

# 2021 C U R R I C U L U M V I T A E

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## I N T E R E S T S

Life, Surf, Lego

## E X P E R I E N C E

V E R V E E L D ◆ V E R W A R D



WHEN Founded in '19-09, current.  
WHY "Art & Impact", [vrvvvvv.nl](http://vrvvvvv.nl)  
ROLE Co-Founder. Designer. Business Developer.  
HOW Sustainable- and social concept development & design for public spaces, urban development, placemaking. What we created:  
WHAT  
01. Bought a climate-change safe haven based on equality and sustainability for all Rotterdam citizens "[Niet Rotterdam](#)";  
02. Designed urban placemaking for Almere and Rotterdam;  
03. Designed autonomous artworks;  
CLIENTS / FUNDEES Haagse Tram Maatschappij, Koopgoot Rotterdam, Almere Buiten Centrum, Municipality of Rotterdam, International Architecture Biennale Rotterdam, BRAND the Urban Agency, more



C E C I N ' E S T P A S U N E H O L D I N G B.V.

WHEN Founded in '18-01, current  
WHY "Strategic sustainable city development", [cecineestpasune.art](http://cecineestpasune.art)  
ROLE Founder & Owner. Designer. Strategy. Business Developer.  
HOW Development of concepts, companies, projects and separate innovations from a blank page for a more sustainable, circular, inclusive (city) environment. What I (co-)create(d):  
WHAT  
01. Long term city climate adaptation strategies for "[Rotterdams Weerwoord](#)" (Weatherwise Cities);  
02. Initiator of global climate adaptation design challenge "[Follow the Sun](#)". Funded by C40, Climate Adaptation Summit and Municipality of Rotterdam;  
03. Development of design curriculum for "[Circular Design Europe](#)". Funded by Erasmus+;  
04. Co-initiator and country coordination of digital recycling platform with blockchain backbone "[PlasticTwist](#)". Funded by European Commission (Horizon 2020);  
05. Business development for "[Circular Challenge](#)";  
06. Part of climate adaptation influencers "Club van 36";  
07. Part of art collective, cooperative "Blauhaus";  
08. Co-initiator of coworking space, foundation "de Hoed";  
09. Co-founder of a nudging urban interventions agency "[Sneaky Fitness](#)". Funded by CityLab010;  
10. Co-founder of circular food waste foundation "[BroodNodig](#)";  
11. Small time business development for "[BlueCity](#)";  
12. Interactive sustainability and technology festival "City of the Future" or "FabCity";  
13. Strategy & Business Development for circular economy start & scale-ups such as [FruitLeather](#), AquaHive, and more.  
CLIENTS / FUNDEES European Commission, Climate Adaptation Summit 2021, Municipality of

Rotterdam, CityLab010, BlueCity, Circular Challenge, more.

rdamsenieuwe/

## R ' D A M S E N I E U W E

WHEN ± 2,5 yrs: '18-01 to '19-06  
WHY "Proactive think tank and network for Rotterdam", [rdamsenieuwe.nl](http://rdamsenieuwe.nl)  
ROLE Chairman.  
HOW Platform and grassroots organisation for young Rotterdam based entrepreneurs and involved residents, gateway function to the municipality of Rotterdam, the mayor and mayor city players. Where we were involved in:  
WHAT Elbowing young thought leadership into Rotterdam Partners, Rotterdam Economic Council, International Advisory Board Rotterdam, Municipality, local politics, Roadmap Next Economy, Start-Up Map Rotterdam, Heads of Family, Crowd Force, Future of Food, Culture & Energy.  
CLIENTS / FUNDERS European Commission, Climate Adaptation Summit 2021, Municipality of Rotterdam, CityLab010, BlueCity, Circular Challenge, more.



## B E T T E R F U T U R E F A C T O R Y

WHEN ± 7 yrs: '18-01 to '19-06, [betterfuturefactory.com](http://betterfuturefactory.com)  
WHY "Tangible and profitable circular economy design agency"  
ROLE (Co-)Founder. CEO. Business Developer & acquisition. Project initiator.  
HOW Combining design, engineering and profitable business cases to develop projects and companies autonomously or for clients. What we created:  
WHAT 01. Platform for recycled building components "Uptown";  
02. Recycled plastic 3D printer filament (ink) "[Refil](#)";  
03. Recycled plastic (bath)room tiles "[New Marble](#)";  
04. Interactive recycling installation "[Perpetual Plastic](#)";  
CLIENTS / FUNDERS Various Dutch Ministries, Municipalities, Corporates such as Unilever, Shell, CityLab010, and many more.



## R I K K E R T + J A N

WHEN ± 5 yrs: '11-06 to '15-09  
WHY "Design X Development"  
ROLE Founder. Product Design & Engineering. Architecture. Graphic Design. Frontend webdesign & HTML.  
HOW Various jobs.  
WHAT 01. Solar refrigerator (no electricity) for developing countries "[Solarbear](#)";  
02. Floating urbanisation for "[Blue21](#)";  
03. Marketing & communication, frontend design, digital campaign at "Greenpeace Netherlands";  
04. Extracurricular dinner, documentaries, & lectures for students "Lekker Boeiend" for Studium Generale, TUDelft;  
05. Business development for visual collaboration software start-up "Sharesquare";  
06. Graphical work for energy monitoring device "[Wattcher](#)";  
07. Various autonomous products such as a foldable bike, interactive trashbin "trash talker", sail-bike, modular chair, etc.  
CLIENTS / FUNDERS Delft University of Technology, Leiden Municipality, YES!Delft, Blue21, Studium Generale Delft, Innovaders, many more.

## O T H E R

### S E C O N D A R Y P O S I T I O N S , P U B L I C A T I O N S T A L K S , J U R I E S , N O M I N A T I O N S

BOARDS OF ADVISORY 01. Albeda College, school of business & economics;  
02. [BlueCity Lab](#);  
03. Dutch Makers Revolution.  
COMMITTEES 01. Circular Economy, Royal Dutch Engineering Institute (KIVI);  
02. Circular Design Europe;  
TALKS 01. "Circular Economy in Practice", Circular Economy Forum of the Americas, Santiago de Chile, Chile;  
02. "Future of Plastics", Rotterdam, the Netherlands;  
03. "Making Business out of Sustainable Development", Moscow Design Museum, Moscow, Russia;  
04. "Perception of Value", Rotterdam, the Netherlands;

05. "Role of the innovator", Captains Club SS Rotterdam;
  06. "Context Design for a Better World", CETYS University, Tijuana & Mexico City, Mexico;
  07. "Making Business out of Sustainable Development", Moscow Design Museum, Moscow, Russia;
  08. "Revolutionise the third Revolution", Maker Faire Rome, Rome, Italy;
  09. "Innovating" Innovation Quarter year event, Rotterdam;
  10. "Refil: Sustainable Materials in 3D Printing Industry", 3D Printing Europe, Berlin, Germany;
  11. "Revolution in 3D Printing", 3D Printing International, Dalian, China;
  12. "Vision on Sustainable Design", Hogeschool Amsterdam;
  13. "the Design of a User Centered Solar Refrigeration System", Technical University of Delft, Delft, the Netherlands;
  14. "Appropriate Design for the Developing World", Medical Conference, Amsterdam, the Netherlands;
- JURIES
01. "Business Woman of the Year", Rotterdam
  02. "Upcoming Talent & Main City Marketing Award", Rotterdam
  03. "Erasmus University Rotterdam International Case Competition"
  04. "Albeda Business Plan Competition"
  05. "Rotterdam City Flows Case Competition"
- PUBLICATIONS
01. "[The Power of Design](#): Product Innovation in Sustainable Energy Technologies"
  02. "[Best Practices in Circular Design](#)"
  03. "[Handbook on Circular Digital Fabrication](#)"
  04. "[Teaching in Circular Design](#)"
- NOMINATIONS
01. Last 50 South Holland, "Toekomstmakers 50 Nederland", by Startup Delta, the Netherlands;
  02. Winner (BFF), "Upcoming Talent - City Marketing Award", by municipality of Rotterdam;
  03. Nominee (Uptown), "Icoonproject", by Ministry of Environment and Infrastructure;
  04. Nominee, "Nieuwe Helden" 2016, by VNO-NCW;
  05. Nominee, "Radical Vernieuwers 2015", by Vrij Nederland;
  06. Nominee, "Plastic Soup Terrine", by Plastic Soup Foundation;
  07. Best New Material Award for 3D Printing (Refil), by 3D Printing Europe;
  08. First Place (BFF), "Young Innovation Award" by Nationale Spoorwegen;

## E D U C A T I O N

- MASTER Master Integrated Product Design, Faculty Industrial Design Engineering, Delft University of Technology, the Netherlands
- BACHELOR Industrial Design Engineering, Delft University of Technology, the Netherlands
- EDUCATION VWO, Rotterdams Montessori Lyceum, Rotterdam

## S K I L L S

- 1D Long term strategy, vision development (corporate), corporate strategy, project initiation, business development, context design, business plans, coaching, jury, presenting.
- 2D Photoshop, illustrator, hand (computer-) sketching, indesign, word, excel, powerpoint.
- 3D Solidworks, Fusion 360 Blender, 3D CAD, Sketchup, Unity (little), milling & lathing (machining), 3D printing, prototyping.