Urgenda: new institution to facilitate transition to sustainable Netherlands
What is the Urgenda?

agenda of reform from high sense of urgency
strategic plan with set of goals and concrete actions
in the short and long term

action organization
transition team to facilitate transformative change

underlying philosophy
transition management

www.urgenda.nl
Urgenda Principles

- stimulate frontrunners at the local level 
  (variation)

- interconnect frontrunners with same direction 
  (emergence)

- develop sustainability vision as guidance for frontrunners 
  (attractor)

- empower frontrunners to form alternative regime 
  (selection, scaling up)

- further modulation between national, regional, local level 
  (co-evolution)
Urgenda Practice

- identify frontrunners throughout the whole country
- articulate their needs and barriers they face
- organize protected spaces (arenas) for frontrunners
- start up concrete experiments with frontrunners
- establish social networks around these experiments
- stimulate social movement by community forming
Reflexive process

arenas for learning and experimenting

adjustment of goals

monitoring of experiments

evaluation of process
Concrete targets and actions

in 5 years
1000 CO2-neutral streets in the Netherlands

in 10 years
all newly built houses are sustainable

in 15 years
floating sustainable city built

in 20 years
roofs of all houses are sustainable ("green roofs")

in 30 years
all construction companies are transformed to service companies

in 40 years
the Netherlands is climate- and water robust
Instruments

- sustainability arena [platform]
- inspiring vision of sustainable Netherlands in 2049
- ‘icon projects’ and local/regional projects
- regulatory free zone
- national events [9-9-9]
ICON-projects

• electric car
  from ordinary dam to integral landmering’

• the floating city
  living, working, recreating, moving on and round the water

• sustainable poor neighbourhoods
  Rotterdam, Amsterdam

• sustainable Wadden Islands
  Wadden as experiment for sustainable energy

• sustainable soccer stadium
  Feijenoord Stadium Rotterdam
Floating City
Floating City

- **housing/work-units**
- **energy**: decentralized warmth/cold storage
- **water recreation**
- **mobility**: floating motorway, water taxi
- **ecology**: wetlands
- **technology**: floating foundation
What is the role of the Urgenda?

- enabling, stimulating role
- provide future orientation
- connect, accelerate
- provide action perspective
- exert pressure