



## Green Serendipity



### Green Serendipity

#### *Re-thinking and re-designing the future of plastics and packaging*

Green Serendipity is a consultancy for bioplastics, bio-based packaging and bio-economy projects with the focus on chain innovation from raw material to end-of-life. The services of Green Serendipity are well known for the acceleration of the transition from the linear fossil based economy to a bio-based and circular economy within the Netherlands and international. “We connect supply and demand and vice versa and because we are not funded by the packaging industry or bioplastics industry we are therefore completely independent.”

The driving force behind Green Serendipity is Caroli Buitenhuis, chain innovator and consultant in Bioplastics, Biobased Packaging & Bio-economy projects and also educated as packaging expert. She has a proven track record in the field of bioplastics, bio-based packaging and bio-economy projects. She has brought divers innovations effectively into implementation (also several award winning innovations) and has a broad international chain network. Brand owners and retailers are welcome to get connected to the right parties in the biobased and circular supply chain.

Green Serendipity provides serves as chain innovation, consultancy, packaging expertise, matchmaking, brainstorming, innovative bio-economy concepts creation as long as it contributes to the acceleration of the bio-economy.

Also available for presentations, workshops, guest lectures or organization of conferences or meetings concerning the themes of bioplastics and biobased packaging. Including a solid background in public relations, marketing, communications and media activities.

“Our motivation is always focused on making the right choices for a better environment and/or society.”

Green Serendipity was also the initiator of (among others):

- Biobased Packaging Innovations
- Holland Bioplastics (co-initiator)
- TassenBol (1st circular service on plastics in the NL)
- Bioplastics Info & Expo Hub



## COMPANY NAME

### Contact

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### Contact person



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## OUR SERVICES

### Bioplastics

Bioplastics are already being used in the packaging industry, agriculture and horticulture, medical, consumer electronics and the automotive industry. We know the way and the entire chain, advising businesses and governments in making the right choices.

### Biobased Packaging

How can we ensure that packaging in the future will match a biobased and circular economy? We advise companies and governments in making the right choices regarding bio-based packaging materials by looking at the entire chain.

### Bio-economy projects

Our aim is to accelerate the bio-based and circular economy; from crop to end-of-life – actually from resource to resource. Green Serendipity sets up innovative projects and also carries out commissioned projects.



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Chain Innovation & Consultancy

Bioplastics, Biobased Packaging & Bio-economy projects