



Creating value for a circular business chain

A personal view on challenges and
opportunities



***Presentation for Maastricht
University***

*International Centre for
Integrated Assessment &
Sustainable Development & School
of Business and Economics*

20 March 2019

Josse Kunst - Kiduara



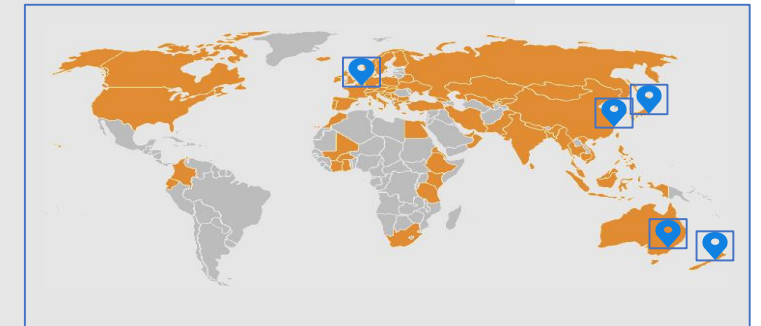
Josse Kunst



MSc in Chemical Engineering - Delft University of Technology (NL)
MBA in Product Innovation - Bradford University (UK)

Lived and worked in The Netherlands, Australia, New Zealand, Japan & China
Business experience in 60+ countries.

2019	Owner & Founder Kiduara
2015 – 2018	General Manager DSM Niaga (NL)
2013 – 2015	Board Member Nippon Dyneema (Japan)
2012 – 2015	Global New Business Development Director (NL)
2005 – 2012	VP Life Protection Asia Pacific (China)



Passion for circular economy with focus on the interface of chemistry, engineering, application development, business models, international collaboration, intellectual asset management



Kiduara



ADVISING SME'S



SUPPORT CIRCULAR
ECONOMY START-UPS



CIRCULAR ECONOMY
TECHNOLOGY LICENSING



CONNECT SOLUTIONS
GLOBALLY



Deloitte.

Brightlands

Knowledge crossing borders



INDRESMAT™
INDUSTRIAL RESINS & MATERIALS

**Maastricht
University**



The Healthy Hydration Company™



NHL
STENDEN
hogeschool



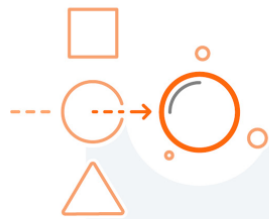
AQUAFIL
synthetic fibres and polymers



auping



Creating Value with Multiple Players



Focus on **purpose**

Select materials that suit the purpose of the product.



Choose **pure materials**

Prevent surprises by using materials that have been tested thoroughly for their impact on health and environment.



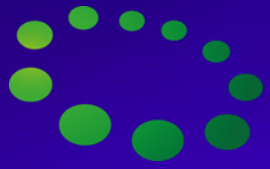
Keep it **simple**

Ask yourself if adding more ingredients is really necessary.



Connect for the future

Connect materials in a way that allows for full recovery after use.



Dare to think
free



Understand the money

flow





Consider true
costing



You're going to
need partners





The Power of
Trust



Create pressure
to force
disruptive change

STRESS





Disruptive change requires
stamina





Thank you for your
attention!

Questions?

www.kiduara.com

Josse.kunst@kiduara.com

+31-6-83642875



NEW
PLASTICS
ECONOMY

Global
Commitment

WE HAVE SIGNED THE
NEW PLASTICS
ECONOMY GLOBAL
COMMITMENT

#GLOBALCOMMITMENT