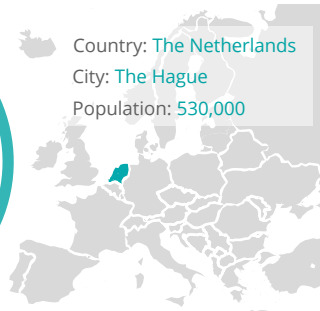


Case: Made in Moerwijk

<https://www.madeinmoerwijk.nl>



Country: **The Netherlands**
 City: **The Hague**
 Population: **530,000**

Description

Made in Moerwijk is a social circular initiative and was initiated by the municipality of The Hague. Initially, the local university participated as well as a technical school and a local fund. Nowadays, Made in Moerwijk is a foundation. The local municipality contributes financially in part for the employees. Subsequently, Made in Moerwijk gained a larger role in the local area, contributing to social cohesion and providing jobs for the community. In total 18 partners are contributing to Made in Moerwijk. Examples of products that are being made are: belts from old bicycle tires and bags from broken umbrella's.

Takeaways & challenges

- 1 Several departments teamed up to facilitate Made in Moerwijk: the waste department, the social department and the local districts.
- 2 The project also has a social function by providing jobs and opportunities for the people living in the district of Moerwijk.
- 3 A challenge is to connect the contributing partners to the project and give them ownership.

Actions and cooperations initiated by the city

REORGANISE YOUR LOCAL AUTHORITY

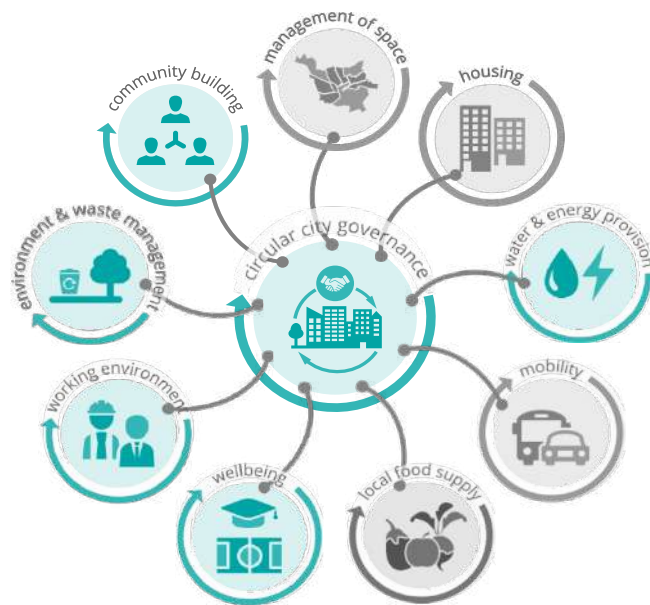
- 1 **Create common long term ambition** - Made in Moerwijk provides a scale-up possibility for small businesses.
- 2 **Set up cooperation between city departments** - Different departments worked together to realize the project.
- 3 **Act circular** - The municipality has provided access to the network of circular businesses.
- 4 Get insights in your resources

STIMULATE CITIZENS INITIATIVES

- 5 Promote sharing & functional economy
- 6 **Raise awareness and coach citizens** - Local citizens are stimulated to collect their waste separately and bring it to Made in Moerwijk.
- 7 Support bottom up initiatives

STIMULATE ENTREPRENEURS & INNOVATION

- 8 **Stimulate local symbioses** - starts-ups are connected to each other.
- 9 **Create incentives to attract circular business** - Made in Moerwijk is a local circular hub and it helps (circular) businesses to scale up.
- 10 **Communicate success stories** - on social media, Made in Moerwijk is being promoted as a good example of circular economy and sets the example for new upcoming hubs.



GENERAL AND TECHNICAL NUTRIENTS



BIOLOGICAL NUTRIENTS

