

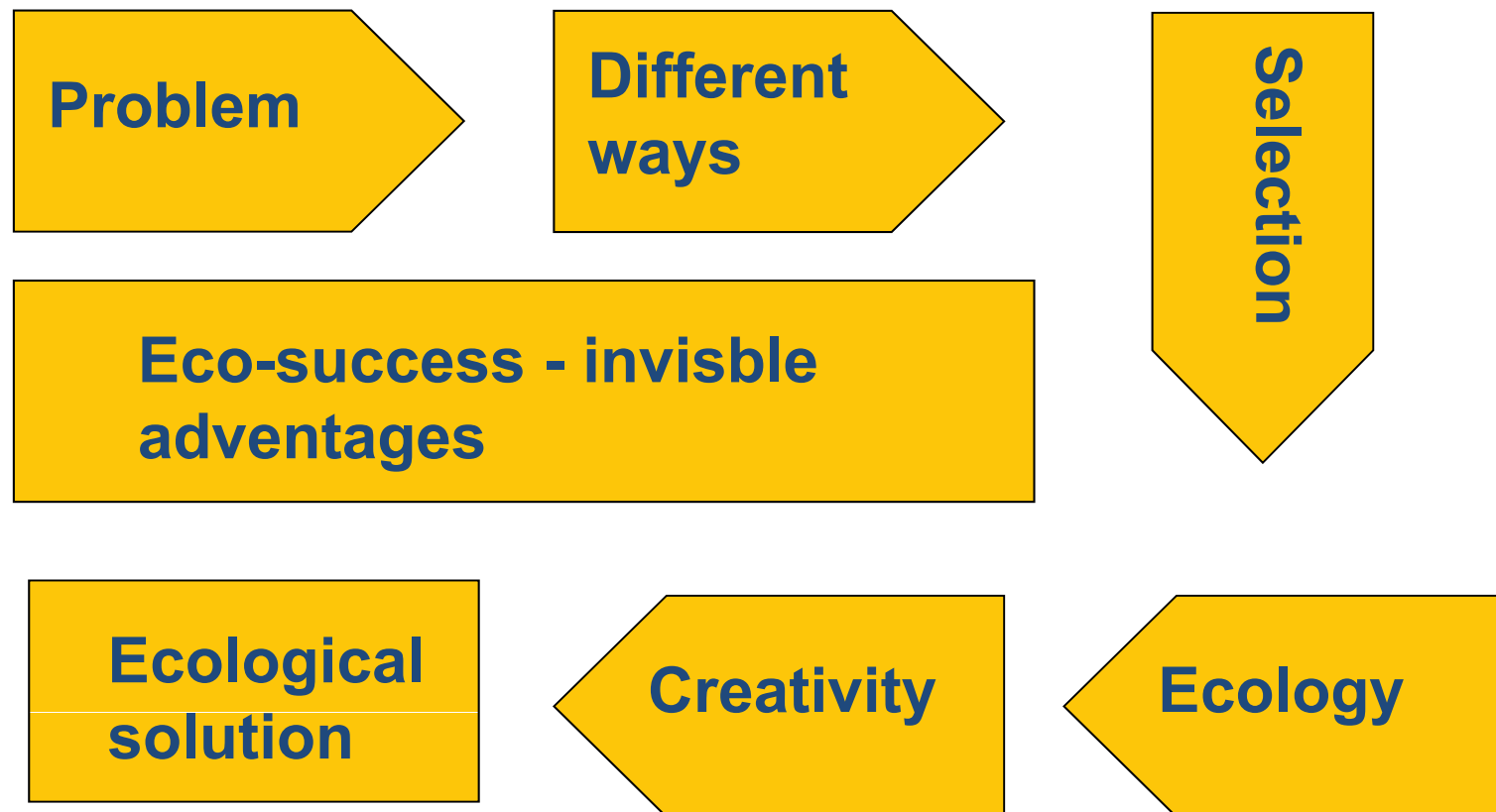
# European Good Practices in Eco-creativity, natural fibres, short value chains

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# Eco-creativity

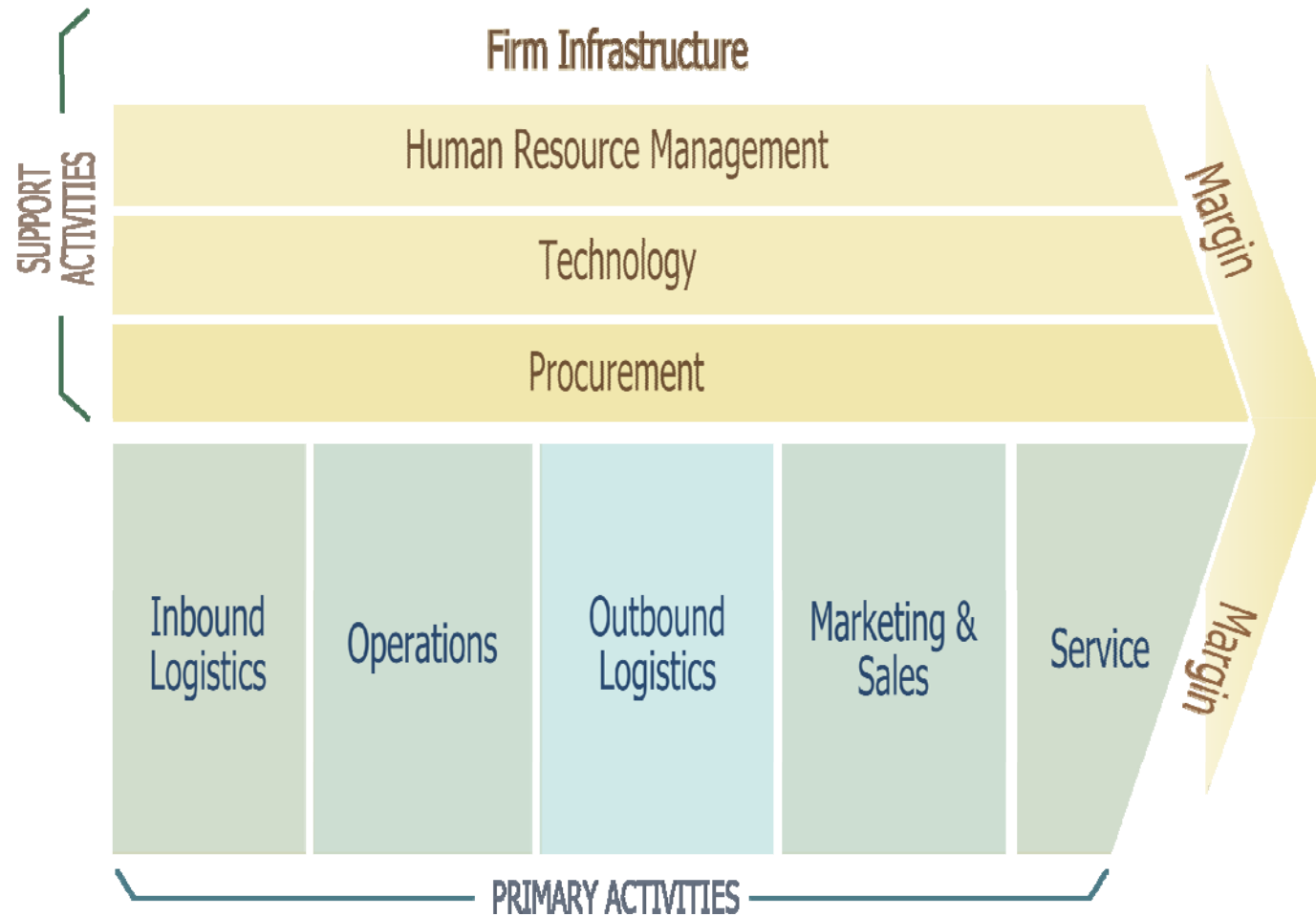


# Natural fibres

- **biodegradable;**
- **non toxic;**
- **bioacceptable;**
- **mostly environmental friendly;**

**Do not forget disadvantages.**

# Porter Value Chain



# Short Value Chains

- small number of stages in technology procedure;
  - simplification - is next modification really advantage (economical factors should be take into account).  
Additional value is really bigger than cost used?
  - geographical cohesion - in production and in using;
  - managment simplification in R&D, production , selling and service;
  - recycle if possible;
- Make it in a simpler way.



# RESET

Interreg Europe



European Union  
European Regional  
Development Fund

# Thank you!



*Project smedia*

