CSR Netherlands launches new community TwentyOne


TwentyOne is a new online and offline international network of businesses, governments and citizens. They bring together public support, specific capabilities and innovation to create solutions for complex urban issues. CSR Netherlands launches this network of ‘champions’ as a follow up to the ICSR programme around Sustainable Urban Development, supported by the Ministry of Foreign Relations and the Fund for Creative Industry.

Cities are the areas of big social issues. Governments alone cannot solve these. Citizens, the private sector and governments will have to work together in this. During the CSR Netherlands New Year’s event on January 21, this happened in a so-called Ambition Lab, where various parties connected to TwentyOne, like the engineering firm Arcadis, together tackled the question how to involve stakeholders in making Amsterdam South East emissions free (in Dutch). Results from this Ambition Lab: “The technology, such as thermal power stations, solar panels and driving electronically, has been around for a long time and is economically viable. All that’s missing is a local partner who starts organising things and connecting solutions. During this Ambition Lab we came up with the idea of a ‘market manager’, a person not only responsible for organising, but also for the investments and long term rate of return,” says Niels van Geenhuizen, Program Manager Sustainability at Arcadis.

TwentyOne not only works with large companies, but specifically includes innovative SMEs. Entrepreneur Kees Meijnen of Stiels street furniture about TwentyOne: “We have all knowledge required to start a bicycle parking service at prime urban locations, so users can easily reach the city center. We want to launch this service together with the hospitality industry, shop owners and municipalities, so it can benefit all. At the New Year’s event we realised that we will have to roll out a small pilot in a limited area, and let a municipality participate in this experiment. By doing and in dialogue we can co-create the appropriate preconditions and conducive regulatory environment to make this initiative a success. We hope TwentyOne can co-facilitate this process.”

Holland, a Sustainable Urban Delta

The Netherlands is proud of its expertise in sustainable and smart urban planning and would like to export this ‘heritage’ through its campaign ‘Holland, a Sustainable Urban Delta’. But how can we ensure that our expertise will truly make a difference? How can we support Dutch entrepreneurs to create impact in cities, and how can we use trade missions more effectively for this? TwentyOne also focuses on these issues.

For instance: Kampala

TwentyOne currently works on a sustainable urban plan centered around a rural, traditional market in the southern area of Kampala: Kajjansi. In this area a new highway is being built, as well as a new public transport system, which makes the area a strategic transport node in between Kampala and the international airport. Architects, urban planners, inclusive business experts, (local) entrepreneurs and the Ugandan Local Government Association (ULGA) work together on a circular design of the market place and its surroundings by connecting the infrastructural opportunities with various business opportunities: Bio-waste from the market and other local businesses producing the much needed energy and solving the waste collection problem. But also the trade flows of fresh produce have been mapped. The option of creating a wholesale market in an empty market hall just outside of the city center is being considered. By doing this, farmers as well as the 350 vendors from the Kajjansi market do not have to drive the 4 hrs travel back and forth to the highly overpopulated market in the city center of Kampala. CO2 emissions can be reduced, time to market can be shortened, improving quality of the products and moreover the pressure on the most important road from Kajjansi to Kampala will be reduced.
Bandung
How can the Indonesian textile industry’s core business play a role in fighting the heavy pollution and increasing liveability of the kampongs surrounding Bandung? Dutch architect Mo Smit of Cococan, took up this question and initiated a so-called Fashion Village Lab. Supported by TwentyOne, she is now exploring new circular business models together with the large textile brands and companies active in the area. How can, for instance, upcycling of textile waste, or re-introduction of bamboo and indigo not only boost the industry, but also create value for the immediate living environment? Read more about this challenge on the TwentyOne community.

Want to get involved?
Are you aware of a challenge or solution for your own or any other city? Create a profile on [www.twentyone.futureproof.community](http://www.twentyone.futureproof.community) and find partners to further your mission, or visit one of our events.

About Ambition 2020  The Netherlands a global example of a circular and inclusive economy. An economy that is carbon neutral. Where waste no longer exists. Where every talent matters and participates. And where businesses not only focus on themselves, but on the entire chain. That is the national ambition of the Dutch private sector, which will keep our economy strong, social and competitive. With Ambition 2020 CSR Netherlands wants to assist businesses to realise this ambition. TwentyOne contributes to this. See [www.ambitie2020.nl](http://www.ambitie2020.nl)

About CSR Netherlands  CSR Netherlands inspires, connects and strengthens businesses and sectors to take continuous steps in corporate social responsibility (CSR). ‘Creating a future together’ is the motto of this national knowledge and network organisation. Its ambition is to have the Dutch private sector globally regarded as an inspiring example of CSR and sustainability. With over 2.000 companies and organisations - from all sectors, ranging from SME to multinational - CSR Netherlands is the biggest national CSR business network in Europe. Since its foundation in 2004 the organisation has grown into the starting point for all entrepreneurs who want to make their company sustainable. CSR Netherlands supports them with practical tips, knowledge files, practical examples, training and branch specific or theme related networks. In Ambitie 2020 CSR Netherlands unites the shared ambitions of progressive Dutch businesses towards a circular and inclusive economy. [http://mvonederland.nl/csr-netherlands](http://mvonederland.nl/csr-netherlands)