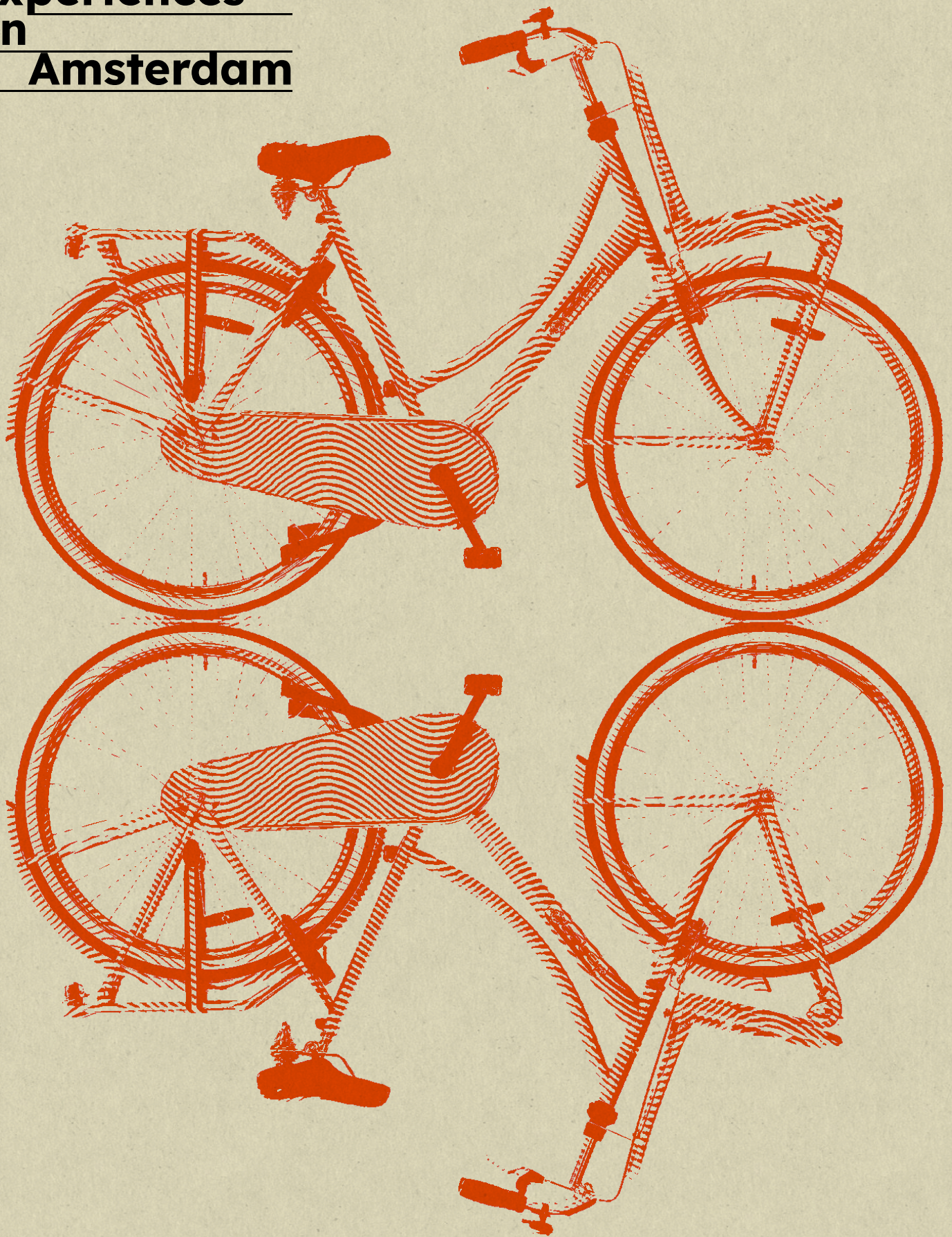


b for
good
experiences
in
Amsterdam



b for
good
leaders

•

b for good experiences in Amsterdam

• **Welcome!**

We will take you on a journey through Amsterdam's sustainable and regenerative landscape, curated by our team and co-hosts.

Get ready to discover our selection of the city's most meaningful experiences that showcase how diverse aspects of sustainability are interconnected to inspire you with innovative approaches that have a positive impact on the environment, society, and the economy.

Join us as we explore Amsterdam's sustainable future and gain a fresh perspective on how we can create a better world together.

Geniet!

•

Contents

1. Regenerative experiences

De Ceuvel
The New Farm
Buiksloterham
The Waste Transformers
The Plastic Whale
The Upcycle Store
DEAL

2. Farm to table and beyond

De Kas
Mediamatic Eten
Wilde
Elixer
NoordOogst
Bolenius
Floreyn
Wermeer
Bar Spek

3. Greenest spaces

Hotel Jakarta
Bar Botanique
De Hortus
The Botanical Garden Zuidas
The Keukenhof Garden

4. The more I learn, the better I lead

Mot in Mokum
No Chateau
The Conscious Club
Buurtboerderij

5. Food for thought

Nemo Science Museum
The School Of Life
Foam Photography Museum
Museum Of The Mind
The Tropenmuseum
Pakhuis De Zwijger

6. B Corps Open Doors

Ace & Tate
Bocca Coffee
Buurderij de Ceuvel, de Pijp
Rivierenbuurt & Polder
Polder
Cortazu
House of Rituals & Rituals Store
Impact Hub Amsterdam
Lovevery
LOT61 Coffee Roasters
MUD Jeans
MYoMY
O My Bag
The Food Line-up
Tony's Chocolonely
Willicroft Store & Kelder
YB by Yoghurt
Zoku Amsterdam

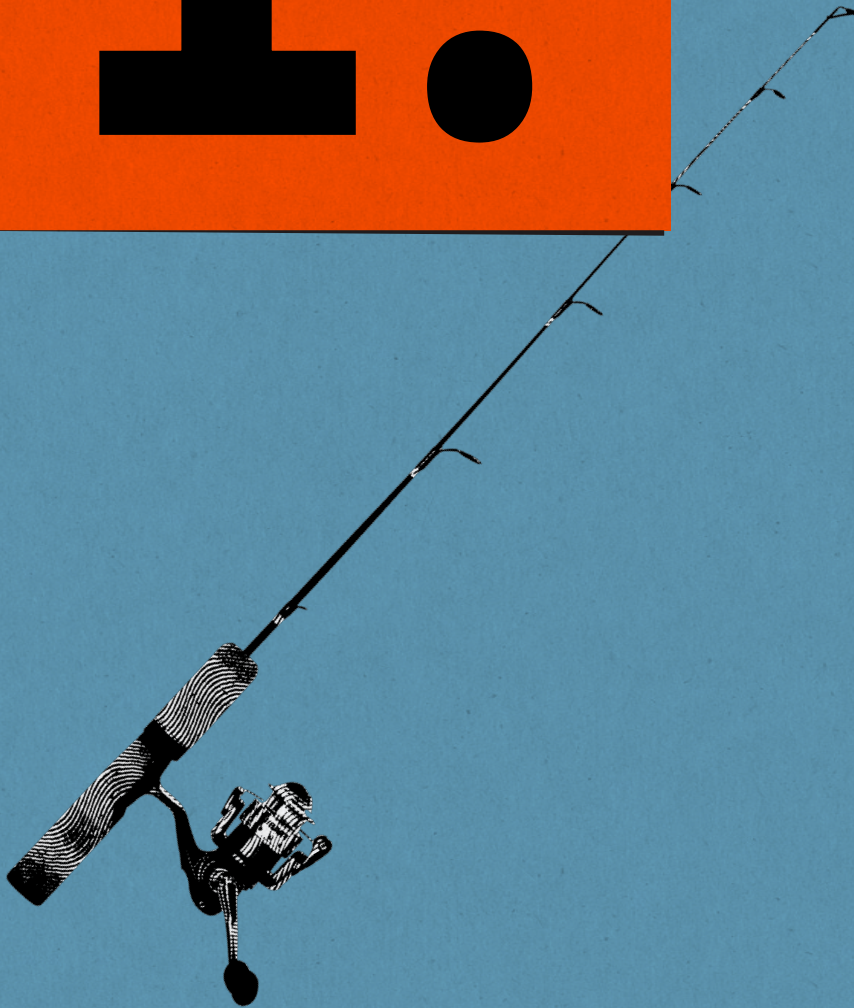
APPENDIX

Find your walking route.



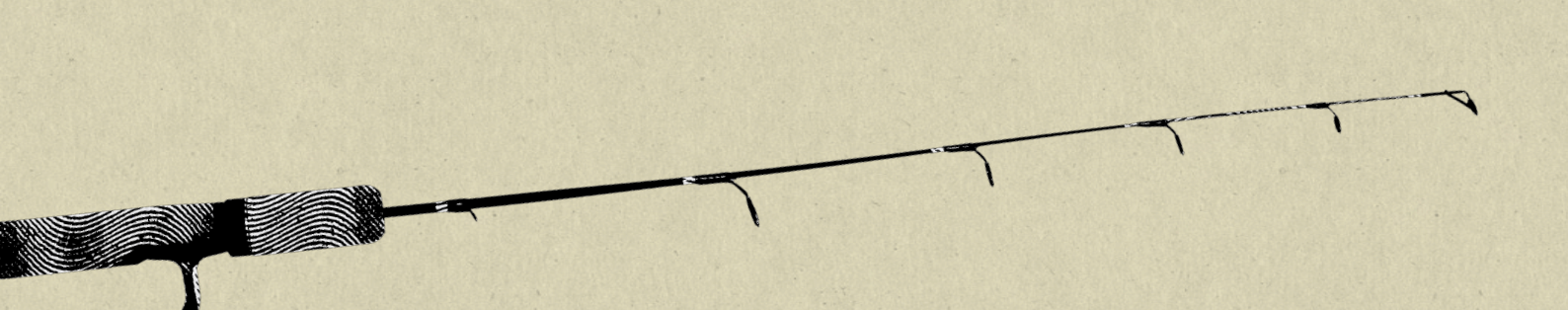
1.

Regenerative Experiences



Let's start our journey with the most innovative and inspiring examples of sustainable urban regeneration, where green spaces, innovative technologies, and regenerative systems come together to create a more sustainable future.





Regenerative Experiences

DE CEUVEL

This is a sustainable office park built on a former shipyard, showcasing how innovative technologies can be used to create a regenerative economy. Visitors can learn about sustainable urban regeneration and experience green spaces that are created using innovative technologies for energy production and wastewater treatment.

Hungry on the way?
Café de Ceuvel is the perfect spot to taste great, sustainable and positive impact food.



Korte Papaverweg 4
(020) 229 62 10
deceuvel.nl

THE NEW FARM

This urban farm is located in the middle of Amsterdam and produces fresh, organic vegetables using innovative hydroponic techniques. It is the perfect place to learn about sustainable food production in an urban setting.



Distelweg 113
(020) 737 31 95
thenewfarm.nl



BUIKSLOTERHAM

This former industrial area in Amsterdam Noord is being transformed into a sustainable and circular neighborhood. Visitors can explore the area and see how sustainable building practices, renewable energy, and green spaces are being integrated into the design.



Buiksloterhamstraat, 1021
buiksloterham.nl

THE WASTE TRANSFORMERS

This innovative technology turns organic waste into energy and fertilizer. Visitors can take a tour of the Waste Transformer facility and learn about how the technology is being used to create a more sustainable city.



Moezelhavenweg, 9
thewastetransformers

THE PLASTIC WHALE

This innovative initiative aims to tackle plastic pollution in Amsterdam's canals. They offer unique and sustainable experiences, such as plastic fishing trips, where participants can help collect plastic waste from the water while learning about the problem of plastic pollution. The collected plastic is then recycled and turned into new boats, creating a closed-loop system.



Le Mairekade, 33a
(020) 737 30 49
plasticwhale.com

THE UPCYCLE STORE

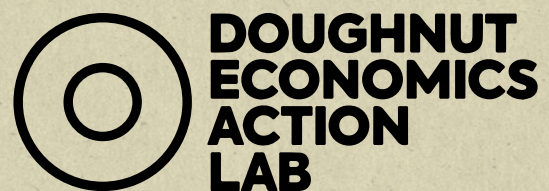
This is a sustainable fashion and design store that transforms discarded materials into beautiful and functional products. Visitors can also learn about upcycling and take workshops on furniture upcycling, fashion upcycling, and other DIY projects using repurposed materials.



Sint Annendwardsstraat 13
+31 6 55 10 66 68
theupcycle.nl

DOUGHNUT ECONOMICS ACTION LAB

DEAL is a non-profit organization that promotes and develops the ideas of "Doughnut Economics," a sustainable economic model that aims to create a world where people and the planet can thrive. While DEAL may not offer a traditional experience like the other activities on our guide, it is definitely worth a visit for anyone interested in learning more about sustainable economic models and their role in creating a positive impact. At DEAL, people can attend talks, workshops, and other events, as well as interact with experts and practitioners in the field.



Visit their [homepage](#) to stay up to date with their upcoming agenda and events!

2.

Farm To table & beyond



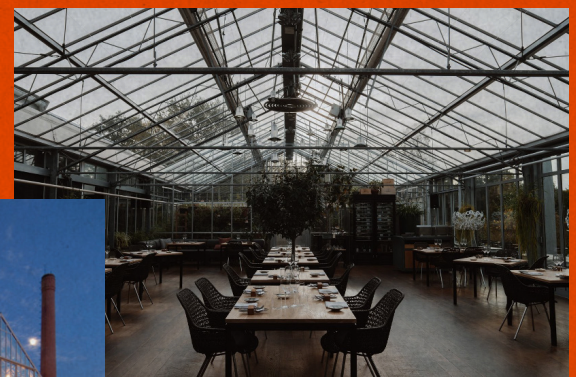
Where to find the best of sustainable and locally sourced ingredients, providing a delicious and healthy culinary experience that will leave you feeling energized and inspired. Come with us and discover how sustainability can enhance not just our environment but also our overall well being.

Farm to table & beyond



DE KAS

Located in a stunning greenhouse, De Kas offers a unique dining experience using fresh ingredients sourced from its own gardens and local farmers. The ever-changing menu reflects the season and the availability of ingredients, ensuring a fresh and sustainable dining experience.



Kamerlingh Onneslaan 3
(020) 462 4562
restaurantdekas.com

MEDIAMATIC ETEN

This restaurant offers a plant-based menu that focuses on local and seasonal ingredients. Visitors can enjoy dishes made with ingredients grown in its own aquaponics greenhouse, providing a truly sustainable and local dining experience.



Dijksgracht 6,
+31 6 384 428 78
mediamatic.net

WILDE

This restaurant offers a farm-to-table experience using ingredients sourced from local and sustainable farms. The menu changes frequently to reflect the seasons and the availability of ingredients, ensuring a fresh and sustainable dining experience.



Javaplein, 23
(020) 463 30 43
wildezwijnenwinkel.nl

ELIXER

Elixer offers a unique dining experience that combines healthy and sustainable ingredients with creative culinary techniques. The menu focuses on plant-based dishes that are not only delicious but also nourishing and sustainable.



Egeldonk, 50
+316 2196 61 95
restaurantelixer.com

BOLENIUS

The Michelin-starred restaurant offers contemporary Dutch cuisine using locally sourced, sustainable ingredients. Bolenius has its own rooftop garden where it grows many of the herbs and vegetables used in its dishes.



George Gershwinlaan, 30
(020) 404 08 13
bolenius-restaurant.nl

FLOREYN

A plant-based restaurant that offers a seasonal menu with locally sourced ingredients. The restaurant also focuses on sustainability, using renewable energy and composting its food waste.



Albert Cuypstraat 31
(020) 670 73 57
restaurantfloreyn.nl

WERMEER

Vermeer is a Michelin-starred restaurant that offers a farm-to-table experience using locally sourced, seasonal ingredients. The restaurant has its own rooftop garden where it grows many of the herbs and vegetables used in its dishes.



Prins Hendrikkade 59-72
(020) 556 48 85
restaurantvermeer.nl

BAR SPEK

While not a restaurant, Bar Spek is a great option for those looking for sustainable and locally sourced options. The menu features a range of dishes made with seasonal ingredients sourced from local farms.



Admiraal de Ruijterweg, 1
(020) 223 69 96
barspek.nl

NOORDOOGST

This restaurant is actually a farm. It is in Amsterdam Noord and offers a dining experience using ingredients sourced from the surrounding farms and cooperatives. The menu changes frequently to reflect the season and the availability of ingredients, ensuring a fresh and sustainable dining experience.



Meteorenweg 272
(020) 492 25 55
noordoogst.org

3.

Greenest Spaces



Welcome to a world where nature and architecture unite, blurring the boundaries between indoors and outdoors, where nature takes center stage.

Join us as we explore some of Amsterdam's most stunning biophilic designs, integrating nature into the built environment, creating spaces that not only look beautiful but also promote human health and wellbeing.

Greenest Spaces

HOTEL JAKARTA

Inspired by the Indonesian island of Java, Hotel Jakarta is an eco-friendly oasis in the heart of Amsterdam. The hotel features a stunning green facade and a lush indoor garden, creating a serene and peaceful atmosphere. The design blends natural materials with modern architecture, offering guests an immersive experience of nature and sustainability. The hotel also features a restaurant, a bar, a patisserie, and a rooftop terrace with a bar and a restaurant.



Javakade, 766
(020) 236 00 00
hoteljakarta.com

BAR BOTANIQUE

With its tropical decor and abundant plant life, Bar Botanique is a green paradise in the heart of Amsterdam. The cafe features a stunning botanical ceiling, creating a natural oasis in the middle of the city. The space is bright and airy, and the menu is inspired by the diversity of the botanical world, with a focus on sustainable and locally sourced ingredients.



Eerste van Swindenstraat, 581
(020) 358 65 53
barbotanique.nl

THE HORTUS

Founded in 1638, De Hortus is one of the oldest botanical gardens in the world. The garden features a diverse collection of plants from around the globe, and the historic greenhouse offers a stunning example of biophilic design. The space is a serene and peaceful retreat from the hustle and bustle of the city, offering visitors a glimpse into the beauty and diversity of the natural world.



Plantage Middenlaan 2A
+31 20 625 9021
dehortus.nl

THE BOTANICAL GARDEN ZUIDAS

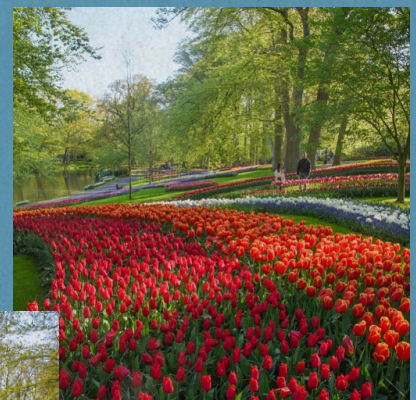
This botanical garden is located in the business district of Amsterdam and features a diverse collection of plants from around the world. The garden also incorporates sustainable design elements, such as a rainwater collection system.



Van der Boechorststraat 8
(020) 598 93 90
botanischetuinzuidas.nl

THE KEUKENHOF GARDEN

This is a breathtaking display of over 7 million tulips, daffodils, and other flowering bulbs. Located just outside of Amsterdam, this beautiful garden spans 32 hectares and is open to visitors from March to May each year. In addition to the stunning flower displays, the Keukenhof garden also offers several sustainability initiatives, including the use of solar panels and rainwater collection systems. Visitors can explore the gardens on foot or by bike, and there are also guided tours available.



Stationsweg, 166A
keukenhof.nl

4.

The more
I learn
The better
I lead



Let's celebrate the power of experiential learning and explore unique experiences that offer a hands-on approach to sustainability, creativity, and community engagement.



The more I learn The better I lead



MOT IN MOKUM

This unique experience takes you to a butterfly garden where attendees can immerse themselves in a sea of colorful flowers while learning about the lifecycle of caterpillars and butterflies. But it doesn't end there. Visitors also have the opportunity to spend the night in the on-site observatory and participate in caring for the butterflies and caterpillars.



Meteorenweg 280
+31 6 4160 82 82
vlindertuinmotinmokum.nl

NO CHATEAU

Take a break from the city and get your hands dirty with this immersive vineyard experience. Visitors get to manage and harvest their own piece of vineyard and make their own wine.



Meteorenweg 272
nochateau.nl

THE CONSCIOUS CLUB

This is a community center and event space that offers workshops, classes, and events on a wide range of topics related to sustainability, mindfulness, and personal growth. Visitors can learn about sustainable living, eco-friendly fashion, and plant-based cooking, among other things.



Spuistraat, 172
+31 6 1884 45 23
theconsciousclub.com

BUURTBOERDERIJ

This is a community farm located in Amsterdam that offers visitors the opportunity to learn about sustainable agriculture, urban farming, and circular economy principles. Visitors can participate in workshops, volunteer on the farm, and enjoy fresh produce grown on site.



Spaarndammerdijk, 319
(020) 337 68 20
buurtboerderij.nl

5.

Food for Thought



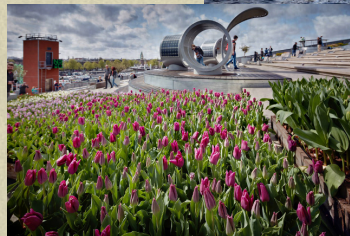
Welcome to a journey of discovery where we explore the intersections between art, science, and philosophy. Join us as we visit some of Amsterdam's most innovative spaces, where you can feed your curiosity, expand your knowledge, and engage in meaningful conversations that will challenge your perspectives and inspire your creativity.



Food for Thought

NEMO SCIENCE MUSEUM

One of our Summit's locations, NEMO is an interactive science museum that offers hands-on exhibits, workshops, and demonstrations exploring various scientific phenomena. It aims to inspire curiosity and critical thinking about the world we live in. The museum is housed in a unique green building with a rooftop terrace that offers panoramic views of the city.



Oosterdok, 2
(020) 531 32 33

nemosciencemuseum.nl

THE SCHOOL OF LIFE

The local flagship store is a must-stop parade for the new era leaders, where they can be inspired by good reads followed by great coffee. The store features a selection of books, games, and products that are designed to help people live a more fulfilling and meaningful life, covering a wide range of topics, including philosophy, psychology, art, and culture.

This spot also features a cafe and community space, which is a welcoming and comfortable environment for people to relax, socialize, and connect.



Frederiksplein, 54
(020) 220 00 80

theschooloflife.com

FOAM PHOTOGRAPHY MUSEUM

This museum focuses on contemporary photography and hosts exhibitions that explore social and environmental issues. Visitors can learn about photography as a tool for social change and engage with artists whose work addresses sustainability and other pressing issues.



Keizersgracht 609
(020) 551 65 00
foam.org

MUSEUM OF THE MIND

Located in the heart of Amsterdam, the Museum of the Mind invites visitors to explore the complexities of the human psyche through a collection of unconventional art installations and interactive exhibits. The museum's flagship exhibition, For the Love of Art, showcases a diverse selection of artworks that express the artists' passionate ways of creating and thereby exposing a part of their inner world.



Amstel, 51
(023) 541 06 70
museumvandegeest.nl

THE TROPENMUSEUM

Tropenmuseum is a museum of world cultures that showcases art, objects, and artifacts from around the world, particularly from Africa, Asia, and Latin America. It offers a unique perspective on the diversity of human experiences and encourages visitors to reflect on their own cultural biases and assumptions.



Linnaeusstraat, 2
+31 88 0042 800
tropenmuseum.nl

PAKHUIS DE ZWIJGER

Pakhuis de Zwijger is a cultural and community center that hosts events, talks, and debates on various social, cultural, and environmental issues. It aims to create a platform for dialogue and collaboration among individuals and organizations working towards positive change in society.



Piet Heinkade, 179
(020) 624 63 88
dezwijger.nl

6.

B Corps open doors



Now, we invite you to celebrate with us the thriving community of Amsterdam B Corps. Together, we have explored some of the most innovative and inspiring examples of sustainability, creativity, and community engagement in the city.

To close with a bang, we are excited to share with you a map featuring all the B Corps located in Amsterdam, and the complete directory in the next pages.

Ace & Tate

An eyewear company that offers high-quality glasses at an affordable price. They use recycled materials in their products and have a circular approach to their business.

Bocca Coffee

A specialty coffee roaster that is committed to sourcing and roasting ethically produced coffee. They work directly with coffee farmers to ensure fair trade and sustainability.

Buurderij de Ceuvel, de Pijp Rivierenbuurt & Polder

Food markets that offer locally produced and organic food options in a unique and innovative setting.

Cortazu

A coffee brand that works directly with coffee farmers in Colombia to ensure fair prices and promote sustainable practices.

House of Rituals & Rituals Store

A lifestyle brand that offers high-quality, sustainable products for body and home, inspired by ancient Eastern rituals.

Impact Hub Amsterdam

A co-working space and community for social entrepreneurs and sustainable businesses.

Lovevery

A toy company that produces high-quality, eco-friendly toys designed to support children's development and creativity.

LOT61 Coffee Roasters

A specialty coffee roaster that sources its coffee directly from farmers and works with them to improve their production methods and promote sustainability.

MUD Jeans

A circular denim brand that produces high-quality jeans using recycled materials and a closed-loop production process.

MYoMY

A fair trade fashion brand that produces high-quality bags and accessories in collaboration with local artisans and using sustainable materials.

Certified



Corporation

B Corps directory in alphabetical in order

O My Bag

A fashion brand that creates high-quality bags and accessories using eco-friendly materials such as organic cotton and recycled leather.

The Food Line-up

A catering company that specializes in sustainable and ethical food options for events and festivals.

Tony's Chocolonely

A flagship store and office of the Tony's Chocolonely, a chocolate brand that is committed to ending slavery in the cocoa industry and promoting fair trade and sustainability.

Willicroft Store & Kelder

A cheese shop and bar that offers a range of plant-based cheese options and promotes sustainability and ethical production practices.

YB by Yoghurt

A yogurt bar that sources its ingredients from local farmers and promotes sustainability through its packaging and waste reduction initiatives.

Zoku Amsterdam

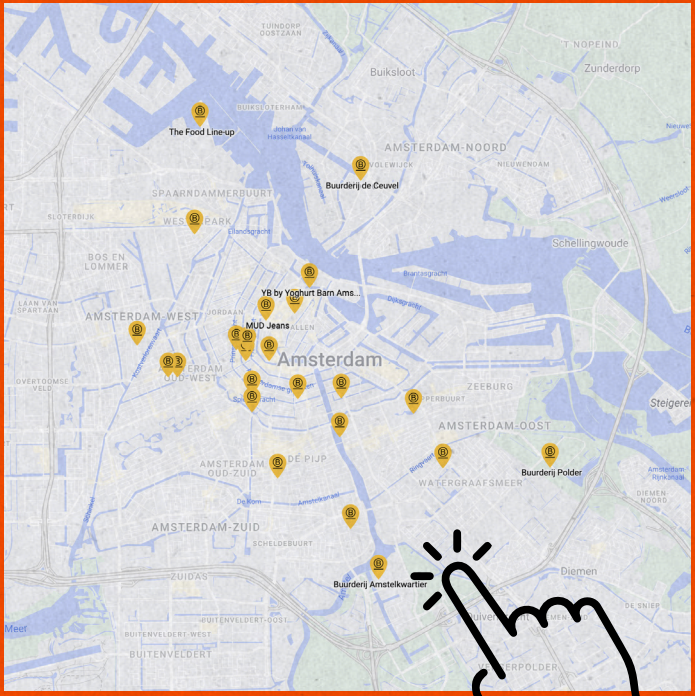
A hotel and co-living space that offers unique, sustainable, and innovative living spaces for travelers and locals.

Certified



Corporation





Tap & Map

To close with a bang, we are excited to share with you a map featuring all the B Corps located in Amsterdam, and the complete directory in the next pages.



**b for good
leaders
network**

Certified



Corporation

7

Appendix walking routes

[I am Amsterdam](#)

[Free Walking Tours](#)

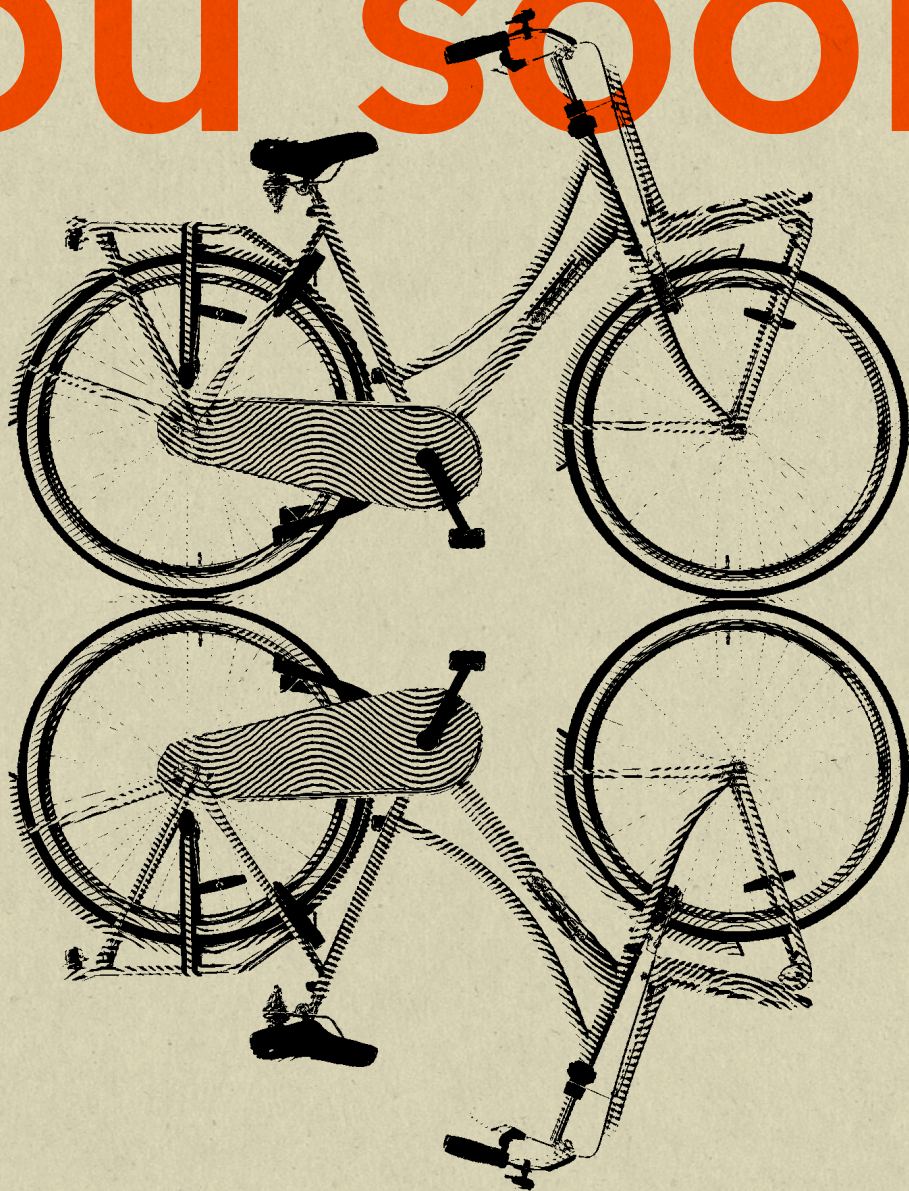
[Amsterdam City Walks](#)



Do you want to explore the city by foot?

We have gathered a list of useful resources to help you find the best route!

Dankjewel
and see
you soon!



b for
good
leaders