

Outreach and Growth Steering Group

Role and Responsibilities

What is the role of the Outreach and Growth Steering Group?

The Outreach and Growth Steering Group is committed to enable the sustained growth of the nonwovens and related industries and to support the expansion of EDANA's activities into markets, applications and segments of the supply chain for the benefit of all member companies.

This Steering Group is responsible for the oversight of EDANA's actions related to trade, events and support to innovation as well as research and development. It translates EDANA's strategic objectives in these areas into actionable activities and projects led by Working Groups with strategic objectives:

- Events Development Working Group: provide EDANA members with platforms for networking and information sharing
- Support to Innovation and R&D Working Group: drive innovation as a growth factor by facilitating access to centres of excellence and connecting industry with talented students
- Trade Working Group: Promoting fair and free trade across borders by removing barriers that hinder growth of our global industry

Responsibilities

- Develops and maintains a strategy for its area of focus, in line with the overall strategy of EDANA, and shares this strategy and Working Group activities with other Steering Groups
- Reviews and monitors developments
- Defines an annual plan
- Assesses and prioritises any ad-hoc requests and issues
- Proposes or confirms new Working Groups, including targets and priorities
- Proposes or confirms a change in the status of a Working Group
- Ensures Working Group projects or activities have adequate resources and staffing
- Provides information for staff to articulate the working group activities underway
- Evaluates Working Group activities on an annual basis

Reporting Groups

The Outreach and Growth Steering group is responsible for the following working groups:

- Events Development Working Group
- Support to Nonwovens Innovation and R&D Working Group
- Trade Working Group

Proposed Coordination and Synergies with other Steering Groups

The Outreach and Growth Steering Group will coordinate with sectorial Steering Groups and working groups based e.g. on the need to develop an event for a specific market or product sector, or to address challenges related to trade for specific products.

Chairperson

- **Stelios Kakoulidis, Group Innovation Officer – Thrace Plastics**
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