

Thinking circular /acting local

Francesca Miazzo
Co-Founder and Director
CITIES Foundation

The logo consists of a solid black circle with the word "CITIES" written in white, uppercase, sans-serif font inside it.

CITIES



CITIES



Addressing global
urban development
issues since 2008

**FROM GLOBAL
URBAN TRENDS TO
LOCAL PRACTICE**

Our Method

Tackle a global issue

Talk to people at the local level

Look at the system

Develop collective intelligence

Change the system

FARMING

THE CITY

Phase One

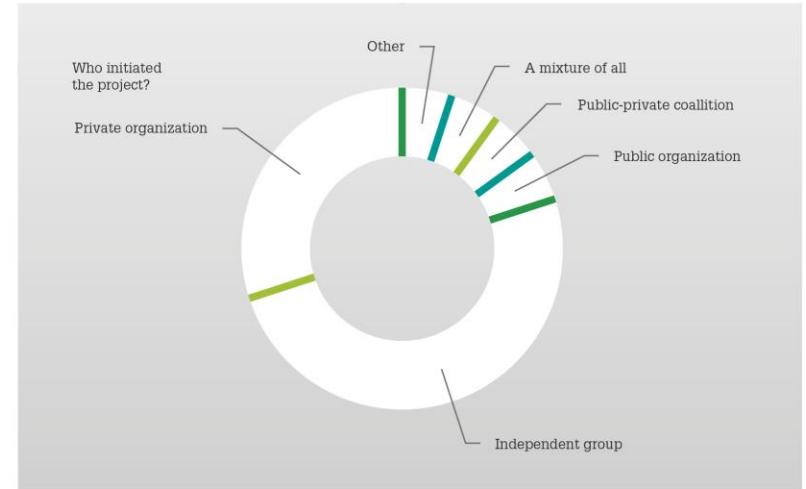
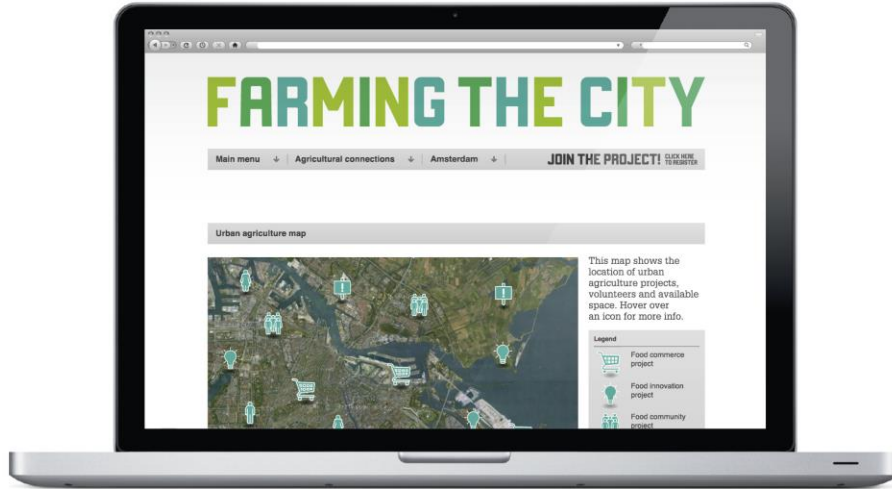
Local Analysis



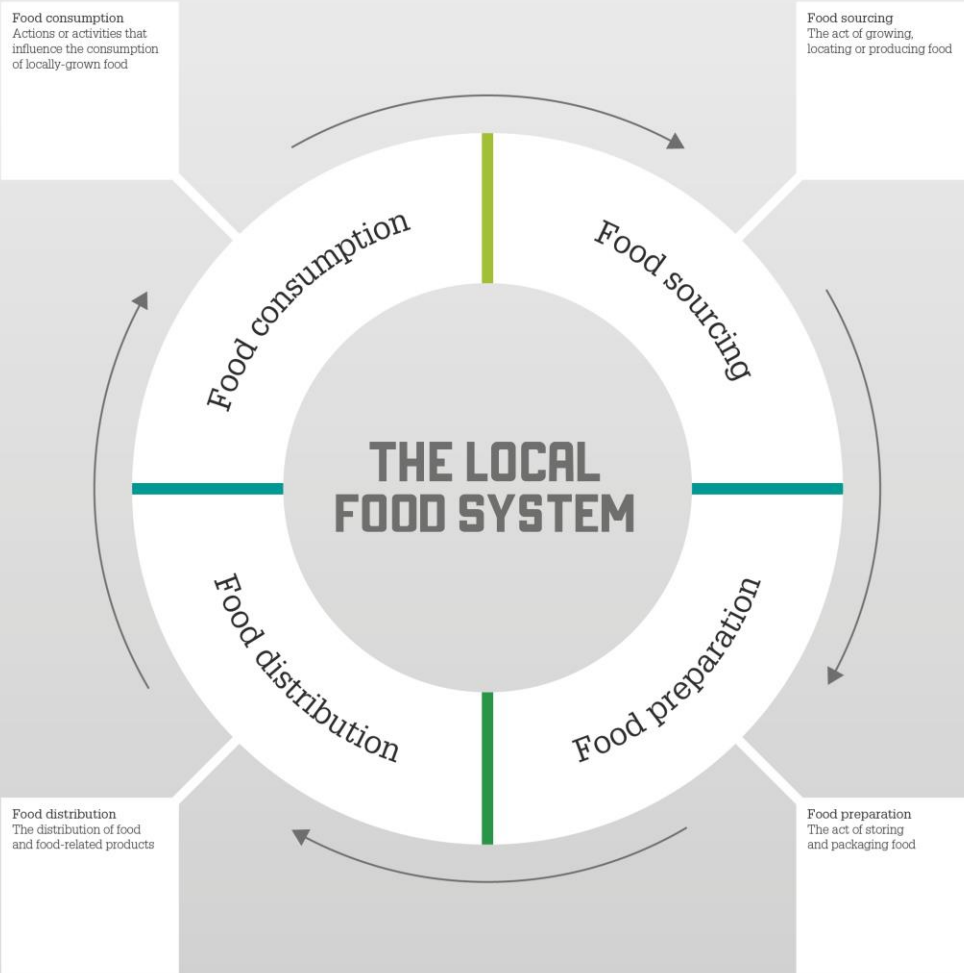


Farmingthecity.net

A website that collects and displays data







Phase Two

Innovative approaches
to support local food cycles







Edible Urban Landscape



Kimchi Farm Festival



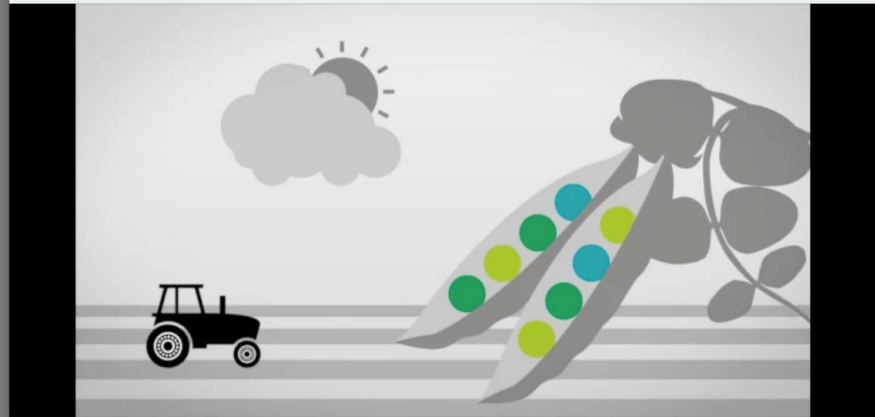
Amsterdam Oogst







Transport



SHORT DOCUMENTARY "VOEDSELLOGICA/FOODLOGIC"

from **CITIES** 5 years ago | more

CITIES + Follow

▶ 9,706 ♥ 29 🗨 11 💬 2

Download Share

With the project FARMING THE CITY and thanks to the support of Rabobank Amsterdam (VOEDSELVERBINDT AMSTERDAM), together with ZTRDG, CITIES has researched into the logistics of food from the surrounding countryside to the city of Amsterdam. The research focuses on the Horeca sector (Hotel, Restaurants and Cafés) and the possibility to supply them with local food. Local food is good for taste and health, but what about the urban environment? If every local producer would transport products directly to the clients, how much additional pollution would be created due to this (un)sustainable process?

FOODLOGICA IS A LOGISTICAL SERVICE DESIGNED
TO CLEAN THE LAST MILE OF AMSTERDAM'S
LOCAL FOOD SYSTEM USING E-TRIKES.







Waste











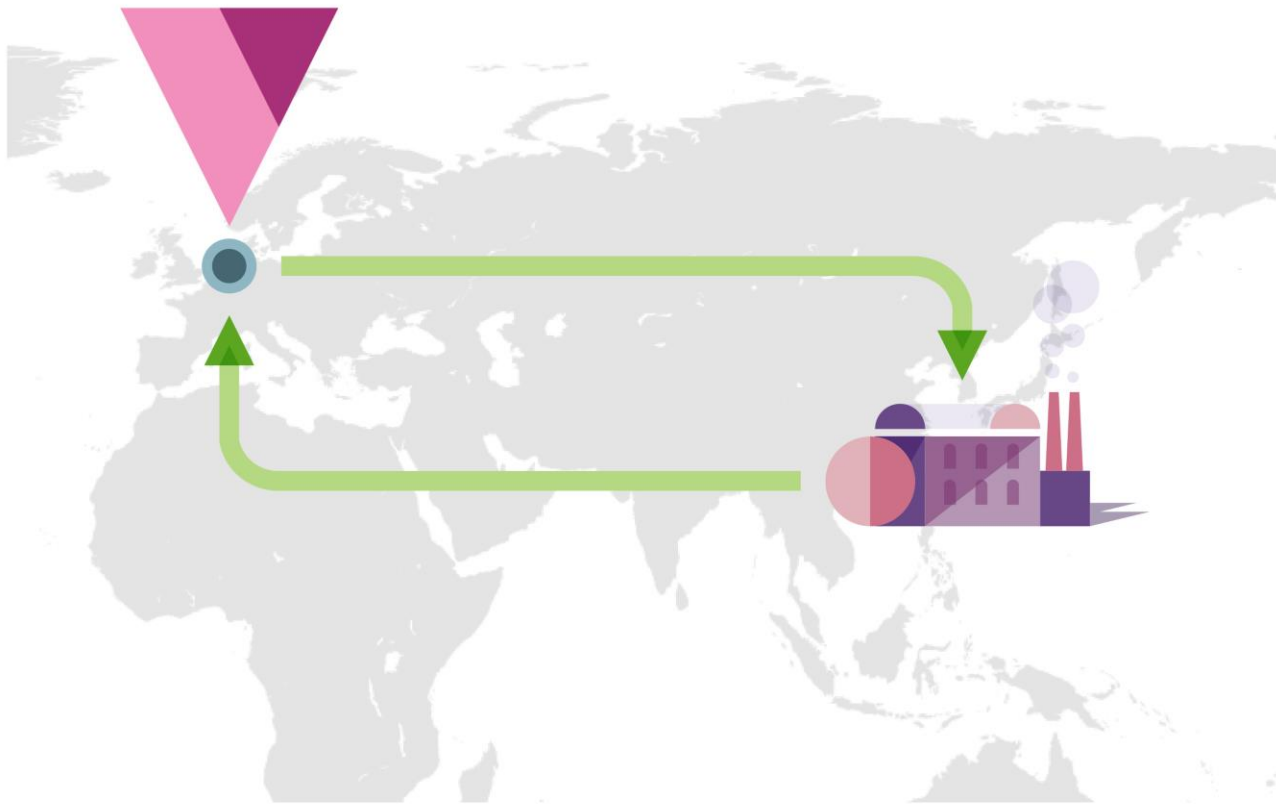














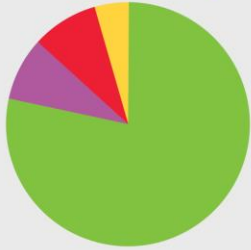
2015

NOORD

10,000 Households

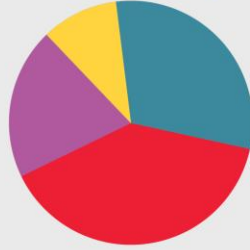
What would make you separate plastic?

- Container nearby
- Curbside collection service
- Transparency
- Creating awareness

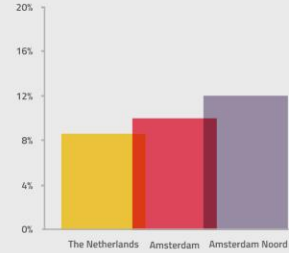


Why not separate?

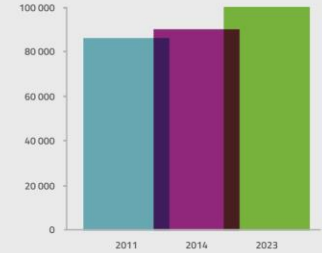
- Containers too far away
- Too much time and effort
- No Facilities
- No use



Unemployment rate

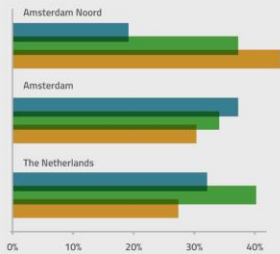


Population Amsterdam Noord



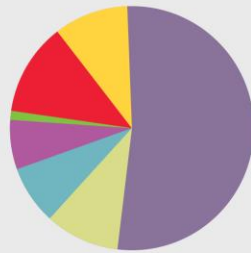
Education level

- Low Education Level
- Medium Education Level
- High Education Level



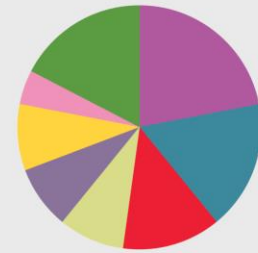
Population Amsterdam Noord

- Native Dutch
- Moroccan
- Surinamese
- Turkish
- Antillean
- Other non-Western immigrants
- Western immigrants



What people don't like about their neighborhood

- Polluted filthy streets
- Decline of community feeling
- High rates of criminality
- Crowded ferry
- Too little green
- Far from shops/entertainment
- Youth hanging on the street
- Nothing negative



PLASTIC REPROCESSING





EDUCATIONAL PROGRAM









KORTING IN RUIL VOOR JE PLASTIC AFVAL?



W A S T E D L A B

Lopende Aanbiedingen

- | | | | |
|---|---|---|---|
| 01 Almaten Supermarkt & Slagerij
Meuwerksweg 371, 1022 JZ
€1 korting op €10 binnenhalen
+ €1 | 06 De Lokatie
Droeveweg 86, 1031 HD
3 kaartjes gratis
+ €1 | 10 Dobos Franse specialiteiten
Pleinmarkt
€0,50 korting op Franse dringjes
+ €1 | 16 Restaurant Paolet
Langen Fortweg 3, 1032 HD
Gratis portie borsje € 6,50 met hoofdgerecht
+ €3 |
| 02 Al Ponte
Meuwerksweg 2, 1021 HR
Gratis koffie voor twee
+ €1
Gratis chocoladevulling voor Chocoladevulling
+ €2 | 07 De Meuw
Meuwerksweg 300, 1021 PH
Gratis koffie of thee
+ €1 | 11 Familie Noord
Meuwerksweg 138, 1022 AM
Gratis koffie, thee of warme chocolademelk
+ €1
Gratis vries van de dag
+ €1 | 17 Restaurant Sluik
Gedempt Hoornkruis 201, 1021 XP
Gratis drankje
+ €1
Gratis omgevingsdrankje
+ €1 |
| 03 Deekhoven Bikes
Drauweg 16, 1032 KS
10% op voorbestellen
+ €1 | 08 Van der Pijpsluis 98, 1031 CV
Gratis koffie
+ €1
Gratis koffie met een bestelling
+ €1
Gratis vries gratis
+ €1 | 12 Fashion & Tea
Van der Pijpsluis 98a, 1031 CV
Gratis kop thee of koffie bij voorbestellen
+ €1 | 18 Slagerij Kalkbuis
Kalkbuisweg 12, 1021 GZ
Gratis gehaktvulsel
+ €1 |
| 04 Café de Coast
Korte Papenweg 4, 1032 HB
Gratis chocoladevulling voor Chocoladevulling
+ €1
10% korting op koffie
+ €1
Gratis koffie met 2 maal gratis koffie
+ €1 | 09 Dekke Alchemia
Zandervorst 90, 1022 AG
Vrij korting op koffie
+ €1
Koffiebonnet
+ €1
Winstrijd op koffiebonneten
+ €1 | 13 Smakelijk Bekend de Buis
Meuwerksweg 371, 1022 JZ
Gratis koffie
+ €1 | 19 The Coffee House
Doelboekplein 2, 1021 KS
Gratis koffie met omgevingsdrankje
+ €1
Korting van 2 koffie
+ €1 |
| 05 De Amsterdamse ZeeFabriek
Pleinmarkt
Gratis vriesgebak
+ €1
€0,50 korting op handgemaakt soepje
+ €1 | 14 Deedjes Brewing
Gedempt Hoornkruis 85, 1021 XP
Gratis drankje
+ €1 | 15 Puff Daddy
Pleinmarkt
€0,50 korting op gratis koffiebonneten
+ €1 | 20 Without Worries
Kampfortweg 166, 1032 HV
€0,50 korting op €5,00 binnenhalen
+ €1 |

CTBS WASTED is een project van CTBS, een stichting die lokale oplossingen voor wereldwijde stedelijke problemen ontwerft.

MELD JE DAN NU AAN OP WWW.WASTEDLAB.NL

Comenta
Amsterdam
Noord

12 MILLION PEOPLE
DISCOVERED THE
NEW SYSTEM

8,3

WASTED is rated
8,3 out of 10
by the community

77%

Of participants say
that WASTED made
them more aware of
plastic pollution

96%

Are more aware
of their plastic
consumption

23%

Buy less
products packaged
in plastic

70%

Want to start
separating
organic waste

52%

Started separating
their plastic
waste because
of WASTED

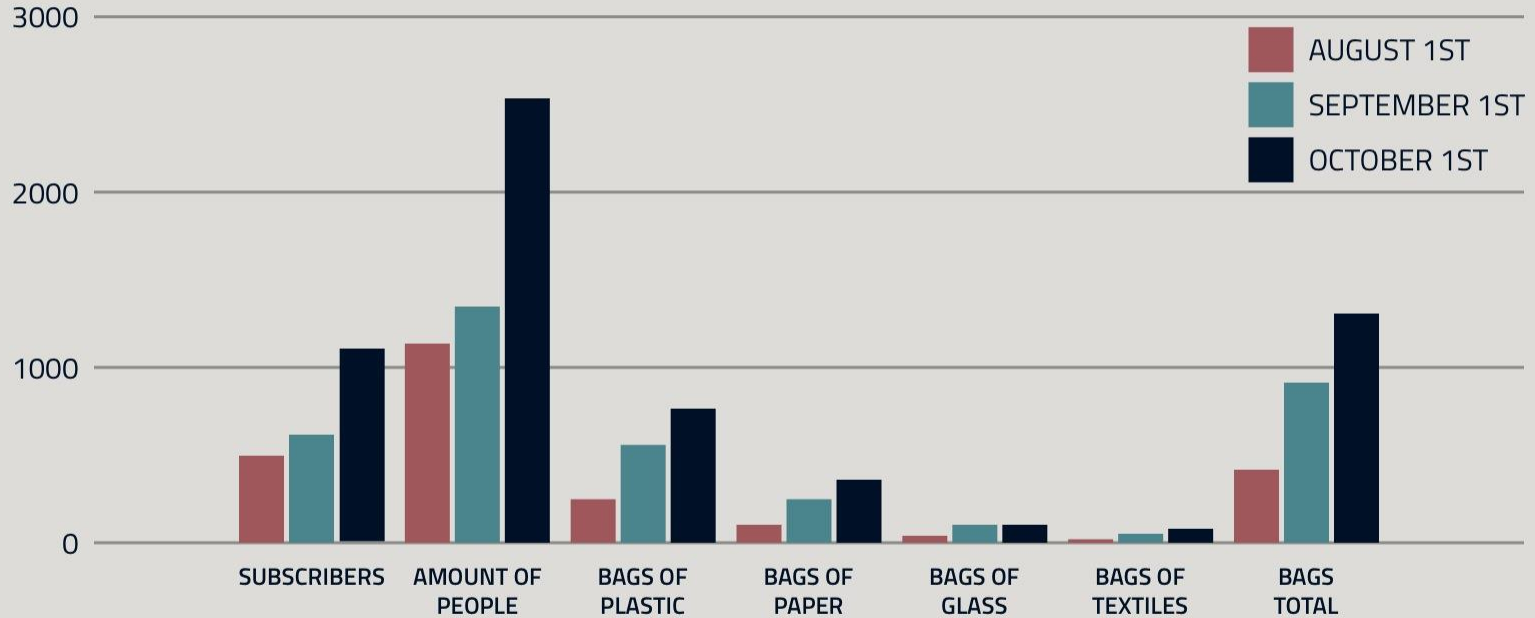


Turn your Waste into Rewards

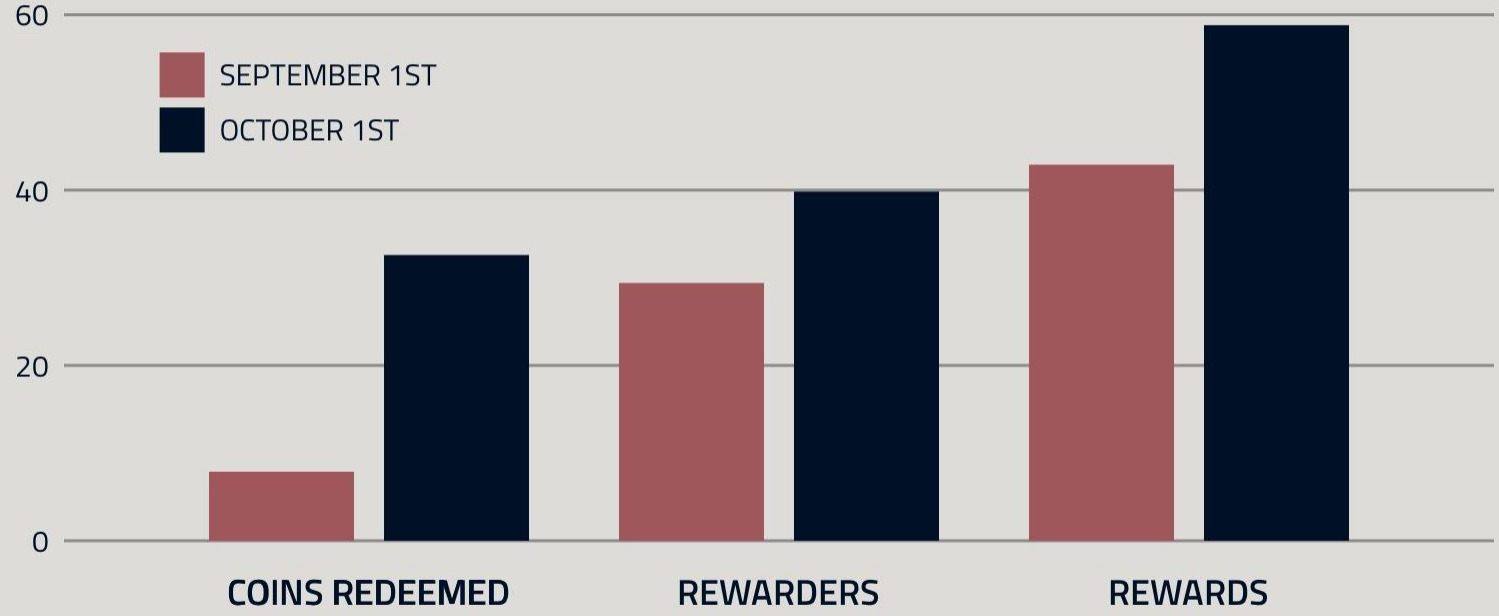
× Gemeente
× Amsterdam

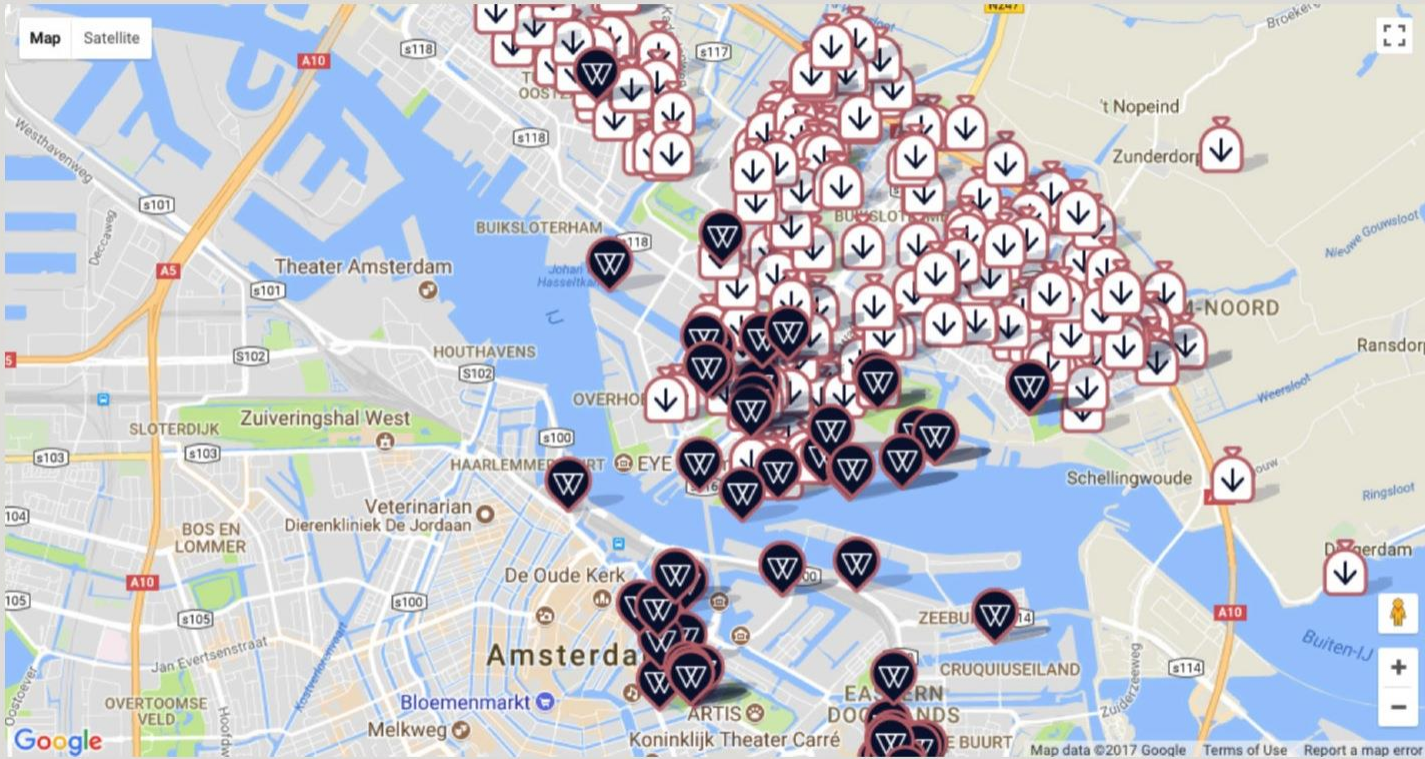
wastedlab.nl

Community Activation Noord



Business Community Response: Noord





Drop-off points



Rewards

Current Rewards

Sort by name of Reward

Sort by number of Coins

Sort by Area



1 scoop of ice cream
for €1,-
Mezzo ijsalon & lunchroom

1 oost



10 % discount on a
purchase over €15,-
Authentic India

1 oost



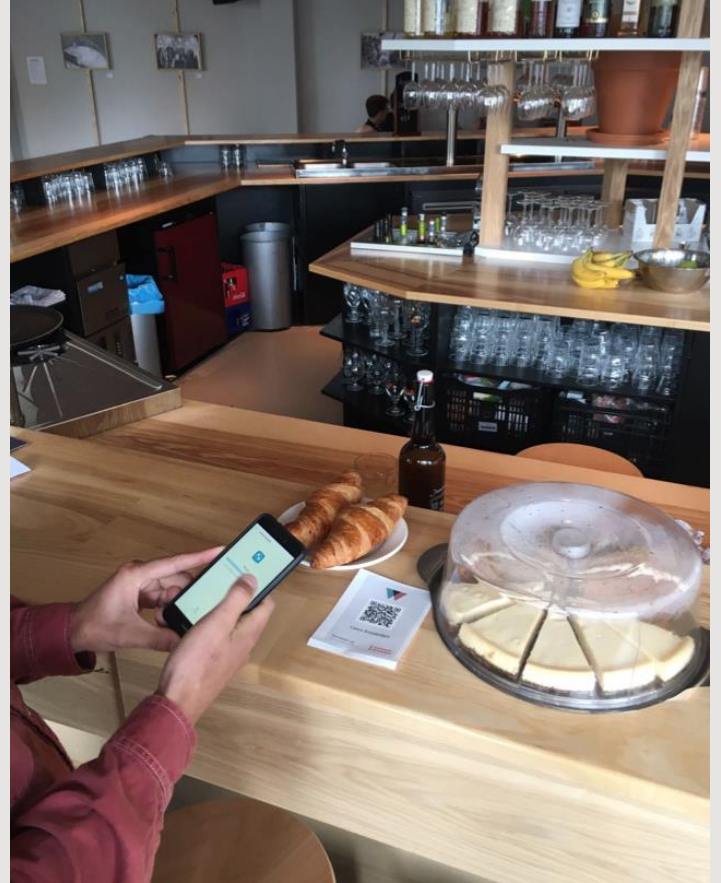
Free warm drink if you
purchase a broodje
kroket
FEBO

1 oost

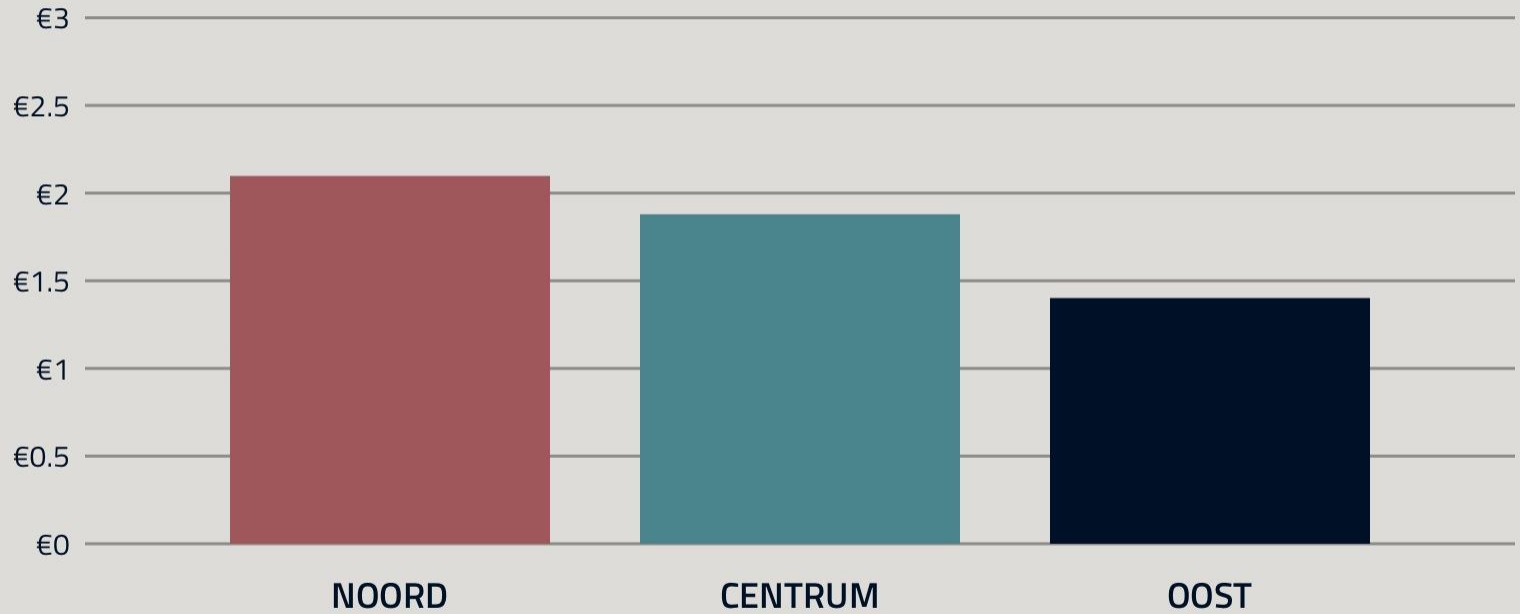


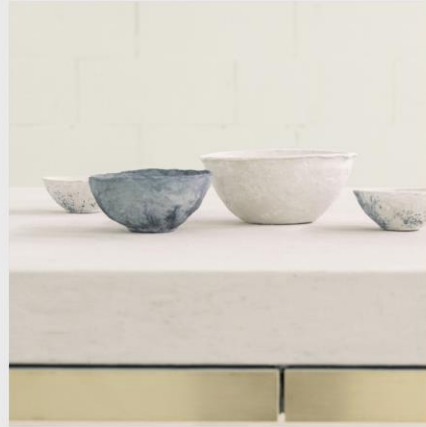
Workshop coffee
roasting
Caffè Dolce Alchemia

1 noord



Average Coin Value





TRUST IN COLLECTIVE OPINIONS.
CHANGE BEHAVIOR,
THEN THE SYSTEM?



Thank you!

francesca@citiesfoundation.org

www.farmingthecity.net
www.foodlogica.com
www.wastedlab.nl