

SHARING CITIES SUMMIT

AMSTERDAM CASE STUDIES

nieuw

Airbnb & Amsterdam

Stimulating social inclusion

First Deputy Mayor Udo Kock, City of Amsterdam

STATEMENT CITY OF AMSTERDAM

- Encouraging sharing initiatives
- Intervene when necessary



CASE STUDY AIRBNB



CASE STUDY AIRBNB

- Tourism is increasing, rules for holiday rental needed:
 - no more than 60 days
 - 4 people max
 - pay tourist tax
- Agreement with Airbnb to prevent illegal holiday rental:
 - To educate hosts
 - Work together on enforcement: 60 days cap (airbnb blocks hosts)
 - Simplify paying tourist tax for hosts
- Talks with national government on registration law with obligation for platforms and a registration system

EU LOBBY SHORT TERM HOLIDAY RENTAL

- Conference on enforcement of illegal holiday rental in Amsterdam in January 2018.
- How to face the negative effects from the growing number of apartments that are rented out to tourists via platforms?
- To achieve a united message to the EC from cities
- Request to find possibilities within European
- Group of cities is talking with EC
- How can platforms be hold responsible for illegal activities on their websites?
- Also working together on a practical level
- More details: join the workshop EU lobby

SOCIAL COHESION



AMSTERDAM CITY PASS

- Stimulate people with low incomes to participate into cultural and sports activities
- Go for free or with high discount to musea, cinema, restaurants, library, theatre, swimming pool etc.
- Amsterdam inhabitants: 851.373
- City card holders: 200.000
- Low income group among city pass holders 122.364
- Aged 65 + 78.706



SOCIAL INCLUSIVENESS

Thuisafgehaald:

“Our focus? Sharing small elements of happiness, to contribute to a better world.”



PROJECT CITY PASS



Thuisafgehaald

HOME COOKED MEAL FOR € 1,-



RESULTS

- 900 shared meals shared in three months
- Cooked by 10 home cooks
- And collected by 162 individual users
- More than average positive feedback
- 60% of cooks is still in contact with the users
- Digital coaching needed but not being used
- Pilot will continue on larger scale



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een maaltijd afhalen
bij **Thuisafgehaald.nl**



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Deze aanbieding geldt van 1 november 2017 tot en met 31 januari 2018.