DRIVEN BY DATA: HAPPINESS AS A GOAL

JACK MIKKERS
MAYOR OF ‘S-HERTOGENBOSCH
CHAIRMAN NL SMART CITY STRATEGY
1. **SHARING IS MULTIPLYING:** To kickstart and upscale solutions for the societal challenges our cities are facing

2. **CREATING A MOVEMENT:** The Netherlands as one smart city

3. **INTERNATIONAL PROPOSITION:** Global challenges, Dutch solutions
WE SEE DATA AS KEY ENABLER FOR SMART CITIES

MOBILITY
Cooperative Driving, MaaS

HEALTH
e-Health, Prevention

SAFETY
Surveillance, Cybersecurity

ICT/DATA
Big Data, IoT

ENERGY
Smart Grids, Storage

FOOD
Quality Monitoring

WORK
Lifelong Learning
WE UNDERSTAND THE IMPORTANCE OF DATA SCIENCE
WE HAVE RIGHT INGREDIENTS TO BUILD A DATA CITY

LEADING ICT/DATA INDUSTRY
7,000+ ICT JOBS, 820+ COMPANIES (SAP, RICOH, CANON, SIEMENS, ACER)

OUTSTANDING INCUBATORS
ROCKSTART AI ACCELERATOR, GRASSO, DE GRUYTERFABRIEK, DE JAMFABRIEK

NR. 1 DATA UNIVERSITY OF NL
JHERONIMUS ACADEMY OF DATA SCIENCE (JADS) → BACKED BY EINDHOVEN TECH & TILBURG U

STRONG INNOVATION CLUSTERS
AGRIFOOD (GROW CAMPUS) CONSTRUCTION (SPARK CAMPUS, HEIJMANS), LOGISTICS, ICT

TOP RANKING APPLIED SCIENCES
HIGHER EDUCATION: HAS, AVANS VOCATIONAL COLLEGE: KONING WILLEM I
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Goals:

ICT & Data Innovations → Smart & Liveable City → Prosperous Society & Economy → Happy Citizens
WE PRACTICE WHAT WE PREACH

DATA IN THE URBAN SPHERE:
CITY CENTRE-RAILWAY ZONE, TRAMKADE, DATA & ART, CULTURE & INNOVATION

DATA IN PUBLIC SERVICES:
DIGITAL APPLICATIONS FOR CITIZENS TO INCREASE EFFICIENCY AND SPEED

BUILDING A DATA COMMUNITY:
TALENT, INCUBATORS, STARTUP & ENTREPRENEURSHIP PROGRAMMES

DATA CITY

PUBLIC INVESTMENT IN DATA:
BOOSTING THE DIGITAL ECONOMY AND A SMART CITY PROGRAMME

PROMINENT DATA EVENTS:
DEN BOSCH DATA WEEK, WE ARE FOOD, ICT COMMUNITY EVENT
AND OUR COMPANIES DO SO AS WELL
DATA DRIVEN SHOWCASES: SHARING IS MULTIPLYING

GREENEST TRANSFERIUM

ENERGY

SMART SPACE RAILWAY ZONE

MOBILITY

NEIGHBOURHOOD LIVEABILITY

SAFETY
COME JOIN US!

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www.s-hertogenbosch.nl
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