

AMSTERDAM CIRCULAR CHALLENGE

ACCELERATE YOUR CIRCULAR INNOVATION

Meet the coaches – Marieke van Nood



Who I am

I am Marieke van Nood, strategic advisor at AEB Amsterdam. AEB Amsterdam is the world's largest Waste-to-Energy company on one single location, and we are rapidly expanding our recycling and sorting activities. As a strategic advisor, I am part of the team that is in charge of developing and implementing our strategy to recover raw materials from waste recycling, in order to enhance circular economy. For instance, I am working on the development of a high quality recycling facility for diapers coming from the Amsterdam metropolitan area.

Our challenges

In developing new business in recycling and recovering materials from waste, we frequently see that the market for output materials is not yet mature. Developing these markets is a common challenge for consumers, businesses and policy developers.

Initiatives / start-ups that are already making circular businesses

Fortunately, there are many initiatives in the field of recycling, where recycled materials are raw materials for new products. Amsterdam is an excellent pilot area for that. However, turning these initiatives into a sustainable business is not that common yet. AEB Amsterdam is actively looking for such initiatives.

The role of Clean Capital

Within Clean Capital, we bundle the knowledge, experience and physical waste streams of three organisations in the Amsterdam area that are determined to contribute to the circular economy. As a combination of organisations, we are obviously better placed to support start-ups.

I am passionate about:

Showing citizens and consumers that we need to move towards a circular economy. AEB Amsterdam is continuously developing new technologies to recover more raw materials from waste. Showing this to the public is very important. One example is the development of a high quality diaper recycling plant. We will recover plastics and cellulose from diapers and transform these materials into higher value materials such as fertilizers and bio plastics. We have the opportunity and the responsibility to show citizens in and around Amsterdam that their diapers will become a valuable building block for the biobased economy.