



Project author or developer:  
**Green Economy Coalition and The Natural Step**

Where:  
**NL / The Netherlands / Eindhoven**

Website:  
**[www.flexibleplatform.org](http://www.flexibleplatform.org)**

Green Economy Coalition and The Natural Step in The Netherlands will be organizing a national dialogue on the subject of a green economy. The results will be reported to the Green Economy Coalition (GEC) for use in a broader, international perspective. A green economy is an economy that can act as a means to achieve sustainability of social and ecological systems. We should “learn from nature” to find the road to a circular economy, as described in the report from OPAi 2. We should avoid reductionism and instead build on combinations of economic instruments put in context of strategic approaches to comply with clear objectives of sustainability. The Natural Step in the Netherlands is convinced that a clear vision of and roadmap toward a circular economy will provide a big step forward in achieving that goal. Therefore the national dialogue will be focussing on the circular economy in all its aspects. For The Netherlands a green economy will be based on the concept of a circular economy interacting with the natural- and social systems. Circular Economy With Circular Economy we mean an economy that is restorative in nature and in which material flows consist of two types: “ Biological nutrients, designed to re-enter the biosphere safely “ Technical nutrients, designed to circulate at high quality without entering the biosphere. The national dialogue will explore the subject from several angles and produce road maps that will help the parties involved in their transition to a green, circular economy. Duration The duration of the national dialogue will be two years, divided in phases and with the possibility to extend, depending on the outcome and available funding. The phases are: “ Phase 1: May 2012 - Dec 2012 Organizing the national dialogue conference and producing road maps “ Phase 2: Jan 2013 “ Dec 2013 Implementing the road maps into organizations, value chains, sectors and civil society “ Phase 3: Sep 2013 “ May 2014 Evaluating the results and sharing the outcome during another conference in autumn 2013. To make the dialogue manageable, we have divided the circular economy in separate areas. These are the areas to be explored in this national dialogue. Every area will be adopted by a company or organisation, which will fund part of the national dialogue and will be the convenor for the road map for that specific area. The criteria for adopting an area are: “ Funding 1/8 of the costs of phase 1 and 2 of the national dialogue “ Company/organization has to be in forefront of sustainable development in this area “ No exclusiveness of information will be given to the convenor. In the course of the project, the information of the road maps will be shared with other parties as well Tools The tools for this national dialogue are based on: “ The Framework for Strategic Sustainable Development (FSSD) by The Natural Step (see appendix A: Rationale for a Framework for Strategic Sustainable Development) “ Dialogue and harvesting information tools by Art of Hosting “ Dialogue questionnaires by GEC Means The means to make this national dialogue successful are: “ Individual interviews with experts in the areas to be explored “ Public consultation around strategic questions for a circular economy “ A two day conference in October 2012, consisting of half a day of presentations by top speakers laying out the current reality and placing them in a full systems perspective followed by dialogue and workshops, resulting in road maps “ Media exposure will be generated to give the dialogue a nationwide character Deliverables After the national dialogue, the

