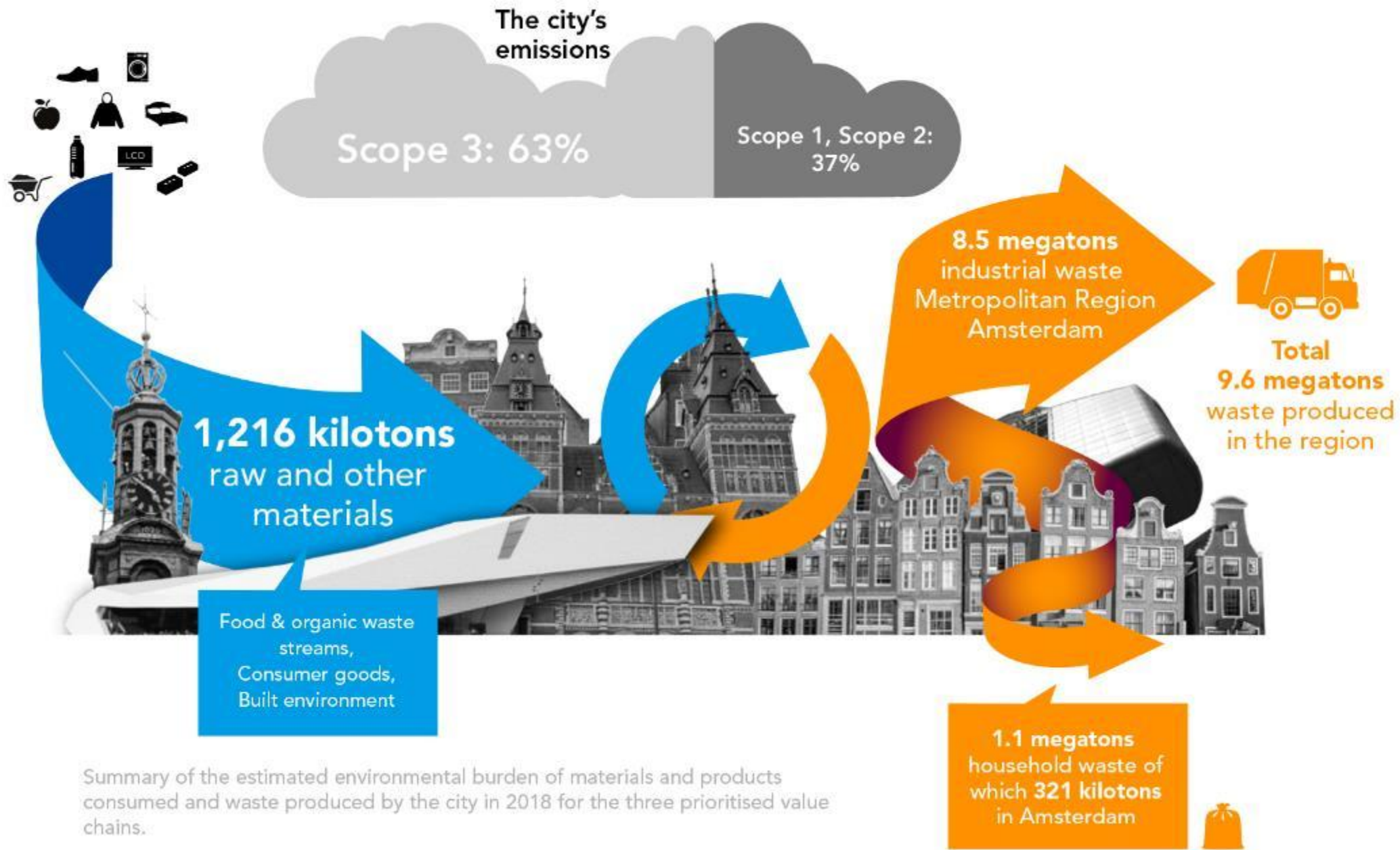


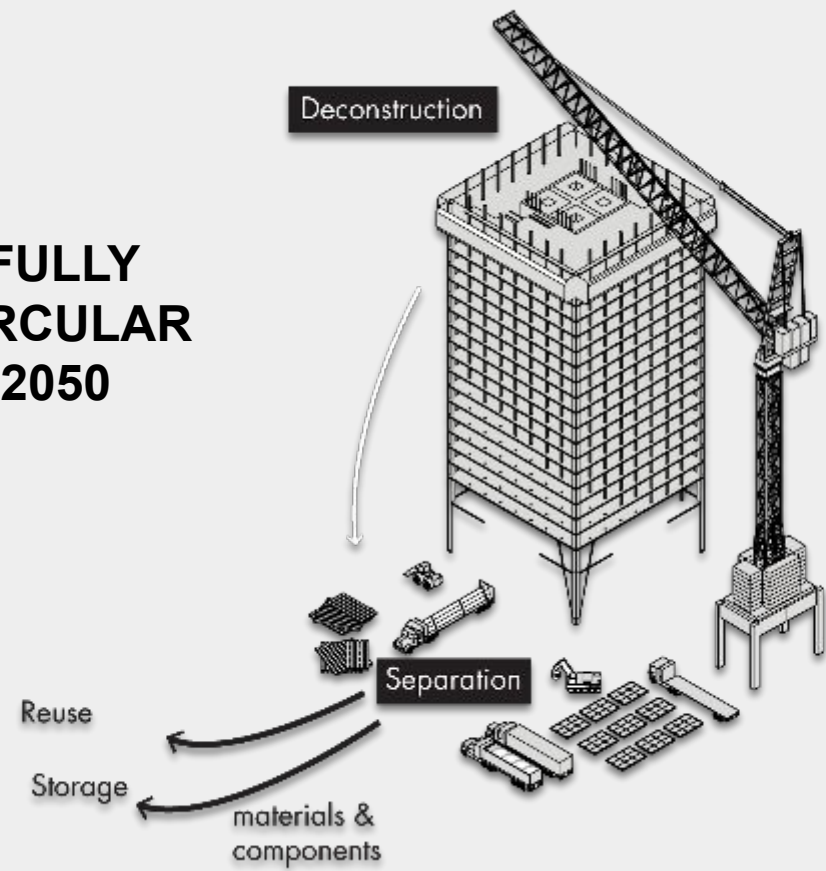


**THE JOURNEY OF
AMSTERDAM
WITH
THE DOUGHNUT**

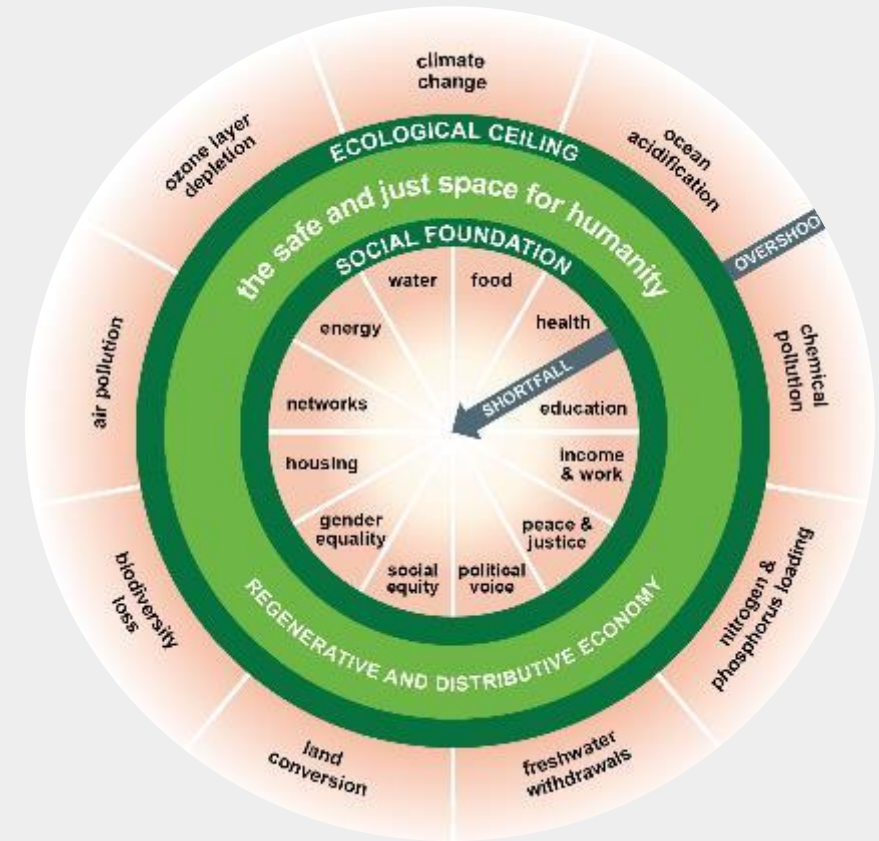
July 20, 2021



**FULLY
CIRCULAR
BY 2050**



AMSTERDAM CIRCULAR STRATEGIES



WITHIN A SAFE AND JUST SPACE FOR HUMANITY



XXX The first 'City Doughnut'



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	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
GLOBAL	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

The City Doughnut is a testing framework

Four perspectives on which we examine



Circular Strategy



- City Doughnut

- Amsterdam Circular Strategy 2020-2025

- Innovation and Implementation Programme 2020 -2021

- Monitor Circular Economy



Over 200 projects



Who does what?

Role of the City

- Setting the right example (e.g. procurement)
- Stimulate innovation and cooperation between businesses and institutions
- Setting standards and impose rules
- Stimulate front runners and bring those who lag on board
- Influence national & EU playing field; e.g. lobby for tax shift from labour to raw material use

Role of business

- Focus on innovation
- Develop new business models
- Design circular products
- Responsible for collection and high-quality processing of products after use phase

Role of residents

- Close involvement in the transition to a circular city
- Encouraged to make more sustainable choices
- Separate organic and other waste streams where possible