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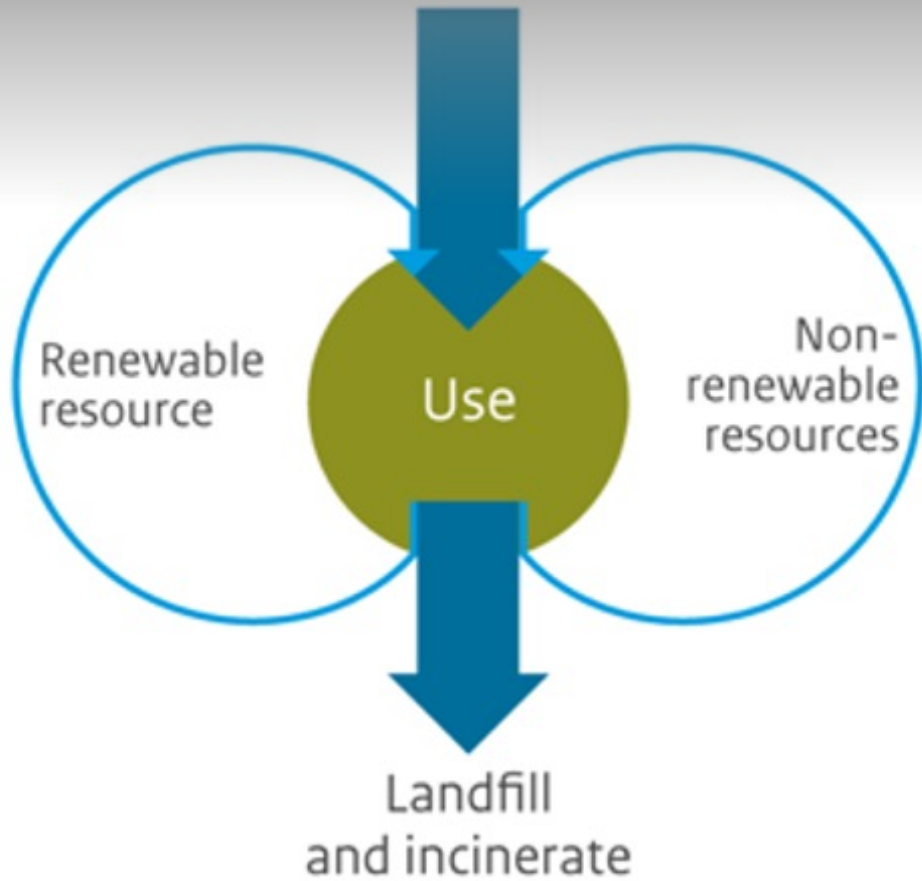
Our current economy is linear

- We harvest and extract resources in large quantities
- Use it in-efficiently
- Turn it into waste
- Cause harm to environment and humans



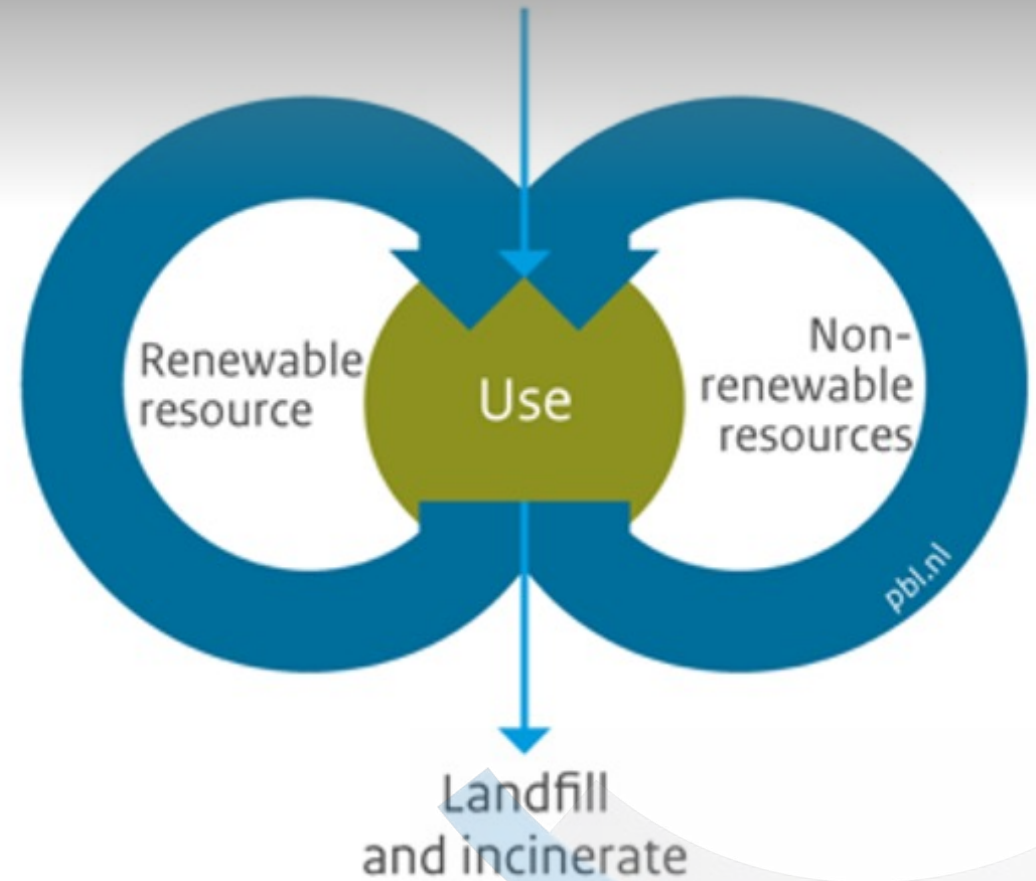
Linear economy

Natural resources



Circular economy

Natural resources

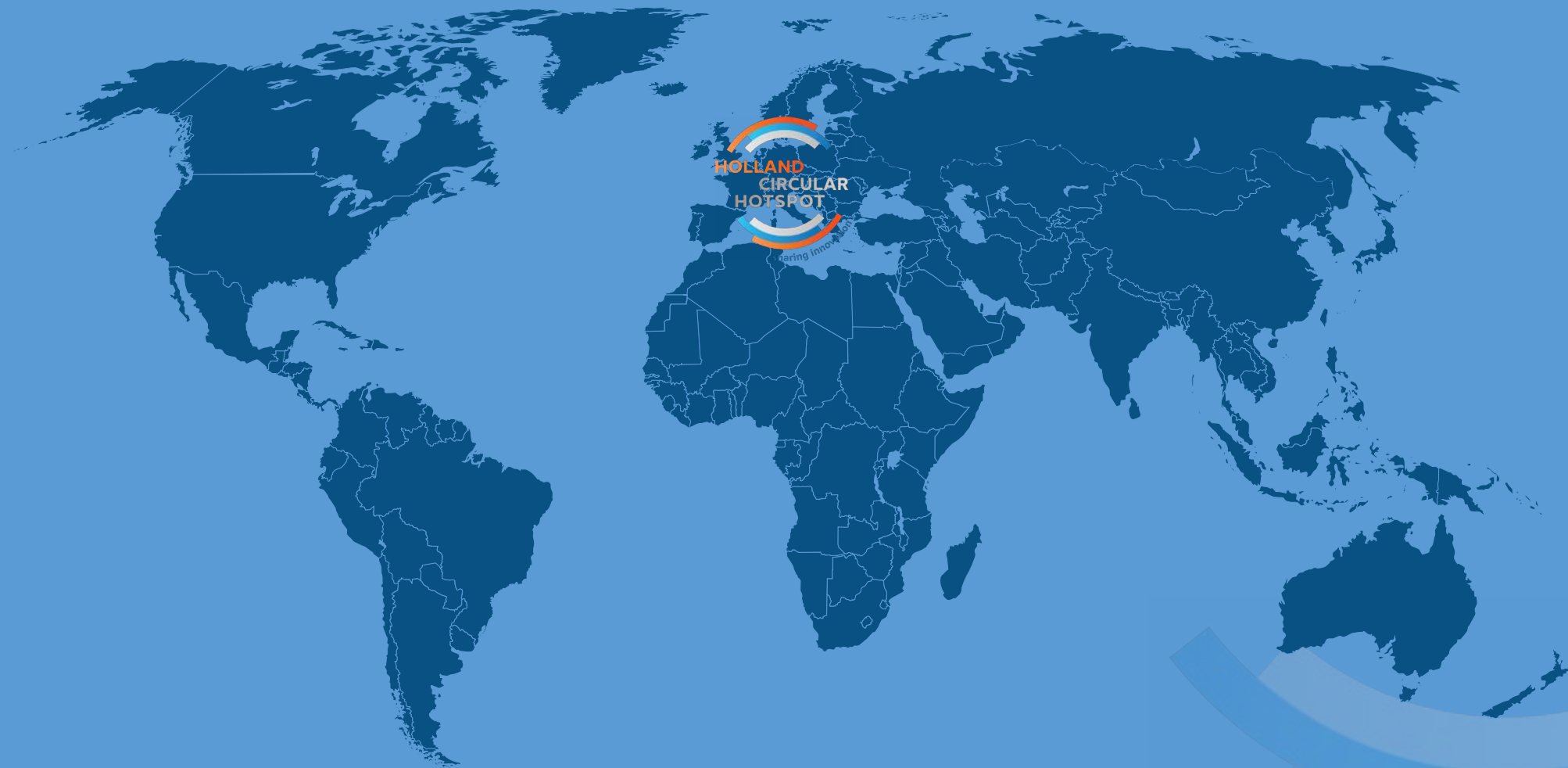


Transition towards a circular economy

8.6%

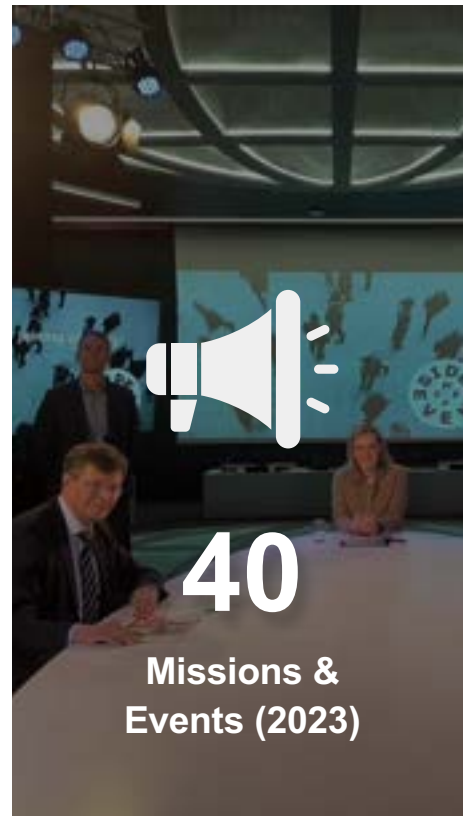


Promote Circular Economy at the international level



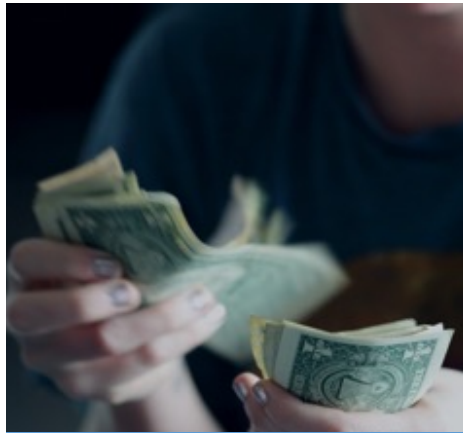
Holland Circular Hotspot in a few figures

Accelerating the international transition to a circular economy



Business perspective is key for scaling up

Businesses have a huge role to play



1. More Revenue



2. More Value



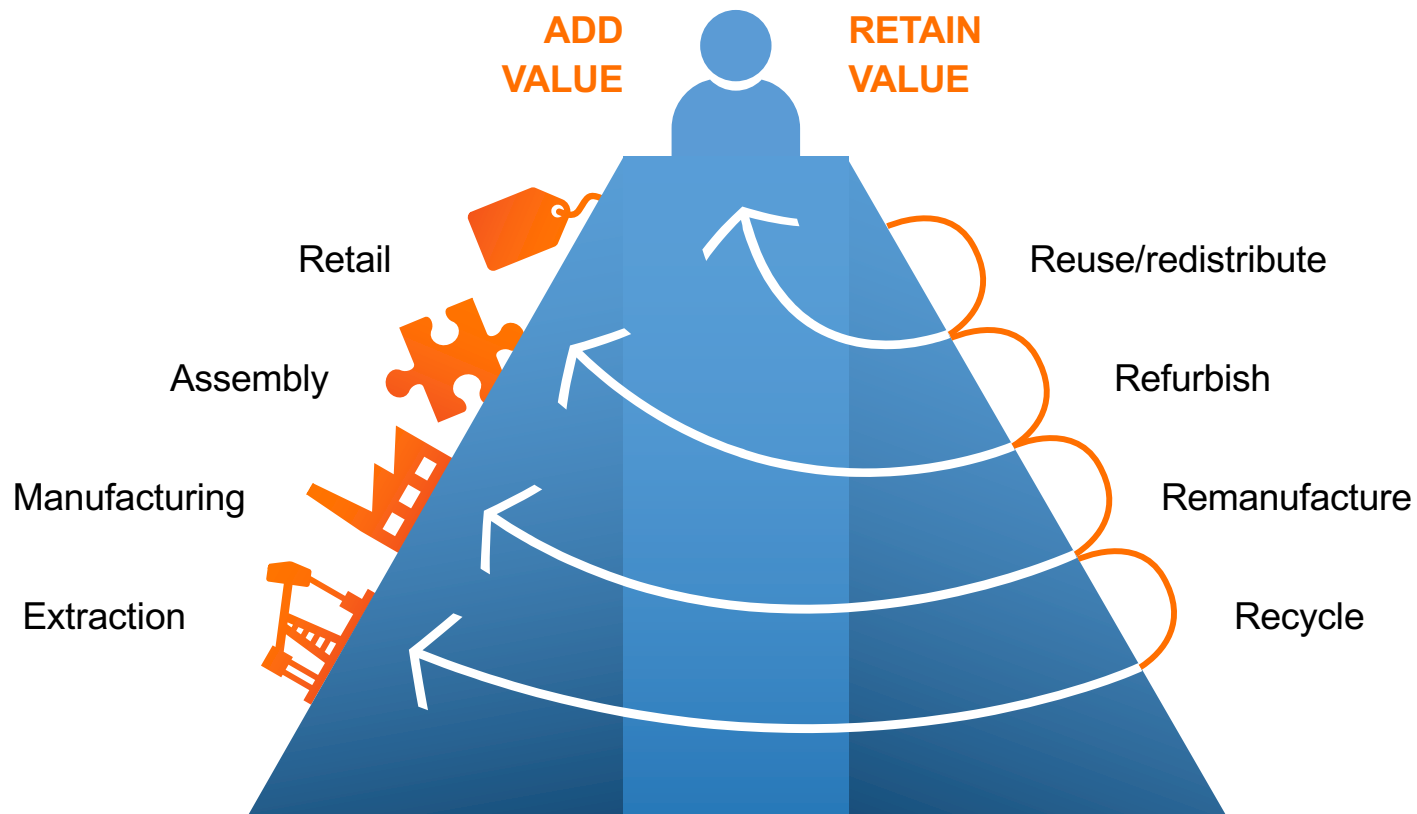
3. Less Risk



4. Less Costs

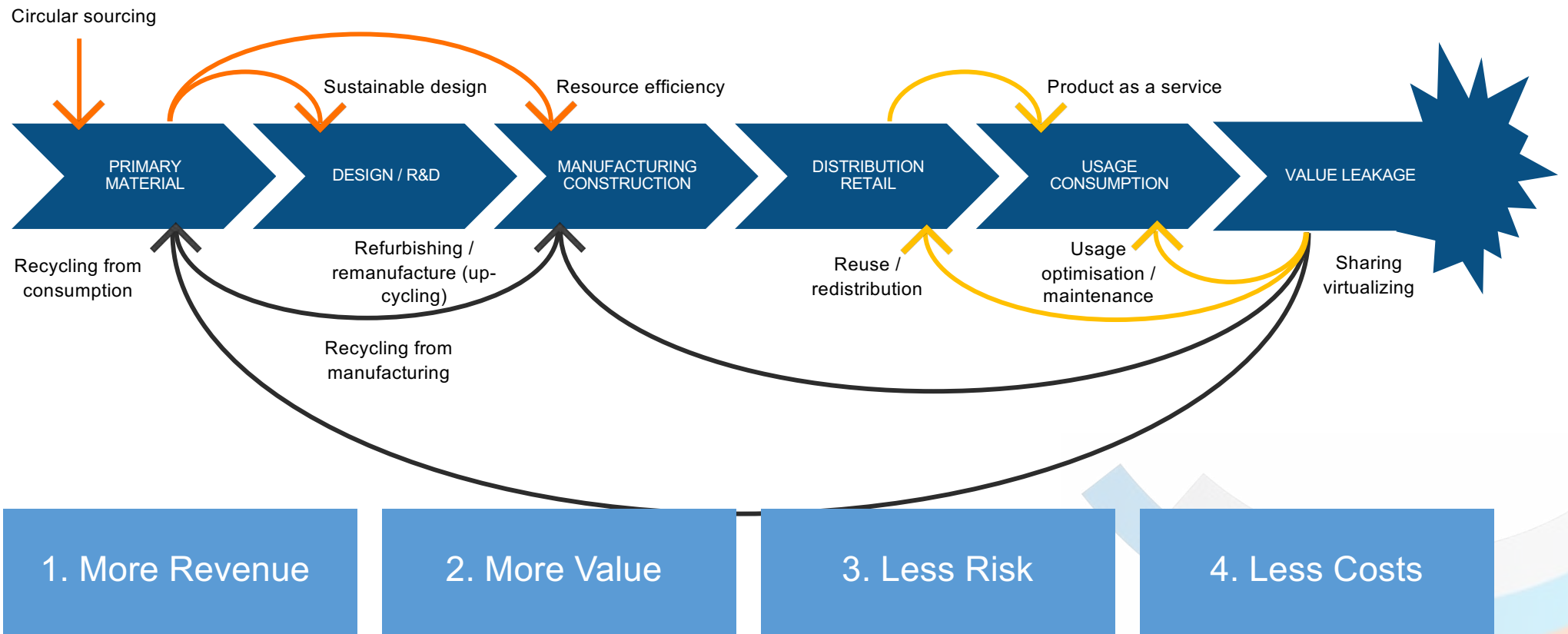


Value hill – importance of Value



Business perspective is key for scaling up

From a linear to a circular value chain



Refurbish and upcycling



COOLOO

Innovative circular design and the production of high-quality ecological coating solutions from local 'waste' streams

www.cooloo.nl

COOLOO

Business Model Overview

- **How does it work?** Local waste materials to create circular, repairable upholstery with water-based, eco-friendly sprayable coatings.
- **What is different?** Circular coatings and upholsteries made from waste streams, focusing on durability and repairability.
- **Challenges & Opportunities:**
 - **Challenges:** Scaling circular systems and maintaining quality with reusable materials.
 - **Opportunities:** Circular leasing models and leadership in sustainable production.



Circular design



AUPING

100% circular mattress, reuse during production and take back old mattresses

www.auping.com

AUPING

Business Model Overview

- **How does it work?** 100% reusable materials used mattresses into new ones.
- **What is different?** Circular process where all materials are reused. Reduced gas (90%), water (60%), and electricity (30%) use. Customers return old mattresses for recycling instead of incineration.
- **Challenges & Opportunities:**
 - **Challenges:** Scaling circular systems and maintaining quality with reusable materials.
 - **Opportunities:** Circular leasing models and leadership in sustainable production.



From ownership to pay per use



Schijvens

Reversed logistics for recycling clients' used clothing into new corporate apparel

www.schijvens.eu

SCHIJVENS

Business Model Overview

- **How does it work? What is different?** Focus on 100% recycled, circular production and strong CSR practices.
- **Challenges & Opportunities:**
 - **Challenges:** Scaling circular production.
 - **Opportunities:** Leading sustainable corporate fashion and expanding circular solutions.





Improved production processes

DYECOO

World's first water and process chemical -
free dyeing solution

www.dyecoo.com



DYECOO

Business Model Overview

- **How does it work?** DyeCoo uses CO₂ technology to dye textiles without water or process chemicals.
- **What is different?** Eliminates the need for wastewater treatment and reduces reliance on water sources.
- **Challenges & Opportunities:**
 - **Challenges:**
 - Scaling adoption across the global textile industry.
 - High investment costs
 - **Opportunities:** Reducing environmental impact, compliance with future regulations, and lowering long-term operational costs.



Product as a service

Mitsubishi Electric

Elevator as a Service with 200+ projects and lower down time with remote sensing




Mitsubishi Electric

Business Model Overview

- **How does it work?** Pay per use, ownership stays with Mitsubishi
- **What is different?** Lower investment at the start, long-term relationship and financial agreement, control over product, components and materials to keep in business as long as possible
- **Challenges & Opportunities:**
 - **Challenges:** Risk lays with the service provider
 - **Opportunities:**
 - Lower down-time because of good quality product and maintenance is in the sake of both parties.
 - Modular and compatible design



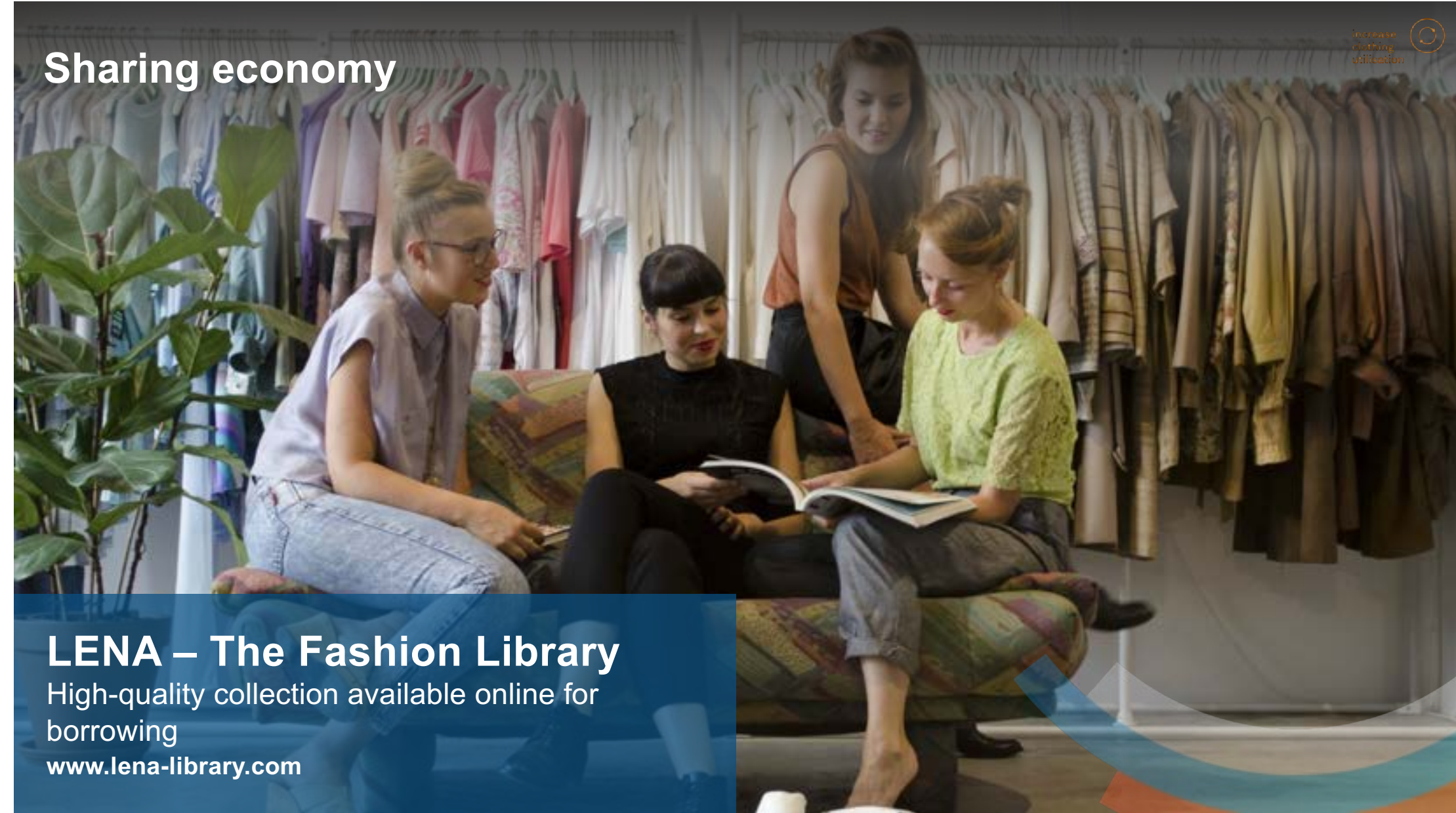
Sharing economy

increase
clothing
utilization 

LENA – The Fashion Library

High-quality collection available online for borrowing

www.lena-library.com



LENA – The Fashion Library

Business Model Overview

- **How does it work?** Online and offline fashion library that allows members to borrow high-quality clothing.
- **What is different?** Focuses on a circular approach that values access over ownership, reducing textile waste.
- **Challenges & Opportunities:**
 - **Challenges:** Scaling the model and engaging brands to adopt rental systems.
 - **Opportunities:** Expanding the sharing model within the fashion industry and reducing reliance on fast fashion.



Repair for improved customer relationship

increase
clothing
utilisation

reuse

United Repair Centre

B2B solution for lifetime extension of apparel and job creation

www.unitedrepaircentre.com



United Repair Center

Business Model Overview

- **How does it work?** Offers B2B clothing repair and re-commerce solutions.
- **What is different?** Operates as a shared repair center to achieve greater scale and sustainability in the textile industry.
- **Challenges & Opportunities:**
 - **Challenges:** Specialized repair knowledge is needed, making integration difficult for brands.
 - **Opportunities:** Reduces textile waste and creates jobs for marginalized communities, with a capacity for 20,000 repairs annually.



Product-use extension



EXCESS MATERIAL EXCHANGE

Digital platform to exchange excess materials or products across various industries.

www.excessmaterialexchange.com

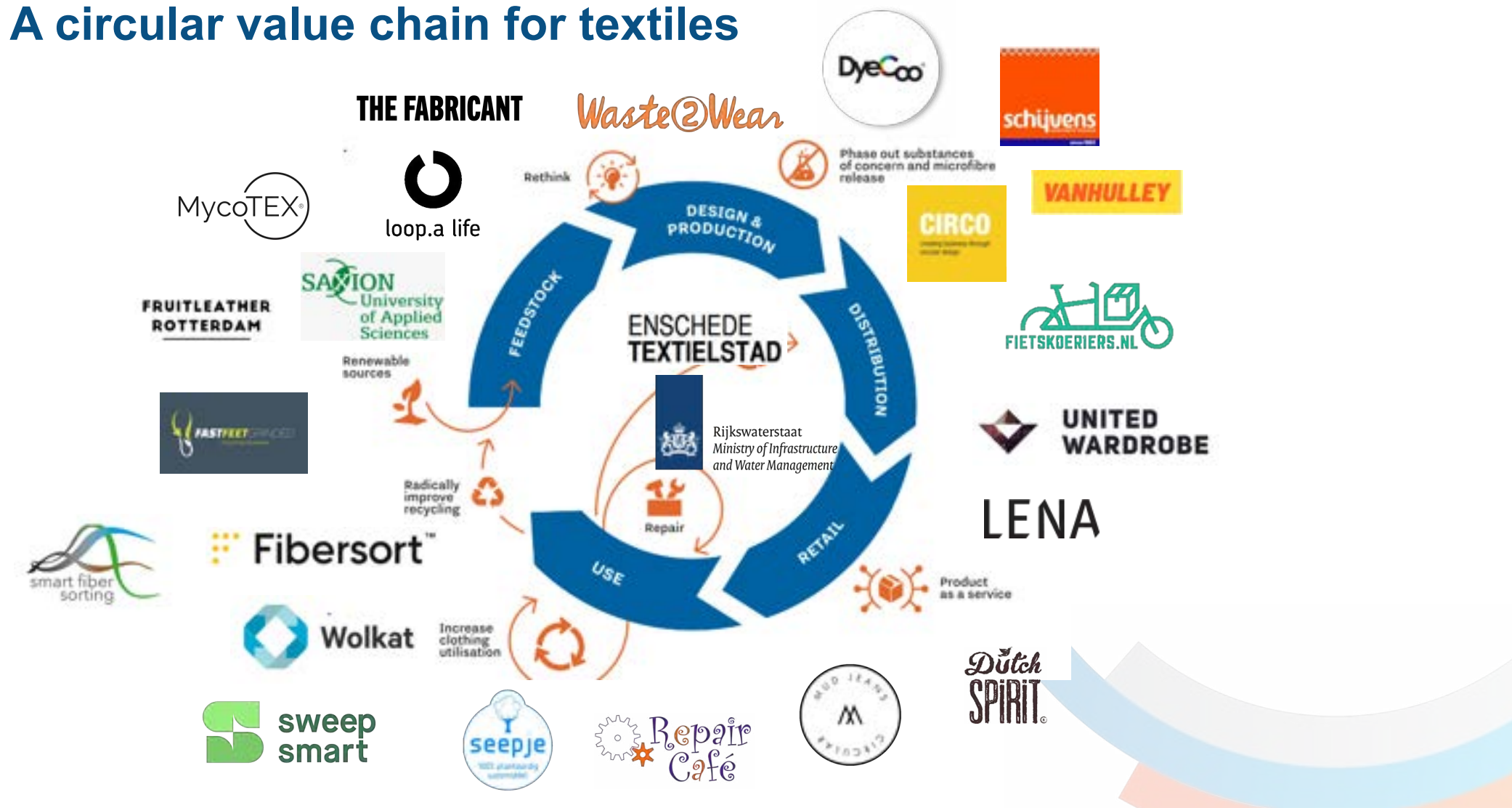
EXCESS MATERIAL EXCHANGE (EME)

Business Model Overview

- **How does it work?** EME connects companies to identify and exchange excess materials for reuse, maximizing their value.
- **What is different?** Transforms waste into valuable resources, promoting sustainability and economic gains through innovative technology
- **Challenges & Opportunities:**
 - **Challenges:** Achieving widespread adoption and overcoming resource inefficiencies.
 - **Opportunities:** Increasing material flow value by 110% and reducing ecological footprints by 60%, enhancing circular economy initiatives.



A circular value chain for textiles



Holland Circular Hotspot mission

Connect the 4 key groups of stakeholders

‘This journey can only be fulfilled when all stakeholders are actively working together’

Dr. Jacqueline Cramer

former Minister for the Environment of the Netherlands



9 December 2024

Circular Procurement

- Government as launching customer
- From workwear Dutch army to reusable fiber
- Learning process for tenders and procurement
- Walking the talk





Green Deal Circular Denim

- Closing the loop with textile waste processors, fiberizers, weaving mills, manufacturers, brand owners, retailers and governments
- Duration 2020-2023
- Recycled cotton fiber in jeans products

9 December 2024

Extended Producer Responsibility (EPR)

- Textile manufacturers & importers obliged to collect discarded clothing, workwear, kitchen/bath textile.
- 50% in 2025, 75% in 2030 (now 45%, effectively 35%)
- Minimal % of reuse and recycling in the Netherlands.
- Preparation for fiber to fiber recycling.
- Since July 2023



Key take aways



Global developments bring Circular Economy business opportunities along. Front runners will have the biggest advantage.



Design is a good starting point to find opportunities, decrease risk, and involve the whole value chain.



Coalitions of the willing can proof it can be done and inspire the critical mass to join the transition to a 'new normal'. Denim Deal is a good example.



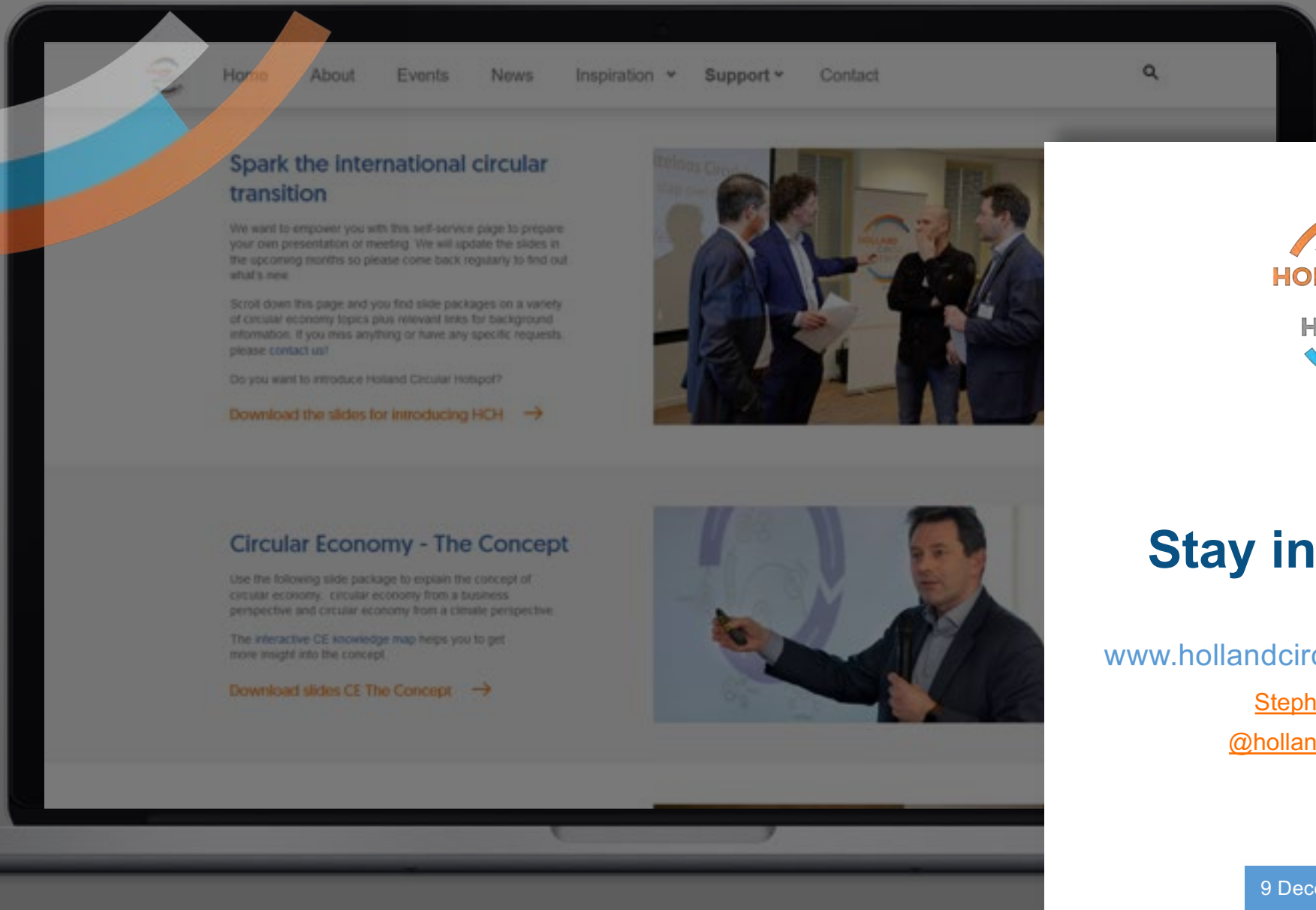
All stakeholders need to work together to close the value chain. Each role is equally important, but businesses will be the ones to make it happen in practice.



Key publications

Holland Circular Hotspot





Stay in touch!

www.hollandcircularhotspot.nl

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9 December 2024