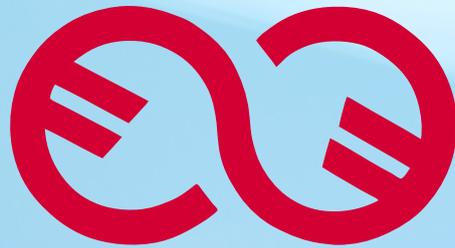


PROGRAM **NOT JUST A CONFERENCE**

# Closing the Loop

October 2 + 3 + 4, 2013



## Made in Europe

### **With Best Practices from:**

- + Auping
- + Heineken
- + Interface
- + Lush
- + Rabobank
- + Unilever
- + Umicore
- + TenCate
- + Tetra Pak
- + Weleda

and many, many more experiences: see the circular economy in practice!

# New! Textile Day

One special day  
dedicated to  
Dutch-Italian  
co-creation + design.



The international conference Closing the Loop continues! Last year we greeted 13 different nationalities, decision makers on top level.

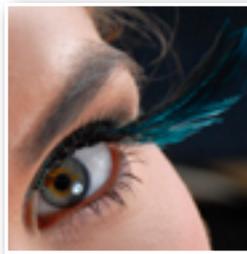
This year the focus will be on brand new Best Practices in the circular economy and the process of certification. 'Made in Europe' is the central theme. We will also investigate the role that designers and consumers play. Visit the circular economy in real, with practices and excursions to several ground-breaking companies. This year also with a special 'Textile Day', a heaven for fashion designers.



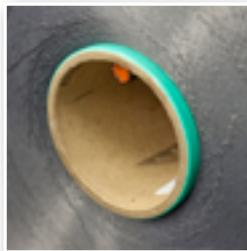
## + Food



## + Finance



## + Beauty



## + Production



## + Textiles/Fashion



## + Consumers

## TARGET AUDIENCE

### + Day 1

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. Specialists within business and (local) governments like strategists, product developers, R&D and waste management professionals and others that operate in the field of sustainable innovation will benefit from the conference. Marketeers will find new insights in both mass-market marketing and brand new concepts, such as 'Prosumers', in which production and consumption come together in one creative process.

## COMPANY VISITS

### + Day 2

The second day of the conference is aimed at those who want to see the circular economy in practice. With excursions to the most innovative companies of this moment, often working together with European and local governments. Expect to visit practices that have not been shown to audiences before, with world premieres like the digital inkjet printer of TenCate in Nijverdal. It will also be an excellent day for networking, meeting and discussion, during our two trips through the East and the Southwest of the Netherlands.

## TEXTILE DAY

### + Day 3

The third day of the conference will exclusively focus on the textile industry. High professionals from different countries will present the possibilities of future cooperation between European countries, especially with Italy, with its famous fashion industry. This gathering of decision makers, entrepreneurs, designers and governments promises to be a milestone, the birth of a brand new label for upcycled fabrics: 'Made in Europe'.

## PROGRAM DAY 1

09.00 hr. Registration and arrival of guests

09.45 hr. Plenary sessions with 20 minutes updates

+ **Dr. Christian Hagelüken**, director EU Government Affairs, Umicore.  
+ **About:** Recycling complex electronics and what it really means to develop from such complex goods a circular economy model for 'technology metals' in order to overcome potential scarcities.

+ **Femke Groothuis**, president of The Ex'tax Project.  
+ **About:** The social dimension of the circular economy. In her vision the circular economy will never become reality without a tax reform that shifts tax from labour to natural resources.

+ **Dr. ir. Arjen Hoekstra**, professor at Twente University.  
+ **About:** The necessity to incorporate water issues in Closed Loop thinking, with examples from various industries.

+ **Bas Rüter**, director of Sustainability, Rabobank Netherlands.  
+ **About:** Developing new financial services for enabling the circular economy and investments, already made in companies with circular practices.

11.30 hr. Coffee and tea break

12.00 hr. Presentation of new ground-breaking studies

+ **Roy Vercoulen**, vice president Europe of the Cradle to Cradle Products Innovation Institute.  
+ **About:** The first results of an impact study on the added value of a Cradle to Cradle Certified Product Standard.

+ **Michel Schuurman**, circular economy specialist of MVO Nederland (CSR Netherlands).  
+ **About:** The last insights and research on the current state of circular economy in the Netherlands. Where do new business models and initiatives such as circular procurement currently emerge?

13.00 hr. Lunch + Presentations

14.00 hr. Master Classes – Round 1

15.15 hr. Refreshments + Switch of Masterclasses

15.30 hr. Master Classes – Round 2

17.00 hr. Network Drinks + Presentation of International Edition of P+ People Planet Profit on the Circular Economy, sponsored by KICI

The official language of the conference is English.

## MASTERCLASSES

### Master class 1: Textiles + Fashion

+ **Hans Markowski**, CEO of KICI

+ **About:** Organizing and closing the loop of used textiles in the Netherlands and the rest of Europe, after one year experience with the automatic sorting machine T4T at Wieland Textiles in the Netherlands.

### Master Class 2: Consumers + Marketeers

+ **Anniek Mauser**, director of Sustainability Unilever Benelux

+ **Hanke Mauser**, co-creator at the Cooperation of Good

+ **About:** Changing consumer behaviour. Anniek speaks about mass markets and the first experiences with the involvement of children in this process. Her sister Hanke talks about the influencing role of sustainable consumers (Cultural Creatives / Prosumers) on producers of sustainable goods and products.

### Master Class 3: Food + Health

+ **Kees Aarts**, director of Protix Biosystems

+ **Jan-Willem Straatsma** of FrieslandCampina

+ **About:** Aarts will speak about closing the loop in fish farming by retrieving nutritional elements from specific organic residual streams through the use of a variety of insects, like maggots. Manager sustainable livestock Straatsma will present a new cow manure cycle, which could be the future of green energy and also provide fertilizer replacement.

### Master Class 4: Beauty + Care

+ **Hilary Jones**, Ethical Director of Lush

+ **About:** Producing beauty products and cosmetics without micro beads or other non-friendly environmental ingredients.

### Master Class 5: Finance + Procurement

+ **Daan Dijk**, Managing Director Sustainable Business Development Rabobank

+ **About:** The end of cheap resources and the urge of financing a circular economy, in particular the biobased economy.

### Master Class 6: Production + Impact

+ **Roy Vercoulen**, vice president Europe of the Cradle to Cradle Products Innovation Institute.

+ **About:** The impact study of Cradle to Cradle Certification as an example of the added business value of a certified, transparent, closed loop process. With C2C-products.

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www.kici.nl



## PROGRAM DAY 2

**08.30 hr.** International guests are ready at the hotel lobby of the 4 star NH Hotel Amersfoort, right in the centre of this old town, opposite the train station. Also Dutch participants, who travel by public transport, gather in the lobby. The participants will be picked up by a bus and travel to Scherpenzeel, the Warehouse of Interface. For those visitors who wish to travel by car, there is a parking lot on the premises in Scherpenzeel.

**09.00 hr.** The participants will split up in two different groups. There will be a 'Go East' excursion program and a 'Go West' program. The maximum number of visitors may differ per location. First come, first served. Participants will have to make a choice in advance. Please use the 'Remarks-option' of the Registration Form to fill in the preferred Route.

**12.30 hr.** Lunch package on the road

**17.00 hr.** After the visits the buses will return to the Warehouse. This is where the trip ends for those who came by car. Network drinks will be arranged. Foreign guests and Dutch guests who came by public transport will be brought to the train station in Amersfoort and the NH Hotel in Amersfoort.

## COMPANY VISITS

### *The 'Go East' Route*

+ The day will start off at The Warehouse of Interface with a presentation of the brand new 'Circle Scan for Cities or Regions', developed by **Circle Economy**. The Circle Scan identifies opportunities for direct and systemic impact on the basis of high level resource flow analyses for essential resources like water, energy and nutrients. Host of this presentation is also the city of Almere, in the person of Henk Weyschedé, director of the **Economic Development Board Almere (EDBA)**. After the mini-conference a tour in the factory of **Interface** will be organized, with the ReEntry Carpet Tile Recycling in Practice. Your host will be Rob Heeres, director planning and logistics Europe of Interface.

+ Visit to Royal **TenCate** in Nijverdal, an multinational listed company based in the Netherlands that strives for leadership in growing markets in the field of textiles technologies. Our host Gerrit Koele, director business development manager, will show the brand new digital inkjet printer, developed for outdoor textiles and also for future 'intelligent textiles'. There have been successful experiments with printing RFID-tags for textiles, which could make the sorting process after use easier.

+ Visit to Royal **Auping** in Deventer, the first manufacturing company of beds in the world that has been awarded with the Cradle to Cradle Organization Charter. Our host will be CEO Aart Roos, who will guide us through the 'integral' manufacturing process. This label will guarantee that the newest line of bed designs consist of at least 50 percent recycled materials, or materials that are recyclable.

### *The 'Go West' Route*

+ Starts with an exclusive visit to '**The Duurzaamheidsfabriek**'. Hosts are Rein Meester, director Sustainability of the city of Dordrecht, Monic van Eerden of HVC and a financial specialist from Turntoo, responsible for procurement. In the Turntoo model, the manufacturers retain ownership of their own products. The Duurzaamheidsfabriek only pays for the use of the light, floor tiles and chairs, rather than for the raw materials that went into these products.

+ Visit to **Tetra Pak** Benelux in Moerdijk, the world's leading food processing and packaging solutions manufacturer. Tetra Pak offers a broad portfolio of beverage cartons. Three years ago biobased plastic caps were launched on a pilot scale; today these caps are available around the world. More recently Tetra Pak announced a pilot in Brazil to incorporate biobased plastic - also derived from sugar cane - in the production of beverage cartons.

+ Visit to the gardens and the lab of **Weleda** in Zoetermeer, a natural beauty-company with a history that started almost 100 years ago. Our host is Lieve van der Borgh, director of marketing and sales for the Benelux. No concessions are made, so Weleda never added any micro plastics in scrubs. Instead, natural ingredients are used.

+ Visit to the **Heineken** brewery in Zoeterwoude, where we'll team up with manager sustainable development Jan Kempers. The international brewer is developing sustainable agricultural practices, closing various loops in the brewery process. The project has the name Green Circles and covers five themes: (1) stimulating green energy and reduction of greenhouse gas emissions, (2) ensuring sufficient and high quality water, (3) closing loops on raw materials, (4) sustainable mobility and logistics and (5) improving the living environment and biodiversity.



## PROGRAM DAY 3

- 09.00 hr. Registration and arrival of guests
- 09.45 hr. Plenary sessions with 20 minutes updates
- 11.30 hr. Coffee and Tea Break
- 12.00 hr. Plenary sessions with 20 minutes updates
- 13.00 hr. Lunch & Networking
- 14.00 hr. Ateliers – Round 1
- 15.15 hr. Refreshments + Switch of Ateliers
- 15.30 hr. Ateliers – Round 2
- 16.45 hr. Auction of the first designs of Dutch-Italian origin. Also the start of a crowd funding platform established for recycled fashion items, an important tool for creating consumer awareness.

This 'Textile Day' is organized by Antje Melissen and Jaap van Straalen of the Foundation Casa della Sinergia and is supported by Dutch and Italian textile organizations.

Supported by



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VGT

Vereniging van  
Grootwinkelbedrijven in  
Textiel

[www.rndweb.nl](http://www.rndweb.nl)

## TEXTILE DAY

### Plenary sessions

- + **Martijn Aslander**, author and social media entrepreneur  
+ **About:** The power of the 'swarm': how one person with some social media contacts can make impossible things happen.
- + **Roberto Cenni**, mayor of Prato, Italy  
+ **About:** The Italian textile industry of his town, ready for upcycling textiles like cotton and synthetics, and the already proven practice of recycling wool.
- + **Raimondo Orsini**, director of the Italian Foundation for Sustainable Development  
+ **About:** How Italy focuses on the production of goods of a high ecological quality and how the financial-economic crisis fuels this development.
- + **Edoardo Nesi**, author and member of Parliament  
+ **About:** His own family, three generations of Italian textile producers, its history, its present and its future, the need for Europe to hold onto craftsmanship, besides innovation.
- + **Jef Wintermans**, director of Modint, Dutch textile producers  
+ **About:** The need for developing a future framework and new business models, to bring back textile production to Europe.
- + **Alessandro Viganò**, Dolce & Gabbana, Wrangler, Armani Jeans  
+ **About:** The necessity to bring together designers of yarn, cloth and fashion, because the circular economy in textiles starts at the designers table.
- + **Martin Havik + Oliver Teepe**, CEO and partner of Re-Mo  
+ **About:** Proven and future textile recycling practices, established by Dutch companies and Italian textile specialists. Also: the need of a quality label, that will bring back international fashion companies to Italy.

### Ateliers

#### Atelier 1: Closing the Loop

- + **Michiel van Yperen**, senior project manager MVO Nederland  
+ **About:** All links in the chain of textile production, discussing conflicts of interests between parties, opportunities and obstacles in the recycling process.

#### Atelier 2: Giving back is the new luxury

- + **Angelique Westerhof**, director of the Dutch Fashion Foundation  
+ **About:** The need for research regarding the cooperation of fashion and textile designers and the innovative capacity of manufacturers.

#### Atelier 3: Certification

- + **Lewis Perkins**, Senior Vice President, Development and Textile & Apparel Specialist at Cradle to Cradle Products Innovation Institute  
+ **About:** An up-to-date overview of best international practices in certification, focussed on the Textile and apparel-sector.

#### Atelier 4: Developing business models for the circular economy

- + **Franc van den Berg**, director BECO  
+ **About:** Exploring various theories and practices of a wide range of circular business solutions.

#### Atelier 5: Creating consumer awareness

- + **Frits Spangenberg**, founder and major shareholder at Motivaction  
+ **About:** The insights of experts in the field of changing consumer behaviour.

## LOCATION

### + Location

The conference will be held in The Awarehouse of Interface in the central part of the Netherlands, Scherpenzeel, near the historic city of Amersfoort. Interface is a global leader in the design and production of carpet tiles. Interface was one of the first companies to publicly commit to sustainability, when it made a pledge in the mid-nineties to eliminate its impact on the environment by 2020, known as Mission Zero. Recycled and sustainable materials have been used exclusively in the build and design of The Awarehouse, right down to the building itself, which was previously a factory. Second hand materials are used to great effect, with reclaimed train tracks providing the wood within the Awarehouse, vintage chairs furnishing the meeting rooms.

The Awarehouse has become a stunning new state-of-the-art brand experience. The Awarehouse is also an innovative, multi-functional space with a variety of areas and zones; these include office space, a sustainability corner, product and brand experience areas, a gallery where new products and the work of emerging artists are displayed, meeting rooms, as well as a hi-tech hospitality suite, complete with video wall and theatre, which can host up to 400 visitors.

### + The Awarehouse

Interface  
Industrielaan 15,  
3925 BD Scherpenzeel  
Tel. +31 (0) 33 2775555  
interface.nl@interfaceflor.eu

For our foreign guests we have made special arrangements with the NH Hotel Amersfoort, not more than 15 kilometres away from The Awarehouse. This 4 star hotel is a very convenient meeting place, with a score of 8,5 (very good) on booking.com, opposite the train station, 45 minutes / one hour from Schiphol Airport, Amsterdam.

### + NH Amersfoort

Stationsstraat 75, 3811 MH Amersfoort (Nederland)  
Tel. +31 33 4221200  
Reservations: +31 (0)20 79 56 088  
E-mail: nhamersfoort@nh-hotels.com  
www.nh-hotels.nl

Tips: If you follow 'the diamonds', hidden in the pavement, you will be in the old centre of this historic (medieval!) town within 5 minutes. Expect a rate of 110 euro for a room with single occupancy, breakfast included. Second guest is free, except for an additional fee of 15 euro for the breakfast. The Hotel offers 114 rooms, but don't hesitate to make reservations. Fill in the code 'Closing the Loop' for this reduced rate.

Illustration 'Circular Economy' by Tomas Schats

## COSTS + REGISTRATION

### + Conference fees:

- + One day only (Oct 2): 350,- euro
  - + One day only (Oct 3): 250,- euro
  - + One day only (Oct 4): 350,- euro
  - + Two days (Oct 2 & 3): 500,- euro
  - + Two days (Oct 2 & 4): 600,- euro
  - + Two days (Oct 3 & 4): 500,- euro
  - + Three days (Oct 2, 3 & 4): 750,- euro
- All prices excl. 21% V.A.T.

Please note that your registration excludes hotel accommodation!  
Transport will be arranged.

### + Conference project manager

Marieke Koemans-Kokkelink (Munja): closingtheloop@p-plus.nl

### + Program content

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### + Reservation / registration details

Truus Jansen + Marieke Koemans-Kokkelink: closingtheloop@p-plus.nl

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