



Design Museum in Amsterdam

April 18-24, 2020

Day 1: April 18

Welcome to Amsterdam

Morning Arrival at Amsterdam Schiphol Airport.

Did you know? Schiphol lies 13 ft. below sea level, technically on the bottom of a lake that was drained in 1852. The airport has a Level 3+ Neutrality, the highest within Airport Carbon Accreditation and has the biggest zero-emissions bus fleet in Europe (100 battery-powered electric buses).

Drop off luggage. Stroll through the Jordaan neighbourhood along UNESCO canals, charming Golden Age houses, traditional Dutch "brown cafes", and vintage stores. Browse the Noordermarkt (The North Market) the best neighbourhood market in Amsterdam (locally grown fresh produce, vintage clothing and antique treasures). Sample some cheese or enjoy an authentic Dutch apple pie at Cafe Papeneiland (1642).

Hotel check-in, free time

Evening "This is Holland" 5D flight experience where we will learn about the battle with the water and how the country was created. "With atmospheric effects like wind, mist and smells, you'll feel like you're flying through the air, crossing dikes and braving storms". **Welcome Dinner** with local experts, followed by a walk along Amsterdam's oldest canals.

Day 2: April 19

Free day (routes & highlights will be provided)

UNESCO Heritage Canal and the Dutch Masters

A walk through history following the footsteps of Rembrandt - from the Museum of the Canals (delve into the Golden Age, learn how the Canal District was built and why it's considered the most unique urban expansion of the 17th century), to Rembrandt's House where the great master lived and worked for 20 years, and the Rijksmuseum (Vermeer's Milkmaid, Van Gogh's Self-portrait and Rembrandt's Night Watch)

Did you know? The historic centre of Amsterdam, a UNESCO World Heritage site, is built on wooden poles. The water level in the city is well controlled to ensure the poles stay under water to maintain an anaerobic environment and avoid rotting.

Design walking route - immerse yourself in Dutch Design (art, furniture, fashion, and the most creative concept stores in Amsterdam)

Cycle with tulips

Train to Leiden (the birthplace of Rembrandt), hop on a bike and cycle with tulips along colourful stripes where 70% of the world's flowers are grown (Leiden is 40 min by train from Amsterdam)

Old Holland

Visit the open air museum at Zaanse Schan - scenic landscape, centuries-old windmills, and Dutch traditions such as clog making (20 min by train from Amsterdam).

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Day 3: April 20

Design Impact

Visit a **Design collective**. Conversation with designers about Dutch (product) design (practical, minimalist, experimental, innovative, quirky) and the role of designers to create a better world.

Lunch - free time to explore the Nine Streets district (unique artisan stores, local jeans, hand-made jewellery, vintage everything)

Mobility - Amsterdam the moving city

Visit an **Amsterdam-based social enterprise** for a conversation with local experts about what cycling means for the city, the Dutch way of designing multimodal streets and junctions, and how Amsterdam is working with citizens and entrepreneurs to become a zero-emissions city by 2030. Under the new Clean Air Action Plan, by 2025, all public transport (public buses, taxis, mopeds, tracks, delivery vans, boats) will be emission free. By 2030, all gasoline and diesel-powered cars will be replaced by electric or hydrogen cars. All charging stations in Amsterdam are currently powered by local wind energy.

Did you know? The Netherlands was not always as bicycle friendly as it is today. Back in the 70s, Amsterdam's city officials had plans to fill in most of its 17th-century canals to build highways but that never happened. How did the Dutch manage to create such a cycling culture despite a steep increase in car ownership?

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Day 4: April 21

The Hague - Water Management & Climate Policy

We will take the train to **The Hague**, the political capital of the Netherlands (50 min from Amsterdam), to meet officials from the Ministry of Economic Affairs and Climate Policy and the Ministry of Infrastructure and Water management.

Sustainable Agriculture

Visit a sustainable farm in **Westland** (just south of the Hague, near Delft), the so-called greenhouse capital of the world, where the Dutch farmers use technology and innovation to grow crops without relying on soil, water, pesticides or GMO seeds. It all started two decades ago when the Dutch made a national commitment to sustainable agriculture "twice as much food using half as many resources". The

Netherlands is now the second largest global exporter of food by dollar value despite being 237 times smaller than the US.

Did you know? Some Dutch farms use only 4 litres of water to grow 1 kg of tomatoes while the global average is 214 litres.

Evening in Haarlem or Delft at your choice

Day 5: April 22

The Circular City

Amsterdam Circular Program & Circular Building Tendering - learn how the city of Amsterdam has embedded the principles of circular construction in the tender procedure.

Houthaven – visit the first large-scale climate-neutral neighborhood in Amsterdam. “All energy for heating, cooling, tap water and electricity that is connected to a building is saved and/or generated on location in a sustainable manner”.

Amsterdam North – a “living lab” for circular, smart and bio-based development. We will go behind the scenes to learn how “The Clean Ship”, the most sustainable & energy neutral floating neighbourhood in Europe, is being built. All houses have solar panels and batteries and are connected to a smart grid “energy-cooperative” allowing the neighbours to exchange excess energy using blockchain technology. Green roofs are used to grow food; rain water is collected and used for flushing toilets; and wastewater is treated at a biorefinery to produce more energy. The project could serve as a blueprint for cities and coastal areas affected by rising sea levels.

Celebrating Earth Day's 50th Anniversary

Wasteless Dinner with “Taste Before You Waste” or similar followed by “A City Made By People” networking event. Meet Amsterdam's sustainable entrepreneurs and get inspired by their passion to make the city more livable.

Day 6: April 23

Urban Challenge

Using Amsterdam as inspiration, the group will be challenged to co-create ideas that could shape the future of Boston or Portland.

Day 7: April 24

Depart for home

BIKES & PLACES
educational travel