

Dr. Rien van der Velde



Rien van der Velde MSc MEd is chairman of the advisory board of EBC*L international and has been involved in the EBC*L organization since 2008. He is responsible for the establishment of EBC*L in the Netherlands. Besides EBC*L, Mr. Van der Velde for various universities. This is especially in the field of transition management, sustainability and circular economics.

He graduated in social sciences with a specialization in labor economics and organizational behaviour. He has also been political active as a member of the Dutch parliament. In the past he has been active nationally and internationally as CEO, business consultant and project developer.

He currently works for the International Business (IB) Bachelor at the applied university Van Hall-Larstein and also for the BBA International Business in food and Flowers. In 2022, this university was rated in the Netherlands as the best sustainable university in the Netherlands. In the International Business bachelors, Van der Velde focuses in particular on circular economics.

He is also involved in the “European University Alliance INVEST”. The partners of INVEST work together on “innovations for regional sustainability”. Entrepreneurship and economic development are two of the most important topics of the program. Research and education are linked here.

In the EBC*L Board he will advice in particular on the sustainability and circular economy component.