

# Building blocks for the new strategy Amsterdam circular

Amsterdam wants to be a fully circular city by 2050. For this systemic change is needed. The city of Amsterdam is using the Doughnut economics model to build an integral circular economy strategy. This rapport outlines the building blocks towards creating a circular economy for the period in between 2020 and 2025 with a forward view to 2030. The Construction, Biomass and Food and Consumer Goods value chains have priority as the most environmental and economic impact can be achieved here.

Circularity is an economic system where the use of raw materials is minimized through the reuse of products, parts and high-quality raw materials. It is a system of closed cycles in which products lose their value as little as possible, renewable energy sources are used and system thinking is central.

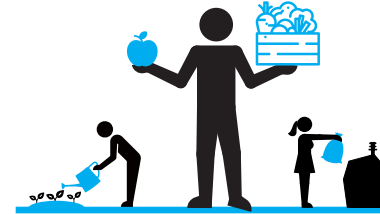
With the Doughnut model, Kate Raworth shows how we can live in a safe way and just place; a place that allows societies to thrive without harming our planet. It enables Amsterdam to develop a holistic vision for a thriving, self-renewing city, to design development directions and to measure progress. The participants in a participation process have jointly formulated 17 development directions for three themes. Together with the city, these development directions will be further shaped in the coming six months by 'thinking along about sustainable city' sessions (see [amsterdam.nl/duurzametoekomst](https://amsterdam.nl/duurzametoekomst)).



## Construction

### Development directions

- Foster circular area development through flexible zoning, climate adaptation and regenerative urban design
- Incorporate circular criteria into the land issuing and tendering of all construction and infrastructural projects and in the public space
- Enable the construction of adaptable and modular buildings
- Scale-up circular dismantling and monostream collection
- Support the use of renewable and secondary construction materials
- Stimulate circular retrofitting in private and social housing



## Biomass and food

### Development directions

- Foster circular food production in urban and peri-urban areas
- Encourage healthy, sustainable and plant-based food consumption by all citizens
- Minimise food waste from retail, catering and households
- Increase separate organic waste collection from households and businesses to enable high-value treatment
- Scale-up high-value transformation of residual biomass and food flows
- Accelerate the closing of local nutrient cycles from biomass and water flows



## Consumer goods

### Development directions

- Prevent overconsumption and minimise the use of fast-moving consumer goods
- Stimulate high-value recycling of complex consumer goods
- Encourage the shared and long-term use of products
- Expand craftsmanship networks in neighbourhoods to repair and restore products
- Promote the creation and use of standardised and modular products to enable reuse, repair and recycling



## Levers

Facilitate the transition to a circular economy

### Digitalisation

Enables the tracking and monitoring of material and resource flows. makes it possible to close material cycles.

### True and fair pricing

Prices must reflect their true and full costs, also the indirect social and environmental costs.

### Innovation networks

Connects stakeholders to ideate new circular solutions.

### System thinking

Is a holistic approach that aims to tackle major issues by analysing the inter-relations of spheres of influence in a system.

### Experimentation

To experiment, test and prototype new innovations.

### Logistics

An efficient logistics system in which materials can be transported to users, producers, and processors.

### Jobs and skills

New possibilities for employment and also demands new skills, preparing the labour market.



## Policy instruments

Interventions to stimulate a circular economy

### Regulation

Regulation can steer, for instance, spatial planning, but also monitoring or permitting (environmental- or parking permits).

### Legislation

Can be used to change behaviour.

### Fiscal frameworks

Can use positive or negative incentives to stimulate the circular economy.

### Direct financial support

Are a direct means to overcome financial barriers.

### Economic frameworks

Incentives to guide and foster the market towards circularity. For example, hold manufacturers and importers responsible for the treatment of their products

### Knowledge, advice and information

Describes the way the city can directly influence the creation of knowledge.

### Collaboration platforms and infrastructure

Enables the sharing of knowledge, data, best practices and information amongst stakeholders and can increase government transparency and empower entrepreneurs and academics.

### Governance

Utilise instruments to shape actions and decision-making in practice.

