

AMSTERDAM DOUGHNUT CITY

Doughnut Deals as a means

Anne Stijkel, PhD | Amsterdam, Doughnut Festival October 18, 2022

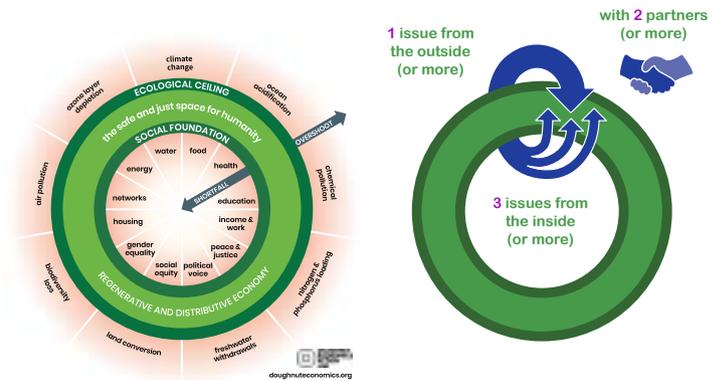
In September 2020, **cooperative Groene Hub** was established in Gaasperdam (Amsterdam Southeast), as an **active learning and doing community of social and sustainable frontrunners** who want to work together on bringing a healthy (profitable) neighbourhood to life. We work in Groene Hub within the context of 'the bigger story' from 'Gaasperdam SMART to QuickFit fossil gas-free':



We do this by giving a practical translation to Kate Raworth's **Doughnut Economics** through the **Doughnut Deals** concept, as developed in 2019 by Cocratos Foundation, the 'mother' and 'guardian' of the Groene Hub.

What is a Doughnut Deal?

A Doughnut Deal is a **set of agreements** between two or more partners working on at least three issues from the inside of the doughnut (strengthening the social foundation), and at least one issue from the outside (respecting the ecological ceiling) of Kate Raworth's Doughnut Economics.



In this way, we solve a practical sustainable (social, economic and ecological) issue, through **the creation of multiple values**. The first Doughnut Deal was about sewing curtains and was signed by Kate Raworth in June 2019. More Doughnut Deals followed shortly after. Until now (June 2022), we have signed eight Doughnut Deals! From April 2020, Amsterdam was officially marked as 'Amsterdam Doughnut City'. Our deals give this nomination a great and practical meaning.

In general, funding does not come from subsidies, but from assignments. By doing this, we are also immediately implementing a **healthy economic model!**

The Doughnut Deal concept AND the practical examples may be copied by third parties, as long as source citation is applied. **Creative Commons!**



For inspiration and to view Kate Raworth's reaction to our eight Doughnut Deals: scan the qr codes.



Below is a brief description of all eight Doughnut Deals:



Smart curtains for a warm and cozy home

This was our very first Doughnut Deal in June 2019, when Amsterdam had yet to become 'Amsterdam Doughnut City'. The purpose of this Deal was to teach a group of women, to independently sew and/or insulate curtains for themselves, and also for others. In addition, they learned to convey the social relevance of insulation, so that energy costs can be reduced. Through all of this, not only are knowledge and craftsmanship promoted, but also cooperative entrepreneurship is developed, and the women earn money, too!



Co-managing the collection of biodegradable waste

This Deal consists of a local food waste collection. With the help of residents, the municipality and a waste company, Groene Hub ensures that biodegradable food waste (green waste) is collected by local residents in 20 cocoons, and distributed throughout the neighbourhood. All of this waste can then, for example, be composted and turned into green gas. The residents are informed of the results achieved per cocoon via the newsletter or through meetings, and they can take a bag of compost home with them.



Smart save with the QuickFix Brigade

With this Doughnut Deal, we ensure that residents' energy bills are reduced by actively including them in the measures for this. Using a one-time 'savings package', consisting of small insulation measures and products, residents can make their homes more sustainable - with a little help where needed - and pass on knowledge they gain about energy efficiency to their neighbours. Through this Deal, we are creating social opportunities, entrepreneurship, lowering energy bills, and empowering people to take responsibility for themselves.



Mini digester into the neighbourhood, rats out for good!

In order to solve this problem, we came up with the following solution along with local restaurateurs and the surrounding school: by processing residual waste in a joint biodigester, everyone's waste bill decreases, we produce green gas together, and rats no longer have anything to eat, thereby leaving the neighbourhood. Located at the Groene Hub, this biodigester is officially in use since May 2022! By doing so, we create a more sustainable food system, we fend off rats, companies save money on waste and energy, and awareness of circularity is growing in a playful way.



Sharing electricity with your community

Cooperative Zuiderlicht covers rooftops that can be used for collective solar panels. 87 solar panels were installed on the roof of a daycare centre in Holendrecht. Residents of the area can purchase the electricity generated by these panels at a discount for a period of 15 years. Other residents can invest in the panels at attractive interest rates, making everyone happy! Residents can follow a trainee program to realize these types of projects on their own, for which they can receive compensation through the Cooperative Groene Hub.



SMARTER with second-hand panels

This Doughnut Deal arose from the Doughnut Deal 'sharing electricity with the neighbourhood': installing second-hand solar panels on other roofs, such as on the roof of Groene Hub in Holendrecht. The project leaders are trained local residents who, along with young people in training, install the panels in their neighbourhood.



Sharing HEAT with infrared panels

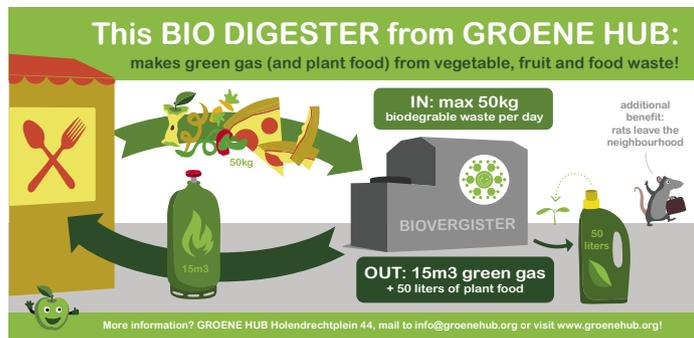
In response to the rising gas prices and the war in Ukraine, this Doughnut Deal was created. Using an infrared (IR) panel, you can easily reduce your gas bill by 10 to 15%. This Doughnut Deal will give all residents, even those on a limited budget, the chance to make their heating needs largely independent of Russian gas. By purchasing an IR panel, one local resident allows another less wealthy local resident to receive one, as long as he or she does volunteer work at the Groene Hub in return. As part of the Deal, residents are also made aware of their energy consumption and what they can do to reduce it.



Life Long Learning (LLL) and DOING

An LLL course is a custom-made course that places equal emphasis on learning and working. This learning trajectory is intended to reinforce social knowledge in the neighbourhood and the development of residents, as well as their network and work, based on intrinsic motivation and meaning, together with other neighbourhood organizations. This movement is primarily aimed at bringing awareness and development to the participants themselves, as well as more development for the entire neighbourhood.

Actuality: Gaasperdam's Green Gas is a fact!



Continued development of Doughnut Deal mini digester!

Since gas prices are currently very high, it is worthwhile to invite other organizations in Amsterdam and beyond, to purchase a mini digester in their locations. The Groene Hub's **Doughnut Deal Expertise Centre** is happy to support these initiatives with collective purchasing, smart financing constructions, and customized solutions. In doing so, we give shape and substance to what Kate Raworth calls the **'distributive economy'**. We share our knowledge and make a big difference with many decentralized smaller parties. In this way, we work together on **'Amsterdam Doughnut City'**.

The Doughnut Deals concept has also attracted a lot of **international interest**. At the International Forum for Well-being in Grenoble in June 2022 we explored the possibility of a **first international Doughnut Deal**. At the Doughnut Festival on October 18 we will sign the first international Doughnut Deal with Grenoble and the city of Amsterdam about Green Gas in the built environment.

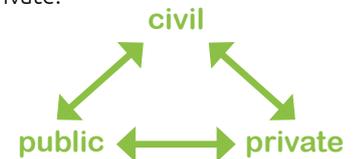
Continued development of the Doughnut Deal Green Gas from poop with a high-pressure fermenter

As of February 2019, we have also been working on a massive Doughnut Deal, in which we want to ferment the poop of all 33.000 Gaasperdam residents using a high-pressure fermenter. For the time being, this will be our biggest example of public-civil-private partnership!

Want to join?

Our door is always open to new Doughnut Deals. Food production, healthy living, and/or nature management, but also care and welfare can be topics of discussion. Likewise, the types of partners and partner combinations can be also very diverse, such as Civil-Civil, Public-Civil, or Public-Private.

We also welcome students and professorships who want to do research in our doing and learning community!



Cooperative Groene Hub U.A.

Holendrechtplein 44
1106 LP Amsterdam
info@groenehub.org

Doughnut Deal Expertise Centre

Maartje Bos:
ddec@groenehub.org
+31 6 19039645
www.groenehub.org