

Even voorstellen

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MSc Global Business & Sustainability 2019-2020
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Opdracht Gemeente Rotterdam

Doel Gemeente Rotterdam

Volledig circulair in 2050
(Rotterdam Circulair)



Vraagstelling Gemeente Rotterdam

Can we create innovative circular solutions for collecting and processing waste, in the compact, vertical areas of Rotterdam?

The Cities Hub

7 Studenten

- International management
- Industrial Ecology 2x
- Global Business & Sustainability 3x
- Global Markets, Local Creativities

Elke 2 weken meeting

- Brainstormsessie
- Sessie met organisatie, vb. Metabolic
- Corona: 2 maanden geen meetings, daarna online

3 onderzoeksonderwerpen

1. Stimulating waste separation behavior
2. The municipality and circular businesses
3. Value-based waste management systems

Eindproduct

- Boekje dat alle onderzoeken bundelt
- Presentatie

Ervaringen met The Cities Hub

Bezoek aan de AVR



Thesis onderwerp

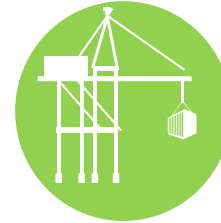


Onderzoeksvraag

How can municipalities and circular startups combine their efforts to meet the challenges in the waste industry of the current era?



Kwalitatief onderzoek



Single embedded case study

Rotterdam



Semi-structured interviews

15 interviewees:

- 8 Circulaire startups
- 5 Gemeente werknemers
- 2 Managers van gevestigde afvalbedrijven

Conclusie

Circular barriers

- Specific barriers for circular startups
- Market and regulation barriers
- Technological and scaling barriers
- Cultural barrier

Innovation policy

- Importance of policy mix
- Well formulated ambition
- Opportunities in public procurement

Interaction

- **Need for common ground**
- Improve communication to align perceptions and expectations
- Awareness of differences in perception

Vragen?

