

OPENING KEYNOTES

Sjoerd van Kempen (Route Circulair) & Pim Menkveld (Wij.land)

Sjoerd van Kempen is owner & director at [Route Circulair](#), a consultancy firm specialized in supporting businesses, governments and investors to turn circular and regenerative strategies into concrete action. From agriculture, food to construction and manufacturing, Sjoerd supports many kinds of initiatives such as Convenant Toekomstbestendige Woningbouw, Regenerative Innovation Portfolio and the Reuse Alliance.



Pim Menkveld is project lead innovations at [wij.land](#), a non-profit foundation that works with farmers, landowners, researchers, and local communities to make the rural (peat) landscape in the western part of The Netherlands, also known as 'Groene hart', more regenerative, biodiverse, and resilient. They are part of the international Commonland network, which develops landscape restoration projects worldwide.