview with Mattias Bodin, Circular Innovation Lab Lead at the H&M Group, our appreciated EFFECTIVE project partner.

The interview addresses how the **H&M**

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generated by the COVID-19 pandemic in the textile industry, as well as what are the potentials for biobased materials in this context.



Mattias Bodin will be speaking at [World Bio Markets](#), which will be held from March 29th to April 1st 2021.

How is H&M Group addressing sustainability - how is the sustainability incorporated to the H&M Group processes, products, consumers' relations, and other aspects?

We have structured our intentions into three strategic areas. The first one is Being **Fair & Equal** to the people and the communities around us. The second one is using our planet's resources consciously and become a **Circular & Climate Positive** company. Finally, leading the Change by pushing ourselves and the industry to reinvent and transform. Within these strategic areas we set goals and take actions in everything from decreasing energy consumption in our supply chain to guiding our customers to care for their garments in a more sustainable way.

You can read more about this [HERE](#).

Where do you see the potential of biobased materials for your products? If and how it is related to the post-corona recovery?

Our goal is to source only recycled and other sustainably sourced materials by 2030 and

How has the corona crisis been affecting the textile industry, namely the H&M Group?

Like for so many industries, also the textile industry has been greatly affected by the Corona crisis. Having a global supply chain, the production has of course been affected, but more severely the sales were affected when many countries went into lockdown, both during spring but also now during the autumn. At most, around 80 percent of our stores were closed in the second quarter 2020 and in those markets where stores were open, the demand was significantly subdued.

What are you planning to achieve through the EFFECTIVE project?

With the EFFECTIVE project we see a great opportunity to contribute to the **development and commercialization of more sustainable and recyclable materials** that will help us not only to reach our goals, but also can have effect on the greater industry in terms of how we can co-

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throughout a large part of our assortment, from textiles to plastics and packaging to name a few.

With respect to Corona, one effect could be that **green investments** are accelerated to get us out of the crisis.

As a fashion retailer it is very important to understand the customers' perception of our products and the materials they are made of, which we hope that the EFFECTIVE consumers' survey can contribute to.



NEW IDEAS

Learn more about some of the biobased materials the H&M Group has pioneered!

- [Made of Air](#) - Sunglasses launched as part of the H&M's Conscious Exclusive collection in autumn 2020 made with a bio-char derived material.
- [Vegea](#) - A leather-like material partly made of grape waste from winemaking. It has been used several times during 2020 at both H&M brand and at “& Other Stories”:
 - [VEGEA multifunctional boots](#)
 - [VEGEA Heeled Sandals](#)
- [Piñatex](#) - A material made of pineapple leaf fibers and PLA. During 2019 and 2020, the H&M Group used Piñatex a number of times, for example at “[& Other Stories](#)”.

NEWS

EFFECTIVE PLENARY MEETING: partners discussion took steps forward in our project

The plenary meeting took place on Nov 10 with all the partners of the EFFECTIVE project. Due to the current situation, we met virtually, however, the virtual connection allowed us to **update** and **co-create** despite the distancing.

We discussed the **status of completion** for the activities for each WP, the planning of our **next steps**, and the upcoming deadlines.

It was observed among partners that despite the very challenging times of COVID-19, the project activities have been progressing.

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EFFECTIVE ENGAGED AT THE EUROPEAN BIOPLASTICS CONFERENCE

30 November-3 December 2020



European Bioplastics Conference. From November 30 to December 3 the EFFECTIVE project is being showcased at the poster hall of the 15th edition of the

Our participation included a poster showcasing the project and a live Q&A section. We received positive engagement on our social media platforms.

UPCOMING EVENTS

EFFECTIVE will be showcased at CONAMA

CONAMA 2020
CONGRESO NACIONAL DEL MEDIO AMBIENTE



IFEMA, Palacio Municipal

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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