



2nd International RREUSE Conference: Making the circular economy attractive, convenient and inclusive

22 - 23 November 2018
Nijmegen, Netherlands

Speaker profiles & Site visits

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RREUSE



www.rreuse.org

Follow our parallel campaign for the European Week for Waste Reduction
#ReuseMoreThrowLess on Facebook on 17 - 25 November 2018

21st November 2018 – Site visits in Nijmegen

Het Goed

Trendy and progressive 2,200 m² department store selling re-used and upcycled goods run by social enterprise

Het Goed is a network of re-use centres operated by social enterprise with 25 branches throughout the Netherlands engaging 1 200 workers. In 2017 Het Goed collected almost 25.000 tonnes of goods, of which 85 % was either re-used or recycled. Deeply focused on a consumer approach, the modern and well-organized shops of Het Goed blur the lines between new and used goods and show second-hand at its best. The re-use centre in Nijmegen which we will visit is engaging 49 workers and collects annually 1 175 tonnes of material.

www.hetgoed.nl



Dar N.V.

Waste management facility working towards an inclusive and circular region of Nijmegen

Dar N.V. is a company whose main tasks are sustainable waste and public space management in the region of Nijmegen. Together with employees, residents, municipalities, companies, and other parties, Dar N.V. works on a clean environment without waste and offers people distant from the labor market opportunities to participate in this vision. Dar is committed to sustainability and keeping employees, partners and residents closely involved in everything they do. The company is active in six municipalities: Berg en Dal, Beuningen, Druten, Heumen, Nijmegen and Wijchen. These municipalities are also the shareholders of Dar. The site visit will follow the operation of a 'Milieustraat' in Nijmegen, where citizens can dispose of their unwanted items and waste.

www.dar.nl



22 November: DAY 1 - Public conference

Venue: Honig Complex – Room De Bouillon, Waalbandijk 20-22, 6541 AJ Nijmegen, Netherlands

Facilitation

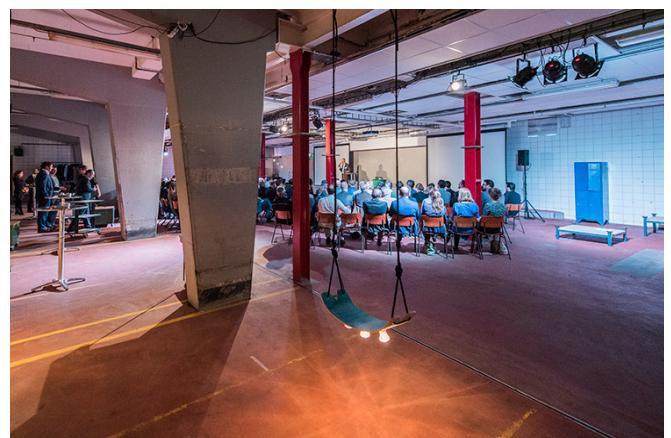


Peter Woodward

Peter is the perfect person to guide us through our public conference. Peter has a wealth of experience and interest in facilitating dialogues and conferences related to the sustainable development agenda. This includes responses to the challenge of climate change; moving to a circular economy, future cities, eco-innovation, quality of life, social inclusion and governance issues.

Even the venue has a story...

The conference will take place at the remarkable **Honig Complex**, a former dried foods factory, which has undergone a transformation into a multifunctional space for entrepreneurs, artists and the public. Over 130 entrepreneurs call the complex their home, including social enterprises. You don't need to worry, re-use and upcycling are not just empty words here!



Welcome and Introduction



Antigone Dalamagas

President RREUSE & Director Ecorec, Greece

Antigone has over 20 years' experience in the field of sustainable waste management at the local, national, and international levels and how it links to job creation. She is the director of the Ecological Recycling Society, a national NGO in Greece, promoting the waste prevention, re-use and recycling, and the treasurer of the Greek social cooperative Anemos Ananeosi, winner of this year's European Citizen's Prize awarded by the European Parliament. She is a board member of Zero Waste Europe and RREUSE President since 2013.



Hubert Bruls

Mayor of Nijmegen, Europe's Green Capital 2018

Nijmegen has a broad perspective on sustainability, with ambitious goals including being climate neutral by 2045 and improving its already high-performance waste management system. This requires many long-term measures and the collaboration of various partners, including business and residents. "We want to reach these objectives together with our local stakeholders; we consider our inhabitants, entrepreneurs and knowledge institutions as integral to its environmental improvement, our green capital" says Mayor Bruls.

Session 1: We're Consumption Crazy! How we can change the world together



Professor Tim Cooper

Sustainable Design and Consumption at Nottingham Trent University, UK

Tim Cooper is Professor of Sustainable Design and Consumption at Nottingham Trent University. A specialist in product lifetimes, his research interests are multidisciplinary, embracing sustainable design, consumer behaviour, public policy and environmental values. He initiated the biennial PLATE (Product Lifetimes and the Environment) conferences and was contributing editor of Longer Lasting Products, published by Gower in 2010.



Leonie Reinders

Director BKN & President of the Repair Café Foundation, Netherlands

Having worked in recruitment and HR for a number of years, Leonie switched to the waste sector more than 10 years ago. From her position as training manager at the Association for waste collectors, she became a board member of the BKN in 2005 and joined the branch office of BKN in 2011 as a policy & project manager and from 2013 as Director. Making the transition from a commercial environment to the social sector she enjoys helping to give a second chance to as many people and things as possible.

Session 2: Bringing circular thinking to our households



Tuovi Kurttio

Special Advisor on strategy and development, Helsinki Metropolitan Area Re-use Centre / Kierrätyskeskus, Finland

At the Helsinki Metropolitan Area Reuse Centre Tuovi is responsible for strategy and development at the company's executive team, anticipating the future directions of its re-use activities and seeking ways for innovation. With a wealth of experience in environmental education and sustainable consumption she is nowadays focused on sharing and the circular economy.



Marina Fornasier

President, Cooperativa Sociale Insieme, Italy

Marina has been a member of Social Cooperative Insieme since 2006. She started her environmental mission at the end of the supply chain, directly involved in selecting and selling second hand goods. This was then followed by a social and environmental bar project and with education activities on these issues aimed at young and adult people. In 2010 Marina began her career as board member of the cooperative, which led to becoming president of Insieme in May 2017.



Karoline Tretowski

Manager Sustainability Closed Loop, Tchibo, Germany

At Tchibo, a German retailer for consumer goods, Karoline is combining her passion for resource-conscious consumption and her background in Life Cycle Assessments. She is responsible for integrating sustainable materials, longevity as well as recycling and reuse on the company's way towards a Circular Economy. Prior to Tchibo, Karoline worked for a sustainability consultancy and studied Sustainability Science at the Leuphana University Lüneburg.

Session 3: The power of buying green and social



Bart de Buin

Managing Director, Dar NV, Netherlands

Bart has extensive experience in the waste business. At Dar he focuses on sustainable waste management and public space management. Keeping the region clean, that's what is important to him and the company. Making a contribution to the development towards a circular economy is his main focus. Balancing in the private and public field is a challenge but also the way of making things happen. Together with employees, residents, municipalities, companies, and other parties, Dar works on a clean environment without waste.



Lysiane Serret-Françonne

Development Manager, Envie Lorraine / Envie Autonomie, France

Lysiane has been with the French re-use and social inclusion company Envie since 8 years. Her main job is to identify potential partnerships, build strong networks and initiate economic activities generating skills and jobs in a circular economy. She's particularly keen on innovation in up-cycling and repair to promote more conscious consumption models, just like with the new national activity of 'Envie Autonomie'. Her dream are successful careers for the Envie employees, and she has strongly worked for it. They are her motivation.



Lori Maes

Research and Innovation Coordinator, Love Tomorrow, Belgium

Love Tomorrow is a sustainability programme that sprouted out of the festival Tomorrowland. Lori is the coordinator of diverse sustainable and innovative projects, one of them being Camp2Camp, dealing with camping equipment. She's making use of her background as a psychologist and environmental scientist, connecting both on a daily basis, using psychological insights to change people's behavior in a sustainable way at festival sites.



Bart Krull

Business Developer, Buy Social Platform & Social Enterprise NL, Netherlands

Bart is the co-initiator of Buy Social, a platform that stimulates buying from social enterprises and supports public and private organisations in sustainable procurement. He has gained experience with matching entrepreneurs with partners from business, research and public officials at the Institute of Social Innovation and at the Netherlands Enterprise Agency. He hosts the 'Tegenlicht' Meet Ups in Amsterdam. He studied social geography and theatre.

Session 4: Big policy - does it make any difference locally?



Ann Branch

Head of unit Job creation, European Commission, DG Employment, Social Affairs and Inclusion

Ann leads the European Commission's team responsible for inclusive and social entrepreneurship in the department for Employment. Her remit includes policies and funding support to promote the development of social enterprises and micro-finance for entrepreneurs from vulnerable groups. She joined the EU institutions in 1999 and has previously worked on a range of EU policies and funding programmes relating to employment or social dialogue.



Ruben Dekker

Policy Officer – Circular Economy, European Commission, DG Environment

Ruben works on Sustainable Consumption and Production, in particular on an analysis of the contribution of EU product policies to a Circular Economy. This analysis is expected to be published in the first quarter of 2018. Before joining the Commission in 2017, Ruben worked for the Permanent Representation of the Netherlands to the EU as an Environment attaché.



Cillian Lohan

Member of the European Economic and Social Committee

Cillian is the CEO of Irish Environmental NGO the Green Economy Foundation and has been a member of the European Economic and Social Committee (EESC) since 2015. His expertise lies in circular economy and the role of new economic models in the just transition to a low carbon future. He has been rapporteur on several EESC opinions including the suite of legislative proposals within the EU Circular Economy Action Plan. He has played an active role in the founding and steering of the European Circular Economy Stakeholder Platform.



Michal Len

Director, RREUSE

Michal is Director of RREUSE, the representative body for social enterprises active in the field of re-use, repair and recycling. He has been with the organisation since 2011 and specialises in EU waste and product policies as well as policy mechanisms supporting social enterprise.

Networking cocktail

Honig Complex – ‘Brebl’ – Waalbandijk 20-22, 6541 AJ Nijmegen, Netherlands

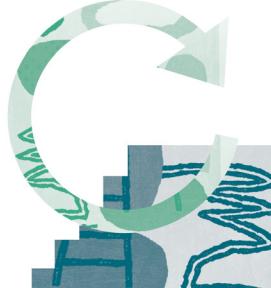


Introduction by Ad Lansink

Ad is a former Dutch politician and the father of the waste hierarchy. He worked as a Senior Lecturer in Physical Chemistry at the University of Nijmegen, and as Biochemist at the UMC Radboud. He became politically active in the Catholic People's Party and became a member of the council of Nijmegen in 1970. In 1977, Ad was elected to the Dutch parliament. He worked on a multitude of topics such as environment, energy, higher education, science policy and public health. He is the author of the book 'Challenging changes', dealing with the circular economy.

Challenging Changes
Connecting Waste Hierarchy and Circular Economy

Ad Lansink



The book 'Challenging changes'

Challenging Changes will connect the main lines of the waste hierarchy with the key elements of a circular economy, using resource and chain management as indispensable tools. The author addresses various target groups: workers in the waste sector but also curious laymen, politicians and other policy makers besides ambitious youngsters and conscious consumers. And all companies that want to fulfil the controversial producer responsibility. Though the target groups differ, hopefully they will find each other in the belief that sustainable development of waste management and circular economy requires broad support.

23 November: DAY 2 - Open to RREUSE members and wider membership only

Venue: Honig Complex – ‘Brebl’ – Waalbandijk 20-22, 6541 AJ Nijmegen, Netherlands

The importance of quality and professionalism for partnerships and consumers



Jeroen Brink

Sustainability & Transformation Director, AkzoNobel, Netherlands

Jeroen – a trained economist – has 20 years of experience as a marketing manager for consumer goods in France, Germany and his home country the Netherlands. In his current position he is influenced by the strong focus on Sustainability within AkzoNobel. AkzoNobel has championed an initiative to re-use consumer paint leftovers for social purposes for 25 years in the U.K. This scheme is now being rolled out as an industry-wide initiative in the Benelux.



Roman Danko

Manager, Social Cooperative Humana Nova Zagreb, Croatia

Roman is an experienced manager with a demonstrated history of working in the environmental services industry. In his 30-year career he initiated and lead cycling tours in Slovenia, sailing school in Croatia, outdoor program for refugee children, community development consulting, CO2 cutting company and Social cooperative Humana nova Zagreb. He graduated from sociology at the University of Zagreb.



Leonie Reinders

Director BKN & President Repair Café Foundation, Netherlands

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RREUSE is grateful for the kind support of local partners

[Branchevereniging Kringloopbedrijven Nederland \(BKN\)](#)
[Het Goed](#)
[Dar N.V.](#)



About Nijmegen, Europe's Green Capital 2018

Nijmegen is a growing city, with more than 170,000 inhabitants and a population density of 3,000 inhabitants/km². The city is located in the east of the Netherlands and is the largest city in the Arnhem- Nijmegen metropolitan area. A key focal point of the city is the river Waal which provides both significant challenges and opportunities for the city. Nijmegen is the oldest city of the Netherlands. Over two thousand years ago, the Romans settled on the hill overlooking the river. Nijmegen cherishes its historical treasures while simultaneously embracing renewal. Nijmegen's abundant natural beauty, thanks to its riverside location, and its wide range of sporting and cultural activities make a diverse tourist destination.

About RREUSE

RREUSE is an independent non-profit organisation representing social enterprises active in the field of re-use, repair and recycling, with 26 members across 24 countries in Europe and the USA. Our main vision is for Europe to support the role of social enterprise in a circular economy, providing meaningful work opportunities to thousands of vulnerable members of our community through innovative economic, social and environmentally beneficial activities. RREUSE's primary mission is to help tackle poverty, social exclusion and a throwaway culture by promoting policies, best practices and partnerships that support the professionalism and development of social enterprises working in environmental services with high potential for local and inclusive job creation, notably re-use and repair.

www.rreuse.org
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