

**Sustainable Innovation 2014**  
**Cities & Regions as Catalysts for Smart & Sustainable Innovation**  
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[www.cfsd.org.uk](http://www.cfsd.org.uk)



**Guido Braam, CEO, Circle Economy, Netherlands**

In 2012, Guido Braam decided to put all his energy and focus on the transition towards the circular economy. As the executive director of the action driven Circle Economy Cooperative he can contribute to this on a daily basis. He strongly believes that social entrepreneurship will become the new normal. Enticing the establishment into the circular economy, a more balanced system full of innovation and (shared) value creation, is the first step. Guido is the founder of several (impact driven) start-ups and co-owns Kirkman Company. He accomplished his MSc Business Administration at the Erasmus University of Rotterdam in 2001. His life motto is: 'we are the people we have been waiting for.' He wants to use his set of talents to speed up meaningful initiatives to create a better world for the generation to come.