

## Amsterdam: Tours as a Tool for Change

Our tours are more than just tours. They are our tool of protest, our way to plant seeds of awareness. To connect and inspire you to discover new perspectives on topics that matter - to us and to the world. Our tours are for everyone that wants to make a change in the world and at the same time, the best way to explore Amsterdam.

While working in the tourism industry we experience how mass tourism could turn into a growing destructive force to our cities. This made us wonder: "how can we use tourism to provoke the change we want to see in the world?"



In this tour we take you on a journey of understanding history, to fully grasp the present and to be able to create a positive future. Visit the places and understand the stories behind globalization, overtourism, gentrification - all taking place here.

In just a couple of hours we hear the different stories of the city center and dive into the transition of Amsterdam North. Explore the Amsterdam that lies beyond, exploring places and perspectives on any level. Meeting the locals, artists and initiatives who shape the future of our cities.

*This tour will be specifically designed for Wageningen University & Research, and developed by Tours that Matter. The tour is focussed on Amsterdam City Center and the North providing a rich educational experience, while exploring inspiring projects of the area. This proposal will give some ideas for the development of the tour, but will depend on the needs of the client and of the changemakers in the area.*

1. General Information
2. Product Description / Outline
3. Bulletpoints
4. Points of interest / projects
5. Prices

General Information:

1. Name: Amsterdam: Tours as a Tool for Change
2. Subtitle: The Circular City
3. Themes: Positive Impact Tours, Circularity, Urban Development, Social projects, Community

-----  
Product description:

Walk & Talk of the City Center: Beyond the Curtains

*Description*

Whatever you think you know about the Amsterdam City Center, the truth goes deeper than what meets the eye. The old center is of the most complex areas in Amsterdam where different ideals and visions clash and co-exist. Our mission is to give some of these special initiatives, people and places a moment to speak for themselves. Who are they? What do they do? What does Amsterdam mean to them? On this Walk & Talk you can visit the neighborhood initiative 'We Live Here', learn about future ideas from the 'green light district', Meet the people behind the "Upcycle" and talk with sexworkers at the "Prostitution Information Center".

*Bulletpoints*

- Overview of the growth of tourism in the Amsterdam city center and the reactions of various groups
- Visit various initiatives that have responded by raising their voices and sharing a new perspective
- Learn about different projects that build on a new narrative of the area
- Discuss how we can use tourism as a solution and build tours as a tool for change

*Points of Interest:*

Central station, Red Light District, We Live Here, Green Light District, Prostitution Information Center

Walking Tour of Amsterdam North:

*Description:*

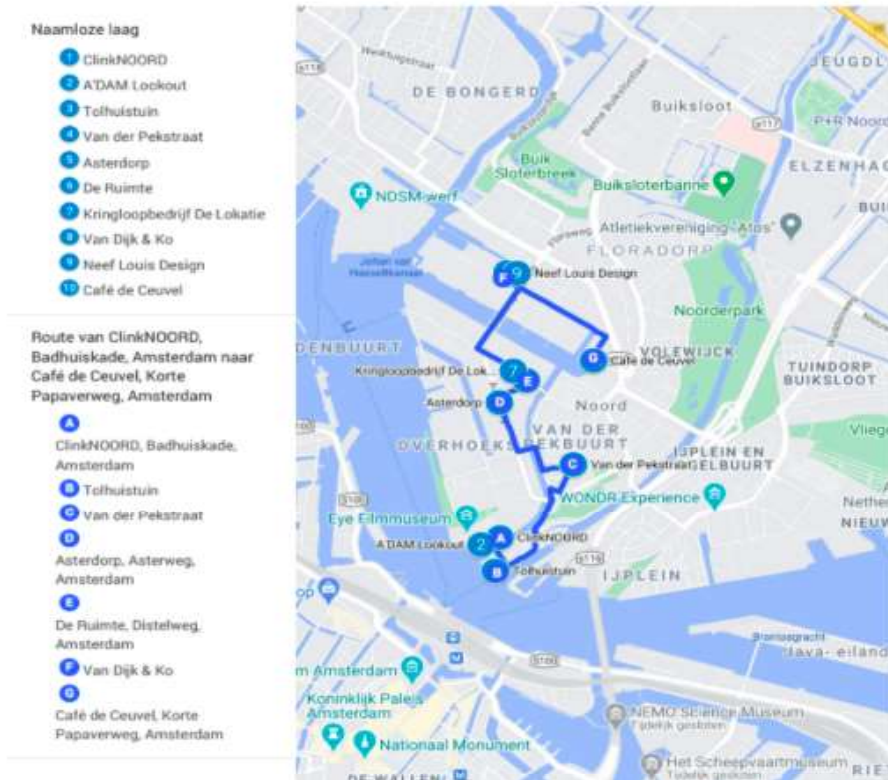
The North has been an industrial area from the end of the 19th century. Shell opened up their laboratory back in 1914, at a certain point using up a space of 27 hectares! The north has transformed from being the heart of the fossil industry into a breeding ground for creative, green and sustainable initiatives. Amongst others will visit the award-winning Cafe de Ceuvel, a social enterprise on a former shipyard. We visit and give back to the Tolhuistuin: a cultural freespace and second hand shop, De Lokatie: a space where things (and people with social difficulties) find a new purpose and Cafe de Ceuvel: an innovative and creative hub. All pioneers that have the ambition to turn this old industrial zone into a global example of circular urban development.

*Bulletpoints:*

- Explore the lively neighborhood of the North, a pioneering spot for the circular economy
- Find out more about the transformation from a industrial area into one of the 'hippest hoods of the world'
- Understand the significant changes of the past decade in Amsterdam – North
- Meet the artists, designers, architects and other creative talent
- Discover inspiring second-hand shops, community centers and circulaire cafes.

*Bulletpoints:*

Clink Noord, A'DAM Lookout, Shell Technology Centre, Tolhuistuin, Van der Pek buurt, Asterdorp Poort, De Ruimte, De Lokatie, Van Dijk & Ko, Neef Louis, Schoonschip & De Ceuvel



Time schedule:

10.00 - 10.15	Meetingpoint
<i>Location</i>	Central Station
10.15 - 12.00	Walk & Talk "Beyond the Curtains"
<i>Location</i>	In the Red Light District
12.00 - 13.00	Lunch & Learn at Clink NOORD
<i>Location</i>	Badhuiskade 3
13.00 - 15.00	Walking Tour with local guide
<i>Location</i>	From Clink to the Ceuvel

Details Tours that Matter:

Tours that Matter  
Sanderijnstraat 3-2  
1055BM Amsterdam  
+31 624 555 311

info@toursthatmatter.com  
BTW: NL859915013B01  
KVK: 74471627