

In 2025, the Amsterdam Metropolitan Area (AMA) will be Europe's premier location for data-driven innovation. The region will be an international frontrunner in terms of the available digital infrastructure and the ability to build innovative data-driven applications using this infrastructure, and in terms of public trust in a digital society.

The explosive growth in the quantity of digital data in today's society represents a new raw material for innovation and opens up new economic and societal opportunities. The growing volume of big data is expected to produce a 'macroscope': an instrument capable of examining 'the whole'. This will enable us to organise matters faster, more efficiently and/or more affordably, provided we have the ability to conduct searches in a targeted and efficient manner within this massively growing data flow.

This data revolution goes hand in hand with changing societal structures, such as a decentralisation of power, an increase in custom-built products, and collective and horizontal value creation (open innovation/new financing models). But there are also concerns about the consequences for our society, as evidenced by the increasing importance attached to privacy.

Focal points

The Board has chosen to set three priorities in the process of achieving the ambition and the targets:

Data centre hub

Scope for green growth

Prospect By 2025, Amsterdam will be Europe's premier digital mainport and the undisputed central hub of the internet. The AMA data centres are organically fused with the city, supplying heating to the built environment and making use of smart grids.

First explorative efforts in this direction have been made by the end of 2017 and a regional vision on data centres has been developed.

Trust in digital life

Trust in digital communication

Prospect In 2025 we will celebrate the first anniversary of digital citizens' rights in the AMA. Startups, corporate parties and foundations will supply custom-built privacy software.

At the end of 2017, we will have an Amsterdam manifesto proclaiming the values that regulate online privacy, and we will have made connections with companies that offer products and services in this field.

Meaningful data

Data innovation for circular economy, mobility and health

Prospect In 2025, people in the AMA will have longer, healthy lives thanks to preventative measures, CO₂ emissions will have dropped drastically due to customised transportation solutions and the economy will finally be circular, thanks to transparency in material usage. All this revolves around the sharing of trusted data.

By the end of 2017, the first use cases and business cases that involve sharing minimal quantities of data through trusted exchanges will be devised.

Scorecard

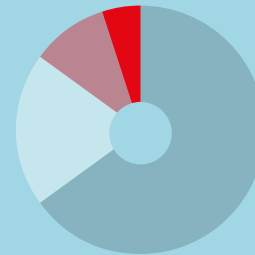
((())) Digital connectivity

october 2016

Initiatives

20 

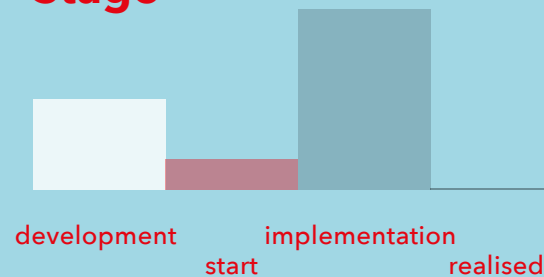
Role of the board



Partners

240 

Stage



Investment

€8^{mln}

Results

- Amsterdam Smart City - 1000 community members
- 2 ASC projects nominated for the 'Smartest project in NL' prize
- Task group on digital trust has been set up
- Project group on mobility as a service has been set up
- Research into the economic significance of a digital infrastructure has begun

Impact 2025

- 2,000 new data companies
- € 900 million extra turnover annually
- 20,000 new ICT jobs
- 300% increase of average internet speed

The infographic visualises the periodical progress per initiative towards achieving the 2025 targets. Initiatives are launched in collaboration with a large number of parties. The role of the Board varies per initiative.