

Club of Amsterdam

the future of Waste

November 2009



Supporters

Amsterdam inbusiness

www.amsterdaminbusiness.com

Sustainable Energy Europe

<http://www.sustenergy.org>

Qualit Datamatics

www.jagbandhan.com

Presentations

Diana den Held, strategic advisor for Michael Braungart (Cradle to Cradle)

► ['Dossier Cradle to Cradle \(C2C\) - NL'](#)

Peter van Zwol, Owner, Solarix - Biodiesel Professionals

Second Generation Biofuels ► [download as pdf](#)

Bram Kranenburg, Technical Manager, Icopal Benelux

Bitumen End of Life Solutions (BiELSo), recycling of old bituminous roofs and making new roofing materials out of it. ► [download as pdf](#)

John Kuipers, Founder, Sweep - Second Life for Oil

Plastic to Oil ► [download as pdf](#)



Diana den Held

strategic advisor for Michael Braungart (Cradle to Cradle)

Diana den Held is strategic advisor (specialised in influencing behaviour and attitude change) and she works directly with Michael Braungart. She has been positioning (brand) identities, influencing opinions and even evoke specific targeted behaviour for the past 15 years now and has received several (inter)national awards for that.

www.gevleugeldewoorden.nl



Peter van Zwol

Owner, Solarix - Biodiesel Professionals

Solarix has specialised in equipment for the production of biodiesel from sidestreams like used cooking oil. Besides this we have developed the Eco Energy concept for producing energy from waste. The concept enables the production of biodiesel and biogas from waste.

Furthermore we are developing new concepts for sustainable energy amongst other we are working on algae and solar energy.

www.solarix.eu



Bram Kranenburg

Technical Manager, Icopal Benelux

An important part of Icopal's vision is to become the preferred partner with respect of environment, health and safety. Icopal's core products roofing, waterproofing, building membranes and civil engineering membranes are all playing significant and important roles in protecting the environment.

All Icopal companies are based on the Group's commitment to environmental responsibility. In other words, the companies in the Group undertake to integrate environmental consideration into all activities that could have direct or indirect environmental impact. In general the ISO 14001 standard or similar standards for environmental management are adopted by Icopal companies. We seek to establish leadership in the roofing industry in key environmental areas such as energy consumption, rainwater management and air quality control.

www.icopal.com



John Kuipers

Founder, Sweep - Second Life for Oil

G. John Kuipers, born 5-5-1955 in Nunspeet (Netherlands).

Educated in United States, MBA at University of California at Davis.

Was Sales Supervisor for Metropolitan Life Insurance Company for about 5 years, till 1984.

From there my own company specialising in banking and real estate and taking companies public on Nasdaq and New York Stock Exchange.

Company was sold in 2006.

Returned to the Netherlands to pursue interest in and development of alternative energy / waste to energy and bio refining.

www.roi-biointernational.com



John Grüter

Owner, Digital Knowledge

Business Architect, Knowledge Management Specialist, Business Developer, Systems Thinker, IT Generalist & Change Agent

Digital technology is rapidly transforming our society, our business practices and lives. Technology is a driver, but not the real issue. Adoption by individuals, companies and governments is far more important. But how can we manage the technology, the adoption process and the effect on our businesses and private lives, without getting lost in that change?

Specialties

Business Architecture; Knowledge Management; Process and Services Innovation; New Business Development; Product Management

www.digital-knowledge.com