

Netherlands Lounge @Ecomondo

Let's make the circular shift together!



Netherlands

Index

The Netherlands

Foreword	5
Map of the Netherlands	9
Introducing the Netherlands	10
Circular Economy	12

Company profiles

Andel Environmental	16
Arcadis Italia srl	16
Mavitec B.V.	17
Membrane Systems Europe B.V.	17
Oxycom	18
QM Environmental International B.V.	18
S[&]T corporation	19
Tema Process B.V.	19

Contact details

Organisation	22
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Foreword

Let's make the circular shift together!

Sustainability, climate resilience and circular economy are more than ever central themes in the European Union and anywhere in the world. Also the Netherlands and Italy are facing great challenges on these themes, but at the same time both countries have a wide variety of circular approaches and innovations to showcase.

The Embassy and the Consulate general of the Netherlands in Italy are working hard to strengthen the cooperation between Italy and the Netherlands on these fundamental issues: from the recovery of materials, building sustainable supply chains, energy saving solutions to sustainable development.

Therefore I am very pleased that we will participate at the green technology expo Ecomondo in Rimini with our own Netherlands Lounge from 7-10 November 2023. The Netherlands has set the ambitious target to become a 100% circular economy by 2050. Also Italy is targeting high in green economy and is amongst others a leader in sustainable energy and recycling of waste. So our presence on the largest Italian event on circular economy is extremely important.

We look forward to meeting many Italian partners in Rimini, aiming to strengthen collaboration and partnerships on circularity together. Involving both public and private actors is crucial to tackle the challenges we face ahead. Together we can co-create solutions, build sustainable value chains to protect our planet and achieve economic prosperity, today and in the future.

The Netherlands Lounge is hosting 8 innovative Dutch companies, active in the field of environmental engineering, urban regeneration, water treatment, biogas, fluid bed systems, biotechnology, waste recycling, cooling systems and software solutions.

Please come and visit us at Ecomondo in Hall B5, stand 407.

Pauline Diepenbroek
Deputy Ambassador
of the Kingdom of the Netherlands
in Italy



The Netherlands

Map of the Netherlands



Locations

1. Amsterdam (and Airport Schiphol) | 2. Arnhem |
3. Assen | 4. Breda | 5. 's Hertogenbosch | 6. Eindhoven |
7. Enschede | 8. Groningen | 9. Haarlem | 10. The Hague |
11. Leeuwarden | 12. Lelystad | 13. Maastricht |
14. Middelburg | 15. Rotterdam | 16. Utrecht | 17. Zwolle |



Introducing the Netherlands

Small in size, great in ambitions

A small country, with a surface area of more than 41,500 km² below sea-level, the Netherlands has vast experience in solving complex social and economic challenges. Partnership is their key to success. Strong cooperation between government, businesses, knowledge institutes and citizens has made the Netherlands a flourishing and resilient land for its population of 17 million.

Although small in size, the Netherlands has great ambitions. With the UN Sustainable Development Goals as a leading policy framework, the Netherlands is involved in many global partnerships. At home and abroad, the Netherlands supports freedom of speech, gender equality, and fair access to education, work and healthcare.

The Dutch are also keen to share their knowledge and expertise to meet the world's growing demand for food, water, health, energy, and security. Learning from the past to create a better future. The Netherlands strives to create sustainable solutions that enable us all to inspire and connect to create a more liveable world today and in the future.

Collaboration is in the Dutch DNA. The Dutch take a unique, quadruple-helix approach to collaboration, involving participation from businesses, knowledge institutions, government and citizens. Together, we create a dynamic location where foreign companies can also innovate and excel – and that's exactly what's happening.

Ranked No. 8 in Europe by Bloomberg's 'Best Countries for Business', the Netherlands is truly a world-class business destination. So many multinational businesses – from small and mid-sized to Fortune 500 leaders – have chosen the Netherlands as their gateway to Europe. The country's location provides access to 95% of Europe's most lucrative consumer markets within 24 hours of Amsterdam and Rotterdam.

The Netherlands has a growing and healthy economy with a strong services sector and excellent industries, such as life sciences, electronics, agri-food, the chemical industry, water technology and engineering. With a competitive international climate, and 8000+ foreign companies, the Netherlands offers local and foreign businesses an environment that is conducive to international trade, efficient export, innovation and collaboration with some of the world's best companies and research institutes.

[Visit the website of the Netherlands Foreign Investment Agency \(NFIA\)](#) to gain a deeper insight into the Dutch key industries and the respective success stories.



YOUR PARTNER FOR DEVELOPING

WHAT IS A CIRCULAR ECONOMY?

A circular economy eliminates waste and pollution, keeps products and materials in use, and regenerates natural systems. The goal is to create a continuous cycle where nothing in an economy is wasted, just as in nature organic materials re-enter the ecosystem through circular biological processes.

By rejecting the take-make-waste economic model and decoupling resource use from value creation, a circular economy addresses climate change and the UN Sustainable Development Goals, and creates exciting new business opportunities. So it's good for our planet and its people.

HOW DOES THE NETHERLANDS MEASURE UP?



Commit

The Netherlands aims to be fully circular by 2050 and the Dutch government is taking measures to drive the transition. A big step was co-signing the National Raw Materials Agreement, which commits its 180 signatories to reducing their use of raw materials by 50% by 2050. In 2018, they drew up five transition agendas for Biomass & Food, Plastics, Manufacturing, Construction and Consumer Goods.



Collaborate

Dutch knowledge institutions, businesses and the government work closely together and internationally in a unique collaborative model across many fields, sharing expertise, resources and networks. This innovative climate attracts circular pioneers from across the world. For this reason, the Netherlands is proud to host the PACE (Platform for Accelerating the Circular Economy) Action Hub, a public-private platform with truly committed members.



Facilitate

To ensure companies and organisations can implement their circular plans, the government is prepared to remove or adjust legal and regulatory barriers. And so-called Green Deals introduced to provide businesses with knowledge and expertise, access to networks, and assistance entering markets.



Catalyse

To encourage its people's natural entrepreneurial spirit, the government actively supports circular-minded initiatives such as the Versnellingshuis (Netherlands Circular Accelerator). The Versnellingshuis has been set up by the government to boost circular innovation, by helping out on a variety of questions and dilemmas coming from small and medium sized companies.



Lead

To change behaviour, leading by example is crucial. To kick-start the circular marketplace, the Dutch government has committed to at least 10% of national spending being 'circular' by 2022.

THE GLOBAL CIRCULAR ECONOMY: FACTS & IMPACTS



Since the 1970s, global demand for resources has increasingly exceeded what the Earth can regenerate, and by 2020 is projected to be doing so by 75%.



Global food loss and waste has a larger carbon footprint than the entire carbon footprint of any country **except the USA and China**.



Circular economy models can **boost productivity and employment**, and help developing countries avert major challenges such as unmanaged waste, water pollution and soil pollution.



TNO researchTNO research suggests a more circular economy would generate some **€7.3 billion a year** in market opportunities for the Netherlands, approximately



A McKinsey report claims a circular economy **can save \$1,000bn a year** in materials worldwide.



According to the EU, by 2030 a circular economy could deliver **over 1 million new jobs** across Europe and an economic benefit of **€1.8 trillion**.



Ellen MacArthur Foundation reports show that implementing a circular economy in key sectors in Europe, India and China could **reduce Greenhouse Gas emissions by 22-44% by 2050**.

85,000

...circular economy initiatives, involving at least 420,000 jobs.

70,000

...of these jobs concern repairs to products such as bicycles, cars, furniture and computers.

1,500

are innovative circular initiatives, using or applying new product designs, technologies or business models. However, only 26% of the initiatives involves other solutions than mere recycling.

Top-5

The Netherlands ranks among the 5 best performing EU countries for prevention, reuse, recycling and valuable use of waste.

80%

...of Dutch waste is recycled. Most of the other 20% is incinerated for raw materials or energy (e.g. to heat cities or greenhouses). 2-3% is landfilled, but subject to strong soil protection

TWO CASE STUDIES

CIRCO

CIRCO facilitates companies in developing circular products, services and business models by connecting them to circular design principles. The CIRCO approach and tools are based on the 'Products that Last' framework, developed by the Technical University Delft. CIRCO has worked with over 200 companies and 150 creative professionals, and acts as a platform for sharing knowledge and experience, and facilitating networking and collaboration within its community.

FAIRPHONE

Fairphone has developed a modular smartphone in which each component can be easily replaced. The new, conflict-free phone can be deconstructed in minutes with a simple screwdriver. It also comes in its own protective case because, even though every part can be replaced, longevity is the main goal.

LEARN MORE

www.hollandcircularchotspot.nl | www.circulairondernemen.nl | www.government.nl/topics/circular-economy
Netherlands Enterprise Agency Ministry of Foreign Affairs - www.hollandtradeandinvest.com

Company profiles

Company profiles

Andel Environmental

Andel BV
Celsiusstraat 20
6003DG
Weertm NL
www.andel-environmental.eu



Andel Environmental specialises in water, oil and gas resource control and management within the built and natural environments and is one of the leading names in the design, development and manufacture of sustainable leak detection, environmental protection and flood defence products.

Andel Environmental offers a range of sustainable, innovative and cost-effective products to countries throughout the European Union and Europe. We provide pollution prevention and compliance products for fuel and oil storage sites, systems for detection and environmental monitoring solutions of water, oil and gas leaks and flood defence products.

Gerbren Haaksma

Sales & export manager
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Arcadis Italia srl

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Consulting

Arcadis is a world leader in consulting and design in the field of civil and environmental engineering. Present in 70 countries with over 36,000 employees, it has been bringing value to its customers since 1888, offering tailor-made solutions based on sustainability, health and the security of the land and its citizens.

Arcadis Italia has over 170 people in its offices in Milan and Rome. Present on the Italian market since 2008, it ranks among the top companies specialising in urban regeneration, land reclamation planning, water treatment and the design of sustainable buildings and industrial settlements. Arcadis supports its customers for the entire life cycle of the assets that it develops and manages, from conception and creation to redevelopment and digitalization.

Paolo Muzzin

Operations director
paolo.muzzin@arcadis.com

Mavitec B.V.

Galileistraat 32
Heerhugowaard, NL
<https://mavitec.com>



Mavitec Green Energy is specialized in food waste recycling and depackaging solutions with high separation efficiency. Our machines separate the organic material from the packaging and deliver a very clean organic output that is extremely suitable for biogas installations. Mavitec Green Energy supplies high quality machines with minimal maintenance and low operational costs such as reception bins and screw conveyors, depackaging units, resizers (shredders, presses, washing drums) up to complete turn key food waste handling projects. With a lot of expertise in engineering, construction, installation, delivery and after sales, they provide complex process solutions in a simple and effective way, customized to the needs of their client.

Cris Gonzalez

Marketing Manager
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Membrane Systems Europe B.V.

David Ricardostraat 6
Hengelo, NL
www.biogasmembrane.eu



Biogas membranes

Membrane Systems Europe B.V. (MSE) is specialized in the production and installation of covering systems for the international biogas market. The stakeholders of MSE have a combined experience over 100 years in the biogas market with installations worldwide.

Our sales agents and employees share the goal of ensuring that our clients are satisfied with the information provided during the offer stage. They do everything they can to make sure the client gets a feeling of trust and comfort with us and our organization. We also maintain contact after the installation to make sure that the client is absolutely satisfied with the service we provided.

Jan Zengerink

Commercial director
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Company profiles

Oxycom

Kaagstraat 31
Raalte, NL
www.oxy-com.com



Industrial cooling system

Oxycom designs highly innovative 'natural cooling systems' with one goal: reduce the global ecological footprint required for cooling, ventilating, and heating buildings. Founded in the Netherlands, they have been developing innovative adiabatic climate solutions since 2002.

Their innovative, patented two-stage adiabatic cooling solution uses 100% clean, and filtered outside air to ensure optimal ventilation conditions and a healthy oxygen-enriched indoor environment with high energy efficiency.

Oxycom services: Adiabatic cooling, Indirect evaporative cooling, Heating solutions, Natural Air Conditioning, Two stage cooling, Indirect/direct adiabatic cooling, Evaporative Cooling, Adiabatic pre-cooling e Sustainable cooling.
Video presentation: <https://we.tl/t-2ZNc7H2Ofu>

Debora Di Paola
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QM Environmental International B.V.

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www.qmes.eu



QM Environmental International B.V. is specialized in environmental biotechnology and offers integrated solutions for environmental problems in soil, water and air. It is involved in extensive ongoing research to devise and develop new and improved bio-reagents and techniques to help tackle the world's pollution problems.

QM services include: Environmental Remediation, Wastewater treatment, Fat Oil & Grease Control in drains traps and sewers, H2S & Odour Control, Agricultural & Aquaculture bioproducts.

To know more about their products and services: <https://qmes.eu/product/productoverview/> & <https://www.microaktiv.com>

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S[&]T corporation

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Software solutions

At S[&]T we contribute to a safer life on earth by translating space data into valuable and actionable insights. With this, we help organizations, governments and commercial entities to strengthen their information position and improve their decision-making. We focus on 4 sectors: Space & Science, Defence & Security, Environment & Sustainability and High-Tech Industry.

Through successfully commercializing technology we have unlocked safety and environmental solutions that truly benefit society as a whole. We apply our expertise within our own innovations, customers projects and for our talent acquisition services, and always in close collaboration with customers and partners.

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Tema Process B.V.

Ingenieur R.R. van der Zeelaan 5
Wapenveld, NL
www.temaprocess.com



Fluid Bed Systems

TEMA Process B.V. is a specialised design and manufacturing company for Fluid Bed Systems for drying of minerals, chemicals, food, feed, biomass, etc. The TEMA Fluid Bed can be applied not only for drying, but also for cooling, roasting, torrefaction, puffing, blanching, stripping, spices and herbs sterilisation and pasteurisation and calcining.

To know more about their services: <https://temaprocess.com/services/>

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The Netherlands Enterprise Agency supports entrepreneurs, NGOs, knowledge institutes and organizations. We aim to facilitate entrepreneurship, improve collaborations, strengthen positions and help realise national and international ambitions with funding, networking, know-how and compliance with laws and regulations.

We are a government agency which operates under the auspices of the Ministry of Economic Affairs and Climate Policy. Its activities are commissioned by the various Dutch ministries and the European Union.

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