

AMSTERDAM SMART CITY.

"If you want to change the game, stop following the rules!"

Sander Klous

U 22
A Smarter City
Helsingborg

amsterdam
smart
city



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD





European
Commission

EUROPEAN CAPITAL OF INNOVATION

A place to bring
ideas to life

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Research and
Innovation

Past

→ Liveable

→ Happiness

→ Concept & context

→ Learning by doing

Next

→ Digital *transformation*

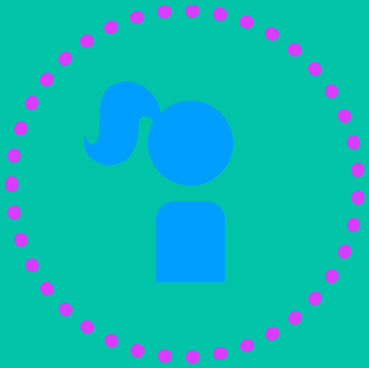
→ Social *inclusion*

→ *Trust*

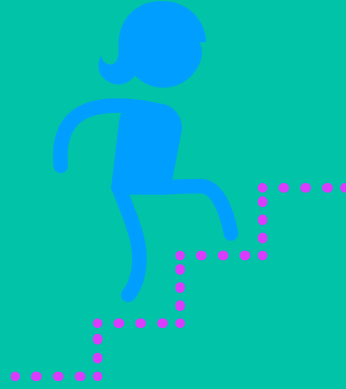
→ *Ethics*

*“Smart Cities is about asking for forgiving afterwards,
instead of permission upfront”*

Amsterdam Smart City – starting points



→ Residents central



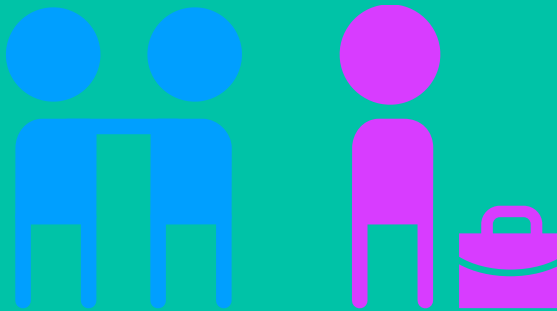
→ Learning by doing



→ Public values



→ Conditions and regulations



→ Public & private



→ Open & transparent

Program partners

Expertise & citizen involvement



waag society

PAKHUIS DE ZWIJGER*



JOHAN CRUIJFF
ARENA



METABOLIC

Companies



Governments



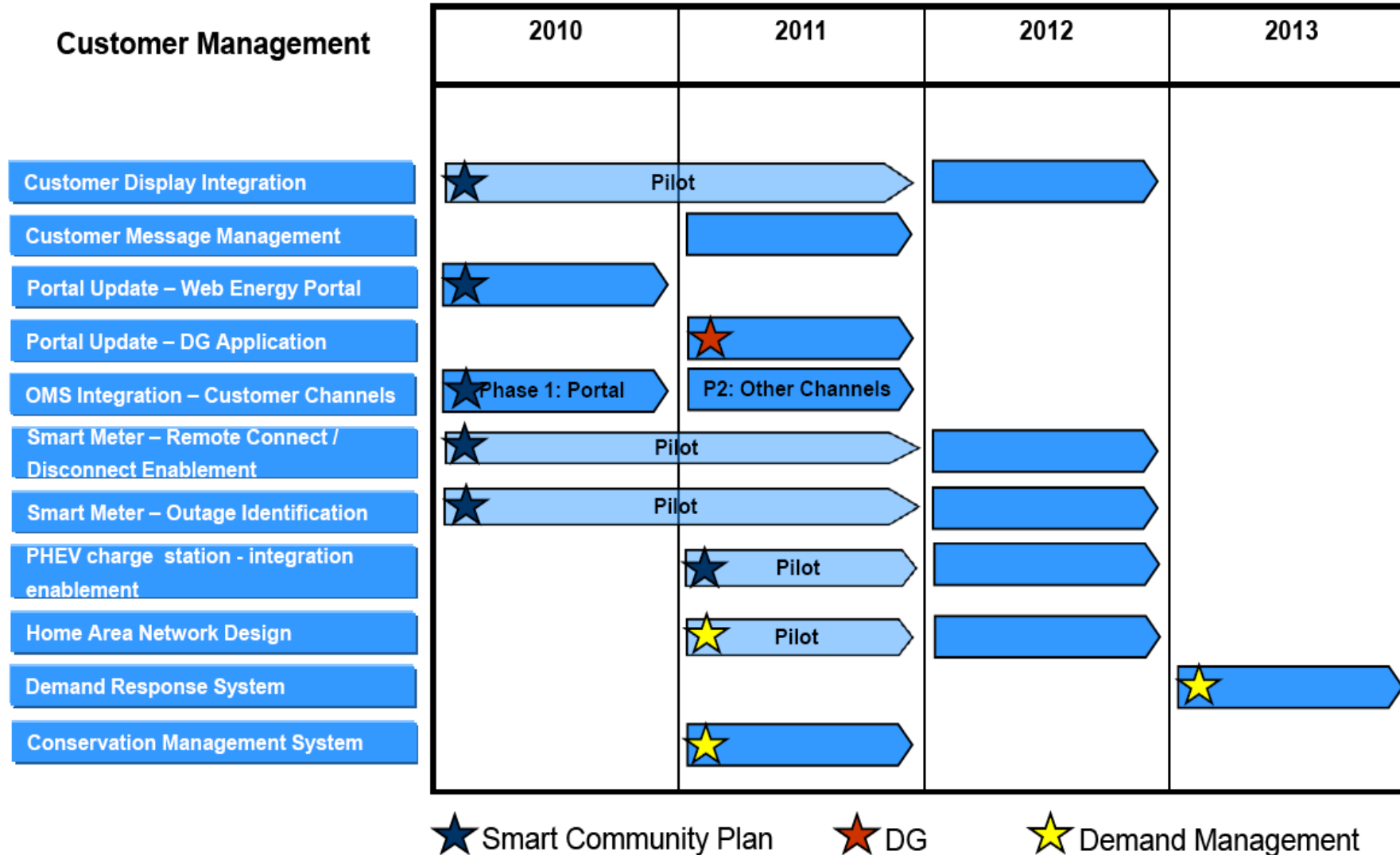
gemeente
Haarlemmermeer



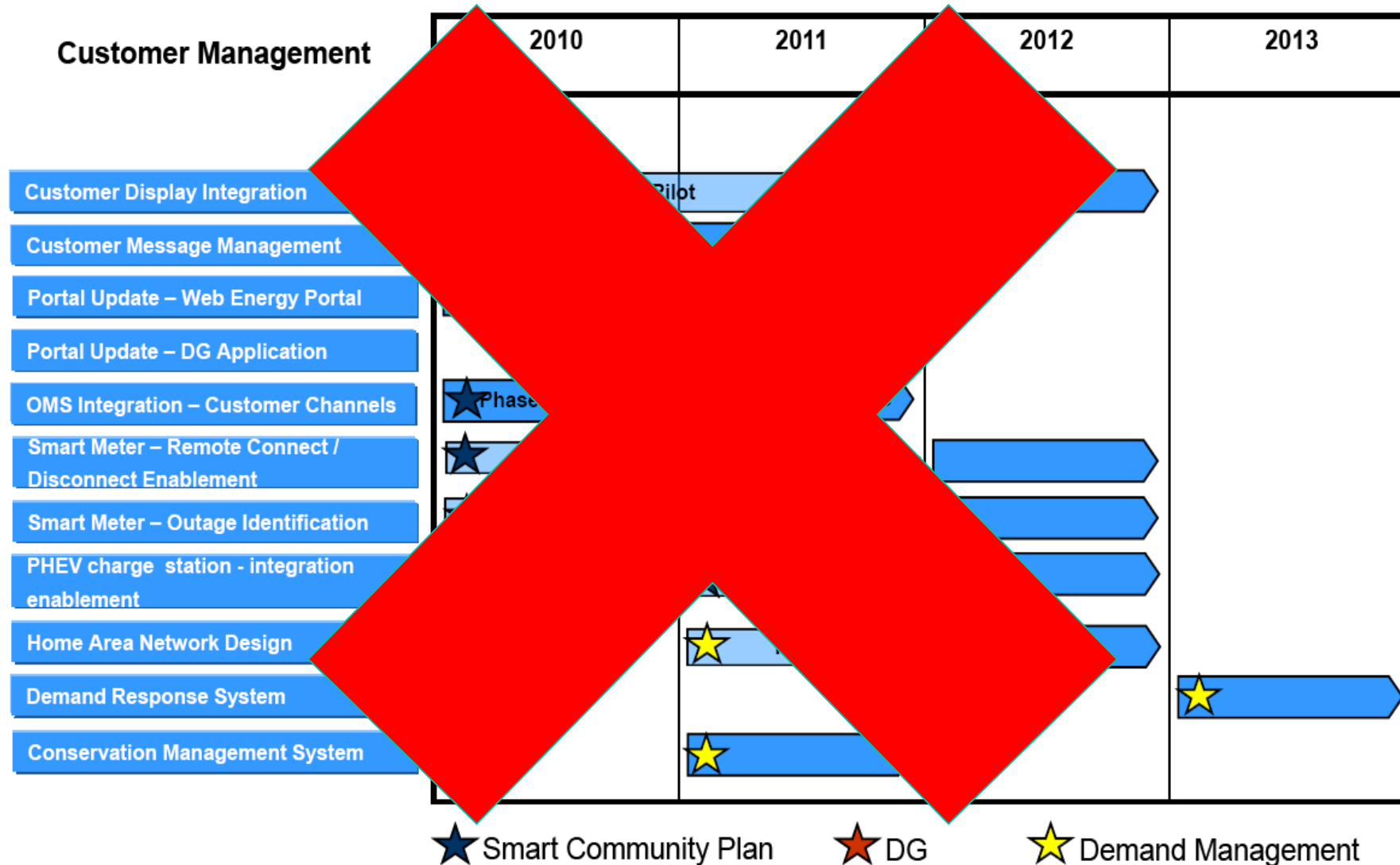
Knowledge institutions



Smart City Strategy: *Stop talking the talk*



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





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**



Roboat



Autonomous Bridge

Startup in Residence



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

Maturity level: 6th rounds

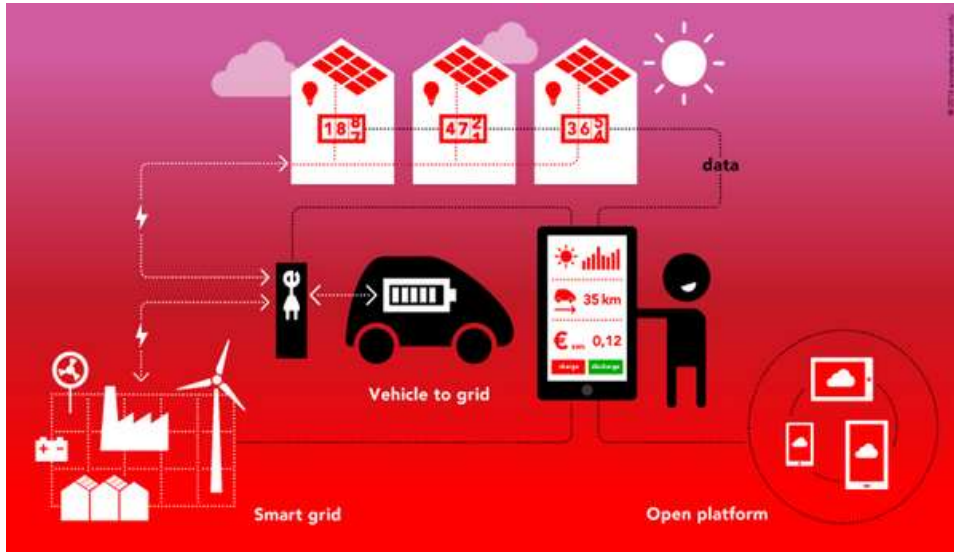
Scale: Amsterdam Metropolitan Region

Lessons learned:

- Training programme civil servants how to deal with startups
- Better communication both internally as externally
- Development budget for startups
- Better structure mentoring system, progress more measurable
- More intensive collaboration with other accelerators/incubators
- More time selection procedure, 'civil clients' in selection comm.
- More workshops & training on the organisation of the municipality

Energy - Concept V2G

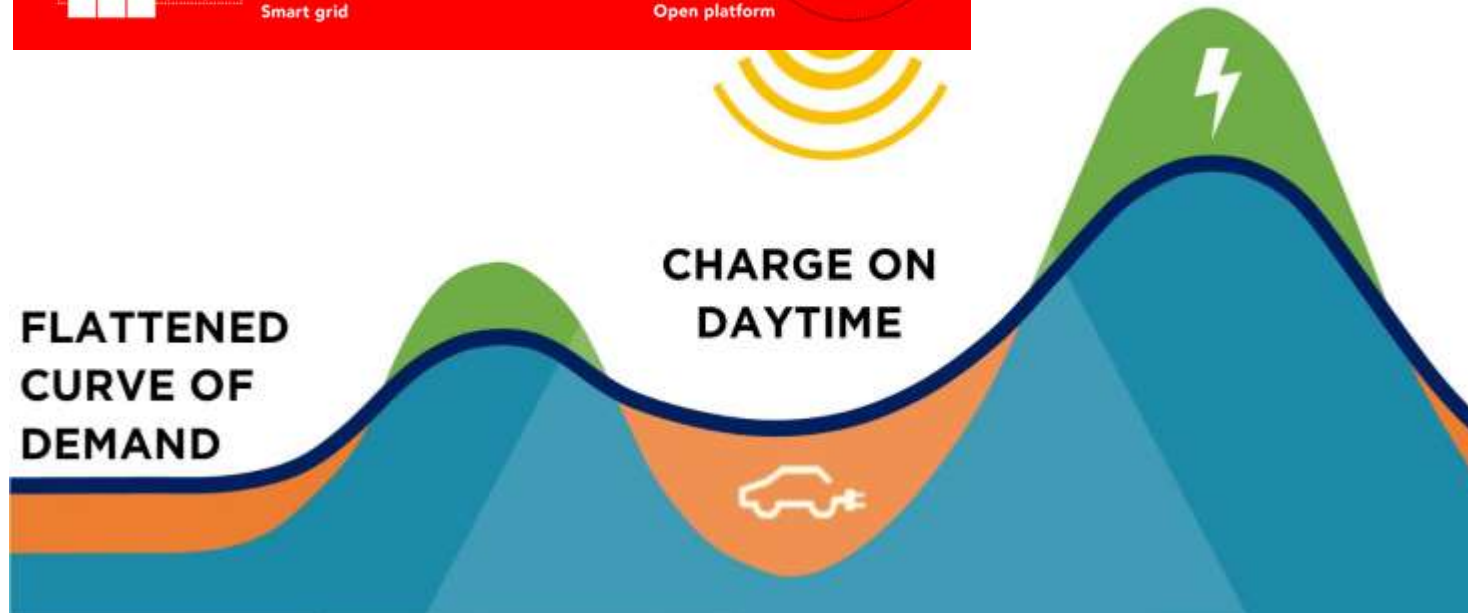
Smart charging and discharging of eV's



**ENERGY RELEASE
ON EVENING**

**FLATTENED
CURVE OF
DEMAND**

**CHARGE ON
DAYTIME**



Maturity level:

Implementing & scaling

Scale:

Amsterdam City Centre and
selected boroughs and
communities
in the Amsterdam
Metropolitan region

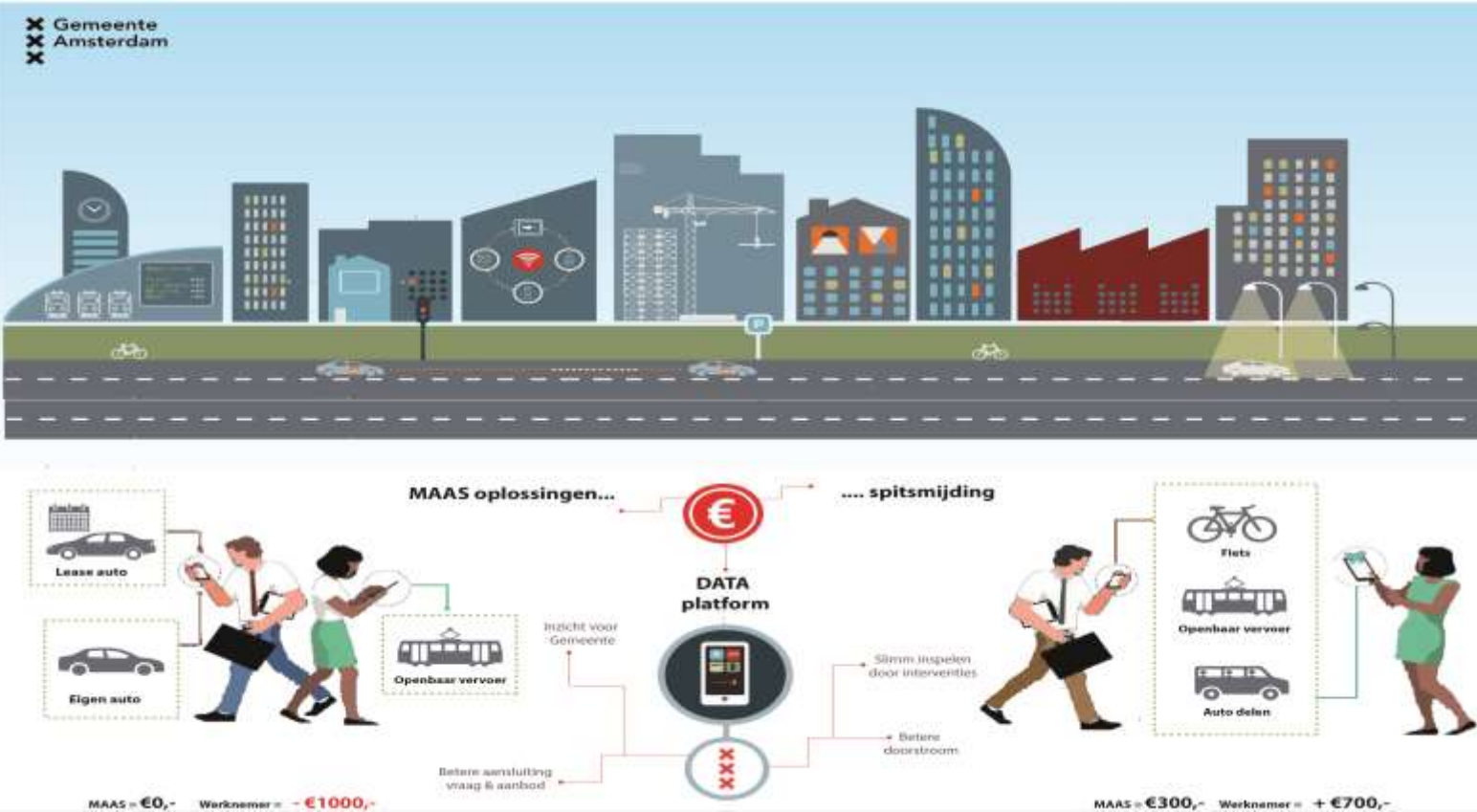
Influence:

both change in mobility
and energy consumption

Lessons learned:

think from an end user
perspective
flexible tariffs - reward
use of battery V2G is
inferior to travel needs

MaaS = €€ + Multinationals + Zuidasdok

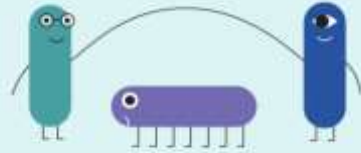


- Maturity level: second pilot - 1000
- Scale: Amsterdam CBD 'Zuidas'
- Influence: Alternative ways of transportation
Gamification
- Lessons learned: Signing up and signing in should be **more simple** as well as activation
new roles - uncertainty
Main criteria choice of transportation: **comfort, travel time and availability**

Sign the manifesto



Inclusive



Control



Tailored to
the people

tada

DATA DISCLOSED

WWW.TADA.CITY

#TADACITY



Open and



Legitimate
and monitored



From everyone
– for everyone

Waste and the City: Garbage Object Detection - AI



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

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



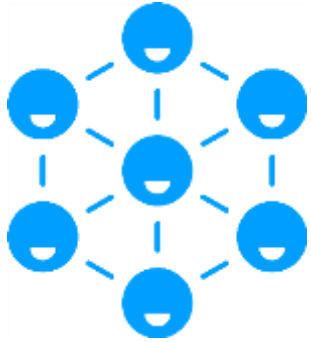
Lessons learned



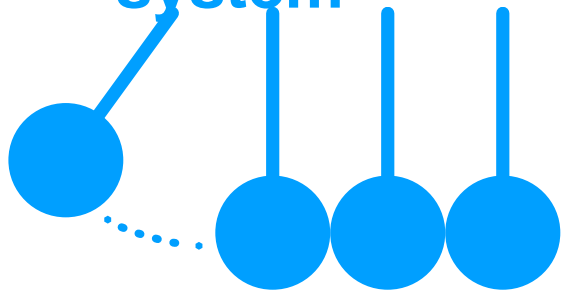
Innovation graveyard



Why Amsterdam Smart City?



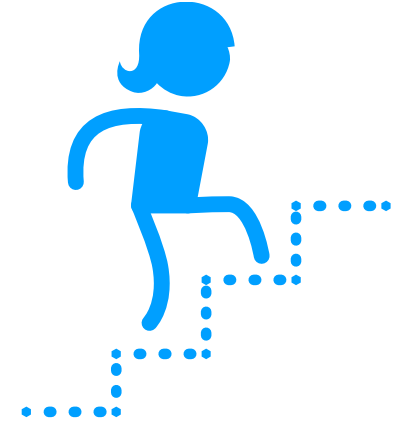
ECO - system
not ego -
system



Impact



Independent



Learning by doing



Public values

*“If technology is the answer,
what was the question?”*

– Cedric Price, Architect

European Capitals of Innovation:

- 2014 Barcelona as a people city
- 2016 Amsterdammers make your city
- 2017 Paris Arc of Innovation
- 2018 Athens overcome an economic & social crisis
- 2019 Nantes: Citizens Engagement
- 2020 *Helsingborg*

