

CIRCULAR ECONOMY INNOVATION

THE NEW TYPE OF TEAM SPORT

How to accelerate the adoption of circular product innovations by connecting all stakeholders in a collaborative ecosystem?

Implementing circular material innovations that transform value chains is a team sport that requires an integrative approach where each player's expertise and perspective are harnessed. By uniting manufacturers, suppliers, consumers, researchers, and policymakers, there's a pooling of resources, knowledge, and technology that identifies and bridges gaps more efficiently. This synergy drives the development and adoption of regenerative material technologies at a faster pace, encourages shared responsibility, and ensures the optimization of resources throughout the lifecycle, thus pushing the envelope of what's possible in the realm of sustainable innovation.



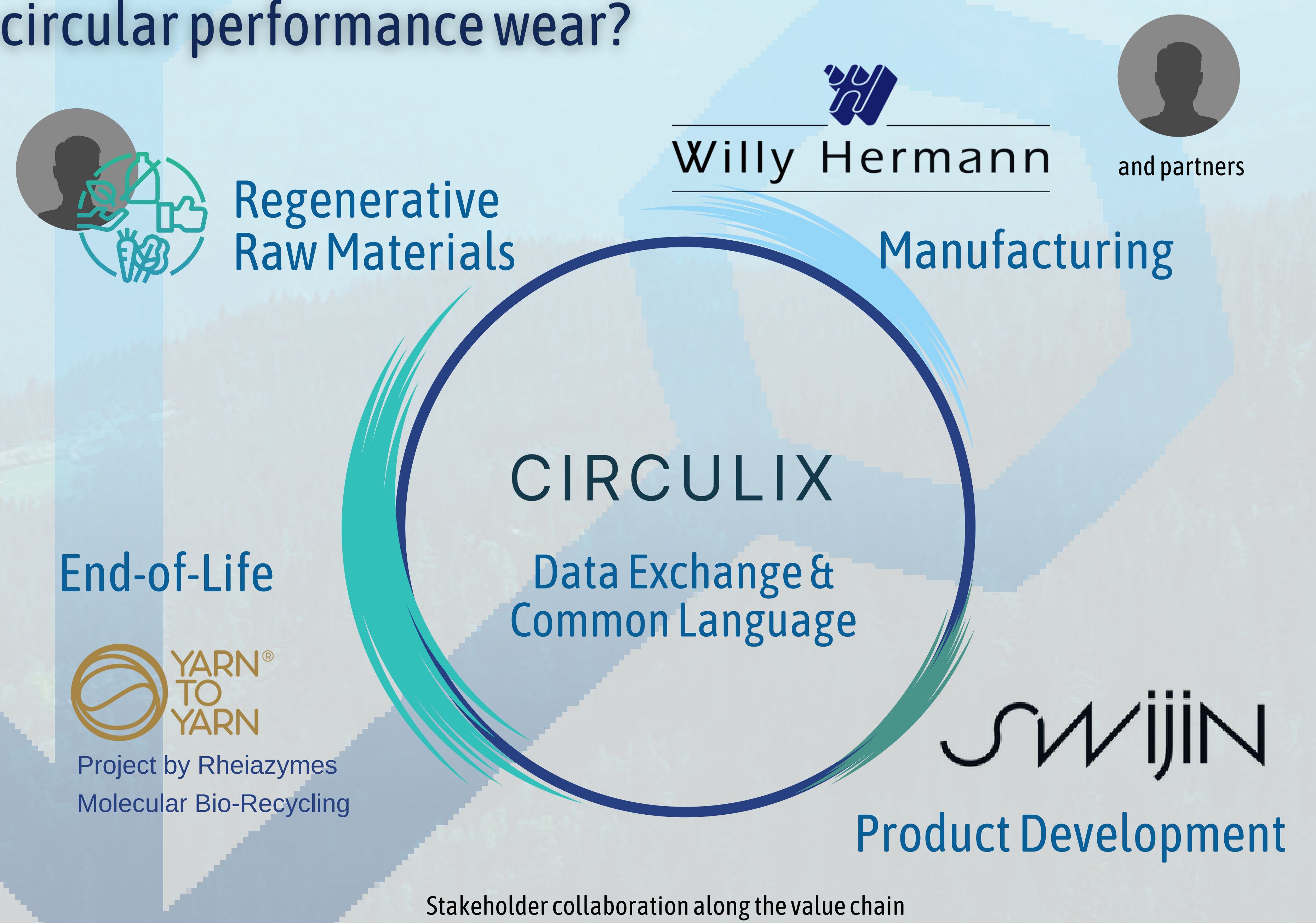
The 3 core areas of expertise of a successful circular economy innovation team

COLLABORATION IN ACTION

Example 1: How to develop fully circular performance wear?



The TechTex startup Swijin from Switzerland creates performance wear for female athletes. To implement a regenerative product innovation that drives a circular business model, we have first identified all stakeholders along the entire product value chain and provided them with the CIRCULIX circularity assessment framework as a common language for innovation.



Stakeholder collaboration along the value chain

Brunner, a Swedish supplier of footwear components, planned to develop a circular and regenerative version of their TPU reinforcement

Example 2: How to implement a regenerative material concept?

To identify ingredients for the most performing and regenerative approach, a 4-dimensional assessment framework derived from doughnut economics and life-cycle engineering was employed to create a common language for all ecosystem partners. The dimensions involved **environmental, performance, economical** and **social** aspects, which allowed all stakeholder to monitor the value creation for each possible product scenario. The result is LIBA® BIO, the only TPU film on the market containing bio-based raw materials from cornstarch, blended with LIBA® SMART, fully recyclable and not compromising on technical performance.



AEVOLUTION® Mission & Vision

We enable Sustainability through collaboration

Talk to us if you wish to start acting on circularity, but are not sure where & how to begin with

What? We bring all value-chain stakeholders together to enable the most regenerative products and business models while kindling business opportunities

Why? We guide you to become future-resilient by developing holistic sustainable concepts and systems that are good for the planet, the people and your business

How? By combining regenerative business model thinking, material expertise and circular product design

If you're looking to transform your product into a regenerative one starting from material choice and design and aiming for the highest level of circularity?

Ask us how materials, designs and fabrics drive regenerative design, what your customer wants and how to impact their choices

- Our Approach:**
- Step 1: Product value chain analysis
 - Step 2: Circular design and business model ideation
 - Step 3: Stakeholder mapping
 - Step 4: Creating a common language where AEVOLUTION links everyone together in close collaboration

Discuss with us whether you think that the term Sustainable Fashion shall be challenged

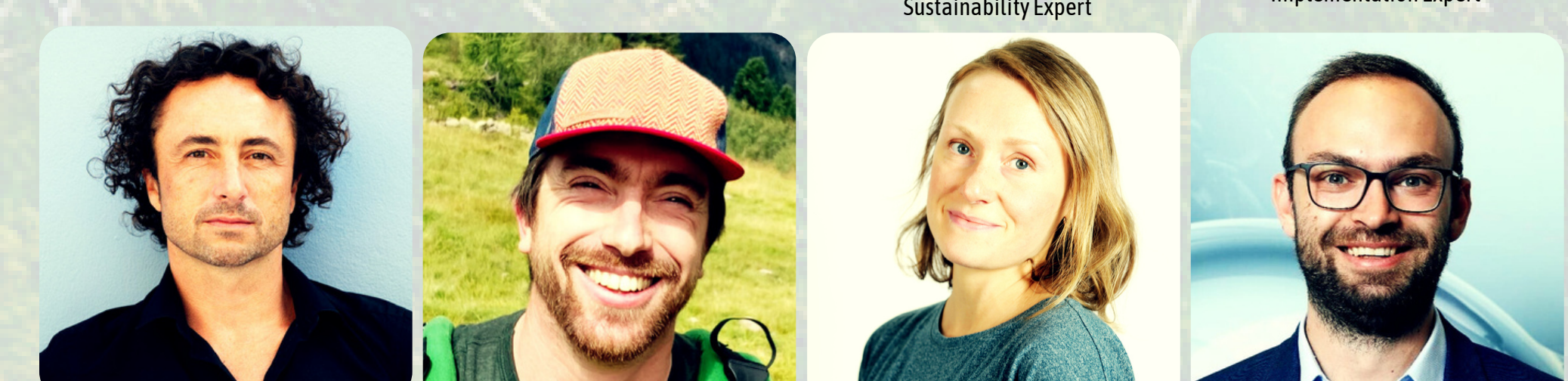


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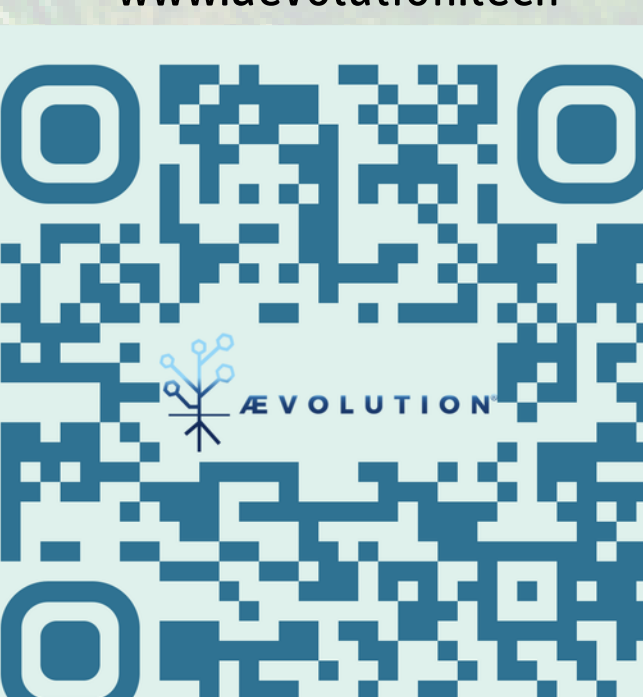
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JOIN OUR JOURNEY TOWARDS A REGENERATIVE FUTURE

SIGN UP FOR OUR WORKSHOPS