

HOW THE LINCIT JOURNEY STARTED



JUNE 2022

Our "LINCIT - Transitioning to a Circular Business Ecosystem" proposal is **submitted** to TKI Dinalog Topsector Logistiek 2022-2026



MARCH 2023

We met each other at the formal **kickoff** meeting of our project



MAY 2023

We obtained a final and fully signed version of the **consortium agreement**



NOVEMBER 2022

We formally received the news that our project has been **granted**

SEPTEMBER 2023

We started to work on answering the questions as outlined in the four **work packages**



MESSAGE FROM THE PROJECT LEADER



Dear all,
It is with great pleasure to share the first LINCIT newsletter. The last months, we were very active behind the scenes to get this project started (e.g., finalizing consortium agreement, arranging a project number, hiring research staff). While we devoted much time on process-oriented tasks, now, we are ready to move forward and start deep diving into the content!
Greetings,
Néomie Raassens

“ Our mission is to guide companies operating a linear supply chain to transition to a circular business eco-system, and organize the associated logistics and operations ”

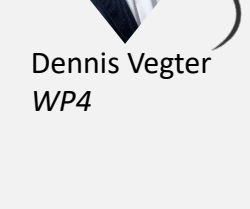
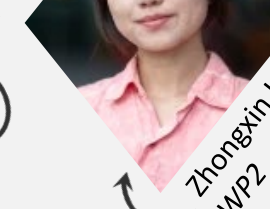
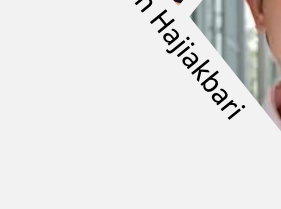
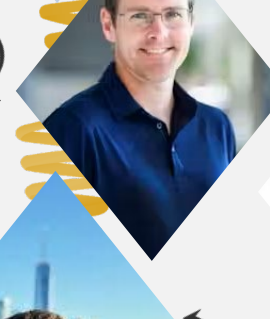
WHO IS WHO? | THE RESEARCH TEAM

We are delighted to inform you that we succeeded to hire talented people to support our intended research. First, Seyedhassan (Farshad) Hajiakbari started September first his Ph.D. position and will mainly being involved doing research in work package (WP) 1. Second, Zhongxin Hu started in July as a Ph.D. student and will focus on the issues raised as described in work package 2. Third, Henri Defoor will start his postdoc position in October and will concentrate on work package 3. Finally, Dennis Vegter started his postdoc position this spring and will help in answering the research questions described in work package 4.

Néomie Raassens
Project leader, WP1, WP3

Zümbül Atan
WP2

Renzo Akkerman
WP3



Seyedhassan Hajiakbari
WP1

Alex Alblas
WP1, WP3

Christina Imdahl
WP2

Pascal Sluiter
WP3

Matthias Olthaar
WP4

Quan Zhu
WP1

Zhongxin Hu
WP2

Henri Defoor
WP3

Dennis Vegter
WP4

WP1 | Starting small WP2 | Redrawing partnerships WP3 | Scaling the ecosystem WP4 | Measuring

We would like to introduce all consortium members in the next editions of the LINCIT newsletter. You will be invited to contribute to this 'who is who' rubric.

Bachelor end project

Leonie Meenderink

- 📍 HQ Pack
- # Enabling sustainability communication

Danny Huijbers

- 📍 Van der Wal
- # Load-fill optimization to improve CE

Mike Verweij

- 📍 van Happen
- # Waste streams

Graduated



01



Jeroen de Croock

- 📍 LINCIT
- # Governance to accelerate circularity

02



03



Derek Hoogenboom

- 📍 PostNL
- # Flow optimization of returnable transport items

04



05



Stef Herrebout

- 📍 Philips
- # Sustainability improvement (data-driven) recommendations

Graduating



Harm van Veen
@PostNL

Sjors van Dosselaar
@HQ Pack

Winner ESCF
student award
2022-2023!



As representatives of LINCIT, we attended the Topsector Logistiek Festival at the Kuip in Rotterdam (September 11). We presented our ideas during a break-out session on circularity. Moreover, we were inspired by other talks that were dedicated to sustainability and the power of logistics!

UPCOMING EVENTS



Ronde tafel CE

September 28, 13:00-17:00
@ Hapert Wagenbouw



Logistiek beweegt de CE

October 12, 9:30-15:00
@ Amstelcampus, Hogeschool van Amsterdam



Service Leadership Summit

November 21, 9:00-17:00
@ World Horti Center Naaldwijk



Kennisconferentie Logistiek

November 30, 12:30-17:30
@ To be announced

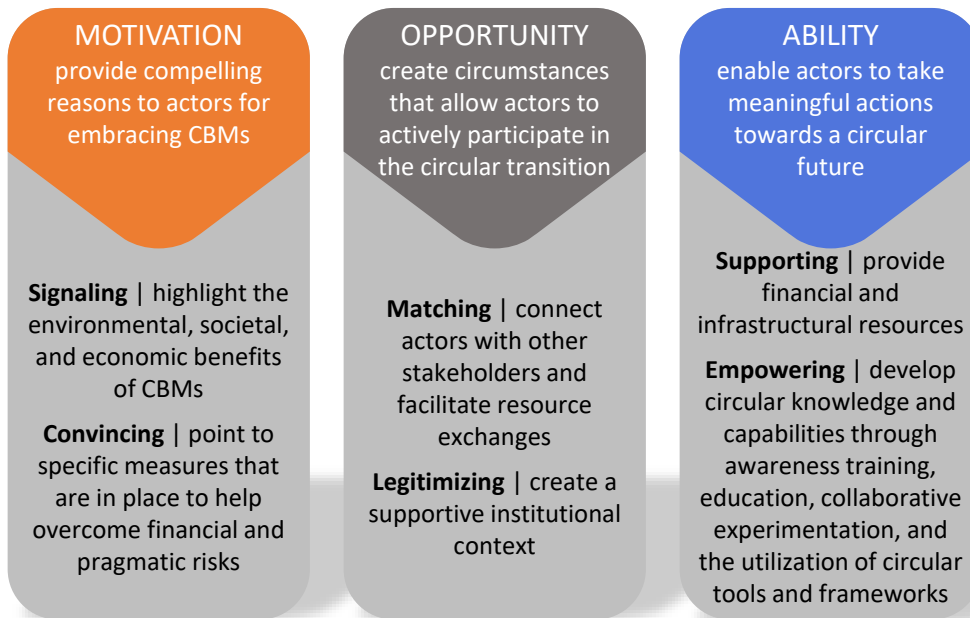
RESEARCH STORIES

Embracing Circular Business Models: Driving the Sustainable Revolution!

Circular business models (CBMs) will be vital for a sustainability economy. But how do we overcome resistance and foster engagement towards CBMs?

In a Journal of Service Research paper, Néomie and Alex (together with Katrien Verleye, Arne De Keyser, Fernando Lit, and Boukje Huijben) analyzed 133 CBM papers using the Motivation-Opportunity-Ability (MOA) framework.

The result? A new approach to inspire and guide the adoption of CBMs, aiming to convince various actors like consumers, firms, and governments to join the circular economy movement. This approach identifies 6 key practices that drive "circular economy engagement":



For each practice, we provide illustrative cases. Join the mission to accelerate the transition to a circular economy and let's pave the way for a sustainable future tomorrow.

The next newsletter will appear next quartile (January 2024). If you would like to share ideas, insights, or upcoming events, do not hesitate to contact us!