



INTERNETUAL VORBER
**CHILE'S ROAD TO A CIRCULAR ECONOMY:
 EUROPEAN STRATEGIES AND VISIONS**

PANELISTS

MODERATOR

**ROLE AND OPPORTUNITIES FOR BUSINESSES TO
 IMPLEMENT CE IN THE COVID AFTERMATH**
FRECK VAN EUK, CEO HOLLAND CIRCULAR HOTSPOT
JULY 23, 2020

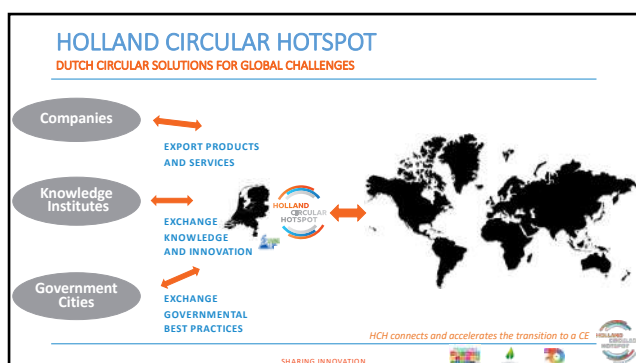
MADE POSSIBLE BY:

euromilieu

zoom live stream

euromilieu


1



2

IMPACT COVID-19 ON THE NETHERLANDS

Negative Impact



June forecast

Positive Impact

- June 18th: 250 influential CEO's ask our government to invest in a sustainable future post COVID-19
 - embrace the EU Green Deal
 - incorporate SDG's in our way of working
 - use the EU recovery fund to invest in an infrastructure for cleaner energy, cleaner mobility and sustainable fuels, circular production and consumption and sustainable skills
 - Carry out or accelerate the ambitious Climate Agreement
 - Global LFP is essential

Baseline scenario projections:

	2019	2020	2021
Unprecedented decrease in GDP, followed by partial recovery	1.8	-6	3
Rapid increase in unemployment	3.4	5	7

SHARING INNOVATION

3

COVID-19 IS A WAKE-UP CALL

BUSINESS AS USUAL IS NOT AN OPTION



statisticallycartoon

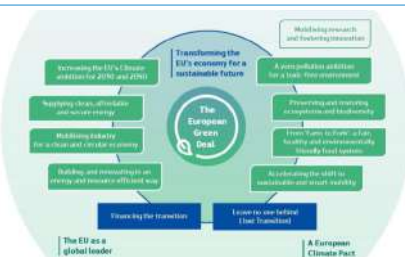
SHARING INNOVATION



4

THE EU GREEN DEAL

THE EU WILL BE CLIMATE NEUTRAL BY 2050, TO DO THIS, IT WILL CARRY OUT A SERIES OF INITIATIVES THAT WILL PROTECT THE ENVIRONMENT AND BOOST THE GREEN ECONOMY



European Commission

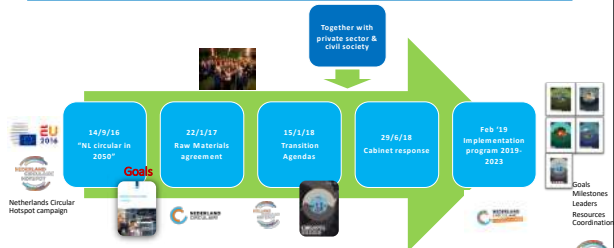
SHARING INNOVATION



5

DUTCH CE ROADMAP

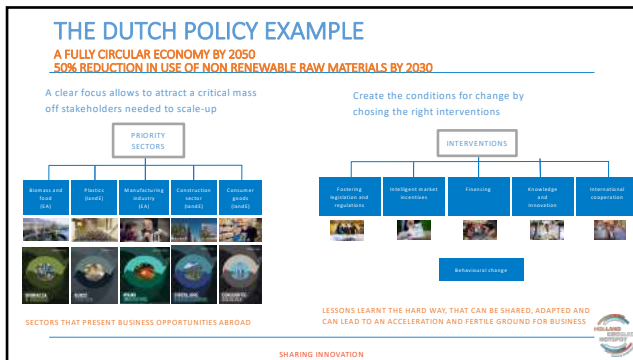
A FULLY CIRCULAR ECONOMY BY 2050
50% REDUCTION IN USE OF NON RENEWABLE RAW MATERIALS BY 2030



SHARING INNOVATION



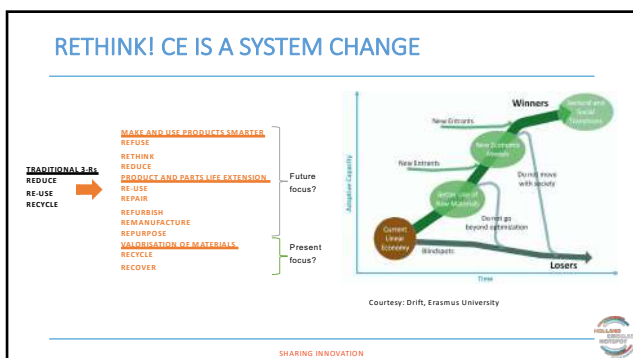
8



9



10



11



CHALLENGES AND CIRCULAR OPPORTUNITIES POST COVID-19 IN SEVERAL MARKET SEGMENTS


MANUFACTURING – PLASTIC PACKAGING – AGROFOOD – CONSTRUCTION – TEXTILES



12

CIRCULAR OPPORTUNITIES
EXAMPLES OF CIRCULAR BEST PRACTICES IN MANUFACTURING

- Current situation in the NL: import of semi-finished products
- Challenge: close the cycle for all components and materials



SHARING INNOVATION

13

PHILIPS HEALTHCARE - REMANUFACTURING



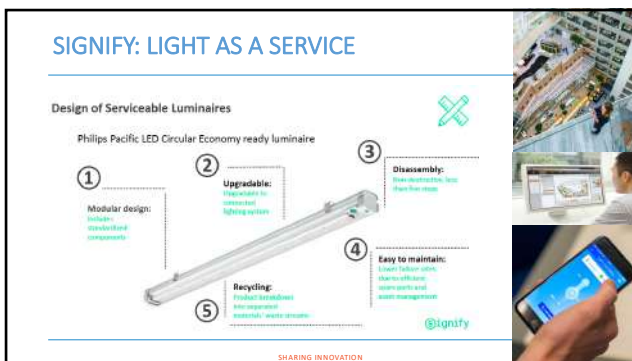
By keeping vital parts in the chain, high-quality equipment with full warranty can be provided at a lower cost

www.philips.com/healthcare

14



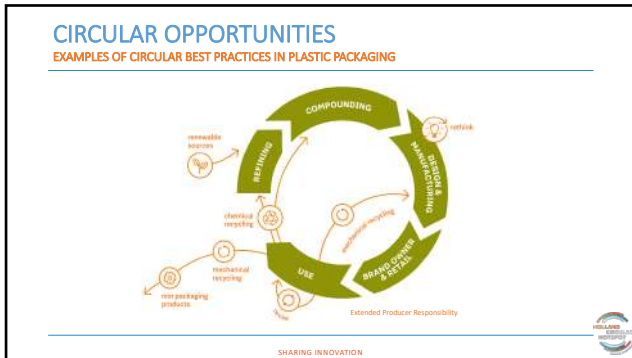
15



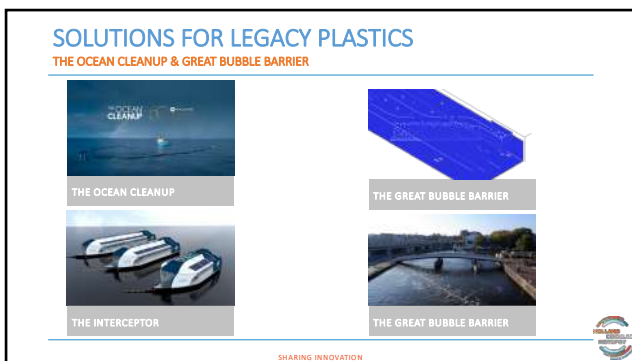
16



17



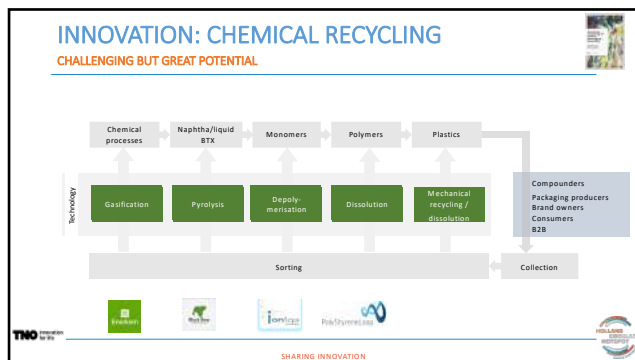
18



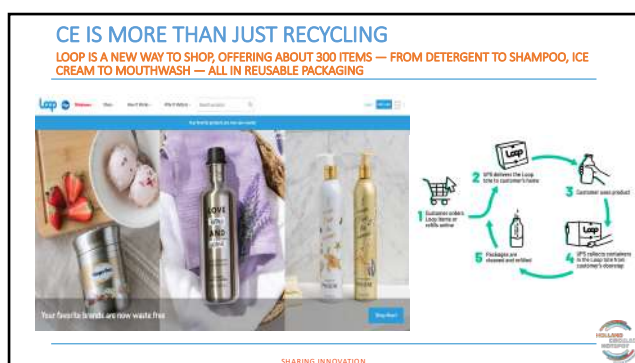
19



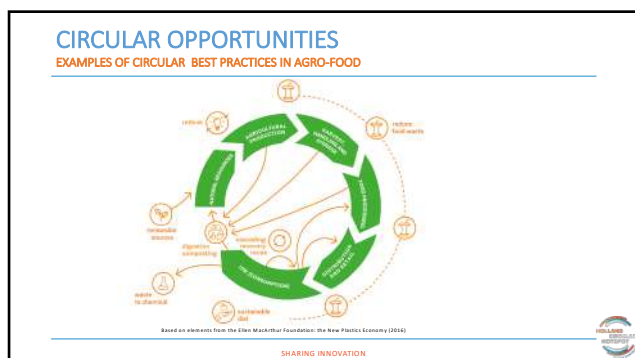
20



21



22



23



24



25



26



27

TAKE AWAYS

- 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 resilience, 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

SHARING INNOVATION

30

JOIN THE GLOBAL CIRCULAR COMMUNITY



Check out our renewed website
www.hollandcircularhotspot.nl

LinkedIn: Holland Circular Hotspot
 Facebook: Holland Circular Hotspot
 Twitter: @CircularHotspot
info@hollandcircularhotspot.nl

Sign up for our newflash:
<https://mailchi.mp/hollandcircularhotspot/newflash>

SHARING INNOVATION

32
