



ir. JONAS RIKKERT JAN MARTENS

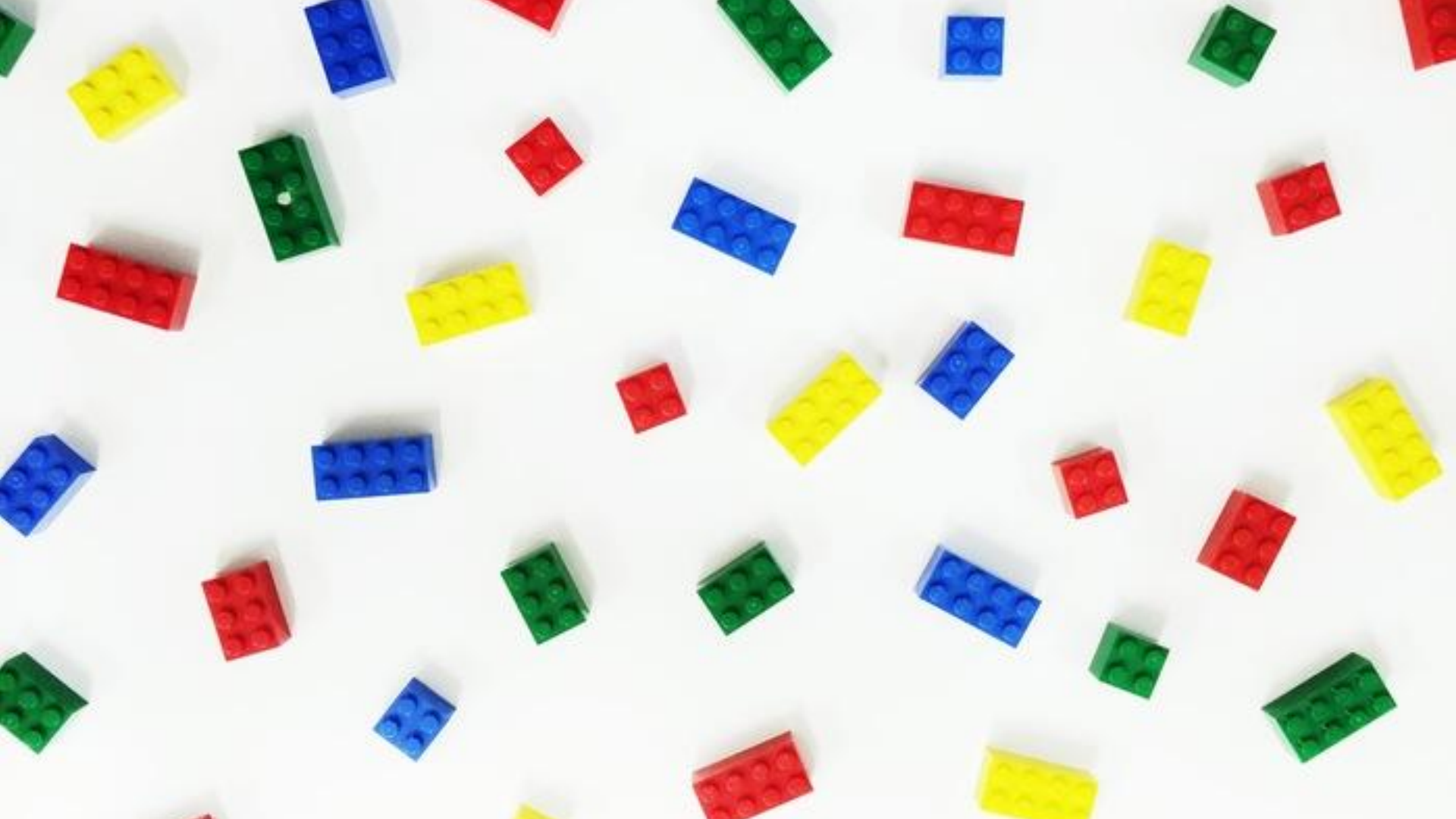
*BUSINESS DEVELOPER @ **BLUECITY***

*BUSINESS DEVELOPER @ **BROODNODIG***

*STRATEGIST @ **FRUITLEATHER***

*BOARD OF ADVISORY @ **BLUECITY LAB 010***

*CIRCULAR ECONOMY COMMISSION @ **DUTCH ROYAL ENGINEERING INSTITUTE (KIVI)***







PERCEPTION OF VALUE
+
SUSTAINABLE RESOURCE
MANAGEMENT
+
SCALABLE BUSINESS

A photograph of a wall made of light-colored concrete blocks. Numerous colorful LEGO bricks (red, yellow, blue, green, white, black) are attached to the wall, forming a large, abstract shape that resembles a stylized letter 'L' or a large '7'. The bricks are arranged in a way that they protrude from the wall, creating a textured, three-dimensional effect. The text "MAKING LOVE TO THE SYSTEM" is overlaid in white, bold, sans-serif capital letters in the center of the image.

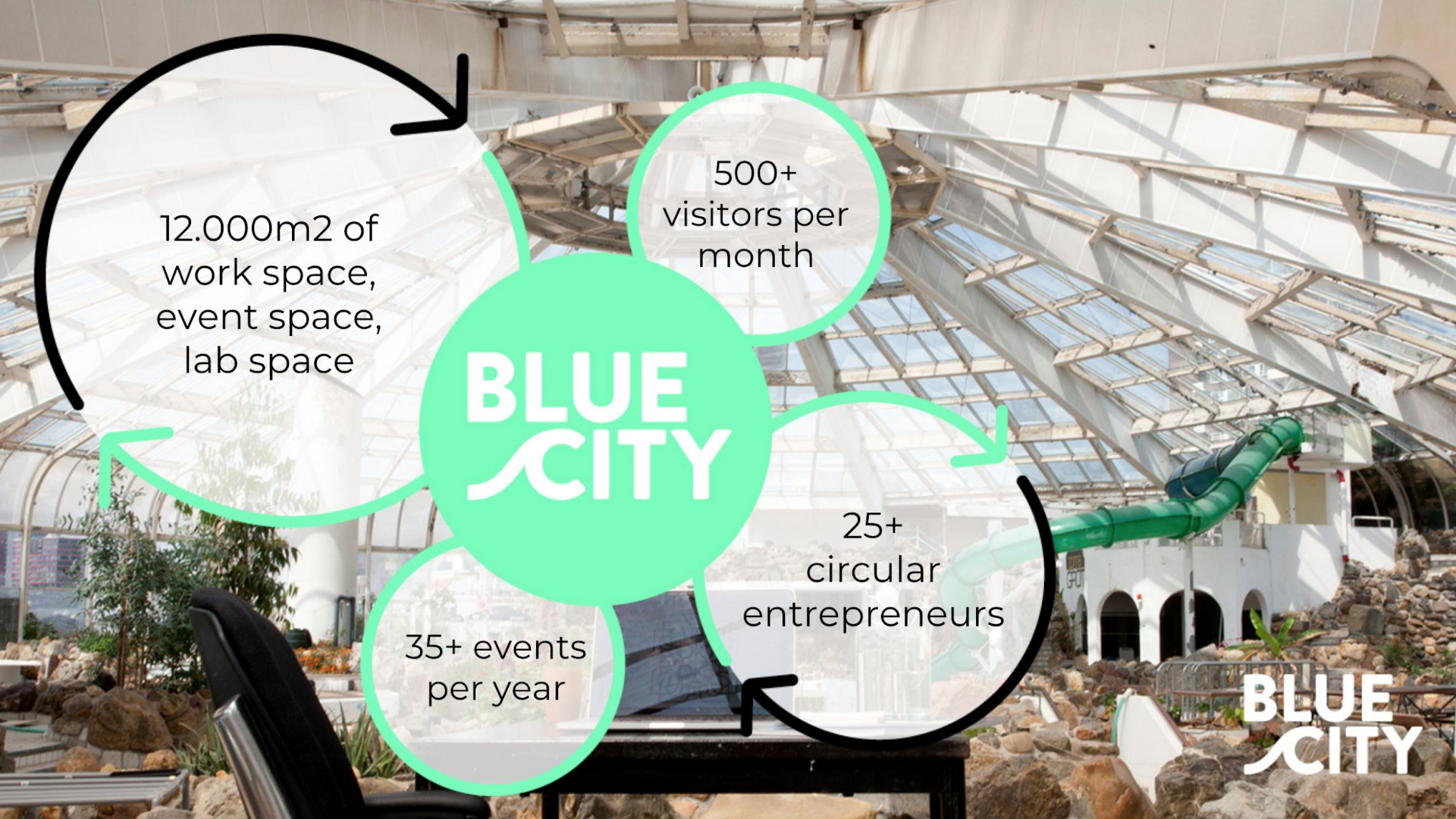
**MAKING LOVE TO THE
SYSTEM**











12.000m2 of
work space,
event space,
lab space

500+
visitors per
month

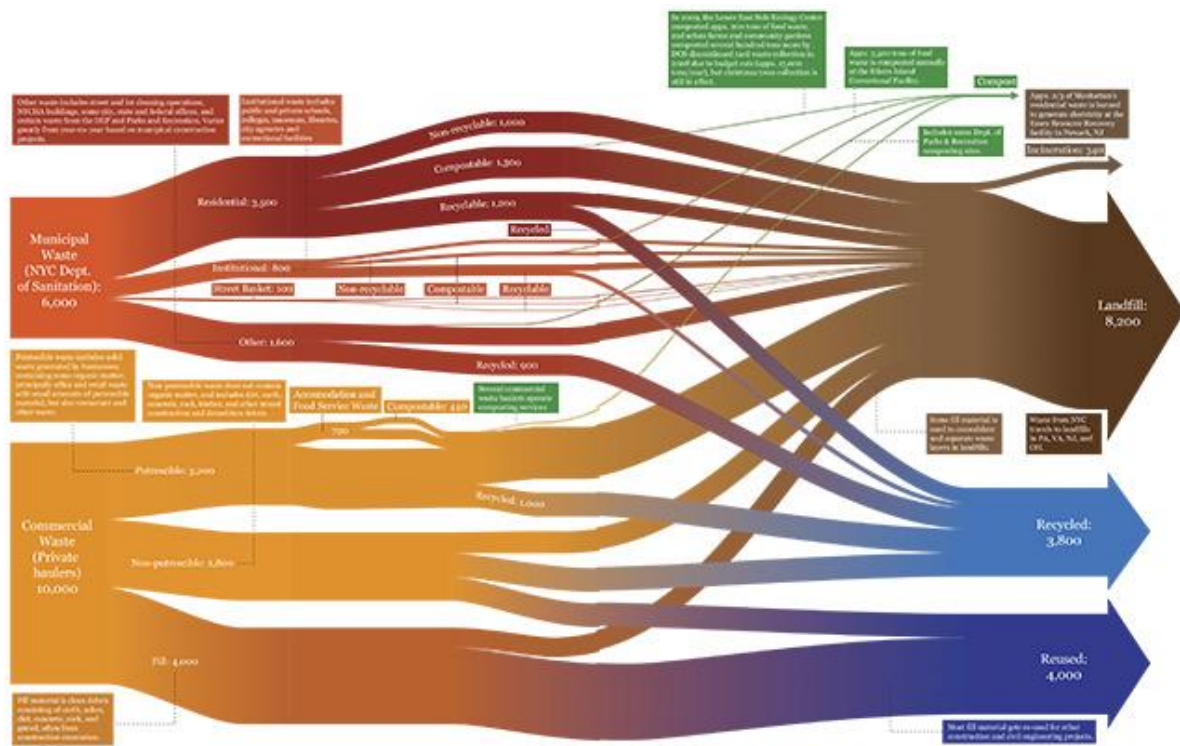
**BLUE
CITY**

25+
circular
entrepreneurs

35+ events
per year

**BLUE
CITY**









**BLUE
CITY
LAB**





**BLUE
CITY
LAB**



*“We converted
31.3 tonnes
of coffee into
6201 kilos of
mushrooms”*



ROTTERZWAM





FRUITLEATHER
ROTTERDAM

*“We turned 9 tons
of rotting fruit into
1175 meters of
vegan leather”*



**FRUITLEATHER
ROTTERDAM**

*"You can cook for
one hour on one
stoaf, using only
one loaf of bread"*

bro
nod!





BETTER
FUTURE
FACTORY

RECYCLED FILAMENT
www.refil.nl





BETTER
FUTURE
FACTORY



BETTER
FUTURE
FACTORY

#REVALUEPLASTIC



sodexo



MACHINE X



sodexo





PLASTICtwist

an open platform for plastic lifecycle awareness, monetization, and sustainable innovation



European
Commission

Horizon 2020
European Union funding
for Research & Innovation



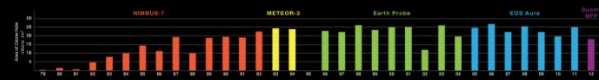
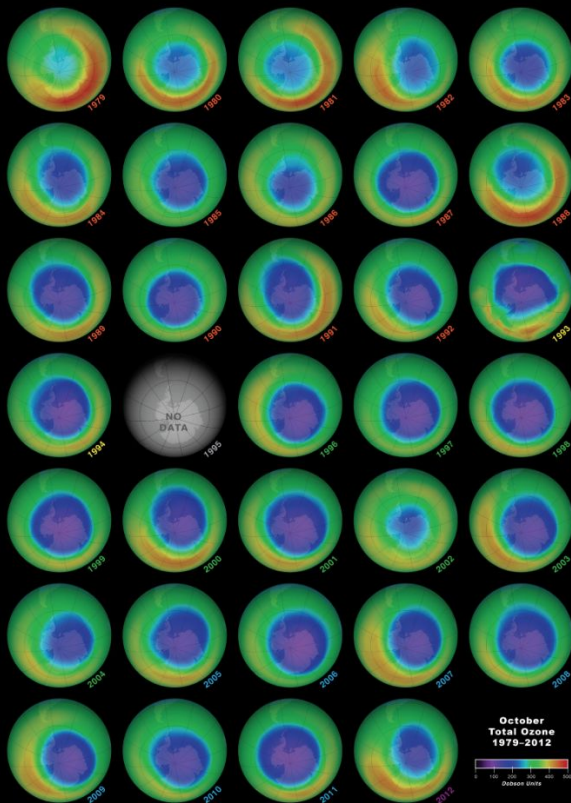
**SMALL INTERVENTIONS CAN
LEAD TO LARGE SYSTEM
CHANGE**



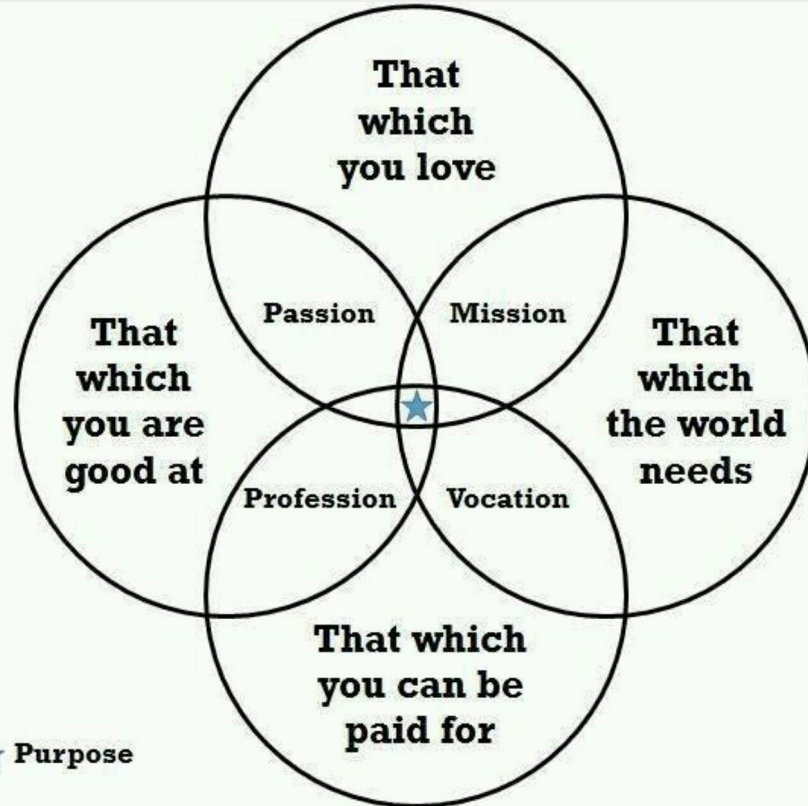
The Ozone Hole

Over 30 Years of
Satellite Observations

National Aeronautics and
Space Administration



www.nasa.gov





Surfing the
new economy



ir. JONAS RIKKERT JAN MARTENS
WORLD TRANSITION COUNCIL

WWW.CECINESTPASUNE.ART

*OWNER @ **CECI N'EST PAS UNE HOLDING BV**
BUSINESS DEVELOPER @ **BLUECITY**
STRATEGIST @ **BROODNODIG**
STRATEGIST @ **FRUITLEATHER***

*BOARD OF ADVISORY @ **ALBEDA COLLEGE**
BOARD OF ADVISORY @ **BLUECITY LAB 010**
BOARD OF ADVISORY @ **DUTCH MAKERS REVOLUTION**
CIRCULAR ECONOMY COMMISSION @ **DUTCH ROYAL ENGINEERING INSTITUTE (KIVI)***