

3 impact reports

From challenge to implemented solution

SIR Impact Roadmap #1

Traffic flows

The Challenge

How do we ensure that Dutch visitors and Amsterdam residents make greater use of the whole city and region, disperse more and thus stimulate other routes and neighbourhoods?

The Stad in Balans ('Balanced City') programme seeks to achieve a (new) balance between growth and quality of life. The key objective is to ensure Amsterdam remains attractive to all, and in particular to its residents. The city can grow and develop through dispersal of visitors, the promotion of neighbourhoods outside the centre and the creation of new urban environments throughout the entire region.

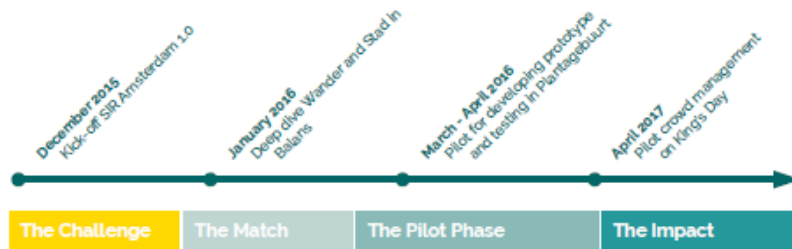


"Wander puts urban adventure back on your radar"
Kim van der Leeuw,
 co-founder Wander

The Match

Wander provides a 'fuzzy navigation compass': a mobile app that entices visitors to Amsterdam to leave the beaten track while they are moving from one location to the next.

The curated content of the Wander app suggests alternative routes and 'hidden gems' based on the user's GPS location. In this way, visitors are encouraged to choose alternative routes on their way to the most popular destinations in the city. By guiding people away from the most crowded axis between Amsterdam Central Station and Museumplein to neighbourhoods outside of the city centre, crowds become dispersed and urban tourism can become more diverse.



The Pilot Phase

The pilot phase was used to develop a prototype of the Wander app and to test it on tourists as well as students. The goal was to investigate whether fuzzy navigation is capable to spread visitors throughout the city.

In the first pilot, tests were carried out based on which Wander decided to develop software instead of a hardware product. The second pilot (on King's Day) served to test the software among a close user group. This showed some promising results, see figure 1 and 2 below.



Figure 1: the beaten track in Amsterdam



Figure 2: Tracks of "wandering" test panel

The Impact

Now

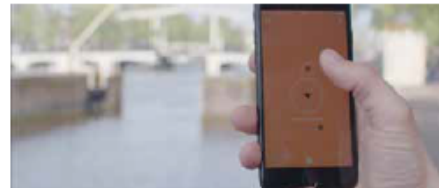
A well-working app that stimulates fuzzy navigation contributes to the usage of less obvious routes to some of Amsterdam's most popular attractions.

Next

Besides that, using Wander may lead people to find recreation in different parts of town altogether. This potentially reduces queues at museums and cultural heritage attractions and unlocks the potential of other urban districts as tourist destinations.

Future

Sustainable tourism is high on the agenda for Amsterdam. Here Wander can contribute by guiding visitors to places with green and circular business models.



"An American couple that used the Wander app started off their day at the Volleshol. While their initial plan was to visit the Anne Frank House, they ended up tasting beers at the Cedipus brewery in Amsterdam Noord"
Peter van Meir,
 co-founder Wander

SIR Impact Roadmap #4 Waste Away!

The Challenge

Find a good solution to keep bulky waste off the street.

The city of Amsterdam collects bulky waste. In addition, the city has six waste disposal sites where residents can take their bulky waste.

However, only 25% of bulky waste is brought to these sites, which means that we collect the other 75%. Bulky waste is effectively separated at the waste disposal sites when collected by the city, but the separation rate is lower than when residents do this themselves. In addition, bulky waste and other rubbish often accumulates on the street around underground containers, causing a nuisance for many people.

The city's ambition is to make Amsterdam cleaner and to get waste off the street. At the same time, we want to use waste as a raw material and re-use goods that still have some life in them (this happens through recycling shops and even used construction material markets). We want to be part of the circular economy.

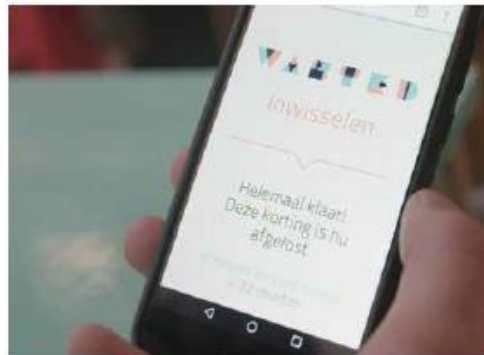
The Match

WASTED is an initiative that works with local residents and entrepreneurs to improve neighbourhood waste separation through an innovative reward system.

For every bag of waste that is separated, WASTED members receive a digital coin which can be exchanged for discounts and benefits at local 'WASTED rewarders' throughout the city.

In 2017 WASTED, in collaboration with the city, digitalised and expanded the reward system to the entire district of Noord. With the realisation of a QR system and different activation strategies, the WASTED community grew to 1580 members – about 5% of the total number of households in Noord.

To achieve a successful continuation of this public-private partnership, WASTED and the department of Waste & Resources focus on bulky waste and a further professionalisation of the reward system.



"WASTED has developed a loyalty programme for residents from Amsterdam Noord by adding value to the separate offering of plastic, glass, textiles and paper. With this way of (networking), they ensure that raw materials remain within the cycle for reuse and at the same time they stimulate the local economy. A valuable addition for residents, entrepreneurs and the city of Amsterdam."
Floor Kuiper, policy advisor Waste & Resources



Waste & Resources

The Pilot Phase

Goal 1

Encouraging local residents to bring their bulky waste to recycling locations through the WASTED reward system (waste point, recycling shop, repair shop or community centre).

Goal 2

Professionalisation of the WASTED system so that in 2019 a scaling strategy can be formulated and the system can be transferred to the city.

"The WASTED reward system is exciting but challenging; how to assign value to waste? That is not easy. The pilot in Amsterdam Noord offers the chance to experiment. The valuation of waste is an important part of the puzzle of making people aware of the economic, environmental and social value of materials. Social enterprises as well as the city play a key role in this transition"
Menno Hoekstra, managing director, recycling store De Lokatie

The Impact

Now

The WASTED community numbers **1839 members**, **52 local rewarders** and **103 local discount offers**. So far, the WASTED community has separated:

- 9308,2 kg of plastics
- 3150 kg of textile
- 7055,1 kg of paper
- 12192 kg of glass

Since the kick-off in May 2018, **214 items** have been dropped off at recycling sites.

Next

WASTED now offers collective rewards. Friends or neighbours can be rewarded collectively if they save up a certain amount of WASTED tokens together, for example for a worm hotel for the neighbourhood.

Future

In cooperation with PricewaterhouseCoopers (PwC), WASTED has developed a business plan to implement the system globally. Building on its experience in Amsterdam, the company will limit rewards to plastics and test a number of reward strategies. WASTED aims to trigger 9.8 million sustainable actions and 8 million bags of separated plastic in the next five years.



SIR Impact Roadmap #6

Wildcard

The Challenge

People in need of care or support find it challenging to find their way within the system of care – both official and informal – and support. How can we make this easier and improve people's self-reliance?

As supply of care is diverse and highly fragmented, it can be difficult for those in need and those tasked with assisting them to find the right institutions or service in an efficient and effective way. This applies especially to vulnerable groups or people who are less self-reliant for various reasons. This puts a further strain on their well-being.

"We hope to roll out to each district of the city soon. Every citizen of Amsterdam should be connected to the right care and support."

Mamix Kistemaker, co-founder of KOPPL

The Match

KOPPL supports residents and professionals in Amsterdam by making it easy and accessible to find help for everyone who has to rely on (informal) care (or is experiencing loneliness or poverty). The KOPPL software has been developed to connect supply and demand in the social domain in an easy, innovative and intuitive way.

In three easy steps, the software links someone who has requested help to the right organisation. It is available on mobile devices for social or community workers, and at KOPPL Kiosks located at several public places in Amsterdam.

The goal is to encourage people to participate in society, to be self-reliant and to help each other more easily.



The Pilot Phase

The software was tested at the kiosks and through the mobile app. Three kiosks were opened in community centres in the Centre District: Claverhuis, De Witte Boei and De Boomspijker. Volunteers, social workers and residents were consulted to validate and develop the software.

After a successful pilot in the Centre district, KOPPL is currently scaling up. In autumn 2018, KOPPL was rolling out its system across the city (to the Zuidoost, Noord and West districts). In addition to community centres, the kiosks can be found at health centres and public libraries. More public locations (such as supermarkets) will be included soon.

"The KOPPL Kiosk is a really beautiful thing. I always call him Harry! He is very accessible, discreet and easy to use. Besides that, it gives a sense of privacy to the people who use it. After all, your request for help is no one else's business."

Volunteer at Claverhuis

The Impact

Now

- KOPPL kiosks installed, in (semi)public spaces in 5 city districts.
- So far 2000 residents have tested KOPPL to file a request for help or simply to explore the supply of help and support available throughout the city.
- 50+ organisations in Amsterdam have joined KOPPL.

Next

- By introducing the mobile app to social workers and volunteers, KOPPL fosters a more efficient workflow and increases the follow-up of referrals.
- KOPPL contributes to a neighbourhood-oriented approach to accessible basic facilities.
- Through software development and design, the kiosks become even more accessible and user-friendly.

Future

- KOPPL hopes to achieve full coverage of the city, so that every resident of Amsterdam is always easily connected to help and support.
- The improved accessibility of care and assistance will increase people's level of self-reliance and well-being.

