

# 23<sup>rd</sup> May 2018 - Seminar “Circular Economy...closing the loop in the Netherlands”

## Follow up & Audience Participation



Hosted by  **VEOLIA**

in partnership with the **French Chamber of Commerce**  
and the **Ireland Netherlands Business Association**

# 7 Key Principles to being circular



**Prioritise**  
regenerative  
resources



**Design**  
for the  
future



**Preserve**  
& extend what's  
already made



**Rethink**  
the business  
model



**Incorporate**  
digital  
technology



**Use**  
waste as  
a resource



**Collaborate**  
to create  
joint value

# Presenters for Session 1



**permovoid**

the Foundation for our Future

**Joris Voeten**  
Sr Engineer Urban  
Green Space



**DANONE**  
ONE PLANET. ONE HEALTH

**Paul Kennedy**  
Nature and  
Sustainability Manager



**PHILIPS**

**Eelco Smit**  
Nature and  
Director Sustainability



**Tom Hermans**  
Chief Executive Officer

# Presenters for Session 2



**Frans Beckers**  
Chief Executive Officer



**Cees de Mol van Otterloo**  
Chief Executive Officer



**Rene van Bremen**  
Bus. Development Manager



**Joost van Dun**  
Circular Economy Lead

# Circular Economy in 1 word

The audience was asked to write down 1 word that best describe Circular Economy for them personally. The tag cloud was created from all the 1-word notes collected.

The size of the word in this visual representation is dependant of the number of time the word was mentioned.



# Who to contact to learn more about going circular?

- Contact Veolia for advise on.....



Roger Beuting  
Circular Solutions  
Roger.beuting@Veolia.com



Gerrit Klein Nagelvoort  
Recycled Plastic Compounds  
Gerrit.nagel-voort@Veolia.com



Rudie Marsman  
Paper and Plastic Recycling  
Rudie.marsman@Veolia.com

- Contact **nudge**<sup>®</sup> regarding Sustainability and Stakeholder or Employee engagement

