



Shaping the
**metropolis of the
future** together

Join the
Network Council of
the Amsterdam
Economic Board

amsterdam
economic
board

Picture the following...



2

It's just a normal day in September 2025. At 7 o'clock in the morning, a wireless music device wakes Elisa and Ahmed, while the curtains open and the coffee maker starts automatically in their zero-energy dwelling in Amsterdam. A self-driving electric car will draw up at the door at 8 o'clock sharp to take Ahmed to his place of work. In this building, where he spends 6 hours a day, sensors constantly monitor and regulate the perfect oxygen levels and humidity. Ahmed adjusts his lighting while seated on a bicycle chair. After all, physical exercise and mental effort fit together naturally.

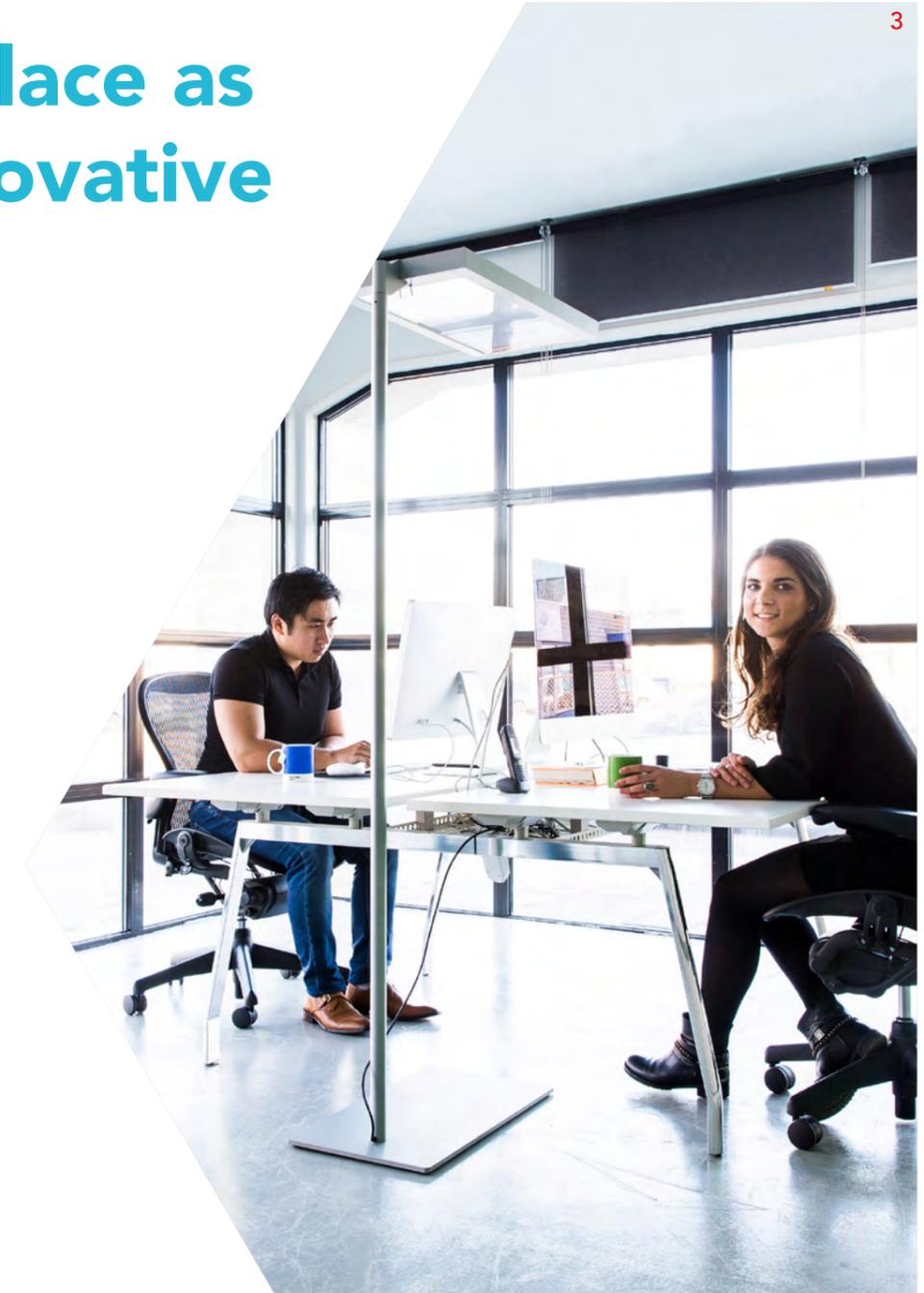
The city that Elisa and Ahmed call home has changed significantly over the past 10 years. The ban on diesel and petrol vehicles, implemented in 2020, reduced the number of cars in the city by half. This has opened up a vast amount of space that is now being used to create parks and to build dwellings for the many people eager to live in this clean city. Elisa is the director of a small virtual reality company. She no longer has to struggle to find the right personnel: the substantial investments to introduce children to technical skills from an early age have paid off. Now, there is an extensive and international pool of well-educated people to choose from.

Many other pictures can be painted of the Amsterdam Metropolitan Area in 2025. For example, that there is no more waste and that elderly people continue living independently for much longer, all thanks to the many digital developments. Perhaps you also have a brilliant idea that life in 2025 just can't do without!

Securing Amsterdam's place as one of the top three innovative regions in Europe

3

The Amsterdam Economic Board aims to secure the prosperity and well-being in the AMA for the long term. We are working with the business community, public authorities and knowledge institutes to achieve our ambition of making the AMA one of Europe's top 3 innovative regions. Five metropolitan challenges have been formulated to help us do so. The Board is contributing to solving these complex issues, leading to growth, innovation and a higher quality of life, and eventually to the metropolis of the future.





Regional collaboration: the foundation for the future of the region

Are you eager to make a difference to the Amsterdam Metropolitan Area with innovative ideas? And, are you seeking partners, inspiration or a sounding board to turn your ideas and ambitions into reality? Then join the Network Council of the Amsterdam Economic Board!

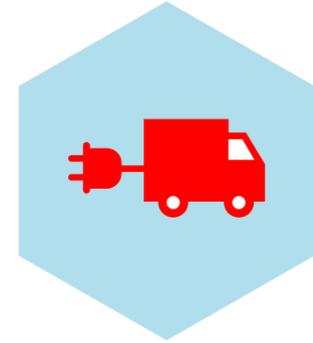
In a swiftly developing society and an urban region that continues to attract people, cross-sectoral collaboration is becoming increasingly important. After all, challenges on the scale of the metropolis cannot be solved by a single party within a single sector. Innovation happens where parties from different backgrounds meet and interact.

Your contribution to a strong region

By joining the Board, you will actively contribute to achieving the ambitions of the Amsterdam Metropolitan Area (AMA). You are motivated by your social commitment to the region and to having a green, smart and healthy metropolitan area. This way, the region will remain attractive as a place to work and live, now and in the future. In partnership with others, you can contribute to launching and developing initiatives with respect to the five metropolitan challenges.

To effectively respond to the metropolitan challenges, the Amsterdam Economic Board is building specific **ecosystems** for each of them. Our power to get things done can do a lot for you as well.

Challenge:



Mobility

The need for smart and clean mobility solutions for people, goods and services continues to grow. New developments offer opportunities to tackle mobility in a smart and sustainable manner. Here, the ambition is for urban traffic in the AMA to no longer produce pollutants by 2025.



Join now:

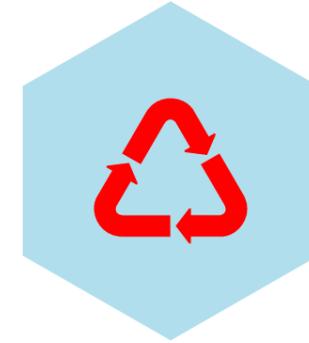
6

Green Deal for Zero Emission City Logistics – On the road to emission free city logistics

To reinforce the Board's ambition – emission free city logistics by 2025 – we are working to promote participation in the existing Green Deal for Zero Emission City Logistics (*Green Deal Zero Emissie Stadslogistiek, ZES*) within the entire Amsterdam Metropolitan Area. The aim is to have even more public and private parties sign up and to intensify the contributions by existing signatories. This Green Deal is aimed at reducing the harmful emissions (CO₂, NO_x, particulates) and noise pollution caused by city logistics to zero.

Would you like to contribute to the reduction of harmful emissions? Do you see new business opportunities in the field of clean and green transport? Would you like to attract extra attention to your innovative initiative? Contact the Board and become a member of the Council.

Challenge:



Circular Economy

In 2025, the AMA is a frontrunner in the field of smart solutions for the retention of raw materials. The Amsterdam Economic Board wishes to accelerate the transition to a circular economy by reinforcing regional collaboration between businesses, public authorities and knowledge institutes and by encouraging new enterprise.



Join now:

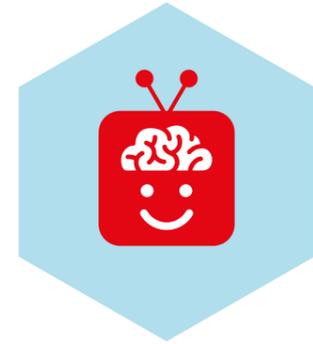
7

Circular Purchasing – The Precondition for a Circular Economy

Circular purchasing and procurement will accelerate the transition to a circular economy in the Amsterdam Metropolitan Area. The philosophy of the Amsterdam Economic Board and its partners is that the only way to get the circular economy up and running is by stimulating and substantially increasing demand for products that are designed and produced according to circular principles. The Board has therefore launched a circular purchasing initiative in which a variety of organisations, municipalities and companies are already participating.

Would you like to contribute to a circular purchasing movement and become a frontrunner in the field of circular purchasing? Join the Amsterdam Economic Board and become a partner of the Network Council.

Challenge:



Talent for the future

In the past, the education system often struggled to adapt to the changing needs of the labour market. The goal of the Board is to ensure that education and the labour market in the AMA are the most adaptive in all of Europe by 2025.



Join now:

8

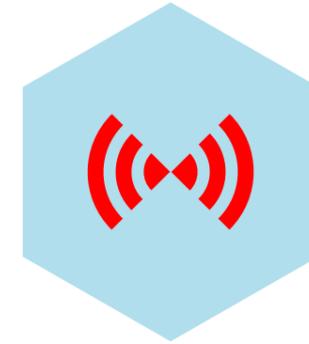
TechConnect

Technology and the increasing digitisation of industrial processes is having a major impact on people, companies and society, and certainly on the labour market. There is a mismatch between the supply and demand of tech talent and this is only expected to increase.

TechConnect will be the programme to close the gap between supply and demand in the tech world in the Amsterdam Metropolitan Area over the coming years. Through TechConnect we will promote growth in the digital economy in the Amsterdam Metropolitan Area and ensure that more people opt to work in the tech sector, so in future there will be enough people available with the right skills.

Would you like to contribute to improving the match between supply and demand? Become a member of the Network Council.

Challenge:



Digital Connectivity

With its digital infrastructure and the ability to add innovative, data-driven applications, and by building trust in the digital society, the AMA is very well positioned to become Europe's data hub by 2025.



Join now:

9

'Tada – Data Disclosed' Manifesto

Data can provide answers to major problems. It is a promise for life in the city, the basis for research, discovery, creation and solutions. Data makes cities smarter, but it also raises questions. Trust in a digital society is essential if it is to grow. A purely regulatory approach is not enough to create trust between citizens, consumers, the authorities and the business world.

In cooperation with 50 partners, the Board has launched the Tada Manifesto. To accelerate developments promoting a 'responsible digital city', government bodies, businesses and other organisations can sign up to this manifesto entitled Tada – Data Disclosed. In doing so, they express their intention to treat data responsibly. The ambition is to have as many parties as possible sign, promote and experiment with the manifesto.

Would you like to be a role model and actively show that you treat data responsibly? Become a partner of the Network Council.

Challenge:



Health

Our dream is that by 2025, inhabitants of the Amsterdam Metropolitan Area will be able to expect two extra healthy years of life. We can achieve this as a region by intensifying efforts on disease prevention. Our region is excellent both at gathering and analysing data, and in the field of medicine. Through the smart use of health data, we can develop the knowledge to enable people to achieve as many healthy life years as possible.



Join now:

10

Artificial Intelligence Health Lab – strengthening cooperation and accelerating solutions

With all the knowledge now available to us, we are increasingly aware of how we can stay healthy and recover from illness as fast as possible. This is nothing new, it's the way medical science has worked for centuries. What is new is the speed, extent and quality of the increasingly personal knowledge we're integrating into daily life. In addition, we have constant support in improving our quality of life. But we're still only using a fraction of the region's available data and potential.

To make better use of this potential, we need cooperation among different sectors – healthcare providers, the public health service and other government bodies, the academic world, and large- and small-scale enterprises – and among different disciplines – IT, healthcare, Artificial Intelligence (AI) and medical technology.

Through the AI Health Lab, we aim to strengthen cooperation by establishing coalitions. Would you like your company to contribute to this lab and start interesting pilots? Become a member of the Network Council.

Membership benefits:

Network

- You gain access to an extremely diverse and relevant network of CEOs and leaders in the Amsterdam Metropolitan Area.
- The Board can introduce you to the political landscape and world of education.
- You gain access to events and meetings that support your ambitions and business.
- You gain access to a wide network of innovative startups and tech companies, and receive invitations for two events where you can meet them.
- You are invited to two exclusive meetings a year led by the Chair of the Amsterdam Economic Board, the Mayor of Amsterdam.
- You gain access to State of the Region, an annual event at which the most important influencers in the region discuss its future. The State of the Region speech is given by the Mayor of Amsterdam.
- You receive information on and gain access to events organised by Young on Board.
- You have the opportunity to participate in trade missions organised by the City of Amsterdam.

Knowledge & Development

- You gain access to information on trends and developments in the Amsterdam Metropolitan Area.
- You can offer access to your research and relevant data via the Board's knowledge portal, data.amsterdameconomicboard.com
- You gain access to information on international opportunities and European subsidies, and the Board's international network in the fields of the five urban challenges

"The Board's work is incredibly important to the valorisation and building of a strong health-tech ecosystem in Amsterdam."

Bert-Arjan Millenaar
managing partner NLC

11

Exposure

- You can create awareness of your activities and events among network members via our communication channels, provided they are related to the urban challenges.
- You can distribute your content via the Board's communication channels.
- You gain a preferred status as a host and participant for meetings.
Your logo appears on the Amsterdam Economic Board's website.
- Four times a year, you receive the 'Council Update', providing topical information on board meetings and relevant topics.

"As Goudappel Groep (Goudappel Coffeng and DAT. Mobility), we work in the world of mobility, and actually on 'quality of life'. You can't do that alone, you have to work together. Here, the Network Council is vital because it includes representatives of the triple helix, so the different stakeholders are on board. You get to know each other and also learn from each other. This is what you need to tackle increasingly complex and multidisciplinary social, spatial and economic issues. The Network Council brings these different parties together and combines the issues in categories within which knowledge is exchanged. This is good for the Amsterdam region, and also has an effect over a far wider area – also internationally – because the parties involved make use of it and communicate it in their everyday activities. And the 'the Netherlands Ltd.' reaps the benefit too!"

Jos van Kleef
General Director
Goudappel Coffeng

Metropolitan challenges

- You make a contribution to one or more programmes within these challenges and help to realise your own ambition.
- You can contribute to the realisation of our common ambition for 2025 by taking part in expert sessions.
- You gain access to the various networks related to the challenges.
- Last but not least, you make a concrete contribution to a green, smart and healthy Amsterdam Metropolitan Area.

"Young on Board is a group of young Amsterdammers dedicated to doing their bit for the AMA, through the Amsterdam Economic Board. Young on Board is open to all young Amsterdammers with a promising initiative and with passion for the city. Through our various activities, you can contribute your ideas, share your initiative, or contribute another skill. We map out and monitor all that is happening in the AMA, and jointly form a vision on the future of our metropolitan area. That's how we contribute a young and fresh perspective to the board discussions!"

Tom Verbugt
KLM and ex boardmember
on behalf of Young on Board

Marieke van Nood
Strategic Advisor
Waste-to-energy company
AEB Amsterdam

"Via the Amsterdam Economic Board, we've made contact with the initiators of recycling projects who are helping us in our transition to become a sustainable resource company."

State of the Region

The **State of the Region** event brings together the key players in the Amsterdam Metropolitan Area to discuss their vision for the region's economic future, share knowledge and debate the challenges they jointly face. They work together on the ambitions for the Amsterdam Metropolitan Area of the future. State of the Region marks the launch of the innovation festival WeMakeTheCity. The State of the Region speech is given by the Mayor of Amsterdam.

Join the movement

State of the Region isn't a one-off event, but a single moment in a long-term movement in which we are accelerating developments in the Amsterdam Metropolitan Area and making the region 'future proof'. The programmes you can join which are described above are this year's key challenges.



Amsterdam Smart City ¹⁵

The Board is one of the partners of Amsterdam Smart City, a public-private partnership programme which brings people and organisations in Amsterdam and the region into contact with each other. The programme ensures that all these users are able to cooperate effectively on topics such as the circular economy, sustainable mobility, clean energy and the digital city, and carry out their plans with a shared mission for a future-proof city.

Outside the Amsterdam Metropolitan Area, Amsterdam Smart City also focuses on the international community and regularly guides foreign delegations in search of knowledge and partnerships.



Join our community
of innovators at
www.amsterdamsmartcity.com



Costs of Network Council membership

Your contribution is calculated according to the size of your organisation's workforce. The Board applies the following table:

- Up to 500 co-workers: €5,000
- 500 – 2,500 co-workers: €10,000
- More than 2,500 co-workers: from €20,000

'My involvement with the Amsterdam Economic Board gave me the opportunity to stimulate entrepreneurship and creativity in my sector. Thanks in part to the Board's vast network, I was able to turn the Let it Grow platform into a vibrant success with the help of various complementary parties.'

Silke Tijkotte
Founder Let it Grow



Our members

The form and content of our network is shaped by the immense variety of Network Council members. We will list just a few to give an impression. The overview is also not exhaustive because the network is growing all the time. For up-to-date information and to apply for membership, please visit amsterdameconomicboard.com.

AT Kearny | ABN AMRO | AMC | Accenture | AEB Amsterdam | AkzoNobel | Allen & Overy | Alliander | AM | AMS-IX | Amsterdam Institute for Advanced Metropolitan Solutions | Amsterdam Marketing | Amsterdam Science Park | Amsterdamse Hogeschool voor de Kunsten | Booking.com | Centrum Wiskunde & Informatica (CWI) | Cisco | Colt | Cordaan | CS DigitalMedia | Deloitte | Delta Electronics | Driessen HRM | Dura Vermeer | Elaa | Eneco | Engie | Equinix | EY | FOM Institute AMOLF | Gemeente Almere | Gemeente Amstelveen | Gemeente Amsterdam | Gemeente Haarlem | Gemeente Haarlemmerliede en Spaarnwoude | Gemeente Haarlemmermeer | Gemeente Hilversum | Gemeente Lelystad | Gemeente Purmerend | Gemeente Velsen | Gemeente Zaanstad | Google | Goudappel Coffeng | Greenport Aalsmeer | G&S | GVB | Hill+Knowlton Strategies | Hogeschool Inholland | Hogeschool van Amsterdam | Houthoff Buruma | Huawei | IBFD | IBM | ING | International School Almere | JCDecaux | Johan Cruyff Arena | Kempen & Co | KLM | KNAW | KPMG | KPN | Labonovum | Loyens & Loeff | Manpower Group | Microsoft | Mirabeau | Nemo | Nova College | Nuon | OLVG | Olympia Uitzendbureau | Omgevingsdienst Noordzeekanaalgebied | ORTEC | OVG Real Estate | Port of Amsterdam | Provincie Flevoland | Provincie Noord-Holland | PwC | Rabobank | RAI Amsterdam | Randstad | Regio College | Renewi / ROC Amsterdam | Royal Flora Holland | SIGRA | Schiphol Group | Shell | Stibbe | SURF SARA | Tata Steel | Technische Unie | TNO | TomTom | Universiteit van Amsterdam | Uber | Van Ede Partners | Vialis | VodafoneZiggo | VU | VU medisch centrum | Wageningen UR | Waternet | ZAAM |

Amsterdam Economic Board Connecting Innovators

We look forward to
welcoming you! Please contact:

Marjan Schrama

Relations manager

T +31 (0)6 21 52 07 18

m.schrama@amecboard.com

Amsterdam Economic Board

Jodenbreestraat 25

1011 NH Amsterdam

T + 31 (0)20 524 11 20

info@amecboard.com

www.amsterdameconomicboard.com