



Application to the European Sustainability Award

By: City of Utrecht, the Netherlands

Deadline: 14 September 2018

This application is supported by a senior representative of the City of Utrecht

Name, title:

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Signature:

4 September 2018, Utrecht

A handwritten signature in blue ink, appearing to read "Hans Sackers".

Utrecht Global Goals Tour #itstartswithyou



*Application for the European Sustainability Award
by the City of Utrecht
Summer 2018*

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Section A: Eligibility

Please indicate for which of the below categories you are applying and substantiate where appropriate (please select only one option):

This application is made as:

Public body: (association of) subnational legal public entities reaching a population above 100.000 individuals. Project/initiative must take place inside the European Union.

Please indicate the registration place of the applicant organisation and provide the relevant supporting documents (e.g. registration extract):

Based or registered **in a Member State** of the European Union; **the Netherlands**.

Please indicate the stage of your project/initiative and substantiate where appropriate:

Completed

Please confirm that the following elements are covered by your project/initiative and substantiate where appropriate:

Yes: the economic, social and environmental dimension of sustainable development;

Yes: the theme of the 2019 European Sustainability Award “Empowering people and ensuring inclusiveness and equality” - which refers to a cluster of SDGs: SDG4 on quality education, SDG 8 on decent work and economic growth, SDG 10 on reduced inequalities, SDG 13 on climate action, SDG 16 on peace justice and strong institutions, and SDG 17 on partnerships for the goals.

Section B: Executive Summary

The City of Utrecht is always looking for innovative ways to localise the SDGs and to stimulate citizens’ action for the SDGs in an inclusive way. By partnering with institutions such as the VIPbus, Utrecht municipality aims to foster co-creation and multi-stakeholder cooperation to accelerate the realisation of the SDGs at the local level. With the Global Goals tour, Utrecht municipality has shown that the SDGs can be an inspiration and guiding tool for individual citizens that want to make Utrecht, and the world, a better place. In addition, it has shown that the SDGs have the transformative power to connect citizens from all corners of society to start movements for behavioural and ultimately, societal change. Furthermore, the Global Goals tour illustrates that by facilitating citizens’ engagement with the SDGs in an accessible and inclusive way, concrete actions can develop and the chances of a long-term and lasting impact will be enhanced.

Utrecht and other cities are uniquely positioned to be leaders, catalysts, educators, facilitators, implementers, and patrons of the SDGs because they are the common link connecting so many of the other key players in this story.

They are responsible for the health and opportunities of their citizens and businesses, and at the same time, they engage with national and international entities to shape policies, fund projects and programmes, and create norms, all of which can be leveraged to support the SDGs. By applying for the European Sustainability Award, Utrecht shows that it takes this responsibility seriously and wants to take the stage to invite any entities or individuals working to advance the SDGs to be in touch about collaborating.

Summary

In 2017, the City of Utrecht partnered with the VIPbus to develop the Global Goals tour: 'Eyes on the future #itstartswithyou'. The aim of the Global Goals tour was to raise awareness and to promote partnerships for the SDGs, and stimulate citizen's participation and inclusiveness. It brought together citizens from all corners of society to discuss the 17 SDGs and deliver concrete actions. The project is based on the premise that one person with a dream can make a difference. By taking on board stakeholders from different sectors, the dreams can be transformed into concrete and tangible actions.

The Global Goals tour sessions dealt with the biggest contributors to environmental pollution: mass consumption and production of material and stuff, the meat industry, and the construction of housing. The Global Goals tour stimulates interaction and cross-pollination between public and private actors in an accessible way, with the aim to create movements to stimulate behavioural, and ultimately, societal changes.



To realise and capitalise the positive effects of behavioural change towards more sustainable consumption patterns, it is necessary to involve each and every citizen. The Global Goals tour contributed to inclusiveness and equality because it involved stakeholders from all corners of Utrecht society in sustainability related challenges. It fosters innovative ways of democratic interaction between politicians, representatives from decentralised governments, citizens and entrepreneurs.

The expected long-term impact of the Global Goals tour is that the initiated partnerships will transform current unsustainable business or government practices. By appealing to people's attitude towards consumerism and addressing the impact of their individual behaviour, the urgency of participating in sustainable transformations will be felt and realised. By taking it one step at a time, keeping it simple and taking people by the hand, the snowball effect will stimulate participants to the Global Goals tour to spread the word, and reach every corner of Utrecht society.

The Global Goals tour has been progressing to a number of SDG targets, related to SDG 2, 6, 8, 9, 11, and 12. The Global Goals tour itself is a manifestation of SDG 10, 16 and 17.

The outcomes of the thematic sessions in Utrecht established new collaborations, and translated into new business models and ideas, and political motions. The Global Goals tour, by providing an intimate setting to discuss innovative ideas with a diverse group of stakeholders, including citizens, can be transferred to different contexts and applied to many different topics. This is evidenced by the replication of the project by other municipalities and organisations.

Multi-stakeholder cooperation and partnerships are central features of the Utrecht Global Goals City framework. With the aim to reach a broad audience to raise SDG awareness, Utrecht municipality collaborates with partners like the VIPbus to extend its reach. In addition, by connecting the people and outcomes of the thematic Global Goals tour sessions to Utrecht4GlobalGoals, they become part of the broader SDG movement in Utrecht.

Section C: Proposal

Chapter one: Context and description of the project

In spring 2016, Utrecht City Council confirmed its support for the Agenda 2030 for Sustainable Development and the 17 Sustainable Development Goals (Hereafter SDGs or Global Goals). Utrecht adopted the SDGs as a guiding framework to orient the city's development, as well as its cooperation with other cities, to be sustainable and inclusive. The municipality's top priorities are to increase awareness of the SDGs amongst Utrecht's citizens and businesses, and to stimulate them to take supportive and cross-sectional action. These priorities and long-term ambitions are summarised in a framework of action, approved by Utrecht City Council, entitled 'Utrecht Global Goals City', applicable until 2030. The first actions under this framework are being delivered as part of a three-year plan (2017-2019). The project described in this proposal is one of the first actions that is completed.

The starting point for each SDG action that the City of Utrecht is involved in, is cooperation with local stakeholders. When based on equality and reciprocity, this ensures citizen's participation and strengthens local ownership of the SDGs. Utrecht believes that these are crucial elements in successfully localizing the SDGs. This, in turn, is necessary to make citizens, in cities worldwide, touch base with the global Agenda 2030 and the SDGs.

It will increase the sense of urgency, individual and collective responsibility, and the know-how that is necessary to make behavioural changes in people's everyday lives. Put differently, localisation will increase the visibility and palpability of global social, environmental and economic challenges.

Besides stimulating participation and ownership, partnerships can be a tool to enhance social inclusion and equality. The challenges that the SDGs intend to tackle affect different communities in different ways. This also applies to the micro-level of a city, where people with different educational, socio-economic and cultural backgrounds deal with the local consequences of global threats in different ways. The ultimate challenge in successfully localising the SDGs, and realising sustainable development, is to reach the different communities of people within the city.

Concept

For this reason, in the summer of 2017, the City of Utrecht (hereafter also referred to as Utrecht municipality) partnered with the VIPbus. The VIPbus is an old supermarket truck (SRV). Back in the day, it drove through neighbourhoods to sell groceries, making it a mobile supermarket. It also had an important social network function. Nowadays, it



functions as a moving hub for Very Inspiring People, Places, Products, Projects and Philosophies (VIP). Since 2010, it's driving around Utrecht and its surroundings to take people on board to discuss controversial, innovative and thought-provoking ideas. Similar to the old days, the SRV-driver is characterised as personal, inspiring, liable and driven. It is his mission to collect people's dreams and ambitions and to help transform these into concrete actions.



Together, Utrecht and the VIPbus developed the 'Utrecht Global Goals Tour'. The goal of the project was to bring together citizens from all corners of society to discuss the 17 SDGs and deliver concrete actions. This included representatives from SMEs and local and provincial government, social entrepreneurs, politicians, city council representatives, and more generally, concerned citizens. In addition, youth

reporters were appointed to act as Global Goals ambassador to his or her school, and to voice youth interests.



The Dutch project title roughly translates into: 'Eyes on the future #itstartswithyou'. Hereafter, the project will be referred to as Global Goals tour. The project is based on the premise that one person can make a difference. The idea is to start very small, with one person and his or her dream. This person gets to work, persists,

and ultimately creates a movement of people that have a positive impact. During the Global Goals tour, by taking on board a group of diverse stakeholders, the dreams are being shared and recognised and become tangible along the way. This way of thinking spoke to Utrecht municipality, because it offers a stage to good ideas to achieve the SDGs, and accelerates their realisation by connecting relevant stakeholders.

Between June 2017 and June 2018, the Global Goals tour was developed, planned and carried out. Each session lasted for one day, and started when VIPbus driver Dennis Nolte picked up a key figure for that day. This person was a dreamer, a pioneer, or a concerned citizen or entrepreneur with an idea to make Utrecht more sustainable. Following this first encounter, the VIPbus went on its way to kick-start the day by visiting an inspirational location for the key figure. Then, an expert session was organised. A diverse group of stakeholders



was invited to provide their perspective and expertise on the topic at hand. Together, the key figure - functioning as a leader - and the stakeholders - the followers - increase their power to transform an existing, unsustainable practice. By jointly developing alternative business models, proposing legislative changes or political motions, the group drafted a plan to create partnerships to go into action to tackle SDG related challenges.



Before, in the meantime, and after, when the VIPbus was on the road, it stopped by shopping malls and other central locations in different parts of Utrecht. This way, the input and responses of random bystanders could be taken in as fresh ‘food for thought’ for the expert sessions. It was a way to include and approach the general public about issues that they normally might not think about. Thereby raising awareness of local and international sustainability issues. This also helped to increase the visibility of the project, and thus the SDGs, in different parts of town.



Each encounter, conversation, expert session and random street interview was filmed. For each thematic session, a 7 minute road movie was developed. Utrecht municipality and the VIPbus show these movies on various occasions to provide inspiration for local SDG actions. Included with this application are two teasers, or short movie clips, providing images and outcomes of two thematic sessions.

Implementation and estimated output

Starting from January 2018, four tour sessions took place. Three thematic sessions dealt with the biggest contributors to environmental pollution: mass consumption and production of material and stuff, the meat industry, the construction of housing. The sessions were estimated to generate new ideas and input for pressing sustainability issues, and to create partnerships to go into action.



The first, general session took place during the annual New Year's event of CSR Netherlands. This major event attracts hundreds of entrepreneurs and companies from all over the Netherlands. During this kick off session, the VIPbus driver and his team

invited participants to share their personal sustainability ambitions for their companies. These ambitions were written down, to compel the individual to be concrete and think in terms of feasibility. Subsequently, the ambitions were concretised and turned into short-term and manageable steps. Below, in the section describing the transferability of the project, evidence is provided of unexpected, incidental spill-over impacts, being achieved outside of the scope of this project.

The second session revolved around an entrepreneur with a dream to start a circular department store in Utrecht. In the morning, the VIPbus took participants to a shopping mall in a suburb of Utrecht, and to a second-hand store. At the shopping mall, random bystanders were approached about recycling, and reusing material and products. At the second-hand store, the aim was to acquire information about the circumstances in which people would repair broken stuff, or would buy something in a thrift store. During the expert session, issues were discussed such as municipal waste systems, current consumption patterns, single-use products, building material and its reuse. The ultimate goal of this Global Goals tour session was to find three or four people that would collaborate with the entrepreneur in creating the first circular department store in Utrecht.

The third session was initiated by a butcher who brought the future of meat consumption up for discussion. In the morning, the VIPbus went through different parts of Utrecht to offer random bystanders snacks made of meat replacements, including insects. The aim was to get a sense of what people consider as a snack, and how often this includes meat.



The notion of insects as a source of protein and a more environmentally friendly alternative was discussed, as well as animal welfare. During the expert session, the butcher shared his personal views on the future of meat consumption and with that, the future of his trade. He realised that in order to be future-proof, he needed to accommodate the growing demand for meat alternatives by his customers. Other issues that were raised at the table were the increasing amount of meat consumption worldwide, related health risks, and the environmental impact of the meat industry, including water use. The ultimate aim of this session was to find other butchers that were willing to develop an alternative business model for their trade, to include meat alternatives.



A video about the Global Goals tour session on meat can be viewed via [this link](#).

The fourth session revolved around housing. In the morning, the inspirational location that was visited was a tiny house village in the nearby town of Nieuwegein, in the Utrecht region. Afterwards, an expert session was organised that brought together representatives from the local and regional government, project developers, tiny house pioneers, students and academics. Issues that were raised at the table were the pressure on the Dutch housing market, rising housing prices, and rising socio-economic inequalities maintained or intensified by these rising prices. At the same time, there are more and more citizen that want to live more sustainably, smarter and affordable. The concept of tiny houses was discussed as an alternative way of living, with more attention for sustainability principles and social community values. Ultimately, the purpose of the Global Goals tour for this topic was to find a location in Utrecht to experiment with environmentally friendly, alternative housing schemes.



A video about the Global Goals tour session on housing can be viewed via [this link](#).

Uniqueness

In a city like Utrecht, with growing social economic inequalities, the municipality is noticing that sustainability issues and the urgency of climate change are experienced differently between societal groups. Green energy, electric vehicles, recycling and reusing products, and organic food, for example, are often characterised as yuppie issues, merely interesting to citizens with higher incomes that can afford alternatives. An undeserved reproach, it leads to a big part of Utrecht society less visibly participating in the transition towards a more sustainable society. These unusual suspects, as opposed to the usual suspects, are more difficult to reach and include by the municipality.

Hence, it will be more difficult to stimulate them to make more sustainable choices and achieve behavioural change.

The inclusiveness and participation of unusual suspects in sustainability issues is what motivated Utrecht municipality to initiate the Global Goals tour. In the next chapter it is explained how the project supports diversity and inclusiveness. Regarding the uniqueness of the VIPbus, it is the combination of its historical exterior and the future-oriented nature of what's happening inside the vehicle. The VIPbus as cultural heritage provides a historical context that has an emotional and cultural connotation. This is what attracts the older generations. To attract the younger generations, a translation has to be made to current times. The VIPbus went from a food truck, to a mind food truck. Combining the strength of the older and younger generations, it makes use of and builds on generational differences, and thus safeguards a broad representation of Utrecht society.



The starting point for the VIPbus approach is to stimulate a change in behaviour of a larger group by starting with a pioneer. An individual with a dream. One person can make a difference, but in the long term he or she can't do it alone. Once the pioneer attracts followers, this can cause a tipping point. The pioneer is no longer a recalcitrant individual with extreme ideas. The followers stimulate and help the pioneer to mainstream his ideas so that it becomes accessible to the masses.

These potential followers, i.e the invitees to the expert sessions, are carefully selected to ensure the diversity of the Global Goals tour. The aim is to take on board many different stakeholders, such as politicians, different levels of government representatives, youth, social entrepreneurs, businesses, pioneers, academics, experts, and so on. By doing so, the Global Goals tour stimulates interaction and cross-pollination between public and private actors in an accessible way. To stimulate citizen's participation and promote inclusiveness, the VIPbus deliberately drives through suburbs, going by shopping malls, and approaches random citizens on the street.

In addition, the key figure with a dream, usually a pioneer in a specific field, is asked to bring someone on board who they know is not thinking about sustainability. All these elements contribute to a diverse group of stakeholders and different neighbourhoods in Utrecht being involved in the Global Goals tour, and thus, with the SDGs.



Furthermore, the collaboration between Utrecht municipality and the VIPbus is unique because it is not based on a subsidy-scheme. Instead, the City of Utrecht and VIPbus collaborated on the basis of an assignment agreement. This means a more pro-active involvement of the municipality. While the VIPbus executed the Global Goals tour sessions, the municipality initiated the project and worked in close collaboration on the development of the Global Goals tour. In addition, the aim was to create a business model underlying the Global Goals tour, so that the project could become self-sufficient after initial public investments.

Finally, interestingly enough, the VIPbus was not allowed to move through Utrecht city centre due to new regulations prohibiting older diesel vehicles. This makes it a symbol for the transformation societies have to make to support sustainable development.

Because, while the engine may not be up to date, the VIPbus was ahead of its time by adding the phrase 'think global, act local' to its front, illustrating its ambition to foster behavioural and societal changes related to the SDGs. Currently, in a transitional phase to a zero-emission engine, the VIPbus engine runs on recycled frying fat.



Chapter two: Relevance

Relation between societal needs and problems and project's objective

The Global Goals tour contributed to social inclusion and democratic participation because it involved stakeholders from all corners of Utrecht society in sustainability related challenges.

Utrecht is a city with rising inequalities between different parts of town and between different communities. With five universities and nine universities of applied science and institutions for technical and vocational education, there are roughly 70.000 students (on a population of 350.000). 30.000 students are enrolled at Utrecht University, one of the oldest university of the country. This attracts large international, and small and medium-sized enterprises to the region that are looking for future talent. For this highly-educated part of the population, there are ample employment opportunities in the local knowledge economy. In contrast, there is a lack of job opportunities for graduates with practical and vocational skills.

Combined with rising housing prices, this leads to an inflow of highly educated, higher-income individuals and families, and an outflow of practically skilled, lower-income families. The former contribute to the rapid gentrification of the central parts of Utrecht.

The latter are being forced to move to the outskirts of the city, or neighbouring towns. These factors combined contribute to increasing socio-economic inequalities between citizens living in different parts of Utrecht. Research conducted by the municipality shows that the life expectancy in good health between citizens from different parts of the city differs with twelve years.

Utrecht is aware of the pitfalls of overlooking inclusiveness and equality in realising its sustainable development strategy. People in vulnerable economic and personal (health) circumstances are more prone to be affected by the consequences of globalisation and climate change. Besides this negative effect, to realise and capitalise the positive effects of behavioural change towards more sustainable consumption patterns, it is necessary to involve each and every citizen.

The City of Utrecht believes that the SDGs provide a new language that is able to transcend the differences between people, and that can pinpoint the universality of certain issues that we face as humanity. However, the challenge may not be in *sending* the message, but in *conveying* it, in such a way that people *understand* the message, so that it *activates* them. In light of this, the City of Utrecht was, and is always, looking for partners that can reach an audience of people that itself, as a public and political body, cannot reach as easily. Therefore, as mentioned before, the VIPbus was the preferred partner to co-develop the Utrecht Global Goals tour.

Relation to the SDG objectives and priorities

The aim of the Utrecht Global Goals tour is to raise awareness and to promote partnerships for the SDGs, and stimulate citizen's participation and inclusiveness. More specifically, the Global Goals tour intended to contribute to the following SDG targets:

SDG 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

SDG 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

SDG 11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

SDG 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

SDG 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

SDG 16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels.

SDG 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

SDG 17.17 - Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

The thematic sessions of the VIPbus Global Goals tour intended to address SDGs 2, 8, 9, 11, and 12. This is elaborated below in the section *effectiveness*.

Already delivered outputs

The original aim of the circular economy session was to find partners to start a circular department store. A group of entrepreneurs is currently developing a business model. A location has been found; the Hof van Cartesius at the Werkspoorkwartier, a former industrial area that is being transformed into a circular hub. This re-development is supported by the European Fund for Regional Development.



The VIPbus at Circular hub Hof van Cartesius at the Werkspoorkwartier

Regarding the meat session, a group of butchers are working together on the development of a vegan burger. The plan is to offer this product in addition to their meat products. This way, their existing customers will be introduced to meat alternatives. In addition, the butchers might gain new customers by offering both meat and meat replacements, thereby accommodating families where members have different dietary wishes.

The business model for this new, so called hybrid butcher's shop, is currently being developed.



Butcher's developing a plant-based burger.

The outcomes of the housing session are less tangible and require more time to crystallize. Increasingly, tiny house pioneers and citizens in Utrecht and other parts of the country, are expressing the desire to allow for space in cities for alternative housing, such as tiny houses. Because of high land prices and regulations, very few cities allow this type of housing within the municipal boundaries.

During the session, participants made an appeal to the present city council member to address this issue in Utrecht city council. As a result, a political motion was filed, calling for a discussion about waste lands in Utrecht and the possibility to allow for temporary, alternative housing projects.

The small-scale setting in which the range of stakeholders could openly share their perspectives contributed to a number of interesting encounters and ideas. Eventually, these could spark a greater transformation in the planning and construction of future housing projects.

Expected long-term impacts

The expected long-term impact of the Global Goals tour is that the initiated partnerships will transform current unsustainable business or government practices. By putting together a diverse group of public and private stakeholders in a low-threshold environment, the cross-pollination that occurs will foster innovative and creative solution-building to long-standing SDG related challenges. The innovative platform offered by the VIPbus and the Global Goals tour will foster a different kind of democratic interaction between politicians, representatives from decentralised governments, citizens and entrepreneurs.

Also, it is expected that the VIPbus approach, applied to the SDGs, will enhance inclusiveness and equality in the local sustainability debate because it involves citizens from all corners of society in an accessible way. It is hoped that by appealing to people's attitude towards consumerism and addressing the impact of their individual behaviour, the urgency of participating in sustainable transformations will be felt and realised. By taking it one step at a time, keeping it simple and taking people by the hand, it is hoped that the snowball effect will stimulate participants to the Global Goals tour to spread the word, and reach every corner of Utrecht society.

Another aspect of the Global Goals tour that is expected to change the way citizens are included in SDGs actions and the sustainability debate: instead of calling people to account for the system, the Global Goals tour addresses them as human beings. It addresses the pioneers, with a certain drive to change something within the system that they operate. It addresses their conscience, dreams and ambitions. Within the system, they do their own thing. They have a desire to alter the system. Not to abolish it, but to bend it so that it remains relevant and changes for the better. The VIPbus and the Global Goals tour help to support these pioneers, to strengthen them, and to introduce them to others. The aim is to look for followers. A group of individuals that, in the right time and place, can enlarge the movement by creating a snowball effect. This is illustrated by the example of the butcher. Instead of accepting the demise of his trade, he wants to join forces with other butchers to alter the butcher's trade for the better and to help realise the SDGs.

Finally, the VIPbus philosophy will have an impact on how the SDGs can be realised in Utrecht. Increasingly, humanity gains the technology and skills that are necessary to achieve the SDGs. This is illustrated by the democratization of knowledge, data, and energy, for example. The challenge lies with human nature. What limits us to truly achieve sustainable development everywhere is our fear of change. Conservatism is deeply embedded in human nature. It became a survival instinct to avoid risk, this is programmed in our DNA since ancient times, when humans had to escape from everything that was unknown, because there was a big chance it would kill us. Today, this fear of taking risks prevents us from being creative, from experimenting and from taking bold steps.

The key lies with changing the mind-set of people if we want to make use of the technology and skills to achieve the SDGs. As Sir Ken Robinson put it: "Human resources are like natural resources; they're often buried deep. You have to go looking for them, they're not just lying around on the surface. You have to create the circumstances where they show themselves."

Chapter three: Effectiveness

Project's success in progressing towards the SDGs

The Global Goals tour sessions and its outcomes intend to tackle a range of SDG targets. Considering the fact that the development and realisation of the outcomes is still underway, the contribution will increase. In the previous section it was described how the Global Goals tour and the VIPbus approach contribute to specific SDG targets. More specifically, below it is summarized to which SDG targets the thematic sessions have contributed, and continue to do so.

The circular economy session contributed to:

SDG 8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead

Because it discussed the circular economy as an alternative model to economic development and the ways it can make current consumption and production patterns more sustainable.

It also contributed to:

SDG 12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

And

SDG 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

Because the participants initiated the idea to develop a circular do-it-yourself store, whereby all sorts of waste and building material can be re-sold to promote recycling and upcycling practices.

Finally, it contributed to:

SDG 11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

Because eventually, the recycling and re-use of waste and other material will reduce the environmental impact of the city.

The meat session contributed to:

SDG 2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality

And

SDG 2.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

Because it challenged the future of the meat industry and the butcher's trade because of its impact on health and the environment

It also contributed to:

SDG 6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

And

SDG 12.2 By 2030, achieve the sustainable management and efficient use of natural resources

Because it specifically addressed the issue of excessive water-use in the production of meat and how an alternative business model could make the butcher's trade more sustainable. The alternative business model being that of the hybrid butcher, whereby besides meat, it offers plant-based meat alternatives as well.

The housing session contributed to:

SDG 9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

Because it dealt with legislative and economic incentives to encourage property developers and the construction industry to adopt more environmentally friendly processes.

It also contributed to:

SDG 11.1 - By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums

Because it focused on actions and solutions for more affordable and more sustainable housing.

It also contributed to:

SDG 11.3 - By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

Because it discussed models of inclusive human settlement planning where Utrecht municipality and the provincial government include citizens to better accommodate their needs and wishes.

It also contributed to:

SDG 12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

Because the municipal, provincial and political representatives at the session discussed possibilities to develop legislative incentives to guarantee more sustainable procurement of housing projects.

Finally, it contributed to:

SDG 11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

Because ultimately, more sustainable property development in and around the Utrecht will reduce the region's environmental footprint.

Behavioural change

With regard to behavioural change, the Global Goals tour led to a number of outcomes that will progress further as time proceeds.

First and foremost, by taking the SDGs as a starting point, participants became aware of the broader – in some cases even global - impact of local actions. This became apparent in the meat session, where the resource-costly, environmentally unfriendly aspects of the global meat industry stimulated the participating butchers to make changes in their local business practices. Also, the session on housing started with problematizing the broader environmental impact of local housing development projects.

Second, and building on this, participants became aware of their potential to make a positive contribution, either personally or professionally. The VIPbus approach encourages individual lifestyle changes by supporting participants to become more sustainable, one small step at a time. This is based on the premise that people are hesitant to make changes because they don't know where to start. This led to a number of outcomes. For example, the housing session sparked a political employee of Utrecht city council to terminate her housing contract, and make steps to engage in a local tiny house movement, thereby reducing her individual footprint. On a professional level, a local city council member decided to deploy his political power to initiate a city council debate on more sustainable housing practices. In addition, the representative of a major project developer committed to becoming an ambassador for more sustainable construction practices, within his company.

Project's role in delivering observed changes

To reach a broader group of citizens and activate them to make more sustainable professional and personal lifestyle choices, the following characteristics of the VIPbus and the Global Goals tour were crucial.

The VIPbus provides an accessible, non-intimidating environment, stripped of political connotation, where all individuals participate on equal footing.

Also, when entering the VIPbus, each participant is being held accountable for its actions as a professional, as a representative of his or her organisation, but also as an individual, as a consumer. The VIPbus driver addresses the values of the participants, and appeals to their personal responsibility to contribute to a more sustainable future.

Several other aspects of the VIPbus approach support effective outcomes and stimulate behavioural change. First, at the end of each session, participants had to write down their personal contribution to tackle the sustainability challenge. By writing it down, participants are compelled to be as concrete as possible. In addition, it increases the likelihood that the proposed action will be feasible. Second, the follow-up communications and visits by the VIPbus gives participants the incentive to commit to their actions.



For example, the butcher who questioned the future of his trade put himself and his family in a vulnerable position. After all, the butcher’s trade provided his livelihood. The personal and driven guidance of the VIPbus driver gave the butcher’s the confidence and inspiration to make the first step to develop a more sustainable business model. All in all, these aspects make the individual promised actions manageable, taking it one small step a time.



By engaging the media in the Global Goals tour, participants experience a feeling of urgency, and it increases their sense of ownership. Communicating the outcomes of the Global Goals tour sessions to the wider public gives an extra incentive to participants to put their money where their mouth is, and commit to the agreements made. For example, right after the meat session, a local newspaper reported about the

butcher’s ambition to develop a hybrid butcher as a new business model. This gave them extra motivation to speed up the process and make it a reality.

It was the municipality’s intention for the Global Goals tour to bring together people that represent different stakes in a certain sustainability issue. By combining the voices of citizens, the public and private sector, and civil society organisations, it becomes clear what the different perspectives and agendas are. These are crucial elements in getting to the heart of the sustainability challenge and to find out what steps need to be taken by the range of involved actors, to transform current practices and achieve behavioural change among the wider public.

To use the example of the housing sessions, there are not many occasions where a representative of a major project developer, a city council member and citizens sit at the same table. Where they can speak freely and interact directly. This led to unexpected interactions and new realisations about other stakeholder's perspectives and positions.



External factors driving or hindering progress

An important external factor that can drive or hinder the process is the well-known snowball effect. Because participants to the Global Goals tour are encouraged to involve their network in carrying out the promised actions, this can cause a snowball-effect. This means that as more and more people get involved in the actions, the movement becomes bigger and the chances of a successful outcome are increased. However, if the effect doesn't occur, this can hinder the progress of the initiative. To illustrate this effect, the butcher partnered with other butchers to develop a plant-based meat alternative. This support helped speed up the process and the burger is currently being created. Once the burgers are in the shops, the demand of customers will determine the success, and hence, show whether the business model of the hybrid butcher takes effect and can be successful.

An external factor that drives progress are the 17 Sustainable Development Goals. These prove to be a driving force because it is about every aspect of people's lives. As participants of the Global Goals tour have indicated, this motivates people to fight for it. The SDGs were used to brand the tour, but the intrinsic values behind the goals make it much more than a brand. The SDGs address human values on a very basic level. The SDGs and the Agenda 2030 are about a sustainable future for the next generations. This speaks to people, and makes them feel part of a global movement.



More practically, the scarcity of external funding possibilities prevent the further development of the Global Goals tour in Utrecht. The aim was to acquire private funding to multiply the municipality's investment, so that more tour sessions could be organised. However, it proved difficult to find private funding. The municipal budget for the SDGs is assigned to other projects for the remainder of 2018. As a result, a second edition of the Global Goals tour in Utrecht is delayed until 2019.



In March 2018, local elections were held in the Netherlands. In Utrecht, the victory was claimed by political parties prioritising climate change adaptation and tackling sustainability issues. As a result, the politicians making up the new municipal executive drafted an agreement where social inclusiveness and sustainable urban development go hand in hand. This solidified political support for sustainability and the SDGs underscores and boosts the Global Goals tour.

Finally, there is increased nation-wide recognition of and attention for the SDGs. Increasingly, Dutch corporates, SMEs and NGOs start relating themselves to the 17 SDGs. Similarly, other local governments adopt the SDG framework to support local sustainable development. They are looking for ways to implement the goals. This has led to an interest in the Utrecht Global Goals tour as a way to raise awareness and to facilitate local SDG actions in an inclusive way. This has also supported the transferability of the Global Goals tour, which will be described in the next section.

Chapter four: Transferability

First, it will be discussed to which extent the outcomes of the Global Goals tour can be transferred to other projects and initiatives in Utrecht. The specific dreams, ideas and people on board of the Global Goals tour in Utrecht make it a unique process. Consequently, the outcomes are restricted to certain times, places and people.

It cannot be predicted to which outcomes the Global Goals tour will lead in other cities. However, the methodology and philosophy of the VIPbus and the Global Goals tour can be applied, or replicated, to other contexts. Therefore, the second part of this chapter will describe the transferability of the Global Goals tour as a project to other contexts. i.e. other cities.

The outcomes of the thematic sessions in Utrecht established new collaborations, and translated into new business models and ideas, and political motions. The output of the meat session has inspired a group of butcher's to collaborate on a hybrid butcher. In this endeavour, by spreading the word and by setting an example, this has the opportunity to affect and influence an even larger group of butchers to make a transformation. The new business model and their experience with functioning as a hybrid butcher could potentially be transferred to the entire butchers' trade.

With regard to the circular department store, after the Global Goals tour session, the pioneer started searching for more partners to collaborate and/or invest in the business model. This illustrates that the outcomes have the potential to involve others, in this case entrepreneurs, that were not directly involved in the Global Goals tour.

One of the outcomes of the housing session was a political motion, filed by the participating City Council member. This initiative sparked a debate in Utrecht City Council about the temporal use of waste lands and the possibility to experiment with alternative housing schemes, such as tiny houses. This illustrates that the outcomes of the Global Goals tour contributed to a broader political debate in Utrecht about sustainable, and more affordable housing schemes. Also, this has the potential to make a transformative contribution to the urgent shortage of housing in Utrecht.

The transferability of the Global Goals tour as a project is evidenced by the replication of the tour by the City of Amsterdam. The original concept will stay the same, while Amsterdam will provide a new arsenal of people, dreams and ideas. The kick-off of this Amsterdam Global Goals tour will take place late August of this year, and commence throughout the month of September. Topics that will be discussed include health, social entrepreneurship, consumption and diversity.

In addition, the VIPbus will organise Global Goals sessions during the annual SDG action day on 25 September 2018, organised by SDG Charter, Royal Tropical Institute Amsterdam, and the City of Amsterdam. At this event, hundreds of politicians, civil servants, civil society organisations, NGOs, companies and social entrepreneurs get together to initiate actions for the SDGs.



Ultimately, the goal is to organise a nation-wide VIPbus Global Goals roadshow. Negotiations to realise this are currently taking place with SDG charter. This foundation is a societal movement consisting of companies, NGOs, knowledge institutions, philanthropy, municipalities and government that are committed to contributing to the SDGs. On 6 September, SDG charter hosted Deputy Secretary-General of the UN, Amina Mohammed. As part of her visit, she went on a short road trip with the VIPbus and heard about the Global Goals tour. A video of this road trip, and an interview by VIPbus driver Dennis Nolte with Amina Mohammed can be viewed on the Linkedpage of SDG charter.



UN Deputy Secretary-General Amina Mohammed in the VIPbus

A video of an interview with UN Deputy Secretary-General Amina Mohammed in the VIPbus can be found via [this link](#).

The SDG charter foundation and the City of Amsterdam are among the first to recognise the impact of the VIPbus Global Goals tour to stimulate small-scale, societal action for the SDGs. Thanks to strong ties between the Cities of Utrecht and Amsterdam, and SDG charter, the Global Goals tour can travel to Amsterdam and other cities. Before returning its way to Utrecht to commence a second tour in Utrecht, starting in 2019.

During the Global Goals tour kick off at the annual business event, a brief encounter with a company called Ballyclare led to an unexpected spin-off. Ballyclare is a company specialised in producing protective clothing for the fire brigade. In collaboration with the Dutch ministry of Defence, the VIPbus approach will be applied to encourage and support employees of Ballyclare to produce the new fire fighters gear in a more sustainable way.

All these examples illustrate that the Global Goals tour, by providing an intimate setting to discuss innovative ideas with a diverse group of stakeholders, including citizens, can be transferred to different contexts and applied to many different topics.

Chapter five: Partnership approach

Multi-stakeholder cooperation and partnerships are central features of the Utrecht Global Goals City framework. For the Global Goals tour, Utrecht municipality partnered with the VIPbus because it wanted to tap into new networks. Also, it was an attempt to get citizens on board and involved with the SDGs that itself, as a government institution, would not be able to. Because of the VIPbus' legacy, driving through Utrecht for 15 years now, it has a different reputation and connotation that speaks to people in a different way. With the aim to reach a broad audience to raise SDG awareness, the municipality realised it needed partners like the VIPbus to extend its reach.

The policy document 'Utrecht Global Goals City', underlying the SDG approach of Utrecht municipality deliberately allows experiments. This proved vital to translate a global framework to a particular local context. The annual municipal budget for the SDG approach allows room for experimental partnerships and projects such as the Global Goals tour.

Besides public investments by the municipality, to enable the Global Goals tour to develop and its outcomes to accumulate, an appeal was made to the participants. A personal or financial commitment of the participants increases the chances of successful long-term outcomes and stimulate a sense of ownership.

The VIPbus approach itself is also based on the premise that by collaborating, good ideas and dreams that support sustainable development, can develop and be realised. One person can make a difference, and spark a movement. But in the long term, they can't do it alone. The pioneers need followers to mobilize the masses and mainstream the ideas. You need the right people to take one person's dream further and accelerate its realisation. Also, key to the Global Goals tour is the multi-stakeholder cooperation it promotes to tackle the SDGs, including the public and private sector, civil society, academics, and so on. All these aspects show how the Global Goals tour strengthens the commitment to partnership and cooperation.



A final element of the Global Goals tour that stimulates partnership, is the involvement of Utrecht4GlobalGoals. The Utrecht Millennium Goals campaign had been fuelled by strong civil society involvement and Utrecht municipality was keen to build on this legacy when transitioning to the SDGs. Existing civil society organisations joined forces to create Utrecht4GlobalGoals, as the new foundation leading local cooperation on the SDGs. By connecting the people and outcomes of the thematic Global Goals tour sessions to Utrecht4GlobalGoals, they become part of the broader SDG movement in Utrecht. It was expected that this would lead to unexpected connections and offspring.

Section D: Supporting material

Where relevant and available, pictures have been included throughout the proposal to support and illustrate the claims made in this application.

In addition, there are three videos attached to this application, provided via a link, on pages 10 and 25.

Finally, the following documents are enclosed as an attachment in the email that contains the final application:

- The 'boarding pass' for participants of the Global Goals tour, in Dutch
- Evidence of the transferability of the project outcomes to other initiatives, with Ballyclare as an example, in Dutch
- A local newspaper article telling the story of the meat session and the Global Goals tour, in Dutch
- An English Article entitled *Utrecht Global Goals City: Utrecht's approach to Localising the UN's Sustainable Development Goals*, about the SDG approach of the City of Utrecht, providing the context in which the Global Goals tour with the VIPbus was developed.