

Elast2Sustain

Press release

Launch of the Interreg Elast2sustain project: How can thermoplastic elastomers be reinvented for a sustainable future?

Thermoplastic elastomers (TPEs) were introduced to the market in 1960 as alternative materials to vulcanised rubbers, which are inherently difficult to recycle. Over the past 10 to 15 years, a large number of new TPE materials have been produced and can be an attractive alternative to various rubber materials.

The Elast2sustain project was officially launched in Tourcoing on 27 February 2025, at the EuraMaterials innovation cluster, before an audience of nearly 70 representatives from French and Belgian companies. This ambitious initiative aims to explore new avenues for the mechanical and chemical recycling of end-of-life TPE in order to reduce its environmental impact and facilitate its reintegration into production cycles.

The Elast2sustain project, funded for a period of four years by the Interreg France-Wallonia-Flanders programme, has a total budget of €2.8 million (including €1.7 million in European funding). The project is co-financed by the province of West Flanders, the Flemish Agency for Innovation and Entrepreneurship (VLAIO) and the province of Wallonia. It is part of a transition towards a more circular economy, offering materials with a low carbon footprint.

The project consortium is led by [Centexbel-VKC](#), the Scientific and Technical Centre for the Belgian Textile Industry, in collaboration with several European partners: [Certechn](#), the University of Reims Champagne-Ardenne ([URCA](#)), the University of Lille ([ULille](#)), the Catholic University of Leuven ([KU Leuven](#)) and [Euramaterials](#). The ultimate goal is to demonstrate the practical use of recycled and bio-based TPE in new products, in order to support plastics companies in their transition to a more circular economy.

Given the relative obscurity of TPE materials in the France–Wallonia–Flanders cross-border region, an initial Interreg project (2016–2021), Elasto Plast, initially helped to raise awareness of these materials among businesses. A network of interested companies was set up in the border region of Hauts-de-France, Wallonia and Flanders, and the possibilities of TPE were demonstrated through concrete practical examples that companies could start working with.

As part of this project, the partners will focus on three jointly developed pilot projects:

- Mechanical recycling of TPE
- Chemical recycling of TPE
- Development of sustainable TPE

In this way, Elast2sustain aims to contribute to the development of products made from recycled and/or bio-based materials in companies in the Hauts-de-France, Wallonia and Flanders regions.

This project is part of the European Green Deal and the Circular Plastics Alliance (CPA), which aims to increase the European market for recycled plastics to 10 million tonnes by 2025. The launch of the Elast2sustain project marks a significant step forward in the recycling of TPE materials and will enable a significant increase in the volume of recycled materials!

Links :

- [Interreg program France-Wallonie-Vlaanderen](#)
- [Project web page Elast2sustain](#)
- [Project linkedin page Elast2sustain](#)

Consortium:



Co-financiers:



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