

RUMORE: Stakeholders introduce themselves “**R**ural-**U**rban Partnerships **M**otivating **R**egional **E**conomies”

RUMORE is improving links between cities and the countryside and is strengthening and helping start-up, innovative SMEs. The participating regions exchange their knowledge and experiences so that they can learn from each other.

Priority areas for Amsterdam are a more efficient and more circular organic chain and a reduced ecological footprint. The focus lies on the innovative and valuable use of organic waste flows and on the development and marketing of new plant-based sources of protein. In RUMORE, the City of Amsterdam is working in partnership with local stakeholders.

These include knowledge institutes, such as AMS Institute, the Amsterdam University of Applied Sciences and Green Campus; local and provincial government bodies like the province of Flevoland; and the Amsterdam Economic Board and businesses, such as Gro Holland, Exter, Dutch Weed Burger, and GrowX from the Amsterdam Metropolitan Area.



- Drees Peter van den Bosch, Willem & Drees: since 2009 his mission, together with his partner Willem Treep, has been to make available local food, vegetables and fruit. This was originally intended to involve retailers and the catering industry, but they have since concluded that it is better to communicate with consumers directly. This has led to their partnership with Beebox, resulting in a cooperative model in which farmers and citizens take part in the decision-making process. As a stakeholder in RUMORE, Drees Peter is seeking to focus on gaining the maximum value from waste

flows and on establishing cycles with the close involvement of farmers and consumers.



- Ad van Vugt, company currently being set up (Exter): committed to the creation of an innovative business model aimed at re-evaluating waste and waste flows. He intends to set up a factory (pilot plant) where pineapple cores can be processed, for example: they can be turned into a powder for use in mustard. The juice contains an enzyme suitable for making meat tender, and it can also be used in professional and regular kitchens. Researchers at TU Delft have identified the exact organic flows and gained an understanding of the logistics of these flows. As a RUMORE stakeholder, Ad is looking primarily for financial resources for establishing the plant and for networking opportunities for identifying and processing waste flows.



- Jessica van Bossum, Amsterdam University of Applied Sciences: is researching the food sectors and flows in the Amsterdam Metropolitan Area in a project entitled '*Voedsel op de kaart*' ('food on the map'). Evidence-based research is being used to determine what the current system looks like and to identify what is lacking. A particular area of focus here is that of logistics. The project is presently concentrated on the city of Amsterdam and supplies to the catering industry on the basis of publicly available data. As a RUMORE stakeholder, she is looking for input from other stakeholders, and looking at which parameters are important for the purpose of making it comprehensible. *Voedsel op de kaart* provides a relevant tool and insights for changemakers in the circular food system.



- Lody Klement, NPSP: creates biocomposite from waste flows from agriculture, such as flax, hemp and textiles. This concerns an 82% bio-based product. Research is currently being carried out into how plant fibres can be used in construction. An example of one such application is the creation of an '*Amsterdammertje*' (Amsterdam street bollard) using waste flows from beets. As part of the network of RUMORE stakeholders, Lody believes it is important to exchange knowledge and to establish new connections.



- Frank van Bokhorst, Chief Mushroom Officer at Gro Mushrooms: GRO has been cultivating oyster mushrooms using coffee grounds on the basis of a circular model for seven years. Coffee grounds from mainly food service companies are collected for the cultivation of oyster mushrooms; these and products composed from them are then supplied to the same companies. GRO is a driver of transition and encourages other initiators to set up similar circular models. GRO is a member of the Green Protein Alliance and is keen to stress the importance of more vegetable protein consumption. It is also affiliated to Dutch Cuisine for more vegetable protein dishes, such as through the blended burger competition. Frank is a RUMORE stakeholder in order to get the urgency of the subject of vegetable protein sources and a circular approach to organic waste flows on the political agenda. Government bodies have a role to play and should set a good example by being willing to pay for good-quality local products through sustainable purchasing, for example.



- Bas Cloo, Dutch Cuisine: is a head chef and co-initiator of Dutch Cuisine, a movement of chefs and cultural ambassadors seeking to put the Dutch eating culture on the map. Chefs make important choices through their purchases and can be assisted in the process by making sustainable choices based on the five Dutch Cuisine principles. A collaborative partnership that includes Dutch Cuisine and the City of Amsterdam has been set up in the Amsterdam Metropolitan Area on the basis of a Green Deal for making food consumption sustainable; it has involved, among other things, a pilot scheme in which chefs added new proteins to their menus. The next step is for more chefs to join and to use matchmaking meetings to bring them into contact with producers. As a RUMORE stakeholder, Bas seeks to make an important contribution to the sharing of knowledge and to bringing relevant parties together. He is keen to establish a project-based partnership with a care institute in relation to the RUMORE themes; waste flow mass is relevant. Finally: tempting is more important than persuading.



- Iulian Barba Lata, Amsterdam Metropolitan Solutions: is a researcher on the SMART Inclusive Cities programme, linked to spatial planning at Wageningen University & Research, AMS institute and R-LINK. His 'The Ludic City' research project is contributing towards current explorations of SMART Urbanism and Urban Living Labs, intended to gain greater understanding of the factors that stimulate effective learning environments in cities and large urban areas. In this context, his work is about registration through play as a transient form of citizenship and participation. This approach has been developed in relation to three important research themes: the alternative use of public spaces in cities, rural-urban synergies for sustainable development and interactive visualization tools for learning. As a stakeholder in the RUMORE project, Iulian will share his knowledge and experience in relation to rural and urban synergies for sustainable development.



- Wim de Graaf, Food Center: represents 94 Food Center food companies. The Food Center is currently engaged on a restructuring programme, in which 80% of the site is being modernized and made sustainable. Much attention is being paid to the optimum organization of organic waste flows. As a stakeholder in the RUMORE project, Wim is the link between the project and the entrepreneurs.



- Michiel Vos, Cocopallet: converts coconut bark into sustainable and efficient transport pallets for the Asian market, which prevents the need for felling trees for wooden pallets. This is a completely circular product, the manufacture of which will shortly be starting in the factory in Sumatra. The company, whose offices are based in Amsterdam, is exploring in the region how the pallets can be used to improve the soil after they have been run through the shredder. As a stakeholder in the RUMORE project, Michiel is looking with other parties to devise solutions, and is particularly keen to acquire financial support from research in relation to the circular business case.



- Niek Persoon, Amsterdam Green Campus: links education, research and businesses by working together on innovative challenges. Parties are currently collaborating on high-quality applications for cocoa pods and there are also issues concerning soil improvements, an example of which is that cabbage residues are broken down and

distributed in the soil by farmers in the event of overproduction. As a stakeholder in the RUMORE project, Niek expects to play a strong role in making the programme relevant and in helping formulate themes for the new 'Kansen voor West' collaborative partnership between the provinces of North Holland, South Holland, Utrecht and Flevoland, and, together with partners in the project, to come up with innovative project ideas and partnerships.



- Mara van der Kleij, Team Sustainability (City of Amsterdam). Mara is the RUMORE project manager and has for many years been interested in how the regional food chain can be made more sustainable and more circular. She is the point of contact on behalf of the City for the Milan Urban Food Pact (<http://www.milanurbanfoodpolicypact.org/>), the 'Voedsel op de stedelijke agenda' City Deal (<https://citydealvoedsel.nl/over-ons/>) and the Dutch Cuisine Green Deal (<http://dutch-cuisine.nl/>), which were signed by Mayor Van der Laan. She is also part of the City's commitment to encouraging urban agriculture (<https://www.amsterdam.nl/wonen-leefomgeving/zelfbeheer/stadslandbouw/>) and is involved with the online platform about food in Amsterdam and the surrounding region: VanAmsterdamseBodem.nl (<https://vanamsterdamsebodem.nl/>).

