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**Professor Ruud Balkenende, Professor of Circular Economy Design,
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Ruud Balkenende is professor of Circular product design at the faculty of Industrial Design Engineering at the Technical University of Delft since 2015. His research focuses on the design of products and product service systems that enable a closed loop of products and materials. His work is based on an integral approach to design, technology and business models

From 1990 to 2015, after finishing his PhD on the use of copper as an automotive exhaust catalyst material at the University of Utrecht, he worked at Philips Research. Here he dealt with a wide diversity of products, usually from a materials and technology perspective. Examples are magnetic tapes, television displays, steam irons, ICs, automotive lighting, laser diodes and LED lamps. In addition to this application-focused work, he has carried out research on advanced materials like electrochromic materials, superhydrophobic materials, photonic crystals and graphene.

Since 2009 he has been mainly involved in research and development related to resource efficiency and product recyclability. Linking product architecture and materials science to resource efficiency was the main driver. He has set up and coordinated international collaboration on improved recyclability of electronic products. This has resulted in design guidelines as well as new products with improved recyclability. Since 2013 his activities extended from recyclability to circular economy, i.e. reusing products or parts at a functional level instead of recovering materials.