



HCH: a private-public platform for development of circular economy solutions at international level

**Freek van Eijk**

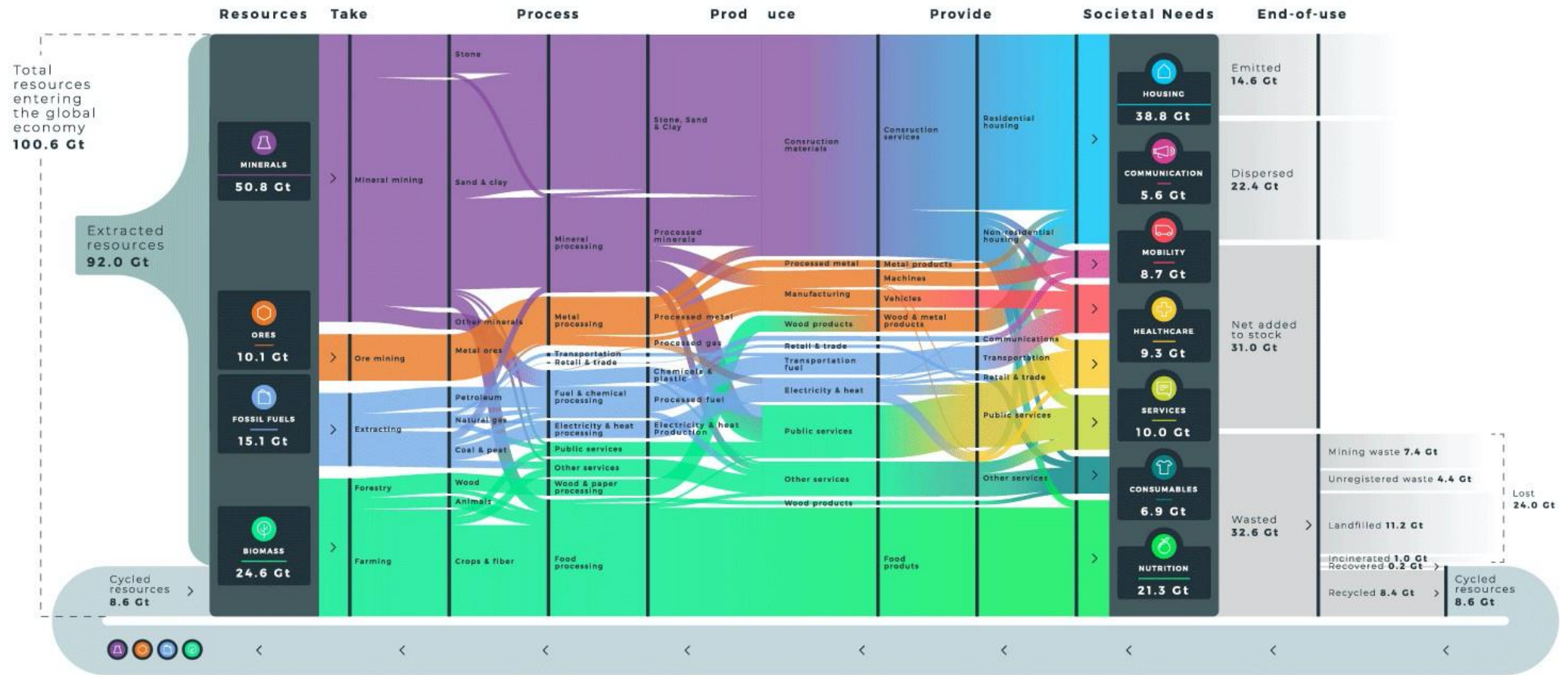
**Director Holland Circular Hotspot**

**11<sup>th</sup> November 2020**

Circular economy in Amsterdam and Helsinki,  
exchanging best practices

# THE WORLD IS NOW 8.6% CIRCULAR

Recovery rates on the increase, extraction of resources grows faster

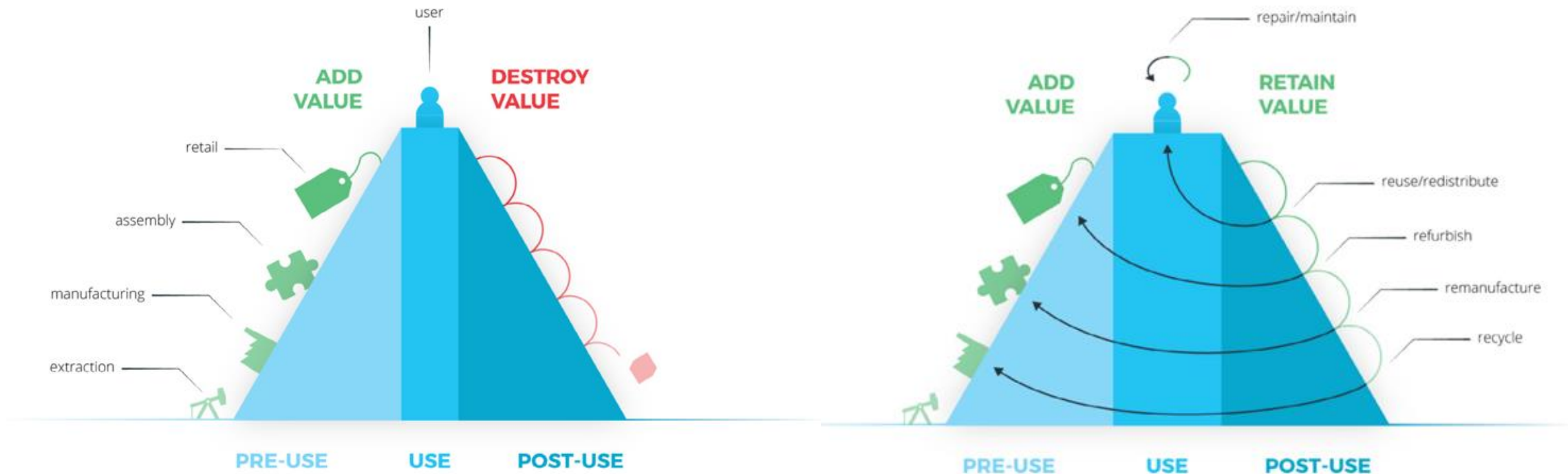


Source: The Circularity Gap Report 2020, Circle Economy

SHARING INNOVATION

# OPPORTUNITIES FOR A CIRCULAR ECONOMY

## Value hill: importance of value retention



Source: Circular Economy – Master Circular business with the Value Hill, Sustainable finance lab et al (2016)

# INTRODUCING THE NETHERLANDS

## Challenges stimulate circular innovation



The Dutch environment thought us to become collaborative and innovative

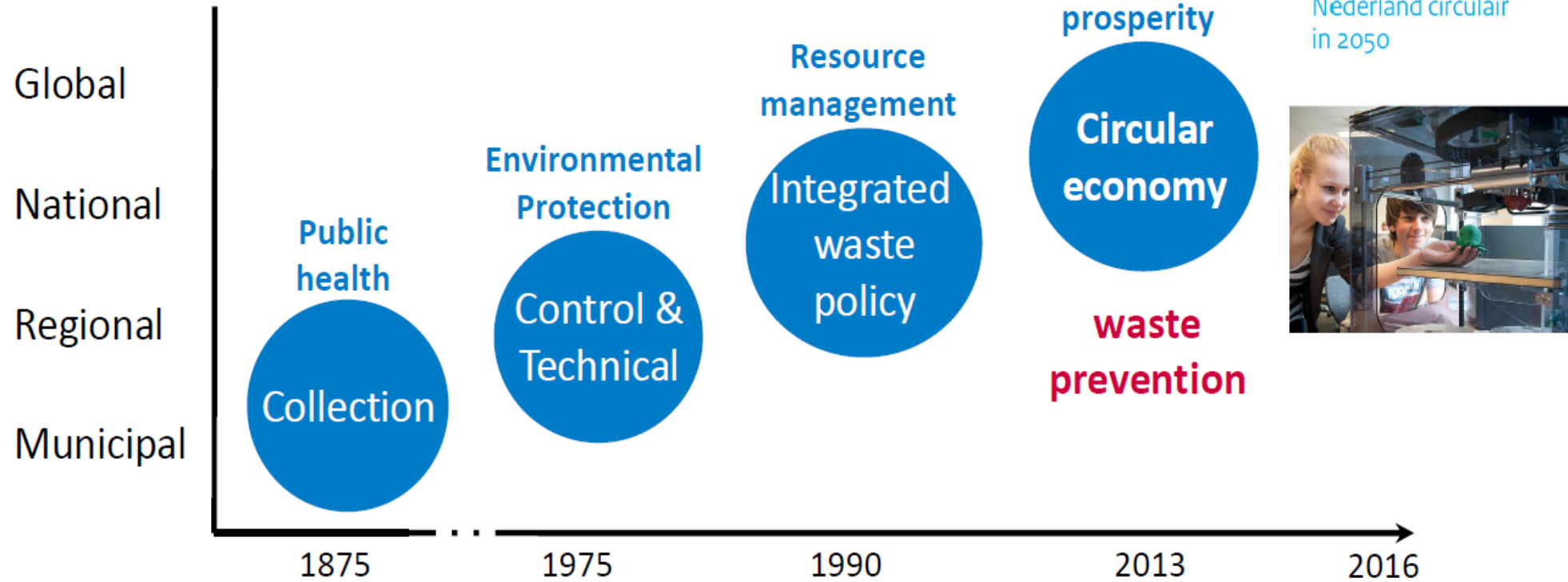
- Water Management created our collaborative DNA
- Low groundwater table, urbanised society & being an agricultural superpower forced us to solve environmental issues early on
- With limited space & natural resources it makes sense to collaborate and find local, scalable solutions to close resource cycles
- Learning by doing



# THE DUTCH POLICY EXAMPLE

## From local waste collection to national CE policy

Management  
scale



# DUTCH CIRCULAR ECONOMY ROADMAP



# THE DUTCH POLICY EXAMPLE

Priority sectors: clear focus on areas with potential and impact

Biomass and food



Plastics



Manufacturing industry



Construction sector

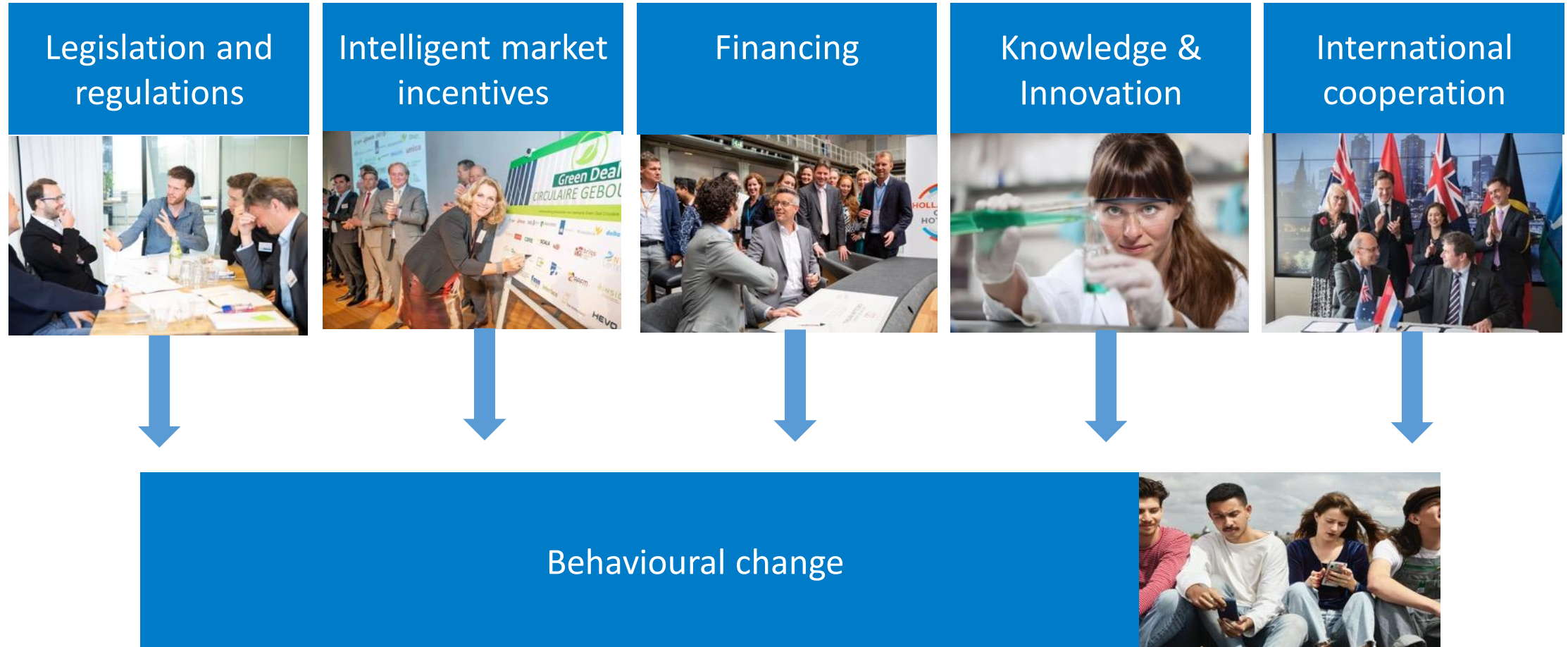


Consumer goods



# THE DUTCH POLICY EXAMPLE

## Interventions: creating the conditions for change







**INTRODUCING**  
**HOLLAND CIRCULAR HOTSPOT**

# HOLLAND CIRCULAR HOTSPOT

Co-creating solutions to global challenges

Companies



EXPORT PRODUCTS  
AND SERVICES

Knowledge  
Institutes



EXCHANGE  
KNOWLEDGE  
AND INNOVATION

Government  
Cities



EXCHANGE  
GOVERNMENTAL  
BEST PRACTICES



SHARING INNOVATION

# SHARING BEST PRACTICES

For and from businesses, knowledge institutes and governments

## B2B

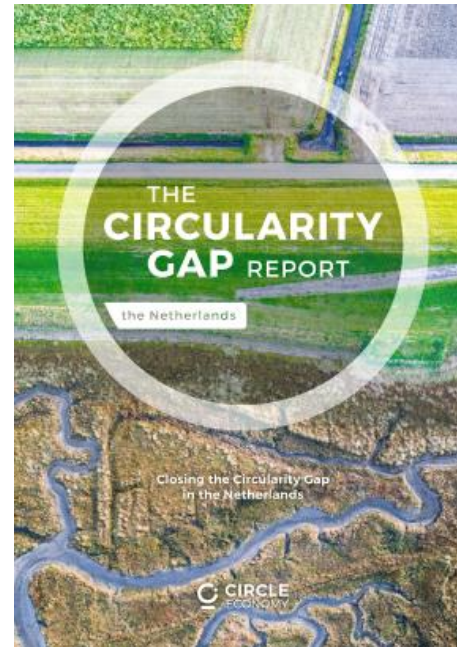
Business circular products & services, Transition Agenda



See : [www.hollandcircularhotspot.nl/showcases/](http://www.hollandcircularhotspot.nl/showcases/)

## K2K

Thematic topics, business models, insights & tools, MOOCs, Who is Who



## G2G

Policies & Instruments that create fertile ground for CE



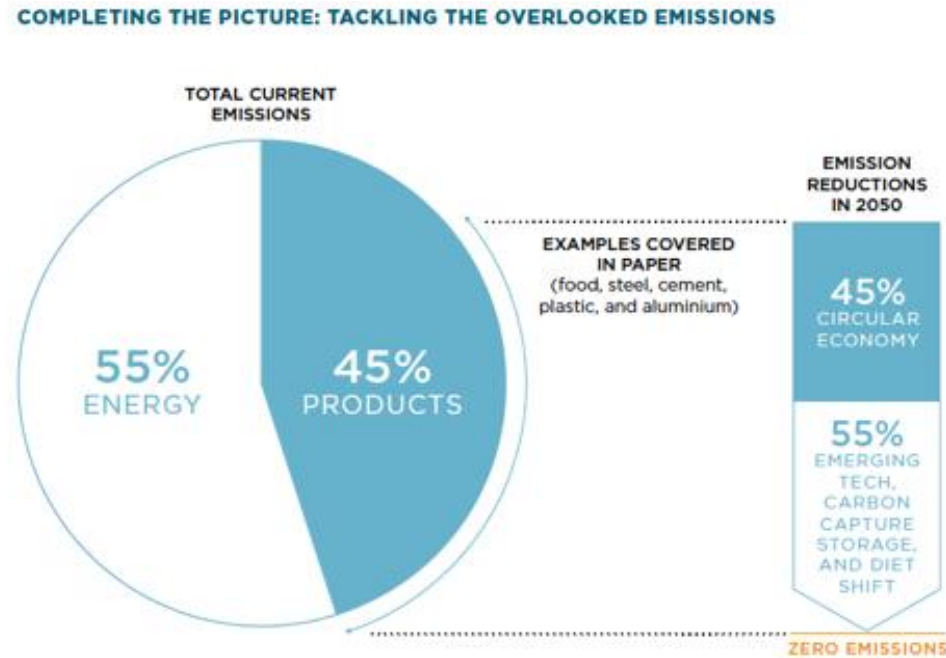
# SPECIAL TOPICS

## Linking circular economy to other key drivers with local recognition

CE in Cities:  
Making them smart,  
sustainable & resilient (2018)

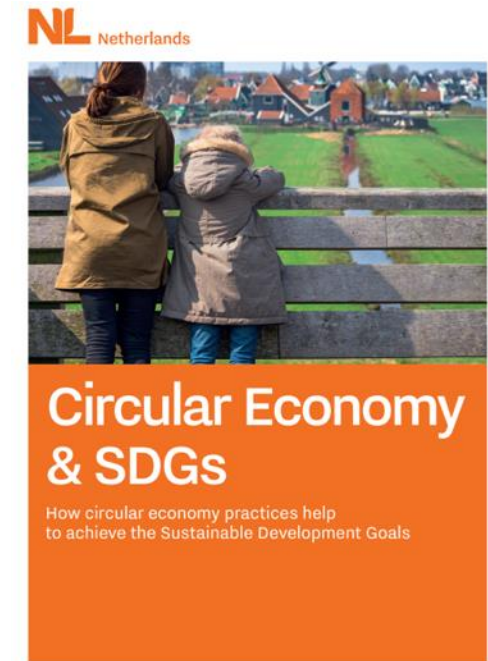


CE and Climate Change (2019)



HCH INFOGRAPHICS FOR COP25

CE and the SDGs:  
A synergetic approach (2020)



# BUILDING A CE HOTSPOT NETWORK IN EUROPE

Events - Sharing best practices & insights – CE offer & demand - Advocacy

## CIRCULAR NORWAY



Crodlenet



# BUILDING A CE HOTSPOT NETWORK GLOBALLY

Events - Sharing best practices & insights – CE offer & demand - Advocacy



# HCH – ACTIVITY COVERAGE 2020



# INVOLVE BUSINESSES FROM THE START

The business perspective is key for scaling up!

“We cannot be successful, nor can we call ourselves successful in a society that fails” - Feike Sijbesma (DSM).

## Four drivers:

1. More Revenue



2. More Value



3. Less Risk

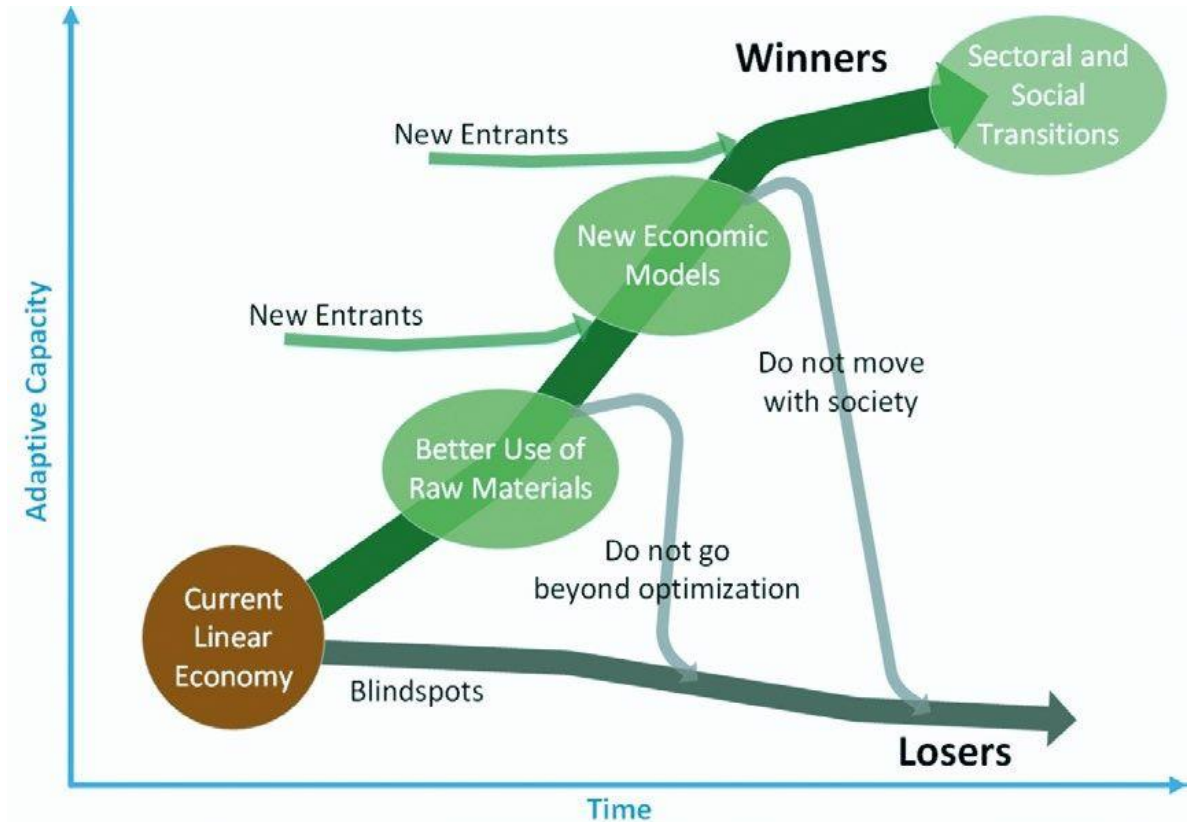


4. Less Costs





# RETHINK! CE IS A SYSTEM CHANGE



Courtesy: Drift, Erasmus University

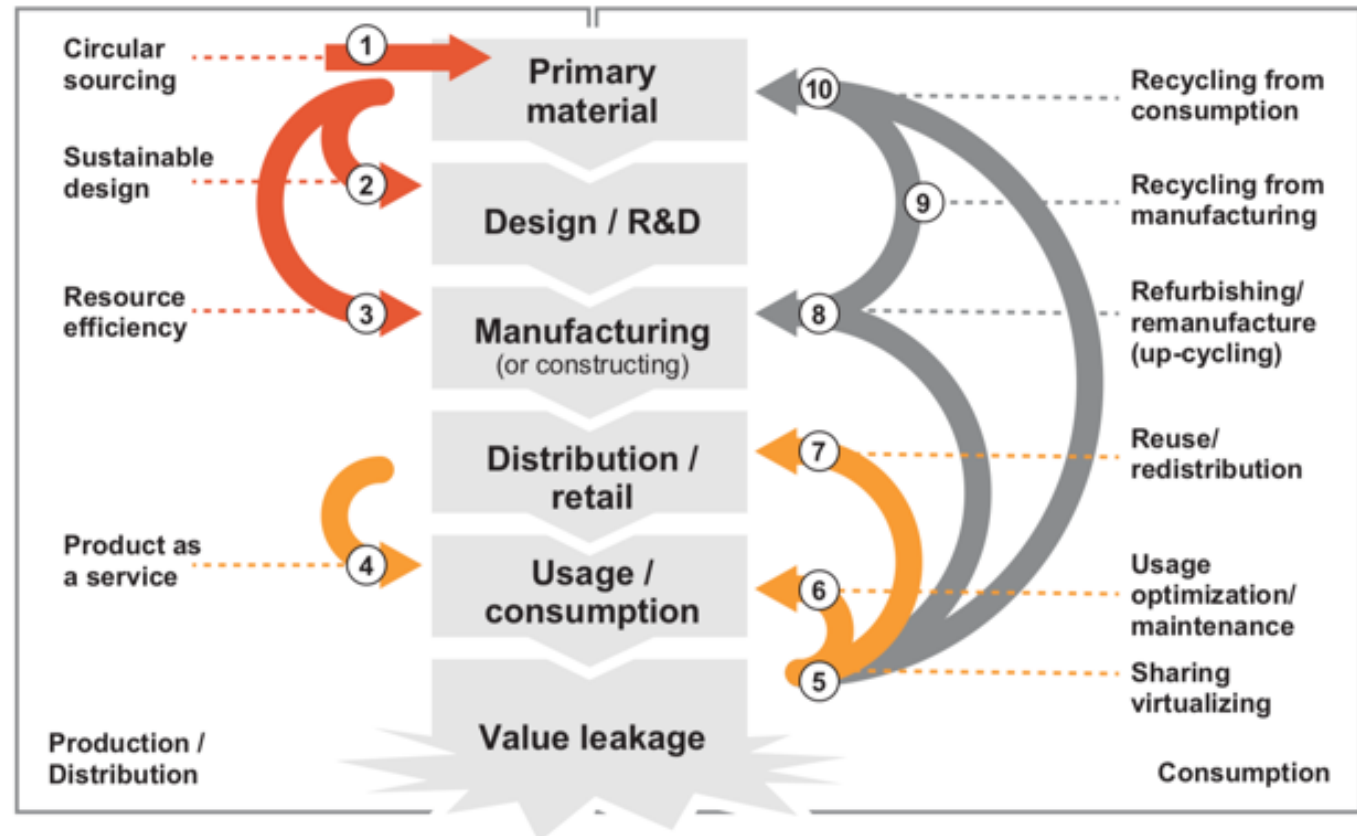
# CIRCULAR BUSINESS STRATEGIES

From a focus on just waste to new business models

## 3 Principles



## & 10 Corresponding Strategies



Source: PWC

# CHALLENGES AND CIRCULAR OPPORTUNITIES



PLASTIC PACKAGING



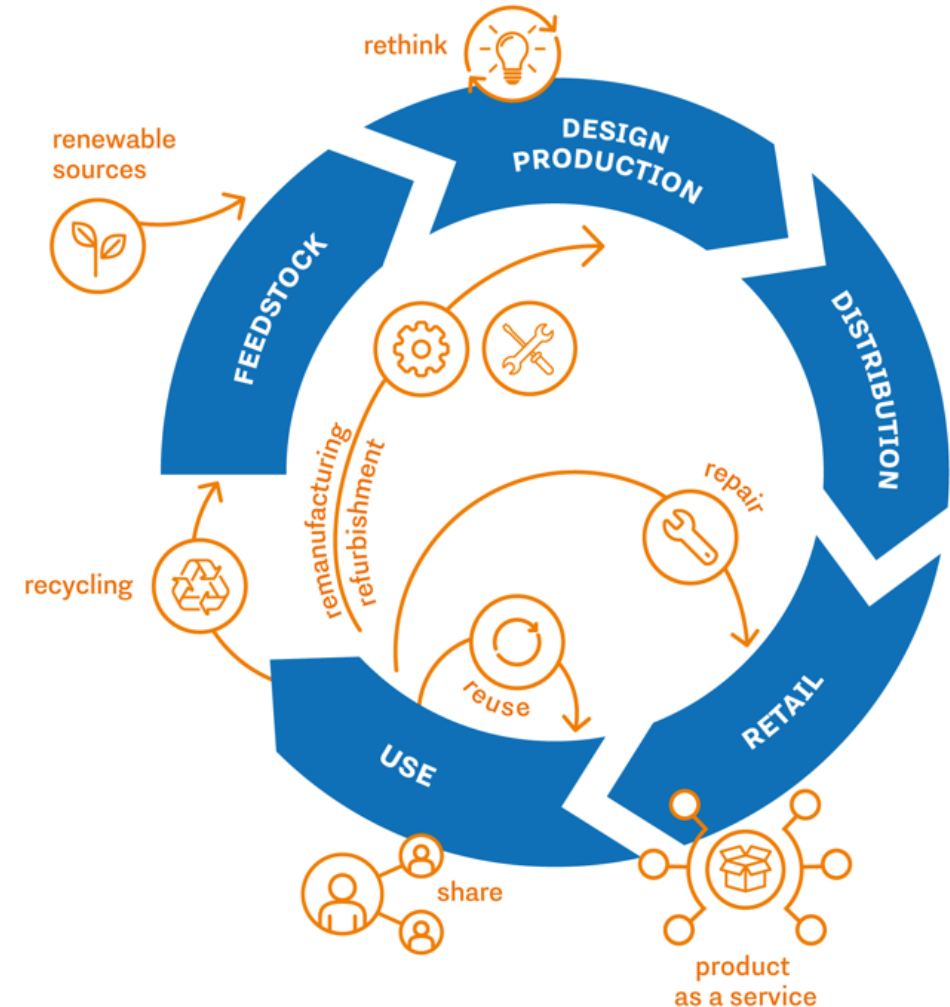
AGRO-FOOD



CONSTRUCTION

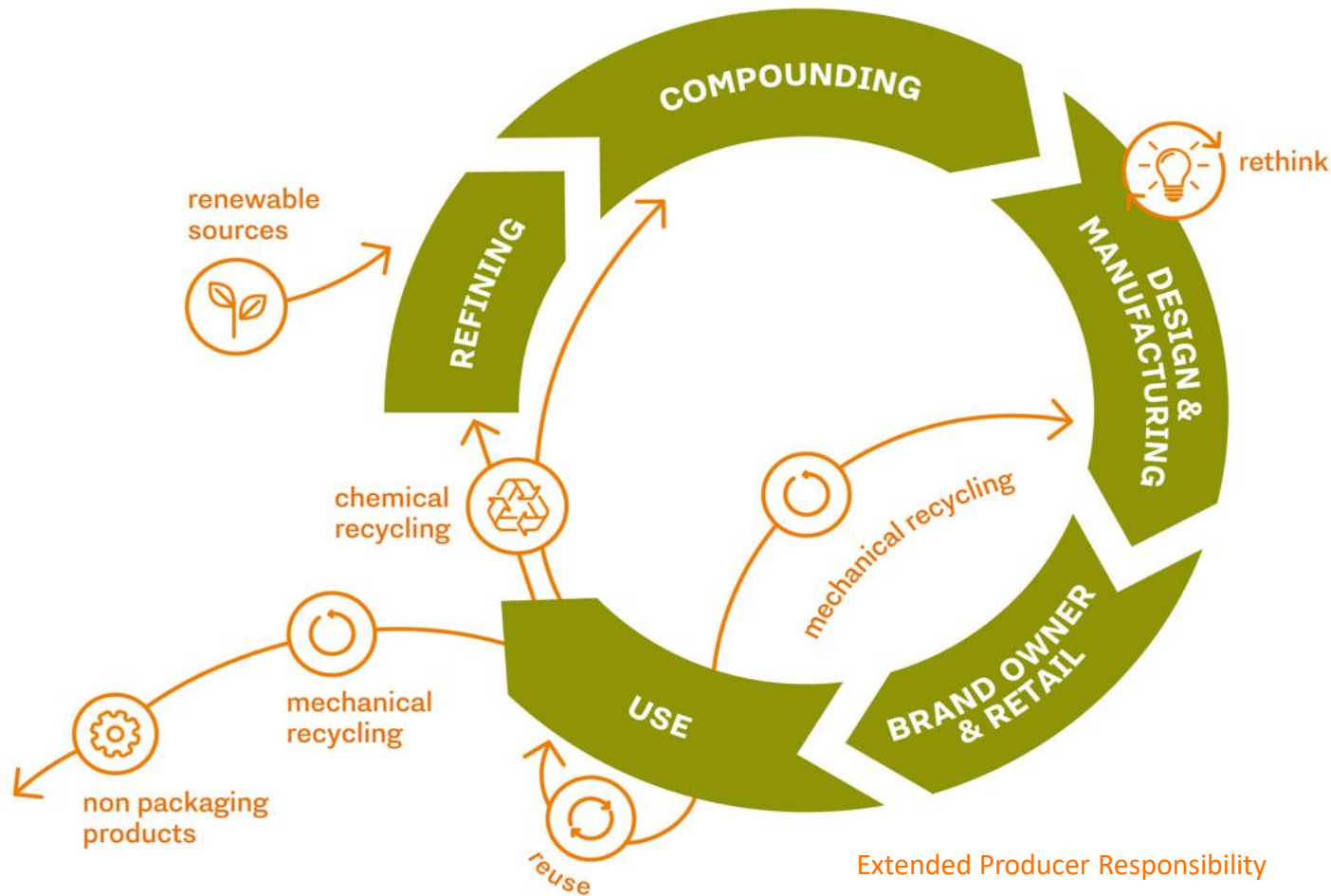


TEXTILES



# CIRCULAR OPPORTUNITIES

## Examples of circular best practices in Plastic Packaging



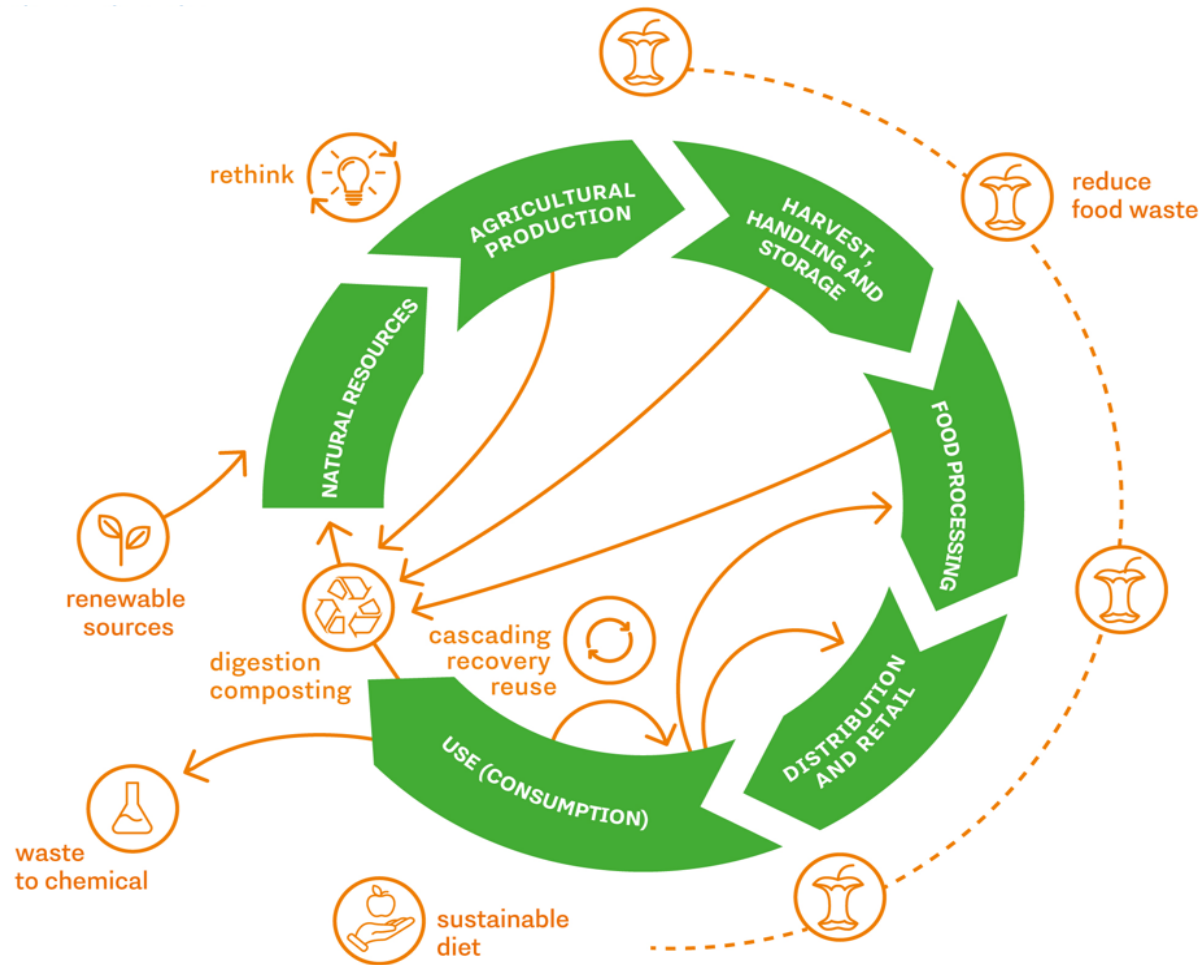
Based on elements from the Ellen MacArthur Foundation: the New Plastics Economy (2016)

SHARING INNOVATION



# CIRCULAR OPPORTUNITIES

## Examples of circular best practices in Agro-Food



PROTIX



VEGETARIAN BUTCHER



VERSPILLINGSFABRIEK



WASTE2AROMATICS

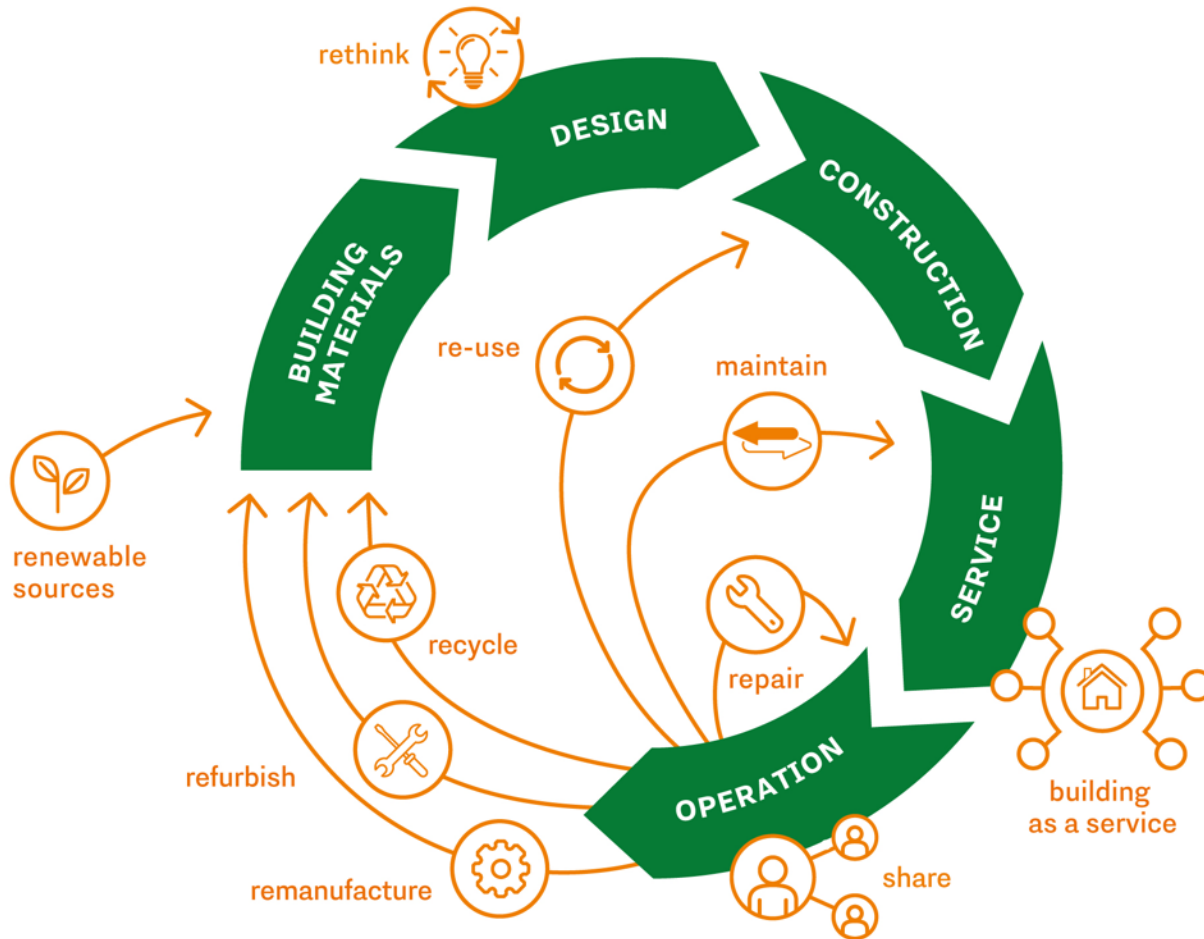


WASTE TRANSFORMERS

Based on elements from the Ellen MacArthur Foundation: the New Plastics Economy (2016)

# CIRCULAR OPPORTUNITIES

## Examples of circular best practices in the Built Environment



MADASTER



PARK 20202



C-BETA



SMART CRUSHER



BIOBASED BRIDGE



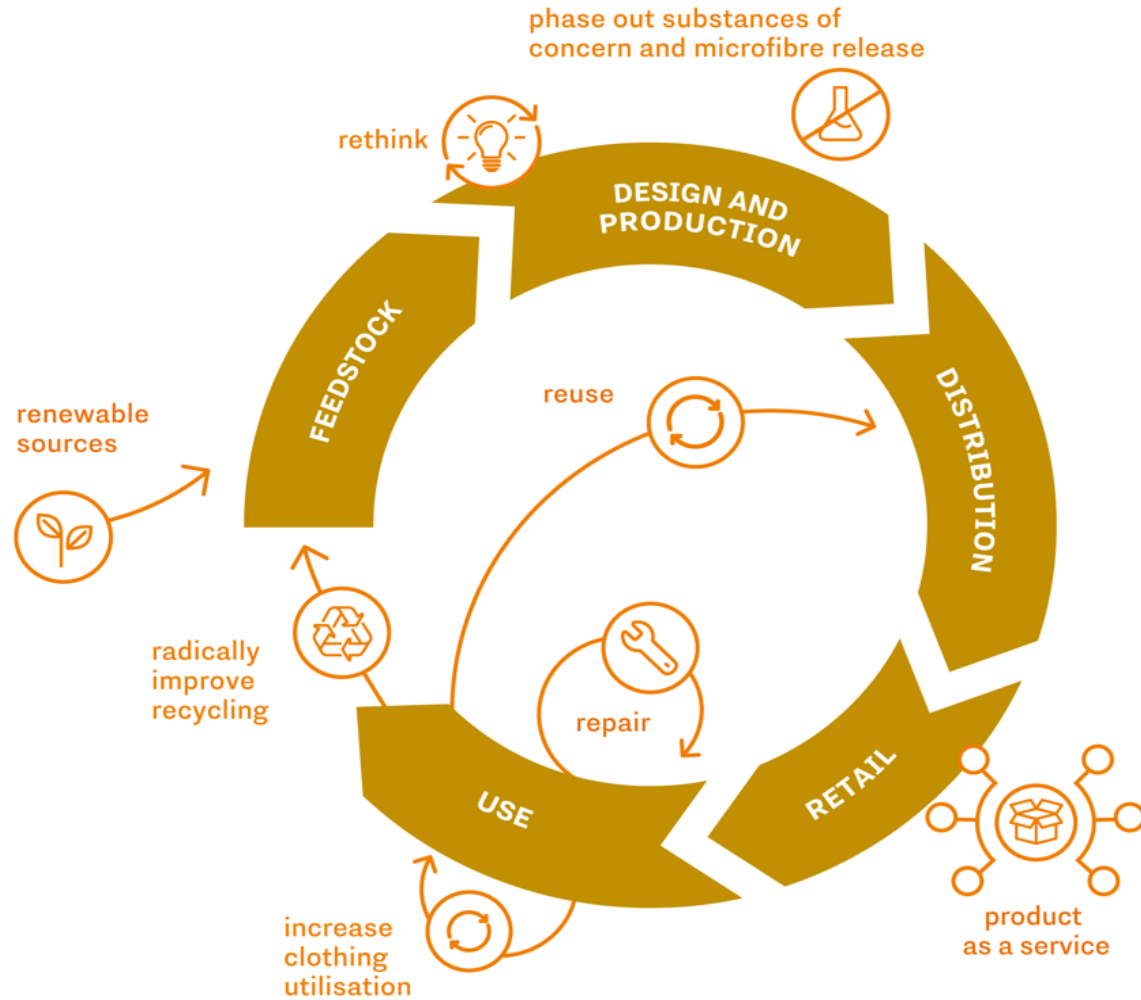
MOBILE FACTORY

Based on elements from the Ellen MacArthur Foundation, World Economic Forum and The Boston Consultancy Group

SHARING INNOVATION

# CIRCULAR OPPORTUNITIES

## Examples of circular best practices in Textiles & Apparel



DYECOO



DUTCH SPIRIT



AUPING



MUD JEANS



FIBERSORT



FASHION FOR GOOD

Based on Ellen MacArthur Foundation: A new textiles economy and [iny.cc/fibres](http://iny.cc/fibres)

# TAKE AWAYS

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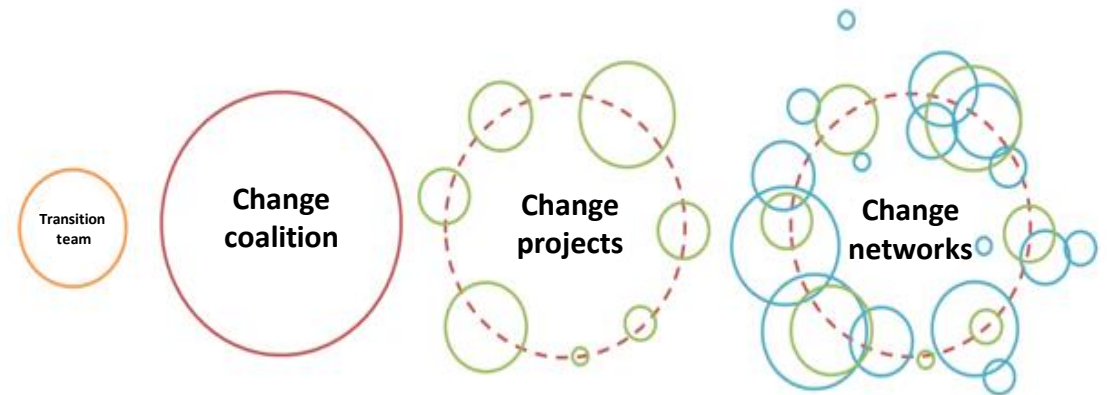
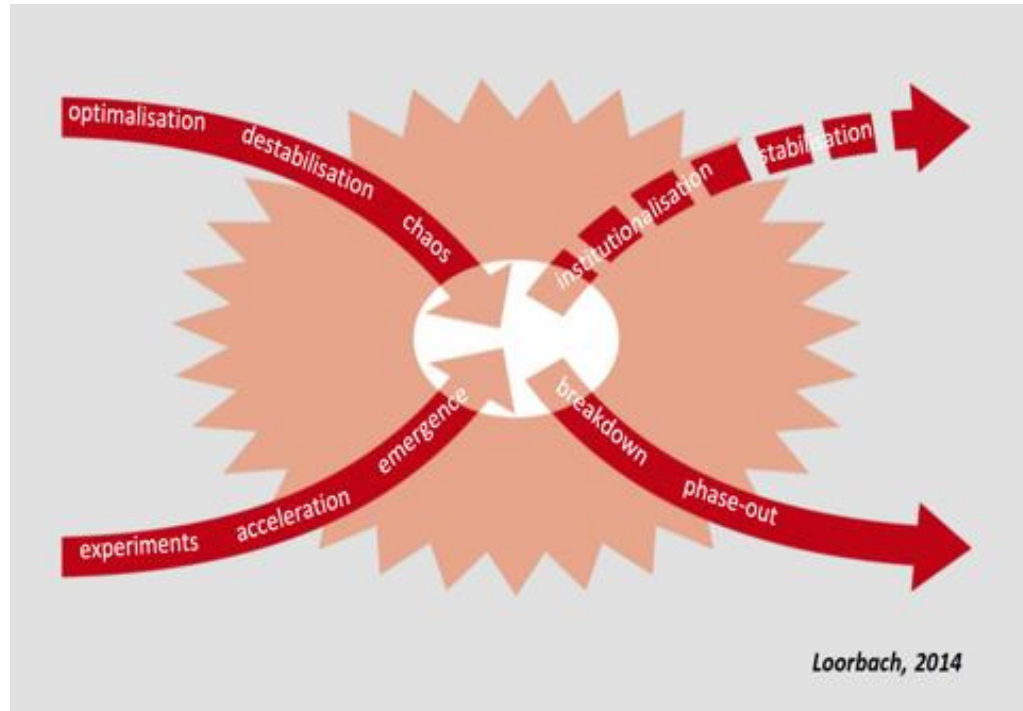
- Circular Economy is happening today
- Front-running businesses are embracing it
- It is happening in developed and developing countries
- It is an opportunity, it is about future markets and continuity
- We need to innovate and scale up fast, but businesses can't do it alone
- We need involvement of all actors





# OPPORTUNITIES AND THE ROLE OF CITIES

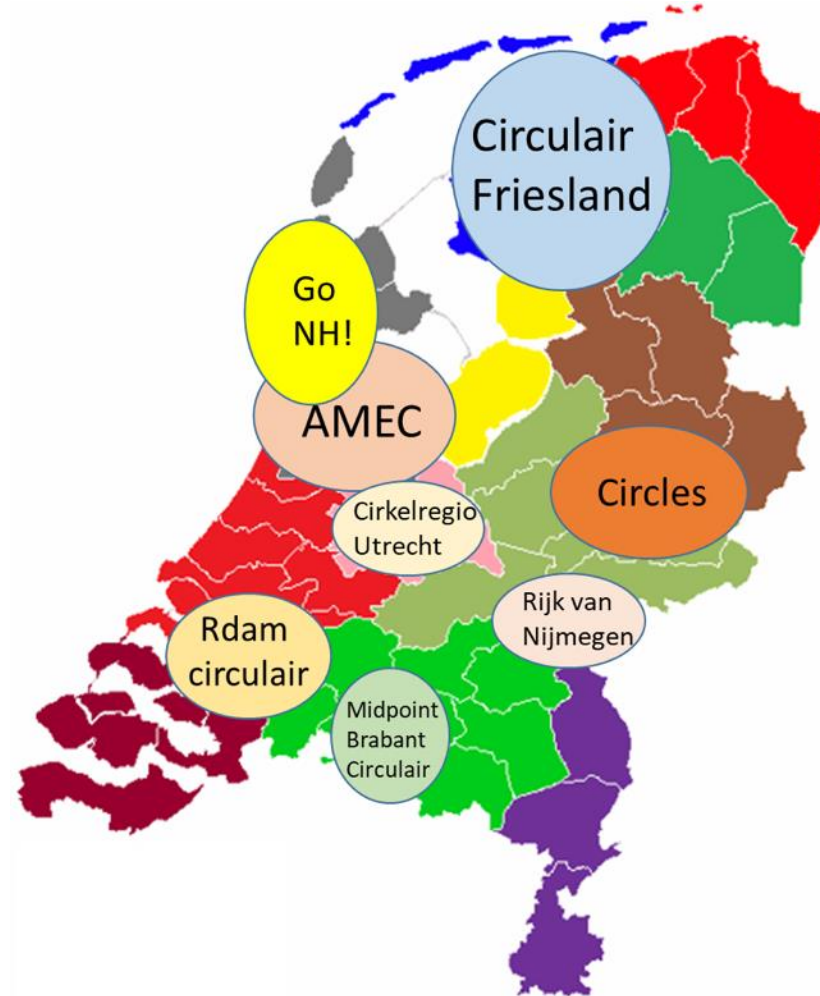
# TRANSITIONING



Courtesy: Drift, Erasmus University

# ACCELERATION HOUSE CE

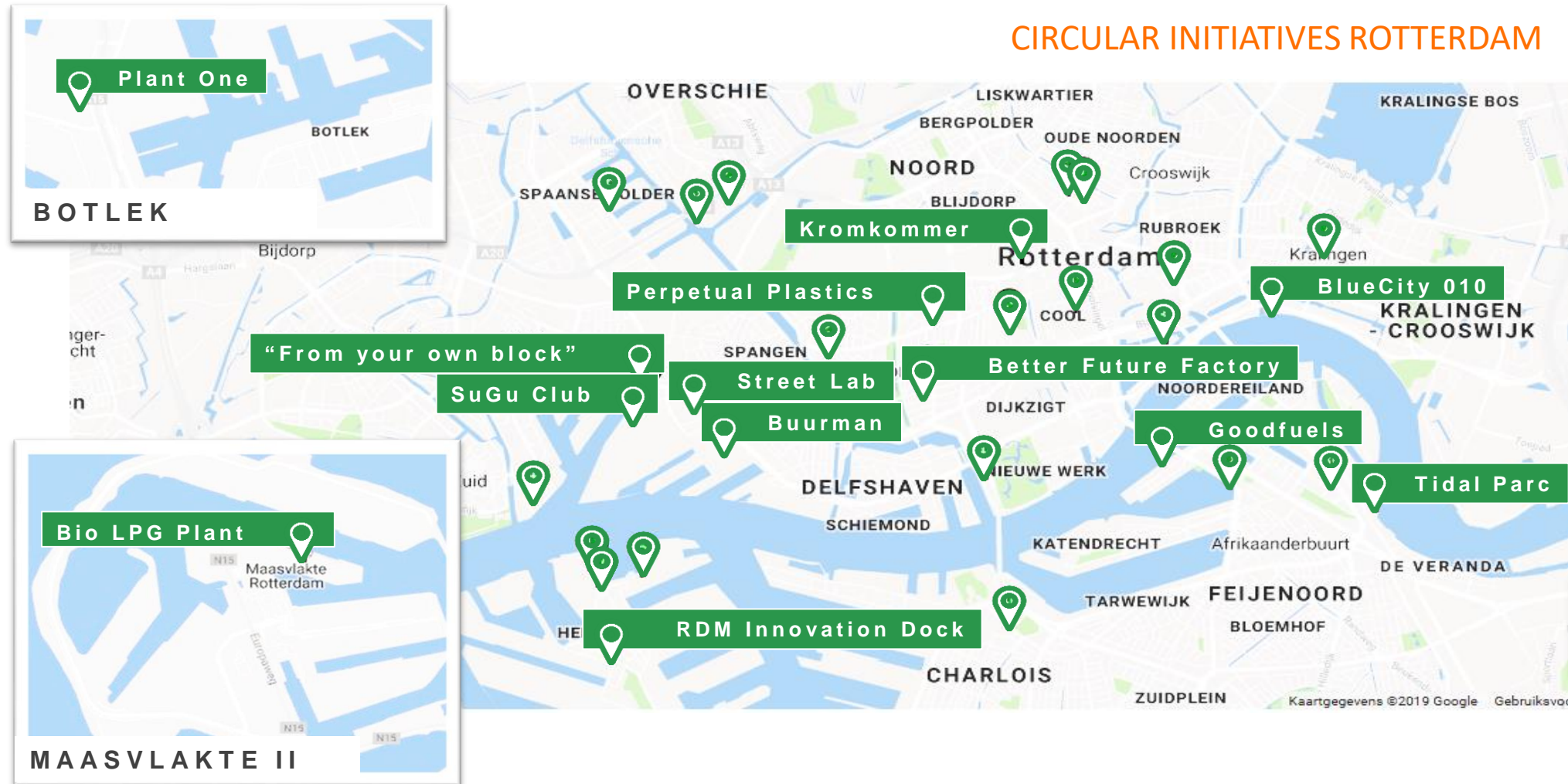
The national Dutch CE programma focused on stimulating regional dynamism



SHARING INNOVATION

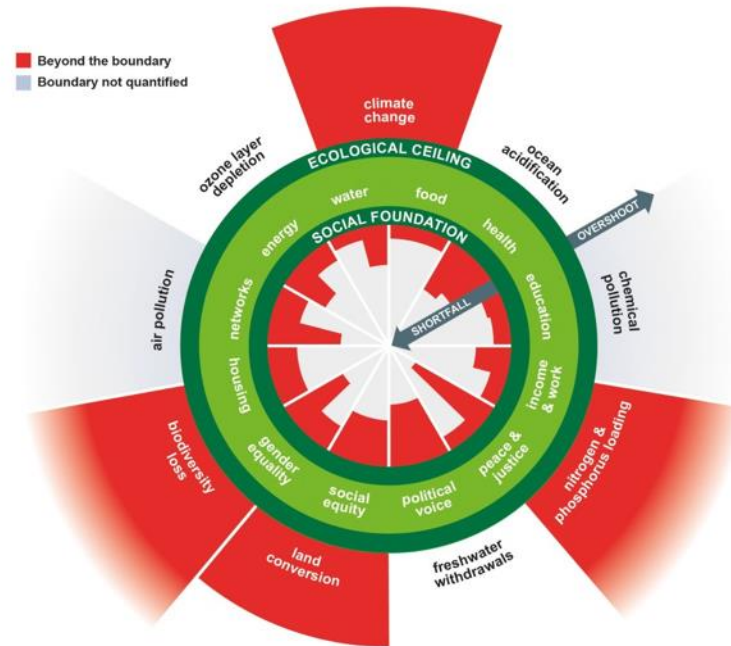
# INVENTORY OF LOCAL INITIATIVES

Provide a platform to showcase best practices



# DEVELOP A CITY STRATEGY

## Building blocks for the new Amsterdam CE strategy

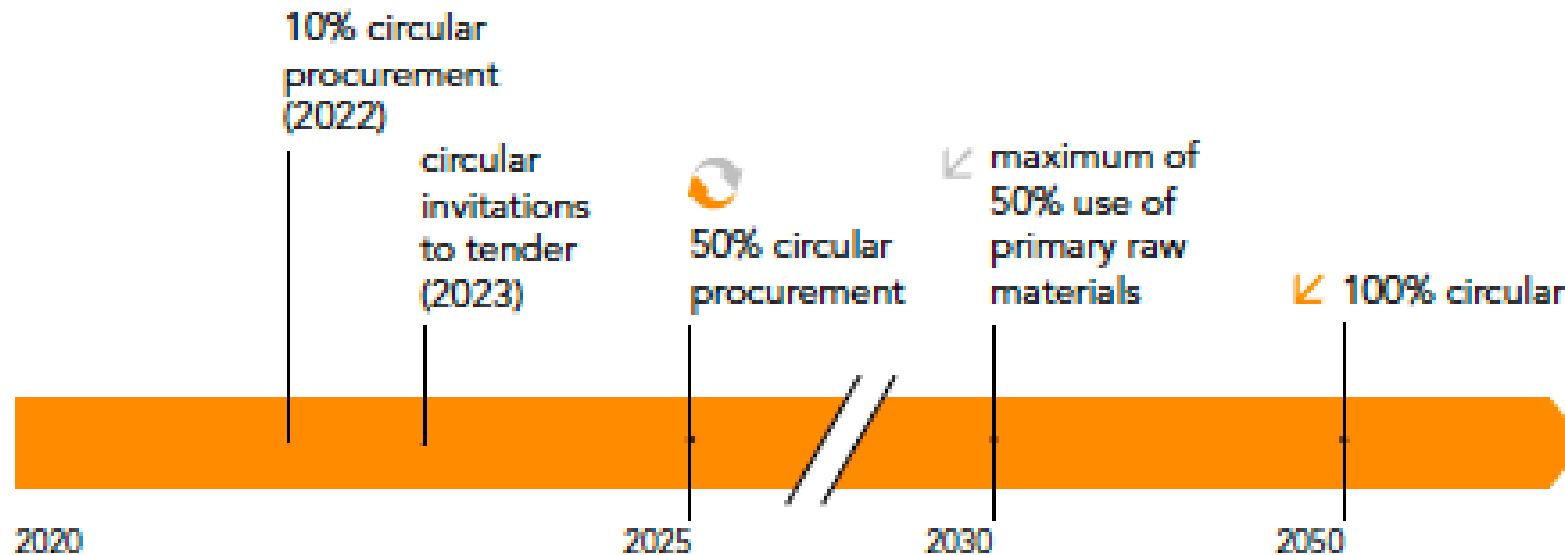


**Amsterdam  
Circular  
2020-2025  
Strategy**

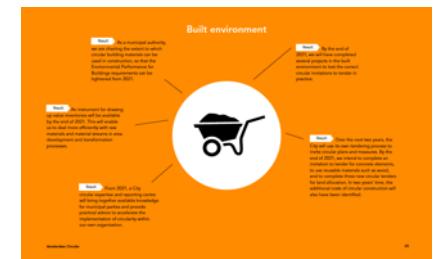
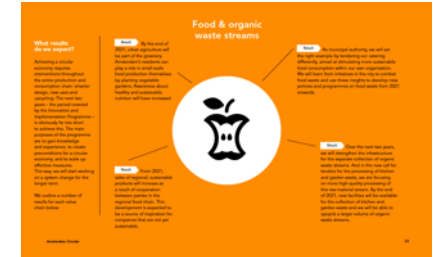
Public version

# ROADMAP CITY OF AMSTERDAM

Discover the circular potential of your city and set priorities and ambitions



Important medium and long-term circular milestones for Amsterdam.



- A clear focus allows to attract a critical mass of stakeholders needed to scale-up
- Create the conditions for change by choosing the right interventions

# THE ROTTERDAM EXAMPLE

Understand the barriers to circularity and start addressing them

## OBSTACLES

- Lack of demand for circular products / services
- Restrictive legislation & permit procedures
- First prove of concept (lack of funding)
- Lack of venture capital in circular projects
- Restrictive / non-supportive policy
- Construction of new economic chains
- First new industry
- High threshold for new entrepreneurs
- Lack of access to potential investors



## INSTRUMENTS

- Purchasing & Tenders
- Judicial working group
- Subsidies (European, national, local)
- Creation of (regional) funds (e.g. IQ)
- Research (LCA, CO<sub>2</sub>) & Lobby
- Business development
- European and national subsidies
- Supporting and stimulating hotspots / hubs
- Network & Events (e.g. Clean Tech Summit)

**ROTTERDAM.**  
**MAKE IT**  
**HAPPEN.**



Gemeente Rotterdam

SHARING INNOVATION



# INVOLVE BUSINESSES FROM THE START AND GIVE ROOM FOR EXPERIMENTATION



Startup in Residence



Circular Amsterdam



CIRCO design lessons



# LEAD BY EXAMPLE AND CREATE THE DEMAND THROUGH PROCUREMENT

- **Barriers**

- No real regulatory barriers but action is not happening
- Lack of awareness and expertise
- A lot of hassle / lack of courage
- How to quantify sustainability?
- Long term benefits vs political horizons

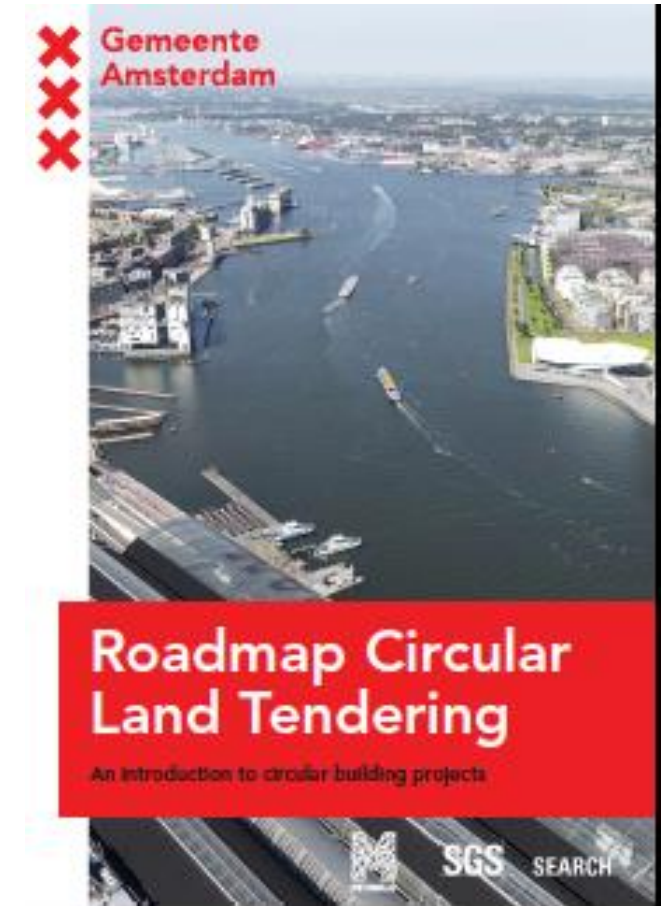
- **Drivers**

- Authorities give the example
- Sharing 'best practices', tips & tools
- Workshops

- **Example**

- Dutch Green Deal Circular Procurement

20% EU GDP



# AFRICAN PROVERB

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*“IF YOU WANT TO GO FAST GO ALONE,  
IF YOU WANT TO GO FAR GO TOGETHER”*



# JOIN THE GLOBAL CIRCULAR COMMUNITY

[www.hollandcircularhotspot.nl](http://www.hollandcircularhotspot.nl)

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