

AMSTERDAM CIRCULAR CHALLENGE

ACCELERATE YOUR CIRCULAR INNOVATION

Meet the coaches – Rob Ververs



Who I am

I am Rob Ververs and working for Waternet as a project developer for innovative cooperative solutions.

Our challenges

In many cases split incentive is a big challenge. Especially with solutions that are cross-sectional (for instance at the interface of water and energy, resources, health care, etc.) the revenues of a solutions tend to end up at one of the participating parties/budgets and the costs at another.

Furthermore, we are dealing with a capital intensive infrastructure which makes the problem of Lock-in situations a threat. We already have a Lock-in situation with the existing sewage-system and we have to avoid getting into another one. That makes that we have to work with a flexible infrastructure.

Initiatives / start-ups that are already making circular businesses

Metabolic (I don't know whether this is still considered as a start-up): they are a consultancy agency with a systemic approach.

NPSP: producing circular products using bio composite from Waternets maintenance "waste".

Pharmafilter: an Amsterdam company that provides a total concept of waste logistics for hospitals, which improves hygiene, reduces waste costs and provides very clean hospital waste water (free from micropollutants).

The role of Clean Capital

I think all of the Clean Capital partners worked with Metabolic in projects concerning the circular economy.

Waternet works with NPSP to make products from bio composite from their maintenance waste and to open the market for these products.

The Pharmafilter concept is going to be implemented at AMC-hospital, and Waternet will do the exploitation of the waste water treatment at the hospital.

I am passionate about:

Developing cross-sectional co-operations (water-energy, water-resources/waste or water/health care etc.) where the societal impact is greater than if everybody works on their own.

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