

AMSTERDAM SMART CITY.

Best & next practices and
Lessons learned from a global village





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*“If you want to change the game, stop
following the rules!”*

Sander Klous

Barriers to 'Smart'

→ **Five barriers to entry**

"Smart Cities is about asking for forgiving afterwards instead of permission upfront"

→ **No leadership**

→ **No scale**

→ **No models**

→ **No customer**

→ **No trust**

Courtesy of Joe Dignan

Past

→ Liveable

→ Happiness

→ Concept & context

→ Learning by doing

Next

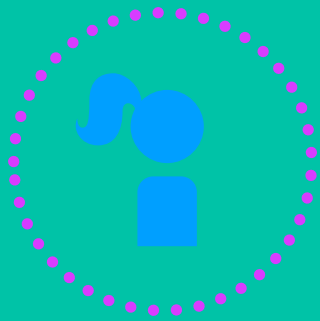
→ Digital *transformation*

→ Social *inclusion*

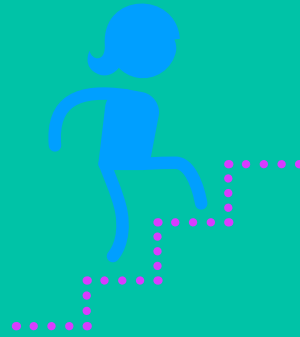
→ *Trust*

→ *Ethics*

Amsterdam Smart City – starting points



➔ **Residents central**



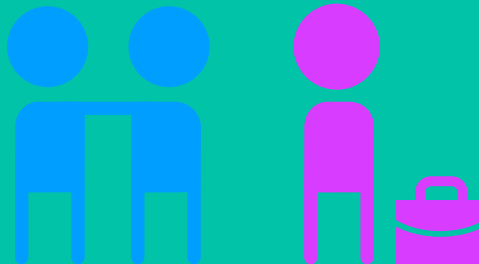
➔ **Learning by doing**



➔ **Public values**



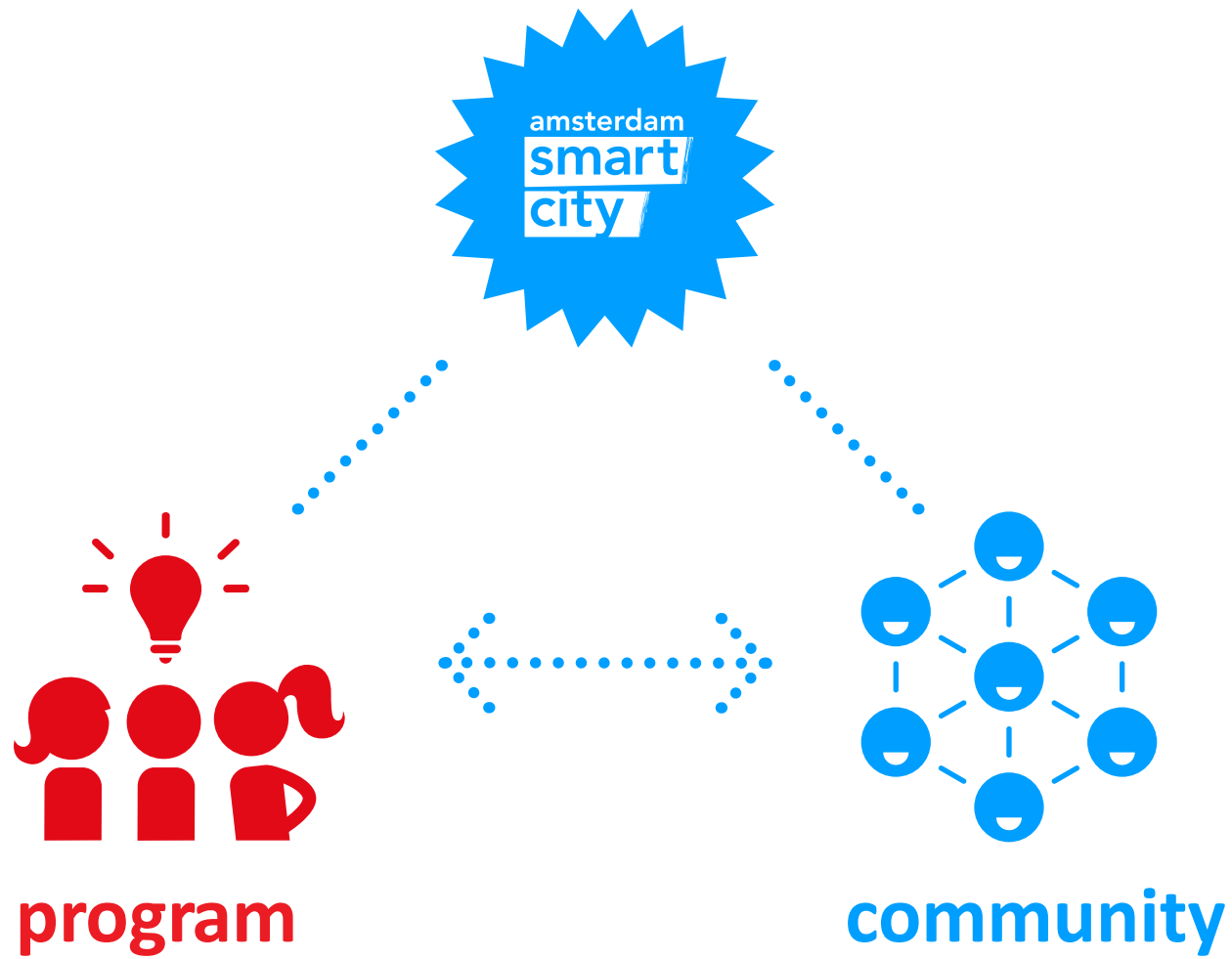
➔ **Conditions and regulations**



➔ **Public & private**



➔ **Open & transparent**



Program partners

Expertise & citizen involvement



PAKHUIS DE ZWIJGER*



JOHAN CRUIFF
ARENA



Companies



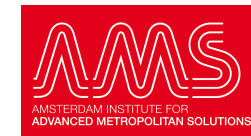
Governments



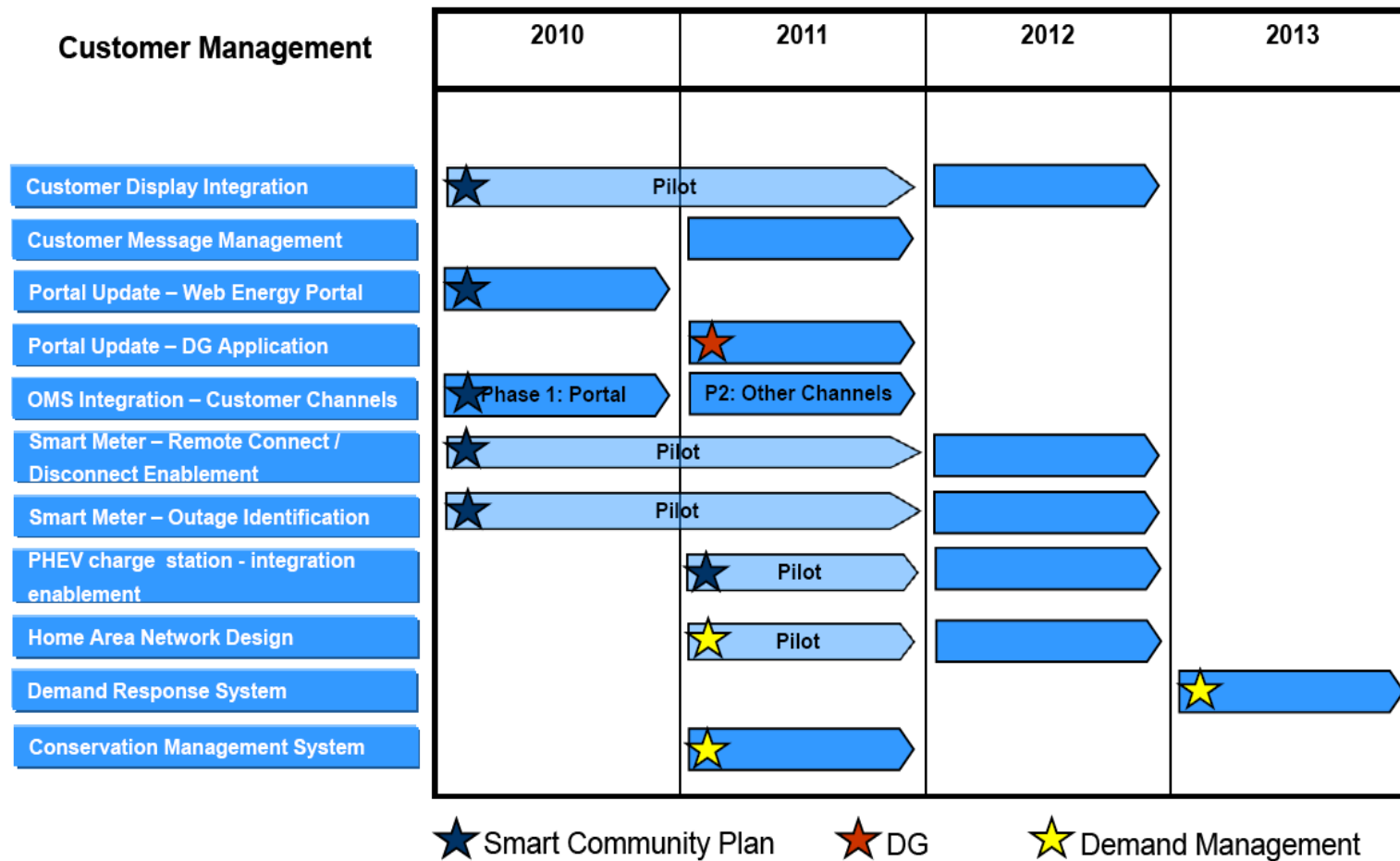
gemeente
Haarlemmermeer



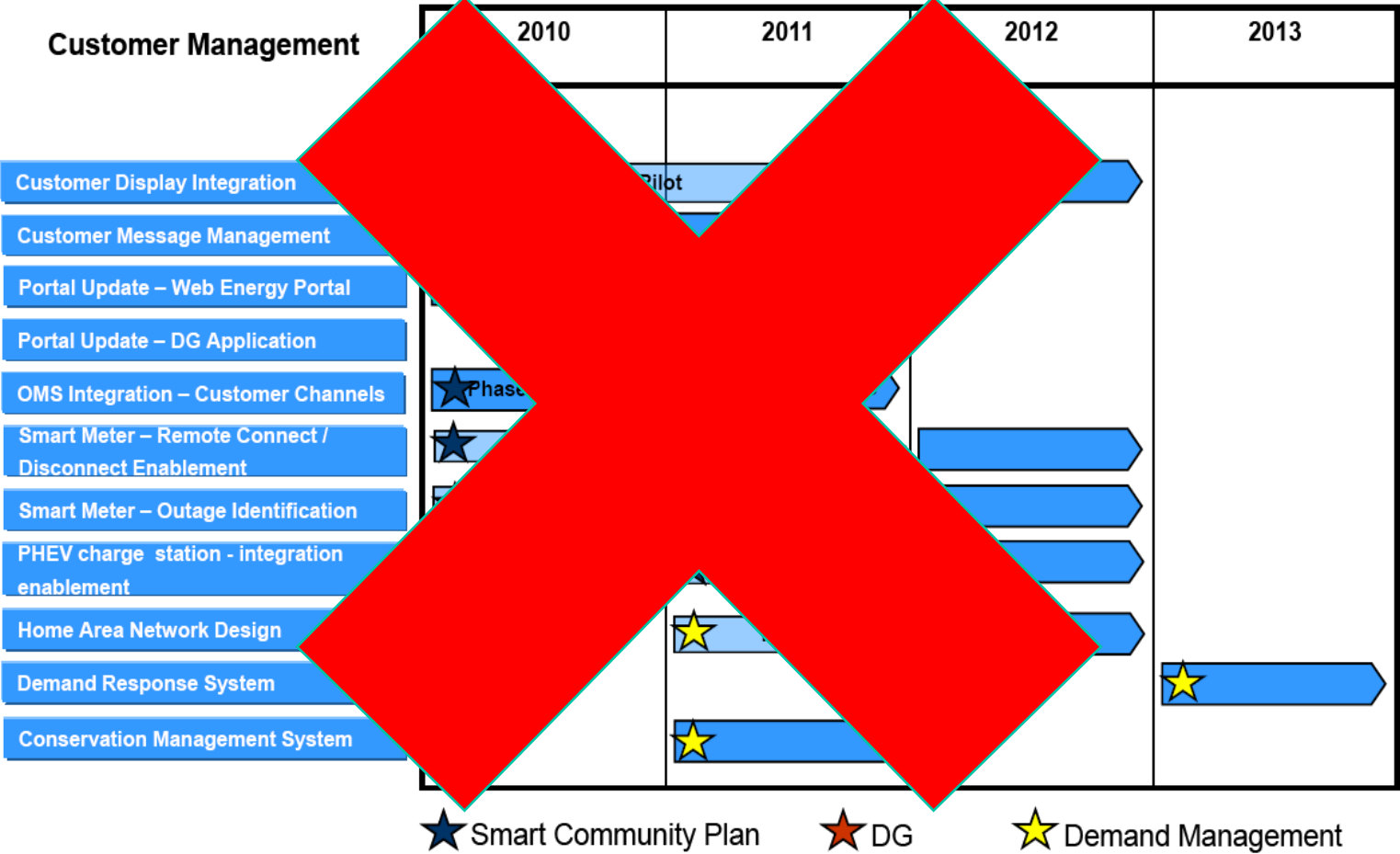
Knowledge institutions




Smart City Strategy: *Stop talking the talk*



Smart City ~~Strategy~~: Start walking the walk !!



Smart City Bingo Card

<i>Trust</i>	Ethics	Innovation	Bottom Up	<i>Holistic / Cross Silo</i>
Social Innovation	Smart Council	Co-Creation	<i>Collaboration / quintuple</i>	Big Data
Context - Concept	<i>Facilitator</i>		Digital	<i>Open</i>
Transformation	Inclusion	<i>Leadership</i>	Sustainability	<i>End User Centric</i>
Liveable	<i>Uncertainty / Failure</i>	Living Lab	<i>Citizens Engagement</i>	Happiness



Citizen platform
Idea for your neighborhood

Looking at different ways to enhance citizen involvement

Accelerating citizen engagement and bottom-up initiative

What are their wishes / needs?



Increase citizen participation
Hackathons



Combine data and citizen needs
Smart Citizen Kit

marineterrein amsterdam **living lab**



Autonomous Bridge

Roboat

amsterdam
economic
board

AMS
AMSTERDAM INSTITUTE FOR
ADVANCED METROPOLITAN SOLUTIONS

amsterdam
smart
city

NE SCIENCE
MO MUSEUM

marineterrein
amsterdam

Startup in Residence



I am a startup!

We ♥ the public sector

What do we offer Startups?

- 6 months intensive training programme
- On-topic guidance by the City
- Experienced entrepreneurs as mentors
- Access to Startup events
- Possibility to pilot/test in the city
- Network of the City and all partners
- Possible launching customer

Amsterdam Smart City in the transitions

→ Wat does ASC?

→ Energy

→ Mobile Metropole

→ Digital City

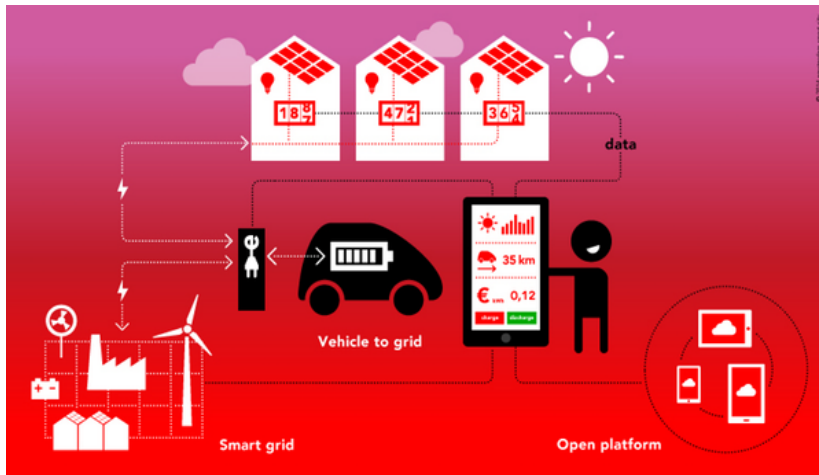
→ Circular City



Energy

Energy - Concept V2G

Smart charging and discharging of eV's



**ENERGY RELEASE
ON EVENING**

**FLATTENED
CURVE OF
DEMAND**

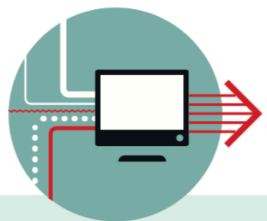
**CHARGE ON
DAYTIME**



A photograph of a modern train station platform. A high-speed train is arriving at the platform, moving from the background towards the foreground. The platform has a glass and metal structure on the left side. Several people are standing on the platform, waiting for the train. The word "Mobility" is overlaid in large white text across the center of the image.

Mobility

Mobility



DATA



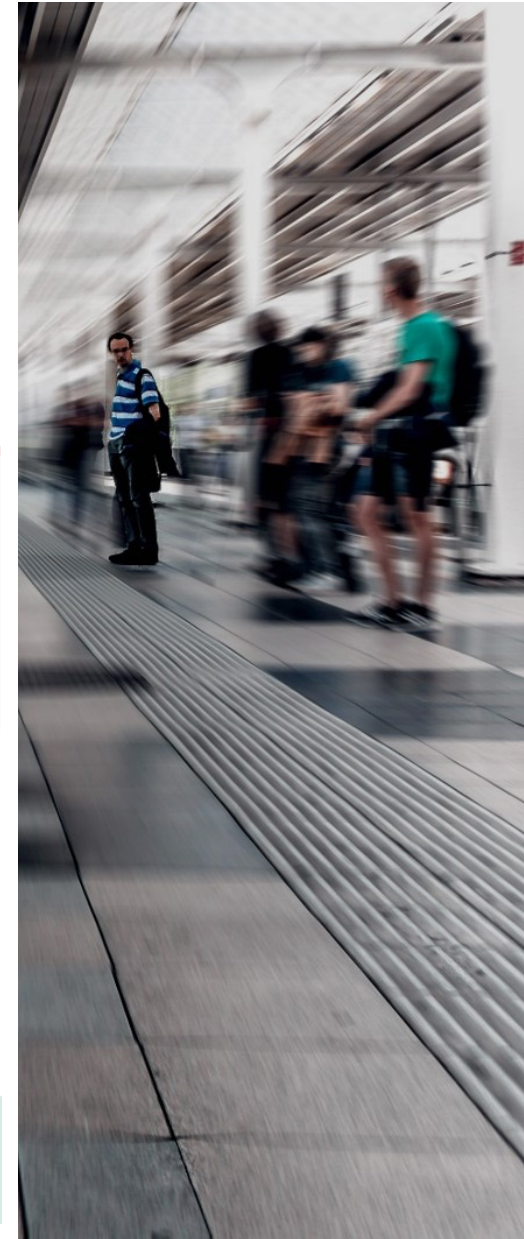
VEHICLE
TECHNOLOGY



MOBILITY
AS A SERVICE



PHYSICAL AND DIGITAL
INFRASTRUCTURE

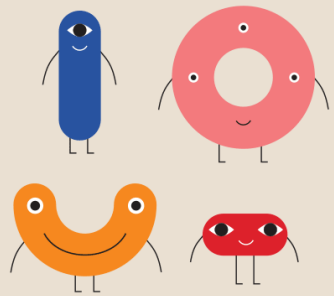


Sensing - ROBOAT

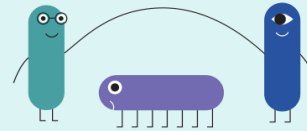


Digital

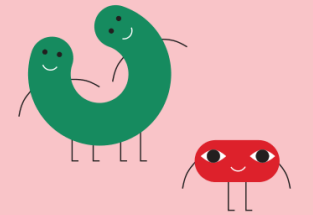
Sign the manifesto



Inclusive



Control



Tailored to
the people

tada

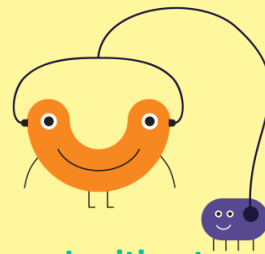
DATA DISCLOSED

WWW.TADA.CITY

#TADACITY



Open and transparent



Legitimate
and monitored



From everyone
– for everyone

Cities Coalition for Digital Rights



<https://citiesfordigitalrights.org/>



Ajuntament
de Barcelona



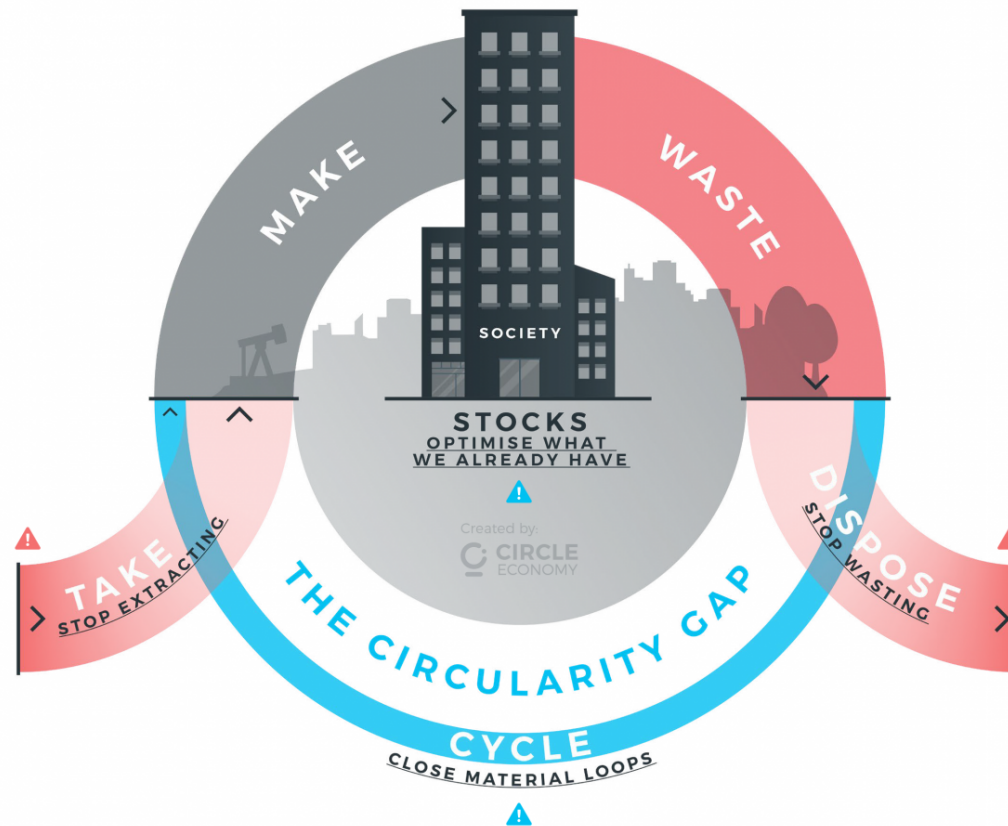
The image shows three large, rectangular bales of crushed cardboard boxes and paper waste, stacked on a dark asphalt street. The bales are made of various types of cardboard, some with visible labels like 'HANDLE WITH CARE' and 'DESLACTOSADA LIGHT'. The background is a dark, textured wall. The word 'Circular' is overlaid in large white text across the center of the image.

Circular

Circular

TO BRIDGE **THE CIRCULARITY GAP** WE NEED TO:

⚠ Stop extracting ⚠ Stop wasting ⚠ Optimise what we already have ⚠ Cycle more and better



<https://journey.circularamsterdam.com/circularamsterdam#156340>

<https://www.circle-economy.com/the-circularity-gap-report-our-world-is-only-9-circular/#.W6tkOI-ZPOQ>

Waste and the City



Waste is not only a source of energy,
but also supplier of

- gold
- iron
- protein
- sulphates
- other materials

through urban mining and up-cycling materials

Waste = energy at the Waste to Energy Plant (AEB)

- electrical efficiency 30%, 8% higher
- sustainable energy → 48% waste consists of biomass
- produces
 - 300,000 gigajoules of district heating per annum
one household 36 gigajoules per annum
 - renewable electricity for 320,000 households
- an additional 40,000 households district heating grid



Lessons learned



No subsidies



Economic viable



Lessons learned

→ Too much tourism focus



Lessons learned

➔ Innovation graveyard



Top ten traits of successful smart *communities*

➔ 1. Focussed maverick

➔ 2. Dedicated team - SPV

➔ 3. Follow the money

➔ 4. Benchmark

➔ 5. Create underlying infrastructure

➔ 6. Community

➔ 7. Find a reason to be part of the future

➔ 8. Leverage private sector

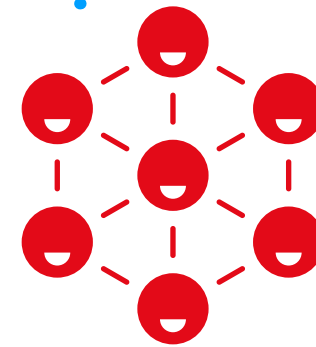
➔ 9. Do something

➔ 10. Measure the difference

Courtesy of Joe Dignan

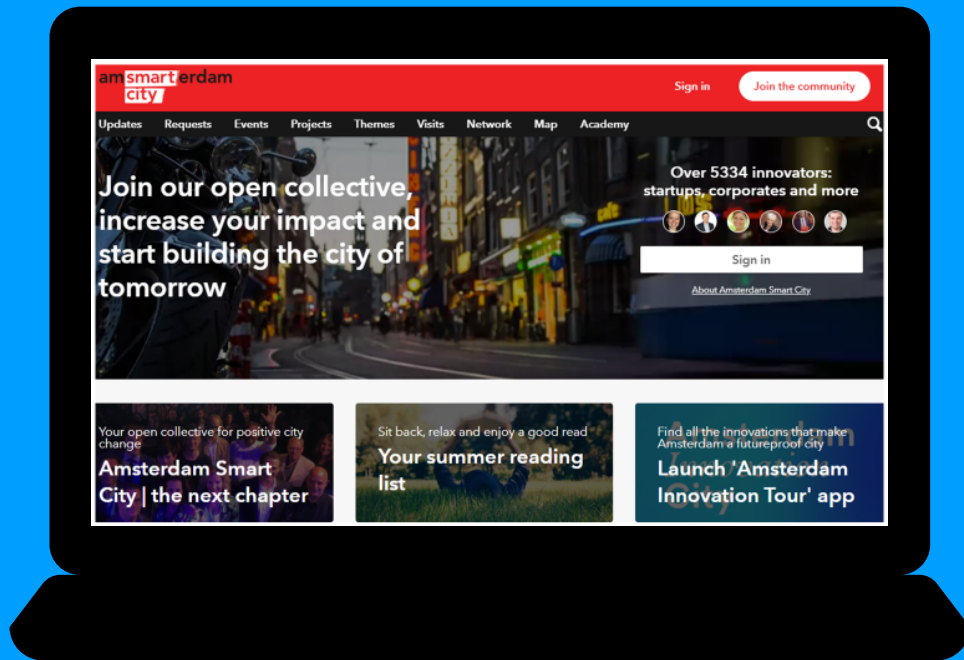


program



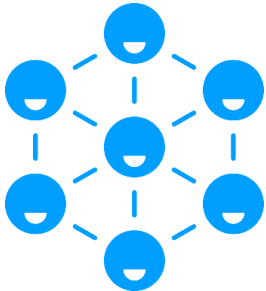
community

International smart city community



www.amsterdamsmartcity.com/register

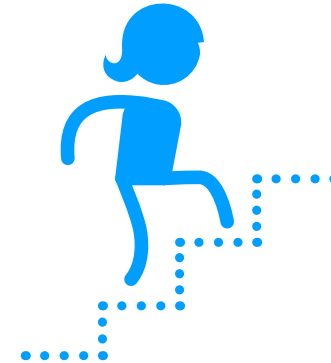
Why Amsterdam Smart City?



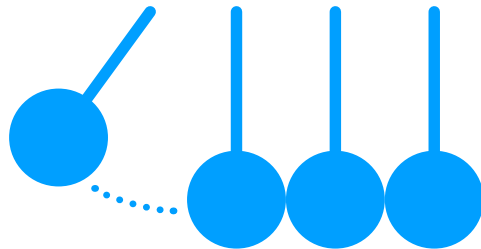
ECO - system
not ego - system



Independent



Learning by doing



Impact



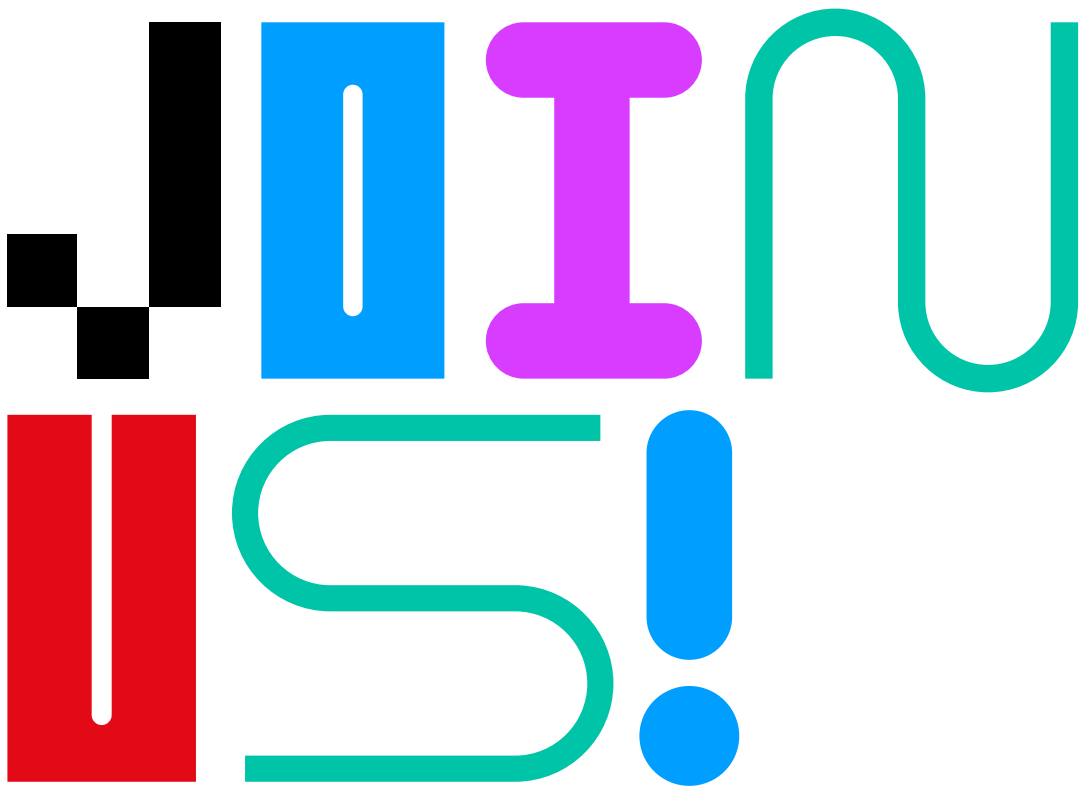
Public values

WeMakeThe.City

The festival that makes cities better

15 – 21 June 2020

Amsterdam Metropolitan Area



www.amsterdamsmartcity.com/register