

# Circular Biobased Greenport

Herman de Boon

Centre for  
Sustainability

Greenport  
Hub



Universiteit  
Leiden  
The Netherlands

**TU Delft** Delft  
University of  
Technology

Erasmus  
University  
Rotterdam

The Erasmus University logo, featuring the name 'Erasmus' in a stylized, cursive script.

# Challenge of Horticulture

## Green to Gold

How smart companies use environmental strategy to innovate, create value and build competitive advantage

- Daniël Esty and Andrew Winston

# Circular Biobased Greenport



# Driving forces for Change

- Climate Change
- Limited Resources
- Geopolitics
- Quality of Life

# Global Objectives of Change

See: Millennium Goals (17)

- Ensure Environmental Sustainability
- Global Partnership Development
- Improve Material Health

# Our Mission/Ambition

## Circular Biobased Economy

- Changing Minds
- From Knowledge to Ideas
- Turning Ideas into Cash
- System Innovation

# System Innovation

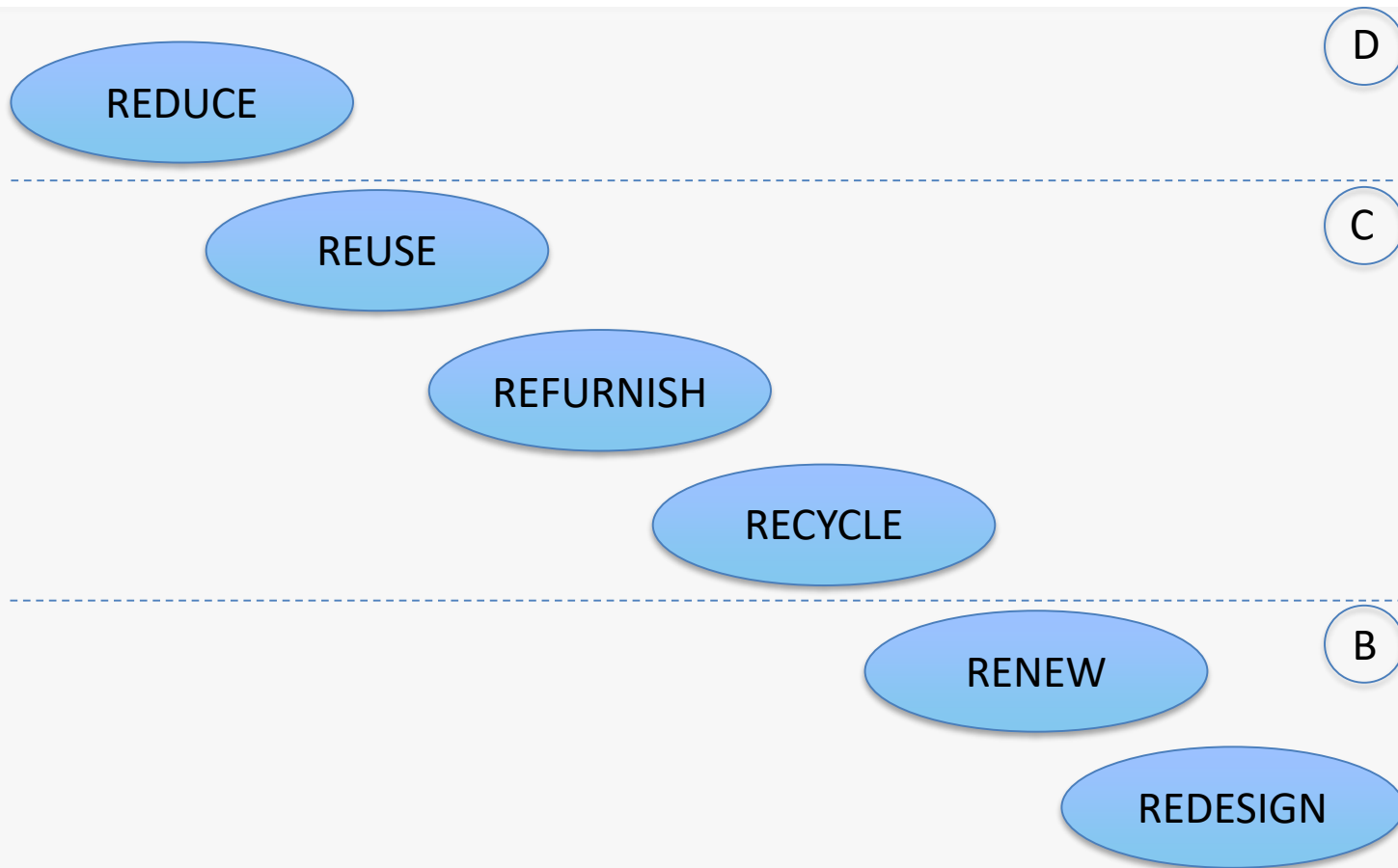
- Non-Linear Learning Process
- Multi-Stakeholders Approach
- Transdisciplinary Knowledge Creation
- Shared Value Development

# Circular Biobased Goals

- Energy Transition
- Circular Systems
- Renewable Materials



# Strategy Circular Biobased



# Circular Biobased Greenport



# Belief/Ambition CB Delta

Delta: SW Netherlands

Internationally competitive

Circular Biobased Hotspot

# CB Delta Association

Public-Private Triple Helix Partnership  
to  
Stimulate, Support, Accelerate  
Circular Biobased Business Development  
in  
Delta Region

# Focus 2012-2017

- Agro meets Chemistry
- Horti search New Markets
- Budget: 2 mio/year
- Deliverables:
  - Knowledge
  - Ideas
  - Investments
  - FTE's
  - CO<sub>2</sub> Reduction
  - Branding

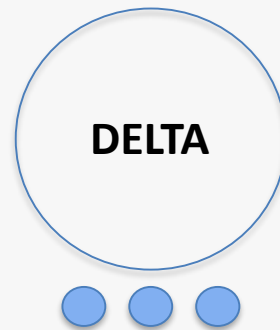
# Key Areas of Biobased Delta

- Green Raw Materials
- Green Building Blocks
- Sustainable Process Technology
- Rest stream Valorization

# BBD Program/Organisation

- Flagship Projects (MNO's + SME's)
- Regional Programs (SME's)
- Pillars
  - Research & Development
  - Business Development
  - Top locations + Application Centers
- Supportlines:
  - Human Capital
  - Branding & Communication
  - Financial Instruments
  - Acquisition & Promotion
  - Internationalization
- Hybrid Structure

# Circular Biobased Greenport

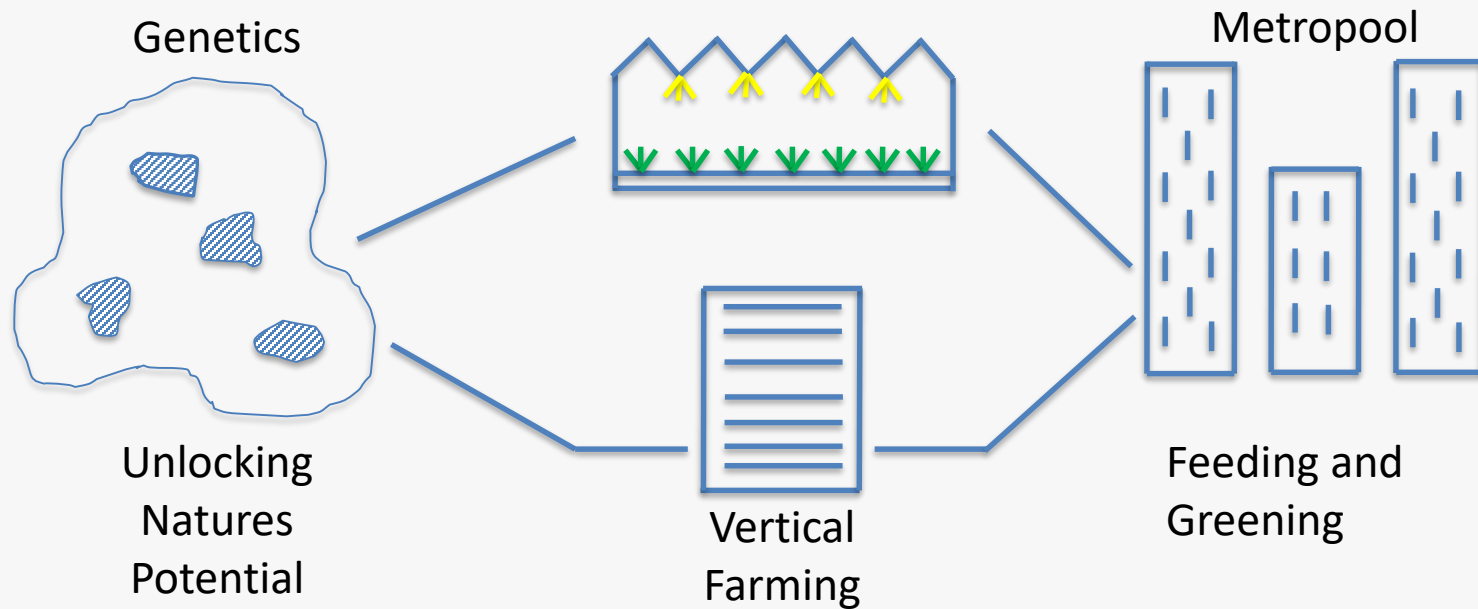




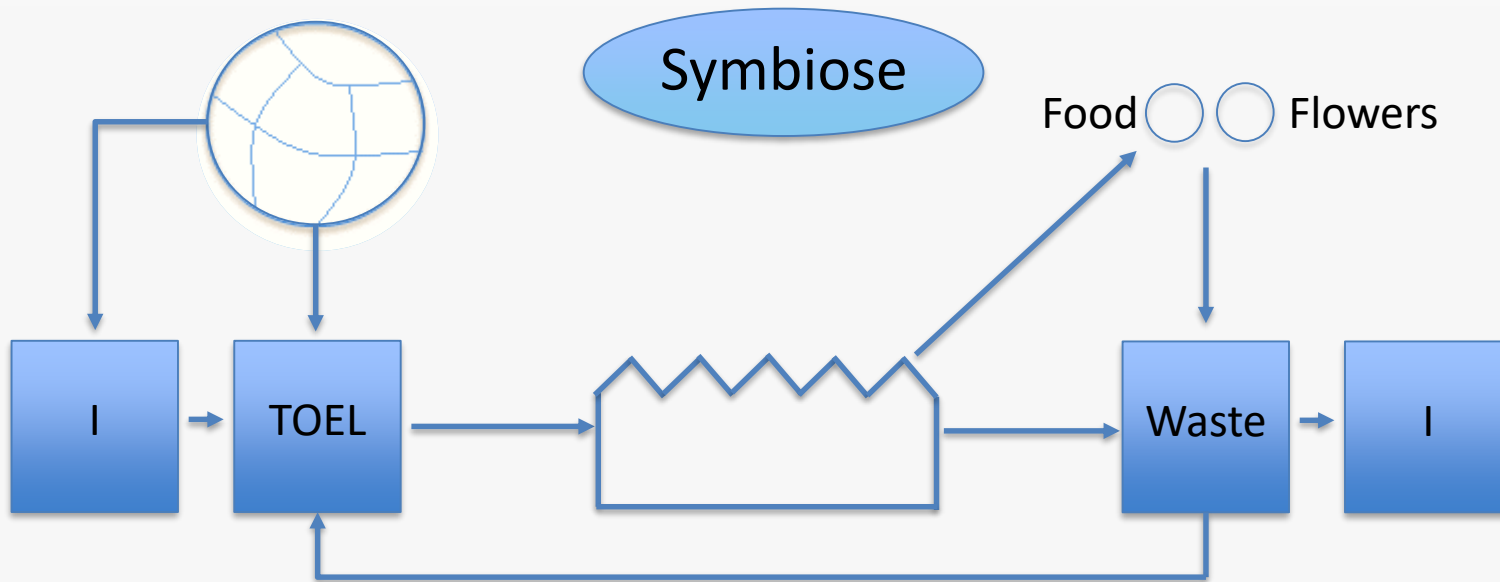
# Circular Biobased Greenport

1. Optimisation

2. System Innovation

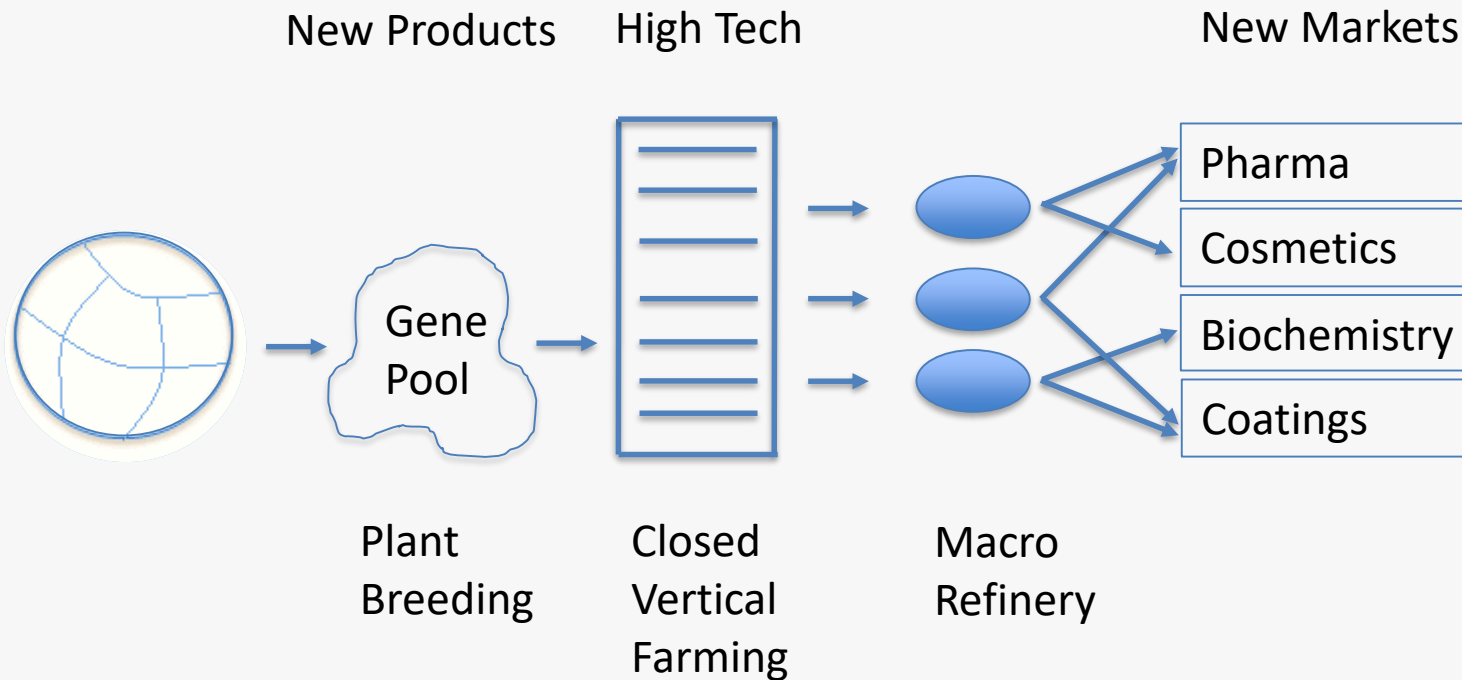


# Greentech Horticulture



- Hardware
- Greenware
- Software
- Energy, Water, Data
- Human Capital
- Orgware

# Knowledge Center Plant Compounds



# Summary/Ambition/Challenge

To be Globally  
the most Innovative  
Circular Biobased Triple Helix  
Hotspot in Horticulture