

Creating value from marine plastic waste

Room Unnik 312, Utrecht University, Utrecht, Friday 24. March 2017

Preliminary program

09.00

Welcome by [dr. Walter Vermeulen](#), University of Utrecht

- University of Utrecht and its work on circular economy

The SISVI project and The Norwegian Centre for Sustainable Business Models – by Annik Magerholm Fet, [Professor and Vice-Rector at NTNU](#)

Developing a new business model – by Runar Stenerud, [Plasto AS](#)

- Adopting marine plastic waste as a resource

Story of the Ocean Cleanup – by Norbert Fraunholz, [The Ocean Cleanup](#)

- Recycling strategies for the marine plastic waste

[The Circular Ocean Project](#) – by [Dina Aspen](#)

11.45 – 13.00

Lunch

How [Interface](#) developed a circular business model - representative TBA

- Experiences and the road ahead

Workshop on how to develop new projects through academia-industry collaborations

- Funding opportunities in the EU system and the Norwegian system
- Ideas based on the Circular Ocean project, by Dina M. Aspen
- Strategic considerations by Annik Magerholm Fet

Finished by 16.00

There will be breaks with coffee and simple refreshments during the day.

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