

am **smart** erdam **city**

Ger Baron
Amsterdam Innovation Motor





The data explosion - unwound

Time frame

Data volume growth

In 2010 – 1200 exabytes of data

In 2011 – 1.8 zettabytes of data

9x since 2005

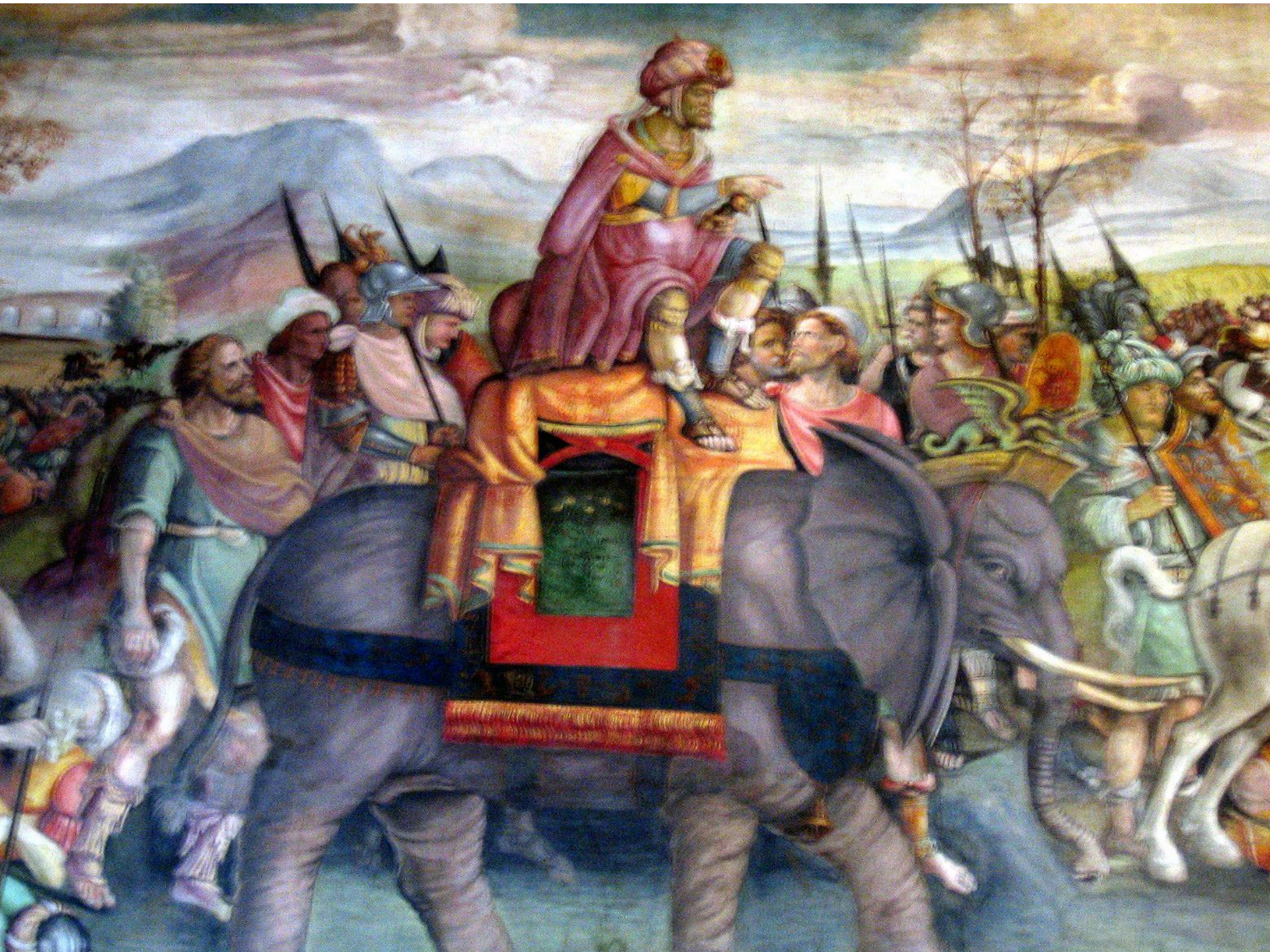
In 2020 – 35 zettabytes will exist

20x per year

1 million terabytes = 1 exabyte

1000 exabytes = 1 zettabyte

Data from *The 2011 Digital Universe Study: Extracting Value from Chaos*, by IDC.







BREAKING NEWS

Blog 'Het nieuwe werken' trekt ruim 1300 bezoekers!











Until a few years ago Amsterdam focused on bricks and roads, now connectivity and energy are just as important.... Openness is key.....



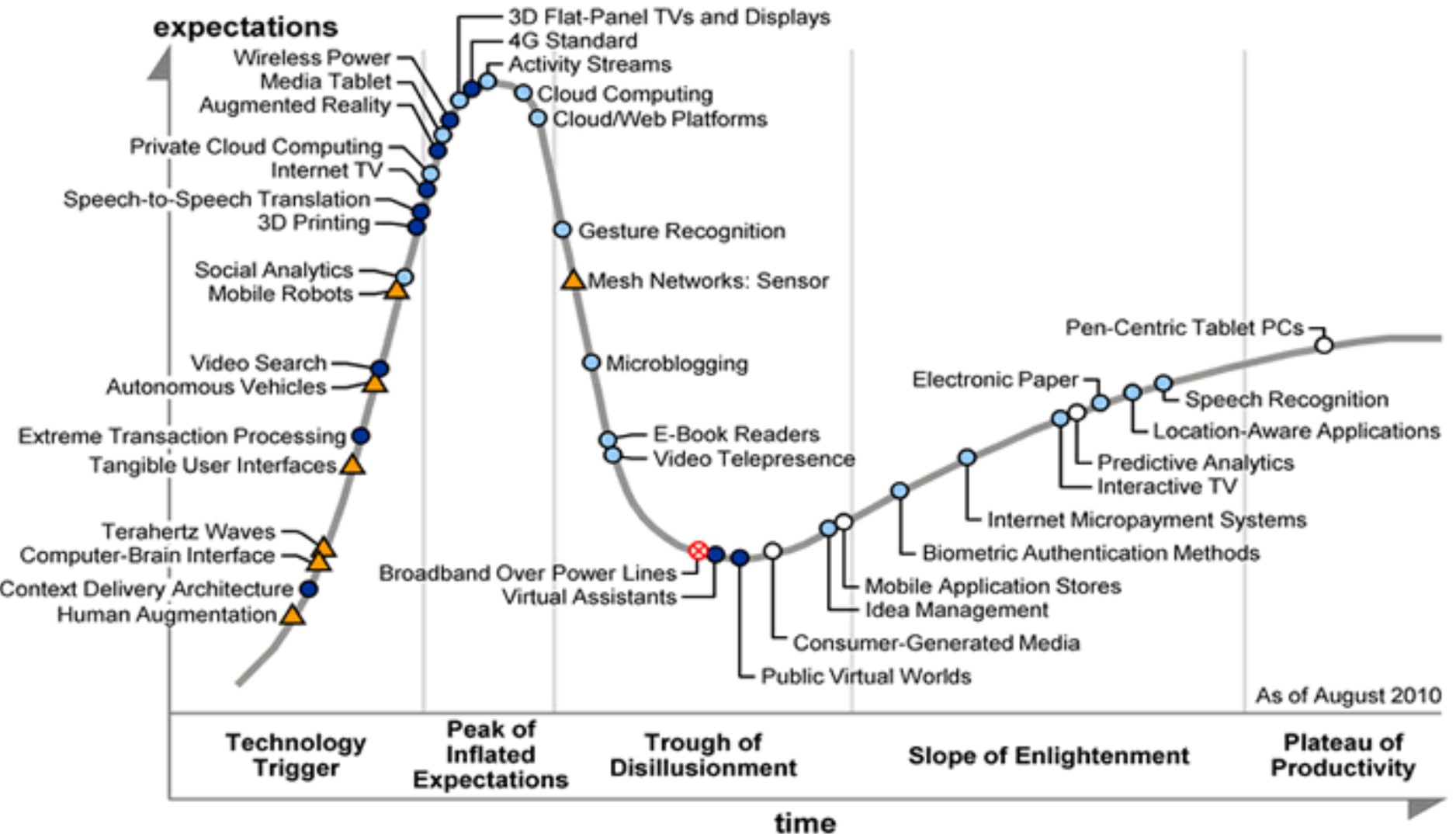
The *Third Industrial Revolution*.

"We have the science and technology to do it,
but it will mean nothing unless there is a change in will."

Jeremy *Rifkin*



Gartner – Hype Cycle 2011



Years to mainstream adoption:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

obsolete

⊗ before plateau

An illustration featuring two hands, one light-skinned and one dark-skinned, cupping a globe. The globe is surrounded by numerous radiating lines in various colors (red, orange, yellow, green, blue) that create a sense of energy and global connectivity. The background is a mix of these colors, suggesting a vibrant, interconnected world.

**Smart Cities
are about
collaboration**

Partners Amsterdam Smart City



Founding Partners



City of Amsterdam



Utilities & Infrastructure



Universities & Knowledge institutions



Techno starters



Living, Offices & Buildings



Network platforms



Consultancy



Technology & Communications



Various





[SNAPSHOT] AMSTERDAM

= 100,000 people = 100,000 vehicles

POPULATION

780,559

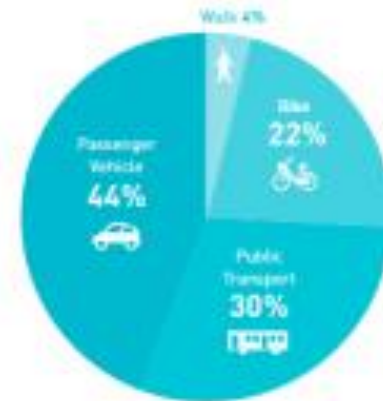


REGISTERED VEHICLES

246,452



TRANSPORTATION MIX



CITY SIZE

219 km²

AVERAGE DAILY TRAVEL (KM)

0 8 . 0

1. Use information: Make travel as efficient and comfortable as possible

Provide alternatives:

2. Work at a Smarter Place
3. Use Resources in a Smarter Way

But above all: Improved quality of life higher productivity, less CO2.

Personal Travel Information



Generic Travel Information



Replacing the traditional office Smart Working Centers



First Prototype

- Connected Urban Development
- Main focus: reduce traffic
- First SWC in 2008 (Almere)
- Bankrupt in 2009
(wrong location and business model)
- But continues evaluations and interviews



Take Off

- Commercial initiatives
- Main focus: Added value for worker
- Location: 5' cycling distance
- Business model: no focus on corporates
- Over 100 locations in NL
- Including reservation systems, working as a service business models, telepresence, Work kitchen-concepts, etc...

Efficient with resources: Rent your car.



CAR
2GO

> CHANGE LOCATION

LOGIN or JOIN NOW

THE MOBILITY CONCEPT 2.0

OPERATING AREA

EASE OF PARKING

REGISTRATION

FAVOURABLE FEES

CORPORATE CUSTOMERS

HOW IT WORKS

MY CAR2GO

FAQS

PRESS



ELECTRICAL AND FLEXIBLE CAR USE IN AMSTERDAM.

It's finally possible! Driving a car inside Amsterdam without the high costs of owning a car or the bother with parking. And with hardly any CO2 discharge.

Electric driving is going to get a big boost in the coming years, partly thanks to 'Amsterdam Elektrisch'. Logical, because it's cleaner, quieter and saves energy. No wonder that Amsterdam is the first city in Europe where 300 car2go electric smarts are used. Where you can now use them 24/7.

Travel als comfortable as possible: CitizenM



reservations

Choose Hotel

check in

check out

rooms

citizens per room

partner code

check now



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hotels
reservations
become a citizen

english

affordable luxury for the people

citizenM is a new breed of hotel now in Amsterdam and Glasgow, and coming soon to London, New York, Paris and a city near you. citizenM welcomes the mobile citizens of the world- the suits, weekenders, explorers, affair-havers and fashion-grabbers. So if you travel with an open mind, a love of free movies on demand and free WiFi, come in and take a room tour. The curious: tune in to citizenM news and specials. The gung ho: jump straight to reservations.

1. The City is an **Open Platform**
2. Products and Services are **User Centric**
3. The most **liveable cities** will be cities with the
best Apps
4. Paradigm shift: Ownership vs **Availability**

Thank you.

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