

# WUR Company Day

Stimulating the green circular economy:  
nature based solutions

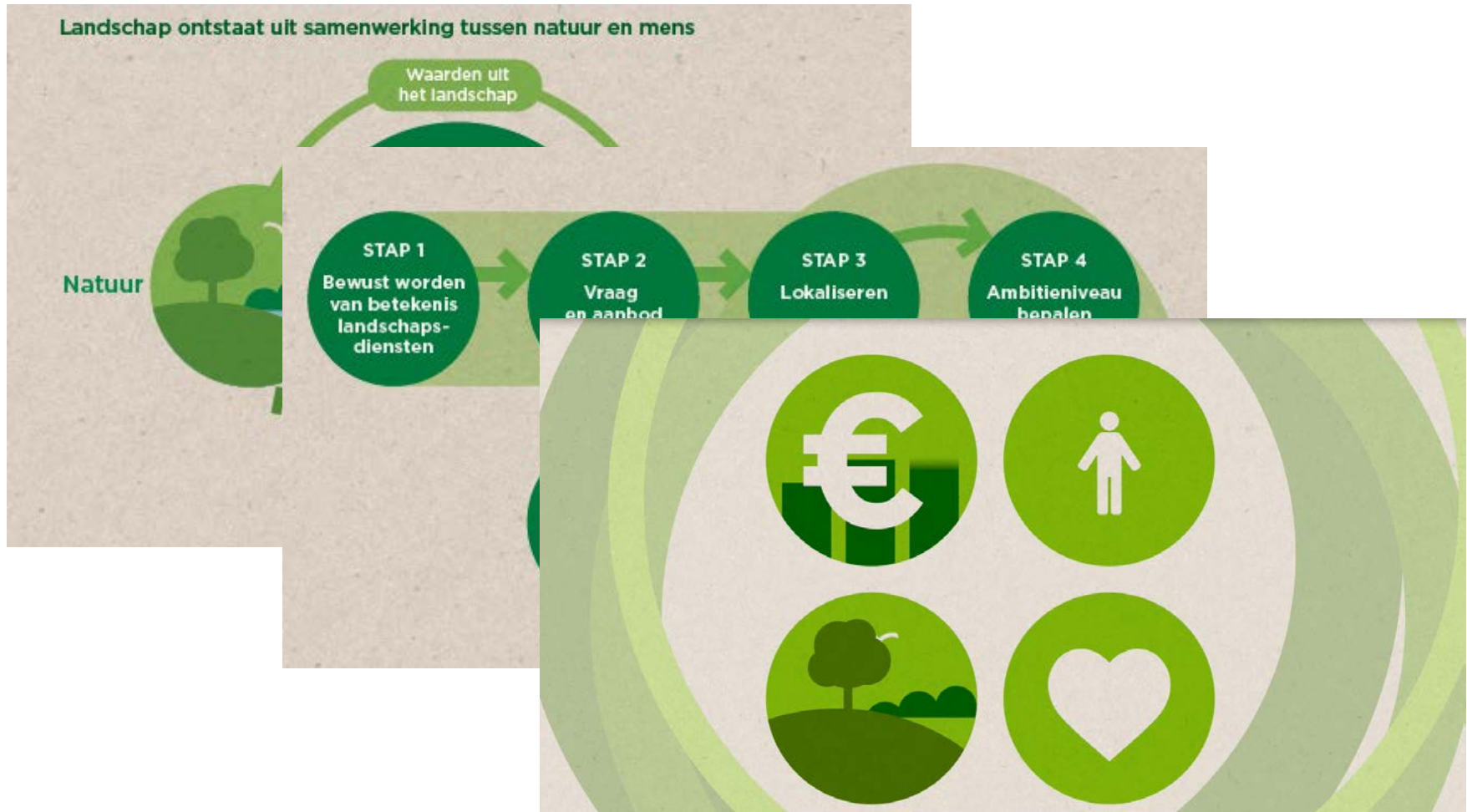


# Stimulating the green circular economy: Nature based solutions

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- Programme next 25 minutes:
  - Intake
  - Introducing *nature based solutions*
  - Implementation: examples from Green Circles Heineken
  - Reflection from Heineken
  - Questions and short discussion

# Nature based solutions



# Nature based solutions: Green Circles Heineken



Promoting sustainable energy and reducing greenhouse gas emissions

Ensuring sufficient good drinking water

Completing raw material cycles

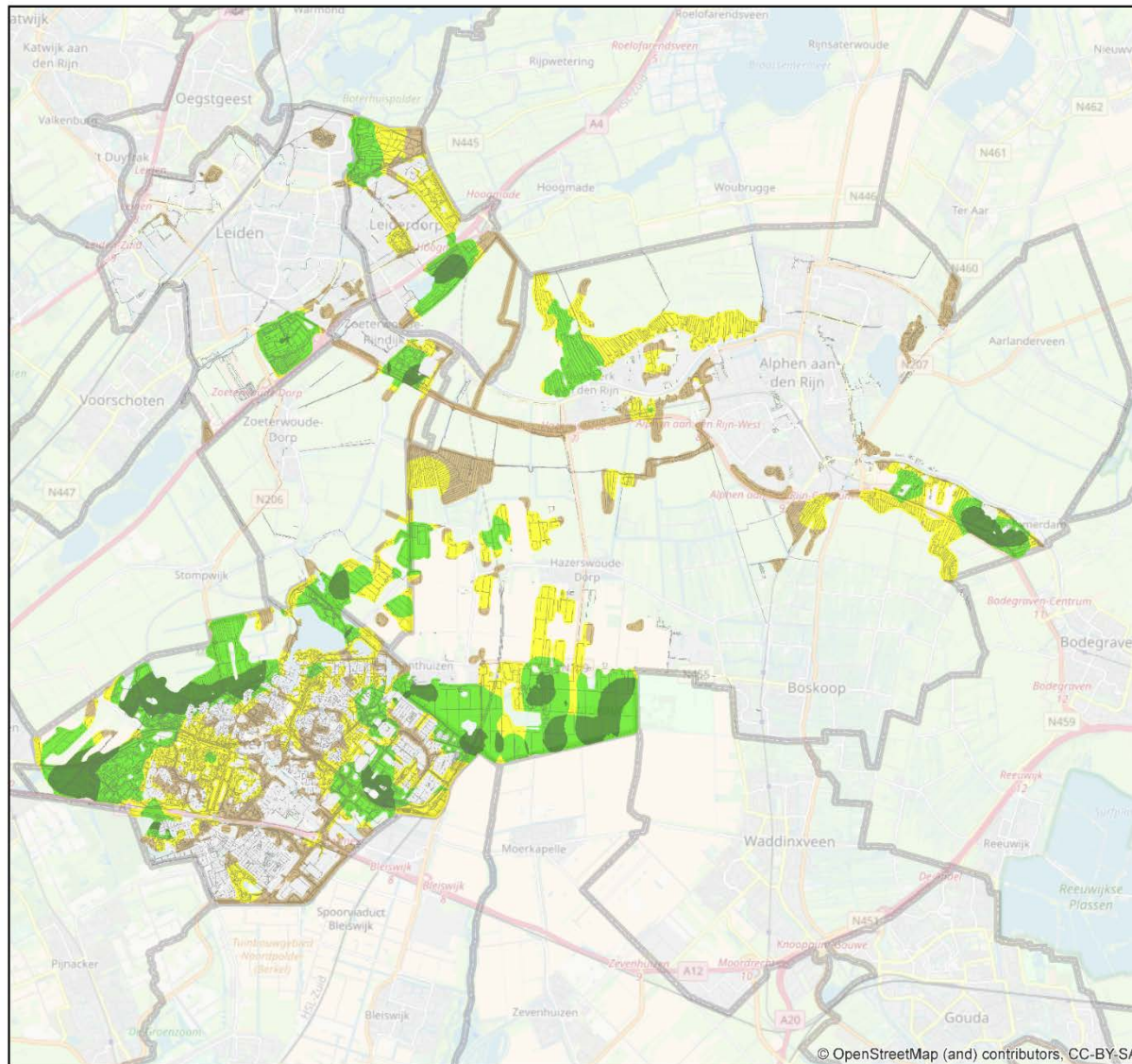
Making mobility and logistics more sustainable

Improving the living environment and strengthening biodiversity





# Example: Bee landscape



## Legenda

### Combi 3 ecoprofielen

verbindend landschap

1 B&B

2 B&B's

3 B&B's

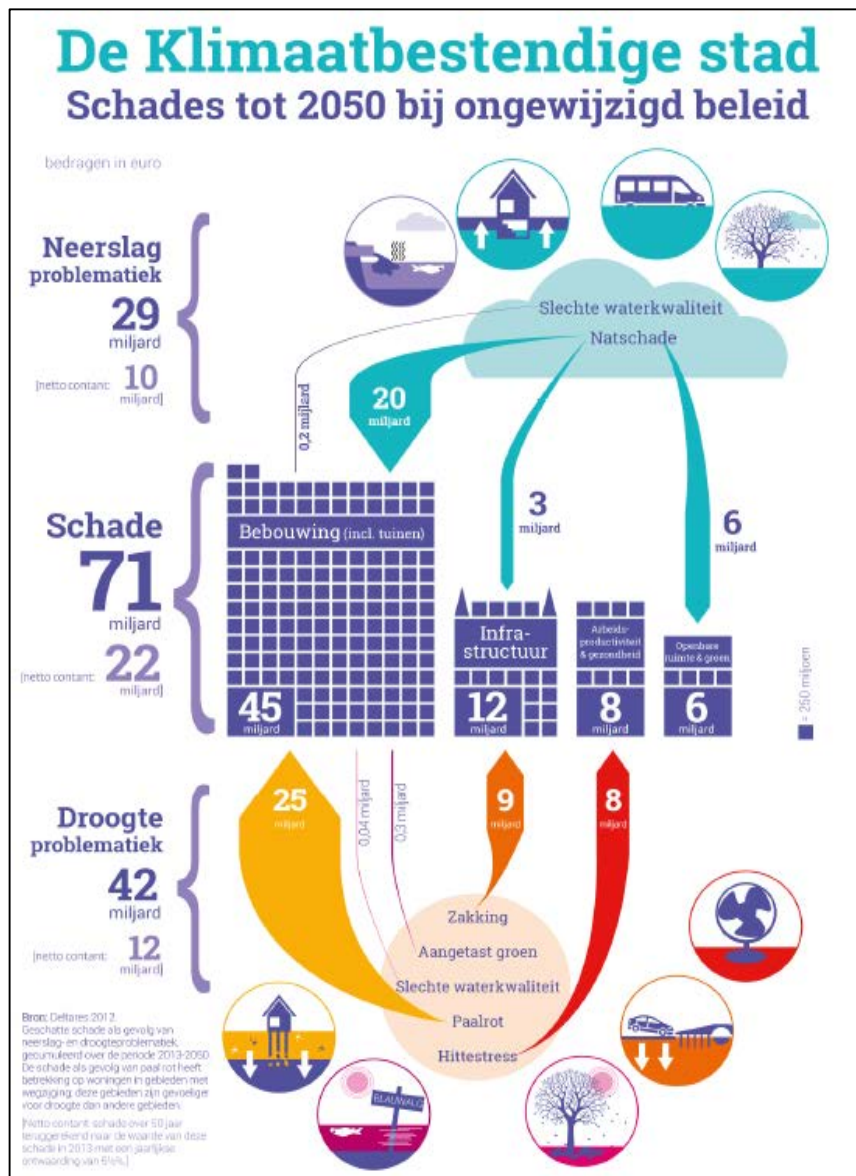
Gemeentegrenzen 2018

BijenlandschapDef20171009



WAGENINGEN  
UNIVERSITY & RESEARCH

# Example: Zoeterwoude-Rijndijk





# Heineken's perspective: biodiversity at the brewery





# Heineken's perspective: biodiversity at the brewery





# Perspective Heineken: climate proof Zoeterwoude-Rijndijk



# Perspective Heineken: climate proof Zoeterwoude-Rijndijk





# Questions and discussion...

What do you think about the nature based solutions and green circles Heineken?

Do you see possibilities and/or challenges for your organisation?