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National report on the Dutch survey

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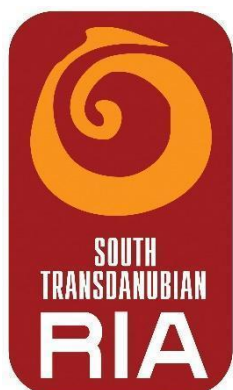
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National report on the Dutch survey

BDF distributed the CSS survey, which was created by all CSS partners and shared Europe wide, among the target group located in the Province of Friesland and the northern part of the Netherlands. This target group exist out of SMEs and stakeholders related to the circular economy.

The total amount of inhabitants in 2021 in the province of Friesland is 651.435 people, most of them (28%) are aged between 45-65, where female and male are (almost) equally represented; male 51%, female 49%. The total amount of companies situated and registered in Friesland is 74.908 (2021), where SMEs (including self-employed persons) covers 99,85% of the companies, which is a total of 74.796. SMEs in Friesland are good for 60% of the employment opportunities for people and so is an important factor in the Dutch and Frisian economy. 58% of the company revenues in Friesland belongs to the SMEs.

In Friesland, the agriculture sector plays a big role in comparison with the other provinces in the Netherlands. Also industry, fishing, retail and mineral extraction sectors are presented well in the province. Friesland belongs to one of the most rural provinces in the Netherlands, which creates opportunities for the agricultural sector.

The general survey was created in cooperation with all partners of the Circular SME Scan consortium and after finalising the official survey, translated into the partner languages; Hungarian, Spanish and Dutch. This is done to assure a high response among the local SMEs, and to make it as easy as possible for them to complete the survey. Before the survey was distributed among the SMEs, a list was created of all relevant SMEs in Friesland. These SMEs are connected with the circular economy, have adopted circular strategies already or have intensions to invest in circular strategies. Also we analysed the organization's activities, applied solutions, and their experiences in sustainable and circular economy.

Once the list was finished, the survey was distributed among these companies. There were 3 approaches in distributing the surveys; 1) through email without any first contact and introduction, 2) through email with an initial contact beforehand (personal or through phone) to explain the project's aims and survey, 3) personal contact with entrepreneurs and guiding them through the survey by asking them questions, while completing the survey at the same time. Experience showed that is was difficult to get many responses from the target group by just emailing them. A more successful approach was getting in touch with the entrepreneurs and completing the survey in consultation with them. Also, the survey was shared on BDF's socials and the website of Circular SME Scan.

The survey was closed by a total of 30 respondents, belonging to the direct and indirect target group. These respondents were all SMEs coming from different backgrounds, such as hospitality, retail, education, construction, creative industries and textile production. Most of the respondents are self-employed persons and entrepreneurs who are running their organizations between the 2 and 5 years.

Most applied circular activities mentioned are;

- Recycling and reuse of materials (33,3%)





- Eliminating waste and pollution by consciously designing of your products/services (30%)
- Cooperation with organisations make promotion on natural production technologies (23,3%)

12 respondents (40%) indicated that currently they're not applying circular activities in their daily operations.

Also, the respondents expressed their interests in circular activities given in the survey. Find below the most chosen activities (multiple answers per respondents were allowed);

- Reducing consumption of resources (46,7%)
- Waste re-evaluation (43,3%)
- Community sharing (40%)
- Reverse logistics (40%)

After completing the survey, the respondents indicated that they find it interesting to adopt a circular and sustainable approach, however, the topic is quite complicated. It seems that circularity becomes more and more popular and important, but there is a lot to learn for small companies and entrepreneurs. How and where can they start? So many choices, the topic is broad, including unclear terms and strategies. BDF truly believes that this is where the Circular SME Scan project team can add value to any company that wants to become more circular.

