THE PROBLEM The Municipality of Haarlemmermeer, Netherlands wants to expand its current sustainability leadership position by becoming one of northern Europe’s centers for sustainability-driven commerce.

THE PARTNERS Municipality of Haarlemmermeer, Park 20120, Schiphol Area Development Company and ASU

THE SERVICE A multi-phase regional sustainability plan based on the principles of circular economy

THE SOLUTIONS The Global Sustainability Solutions Services will work with regional stakeholders to establish an architecture to develop a circular innovation system for Haarlemmermeer. This will build upon the efforts of already recognized circular innovation leaders and businesses who participated as part of Phase I interviews and analysis.

THE OUTLOOK The region will engage with public and private partners to develop a comprehensive circular innovation system implementation process using existing projects that support the use of resources as case studies. As part of this circular innovation system, Haarlemmermeer will establish a public-private collaboration known as the Chamber of Acceleration that will promote the intelligent use of resources and development of new technologies.

“Our collaborative partnership with ASU on a regional sustainability plan will make us the epicenter of the circular economy in the Netherlands and will bring us one step closer to our goal of continuing leadership in sustainability-driven commerce.”

John Nederstigt, Alderman and Deputy Mayor for the Municipality of Haarlemmermeer