

Sustainable Innovation

Sustainable products and services: from idea to market introduction

Socio-economic and environmental challenges are important drivers for innovation. Sustainable innovation offers solutions that will offer benefits for your company, your clients and for the environment. It can lead to new earning models. Strategic cooperation is sought with suppliers, clients and other stakeholders. The entire value chain of a product is analysed, including social and environmental aspects. Sustainable innovations may entail eco-effectiveness, energy efficiency, the application of renewable energy and closing recycling loops ('*cradle to cradle*').

Partners for Innovation helps to achieve sustainable innovations



Partners for Innovation supports companies in identifying sustainable market chances, finding strategic partners and achieving sustainable innovations. Our services include:

- Strategy development (technology roadmap, brainstorm sessions, mindmapping)
- Establishing partnerships (cooperation partners, stakeholders, supply chain, market associates)
- Assisting in project financing (project plan, budget and grant proposal)
- Project management (direct project partners, guard progress, financial administration, reporting, etcetera)
- Impact analyses (technical and economic feasibility, Life Cycle Analysis, Value chain)
- Market development (demonstration projects, approaching possible clients)

References

Partners for Innovation has broad experience with initiating, supporting and achieving sustainable innovations. Some references are:

NPSP – Market development Nature Based Composites

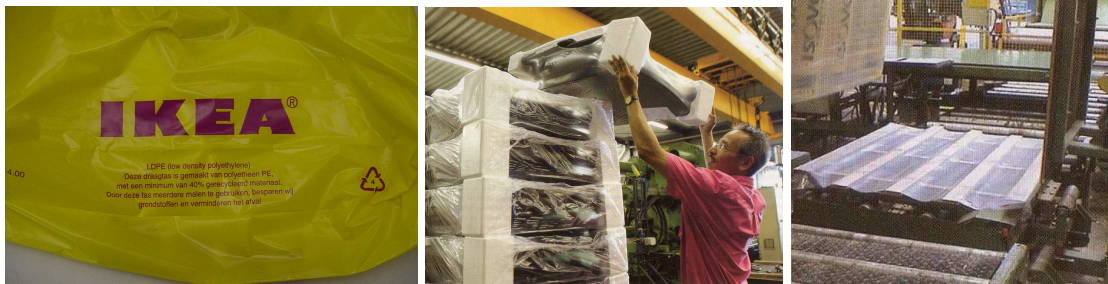
Project in which new market applications for nature based fiber composites (flax fiber/resin) were developed. The role of Partners for Innovation in the project was to organise workshops during which new product/market combinations were developed, to evaluate the bottlenecks and to develop market strategies.



Market development nature fibre composites: performed for NPSP Nabasco® (Nature Based Composites), with: Nedtrain, Leolux, RAU Architects, Van de Bilt Seeds and Flax, ATO Compose, Springtime and IVAM.

Association for Environmental Management of Plastics Packaging (VMK) and PlasticsEurope – Application recycled plastics in packaging

Project in which new applications for recycled plastics in packaging were developed. The project has led to the potential recycling of 4.500 tonnes/year plastics into new packages. VMK was coordinator of the project that was financially supported by SenterNovem. The initiation, project management and execution of a feasibility study was performed by Partners for Innovation.



Application recycled plastics in packaging: executed in cooperation with IKEA Netherlands, PlasticsEurope, Flower Auction Aalsmeer, Saint-Gobain Isover and Jardin Garden Furniture.

DAF Trucks and FME-CWM - EcoDesign training

Training with practical examples and exercises that lead to concrete improvement options for existing products and ideas for sustainable innovations. Partners for Innovation has trained more than 100 participants (designers, constructors, etcetera). After the training participants are capable to apply the Ecodesign tools in their daily practice.



EcoDesign trainings executed for: DAF Trucks NV, Mokveld Valves, Neopost Technologies, Dutch Cooling Technical Industry (NKI) with Association FME-CWM.

More information?

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