

## NEW VENTURES IN NATURAL FIBRE AT THE EDEN PROJECT.

March 2012

eden project



**The Eden Project, the UK sustainability champion, has developed a partnership with international natural fibre specialists Zelfo Technology to assess future opportunities for a regional development initiative with a global impact.**

The concept will focus on using local industrial and agricultural waste as source material to produce a range of sustainable feed – stocks and other new products that evolve using a combination of Eden's infrastructure and regional connections with the industrial know-how of Zelfo Technology. Initial business planning has been evolving over the past six months. The exact location of the proposed processing plant is currently open but would be either within the expanded Eden site near St Austell in Cornwall or at a partner business location.

Eden aims to drive the low-carbon manufacturing agenda, providing a

platform for innovative bio-based industrial initiatives and thinking, to develop products and training facilities that will bring jobs and wealth to Cornwall and the wider region and to actively exhibit and pilot the products at Eden itself to bring the work to its existing audience.

Tim Smit, Eden Project Chief Executive and Co-Founder said: “A future vision for Eden is to become a champion for pioneering sustainable technologies and services – truly walking the walk!”

In order to assess the commercial scope of the venture, Zelfo Technology has brought into the joint project its own experience and institutional partners to determine the short and long term investment potentials.

There are already moves to engage with both regional authorities and international ‘blue chip’ corporations who may be able to help fast track the concept to realisation and of course commercialisation.

Both Eden and Zelfo Technology are placing emphasis on the roll out of the concept on a substantial scale. Trevor Dean, Technical Director of Zelfo Technology said: “There is potential for the process and the related infrastructure model to be of global significance especially in countries where regional scale industry is more appropriate.”

Eden Project background info: <http://www.edenproject.com/whats-it-all-about>