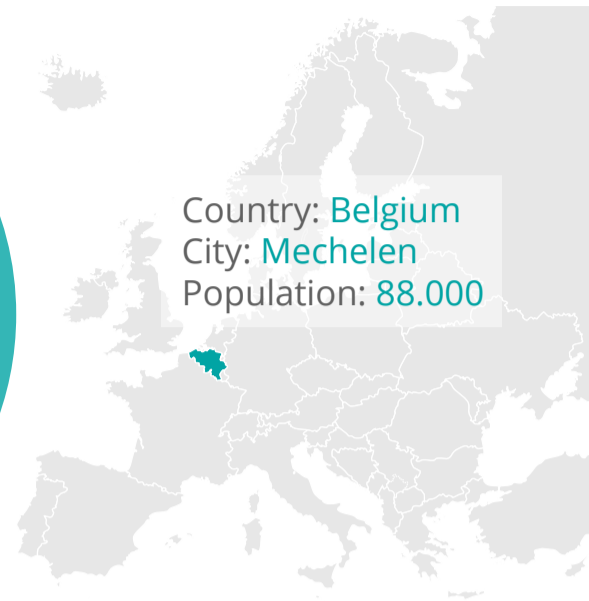


Case: De potterij



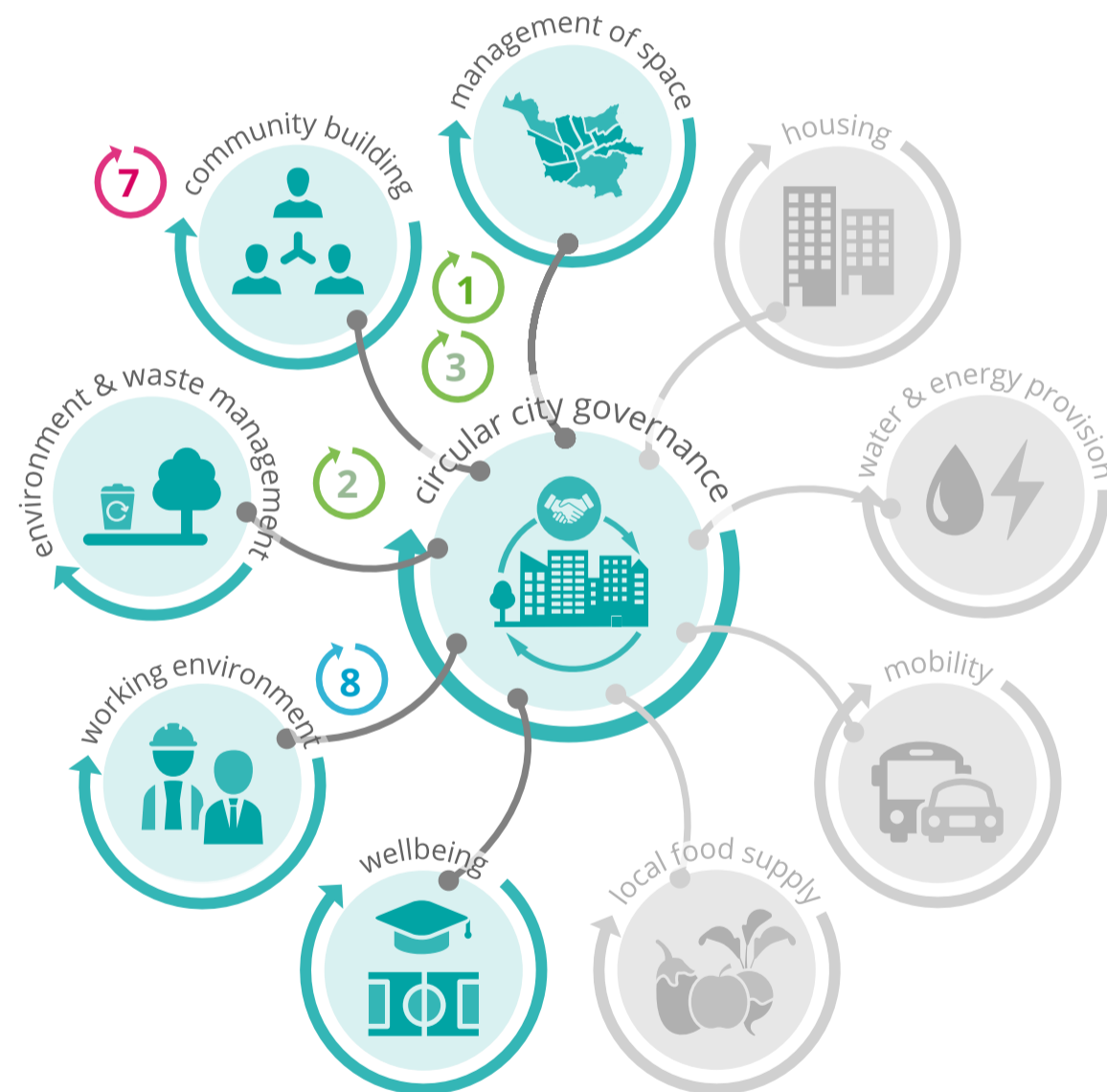
Description

De Potterij will be a meeting place for young, innovative entrepreneurs with a unique view on the circular economy. The focus is to maximize reusability of products and raw materials and to minimize value destruction. Other themes such as ecology, urban agriculture, education, neighborhood, culture and knowledge development will also be given a place.

De Potterij is a former laundry in the city centre. To remove the historical soil pollution an intensive remediation process is set up.

Takeaways & challenges

- 1 Different governmental levels had to work together to realise this project: the city, regional waste agency
- 2 Next to circular economy the project connects to other needs in the society such as urban agriculture, local jobs, depollution etc.. Combining different challenges will strengthen your project.



Actions and cooperations initiated by the city

REORGANISE YOUR LOCAL AUTHORITY

- 1 **Create common long term ambition** - The concept of a circular business hub will be integrated in the city's masterplan.
- 2 **Set up cooperation between city departments** - Different governmental levels had to work together to realise this project: the city and the regional waste agency.
- 3 **Act circular** - Local legislation has been adapted to promote the concept of a circular business hub.
- 4 Get insights in your resources

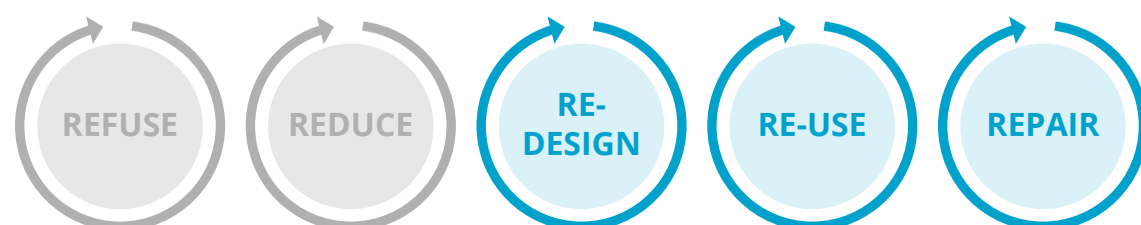
STIMULATE CITIZENS INITIATIVES

- 5 Promote sharing & functional economy
- 6 Raise awareness and coach citizens
- 7 **Support bottom up initiatives** - The ideas and needs of the citizens were collected in a workshop

STIMULATE ENTREPRENEURS & INNOVATION

- 8 **Stimulate local symbioses** - De potterij is a small local circular business hub. The local government, local entrepreneurs and the local university are involved in the implementation of circular economy start-ups.
- 9 Create incentives to attract circular business
- 10 Communicate success stories

GENERAL AND TECHNICAL NUTRIENTS



BIOLOGICAL NUTRIENTS

