

The six pillars of Amsterdam Impact (2019-2022)

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DEMONSTRATION ONLY



City of Amsterdam (AMSTRDM)

Stakeholder(s):

Netherlands :

Six years ago, the Netherlands was considered a laggard in supporting social enterprise. Dutch innovators looked instead to places like Britain or Canada for inspiration, where policies and infrastructure had been shaped to help the movement thrive.

Marijke Shahsavari-Jansen :

But in Amsterdam, momentum among policy-makers was growing. In 2015, councillor Marijke Shahsavari-Jansen's "Make way for social enterprises" initiative was adopted by the city government.

Ellen Oetelmans :

Emboldened by this development, Ellen Oetelmans, a senior advisor at the City of Amsterdam, the municipal organisation, proposed a three-year plan to propel the city into a new role – that of a committed supporter of social entrepreneurship.

Social Entrepreneurs :

Initially, some of her colleagues were unsure about promoting social entrepreneurship alongside entrepreneurship in general; nor was it clear how a programme covering many different

social and environmental issues would fit into the remit of any one government department. "Within the municipality, we had to clarify that social entrepreneurs have their own set of specific needs and challenges," says Oetelmans, who has worked at the City of Amsterdam's department of economic affairs since 2006. "It's safe to say we almost started from scratch".

Municipalities :

But her intrapreneurial spirit – along with detailed research setting out the particular needs of social entrepreneurs, and co-creation sessions with relevant partners – paid off, and Oetelmans got the Amsterdam Impact programme approved in 2015. It was the first municipality in the Netherlands to create an action programme for social entrepreneurship; other cities, such as The Hague, Rotterdam and Utrecht have since followed suit with their own initiatives.

The Hague

Rotterdam

Utrecht

Vision

Amsterdam serves a leading location for social enterprises

Mission

To create a climate in which social enterprises can start and grow

Values

Shared Value

1. Value

Create shared value

Stakeholder(s)

Local Governments

Transition – aims to turn Amsterdam into a global centre of expertise on the role of local governments in the transition to an economy focused on creating shared value.

1.1. Expertise

Turn Amsterdam into a global centre of expertise on the role of local governments in the transition to an economy focused on creating shared value

Stakeholder(s):

Amsterdam

2. Continuity & Revenue

Stimulate the continuity and revenue growth of impact companies

Stakeholder(s)

Impact Companies

Entrepreneurs

Market access – aims to stimulate the continuity and revenue growth of impact companies so that more societal value is created by solving societal challenges through entrepreneurship.

2.1. Market Connections

Connect impact enterprises to potential buyers

For example, the Buy Social series with Social Enterprise NL connects impact enterprises to potential buyers.

Stakeholder(s):

Impact Enterprises

Buyers

3. Capital

Ensure sufficient capital is available to impact companies

Stakeholder(s)

Impact Companies

Financiers

Capital – aims to ensure sufficient capital is available to impact companies at each stage of the business life cycle by encouraging close collaboration and knowledge exchange between diverse financiers.

3.1. Network

Co-finance a peer-to-peer network for impact investors

This includes Co-Financing our Future, a peer-to-peer network for impact investors, run together with ABN AMRO, DOEN Participaties, Invest NL, and other partners.

Stakeholder(s):

Impact Investors

DOEN Participaties

ABN AMRO

Invest NL

4. Internationalisation

Strengthen Amsterdam's position as a hotspot for growing and scaling impact companies

Stakeholder(s)

Impact Companies

Internationalisation – aims to strengthen Amsterdam's position as a hotspot for growing and scaling both Dutch impact companies and impact companies from abroad and to deepen the collaboration with international governments and ecosystems – whether municipal, regional or national.

4.1. Collaboration

Deepen collaboration with international governments and ecosystems

Stakeholder(s):

International Governments

National Governments

Municipal Governments

Entrepreneurial Ecosystems

Regional Governments

5. Neighbourhoods

Support entrepreneurial initiatives that contribute to the economic growth and liveability of Amsterdam's neighbourhoods

Stakeholder(s)

Neighbourhoods

Entrepreneurs

Impact entrepreneurship in the neighbourhood – aims to support entrepreneurial initiatives that contribute to the economic growth and liveability of Amsterdam's neighbourhoods by focusing on issues including social cohesion, labour participation, and sustainability.

5.1. Social Cohesion

Address social cohesion

5.2. Labour Participation

Address social labour participation

5.3. Sustainability

Address sustainability

6. Entrepreneurial Connections

Strengthen connections between the diverse players of Amsterdam's impact entrepreneurship ecosystem

Ecosystem connections – to strengthen connections between the diverse players of Amsterdam's impact entrepreneurship ecosystem by helping them to know who's who, share expertise, and do business with each other.

6.1. Personal Knowledge

Help entrepreneurs know who's who

6.2. Expertise

Help entrepreneurs share expertise

6.3. Business

Help entrepreneurs do business with each other

Administrative Information

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