



What can be learned from the Amsterdam example?

Drivers for public sector innovation through social and digital solutions.

**Aik van Eemeren,
Chief Technology Office, City of Amsterdam**

In 20 minutes:

- A few things on Amsterdam
- Amsterdam European Capital of Innovation
- Vision City: Smart, Just, Creative, Health, Responsive and Happy
- Innovation Approach / CTO
- Examples, together in partnerships



Global trends and relevance for cities

Population rise &
Urbanization



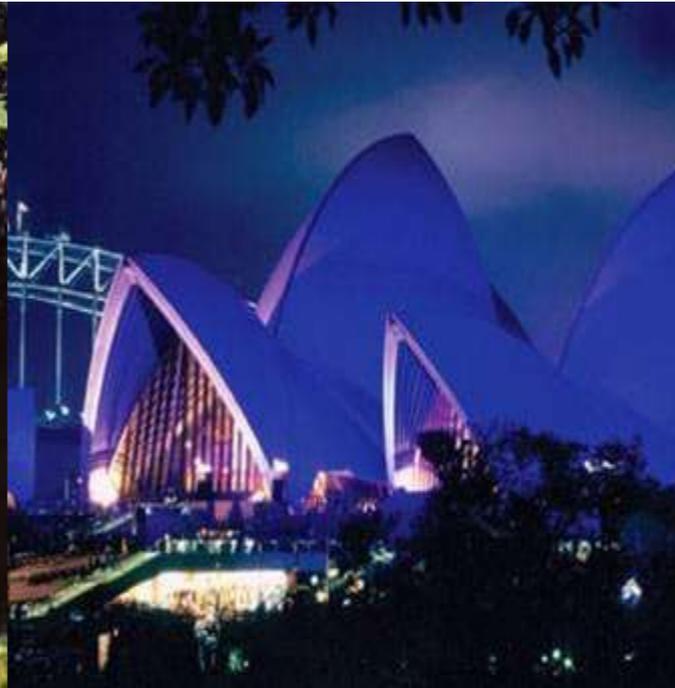
New challenges are arising as our cities grow at an unprecedented speed.

Surging demand
for energy and
resources



There are rising concerns over price, availability and environmental impact.

Cities want to
establish identity



Inter-city competition for people and business is on the rise.

Growing
connectivity



There are huge new opportunities to improve urban life through intelligent, highly efficient solutions enabled by technology.



How small is Amsterdam?

850.000 citizens

484 people from Croatia, out of
130.000 people with non-dutch
passport. 180 Nationalities.

(Metropolitan Area: 2,5mln)

Land use:

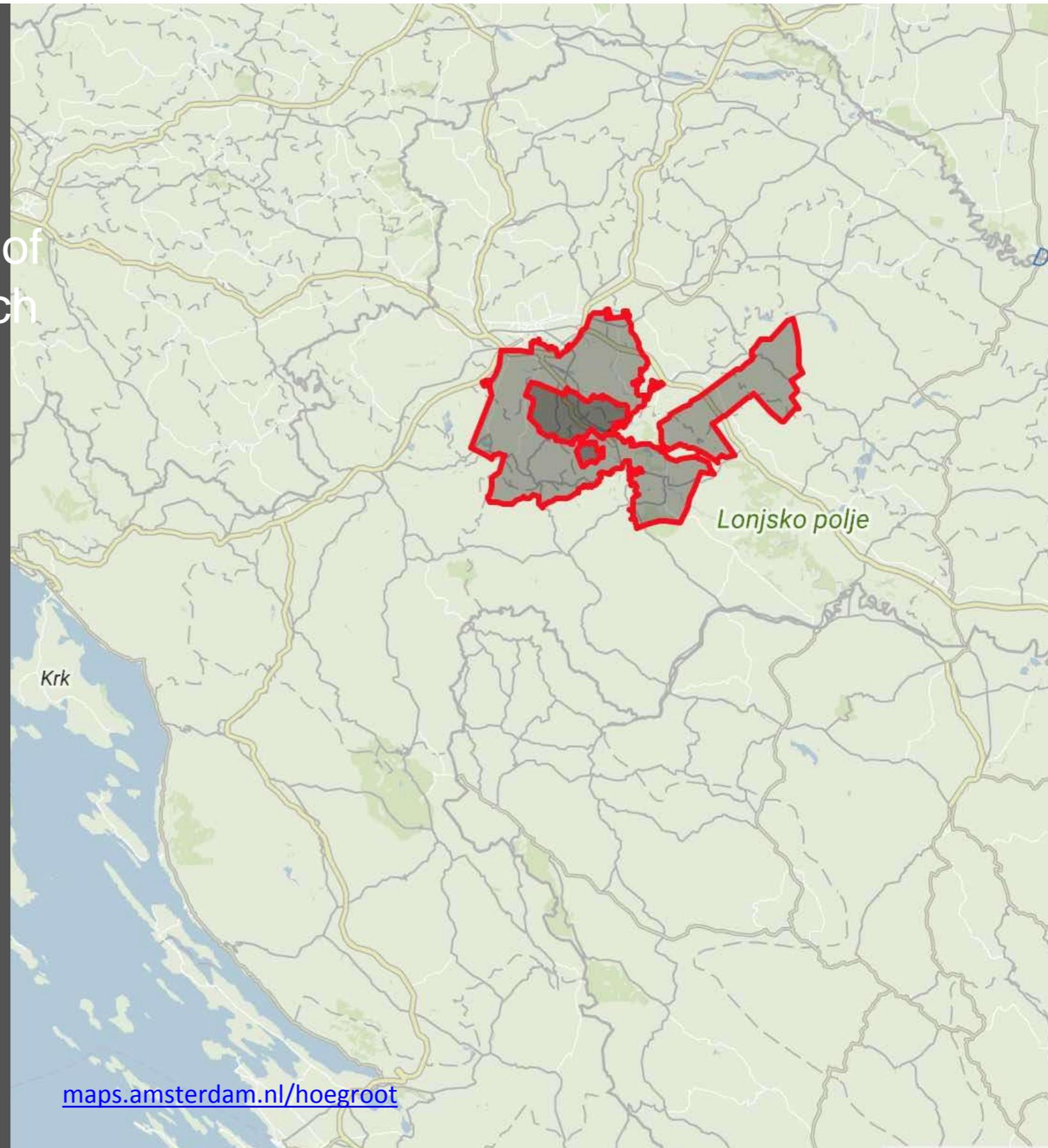
24% water

22% residential

12 % parks

Municipal budget:

5.8 billion euro





Amsterdammers



European Capital of Innovation (iCapital)

We won!



AMSTERDAM: EXAMPLES* OF SOCIAL INNOVATORS



iCapital:
Accelerating Amsterdam's Assets

SOME OF THE WORLD'S SOCIAL INNOVATION LABS

innovationlabs:
working on Nesta in the polder.

NEW URBAN MECHANICS
New Urban Mechanics is a civic R&D lab that develops and implements innovative services within the city.

**NEW YORK CITY US
I ZONE**
iZone is an office situated in the city's Department of Education that designs, tests, and diffuses innovative personalized learning models.

**DUBLIN IRELAND
THE STUDIO**
The Studio is a team working to grow Dublin City Council's capacity to leverage and improve the quality of services.

**COPENHAGEN DENMARK
HINDLAB**
HindLab is a lab within the Danish government that generates innovative solutions for the public sector.

**SAN FRANCISCO US
INNOVATE SF**
Innovate SF looks at how innovation can drive economic growth and make government more efficient, transparent and responsive.

**WASHINGTON DC US
OPM INNOVATION LAB**
The Office for Personnel Management's Innovation Lab helps federal employees learn and apply a design-led approach to developing and implementing better policy, programs, and government services.

**LONDON UNITED KINGDOM
NESTA PUBLIC SERVICE LAB**
Nesta Public Service Lab supports innovators who are developing ideas to solve big social challenges.

**MEXICO CITY MEXICO
LABORATORIO PARA LA CIUDAD**
Laboratorio para la ciudad works as a civic innovation and urban creativity incubator of the Federal District Government created to test and implement pilots for the city.

**PARIS FRANCE
LA 27E RÉGION**
La 27e Région is a non-profit innovation lab supported by the 26 French regional governments, implement pilots for the region.

**CANBERRA AUST
DESIGN GOV**
DesignGov is an 18-month program of the Australian Government that looks to bring an innovation design culture to Australian public sector.

40.000 citizens, co-creating the city together

am **smart** erdam
city

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Join the community

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Requests

Events

Projects

Themes

Visits

Network

Map

Academy



Organizing impact on urban innovation

Join our community of
innovators

Over 3517 innovators:
startups, corporates and more



Sign in

[About Amsterdam Smart City](#)

A treasure full of data about the
city

**Amsterdam City
Data**

Out now: A comprehensive guide
to successful urban living labs

**'A Living Lab Way
of Working'**

Join the Amsterdam Smart City
team!

**VACANCY
Communications
Manager Vacancy**

vision types

Smart city

efficient
infrastructure and
recourse use

Health City

Quality of life.
Extending
responsibilities.

Just City

Improved equality
and government
transparency

Creative city

Increased levels of
technological
innovations and
urban dynamics

Responsive City

Data-driven
solutions for public
services and
beyond

Happy City

Putting what life is
about first.



Trends. A city in motion.

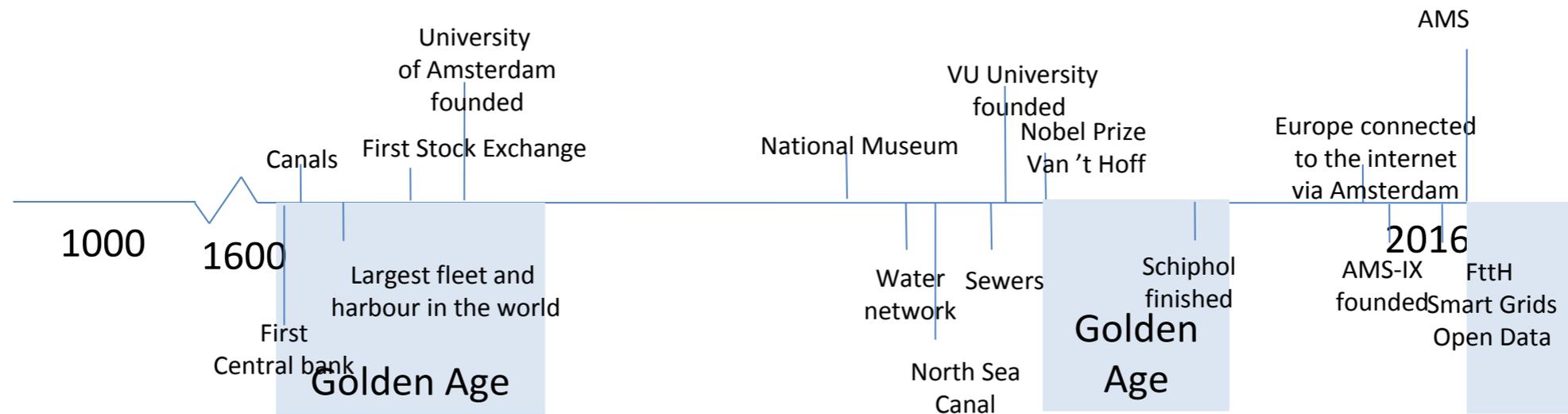
From	To
Closed	Open
Planning	Design
Assessment	Information
Physical	Digital
Linear	Circular
Ownership	Assesability
Centralised - Decentralised	Distributed
Municipality	Community
Top down approach	Bottom up approach

An aerial photograph of Amsterdam, showing a dense urban landscape with a complex network of canals and streets. The city extends to the horizon under a clear sky. A red banner is overlaid on the top portion of the image.

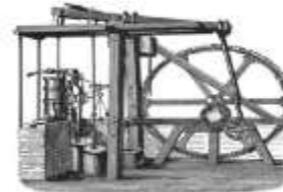
Amsterdam goes Digital

...750 years of technology

NOTHING NEW



1st ind. rev. 2nd ind. rev. 3th ind. rev.

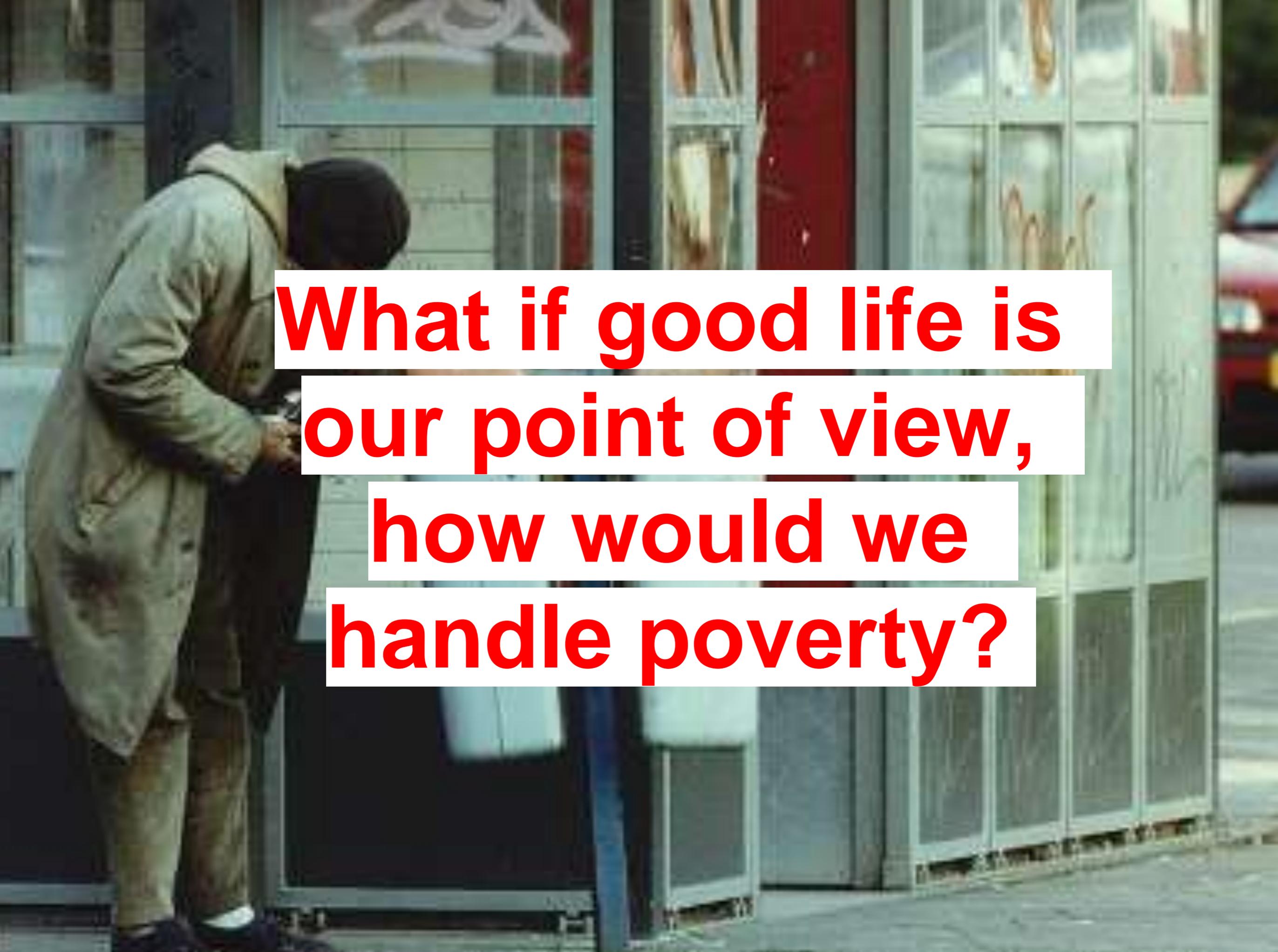




Lacie

4.2₄₃

What if...

A person wearing a long, light-colored coat and a dark hooded jacket is looking down, possibly at something on the ground or a small object in their hands. They are standing in front of a building with large, multi-paned windows. The scene is outdoors, and the lighting suggests it might be daytime. The overall mood is somber and contemplative.

**What if good life is
our point of view,
how would we
handle poverty?**

A futuristic city street at night. The scene is illuminated by various lights, including a large glowing orange display in the upper center, a green digital display on the left, and a large glowing green eye-like structure on the right. A white car is in the middle ground, and several people are walking on the sidewalks. The architecture is modern and detailed.

**RETHINK
TASKS**

**RETHINK
INFORMATION**

Future Gov

**RETHINK
AUTHORITY**

**RETHINK
WAY OF
WORKING**



CTO Innovationteam of the City of Amsterdam

Future driven visions and projects both ICT enabling and non tech approach.

Goal:
Improve the quality of life of the citizens of Amsterdam

Partnerships:
citymakers, government, business, knowledge-institutions, non-profit



innovation

in policy

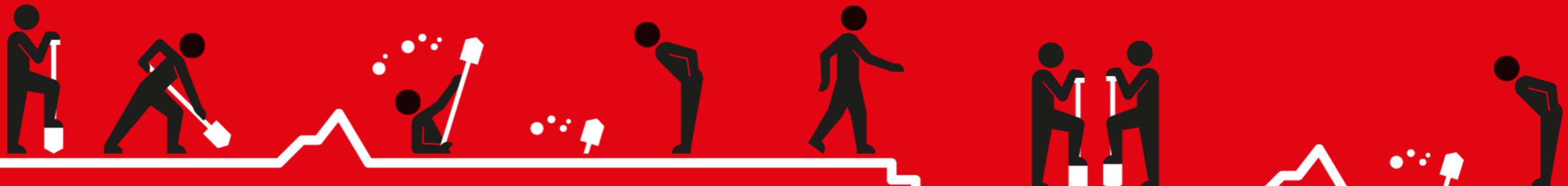
ie. smart mobility,
sharing economy
and circular
economy programs

in products

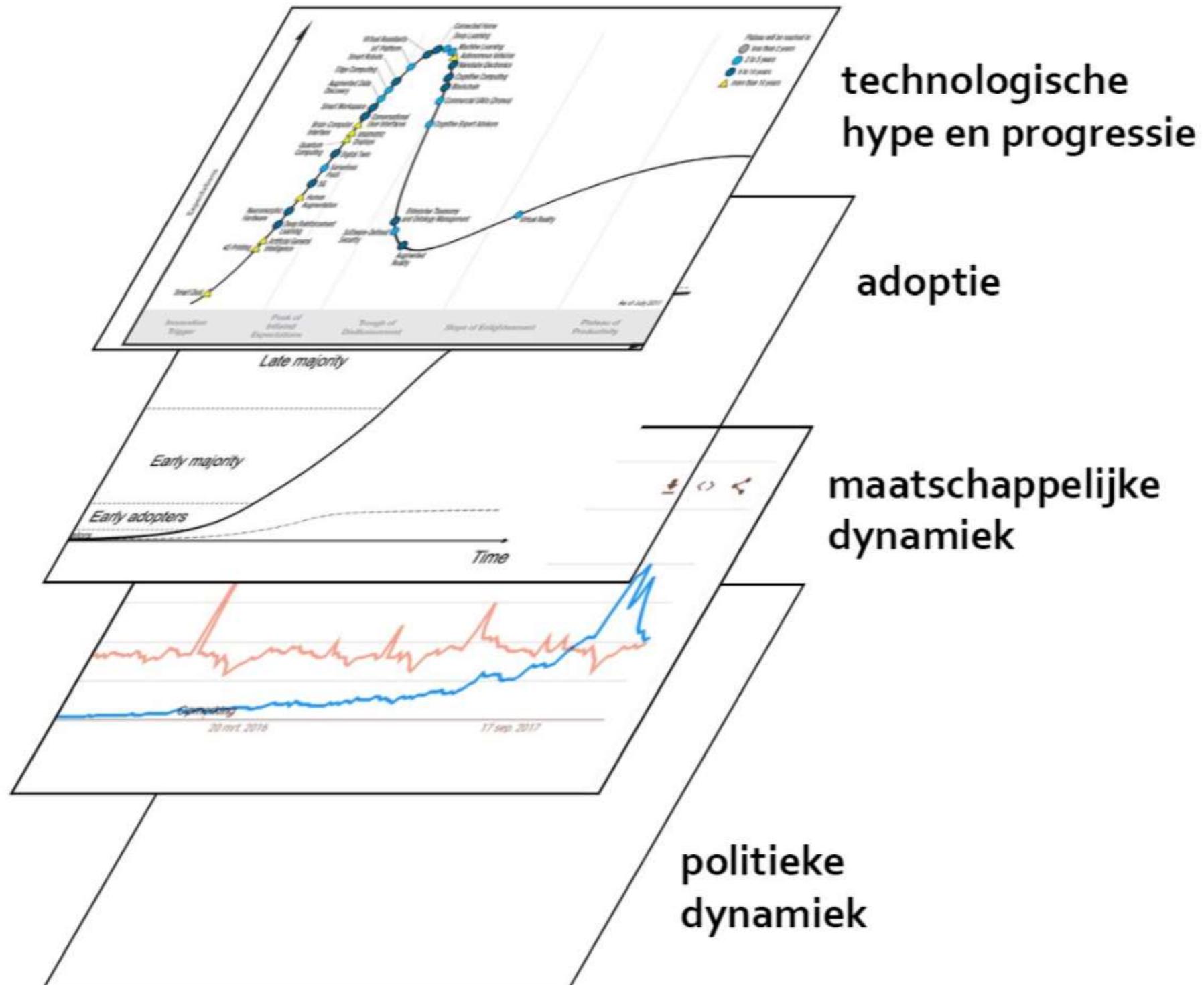
ie. Open City.
platforms for
engagement and
participation.

In services

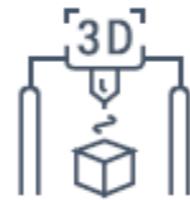
ie. Handling signals
and complaints from
the city.



Doing nothing is not an option. But how to choose?



Amsterdam is a living lab for:



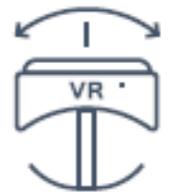
3D Printing



IoT Infrastructure



Digital
Transparency



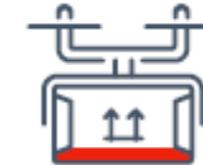
AR / VR



Data



App development



Drone delivery



Circular Economy



Simulation



Supply Chains



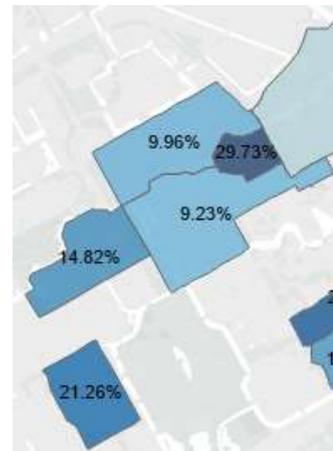
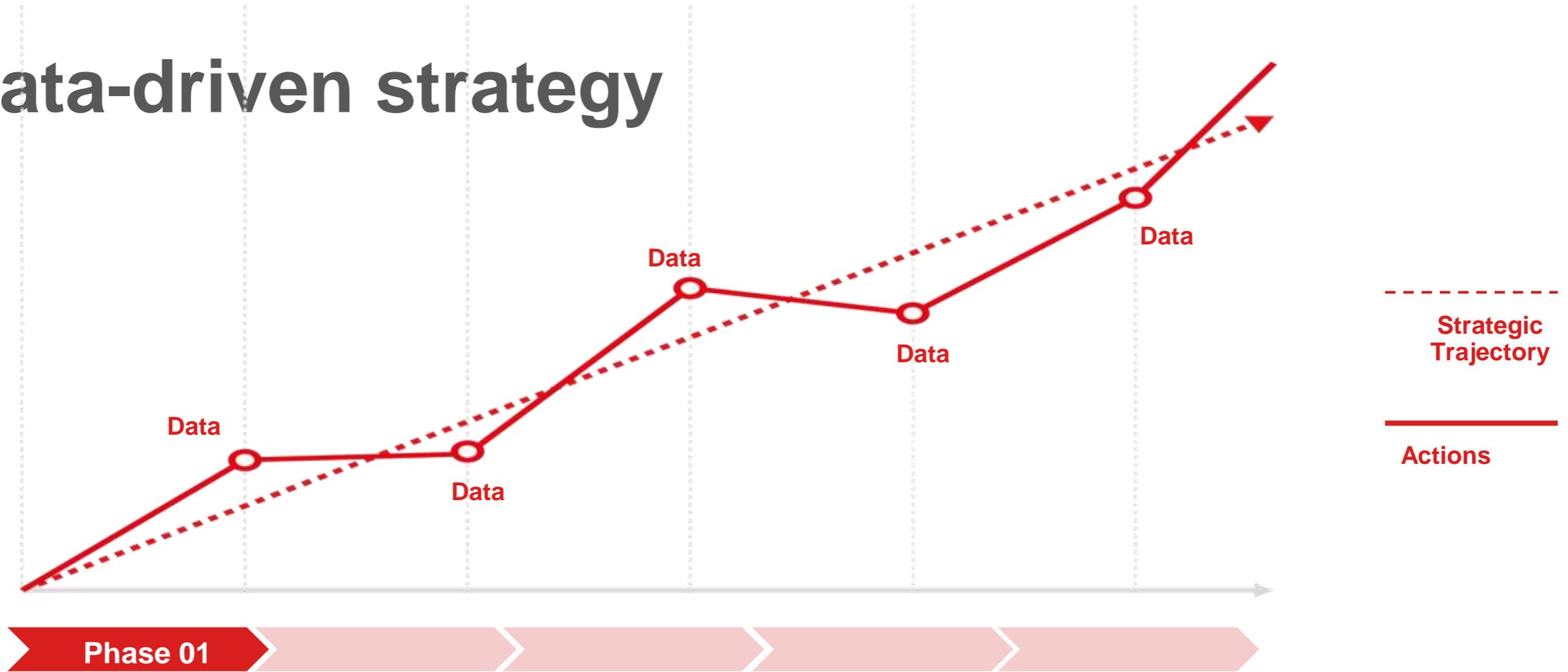
Share
Economy



Smart Sensor

XXX (near) real time insight for better policy loops

Data-driven strategy



TALENT SPACE

Empowering people

INTELLIGENCE SPACE

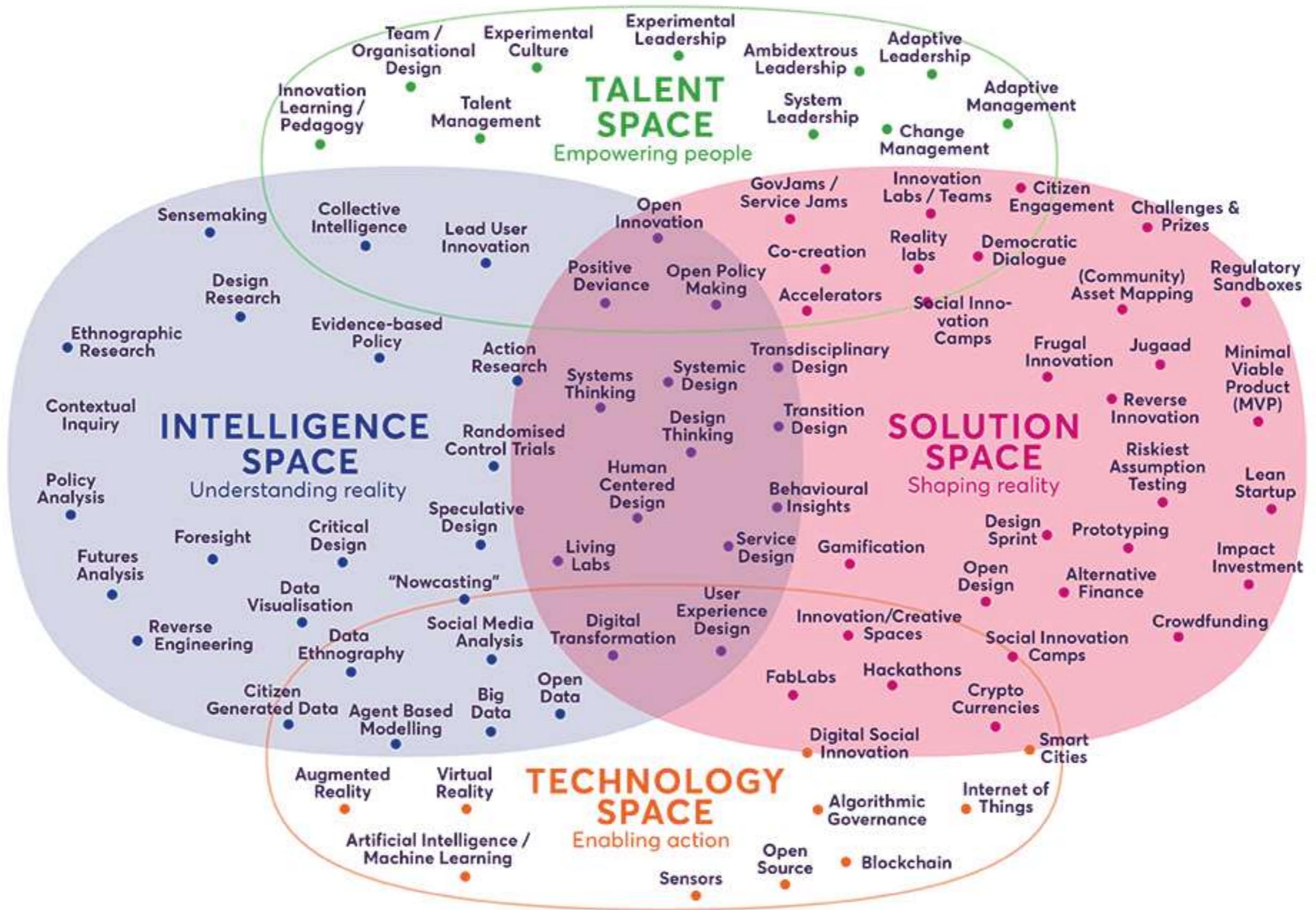
Understanding reality

SOLUTION SPACE

Shaping reality

TECHNOLOGY SPACE

Enabling action



go with the flow

- We have great partners, and we like to cooperate on initiative that they have already developed. This ensures we work on initiatives that already have momentum

organize serendipity

- We create and support initiatives where people meet, exchange ideas and create new products and services

take a holistic approach

- We are ok in technical innovation, which is really difficult. We are great in social innovation, which is also difficult, but just as important:
- we dare to combine private and public parties in our approach

be open for experiments

- We dare to try something new, even when the stakes are high
- We dare to embrace changes, such as sharing economy or new technology
- Measure results in between

WeMakeThe.City

The  festival 
that  makes  cities  better. 

20-24 June 2018
Amsterdam
Metropolitan Area



Watch video