

Putting Doughnut economics in practice in Amsterdam

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 **CIRCLE**
ECONOMY **CIRCLE**
ECONOMY

CIRCLE ECONOMY

is dedicated to the practical and
scalable implementation of the
circular economy



New realities



New realities

New realities

**NO
NATURE
NO
FUTURE**

New perceptions





New perceptions

New values





New values

thrive

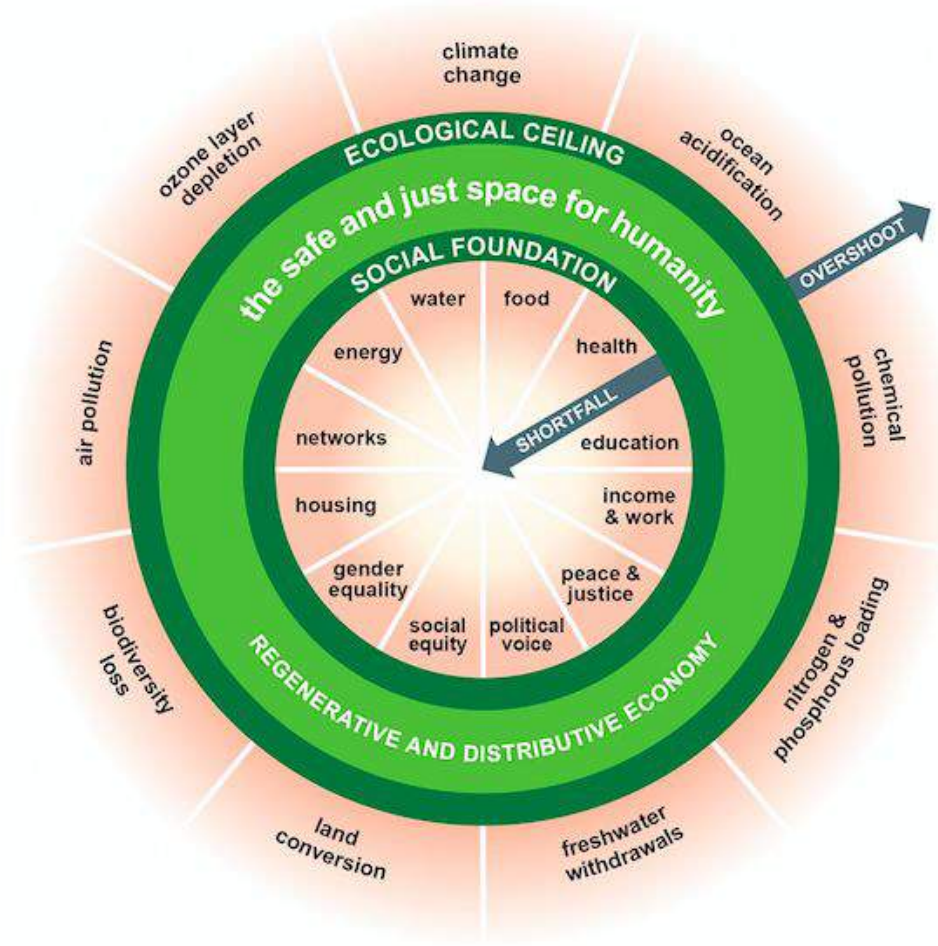
1. To grow vigorously; flourish
2. To be successful or make steady progress; prosper



THRIVING CITIES INITIATIVE

**C40**
CITIES**KOR**
FOUNDATION

Humanity's 21st century goal



The state of humanity and our planetary home

90% of world's children are breathing toxic air, WHO study finds

Humans have wiped out 60% of animals since 1970, says WWF

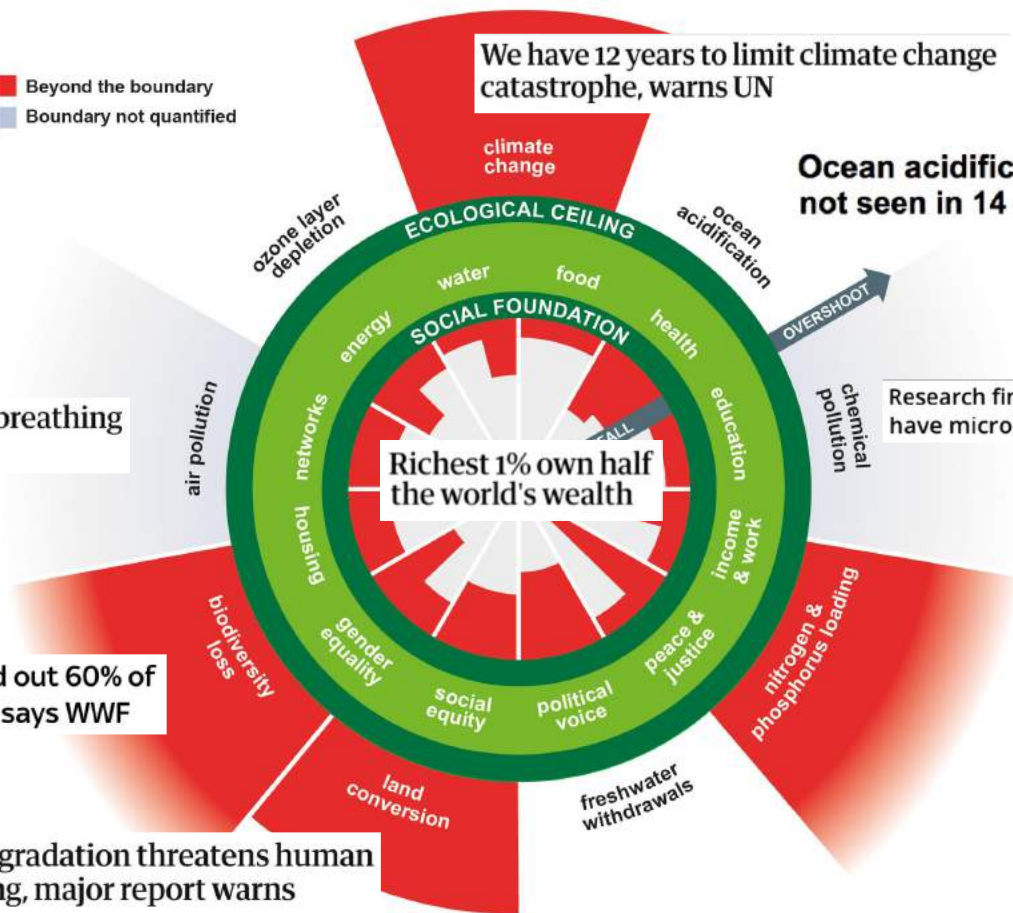
Land degradation threatens human wellbeing, major report warns

We have 12 years to limit climate change catastrophe, warns UN

Ocean acidification to hit levels not seen in 14 million years

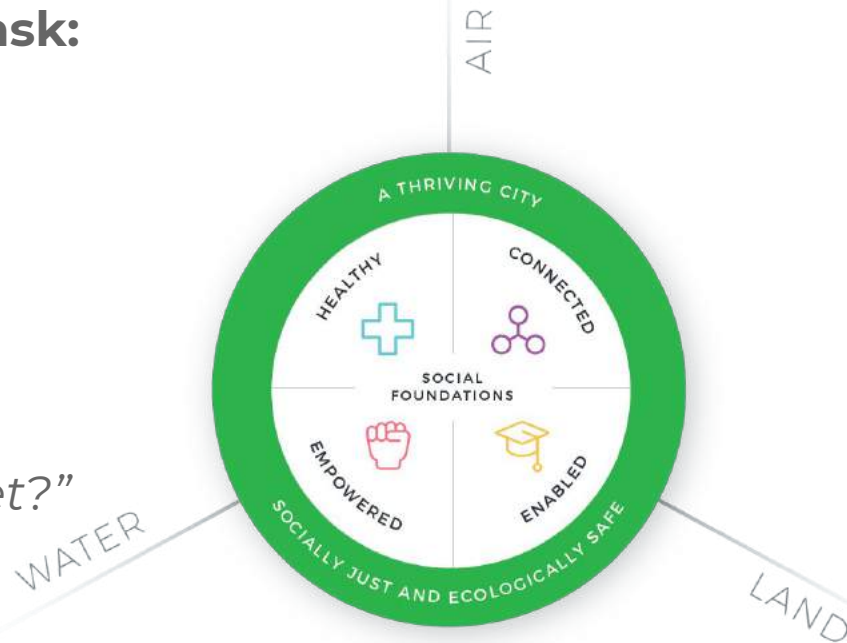
Research finds humans across the globe have microplastics in their stool

■ Beyond the boundary
■ Boundary not quantified



Pioneering cities are starting to ask:

*“How can our city be
a home to thriving people
in this thriving place,
while respecting
the wellbeing of all people
and the health of the whole planet?”*



FOUR LENSES OF THE CITY PORTRAIT



SOCIAL

ECOLOGICAL

LOCAL

1. What would it mean for the people of this city to thrive?

2. What would it mean for this city to thrive within its natural habitat?

GLOBAL

4. What is this city's impact on the wellbeing of people worldwide?

3. What is this city's impact on the health of the whole planet?

FROM CITY PORTRAIT TO CITY SELFIE

LOCAL

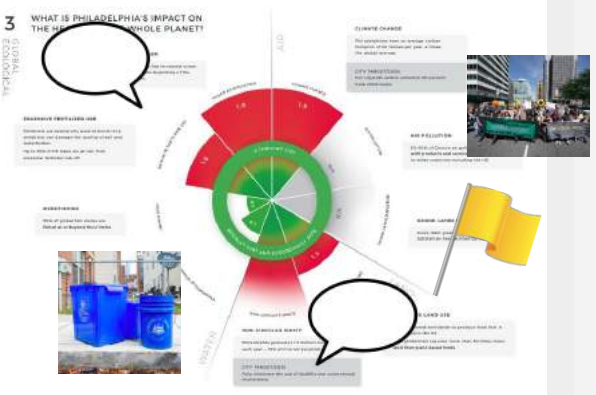
SOCIAL

ECOLOGICAL

LOCAL



GLOBAL



**APPLYING THE
DOUGHNUT IN
AMSTERDAM**



1. A JOURNEY OF CO-CREATION

BREAKING THROUGH SILOS

Bringing together city changemakers from different departments and fields



USING THE DOUGHNUT AS A TOOL

All existing city targets mapped on the Doughnut



...TO DESIGN HOLISTIC STRATEGIES

Using the Doughnut as a thinking compass to combine social and environmental benefits



FINDING SYNERGIES

"How can a strategy about housing have positive impacts on health, education, climate, air pollution or even gender equality?"



A LARGE COMMUNITY OF CHANGEMAKERS

Enriching the strategies with knowledge from the ground

The state of
humanity
and our
planetary
home



CONTRIBUTING TO A SHARED VISION

"How does your organization contribute towards the vision of a circular Amsterdam within the Doughnut?"





2. DEVELOP A HOLISTIC CITY STRATEGY

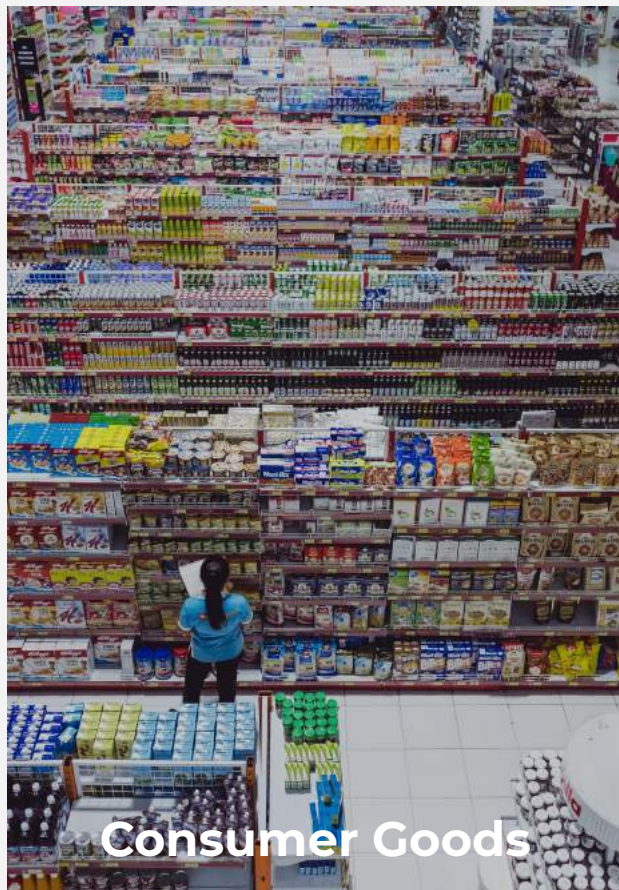


Gemeente
Amsterdam



**Amsterdam
Circular
2020-2025
Strategy**

THREE AREAS OF FOCUS



FOOD & BIOMASS

"Promote short food chains"



Consumer goods

"City reduces its consumption of goods"



Construction

"Circular and socially responsible criteria for construction"



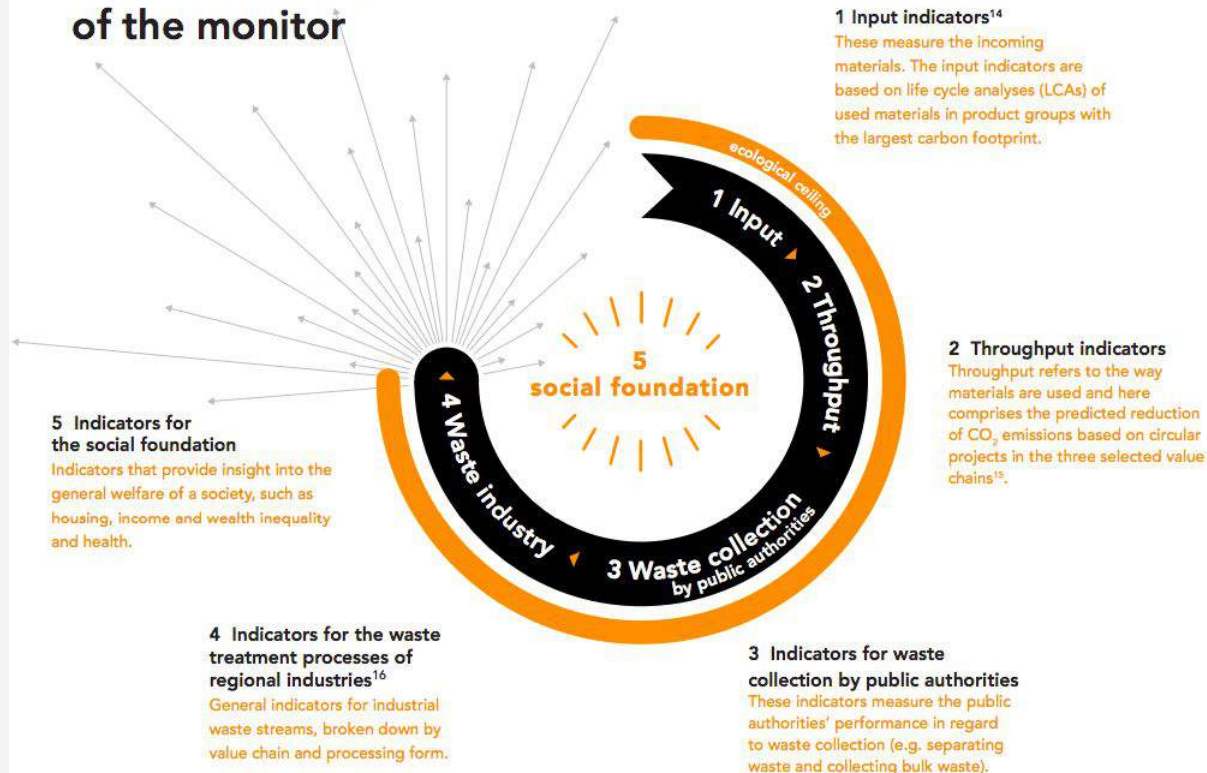


3. MEASURING WHAT MATTERS

CITY DOUGHNUT MONITOR

Measuring the social and ecological impact of the transition

The five sections of the monitor





4. DIGGING INTO THE CITY'S INSTITUTIONAL GOVERNANCE

CHANGING INSTITUTIONAL GOVERNANCE



The city looks internally, to change the way they operate as an institution to align with the Doughnut thinking





5. A BOTTOM-UP NETWORK OF CHANGEMAKERS

AMSTERDAM, DOUGHNUT COALITION



Self-organized network of changemakers co-leading the vision for a thriving city within the Doughnut





6. 200+
HOLISTIC
PROJECTS &
INITIATIVES

SHORT FOOD CHAINS | CONNECTION WITH FOOD

URBANIAHOEVE: Reconnecting people with food, enhancing biodiversity, and fostering social cohesion



REDUCE FOOD WASTE | CREATE NEW JOBS



INSTOCK & INSTOCK MARKET: Restaurant and online wholesaler for rescued products | mapping food flows



REDUCING CONSUMPTION | BUY LOCAL

AMSTERDAM MADE: A community of local makers striving to turn the industry fully circular



INSULATING HOMES| GENDER EQUALITY



DOUGHNUT DEALS: Neighborhood initiative creating jobs for unemployed women



SECURING SUSTAINABLE & AFFORDABLE HOUSING

COMMUNITY LAND TRUST BIJLMER: Community initiative for accessible&affordable housing



FESTIVALS WITHIN PLANETARY BOUNDARIES

DOUGHNUT FESTIVAL: A monitoring framework for festivals based on the Doughnut



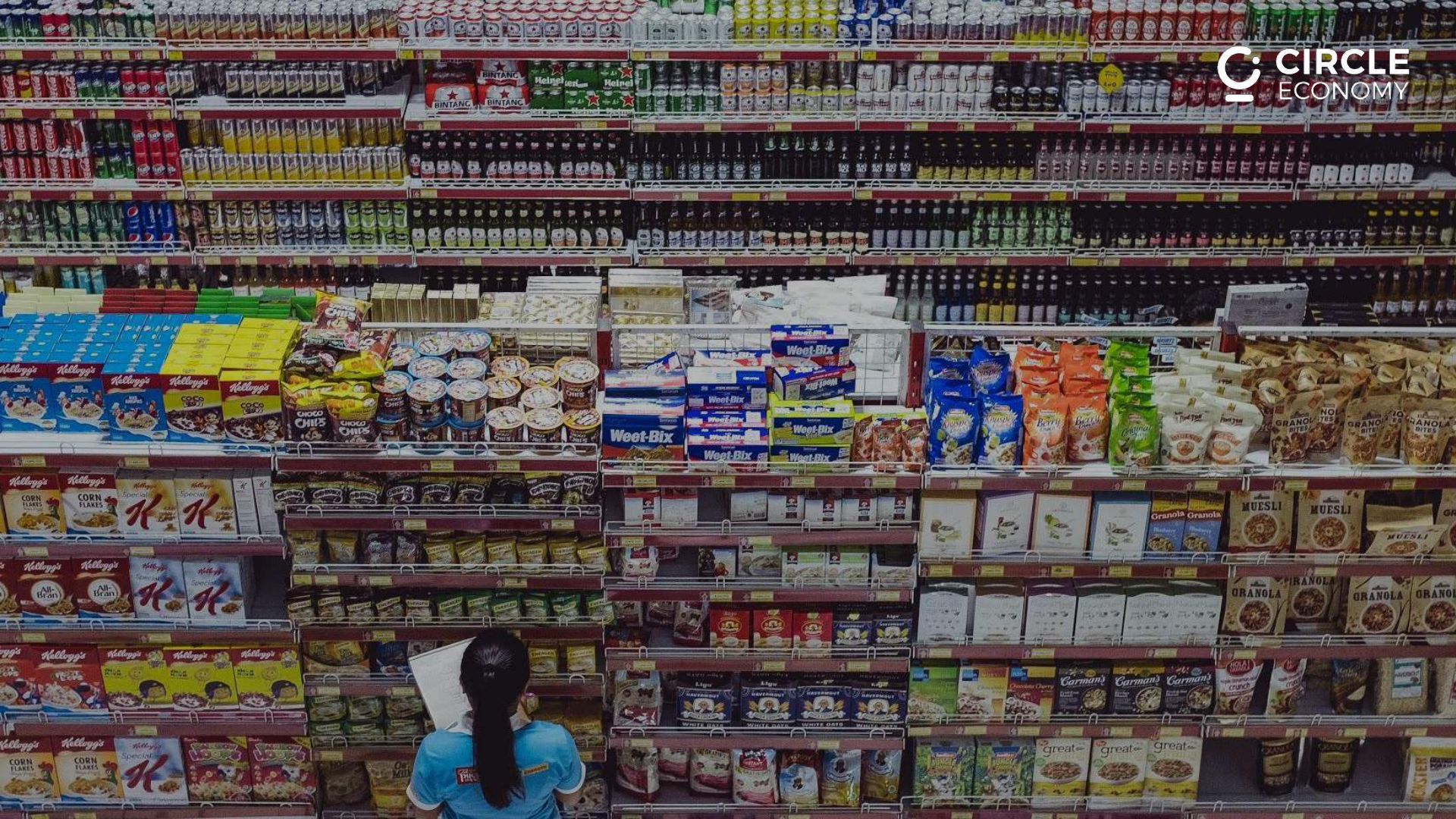
A NEW NARRATIVE

TOGETHER
WE WILL
CHANGE THE
WORLD

Thank you!

Ilektra Kouloumpi
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EXTRA SLIDES



A paradigm shift





A paradigm shift

CREATING A NEW PORTRAIT OF THE CITY

By asking a holistic question:

*“How can Amsterdam be
a home to thriving people
in this thriving place,
while respecting
the wellbeing of all people
and the health of the whole planet?”*



A CITY PORTRAIT WITH FOUR LENSES



SOCIAL

ECOLOGICAL

LOCAL

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FROM CITY PORTRAIT TO CITY SELFIE

LOCAL

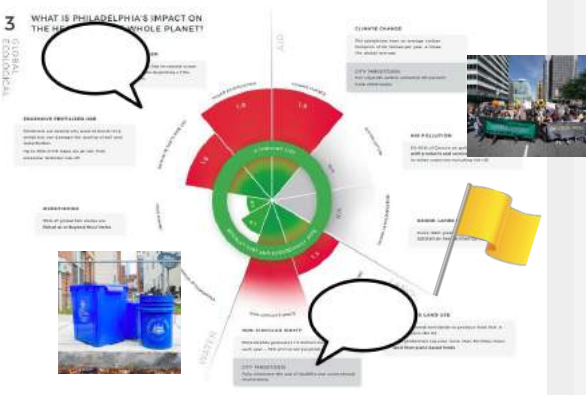
SOCIAL

ECOLOGICAL

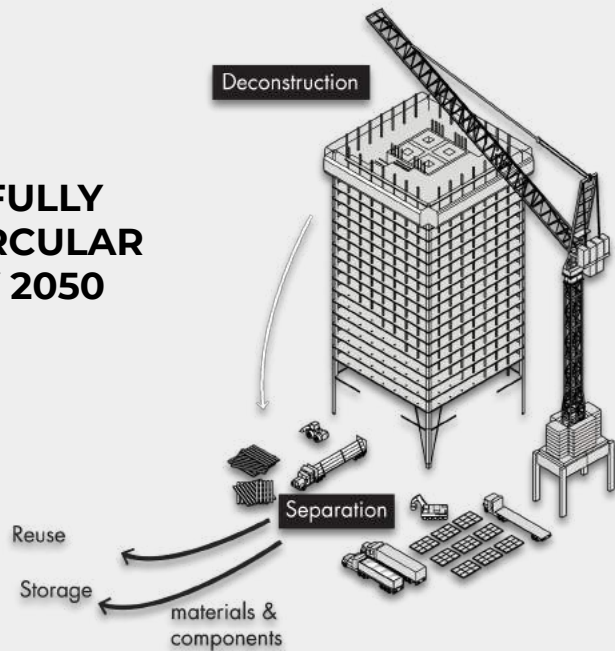
LOCAL



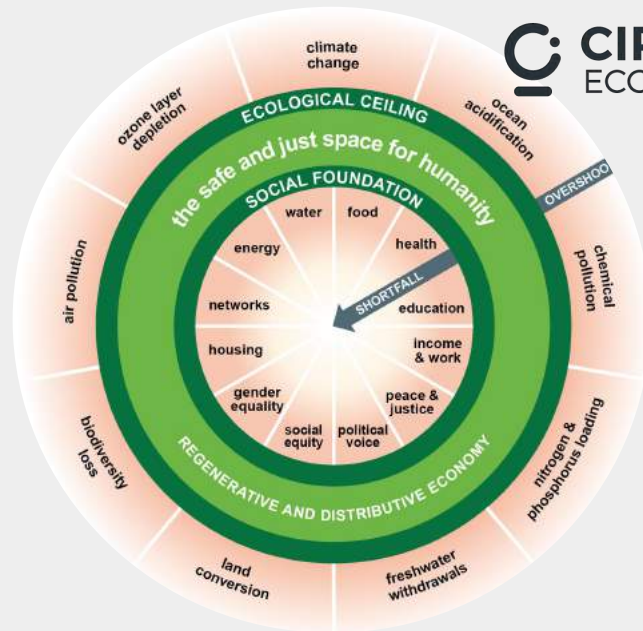
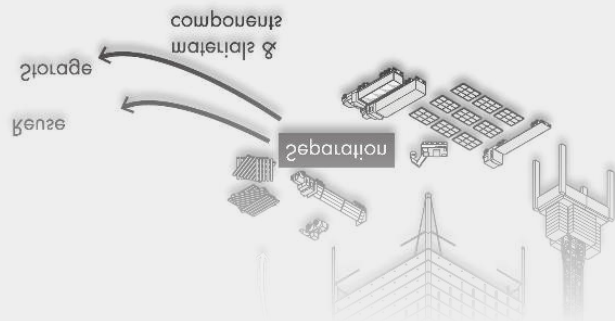
GLOBAL



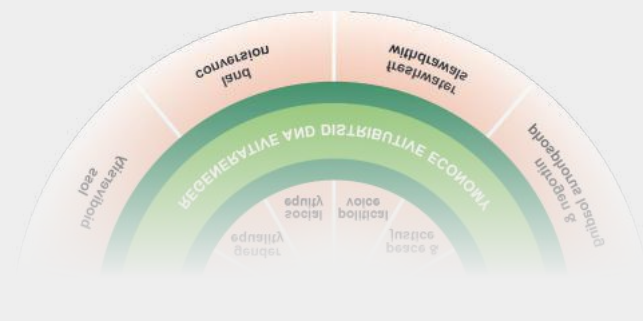
**FULLY
CIRCULAR
BY 2050**



AMSTERDAM CIRCULAR STRATEGIES



WITHIN A SAFE AND JUST SPACE FOR HUMANITY



DESIGNING HOLISTIC TARGETS...

"By aiming for this target, which aspects of the Doughnut are likely to be impacted?"





4. DIGGING INTO THE CITY'S INSTITUTIONAL GOVERNANCE

CHANGING INSTITUTIONAL GOVERNANCE



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4. RETHINKING HOW TO MEASURE PROGRESS

CITY DOUGHNUT MONITOR

Measuring the social and ecological impact of the transition

The five sections of the monitor

