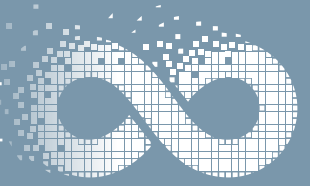






# Heart of Hainaut, strong in circular economy



The regional project 'Heart of Hainaut' places the circular economy at the centre of its socio-economic development programme.

The limits of the linear economic model are well known: the 'Heart of Hainaut' area aims to be a **place of experimentation** in order to spark the transition. It has the tools that are adapted to the local context and to the sectors that have been identified as promising: sustainable construction, green chemistry, agri-food, etc.

The circular economy has the potential to initiate a virtuous circle for the region: improving its attractiveness, creating new jobs, anchoring existing companies, efficient use of available resources, enabling the energy transition.



# 27

**ASSOCIATED MUNICIPALITIES**

- Anderlues | Binche
- Boussu | Braine-le-Comte
- Chapelle-lez-Herlaimont
- Colfontaine | Dour
- Ecaussinnes | Erquennes
- Estinnes | Frameries
- Hensies | Honnelles
- Jurbise | La Louvière
- Le Roeulx | Lens | Manage
- Merbes-le-Château
- Mons | Morlanwelz
- Quaregnon | Quévy
- Quiévrain | Saint-Ghislain
- Seneffe | Soignies

50 km

FROM CHARLEROI

65 km

FROM BRUSSELS

70 km

FROM NAMUR

250 km

FROM PARIS

250 km

FROM COLOGNE



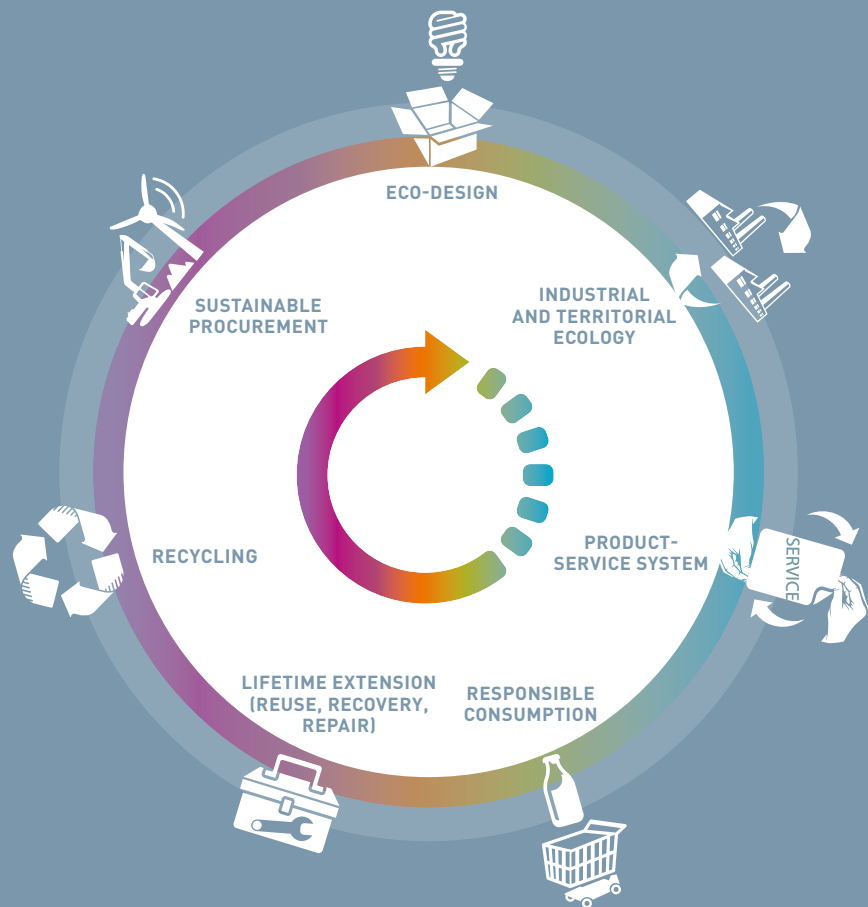
A region with more than

# 540,000

INHABITANTS



# The various pillars of the circular economy



Source : Orée/ADEME (France).

## What can we do with and for you?

*Are you a project leader or company manager?*

*Do you want to eco-design and manufacture your products in a circular way?*

*Are you interested in industrial symbiosis projects?*

*Are you interested in changing your business model for more added value?*

**As a privileged partner of companies,** IDEA creates awareness among businesses regarding the principles of the circular economy and the opportunities that it has to offer. In addition, IDEA supports companies in their efforts.

The objective? Increase their economic competitiveness and reduce their environmental impact.

**As a territorial facilitator and economic development operator,** IDEA plays a key role in searching for partnerships and building networks in which the various players can meet each other.

Thanks to the strong ties between its **key players** (research centres, universities, institutions, associations, municipalities), **innovative projects** linked to the various principles of the circular economy are emerging throughout the 'Heart of Hainaut' region.

# Industrial and regional ecology, one of the pillars of the circular economy



“There are significant economies of scale to be achieved when all companies work together.”

Patrice Bauvin, Director  
**YARA TERTRE**

“The meetings we had via the eco-zone workshop, enabled us to find solutions for food waste and to make our lives easier.”

Ludovic Hernould, Finance and Administration Director  
**LES TARTES DE FRANÇOISE**



The Tertre eco-zone is a 246 ha chemical industry platform mainly comprising production activities.

IDEA aims to convert the 32 ha of the former 'Carcoke area' into a revitalized and attractive industrial site. In order to achieve this ambition, IDEA analysed the incoming and outgoing flows of the area from the viewpoint of a self-sustaining ecosystem in which the resources consumed (or rejected) by one can be used by the other.

As a coordinator, IDEA supports the development of several industrial synergy projects:

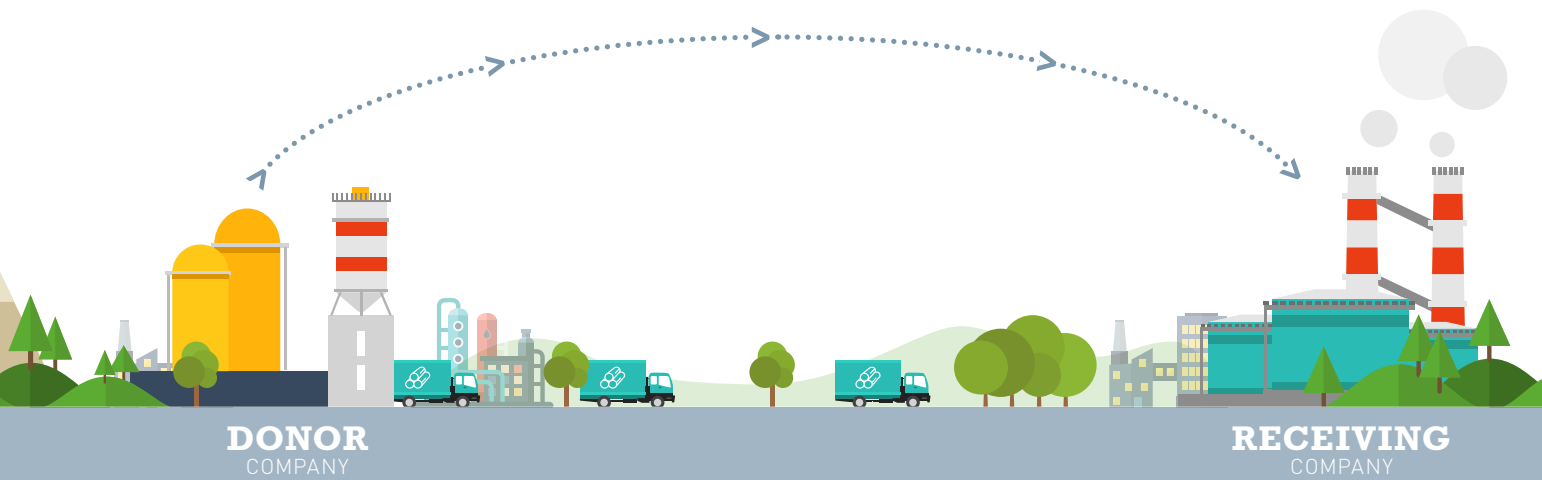
- > **MATERIAL AND ENERGY**  
Design of a steam and CO<sub>2</sub> power plant
- > **WATER CYCLE**  
Sizing of a wastewater treatment unit that serves several plants
- > **BIODIVERSITY AND LANDSCAPE**  
Remediation for industrial conversion and creation of a landscape charter
- > **FREIGHT TRANSPORT**  
Creation of a Short-Haul Rail Operator (Planisfer)
- > **MOBILITY**  
Security through road development (roundabouts, etc.)

This industrial ecology approach has been replicated on the **Feluy** petrochemistry platform and in the **Seneffe-Manage** business park. In the latter, networking has made several companies think about pooling services to achieve economies of scale, while others are valorising their unsold food through social organizations.



Aerial view of the Tertre eco-zone, including the 'Carcoke area'.

# A true business exchange network



“*Collaboration, innovation and reduction of the environmental impact by promoting short supply chains and by answering the competitiveness needs of companies: this is what the ambitious ‘Heart of Hainaut’ project aims to achieve.*”

Quentin Deplus,  
circular economy project manager,  
**IDEA**

IDEA leads a pilot project to **identify the material flows generated by economic actors (collectivities, farmers, companies)** in order to detect potential synergies in the area.

Thanks to this project and the organization of workshops, IDEA is supporting projects in the plastics, organic materials and wood sectors in order to create **local chains for valorisation, recycling and reuse.**

Among them is the implementation of a platform to revalorise wood in the form of materials (e. g. furniture creation) or energy (pellets). On a smaller scale, the coffee grounds generated by a hospital are reused by a training centre to turn it into compost.

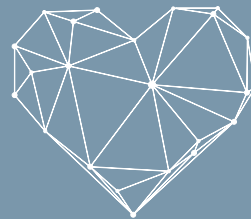




# IDEA, who are we?

Founded in 1956, IDEA is the economic development agency of the 'Heart of Hainaut' area. It currently groups 27 municipalities with more than 540,000 inhabitants. It is a multi-sector intermunicipal company, which operates in a range of fields of general interest, such as:

- > Economic infrastructure and business consultancy;
- > Urban planning and regional development studies;
- > Water sector (drainage, distribution, purification);
- > Technical expertise services for municipalities;
- > Sustainable energies (geothermal energy, biomass, windenergy, etc.);
- > ... and more.



**IDEA MAKES THE 'HEART OF HAINAUT' BEAT FASTER  
AND SHINE BRIGHTER**

Follow us on

[www.idea.be](http://www.idea.be)



IDEA is the coordinator of the 'Heart of Hainaut' territory project, a socio-economic redeployment plan based on a dual challenge: reindustrialisation and attractiveness.

[www.coeurduhainaut.be](http://www.coeurduhainaut.be)

**'Heart of Hainaut', a region  
that invests, that moves,  
and that progresses**



'La Maison de l'Entreprise' (LME) is a European Business and Innovation Centre (BIC) and subsidiary of the intermunicipal company IDEA. It offers advice and support to up-and-coming entrepreneurs and young innovative companies (Jeunes Entreprises Innovantes, or JEI) keen to launch and nurture their project. LME's main goal is to encourage the growth of the concepts of entrepreneurship, innovation, circular economy, design and creativity.

[www.lme.be](http://www.lme.be)



Circular economy projects are supported by the Walloon Government, Wallonia, Sowlfin and SRIW.

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ÉCONOMIQUE ET D'AMÉNAGEMENT  
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