

## IN BRIEF

**Organisation:** Landal GreenParks, [www.landal.nl](http://www.landal.nl) | **Contact people:** Jeroen de Graaf (purchasing manager)

**Product & sector:** beds and mattresses | packaging material | PVC floors and waste management (Facility Management)

**Country:** The Netherlands



# Sustainable holidays at Landal GreenParks



*The ambition is circular beds and mattresses.*

Landal GreenParks has almost 15,000 holiday homes distributed among more than 85 parks. Every park can be seen as, and functions as, a village. There are many gains to be made in terms of circularity. Circular procurement is still in its infancy, but there are many sustainability initiatives.

### Project description

Landal GreenParks began the implementation of a sustainable strategy in 2013. The company wants to eliminate CO2 emissions from energy consumption and mobility completely by 2030.

Landal is also working on saving energy and 100% waste separation, renewable energy generation at the parks, and circular procurement. A test was done for collecting plastic packaging, cans and drink packages. This collection will be implemented at all the parks in the Netherlands.

There is also a test project for a collection system for nappies. Packaging material has also been examined. For the beds and mattresses, Landal has developed an optimal logistical process together with Auping and Renewi, including return system and a service to extend the lifespan to save resources.

### Approach

Landal has a corporate purchasing department, which among other things supports the parks and park owners with procurement bundling and organising tenders. The purchasing department regards the suppliers as experts and also challenges them to come up with innovations. Circular procurement is still in its infancy. The company started on the circular procurement of beds and mattresses together with Auping. Landal is also conducting a pilot project with the suppliers of sustainable disposables, office paper and brochures to further develop the possibilities for recycling. In a tender for waste processing, sustainability was an important scoring criterion. The contract was awarded to the waste services provider Renewi.



## FACTS & FIGURES

- > **Number of employees:** about 3,000
- > **Tender volume:** about €150 million
- > A tender always starts with a Request for Information (RFI) in which all the possible parties can contribute knowledge and innovative (circular) ideas.

## Results

In the tender for beds and mattresses, the ambition was to purchase circular beds and mattresses from Auping. This did not succeed because of time pressure, but Landal does ultimately intend to switch to a circular contract. Renewi is helping Auping to develop a return system. They are working with textile recycling companies to look at whether the fabric can be returned to the supply chain.

*'My approach is pragmatic: just get started and learn by doing.'*

Jeroen de Graaf, corporate purchasing manager  
Landal GreenParks

The packaging material purchased was also examined. For various items of snack packaging, such as trays for chips, we switched to packaging based on sugar cane.

The company's accommodations have PVC floors. This material is not sustainable in terms of production. But the floors are easy to clean with less aggressive cleaning agents.

The supplier now also lays the floors differently: modular with water-based glue. This makes the floor largely recyclable, in part back into new floors and in part into raw materials for other products. Landal's considerations about this are based on a lifecycle analysis.

## Lessons learned

- Real substantive involvement of the sustainability manager in the purchasing process is very valuable.
- A well thought-out circular concept takes time.
- It is recommended to make clear agreements at the start of a procurement process to prevent the supplier being slack about the ambition afterwards.
- With regard to packaging material, a complicated analysis of the whole supply chain is required to make the right choice.

## About REBus and the Green Deal Circular Procurement

The Green Deal Circular Procurement (GDPC) is an initiative of CSR Netherlands, NEVI, the Government of the Netherlands, Duurzame Leverancier (Sustainable Supplier), PIANOo, Kirkman Company and Circle Economy. Several pilot projects that have come out of the GDPC are financed in part by the European project REBus, which is being implemented in the Netherlands by Rijkswaterstaat (Department of Waterways and Public Works). Together, they are working to support entrepreneurs and governments with their circular procurement ambitions.

### Contact information

- > Email: [Circulair@rws.nl](mailto:Circulair@rws.nl)
- > Website: [PIANOo](https://www.pianoo.nl)

**Relevant links & documents:** [Article How Landal GreenParks makes room for circular innovation \(also an important source for this factsheet\)\(Dutch\)](#)

**Partners:** Auping | Van Gansewinkel | SCA

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