

Quality over Quantity

We contribute to the quality of life, attractiveness and prosperity of a sustainable and inclusive Amsterdam Metropolitan Area by building a better reputation and guiding residents, businesses and visitors.

We aim our practices to enhance the city's natural and cultural heritage for generations to come.

Our commitments for a sustainable future arise from our core activities: building knowledge, creating meaningful connections and telling engaging stories.

OUR 8 COMMITMENTS FOR SUSTAINABILITY

[Building knowledge]

- 1. Learning** from the best local, regional, national and international experts and practices, and actively contributing to build knowledge and expertise for everyone to benefit from.
- 2. Empowering** and educating our organisation, and our partners on the opportunities of regenerative practices and the positive impact we can have together.

[Creating Meaningful connections]

- 3. Aligning** with our municipality's ambitious sustainability goals. Striving to balance the need to provide everyone with what they need to live a good life, a "social foundation" while limiting our impact on the environment, "the environmental ceiling."
- 4. Partnering** with local entrepreneurs, interest groups, and cultural and knowledge institutions that generate economic benefits, create meaningful jobs and contribute to the climate goals and well-being of the city and its residents. And attracting businesses, meetings and events to Amsterdam that underline our sustainability goals.
- 5. Fostering** inclusivity and diversity as both an employer and organisation. Creating an open and attentive working atmosphere. We strive for a balanced representation, both within our team of employees and in the content we create for our different target groups.
- 6. Monitoring** and evaluating our progress towards achieving our goals, and continuously improving our practices and strategies to ensure long-term sustainability and resilience.

[Telling engaging stories]

7. Encouraging residents and visitors to adopt responsible and sustainable travel attitude and behaviours that stimulate their positive impact on the environment and contribute toward neighborhoods and local communities. We promote conscious transportation, local sourcing and engagement in cultural activities.

8. Advocating (with passion) regenerative mindsetting and efforts in all our activities and communications, internal as well as external.

Thus, we inspire our partners, target groups and fellow Amsterdammers to make conscious choices that prioritise broad welfare, liveability and ecology of our city, boosting social cohesion. Our aim is to lead by example by creating a workplace where all feel welcomed and thrive.

A handwritten signature in blue ink, appearing to be 'Geerte Udo', with a long horizontal stroke extending to the right.

Approved 30th of May 2023, by Geerte Udo, CEO amsterdam&partners