

# Netherlands Lounge @Ecomondo

Rimini, 26 October - 29 October 2021

Hall B5, stand n. 071

Let's make the circular shift together!



Netherlands

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## Foreword

The world population is growing and this is affecting the environment. To ensure there's enough food, water and prosperity in 2050, we need to switch from a linear to a circular economy. That's why the Dutch government has developed a Government-wide programme for Circular Economy and set the ambition target to be a 100% circular economy by 2050.

We are still in the COVID-crisis. A challenging period but also a moment in which governments and central banks are injecting unprecedented amounts of money into the economy to realize a sustainable recovery, a green one. Our environment and our economy are completely interconnected.

With appropriate measures we can harness our energy, talents and innovative power for ambitious climate action and boost economic growth and employment. Sustainable Development Goals, circular economy and climate resilience are very crucial and relevant themes on the economic and political agenda of the Netherlands as a EU member state. Ecological transition, green recovery are also top priorities of the Italian government and a focal point of the National Recovery and Resilience plan. The Netherlands and Italy have a variety of circular approaches and innovations to share. That is why we have decided to be present at Ecomondo, the green technology expo, a major platform for the cleantech industry.

The Netherlands diplomatic network in Italy is very active in promoting and strengthening collaboration and partnerships between Dutch and Italian parties. We hope to meet many Italian partners in Rimini willing to encourage circularity together.

Involving non-state actors as well is crucial to tackle the challenges ahead. Together we can co-create solutions, build sustainable value chains to protect our planet and achieve economic prosperity today and in the future.

The Netherlands Lounge is hosting 15 innovative Dutch companies active in the field of (waste)water purification and treatment, renewable energy, energy-saving technologies and sustainable remediation and 2 important sector organizations Water Alliance, a network organization for the Dutch water technology sector and ENVAQUA, the Dutch Environmental & Water Technology Association. I hope you will come and visit us at Ecomondo at Hall B5, stand 071.

Let's make the circular shift together!

**Mascha Baak**  
Consul General of the Netherlands in Milan



# The Netherlands

# Map of the Netherlands



## Locations

1. Amsterdam (and Airport Schiphol) | 2. Arnhem |
3. Assen | 4. Breda | 5. 's Hertogenbosch | 6. Eindhoven |
7. Enschede | 8. Groningen | 9. Haarlem | 10. The Hague |
11. Leeuwarden | 12. Lelystad | 13. Maastricht |
14. Middelburg | 15. Rotterdam | 16. Utrecht | 17. Zwolle |



# Introducing the Netherlands

## Small in size, great in ambitions

A small country, with a surface area of more than 41,500 km<sup>2</sup> below sea-level, the Netherlands has vast experience in solving complex social and economic challenges. Partnership is their key to success. Strong cooperation between government, businesses, knowledge institutes and citizens has made the Netherlands a flourishing and resilient land for its population of 17 million.

Although small in size, the Netherlands has great ambitions. With the UN Sustainable Development Goals as a leading policy framework, the Netherlands is involved in many global partnerships. At home and abroad, the Netherlands supports freedom of speech, gender equality, and fair access to education, work and healthcare.

The Dutch are also keen to share their knowledge and expertise to meet the world's growing demand for food, water, health, energy, and security. Learning from the past to create a better future. The Netherlands strives to create sustainable solutions that enable us all to inspire and connect to create a more liveable world today and in the future.

**Collaboration is in the Dutch DNA.** The Dutch take a unique, quadruple-helix approach to collaboration, involving participation from businesses, knowledge institutions, government and citizens. Together, we create a dynamic location where foreign companies can also innovate and excel – and that's exactly what's happening.

Ranked No. 8 in Europe by Bloomberg's 'Best Countries for Business', the Netherlands is truly a world-class business destination. So many multinational businesses – from small and mid-sized to Fortune 500 leaders – have chosen the Netherlands as their gateway to Europe. The country's location provides access to 95% of Europe's most lucrative consumer markets within 24 hours of Amsterdam and Rotterdam.

The Netherlands has a growing and healthy economy with a strong services sector and excellent industries, such as life sciences, electronics, agri-food, the chemical industry, water technology and engineering. With a competitive international climate, and 8000+ foreign companies, the Netherlands offers local and foreign businesses an environment that is conducive to international trade, efficient export, innovation and collaboration with some of the world's best companies and research institutes.

[Visit the website of the Netherlands Foreign Investment Agency \(NFIA\)](#) to gain a deeper insight into the Dutch key industries and the respective success stories.



# YOUR PARTNER FOR DEVELOPING

## WHAT IS A CIRCULAR ECONOMY?

A circular economy eliminates waste and pollution, keeps products and materials in use, and regenerates natural systems. The goal is to create a continuous cycle where nothing in an economy is wasted, just as in nature organic materials re-enter the ecosystem through circular biological processes.

By rejecting the take-make-waste economic model and decoupling resource use from value creation, a circular economy addresses climate change and the UN Sustainable Development Goals, and creates exciting new business opportunities. So it's good for our planet and its people.

## HOW DOES THE NETHERLANDS MEASURE UP?



### Commit

The Netherlands aims to be fully circular by 2050 and the Dutch government is taking measures to drive the transition. A big step was co-signing the National Raw Materials Agreement, which commits its 180 signatories to reducing their use of raw materials by 50% by 2050. In 2018, they drew up five transition agendas for Biomass & Food, Plastics, Manufacturing, Construction and Consumer Goods.



### Collaborate

Dutch knowledge institutions, businesses and the government work closely together and internationally in a unique collaborative model across many fields, sharing expertise, resources and networks. This innovative climate attracts circular pioneers from across the world. For this reason, the Netherlands is proud to host the PACE (Platform for Accelerating the Circular Economy) Action Hub, a public-private platform with truly committed members.



### Facilitate

To ensure companies and organisations can implement their circular plans, the government is prepared to remove or adjust legal and regulatory barriers. And so-called Green Deals introduced to provide businesses with knowledge and expertise, access to networks, and assistance entering markets.



### Catalyse

To encourage its people's natural entrepreneurial spirit, the government actively supports circular-minded initiatives such as the Versnellingshuis (Netherlands Circular Accelerator). The Versnellingshuis has been set up by the government to boost circular innovation, by helping out on a variety of questions and dilemmas coming from small and medium sized companies.



### Lead

To change behaviour, leading by example is crucial. To kick-start the circular marketplace, the Dutch government has committed to at least 10% of national spending being 'circular' by 2022.

## THE GLOBAL CIRCULAR ECONOMY: FACTS & IMPACTS



Since the 1970s, global demand for resources has increasingly exceeded what the Earth can regenerate, and by 2020 is projected to be doing so by 75%.

-

Global food loss and waste has a larger carbon footprint than the entire carbon footprint of any country **except the USA and China**.



Circular economy models can **boost productivity and employment**, and help developing countries avert major challenges such as unmanaged waste, water pollution and soil pollution.



TNO researchTNO research suggests a more circular economy would generate some **€7.3 billion a year** in market opportunities for the Netherlands, approximately



A McKinsey report claims a circular economy can save **\$1,000bn a year** in materials worldwide.



According to the EU, by 2030 a circular economy could deliver **over 1 million new jobs** across Europe and an economic benefit of **€1.8 trillion**.



Ellen MacArthur Foundation reports show that implementing a circular economy in key sectors in Europe, India and China could **reduce Greenhouse Gas emissions by 22-44% by 2050**.

**85,000**

...circular economy initiatives, involving at least 420,000 jobs.

**70,000**

...of these jobs concern repairs to products such as bicycles, cars, furniture and computers.

**1,500**

are innovative circular initiatives, using or applying new product designs, technologies or business models. However, only 26% of the initiatives involves other solutions than mere recycling.

**Top-5**

The Netherlands ranks among the 5 best performing EU countries for prevention, reuse, recycling and valuable use of waste.

**80%**

... of Dutch waste is recycled. Most of the other 20% is incinerated for raw materials or energy (e.g. to heat cities or greenhouses). 2-3% is landfilled, but subject to strong soil protection

## TWO CASE STUDIES

### CIRCO

CIRCO facilitates companies in developing circular products, services and business models by connecting them to circular design principles. The CIRCO approach and tools are based on the 'Products that Last' framework, developed by the Technical University Delft. CIRCO has worked with over 200 companies and 150 creative professionals, and acts as a platform for sharing knowledge and experience, and facilitating networking and collaboration within its community.

### FAIRPHONE

Fairphone has developed a modular smartphone in which each component can be easily replaced. The new, conflict-free phone can be deconstructed in minutes with a simple screwdriver. It also comes in its own protective case because, even though every part can be replaced, longevity is the main goal.

## LEARN MORE

[www.hollandcirculardesign.nl](http://www.hollandcirculardesign.nl) | [www.circulairondernemen.nl](http://www.circulairondernemen.nl) | [www.government.nl/topics/circular-economy](http://www.government.nl/topics/circular-economy)  
Netherlands Enterprise Agency Ministry of Foreign Affairs - [www.hollandtradeandinvest.com](http://www.hollandtradeandinvest.com)

# Company profiles



# Company profiles

## AkaNova

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Our products are specifically developed to work in harsh environments, e.g. waste water, and to be low maintenance to make them especially suited for use in remote places. The price point allows new technologies to be applied to systems which might otherwise not be considered for upgrades.

### Products and Services offered:

- Programmable Cloud Controller, specifically developed for remote systems like DEWATS and pumping stations
- (Water) Level Sensor based on radar technology; easy to integrate thanks to support for both analog and digital outputs
- Custom web platform for monitoring, control and data processing

Our products are especially used in decentralized waste water treatment, but other sectors are possible for our technology.

### Ton Koekoek

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## AQANA B.V.

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AQANA BV with her patented DACS technology has proven to be one of the leading suppliers in anaerobic technology to treat industrial waste water efficient and sustainable.

With close to 30 turn key references realized in niche industries as pulp & paper, food & beverages, chemical and pharmacy industry AQANA can offer here clients with state of the art solutions.

Feel free to visit with us our Italian and European WWT plants clients where our clients will express to you there good experience with the AQANA team and the performance DACS based treatment plants.

As being part of the Dutch Water Technology Group AQANA is as sister company [www.salttech.com](http://www.salttech.com) seasoned with vast industrial experience and numerous of successful installations.

### Reimond Olthof

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# Company profiles

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Bluecon, a Dutch Water Technology company, develops and builds compact decentralized wastewater treatment units that convert municipal wastewater into clean reusable water in minutes, using an innovative process without use of bacteria. The purified water can be safely discharged or re-used for sustainable agriculture development or irrigation of green parks and public zones. The revolutionary treatment process guarantees the water quality 24/7, does not generate CO2 and the total footprint is a fraction of that of traditional biological solutions. Bluecon enables users a circular water use by closing the water gap and enabling local towns to benefit from the re-use of purified water.

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**D2D Water Solutions B.V.**  
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D2D Water Solutions B.V. is a Dutch organisation that uses more than 25 years of experience in water management and filtration to develop produce and deliver smart water purification systems. In 2017 more than 1.42 Billion people lived in areas with high or extremely high water stress (Unicef, 2017), mainly caused by waste and pollution. D2D Water Solutions wants to reduce the enormous water waste by facilitating in decentralised water purification of rainwater. Furthermore, we aim to offer everyone the possibility to have direct access to clean drinking water and to become self-sufficient with their own purified water supply. The systems that D2D Water Solutions offers are especially suitable for (off-grid) homes, apartment complexes, offices and small businesses in the food-, manufacturing- and agricultural sectors. By applying the Drop2Drink unit, for example, we can achieve water-neutral or even water-positive homes by using rainwater. If you are interested in more information, we kindly invite you to come and speak to us at the NL Lounge.

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We activate Solar energy  
European Solar is all about sustainable energy, but it's also about people. To us, people are inseparably connected. Without good people, there can be no profitable solutions. And without high-end solutions, there can be no acceleration in the growth of sustainable energy. We facilitate committed interaction between suppliers and sustainability projects. Reliable an state-of-the-art.

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GreenSoil offers clients sustainable and cost-effective solutions for soil & groundwater impacted sites. Our team of experienced engineers designs and realizes remediation projects especially in complex site conditions. We are a niche market, but we are an international player in remediation, and we are specialized in in-situ and on-site biological remediation techniques which are continuously being improved by a strong focus on R&D and innovation. In our integral approach and total remedial concepts, a combination of techniques is often implemented mostly with a central role for stimulation and optimization of naturally occurring biological processes. GreenSoil Group has offices in Netherlands, Belgium, and Brazil and local representation in 2 countries (Italy and Chile). In addition to this, GreenSoil has partner companies in several other countries, with whom we work together on remediation projects.

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# Company profiles

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Micro Turbine Technology BV (MTT) is an innovative company developing and commercializing advanced micro gas turbines and applications for various markets. We are located in Eindhoven in the center of the high-tech area of the Netherlands, and home to several top high-tech industries and -institutes. This offers optimal access to key partners and services.

### Frank Brand

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## Orvion

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Udetect is an easy and fast biomonitoring platform that allows to test water for specific bacteria within 2 hours. E.coli, Legionella pneumophila, Salmonella, toxic cyanobacteria and more can be analyzed in your lab or at the office by water samplers or operators, or on site, at the water's edge, for fast actionable data in the field, using qPCR technology. The Udetect array consists of Target Tubes for analysis of individual micro-organisms, filtration kits, DNA extraction kits and a qPCR thermocycler. It can be used either with your own qPCR device or as an affordable way of introducing qPCR technology in your lab. Multiple bacteria can be tested on the same sample in one go. Udetect is suitable for analyzing drinking water, process water, irrigation water or recreational (sea)water. Reagents can be stored and used at ambient temperature, the device has no moving parts and is robust. We provide a one-day training to ensure that anybody is ready to use Udetect for any specific use case.

Udetect is developed by Orvion, an environmental biotechnology company founded in 2013 and located near Rotterdam, the Netherlands. We analyze hundreds of environmental water samples every year. Samples from drinking water plants, wastewater treatment plants, contaminated groundwater and surface water. Udetect DNA extraction and (new) bacterial analyses are developed in the Orvion lab. We used our experience and expertise from the lab, took it to the field and made it work.

### Federica Brogioli, MSc

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## Oxycom

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Oxycom is a global supplier of two-stage adiabatic cooling systems, the IntrCool, developed with the ambition to drastically reduce the carbon footprint of the traditional air conditioning industry. We provide energy saving alternatives to AC for Industrial space cooling (workshops and storage facilities) and retrofit HVAC solutions for air cooled chillers and packaged units.

Conventional AC contribute strongly to global warming due to the extremely high energy usage combined with HFC refrigerants. Our innovative two-stage adiabatic cooling systems use water, the most powerful cooling agent on the planet, to cool the air. This means that 95% of the cooling capacity is delivered through the natural process of water evaporation. Our systems use up to 90% less energy compared to conventional AC installations and delivers free ventilation. The ventilation is done with 100% clean, fresh, and filtered outside air for increased comfort and wellbeing. Even in colder times, we help to achieve a perfect indoor climate. The 'Heat Reclaim' module of the IntrCool reuses heat in the machine shop to heat fresh air outside. If it gets really cold, an optional heating coil can be added. This creates a pleasant and sustainable climate all year round.

Our sustainable climate solutions, offer the possibility to move away from traditional AC. The latter contributes to the rise of global temperature significantly by burning fossil fuels and depleting the ozone layer by leaking HFC refrigerants. The new worldwide patented indirect/direct adiabatic cooling technologies Oxycom developed are among the most environmentally friendly cooling techniques on the planet. Our technology uses only water as a refrigerant and little electricity, resulting in a very low carbon footprint.

### Barry Leuverman

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# Company profiles

## PureBlue Water

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We are PureBlue Water, innovators in sustainable water treatment solutions. Our mission is to return water to nature in its most natural state. We are a gamechanger when it comes to new sanitation concepts and the recovery and reuse of water to regenerate healthy soils and green environments. We believe in the future of decentral treatment plants: modular, flexible and nearby, with the lowest footprint possible. Our main drive is to turn wastewater into clean water, free of medicine residue and micro-organisms, ready to have a new future.

Our concepts and solutions are modular and smart: we combine biological processes with high-end technologies and innovations to deliver the most compact, sustainable, and cost-effective treatment solutions. Our team of highly motivated water ambassadors is ready to change the future of water. Do you join us?

### Ivory Mast

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## Pure Water Group

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Pure Water Group are renowned as a leading manufacturer of advanced and sustainable water purification equipment. Core technologies include Electro Deionization (EDI) and Membrane Degassing (MD) which are engineered for the production of Ultra-Pure Water for industrial, medical and pharmaceutical applications.

### Ruud de Vetter

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## Salttech B.V.

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SALTTECH is a brine treatment company driven to treat the toughest brines effectively and responsibly in various industries, including dairy, oil & gas, mining, chemical, and environmental.

SALTTECH has the patented technology named DyVaR (Dynamic Vapor Recovery units) that combines evaporation and crystallization processes into one step and allows overcoming scaling and fouling and corrosion issues.

As being part of the Dutch Water Technology Group Salttech is as sister company [www.aqana.com](http://www.aqana.com) seasoned with vast industrial experience and numerous of successful installations. The DyVaR is proven as reliable, energy-efficient and a very suitable solution for salt, water and mineral recovery in ZLD applications.

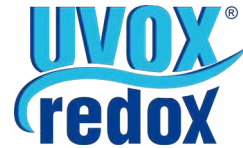
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# Company profiles

## UVOX

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For businesses that makes more out of their water.

Hygienic, clean water without any bacteria, viruses, or micro-pollutants. Water in its most natural form and free from any chemicals. Water that you can be reused or returned to nature. We are the UVOX Benelux team and sustainable water purification with a low carbon footprint is our expertise.

Our UVOX Redox® technology is a patented and well proven method to clean water for many applications. Whether it is drinking water, process water or waste water, used in the food & beverage or leisure or industry or for agriculture or aquaculture, the UVOX Redox® technology provides you with cost effective and sustainable solutions for your water quality problem.

UVOX Redox®: The sun as a role model.

Without the sun light no life on earth is possible. The sun radiates light in different wave lengths measured in nano meter (nm) to the earth. Some of the light is visible (colour spectrum) and some is not.

UVOX Redox system uses two different wave lengths of UV-C light (185 nm and 254 nm) in one specific UVOX lamp to initiate the triple purification process.

UVOX Redox®: a trendsetting and chemical free way of water purification

The UVOX Redox system is triple purification process, which combines the oxidizing effect of ozone with the disinfecting effect of ultraviolet light and initiates meanwhile the highly effective advanced oxidation process (AOP) in one single system.

### Barbara Berson MBA

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## Van Remmen UV Technology

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Van Remmen stands for high-quality and energy-efficient UV Technology for water and other liquids that certainly are better than the standard in the market. We want to ensure that clean and save water is and stays accessible for everyone with the use of UV technology. We are the technology leader for sustainable UV Technology with the best results for people, market and society.

Van Remmen offers knowledge and solutions in water quality and disinfection with the use of UV technology, in combination with partners.

### Ton Van Remmen

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## Wind Energy Solutions (WES)

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WES is a Dutch manufacturer of small wind energy systems starting with the Lagerwey wind turbine technology in 2004. WES replaced the control system and power conversion with modern, remote monitored technology and continued to develop, support and sell this successful wind turbine under the name WES. The turbine's typical two-bladed rotor has a unique hinged system and a passive blade angle adjustment. This unique, robust mechanism guarantees a high efficiency and requires only simple and minimal maintenance.

The WES wind turbine has proven itself a durable, reliable high performance solution. Since the familiar box shaped blue nacelle of the WES turbine was designed in the early 1980s, over 1.000 units of the turbine have been installed around the world in agricultural locations, utilities, on islands, in small communities and at coastal and mountainous sites. It is the goal of Wind Energy Solutions to remain the global market leader in the growing market for midsize wind turbines.

### Maarten Deutekom

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# Contact details

## Partners & Organisation

# Partners & Organisation

## Water Alliance

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Water Alliance is the network organization for the Dutch water technology sector with more than 100 members (mostly SMEs). Water Alliance supports water technology companies with (inter)national matchmaking, networking and business development. The most important activities of the Water Alliance are: International and national branding and lobby, (inter)national and cross-sectoral matchmaking, organizing and coordinating trade missions, organizing (inter)national events and tailor-made advice for water technology companies. All with a clear goal to accelerate business.

Moreover, Water Alliance is part of Water Campus Leeuwarden. This is the European innovation ecosystem where companies, research institutes and governments cooperate in the field of water technology. It brings together a complete chain of innovation for water technology, from first idea, research & development, specialised laboratories, a water application centre, various demosites, launching customers to international applications with commercial companies.

### Juliette Douglas

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## ENVAQUA

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ENVAQUA is the association of ambitious Dutch water environment technology companies. We intend to keep our environment healthy and liveable and to limit and control climate change. We believe that the application of technology is essential to return to pure water, open-air and resources. The over 115 members are Dutch companies that develop, produce and integrate technology and services in the areas water, open-air, resources and energy.

ENVAQUA is organised thematically to enable addressing the crucial societal goals within the circular economy most effectively. ENVAQUA encourages Expert groups to align their activities with the sustainable development goals '11 sustainable cities and communities', '6 clean water and sanitation', '13 climate action', '12 responsible consumption and production' and '17 partnerships for the goals'. We welcome both Dutch technology companies to join and other organisations with aligned interests to join forces.

### Ignaz Worm

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# Organisation



## **Netherlands Enterprise Agency**

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The Netherlands Enterprise Agency supports entrepreneurs, NGOs, knowledge institutes and organizations. We aim to facilitate entrepreneurship, improve collaborations, strengthen positions and help realise national and international ambitions with funding, networking, know-how and compliance with laws and regulations.

We are a government agency which operates under the auspices of the Ministry of Economic Affairs and Climate Policy. Its activities are commissioned by the various Dutch ministries and the European Union.

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