

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

Arthur ten Wolde  
Public Affairs Circular Economy  
De Groene Zaak / Ecopreneur.eu

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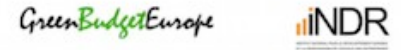


# Ongoing Circular Economy Activities

- 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

## More prosperity, new jobs

Manifesto on Circular Economy Policy in the EU



# 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

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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



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