

Driving Change: New EDANA Forums at the Heart of Innovation and Sustainability in the Nonwovens Industry

2 April 2024

From 4-6 June 2024, EDANA will organize its first innovation forum. The inception of this new event emerged from the merger of two long-standing EDANA events: the International Nonwovens Symposium (INS) and the Nonwovens Innovation Academy (NIA). Historically, the nonwovens sector has been synonymous with innovation, furnishing society with adaptable materials that benefit our daily routines, spanning healthcare, construction, filtration, household, and civil engineering among other sectors.

At EDANA we believe that convening the nonwovens industry at events is critical for our industry and can facilitate collaborative efforts for progress, while still safeguarding proprietary business data and respecting intellectual property. Open innovation not only breaks barriers but also streamlines costs, saving valuable time and resources by infusing diverse ideas into the innovation process and accelerating groundbreaking solutions. This is why in 2023, we reviewed and strengthened our event offering to introduce the EDANA Innovation and Sustainability Forums.

The first edition of the Sustainability Forum was held in November 2023 and was a **resounding success, eliciting strong praise from attendees**. Now open for registration, at first glance, the EDANA Innovation Forum - which is sponsored by Gessner - is shaping up to be just as successful, boosting a **strong programme** split across three sessions covering innovation in nonwovens applications, technology, and material solutions.

EDANA Innovation Forum Programme Overview

The forum will open with a keynote on Why Innovation Fails: The 7 Keys to Success from Joachim De Vos, Co-chair & Managing Partner of Living Tomorrow – TomorrowLab, as he delves into the complexities of innovation, exploring the fundamental questions that often elude us. Joachim's 7 keys to success are based on lessons learned from companies on how to improve innovation processes. Joachim conducted thousands of interviews with companies over ten years to understand why their innovations failed, and what they could have done better.

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