

30 DAGEN DUURZAAM

30 DAYS SUSTAINABLE



City & organisation	Amsterdam, Stichting De Gezonde Stad Amsterdam
Urban challenge(s) addressed	Greenery, materials/circularity, local food supply chains, clean energy, clean air
Name/title of learning practice	30 dagen duurzaam // 30 days sustainable
Type of case study	Life-long learning
Programme level learning practice/ case study	Local (city level)

BACKGROUND AND HISTORY

Years of establishment: 2021

Motivation behind intervention

The coronavirus was no reason for De Gezonde Stad to sit still and put their sustainable actions on the back burner. They went the extra mile and launched the first 'Thirty Days Sustainable'. They motivated over 500 Amsterdammers to start working on green and circular challenges at home, during a month. They worked with local organizations from Amsterdam that make sustainability a concrete and applicable topic.

General content of intervention

Participating was not only fun, it was also very simple! After registering, you received two challenges every week for a month. On Wednesdays you received a 'small' challenge, on Fridays a 'big' challenge.

The challenges were easy to perform and directly related to your daily life. They were super concrete, you could do them from home and they cost you little time. Sometimes you received (letterbox) mail to be able to take on the challenge. Exciting!

At the end of the challenge you received your personal score and you could see how much impact you had made!

There was a track for individuals, and De Gezonde Stad organized two in-company 30 Dagen Duurzaam for two large corporates in Amsterdam.

Target group: Inhabitants of Amsterdam // Employees of participating corporates

Length of the course: 30 days

Average number of students attending

500+ // in the in-company editions there was space for up to 100 participants, the amount of participants was less than that.

URBAN CHALLENGES ADDRESSED AND THE CONTEXT

Which urban challenge: Greenery, materials/circularity, local food supply chains, clean energy, clean air.

Why was it addressed

De Gezonde Stad is a foundation that aims to make Amsterdam sustainable and healthy. They do this by starting projects and events together with a community of Amsterdammers and other frontrunners from the city and by supporting residents with sustainable initiatives.

How is it addressed

Sustainability can be a very large and broad topic. Where to start if you want to make a positive impact? De Gezonde Stad believes that you should start where you can immediately make a difference, by just acting. At home for example! After a month of sustainable and healthy actions, the step to a sustainable and healthy life is a lot smaller. This way, we can start a movement together!

ORGANISATIONAL DESIGN

Stakeholders involved:

About 10 partner organizations on the challenges, among others KIT Tropenhotel & restaurant, Closing the Loop, restaurant De Kas, Boksschool Bijlmerbajes, TU Delft, A City Made By People.

In addition: partner organizations that have helped with campaigning, placing Instagram posts, such as Sprinklr and Rooftop Revolution.

Resources required (human, capital, physical):

Human: hours of employees.

Capital: a little bit of money to send mail so that people could get something at home.

Physical: packages.

LEARNING DESIGN

ECTS: N/A

Learning objectives

We identified a number of objectives: number of participants, percentage of challenges that they complete.

The learning objective was to activate and inspire people to engage in sustainability, to take small steps towards more sustainable behaviour. By doing a number of easy, tangible challenges, you can learn new behaviors that help to exhibit sustainable behavior in the long term.

Training methodologies: N/A

Format

Registration via the website, after which participants received a short description of the challenge, digitally or by post. They had to pass on if they succeeded in finalizing the challenge. De Gezonde Stad then calculated the amount of points per person, so participants got the scoring every week. For the in-company-track, a winner has been chosen.

- ◊ In the explanation of each challenge, De Gezonde Stad included links to further information that you could read, in this way they offered access to more information on the subject.

Student support systems:

For individuals, people could email questions to De Gezond Stad.

For the in-company-track, we organized 3 online meetings (start-middle-end) where they could discuss in 30-60 minutes how the challenges were going, what their observations were, and could ask questions. In addition, there was an online environment where participants could share their experiences. This was tricky because of privacy, we couldn't always get into that online environment, so we couldn't monitor it sufficiently.

Assessment methods: Participants indicated whether they had completed a challenge.

Integration into curricula (if applicable): N/A

HINDERS

In relation to urban challenges: N/A

In relation to delivery of intervention

We cannot continue the in-company track. What people are willing to pay for it and the amount of time we need to invest is not in proportion to each other. We must spend our subsidy wisely, and the number of hours that we have to put into it does not add up to to what companies are willing to pay.

ENABLERS

In relation to urban challenges

The track fits the spirit of the times, sustainability is 'hip' and people like to contribute. We make it easy for people to participate and get in: accessible, tangible and fun, it doesn't take too much time. Most challenges take a maximum of 1 hour. It was free for individuals to participate.

In relation to delivery of intervention

Companies like to position themselves as sustainable, 'look at the projects that I am doing with my employees', which means that companies find it interesting. On the other hand, you could also see this as a form of greenwashing.

Because of corona, people spend more time at home and are more focused on what is happening in their neighbourhood.

We have a fairly large existing following and a large communication reach in Amsterdam. Cooperation with partner organization, Closing the Loop, De Kas, that also helps.

REFLECTION

Success factors: N/A

Outputs, outcomes and impact

Output: 500 participants that completed several sustainable challenges and two companies followed the in-company-track.

Outcome:

In the individual track: together with more than 500 Amsterdammers we have, among other things:

- saved a lot of energy
- kilos of litter picked from the street
- recycled old cell phones
- saved an excess potato crop
- flower seeds distributed in more than 50 places in the city
- and we cooked for a week with vegetables from Amsterdam soil

A nice effect that was told during the online meeting of the in-company track: a participant often threw away the crusts of his children's bread, then decided to eat them himself, after which his children saw what he was doing: then they also wanted to eat them. So it had a broader effect on the family.

Impact:

Suppose you persist in these behaviors, it will have a bigger effect in the long run. With TU Delft, for example, we gave three energy saving challenges, including setting your thermostat back to 17 degrees instead of 15, which is better because otherwise you need more energy to heat up again. If you do this once and keep it up for a few years, it can have a lot of effect in the long run. But we didn't calculate that.

Lessons learned and recommendations

You have to think very carefully about the revenue model of the program. How many hours do you want to put into development and implementation. People who are not at all interested in sustainable living will not participate. You can reach people who are already slightly interested. Within companies it is difficult because people do this next to their work, it feels like work. You could do it for individuals only, because people like it anyway. You can motivate people with small, simple, fun things. It should be simple, you should be able to do it from your desk!

Other: N/A

Note: The information contained on this description was extracted from the "Case Study report" (published by the Urban GoodCamp consortium in March 2022), available at: https://www.urbangoodcamp.eu/uploads/1/6/2/1/16214540/ucamp_-_case_study_report_1.pdf

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