

# ASTER

## Introducing the ASTER project: circular economy in the Alpine outdoor industry

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# Circular economy in the alpine outdoor industry

- The alpine area is particularly sensitive to climate change, while its major asset is its natural environment where outdoor activities can be carried out
- Outdoor equipment for alpine activities relies on plastic and textile materials, which count for 3.6% and 8% of the global greenhouse gas emissions in 2023.
- Reducing the environmental impact of these industries is a major issue, via a more circular approach: improved resource sensibility, waste avoidance, better waste mitigation...
- Interregional cooperation is a solution to tackle these common challenges across the alpine area.



# Alpine space programme

Territorial European cooperation Programme (Interreg)

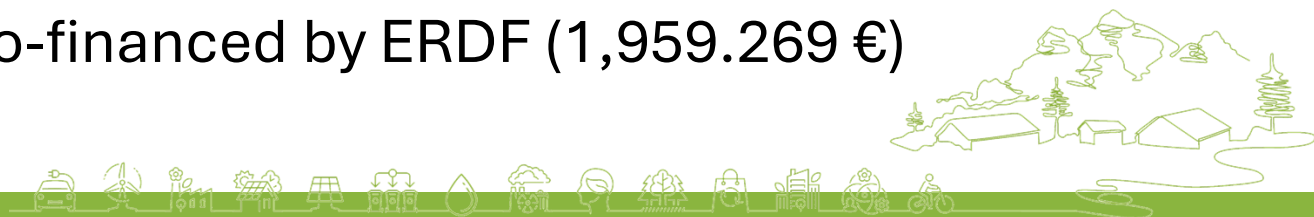
Covers 7 countries in the alpine area



# ASTER project

ASTER : **A**lpine **S**olutions for the **T**ransition of the Textile and Plastic **E**quipment industry and the harmonization of interregional **R**-Strategies

- ✓ **Objective:** Reduce and better manage textile and plastic waste generated by outdoor activities in the Alps
  - Alpine space priority : Promoting the transition to a circular and resource efficient economy
- ✓ **Duration :** 3 years (01.09.2024 / 31.08.2027)
- ✓ **Budget :** 2,612.359 € including 75% co-financed by ERDF (1,959.269 €)



# Partners

11 partners from 5 alpine countries



## ASTER | A 3-step approach



### 1. CHARACTERIZING WASTE PREVENTION AND MANAGEMENT

**Increase knowledge** on the geographical, institutional, and technical framework of preventing and managing textile and plastic waste in the Alps.



### 2. ALPINE PATHWAYS TO BETTER PREVENT AND MANAGE WASTE

**Prototype and test R-strategies** including eco-design for mountain products, new business models (reuse, repair, PaaS, take-back), avoid textile and plastic waste and create scalable solutions for the outdoor industry.



### 3. SOLUTIONS TRANSFER TO THE ECOSYSTEM

**Provide action levers** by developing and promoting solutions to implement R-strategies fostering circular and resource-efficient value chains for textile and plastic products, particularly those used in mountain applications



## WP1 : Characterizing waste prevention and management

- Mapping of R-strategies facilitators in the Alps, mapping of material and economic flows and gaps for Alpine textile and plastic waste
- Mapping of alpine regulations and economic policies for waste management
- Waste potential analysis: identify waste streams from the outdoor industry in the alpine region, categorise by type, management and R-potential and assess the separation potential of wastes into individual textile/plastic components
  - ✓ Documents available on our website/ resource section



## WP2 : Alpine pathways to better prevent and manage waste

1/ Collaborative prototyping of outdoor textiles and corresponding business models based on R-strategies

- Prototyping of a winter jacket:
  - 4 companies involved : GammaO (F), Anthea SRL, Davide Balda (IT), FreyZein (AT)
  - Assessment of technical and circular aspects (University of Innsbruck)
- Support on the development of the business-model (FILSE)
- Innovation sprint (Autumn 2026)

2/ Testing business models for R-strategies

- Repair, Reuse, Take-Back, PaaS



## WP2 : Alpine pathways to better prevent and manage waste

3/ Awareness raising, capacity building and networking to foster cross-regional collaboration

- Past events:
  - ✓ Online event: Circular Economy in the Alpine Outdoor Industry (16 January 2026)
  - ✓ Online event: Dive into the Digital Product Passport for Outdoor Textiles (28 January 2026)
  - ✓ Workshop on the Digital Product Passport in person – Austria (23 April 2026)
- Other upcoming events : networking event, visits...



## WP3 : Solutions transfer to the ecosystem

- Recommendations, policy briefs, best practices
- Training material for eco-design to reduce waste in textile and plastic products for outdoor applications (online, public resources)
- Awareness raising events...

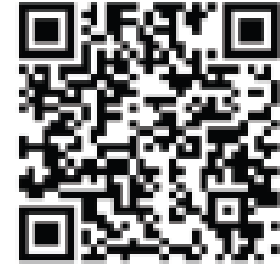


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**Thank you !**

