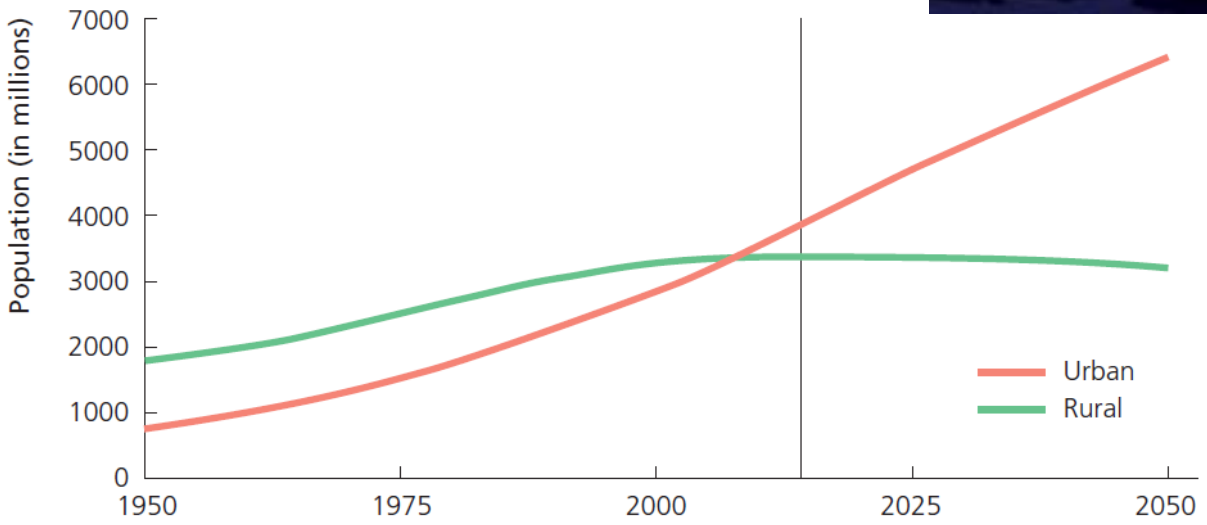
Ministerie van Binnenlandse Zaken en Koninkrijksrelaties

Cuestiones para una nueva agenda metropolitana de retos y oprtunidades

Aldert de Vries

Valencia, junio 2016

Era de la ciudad

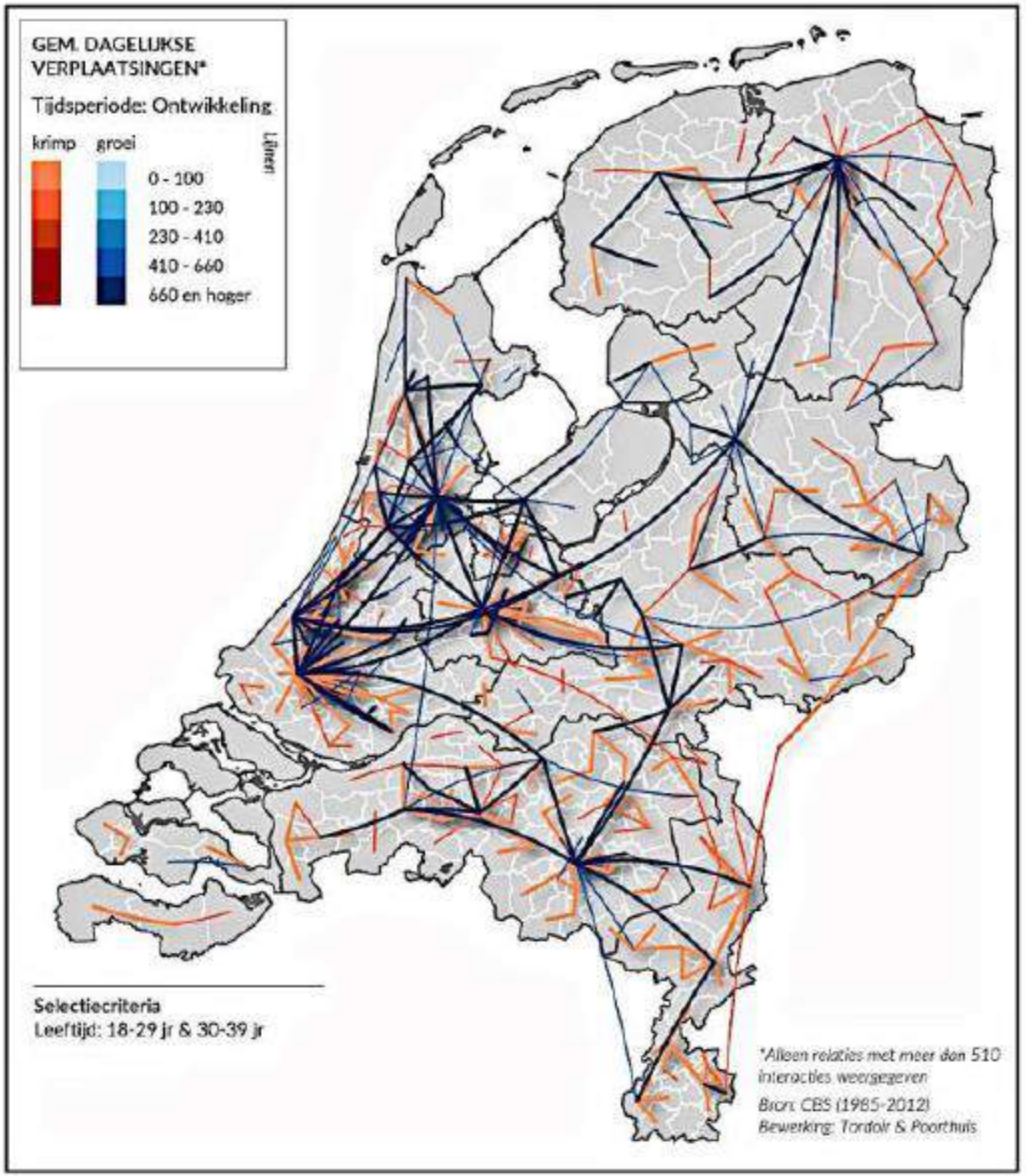


Sharing, matching, learning…. sorting

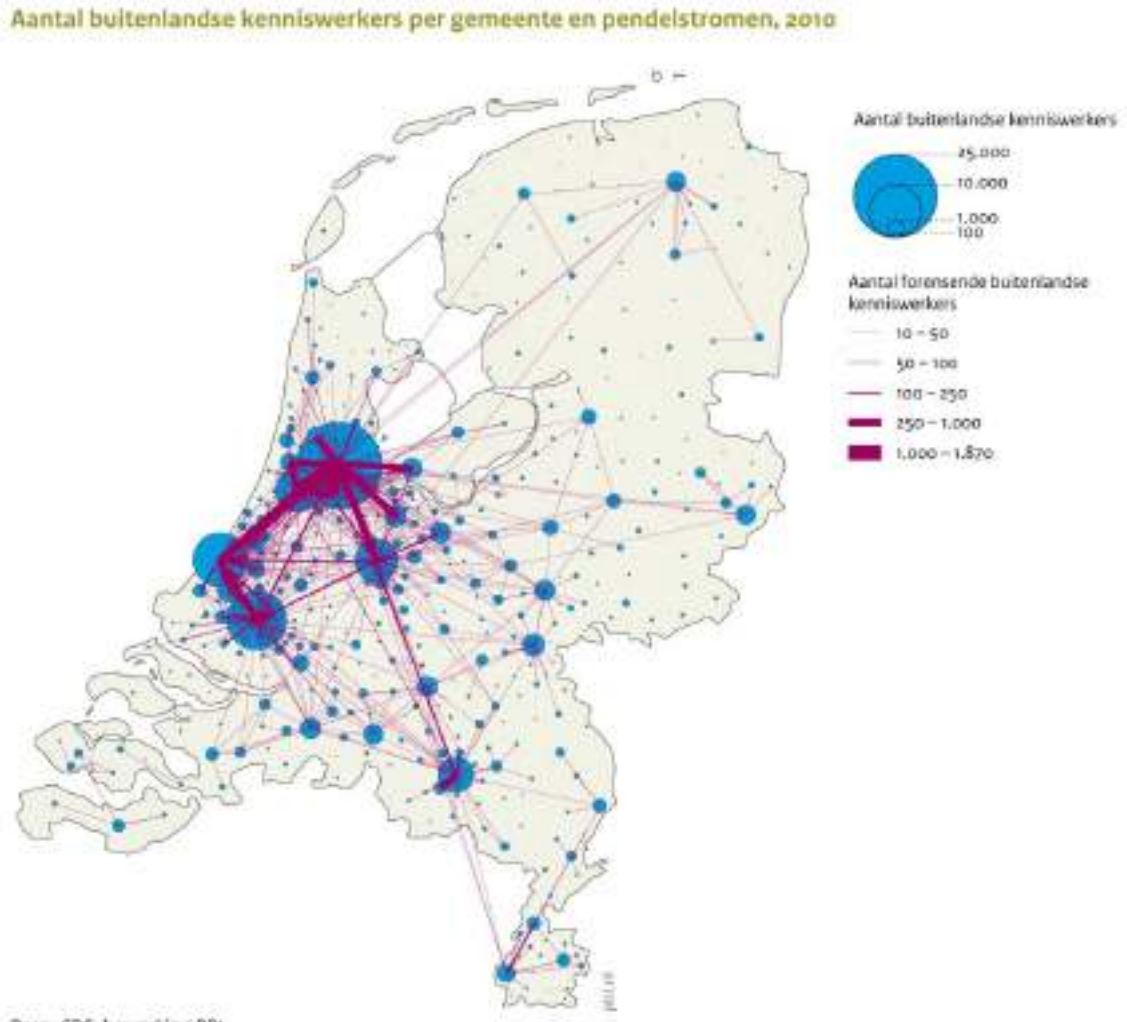
Atractividad urbana

Mercado de empleo: 34 %
Servicios: 22 %
Centros históricos: 18 %

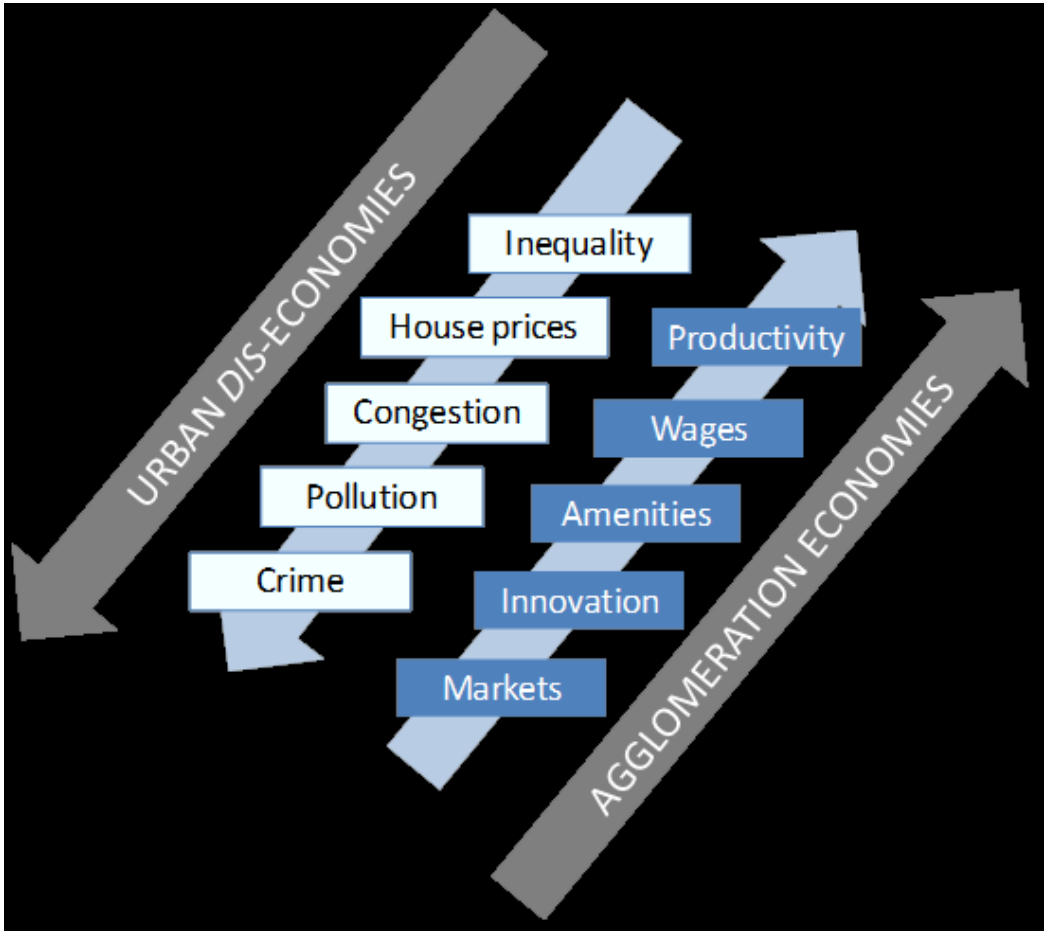
Incremento de flujos interurbanos, a coste del suburbano



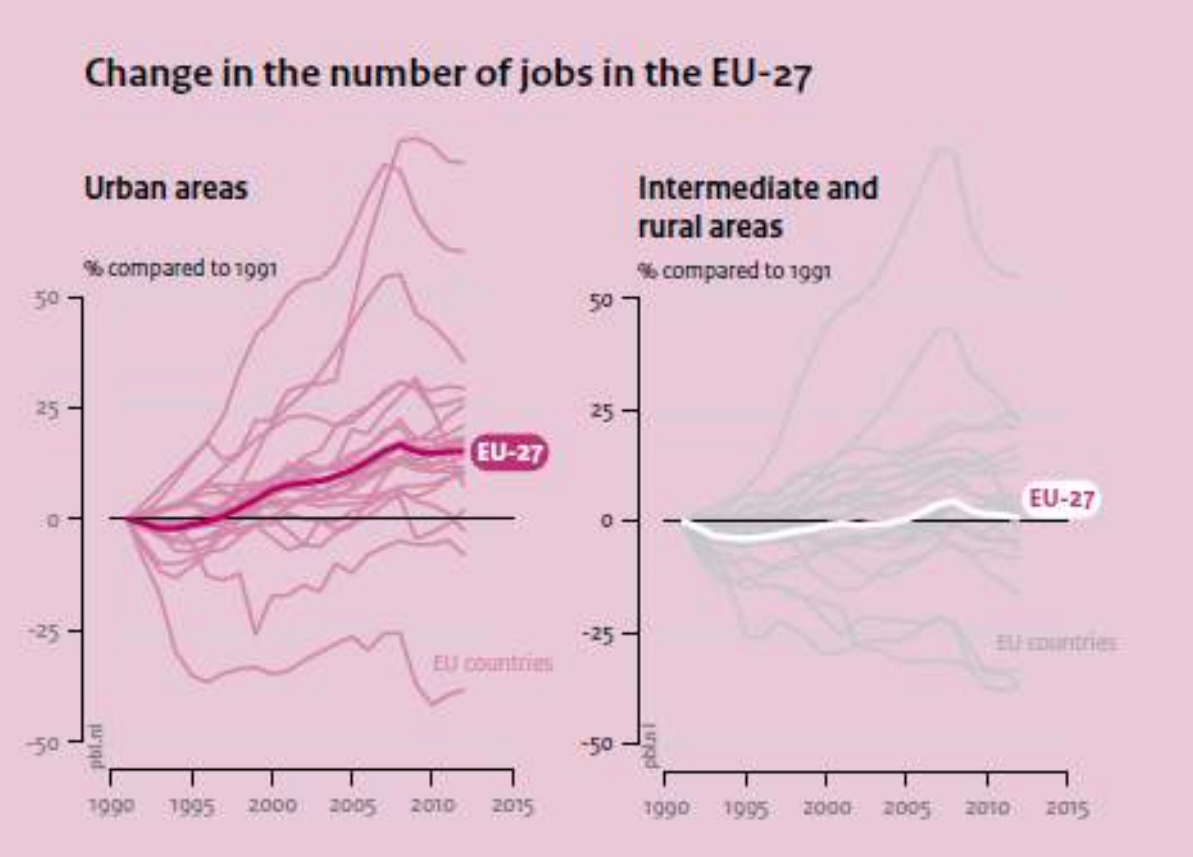
Preferencia de talento extranjero



Costes y benificios

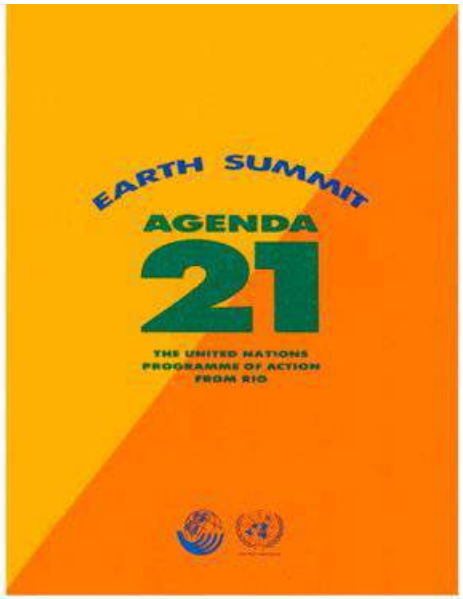


Población, Productividad, Empleo



Ciudad como agente de cambio

C40 CITIES
CLIMATE LEADERSHIP GROUP

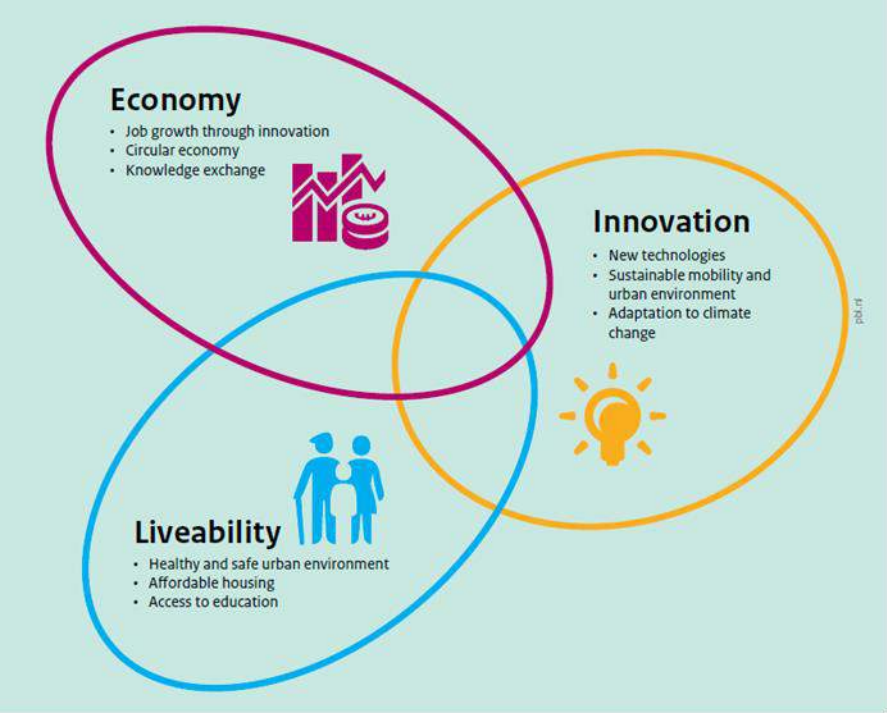


ICLEI
Local Governments for Sustainability

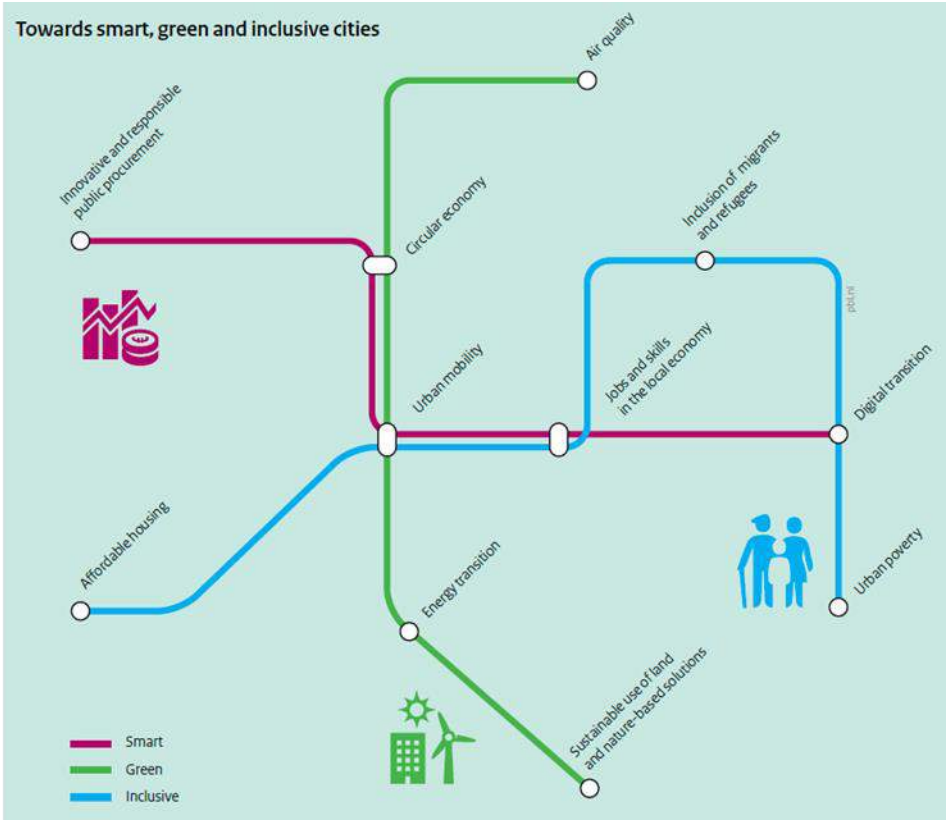
EUROCITIES

Agenda Urbana

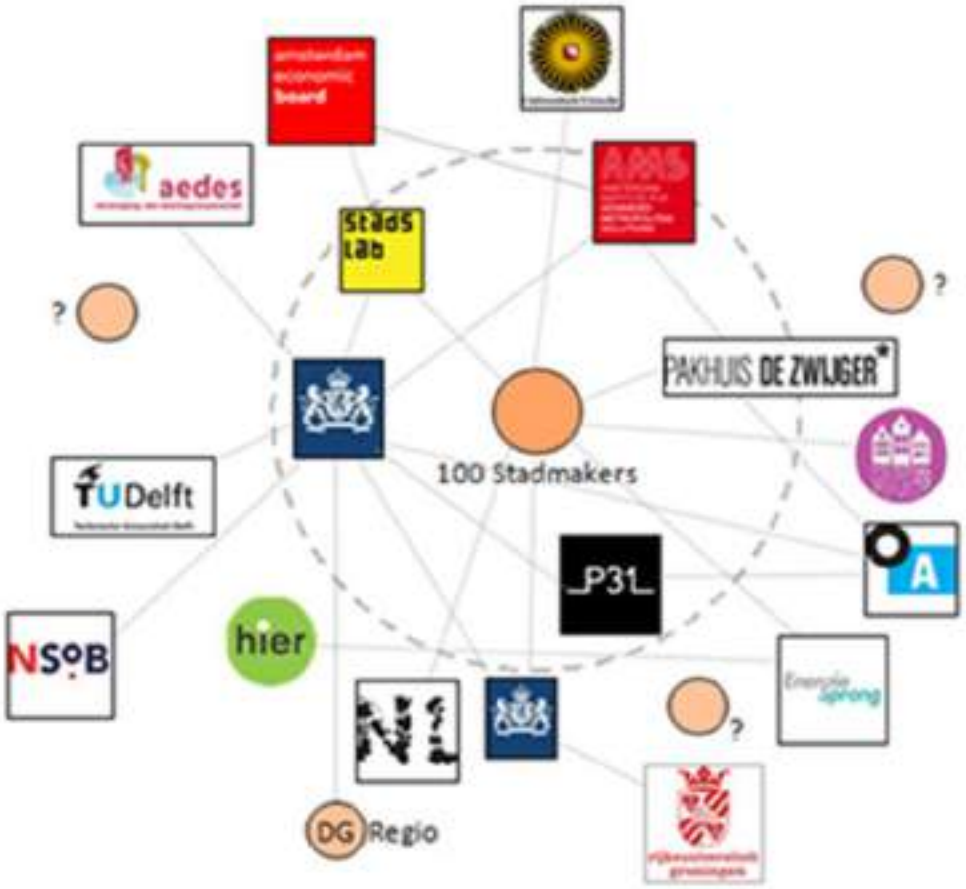
NL



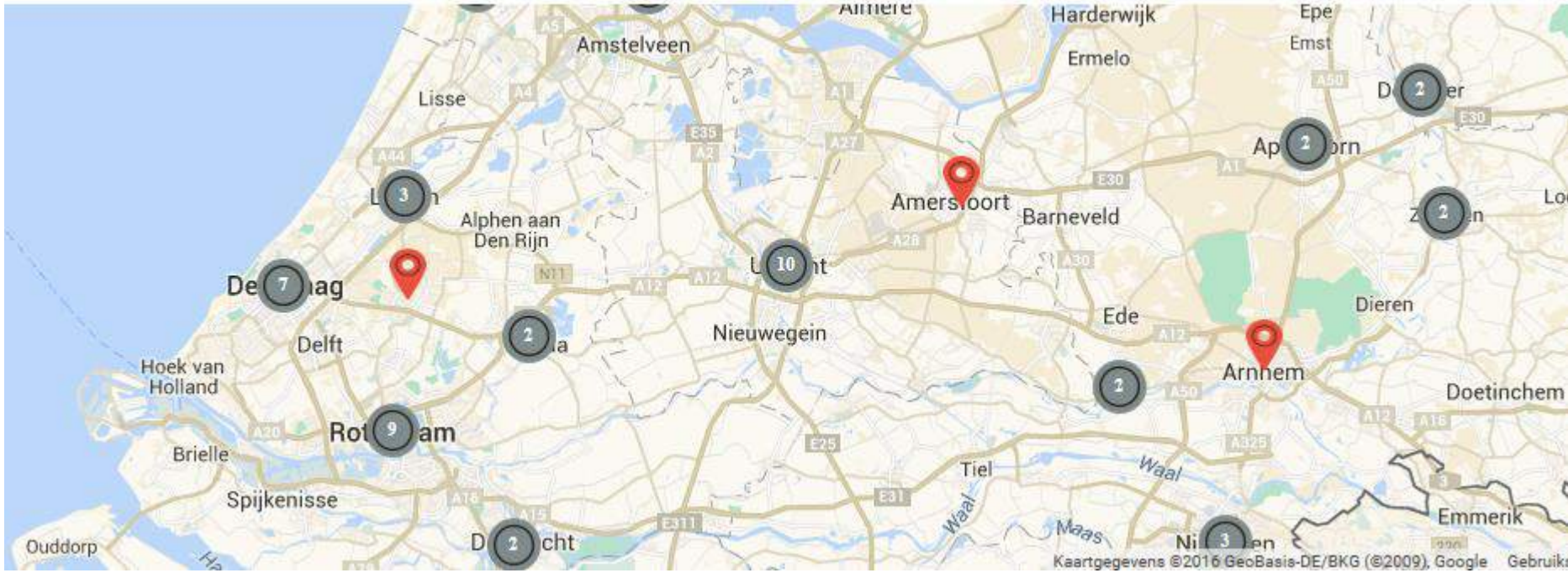
UE



Coaliciones - innovación



Coaliciones entre ciudades



Bremerhaven
Wilhelmshaven
Leeuwarden
Groningen
Leer
Oldenburg
Bremen
Alkmaar
Amsterdam
Osnabrück
Nederland
Den Haag
Utrecht
Arnhem
Münster
Bielefeld
Rotterdam
Paderborn
Dortmund
Eindhoven
Essen
Brugge
Antwerpen
Düsseldorf
Gent
Duinkerke
Keulen
Brussel
Aken
Bonn
Rijsel
Luik
Google

Brainport Eindhoven

Seaport – Airport – Brainport

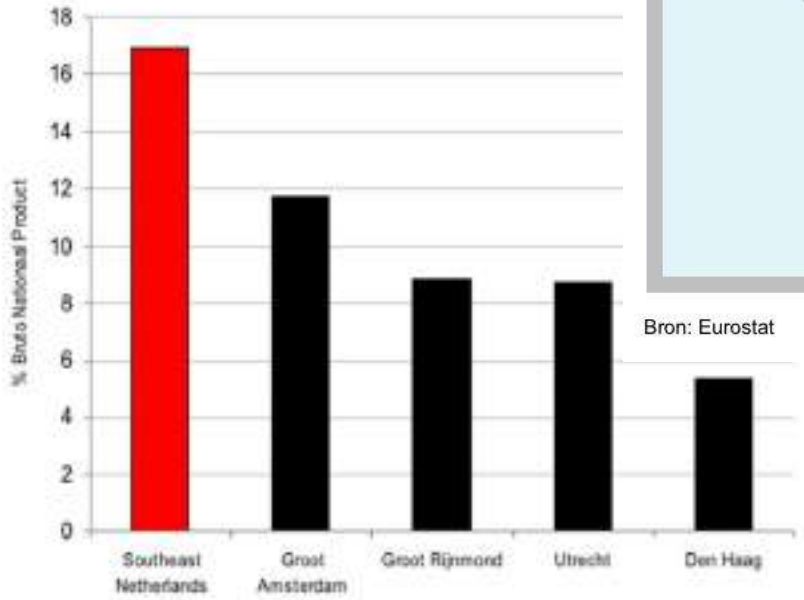
The three pillars of the Dutch economy

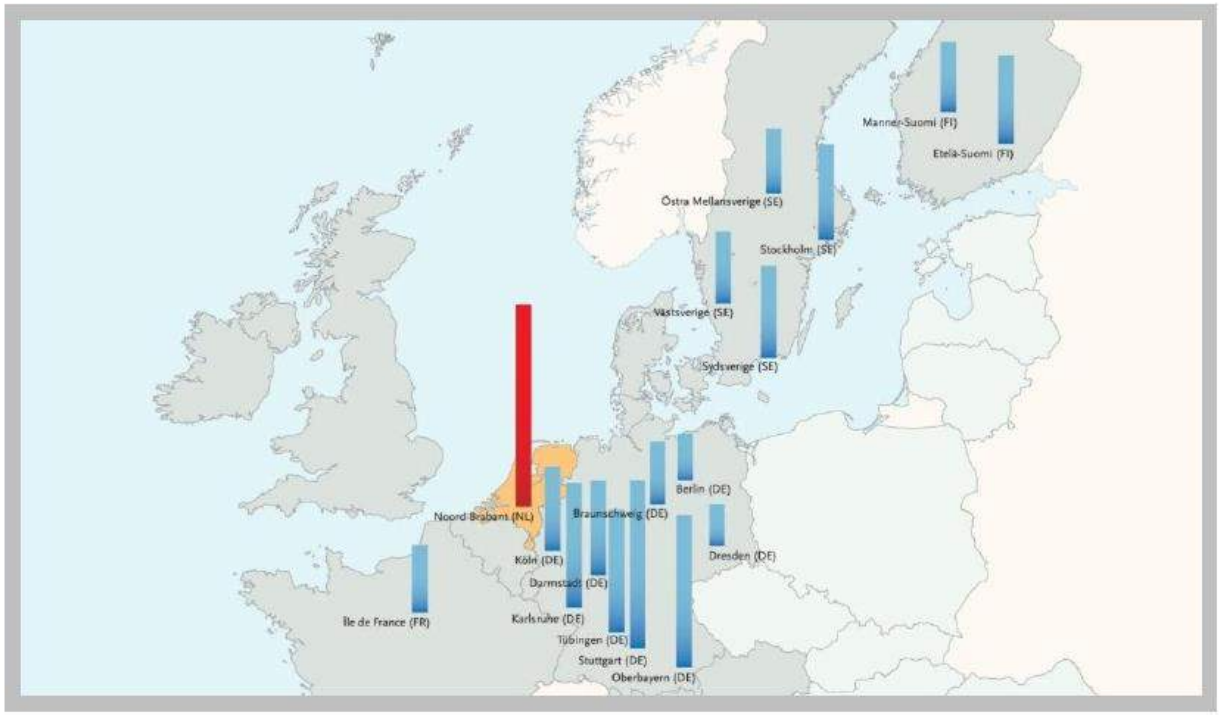
Airport - Schiphol Amsterdam

Seaport - Port of Rotterdam

Brainport - Southeast Netherlands

© 2008 Stichting Brainport





Bron: Eurostat

© 2008 Stichting Brainport

Philips Lighting

HOU
DAF
OP DE WEG

Corporate R&D has evolved from an internal supply function to 'open innovation'

1980	1990	2000	2010
Pure Research	Product Research	Open innovation	

Technology	Products	Experiences
Closed	Aware	Open
Individual activity	Project activity	Entrepreneurship
Division oriented	Client oriented	Customer oriented
Scientific attitude	Engineering attitude	Innovation attitude
Corporate funding	Contract funding	Investment funding

Bron: HTCE

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From NatLab'' to High Tech Campus Eindhoven

Bron: HTCE

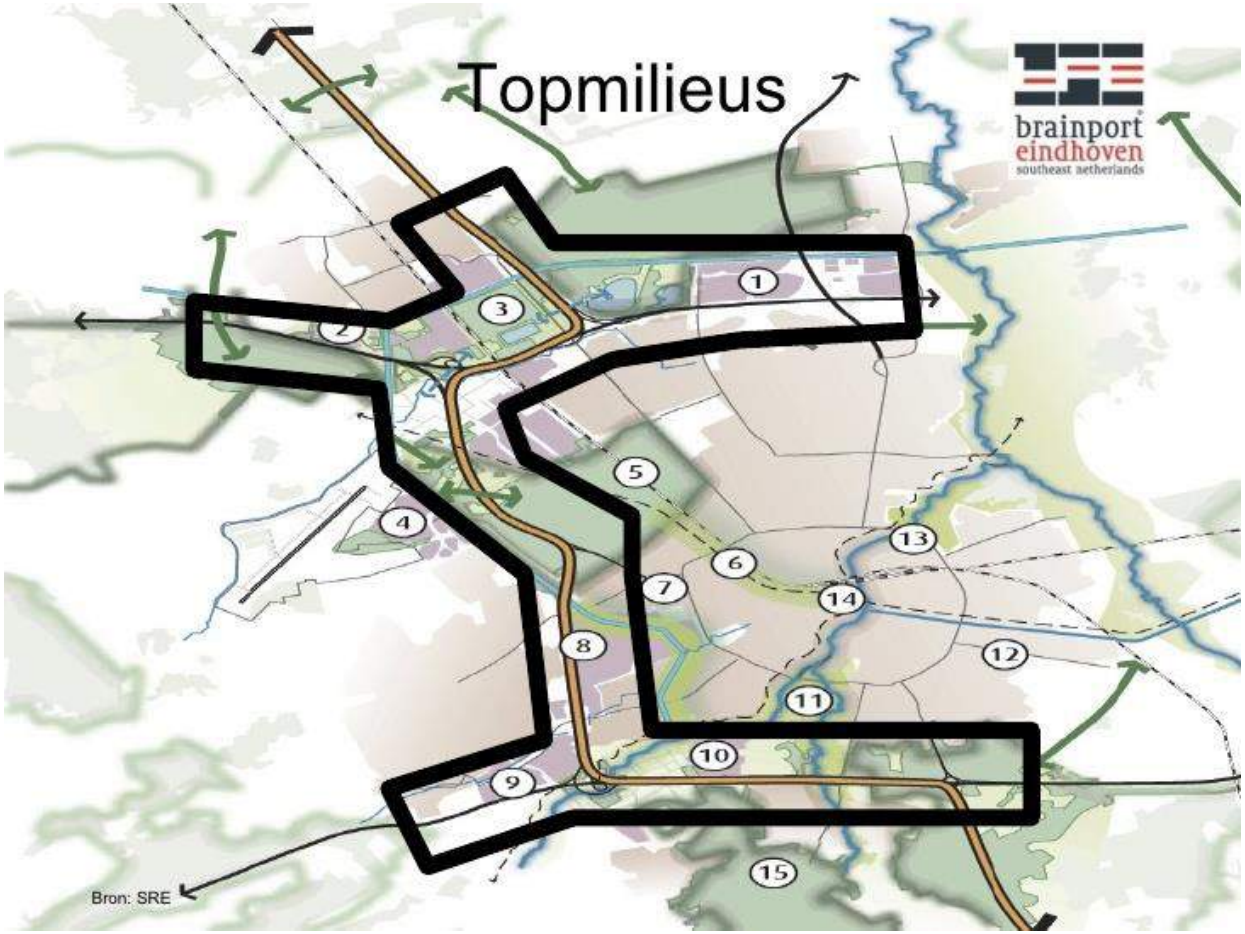
- Smart people work for us
- Discover, develop, ship
- First to discover, First to market
- The First, Fastest, Fittest
- Create most ideas
- Control closed IP

Closed

- Smart people tap into the world
- Claim own portion of value
- Leverage Research by others
- Better business model first
- Use most ideas
- Trade IP

Open

© 2008 Stichting Brainport


Topmilieus
brainport
eindhoven
southeast netherlands
1
2
3
4
5
6
7
8
9
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12
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14
15
Bron: SRE

PIET HEIN EEK

Utrecht: healthy urban living

Leisure & cultural facilities

Social participation

Individual education

Green, sustainable habitat

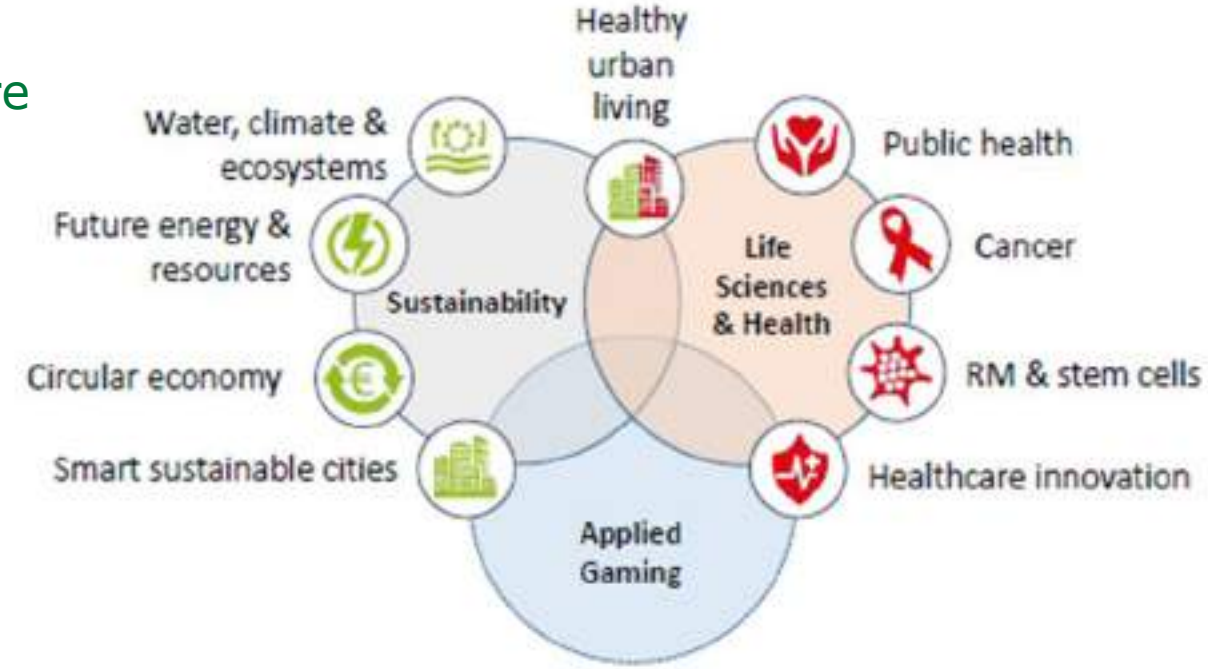
Fysical wellbeing

Mental wellbeing

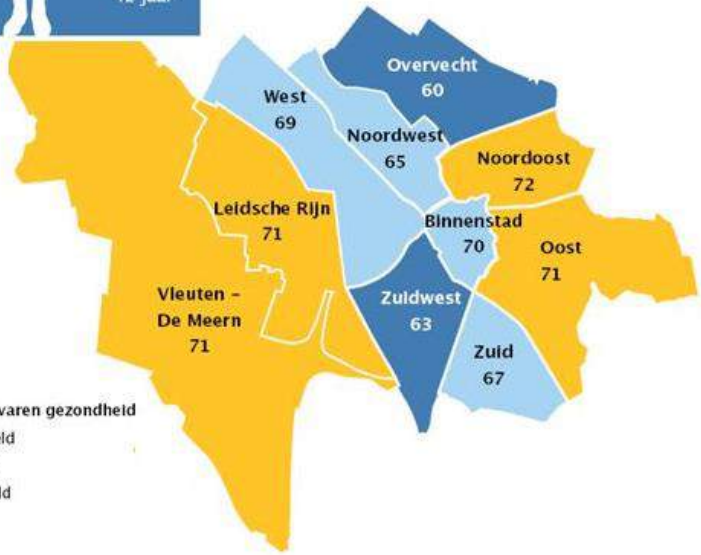
Employability & prosperity

Digital

- Economy
- Sustainability: clean energy
- Accessibility & clean transport
- Healthy people/healthy neighbourhoods
- Organization & participation & social inclusivity
- Utrecht The New Centre

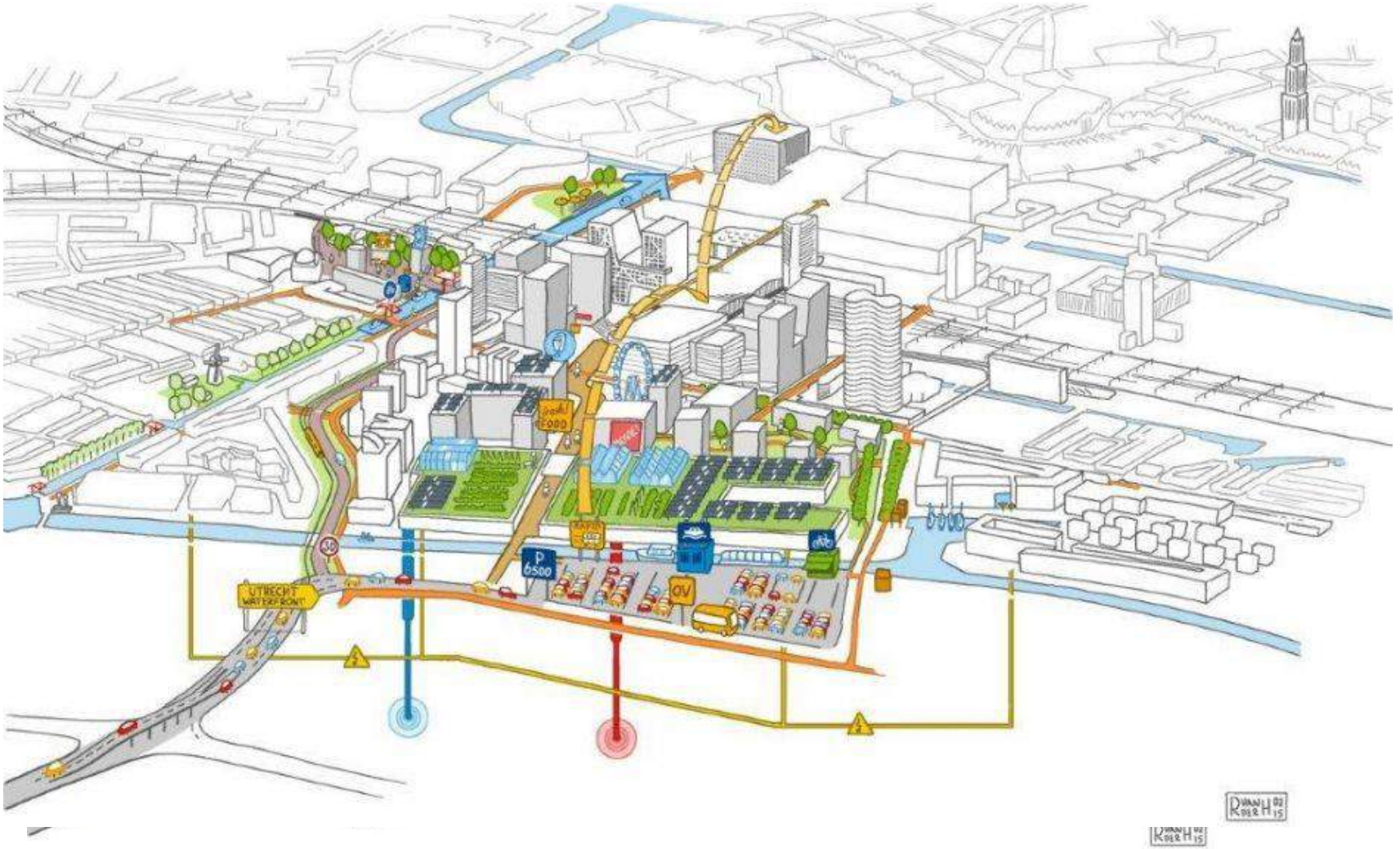


Levensverwachting	77 jaar	82 jaar
In goed ervaren gezondheid	67 jaar	68 jaar
In goede geestelijke gezondheid	64 jaar	61 jaar
Zonder chronische aandoeningen	46 jaar	42 jaar



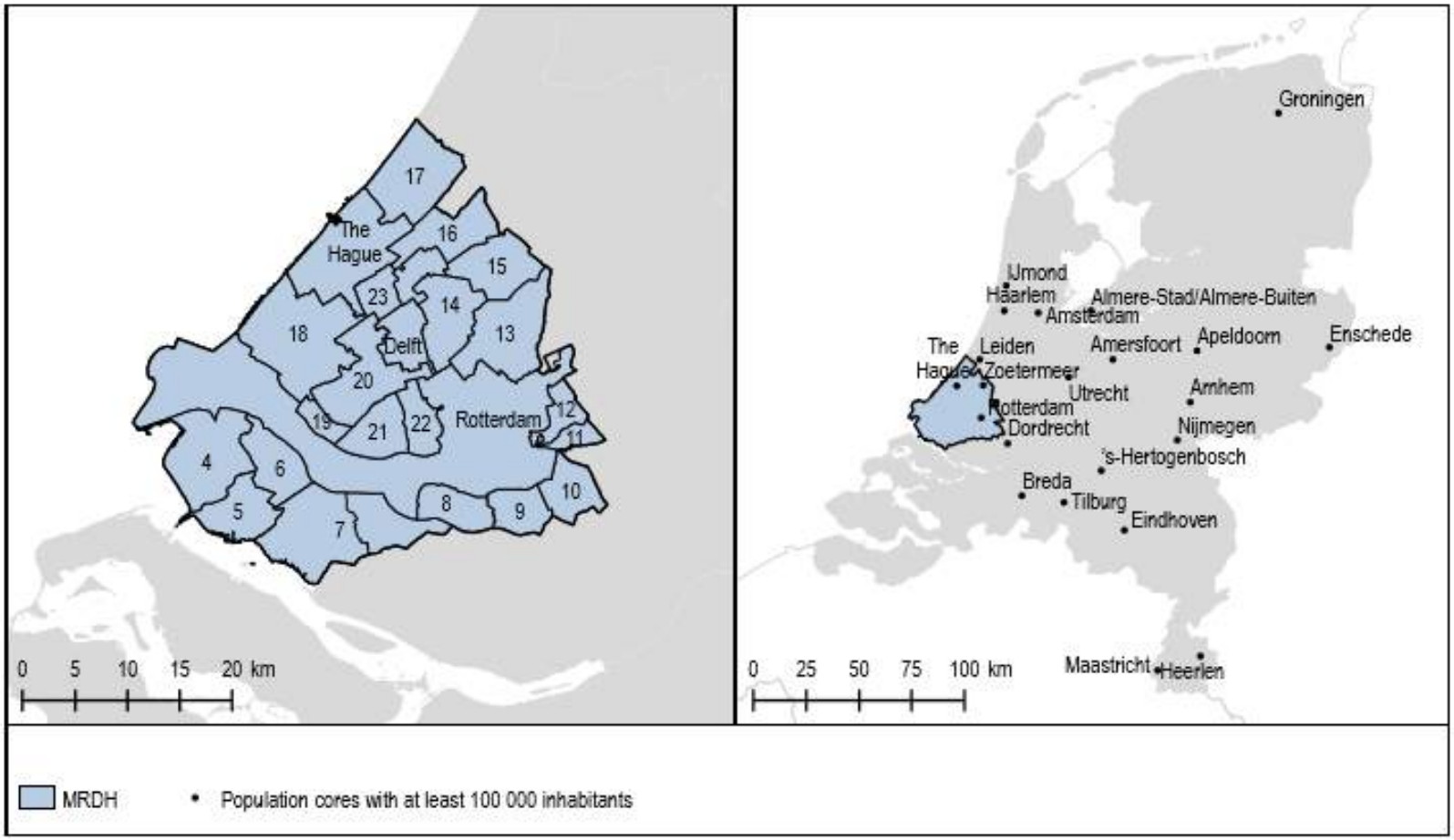
ervaren gezondheid
ddeld
ld
deld

erwijs – buurtzorg –

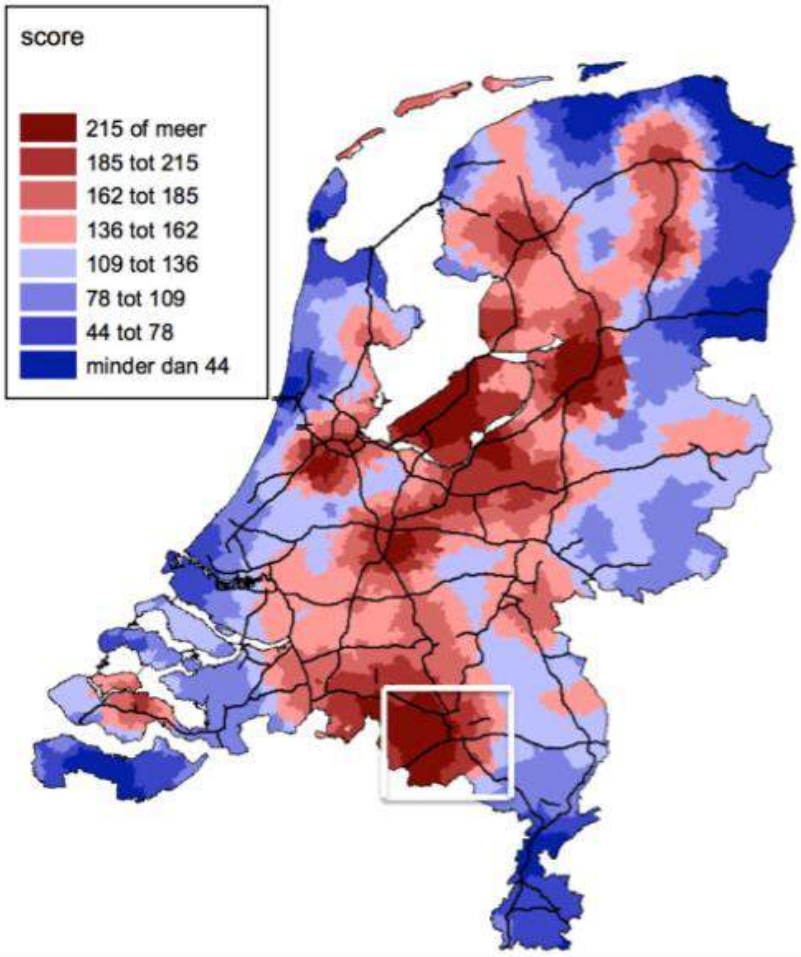

UTRECHT
WATERFRONT
P
6500
OV

Rotterdam – Den Haag: next economy

Figure 1.1. **The MRDH area within the context of the Netherlands, 2015**



Banengroei '95-'12



Index economische prestaties 2012

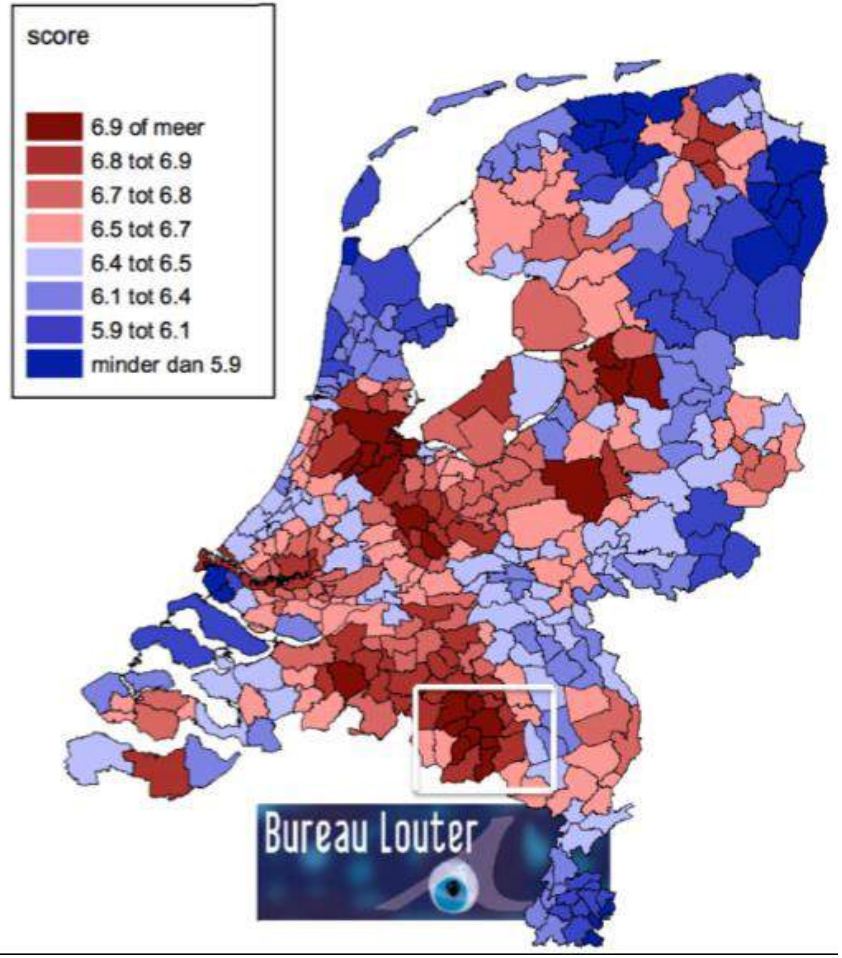
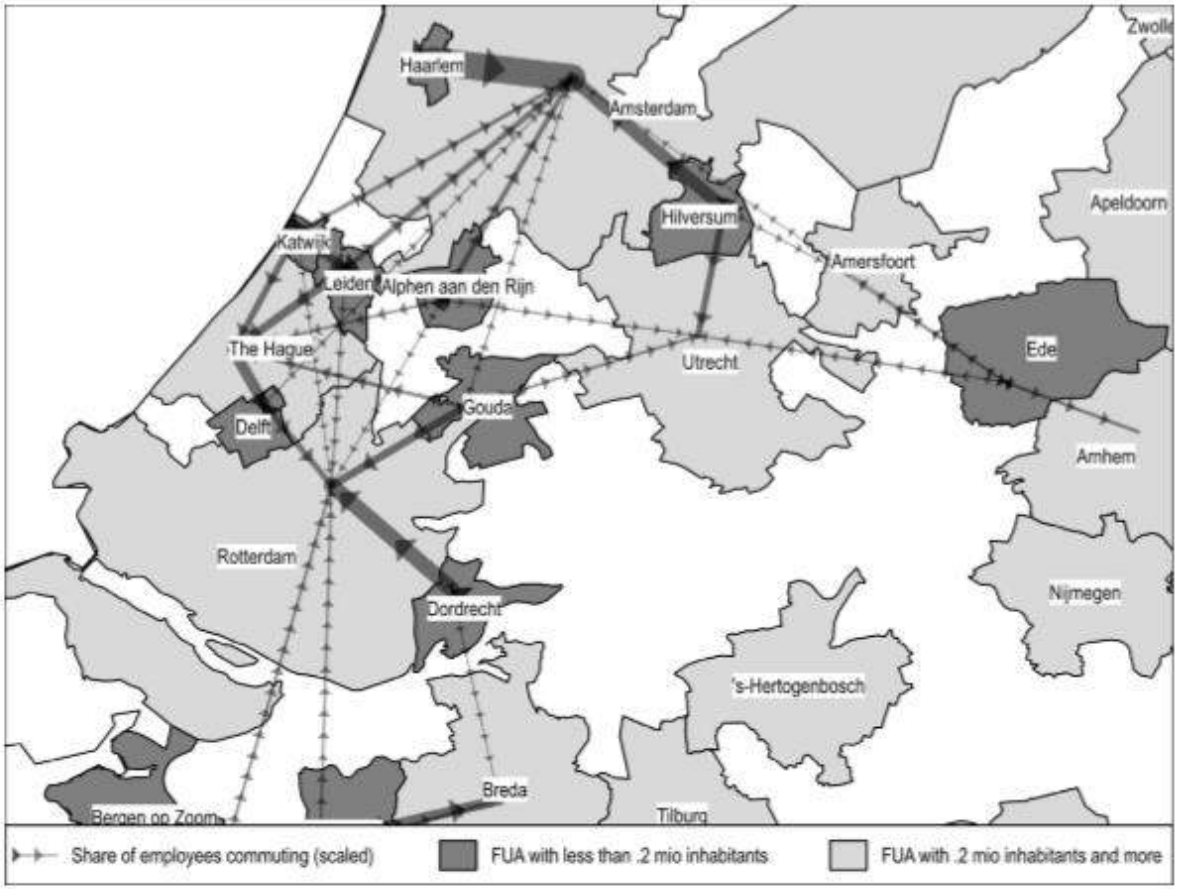
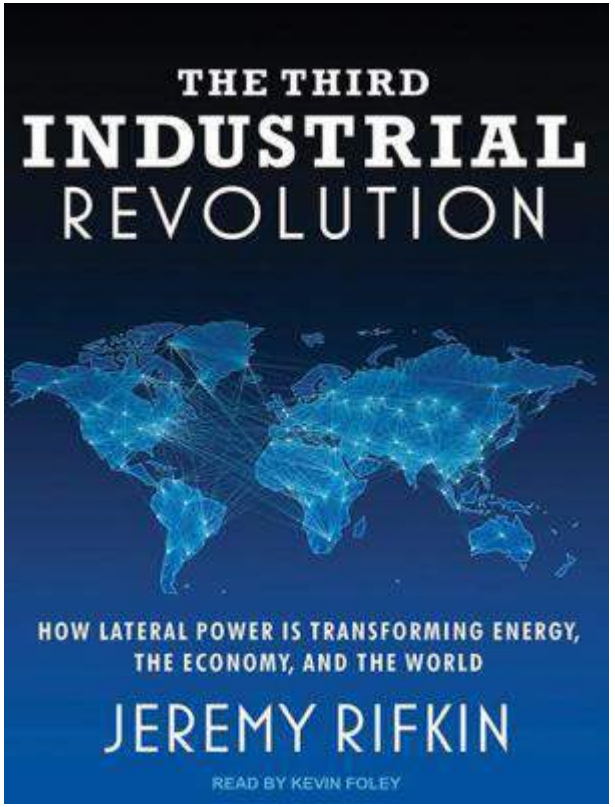
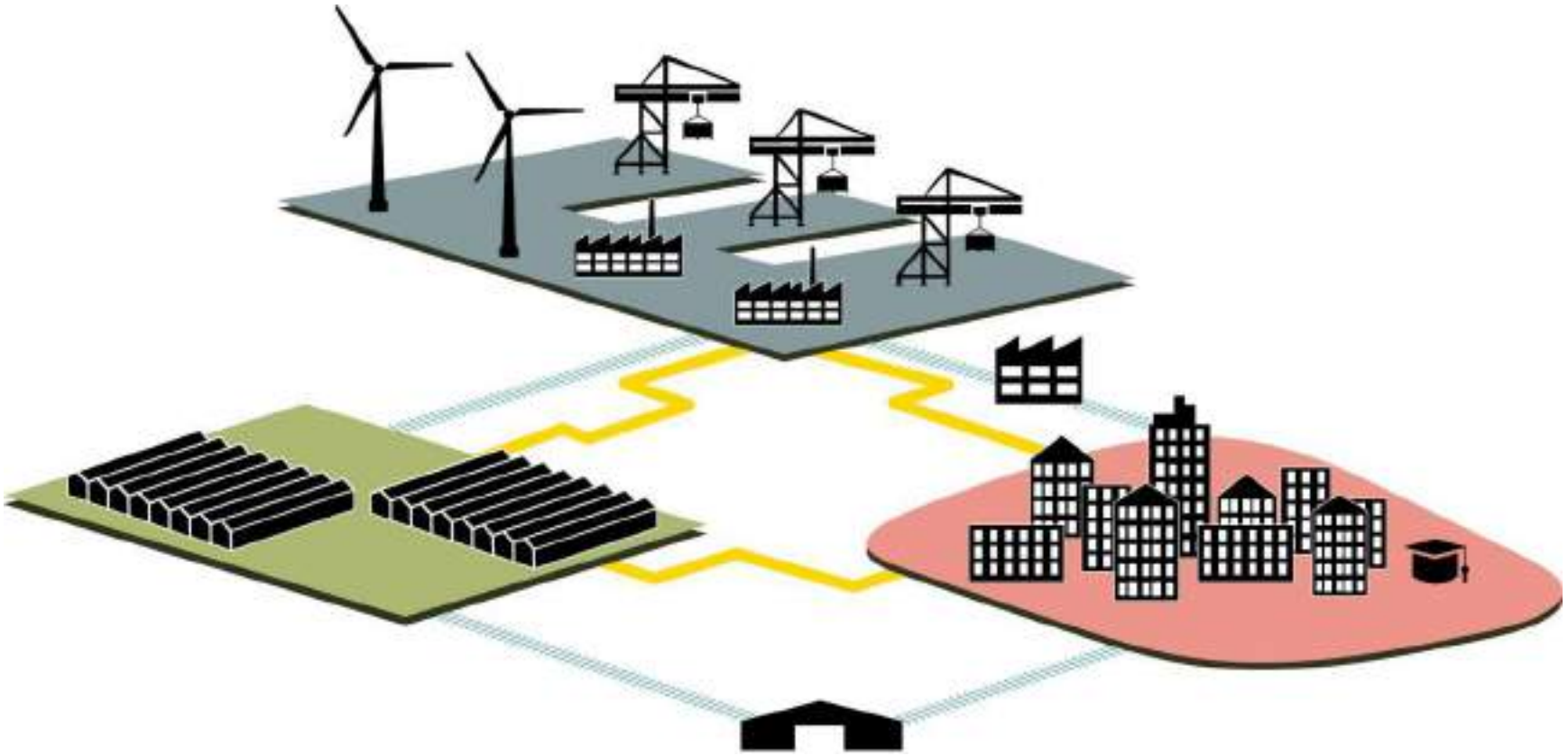


Figure 1.20. **Commuting flows of functional urban areas with 50 000-200 000 inhabitants in the Randstad area, 2011**

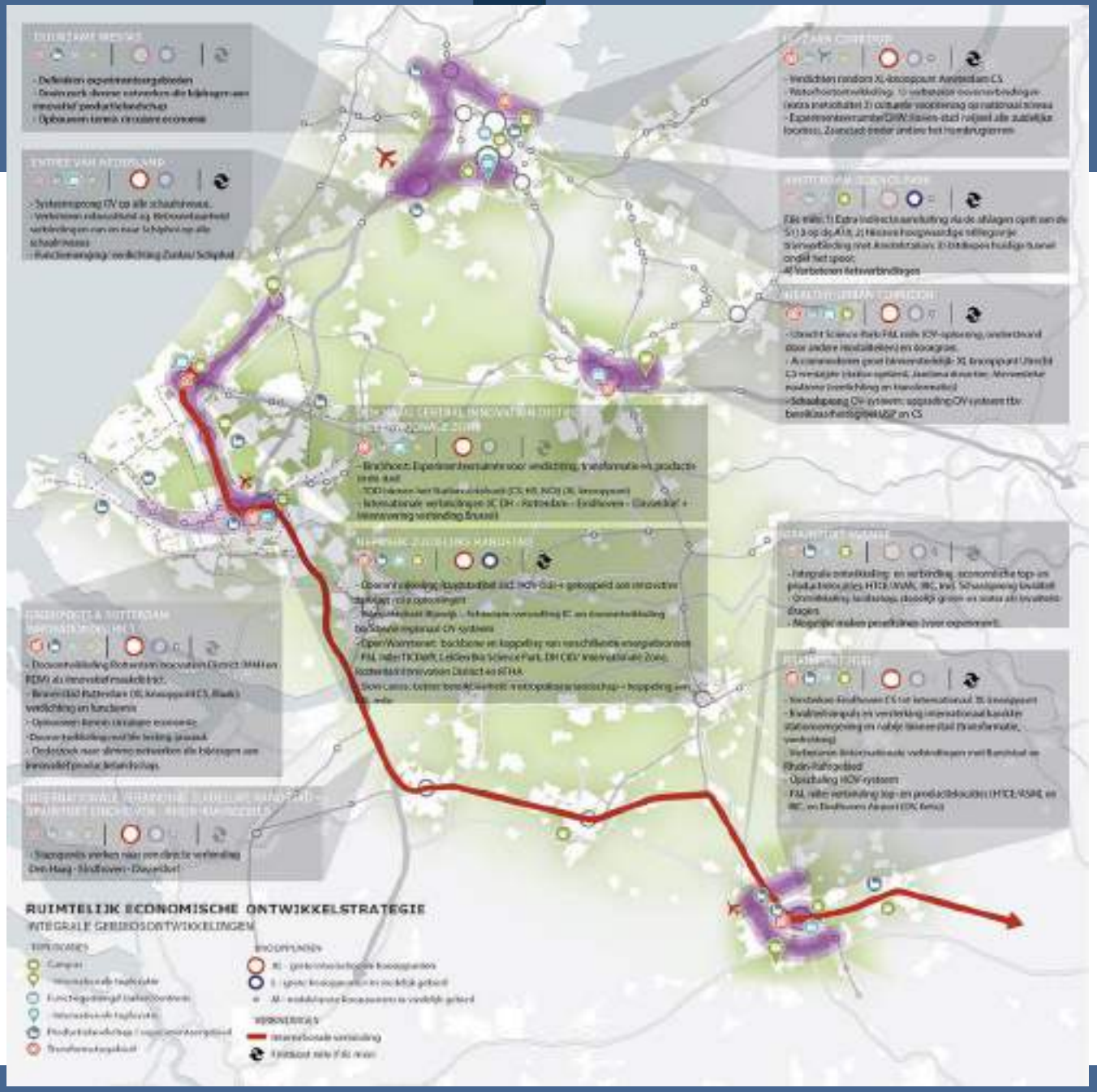


- Digital Gateway to Europe
- Smart Energy Delta
- Circular Economy
- Entrepreneurial Region
- Next Society

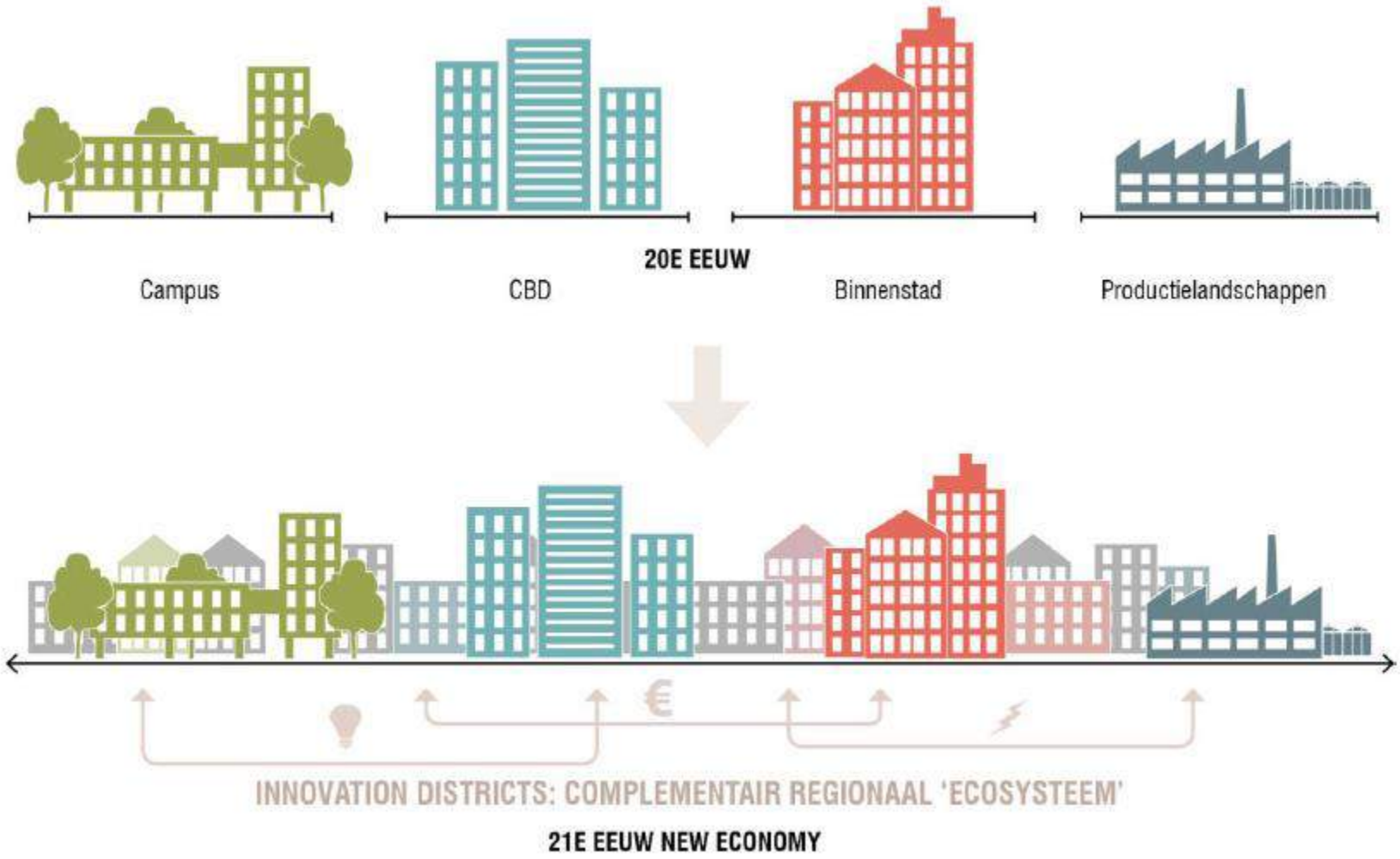


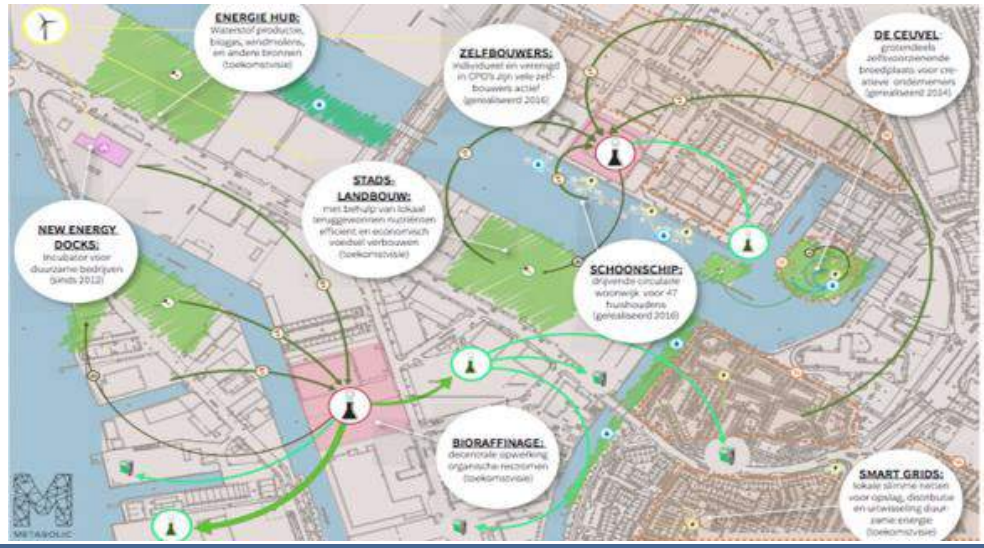


air DnD .nl


RUIMTELIJK ECONOMISCHE ONTWIKKELSTRATEGIE
INTEGRALE GEBIEDSONTWIKKELINGEN

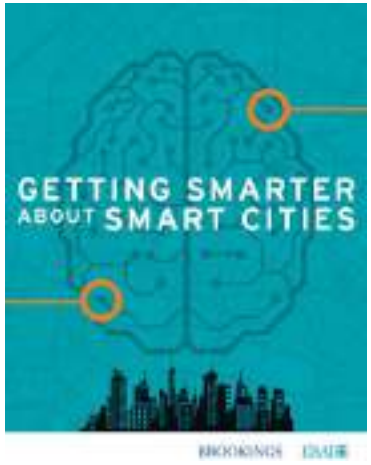
VREDE EN RECHT
Den Haag Central Innovation
District + internationale zone
TIC Delft
Oostland
Fieldlab GreenVillageDelft
TECHNOLOGIE
Westland
Merwe4Havens
EUR
Rotterdam centrum
Mainport Rotterdam
USP
Utrecht centrum
Merwedekanaalzone
HEALTHY URBAN LIVIN


20E EEUW
Campus
CBD
Binnenstad
Productielandschappen
INNOVATION DISTRICTS: COMPLEMENTAIR REGIONAAL 'ECOSYSTEEM'
21E EEUW NEW ECONOMY


ENERGIE HUB:
Waterstof productie, biogas, windmolens, en andere bronnen (toekomstvisie)
ZELFBOUWERS:
Individueel en verenigd in CPO's zijn velle zelf-bouwers actief (gerealiseerd 2016)
DE CEUVEL:
grotendeels zelfvoorzienende broedplaats voor creatieve ondernemers (gerealiseerd 2014)
STADS-LANDBOUW:
met behulp van lokaal teruggewonnen nutriënten efficient en economisch voedsel verbouwen (toekomstvisie)
NEW ENERGY DOCKS:
Incubator voor duurzame bedrijven (sinds 2012)
SCHOONSCHIP:
drijvende circulaire woonwijk voor 47 huishoudens (gerealiseerd 2016)
BIORAFFINAGE:
decentrale opwerking organische reststromen (toekomstvisie)
SMART GRIDS:
lokale slimme netten voor opslag, distributie en uitwisseling duurzame energie (toekomstvisie)
METABOLIC

Conclusiones

- Reconocer nuevas realidades: economía digital, transición energética, nuevas relaciones laborales, etc..
- Diversificar de manera inteligente
- Facilitar transiciones en el espacio físico
- Estrategia a nivel metropolitana, en cooperación con socios estratégicos en otras regiones



Y la planificación?

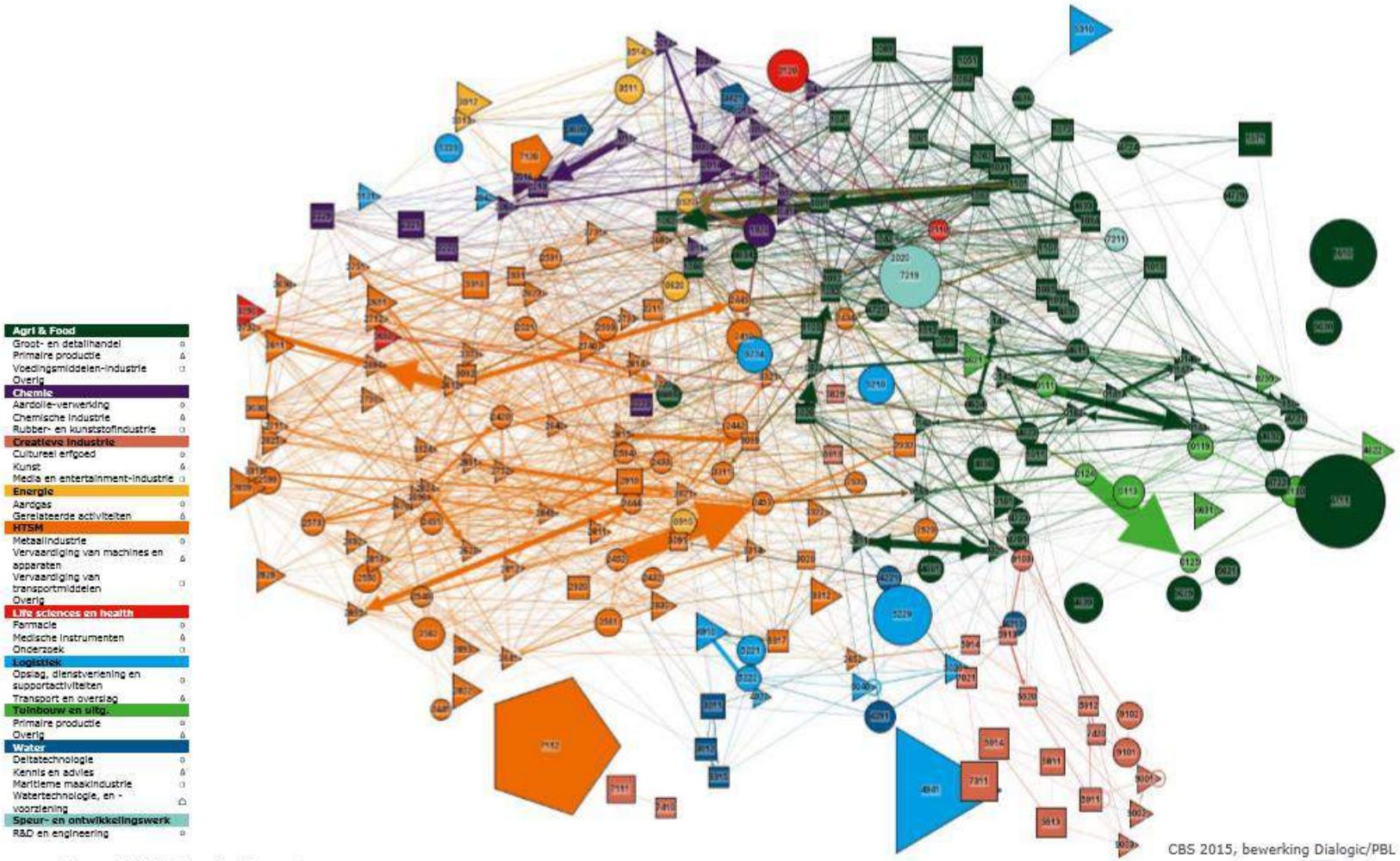
Eficiente

Planificación esquemática
Enfoque en el producto
Presupuesto y tiempo
Unidades demarcadas
Evitar complejidad
Jerarquía
Plan de ejecución

Eficaz

Planificación abierta e adaptiva
Enfoque en el proceso
Caldidad y contenido
Integradas
Evidenciar complejidad
Estrategia abierta
De plan a …

Diversidad relacionada

- 

Figuur 11: Nederlandse Topsectoren