



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

**Amsterdam
Economic
Board**

Be a part of the Network Council



Cooperation begins here

The Amsterdam Economic Board promotes cooperation between frontrunners in the business community, governmental parties, universities and research institutes.

The Amsterdam Economic Board (the Board) is an independent player amongst these 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.

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

The overall goal is to work towards a smart, green and healthy future for the region.

We do so across four areas.

Building ecosystems

We have a particularly important networking function, bringing together organisations and parties that may not typically come into contact with one another. These ecosystems offer grounds for knowledge exchange and are launchpads for new partnerships.

“Our membership of 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. It’s also a really good way to make contact with government parties and share our vision about sustainability with them.”

– Jan Hein Tiedema, Executive Managing Director at EDGE Technologies

Identifying opportunities for innovation

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 developing 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, Vice-President Commerce Cloud Sales at Salesforce Netherlands & Belgium

Activating and driving the network

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

“Many players in the Amsterdam Metropolitan Area are looking at their own transition, but we need each other to make these transitions possible. 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, former CEO of the Rabobank

Providing data-driven insights

The Board provides data-driven insights at various levels: facts & 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 reconsider existing frameworks and develop alternatives. It is only through a new kind of economy that we can solve the big problems.”

– Céline Pessers, New Business Developer – Sustainable Finance Desk at ABN AMRO

Ambitions

Everything we do as the Board contributes to shaping a smart, green and healthy future for the Amsterdam Metropolitan Area. We strive to become a CO2-neutral region with a circular economy, in which we live longer and healthier lives, and to forge a secure, sustainable digital society in which everyone is able to develop their talent. As a member of the Network Council, you will actively contribute to the realisation of the region's ambitions.

Smart 2025

In 2025, a fair and sustainable digital economy will be taking shape. In a digital society, public values will be safeguarded, enabling us to apply technology responsibly to social issues and the digitalisation of the economy.

Green 2025

In 2025, the Amsterdam Metropolitan Area will be an attractive region and the path to a sustainable future for new generations will be clear. It will be well on the way to CO2-neutral industry and zero-emission mobility, with the reuse of renewable materials.

Healthy 2025

In 2025, our average life expectancy will be extended by two more years of healthy living. We are committed to supporting longer and healthier lives in a healthy environment. Focus areas are clean transport, the reuse of materials and the smart use of data and artificial intelligence.

2 circular economy labs about workplace IT equipment and data servers... **3** new TechGrounds locations launched... **5** workshops about responsible data sharing in data markets... **6** ambitious Green Deals launched... **10** years of the Amsterdam Economic Board... **11** new Network Council members... **15** parties collaborate to develop a neutral model with which to share data: Amsterdam Data Exchange (AMdEX)... **20** parties working to accelerate the transition to a sustainable digital infrastructure with LEAP... **21** partners working within the Amsterdam Smart City platform to create concrete solutions for better streets, neighbourhoods and cities... **40+** organisations involved in the Green Deal Sustainable Talent... **50** parties sign up for the Green Deal Circular Textiles... **85** events organised... **120** submissions for the 'one-and-a-half metre society' business pitch... **200** active professionals joined the Green Deal for Zero Emission City Logistics... **900** users of the SmartHealthAmsterdam platform... **1,200** participants in the State of the Region... **10,000** people 'activated' by TechConnect... **€3,000,000** made available for AMdEX.

The focus

The initiatives and programmes are at the core of all we do. The Board is focused on concrete action to realise our ambitions for a smart, green and healthy future for the Amsterdam Metropolitan Area.

In combination with our partners, we have the substantive and strategic expertise to successfully launch and grow new initiatives – as well as spot new trends and developments – across these six themes:

Circular economy; digital connectivity; energy; health; mobility; and talent for the future.

Initiative

LEAP

LEAP contributes to building a smart and green metropolitan area by forging a sustainable digital infrastructure.

The programme is a testbed for acceleration. Be a part of LEAP and work towards sustainability in the tech sector by improving existing technology and developing and testing innovative solutions that are at the cutting edge of energy and IT.

Spotlight

Results from our pilot programmes in energy saving in data servers show that it is possible to use 10% less energy simply by making better use of eco-modes and virtualisation.

We share our best practices and [‘Happy Flow’ manual](#) so that everyone can benefit from these savings.

“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. With the Amsterdam Innovation ArenA, we work every day on concrete, practical applications that we can immediately implement. Innovation is teamwork, which requires an open mind. If we are willing to share data with each other, a huge sustainability transition will take place over the coming five years.”

– Henk Markerink, CEO of the Johan Cruijff ArenA

Initiative

Textile Loops

Textile Loops is focused on finding innovative ways to close the chain.

Used textiles are no longer discarded but cared for and repaired to give them a longer lifespan. Invest in sustainable partnerships and help build a ‘textile value loop’ that creates new value.

Spotlight

The [Green Deal Circular Textiles](#) has resulted in a tangible upscaling of regional textile activity. More than 50 organisations are collaborating on regional chain initiatives and across a variety of themes, such as reusable cloth isolation gowns for healthcare institutions, made using circular principles.



Initiative

Talent Ecosystem Guide

By developing the Talent Ecosystem Guide (TEG) we aim to make the ecosystem for talent development in the Amsterdam Metropolitan Area visible and accessible to everyone. Play your part in creating a tool that supports the effective development and deployment of talent initiatives in the region. Learn more about the available options for talent development and gain insights into ways in which it can be strengthened in the region.

Spotlight

The Green Deal Sustainable Talent includes more than 40 parties involved in skills-oriented career trajectories, lateral career moves, improvements in education and training, monitoring, and making it possible for technical employees to relocate. It has resulted in 12 deals.



"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 part of a solution to issues such as the shortage of computer science teachers."

– Corinne Vigreux, founder of TomTom and Codam Coding College

Initiative

High Impact Procurement

Through High Impact Procurement, organisations from the Amsterdam Metropolitan Area contribute to a fair, sustainable and innovative procurement playing field. It stimulates the affordable, local supply and demand for products and services that will contribute to a smart, green and healthy future. It also reduces the demand for non-sustainable items. Join us to expand your knowledge alongside network partners and register your company for the Impact Track so that your procurement always makes an impact!

Spotlight

The Procurement Community has been expanded and now includes all members of the Board. They are committed to 100% High Impact Procurement by 2030.



"The Board motivates businesses, governmental organisations and academic institutions 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 of Circular Economy

Initiative

Green Deal for Zero Emission City Logistics

The signing of the Green Deal for Zero Emission City Logistics (GDZES MRA) by more than 60 parties was a highly significant move in the transition to smart and clean city logistics. Join GDZES MRA and contribute to a smart, green and healthy region by sharing logistics data with other parties, switching to zero-emission vehicles, and working together to create a clean living environment.

Spotlight

The GDZES community comprises some 200 active professionals, with 6 new parties having signed up recently. New partnerships have been established, and new pilot programmes launched for smart and clean logistics for food and services.



"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

Initiative

AMdEX

The Amsterdam Data Exchange (AMdEX) is a major step in the development of a fair and sustainable digital society and region. AMdEX enables you to exchange data securely and reliably, on your own terms and without dependence on third parties. Participate to increase the availability of data for innovations – for example, related to artificial intelligence – and create a fair digital economy with equal opportunities for all participants.

Spotlight

AMdEX is a cooperation between public and private parties. A budget of €3 million has been set aside to explore ways to share data fairly and securely beyond the walls of organisations over the coming three years.



"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, Former EVP Strategy
Elsevier BV



Initiative

Tada

The Board and its partners devised the Tada manifesto to express the shared values for a responsible digital city. Jointly and individually, these values help to shape a digital society and make an important contribution to the smart metropolis of the future. Are we in charge of data, or is data in charge of us? Participants of the Tada network have formulated a challenge. Take part and help bridge the gap between ethical data entrepreneurs and launching customers.

Spotlight

More than 15 partners have worked to shape the future of Tada. This has resulted in a joint project application to offer SMEs better support to achieve responsible digitalisation.

Initiative

Health data infrastructure

A vast amount of medical data is collected every day and we have enough computing power to process and analyse it. But we do not do so, because the majority of the data is still not easily accessible. Can you play a part in forging a national, integrated health data infrastructure to change this? Working together, we can make data accessible for faster and better medical research.

Spotlight

There is executive commitment and a working group comprising people from the various involved parties, working together to devise a regional implementation plan.



"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

Initiative

Smart Health Amsterdam

Smart Health Amsterdam is the network for data and AI-based innovation in Amsterdam's Life Sciences & Health sector. If you are committed to data and AI, join this ecosystem and contribute to a healthier society and region.

Spotlight

Many regional initiatives come together under the Smart Health Amsterdam partnership and brand. The result is one regional identity with an ever-increasing national and international reputation.



Programme

Amsterdam Smart City

Amsterdam Smart City strives for a smart, green and healthy Amsterdam Metropolitan Area by contributing to the major transitions in the fields of energy, circular economy, mobility and digitalisation at street, neighbourhood, city and regional levels. It is an independent platform of 19 public and private partners who co-create and are connected to an international community of more than 8,000 changemakers, ensuring it is a unique driving force for urban innovation.

Their activities are founded on these core values: people first, learning by doing, public added value, and openness and transparency.

The [online community](#) showcases innovative smart city projects that are currently underway, with hundreds of organisations and people taking part at any time.

Programme

Tech Connect

By getting 50,000 people from underrepresented groups – such as people from various cultural backgrounds, women, and the over-40s – into tech courses and the tech job market, TechConnect provides solutions to talent shortages in the tech sector and ensures that all untapped potential is given a chance. In doing so, TechConnect contributes to the smart metropolis of the future.

TechConnect also has a number of spin-offs. TekkieWorden is a guide for students in technical and higher education who want to study and work in tech. TechGrounds is a series of tech hubs in disadvantaged neighbourhoods that stimulate tech entrepreneurship and digital skills.

"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 at Booking.com

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

– Bas Wolfswinkel, Senior Adviser & Programme Manager at Arcadis

Become a member

Joining the Network Council lets you have a say about what happens next in the Amsterdam Metropolitan Area, and to work with partners on concrete initiatives that make a meaningful contribution to a smart, green and healthy future for region.

Innovation happens at the intersection of different backgrounds and areas of expertise. You will meet the parties that matter in the region and amplify your ideas and initiatives by joining forces with others. In doing so, you ensure that this region will remain an attractive place to live and work in the future.

What can I do?

By making a tangible contribution to our initiatives, you are helping to build a smarter, greener and healthier metropolis while also fulfilling your own ambitions.

#smartgreenhealthy

well connected

"If you don't set targets, nothing happens. To achieve things, we need to work together – by establishing the priorities together and by trusting each other. Naturally, the Board plays a key role in this."

– Steven van Schilfgaarde, director of Royal FloraHolland

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
- An invitation to the 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 region on the basis of future scenarios, with a special 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
- Help from the Board to find 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. The Board applies the following system:

Up to 250
employees:

€ 5.000

250-2,500
employees:

€ 10.000

More than 2,500
employees:

from
€ 20.000



All partners and council members

ABN AMRO | Ahold | Allen & Overy | Alliander | AM | Amazon Web Services | amsterdam&partners | AMS-IX | AMS Institute | Amsterdam Science Park | Amsterdam UMC – AMC | Amsterdam UMC – VU | Amsterdam University of Applied Sciences | Amsterdam University of the Arts (AHK) | Atalmedial | Azerion | BAM Infra Regional Amsterdam | BeterBusiness | Boehringer Ingelheim | Booking.com | BTG | Centrum Wiskunde & Informatica (CWI) | City of Almere | City of Amsterdam | City of Haarlem | Colt | CS Digital Media | Deloitte | Delta Electronics | Dura Vermeer | EDGE Technologies | Elsevier | Eneco | Engie | Equinix | European Leadership University | EY | Goudappel Coffeng | Greenport Aalsmeer | GVB | Huawei | IBFD | IBM | Inholland University of Applied Sciences | Interxion | Johan Cruijff ArenA | KLM | KPMG | KPN | LeasePlan | Loyens & Loeff | ManpowerGroup | 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 Wijdmeren | Municipality of Wormerland | Municipality of Zaanstad | Municipality of Zandvoort | NEMO | Nova College | OLVG | Omgevingsdienst Noordzeekanaalgebied | Pantar | Port of Amsterdam | Province of Flevoland | Province of Noord-Holland | PwC | Rabobank | RAI Amsterdam | Randstad | Reade | Regio College | Renewi | ROC TOP | ROC van Amsterdam | Royal Dutch Shell | Royal FloraHolland | Royal Industriële Groote Club | Royal Netherlands Academy of Arts and Sciences | Royal Philips | Salesforce | Schiphol Group | Schneider Electric | SIGRA | Stibbe | SURFsara | Tata Steel | Technische Unie | Transport Authority Amsterdam | TNO | TomTom | University of Amsterdam | UNStudio | Vattenfall | Vrije Universiteit Amsterdam | Waternet | ZAAM

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