Growing impact of megatrends:

- Resource Scarcity
- Rising World Population
- Growing middle class
- Climate Change
- Migration
- Geo-political changes
- Digitalisation
- Mega Cities
- Hyperconnectivity
- Individualisation
- Social Media
- Internet of Things
- ...
Law of the handicap of a head start?

- Compact region, densely populated= rich urban mine
- Pioneers in waste legislation and implementation:
  - Establishment of Public Waste Agency (OVAM) and Waste Decree (1983):
  - Landfill and incineration ban & taxes
  - Frontrunner selective collection:
    - Door-to-door
    - Local recycling stations
    - Network of second hand shops
  - Continued awareness raising
  - Public-private partnerships for complex challenges (eg. tailor-made industrial waste management)
  - Excellent scientific knowledge
  - State-of-the art (recycling) for wide range of (complex) material streams

Transition from waste to materials management:

- New materials decree replacing the waste decree (2011) – focus on:
  - Sustainable materials management
  - Materials hierarchy
  - Life cycle thinking
- Political window of opportunity:
  - 2010 Belgian EU presidency
  - Transition management approach
  - Experimenting with new forms of governance
  - Experience of Plan C as network of frontrunners
  - EU2020 strategy
  - International awareness
Establishing the Flanders’ Materials Programme based on a 3 pillar approach:

- **Plan C:**
  - network of frontrunners
  - long term vision and experiments with new business models

- **Policy research centre SuMMa:**
  - cooperation between Flemish Universities and VITO
  - research on economic, policy-related and societal conditions to realise the shift towards a circular economy.

- **Agenda 2020:**
  - concrete priority multi-stakeholder actions
  - streamlining actors and initiatives
Aim  |  Case  |  Role FMP
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Ensuring continuity of resource supplies  |  Deceuninck, Galloo (plastics)  |  Selective collection / demolition and market for recycled plastics via public procurement
Creating new markets  |  Indaver (from waste management to molecule management), NuVelSy (nutrient recovery)  |  Facilitating launch consortium nutrient clearing house & Zaventen
Adding value for and stronger relationship with customers  |  Tabachem Chemical Leasing (Reinders, Janssen, Salway, De Vlaer, essensia)  |  Initiated as an experiment within the Plan C network
Efficiency concerns: less waste, less emissions and less pollution; reduced energy- and materials use; cost reductions  |  Symbiose 2.0 (FISCH-FOBEEM-OHAF-VITI), Material scan for SMEs (OVAM-AO)  |  Supplying means (money – people)
More potential for growth and productivity  |  Umiume, Metaal-Chimique, Campylon, Aerea, Galloo, IMIC, Indaver (valuable metals)  |  Strengthening the metals recycling cluster via facilitation of extra pre-processing activities
What’s next

6 strategic leverage projects

- Promoting Flanders as recycling hub for Europe via our seaports: Import of waste streams / (complex) end-of-life products via a multi-modal transport system for sorting, pre-processing, dismantling, re-use/ remanufacturing, recycling in Flanders.
- Developing the job potential of the circular economy by attuning education to required knowledge and skills for new/changing jobs.
- Stimulating the circular economy potential in the Genk region.
- Reinforcing the value chain for valuable metals and hard plastics.
- Deploying a pilot on modular building in education or healthcare facilities.
- Business model innovation to reinforce the circular economy: Plan C helps SMEs to set up concrete small-scale innovation trajectories.

Lessons learnt

- From concept to action
- Development ecosystem
- Development research capacity and contribution to attracting (European) research funding to Flanders (EIT KIC raw materials, EEA Topic Centre)
- Linking sustainable materials management to other grand societal challenges (renewable energy, new industrial policy, urban planning)
- Countering fragmentation
- Priorities, targets, ambition, leadership, smart specialisation
- Inclusive approach: policy and instruments
- Connecting bottom-up and top-down
- Data, monitoring, management
“For the things we have to learn before we can do them, we learn by doing them.”

Aristotle, The Nicomachean Ethics
Aanbevelingen (vanuit de praktijk)

1. Vertrek van een duidelijk doel; een duidelijk kader.
2. Staar je niet blind op één strategie: focus op het slim combineren - vanuit het doel - van verschillende strategieën.
4. Werk vanuit het *doen* aan de randvoorwaarden.