



# Just Transition towards regional, regenerative food systems





# Mark Frederiks

Founder of Amped & Local2Local, specialist in the transition of food systems.

*I believe that through collaboration and a different view of systems, models emerge that can provide answers for bottlenecks and challenges in social, economic and ecological areas.*

**Contact**  
+31611375921  
mark@amped.nl



**LOCAL2LOCAL**

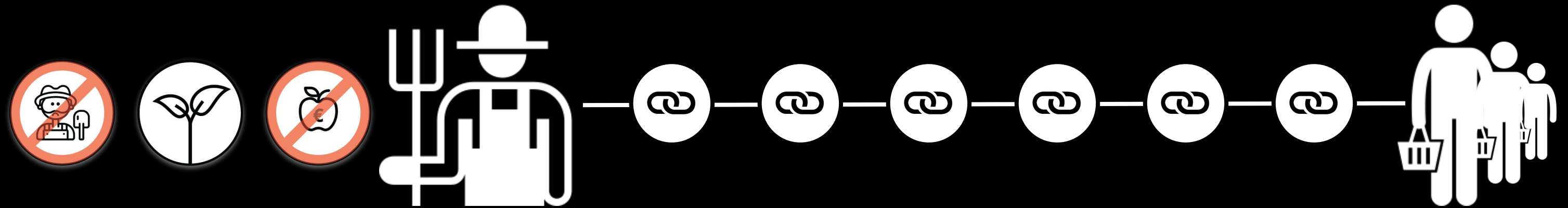
**CUTS OUT**

**THE MIDDLEMEN.**

**THERE ARE  
A LOT OF  
MIDDLEMEN.**

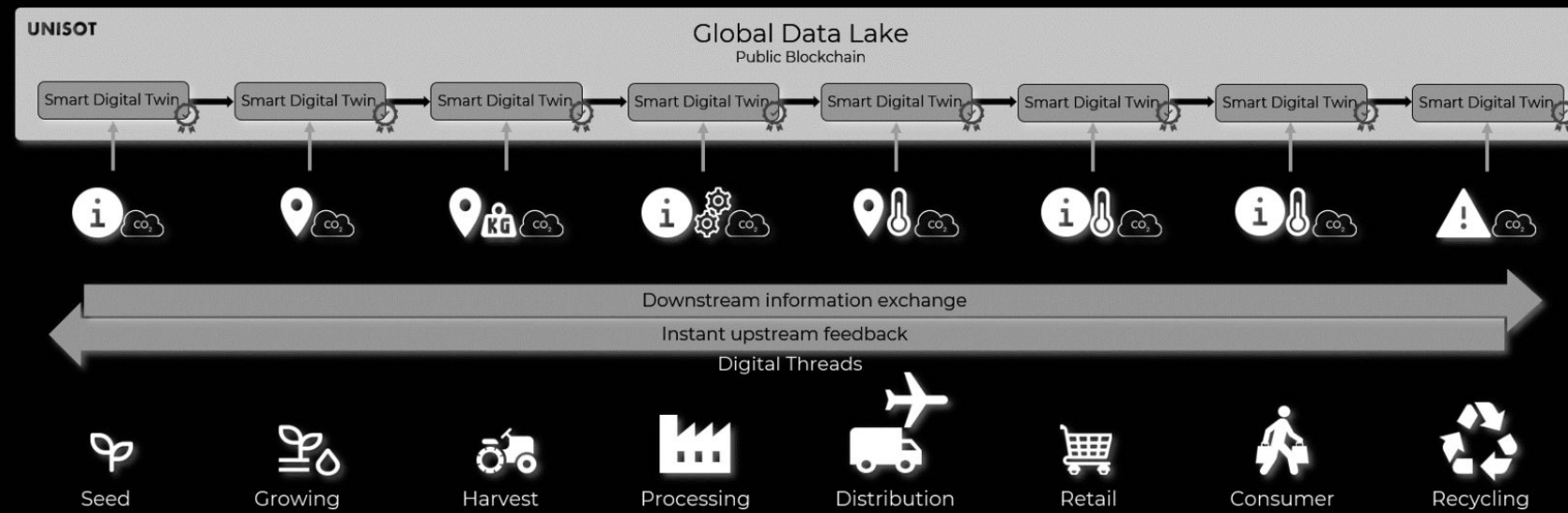
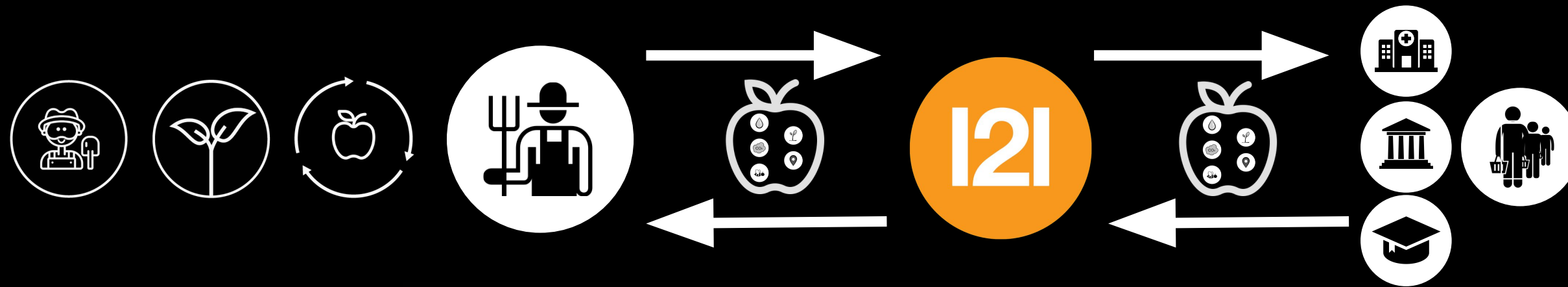


# CURRENT SYSTEM



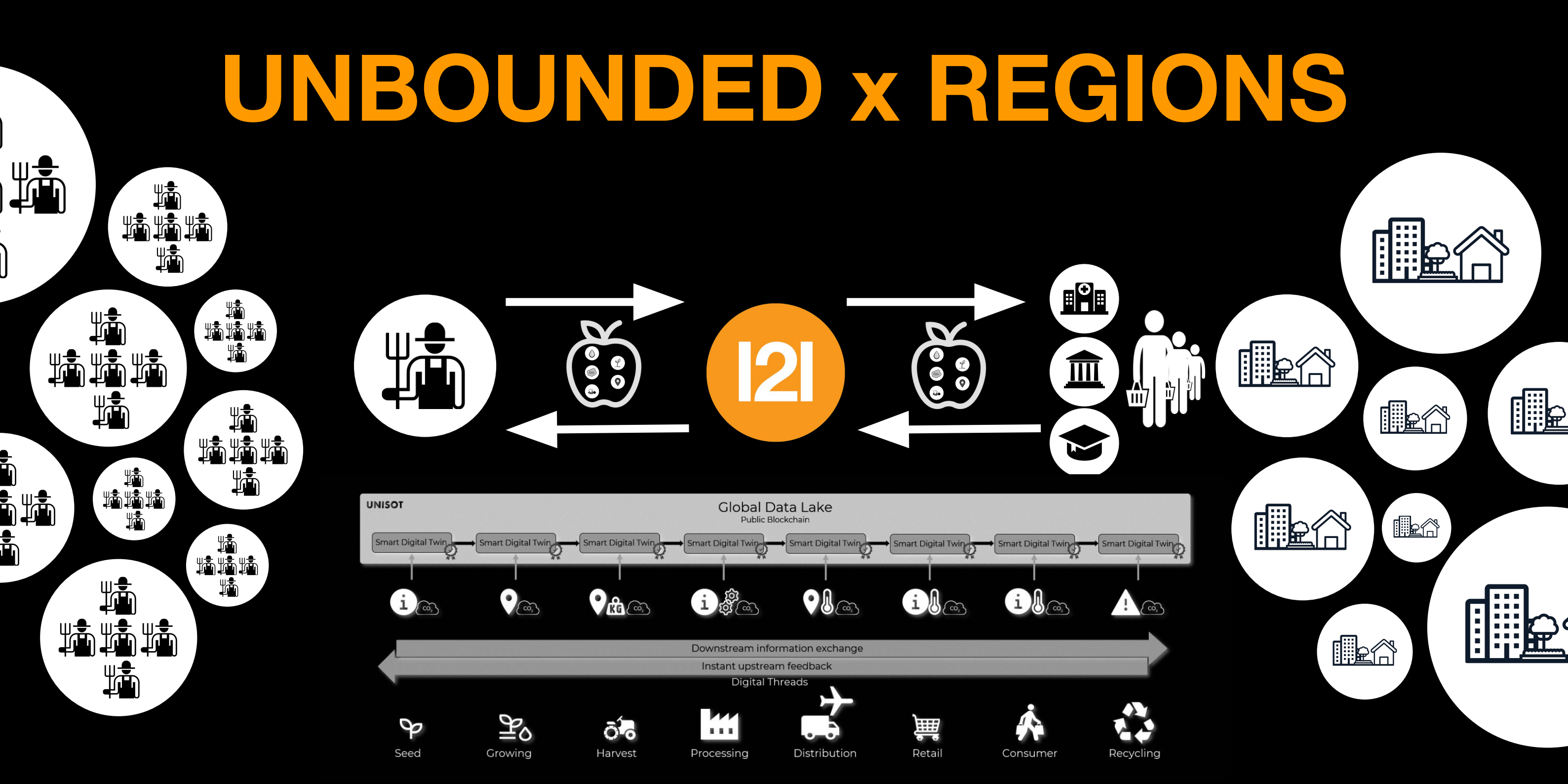
**WINNER TAKES ALL**

# OUR SOLUTION



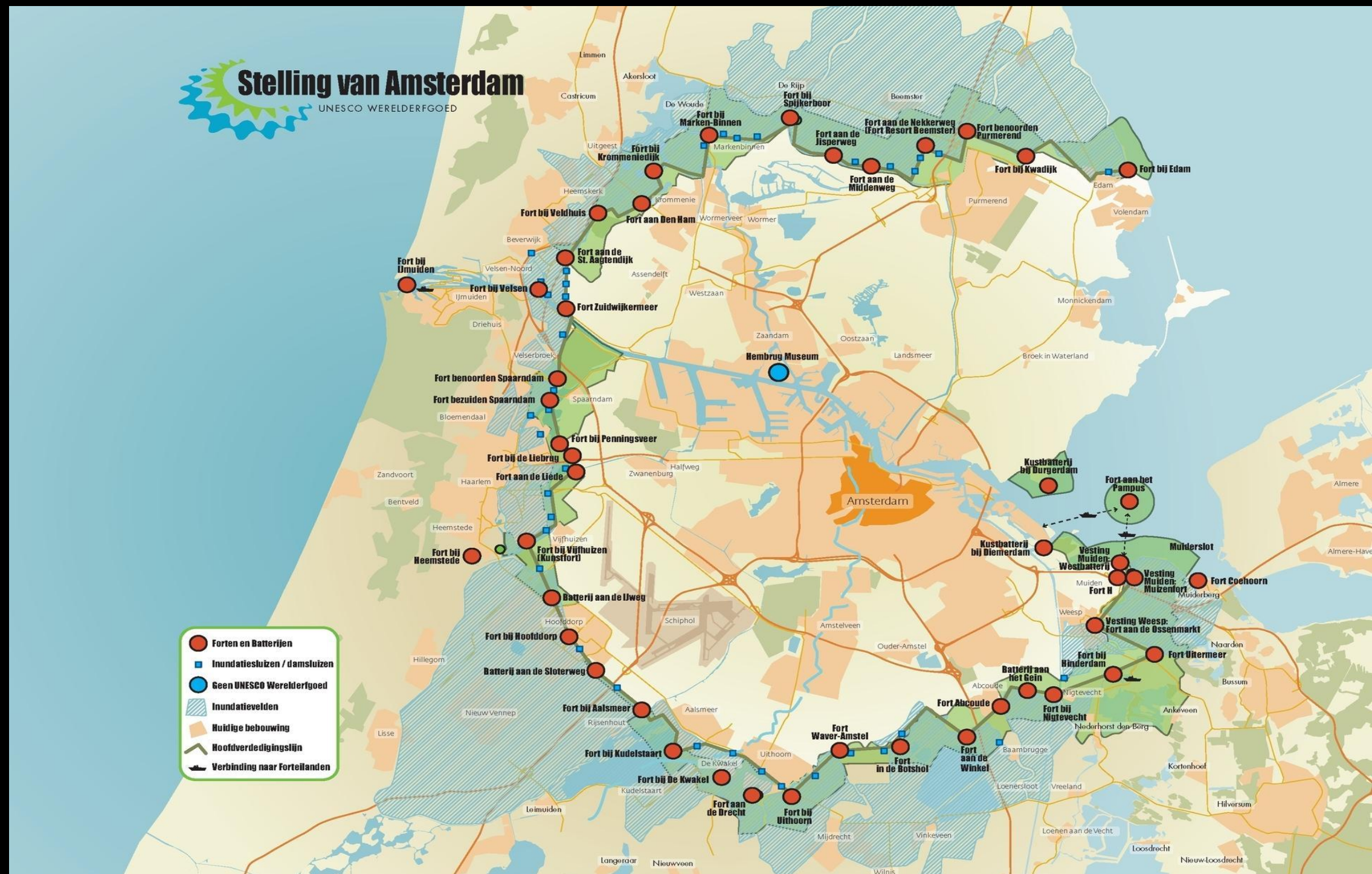


# UNBOUNDED x REGIONS



**Stelling van Amsterdam**  
UNESCO WERELDERFGOED

- Forten en Batterijen
- Inundatiesluizen / damsluizen
- Geen UNESCO Werelderfgoed
- Inundatievelden
- Huidige bebouwing
- Hoofdverdedigingslijn
- Verbinding naar Forteilanden





We are witnessing a perfect storm...

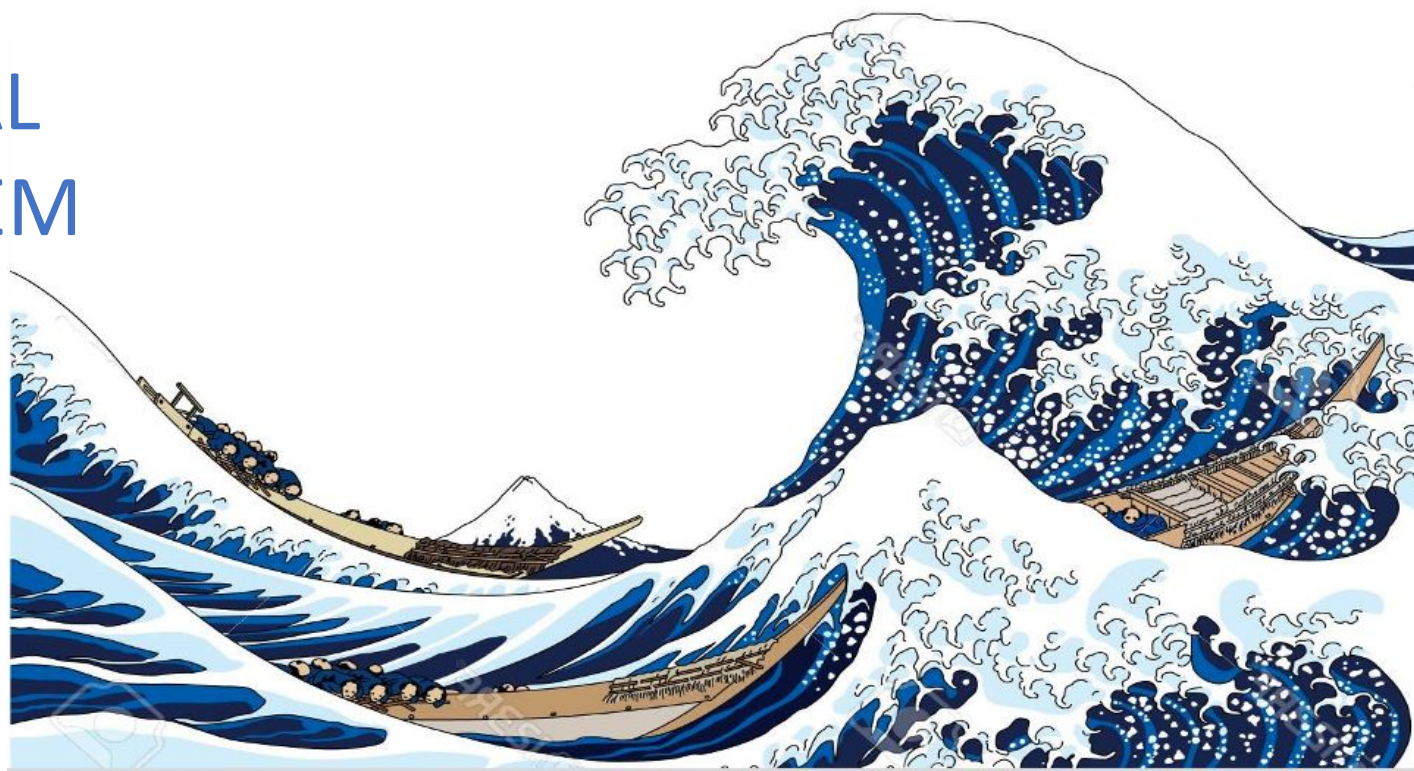
**COVID 19**

**AWARENESS**

**CLIMATE CHANGE  
& OTHER STRUCTURAL ISSUES**

**SFSCs  
& OTHER ALTERNATIVES**

**INDUSTRIAL  
FOOD SYSTEM**





6x first-mile hubs



Last-mile logistiek



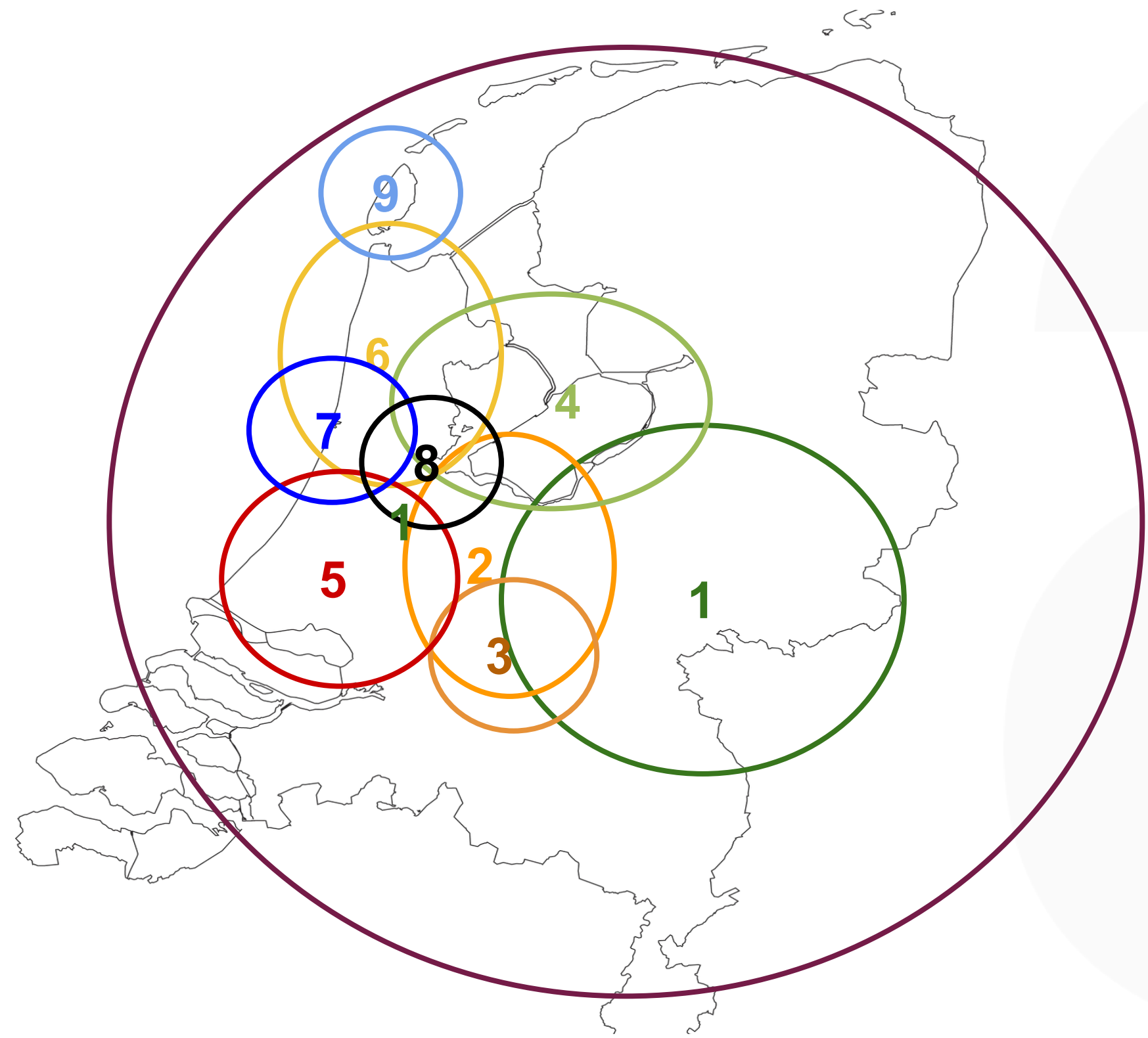
- Gezamenlijke groot-logistiek en elektrische last-mile
- UTRECHT
- NOORD-HOLLAND MRA
- FLEVOLAND
- ZUID-HOLLAND
- WEST BETUWE
- OVERIJSEL

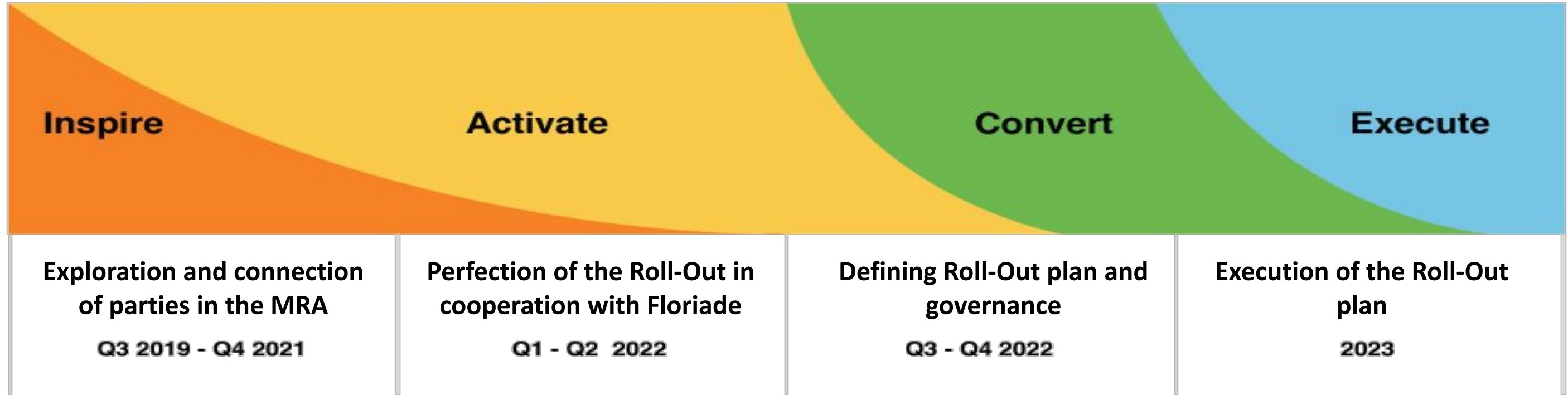


- 1 Oregional
- 2 Local2Local
- 3 L2L West Betuwe
- 4 Vereniging Flevofood
- 5 Groene Hart Cooperatie
- 6 ProeVkantoor
- 7 Noordzeevis IJmuiden
- 8 Boeren van Amstel
- 9 Dapper. Texel
- 10 Bodem collectief

Kandidaten

- STREEKBOER
- RECHTSTREEX
- Brabants collectief
- Overijssels collectief
- Limburgs collectief





We're here

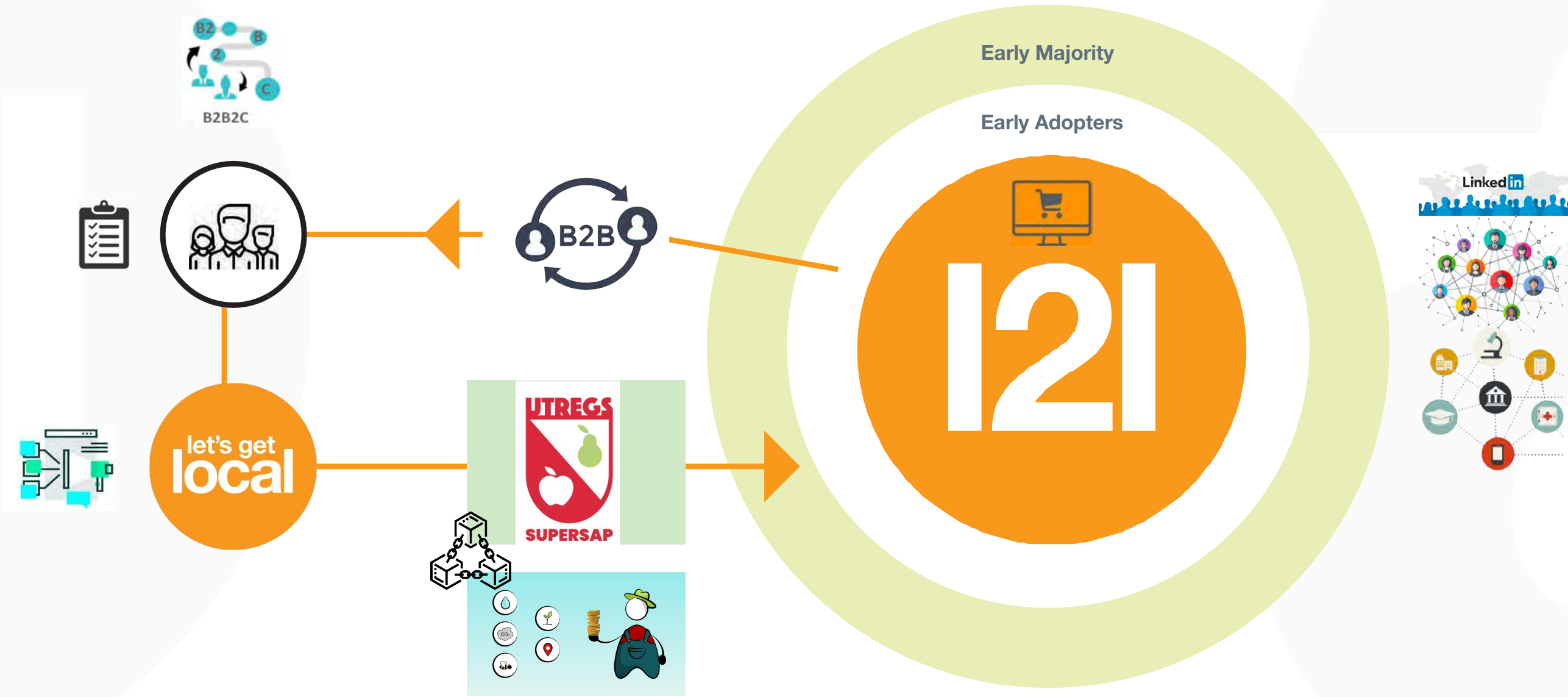


FARMERS

BUSINESS

PARTNERS

CONNECTING PLATFORMS







# PRIDE JUICE

Tasty by nature



## Pride Juice Paars



OPGEHAALD  
€ 9.703,80

STREEFBEDRAG  
€ 25.000,00

[STEUN CAMPAGNE](#)





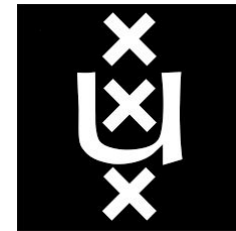
Universiteit Utrecht



Hogeschool van Amsterdam



VRIJE UNIVERSITEIT AMSTERDAM



HKU university of the arts utrecht



# GROUNDED





**CHANGE IS HERE.**

**ARE YOU IN?**

**JOIN & PLAY**

**THE GAME.**

# CONTACT

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# GAIN Transition Model

- Short food supply chains;
- governance;
- multi-actor collaboration;
- innovation ecosystems;
- Gamification.

