



City Innovation Snapshot AMSTERDAM, The Netherlands

Overview

- ▶ **Mayor:** Femke Halsema
- ▶ **Term:** 2019 - 2025
- ▶ **Innovation Lead:** Ger Baron
- ▶ **Population size:** 862 965 (2019)
- ▶ **Innovation / open data website:**
<https://www.amsterdam.nl/wonen-leefomgeving/innovatie/>

What is the organisational structure?

As an independent department, Amsterdam's dedicated innovation team consists of **80 staff**, divided into **10 sub-teams**.

Staff skills and profiles include:

- Project Manager
- Data Scientist
- Strategic Communications / Marketing
- Engineer
- Designer
- Community Engagement



Spotlight | Mobility Urban Values

Amsterdam is one of six pilot cities for Mobility Urban Values (MUV), a project funded by the European Commission. The project seeks to induce behavioural changes through a mobile game where users earn points for making sustainable mobility choices. These points can be redeemed for a cup of coffee or similar rewards from the network of local businesses advertised on the MUV platform. The mobility and environmental data collected from the platform are made readily available as open data, contributing to the development of new services and helping inform urban policies in Amsterdam.

What is the city's innovation vision?

Like 50% of cities surveyed, Amsterdam has a **formal innovation strategy**.

The city most closely associates innovation capacity with:

- **Experimentation, pilots and prototyping**
- **Data analytics**

What is the city's innovation approach?

Similar to 20% of cities surveyed, Amsterdam approaches innovation capacity **from a holistic / macro level**.

What innovation partnerships exist?

Amsterdam has developed partnerships to **promote innovation capacity** with other public agencies, private firms, not-for-profit organisations, and city residents/resident associations.

To improve data use, the city has also developed data partnerships with the private sector, academia and think tanks to collect and analyse data.



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What funding is available?

Like 81% of cities surveyed, Amsterdam has dedicated funding to support innovation capacity, which comes from the following sources:

- **International/multilateral institution budget**
- **Higher levels of government**
- **Municipal budget** (city council approved funds / operating budget)
- **External (non-public) funding** (private / academic or think tank resources)
- **Non-financial: staff on loan**

Amsterdam's funding for innovation capacity is generally directed towards **training staff and building capacity, generating ideas and brainstorming, investing in digital systems, and paying for third-party services**



How is innovation helping the city?

- ✓ **Improving service delivery**
- ✓ **Anticipating and managing future challenges**
- ✓ **Improving resident outcomes**

The most critical success factors in supporting the city's innovation work are **dedicated funding, a culture of innovation within the municipal administration and support from the broader community.**



How is data used?

Amsterdam does not currently use data to align its budget process with its strategic priorities. Challenges preventing the use of data to support innovation goals include a **lack of reliable data** and **limited compatibility of data across policy areas.**

Amsterdam maintains a **comprehensive data inventory** to make data more accessible, **publishes open data online**, and **provides clear how-to guidance** to help residents access and use city data.



How are outcomes measured?

Policy areas **with sufficient data** or **without sufficient data** to support innovation capacity in the city.

Transport / Mobility	Economic Development	Housing	Policing and Law Enforcement	Health
Government Finance	Waste and Sewage	Labour Market and Skills	Environment and Climate Change	Education
Culture	Social Inclusion, Equity	Public Works	Tourism	Digital Governance