



Belgian Presidency of the Council of the European Union

Welcome

Minouche Cramer

Head of Innovation, City of Amsterdam



Innovation in Amsterdam

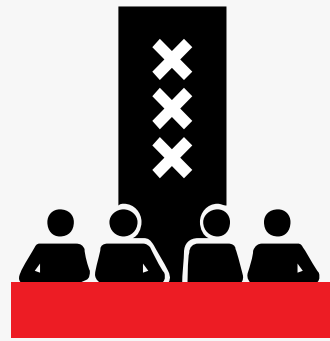
How we work

- We prepare the municipality, city and greater metropolitan area for transitions, change and new technologies
- We initiate the implementation of new ideas, insights and technologies in and for the city and inspire and motivate others to do so
- We connect sectors, partners, innovations and resources on national and international level to increase impact

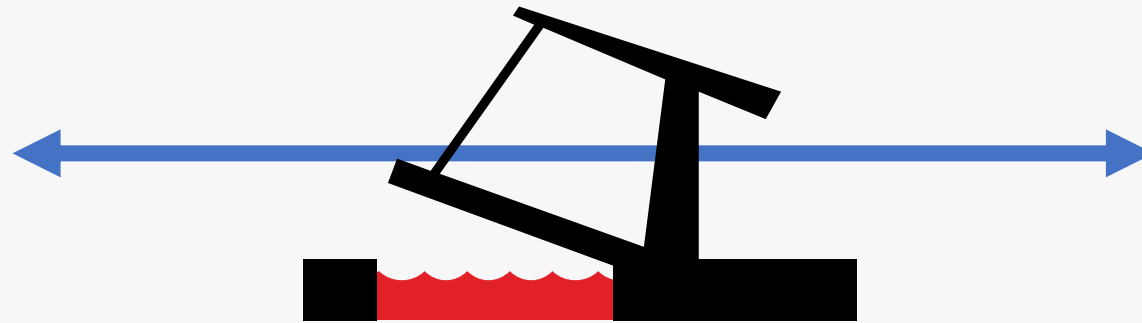
What we work on

- Innovation function
- Digital city & Data innovation
- Artificial Intelligence
- New economy & equal opportunities
- Public Space & Safety
- Well-being & Health
- Circular economy & Energy transition

We build the bridge between City and Innovative Ideas



City of Amsterdam



Department of Innovation



Innovative Entrepreneurs,
Citizens, Knowledge Institutes

Innovation and procurement methodologies

Our overarching platform: [Innovatiepartners.nl](https://www.innovatiepartners.nl)

Innovation
labs

Startup in
Residence

Scale Up

Theme based
market
stimulation

Challenge based
match making

Consortium
based chain
solutions

Multiple private
Tender

European
Tender

Innovation
Partnership

Innovation labs

Objectives

- Market stimulation focused on one specific theme
- Stimulate development of innovation, knowledge and techniques

Impact

- First programme – Biobased building materials – 12 entrepreneurs
- Currently setting up: Climate adaptation & heat stress

Challenges and Opportunities

- Quick and easy way to test innovative solutions, whilst bringing together entrepreneurs
- Translation from pilot to policy adjustments requires broad support and a different pace
- Opportunities to share story and showcase products



Startup in Residence

Objectives

In essence, SIR's goal is to deliver smart, innovative solutions for the City through a simplified tender process that matches innovative startups with civil servants or "clients".

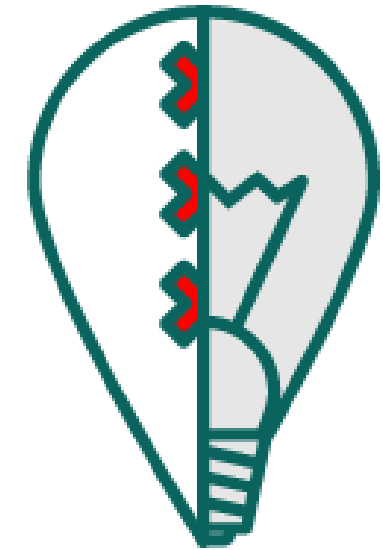
- Connect the best innovators with challenges of the city
- Be the launching customer

Impact

- Bridge the gap between entrepreneurs and the City
- 7 programmes and 62 entrepreneurs helped

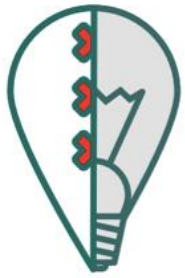
Challenges and Opportunities

- Bridge the gap between innovative entrepreneurs and the City
- Have motivated colleagues to bring in challenges and support
- Supporting and inspiring colleagues to work with innovation and setting up pilots
- Use innovative solutions for urban challenge



**Startup
in Residence**

Startup in Residence in the Netherlands



Amsterdam



Amsterdam
Metropolitan Area



Groningen



Den Haag



Utrecht



Zuid-Holland



Noord-Holland



Ministry of Justice



Ministry of
Defence



Overijssel



Ministry of
Interior and
Kingdom
Relations



Gelderland

Scale Up

Objectives

Developing a chain-solution for large societal challenges through stimulating market cooperation.

- Cooperation between market and government to cooperatively work towards suitable solutions

Impact

- First programme – Managing visitor flows – 3 consortia
- Currently setting up: Artificial turf pitches

Challenges en Opportunities

- Create integrated solutions from different building blocks
- Stimulate multi-disciplinary cooperation
- Increase potential market through intergovernmental cooperation





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Thank you