



CIRCULAR  
FLANDERS



# Driving change: Circular Flanders towards a Circular Economy

**Veerle Labeeuw**

[veerle@vlaanderen-circulair.be](mailto:veerle@vlaanderen-circulair.be)

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01

# Ambition



# THIS IS WHAT WE STRIVE FOR

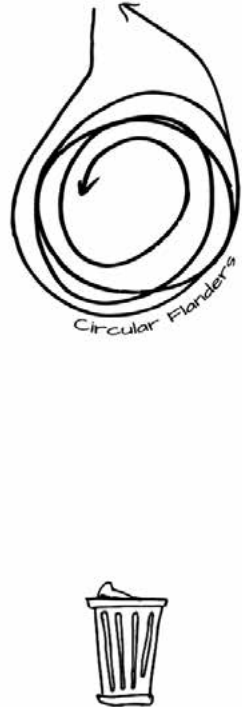
LINEAR ECONOMY



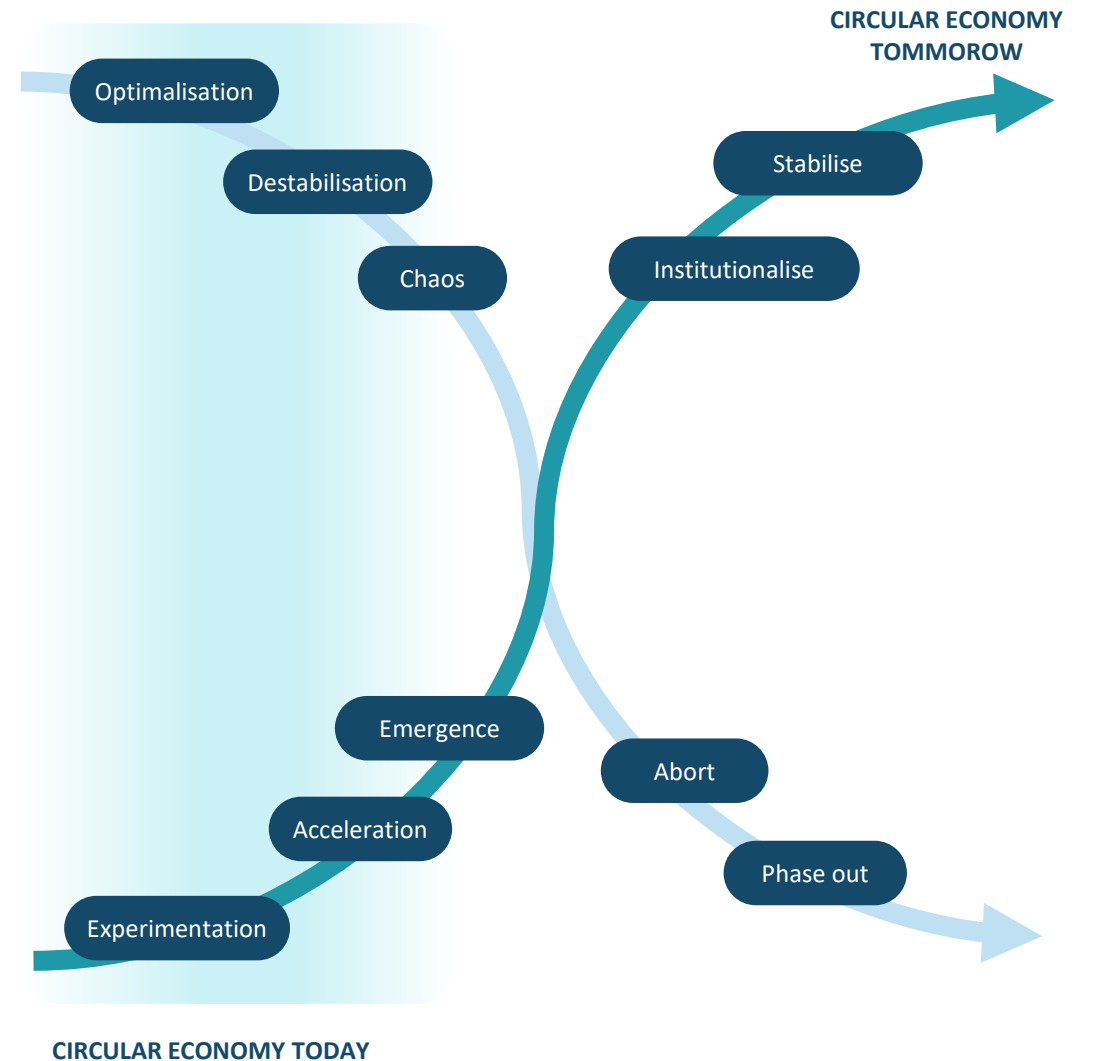
RECYCLING ECONOMY



CIRCULAR ECONOMY

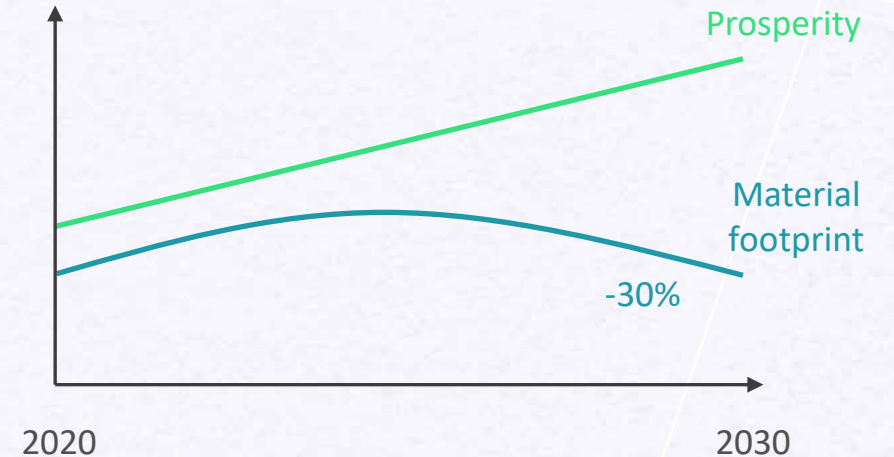


# OUR PATH



# FLANDERS AS A FRONTRUNNER IN CIRCULAR ECONOMY

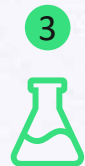
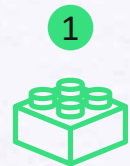
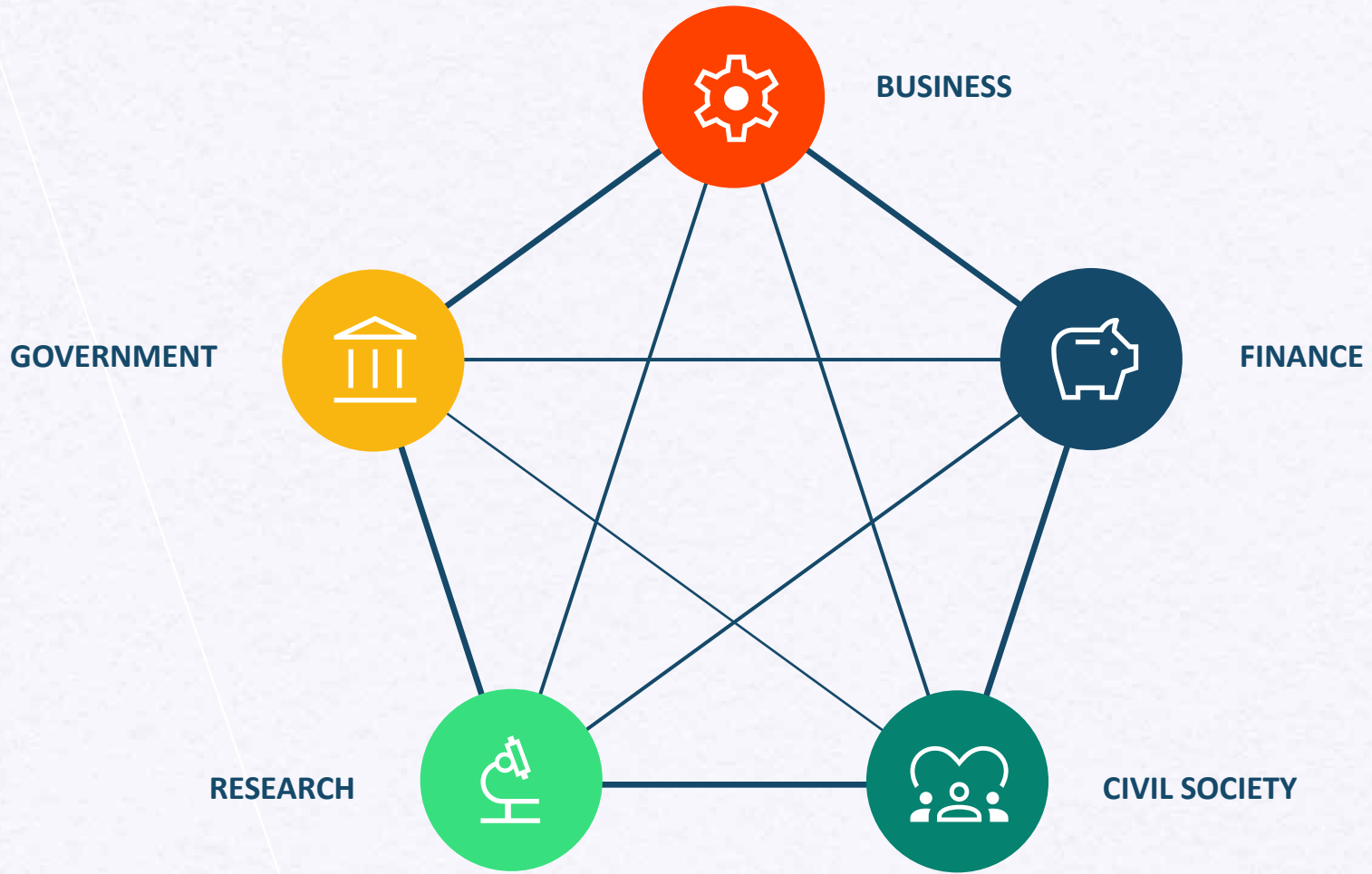
- 1 DECOUPLING**  
Of material footprint from consumption by 2030.
- 2 REDUCTION**  
Of material footprint by 30% towards 2030.
- 2 A PUBLIC-PRIVATE EFFORT**  
A joint effort involving stakeholders from across society.



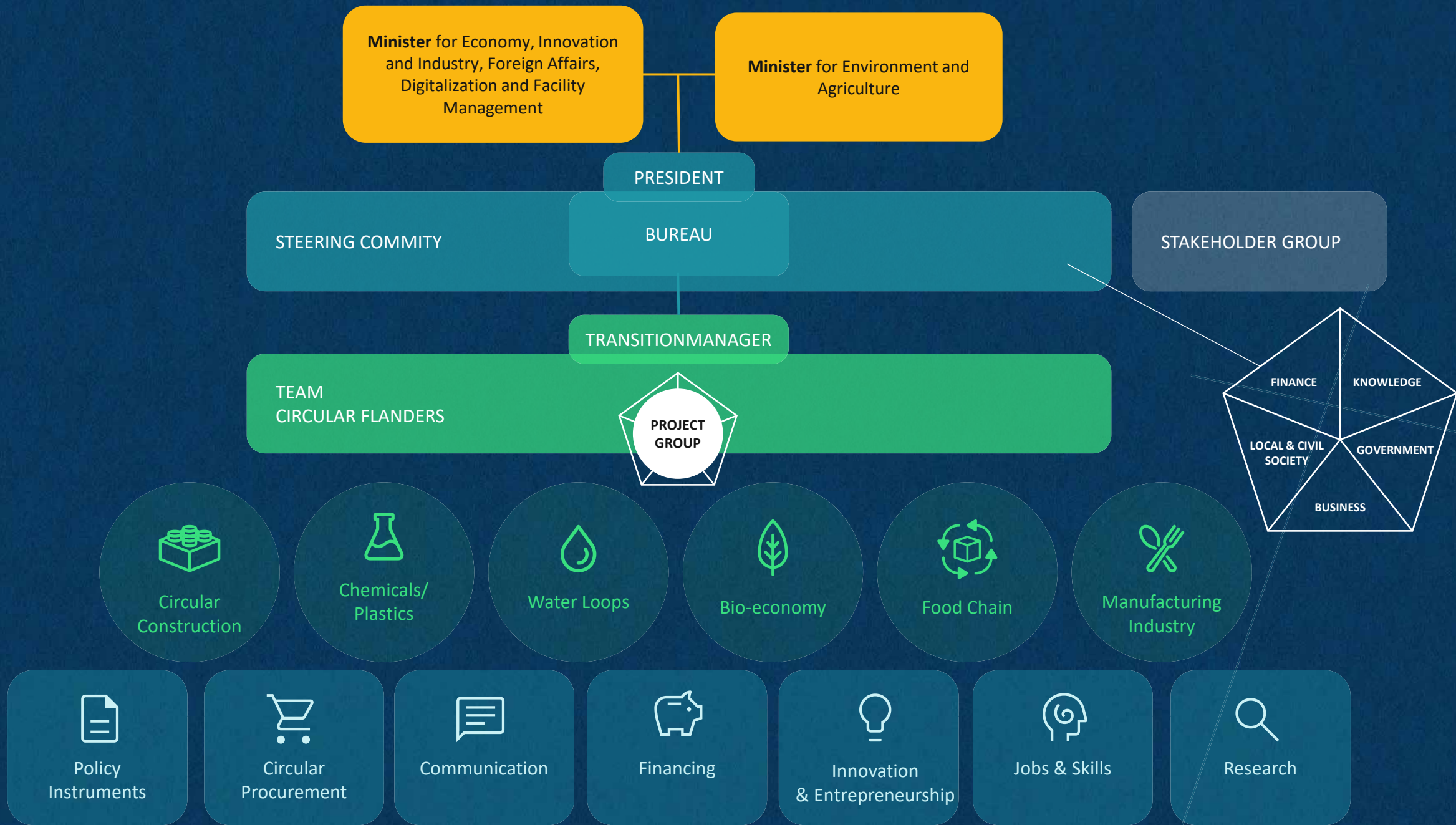


02

# Governance



# GOVERNANCE



# Approach

## THEMATIC STRATEGIC AGENDAS



Circular Construction



Chemistry/  
Plastics



Water Loops



Bio-economy

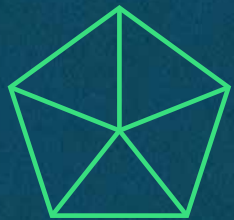


Food Chain



Manufacturing  
Industry

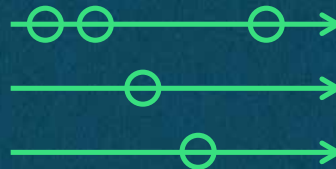
## COMMON PRINCIPLES:



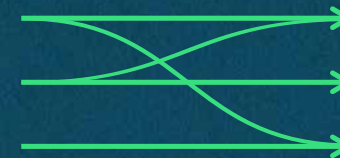
Societal pentagon



Common goals



Work paths  
and actions



Transversally  
connected



Engagement

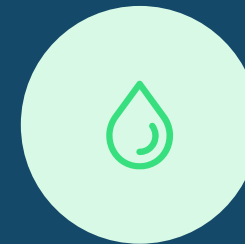


# 6 strategic agendas

Targeted public-private collaborations with defined roles, objectives, and actions



Circular  
Construction



Chemistry/  
Plastics



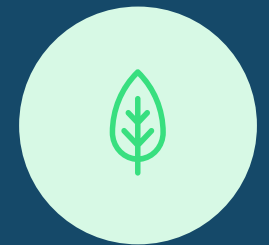
Water Loops



Bio-economy



Food Chain



Manufacturing  
Industry



# 7 levers

Accelerators for overcoming barriers and spreading good practices



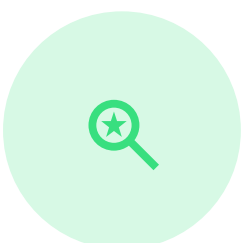
Policy instruments



Circular Procurement



Communication



Research



Innovation & Entrepreneurship



Finance



Jobs & Skills



Strategic lever

# RESEARCH



Maps ongoing research & identifies gaps in Flanders

Based on knowledge needs from work agendas and other leverage points

Focus on long-term, system-level questions

Themes include **policy, behavior, value chains & economic models**

Three types of focus: hot spots, blind spots, future explorations

- **CE Monitor:** monitors the progress of the circular economy in Flanders
- **CE Center:** conducts policy-relevant research in the context of the circular economy



Strategic lever

# CIRCULAR PROCUREMENT



Focus on **maximizing value throughout the product lifecycle**

Leverages **procurement power for circular market stimulation**

Emphasizes *total cost of ownership*, not just purchase price

- Learn through experiments
- Set up communities of practice so buyers learn from each other
- Disseminate lessons learned
- Provide tools to help buyers in their work
- Policy recommendations





03

# FOCUS PROJECTS



# GREEN DEALS

Our Green Deals emphasise a combination of **practice and learning**. The public and private participants start **experiments** and bring their accumulated knowledge and experience together in a **learning network**. We test tools, methodologies and new forms of chain cooperation.

Circular Flanders is or was involved in following Green Deals:

- Circular Procurement
- Circular Construction
- Sustainable Health Care
- Alternative Packaging
- Renting & Sharing

# CALLS & LIVING LABS

- Every year, Circular Flanders funds projects on a specific theme—recent themes include circular construction, circular food chains, sustainable healthcare, shared use, and ecodesign.
- These calls support partnerships (min. 2 organizations/companies) from at least two sectors: knowledge, finance, business, government, or civil society.
- **Goal:** test solutions that tackle systemic challenges for the circular economy transition by fostering collaboration across value chains.



# Social & Circular Hubs

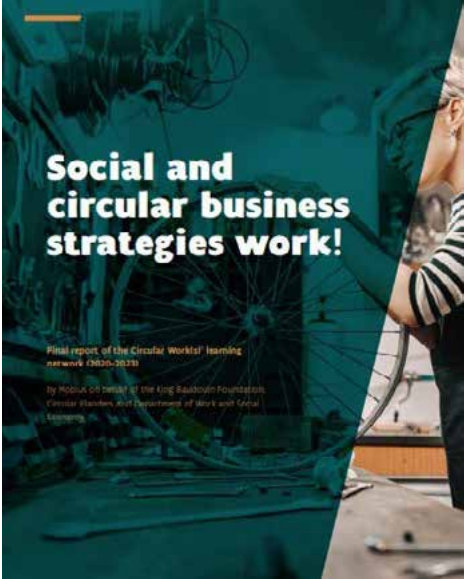
Socio-circular hubs are diverse regional partnerships boosting circular entrepreneurship with social impact.

They act as local contact points, connecting businesses to both circular and social economy opportunities.

Hubs address **ecological and resource challenges**, aiming for smarter use of materials and increased **local resilience**. Supporting the transition to a circular economy also creates **affordable solutions and new jobs**.



# Social and circular hubs





# ECODESIGN

A circular product or service has to be solidly designed to deliver on that circular promise. In other words, sustainability and circularity are an inextricable element of good design. That's why we inspire and encourage designers to think a step ahead, to ask questions, and to come up with new, relevant solutions.

Ecodesign Award for Students

Henry Van De Velde Award

# CIRCULAR AMBASSADOR PROGRAM

After three successful Belgian editions, it was time to go international and share our learnings and methods across Europe, equipping professionals to become trainers of the future in circularity.

## Goal:

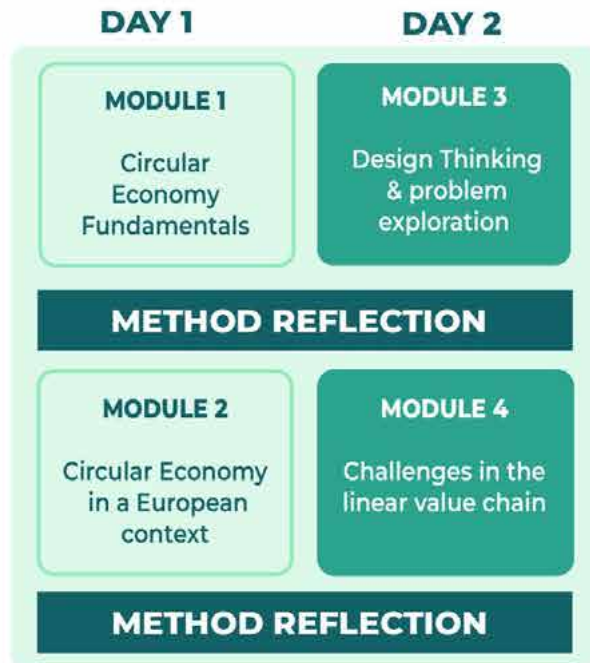
- Long-term anchoring of circular skills, by equipping professionals who can pass on their knowledge within their own networks, sectors, or organizations
- To drive system change that is both widely supported and widely spread.



# CAP4Trainers Program

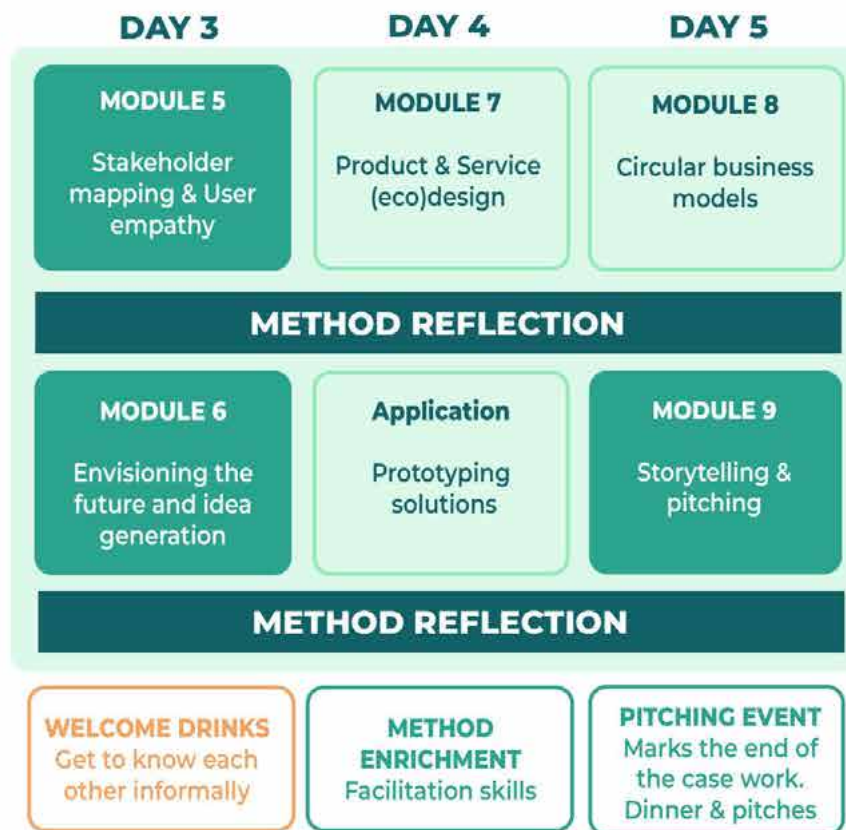
## PROBLEM EXPLORATION

Online



## CONCEPTUALISATION

In-person



## IMPLEMENTATION

In-person



START DEMO TRAINING

- CE Knowledge
- Change making skills
- Trainer skills
- Social events

# CIRCULAR PORTS

POLICY ADVICE

INSPIRATION: + 120 cases

RESEARCH & VUB CHAIR

MONITORING OF 12 INDICATORS

COMMUNITY BUILDING

Circularports.vlaanderen-circulair.be

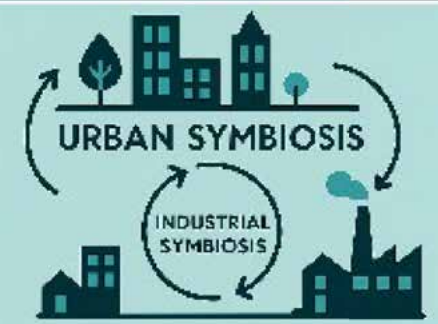
## R-STRATEGIES

LEVEL	STRATEGY	DESCRIPTION
CIRCULAR ECONOMY	R0 REFUSE	Prevent or reduce the amount of waste by rethinking the way we think, work, buy, sell, use, consume, produce, trade, etc.
	R1 RETHINK	Reconsider the way we think, work, buy, sell, use, consume, produce, trade, etc. to avoid waste.
	R2 REDUCE	Reduce the amount of waste by rethinking the way we think, work, buy, sell, use, consume, produce, trade, etc.
CIRCULAR DESIGN	R3 REUSE	Use a product or material for a purpose other than its original one.
	R4 REPAIR	Repair or maintain a product or material to extend its life.
	R5 REFURBISH	Restore a product or material to its original state.
	R6 RE MANUFACTURE	Reuse a product or material to create a new product or material.
CIRCULAR BUSINESS MODEL	R7 REPURPOSE	Use a product or material for a purpose other than its original one.
	R8 RECYCLE	Recycle a product or material into a new product or material.
	R9 RECOVER	Recover energy or other resources from a product or material.

### R-strategies

The R-hierarchy is a set of ten strategies that guide how circular design and manufacturing can keep resources in use, and waste out of the environment.

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### Industrial Symbiosis

A collaborative relationship in which all participating actors benefit mutually. This not only enhances the efficient use of high-value resources, but also significantly reduces environmental impact.

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### Spatial planning

Redevelopment, concessions and circular business clusters offer a strategic opportunity to promote circular practices.

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### Ecodesign

A lifecycle-oriented approach for designers that aims to minimize environmental impact from the outset.

[LEARN MORE >](#)



# Together towards a circular economy

[veerle@vlaanderen-circulair.be](mailto:veerle@vlaanderen-circulair.be)  
[www.vlaanderen-circulair.be](http://www.vlaanderen-circulair.be)

