

# CHALLENGE

## Climate Adaptation Business

**MatchMaking Event – 21 May 2013**

Pakhuis De Zwijger, Amsterdam



## Programme



[www.climate-kic.org](http://www.climate-kic.org)

## Programme

12.30 -13.30 *Registration & Lunch* Foyer  
During the registration you are invited to add your name to the lists for speed dates and business coaching

### Plenary Opening

13.30 - 14.45 **Welcome and introduction** *Chair* Jan Paternotte, & Maes Grote zaal  
Kees van Deelen, Business director Knowledge for Climate

#### Keynote

Marjan Minnesma, Director Urgenda  
*Time is Up! Get the Entrepreneurs in!*

#### Climate Start-ups

Pitches by successful climate starters  
Stijn de Jong, Disdrometrics  
Kirsten Steinbusch, Waste2Chemical

#### Panel discussion

*Innovation, finances and business opportunities for climate adaptation*  
Ron Bloemers, Start-U-up  
Rutger de Graaf, DeltaSync  
Marjan Minnesma, Urgenda  
Pier Vellinga, Knowledge for Climate

14.45-15.15 *Break* Foyer

### Parallel Sessions

15.15-17.00 **Open Stage** Grote zaal  
Pitches of ideas and concepts for adaptation business and 'live advice' from:

#### Round 1

Ron Bloemers, Start-U-up  
Kees van Deelen, Knowledge for Climate  
Marianne Linde, TNO

#### Round 2

Ferdi Timmermans, Movares  
Hero Prins, Climate-KIC  
Pier Vellinga, Knowledge for Climate

#### Speed dates & Business coaching

Speed dates with business coaches, experts or potential business partners

Meeting room

16.00-17.00 **Workshop Climate Proof Cities** Kleine zaal  
Climate-proof Street of the Future: Cities challenge the market to contribute to the transformation towards climate-proof streets

### Plenary Closure

17.00 - 17.15 Business Challenge launch Grote zaal

17.15 - 18.00 *Drinks and networking* Foyer

## Open Stage

### 15.15-16.00

### Round 1

Maarten Claassen, Waternet

#### ***Amsterdam Rainproof challenges business***

Waternet is looking for smart business concepts for the Masterplan Climate-Proof Amsterdam

Mark Kroon, NEO BV

#### ***3D HydroCity***

NEO BV developed 3D digital city models suitable for hydrological modelling and urban heat island effect studies: seeking implementation partners

Hasse Goosen, Climate Adaptation Services Foundation

#### ***I go Eco App***

Improvements for households to become climate neutral. What can you SAVE in Euros and what is your personal ECO score indicating your climate proofness?

Friso Klapwijk, De Dakdokters

#### ***'Polderdak' rooftop water storage***

Solution for planned water storage in urban areas: looking for options for implementation and public-private partnerships

Ruben Vogel, TNO/INCAH

#### ***Adaptation in the infrastructure sector***

INCAH is developing an integral framework to increase the cooperation between different types of infrastructure on climate change adaptation

Norbert Kuipers, TNO

#### ***Energy re-use from for city heat and drinking water production***

New value chains may be developed in which city heat is also used for decentral production of pure water from various aqueous resources

### 16.15-17.00

### Round 2

Aert van der Goes, the Ascent / Agnetha Schaar, SpaceValue

#### ***The Flood Experience***

The international training and skills centre for water safety and self-reliance

Steven Visser, VISSER waterbeheer Lucien Groenhuijzen, Innovactory International

#### ***Flood Evacuation App***

Innovative and online communication tool which can be used by governments to organise evacuation in flood prone areas properly and diminish chaos

Wilfred Appelman, TNO

#### ***Water Off Peak, On Spec for Climate Change***

Development and piloting of water storage and water treatment technology to make brackish water fit for use, in terms of water quality, storage capacity and recovery efficiency

Aryan van Engelen, KNMI

#### ***ICA&D: climate services across borders***

Combining climate and weather data recovery activities with data analysis and providing climate services. Seeking mechanisms for funding and collaboration with engineering companies abroad

Leon Simons, Young Club of Rome

#### ***Alternative fuel sources and deforestation projects in Ethiopia***

We developed a product that can reduce the Ethiopian household fuel use with 80%. Large scale implementation can empower women, reduce deforestation and CO<sub>2</sub> emissions, and make reforestation projects more successful

Ko van Huissteden, VU University

#### ***Methane emission reduction and CO<sub>2</sub> storage***

Advise companies and local government on reduction of methane emission, saving on natural gas use, and develop strategies to store carbon dioxide in soils and ecosystems

Gert Lemmen, Grontmij

#### ***Towards water proof new developments***

Testing risks of flooding in new urban developments

## Speed dates & Business coaching

You are invited to add your name to the lists for speed dates / business coaching at the registration desk. Please be on time since places are limited!

<i>Name</i>	<i>Organisation</i>	<i>Expertise</i>
Ron Bloemers	Start-U-up	Business coaching, start-ups, sustainability
Chris Bremmer	TNO	Business coaching, sustainable cities, strategic R&D, geosciences and earth observation
Kees van Deelen	Knowledge for Climate / Climate-KIC NL	Business coaching, climate adaptation, strategic R&D, finances
Rutger de Graaf	DeltaSync	Floating cities, adaptive urban development, strategy and innovation, research and entrepreneurship
Stijn de Jong	Disdrometrics	Climate start-up, civil engineering, water management
Arnoud Jullens	YES!Delft	Business coaching, start-ups, product development
Aalt Leusink	Loasys	Business coaching, water & climate change
Marianne Linde	TNO	Business coaching, innovation and urban development
Marjan Minnesma	Urgenda	Sustainability, strategy and innovation, entrepreneurship
Hero Prins	Climate-KIC	Business coaching, entrepreneurship
Piet Rietveld	VU Univrsity	Climate adaptation, economics, spatial planning, transport networks
Kirsten Steinbusch	Waste2Chemical	Climate start-up, environmental engineering, biotech
Ferdi Timmermans	Movares	Business coaching, water management
Pier Vellinga	Knowledge for Climate	Climate expert, research, sustainable development

## Workshop Climate Proof Cities

### Climate-proof Street of the Future

16.00-17.00, Kleine zaal

How do we realize a climate-proof street? In this session, this challenge will be presented by the Cities of Rotterdam and Amsterdam. State-of-the-art knowledge about robust measures against heat stress and pluvial flooding will be pitched by the Climate Proof Cities research programme. This will give us the starting point for a discussion with market players, property owners, researchers and local governments, centred around the questions: Which products and services can contribute to the transformation towards climate-proof streets? What is required for a wide-spread realisation? Innovative solutions and new business ideas will have the opportunity to get a follow-up in the Climate Adaptation Business Challenge.

Suzanne de Vos and Vincent Kamphuis, CPC / TNO  
Paulien Hartog, Waternet  
Laura Kleerekoper, CPC / TU Delft

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## Climate Adaptation Business

### Business Challenge launch



#### The Climate Adaptation Business Challenge is now open!

Do you have a business idea for climate adaptation?  
Download the application form and submit your business idea before  
1 July 2013.

Challenge website

<http://knowledgeforclimate.climate researchnetherlands.nl/businesschallenge2013/challenge>