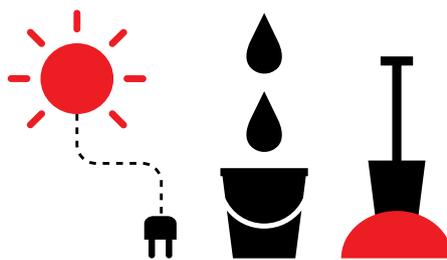


Working together towards a Smart City

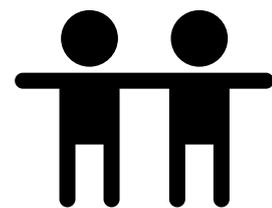
Amsterdam Smart City (ASC) is a unique partnership between companies, governments, knowledge institutions and the people of Amsterdam. It is a frontrunner in the development of Amsterdam as a Smart City. A Smart City is a city where **social** and **technological infrastructures** and **solutions** facilitate and accelerate sustainable economic growth. This improves the quality of life in the city for everyone. ASC believes in a **habitable** city where it is pleasant to both live and work. In five years ASC has grown into a platform with over 100 partners, which are involved in more than 70 innovative projects.



Amsterdam Smart City is the **innovation platform** of the Amsterdam Metropolitan Area, which challenges companies, residents, the municipality and knowledge institutions to submit and apply **innovative ideas & solutions** to urban challenges.

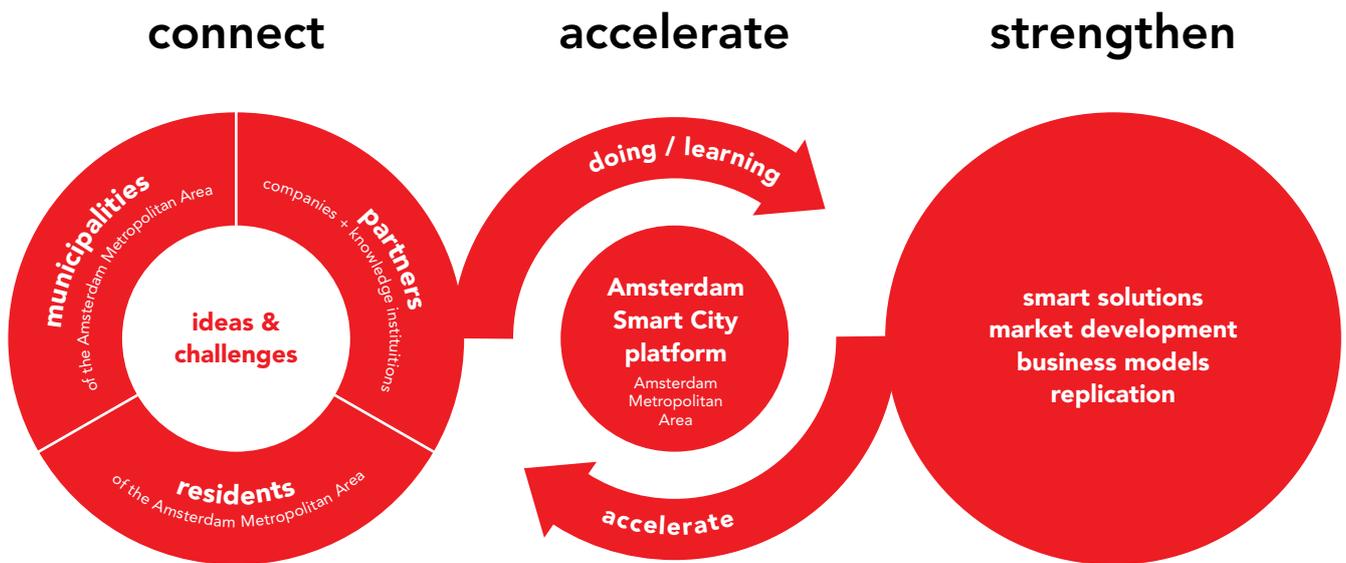


Amsterdam Smart City makes **connections** to create smart collaborations. This contributes to the **liveability** of the Metropolitan regionmetropolis, promotes sustainable **economic growth** and allows for the development of **new markets**.



Amsterdam Smart City gives the **inhabitants** of Amsterdam a central role in all projects and initiatives so that **ideas** and **solutions** for the city are created together.

Process



The Amsterdam Smart City platform is aware of the many different **ideas** that can be applied to the city and the **challenges** that the city faces. By challenging parties to submit and execute innovative solutions to urban issues, ASC **connects and accelerates** this progress.

ASC also addresses the possibilities to **strengthen** previous activities. This advances the development of new markets and profits for innovative solutions. Where possible, these solutions are **replicated** elsewhere in the city.

Amsterdam: #2 Smart City of Europe
"In recent years, Amsterdam has stepped up its pace to be a leading smart city. Amsterdam Smart City is a public private partnership focused on using the city as an urban laboratory for the use of open data, new mobility solutions and ultimately improved quality of life for all residents and visitors."
Boyd Cohen — Fastcoexist.com (2014)

"Cities will become smarter, but in different ways than many people expect. Whereas these top-down projects are struggling, some existing cities are getting smarter from the bottom-up. Amsterdam is considered to be a leader of the pack."
Economist — November 2012

Focus areas

Within the development of Amsterdam as a Smart City, ASC works on a number of focus areas, in which projects, ideas and new business models are being developed.

Smart Mobility



Smart Living



Smart Society



Smart Areas



Smart Economy



Big & open data

Infrastructure
water / roads / energy / ICT



Vehicle2Grid

In a pilot project in Amsterdam Nieuw-West, inhabitants with an electric car will be able to use their car battery to store locally produced energy – which may come, for example, from solar panels – and decide what to do with it. The resident can drive his car, use the energy in his home or redirect the energy to the grid so it can be used at a more convenient time.

Result: the preparations for the pilot have begun. At the beginning of 2015 we will start testing on a smaller scale in Lochem before a larger test situation is established in Amsterdam Nieuw-West in 2015.



City-Zen

Amsterdam's Nieuw-West area will become one of the largest Smart Energy living labs in Europe. A five-year collaboration of 23 different industrial parties and an investment of 30 million euros will see the implementation of several innovative solutions, including a smart electrical grid and smart heating solutions, which will make existing housing more sustainable. Smart games will be utilised to help young people make smart energy choices. After five years, Nieuw-West will be ready for the future, with more choice and lower power consumption.

Result: several innovative solutions have been developed and implemented together with residents. So far, approximately 150 residents are involved.



Idea for your Neighbourhood

'Idee voor je buurt' is a recently launched platform. Initiated in New York City under the name 'Change by Us', the platform enables innovative partnership in a city between citizens, city leaders, welfare organisations, housing corporations and the government. Everyone is invited to post ideas and to get involved in transforming an idea into a feasible project. Working together to build a pleasant, more liveable neighbourhood is key.

Result: testing until the end of 2014 in the Amsterdam neighbourhood Slottermeer. Also, local organisations explore how to incorporate the new platform into their daily activities. In 2015 the platform will be introduced in more neighbourhoods.

02002
20220
22002



Energy Atlas

The Amsterdam Energy Atlas presents all data regarding energy use, opportunities for energy conservation and possible energy sources in a user-friendly manner. A collaboration between eight parties has led to the transparent availability of this data via an interactive open map.

Result: an open data tool providing information on energy per local area, neighbourhood and housing block. This helps residents and companies to monitor their energy consumption and take action if necessary.

Smart Grid

In Amsterdam Nieuw-West the first smart grid has been implemented, which provides energy for 10,000 households. In this intelligent grid, computers and sensors are placed at interconnecting nodes, which means that the grid can be operated remotely. Additionally, the existing grid was strengthened and its structure improved, making two-way transfer of energy possible.

Result: fewer and shorter disruptions for end users, possibilities for large-scale generation of energy and possibilities for the development and application of new products and services creating smart urban solutions.

“When we started as a small company it really helped us to work together with the “big boys” in several Amsterdam Smart City projects. Now that we are “grown-up” ourselves, expanding our activities abroad, we still profit from the international exposure that we got and the network this gave us. The Smart City experience to work with so many different organizations, is still of great use to us.”

Joris Jonker —
CEO Quby



Energiek Zuidoost

Energiek Zuidoost wants to reduce the total eco footprint of the area between Amsterdam ArenA Stadium and the Amsterdam University Hospital AMC. In cooperation with stakeholders, research is being undertaken into initiatives that contribute to the sustainable development of the area. This will involve data centres, the interchange of sustainably harvested energy and a solar roof for the AMC buildings.

Result: insight into all energy-related opportunities, facilitating the realisation of concrete deals and action plans.



Smart City Accelerator

In 2014 Startupbootcamp started a Smart City Accelerator, in close cooperation with Amsterdam Smart City Startup Bootcamp. The ambition is to help grow ten successful startup companies per year during an intensive three-month programme, with an ‘after-care’ period of 12 to 18 months. The six-year programme connects local stakeholders and knowledge institutions, so talent can develop and the innovative power and economic sustainability of the region will be strengthened.

Result: 60 Smart City startups creating urban solutions.

“We first met with Amsterdam Smart City at one of the Startup Bootcamp Amsterdam partner preview days. Since then, ASC has hugely helped us with advice, connections and introductions to relevant individuals and organisations in Amsterdam. The ASC team has opened doors for us and we have been able to contribute towards a smarter and better-connected Amsterdam.”

John Staunton —
Founder Buzzoek

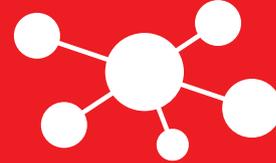
Offer

Knowledge



- Local ecosystems in the city
- 5 years of public private partnership
- Overview of smart ideas and solutions
- Data about the city
- Cooperation with various knowledge institutions
- Knowledge of (inter)national Smart City developments

Network



- Matchmaking
- 12.000+ contacts, 8 strong sectors
- 100+ active partners
- 36 municipalities
- Citizens (and bottom-up initiatives)
- Cooperation startup accelerators
- International program: Amsterdam Connects
- 10 City alliances

Market



- Project development
- The MRA as Living Lab
- Climate for innovation: secondary conditions for a smart city
- Market for development & replication
- Amsterdam Connects: marketing innovation abroad

Exposure



- Amsterdam #2 Smart City in Europe
- Your product or service: "Tested in Amsterdam!"
- Local, national and international exposure
- Online podium: website and social media
- Offline podium: local, national and international events, foreign visits

**Smart projects that
will change the world.
We implement them first
in Amsterdam.**

Facts & figures

100+

partners

36

municipalities

12,000+

contacts

8

strong sectors

70+

projects



Amsterdam as Living Lab

7

focus areas

×3.2

multiplier



#2 Smart City of Europa

10

city alliances



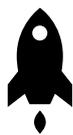
2 iconic European projects
Transform en City-Zen

4

do-it-yourself
approaches



75,000 unique visitors
amsterdamsmartcity.nl
yearly



cooperation with
startup accelerators:
Smart City Accelerator



300+ active residents
in urban living labs

75+

foreign
delegations



1,800+ followers



2,600+ likes



1,200+ members



3,500+ newsletter
subscribers

Become a partner

Would you like to participate in Amsterdam Smart City, or do you have an interesting idea?

Contact ASC via partner@amsterdamsmartcity.nl

or find more information on

www.amsterdamsmartcity.com

 @adamsmartcity

 facebook.com/AmsterdamSmartCity

amsterdam
economic
board

× Gemeente
× Amsterdam
×



I amsterdam®