



Hanna Dijkstra, PhD

Sustainability strategist and consultant

Marine plastic ◦ Innovation ◦ Business models ◦ Waste management

Get in touch

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[ResearchGate](#)

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Education

Vrije Universiteit Amsterdam

- Doctor of Philosophy (2023)
- MSc Environment & Resource Management, cum laude (2016)

University of California, Santa Barbara

- BA Environmental Studies & BA Communication studies, honors (2014)

Skills

Project management
Quantitative research methods
Interviewing and surveys
Science communication
Public speaking
Stakeholder coordination
Grant writing
Field work and data gathering
Teaching and supervising

Professional profile

Enthusiastic and skilled consultant analyzing the societal and business case for sustainability, with expertise in (marine) plastic pollution management. Excited about working at the intersection of science, business and society through impactful strategizing, targeted research and engaging communication.

Work and academic experience

Sustainability Consultant

Freelance | Global | 2022 - present

- Developed a framework and strategy for the Plastic Waste Free Islands global community of practice hosted on [Ubuntu](#).
- Consultant for [Sea Going Green](#) to develop a destination wide sustainable tourism strategy, including project management, methodology development and leading in content creation
- Identifying and leading grant writing for a client seeking new funding opportunities

PhD Researcher

Institute for Environmental Studies | VU Amsterdam | 2018-2022

- Highly cited and published researcher on the intersection of business, science and society (200+ citations, 14+ articles)
- Expertise in plastic waste management, innovation, entrepreneurship with regional experience in the EU and small island developing states (SIDS).
- Active participant in an EU-funded project with 19 partners around Europe.
- Experienced in teaching and managing as a course coordinator, lecturer and thesis supervisor.
- Dedicated to science communication with 10+ speaking engagements

Junior Researcher

Institute for Environmental Studies | VU Amsterdam | 2016-2018

- Completed three projects in under a year, including writing research proposals, processing feedback and presenting results to clients.

Communications intern

Metabolic | Amsterdam | 2017

Select speaking and events

Invited speaker 'The impact of entrepreneurship on the Blue Economy' for **IUCN & Ubuntu Plastic Pollution Meeting Series (2023)**

Session chair & presenter 'Blue entrepreneurship for marine plastic management' at **7th International Marine Debris Conference in South Korea (2022)**

Invited speaker 'Trade-offs and tensions in marine plastic entrepreneurship' for **IKHAPP webinar series (2022)**

Invited speaker 'The role of entrepreneurs in (marine) plastic management and system change' for **IKEA Social Entrepreneurship Days (2021)**

Invited speaker 'Innovation and entrepreneurship for marine plastic management' for **Ecomondo Blue Med (2021)** and **EU Green Week Plastic Challenge Hackathon (2021)**

Academic conferences: New Business Models (2020, 2021), International Sustainability Transitions (2021), Ocean Sciences (2020)

Select academic publications

- **Dijkstra, H. (2023). Ripples to Waves: How business models and entrepreneurs are propelling the transition towards a sustainable plastic system. *Doctoral dissertation, VU Amsterdam***
- **Dijkstra, H. (2022). Entrepreneurs are key assets to systemically address marine plastic pollution. *Nature Reviews Earth & Environment***
- **Dijkstra., & Planko, J. (2023) The roles of sustainable entrepreneurs in tackling societal challenges: Quantifying how sustainable plastic companies act to create system change. *Sustainable Production and Consumption***
- **Dijkstra, H., van Beukering, P., & Brouwer, R. (2022). Marine plastic entrepreneurship; Exploring drivers, barriers and value creation in the blue economy. *Sustainable Technology and Entrepreneurship***
- **Dijkstra, H., van Beukering, P., & Brouwer, R. (2021). In the business of dirty oceans: Overview of startups and entrepreneurs managing marine plastic. *Marine Pollution Bulletin***
- **Dijkstra, H., van Beukering, P., & Brouwer, R. (2020). Business models and sustainable plastic management: A systematic review of the literature. *Journal of Cleaner Production***
- **Dijkstra, H., van Oosterhout, L., Borst, D., Duijndam, S., Rehdanz, K., & van Beukering, P. (2023). Triggering sustainable plastics consumption behavior: Identifying consumer profiles across Europe and designing strategies to engage them. *Sustainable Production and Consumption***
- **Dijkstra, H., & Grassin, J.B. (2023) Plastic Venture Builder (PVB): An empirically derived assessment tool to support plastic waste management ventures in low- and middle- income countries. *Waste Management and Research***
- **Falk-Andersson, J., Rognerud, I., De Frond, H., Leone, G., Karasik, R., Diana, Z., Dijkstra., H... & Fürst, K. (2023). Cleaning Up without Messing Up: Maximizing the Benefits of Plastic Clean-Up Technologies through New Regulatory Approaches. *Environmental Science & Technology*.**
- **Van Oosterhout, L., Dijkstra, H., Van Beukering, P., Rehdanz, K., Khedr, S., Brouwer, R., & Duijndam, S. (2022). Public Perceptions of Marine Plastic Litter: A Comparative Study Across European Countries and Seas. *Frontiers in Marine Science***