



Gemeente
Amsterdam

Fashion and textiles in the Amsterdam Doughnut: How policy can boost local circular ecosystems

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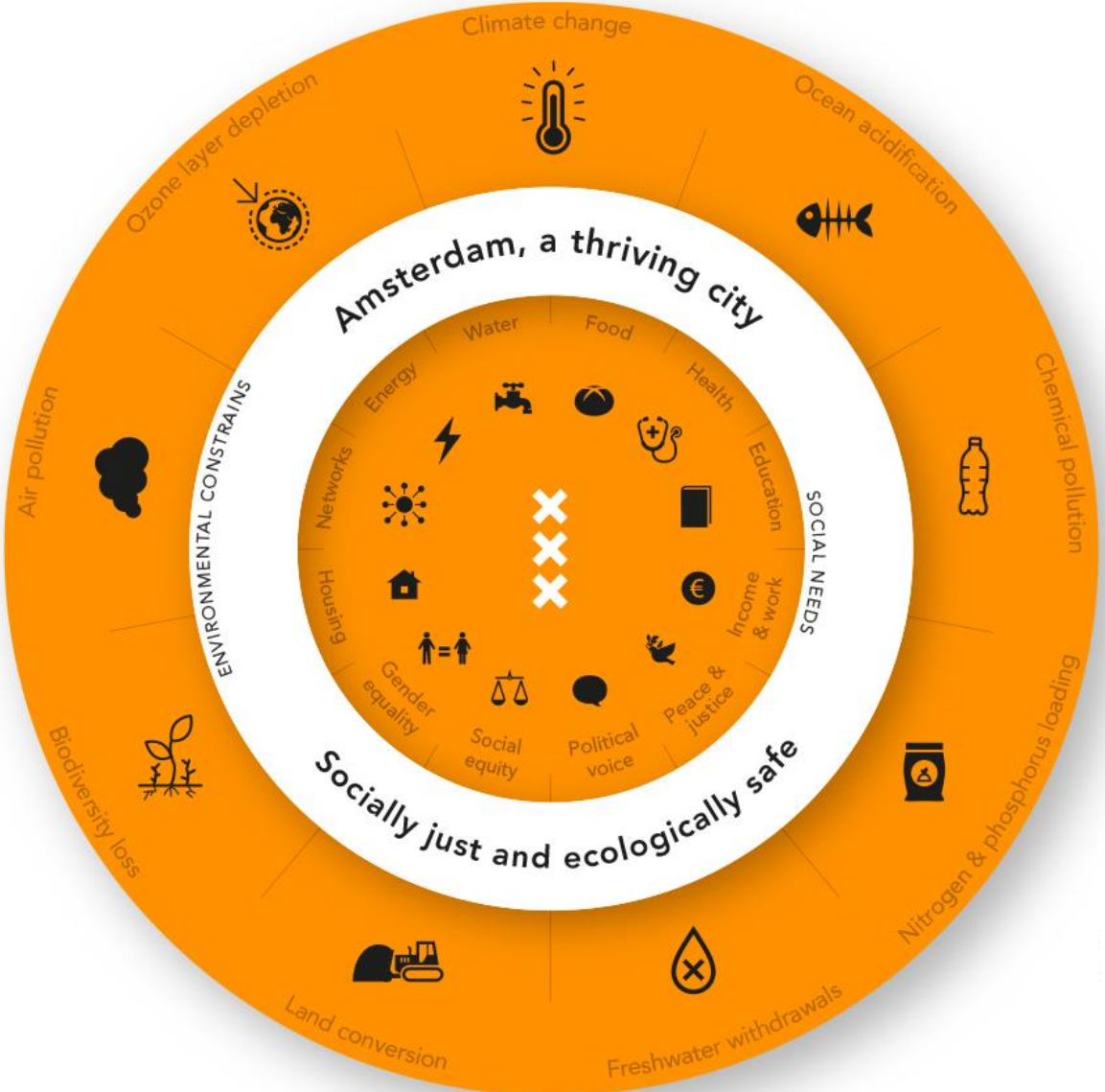
THE AMSTERDAM CITY DOUGHNUT

A TOOL FOR TRANSFORMATIVE ACTION





The Doughnut model as an inspiration for circular strategy



Kate Raworth's Doughnut model



The 4 Quadrants of the City Doughnut

	social	environmental
local	<p>What does it mean for the people of Amsterdam to flourish?</p> <p>1</p>	<p>What does it mean for Amsterdam to flourish within its natural environment?</p> <p>2</p>
global	<p>What does it mean for Amsterdam to respect the well-being of people worldwide?</p> <p>3</p>	<p>What does it mean for Amsterdam to respect the health of the entire planet?</p> <p>4</p>



In Amsterdam we have been working towards a CE since 2015



A vision and a roadmap for the city and the region



The City Doughnut a tool for change



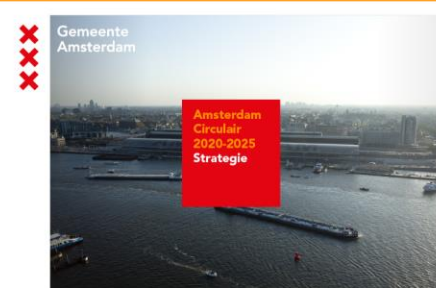
Jobs and security



Building blocks for a new strategy



Evaluation and action plans



Amsterdam Circular Strategy 2020-2025



Innovation & Implementation Programme 2020-2021



Amsterdam Circular Monitor



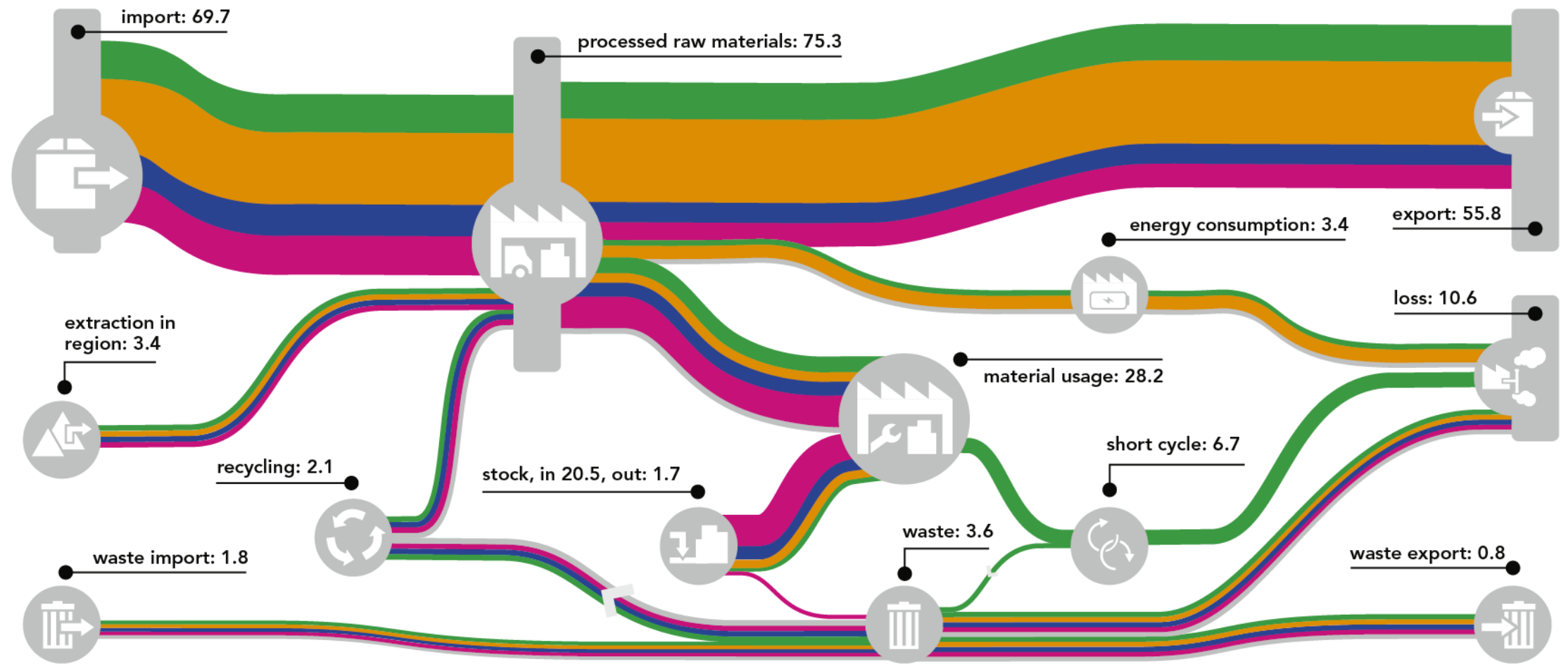
Circular Economy Programme Lessons and Recommendations 2020-2021



Raw material flows in Amsterdam

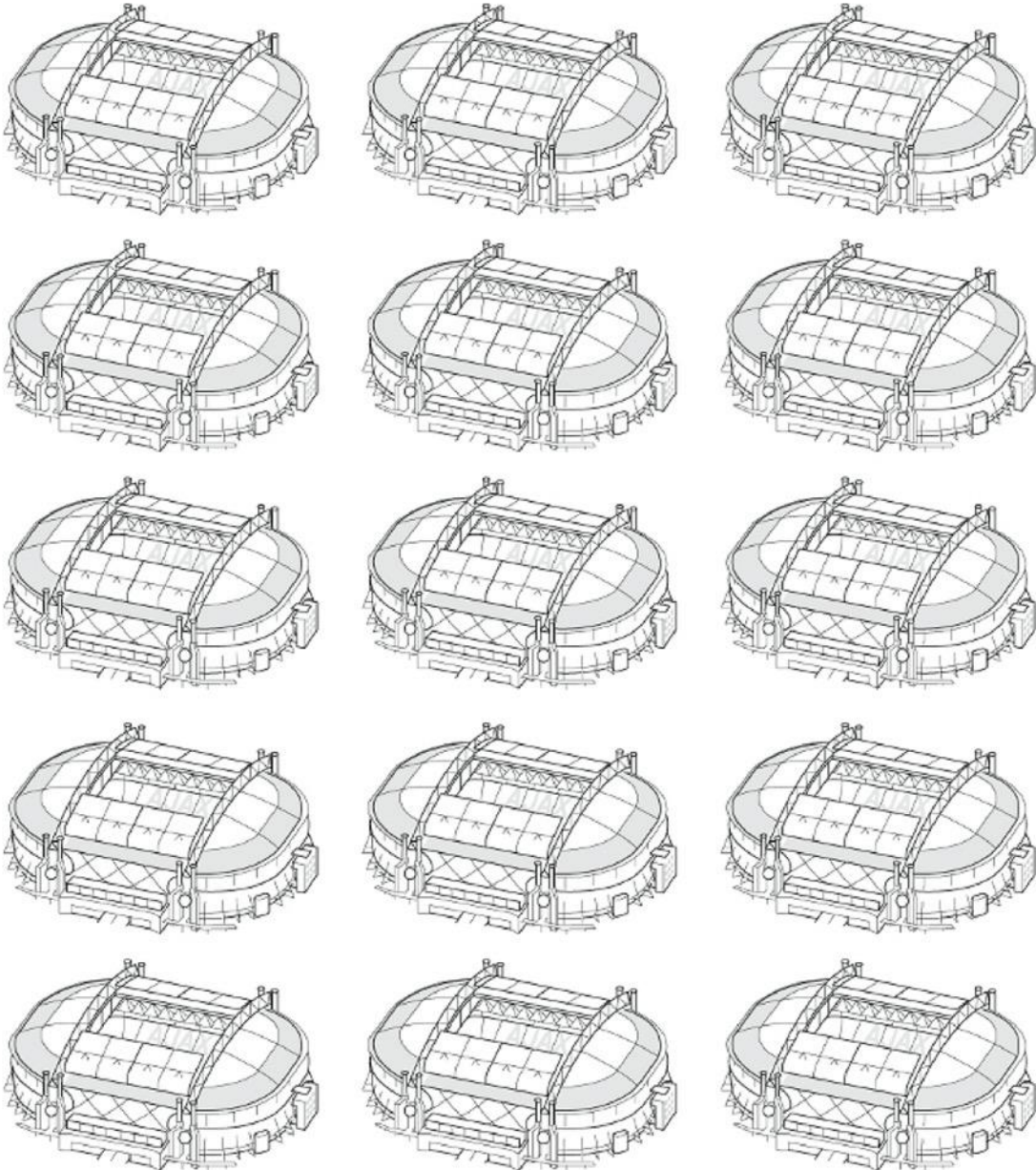
(in billions of kilos)

- biomass
- fossil fuels
- metal
- minerals
- unknown/mixed





Use 23.5 billion kg fewer materials annually to meet our goal. That's 15 times the weight of Amsterdam's Johan Crujff ArenA football stadium.





Green Deal Circular Textiles 9 initiatives



The ecosystem





United Repair Centre

B2B clothing repair and re-commerce solutions for brands that want to create positive impact on the environment and local employment at the same time.

Key impact indicators

- 300.000 repairs/year
- 1.000.000 kg textile waste avoided
- 100 FTE distance to labour market
- 300 people received education
- 4.5mljn euro economic impact

Partners

Patagonia, Scotch & Soda, Decathlon, LuluLemon, Kathmandu.





Denim Deal

5% PCR in every new denim clothing item, and 20% PCR in every new jeans. PCR (Post Consumer Recycled) is recycled textiles from textiel van non-reusable discarded textiles.

Key impact indicators

Number of denim garments on the Dutch market and the % PCR cotton monitored.

- The number of produced with at least 5% PCR of partners worldwide
- 3 million denim jeans with min 20% PCR on the Dutch market and produced (two different measurements)
- Final results monitor expected soon





Circular hotel linnen

Redesign and extended life of linnen for hotels, in which 25% post consumer recycled textiles in 2025.

The Green Hotel Club is a frontrunner group of circular hotels that collaborate already for years. Hotel linnen is one of the focus areas: 88.200 sleeping places with 14 million overnight stays and per bed on average: 1 duvet, 3 sleep sheets, 3 sets of towels.

Key impact indicators

Hotels join the circular linnen recycling program (Cibutex). 100% GreenHotelClub

- Increased procurement of circular textiles at all hotels, airlines and catering (25% circular in 2025 and 50% in 2030)





Workwear

Procurement of circular workwear by governments and companies: 25% in 2025 and 50% in 2030.

Drivers for succes

- Internal capacity of buyers/contracting authorities
- Trusted collaboration with suppliers
- Technical innovations by market parties

Activities

- Measurement of status
- meetings with partnering organizations
- Joint market consultation





**What else are we
working on as a
municipality within
the circular textiles
transition?**



Stadspas / City card

Card for people in Amsterdam with a low income. They receive a 40% discount on textile repair. To a maximum of €50,- per month. 25 tailors throughout the city are connected to the system.

Key impact indicator(s)

- 122.000 people
- XXX repairs/year
- kg textile waste avoided
- XXX euro economic impact

Next steps

Extend to shoe repairs and eventually other product groups and services.





Support businesses

Space

Developing a Circular Textiles Hub in Amsterdam

Extending lifecycle of garments

Incubator programs

Finding funding and space for upscaling

Communication

COSH platform

Sustainable city shopping route

Limiting advertising in public spaces

Behavioural campaign



Let's connect

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