More prosperity, new jobs:
A business perspective on Circular Economy policy

Arthur ten Wolde
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Ongoing Circular Economy Activities

• 200 (NL) - 1500 (EU) sustainable companies, many pioneering with circular business models
• Active lobby for strong CE Package in 2015
• Publications, e.g. Manifesto “More prosperity, new jobs”, Governments Going Circular, Boosting Circular Design for a Circular Economy
• Presentations throughout the EU
• Cooperation with other organisations
Some Critical Success Factors

- Demand pull for circular products and services
- Transparency throughout the value chain
- Enforcement of existing and new regulations
- Clear price incentives for consumers (VAT) and producers (EPR)
- Mandatory Green public procurement
- Minimum requirements for circularity in Ecodesign directive
- Quality standards for secondary raw materials
Circular Economy Package

• Negative: No targets along the circle, no economic incentives for consumers, little enforcement, unattractive research programmes
• Positive: basic structure, many opportunities
• Role of EU: adopt stronger targets, ambitious implementation
• Role of Business: continue pioneering with circular business models in linear economy, create stronger lobby for strong CE policies
Thank you

For more information please contact:

Arthur ten Wolde
arthur.ten.wolde@degroenezaak.com
De Groene Zaak
Spaces Den Haag / Rode Olifant
Zuid-Hollandlaan 7
2596 AL THE HAGUE
THE NETHERLANDS