

The Amsterdam Metropolitan Area (AMA) aims to be a frontrunner in the field of smart solutions for the problem of limited availability of raw materials by 2025. These new solutions should help to discontinue usage of valuable materials or make it more efficient; they will also lead to more innovation and new enterprise in the region. The Amsterdam Economic Board is working towards accelerating the transition to a circular economy by stimulating the collaboration between businesses, public authorities and knowledge institutes at the regional level.

The AMA is uniquely placed to become a circular hub of products and raw materials. It is a densely populated area in which large quantities of products and materials circulate and where many innovative and sustainable businesses are based. The region has an excellent logistics network incorporating all transport modalities, with well-coordinated spatial planning. It is home to a wide variety of economic enterprises and an extensive academic and research infrastructure, and there is strong public support for circular economy initiatives. For all these reasons, the region aims to raise its profile in Europe as a pioneer in the field of raw materials transition. This will boost the region economically, creating 4,000 new jobs by 2025 and potentially 8,000 to 10,000 by 2030. It will also stimulate innovation and benefit the environment.

## Focal points

The Board has chosen to prioritise five fields for the process of achieving this ambition and the targets:

### Raw materials

**Prospect** By 2025, there should be seven innovation clusters focusing on specific raw material flows. They create enterprise in the fields of redesigning product and raw material chains and high-grade recycling of products and raw materials. By the end of 2017, 10% of the yearly procurement and contracting processes in the region will be circular, with initiatives in place for high-grade recycling in at least nine raw material flows.

### Energy transition in the built environment

**Prospect** By 2025, an increasing number of neighbourhoods in the AMA will be energy-neutral, or almost there. The energy effort will really gain traction if pioneering municipalities resolve by the end of 2017 to jointly make their real estate holdings sustainable. This will make the transition to energy-neutral buildings economically feasible, and hence easier and more attractive for residents.

### Heating as circular resource

**Prospect** By 2025, 400,000 residences in the AMA will be supplied with residual heating. This is no small feat. Businesses cases for 20 individual heating projects will be developed by the end of 2017. Constructive agreements that help residual heating supply in the built environment get under way will have been reached with the national government.

### CO<sub>2</sub> as building material for the circular economy

**Prospect** By 2025, the AMA will be the leading international hub for the use of CO<sub>2</sub> as resource in the circular economy. An agreement about the joint effort required will be reached between the CO<sub>2</sub> coalition of companies and the state government by the end of 2017.

### Stimulating circular entrepreneurship

**Prospect** By 2025, the AMA will be bustling with circular enterprise and have built an international reputation as the place for innovation and growth. At least 75 startups have passed the 'valley of death' and international talent is finding its way to the region. By the end of 2017, an optimal circular startup ecosystem offering maximum growth and support has emerged in the region.

# Scorecard

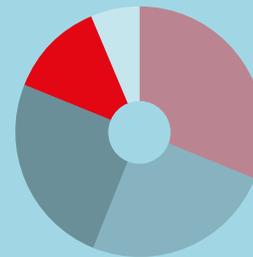
# Circular economy

october 2016

## Initiatives

16 

## Role of the board

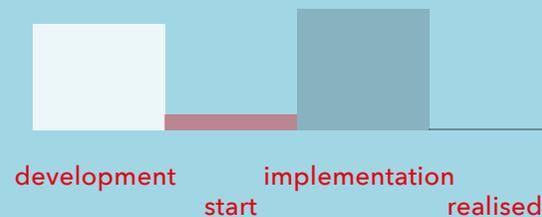


-  Analyse/research
-  Initiate
-  Stimulate/mobilise
-  Offer a platform
-  Implement

## Partners

140 

## Stage



## Investment

€16<sup>mln</sup>

## Results

- Implementation programme for raw materials transition delivered to AMA partners
- CO2 coalition in dialogue with national government on collaborating in the run-up to the 2016 Climate Summit
- Three successful stakeholder sessions on Built Environment Energy Transition
- Interreg application Waste2Grow submitted
- Design for Grand Design AMA heating grid prepared

## Impact 2025

- 30% reduction in import of raw materials
- 3600 new jobs
- € 480 million extra turnover
- 400 kilotonnes of CO2 savings a year
- 150 new startups

The infographic visualises the periodical progress per initiative towards achieving the target for 2025. Initiatives are launched in collaboration with a large number of parties. The role of the Board varies according to the initiative.