

## Why does Amsterdam Smart City work?

Amsterdam Smart City is an 'accelerator' for climate and energy projects. By bringing parties together and developing energy-saving projects, Amsterdam Smart City generates examples of projects that can be realised on a larger scale when proven effective. The cornerstones of Amsterdam Smart City are:

- Teamwork is essential at every level to ensure successful results (public/private collaboration, involvement of the energy user, etc.)
- Amsterdam Smart City combines smart technologies and the stimulation of behavioural change
- Only those initiatives that have been proven economically viable will be implemented on a large scale
- Amsterdam Smart City tests different initiatives to determine which initiatives and processes are suitable for large-scale implementation

## Become a partner!

Amsterdam Smart City is a growing alliance of partners that are developing projects in all the different areas of focus: electricity grid operator, energy suppliers, government authorities, housing corporations, technology start-ups, think tanks, financial institutions, IT companies, etc. The partners support Amsterdam Smart City for three reasons:

- The partners are able to put sustainable entrepreneurship into practice in Amsterdam
- The partners gain expertise by supplying their products/services in this form of cooperation
- The expertise enable partner companies to develop proven products that are suitable for large-scale implementation

## What motivates our partners?

Below a small selection of organisations which have joined Amsterdam Smart City. Read more about all Amsterdam Smart City partners on [www.amsterdamsmartcity.com](http://www.amsterdamsmartcity.com).

'**Home Automation Europe** (HAE) develops affordable energy management solutions, for instance energy displays. We believe it's crucial to start by testing our solutions; which is why we joined Amsterdam Smart City as a partner.'  
*Joris Jonker, Chief Executive Officer, Home Automation Europe.*

'**Rabobank Amsterdam's** cooperative principles are what motivate us to contribute to a socially, ecologically, and economically sustainable Amsterdam. This explains why we, as partner of Amsterdam Smart City, are encouraging residents and companies to live and do business in sustainable ways.'  
*Pascal de Jong, Account Manager Corporate Relations Rabobank Amsterdam.*

'**Philips** is highly enthusiastic about its participation in the Amsterdam Smart City initiative, because it offers us a unique opportunity to demonstrate the important role that innovations in low-energy lighting can play in the creation of a sustainable city.'  
*Jan Veldhuis, Energy Efficiency Manager, Philips.*

## More information?

Amsterdam Smart City is a growing force in Amsterdam. Visit [www.amsterdamsmartcity.com](http://www.amsterdamsmartcity.com) to follow the latest developments and to read more about the different projects. The site also contains an up-to-date list of Amsterdam Smart City partners.

Visit [www.amsterdamsmartcity.com](http://www.amsterdamsmartcity.com) or send an e-mail to [info@amsterdamsmartcity.com](mailto:info@amsterdamsmartcity.com)

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## What is Amsterdam Smart City?

Amsterdam Smart City is a unique collaboration between the inhabitants of Amsterdam, its businesses, research institutions and government authorities aimed at showing how it is possible to save energy now and in the future. Together we are developing smart projects that will change the world. We will test them in Amsterdam first. The ultimate goal of Amsterdam Smart City is to reduce CO<sub>2</sub> emissions. By doing so, Amsterdam Smart City will contribute towards the fulfilment of the objectives of the New Amsterdam Climate.

## Who is taking part?

The project is a joint initiative of Liander (the operator of Amsterdam's electricity grid) and the Amsterdam Innovation Motor. So far, an extensive number of partners have signed up to participate in a wide range of projects. TNO, an independant research institut, has joined Amsterdam Smart City to ascertain that the research results will be validated, documented and shared from a scientific viewpoint. Amsterdam Smart City stands for innovative technology, the modification of the behaviour of Amsterdam's citizens, and sustainable economic development. By bringing partners together and setting up small-scale local projects, Amsterdam Smart City makes it possible these all new initiatives. That way the most effective initiatives can subsequently be implemented on a large scale. By doing so, Amsterdam Smart City effectively serves as an accelerator for climate and energy projects.

## New Amsterdam Climate

The City of Amsterdam, acting in line with the EU's 20-20-20 climate targets, has set itself even more ambitious goals: to make all municipal organisations climate-impact neutral before 2015 and to reduce CO<sub>2</sub> emissions by 40% compared to 1990 by the year 2025. To achieve these goals, the City of Amsterdam has developed an extensive and ambitious Climate Programme titled New Amsterdam Climate.

## The projects

The fact that over half of all greenhouse gases are generated in cities means that cities are the best place to start cutting back on CO<sub>2</sub> emissions. That's where Amsterdam Smart City comes in: An extensive number of projects will be launched over a period of two years. The projects will focus on issues such as sustainable living, sustainable working, sustainable mobility and sustainable public spaces. Each of the first three focusareas covers approximately one third of all the greenhouse gas emissions in Amsterdam\*.



\*Source: EU Covenant of Mayors

### Sustainable living



Amsterdam households are responsible for approximately 33% of the city's total volume of CO<sub>2</sub> emissions. The main focus of all the projects dealing with sustainable living is on raising awareness amongst citizens and reducing household energy use.

### Sustainable working



Amsterdam features everything from one-person businesses in old canal-side houses to multinational corporations in modern office blocks. When it comes to energy and sustainability, most companies could be doing a great deal more. It is essential for energy users to become aware of the amount of energy that is being consumed in the workplace and to encourage them to cut back on consumption. All of these projects target sustainable housing and business processes.

### Sustainable mobility



Considering the sheer number and range of transport options available in Amsterdam, there is plenty of scope for cutting back CO<sub>2</sub> emissions. The research in this field concerns sustainable transport modes and the related infrastructure. It covers everything from new transportation concepts and waste collection to the installation of charging stations for electric vehicles.

### Sustainable public space



The key to success for a sustainable public space is raising awareness of energy use in public spaces and reducing consumption. These projects focus on sustainability in schools, hospitals, libraries, streets, etc.

Amsterdam Smart City will apply a wide range of technologies in the different project areas, including: Smart meters • Energy display & feedback • New logistical models • Energy saving light bulbs • Electric mobility • Charging points • Energy advice • Sun and wind energy for the home • Smart plugs • Energy management in buildings