



Building Europe's circular industries at scale

From raw material dependency to industrial resilience

www.CIRCLeurope.com

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1. Europe is facing a new industrial reality

Turning Europe's resources into opportunities.

Europe has a great opportunity to make better use of the resources it already has. As demand for technology, clean energy and AI grows, so does the need for critical raw materials. With global supply chains under pressure, Europe has good reasons to look closer to home.

One promising solution is already within reach. Discarded electronics contain valuable materials that can be recovered and reused, helping Europe build stronger, more circular supply chains. By making better use of these resources, Europe can reduce its reliance on imports, create new business opportunities and strengthen its industries.

The good news: Europe already has much of the knowledge, technology and expertise needed to make this happen. Circularity is becoming increasingly important to Europe's economy. Now it's time to put these ideas into practice on a much larger scale.

2. What is CIRCLeurope?

Building the circular industry of tomorrow. Viable, scalable, and investable.

CIRCLeurope is a European ecosystem for circular industrial scaling. The initiative brings together companies, investors, technology partners, knowledge institutions, and public-sector bodies around a single central question: How can Europe organise circular value chains on an industrial scale?

CIRCLeurope develops and organises new circular value chains that bring together industry, technology, capital, and market players. The focus lies not merely on collaboration, but on creating the organisational, financial, and industrial conditions necessary for circular solutions to truly scale up.

Our ambition

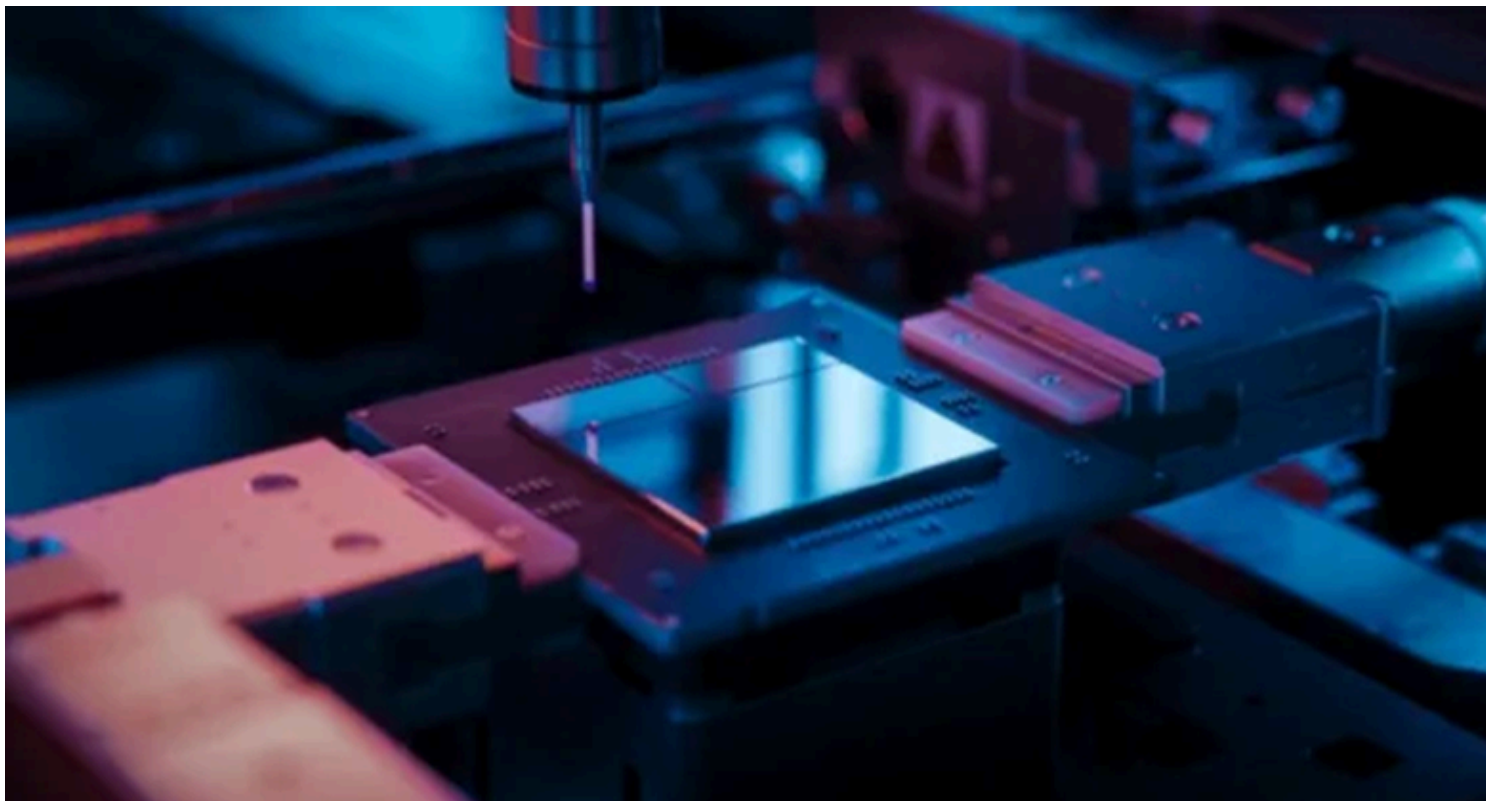
CIRCLeurope aims to contribute to the development of a stronger and more future-proof European industrial ecosystem, in which circular value chains can be organised and financed at scale.

The ambition is to reduce reliance on primary raw materials, strengthen industrial resilience, and develop new forms of collaboration linking entrepreneurship, technology, industry, and capital. In this context, circularity is approached not merely as a sustainability issue, but as a strategic building block for the future of European industry.

In brief

CIRCLeurope is building the conditions needed to organise circular industry at scale in Europe.

- We connect corporations, ventures, technology partners, knowledge institutions, investors, and public-sector entities around concrete circular propositions and industrial collaboration.
- We strengthen value chains by improving the organisation of collaboration among industry, technology, processing, logistics, and market players.
- We develop the organisational and financial structures needed to scale circular propositions and ventures from practical application to industrial-scale operations.
- We align this development with European industrial policy, public funding, and strategic partnerships.



3. Our approach

CIRCLEurope combines a long-term vision for circular industrial development with a pragmatic, step-by-step approach. Industrial system change does not emerge from a single, centralised master plan; rather, it develops through the accumulation of concrete, scalable, real-world examples.

We build upon concrete propositions, ventures, and value chains, developing the collaboration, organisation, and investment structures needed for scaling up around them. The specific form is not predetermined; we choose what is needed and what works in practice, and build from there.

Scaling up step by step

Industrial system change does not emerge from a single, centralised master plan; rather it develops through the accumulation of concrete, scalable, real-world examples. For this reason, CIRCLEurope is evolving in phases, with its form, organisation, and investment structure adapting to what proves necessary and feasible in practice.

No industry without scale. No scale without organisation.

CIRCLEurope organises the collaboration, infrastructure, and investment readiness needed to enable circular material flows on an industrial scale.

The economic and strategic value lies in keeping products, components, and materials within the value chain at their highest possible value within the circular economy. In doing so, we link circularity to value retention, resource security, and industrial resilience in Europe.

4. Circular value chains

Value chains as practical environments

The first value chains explicitly function as practical environments in which new forms of collaboration, technology, investment structures, and circular business models can be developed and tested. Successful examples then form the basis for further scaling to other sectors and value chains.

Electronics

Electronics currently represents one of the most significant value chains within the initial development phase of CIRCLeurope. This sector offers major opportunities in areas such as urban mining, repair ecosystems, refurbishment, AI-driven sorting, component standardisation, and high-value material recovery.

Discarded devices contain substantial quantities of critical metals, high-quality components, and reusable materials. The greatest economic potential lies not merely in recycling, but specifically in value retention and the extension of product lifespans. Electronics is directly linked to strategic raw materials, European autonomy, AI, digitalisation, energy infrastructure, and industrial resilience. Consequently, electronics constitutes a strategic industrial issue for Europe.

Refurbishment

AI and robotics play a dual role here. On the one hand, the rapid growth of smart products is generating an increasing stream of electronics, which are packed with valuable components and critical raw materials. While a traditional vacuum cleaner might last an average of 14 years, a robotic vacuum cleaner often lasts only 2 to 3 years.

On the other hand, AI, vision technology, and robotics make it possible to transform sorting, repair, and refurbishment from small-scale, manual processes into scalable industrial activities. This offers great opportunities to repair products such as robotic vacuum cleaners, e-bikes, laptops, and phones on an industrial scale and bring them back to the market. In doing so, Europe can make much better use of the vast stock of raw materials already contained within our existing products.

Selection of sectors and initiatives

CIRCLEurope focuses on sectors where the demand for raw materials is urgent and there are concrete opportunities for industrial scaling. Within these sectors, the emphasis is on products and initiatives that bring together technology, market players, and investment opportunities.

This focus is not predetermined; rather, new initiatives emerge around possibilities for refurbishment, value retention, and the recovery and reuse of critical raw materials.

Once an approach proves to be scalable and investable, it can be extended to other product groups and sectors.



5. Building a European ecosystem

Shared ownership

CIRCLEurope operates on the premise that industrial transition occurs only when parties not only collaborate but also jointly assume responsibility for building new circular capacity in Europe.

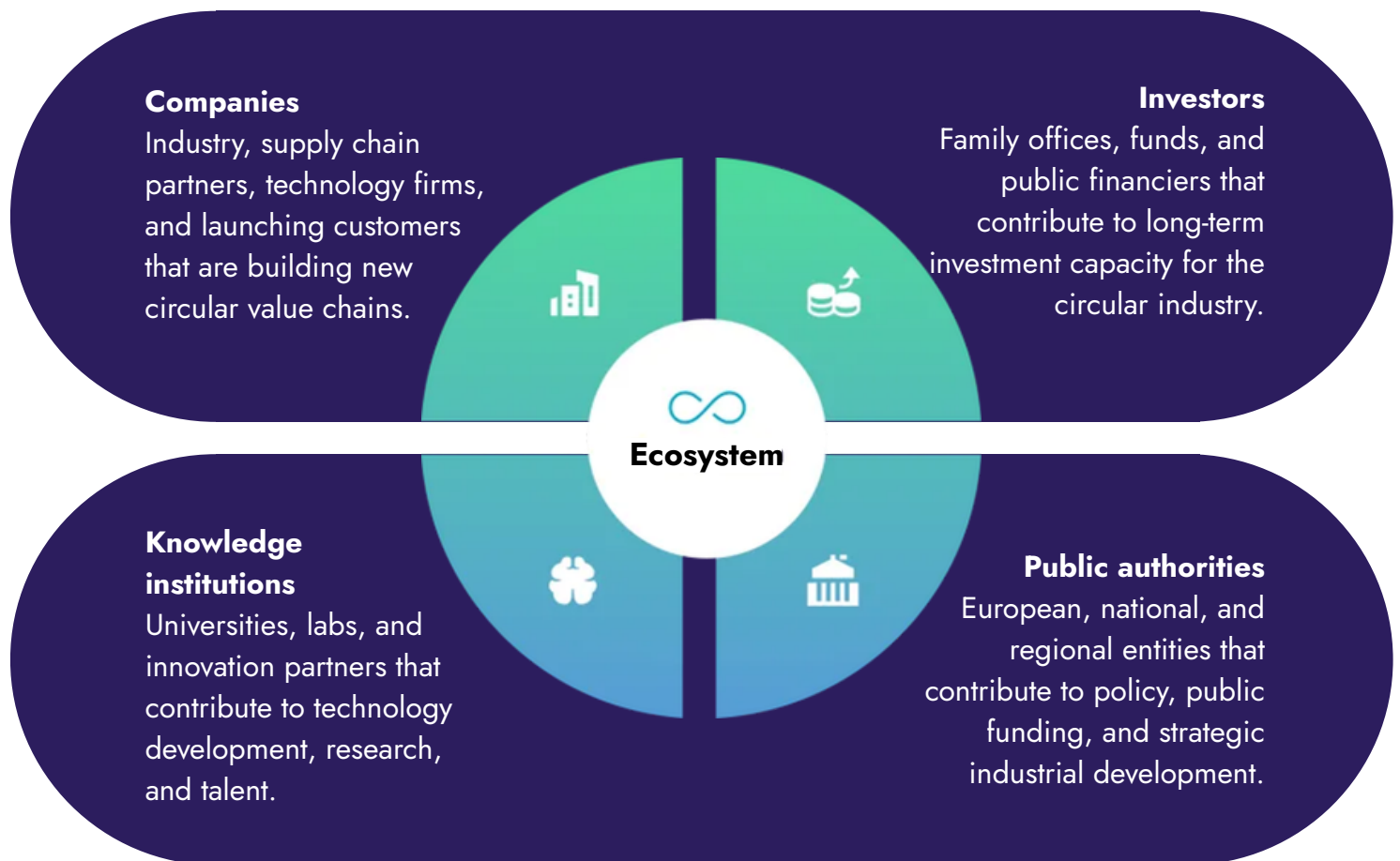
In the circular industry specifically, scale is achieved only when multiple parties within a value chain take collective responsibility for offtake, financing, processing, technology, and implementation. In this context, various parties can fulfil diverse roles. For instance, large corporations can act as launching customers, supply chain partners, suppliers, investors, or purchasers of circular materials and components.

At the same time, scale-ups, technology companies, public-sector entities, financiers, and knowledge institutions play a crucial role in making circular value chains viable and investable.

The ecosystem

CIRCLeurope connects stakeholders who, each in their own capacity, contribute to the development, financing, and scaling of circular industrial value chains. By linking parties with a direct interest in the value chain, both organisationally and financially, the ecosystem creates space for new, scalable business models, investment structures, and industrial capacity.

The ecosystem is built upon shared ownership, a collective willingness to take risks, investment power, and long-term commitment.



6. Roadmap: scaling up step by step

The Netherlands as a base, Europe as the scale

CIRCLeurope begins in the Netherlands but focuses from the outset on European collaboration and scaling. The initiative operates explicitly within the context of European industrial policy, strategic autonomy, and the development of future-proof circular value chains. In doing so, it seeks to engage with European programmes, public-private partnerships, investment funds, innovation ecosystems, and strategic alliances that contribute to the scaling of circular industry.

NOW – Development phase

CIRCLeurope is currently in its development and structuring phase, driven by a small core team of committed professionals. This phase focuses on establishing governance, building an ecosystem, analysing and developing value chains, creating investment structures, and defining a European positioning.

In this process, discussions are underway with corporations, investors, family offices, knowledge institutions, public funders, and technology partners. During this initial phase, CIRCLeurope is led by Antoine Heideveld as its lead developer and prospective director. The ambition is to expand the management team to three people in the coming period, adding expertise in finance and communications. This will strengthen the organisational foundation for the further development and scaling of CIRCLeurope.

Professionalism and governance

CIRCLeurope is being developed with an emphasis on professional governance, long-term collaboration, and investment discipline, all of which are essential given the complexity of scaling up circular industrial solutions. In this process, an appropriate, independent structure is being established in collaboration with experienced investment and ecosystem partners. Over time, the possibility of developing a dedicated General Partner (GP) structure will be explored.

Direction – Ambition 2027

The ambition is to establish the initial operational structures by 2027. In this process, reputation, diligence, and institutional credibility are of central importance.

7. Four strategic pillars

CIRCLeurope is developing along four interconnected strategic pillars. By collaborating with partners to develop propositions, ventures, and value chains, we are gradually building the infrastructure, experience, and investment capacity required for broader industrial scaling.

1. Ecosystem development and positioning

We connect companies, investors, knowledge institutions, and public-sector entities around concrete opportunities for circular industrial scaling.

2. Financial ecosystem

We are developing a financial ecosystem of investors, financiers, and public partners capable of supporting circular development.

3. Investment architecture

We are developing an investment architecture, including funds, blended finance, and new forms of long-term capital.

4. Value chains

We develop concrete value chains, propositions, and ventures in which circular solutions can grow from practical application to an industrial scale.

8. Leadership and development

CIRCLeurope is currently in its formative stage and is being developed in collaboration with a growing network of professionals and strategic partners. Antoine Heideveld serves as the lead developer and prospective director of CIRCLeurope, overseeing the organisation's further development, collaboration with partners, and the establishment of circular industrial value chains.

As the founder and outgoing director of Het Groene Brein (The Green Brain), and through his involvement in initiatives such as the Dutch Transition Agenda for Consumer Goods, he brings an extensive network and considerable experience in connecting businesses, knowledge institutions, public authorities, and circular initiatives.

9. Join the Founding Circle

Why a Founding Circle?

Developing a circular industry at scale requires collaboration among parties willing to jointly invest in new forms of value chain organisation, infrastructure, and industrial capacity.

CIRCLeurope brings together companies, investors, technology partners, and public-sector entities to develop scalable circular value chains across Europe.

Who are we looking for?

The Founding Circle is designed for frontrunners who want to shape the development of the circular industry in the coming years — practically, financially, and strategically. We are seeking parties with a strategic interest in the value chain: organisations willing to get involved early, share risks, and jointly invest in industrial scaling at a European level.

Together, we can turn Europe's circular ambitions into industrial reality.