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Material Flow Management: WUR's own transition towards circular business.

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Practice what you preach. WUR not only wants to advance society by researching more sustainable and circular opportunities and business models, we also want to incorporate circular thinking and entrepreneurship in our own business operations. All this, in line with WUR's vision on circular economy and goals for 2030.

In 2021 a public tender has been organized to find a partner for our Material Flow Management, which is a different approach to the management of waste including preventing instead of disposal of waste in separated flows. In the end, our goal will be to reduce the usage of new raw materials in products by preventing products, smart buying and reusing products and components, and upcycling our waste materials .

In our oral presentation we share the tender and contracting process, the setup of the partnership to develop circularity, and the 2030 roadmap.

Keywords: