

Javier Goyeneche

Javier Goyeneche is a Spanish entrepreneur and founder of ECOALF who advises organisations on circular economy business models, sustainable innovation, and responsible fashion.

- Founder and executive leader of ECOALF, a fashion brand focused on materials made from recycled waste streams.
- Founded Fun & Basics, a fashion accessories business, and later sold the company.
- Holds a business degree from European Business School and completed postgraduate study in international marketing at Northwestern University.
- Named to the Thinkers50 Radar Class of 2019.
- Recognised as a Schwab Foundation Social Innovator of the Year.
- ECOALF Foundation leads the Upcycling the Oceans initiative, partnering with fishing communities to recover marine litter for recycling.

Javier Goyeneche's 2026 Biography

Key speaking topics

- Circular economy business models
- Sustainable fashion and textiles
- Recycling and material innovation
- Corporate sustainability strategy
- Environmental impact of the fashion industry
- Cross-sector collaboration for environmental action
- Social entrepreneurship

Ideal for

- Sustainability and ESG leaders
- Fashion and retail executives
- Corporate strategy teams exploring circular models
- Organisations seeking practical examples of environmental innovation

Audience outcomes

- Clear understanding of how recycled materials can be integrated into commercial products
- Insight into building a circular economy business model
- Practical examples of cross-industry environmental collaboration
- Perspective on aligning brand, product design, and sustainability

AVAILABLE FOR

- After Dinner Engagement
- Speaking

JAVIER'S SPEAKING THEMES

- Business Model Innovation
- Climate Action and Sustainability
- Entrepreneurship
- ESG Strategy
- Innovation & Disruption

LANGUAGES: English, Spanish

Why organisations work with Javier Goyeneche

- Direct founder experience building and scaling a circular fashion brand.
- Recognised by international institutions for social innovation and sustainability leadership.
- Practical case study of recycling, material innovation, and supply chain collaboration.
- Relevant insight for organisations addressing environmental impact within commercial operations.

Biography

Javier Goyeneche is the founder and executive leader of ECOALF, a fashion brand built on circular economy principles and the large-scale use of recycled materials. Under his leadership, ECOALF has developed textiles and products from waste streams including PET bottles, discarded fishing nets, used tyres, coffee grounds, and post-industrial cotton and wool, demonstrating how environmental responsibility can be integrated into commercial design and supply chains.

His work sits at the intersection of sustainability, material innovation, and business strategy. ECOALF positions itself as a circular-economy brand and has been profiled by major business and sustainability institutions, reflecting its relevance to organisations seeking practical models for reducing environmental impact while maintaining product performance and brand integrity.

In addition to building ECOALF, Javier founded and later sold a fashion accessories company, providing him with first-hand experience of scaling and exiting a consumer brand. He has been recognised by the Thinkers50 Radar and named a Schwab Foundation Social Innovator of the Year, underscoring the broader business and social significance of his approach.

Through the ECOALF Foundation, he also leads the Upcycling the Oceans initiative, partnering with fishing communities to recover marine litter for recycling and reuse. The programme began in Spain and expanded internationally, offering a clear example of cross-sector collaboration to address environmental challenges.

Educated in Spain, London and Paris, with a business degree from European Business School and postgraduate study in international marketing at Northwestern University, Javier combines international commercial training with entrepreneurial execution. His perspective is particularly relevant for senior leaders and founders seeking credible, commercially viable pathways to circular economy transformation and sustainable growth.

Javier Goyeneche's 2026 talks & topics

From Trash to Fashion: If you are not part of the solution you are part of the problem

An exploration of the global waste challenge and why innovation must be integrated with sustainability. This talk examines the limits of natural resources and the responsibility organisations carry in how they design, produce and operate.

Key takeaways:

- Clear understanding of the scale and urgency of the global waste issue
 - Insight into why innovation and sustainability must be developed together
 - Perspective on shifting focus from what organisations produce to how they produce it
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Be fearless about being an entrepreneur

A practical reflection on entrepreneurship that emphasises disciplined strategy, market understanding and long-term commitment over fear. The session highlights the importance of quality, ethics, creativity and strong professional relationships in building a resilient business.

Key takeaways:

- The importance of combining ambition with strategic market insight
 - The role of quality, ethics and continuous self-improvement in business growth
 - Why cultivating strong relationships is central to sustainable entrepreneurship
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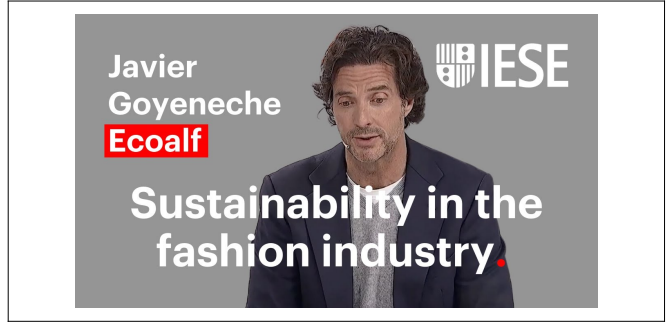
Innovate or Bust

An examination of how changing consumer expectations are reshaping business. This talk addresses the need for companies to align with shared values while balancing people, planet and profit through responsible innovation.

Key takeaways:

- Insight into rising consumer demand for values-driven organisations
- Understanding of the balance between people, planet and profit
- The role of innovation in meeting basic needs while respecting environmental and social impact

Javier Goyeneche's Videos



Javier Goyeneche's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	Under €12000	Under £10,000	Under \$15000