THE AMSTERDAM CITY DOUGHNUT
A TOOL FOR TRANSFORMATIVE ACTION
The Doughnut: a 21st century compass

Creating a Thriving City Portrait

Amsterdam's City Portrait

Lens 1: Local Social

What would it mean for the people of Amsterdam to thrive?

The City Portrait as a tool for transformative action

1. From public portrait to city selfie

2. New perspectives on policy analysis

Principles for putting the Doughnut into practice

References

AMSTERDAM BECOMING A THRIVING CITY

Cities have a unique role and opportunity to shape humanity’s chances of thriving in balance with the living planet this century. Amsterdam is 5% of the world’s population, cities account for over 60% of global energy use, and more than 70% of global greenhouse gas emissions. As home to 25% of the world’s population, cities have immense potential to drive the transformations needed to tackle climate breakdown and ecological collapse, and to do so in ways that are socially just.

Amsterdam’s vision to be a thriving, regenerative and inclusive city, while respecting the planetary boundaries, makes the city a pioneer of such systemic transformation. In this spirit, the City of Amsterdam has developed the Amsterdam City Doughnut. It presents city thinking, co-creative innovation, and systemic transformation, rather than as a comprehensive assessment of the city. This document sets out the City Portrait for Amsterdam, rather than as a comprehensive assessment of the city. This document sets out the City Portrait for Amsterdam, rather than as a comprehensive assessment of the city. The Amsterdam City Doughnut is intended as a stimulus for cross-departmental collaboration within the City, and for connecting a wide network of city actors in a process of change, as set out in the eight ‘M’s on the right.

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

The Amsterdam City Doughnut is intended as a stimulus for cross-departmental collaboration within the City, for connecting a wide network of city actors in a process of change, as set out in the eight ‘M’s on the right.

This document illustrates some of the many approaches for putting the tool into practice, such as creating a city ‘self-portrait’; and deepening engagement with key city initiatives like Amsterdam’s Circular Roadmap 2020-25 and the Roadmap to Climate Neutrality 2050. Amsterdam is ideally positioned to use the portrait as a tool for transformational action. This has been recognised for its Amsterdam Approach to collaborative innovation, which connects neighbourhood initiatives with key city stakeholders, including the established institutions of government, business and knowledge institutions. Furthermore, the city is home to a dynamic network of changemakers who are already using Doughnut-inspired thinking to drive systemic change.

With such an opportunity, Amsterdam can be a pioneer of what it means to become a thriving city and in doing so inspire cities worldwide on their own journeys of transformation.

MOMENTUM

Create an iterative process that drives cycles of change, as set out in the eight ‘M’s on the right.

MINDSET

Embrace the value of working, and new narratives that underpin the deeper shifts required.

MONITOR

Assess progress against Doughnut-inspired frameworks to enrich the City Portrait.

MIRRORS

Reflect on the current state of the city through the perspectives of

MOBILIZE

Bring together the city actors needed to turn the portrait into action.

HAP

Identity matching how the portrait is used to bring about systemic change in the city.

TABLE OF CONTENTS

AMSTERDAM BECOMING A THRIVING CITY

Creating a Thriving City Portrait

Amsterdam's City Portrait

Lens 1: Local Social

What would it mean for the people of Amsterdam to thrive?

The City Portrait as a tool for transformative action

1. From public portrait to city selfie

2. New perspectives on policy analysis

Principles for putting the Doughnut into practice

References

AMSTERDAM BECOMING A THRIVING CITY

Cities have a unique role and opportunity to shape humanity’s chances of thriving in balance with the living planet this century. Amsterdam is 5% of the world’s population, cities account for over 60% of global energy use, and more than 70% of global greenhouse gas emissions, due to the global footprints of the products they import and consume. Without transformative action, under current annual demand for Earth’s material resources is set to rise from 80 billion tonnes in 2010 to nearly 90 billion tonnes by 2050. At the same time, cities have immense potential to drive the transformations needed to tackle climate breakdown and ecological collapse, and to do so in ways that are socially just.

Amsterdam’s vision to be a thriving, regenerative and inclusive city, while respecting the planetary boundaries, makes the city a pioneer of such systemic transformation. In this spirit, the City of Amsterdam has developed the Amsterdam City Doughnut. It presents city thinking, co-creative innovation, and systemic transformation, rather than as a comprehensive assessment of the city. This document sets out the City Portrait for Amsterdam, rather than as a comprehensive assessment of the city. The Amsterdam City Doughnut is intended as a stimulus for cross-departmental collaboration within the City, and for connecting a wide network of city actors in a process of change, as set out in the eight ‘M’s on the right.

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

The Amsterdam City Doughnut is intended as a stimulus for cross-departmental collaboration within the City, and for connecting a wide network of city actors in a process of change, as set out in the eight ‘M’s on the right.

This document illustrates some of the many approaches for putting the tool into practice, such as creating a city ‘self-portrait’; and deepening engagement with key city initiatives like Amsterdam’s Circular Roadmap 2020-25 and the Roadmap to Climate Neutrality 2050. Amsterdam is ideally positioned to use the portrait as a tool for transformational action. This has been recognised for its Amsterdam Approach to collaborative innovation, which connects neighbourhood initiatives with key city stakeholders, including the established institutions of government, business and knowledge institutions. Furthermore, the city is home to a dynamic network of changemakers who are already using Doughnut-inspired thinking to drive systemic change.

With such an opportunity, Amsterdam can be a pioneer of what it means to become a thriving city and in doing so inspire cities worldwide on their own journeys of transformation.

MOMENTUM

Create an iterative process that drives cycles of change, as set out in the eight ‘M’s on the right.

MINDSET

Embrace the value of working, and new narratives that underpin the deeper shifts required.

MONITOR

Assess progress against Doughnut-inspired frameworks to enrich the City Portrait.

MIRRORS

Reflect on the current state of the city through the perspectives of

MOBILIZE

Bring together the city actors needed to turn the portrait into action.

HAP

Identity matching how the portrait is used to bring about systemic change in the city.
The Doughnut of social and planetary boundaries envisions a world in which people and planet can thrive in balance – in other words, a society for guiding 21st-century prosperity. 1

The Doughnut’s social foundation, which is derived from the social priorities in the UN Sustainable Development Goals, sets out the minimum standard of living to which every human being has a right. 2 No one should be left behind in the middle of the Doughnut, falling short on the essentials of life, ranging from food and water to gender equality and political voice.

The Doughnut’s ecological ceiling comprises nine planetary boundaries, drawn up by Earth-system scientists in order to identify Earth’s critical life-supporting systems and the global limits of pressure that they can endure. Thriving must lie within these ecological boundaries if we are to preserve a stable climate, fertile soils, healthy oceans, a protective ozone layer, ample freshwater and abundant biodiversity on Earth.

Between the social foundation and the ecological ceiling lies a doughnut-shaped space in which it is possible to meet the needs of all people within the means of the living planet: an ecologically safe and socially just space in which humanity can thrive.

If humanity’s goal is to get into the Doughnut, the challenge is that we are currently far from doing so, as shown below. Worldwide, billions of people still cannot meet their most essential needs, yet humanity is collectively overshooting at least four planetary boundaries, and is driving towards climate breakdown and ecological collapse. The red wedges below the social foundation show the proportion of people worldwide currently falling short on this essential. The wedge radiating beyond the ecological ceiling shows the current overstepping of planetary boundaries.

The challenge of our times is that we must move within the Doughnut’s boundaries from both sides simultaneously, in ways that promote the wellbeing of all people and the health of the whole planet, achieving this globally for all actions on many levels, including in cities, which are proving to be leaders of such change. The Thriving City Portrait aims to amplify that potential.

CREATING A THRIVING CITY PORTRAIT

The Doughnut of social and planetary boundaries can be turned into a city-scale tool by asking the very 21st-century question posed on this page. It is a question that involves every city to start exploring what it would mean to thrive within the Doughnut, given the particular city’s location, context, culture and global interconnections – and the result is the City Portrait.

In order to dive more deeply into this question, the City Portrait comprises four interconnected lenses, each one highlighting a different aspect of what it means to be a thriving city.

Shaping the lenses: city targets and snapshots

Each lens draws on the overall Doughnut social and planetary boundaries, with the city’s cityward and ecological ceiling, for both the city’s local outcomes and its global impacts. It then matches these with the most relevant statistics available that give an illustrative snapshot of city life and its impacts in relation to those targets.

As a tool the Thriving City Portrait can be used to:

- envision what it means to be a thriving city, combining social goals with ecological ones, and local aspirations with global responsibility;
- consider what acts of civic, with diverse interests and concerns, through a common framework;
- explore the city from multiple perspectives, inviting city actors to see interconnections, recognise tensions, and identify synergies and trade-offs;
- consider city-wide situations and co-creation through an iterative process of transformative innovation (see fig. 2);
- develop a score for a 21st-century city, that start to measure and reflect what it means for this city to thrive.

The Thriving City Portrait is a new tool which is being piloted through the Thriving Cities Initiative in Amsterdam, Philadelphia and Portland. The TCI welcomes feedback and suggestions on how to enrich it conceptually and in practice, so that it can support transformative action in many more cities to follow.

The rest of this document sets out the four lenses of the Amsterdam City Doughnut. These lenses were created in collaboration with a wide range of city staff, whose expertise generated valuable insights along with access to the most recent and relevant city data. The 12 lenses show what it would mean for the people of Amsterdam to respect the health of the whole planet, while ensuring the wellbeing of people worldwide.

What would it mean for the people of Amsterdam to thrive?

1. EQUITY

2. ENVIRONMENT

3. ECOLOGICAL

4. GLOBAL

What would it mean for Amsterdam to thrive within its natural habitat?

What would it mean for Amsterdam to respect the wellbeing of people worldwide?

What would it mean for Amsterdam to thrive?
Focus on the voices of the city in order to reflect the lived experience of Amsterdam’s residents. Citysight Workshops were held in seven diverse neighborhoods, bringing City staff together with residents to hear their visions and priorities for a thriving Amsterdam. Several valuable insights emerged.

- Thriving in nature

When asked “What makes you thrive?” the most popular response from participants focused on nature. Many expressed a desire for fewer cars and more green space in the city in order to improve both their physical and mental health. I hope the City is able to create more green spaces within the city, growing so rapidly. It helps to bring nature and goes in the direction of meeting all other Amsterdam residents (Oost and Nord).

- Housing and social cohesion

Rapidly rising house prices (in) are the social cohesion of neighborhoods and reduce between people of different living standards. In the absence of affordable housing, the wellbeing of all in the city suffers. Such housing protects communities, supports social networks of care and support, which can be especially important in neighborhoods with many transient residents. In our neighborhoods people look out for each other – it’s very lovely, with a great diversity of culture. We love festivals where all cultures meet and come together. But the City is not supporting these neighborhood festivals anymore and they are greatly missed.

We need support from the City to have a place to meet where we can organize social activities, because pure loneliness is also a big issue here (Oud-Oost).

- Citizen-led transformation

Across neighborhoods, participants spoke of the importance of involvement and strong social and community networks. They support for their ability to organize and mobilize effectively at the local scale. There is a clear opportunity for open dialogue between the City and community-based networks over their role in decision-making and bringing about the many transformations needed, in the coming years.

Don’t decide for us – decide with us and give us co-ownership. We already have so many valuable networks in our neighborhoods which we feel well placed to take the responsibility (West and Zuid Oost).

- Ensuring a just transition

While the majority of participants supported the City’s plans to reduce the number of cars in the city, some were concerned that measures taken could increase social inequalities, with the effects falling heavily on more vulnerable residents. The price and accessibility of public transport is therefore important to address in order to ensure a just and inclusive transition towards a more sustainable urban infrastructure.

I like the more and more attention is being given to public transport (West).

Some Amsterdammers are dependent on their car – you can’t expect them to change their mode of transport if alternative isn’t there (South).

WHAT WOULD IT MEAN FOR THE PEOPLE OF AMSTERDAM TO THRIVE?

What would it mean for the people of a city to thrive? The best answer surely comes from the people themselves – based on their local culture, aspirations, culture, and values. This lens draws on the City of Amsterdam’s existing targets, as the most current expression of the city’s aspiration for its residents’ wellbeing.

The four components of wellbeing are clustered into four areas, including being:

- healthy with food, water, health, housing, education, energy, and employment, connected through mobility, community, digital connectivity, and participation;
- empowered through social equity, political voice, equality in status, or background. 22
- peace and justice where we can organise social activities, because pure loneliness is also a big issue here (Oud-Oost);
- nature. Many expressed a desire for fewer cars and more green space in the city in order to improve both their physical and mental health.

The City is an inclusive and sustainable way. 22

- Thriving in nature

around 40% of citizens are overweight and around half (50%) have a moderate or high risk of cardiovascular disease over the next 20 years. 24

Encouraging more people to work in the city centres could help reduce congestion and improve air quality. 23

In 2016, 82% of city residents stated that Amsterdam was a pleasant place to live. This is a positive change from 2014, when the percentage was 77%. 22

In 2017, 97% agreed that Amsterdam was a welcoming city for all – a 1% increase from 2016. 22

When asked ‘What makes you thrive?’ the most popular answer was the same throughout. People thrive on the City of Amsterdam’s existing targets, as the most current expression of the city’s aspiration for its residents’ wellbeing.

The many components of wellbeing are clustered into four areas, including being:

- healthy with food, water, health, housing, education, energy, and employment, connected through mobility, community, digital connectivity, and participation;
- empowered through social equity, political voice, equality in status, or background. 22
- peace and justice where we can organise social activities, because pure loneliness is also a big issue here (Oud-Oost);
- nature. Many expressed a desire for fewer cars and more green space in the city in order to improve both their physical and mental health.

The City is an inclusive and sustainable way. 22

- Thriving in nature

around 40% of citizens are overweight and around half (50%) have a moderate or high risk of cardiovascular disease over the next 20 years. 24

Encouraging more people to work in the city centres could help reduce congestion and improve air quality. 23

In 2016, 82% of city residents stated that Amsterdam was a pleasant place to live. This is a positive change from 2014, when the percentage was 77%. 22

In 2017, 97% agreed that Amsterdam was a welcoming city for all – a 1% increase from 2016. 22

When asked ‘What makes you thrive?’ the most popular answer was the same throughout. People thrive on the City of Amsterdam’s existing targets, as the most current expression of the city’s aspiration for its residents’ wellbeing.

The many components of wellbeing are clustered into four areas, including being:

- healthy with food, water, health, housing, education, energy, and employment, connected through mobility, community, digital connectivity, and participation;
- empowered through social equity, political voice, equality in status, or background. 22
- peace and justice where we can organise social activities, because pure loneliness is also a big issue here (Oud-Oost);
- nature. Many expressed a desire for fewer cars and more green space in the city in order to improve both their physical and mental health.

The City is an inclusive and sustainable way. 22

- Thriving in nature

around 40% of citizens are overweight and around half (50%) have a moderate or high risk of cardiovascular disease over the next 20 years. 24

Encouraging more people to work in the city centres could help reduce congestion and improve air quality. 23

In 2016, 82% of city residents stated that Amsterdam was a pleasant place to live. This is a positive change from 2014, when the percentage was 77%. 22

In 2017, 97% agreed that Amsterdam was a welcoming city for all – a 1% increase from 2016. 22

When asked ‘What makes you thrive?’ the most popular answer was the same throughout. People thrive on the City of Amsterdam’s existing targets, as the most current expression of the city’s aspiration for its residents’ wellbeing.
WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

What if cities were designed to be as generous and resilient as the ecosystems in which they are located? What if their buildings, greenways, and infrastructure aimed to clean as much air, filter as much water, store as much carbon, and house as many native species, and create pollinator corridors. Incorporating green roofs and walls additionally helps to connect fragmented habitats, support residents’ health and wellbeing – all while dramatically enlivening the design of buildings, hardwoods, and landscapes.

For each of the seven attributes, the lens addresses four questions:

- How does nature thrive here with generosity and resilience?
- How could the city mimic this success, and what is already underway?
- What targets does the city already have in relation to this ambition?
- What is known about the city’s current performance?

Amsterdam is based in the temperate broadleaf and mixed forest biome, which includes trees, but also wetlands, coastal grassland, and a number of heathland habitats. It is home to a number of species, from butterflies and bees to birds and mammals, including how they: provide water, regulate air quality, support rich plant life and a large diversity of birds; it also provides many opportunities for understanding how nature thrives here and then exploring how Amsterdam can best echo or mimic nature’s generosity and resilience in the very design of the city.

Focus on biomimicry in cities

Biomimicry is innovation inspired by nature. When brought into the context of cities, the principles of biomimicry offer new design strategies and nature-based solutions that can be integrated into existing city plans and strategies, and in Amsterdam this is already starting to happen. When designers in Amsterdam are integrating biomimetic designs into the fabric of their buildings, some are creating habitats for species directly in the fabric of buildings through using low-hold roofs, and ensuring retaining walls include places for nesting birds. Incorporating green roofs and walls additionally helps to connect fragmented habitats, support more native species, and reduce pollution concerns.

The City of Amsterdam is likewise taking action to significantly reduce air pollution with its Clean Air Action Plan, expanding the current low-emission zones, continuing the ban on petrol and diesel cars and motorbikes in the city by 2040. Cities can adapt science-based targets for their ecological performance by taking on the ambition of performing best as well as a healthy local ecosystem. In the case of the Clean Air Action Plan, for example, the city set goals that match the ability of a nearby thriving forest to capture particles and create clean air.

Creating and pursuing such aspirational, yet science-based goals, could restore a community’s sense of purpose, mobilise diverse city stakeholders, and support residents’ health and wellbeing – all while dramatically enlivening the design of buildings, hardwoods, and landscapes.

CITIES CAN ADOPT SCIENCE-BASED TARGETS FOR THEIR ECOLOGICAL PERFORMANCE BY TAKING ON THE AMBITION OF PERFORMING BEST AS WELL AS A HEALTHY LOCAL Ecosystem.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?

Healthy ecosystems are generous and resilient: they purify the air, cleanse the water, moderate the local climate, provide nutrients, calm floodwaters, house diverse species, and more – all to keep creating conditions in which life can thrive.

WHAT WOULD IT MEAN FOR AMSTERDAM TO THRIVE WITHIN ITS NATURAL HABITAT?
Cities have ecological impacts for beyond their borders, thanks to the intensifying resource use inherent in their consumption of products such as food, electronics, clothing, and construction materials. These impacts put pressure on planetary boundaries, and so threaten Earth’s critical life-supporting systems as a whole. A stable climate, healthy oceans, clean air, ample freshwater, and thriving ecosystems are needed in current approaches to production and consumption, and the City is focusing on strategies in the built environment, consumer goods, and transport. The Municipality has already adopted various circular programmes, including Amsterdam Circular — running by the Amsterdam Metropolitan Programme. Furthermore, by 2020 Amsterdam plans to be a ‘Climate Neutral’ city and reduce CO₂ emissions by 95% below 1990 levels, by focusing on buildings, transport, electricity, industry and the port. To calculate the city’s actual pressure on planetary boundaries, the global budget for pressure on each planetary boundary is illustrated in the diagram below – is to calculate the extent of in-boundry CO₂ emissions that have been produced worldwide. Where appropriate, the modelled results are supplemented with city-level data, such as for non-circular waste.

City-scale boundaries are currently calculated as a global equal per capita basis, regardless of the city’s or nation’s level of development. Given the historic responsibility of high-income countries for excessive resource use, however, cities in these nations should also project moving within planetary boundaries for farther than cities in less wealthy nations. The City of Amsterdam plans to move towards a circular economy on a qualitatively possible, and by 2050 at the very least. To realise a circular economy, a fundamental shift is needed in current approaches to production and consumption, and the City is focusing on strategies in the built environment, consumer goods, and transport. The Municipality has already adopted various circular programmes, including Amsterdam Circular — running by the Amsterdam Metropolitan Programme. Furthermore, by 2020 Amsterdam plans to be a ‘Climate Neutral’ city and reduce CO₂ emissions by 95% below 1990 levels, by focusing on buildings, transport, electricity, industry and the port.

Calculating city-scale pressure on the planet
Methodologies for calculating city-scale pressure on planetary boundaries are relatively new, constrained by data availability and limitations. The approach taken here — as illustrated in the diagram below — is to calculate the extent of a city’s overshoot of planetary boundaries by comparing at city’s permitted share of pressure with its actual pressure. To calculate the city’s permitted share of planetary boundary pressure, the global budget for pressure on each planetary boundary is downscaled to the level of an equal per capita allocation. To calculate the city’s actual pressure on planetary boundaries, data on national resource use are downscaled to the level of the city, on the basis of that city’s share of national population and income. These calculations take a consumption-based approach to resource use, ascribing ecological impacts to the place of consumption, rather than the place of production. They are based on a modeling technique known as input-output analysis, which can be used to estimate the total resource use associated with the consumption of goods that have been produced worldwide. Where appropriate, the modelled results are supplemented with city-level data, such as for non-circular waste.
Focus on Amsterdam’s purchasing and procurement
Amsterdam, like cities worldwide, is connected to complex global supply chains, through myriad purchases. In addition, the Port of Amsterdam is one of Western Europe’s top five sea ports and, for example, the world’s single largest importer of cocoa beans, mostly from West Africa. The labour conditions for people employed in these diverse global supply chains are often exploitative, undermining their rights and wellbeing.

In response to this harsh reality, however, Amsterdam is also home to some of the most innovative companies that have been actively promoting this situation by doing business in ways that respect the wellbeing of people worldwide. Their initiatives include:

- Tony’s Chocolonely, a chocolate company aiming to eliminate modern slavery from cocoa production through doing business in ways that respect the wellbeing of people worldwide, but those jobs too often entail dangerous working conditions or child labour.
- Coffee and tea brand Terrains is drawn from publicly available research on labour conditions in the food, clothing and electronics industries, and their educational opportunities. Their policies and innovations, their educational opportunities, their purchases and remittances, their investments and innovations, their educational opportunities include:
- Fashion for Good, a global platform for innovation, aiming to create a new ecosystem of enterprises, demonstrating ethical alternatives to shoppers.
- In East Africa, the influx of cheap textiles from Asia has led to significant price cuts, undermining children’s education.
- In Paraguay, some large soybean farms have been in violent conflict with local communities over land use, sometimes leading to forced labour.
- Malnutrition is often prevalent among women and girls.

These purchases support the jobs of millions of people employed in these diverse global supply chains. The Municipality intends to integrate these GIICs into its procurement strategy, and recently voted to promote social justice, the environment and fair work for City employees, and electronic hardware for City departments responsible procurement practices, however, are not yet fully embedded in Cityprocurement.

The MVOI includes, among other policies, guidelines on responsible procurement practices, however, are not yet officially monitored, and so are not yet reflected in this lens of the portrait.

In Thailand’s seafood industry, migrant workers are often made to work 12-hour days for $1-2, carrying sacks of cobalt – a mineral used to make smartphones – and significantly reduce their release to air, water and soil in order to minimize their environmental impact. By 2020 achieve the environmentally sound management and environmentally sound disposal of hazardous waste.

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

The use of child labour in industrial and agricultural production has been a major factor in the world’s cultural and natural heritage. The use of child labour in industrial and agricultural production undermines the world’s cultural and natural heritage.

Healing for all at all ages is a global goal for 2030.

In 2016, 12 of the 13 major mines in the Democratic Republic of the Congo were controlled by armed groups.

The realisation of these labour conditions stands in marked contrast to the Sustainable Development Goals, which are commitments to the wellbeing of all people, agreed to by the world’s governments.

WHAT WOULD IT MEAN FOR AMSTERDAM TO RESPECT THE WELLBEING OF PEOPLE WORLDWIDE?

WORLDWIDE?

WHAT IS AMSTERDAM’S IMPACT ON THE WELLBEING OF PEOPLE WORLDWIDE?

WHAT WOULD IT MEAN FOR AMSTERDAM TO RESPECT THE WELLBEING OF PEOPLE WORLDWIDE?

Health

Global Goal: End all forms of violence and abuse against women and girls.

Global Goal: End all forms of discrimination against all women and girls.

Global Goal: Ensure universal primary education.

Global Goal: Ensure access to affordable, reliable, sustainable and modern energy for all.

Global Goal: Ensure healthy lives and promote well-being for all at all ages.

Global Goal: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Cultural heritage

Global Goal: Promote the conservation of cultural and natural heritage.

Global Goal: Promote the sustainable management of all types of ecosystems.

Global Goal: Promote the balanced and sustainable use of oceans, seas and marine resources.

Global Goal: Ensure access to affordable, clean and modern energy for all.

Global Goal: Achieve gender equality and empower all women and girls.

Global Goal: Ensure peace, justice and strong institutions.

Global Goal: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Global Goal: Take urgent action to combat climate change and its impacts.

Global Goal: Achieve sustainable development goals.

Global Goal: Ensure availability and sustainable management of water and sanitation for all.

Global Goal: Ensure sustainable consumption and production patterns.

Global Goal: Take urgent action to combat climate change and its impacts.

Global Goal: Ensure sustainable consumption and production patterns.

Global Goal: Combat climate change and its impacts.

Global Goal: Take urgent action to combat climate change and its impacts.

Global Goal: Ensure sustainable consumption and production patterns.

Global Goal: Combat climate change and its impacts.

Global Goal: Ensure sustainable consumption and production patterns.
The City Portrait is a tool – a starting point for new ways of thinking, shared inspiration and transformative action towards becoming a city that thrives for people and planet, locally and globally. Its potential as a transformative tool will be best realised when put into practice:

- by a network of changemakers, bringing government, business and academia together with innovators from SMEs, start-ups, the commons, and community networks
- on multiple levels, connecting analysis and action from the global level to the city through to the neighbourhood and household
- using a wide range of tools and methods that continually evolve through innovation and learning
- as an iterative cycle of co-creation, instigating new action, and amplifying what’s already working
- in the spirit of the Doughnut principles for practice (see p. 18)

Amsterdam is ideally positioned to build on its existing ambition and use this tool for transformative action, in order to become a thriving city across all four of the lenses. The city is home to a dynamic network of city changemakers already using Doughnut thinking in their work, ranging from design agencies, urban organisations to universities, research and data, social enterprises and the Municipality (see image on p. 15).

The City of Amsterdam, in collaboration with Circle Economy and diverse city stakeholders, have produced the Circular Amsterdam Roadmap 2020-25, employing the global Doughnut to assess and select 17 circular directions for city action.

The concept of Doughnut Deals was invented in the neighbourhood of Bijlmer in 2019, to recognise community-based projects that help bring the city into the Doughnut from both sides, by creating social and ecological benefits.

We Make the City 2020 plans to include a celebration of these Doughnut Deals as they emerge and the concept spreads across the city.

The Amsterdam University of Applied Sciences has invited Kate Raworth to become its first Professor of Practice, and to create a transdisciplinary initiative with HvA students over the coming three years.

The ‘Amsterdam Approach’ to collaborative innovation is exemplary for open co-creation, involving citizens’ networks, start-ups, SMEs and civil society alongside government, business and knowledge institutions. This city, more than any other, is ready to demonstrate what can be achieved when a holistic tool for co-creation is shared within a network of highly effective changemakers, connected by a set of insightful methods and a dynamic process of action and learning. An Amsterdam heads towards celebrating its 750th year in 2025, there could not be a better time for the city to act on an inspirational example of 21st century transformation in action.
The resulting and unique City Selfie would be a diverse, lively, ever-changing, challenging, but also energising, portrait of a city that is already in transformation. The ready community of changemakers in Amsterdam can be pioneers of this process, inviting all contributors to bring:

1. existing policies, projects, initiatives and start-ups
2. stories, histories and images from diverse neighbourhoods
3. visions, proposals and new initiatives for transforming the city

The City Portrait can be used by policymakers and stakeholders as a starting point for reflecting on the opportunities and challenges, synergies and tensions, of alternative policies and actions at hand. By taking a holistic perspective on possible actions, they can build the insights gained into the policy design process. If the portrait is first turned into a City Selfie, the interconnections and insights will be even richer.

Amsterdam’s ambitious approach to circular economy, for example, has implications for every lens of the portrait, and is likewise affected by the interconnections between them. The many possible directions that this circular economy strategy can take can be explored in greater depth through the portrait, including by asking:

• What will be the benefits of the city pursuing this strategy – socially and ecologically, locally and globally?
• Where are the possible synergies between lenses and what’s needed to unlock them?
• What tensions might arise as a result of city action across the different lenses? How might they best be resolved?
• What changes are needed in city norms and city-wide systems, along with changes in the predominant values and behaviour of city residents?
• How can the city’s diverse network of changemakers create synergy between their existing initiatives and collaborate to what’s needed to unleash them?

How could this strategy respect the health of the planet?
How could it support people’s ability to thrive here?
How could it support the city’s ability to thrive within its natural habitat?
How could this strategy respect the wellbeing of people worldwide?
How could the cityality of favour within its natural habitat?

Proposed strategy

from public potrait to city selfie

This version of the Amsterdam City Doughnut has been created based on publicly available data and reports, essentially making it a public portrait of the city. What if city changemakers were to layer into all of the ongoing initiatives that are helping to bring Amsterdam into the Doughnut and make it thrive? In doing so, they would effectively create the first City Selfie, a living image of transformations underway, thus helping to make visible the seeds of a thriving Amsterdam that is already emerging.

The City Portrait can be used by policymakers and stakeholders as a starting point for reflecting on the opportunities and challenges, synergies and tensions, of alternative policies and actions at hand. By taking a holistic perspective on possible actions, they can build the insights gained into the policy design process. If the portrait is first turned into a City Selfie, the interconnections and insights will be even richer.

Amsterdam’s ambitious approach to circular economy, for example, has implications for every lens of the portrait, and is likewise affected by the interconnections between them. The many possible directions that this circular economy strategy can take can be explored in greater depth through the portrait, including by asking:

• What will be the benefits of the city pursuing this strategy – socially and ecologically, locally and globally?
• Where are the possible synergies between lenses and what’s needed to unlock them?
• What tensions might arise as a result of city action across the different lenses? How might they best be resolved?
• What changes are needed in city norms and city-wide systems, along with changes in the predominant values and behaviour of city residents?
• How can the city’s diverse network of changemakers create synergy between their existing initiatives and collaborate to what’s needed to unleash them?

How could this strategy respect the health of the planet?
How could it support people’s ability to thrive here?
How could it support the city’s ability to thrive within its natural habitat?
How could this strategy respect the wellbeing of people worldwide?
How could this strategy respect the health of the planet!
Embrace the 21st century goal. Aim to meet the needs of all people within the means of the living planet. Seek to align your organisation’s purpose, networks, governance, ownership and finance with this goal. Expect the work to be challenging, innovative and transformative.

See the big picture. Recognise the potential roles of the household, the commons, the market and the state—and their many synergies—in transforming economies. Ensure that finance serves the work rather than drives it.

Nurture human nature. Promote diversity, participation, collaboration and reciprocity. Strengthen community networks and work with a spirit of high trust. Care for the wellbeing of the team.

Think in systems. Experiment, learn, adapt, evolve, and aim for continuous improvement. Be alert to dynamic effects, feedback loops and tipping points.

Be distributive. Work in the spirit of open design and share the value created with all who co-create it. Be aware of power and seek to redistribute it to improve equity amongst stakeholders.

Be regenerative. Aim to work with and within the cycles of the living world. Be a sharer, repairer, regenerator, steward. Reduce travel, minimize flights, be climate and energy smart.

Aim to thrive rather than to grow. Don’t let growth become a goal in itself. Know when to let the work spread out via others rather than scale up in size.

PRINCIPLES FOR PUTTING THE DOUGHNUT INTO PRACTICE

Doughnut Economics Action Lab requests that all projects and initiatives using the Doughnut as a foundational concept be designed and implemented in ways that aim to embody the core principles of Doughnut Economics, as set out in these principles.
ACKNOWLEDGEMENTS

The Amsterdam City Portrait was created by Doughnut Economics Action Lab (DEAL), in collaboration with Biomimicry 3.8, Circle Economy, and C40.

Contributors include: Kate Raworth, Olya Krestyaninova, Fredrik Eriksson, Lucy Feibusch, and Carlota Sanz at DEAL; Janine Benyus, Jamie Dwyer and Nicole Hagerman Miller at Biomimicry 3.8; Annerieke Douma, Inge ter Laak, Nicolas Raspail and Liesl Ehlers at Circle Economy; and Julia Lipton at C40.

Doughnut Economics Action Lab works with innovative practitioners to turn the ideas of Doughnut Economics into transformational tools and practice, so that people and planet can thrive.

Biomimicry 3.8 is the world’s leading bio-inspired consultancy, empowering changemakers with 3.8 billion years of research and development in nature to create more resilient and life-friendly products, processes, facilities, and communities.

Circle Economy aims to empower a global community of businesses, cities and governments to accelerate the transition to a circular economy through practical and scalable insights and solutions that address humanity’s greatest challenges.

C40 Cities works with over 90 of the world’s largest cities to drive meaningful and measurable action on climate change, on the scale required to limit global heating within 1.5°C.

Publication date:
Amsterdam, March 2020