



**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](http://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*)
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# 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

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# 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*

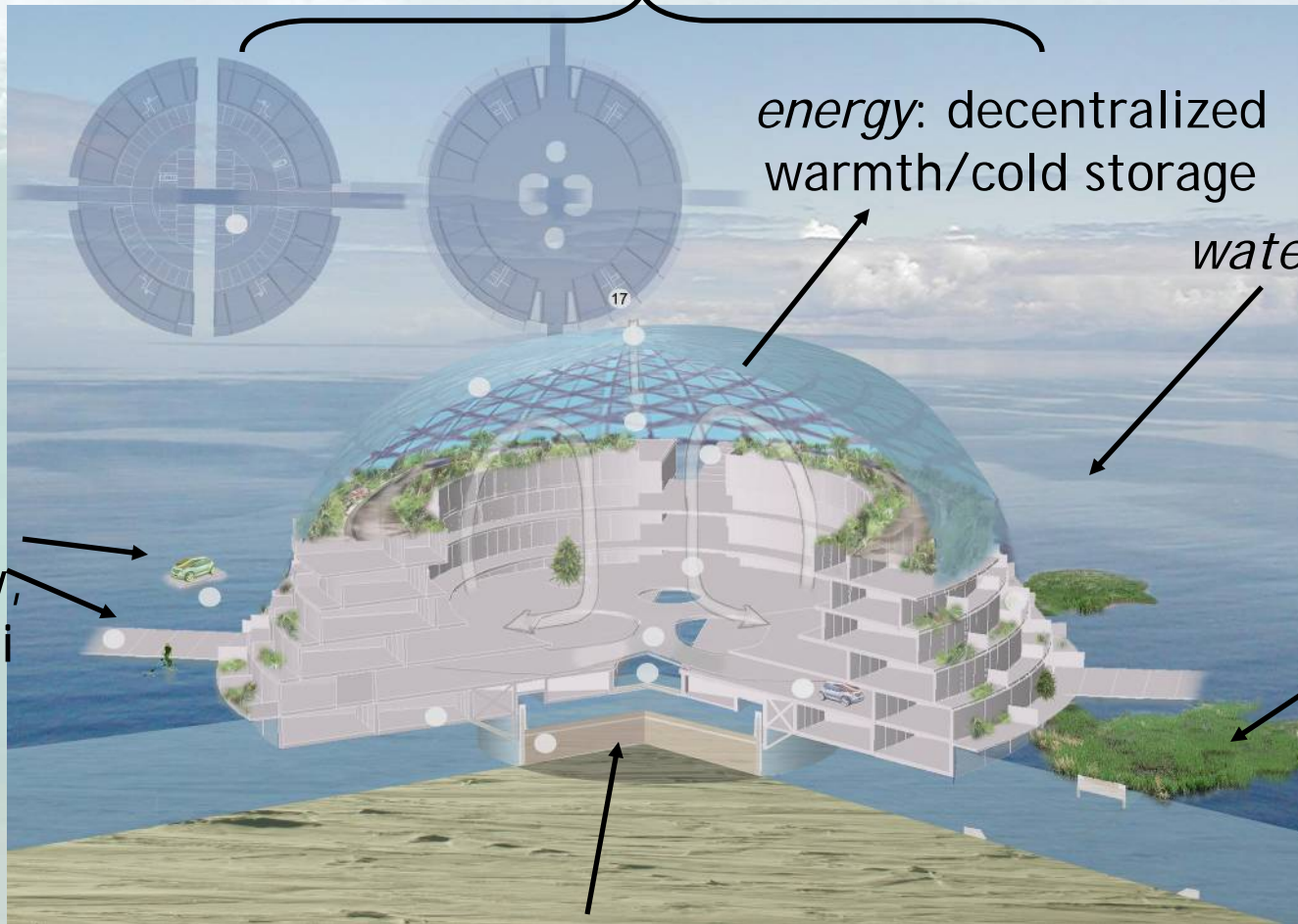
*energy: decentralized  
warmth/cold storage*

*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*