



Frisian Hemp Fiber Deal

Circulair Friesland

25th March 2026

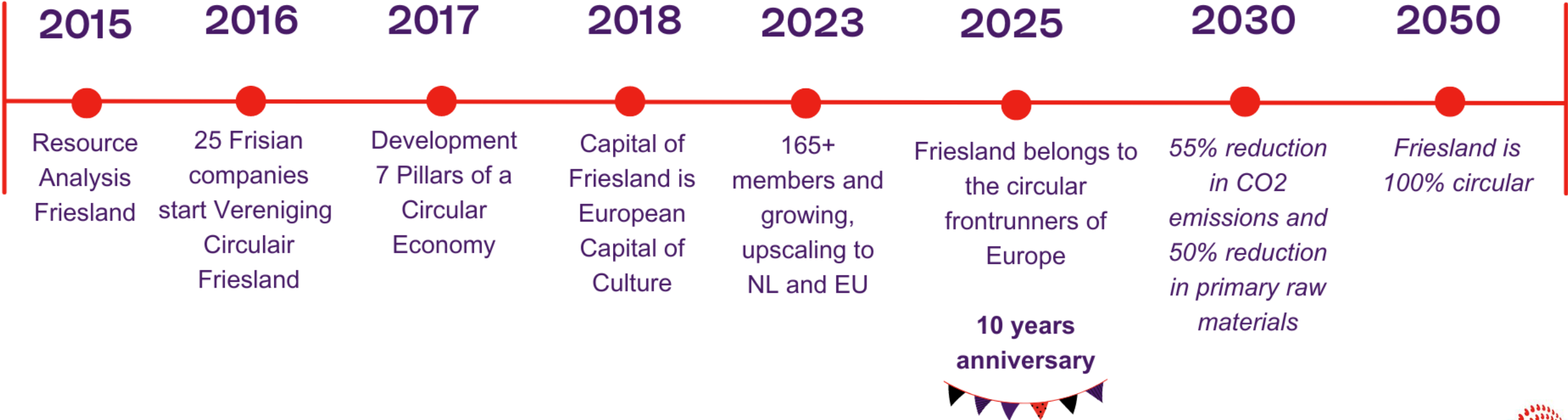
Nick Boersma

Program Manager

Circulair Friesland



Circulair Friesland Association





▲ Friesland heeft zijn status als wereldwijde koploper in de circulaire economie bevestigd. © ANP / ANP

Friesland wereldwijd koploper in circulaire economie

Friesland heeft zijn status als wereldwijde koploper in de circulaire economie bevestigd. Vandaag presenteerde de provincie haar resultaten op het World Circular Economy Forum in São Paulo.

Regioedactie 15-05-25, 17:12

Founding Partners CARE

Circular Friesland KIP

ReLondon

ZERO WASTE

INDIE

Navarra Circular

10.6%
CIRCULARITY METRIC
FRIESLAND, NL

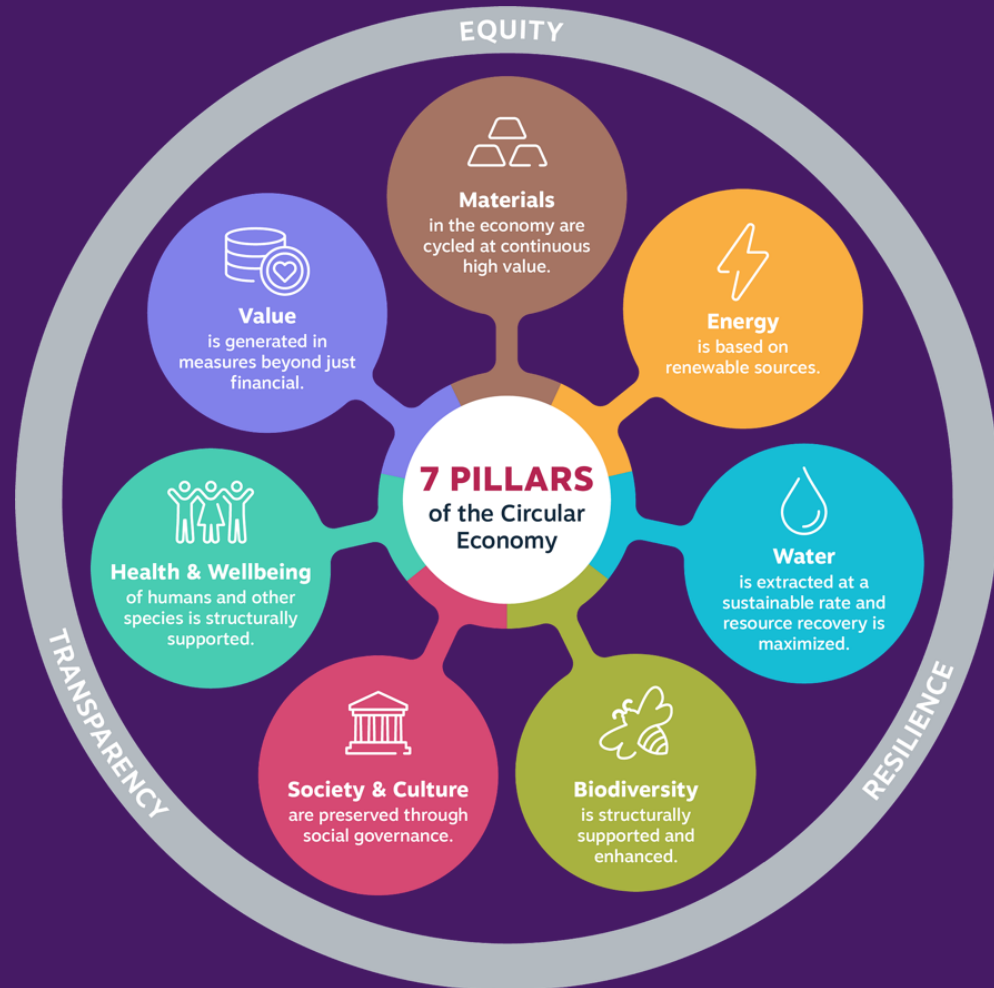
9.8%
CIRCULARITY METRIC
NETHERLANDS

6.9%
CIRCULARITY METRIC
GLOBAL



Over 180 members
Frisian businesses
All Frisian governmental bodies
All levels of education
Strong working relationships with other regional and national networks

7 Pillars of the Circular Economy



- Resource Security
- Lower CO2-output
- Restore water balance
- Stimulate biodiversity
- Inclusive society
- Healthy environment
- New economy!



Circular clusters of Friesland

Construction



Plastics /
Re-Use



Agriculture /
Soil



Water-
technology



Tourism



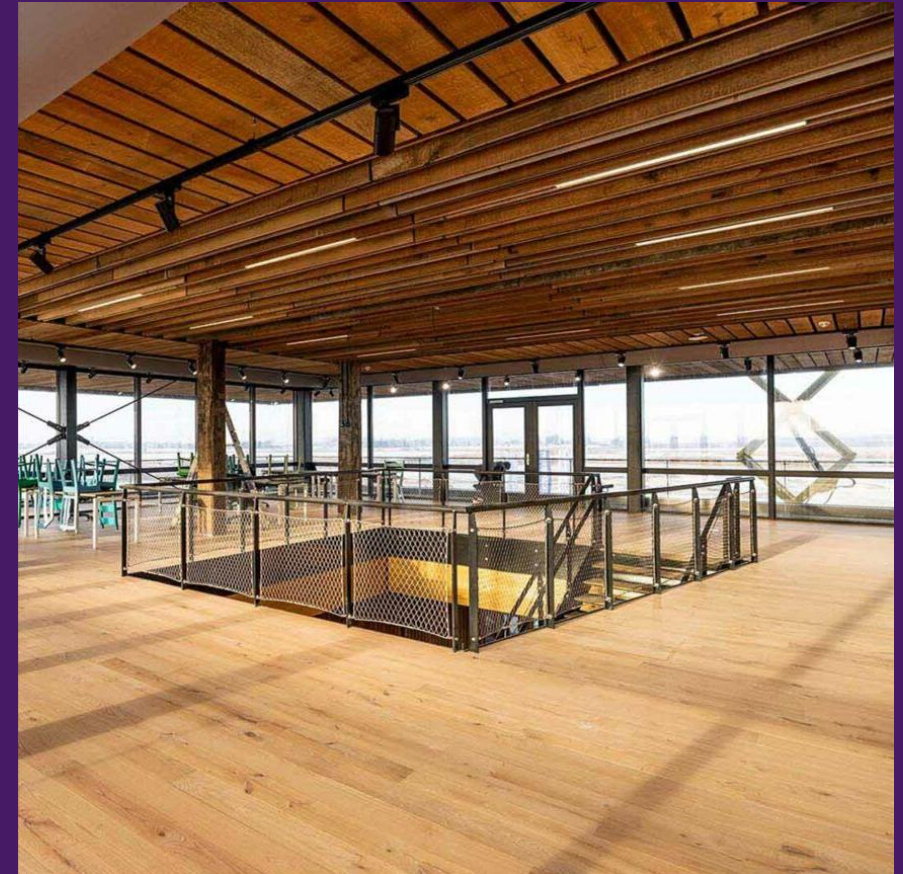


Impact in the region

- Ⓒ 20.000 employees, >180 members
- Ⓒ > €1 billion in circular factories
- Ⓒ > 25% circular procurement
- Ⓒ 4.000 construction units circular
- Ⓒ 50% circular in 2030, 100% in 2050



Circular construction is 'the new normal'



National Approach Biobased Building

Features of the plan

- Large scale approach of four ministries combined, to scale up the market for biobased construction materials
- The plan is created by a large group of companies and governments, led by the Building Balance foundation
- Budget is € 200 million (of which € 175 million is reserved)

Focus

- Cultivation, processing and application of fiber crops
- Substantial market: significant CO2 reduction and contribution to other social objectives





Circulair Friesland

Fryslân bouwt circulair

CLIENTS



DETERMINING DEMAND



ACTIVATES



SUPPLY

GOVERNMENTS
HOUSING COOPERATIVES
DEVELOPERS
HOMEOWNERS



OMV

ACTIVATES CHAINS

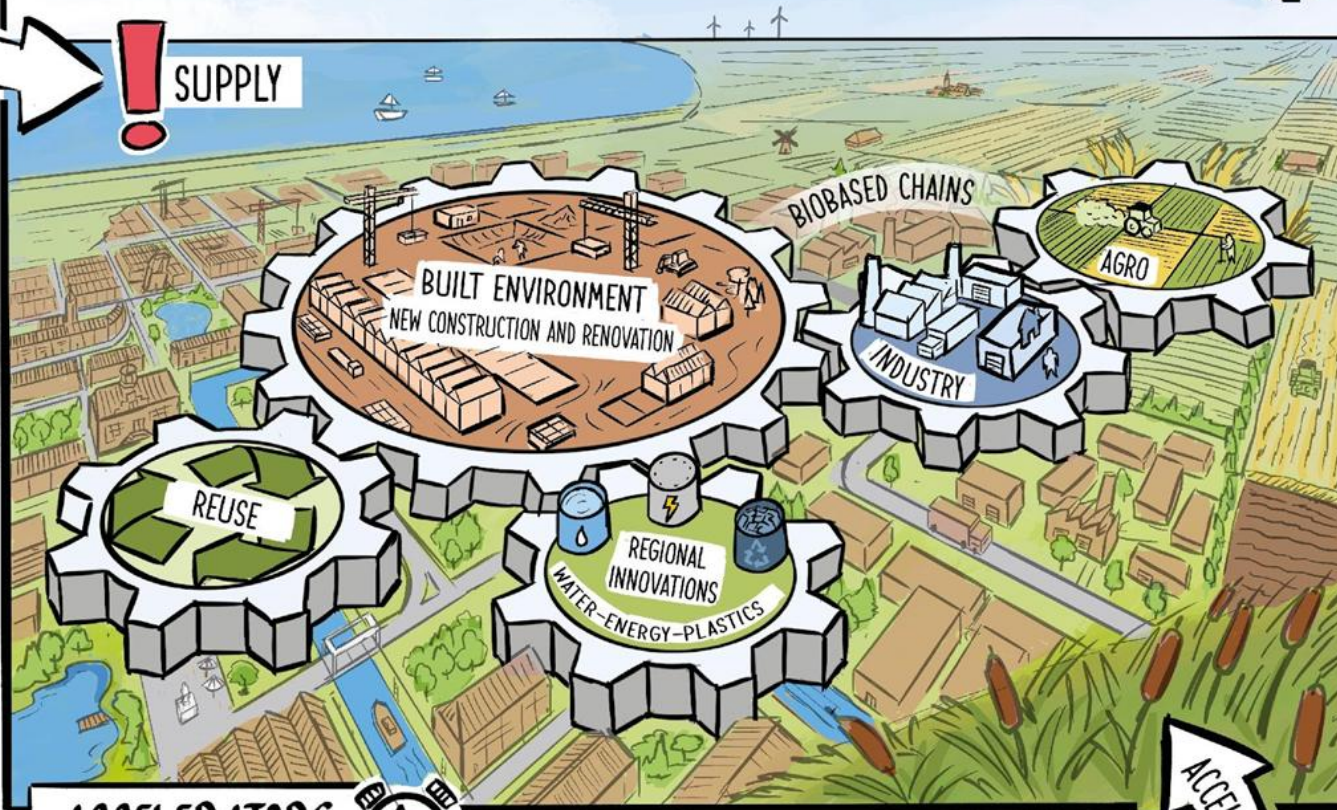


TRAINING



KNOWLEDGE PLATFORM

CHAIN DEVELOPMENT



ACCELERATORS



THE NEW NORMAL



LAWS AND REGULATIONS



BUILDING THE FUTURE

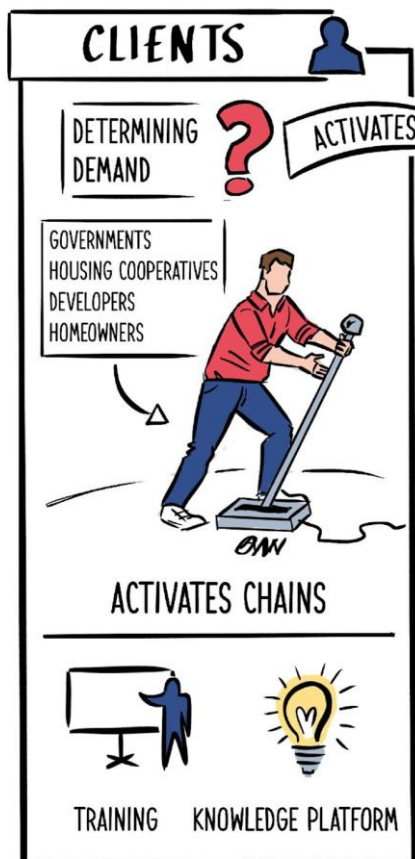


ACCELERATES

>40 construction projects in the Fryslân region



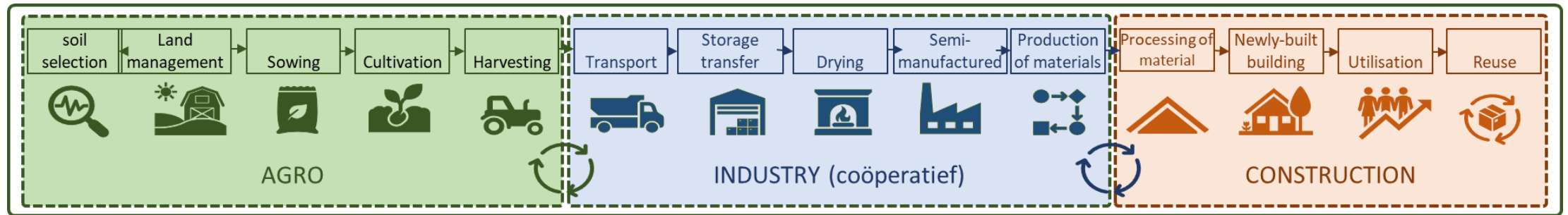
Support Demand-approach: kick-off March 15th 2024



**>40
construction
projects in
Friesland**



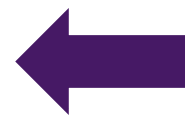
Building biobased and re-use value chains



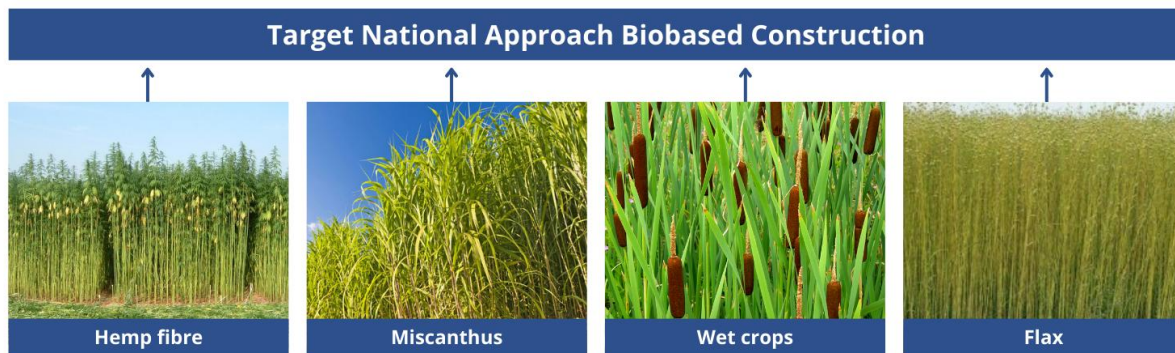
Supply/input
Crops/re-used



Processing



Demand
Biobased/re-used



Frisian Hemp value chain

- 2021 – first declaration on cooperation
- 2022 – Biobased Insulation Pact Friesland
- 2023 – start of the NABB / launch of Carbon Credits
- 2024 – Frisian Hemp Deal (october)
- 2025 – opening of the regional factory & start of full regional value chain



Frisian Hemp value chain

Frisian Hemp Deal 2024-2027:

- 500 ha hemp in Friesland (2024) - GreenInclusive
- 5 social housing coops
- >15 construction companies
- >1.000 houses (400 in 2025)
- 1 factory!
- Goal 2030: 5.000ha biobased!
- Winner: Circular Award Chain 2025!



Project preparation and realization



heyjmans

GREENINCLUSIVE
Natural products



Program Fryslân builds Circular

Goal of the programme

Making circular and biobased construction the norm in the province of Fryslân for all new construction, demolition and renovation projects



The New Normal

Common language and ambitious performance for circular construction for the entire chain

- Setting up The New Normal in the Frisian context
- Compiling an expert group
- Frisian Design Approach with CRAFT+



Demand

Making demand for circular construction the norm by supporting clients

- Knowledge & Peer Supervision Process
- Knowledge Platform
- Policies and procedures
- Supervising >40 construction projects
- 5 Impact projects (>100 homes)



Supply

Setting up new chains and developing innovations, based on the strength of the region

- 4 Biobased Chains
- 4 Reuse Chains
- Developing 12 Regional Innovations
- 3 CIRCO tracks Building-related



Building the future

Developing knowledge and talent from regional education and connecting it to the construction sector

- Joint approach to Circular/Biobased Construction (secondary vocational education/higher professional education/university education)
- Connecting >30 challenges of Businesses /Education



Laws and regulations

Translating this to the region and developing a lobby for circular construction

- Translating national /European laws and regulations
- Lobby for circular construction (through SNN and national partners)
- Listing and cataloguing obstacles among members

How do we do this?

- Learning from each other
- Initiating collaboration
- Best Practices
- Website VCF
- Events and tours
- Development of communication tools



The Frisian Approach

- Ⓒ **Doing:** practice what you preach and scale up
- Ⓒ **Together:** build value chains, work as a triple-helix and connect (inter)nationally
- Ⓒ **Share:** help each other and 'be good and tell it'



Thank you!



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