2. THE AMBITION

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

Amsterdam wants to be and continue to be, a thriving and equitable city, to ensure a grand life for everyone. For all citizens and visitors - without compromising the natural boundaries of the Earth. In the pursuit of equality, the city has set a specific focus on wellbeing, next to welfare.

A Finite Earth does not have an infinite supply of resources. This is why it is crucial to work towards creating a more circular economy. The city of Amsterdam is aware of the impacts that its modes of consumption and production generate, both within and far beyond the boundaries of the city. Ultimately, Amsterdam recognizes the potential of circular measures towards achieving its climate goals. To this end, the city of Amsterdam is challenging all citizens and visitors to be aware of their personal impact and to actively work on decreasing the cumulative impact.

To realise this ambition, the municipality focuses on becoming a circular and climate neutral city.

The circular city: The city of Amsterdam want to become a circular city, and aims to use 90% fewer primary raw materials by 2023 and become 100% circular by 2050 at the latest.

The climate neutral city: The city of Amsterdam has adopted the objective of the Paris Agreement and strives to cut its CO2 emissions by 53% by 2030. Before 2050, CO2 emissions should be decreased by 55% in comparison with 1990 levels. The city wants to be carbon gas free by 2040.

Amsterdam’s motto is, and remains, “learning by doing”, This encompasses the innovative character of the city and its citizens, companies and knowledge institutions.
The Amsterdam Goal:
100% circular and climate neutral in 2050

Main City 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 the built environment will be circular
DOUGHNUT ECONOMY THEORY
KATE RAWORTH

APPLIED TO CITY LEVEL

Kate Raworth’s doughnut model.
THE AMSTERDAM CITY DOUGHNUT
A TOOL FOR TRANSFORMATIVE ACTION
WHAT WOULD IT MEAN FOR AMSTERDAM TO RESPECT THE HEALTH OF THE WHOLE PLANET?

**OCEAN ACIDIFICATION**

**CITY TARGET**
Reduce the city's in-boundary CO₂ emissions to 55% below 1990 levels by 2050, and to 95% below by 2050.¹²

CO₂ dissolved in seawater has increased the level of ocean acidity by 30% since the beginning of the Industrial Revolution.¹³

**CLIMATE CHANGE**

**CITY TARGET**
Reduce the city's in-boundary CO₂ emissions to 55% below 1990 levels by 2030, and to 95% below by 2050.²

In 2017, Amsterdam's in-boundary CO₂ emissions were 31% above 1990 levels. Furthermore, 63% of the city's total CO₂ emissions are produced beyond city boundaries, embedded in the building materials, food and consumer products that the city imports.³⁴⁵

**EXCESSIVE FERTILIZER USE**

The Dutch agricultural sector is responsible for 61% of the total amount of nitrogen emissions, mainly caused by fertilizers.⁶⁷

**AIR POLLUTION**

50-60% of air pollution in China is associated with products and services that are exported to other countries including the Netherlands.⁶⁸

**OVERFISHING**

Fish consumption has more than doubled in the Netherlands since 1990, putting the country in the top 25% of fish-consuming nations in the world.⁶⁹⁷

**OZONE-LAYER DEPLETION**

Since 1986, global use of ozone-depleting substances has declined by over 90%.⁷⁹

**FRESHWATER WITHDRAWALS**

The Netherlands has the highest water footprint in Europe, with almost 90% of total water consumption embedded in imports such as meat, cotton and food.⁷⁹⁸⁹⁰

**WASTE GENERATION**

**CITY TARGET**
Amsterdam aims to have a 50% reduction in the use of primary raw materials by 2030, and be a fully circular economy by 2050.⁴⁰

In 2018, the Amsterdam Metropolitan Area processed 8.5 mt of industrial and commercial waste and 1.1 mt of household waste - equivalent to one and a half Egyptian Pyramids.⁵⁰

**EXCESSIVE LAND USE**

The amount of land required worldwide for Dutch consumption in 2015 was around two and a half times the area of the Netherlands.⁷⁻⁸⁻¹⁰⁻¹¹⁻¹²
WHAT WOULD IT MEAN FOR AMSTERDAM TO RESPECT THE WELLBEING OF PEOPLE WORLDWIDE?

HEALTH

GLOBAL TARGET / SDG 3
End hunger, achieve food security and improve nutrition.¹

GLOBAL STATUS
Malnutrition is often prevalent amongst vulnerable factory workers, due to low wages and excessive hours of work.¹⁹⁰

FOOD

GLOBAL TARGET / SDG 2
End hunger, achieve food security and improve nutrition.¹

GLOBAL STATUS
Malnutrition is often prevalent amongst vulnerable factory workers, due to low wages and excessive hours of work.¹⁹⁰

CULTURE

GLOBAL TARGET / SDG 15.4
Strengthen efforts to protect and safeguard the world’s cultural and natural heritage.¹

GLOBAL STATUS
Globalisation can inspire innovation worldwide but it can also undermine the diversity of local identities and cultures.¹⁹ⁱ

COMMUNITY

GLOBAL TARGET / SDG 12.4
By 2020 achieve the environmentally sound management of chemicals and all wastes – and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.¹

GLOBAL STATUS
Industrial activity often contaminates the soil, air and water resources of surrounding communities.¹⁹²

PEACE & JUSTICE

GLOBAL TARGET / SDG 16
Promote peaceful and inclusive societies for sustainable development, access to justice for all, and effective, accountable and inclusive institutions at all levels.¹

GLOBAL STATUS
Workers in poorly regulated global supply chains can face forced labour, intimidation and violence.¹⁹³

GLOBAL TARGET / SDG 8
Promote full and productive employment and decent work for all⁴³

GLOBAL STATUS
Globalisation has created job opportunities for millions of workers. However, these jobs often entail:

- forced overtime
- insecure contracts
- stressful conditions
- restrictions on unions⁴³

EDUCATION

GLOBAL TARGET / SDG 4
Ensure inclusive and equitable quality education and promote lifelong learning opportunities.⁴

GLOBAL STATUS
The use of child labour in industrial and agricultural supply chains very often undermines children’s education.

GLOBAL TARGET / SDG 5
Achieve gender equality and empower all women and girls.⁴

GLOBAL STATUS
Employers often exploit the vulnerability of marginalised communities.⁴¹

EQUALITY IN DIVERSITY

GLOBAL TARGET / SDG 10
Reduce inequality within and among countries.⁴

GLOBAL STATUS
In Asia, female garment workers often face forced overtime, sexual harassment and being fired if pregnant.⁴²

TEXTILES

"Our salary is so low that I can’t afford the food in the factory canteen, even that is out of my reach." - Garment worker, Cambodia⁴⁰

"We all have problems with our lungs and pain all over our bodies" - female cobalt miner, the Democratic Republic of the Congo⁴⁰

"Mining for lithium so that people in other countries can switch to the electric car will kill our communities and our landscapes." - Indigenous leader, Argentina⁴⁰

JOBS

GLOBAL TARGET / SDG 8
Promote full and productive employment and decent work for all⁴³

GLOBAL STATUS
Globalisation has created job opportunities for millions of workers. However, these jobs often entail:

- forced overtime
- insecure contracts
- stressful conditions
- restrictions on unions⁴³

THE THRIVING CITY

SOCIALLY JUST AND ECOLOGICALLY SAFE

A THRIVING CITY

HEALTH

FOOD

TEXTILES

PEACE & JUSTICE

COMMUNITY

CULTURE

EDUCATION

EQUALITY IN DIVERSITY

JOBS

GLOBAL STATUS
In East Africa, the influx of cheap second-hand clothing exported by Western countries both damages local craft industries and undermines regional textile markets.³⁷

GLOBAL STATUS
In Paraguay, some large soybean farms have been in violent conflict with local communities over land use, sometimes resulting in arrests and even death.³⁷

GLOBAL STATUS
In Ghana, more than 3,500 workers on cocoa plantations are engaged under conditions of forced labour.³⁷

GLOBAL STATUS
"Our salary is so low that I can’t afford the food in the factory canteen, even that is out of my reach." - Garment worker, Cambodia⁴⁰

GLOBAL STATUS
"We all have problems with our lungs and pain all over our bodies" - female cobalt miner, the Democratic Republic of the Congo⁴⁰

GLOBAL STATUS
"Mining for lithium so that people in other countries can switch to the electric car will kill our communities and our landscapes." - Indigenous leader, Argentina⁴⁰
Developing the circular strategy with 100+ partners
Launch of the civil movement
Amsterdam Doughnut Coalition
Doughnut workshops at schools
First doughnut deal with Amsterdammers in neighbourhoods
ArenaPoort Living Lab for doughnut area development
Farmers for neighbours
Cheap local B-vegetables for Amsterdammers with a small wallet
Everybody connected:
3500 refurbished laptops with free internet to help fight lockdown loneliness for the most vulnerable Amsterdammers

"So now I have a laptop, which is great. I can smile again."
LEARNINGS & CHALLENGES

1. No circularity without equality
   So how to change the deeper dynamics underlying our economic and legal system?

2. Setting a bold mission target creates a movement
   And how to get the majority along?

3. We have to innovate ourselves out of this
   So how to scale up more, better and faster?