


Greenport  
Westland-Oostland:  
**an essential choice**



## SAMENWERKEN

*Voedsel. Keten. Transitie*

Greenport WestLand - OostLand  
21.05.15, Bleiswijk

Prof. Dr. Jan Jonker  
Nijmegen School of Management  
Radboud University Nijmegen  
Chaire Pierre de Fermat, TBS, Toulouse (Fr.)

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## ONZEKERE TIJDEN



Politics Markets Society

NIETS IS ZEKER, EN ZELFS DAT NIET

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## ALLES IS ER, toch?



**Key success factor: all the needed experiences are available**

So as there are in Greenport Westland-Oostland:

1. Propagation material and seed selections
2. Technical equipment: greenhouses, water / heating / climate control / cooling etc.
3. Crop management
4. Agro logistic knowledge (Fresh products)
5. Marketing experience (Auction Flora Holland)
6. Knowledge institutes

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### TOPSECTOR



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### VERANDERING



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### VERANDERING



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### MAATSCHAPPIJ BEELD



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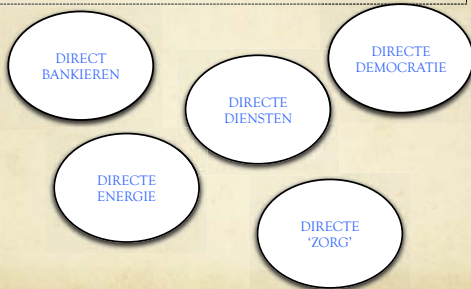
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### FUNDAMENTELE (POWER) SHIFTS



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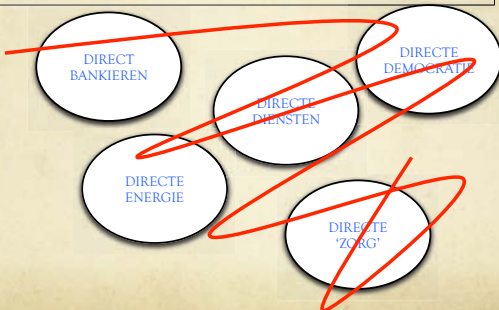
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### FUNDAMENTELE (POWER) SHIFTS



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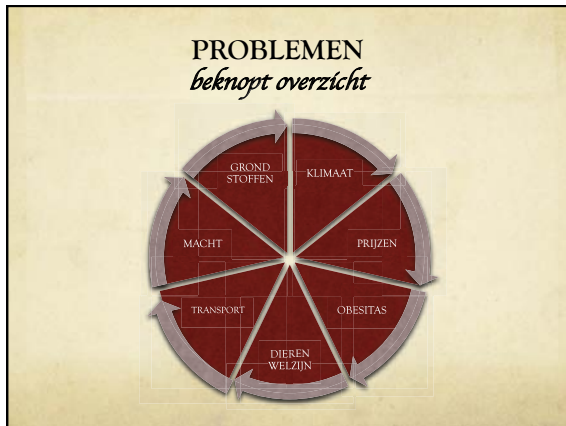
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### VOEDSELVERSPIJLING

800.000.000 KG NL

1.300.000.000.000 KG  
WERELD-WIJD

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### SCHANDALEN



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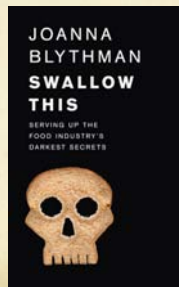
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### SAMENSTELLING



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### INDUSTRIEEL PRODUCTIE MODEL



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### KLIEKIPEDIA



[https://www.youtube.com/watch?v=opKEX\\_6ET88](https://www.youtube.com/watch?v=opKEX_6ET88)

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### OBESITAS



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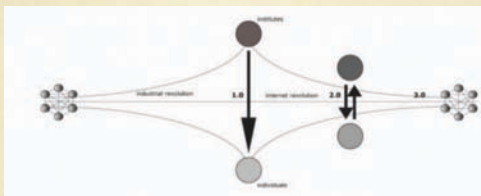
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### TRANSITIE



Bron: Marco Derksen, Marketingfacts

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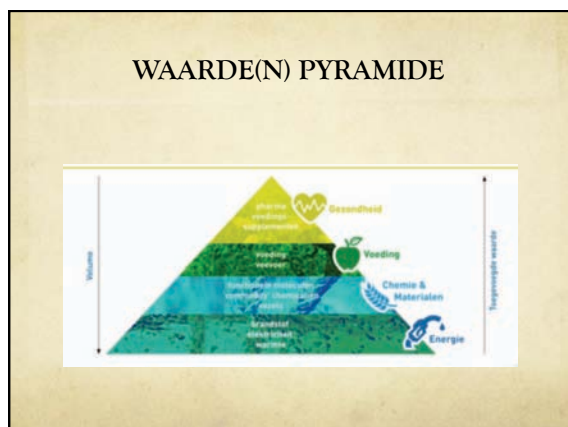
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*Disclaimer*  
**WORK IN PROGRESS**

De volgende voorbeelden zijn selectief.  
Ze kunnen desalniettemin onrust en  
slapeloosheid veroorzaken.

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### GAME CHANGERS

.... AirBnB, Snap Carr, De Windmolen, La Serre, Car2Go, Drive Now, ParkCirca , ParkingPanda, 99Dresses, DogVacayc, AppsStore, Zopa, Peopleperhour, WeHelpen, Taskrabbitt, Thuisafgehaald, NLDoet, Spullendelen, Autodate, Uniivers, Geldvoorelkaar, Bitcoin, Makkie, Velib, Speelothek, TicektSwap, Blockchain, Gobletrooper, Eatwithme, Desksurfing, Taxi2, Landshare, Timeswap, Zimride, Broodfonds, Women on Wings, Peerby, Floop2, Cow Funding, WakkaWakka, MyWheels, Repaircafe, MudJeans, Spotify, SoChicken, Kromkommer ....

(Laatste vijf - zeven jaar ...)

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### Thuis afgehaald *Marieke Hart*



Project 30 maanden oud, ong. 50.000 NL-deelnemers, acht buitenlandse vestigingen  
[www.thuisafgehaald.nl](http://www.thuisafgehaald.nl)

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### Benzine-vrije auto?



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**COWFUNDING**



Ras: FRIES HOLLAND KOE NR. 1132, Baambrugge

100% 60% 0%

BESTEL NU

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**ZONNEPANELEN?**  
Kies eieren voor uw geld!



[www.zuivelboerderij-zijsseloord.nl](http://www.zuivelboerderij-zijsseloord.nl)

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**RE-THINK**

Samenwerken vraagt om  
het doordenken van  
bestaande organisatie & business-  
concepten



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### RE-THINK

Toekomst is aan collectieve waarde-  
creatie: jouw afval is mijn  
grondstof is ...

The logo for '100% NIEUWE BUSINESS MODELLEN' is located at the bottom right of the slide. It features a circular graphic with three arrows in blue, green, and red, forming a continuous loop. The text '100% NIEUWE BUSINESS MODELLEN' is written around the circle.

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### ZORG HUB



<https://zoetermeer.wijzelf.nl>

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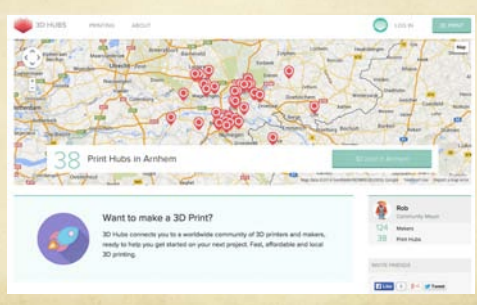
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### PRINTER HUB'S



[www.3dhubs.com](http://www.3dhubs.com)

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### COMMUNITY-BASED BUSINESS MODELS




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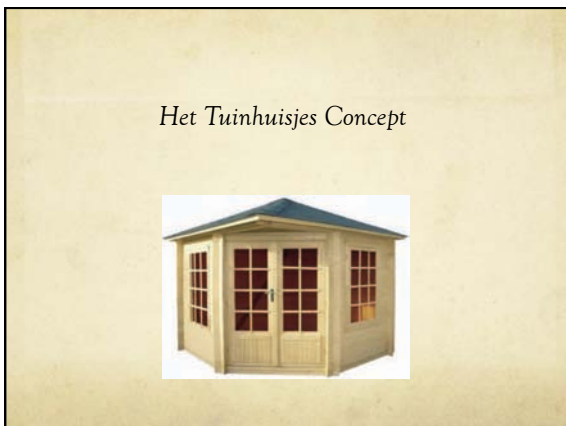
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### EXPERIMENTEN

*Mobiel tuinieren?*



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### EXPERIMENTEREN

*QMILK: kleding van afgedankte melk*



Kleding uit melkeiwit caseïne. Zes liter (afgedankte) melk voor een jurk; 20 euro voor 225 gram textiel. Anke Domaske, <http://www.milkotex.com>

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### SAMEN INVESTEREN!

**EU haalt hoog rendement uit groene investeringen**

09/06/2013 | Door: Redactie DuurzaamBedrijf.nl | 0 reacties



**Een Europees programma dat investeert in groene projecten betaalt zich uit: elke geïnvesteerde euro levert de Europese economie €20 op.**

126 projecten bespaarden samen 170 miljoen kubieke meter water, 3,7 miljoen ton CO2, 609.000 ton afval en 1,5 miljoen ton ruwe materialen. Cumulatief een besparing van €833 mln. aan milieu-kosten.

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Nieuwe Cruyffiaanse Wijsheden



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RE-THINK

DE WINST ZIT IN HET  
SAMENWERKEN

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EXPERIMENTEER GELD

*Suggesties*

(1) 'Robin Hood' Tax

(2) Tijdbank

(3) Afvalwaarde

(water, warmte, etc.)

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### Experimenteer Tijd Spaarbank Boekje




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### BOTSEN BESTAANDE

**DENK JE ONAFHANKELIJK TE ZIJN  
MET JE MOESTUIN EN JE  
ZONNEPANEEL**

**WIL DE BELASTINGDIENST  
EEN DERDE VAN DE  
BLOEMKOOL  
HEBBEN**

*Loeje*

Postbus 1048 3801 BA Amstelveen www.loeje.nl

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### DIEPVRIESVRAAG

Hoe toekomstbestendig is uw  
huidige business-model ... of ...  
waar 'verdient' u over 7 jaar mee?




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It is cool to shape the future



Dank voor uw aandacht!

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**CONCLUSIE**

We leven in een tijd van *fundamentele* veranderingen.

Duurzaamheid doet ertoe  
Er is geen Masterplan voor de toekomst  
We zullen het zelf moeten doen.  
**Monter verder prutsen dus.**

Dank voor uw aandacht.



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**Contact**

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LinkedIn: see public profile

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