



Watertorenberaad



**Guido Braam, initiator Netherlands Circular Hotspot and
Co-founder Powered by Meaning**

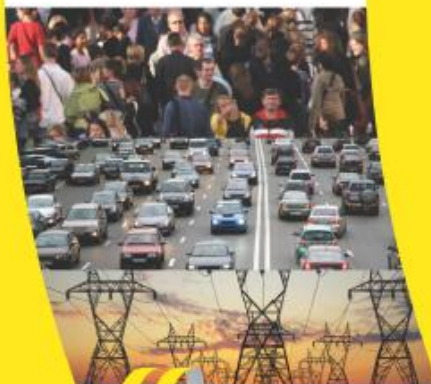
#NLCircularhotspot

Paris, France





Op weg naar een
klimaatneutrale
gebouwde omgeving
2050



CE Delft

Committed to the Environment

THE THIRD INDUSTRIAL REVOLUTION

HOW LATERAL POWER
IS TRANSFORMING ENERGY,
THE ECONOMY, AND THE WORLD



JEREMY RIFKIN



“Entrepreneurs are the ones filling the gaps and failures in society”



circle economy HOME THE CIRCULAR ECONOMY ABOUT PROJECTS NEWS EVENTS JOIN CONTACT

CIRCO: CREATING BUSINESS THROUGH CIRCULAR DESIGN

All circular design workshops and masterclasses so far were fully booked. Subscribe now for the next series after summer!

[SHOW EVENTS](#)

WHAT IS CIRCULAR ECONOMY?
The circular economy concept provides a future proof alternative to our current linear take-make-waste model, offering practical solutions for business, society and...

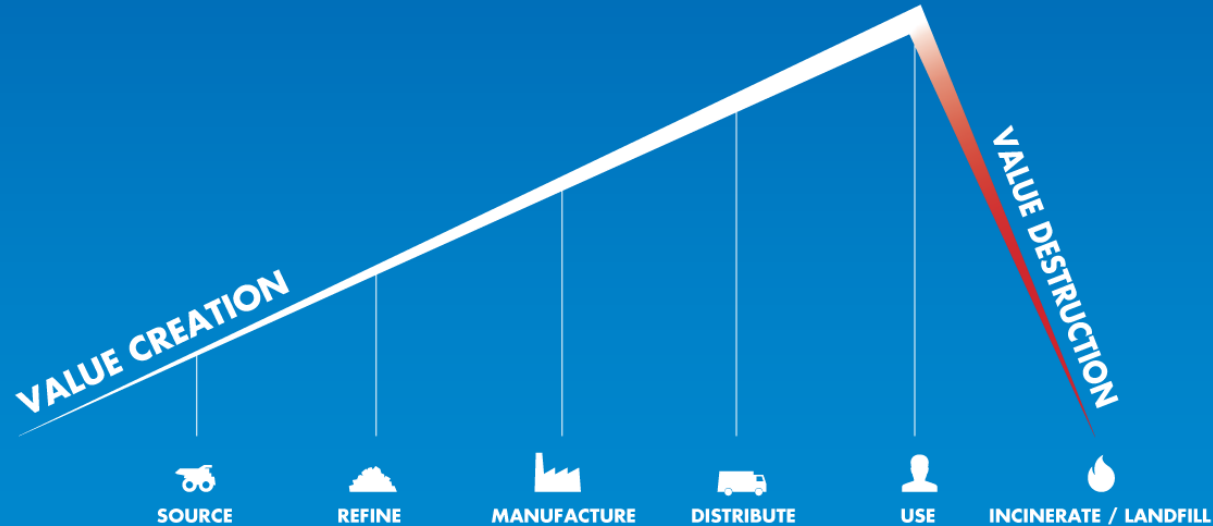
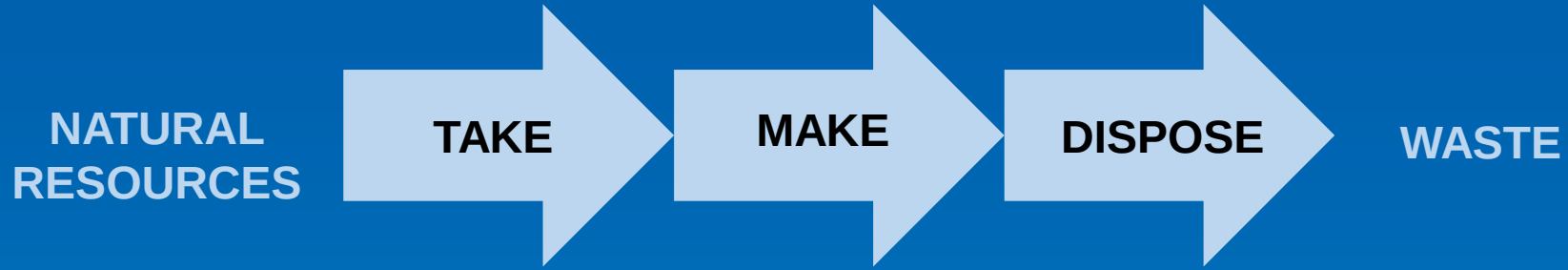
ABOUT US
Circle Economy is a cooperative, and together with our members and partners we work on projects on a company, sector or regional level that contribute to the transition...

ABOUT MEMBERSHIP
Do you want to know how your organization can become future proof? Are you looking for insights, tools and network? Find out more about our membership and other...

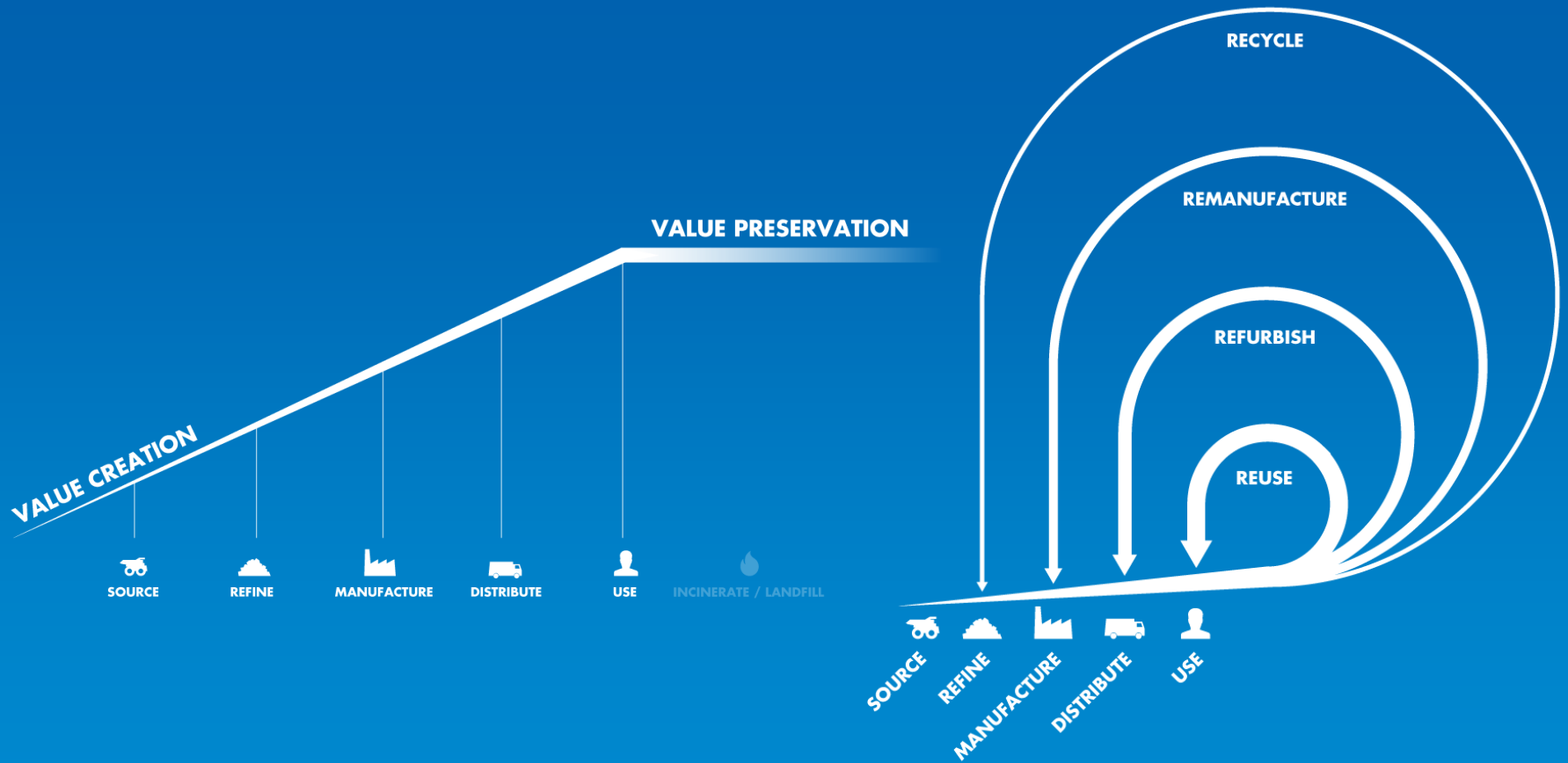


**NEDERLAND
CIRCULAIR!**

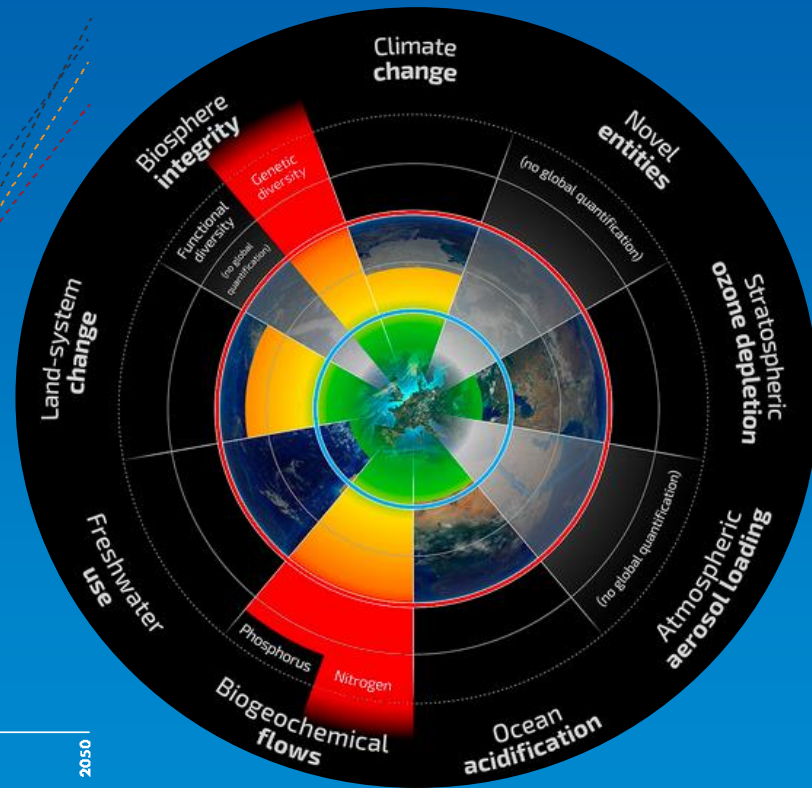
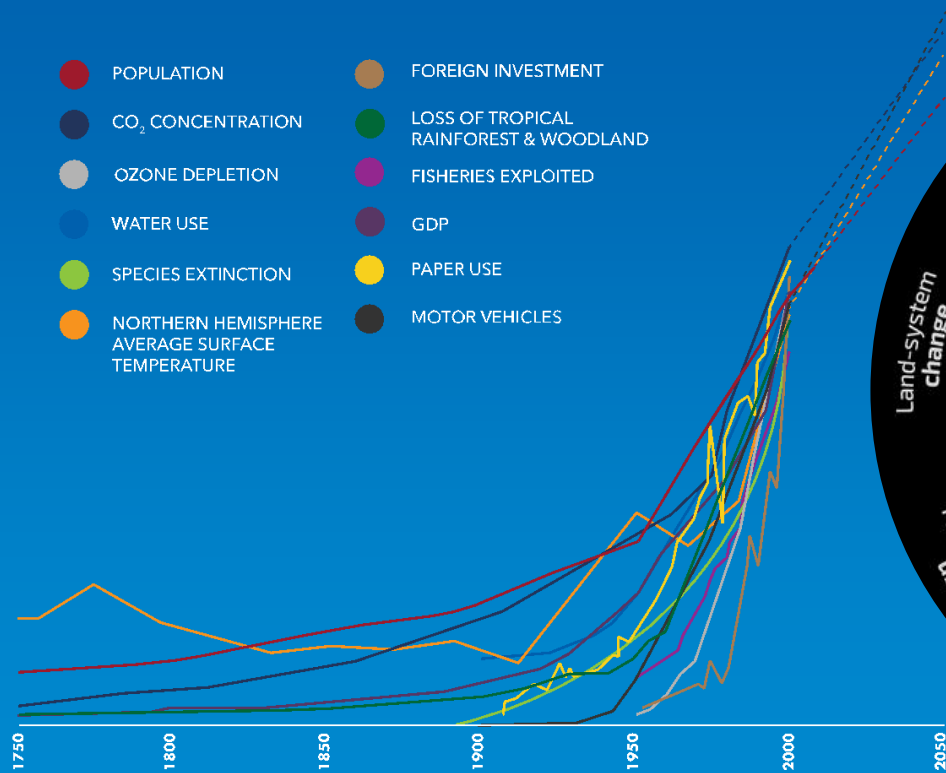




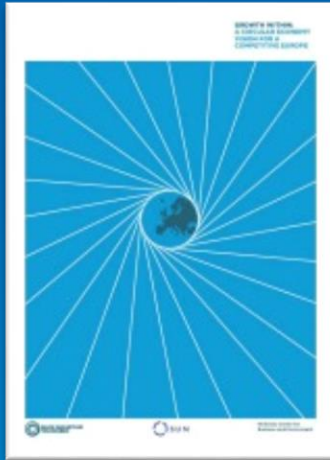
Source: Circle Economy



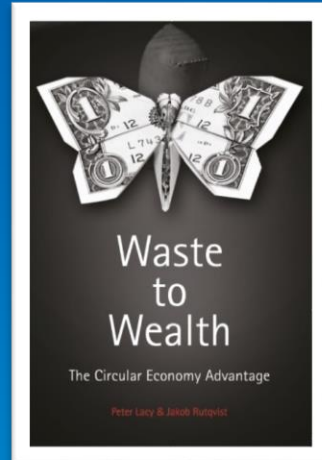
Source: Circle Economy







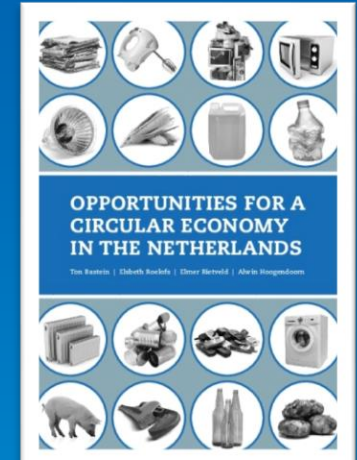
McKinsey
\$1.8 Trillion in
2030 for Europe



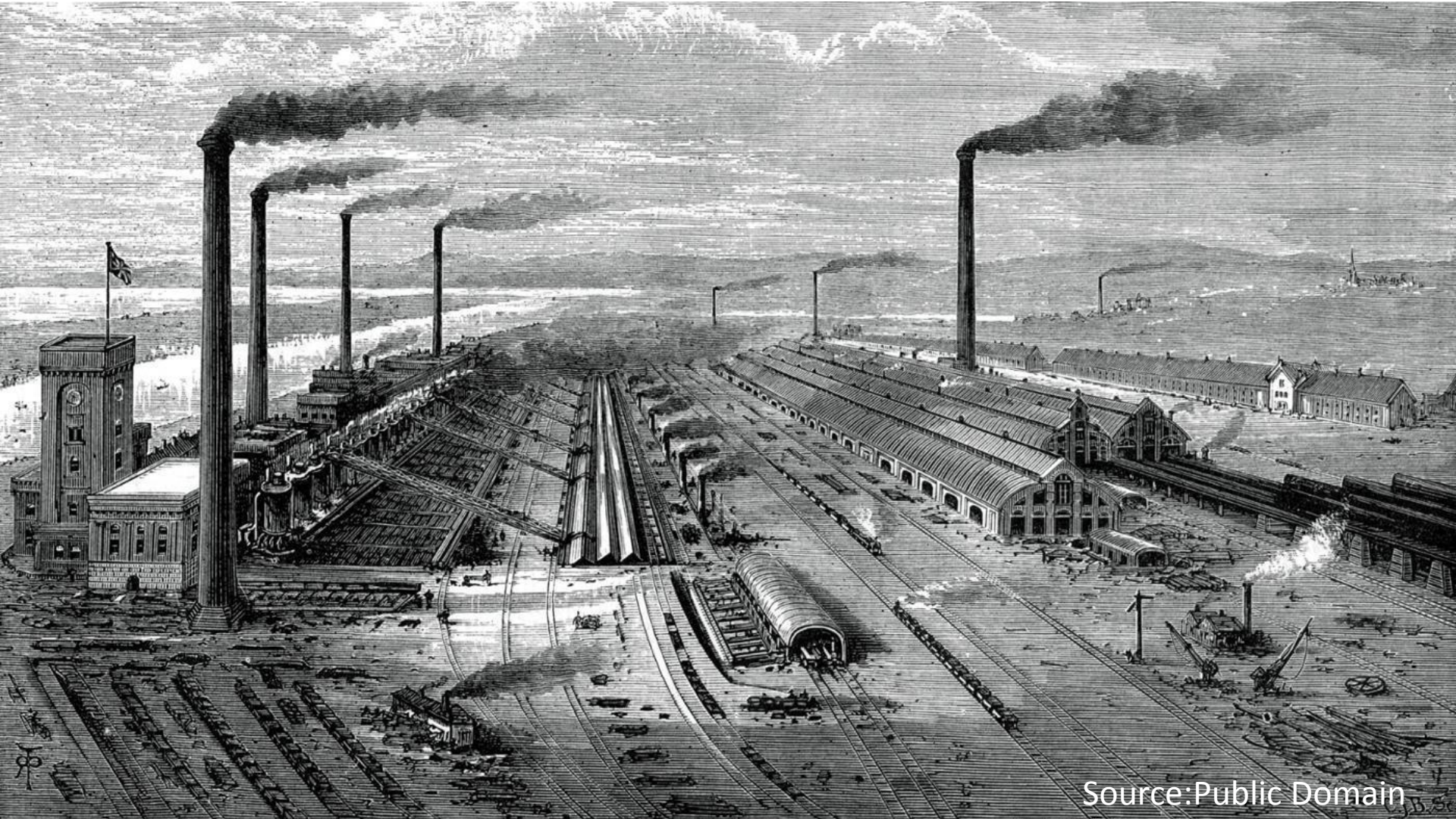
Accenture
\$4.5 Trillion
worldwide



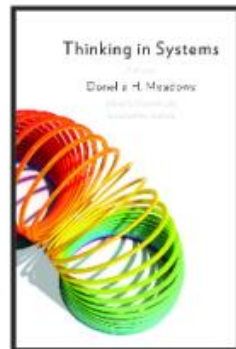
Green Alliance
517.000 gross
jobs growth UK



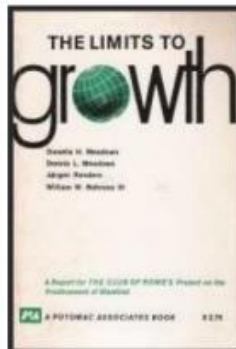
TNO
€ 7.4 Billion
Netherlands



Source: Public Domain



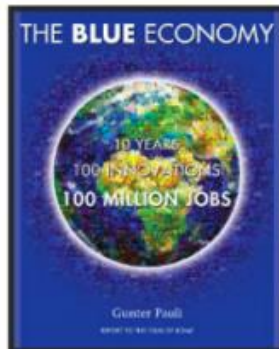
2008



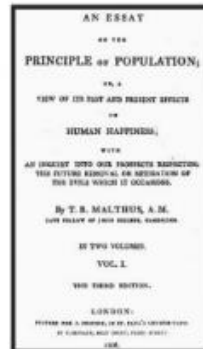
1972



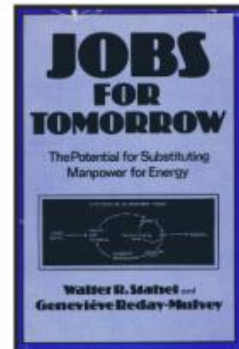
2002



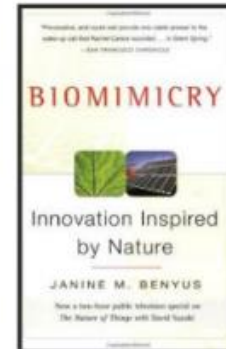
2010



1798



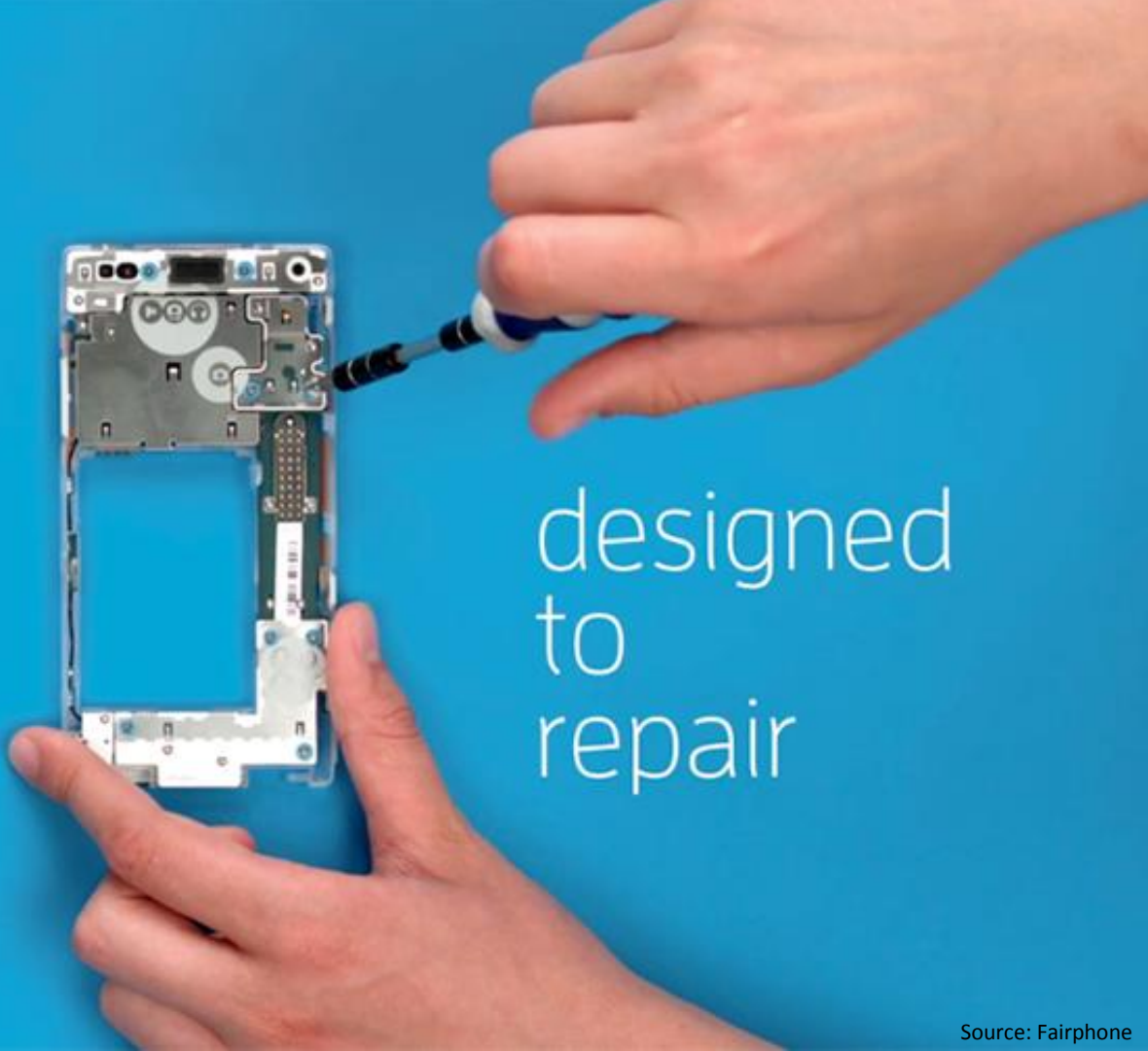
1976



1997







designed
to
repair





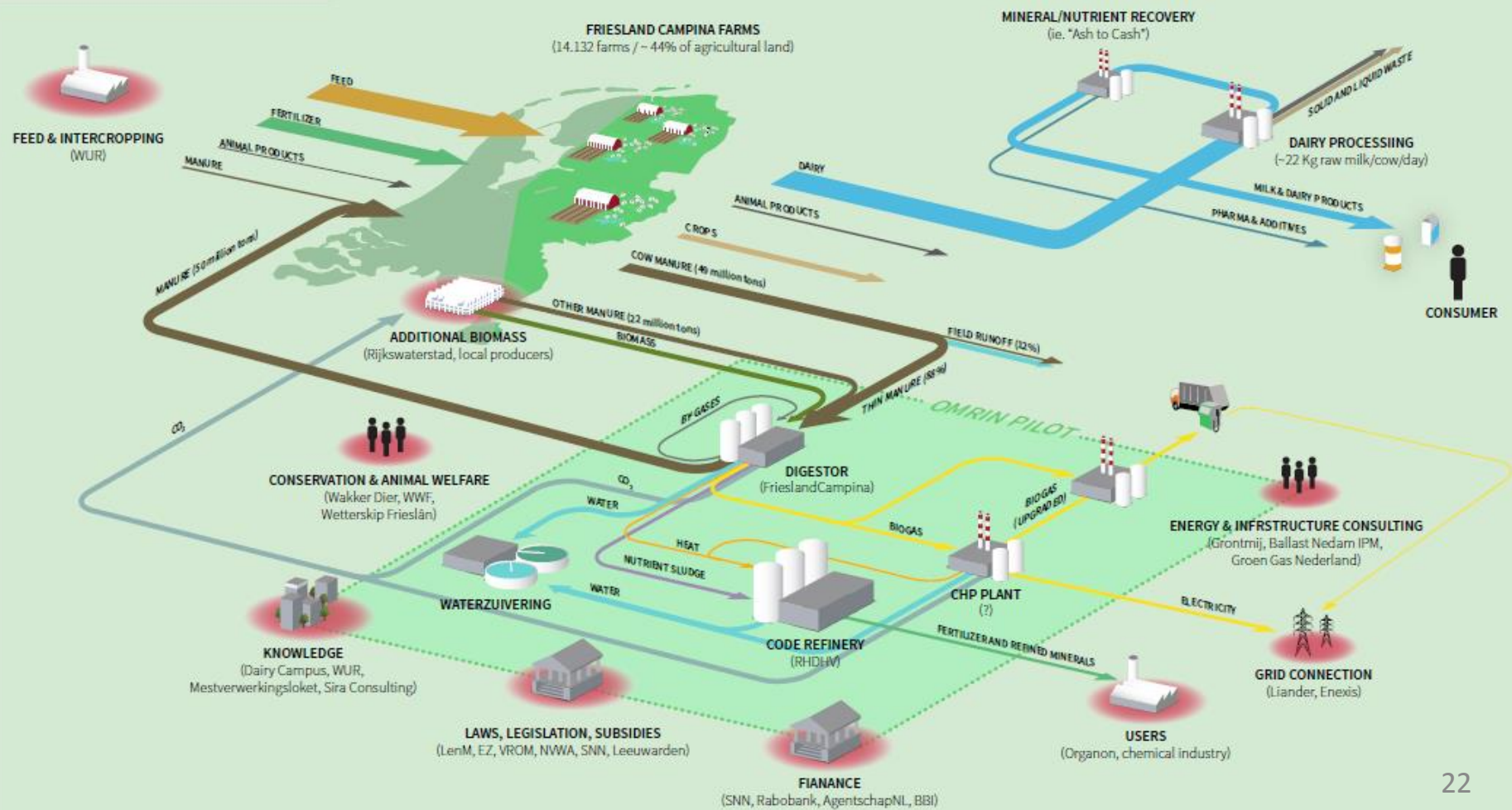




SYSTEM

CHANGE

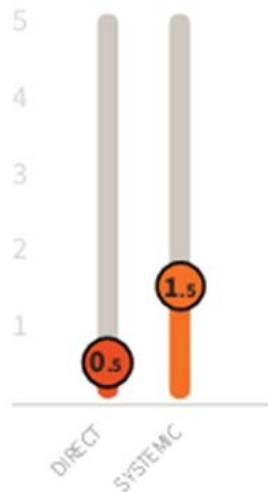
AHEAD



ENERGY USE

The energy indicator assesses how sustainable energy is used, managed, and possibly dispersed through society.

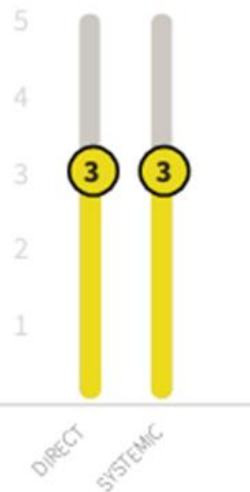
(Ex., renewable energy technologies, energy cascading, and quality matching.)



MATERIAL USE

The materials indicator assesses how intelligently materials are managed and optimized for sustainable use.

(Ex., eliminating critical material use, and maximizing renewable material use.)



ECOSYSTEMS IMPACT

The ecosystems indicator assesses the potential for negative ecosystem impacts at both a local and global level.

(Ex., critical material use, ecosystem destruction, water stress, and pollution.)



CULTURE & ECONOMY

The culture & economy indicator assesses the essential value that this project would deliver both locally and at a societal level.

(Ex., providing skilled labour, addressing real needs of the customer, and adding value to society.)



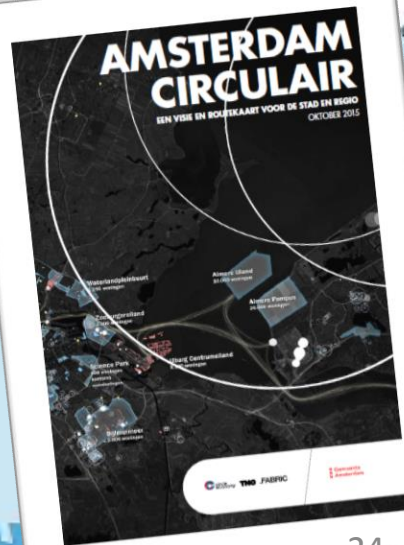
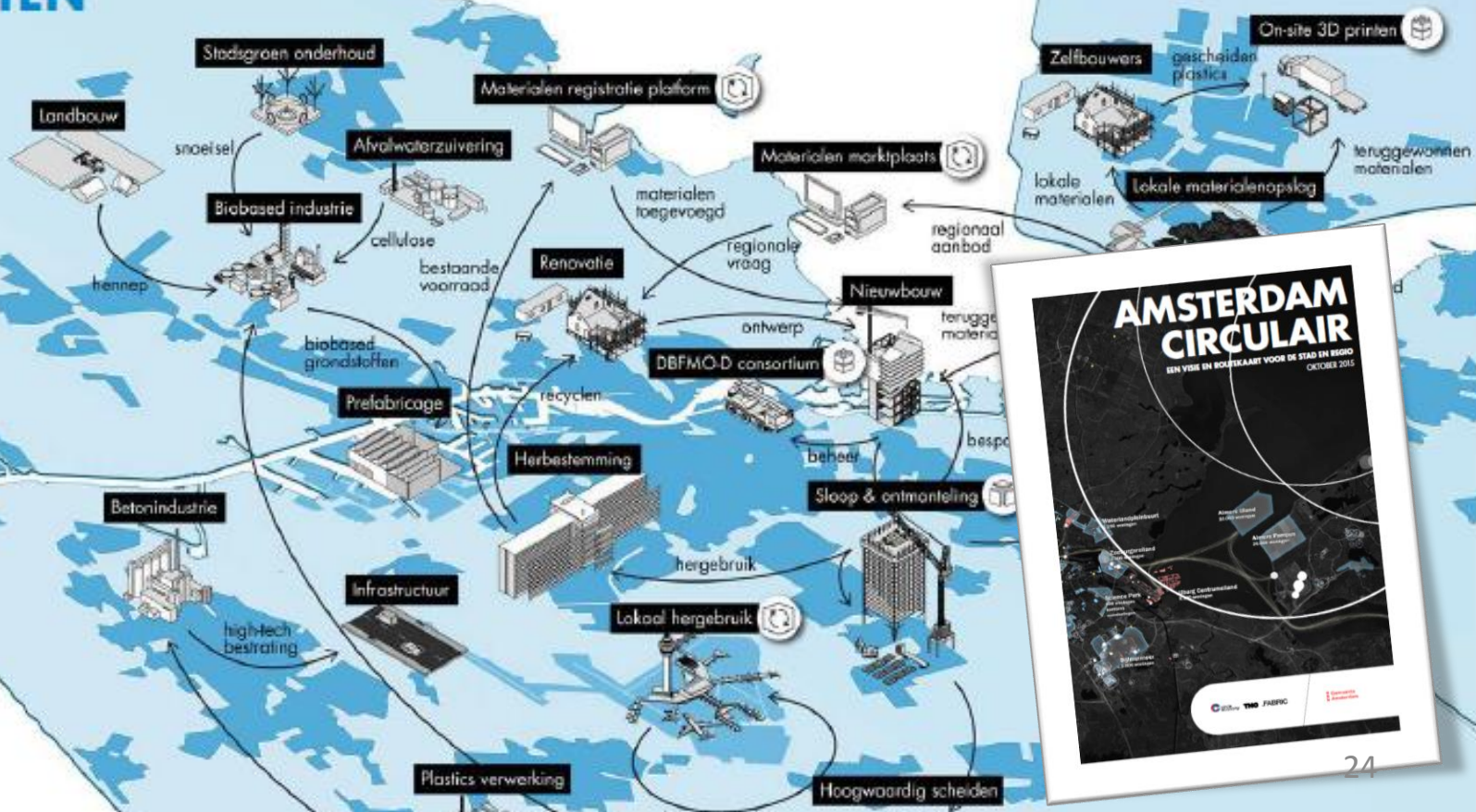
VALUE GENERATION

The value generation indicator assesses the value proposition of the project, and the effective value passed along to the customer.

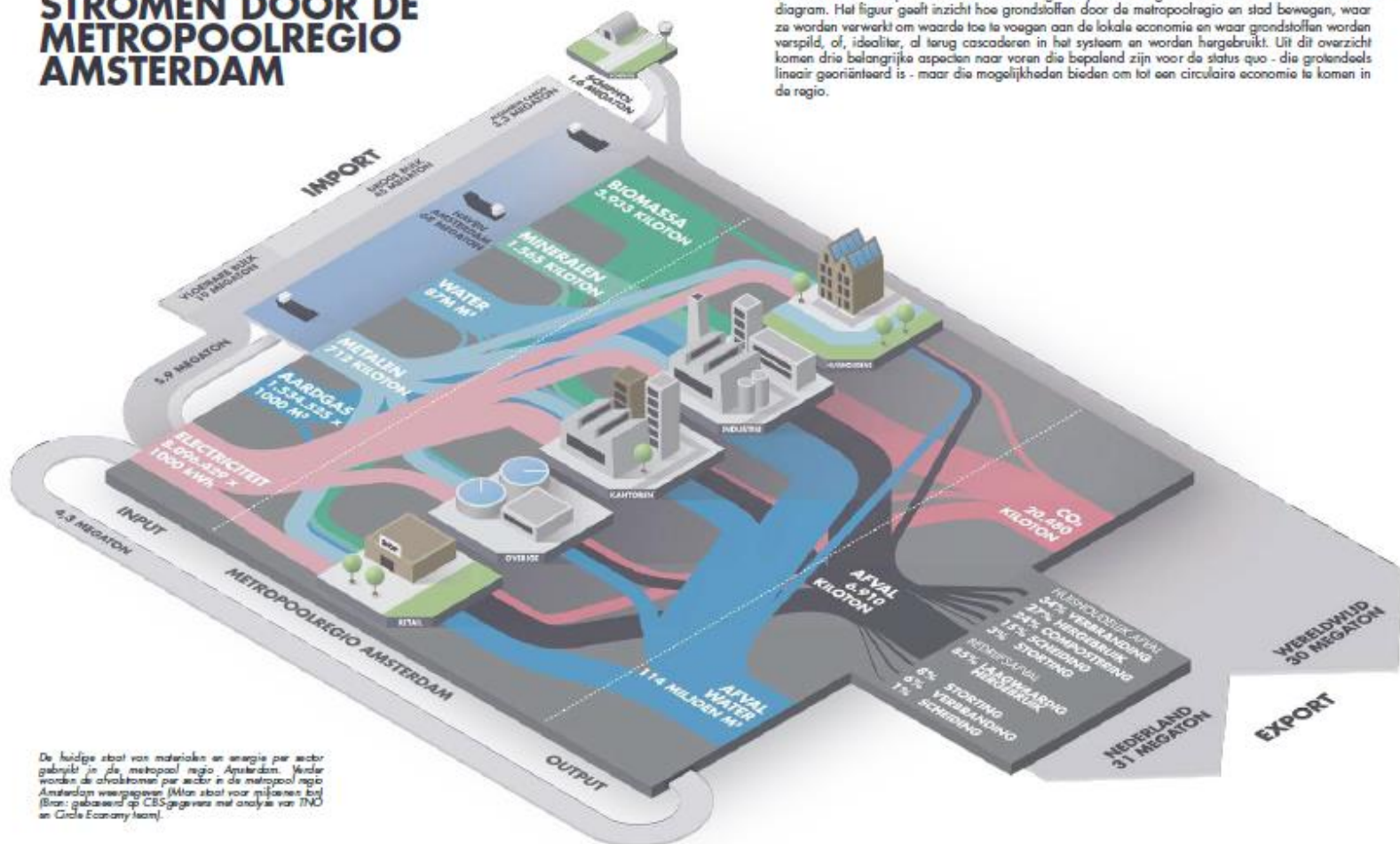
(Ex., accounting for true value, long-term risks, and return on investment.)



VISIE OP EEN CIRCULAIRE BOUWKETEN



STROMEN DOOR DE METROPOOLREGIO AMSTERDAM



Voor Amsterdam zijn de materiaalstromen geanalyseerd en gevisualiseerd in het onderstaande diagram. Het figuur geeft inzicht hoe grondstoffen door de metropoolregio en stad bewegen, waar ze worden verwerkt om waarde toe te voegen aan de lokale economie en waar grondstoffen worden verspild, of, idealiter, al terug cascaderen in het systeem en worden hergebruikt. Uit dit overzicht komen drie belangrijke aspecten naar voren die bepalend zijn voor de status quo - die grotendeels lineair georiënteerd is - maar die mogelijkheden bieden om tot een circulaire economie te komen in de regio.

De huidige staat van materialen en energie per sector gebruikt in de metropool regio Amsterdam. Verder worden de afvalstromen per sector in de metropool regio Amsterdam weergegeven. (Waar staat voor miljoen ton). Bron: gebaseerd op CBS gegevens met analyse van TNO en Circle Economy team).



La Sagrada Familia estará
acabada en 2026, 144 años
después de la primera piedra













VALLEY

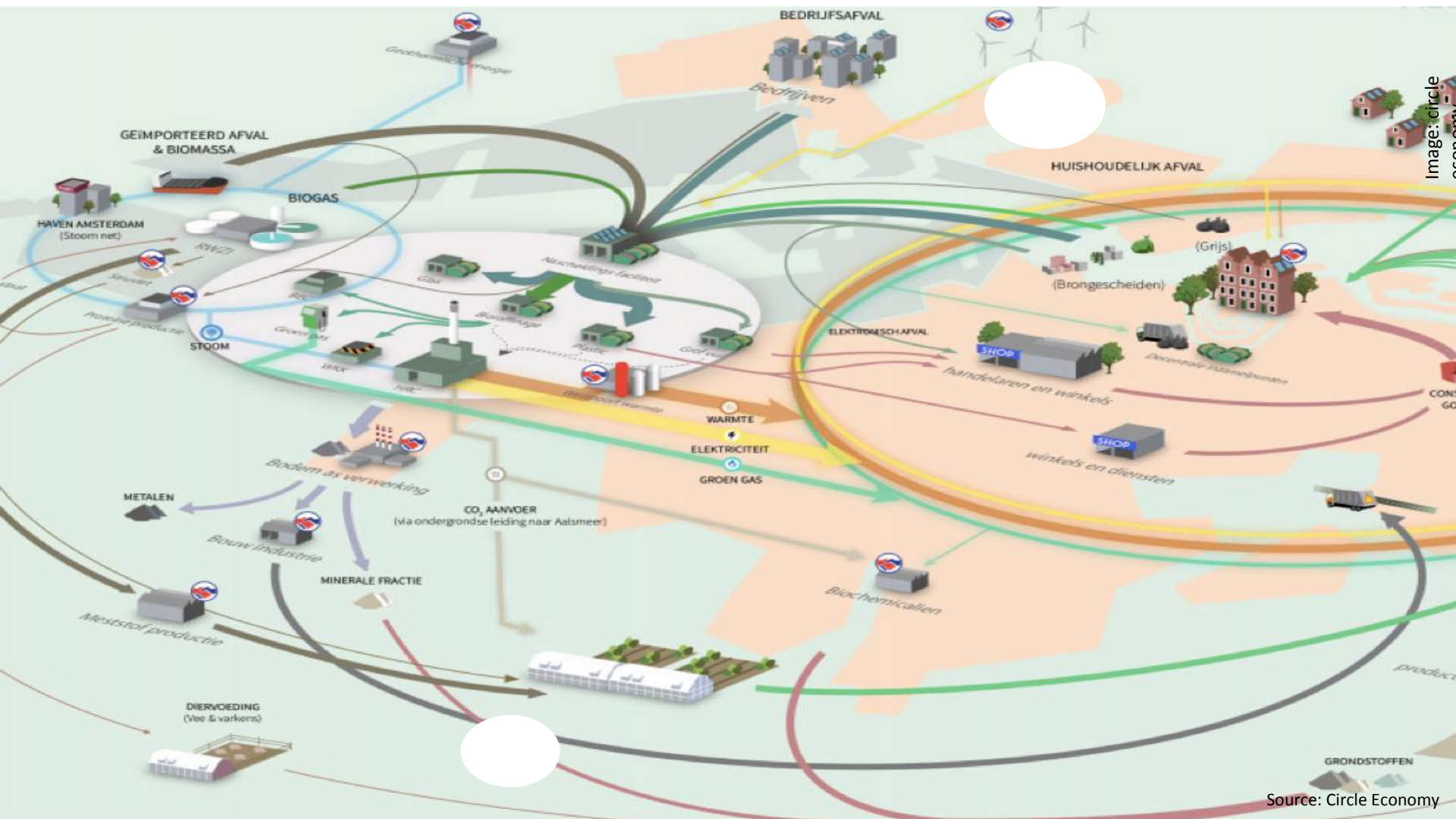




THE NETHERLANDS CIRCULAR HOTSPOT







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• Lotus Spreadsheet For DeskMate
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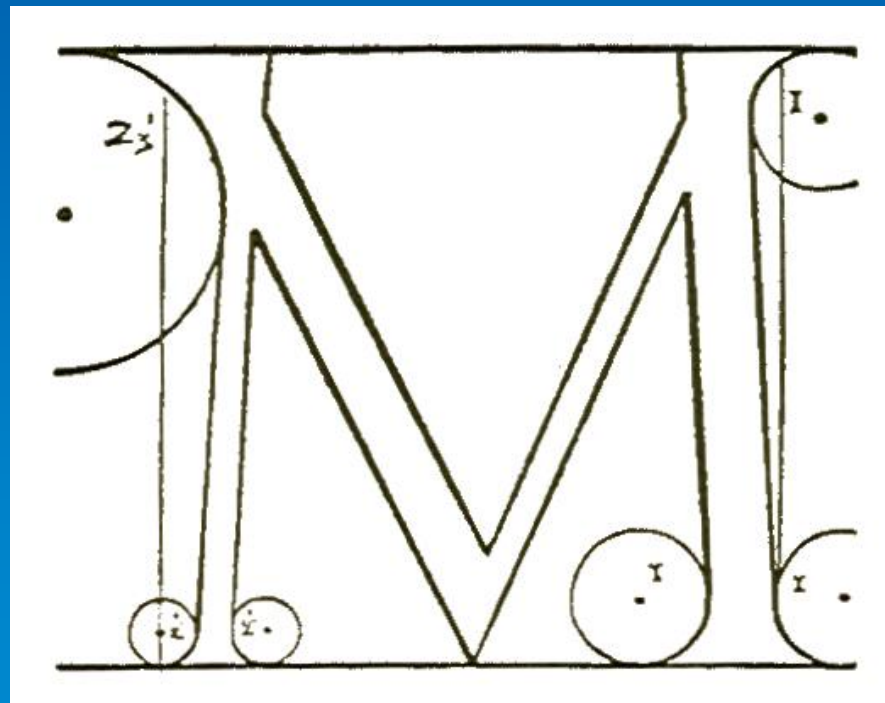
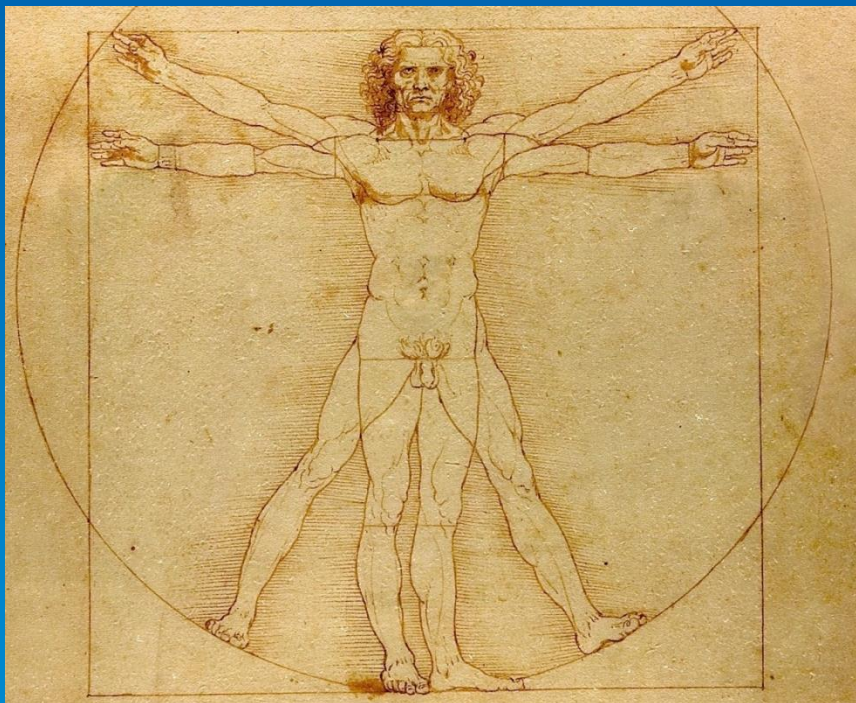
Check Your Phone Book for the Radio Shack Store or Dealer Nearest You

Most Major Credit Cards Welcome



Source: Radioshack

Source: Apple



"THE WAY TO GET STARTED IS TO
STOP TALKING ABOUT IT AND
START DOING IT."

+ WALT DISNEY
FOUNDER, DISNEY

