

# Amsterdam, Netherlands

The challenge: Help proactively create opportunities for citizens, businesses and the community in the face of industry disruptions and uncertain future job prospects — with an emphasis on the start-up ecosystem.

## Context

Amsterdam is widely recognized as the start-up capital of Europe's west coast and has been driving citizen-led innovation for hundreds of years.

Labor market shifts and industry disruptions are negatively impacting citizens and threatening future job prospects.

The skills gap is widening, and increased unemployment is forecast.

Around 65% of children entering primary school today will work in job types that do not currently exist.

## Findings

The City government is fostering a culture of collaboration — driving the start-up ecosystem is a top priority.

Six constituents play a role in the creation of future-proof job opportunities in the start-up ecosystem.

These six constituents include citizens, the City government, established businesses and start-ups, investors, academic institutions and community organizations.

Positive social change will be the result of strong collaboration between these six constituents.

## Summary of recommendations



**Establish a data-driven management and governance framework for tracking and improving the start-up ecosystem**

Clarity over the effectiveness of start-up initiatives and more-informed decision-making.



**Create a dynamic learning environment**

An educated and engaged workforce that is technically proficient, agile and adaptive



**Strengthen entrepreneurial talent**

A community of entrepreneurs that is willing to embrace change, take risks and be open to potential business failure



**Adopt a strategy of cooperation with other cities**

Amsterdam positioned as the launching pad for start-ups looking to expand in Europe

## Vision

Amsterdam will significantly improve its chances of delivering future-proof job opportunities by creating an agile and adaptive workforce, promoting a thriving start-up and international business community and expanding the ecosystem to support new innovations.

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