

Survey Report 7

Circular Economy Tour in Amsterdam

Circular Economy Tour

- ✂ Participate in a tour organized by a local coordinator
- ✂ Outline and photos of each visit

CIRCL

A circular economy complex built by the Dutch megabank ABN AMRO. CIRCL was built on the premise of minimizing the environmental impact of demolition as much as possible, for example, the timber used for pillars and other materials was made thicker than necessary so that it could be used for new purposes in the future. No chemical adhesives were used in the construction of the building, only removable metal fittings. The two elevators were designed in such a way that CIRCL would pay the manufacturer for the use of the lifts based on the number of times they were used, so that users of the facility would act psychologically to reduce the number of times they used them. At the time of the visit, it had been decided to dismantle them.



Fashion for Good

As the world's first sustainable fashion museum, it connects people working on sustainable innovation with fashion brands, retailers, manufacturers and funders. The museum closed on June 5.

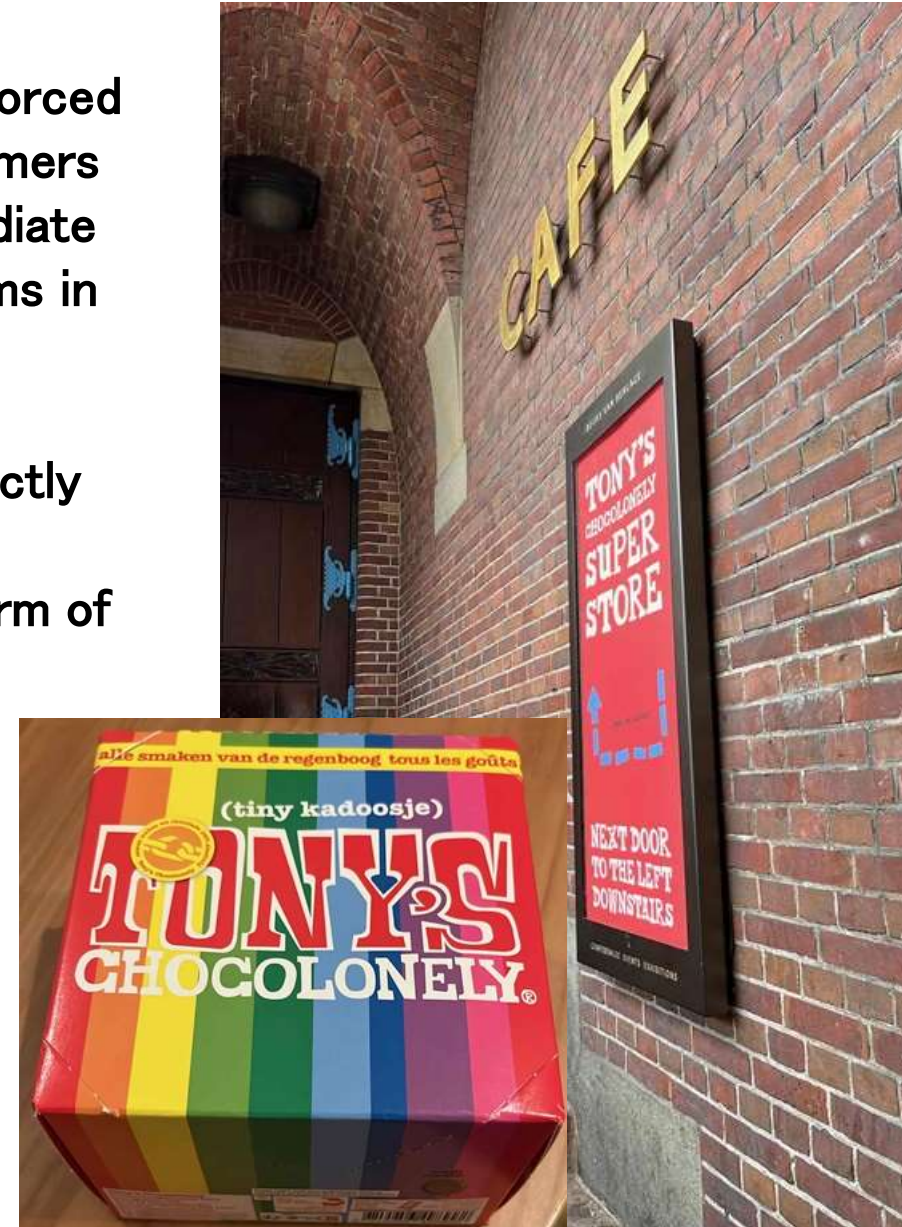
The building consists of a basement floor and two ground floors: the basement floor was the 'past' floor, where visitors learned about the era of mass production with low-wage labor from the 19th to early 21st century; the ground floor was the 'present' floor, where visitors learned about cutting-edge sustainable initiatives already commercialized by fashion brands around the world; the second floor was the 'future' floor, where visitors learned about products and technologies that were being tested and researched in various countries and were expected to spread to the fashion industry in the future.



Tony's Cholonely

A chocolate brand from the Netherlands that does not rely on 100% forced labor. The chocolate supply chain, which runs from the millions of farmers who produce cocoa to the billions of consumers, includes an intermediate part where illegal child and forced labor may take place on cocoa farms in order to keep the purchase price of cocoa as low as possible. Tony's Cholonely applies the following five sourcing principles.

- Traceable beans ; Tony's Cholonely purchases cocoa beans directly from a limited number of partner co-operatives.
- A higher price ; The farmers receive the Tony's premium in the form of direct payments.
- Strong farmers ; Tony's Cholonely shows farmers how to operate more professionally, help them achieve economies of scale and create commitment and trust among the farmers.
- The long term ; Tony's Cholonely works with farmers for at least 5 years.
- Higher quality and productivity ; The Tony's premium encourages the farmers to improve their crop. As their farms become more profitable their motivation increases.



De Hallen

A complex of hotels, cinemas, food courts, a library and select shops on the site of a former railway maintenance yard. The facility has a space that retains the atmosphere of a maintenance yard, with railway tracks and steel frames. The 'Recycle' bicycle shop offers workshops for training to become a bicycle mechanic and sells bicycles that have been serviced.



Little Plant Pantry

As the first zero-waste shop in Amsterdam, it offers products with no or minimal plastic packaging. Products such as oils, spices, fermented foods and detergents are displayed without packaging in large containers and can be purchased by weight.



NDSM

Event space renovated on the site of a former shipyard, taking over the name of an Amsterdam shipbuilding company that went bankrupt in 1984. The warehouses and cranes of the old shipyard are being used as they are, and are being transformed into workspaces, art exhibitions, etc., to attract artists, entrepreneurs, young people and tourists.



↑ Renovated crane "Faralda Crane Hotel"

SchoonSchip

A sustainable waterfront residential area in the northern part of Amsterdam. In a residential area comprising 46 households and 30 houses, over 100 inhabitants, 516 solar panels, 30 heat pumps and 60 thermal panels have been installed to enable people to live unimpeded in an environment that is not connected to the gas system (Characteristic initiatives below).

- Energy for heating and hot water is provided by solar water heaters and heat pumps. The houses generate their own electricity with photovoltaic panels and each house has a battery to store temporary surpluses.
- All houses are connected by a smart grid, which allows houses to exchange electricity with each other.
- All houses have one-third of their roofs covered in green.
- Electric vehicles, cargo bikes and electric bicycles are shared.



De Ceuvel

The land was secured by a group of architects in 2012 on a 10-year lease from the City of Amsterdam to turn a former shipyard in the north of the city into a cultural city center at the cutting edge of technology, sustainability and the arts. The old shipyard's character as a former shipyard was used to upcycle the dilapidated vessels and opened as an office park in 2014.

De Ceuvel has a concept of keeping waste generated on site out, with composting toilets in place of a sewage system (flush toilets are provided in the on-site café).



MUD JEANS

The world's first circular denim brand that takes old MUD Jeans and reuses them as raw material for new products, with the aim of saving water and reducing greenhouse gas emissions in the denim production process. The production of one pair of MUD Jeans generates 400 liters of water and 3.4 kg of CO₂, but life cycle analysis shows that if recycled cotton, recycled water, water conservation, energy-saving production techniques (e.g. dyeing techniques) and renewable energy are used, water can be reduced by 72% and CO₂ can be reduced by 41%. The MUD Jeans take-back scheme allows customers to return their purchased MUD Jeans at any time for as long as the business is in operation and use them as raw material for recycled denim fabric. The new products contain up to 40% recycled cotton (products cannot be made from 100% recycled cotton due to the use of adhesives and durability).

