



New NICOLE name

“Life is a journey”, not a destination” is a famous quote. Together NICOLE’s industries, service providers and academics made an inspiring journey in the past 20 years.

At the beginning there was a strong focus on cost-effective clean-up of industrially contaminated land in Europe. Soon risk based land management became the focal point. Moving into the 21st century, the scope of attention of industry slowly started to shift towards sustainable land management, with also a strong focus on prevention of new soil contamination.

Nowadays, there is quite a considerable amount of societal attention for environmental issues and sustainability. The general public expects companies to operate in a sustainable way. Most companies also have sustainable corporate strategies in place. NICOLE industrial companies, supported by the service providers and academics, therefore decided to put contaminated land management in a broader perspective. They want to show that they are truly committed to contribute to sustainable development of land. In doing so they can create value for business, environment, and society. This could entail using previously contaminated industrial land for solar farms or biofuel production, remediating the land to bring it back to beneficial use as residential area, and there are many more options. In fact there is whole land of opportunities out there. Such a transition also required a name shift, keeping the acronym. It now reads:

NICOLE; **N**etwork for **I**ndustrially **C**o-ordinated **S**ustainable **L**and Management in **E**urope

Let’s continue our inspiring journey together!