The evolution of implementing circular economy: the case of the Amsterdam Metropolitan Area
Transition management
(Loorbach & Rotmans, 2006)

- All relevant actors should be included
- Multi-scale perspective (EU, national, local)
- Involvement of frontrunners
- Long term objectives attuned to short term actions
- Room for experimenting and learning
- Joint, coordinated effort to build a new, circular economy
Circular Economy Program in the Amsterdam Metropolitan Area

Order of priority: 10 R’s

**High**
- **Refuse**: prevent raw materials’ use
- **Reduce**: decrease raw materials’ use
- **Redesign**: reshape product in view of circularity
- **Reuse**: use product again (second hand)
- **Repair**: maintain and repair product
- **Refurbish**: revive product
- **Remanufacture**: make new product from second hand
- **Re-purpose**: re-use product but with other function
- **Recycle**: salvage material streams with highest possible value

**Low**
- **Recover**: incinerate waste with energy recovery
1. Circular procurement to stimulate circular products

Targeted approach

- Each community: 11 participants and 6 sessions
- Objective: to learn from each other, exchange knowledge and set up joint initiatives

Communities of Practice (3)

Key-Results: 150 million circular procurement; manifest signed by 32 municipalities/2 provinces: 50% circular in 2025; roadmap
2. Closing the loop of resource streams
(9 priority resource streams: 2015-18)

Key-Results in 2015-2018: High value recycling and product-reuse/redesign of 20 sub-resource streams
Case 1: Closing the loop of organic waste of public green spaces
Case 2: Circular demolition/construction in Amsterdam of 470 houses (Circle City Approach)

95% resource reuse; climate neutral, green
Phases

Phase 1: Drafting program
Phase 2: Building circular initiatives
Phase 3: Scaling up
Phase 4: Mainstreaming

Key elements

1. Drafting Roadmap
2. Update roadmap
3. Tailor-made consortia at different speeds
4. Scaling up
5. Removing specific fundamental barriers
6. Mainstream phase in reach
More information?

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