Ger Baron
Amsterdam Innovation Motor
Amsterdam is a European Hub....
1.3 billion RFID tags in 2005
60 billion RFID tags in 2015

4.6 billion mobile phones

2 billion internet users. In 2013, with an annual traffic of 667 Exabytes

Only Google generates > 24 Petabytes data per day

Facebook is generating 10 Terabytes of data. Every day.

Twitter is generating 7 Terabytes data per day.

Large Hadron Collider, CERN, Switzerland, generates 40 Terabytes data per second

For every transaction NY Stock Exchange uses 1 Terabyte information

…and data is exploding.
Amsterdam
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
2. Living Lab Approach

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…
2. Living Lab Approach

Making energy part of our daily Life

Energy Management Display

- Co-developed tested with 350 consumers
- Co-Developer with 50 entrepreneurs (Climate Street)
- More interactive (include weather), simplified (and clear focus on energy)
Smart Cities are about collaboration.