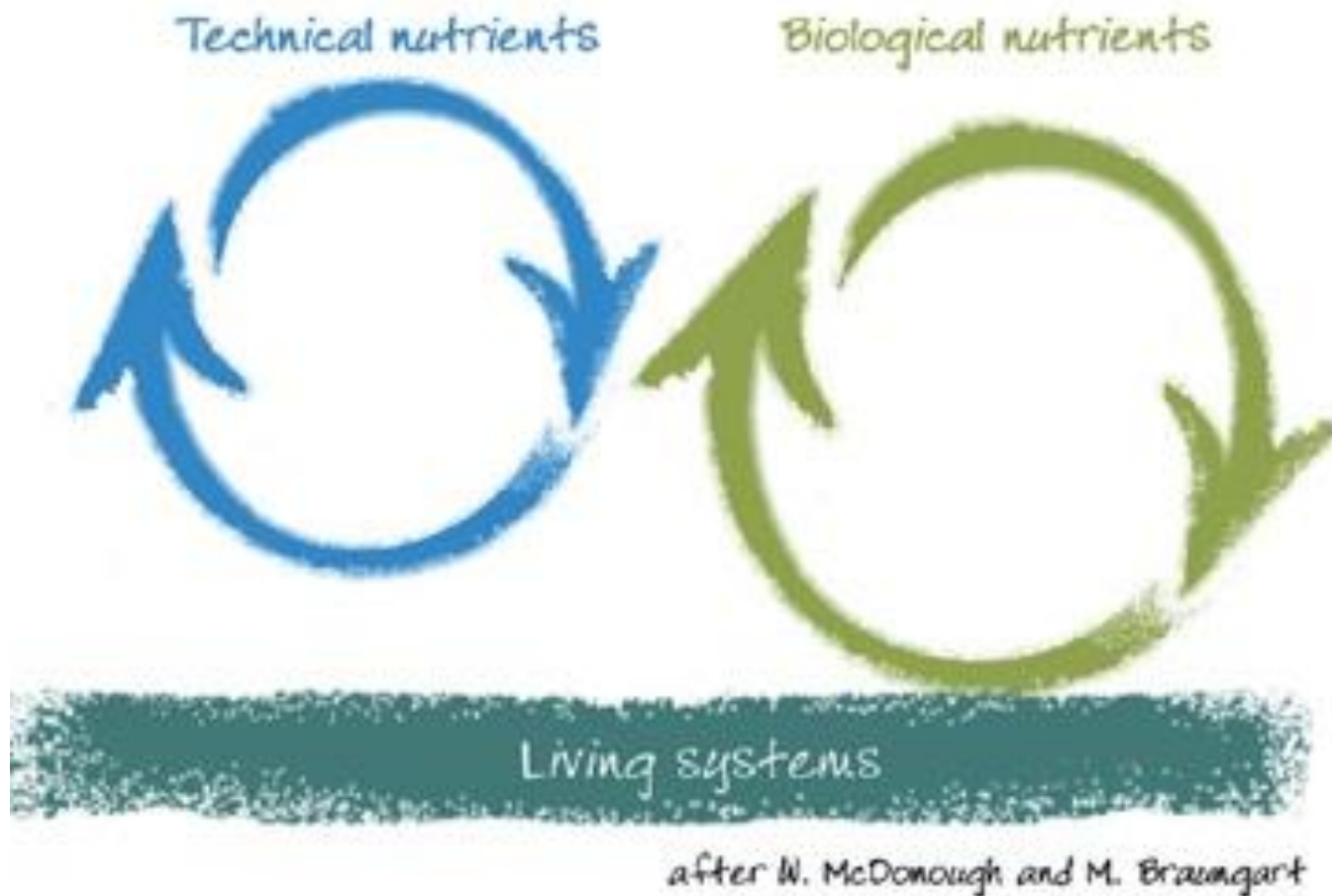


The evolution of implementing circular economy: the case of the Amsterdam Metropolitan Area



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

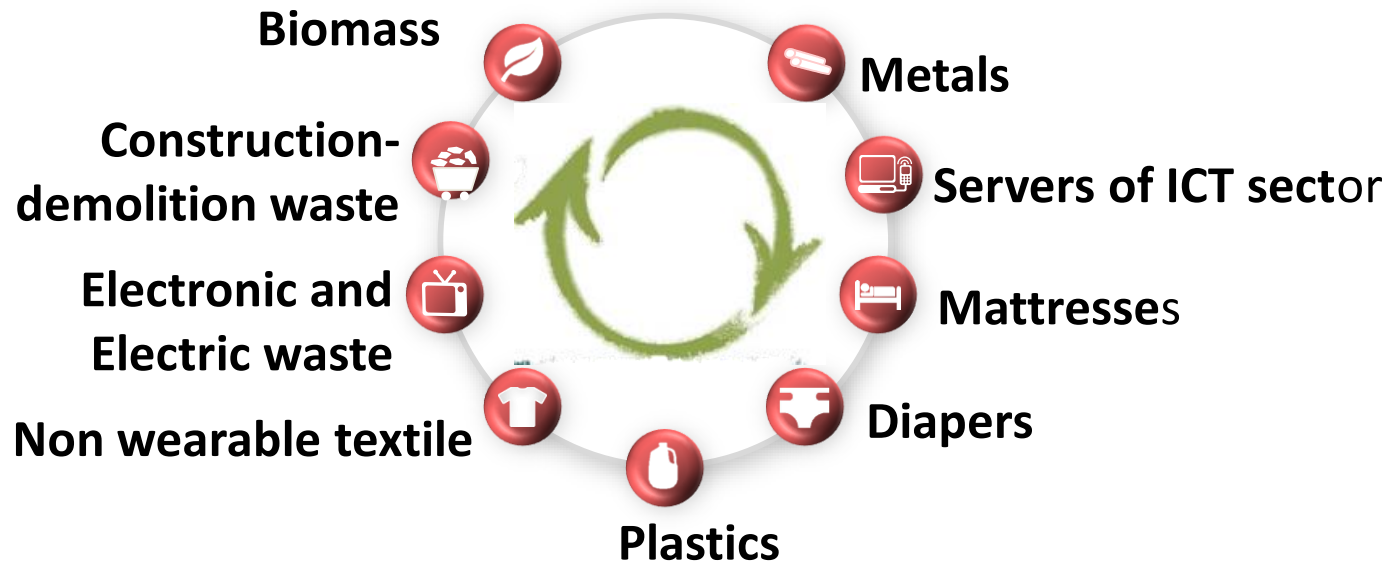
Recover: incinerate waste with energy recovery

1. Circular procurement to stimulate circular products



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)

amsterdam economic board

Phases

Phase 4:
Main-streaming

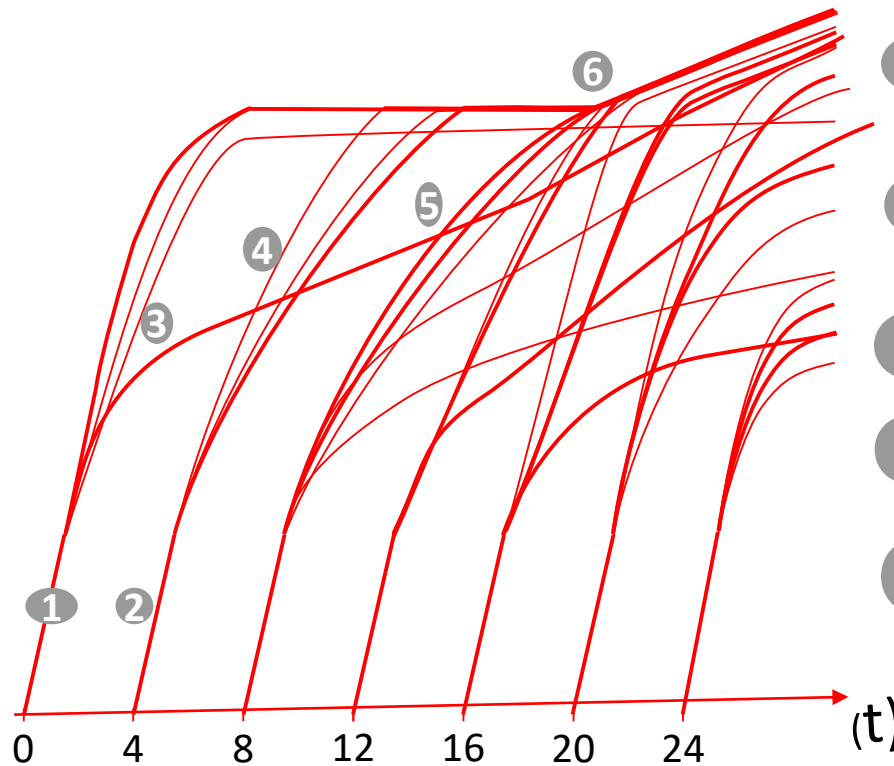
Phase 3:
Scaling up

Phase 2:
Building circular initiatives

Phase 1:
Drafting program

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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