Dutch Societal Innovation Hub

From technology push towards societal intelligence through innovation

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Jonas Onland
Specialist Digital Transformation
Association of Dutch Municipalities

We are in crises

Environmental
Social
Economic

Impact of humans on earth

Our values from the past are under pressure

More people die by suicide, than by violence

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More people die by overweight, than by hunger

We have a solution for eternal life

Next up; hapiness
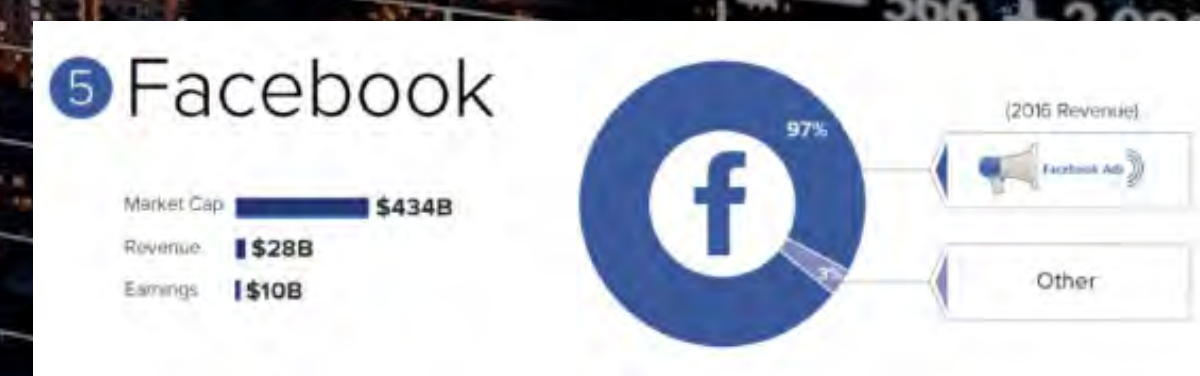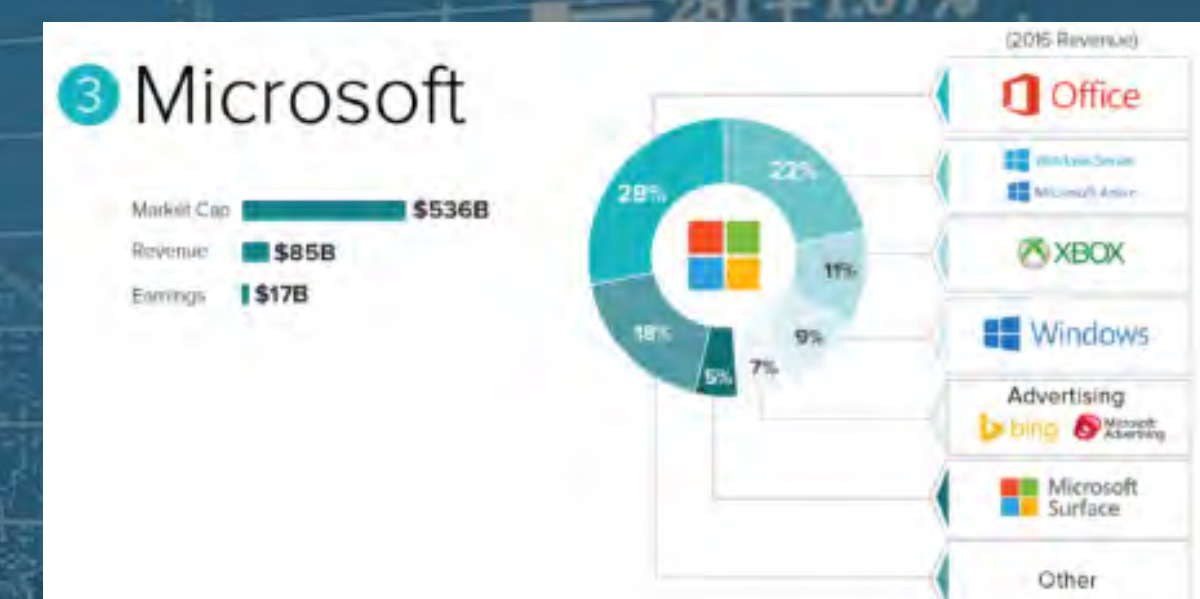In extended reality or
in real life?

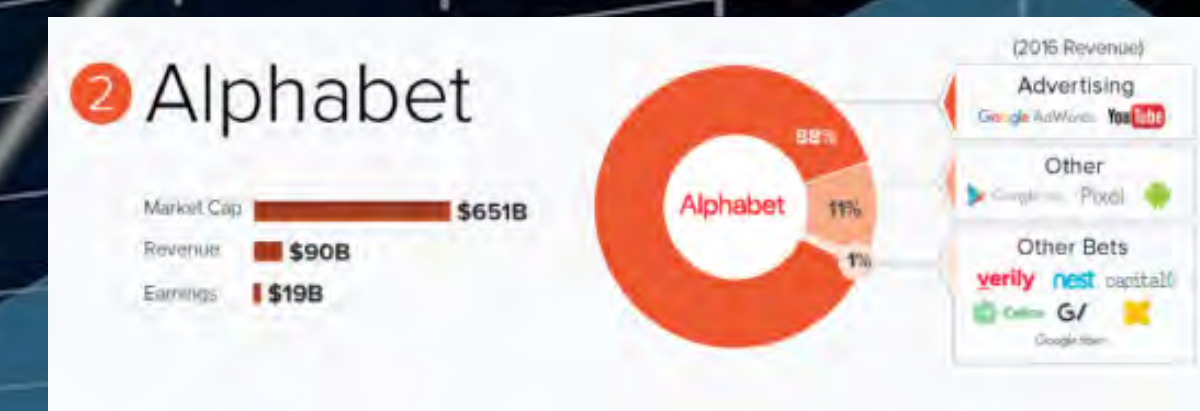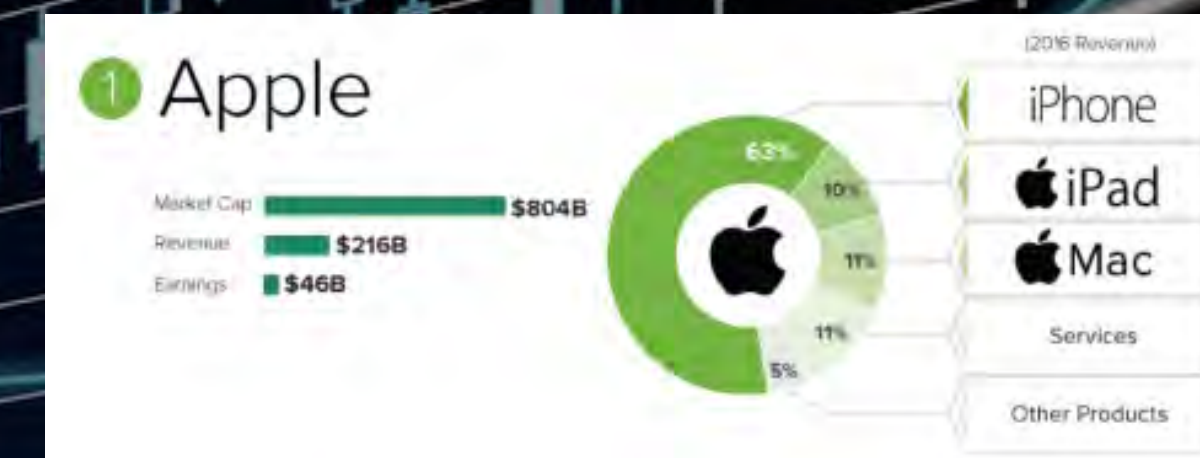Covid-19 accelerates the economic crises

What would Google do?
Or GAFAM?

The current value of GAFAM is **$6,2 trillion** based on our behavior

1 Apple (2016 Revenue)
Market Cap $804B
Revenue $216B
Earnings $46B
iPhone 63%, iPad 10%, Mac 11%, Services 11%, Other Products 5%

2 Alphabet (2016 Revenue)
Market Cap $651B
Revenue $90B
Earnings $19B
Advertising 88%, Other 11%, Other Bets 1%

3 Microsoft (2016 Revenue)
Market Cap $536B
Revenue $85B
Earnings $17B
Office 22%, XBOX 11%, Windows 9%, Advertising 7%, Microsoft Surface 5%, Other 18%, 29%

4 Amazon (2016 Revenue)
Market Cap $455B
Revenue $136B
Earnings $2B
amazon Products 72%, amazon Media 18%, amazon web services 9%, Other

5 Facebook (2016 Revenue)
Market Cap $434B
Revenue $28B
Earnings $10B
Facebook Ads 97%, Other

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Shouldn't they be paying us?

The technology accelerates

TC Sessions: Robotics 2018

Boston Dynamics will start selling its dog-like SpotMini robot in 2019

Lucas Matney May 11, 2018

THE VERGE TECH SCIENCE CULTURE CARS REVIEWS LONGFORM VIDEO MORE

TL;DR TECH TRANSPORTATION

Who will you decide to kill with your self-driving car? Let's find out!

by Russell Brandom | @russellbrandom | Aug 9, 2016, 1:19pm EDT

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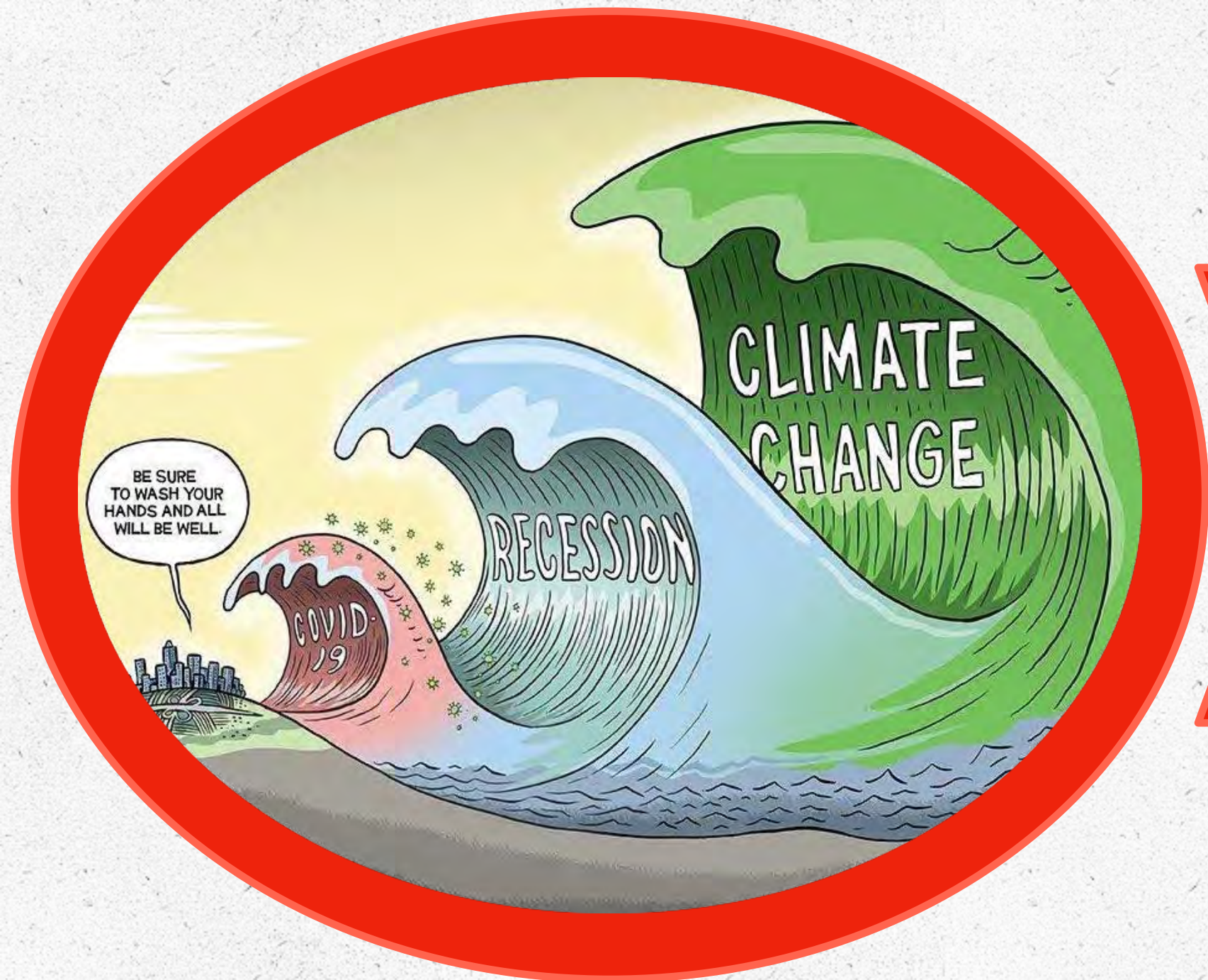
Elon Musk: regulate AI to combat 'existential threat' before it's too late

Tesla and SpaceX CEO says AI represents a 'fundamental risk to human civilisation' and that waiting for something bad to happen is not an option
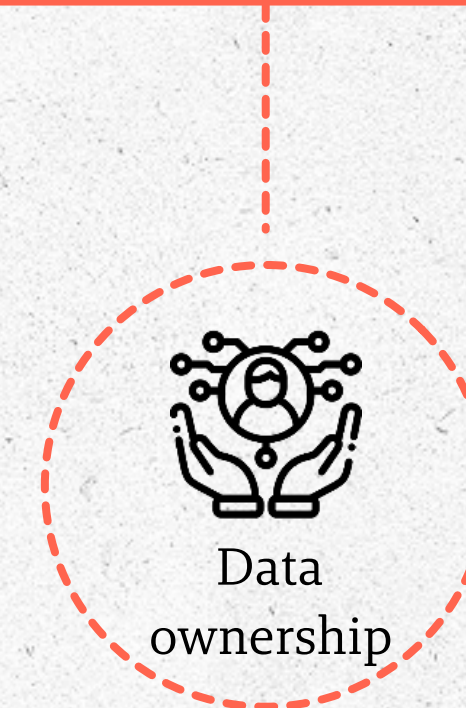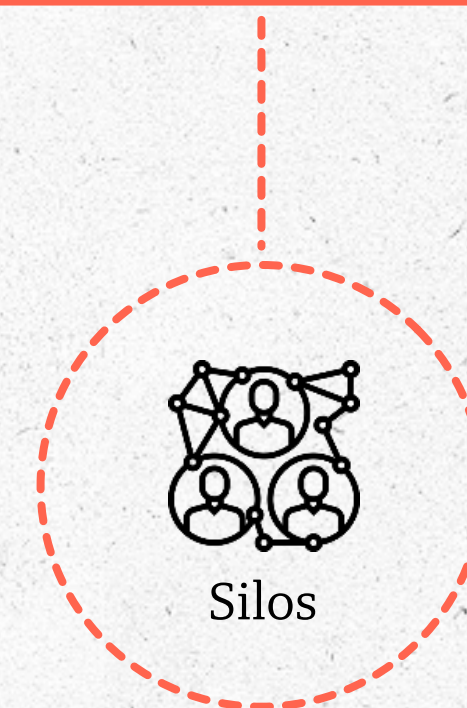
Advertisement

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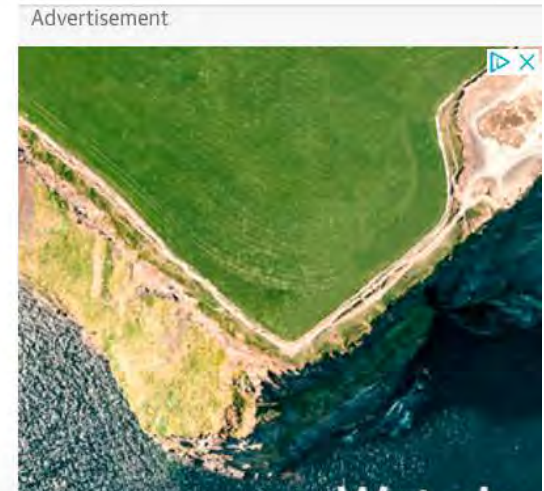
Societal and organizational challenges

We are in need of 21st century solutions

Increasing problems on a daily basis

"We are stuck in the system"

Digital Disruption

Sustainability & resiliency

Silos

Humans & Technology

Data ownership

Digital transformation is a cultural change

Culture eats strategy for breakfast

Cultural barrier | Other barriers

Cultural and behavioral challenges	33
Lack of understanding of digital trends	25
Lack of talent for digital	24
Lack of IT infrastructure	22
Organizational structure not aligned	21
Lack of dedicated funding	21
Lack of internal alignment (digital vs traditional business)	19
Business process too rigid	16
Lack of data	13
Lack of senior support	13

McKinsey&Company | Source: 2016 McKinsey Digital survey of 2,135 respondents

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The ability to change

Speed of change

Moore's law

Technology is always here

Human ability to change

You want to be here

You are here

Time

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So how do we approach this?

China

Europe

USA

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EURO CITIES · OPEN & AGILE SMART CITIES · European Network of Living Labs · EU2019.FI · European Commission · European Committee of the Regions
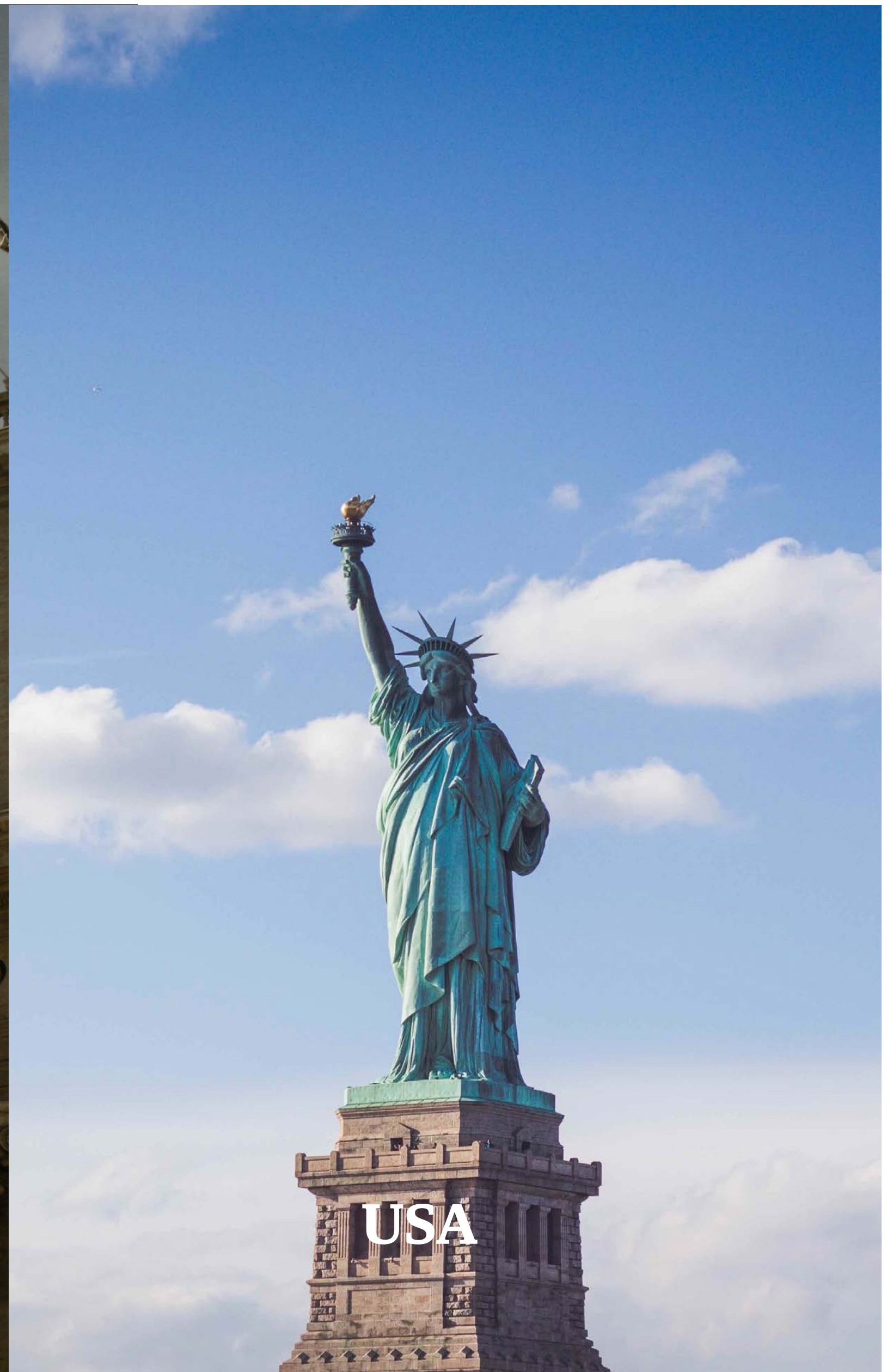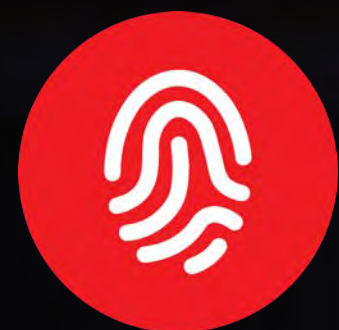
The question is in what society we want to life?

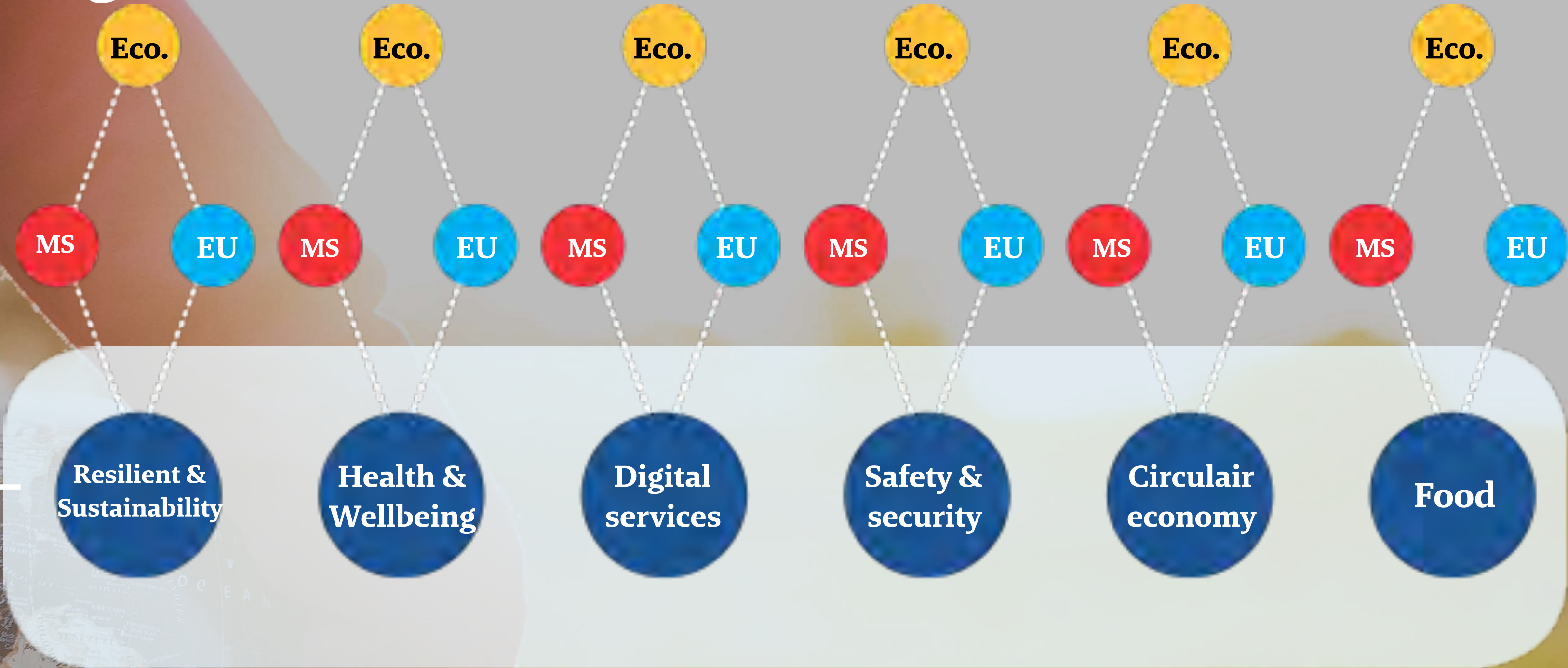In which we make use of the potential of technology and safeguard the public interest

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Mission driven upscaling

Iconprojects

Citizen card

Digital Twins

Urban Air Mobility

1 solution **For** Several societal challenges **with** Multiple technologies

Eco.   Eco.   Eco.   Eco.   Eco.   Eco.

MS   EU   MS   EU   MS   EU   MS   EU   MS   EU   MS   EU

Resilient & Sustainability   **Health & Wellbeing**   **Digital services**   **Safety & security**   **Circulair economy**   **Food**

+ 5 generic themes

Digital infrastructure & machine learning incl. connectivity (5G)

New emerging technologies

Citizen data declaration: ethics & public values

Cybersecurity & Privacy

Sustainable value models

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European Commission

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Through imagination
And icon projects…

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The Digital Twin

Urban Air Mobility
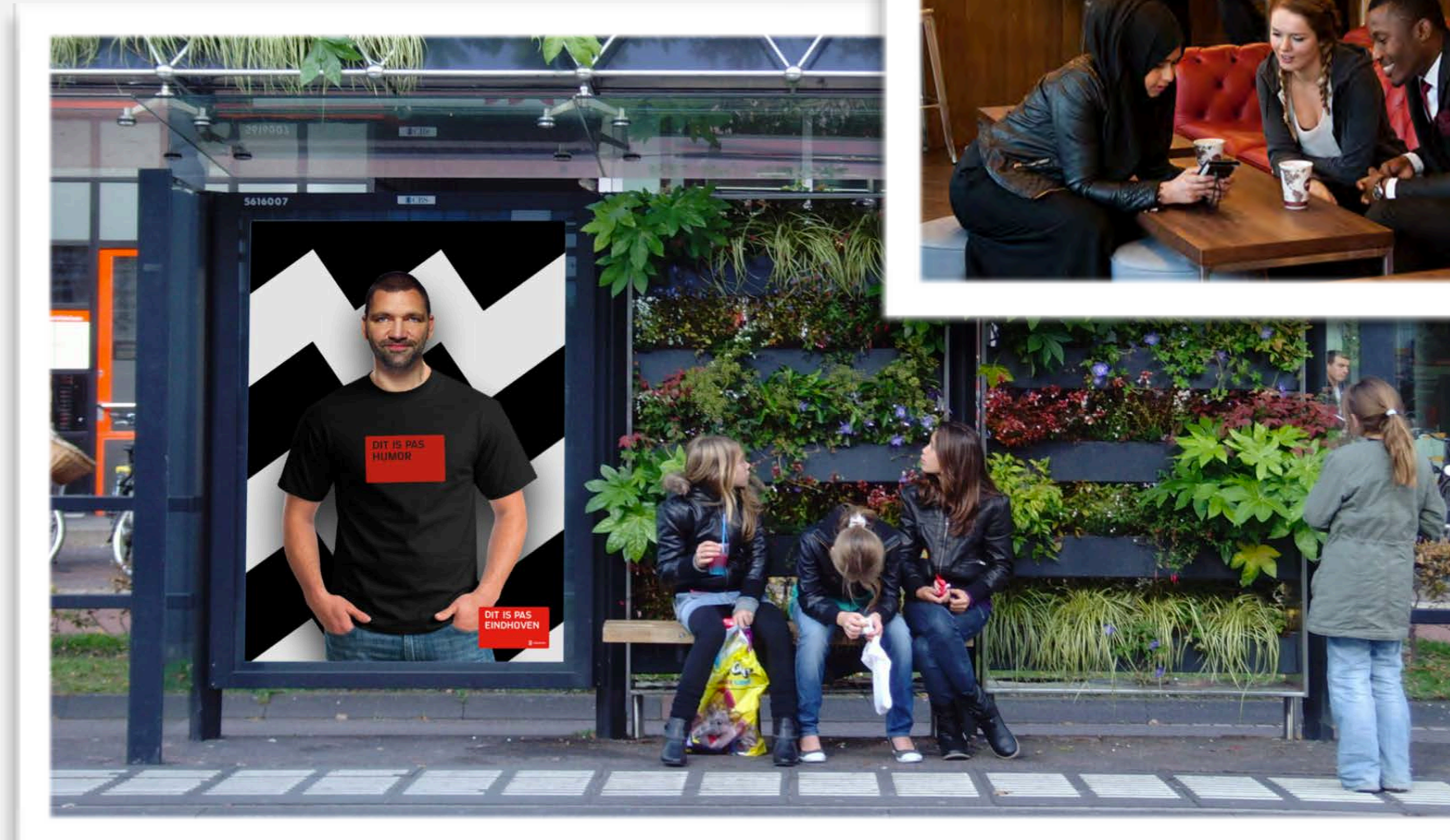
The citizen card

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Learning by doing

JOIN
BOOST
SUSTAIN

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"Don't try to be smarter than anyone, your head will explode, don't try to work harder than anyone, your <u>body</u> will give up. Just have **fun**"