

An aerial photograph of the Amsterdam harbor serves as the background. The water is dark blue with several long barges and smaller boats. In the distance, the city skyline is visible under a hazy sky. A large red rectangle is centered over the image, containing the title text.

Amsterdam Circular 2020-2025 Strategy

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The Amsterdam Goal: 100% circular and climate neutral in 2050

Main objectives

2030

50% reduction of
primarily resources

2050

100% circular and
climate neutral

Interim objectives municipality

2022

10% of the city's procurement
will be circular

2023

All tenders in de built
environment will be circular



Our journey started in 2015



2015: research on value chains



2016: implementation program 70 projects



2018: Evaluation and action perspectives



2019: implementation program 116 projects



Overview of strategy elements



Amsterdam City Doughnut

Strategic framework and policymaking tool whereby city officials can examine the City's circular performance and determine policy accordingly.

Amsterdam Circular Strategy 2020-2025

Vision and definition of a circular Amsterdam

Target groups (municipality, companies, residents)

Value chains, ambitions and courses of action

Innovation and Implementation Programme 2020 -2021

+200 circular projects and initiatives that take place in the City

Monitor Circular Economy

Monitors material flows inside the city from input to regeneration

Will also be monitoring social values in the near future

Operational data for City Doughnut



The making of Amsterdam circular strategy



Starting a movement

Connecting colleagues from different departments to the development of the strategy and projects

Embrace bottom up initiatives

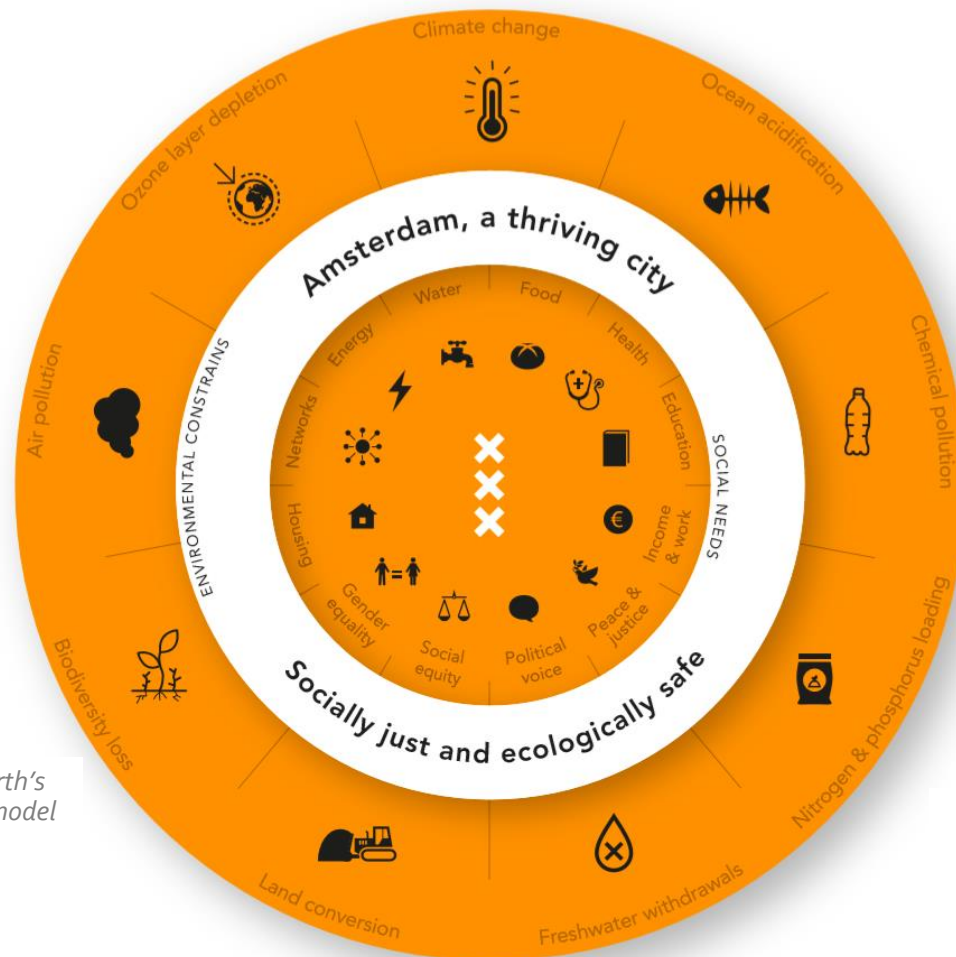
Doughnut workshops and first local Doughnut Deal.

Sharing draft strategy with stakeholders

200 companies and research institutes embraced the strategy.



Inspired by the Doughnut of Kate Raworth



Kate Raworth's
doughnut model

- The model describes how societies and businesses can contribute to economic development while still respecting the limits of the planet and our society
- The inside of the doughnut represents the social foundation
- The outside of the doughnut represents the ecological limits of the planet

XXX The first 'City Doughnut'

City Doughnut supports in circular and just recovery and improvement of future policy



The City Doughnut is a testing framework

HOW CAN OUR CITY BE A HOME TO THRIVING PEOPLE IN A THRIVING PLACE,
WHILE RESPECTING THE WELLBEING OF ALL PEOPLE AND THE HEALTH OF
THE WHOLE PLANET?

		SOCIAL		ECOLOGICAL	
LOCAL	GLOBAL	What would it mean for the people of Amsterdam to thrive?	1	What would it mean for Amsterdam to thrive within its natural habitat?	2
		What would it mean for Amsterdam to respect the wellbeing of people worldwide?	4	What would it mean for Amsterdam to respect the health of the whole planet?	3

Four perspectives on which we examine



The circular strategy focuses on 3 value chains



Food &
organic waste
streams



Consumer
goods



Built
environment

Each value chain has 3 ambitions



Food &
organic waste
streams



Consumer
goods



Built
environment



Production



Use



Processing

- Ambition 1: Short food chains provide a robust sustainable food system

- Ambition 2: Healthy and sustainable food for the people of Amsterdam

- Ambition 3: High-quality processing of organic waste streams

- Ambition 1: The City sets the right example by reducing its consumption

- Ambition 2: Using what we have more sparingly

- Ambition 3: Amsterdam makes the most of discarded products

- Ambition 1: The transition to circular development requires a joint effort

- Ambition 2: The City sets the right example by formulating circular criteria

- Ambition 3: A circular approach to the existing city



City scale projects - The transition to circular area development



Buiksloterham

The former industrial area of Buiksloterham is being transformed into a circular city district for living and working





City scale projects - Sustainable food for our residents



Use

Boeren voor Buren

Food surpluses as a result of Corona crisis are being widely supplied to families with a low income



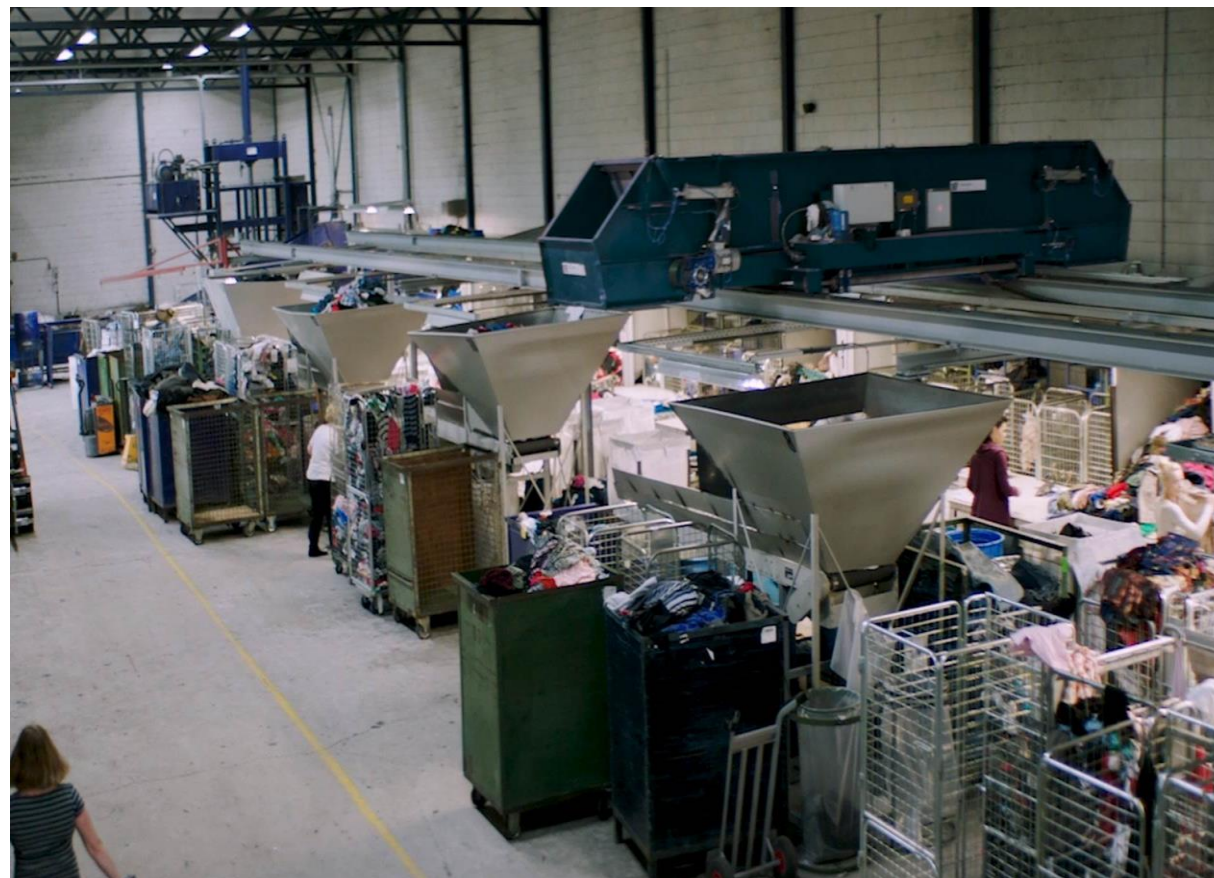


City scale projects – Making the most of discarded products



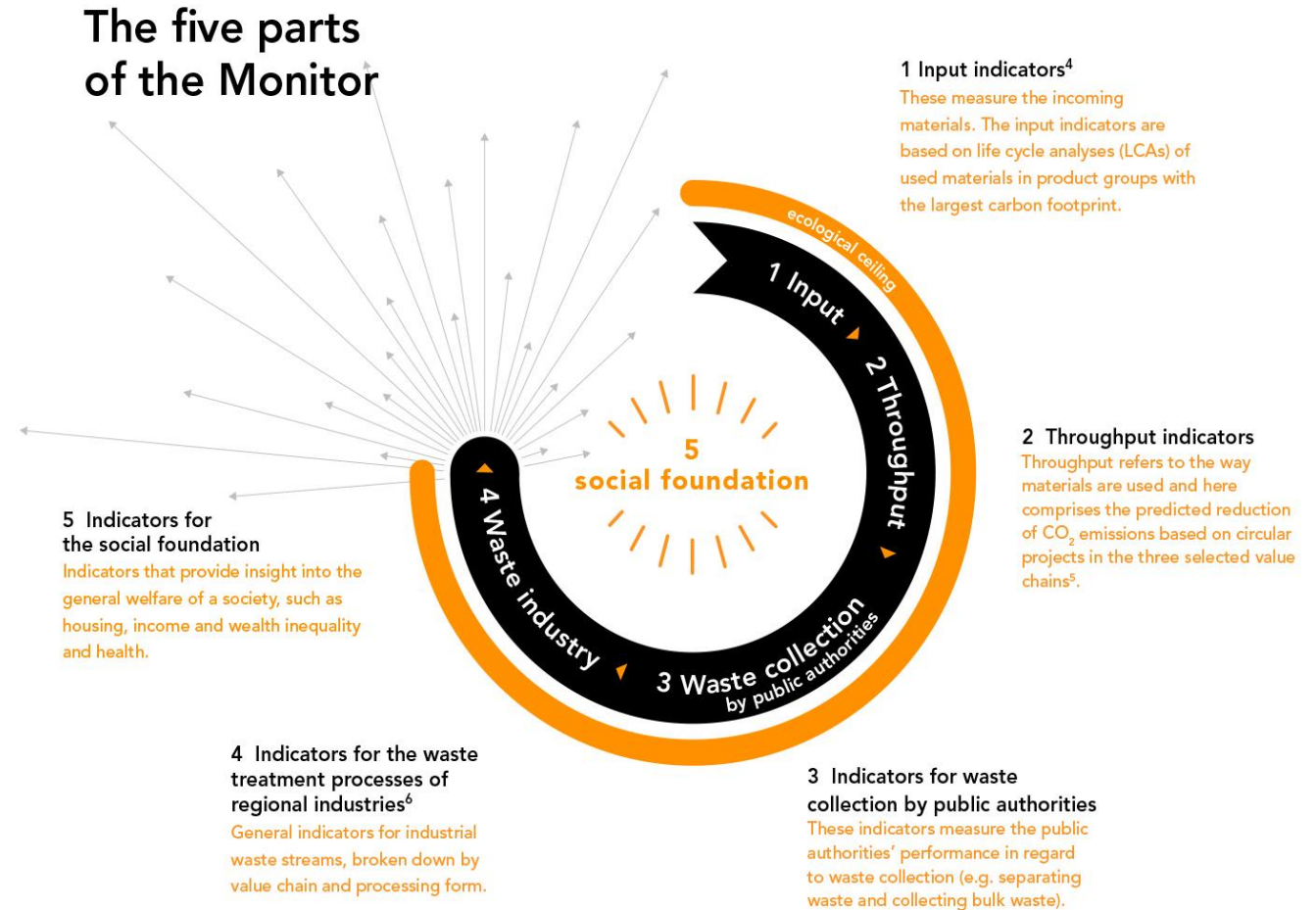
Circular textile valley

The Amsterdam region has a lot of activities regarding clothing. Since textile is one of the most polluting industries and currently only 5% is being reused, we work hard to become a circular textile valley



Monitoring our progress

- We are developing a monitor to determine the social and ecological impact of the transition.
- For example, we can see the amounts of raw and other materials that the city consumes and produces as waste and highlight social aspects of the transition.
- By collecting more and more data, the monitor will show where improvements can be made.
- We will further develop and refine the framework for this monitor.





**A thriving,
regenerative and
inclusive city
for all citizens,
while respecting
the planetary
boundaries.**

