

Material Flow Management

The road from awareness to partnership

Our Ambition

50% less (abiotic) resource in 2030 than in 2019 by:

- 1 Using less products
- 2 Using products smarter
- 3 Reusing products

7 Implementation

- Monitoring circular progress (data project)
- Project to stimulate circular behaviour

These two are indispensable to realize our circular ambitions

5 Selection of the strategies we use

- 1 Circular purchasing:
 - Avoid unnecessary buys (desk-top or laptop computer, not both)
 - Paying for services instead of products
 - Settle with supplier products or parts will be reused on return
- 2 Involvement of WUR primary process

4 Important elements of our vision

WUR already performs well on waste processing and has now shift focus to reduction of resource use.

Big steps where possible, small steps where achievable for new circular products and their services.

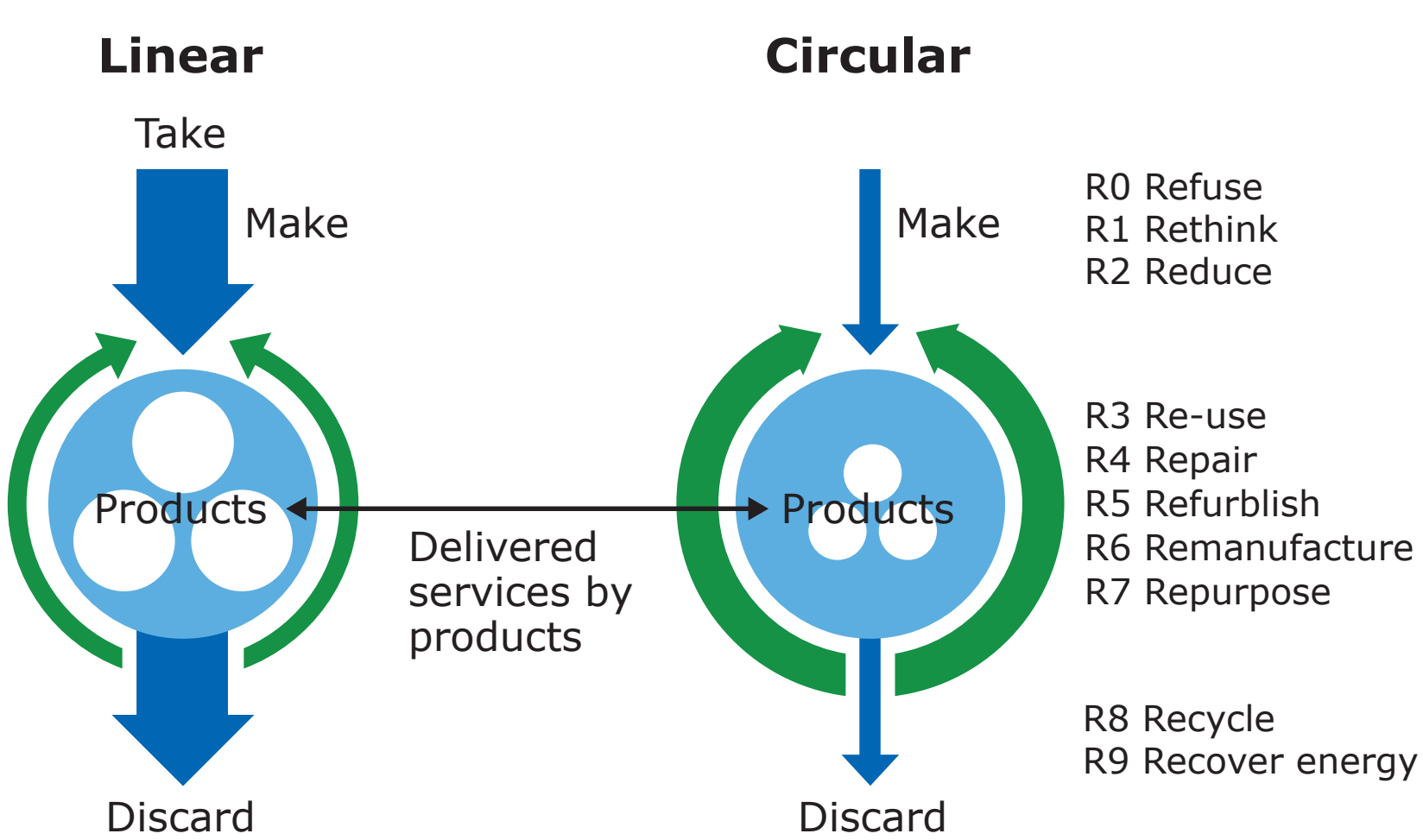
3 Goal and three product groups

WUR wants to reduce its (abiotic) resource use with 50% by 2030 as compared to 2019 by refraining from using products or their services, by using less products and using them smarter, and by (re-) using products or their components longer within WUR or elsewhere.

We focus on three product groups.

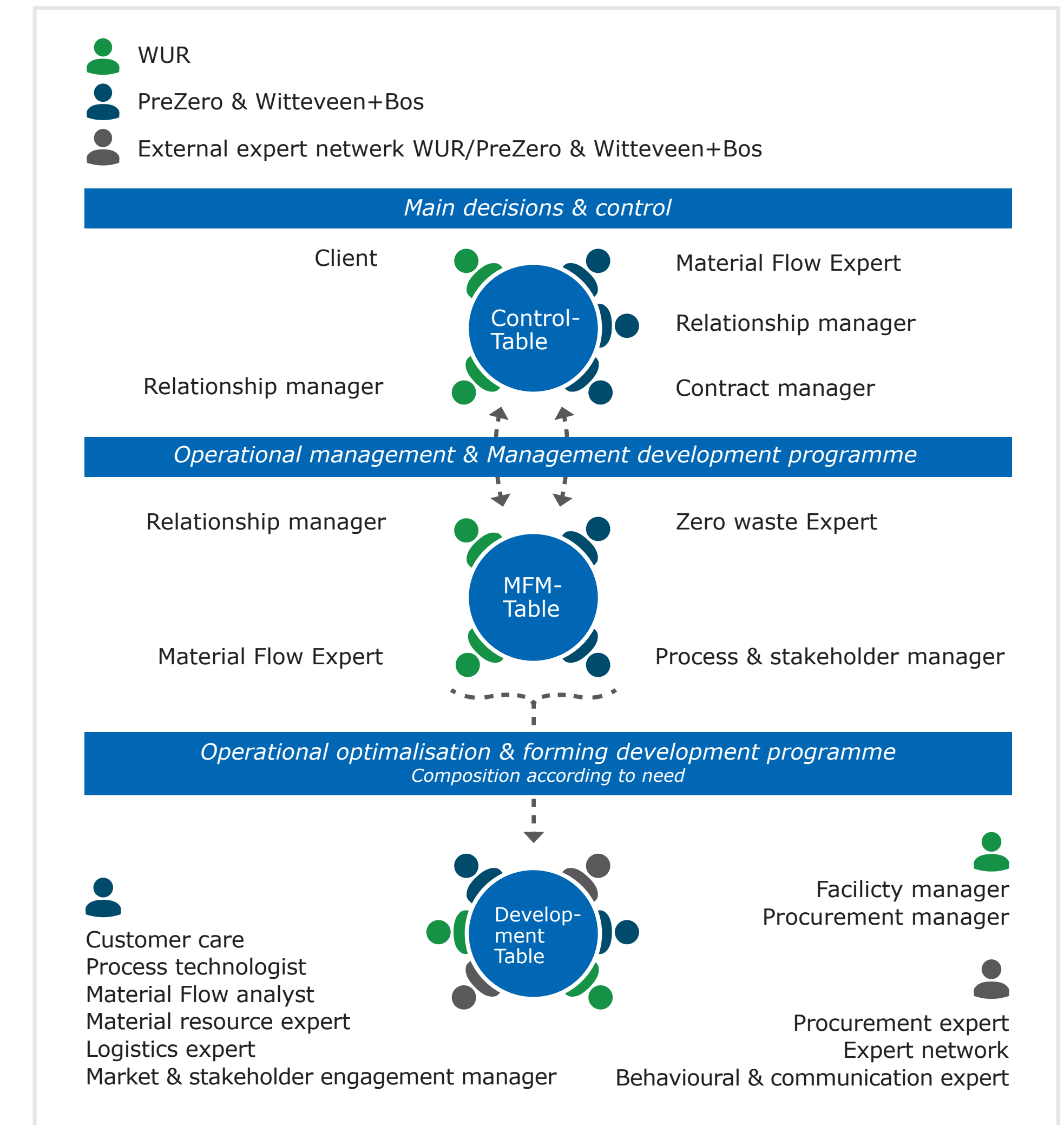
In each area our goal has to be reached by 2030.

- Buildings: Reduction \geq 50%
- Product for general services: Reduction \geq 50%
- Products for education and research: Reduction \geq 50% (with possibility to compensate with more reduction in the other two categories)

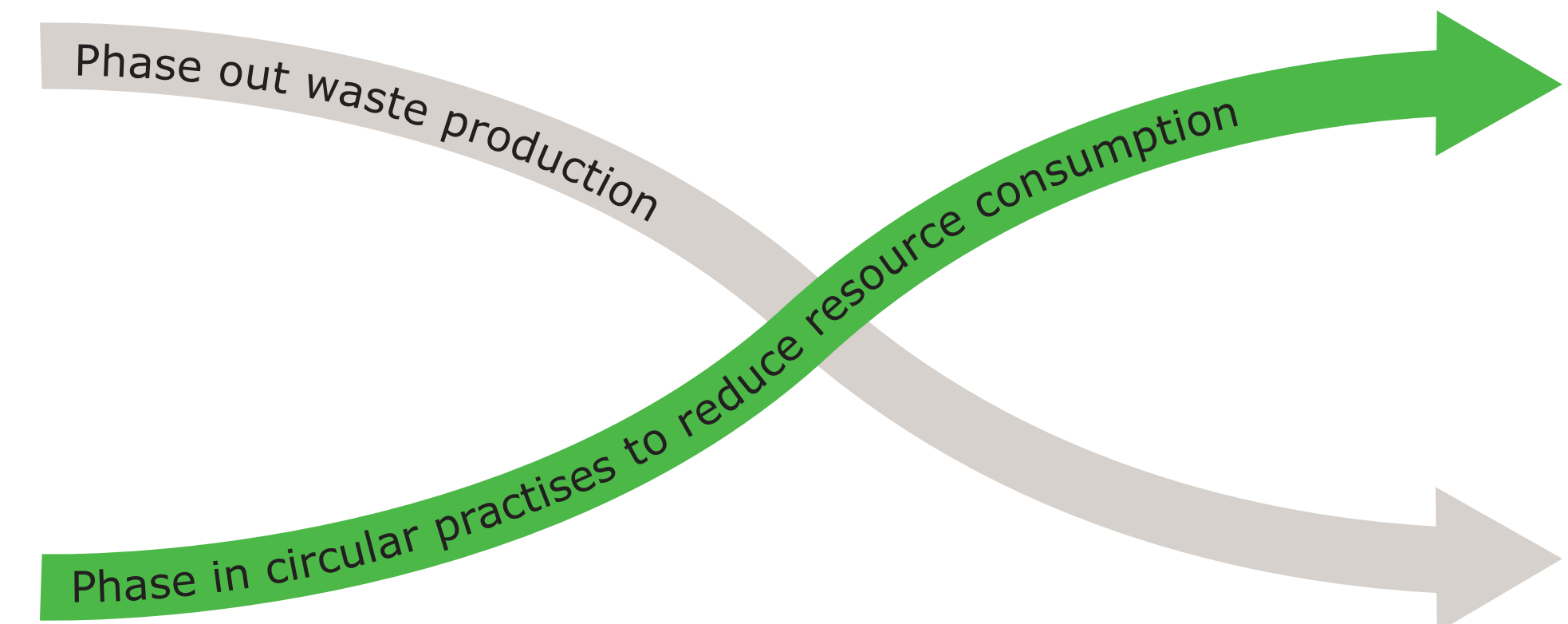


6 Tender based on partnership

- Two main components in the tender:
- Phasing out waste processing
 - Introducing circular product consumption

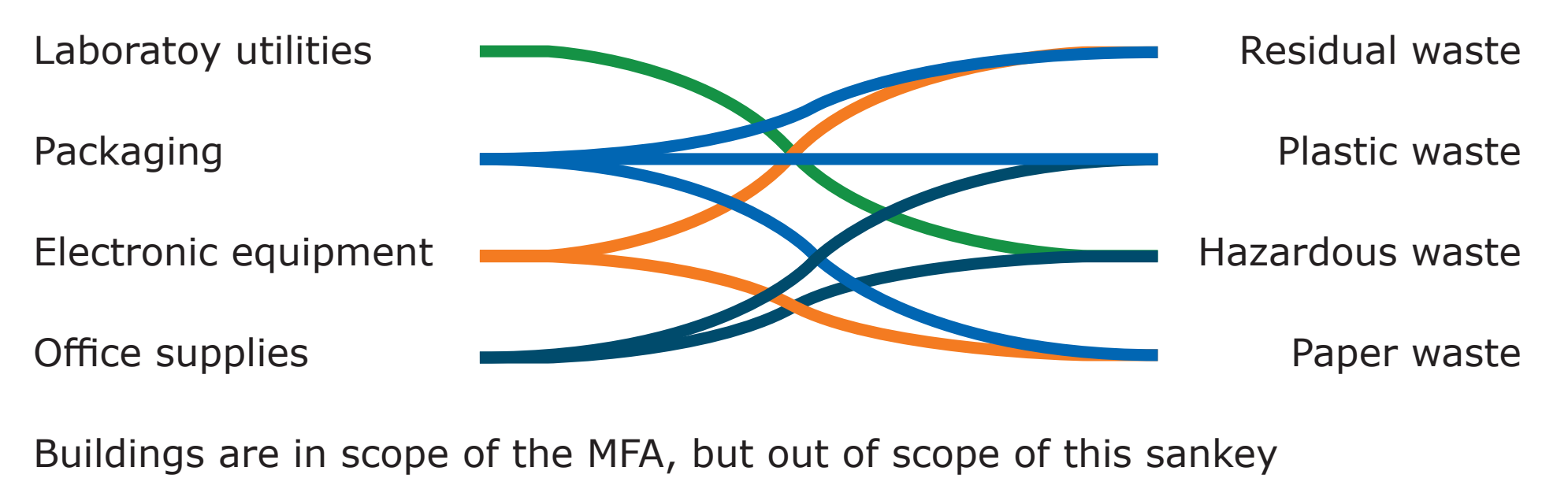


Investments in circularity as a result of reducing costs of waste.



2 Analysis of our research

what comes in (products) and what goes out (waste)?



1 Awareness

Our circular ambition started by realising that our production and consumption depends on a large and geographically insecure resource supply and has caused environmental problems like the current climate crisis.

'We have to look differently at our production, consumption and use of resources'

'We cannot continue like this'