

Pillar 1+2

Session 1.1 Green growth and circular economy

Session 2.3 Role of design inside industry processes

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After graduating from Delft Technical University, Ivo Lamers started working in design driven innovation in 2002. Over the last ten years he has been working for VanBerlo, one of the key global innovation agencies. As an Innovation Strategist he supports profit and non-profit clients that vary from start-ups, to governmental organisations and large multinationals, in order to come to supported and argued solutions for their diverse innovation challenges. Ivo has been working in a very broad set of markets such as High Tech, Mobility, Agrifood, Fashion and Healthcare. In the Horizon 2020 program he has been involved in design driven material innovation to create new regenerated fibres from pre-consumer and post-consumer waste (Trash2Cash). With his open view and pragmatic approach, any innovation challenge is an opportunity to jointly create the difference with clients and partners.

