



InnoMatch

Powered by EIC BAS Innovation Procurement Programme

City of Amsterdam

Coen Bergman, Innovation Manager

10 April 2025



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

City of Amsterdam

Innovation Department

Amsterdam in numbers

- 750 years old in 2025
- 931.748 citizens in 2024
- 516.443 households (about 20% of households are lower income)



10 April 2025

Vision

The city and the municipality are ready for the future!
Innovation improves life for **all** residents, entrepreneurs and visitors, **in the future and also now.**

Mission

We prepare the municipality, the city and the region for major changes and new technologies.
We inspire and motivate to apply new ideas, insights and technologies in and for the city.
We connect sectors, partners, innovations and resources at national and international level to **increase impact.**

City of Amsterdam

Innovation Department

How we innovate

Focusing on the city's innovation activities based on trends, tasks and priorities.

Setting the agenda for where innovation is needed and organising and securing collaborations with stakeholders inside and outside the municipality

Offering technical, societal and organisational expertise for municipal innovation and bringing together acquired knowledge and content for future projects. More flexible than other departments

Learning as key: setting up and implementing innovation projects within the municipal domain: Research; development; prototyping and pilots, within the quadruple helix (science; companies; NGOs; governments)



Meet the team



Lydia Prinsen

Innovation Project Lead.
Project mngr. Library of
Things



Coen Bergman

Innovation
Manager



Danka Oosterhof

Sr. Strategic advisor
Circular Economy



Economic opportunity

Introduction

We have designed our economy in such a way that purchasing new 'low quality' consumer goods – (over)consumerism – is more convenient, accessible and cheap than the sustainable counterpart 'renting & sharing'. For many reasons this is undesirable and causes issues for a city which is challenged by:

- an increasing e-waste caused by consumerism & planned obsolescence
- a growing financial gap amongst its citizens
- a housing shortage with multiple spatial claims

Research (CBS) on utilization rates is limited and scattered but indicate low utilization percentages for example the drill who on average is used on 13 minutes over the entire lifespan. This is a huge economic loss and a waste of materials.

10 April 2025



Recent research indicates the nr 1 hidden footprint (social & environmental) of Amsterdam citizens is caused by consumer goods. Therefore, we should take collective action and nudge citizens' behavior towards 'using instead of buying'. Hereby showcasing a new standard based on broad prosperity.

Worth taking action

Succeeding to solve this conundrum means creating a significant contribution to reaching the EU goal of being 100% circular in 2050.

By promoting renting, borrowing and sharing consumer goods we show that using products can be just as fun, easy and fulfilling as buying (and storing) products.

~Using is the new buying~



Economic opportunity

Better for each household.

Reducing non-essential spending. Enabling to save money and housing/storage space.

Better for our planet.

Less extraction of materials, releasing carbon emissions to manufacture and ship consumer goods.

Better for our economy.

Less capital destruction & unnecessary recycling efforts while stimulating local economies, enabling citizens to learn new skills and creating local jobs.





In short: The Amsterdam 'Library of Things' concept

Sharing for a New Economy

Concept

The Library of Things is a Systemic Innovation for the Circular Society. This library is not just a product library – it's a scalable innovation that redefines consumption, access, and ownership in cities. It bridges social, ecological, and economic goals through one inclusive and future-proof model.

A Game-Changer

- Tackles overconsumption and inequality at the root
- Enables behavioral change at scale through design, community, and convenience
- Turns public values into practical services
- Makes circularity a visible, daily experience for all citizens

What makes it innovative?

- **From Ownership to Access:** A shift in economic paradigm where usage replaces possession.
- **Physical + Digital Hybrid:** Smart AI driven reservation system + locally staffed pickup points in community hubs.
- **Steward-Ownership Model:** Profit is reinvested into impact, not extracted by shareholders.
- **Broad Well-being:** Success = CO₂ reduction, less biodiversity loss, land use reduction, less pollution, social connection, skills growth, and circular behavior.
- **Open Infrastructure:** Software-based network model, license-ready, interoperable with European sharing and repair ecosystems.





The Challenge

We need

- An open source, scalable SaaS platform to facilitate the library of things concept
- Integration with other circular projects to motivate and show progress of participants
- Integration with our benefits program





Stuff-as-a-Service in an Urban Setting Europe's Agglomeration of access-economy cities

Concept

A scalable, lending platform empowering cities and organizations to build and manage their own Library of Things, part of a broader network. Built on circular economy, digital inclusion, and Wellbeing Economy principles. A tool to stimulate the New Economy and a 100% circular Europe in 2050.

Distinguish existing initiatives

No European, open source, semi-public solution with opportunities to insource other initiatives.

Key Features

- Reservation and inventory platform
- Community engagement module using gamification/reward
- Customization per target group
- API for impact reporting
- GDPR compliant digital architecture



Business Model

- SaaS license to governments, schools, housing co-ops
- Implementation consultancy and launch kits
- Product affiliate commission model for suppliers of goods
- Scalable (e.g. via EU funding)

Why It's Attractive for Companies

- Ahead of the curve regarding the future of circular, collective business models
- Real-life product testing environment
- Meets the ESG values of suppliers and positive brand visibility
- Tangible community and sustainability impact
- Extra's build-ins possible: semi-public, commercial initiatives and rewards

Future ambition

- Build European MVP software: collect feedback from users
- Co-develop with municipalities and knowledge institutions, example: Access Economy Alliance Resource Hub
- Investigate potential of data driven EU policy feedback mechanism (Right-to-repair, Eco-design)



Window of opportunity The time is now!

100% circular in 2050

A model of production AND consumption, essential that consumers adopt new behavior.

First pop-ups of this concept

Concepts such as the Library of Things in the UK and Tulu show the world is slowly getting ready for the shift towards business access economy models for consumer goods. It's time to scale this concept.

Leading consultancies (can) take the lead

Deloitte's [2025 Consumer Products Industry Outlook](#) headline indicates a focus on broad well-being is growing *'Spending while saving; Pricing headwinds lead companies to look elsewhere for profitable growth'*.





InnoMatch

Powered by EIC BAS Innovation Procurement Programme

Thank you



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.