



This Project is funded by the European  
Union and the Republic of Turkey

## Technical Assistance for Assessment of Türkiye's Potential on Transition to Circular Economy

EuropeAid/140562/IH/SER/TR

# Developing National Strategy and Action Plan on Circular Economy: Case study from the Netherlands

**Freek van Eijk**, CEO, Holland Circular Hotspot

Activity 1.2.2 - Circular Economy Workshops  
5<sup>th</sup> of October, Ankara, Türkiye



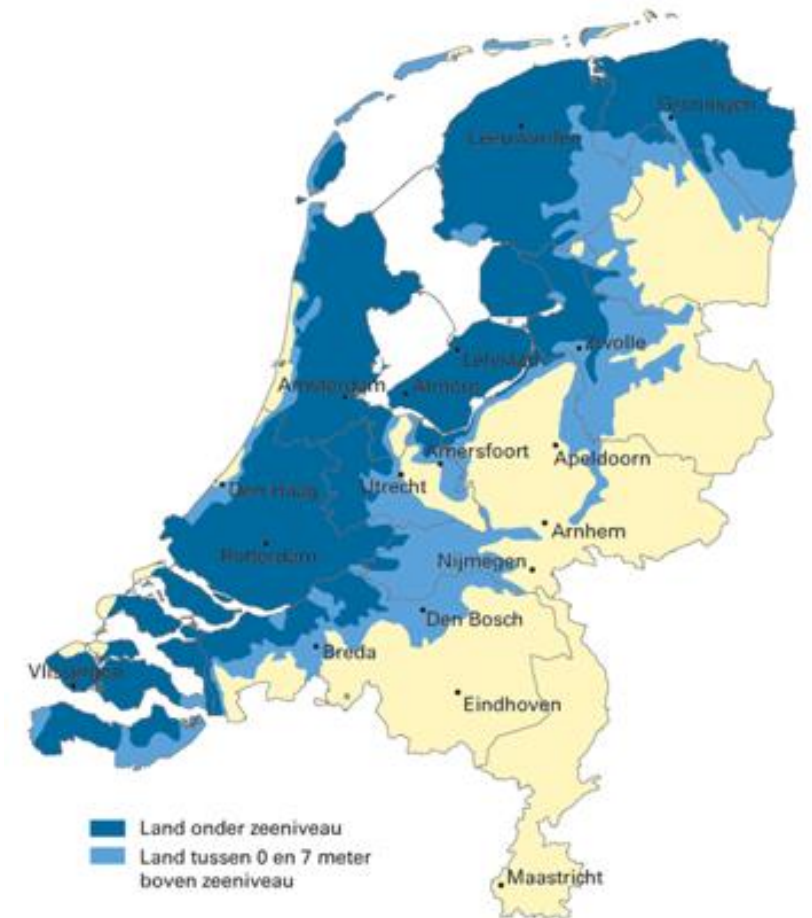
# Mr. Freek van Eijk

CEO Holland Circular Hotspot



# Challenges stimulate circular innovation

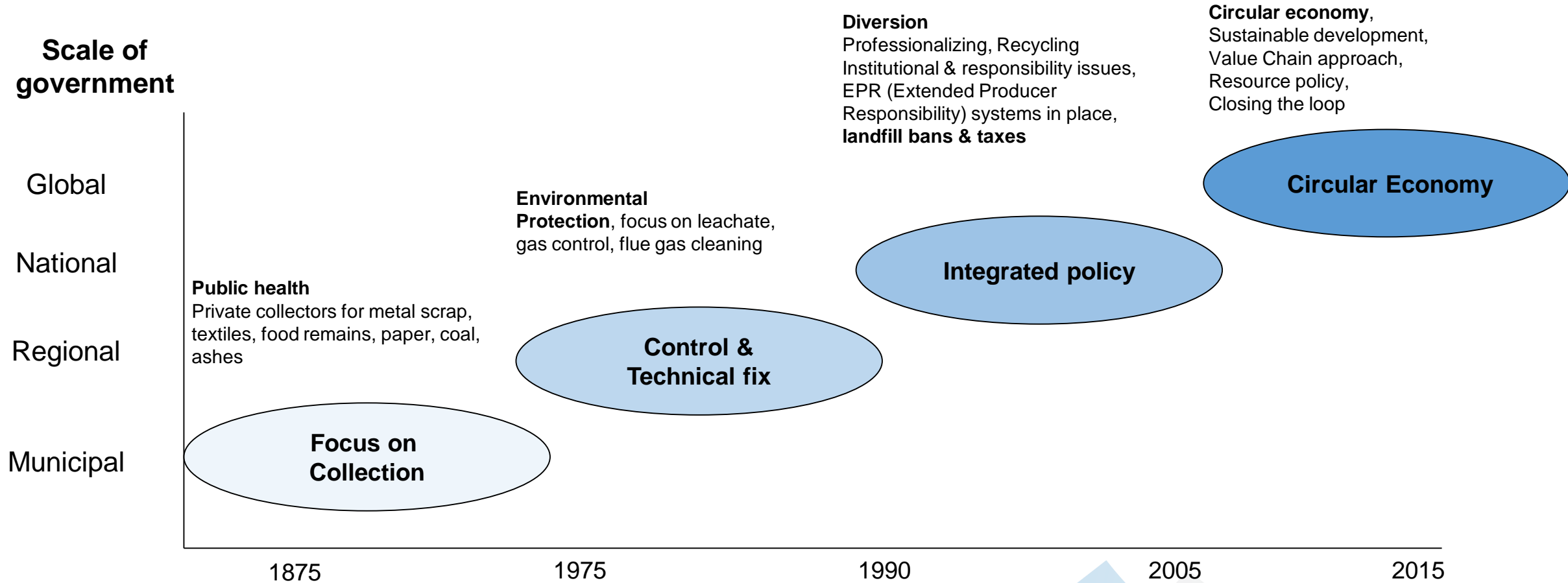
- Water Management created our collaborative DNA
- Low groundwater table, urbanised society & an agricultural superpower forced us to solve environmental issues early on
- With limited space & natural resources it makes sense to collaborate and find local, scalable solutions to close resource cycles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



Kaart:  
Hans van der Maarel  
Red Geographics

# Transition from waste policy to circular economy in the NL

Upscaling of waste management over time: both in policies and waste markets



Fast developing economies can leapfrog towards a circular economy

# The **WHO** of Circular Economy

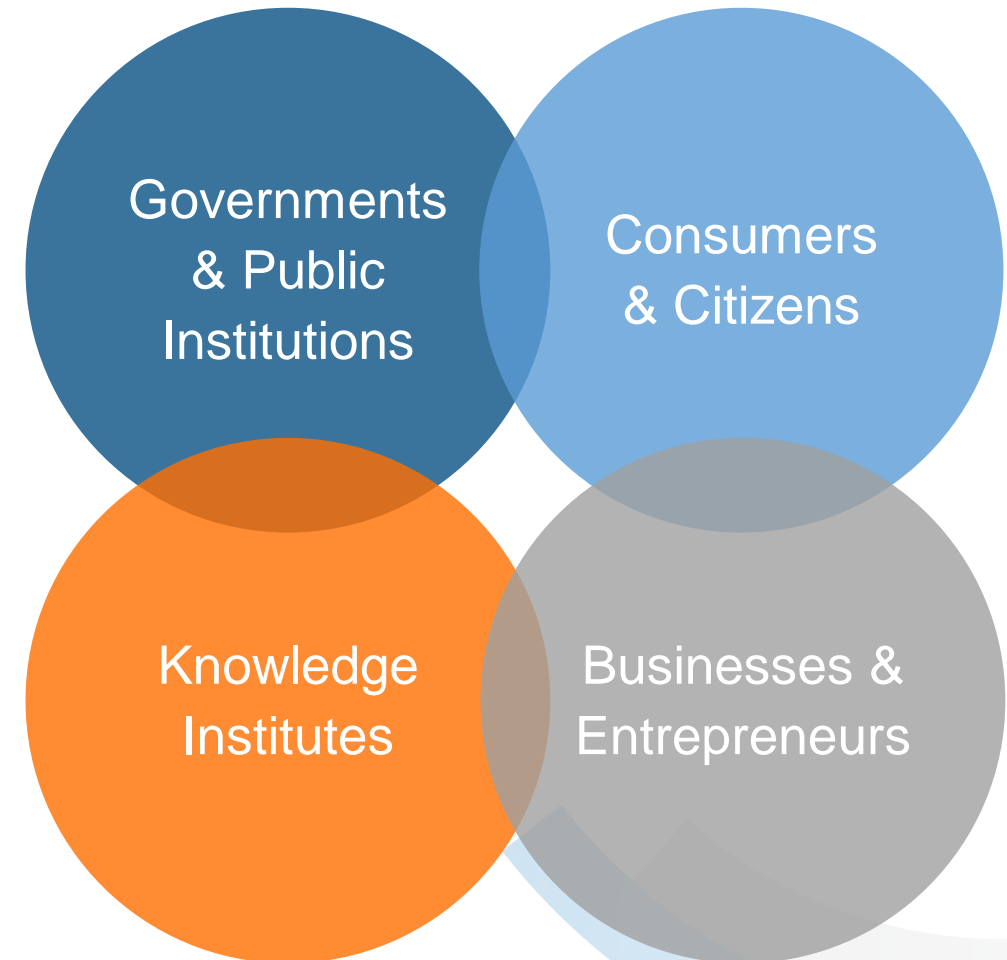
Necessity to connect the 4 key groups of stakeholders

‘This journey can only be fulfilled when all stakeholders are actively working together’

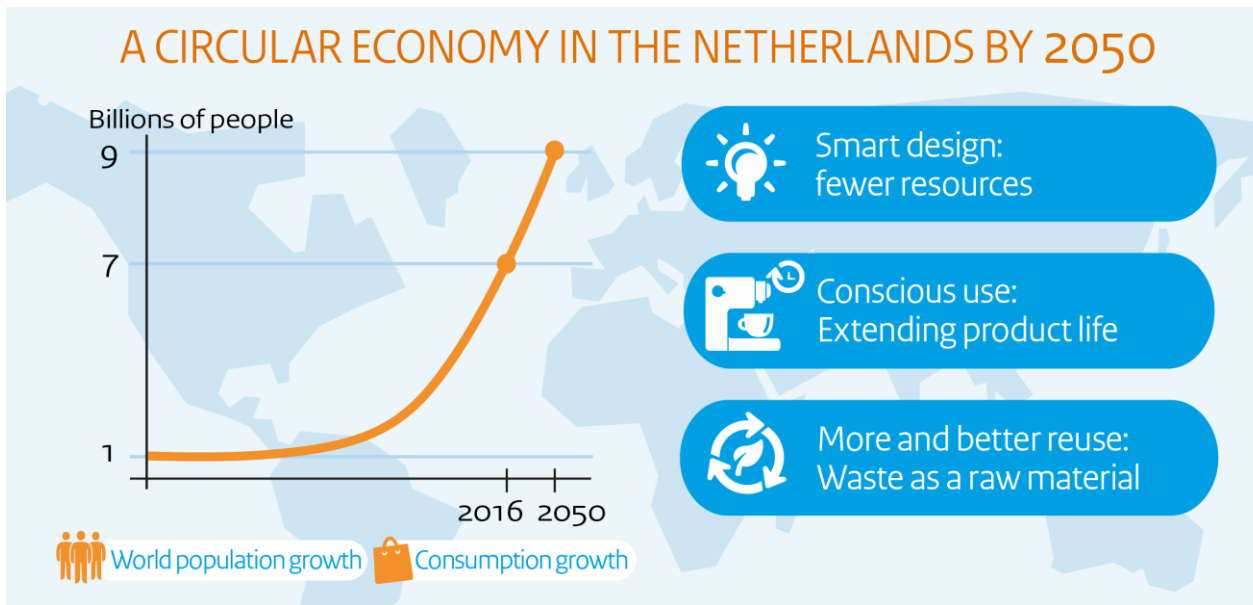
**Professor Dr. Jacqueline Cramer**

Former Minister for the Environment of the Netherlands

Chair Supervisory Board Holland Circular Hotspot



# NL Policy Programme CE (sept 2016)

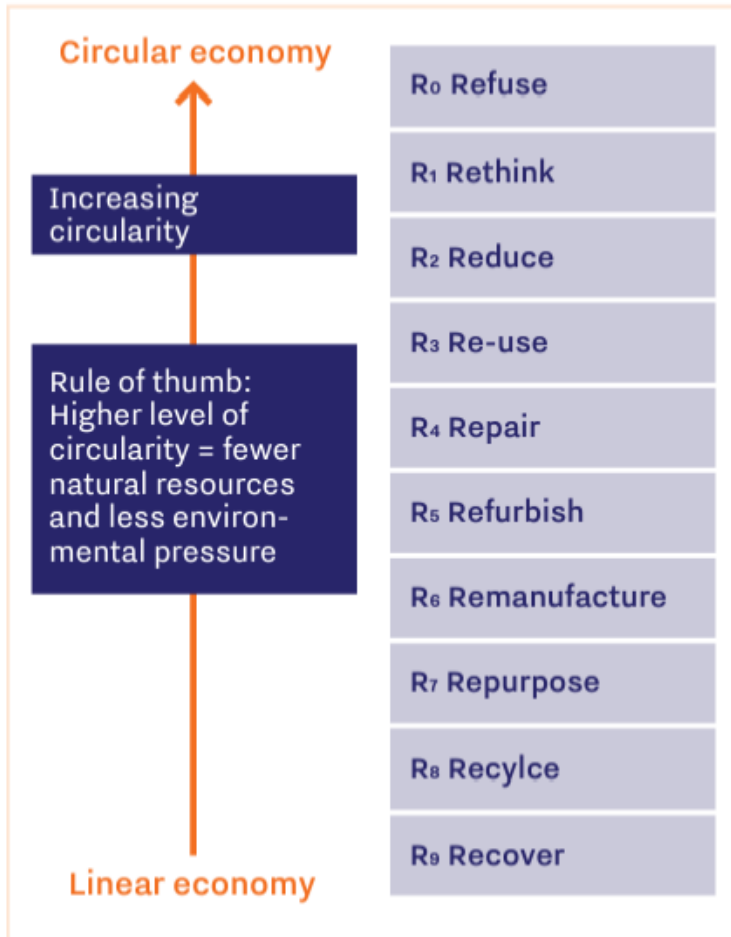


Ministry of Infrastructure and the Environment, September 2016

### Crucial in CE:

- Design: reusable, recyclable
- Use: as long and intensive as possible
- Waste: reduce, reuse, recycle with high quality
- Key = change in behaviour, a systems based approach

# Priorities in the Circular Economy policies



Source: Rood and Kishna (2019), Outline of the Circular Economy. PBL Netherlands Environmental Assessment Agency, The Hague. Available at <https://www.pbl.nl/en/publications/outline-of-the-circular-economy>

# Dutch CE roadmap

A fully circular economy by 2050

50% reduction in use of non renewable raw materials by 2030

Governments  
& Public  
Institutions

Together with  
private sector  
& civil society



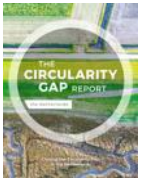
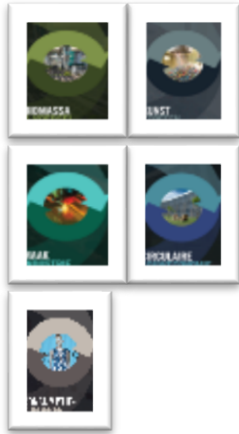
14/9/16  
"NL circular in  
2050"

22/1/17  
Raw Materials  
agreement

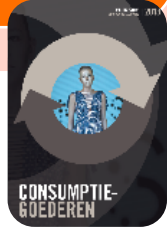
15/1/18  
Transition  
Agendas

29/6/18  
Cabinet  
response

Feb '19  
Implementation  
program 2019-  
2023



Netherlands Circular  
Hotspot campaign



Goals  
Milestones  
Leaders  
Resources  
Coordination



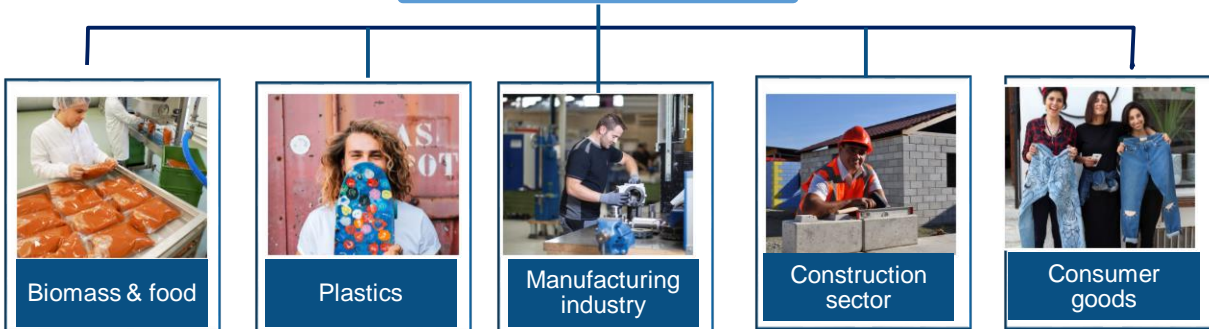
# The Dutch Circular Economy Policy Example

Circular Economy by 2050 - 50% reduction in use of raw materials by 2030

A clear focus allows to attract a critical mass off stakeholders needed to scale-up

Create the conditions for change by choosing the right interventions

## PRIORITY AREAS



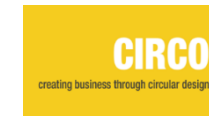
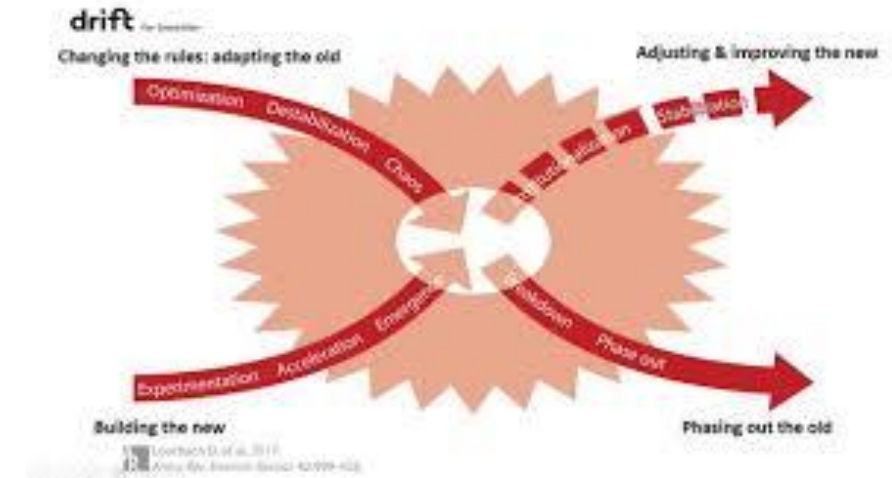
## INTERVENTIONS



LESSONS, LEARNT THE HARD WAY, THAT CAN BE SHARED, ADAPTED AND LEAD TO AN ACCELERATION AND FERTILE GROUND FOR BUSINESS

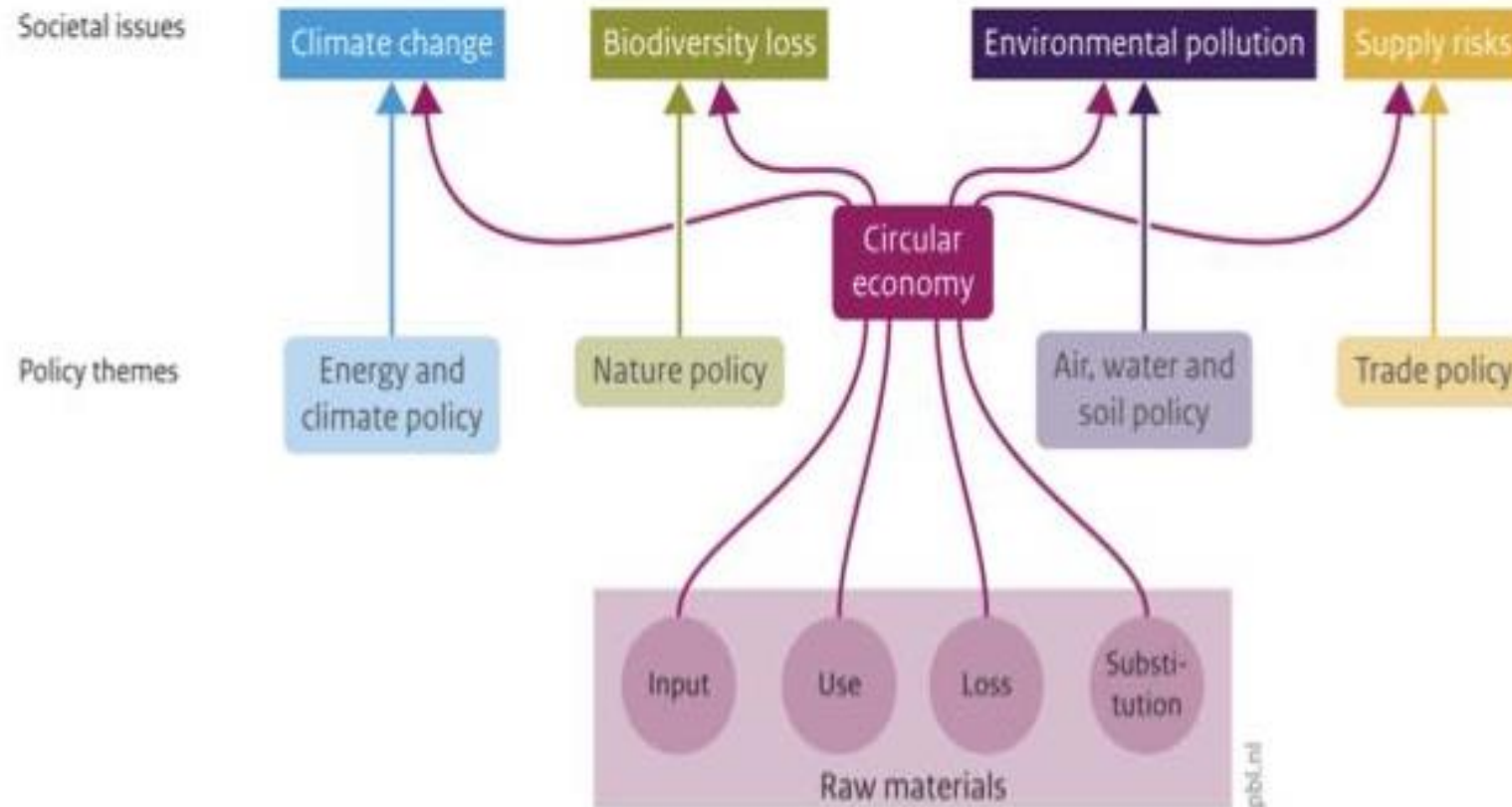
# Examples of interventions to accelerate the transition

- **Regulate** by landfill ban recyclable materials + no free plastic bags (+ no free returns)
- **Incentivize** the market: tax on CO<sub>2</sub>-emissions/incineration/export + EPR (including eco-modulation)
- **Show** what you tell others: use circular procurement
- **Invest** in smart collection & sorting and **educate** (skills & awareness)
- **Innovate together** with industry (collaborative approach)



# A circular economy can make a relevant contribution to various social challenges

## Positioning circular economy in relation to societal issues and other policy themes

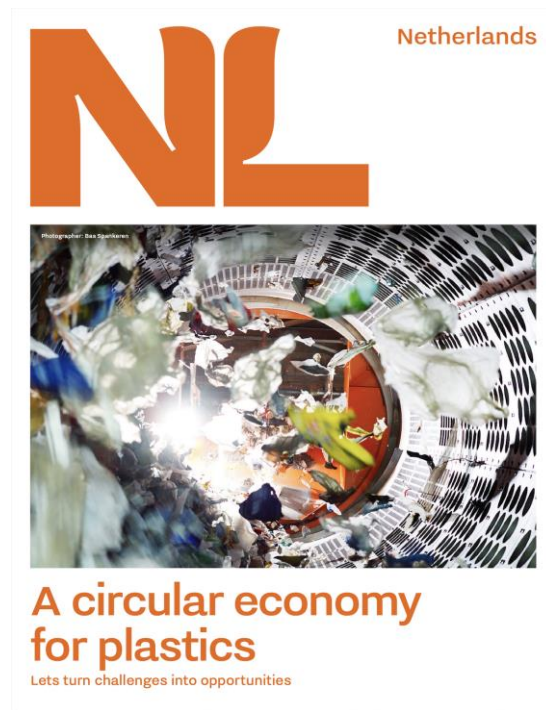


Source: PBL

# Knowledge Institutes



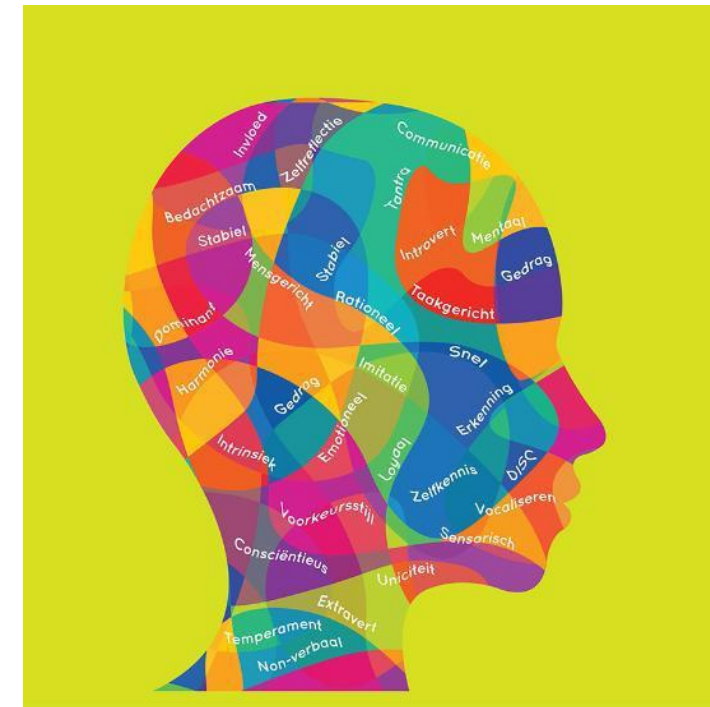
## Insights, F&F



## Technological innovation and validation

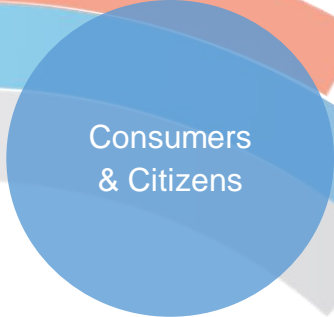


## Social innovation





# Consumers & Citizens



- Involve the leaders and consumers of today and tomorrow
- CE is about local solutions that people can identify with
- Importance of education and building skills for the future



# The business perspective is key for scaling up!

Entrepreneurs (big and small) are the main actors of a transition to a Circular Economy

## WHY

Business as usual is not an option, it is not resilient .....as also COVID-19 has proven.

Four Business drivers for CE

1

More revenue

2

More value

3

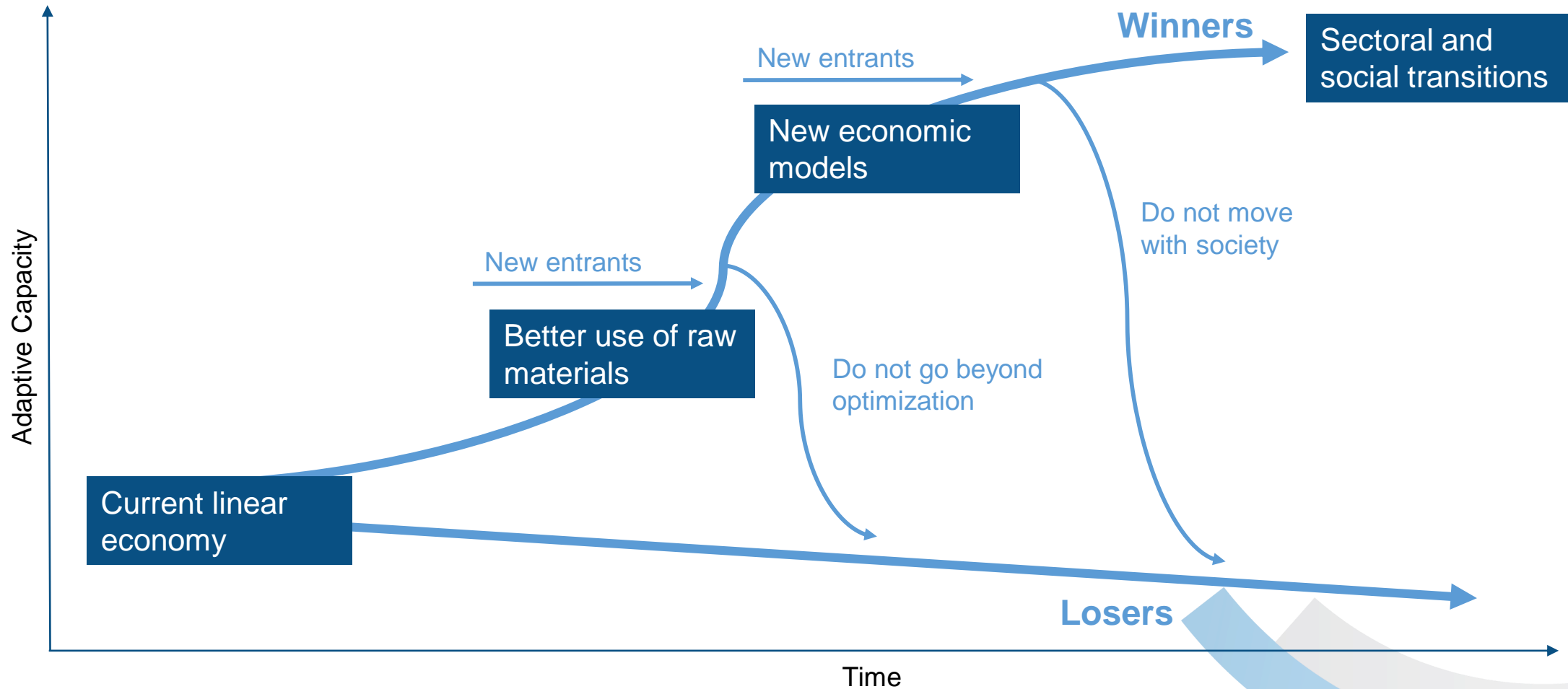
Less risks,  
more resilience

4

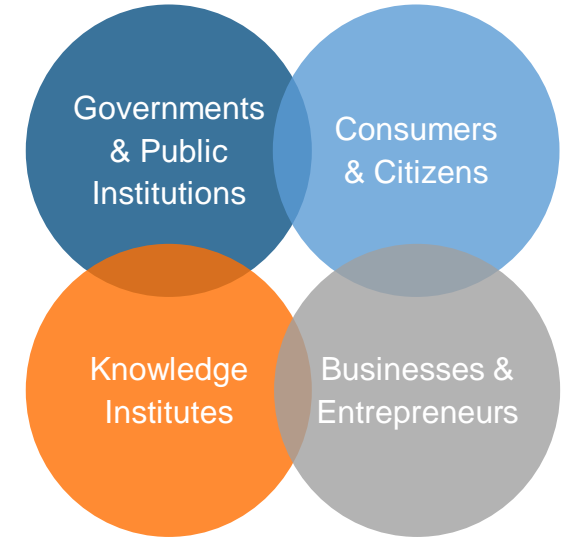
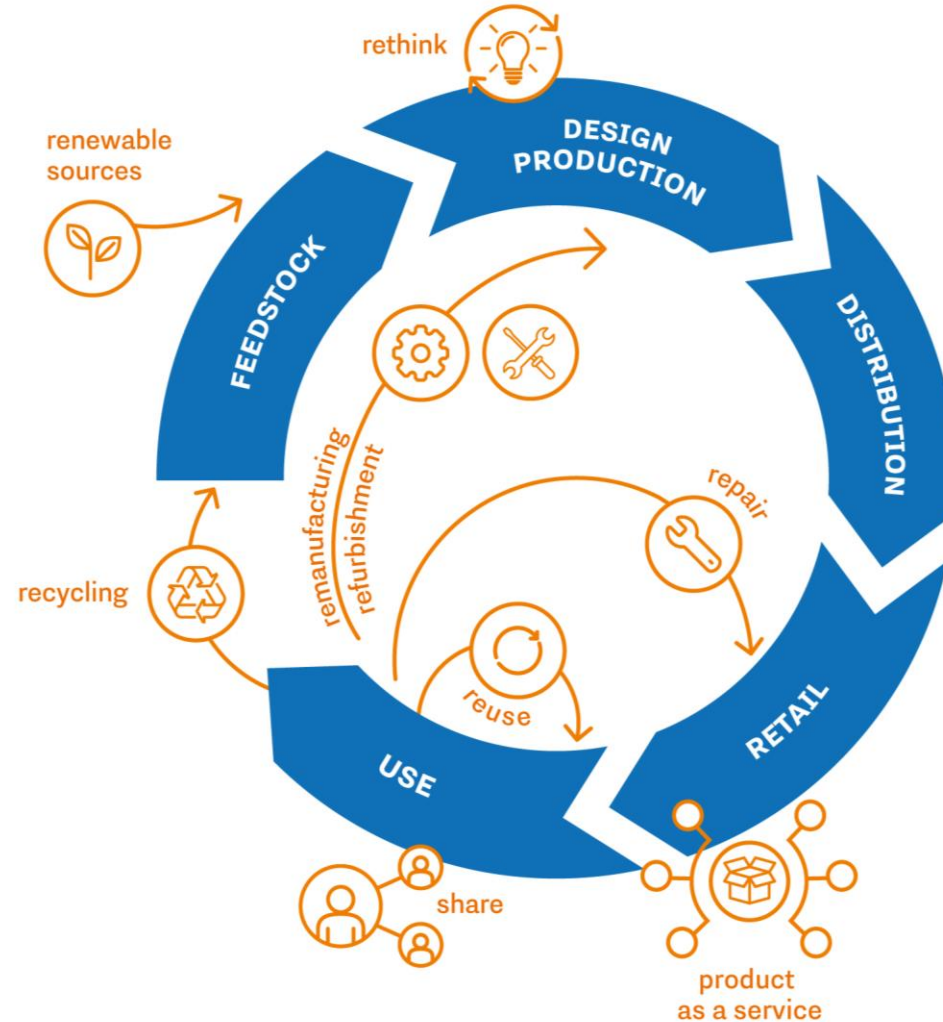
Less costs

# Transition to Circular Economy

Sharing innovation model - Drift, Erasmus University



# Materializing circular opportunities requires public-private action

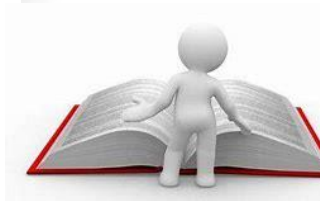
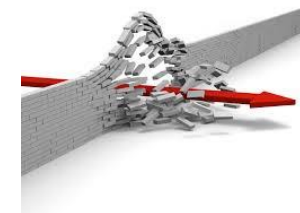




# Roles of government

Sometimes we use all roles in one conversation.....:

- **Connect** the networks to collaborate along and between value chains
- **Support** to enable innovations getting to the market
- **Challenge** the industry to raise the bar and proof impact
- **Regulate** to create (ambitious) framework (& level playing field)



# Public-Private collaboration

## Focus on innovation & smart collaboration in supply chain

- Create trust, be transparent
- Start small, inspire others
- Work together (big & small)



## Examples

- National Raw Materials Agreement
- Plastics Pacts NL and EUR
- National Concrete Agreement
- Denim Deal



# NL: two important programmes to accelerate CE



- National Programme



- International Programme



This project is co-funded by the European Union and the Republic of Turkey

# Thanks for your attention.



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