



Introduction nova-institute, and cellulose fibres conference to bioladies

Asta Partanen, 20.3.2023 online



Dr. Asta Partanen, content manager of the conference, nova-Institute

Thank you for the opportunity to participate in bioladies!



Dr. rer. nat. Asta Partanen

asta.partanen@nova-Institut.de

Renewable materials, wood, cellulose
& natural fibres, labelling & marketing

Stay in touch:

renewable-carbon.eu/newsletters

- Dr. rer. nat. Asta Partanen is one of the leading market experts for renewable materials such as biocomposites, wood and cellulose-based fibres in Europe. Asta Partanen is part of the Economy and Policy Department of nova-institute.
- She is also responsible for the programmes of the **Renewable Materials Conference on Plastics and Composites** and **the International Conference on Cellulose Fibres**, both organised annually by the nova Institute.





Your partner in strategy, technology
and sustainability

**SCIENCE-BASED CONSULTANCY
ON RENEWABLE CARBON
FOR CHEMICALS AND
MATERIALS**

We support your
smart transition to
renewable carbon

nova-Institute was founded
in 1994 and has a multidisciplinary
and international team of more
than 40 scientists

Get to know our experts at:
nova-institute.eu/nova-team



nova-Institut GmbH – SME

private and independent research institute;
multidisciplinary and international team of more than 40 scientists

Technology & Markets

- Market Research
- Innovation & Technology Scouting
- Trend & Competitive Analysis
- Supply & Demand Analysis
- Feasibility & Potential Studies
- Customised Expert Workshops

Sustainability

- Life Cycle Assessments
(ISO 14040/44, PEF Conform)
- Carbon Footprint Studies and Customised Tools
- Initial Sustainability Screenings and Strategy Consultation
- Holistic Sustainability Assessment (incl. Social and Economic Impacts)
- GHG Accounting Following Recognised Accounting Standards
- Critical Reviews for LCA or Carbon Footprint Reports



Communication

- Comprehensive Communication & Dissemination in Research Projects
- Communication & Marketing Support
- Network of 60,000 Contacts to Companies, Associations & Institutes
- Targeted Newsletters for 19 Specialty Areas of the Industry
- Conferences, Workshops & nova Sessions
- In-depth B2C Research

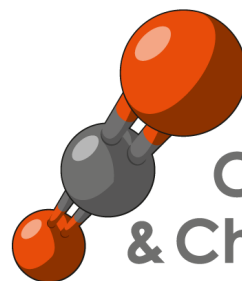
Economy & Policy

- Strategic Consulting for Industry, Policy & NGO's
- Political Framework, Measures & Instruments
- Standards, Certification & Labelling
- Micro- and Macroeconomics
- Techno-Economic Evaluation (TEE) for Low & High TRL
- Target Price Analysis for Feedstock & Products

Save the Date!



**CELLULOSE FIBRES
CONFERENCE 2024**
Cologne (Germany) 13–14 March



**Conference on
CO₂-based Fuels
& Chemicals 2023**

19–20 April • Cologne (Germany)



**ADVANCED
RECYCLING**
Conference 2023

28–29 November 2023 | Cologne



**RENEWABLE
MATERIALS**
CONFERENCE 2023

23–25 May 2023 | Siegburg/Cologne

Contact:

Mr. Dominik Vogt
+49 (0) 2233 48 14 49
dominik.vogt@nova-institut.de

Sponsoring:

Mr. Guido Müller
+49 (0) 2233 48 14 44
guido.mueller@nova-institut.de



All conferences at
www.renewable-carbon.eu/events

Renewable Carbon Companies

Companies that offer raw materials, technologies and products without fossil carbon, based instead on renewable carbon: bio-based, CO₂-based and recycling.

Find suitable alternatives to fossil based chemicals and materials.
Filter according to your needs.

Search Companies

RESET FILTER FILTER

128 company profiles found

 3R-BIOPHOSPHATE LTD.	 ACIB GMBH	 ADDIPLAST	 ADVANCE NONWOVEN A/S
 AGRANA STARCH GMBH	 AGRODOME	 AGROTECH	 AIMPLAS



- up to 50,000 downloads of company profiles per year
- 133 companies in the database
- easy and direct access to products, services and experts of the renewable carbon economy worldwide – get visible for thousands of customers
- become a part of the ReCaCo with 2 pages for free

www.renewable-carbon.eu/companies

Impressions from the Cellulose Fibres Conference 2023!



- For the third time, nova-Institute awarded the “Cellulose Fibre Innovation of the Year” award in the frame of the “Cellulose Fibres Conference 2023”, Cologne, 8-9 March 2023.
- The yearly conference is the unique meeting point of the global cellulose fibres industry. 42 international speakers from twelve countries presented the latest market insights and trends, and demonstrated the innovation potential of cellulose fibres.
- Over 220 participants from 30 countries enjoyed the excellent networking opportunities.
- Leading international experts introduced new technologies for recycling of cellulose rich raw materials and practices for circular economy in textiles, packing and hygiene, which were discussed in seven panel discussion with active audience participation.

Happy international Women's Day at 8th of march in Cologne!



We stood up and applauded for all women at the conference and around the world!



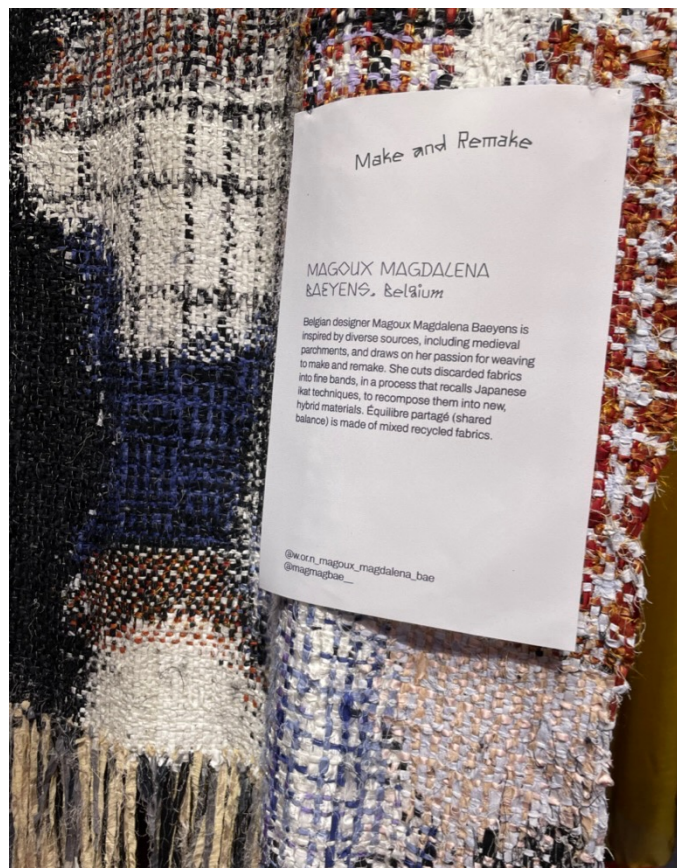
“The fashion industry represents a key environmental threat,” says Kirsi Niinimäki from Aalto University in New Scientist



“Fashion industry have misled consumers into buying more clothes than they need or even want, while simultaneously wearing them less and discarding them sooner”

- The textiles market is highly globalised. The chains — from raw material extraction to production, transport, consumption and waste — include little or no reuse or recycling.
- Fast fashion has vastly inflated the industry’s size and output – every 2 months a new fashion collection.
- Caused by “fast fashion” cycles and increasingly fast-moving consumption habits, textile waste is one of the main sources of micro- and macro plastics in marine environment.
- The quality of the textiles has deteriorated and the wearing time of the clothes has shortened by 1/3 in 15 years.

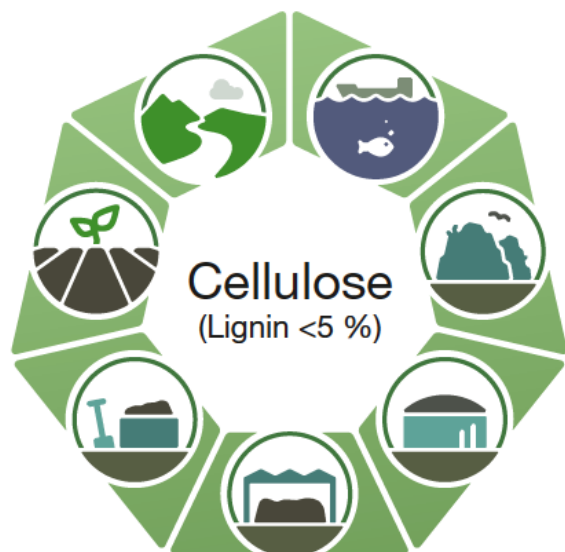
Getting “fast fashion out of fashion”



EU strategy for sustainable and circular textiles

- Published March 2022
- aims, by 2030, to have textile products placed on the EU market, that are long-lived, recyclable, and to a great extent made from recycled fibres.
- Planned actions include:
 - Mandatory ecodesign requirements (in regards to longevity, recyclability)
 - Mandatory recycled fibre content
 - Utilise green public procurement
 - Stop destruction of unsold/returned products / textiles
→ Clear focus on recycling
 - Changing consumer behaviour towards reuse services

Cellulose is bio-based and biodegradable, even in marine environments and a natural polymer



Source: Biodegradable Polymers in Various Environments, According to Established Standards & Certification Schemes

- Biodegradability depends on the complex biogeochemical conditions at each testing site (e.g. temperature, available nutrients and oxygen, microbial activity, etc.).
- **Outstanding:** Cellulose fibres are biodegradable in in all environments according to established test methods.
- **Cellulose fibres do not produce permanent microplastics when washed**



Renewable Carbon. What does this mean for textile fibres?



- **Natural fibres** (cotton, bast fibres, wool ...)
- **Cellulose fibres** (from woody and agricultural biomass or recycled textiles)
- **Bio-based polymers** (sugar, starch, plant oil, lignocellulose, biowaste)
- **CO₂-based polymers**, for example PU fibres from CO₂
- **Mechanical and chemical recycled fibres** (cotton, natural fibres, cellulose fibres, fossil- and bio-based polymers)
- **Cellulose fibres from alternative feedstocks** (waste streams)