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Participatory process to involve companies of the outdoor, tyre and cosmetic industry

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BENEFICIARIO COORDINATORE



BENEFICIARI ASSOCIATI

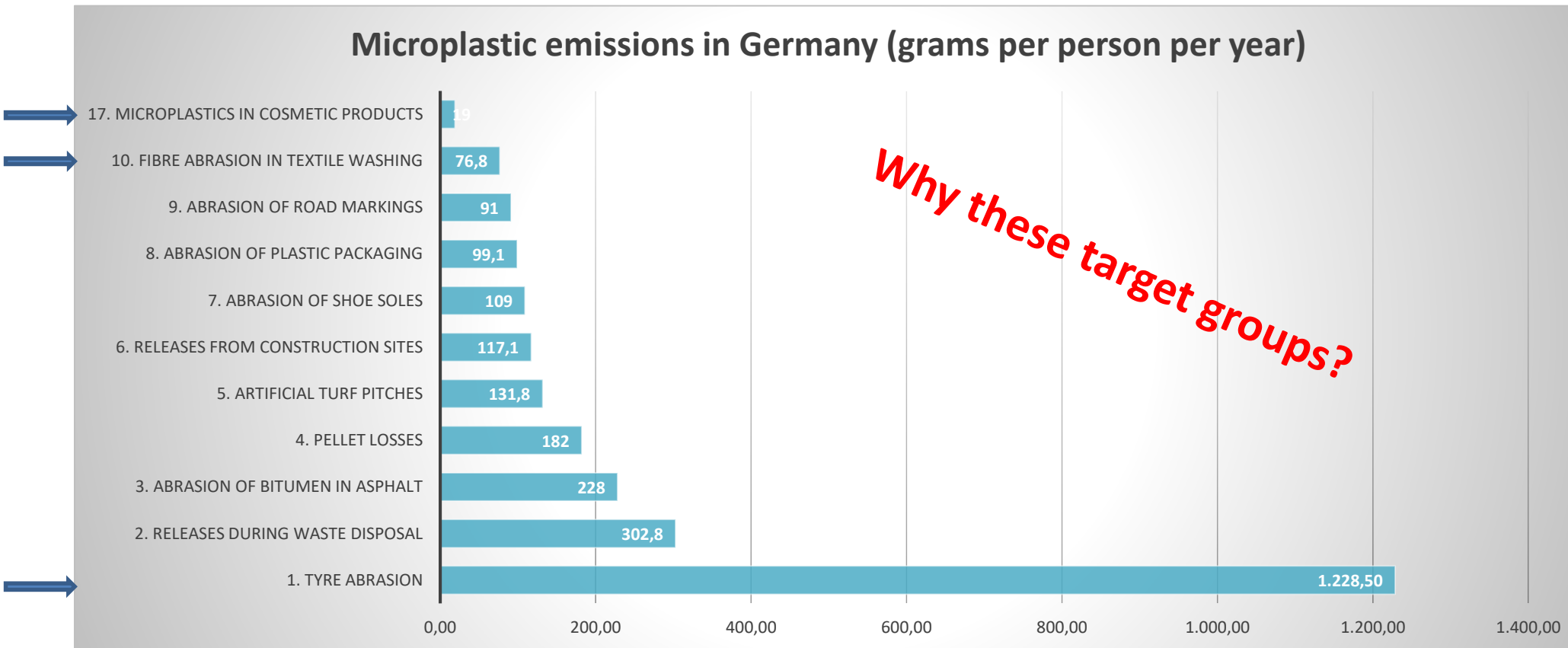


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Sources of microplastics – Top 10



Data Source: Microplastics Consortium Study (2018) of the Fraunhofer Institute for Environmental, Safety, and Energy Technology UMSICHT, Germany.

Target groups of the business sector

Tyre abrasion

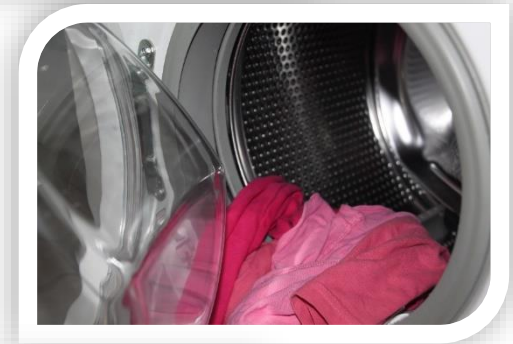
- It is carried into the environment with the rainwater and the wind.
- Difficult to find alternatives

Emissions from synthetic textiles

- Fibre fragments are largely released during the production of garments, but also during wearing and washing.

Cosmetic and cleaning products

- Synthetic polymers are added to cosmetics and cleaning products
- For the cosmetics industry, there are numerous alternatives.



Target groups of the business sector

Factsheets

- Factsheets on avoidance of microplastics and alternative solutions for the three business sectors including best practice examples have been developed.
- Available for download on the project website: <https://lifebluelakes.eu/en/>



Target groups of the business sector

Networking

- There are already numerous studies, projects and initiatives on how microplastic emissions can be reduced. But there is still a long way to go.
- An important aspect of the Life Blue Lakes project is the networking of the different actors.
- Provide information for NGOs to focus on the problem and to address target groups.



Thank you very much for your attention.



Contact

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