

The Frisian policy towards a circular economy

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The Frisian context. Why the circular economy fits in Fryslân

- We are leaders in the area of recycling;
- We are a compact region where players know each other. The economic structure is transparant;
- Our tacit knowledge on themes as water and agriculture (although that's not enough)
- A growing group of business municipalities, knowledge institutes and local governments are already working together in the field of C.E. (VCF)

Our ambition for 2025: number one development region in the Netherlands and top 3 in Europe

- Why?
- We want to make an ambitious contribution to the global goal of handling our natural resources and raw materials (SDG's)
- A great opportunity for the Frisian SME's to earn money with new circular business models;
- We want to stimulate the bottom-up movement. We want to include as much of our citizens.
- We think the linear economy will be a dead-end road in the long term.

Our goals for 2025 (quite difficult!)

- The province of Fryslân's procurement are circular as far as possible;
- In our education the circular economy is included in the curricula at all levels;
- Fryslân is one of the top three development regions in Europe in the field of the circular economy (benchmark). We want to learn

Five conditions required

- Financial incentives to benefit the circular economy;
- continual demand for circular products;
- In logistics and infrastructure: all links are present in the chain;
- Performance requirements: equal for all parties;
- Consistent policy and enforcement

Three pillars in our policy

- Doing
 - Learning
 - Communicating
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- Per pillar we formulate concrete actions
 - Each year we make an agenda.

Questions for SCREEN-partners

- are there other regions who are working on a policy document?
- Can we develop a joint benchmark?
- How do other regions deal with circular procurement?
- How do other regions stimulate education to include the circular economy in the curricula – from primary to university level

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