



Working together for a smart, green and healthy future for the Amsterdam Metropolitan Area

**Amsterdam
Economic
Board**

Join the Network Council



Cooperation starts here

The Amsterdam Economic Board encourages cooperation between frontrunners in the business community, government parties, and universities and research institutes

The Amsterdam Economic Board is an independent player, building bridges between parties. And as an agenda-setter, the Board is at the heart of strategic economic discussions about the future of the Amsterdam Metropolitan Area and the major urban challenges in its path.

The starting point is to activate energy, ownership and executive power in the Amsterdam Area.

Our goal is to build towards a smart, green and healthy future for the region.

We do so across four areas.

Building an ecosystem

We provide a unique networking function, bringing together organisations and parties who may not naturally encounter each other. These ecosystems nourish the exchange of knowledge and are the starting points for new collaborations.

“The Amsterdam Economic Board’s Network Council has regularly proven to be an extremely valuable network in our development, both here in the region and abroad. Moreover, it is a good way to make contact with government parties and share with them our vision about sustainability.”

– Jan Hein Tiedema, Executive Managing Director at EDGE Technologies

Identify innovative opportunities

The Board plays a key role in identifying opportunities for new forms of innovative collaboration and business activity, for example through themed learning communities, consortia with frontrunners, or the development of new business models.

“We are delighted and proud to be working with the Amsterdam Economic Board and their vibrant ecosystem. These partnerships are at the heart of what Salesforce is all about, as we continue to deliver positive economic impact in the Netherlands. Working with the Amsterdam Economic Board helps us to unleash new trailblazers – people who are leading the way in digital transformation to deliver customer success in the fourth industrial revolution.”

– Eva Heffernan, Country Leader at Salesforce Netherlands

Activating and driving the network

Based on the identified opportunities, the Board activates the network to carry out experiments and pilot projects and to establish programmes.

“Many players in the Amsterdam Metropolitan Area are looking at their own transition, but we need each other to make these transitions possible together. This is actually the Board’s central message. And I think it’s fantastic to be able to play my part as a member of the Board, using my professional expertise to help push the social agenda forward. That really sets my pulse racing.”

– Barbara Baarsma, CEO of Rabobank Amsterdam

Providing data-driven insights

The Board provides data-driven insights at various levels: facts and figures about the Amsterdam Metropolitan Area, trend analyses and future scenarios.

“As part of FutureLabs, we are working together with the Board to explore future scenarios for the region. This offers fresh, valuable insights that help us to discuss existing frameworks and to develop alternatives. It is only on the basis of a new kind of economy that we can solve the big problems.”

– Céline Pessers, Circular Economy Category Manager at ABN AMRO Bank

2 meetings with the European Commission on the future of the data economy... 3 meetups to apply blockchain solutions to metropolitan challenges... 10 'Pizza & Medical Data' meetups in which healthcare professionals and data scientists meet to initiate interesting collaborations (in collaboration with the UMC, OLVG and VU)... 11 new council members in 2019... 15 parties (including VU, UvA & KLM) are developing a neutral model with which to share data: Amsterdam Data Exchange (AMdEX)... 15 municipalities & 2 provinces are working on Zero Emission Zones... 19 commitments to circular purchasing, signed by companies, governments, universities and research institutes, with a purchase value of €150 million... 20 partners working within the Amsterdam Smart City platform to create concrete solutions for better streets, neighbourhoods and cities... 25 CEOs sign up for a Zero Waste Zuidas in 2030, with the goal being a circular Zuidas... 20+ parties working within the Lower Energy Acceleration Programme (LEAP) to help make data servers more energy efficient... 37 initiatives in which the Board is involved and which contribute to a smart, green and healthy region... 50 participants in 3 FutureLabs, working together to shape a new welfare model... 50+ parties sign the Green Deal for Zero Emission Urban Logistics... 62 events organised, hosting more than 4,000 participants... 400 people endorse Tada, a vision for a responsible digital city, from and for everyone... 900 participants in the State of the Region... 50.000 people are being guided into tech careers through the TechConnect programme, in collaboration with Booking, Rabobank, TomTom and the CA-ICT education fund...

€2,4 million made available by
the City of Amsterdam.
impact.

The focus

The Amsterdam Economic Board focuses on six challenges: Energy, Circular Economy, Mobility, Digital Connectivity, Health and Jobs of the Future. It is also committed to two programmes: Amsterdam Smart City and TechConnect.

This requires a flexible and targeted approach to enable innovation and systemic change.

Parties in the region badly need each other to move forward.

For each challenge, we have envisaged a 'dot on the horizon' to aim for.

challenge

Energy

By 2025, the Amsterdam Metropolitan Area will be the prime location for industry to apply energy innovations. In this way we are working towards a CO2-free future for future generations and achieving our climate targets for 2030.

highlight:

The launch of LEAP, the Lower Energy Accelerating Programme

A coalition of companies from Amsterdam's data centre chain will join government parties in this data centre and energy saving initiative. It is expected that this will make it possible to reduce energy consumption in data centres by up to 40% over the coming three years.



"For us, the Board is an essential network organisation that ties a lot of things together. On the one hand, it is a source of inspiration and a sounding board for us. On the other, we can also show them what's going on in the field. Every day, we work with the Amsterdam Innovation Arena on concrete, practical applications that we can immediately implement. Innovation is teamwork, which requires an open mind. If we are ready to share data with each other, a large sustainability transition will take place over the next five years."

— Henk Markerink, Director of Johan Cruijff Arena

challenge

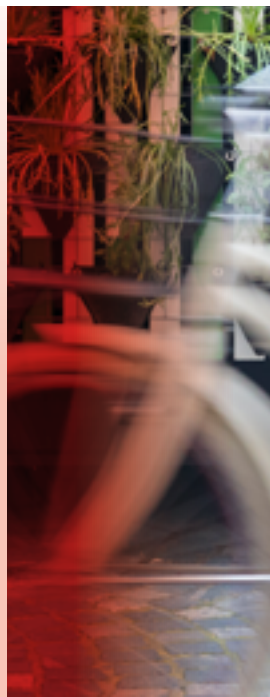
Circular Economy

By 2025, the Amsterdam Metropolitan Area aims to be at the forefront in the field of smart solutions for the retention of raw materials, so precious materials can be used ever longer and more efficiently. At the same time, this will activate innovation and new business activity.

highlight:

Regional raw materials transition programme

20 consortia established for recycling, upcycling and sometimes reuse of products and materials such as diapers, roadside grass clippings, e-waste, textiles and data servers. New business activity is emerging.



"The Board motivates businesses, government parties and knowledge institutes to embrace circular procurement. Our goal is to dismantle the old, linear economic system and reform it into the new circular system. If clients' demand for circularity increases, companies will innovate and invest accordingly in their product designs and product chains. This new purchasing movement contributes to the Amsterdam Metropolitan Area's reputation as a circular hub for products and services. We are convinced that in this way we are taking substantial steps towards meeting the Board's ambitions for 2025."

— Jacqueline Cramer,
Ambassador Circular Economy

challenge

Mobility

Urban transport in our region will be emission-free by 2025. There is an increasing need for smart and clean mobility systems for people, goods and services.

We initiate and support initiatives that contribute to smart and clean mobility for people and goods across the region.

highlight:

Green Deal for Zero Emission Urban Logistics

Activating more than 50 parties who are carrying out concrete projects and jointly taking steps to make urban logistics more sustainable.

"If we want to move towards zero emissions by 2025, we need to do so at a regional level, not just in one or two major cities. That's why this regional initiative by the Amsterdam Economic Board is so important. It's fantastic to see how many companies, universities and government parties in the region are joining forces for sustainable mobility."

— Mariette van Empel, programme director of Sustainable Mobility at the Ministry of Infrastructure and Water Management

challenge

Digitaly Connectivity

By 2025, the Amsterdam Metropolitan Area will be the prime hub for data-driven innovation. This will only be possible if residents are in control of their own data and not the other way around.

We will initiate and accelerate projects that contribute to a fair and trustworthy digital society.

highlight:

Amsterdam Data Exchange (AMdEX):

Development of a neutral model for data sharing in which the participating parties own their data and determine how it is used.

"Elsevier's Tech Hub in Amsterdam is one of the global leaders in the application of data science in science and health. We are rapidly expanding. We are a major employer in the Amsterdam region, but we are still looking for another 200 'techies' – talents who know everything there is to know about artificial intelligence – for the coming years. To better expand our prominent role we have entered into partnerships with the Innovation Center for Artificial Intelligence and Amsterdam Data Science. As a network organisation, membership of the Amsterdam Economic Board is a perfect match with this. Together we are contributing to the creation of a smart metropolitan region."

— Alexander van Boetzelaer, EVP Strategy at Elsevier BV

challenge

Health

By 2025, two healthy years will have been added to the average life span of the residents of the Amsterdam Metropolitan Area. This will be achieved by using data to improve prevention. The region is developing sustainable solutions for the health of its residents by utilising scientific research and data analysis and by implementing innovative interventions.

highlight:

Action Programme for Life Sciences & Health Amsterdam:

A €2.4-million investment programme by the City of Amsterdam for health, data and AI

"Cooperation between municipalities, healthcare providers, insurers, universities and research institutes, and tech firms is absolutely crucial for improving health and the prevention of disease in the region by the smart application of data analysis. The Board plays an essential role in connecting these parties with each other and in encouraging innovation and new initiatives. Philips is delighted to be able to contribute to this task by being a member of the Board."

— Jeroen Tas, Chief Innovation & Strategy Officer at Philips

challenge

Jobs of the Future

By 2025, the Amsterdam Metropolitan Area will be home to Europe's most adaptive education system and labour market, focused on successfully utilising, attracting and retaining talent.

highlight:

'Circularity & Education' Manifesto

Linking up and activating 26 schools and universities that have committed to embedding the theme of circularity in their teaching and research

"It is in everyone's interest that employers should invest in the talent of the future, too. As an active partner within the Board we are jointly part of a solution to issues such as the shortage of computer science teachers."

— Corinne Vigreux,
founder of TomTom & Codam College

programme

Amsterdam Smart City

Amsterdam Smart City is a unique driving force for urban innovation: an independent platform for an international community of more than 7,500 changemakers. The platform has ties with the Amsterdam Metropolitan Area, whose public and private partners are working on the same issues.

The programme's core values are putting people first, encouraging exploration, creating added value for the common good, and working open and transparently. These values unite everyone involved and direct the programme's way of working and the results that have already been achieved for better streets, neighbourhoods, and cities.

"Simply trying things out is the only way – that's the beauty of Amsterdam Smart City."

– Bas Wolfswinkel,
advisor energy solutions
Arcadis



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Amsterdam
Smart
City

programme

Tech Connect

TechConnect aims to help 50,000 tech talents from underrepresented groups to take the job market by storm in the Amsterdam Metropolitan Area over the next four years.

In practice, this means that thousands of women, people from socially disadvantaged neighbourhoods, large groups of job seekers over 40 and employees of SMEs will be trained to become coders, data analysts, growth hackers, UX designers and tech administrators.

"In and around Amsterdam, there are about 9,000 jobs available. If we want Amsterdam to maintain its vitality, we need to ensure that education and training adapts to our times and that all parts of the population can play a role."

— Gillian Tans,
Chairwoman of Booking.com



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Tech
Connect

Become a member

Joining the Board means you get to have a say about the future of the Amsterdam Metropolitan Area and you contribute to the journey to a smart, green and healthy region by working with others on innovations.

After all, we can't solve metropolitan challenges on our own or within a single sector. Innovation happens at the intersection of different backgrounds and areas of expertise. As member of the Board, you meet the parties that matter in the region and you can amplify your ideas and initiatives by joining forces with others. In this way the region will remain an attractive place to live and work in the future.

How to contribute

By making a tangible contribution to the six challenges, you help to create a smart, green and healthy Amsterdam Metropolitan Area while realising your own ambitions.

#smartgreenhealthy.

well-connected

"Sometimes being well-connected happens practically by itself. I was approached by the then-mayor of Zandvoort, Niek Meijer, who was asking whether I could help him get in touch with the universities to think of a solution for the noise problems that would be caused by the Formula One race on Zandvoort in May 2020. So I contacted Geert ten Dam (President of the Executive Board at the University of Amsterdam) and Mirjam van Praag (President of the Executive Board at the VU University). Mirjam van Praag later told me: 'Hi Nina, look, isn't this great – the project with BM Zandvoort worked out really well thanks to Davide Iannuzzi and other scientists from the VU and Twente. Great result from the Board.'"

—Nina Tellegen, Executive Director
Amsterdam Economic Board

The Board will give you access to:

- an extensive network of CEOs and managers from the Amsterdam Metropolitan Area
- two exclusive meetings a year, chaired by the president of the Amsterdam Economic Board: the Mayor of Amsterdam
- sessions with experts dedicated to devising the smart, green and healthy future of the region
- the status of preferred partner in initiatives/projects that contribute to a smart, green and healthy future of the region
- State of the Region – an annual event where the key players from the region come together to talk about the future of the Amsterdam Metropolitan Area. The State of the Region address is given by the Mayor of Amsterdam.
- the largest network of local governments, schools and universities, and underlying innovative business ecosystems in the Amsterdam Metropolitan Area from startups and scale-ups to multinationals and other large companies, across all economic sectors.
- pioneers and changemakers from generations Y and Z, through our Young on Board programme and its initiatives
- the Insights platform, which keeps our members up to date about developments in the regions on the basis of future scenarios, with a focus on the transition to a CO2-neutral, circular, responsible data-based economy
- information about how international opportunities, European subsidies and the Board's international networks can contribute to the smart, green and healthy future of the Amsterdam Area
- exposure through the Board's communication channels
- the Board's assistance with finding your way in the political landscape and in academia
- the Council Update, which is published quarterly and features information about relevant topics and invitations for various networking events



Membership: Financial contribution

The annual membership fee is based on the number of employees in your organisation:

Up to 500
employees:

€ 5.000

500—2500
employees:

€ 10.000

More than 2500
employees:

from
€ 20.000



all Network Council members:

ABNAMRO | AEB Amsterdam | Allen & Overy | Alliander | AM | Amazon Web Services | AMS-IX | amsterdam&partners | Amsterdam Institute for Advanced Metropolitan Solutions | Amsterdam Science Park | Amsterdam UMC – AMC | Amsterdam UMC – VU | Amsterdam University of Applied Sciences | Amsterdam University of the Arts (AHK) | Atalmedial | BAM Infra Regional Amsterdam | BeterBusiness | Booking.com | CBRE | Centrum Wiskunde & Informatica (CWI) | City of Almere | City of Amsterdam | City of Haarlem | Cognizant | Colt | CS Digital Media | De Hoge Dennen Capital | Deloitte | Delta Electronics | Dura Vermeer | EDGE Technologies | Elsevier | Eneco | Engie | Equinix | European Leadership University | EY | G&S Vastgoed | Goudappel Coffeng | Greenport Aalsmeer | GVB | Huawei | IBFD | IBM | Inholland University of Applied Sciences | ING | Interxion | JCDecaux | Johan Cruijff ArenA | Kempen & Co | KLM | KPMG | KPN | KSYOS | LeasePlan | Loyens & Loeff | ManpowerGroup | Mediahuis | Meerlanden | MessageBird | Microsoft | Municipality of Aalsmeer | Municipality of Amstelveen | Municipality of Beemster | Municipality of Beverwijk | Municipality of Blaricum | Municipality of Bloemendaal | Municipality of Diemen | Municipality of Edam-Volendam | Municipality of Gooise Meren | Municipality of Haarlemmermeer | Municipality of Heemskerk | Municipality of Heemstede | Municipality of Hilversum | Municipality of Huizen | Municipality of Landsmeer | Municipality of Laren | Municipality of Lelystad | Municipality of Oostzaan | Municipality of Ouder-Amstel | Municipality of Purmerend | Municipality of Uitgeest | Municipality of Uithoorn | Municipality of Velsen | Municipality of Waterland | Municipality of Weesp | Municipality of Wijdereen | Municipality of Wormerland | Municipality of Zaanstad | Municipality of Zandvoort | NEMO | Nova College | OLVG | Olympia | Omgevingsdienst Noordzeekanaalgebied | Oracle | Port of Amsterdam | Province Flevoland | Province Noord-Holland | PwC | Rabobank | RAI Amsterdam Convention Centre | Randstad | Regio College | Renewi | ROC TOP | ROC van Amsterdam | Royal FloraHolland | Royal Netherlands Academy of Arts and Sciences | Royal Philips | Salesforce | Schiphol Group | Shell | SIGRA | Stibbe | SURFsara | Tata Steel | Technische Unie | TNO | TomTom | Uber | University of Amsterdam | UNStudio | Van Ede & Partners | Vattenfall | Vervoerregio Amsterdam | Vialis | VU Amsterdam | Waternet | ZAAM

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