

Session: Biobased chemicals become polymer materials
Presentation by: Wouter Jan van den Berg
Icopal (NL)

Title: **Renewable roofing membranes - a world to DISCOVER**

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Curriculum:

As an environmental economist, Wouter Jan van den Berg has over 10 years of experience in bio-based research and business development. At Icopal (Benelux), Wouter Jan is responsible for the application for subsidies and other types of co-funding for the several innovative and sustainable projects. He has been so from 2004. He also functions as the main contact with the co-funding organisation, and has been project manager for several projects. One of the most challenging projects has been the construction and demonstration of a recycling facility for old roofing felts, co-funded by a European LIFE environment subsidy as well as the European Eco Innovation program. Since 2011, Wouter Jan is also responsible for the management of the so-called 'CO₂ performance ladder', a Dutch initiative to stimulate companies to reduce CO₂ emissions in a structured approach

(http://www.icopal.nl/About_Us/Duurzaamheid/co2-prestatieladder.aspx)

As from 2015, Wouter Jan is in charge of the project 'DISCOVER'. From 2004 till 2015 he also worked part-time at KNN, a SME consultancy & business development company with a special focus at the bio-based economy. He has been involved in several bio-based projects. His work included the procurement of bio-based resources. From 2008 till 2011 he co-ordinated the European IEE-project 'ADORE IT' focussing at an increase of the use of biofuels in the 7 participating regions.

Abstract:

Together with roofers and scientists, Icopal has started the development of a new generation of roof waterproofing material made exclusively from renewable raw materials. The scientists in the project work at Wageningen UR Food & bio-based Research. The close collaboration with researchers on the one hand and roofers on the other hand will lead to the first 100% bio-based roofing membrane that is not only scientifically sound, but can also be fitted into the existing production-process of Icopal and application techniques of roofing, without any compromise on product quality. In short, a true "drop-in" alternative to existing roofing materials. The project name is 'DISCOVER', meaning 'Development of Innovative Sustainable COVERing materials for Roofs'. The project fits into the sustainability strategy of Icopal. It continually looks for ways to reduce the use of fossil raw materials and other resources, like energy. As a leader in the area of recycling of roofing material and supplier of the most sustainable roofing membrane (Icopal Universal), Icopal also wants to be the number one roofing company with respect to the use of natural resources. A fully bio-based roofing accepted both by roofers and roofing customers has not been developed yet and will be an important step towards a circular economy. Icopal is the leading supplier of products for the protection of buildings and structures in Europe. The company, founded in 1876, is part of GAF, the world leader in roofing with a turnover of more than \$ 4 billion and 6500 employees. See also www.icopal.nl