Transformative journeys to make cities thrive!

Designing circular economies for people and planet

THRIVE!
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WHY

CIRCULAR AND

REGENERATIVE

CITIES
CITIES ARE THE EPICENTRE OF OUR GLOBAL SYSTEM...

- 50% of global population lives in urban areas
- 2/3 of global energy is used in cities
- 80% of global GDP is generated in cities
- 70% of global resources are used in cities
...FACING ECOLOGICAL AND SOCIAL CHALLENGES
AT THE CURRENT PACE, WE ARE HEADING TOWARDS...

A world that is **3-6 °C warmer**

High sea levels will engulf coastal regions, forcing nearly half the global population inland: we could see 2 billion climate refugees by 2100 and our growing population competing for space on a shrinking globe.

Growing inequalities across our systems

One in four urban residents (over 1 billion people) live in informal settlements. Climate breakdown will cause the number of displaced and vulnerable people to double to over 200 million each year by 2050. Despite the poorest 50% of the globe being responsible for only 7% of global GHG emissions, they will bear the brunt of rising temperatures (UN, 2020).

Over-consuming Earth’s resources

According to latest projections, the global population could grow to around 8.5 billion in 2030, 9.7 billion in 2050. The equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles (UN, 2020).
Traditional institutional structures and siloed way of working... limit opportunities for systemic solutions and deep transformation.
INNOVATIVE SYSTEMIC CHANGES ARE REQUIRED

We have the mandate to develop a circular economy strategy for the next 5 years.

The impact of our city goes far beyond its boundaries. The products we consume here have been produced and transported from elsewhere.

GOVERNANCE STRUCTURES HINDER INNOVATION

We want to be working together and not feel like we are competing.

We are not aware of the strategies developed by the other departments on Climate, Health, Education etc.

THE CIRCULAR TRANSITION SHOULD BE A JUST ONE

Our agenda needs to talk about jobs, education, health, and climate change.

We want to make the circular economy accessible for everyone and not only for those who can afford it.
IT'S TIME TO REDISEIGN OUR CITIES
OUR APPROACH
We propose a circular and regenerative economic model that puts people and planet at its heart.
To address the complex **social and environmental challenges** that cities face and foster collaboration beyond silos, we have designed a **transformative process** that combines the **Doughnut economic model** with **circular thinking**.
WHAT IS THE DOUGHNUT ECONOMIC MODEL?

The Doughnut model, developed by Kate Raworth, helps finding an answer to humanity's 21st century goal:

*How can we meet the needs of all within the means of our planet?*

In other words, to ensure that no one falls short on life's essentials (from food and housing to healthcare and political voice), while ensuring that collectively we do not overshoot our pressure on Earth's life-supporting systems, on which we fundamentally depend – such as a stable climate, fertile soils, and a protective ozone layer.

The ecological ceiling consists of nine planetary boundaries, as set out by Rockstrom et al, beyond which lie unacceptable environmental degradation and potential tipping points in Earth systems. The twelve dimensions of the social foundation are derived from internationally agreed minimum social standards, as identified by the world's governments in the Sustainable Development Goals in 2015. Between social and planetary boundaries lies an environmentally safe and socially just space in which humanity can thrive.

(Source: Kate Raworth/Doughnut)
Part V: REFLECTIONS

What are the three most important insights?
What was valuable?
What did you learn?
What new insights did you get from your Amsterdam city data?
Have you
OUR APPROACH

We have developed a highly participatory process that uses the Doughnut model as a tool and empowers city stakeholders to create thriving cities by designing circular strategies that integrate social and environmental considerations.

Breaking through traditional city silos
We bring together different city stakeholders to explore the synergies between the different city agendas, and create a unifying vision and narrative for the city.

Offering a systems view
We help cities to understand their global impacts and design circular strategies that put people and planet at their heart.

Translating circular strategies into pilot projects
By engaging and activating the local network of changemakers that implement them on the ground.
1. What would it mean for the people of this city to thrive?

2. What would it mean for this city to thrive within its natural habitat?

3. What is this city’s impact on the health of the whole planet?

4. What is this city’s impact on the wellbeing of people worldwide?
OUR OFFERING
The Thrive journey is a multi-stakeholder process of co-developing a transformative circular economy strategy for a city or region.

**ENVISION A THRIVING CITY**
Using the Doughnut model as a compass, we define a holistic vision and a unifying narrative for the city, linking circular economy with other agendas.

**DESIGN TRANSFORMATIVE CIRCULAR STRATEGIES**
Together with the city stakeholders we co-design circular strategies that integrate social and ecological considerations, on local and global levels.

**BRING THE IDEAS TO PRACTICE**
By activating the local network of changemakers, we identify who should act and how in order to implement transformative pilot projects on the ground.

**RETHINK CITY'S CIRCULAR GOVERNANCE**
Diving deeper into the institutional design of the city, we explore ways to establish innovative forms of collaboration within and beyond the City.

**MEASURE WHAT MATTERS**
Using the holistic thinking of the Doughnut, we develop new metrics to monitor the city's progress towards the circular vision.
THRIVE!

TRANSFORMATIVE CITY ACTION JOURNEY

OUTCOME

A transformative circular economy vision and strategy

- **Circular strategies** integrating social and environmental considerations.
- **Empowered city stakeholders** with circular thinking
- **Aligned city agendas** under a common vision and narrative.
- **Engaged network** of changemakers.
- **Pilot projects** showcasing the vision on the ground.

Duration: 10 - 12 months
CIRCULAR SECTOR HOLISTIC TRANSFORMATION

Some cities are further on their circular journeys and have already prioritized key areas of impact, as for example Food or Construction. For these cities, we offer the "Deep Dive" journey, a participatory process focused on a specific value chain. We use the Doughnut model to understand the complete value chain of a sector and its interconnected local and global impacts on people and planet in order to design transformative circular strategies and projects.

Duration: 4 - 6 months

OUTCOME

Example: Holistic Food Sector

- Full analysis of city’s food system, exploring its broader social, ecological and global impacts.
- Transformative circular food strategies with strong focus on people and planet.
- Empowered policy makers to design holistic strategies and translate them to projects.
ASSESSING CITY STRATEGIES

How to design transformative city strategies that combine social and environmental benefits?
We have designed a workshop that brings together representatives from different municipal departments to use the Doughnut thinking to assess and enhance existing city strategies.
Through a couple of plenary and breakout exercises the participants explore what could be included in the way the strategies are designed and implemented to multiply their positive impacts to people and planet.
The methodology and the tools used during the workshop are handed over to the participants, so that they can integrate them into their policymaking processes.

OUTCOME

A holistic method to design and assess city strategies
- A dynamic workshop strengthening mutual connections between city departments
- Trained policy makers to use the Doughnut thinking to design holistic city strategies integrating benefits on people and planet.
- A methodological tool that can be applied into city processes.

Duration: 4-8 hours
Online or in-person
OUR WORK IN PRACTICE
THE EXAMPLE OF AMSTERDAM
AMSTERDAM CITY DOUGHNUT*

With the ambition to become a fully circular city by 2030, Amsterdam used the Doughnut model to develop circular strategies for the following sectors:

- **Construction**
- **Food**
- **Consumer goods**

- The City integrated priorities like **jobs and just transition**, **health**, **education**, **climate change**, and **biodiversity** into their circular economy strategy.

- Amsterdam analyzed for the first time its **impacts on the planet and livelihoods worldwide based on the consumption of products** by its residents and developed a new set of **social and environmental indicators** to **measure prosperity and success** through the Amsterdam City Doughnut*.

*The Amsterdam City Doughnut was developed in partnership with DEAL and C40*
A DYNAMIC CO-CREATION PROCESS

8 months

60+ City officials

150+ local businesses, experts, and organizations

10+ different municipal departments

6 workshops
The city of Amsterdam developed a strategy to **shorten the food value chain** by:

- Providing more space in the city for urban and peri-urban food production
- Building a more direct link between producers and residents
- Creating awareness & education campaigns for healthy and sustainable food diets
- Investing in innovation for local circular agriculture
CITIES WE HAVE PILOTED THIS APPROACH WITH

- Amsterdam
- Philadelphia
- Portland
- Austin
- São Paulo
- Brussels
- Cape Town

Add your city!
OUR PARTNERS

RESOURCES

- Creating City Portraits Methodology
- The City Portrait Canvas Tool
- Downscaling the Doughnut to the City

MEDIA MENTIONS

Amsterdam to embrace 'doughnut' model to mend post-coronavirus economy
Amsterdam Is Embracing a Radical New Economic Theory to Help Save the Environment. Could It Also Replace Capitalism?
How the Dutch are reshaping their post-pandemic utopia
DO YOU WANT TO BE ONE OF THESE PIONEERING CITIES?
THEN CONTACT US!

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