

PROGRAMME INTERREGIONAL MEETING UTRECHT 17 SEPTEMBER 2020

Welcome to the interregional meeting on the two business models: Renewability and Product as a Services. During this one day meeting we are consolidating knowledge we have collected so far during the morning breakout sessions.

Main Session 1 Opening + Keynote

Opening + Keynote

- 9:00* hrs Opening by Dr. Cyrille Krul (Director Research Centre Sustainable and Healthy Living, Utrecht University of Applied Sciences)
- 9:05 hrs Keynote by Marin Zegers (Policy advisor - Gemeente Utrecht)
- 9:45 hrs Assignment for today - Ruben Vrijhoef
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10:00 – 11:15 hrs Breakout sessions

<p><u>Breakout 1</u> - Social Enterprise</p> <p>Presenter: Roel Schatorjé – MOYU Notebooks</p> <p>A company in sustainable and circularly developed notebooks made of stone paper. The challenges of developing a business, sustaining this company through a crisis and getting on top again. Roel Schatorjé, an alumnus of the Hogeschool Utrecht is the CCO of the company and will take you through the development of the company</p> <p>Moderator: Holger Hooimeijer (Hogeschool Utrecht)</p>	<p><u>Breakout 2</u>- Urban development and circularity</p> <p>Presenter: Evert-Jan Velzing - Hogeschool Utrecht</p> <p>Urban development aims to improve the socio-economic wellbeing of neighbourhoods, districts and cities. Since the 2000s the role of creatives in developing cities has been stressed. In recent years developing a circular economy has become more important. In this session we discuss circular urban development. What it is? Where it leads to? And how to assess it?. We specifically look at the case of Werkspoorkwartier: creative circular industrial area.</p> <p>Moderator: Kitty Veerman (Hogeschool Utrecht)</p>
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11:30 – 12:00 hrs [Round up of breakout sessions](#)

12:00 – 13:30 hrs Lunch (local) + [optional meet and greet](#)

Region sessions round 1 + 2

At 13:30 hrs we return to the first round of regional sessions. In each session of 30 minutes a good practice is presented.

Southwest Finland	Maramures	Sofia
<p>Session 1 (13:30 – 14:00) Murtolan Hamppufarmi Oy</p> <p><i>Hamppufarmi cultivates hemp and produces different hemp products. Hemp is a fast-growing, energy-rich plant which grows even in modest conditions and does not need artificial watering or large amounts of fertilizers or insecticides.</i></p> <p>Presenter: Virve Kettunen, owner, Hamppufarmi Oy Moderator: Jenni Suominen, Turku UAS</p>	<p>Session 1 (13:30 – 14:00) KEMATRONIC & CEPRONEF Energo Invest</p> <p>Kema Tronic is a Romanian engineering company from Maramures, specialized in renewable energies, having 5 patents in wastewater treatment (one in circular economy) and more than 200 projects all over the country. The company is strongly involved in tackling the circular principles in wastewater treatment. Its good practice on Renewability is related to the advanced anaerobic digestion technology used for a waste water treatment plant near, that has increased the renewable energy production, reducing the excess sludge at the same time.</p> <p>Presenter Ioana Bercu Moderator Mihaela IITE</p> <p>CEPRONEF Energo Invest a Romanian company located in Maramures, offers integrated services in architecture, engineering and consultancy in renewable energy, industry, environment and energy management. Its good practice on Renewability refers to the realization of a unit for electricity production from solar source in the benefit of a local community and its capitalization on the profile market benefiting from the Green Certifiers mechanism.</p> <p>Presenter Mihaela Lite Moderator Margareta Capilnean</p>	<p>Session 1 (13:30 – 14:00) Buyomic Ltd - New generation packing materials</p> <p>Converting organic waste from agro-production into sustainable packaging materials according to CE principles</p> <p>Presenter: Vihra Andonova</p>

<p>Session 2 (14:00 – 14:30) Foodduck - With automation against plastic and food waste</p> <p><i>The FOODDUCK service innovation for spread dispensing makes mass dining areas more ecological and more hygienic. Advanced remote monitoring makes measuring benefits more visible.</i></p> <p>Presenter: Timo Mieskonen, Turku UAS Moderator: Jenni Suominen, Turku UAS</p>	<p>Session 2 (14:00 – 14:30) ONE IT</p> <p>ONE IT LTD, a successful business in the IT&C sector, situated in Baia Mare, Maramures County – Romania, has distinguished itself on the regional market by the quality of products and services and offering personalized IT solutions for businesses. The company is also strongly involved in circular economy and its good practice on Products as service is "MANAGED PRINT SERVICES" – integrated services that provide printing equipment with consumables included and payment only in regime per printed page.</p> <p>Presenter Nicolae Ontiu Moderator Mihaela Lite</p>	<p>Session 2 (14:00 – 14:30) Konica Minolta</p> <p>Solutions for document processing step by step</p> <p>Konica Minolta Business Solutions Bulgaria provides optimized printing services to its customers from all over the country.</p> <p>Presenter Elena Drecheva,</p>
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Region session round 3 + 4

After a 15 minute break the next three regions will present their good practices.

Greater Manchester	Utrecht	Valencia
<p>Session 3 (14:45 – 15:15) Waste Logics</p> <p>Waste Logics offer cloud-based waste management software that can be used to manage waste operations and materials flows more effectively, providing 'actionable insights in from real-time data' that enable better control and evaluation of valuable waste streams. The software provides a simplified and intuitive CRM system that can be easily used by both customer/end-user and waste collector to offer transparency in how much waste is collected, where it goes, how it is utilised and the implicit costs.</p> <p>Presenter: Moderator: Russell Yates</p>	<p>Session 3 (14:45 – 15:15) Bouwhub</p> <p>As one of the main construction companies in the Netherlands Volker Wessels has set up an independent business unit dedicated to smart building logistics. This hub, situated at the edge of a large city, helps to efficiently and effectively bridge the last mile to the building site. The initiative has significantly lowered CO2 emissions for building traffic, but also allowed for an efficient reuse of building materials and waste from building sites. This for example has led to a</p>	<p>Session 3 (14:45 – 15:15) Projar:E²STORMED project</p> <p>Greenroof installation on a Senior Center (public building) for the improvement of energy efficiency and storm water management.</p> <p>This practise shows the results about energy saving of the green roof on buildings with Mediterranean climate, evaluating also its benefits for the stormwater management.</p> <p>Presenter: Ana Llopis Moderator: Javier Orozco (UPV)</p>

<p>More information: https://www.wastelogics.com</p>	<p>collaboration on the reuse of wood and a marketplace for reusable building materials in several cities.</p> <p>Presenter: Mark Dudink Moderator: Holger Hooimeije</p>	
<p>Session 4 (15:15 – 15:45) Oldham Community Power</p> <p>This project seeks to provide affordable, sustainable and low carbon energy by using both council owned and community-based buildings for solar installations. The scheme is primarily funded through a community share scheme, with secondary support through grants and loans provided by the local council.</p> <p>Presenter: Moderator: Russell Yates</p> <p>More information: http://oldhamcommunitypower.org.uk</p>	<p>Session 4 (15:15 – 15:45) Sympany</p> <p>Sympany, a social enterprise for the recycling for clothing has developed several circular initiatives for the reuse of clothing. The company has developed a partnership to develop new cotton thread from reconstituted cotton from clothes and fabric no longer fit for integral reuse.</p> <p>This initiative follows several other ventures for blue jeans and shoe soles.</p> <p>Presenter: Holger Hooimeijer</p> <p>Moderator: Evert-Jan Velzing</p>	<p>Session 4 (15:15 – 15:45) Sunnerbox</p> <p>The main objective of Sunnerbox is to take the most of solar radiation to as many uses as possible. Solar PV energy is mostly used in large photovoltaic production plants or in small-medium installations for self-consumption in homes/industries. Photovoltaic energy has great potential that could be extended to many uses and locations. With that idea in mind, the company has developed solar energy collection and storage units that can be moved and installed in different locations, allowing access to electrical energy practically anywhere</p> <p>Presenter: Alberto Martinez Moderator: Vera Valero (IVE)</p>

16:00 – 17:15 hrs [Main session + final round up](#)

In this session we look back at the sessions in the afternoon, and we will connect those lessons to the round-up of the morning session. The aim of this session to move forward on the local action plans and policy development

17:15 hrs Close

*Times are CEST