



PRESS RELEASE



MCS Data Labs tackles the issue of waste circularity in cities joining the EU consortium REFLOW

[Berlin, October 1, 2019] MCS Data Labs (MCS) has joined the European consortium, REFLOW, with the goal to deliver a three year H2020 European Union funded research project aiming to systematically change waste processes in cities. The project aims to create real-world prototypes through the development of six pilots that contribute towards circular economy and the 2030 Sustainable Development Goals.

'We are excited to be part of this ambitious project', said Suheib Mousa, CEO at MCS Data Labs in Berlin (Germany). 'it has always been our aim to combine highly advanced technology such as IoT systems and Artificial Intelligence, with projects that address pressing societal issues. REFLOW gives us the opportunity to be at the forefront of this development in Europe.'

Cities currently consume more resources than they produce, which expanding urban populations have an increasing responsibility towards. The REFLOW project aims to systemically change waste processes, creating a system which sees value in waste. REFLOW aims to address the global problem of waste through creating significant examples which contribute towards a circular economy and the 2030 Sustainable Development Goals. It will





Circular and **regenerative** cities through **re-configuration** of **flows**



work with six cities to develop pilot sites for developing on-the-ground solutions for circular cities. Over three years, the project will develop business strategies and technical tools.

REFLOW builds on the urban metabolic concept – through understanding the biological and technical processes of cities, it is possible to identify and incentivize circular practices in local ecosystems through blockchain technologies. The project will seek out existing fab labs and makerspaces as a focal point and "catalyst for change" to create out waste solutions. The upcoming years will consist of creating data visualisations and mapping material streams; identifying stakeholders; and developing methodologies and tools for scalability and citizen engagement. This is in line with the aims of global movements such as C40 Cities and the Fab City movement, which aim to develop tools for city metrics which will feed data into the DIDO model (Data In, Data Out), rather than a PITO model (Product In, Trash Out).

The project is lead by Copenhagen Business School, alongside partners such as the Danish Design Centre, dyne.org (Netherlands). Fab City Grand Paris (France), Fraunhofer (Germany), IAAC (Spain), MCS Data Labs (Germany), Metabolic Cooperative (Netherlands), Politecnico de Milano (Italy), WAAG Society (Netherlands), and several others. The other cities joining the REFLOW project are Amsterdam, Milan, Berlin, Paris and Cluj-Napoca. The REFLOW project is funded by Horizon 2020.

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Illustration: REFLEW circular diagram



