

Amsterdam & United Repair Centre B.V.

Making the Deal:

✘ City of
✘ Amsterdam



In the Amsterdam Agreement (2022), the Dutch city committed to the principles of solidarity with opportunities for all, a sustainable future and responsible growth. It lays out objectives for work and livelihood security, marginalised groups, education, sustainability, circular economy and waste, and economic development.

URC offers an alternative to consumers by providing clothing repair services for brands. Founded by a group of clothing brands, consulting groups and government agencies, NGOs and educational institutions that aims to make clothing repair the new norm. URC supports refugees and people struggling to enter the labour market.

The Commitments:

United Repair Center commits to:

- Increase the percentage of employees with a distance to the labor market from 50% to 70%.
- Setting up vocational training programs (Repair Academy) and a pilot programme for 10 participants to receive a formal vocational education (BBL).
- Contribute to career orientation and knowledge development of 10 young people by providing a company presentation at an educational institution.
- Repair 20,000 garments resulting in an estimated 80,000kg of CO2 savings.

Amsterdam Municipality commits to the following support:

- Advises in the development of the business case, including support to find funding. Supports URC's internationalization ambitions.
- Advises on cooperation partners and networks and provides a stage at events to find additional partners
- Contributes to recruitment and selection of 10 employees from the specified target group. Provides a point of contact at the city's Employer Service Point and a dedicated job coach.
- Opens its network to set up a Repair Academy and finding participants; establishes contacts with educational institutions.
- Marketing and communication around the deal.

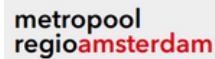
The impact will be measured by: 1. number of new employees, employed for >6 months; 2. number of participants who successfully complete the Repair Academy; 3. participation and appreciation of young people; and 4. tonnes of textiles reused and CO2 reduction

The agreement has a term of 12 months (ending 30 April 2024) and will be evaluated after 6 months.

Find out more: <https://www.iamsterdam.com/en/business/amsterdam-impact>

Amsterdam & Stichting Breikers, Lease a Bike, BYCS, MKB Amsterdam & Gemeente Amsterdam

Making the Deal



The **Amsterdam Metropolitan Region (MRA)** is a collaborative effort involving the provinces of North Holland and Flevoland, thirty municipalities, and the Amsterdam Transportation Region. Their shared vision is focused on fostering a robust, innovative economy, improving transportation links, and ensuring ample, appealing spaces for living, working, and recreation.

Supported by the MRA Executive Board, they oversee initiatives such as Economy, Space, and Mobility platforms. In partnership with the Transport Region Amsterdam, Amsterdam Economic Board, and BYCS, the MRA launched the Green Deal Bicycle, aiming to increase cycling participation by 100,000 individuals in the MRA by 2025. Additionally, the MRA organized the MRA Sustainability Summit, where numerous administrators from MRA parties endorsed the Green Deal Bicycle, demonstrating their commitment to its realization.

Breikers supports employers in North Holland with their transition to smart and sustainable mobility, offering free, results-oriented services. They assist business leaders, HR managers, and facility managers with mobility scans, bicycle scans, white papers, events, and lectures.

Lease a Bike aims to make leasing bicycles accessible for employees and companies, inspiring Europe to cycle more. With over 10,000 companies on board, they contribute to the health, happiness, and well-being of the working population.

BYCS is a non-profit organization that believes cycling can transform cities. Based in Amsterdam with hubs in India and Latin America, BYCS focuses on technical assistance, research, engagement programs, and networks like the Bicycle Mayor Network to build local cycling cultures with global impact.

The enterprises aims to create bike-friendly working conditions by 2025. This includes bike mileage allowances, workplace facilities like changing rooms and secure bike parking, and support for minor repairs, promoting cycling for commuting to reduce CO2 emissions and enhance employee well-being.



The Commitments:

The Municipality is committed to supporting the Impact Deal through the following actions:

- It will promote the bicycle campaign through its communication channels targeting business owners, such as the business newsletter and other Economic Affairs & Culture (EAC) platforms.

The municipality will participate in activation and communication initiatives directed at companies, including:

- a) international companies;
- b) companies with a social return obligation, with a focus on connecting with social enterprises involved in bicycle sales or leasing;
- c) Establishing connections with employers and networks committed to promoting cycling.

These efforts will be carried out in collaboration with the inclusive employers network 'Sociaal Werkkoepel' and the Social Return Office under the Economic Affairs & Culture (EAC) department.

The municipality will deploy marketing and communications strategies to support the Impact Deal.

MKB Amsterdam, as an activation partner, will provide the following support:

- MKB Amsterdam will promote the cycling campaign through its communication channels targeting entrepreneurs.
- MKB Amsterdam will contribute to activation and communication efforts aimed at businesses, including participation in events.

The Metropolitan Area Amsterdam will act as a network and communication partner by:

- Sharing the cycling campaign through its communication channels and at events to enhance outreach and engagement.

The Companies set themselves the following goals for the period May 1, 2023 - April 30, 2024

Sustainable/Social Impact:

- Stimulate bicycle use amongst employees and in doing so during the period of the Impact Deal through the following activities by the Companies:
 - a. Set up a corporate campaign / activation targeting companies in Amsterdam with up to 100 employees
 - b. Development of a toolkit with solutions including the use of (leased) bicycles that make alternatives more accessible.
 - 85,000 SMEs to be reached
 - whereby 3,000 employees can be encouraged to increase their bicycle use.

Amsterdam & The Green Deal Zero-Emission City Logistics (GDZESMRA)

Image: Abriën Olichon

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The Green Deal Zero-Emission City Logistics (GDZESMRA) is a crucial initiative aimed at reducing greenhouse gas emissions by 49% by 2030, aligning with the central government's climate goals. This ambitious project recognizes that achieving this target requires collaborative efforts from both business and government sectors.

The **GDZESMRA** focuses on making city logistics more sustainable through innovative regulations, such as zero-emission zones, and various incentives. The Amsterdam Economic Board has played a pivotal role in stimulating cooperation, fostering knowledge sharing, and driving important regional discussions.

The Commitments:

- **Cooperation and knowledge sharing:** ZES MRA and the Amsterdam Metropolitan Area commit to promoting cooperation and knowledge sharing among companies, governments, and knowledge institutions. This includes sharing practical logistics solutions, testing new technologies, and developing public-private partnerships.
- **Sustainable city logistics:** Both ZES MRA and the Amsterdam Metropolitan Area commit to making city logistics more sustainable. This involves implementing new regulations, such as zero-emission zones, and providing incentives to encourage businesses to adopt sustainable practices in their logistics chains.
- **Green Deal projects:** ZES MRA and the Amsterdam Metropolitan Area are actively involved in various Green Deal projects, such as City Barging, Green Collecting/Open Waste, City Logistics Innovation Campus, and Coding the Curbs. These projects aim to explore innovative solutions, technologies, and regulations to achieve sustainable city logistics.
- **Triple Helix Affiliated Partners:** ZES MRA and the Amsterdam Metropolitan Area collaborate with more than 85 Triple Helix Affiliated Partners, including governments, companies, and institutions. This partnership ensures a diverse range of expertise and resources are brought together to address the challenges of sustainable city logistics.
- **Smart and Clean Construction Logistics competition:** ZES MRA and the Amsterdam Metropolitan Area initiated a Smart and Clean Construction Logistics competition. This competition encourages innovative approaches and solutions to improve the sustainability of construction logistics in the region.
- **LGD signing and implementation:** Over 80 public and private organizations have signed the LGD since 2019 and are actively working towards implementing its commitments. This includes transitioning the meetup organization to Vervoerregio Amsterdam in collaboration with Logistiek 020 as part of the Regional Implementation Agenda for City Logistics (RUAS).

Find out more: <https://amsterdameconomicboard.com/en/initiative/green-deal-zero-emission-city-logistics/>



Image: Arie-Jan Olijven

The Commitments:

The Municipality is committed to providing the following support:

1. The Municipality will assist in improving the mapping of sustainability measures through the deployment of an energy scan and by helping identify starting points for sustainability initiatives. Key areas of focus include:

- Exploring modular solutions and leasing options
- Identifying opportunities for solar energy and heat recovery from compost
- Exploring avenues for integrating social employment within sustainability initiatives.

2. The Municipality supports enterprises within its network by facilitating introductions to sources of financing, including municipality-affiliated funds.

3. The Municipality contributes ideas for initiatives promoting social cohesion and neighborhood engagement, advises on funding opportunities from various funds to actualize projects, and facilitates connections with schools and partners for potential excursions related to NoordOogst.

4. The Municipality, through WSP Greater Amsterdam, supports the nomination of candidates from diverse backgrounds, including those facing barriers to employment, job seekers with specific support needs or potential work limitations, and status holders, aiming to enroll a set number of candidates annually.

5. The Municipality contributes ideas on local food production initiatives by enterprises, supporting the creation of multiple values through healthy, socially responsible, and sustainable food practices. Additionally, it leverages its Food Strategy network within the city and region to provide exposure and platforms for these enterprises.

6. The Municipality collaborates in realizing inclusive employment practices and can designate a dedicated point of contact for enterprises requiring assistance in this area.

7. The Municipality assists in marketing and communication efforts surrounding the Impact Deal to raise awareness and visibility of the initiatives.

The companies set themselves the following goals for the period of 12 months.

- **Objective 1:** Gas consumption and electricity consumption; CO₂ calculation to be completed after performing energy scan;
- **Objective 2:** Degree of waste separation and CO₂ calculation, to be determined after performing an energy scan;
- **Objective 3:** qualitative research / measurement of social cohesion. Participation and outreach in activities.
- **Objective 4:** Number of sustainable placements (longer than 6 months at work).