

Jonas R.J. Martens is a man with a vision and has the ability to engage others to his cause. Jonas is driven by sustainability & circular thinking, with a sense for commerce. Co-founder of Better Future Factory and co-initiator of Perpetual Plastic - interactive recycling for events, Refil - recycled high quality 3D printer ink, New Marble - recycled high marble tiles, BroodNodig - bread waste to energy, Uptown - an open source platform for recycled functional building components for the housing sector, and Solarbear - affordable solar powered refrigeration for the developing world. Next to Better Future Factory he is chairman of the Rotterdam young entrepreneurial platform R'damse Nieuwe, is business developer at Fruit Leather - real leather made from fruit waste, enjoys positions in the guidance committee for the EU funded project to create Circular Design methodologies for international engineering and design classes, is in the guidance committee of the Royal Dutch Engineering Institute on the topic of Circular Economy for the years 2017 and 2018, and enjoys a position in the Board of Advisory for the Dutch Albeda College. Martens graduated Delft University of Technology with a Masters Degree in Industrial Design Engineering. Earlier work of Martens has been published in several books & media, he was nominated several times and has given talks on the topics of Circular Economy and Context Design & Business Development from China to Russia to Mexico to Chile.