

**CIRCULAIR
FRIESLAND**







Welkom bij Grenzeloos Circulair!

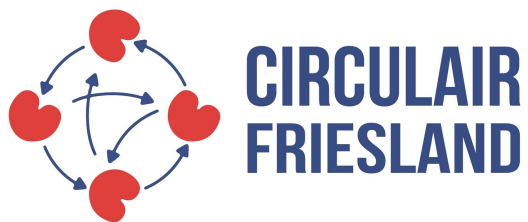
14 november 2023, Eemsdeltahal Delfzijl



Bart Volkers

Moderator

- Kwartiermaker Circulair Groningen
- Adviseur Circulair Friesland
- Programma Manager KIA CE



Praktische zaken



De voertaal tijdens dit evenement is Nederlands



Telefoon graag in stilteodus

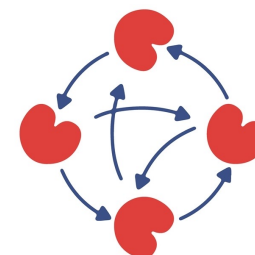


Nooduitgangen bevinden zich ...



Tijdens het evenement worden foto's en video's gemaakt





**CIRCULAIR
FRIESLAND**



Programma

Samenvatting

- 13:00-14:00u Plenaire opening
- 14:00-15:00u Deelsessies circulaire thema's
 1. Chemical Recycling
 2. Circulair & Biobased Bouwen
 3. Smart & Circular Manufacturing
- 15:00-15:25u Pauze
- 15:30-16:30u Verdieping:
 1. Excursie Avantium
 2. Kennismarkt Internationale Kansen
 3. Workshop 'Grenzeloos Circulair vanuit de regio'
- 16:30-18:30u Feestelijke afsluiting en *walking dinner*

Pitches

13:50u: Pitchronde 1

15:25u: Pitchronde 2

17:00u: Pitchronde 3



Plenaire sessie



Heleen van Wijk

Groningen Seaports
Circulair Groningen



Henk Emmens

Provincie Groningen



Arnoud Passenier

Ministerie van IenW



Freek van Eijk

Holland Circular
Hotspot

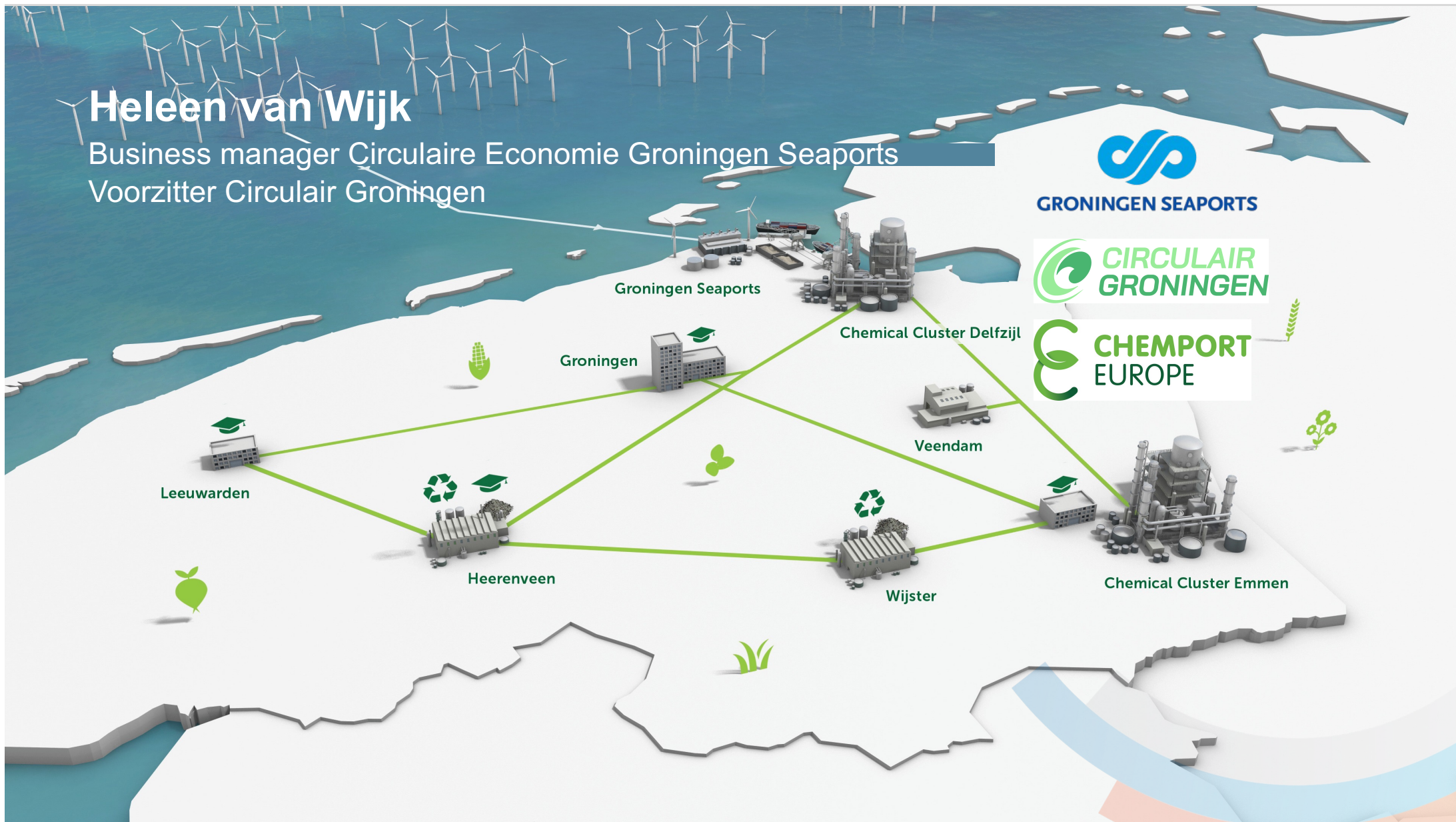


Nick Boersma
Circulair Friesland

Heleen van Wijk

Business manager Circulaire Economie Groningen Seaports

Voorzitter Circulair Groningen



Circulair Groningen

Vereniging van bedrijven, onderwijs- en kennisinstellingen, overheden en maatschappelijke organisaties.

De leden **versnellen** en **investeren** in de transitie naar een circulaire economie in Groningen en in Noord Nederland.





DE
**CIRCULAIRE
ECONOMIE
IN GRONINGEN**

Het opbouwen van lokale kracht en
een concurrentievoordeel door de lens
van de circulaire economie

AUGUSTUS 2023

 **CIRCLE
ECONOMY**

 **CHEMPORT
EUROPE**


**CIRCULAIR
GRONINGEN**


GRONINGEN SEAPORTS

nationaal programma
gr^oningen

NOM

Henk Emmens

Gedeputeerde Provincie Groningen





Ministerie van Infrastructuur en Milieu



Internationale circulaire ambities NL

Arnoud Passenier
Strategisch Internationaal adviseur
Circulaire Economie

HCH-stakeholderevent 14-11-2023



Nationaal Programma Circulaire Economie 2023-2030

- 1st NPCE (2016-2022) richtte zich op:
 - Ontwikkeling gedeelde visie en verhaal
 - Creëren brede steun en bewustwording (via transitieagenda's)
 - Herdefiniëring en introductie nieuwe instrumenten
- 2nd NPCE (2023-2030) meer gefocust op:
 - Normen en beprijzing
 - Definiëring doelen lagere materiaalvoetafdruk NL en specifieke productgroepen
 - Harde EU wettelijke kaders (bv. ecodesign, verbod vernietiging onverkochte goederen, geharmoniseerde EPR)
 - Opschalen innovaties via samenwerking in internationale waardeketens



Internationale vertaling NPCE

- Wereld is groot, CE is breed: we moeten kiezen...
- Sturen op impact, concrete pragmatische aanpak
- Invloed door agendasetting bilateraal, fora, events, platforms
- Inspiratie door circulaire innovaties/kansen NL bedrijven
- Strategische inzet inkomende-uitgaande missies



**National Circular
Economy Programme**
2023-2030

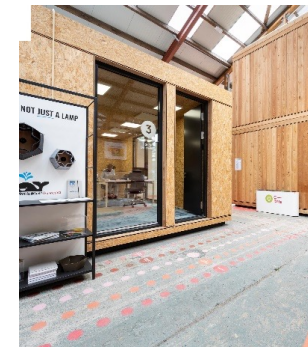




Focus specifieke productgroepen

De belangrijkste zijn:

- Plastic verpakkingen en wegwerpproducten
- Textiel
- Circulaire Bouw / Cities
- Kritieke materialen (oa batterijen)



Sleutelinstrumenten:

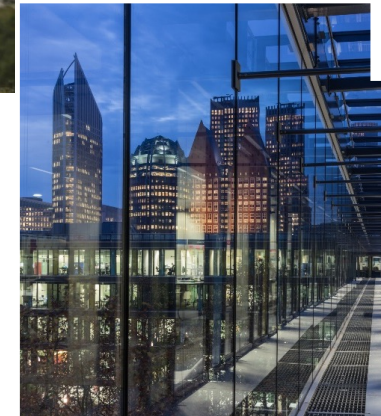
- EPR
- Circulair inkopen
- Financiering





Concrete aanpak

- **Plastics:** inzet op betere sortering, (chemische) recycling en Reuse&Refill (bv. China, Indonesië, Frankrijk)
- **Textiel:** reductie ecologische voetafdruk in de keten (bv. Denim Deal, Outdoor/Sport)
- **Bouw:** Circular Cities (bv. Turkije)
- **NGS/kritieke materialen:** bilaterale partnerschappen (bv. Australië, Indonesië, Zuid-Afrika, VS)





Meer vragen?

Neem contact met mij op !



Arnoud Passenier
☎ **+31653474478**
✉ **arnoud.passenier@minienw.nl**



CIRCULAR ECONOMY

Freek van Eijk

Directeur Holland Circular Hotspot





Highlights 2023



Netherlands Enterprise Agency



Ministry of Infrastructure and Water Management

Stakeholders

We work with over 200 partners



















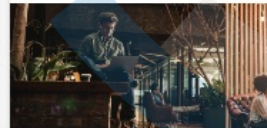



OFFER

Circular Best Practices

30 new showcases added

<p>SHOWCASE</p> <p>Synova - inspired by the cycle of nature</p>  <p>Is it possible to convert plastic back to its original building blocks?</p>	<p>SHOWCASE</p> <p>Itero - turning waste into a resource</p>  <p>Chemical recycling technologies for plastics circular economies</p>	<p>SHOWCASE</p> <p>Food for Skin - Pioneering Natural Cosmetics Towards...</p>  <p>Is it possible to create cosmetics entirely from natural sources?</p>
<p>SHOWCASE</p> <p>RWE FUREC - for a greener hydrogen</p>  <p>What if it would be possible to produce hydrogen from nonrecyclable waste?</p>	<p>SHOWCASE</p> <p>Neste - a business based on sustainability</p>  <p>The future of aviation lies in sustainable fuels</p>	<p>SHOWCASE</p> <p>GIDARA - to unlock maximum value out of waste</p>  <p>Can we convert non-recyclable waste into cleaner valuable products?</p>
<p>SHOWCASE</p> <p>Eigen Draads - to valorize valueless textiles</p>  <p>A sustainable initiative to realise a textile recycling hub</p>	<p>SHOWCASE</p> <p>Bureau Veritas - shaping a world of trust</p>  <p>A mission to ensure responsible progress of sustainable practices</p>	<p>SHOWCASE</p> <p>BrigH2 - a new way for hydrogen</p>  <p>What if it could be possible to torrefied biomass into hydrogen?</p>

<p>SHOWCASE</p> <p>Injection Point: Ace & Tate on becoming a Circular business</p>  <p>Circular Approach with Upcycled Spectacle Cases Made Plastic Demo Lens</p>	<p>SHOWCASE</p> <p>Cyclin B.V.</p>  <p>Circular insulation panels based on residual streams of cellulose fibers</p>	<p>SHOWCASE</p> <p>Aliter Networks - Make a difference with IT</p>  <p>Aims at extending the life of IT assets</p>
<p>SHOWCASE</p> <p>Noord-Holland Noord (NHN)</p>  <p>NHN Development Agency driving forces in Noord-Holland Noord</p>	<p>SHOWCASE</p> <p>VonWood - Circular Online Platform</p>  <p>How digitalisation can make the timber trade more sustainable</p>	<p>SHOWCASE</p> <p>VLOAT® - Island Living in the City by Circular Floating Districts</p>  <p>The circular answer to future sea level rise</p>
<p>SHOWCASE</p> <p>Circularity B.V. - The first completely 100% circularly...</p>  <p>100% Circular Textile Manufacturing Company</p>	<p>SHOWCASE</p> <p>Fresh Ventures Studio - Revolutionizing ownership...</p>  <p>Co-founding companies to transform the food system.</p>	<p>SHOWCASE</p> <p>Cooloo - Endless Life for the furniture industry</p>  <p>Waste material based circular coatings for Endless Life furniture.</p>

Latest publications



Circular Batteries Charging the Future

Collaborating for a Sustainable and Resilient Value Chain



CIRCULAR AGRIFOOD & BIOMASS FOOD & MATERIALS FOR A SUSTAINABLE FUTURE



Chemical Recycling in circular perspective

From vision to action: How Chemical Recycling steers the transition towards a circular and carbon neutral chemical industry



DEMAND

Circular Booster Programme: CE market studies

18 two-pagers, webpage + webinar + follow-up



Thailand



China



Nigeria



UK



Chile



Canada



Vietnam



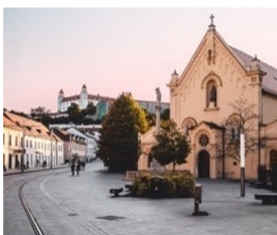
Italy



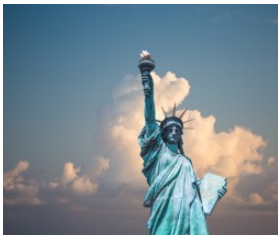
Ireland



Hungary



Slovakia



US



Belgium



France



Germany



Malaysia



Japan



Bangladesh



MATCH

Missions

USA, South Africa, Colombia, France



NL Trade Mission to South Africa



NL Trade Mission to Washington, USA
Greenbuild International Conference & Expo

Events

Pollutec Lyon, Replas China, Rethink Hong Kong, Seoul, Ankara, Nordics, London



Pollutec, Lyon



Chemical Recycling, Replas China



Hong Kong Rethink conference



Global CE Conference, Seoul



Trade mission London



Nordic webinar : A circular Europe for urban areas

Incoming Visitors

Japan, Australia, Thailand, Peru, Chile, Nordics, Canada, Nigeria and many more!



Circular Hotspot Events: a HCH initiative spanning continents

2024
Canada Circular Hotspot



2024
Wales Circular Hotspot



2025
Slovenia Circular Hotspot



2025
Ethiopia Circular Hotspot



2024
Brasil Circular Hotspot



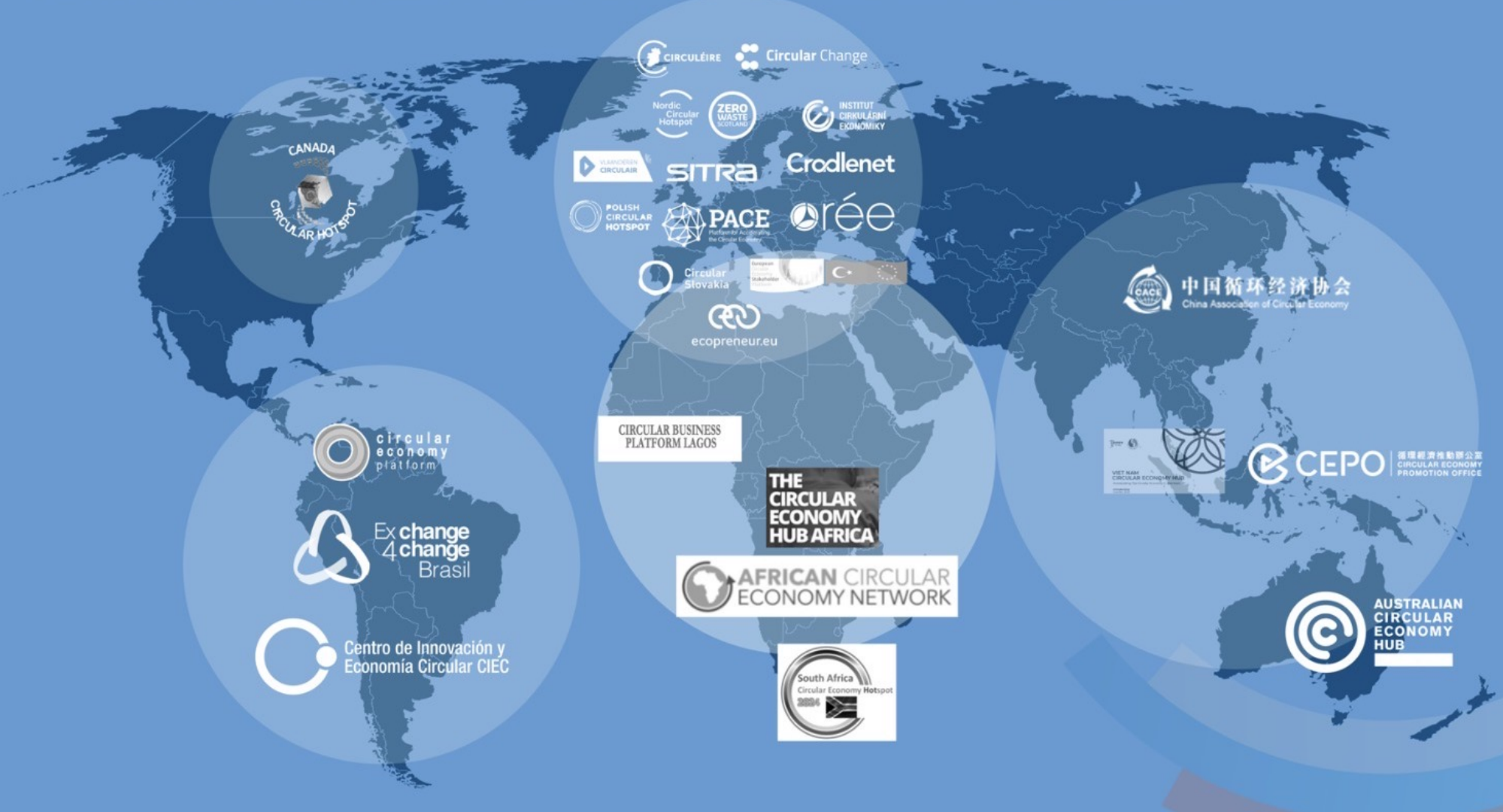
CE Hotspot Events

Lagos Circular Hotspot



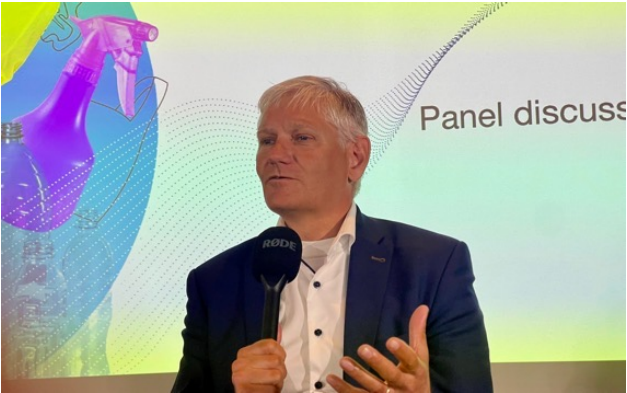
CE Hubs, Platforms and Hotspots

CE Hubs accelerate circular transitions in different social-economical realities



Global Events

World Circular Economy Forum 2023



MoU with Rediscovery Center

May 2023 @ Dublin CE Hotspot Event

Dutch and Irish foundations join forces to accelerate the transition towards a circular economy in Ireland, the Netherlands and beyond.



Global Events

...soon: COP28



Netherlands

The block features the large orange "NL" logo at the top left. Below it is a collage of four images: a wooden crate of fresh vegetables, a person in a lab coat using a pipette in a laboratory, a cow in a field, and a modern wooden building. Below the collage, the text "CIRCULAR AGRIFOOD & BIOMASS" is in small grey letters, followed by "FOOD & MATERIALS FOR A SUSTAINABLE FUTURE" in larger orange letters.

CIRCULAR AGRIFOOD & BIOMASS
FOOD & MATERIALS FOR A
SUSTAINABLE FUTURE



Partnerships HCH

2023



Groningen Seaports /
Chemport Europe



GSES: The Global Sustainable
Enterprise System



NHN: Ontwikkelingsbedrijf
Noord-Holland Noord



Publication sponsors:





SUPPORT

Support desk and access to support tools

Public-private partnership with RVO

RVO ONDERSTEUNING AAN DE CIRCULAIRE ONDERNEMER MET INTERNATIONALE AMBITIES 2020-2021

Dit is een overzicht van de meest relevante RVO instrumenten in 2020 voor de circulaire ondernemer met internationale ambities. Het betreft een deelverzameling van het internationale RVO instrumentarium. Informeer u zelf goed voor welke type organisatie het betreffende (onderdeel van het) instrument exact bedoeld is en op welke landen het instrument van toepassing is. Voor gedetailleerde informatie en/of contact met een adviseur kunt u terecht op de betreffende webpagina.

Rijksdienst voor Ondernemend Nederland

▲ Rood ■ Groen

VOOR WIE?	INSTRUMENT		FINANCIIEEL				NETWERK & ADVISERING		
			Subsidie	Lening	Garanties	Advies	Facilitering van activiteiten/events	Internationale consortiumvorming	Toegang tot netwerk
NETWERKEN, KENNIS EN ADVIES									
<i>Meer weten? Klik op het instrument.</i>									
mkb	Enterprise Europe Network (EEN)		▲	▲	▲	▲	■	■	■
alle bedrijven	Oranje Handelsmissiefonds (OMHF)		▲	▲	▲	■	■	▲	■
	Holland Circular Hotspot (HCH)		▲	▲	▲	▲	■	■	■
	Landeninformatie op maat en het vinden van zakenpartners		▲	▲	▲	■	▲	■	■
	Missies, bezuren en evenementen		▲	▲	▲	▲	■	▲	■
alle bedrijven, kennisinstellingen, overheden	Buitenlandnetwerk: Ambassades, Consulaten (Generaal), Netherlands Business Support Offices, Innovatie Attachés, Landbouwraden, Regional Business Developers		▲	▲	▲	■	■	■	
alle bedrijven, kennisinstellingen, overheden	NLWorks		▲	▲	▲	▲	■	■	
SUBSIDIES EN FINANCIERING									
mkb	Starters International Business (SIB)		■	▲	▲	■	▲	▲	■
	DRIVE		■	■	■	■	▲	▲	▲
mkb, grote bedrijven en kennisinstellingen	Partners for International Business (PIB)		▲	▲	▲	▲	■	■	■
mkb (grote bedrijven alleen i.s.m. mkb)	Demonstratieprojecten, Haalbaarheidsstudies en Investeringsvoorbereidingsprojecten (DHI)		■	▲	▲	▲	▲	▲	▲
mkb investeerders	Seed Capital		▲	■	■	■	▲	▲	▲
mkb, financiers	Groefaciliteit		▲	■	■	■	▲	▲	▲
alle bedrijven	Dutch Trade and Investment Fund (DTIF)		▲	■	■	■	▲	▲	▲
	Dutch Good Growth Fund (DGGF)		▲	■	■	■	▲	▲	▲
alle bedrijven	Team Internationale Organisaties (TIO)		▲	▲	▲	■	■	▲	■
partnerschappen tussen overheid, bedrijven, ngo's en kennisinstellingen	SDG Partnerschapsfaciliteit (SDGP)		■	▲	▲	▲	■	▲	■
EU PROGRAMMA'S									
mkb, grote bedrijven, kennisinstellingen	Eurostars		■	▲	▲	■	▲	■	▲
alle bedrijven, ngo's, kennisinstellingen, overheid	LIFE		■	▲	▲	▲	▲	▲	▲
mkb, kennisinstellingen	Horizon Europe		■	▲	▲	▲	■	■	▲
mkb	Horizon Europe: EIC Accelerator (EIC)		■	■	▲	▲	▲	▲	▲
private partijen zonder winsttoegmerk, non profit organisaties, kennisinstellingen, overheden	Interreg Europe		■	▲	▲	■	■	■	■
alle bedrijven, kennisinstellingen, non profit organisaties en overheden	Interreg North Sea Region		■	▲	▲	■	■	■	■
alle bedrijven, kennisinstellingen, non profit organisaties en overheden	Interreg North West Europe		■	▲	▲	■	■	■	■



HCH within ECESP

Member of ECESP Coordination group

- Freek van Eijk – **co-chair** of Coordination Group together with Ladeja Godina Košir (Circular Change)
- Strategic position in the network of networks

HCH part of themed Leadership Groups (LG):

- Critical Raw Materials



International activities 2023



HCH Special Envoys

25 CE experts



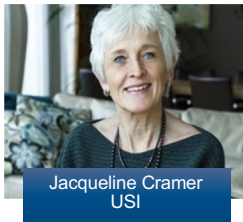
Jessica Reis Leffers
Rijkswaterstaat



Jan Jaap Folmer
Upp! UpCycling Plastic



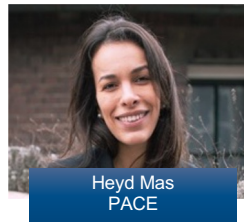
Vesna Lavtizar
IGES



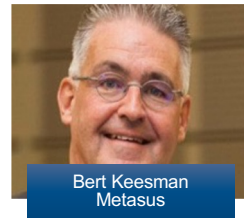
Jacqueline Cramer
USI



Douwe Jan Joustra
ICE-Amsterdam



Heyd Mas
PACE



Bert Keesman
Metasus



Kees Kwant
RVO



Linda Breukers
HHWW



Hans van Ek
RVO



Arthur ten Wolde
Circular Future



Joan Prummel
Rijkswaterstaat



Josse Kunst
Kiduara B.V.



Marieke van der Werf
DR2 New Economy



Marjolein Brasz
Foodvalley NL



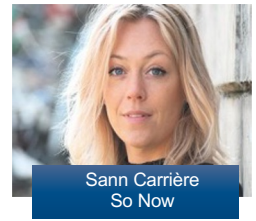
Edo Offerhaus
NLinBusiness



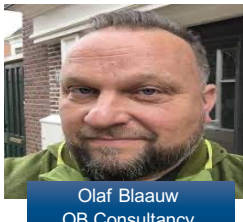
Rick Passenierr
Pace BP



Rob Oomen
Madaster



Sann Carrière
So Now



Olaf Blaauw
OB Consultancy



Peter Gersen
Compazz Foundation



Pieter van Os
Circo



Jan Jonker
JAB



Reinhardt Smit
Closing the Loop



Jos Reinhoudt
Duurzame Denkracht





HIGHLIGHTS & ACHIEVEMENTS

2023 Representation of our contribution accelerating the global circular transition in numbers

ABOUT THE TEAM

14

Team members

6

Trained Trainees

7

Nationalities

6

Languages

COLLABORATION



To support the acceleration of the circular transition at the international level, we work together with the global hotspot network, knowledge institutes, governments and business

4

Ministries

21

Knowledge Institutes

27

Hotspots

200+

Businesses

44

Embassies

INSPIRATION



Meeting people in real life, incoming and outgoing visits created a shift in our inspirational gatherings, and more specific topics and questions

40

Missions & Events

8

Incoming visits

16

Countries

VISIBILITY



Our online reach is increasing and we are engaging a growing network. Our 2023 is represented in website visitors, Social Media followers, and newsletter subscribers.

170

Countries visited our website

3.025

Newsletter Subscribers

12.877

Total SM followers

53.248*

Website visitors

PUBLICATIONS



To share knowledge and showcase innovations from the Netherlands, we developed and promoted inspiration and knowledge products

5

New thematic brochures

35

News items published

3

New spotlight countries

200

Showcases

300+

Social media posts

Take a look at our website

<https://hollandcircularhotspot.nl/>



2024

Two entities, one mission



HCH mission



WHAT

- **Paving the way** for circular market opportunities
- **Stimulate international cooperation** (B2B, K2K, G2G) and build a CE hub partner network
- **Facilitator** for Dutch circular companies and authorities in the internationalization of CE products or services

HOW

- Bring to light **Dutch CE knowledge and skills**
- Identify **supply and demand** in selected countries via workshops, studies and converting them into **market opportunities**
- Organize events, missions to **connect stakeholders** and make opportunities more concrete

WHY

- To **guarantee the long-term vitality** of the Dutch economy through global acceleration of the transition to a CE
- To **create business opportunities** for Dutch entrepreneurs in a number of countries with a good circular breeding ground

Circular Economy requires public, private and knowledge partners

Holland Circular Hotspot in a new role



In addition: close collaboration with NL Embassies and bilateral business chambers



Circular Europe in a Nutshell

Founded in 2023, Circular Europe the **European Network of Circular Economy Hubs**

As Transition Brokers, our core mission is not just to inspire or advocate; it's to **make the circular economy happen** in every market and across every corner of the globe.

As a network of networks, closely associated with the **Circular Economy Stakeholders Platform**, we go **beyond talking** and are **a place of action**.

Our **Circular Diplomacy** is geared towards getting the transition financed and implemented.

CONFIDENTIAL AND FOR DISCUSSION

CIRCULAR
EUROPE.EU



An initiative by Holland Circular Hotspot and Circular Change



Circular Europe

THE EUROPEAN NETWORK OF CIRCULAR
ECONOMY HUBS

CONFIDENTIAL AND FOR DISCUSSION

CIRCULAR
EUROPE.EU

Activities

- Initiate and co-organise our trademark **Circular economy Hotspots Events**
- Support with the development of **Circular Economy Hubs**
- Placed-Based Systemic **Road mapping** and implementation
- Produce EU Branded thematic and Sectoral **Reports and Magazines**
- Facilitate dedicated **CE Missions** to link offer and demand
- Mobilising large scale **Funding**
- **Shared Services** for members

Using the power of the network to accelerate the transition to an inclusive society and viable (local) economy rooted in circular principles and operating with planetary boundaries.





**Thank you for
your attention**

Freek van Eijk

+31 (0) 651080847

www.hollandcircularhotspot.nl



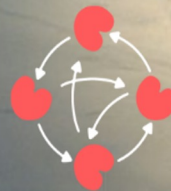
November 2023

Nick Boersma

Programmamanager Circulair Friesland

CIRCULAIR FRIESLAND

ELKE FRIESE ORGANISATIE KAN CIRCULAIR HANDELEN



CIRCULAIR
FRIESLAND



MEER DAN 140 LEDEN

BEDRIJVEN IN ALLE SOORTEN EN MATEN (ONG. 90% MKB)

ALLE GEMEENTEN EN ANDERE OVERHEIDSORGANISATIES

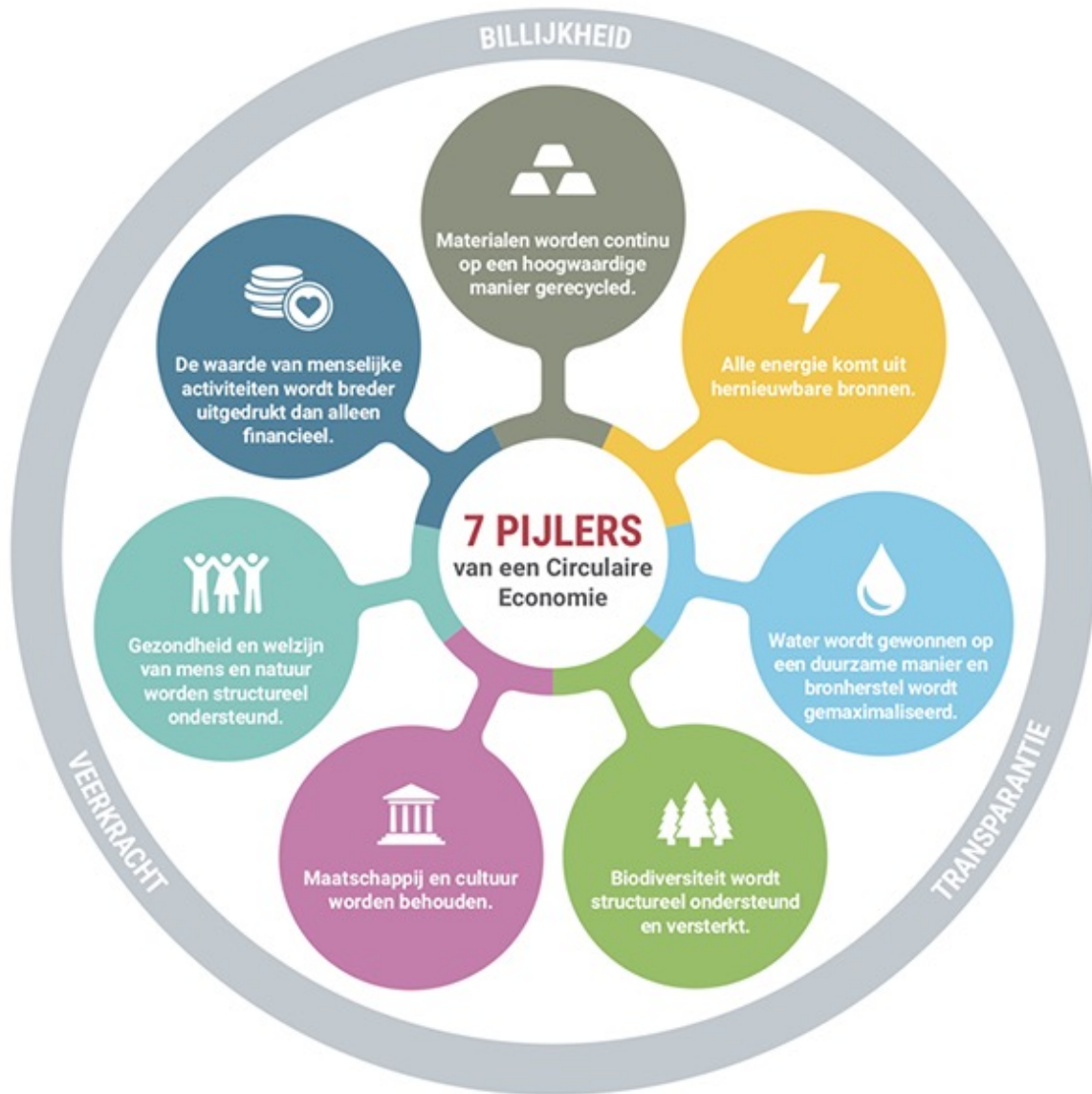
ALLE MBO'S, HBO'S EN RUG CAMPUS FRYSLÂN

STERKE SAMENWERKING MET ANDERE REGIONALE NETWERKEN



**NOORD-NEDERLAND VERDIENT
CIRCULAIR**





BOUW



PLASTICS



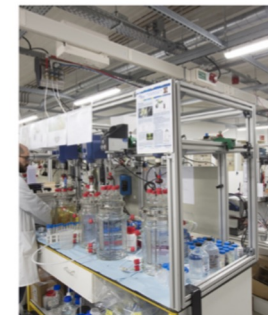
LANDBOUW / BODEM



MOBILITEIT

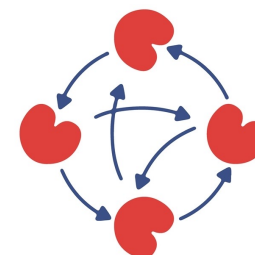


WATER TECHNOLOGIE



TOERISME





**CIRCULAIR
FRIESLAND**



Programma

Samenvatting

- 13:00-14:00u Plenaire opening
- **14:00-15:00u Deelsessies circulaire thema's**
 - 1. Chemical Recycling**
 - 2. Circulair & Biobased Bouwen**
 - 3. Smart & Circular Manufacturing**
- 15:00-15:25u Pauze
- 15:30-16:30u Verdieping:
 1. Excursie Avantium
 2. Kennismarkt Internationale Kansen
 3. Workshop 'Grenzeloos Circulair vanuit de regio'
- 16:30-18:30u Feestelijke afsluiting en *walking dinner*

Pitches

13:50u: Pitchronde 1

15:25u: Pitchronde 2

17:30u: Pitchronde 3



Deelsessies Circulaire thema's



Chemische Recycling
Freek van Eijk



**Circulair & Biobased
bouwen**
Nick Boersma



**Circular & Smart
Manufacturing**
Luca Polidori

Deelsessies Circulaire thema's

Chemische Recycling

Chemische recycling in een circulaire economie: kansen en mogelijkheden

- Moderator: Freek van Eijk
- Willem Sederel, Circular Biobased Delta
- Heleen van Wijk, Chemport
- Jasper Munier, Clariter
- Tijmen Vries, BioBTX
- Arnold Stokking

Circulair & Biobased bouwen

Kansen in Friesland, met water en internationaal

- Moderator: Nick Boersma
- André Mepschen, Water Alliance
- Stephanie Schuitemaker, Holland Circular Hotspot

Circular & Smart Manufacturing

Adoptie van onze circulaire toekomst door de maakindustrie

- Moderator: Luca Polidori
- Prof. Dr. Ing. Jan Post, Philips/RUG
- Daan Bouma, RWE
- Steef Steeneken, Butter Bridge
- Diana de Graaf, Holland Circular Hotspot