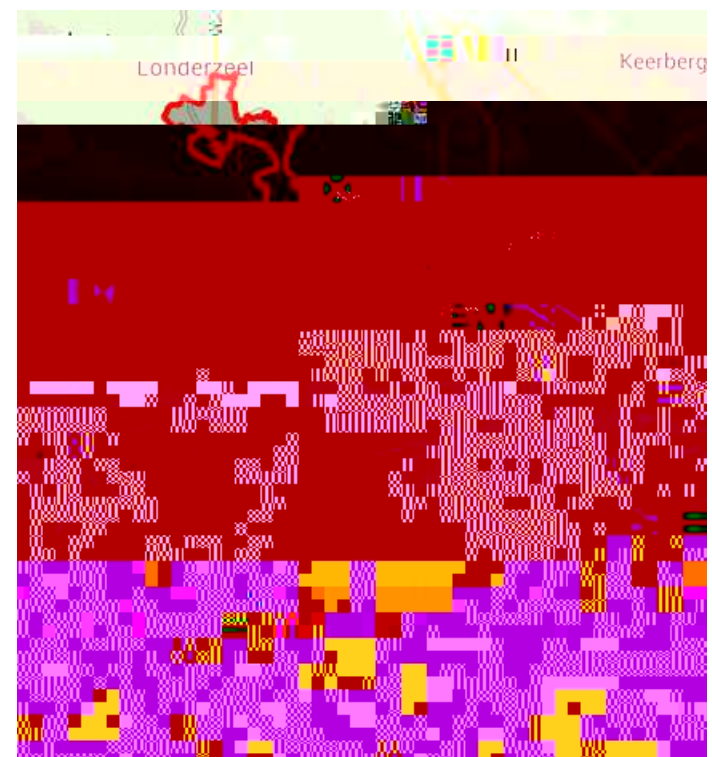




Amsterdam, Ecosystem Services, and Evolving Strategies

Johan van Zoest
City of Amsterdam
TU Eindhoven





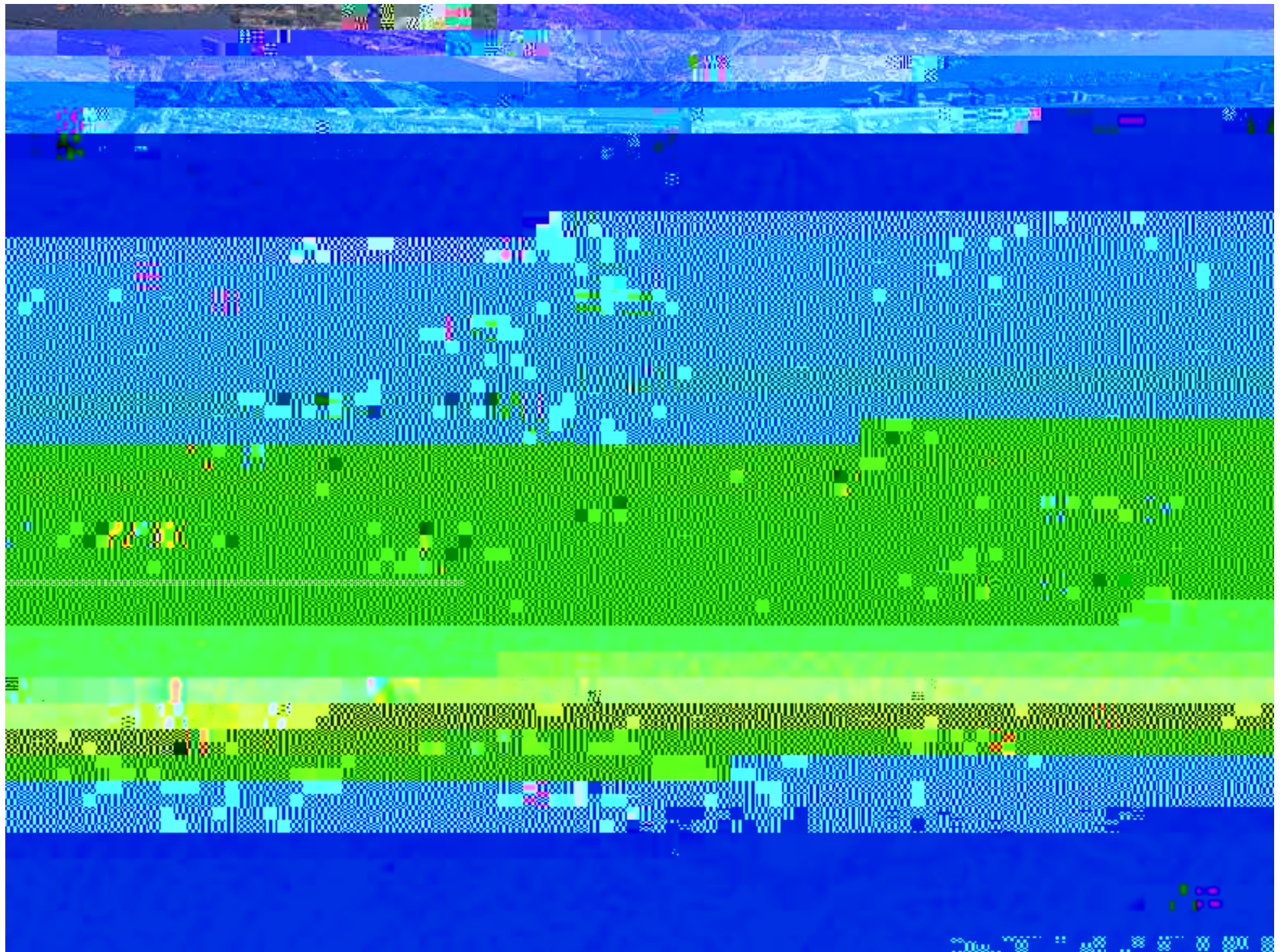


Storyline

Profiling Amsterdam

Evolving green space strategies

How might ES-thinking modify existing strategies?



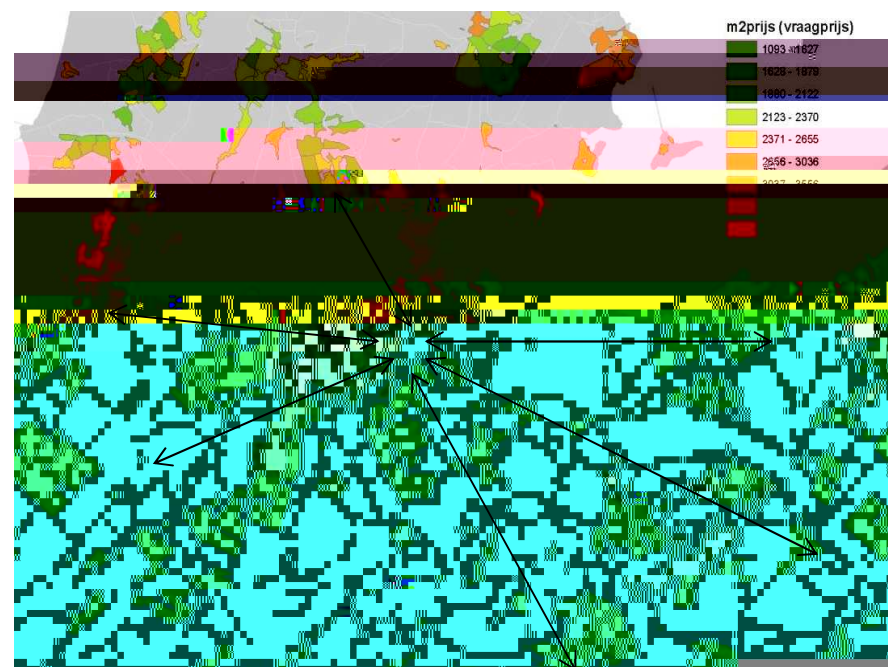


50% non Dutch origin, 178 nationalities



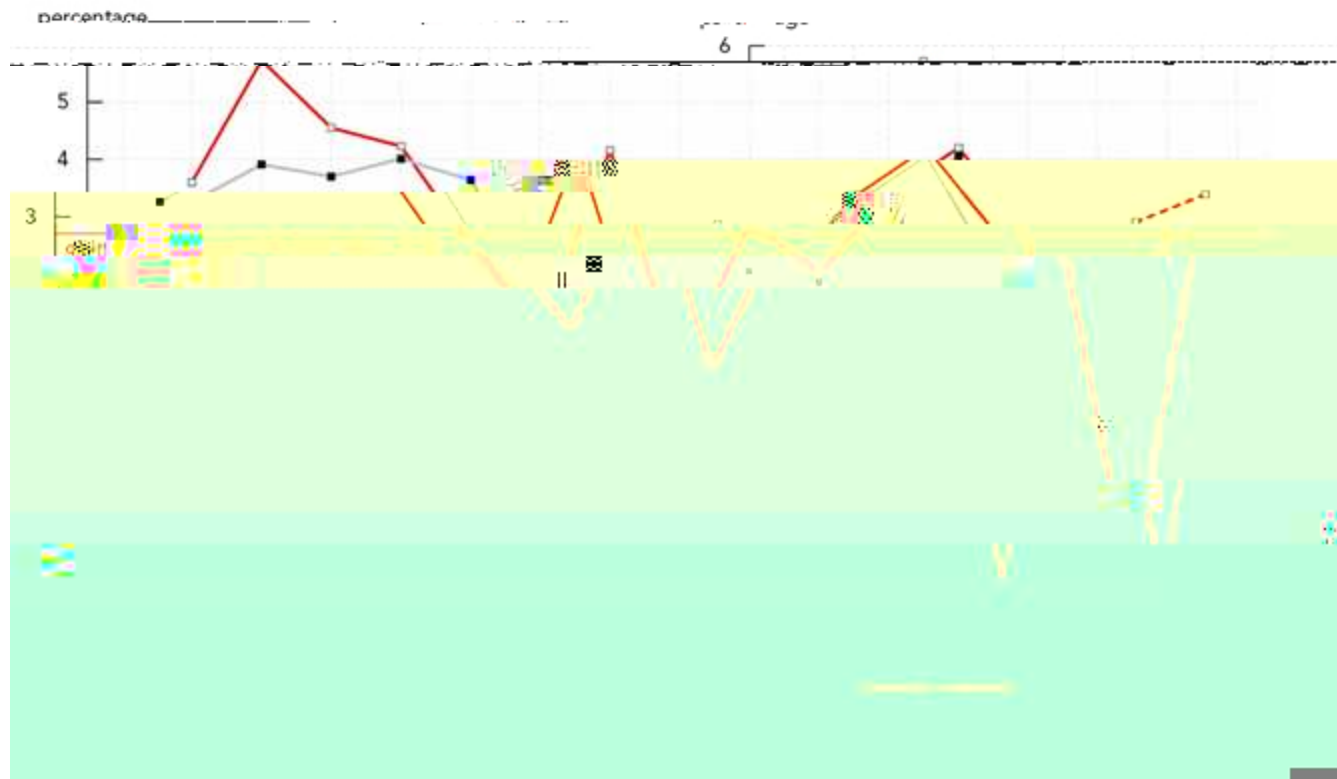


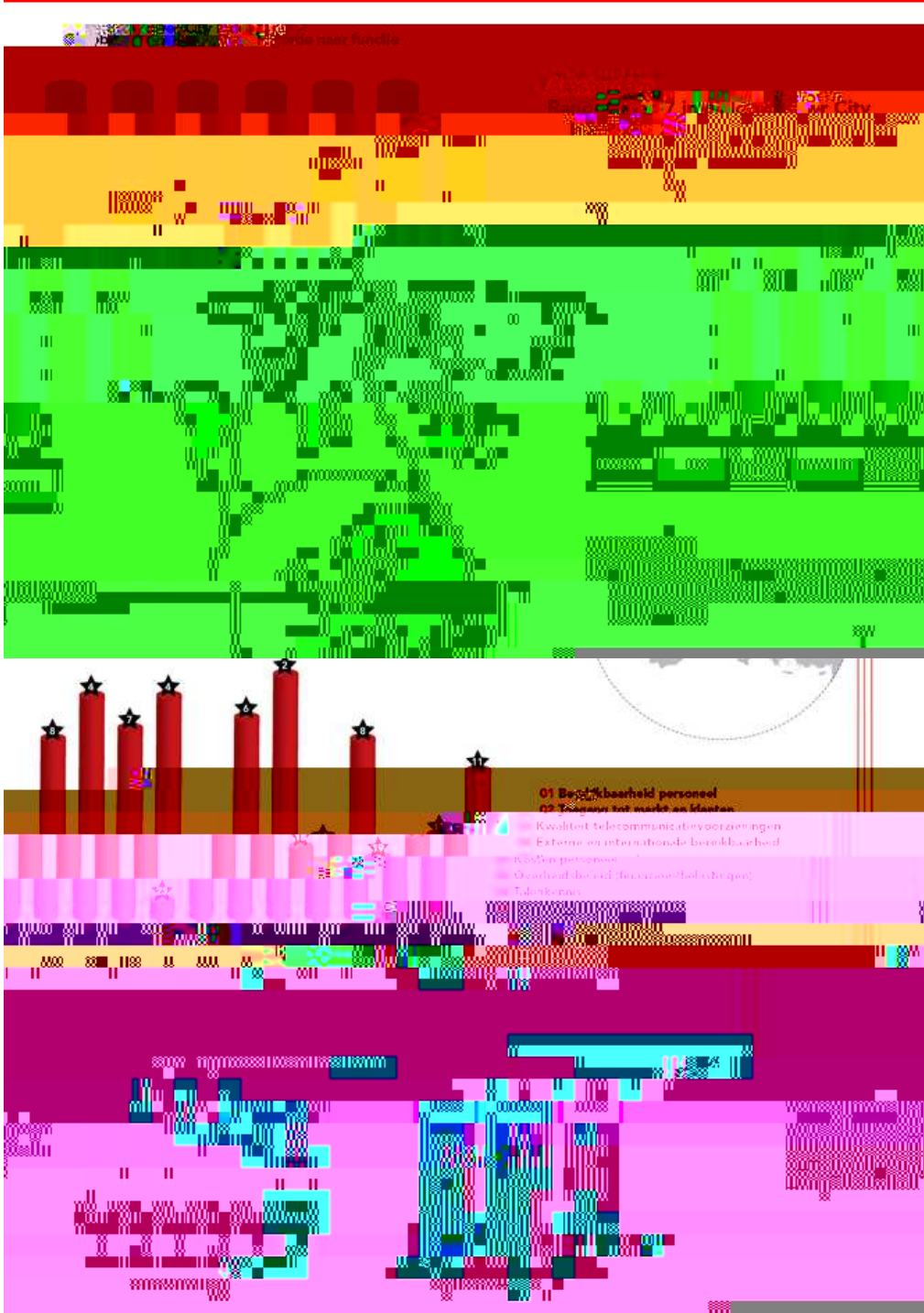
Social elevator





Economic resilience after 2008





Good Grades

Feature	Eur. rank
Safety	4
Cost of Living	13
Attractiveness for business	4
Airport passengers/cargo	4
Sea Port volume goods	5
Internet via exchanges	2

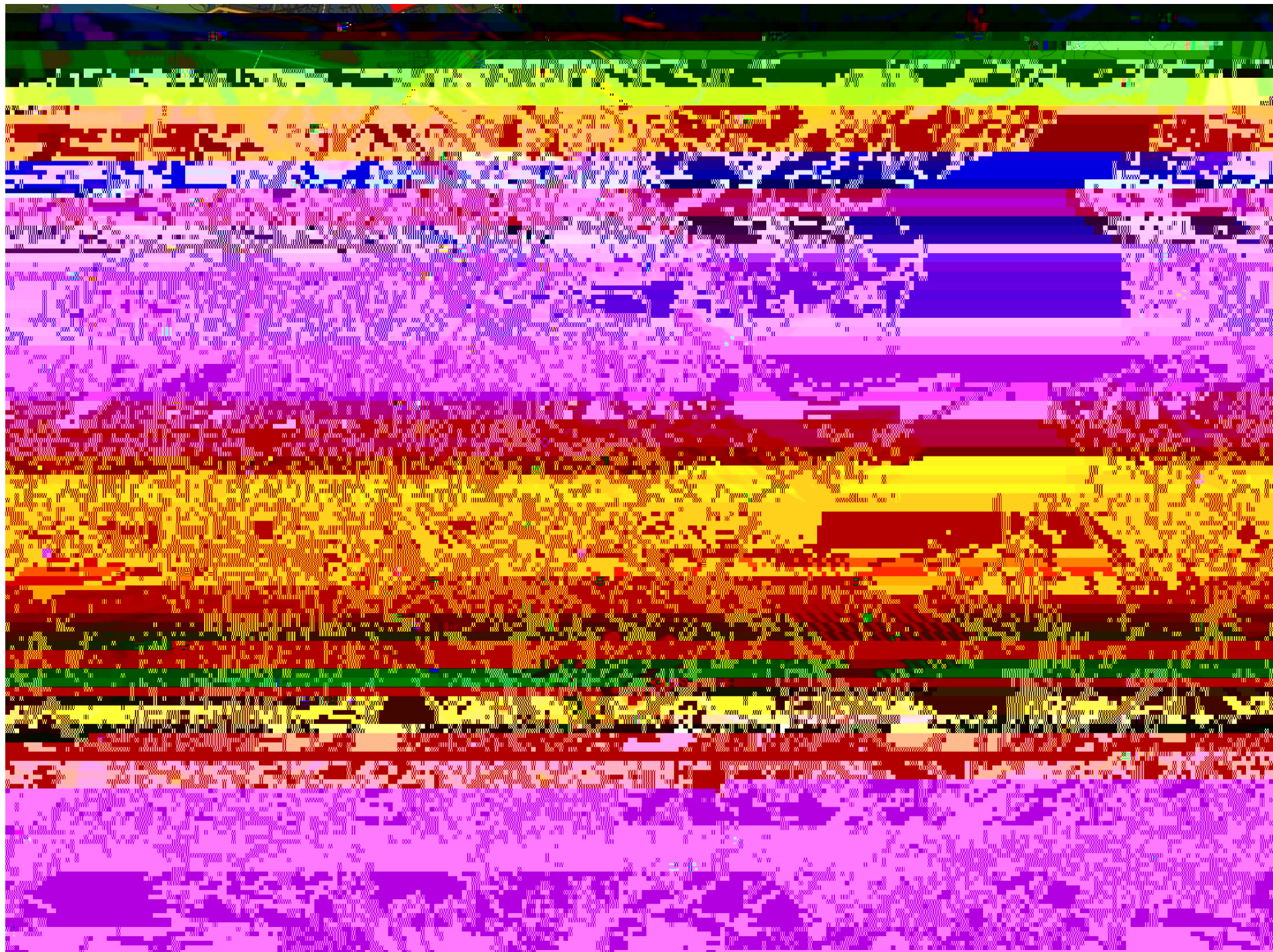
Mature Services Economy*

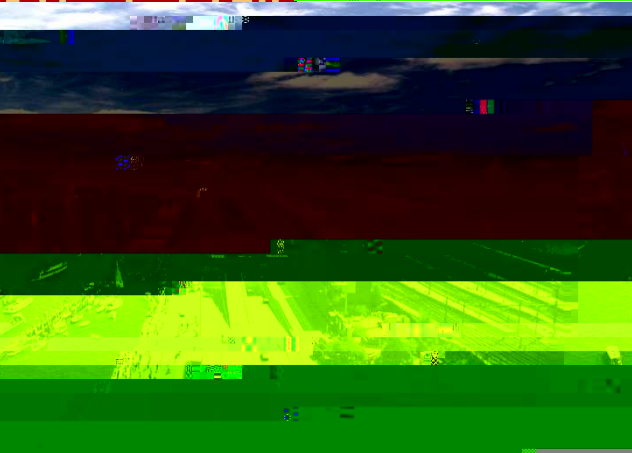
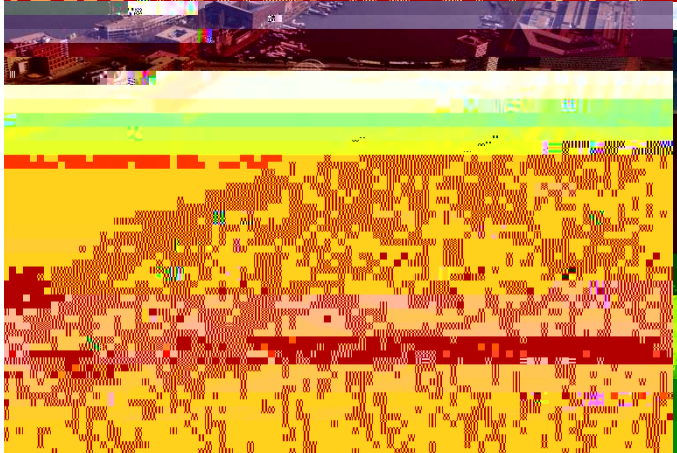
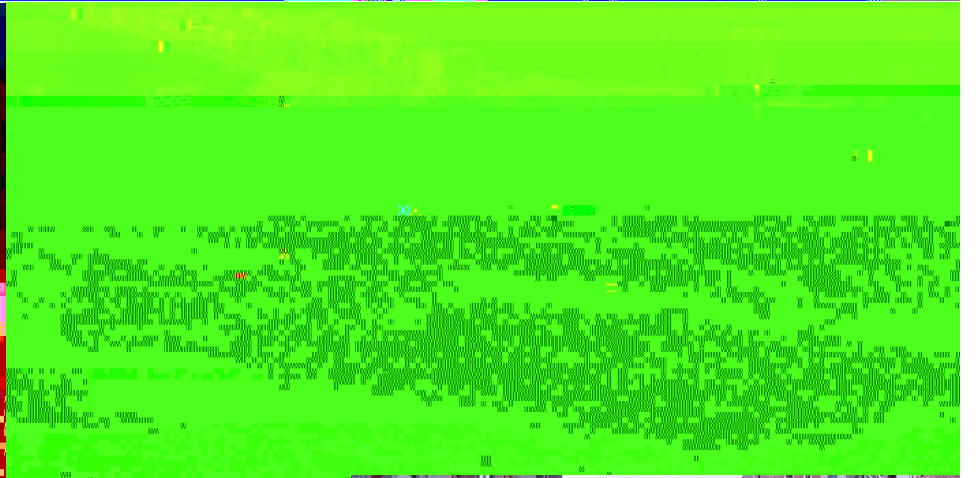
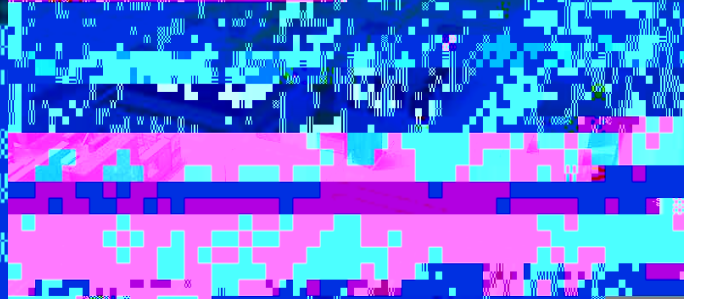
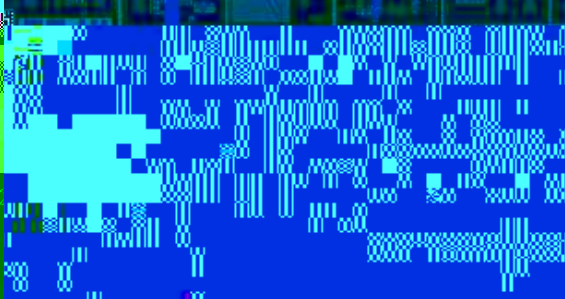
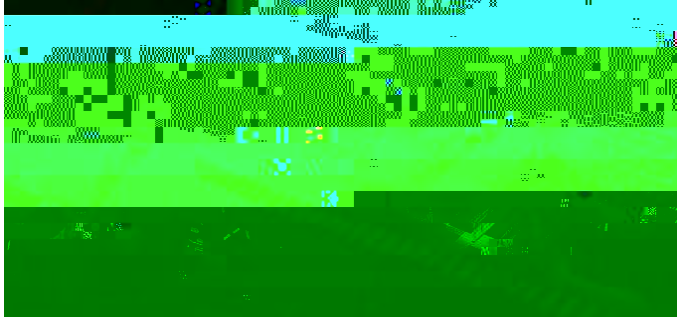
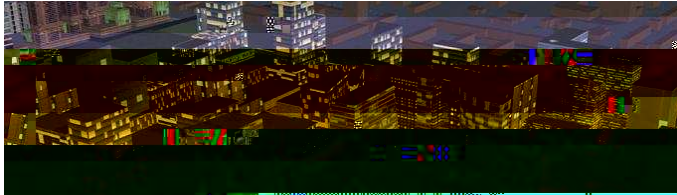
Clusters

- Finance
- Trade and Logistics



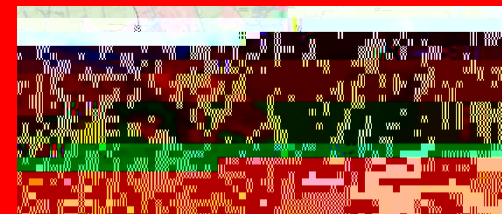
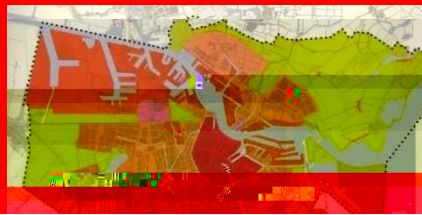
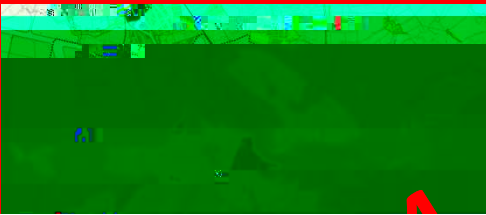
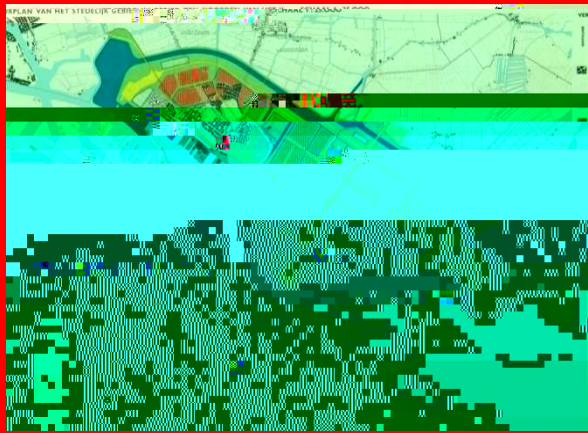








Green spaces





Maturing green space strategies (1990s)

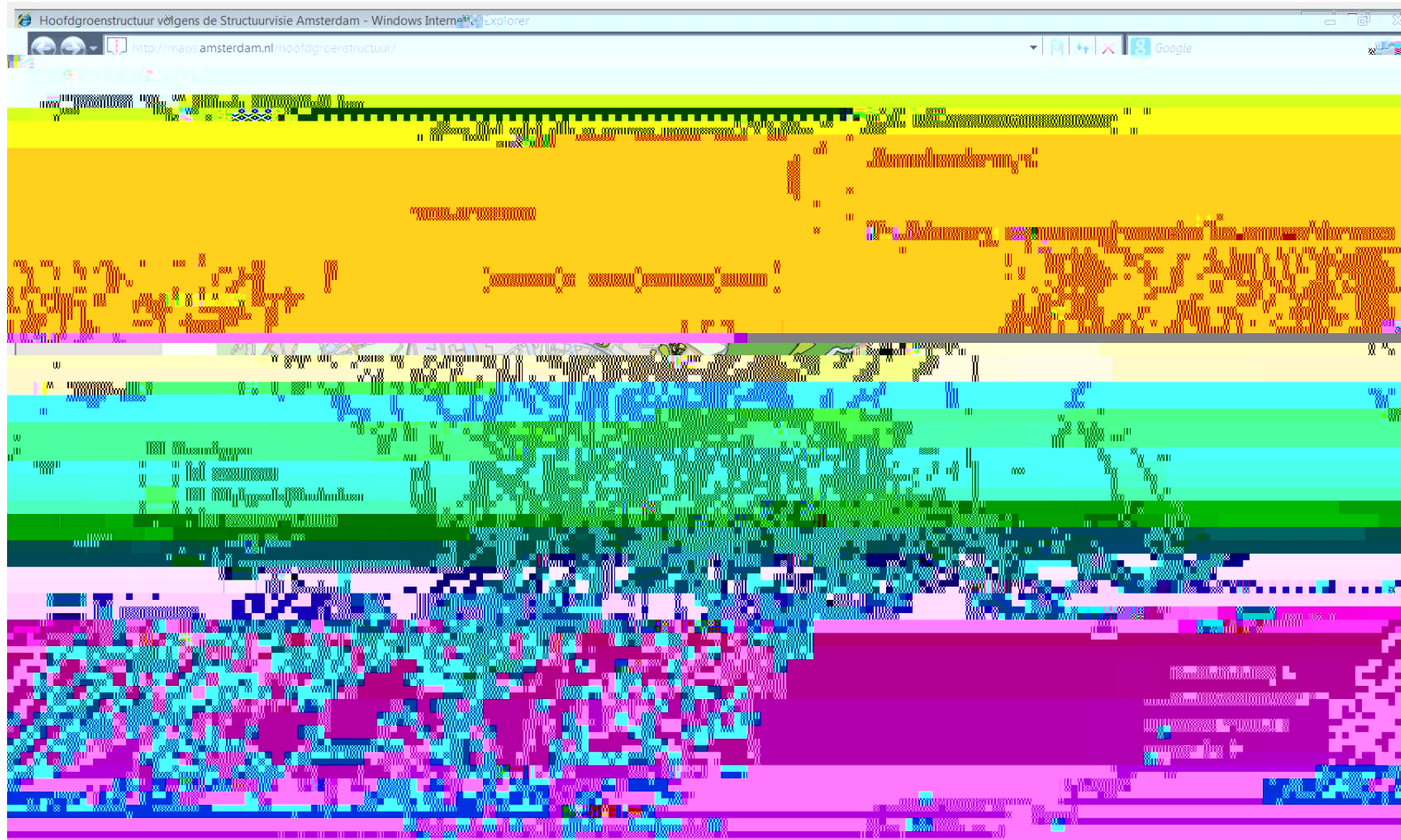
Planning framework

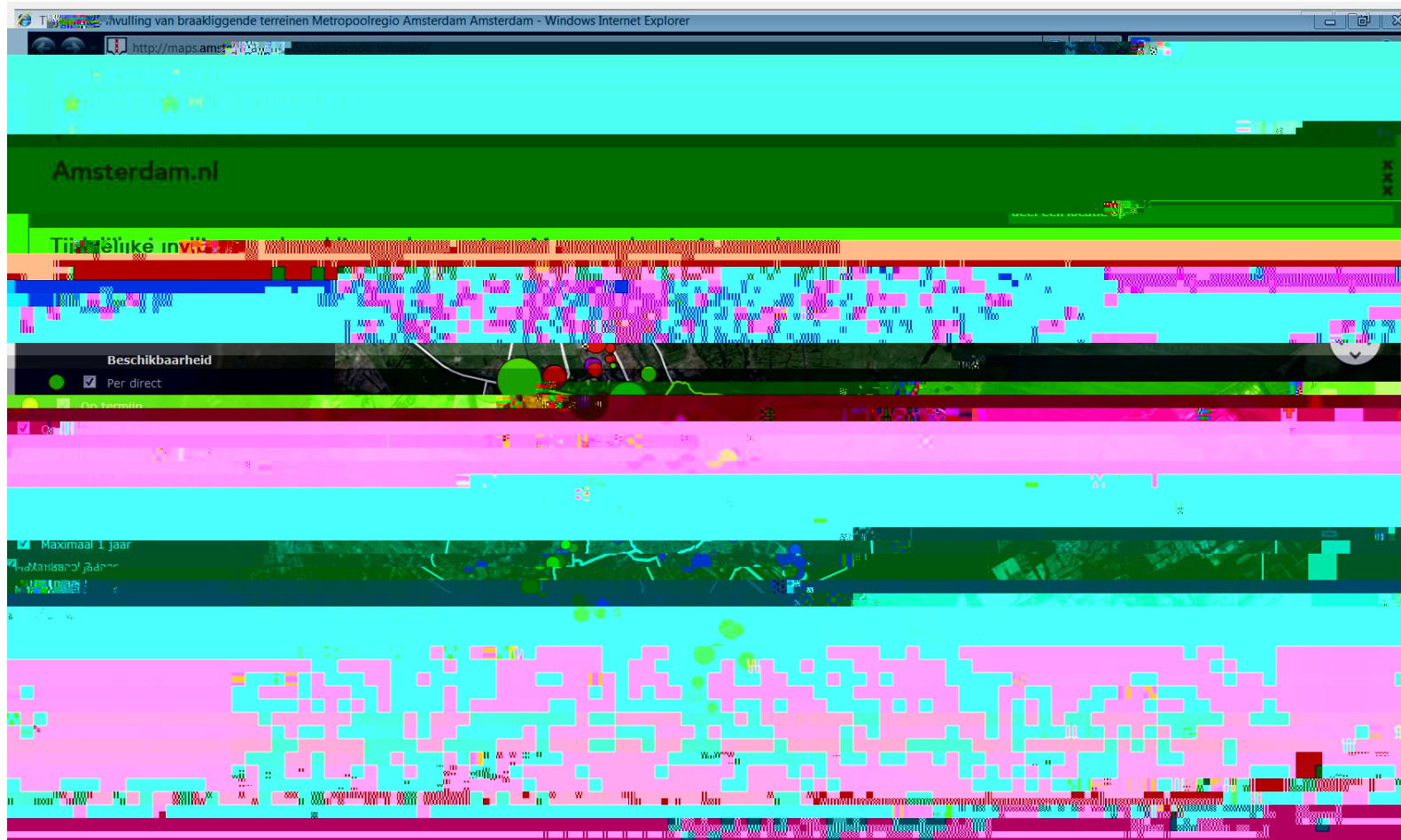
Management and investment

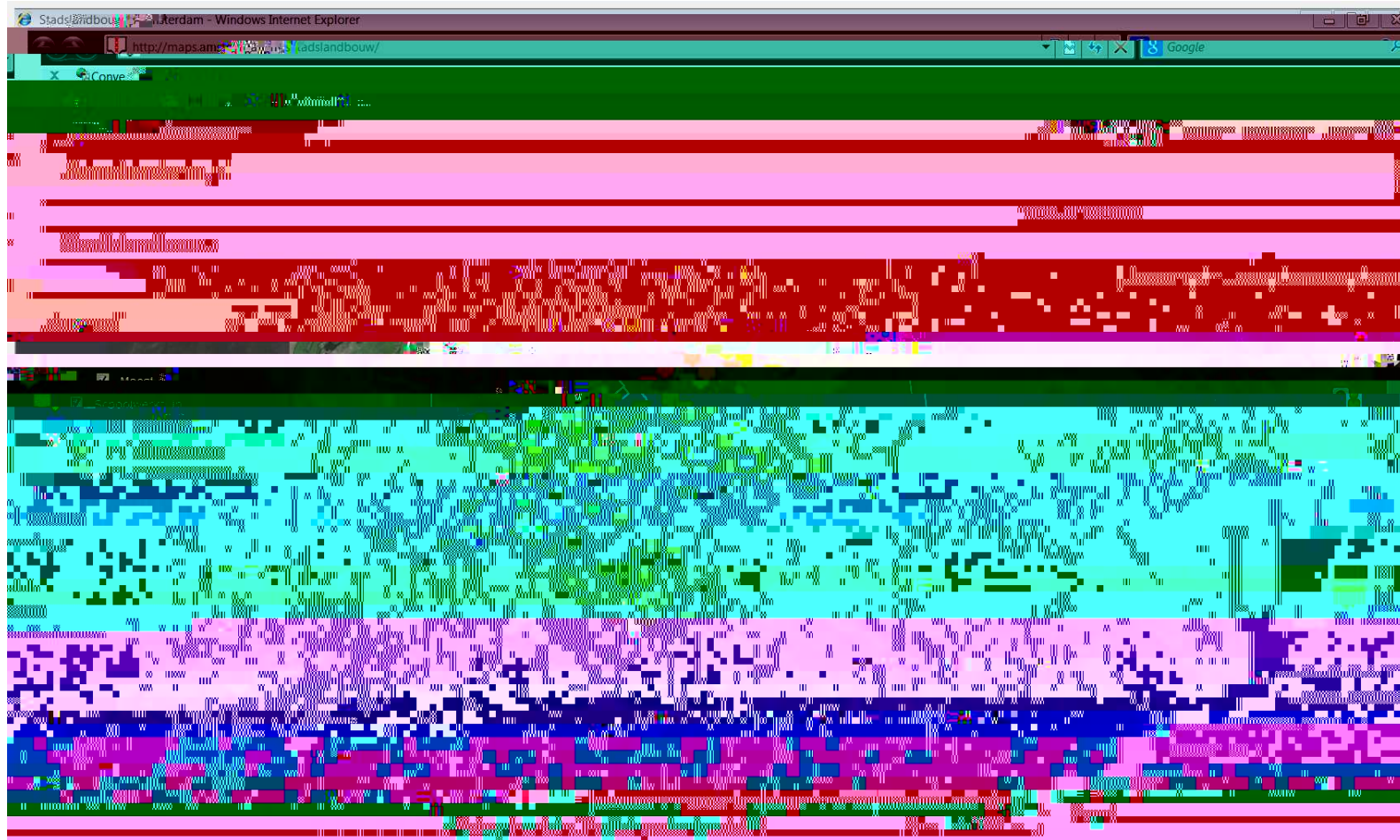
Encouraging city greening

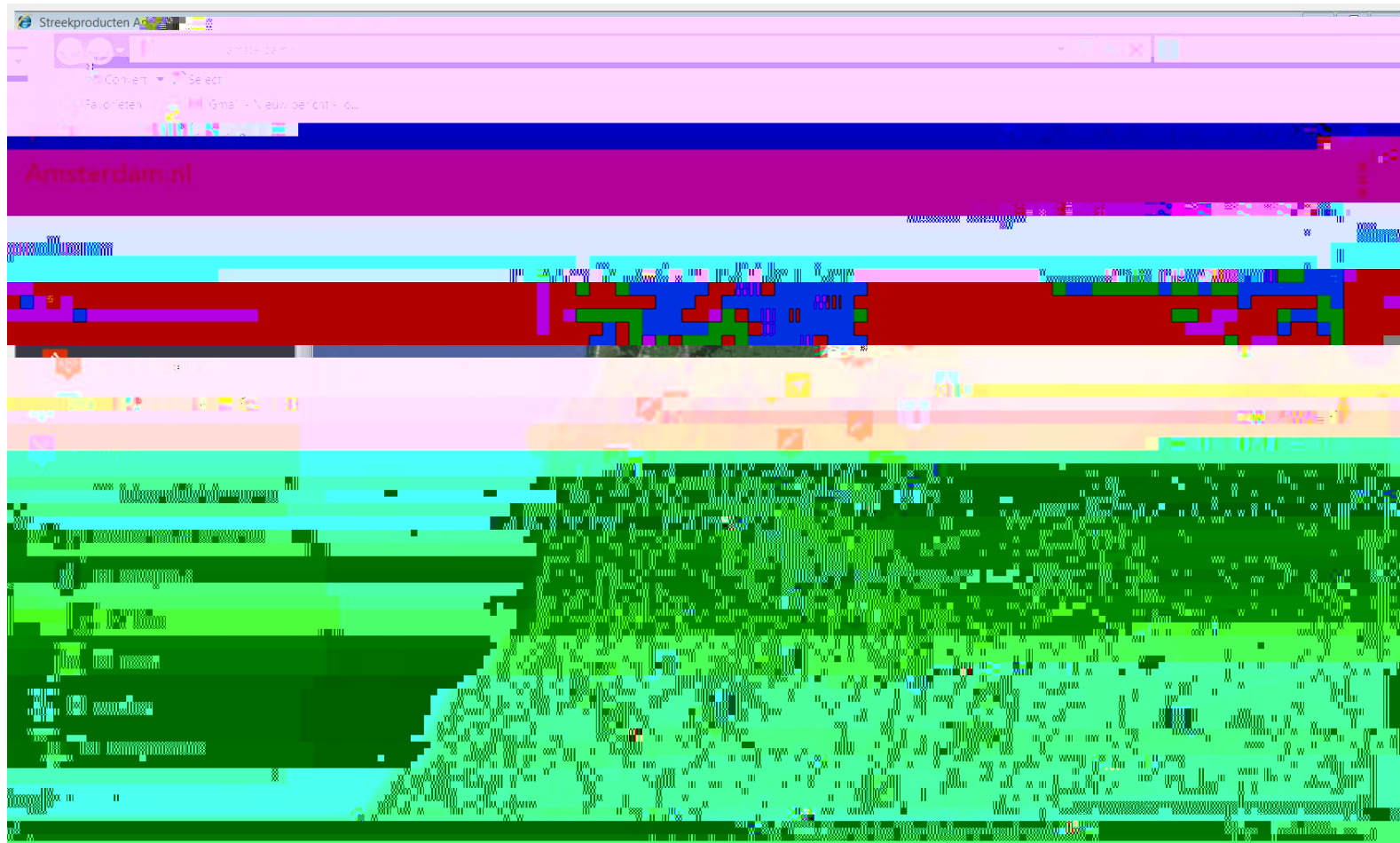
Outreach and encouraging crossovers (e.g.
urban agriculture)

Monitoring



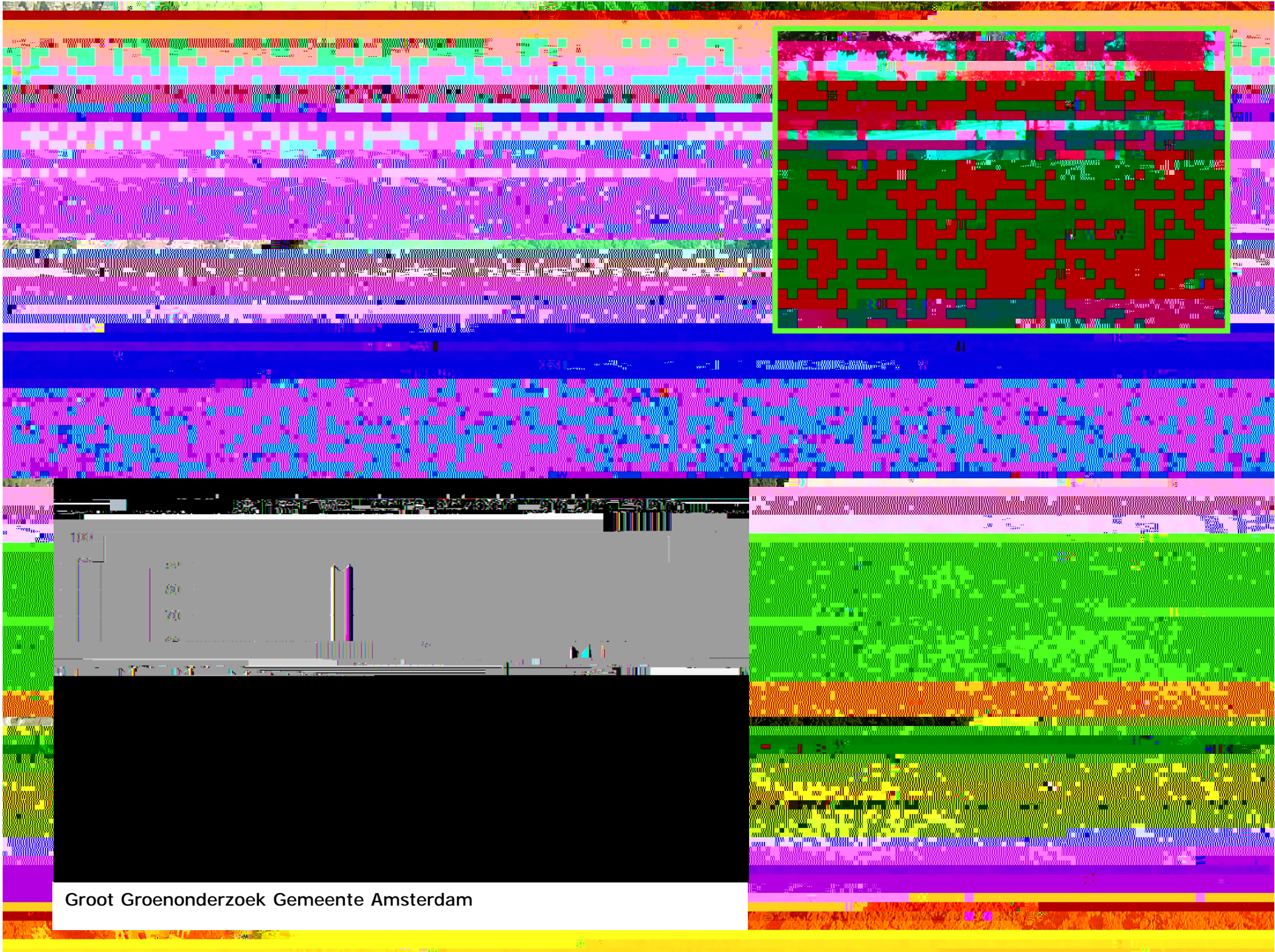




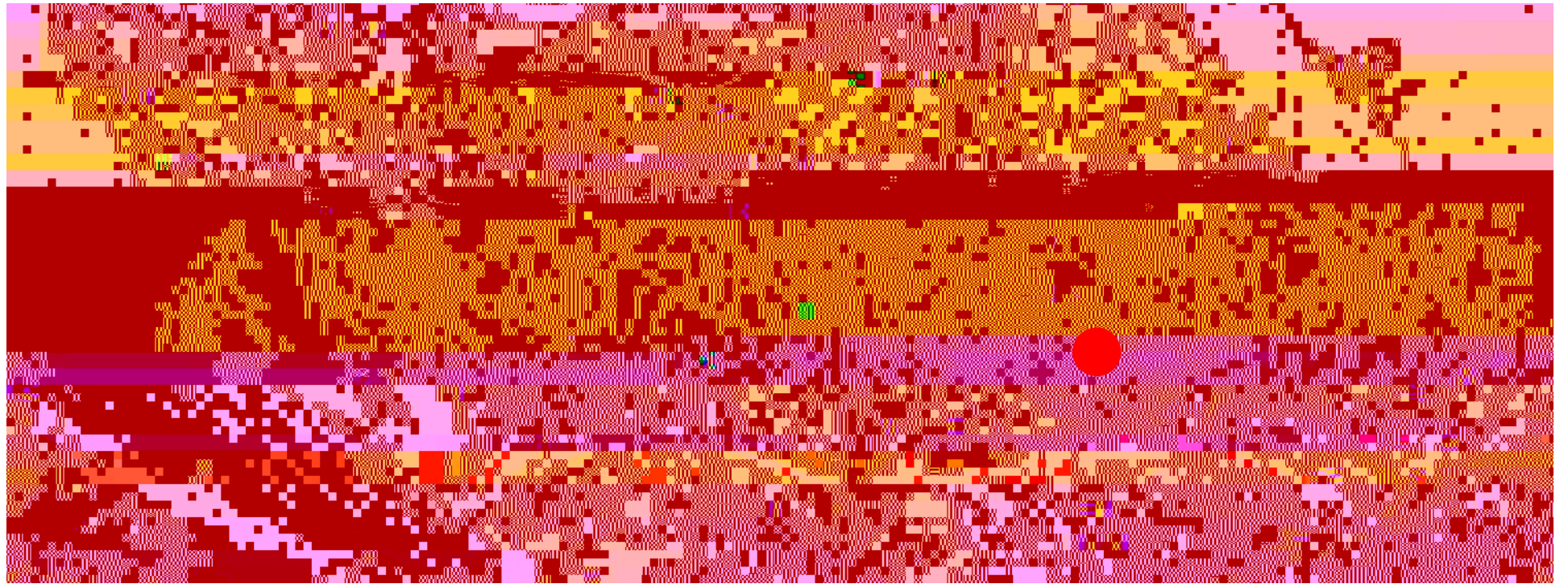






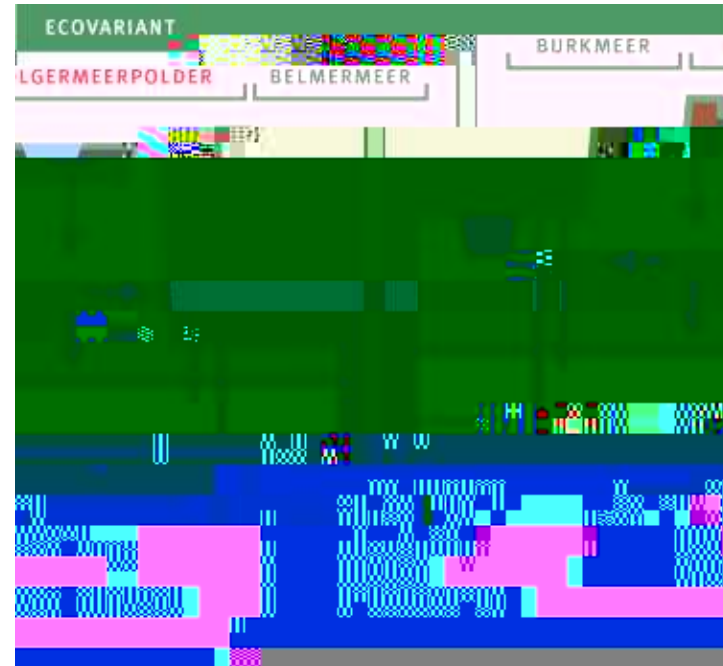
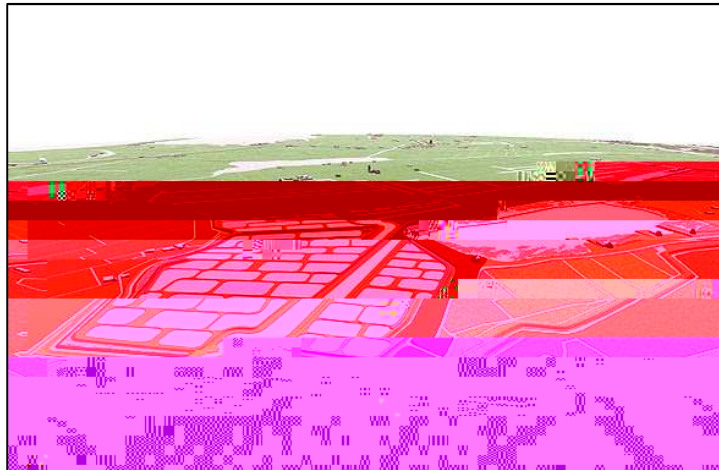


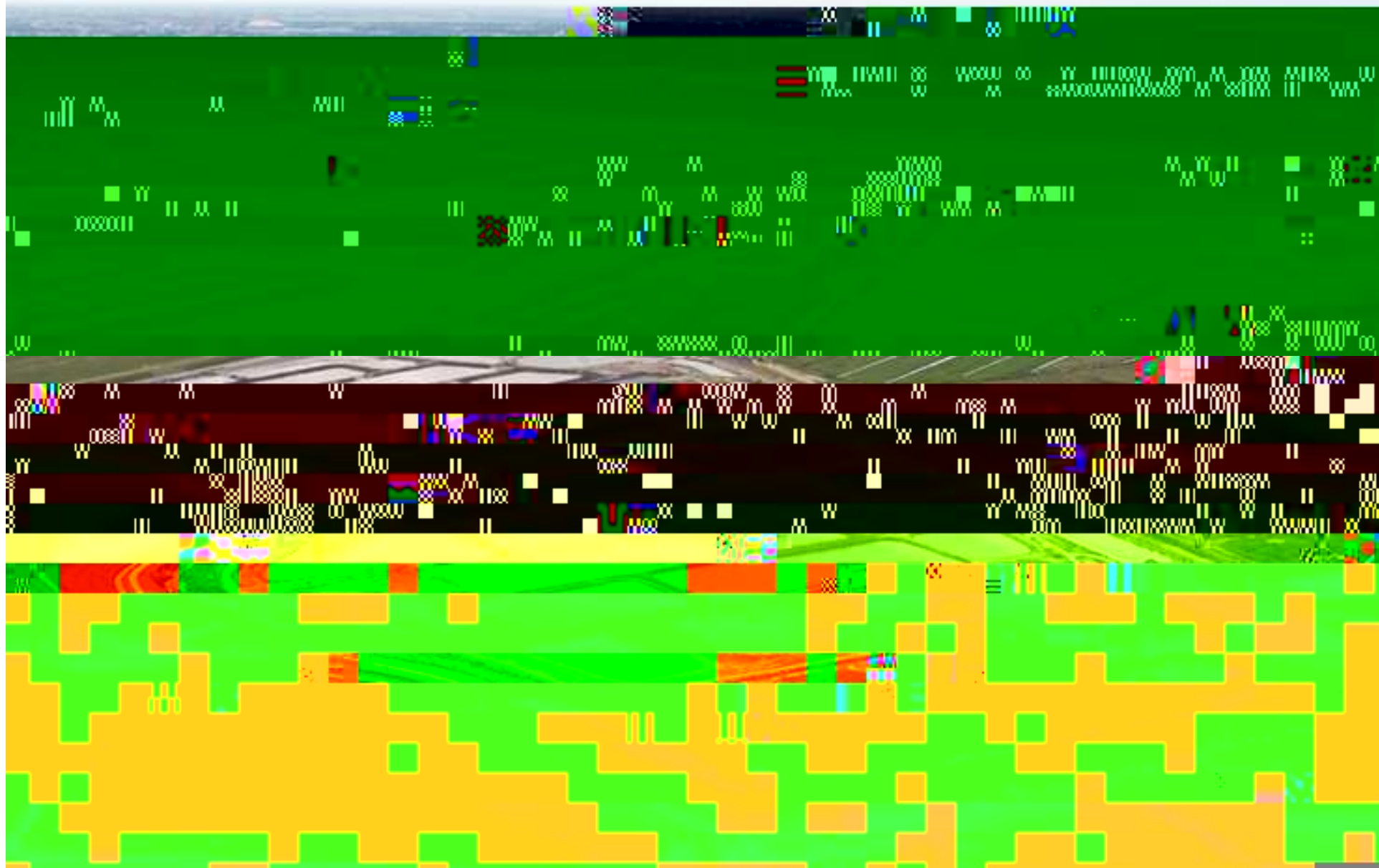
Groot Groenonderzoek Gemeente Amsterdam





Volgermeerpolder, Amsterdam







Evolving Insights and Strategies

19th century	Health ('lungs'), Beautification	Pleasant walk, social education
20th century	Social provisioning – local focus	Recreation, sports, playgrounds, leisure, nature education
21th century	Green infrastructure – local and global focus	Ecosystem services , e.g. public health, water management, food production



How might ES-thinking modify existing strategies?

ES-thinking points to two fundamental insights

- **Economic value** of green space
- **City metabolism** in relation to biosphere functioning

plaatke Mars - Aarde - Venus - Mercurius als achtergrond

Johan, 10/9/2013



Economic downturn: focus on economic value

Municipal income streams

- 1/3 transfer national government
- 2/3 local taxes, land lease (housing market), participations



Current Actions

Exploring financial opportunities (public, private) e.g. volunteers, Paying for ES

TEEB City (NL)

- Including external economic benefits into financial accounting
- Accounting tool > smartphone app

Green Finance Lab Amsterdam

- Value capture finance
- Health, Water, Housing, Tourism
- Discussed with private sector
- Pilots



The bigger picture

Amsterdam 1990 – 2010: metropolitan strategy
typical for the period

Now: growing sensitivity to global risks in the
New Normal (Anthropocene)

Including climate change, energy, raw
materials, etc.

And Complexity and Turbulence

Shared Value



Take away message

Look for the Leverage Points
Including External Benefits in Economic
Accounting is Key
Especially interesting in Public Health and
Water Management