

PROGRAM **CONFERENCE**

Closing the Loop

November 14-15, 2012

How best practices from various major industries show the business benefits of creating circular economical systems, whilst protecting the environment. With the world premiere of the automatic sorting machine for second hand textiles at Wieland Textiles in Wormerveer, the Netherlands, to enable a closed loop in the fashion industry.

Visit the circle economy in practice!



Target audience

The first day of the conference is aimed at business leaders and high level professionals from various industries, who are interested in the concept of a Circular Economy and aim to re-think their business models. Specifically functions within business and (local) governments like strategists, product developers, R&D professionals, waste management professionals and professionals in the field of sustainable innovation will benefit from the conference.

The second day of the conference is aimed at deepening the insights of the first day. Participants can choose to visit a company to see a best practice live and join master classes to make the circular concept concrete.

World premiere

During the second day of the conference the international Textiles for Textiles (T4T) consortium demonstrates an automatic sorting installation for post-consumer textiles and clothes. This innovation enables to drastically improve textile recycling and contributes to sustainability and closed loop systems in the textile and fashion industry.
www.textiles4textiles.eu

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PROGRAM DAY 1

- 09.00 hr Arrival of guests
- 10.00 hr Plenary session:
2 key note speakers and expert panel
1. Closing the Loop, a circular economical system, means changing the whole system by **Robert Jan van Ogtrop**, Initiator the Circle Economy, former CEO of Bols Royal Distilleries and subsequently CEO of Remy Cointreau was also an industrial partner at CVC Capital Partners and an active investor in a number of renewable energy/clean tech companies.
2. Top Scientist: by **Louise Vet**, professor of Evolutionary Ecology at Wageningen University and director of the Netherlands Institute of Ecology (NIOO-KNAW): Closing the loop: from theory to practice’.
- 11.30 hr Coffee / tea break
- 12.00 hr 3. Trends and insights of how the change from a linear to a circular economy will emerge, with a panel of international experts and journalists consisting of amongst others **Annabelle Bennett** (Account director Trucost UK), **Rob van Hattum** (Director Science programs VPRO Public Broadcasting, Netherlands) and **Willem Lageweg** (Director MVO Nederland/CSR Netherlands).
Moderator: **Marleen Janssen Groesbeek**, columnist of P+ magazine.
- 13.00 hr Lunch and visit to the ‘innovation lab’
- 14.00 hr Master classes – round 1
- 15.15 hr Refreshments and switch of Master class
- 15.30 hr Master classes – round 2
- 17.00 hr Offering 1st copy of P+ special ‘Closing the Loop’ to the head of the Eco-Innovation program, an EU program supporting innovations, in relation to Closed Loop systems.
- 17.30 hr Network drinks and visit to the ‘innovation lab’

The official language of the conference is English

MASTERCLASSES

Master class 1

+ Textiles & Fashion

From collection bin to fashion: KICI Foundation and the major European denim brand G-Star share their experiences around creating a Closed Loop system in the fashion industry with their RAW-Sustainable fashion collections.

Master class 2

+ Food

One of the most vital global supply chains is that of food. Although it deals with biological ingredients, the current linear processes of production, distribution and consumption puts vast pressures on the natural system, which provides these ‘ecosystem services’. New and innovative business practices presented by a small innovative company and FrieslandCampina, a large dairy cooperative.

Master class 3

+ Professional Services (including Finance and Insurance)

The circular economy has two different implications for the service sector. First of all, new circular business models in the industrial sector require new service models (e.g. based on performance). Secondly, the service sector itself has to adopt circular economy thinking as well and take the principles and values as a starting point to restore the system. A contribution by the Dutch Group that recently published a paper on ‘Transforming professional service industry towards circular with cases on leasing, banking and insurance’.

Master class 4

+ Real Estate including Construction Industry

The Construction industry uses large volumes of natural resources and has a significant potential to contribute to a circular economy. E.g. a building could be seen as a ‘resource bank’ instead of an asset that will be depreciated at the end of life. International construction and property services enterprise BAM and Turntoo (Thomas Rau) present their case.

Master class 5

+ Production

In 1994, Interface founder Ray Anderson challenged the company to pursue a bold new vision “Be the first company that, by its deeds, shows the entire world what sustainability is in all its dimensions: people, process, product, place and profits - and in doing so, become restorative through the power of influence”. During this master class we will get an insight in how this world’s largest designer and maker of carpet tiles, Interface, created a circular system for floor tiles.

Master class 6

+ The End of Waste

As a waste & energy cooperative, HVC with her participating municipalities and water boards has chosen for an ‘End of Waste’ scenario, whereby waste is transformed to a nutrient to create new products. This completely new business model challenges both HVC and its 60 participating municipalities and water boards to think and act ‘out of the box’.

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PROGRAM DAY 2

09.00 hr Guests are ready at the hotel lobby of Intell Hotel. A part of the group goes by bus to one of three company visits and another part stays at the hotel for an in depth master class around the Circular Economy, which provides a model for new business, products and service creation. Each participant can participate in two events during this day, one in the morning and one in the afternoon.

10.00 hr 1st company visit or in depth master class Business Innovation facilitated by University of Cambridge and Imperial college London (Institute for Manufacturing)

13.00 hr Lunch package on the road

14.00 hr 2nd company visit or in depth master class Business Innovation facilitated by University of Cambridge and Imperial college London (Institute for Manufacturing)

17.00 hr Network drinks on location

17.30 hr Return to Inntel Hotel and end of program



COMPANY VISITS

+ Visit to Wieland Textiles in Wormerveer

During this visit the Circular Economy model for second hand textiles is being explained in detail. Various business cases from the textile and fashion industry are being presented. The automatic sorting installation of Textiles4Textiles will be demonstrated to the public and press. Students of the 'Willem de Kooning Academy' in Rotterdam, show denim designs for which they have used recycled fibres.

Students of the Willem de Kooning Academy (Bachelor's Degree) have, in cooperation with Saxion University in Twente, designed a collection of denim fashion in which fabrics are used containing a certain percentage of recycled fibres. A key element of the study is developing a vision of the future and the visualisation of projects in physical garments, conceptualised collections or forecast concepts. Fabric in which recycled fibres are used have a positive environmental impact on the fashion industry.

www.wielandtextiles.com

+ Visit to Interface Scherpenzeel

During a visit to Interface, the way how co-operation and co-creation have been crucial in closing the loop is explained, showing that the business case for the Circular Economy already has emerged by incorporating both the environmental and social perspective in the loop.

The technical breakthrough in the European carpet industry of ReEntry 2.0, is the evolution of a process pioneered by Interface in the United States in 2007. ReEntry 2.0 uses a highly efficient technology that separates yarn and backing from used carpet tiles, so that they can be transformed into raw materials for new products. ReEntry 2.0 can process the most widely used carpet tiles in the European market today. Interface's ultimate goal for all carpet tiles is a 'closed-loop' manufacturing system, where they make carpet tiles from fully recycled materials and convert used carpet tiles into raw materials for new products.

www.interface.com

+ Visit to NIOO-KNAW Wageningen

With a guided tour through the nominated 'for Golden Pyramid' building for excellence in commissioning work in architecture, urban design, landscape architecture, infrastructure and physical planning.

The scientists at the Netherlands Institute of Ecology (NIOO-KNAW) perform basic and strategic ecological research on individual organisms, populations, ecological communities and ecosystems. Together they study animal-, plant- and microbial ecology in terrestrial and freshwater environments. The multidisciplinary collaboration within this diverse group of ecologists has created unique opportunities to develop the broad, comprehensive approaches needed to solve complex ecological problems. The NIOO-KNAW is located at Wageningen. For the construction, the Wageningen University (WUR) provided over four acres of land near the campus and in the heart of the Wageningen green knowledge center. The complex of the NIOO comprises a main building with laboratories and offices and various outbuildings such as greenhouses.

www.nioo.knaw.nl/en/node/1048

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IN DEPTH MASTERCLASSES

+ Business Innovation

This master class features two insightful workshops. First representatives from the Centre for Industrial Sustainability (University of Cambridge and Imperial college London) will assist companies in idea generation on developing more sustainable business models to support the transition to a sustainable economy. As part of their research agenda the centre developed tools, methods and case studies to support the sustainable business model process. For more information: www.industrialsustainability.org

Secondly, Annabelle Bennet from UK-based Trucost will provide insight into how companies are using environmental impact valuation to optimise company operations, supply chains and products in line with local natural resource availability and environmental cost. Trucost helps governments, investors and companies such as Puma to understand the economic consequences of natural capital dependency. Key to Trucost's approach is to not only quantify natural capital dependency, but also to put a price on it, helping clients understand environmental risk in business terms. For more information www.trucost.com

LOCATION

+ Location

The first day of the conference will be held at the beautiful location of the Inntel Hotel Amsterdam / Zaandam. This 4 star hotel is situated next to the Zaandam train station, easy to reach by train from Schiphol Airport and Amsterdam Centre. Inntel Hotel Amsterdam / Zaandam has 160 unique hotel rooms, a Wellness Club, free wifi internet and its own Tourist Information Office. Its remarkable architecture forms a new Landmark for this region.

The second day of the conference will be on tour to visit best practices, all within one hour drive from the Inntel Hotel Amsterdam/Zaandam. The in depth master classes take place at the Inntel hotel.

Optional:

The third day covers a sightseeing tour of Amsterdam and surroundings.

COSTS + REGISTRATION

+ Costs

Conference fees:

Day 1 only: € 295,-

Day 2 only: € 200,-

Day 1+ 2: € 450,-

Day 3: upon request

All prices excl. 21% V.A.T.

Please note that your registration excludes hotel accommodation!

Should you wish accommodation in the Inntel Hotel Zaandam, you are kindly requested to contact the Booking Office of the hotel with reference to conference Closing the Loop. Telephone: +31(0)756 810 171.

Room rates (approx.):

€ 125,- p.p.p. night excl. taxes, based on double occupancy,

€ 175,- p.p.p. night excl. taxes, based on single occupancy.

All prices excl. 21% V.A.T.

+ Program content:

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SPONSORED BY:

KICI is the biggest independent clothing collecting charity organization of the Benelux. KICI has been committed to the re-use of textile and footwear professionally as of 1975. Wearable textiles are brought into circulation in countries outside Europe or are given to charity thrift stores or food banks. Non-wearable textiles are recycled for high value usage. The result of these activities, the profit, is fully donated to charitable organizations. The Dutch Red Cross is KICI's main beneficiary since 2009.
www.kici.nl/en

SUPPORTED BY THE EU

With 3.4 million jobs in eco-industries and a growing demand for environmental products and services, Europe has the potential to meet the environmental challenges of the future. The EU's Eco-innovation initiative was set up to tap this potential to the fullest by giving clever ideas and new environmentally-friendly solutions a chance to reach an EU-wide market. Eco-innovation boosts economic growth whilst protecting the environment.
<http://ec.europa.eu/environment/eco-innovation/>

ORGANIZED BY:

P+ People Planet Profit is the leading multimedia platform in the Netherlands stimulating the good practices of Corporate Social Responsibility (CSR), by a magazine, website, e-zine, social media, webmovies, conferences and seminars. P+ People Planet Profit presents best practices and people who make the difference.
www.p-plus.nl

Work on Progress is an independent Dutch organization specialized in Corporate Sustainable consultancy, innovation and training and has worked with major Dutch and international companies. Work on Progress organizes conferences together with P+ People Planet Profit in those industries and areas where it is possible to create major breakthroughs in Sustainable Development and Entrepreneurship.
www.workonprogress.nl/english

Circle Economy aims to accelerate the transition towards a circular economy by supporting individuals, institutions and companies to create the needed paradigm shift. The platform is independent, international, non-profit and non-ego. It is action focused by providing knowledge, network, advice, education and capital to its members.
www.circleeconomy.com

MVO Nederland is the Dutch national knowledge centre and network organization for corporate social responsibility (CSR). Through realization of our credo 'Change together', our network is the place to convene for all entrepreneurs with the ambition to make their business more sustainable and responsible. By addressing 'people and planet' issues companies can grasp opportunities for profitable new products, services and processes that benefit both society and the business.
www.mvonderland.nl

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