



EINDHOVEN





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COMPANY TOWN

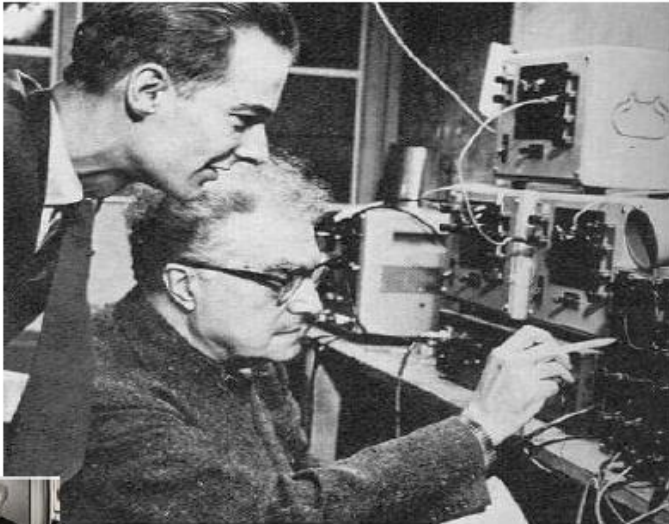


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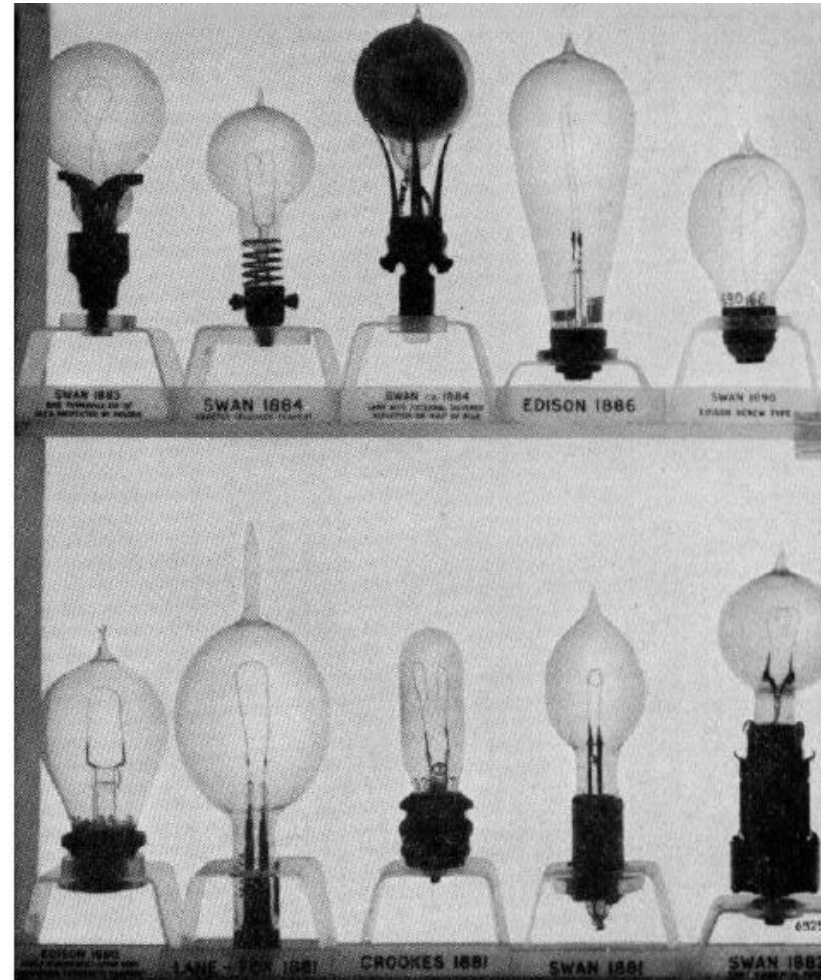




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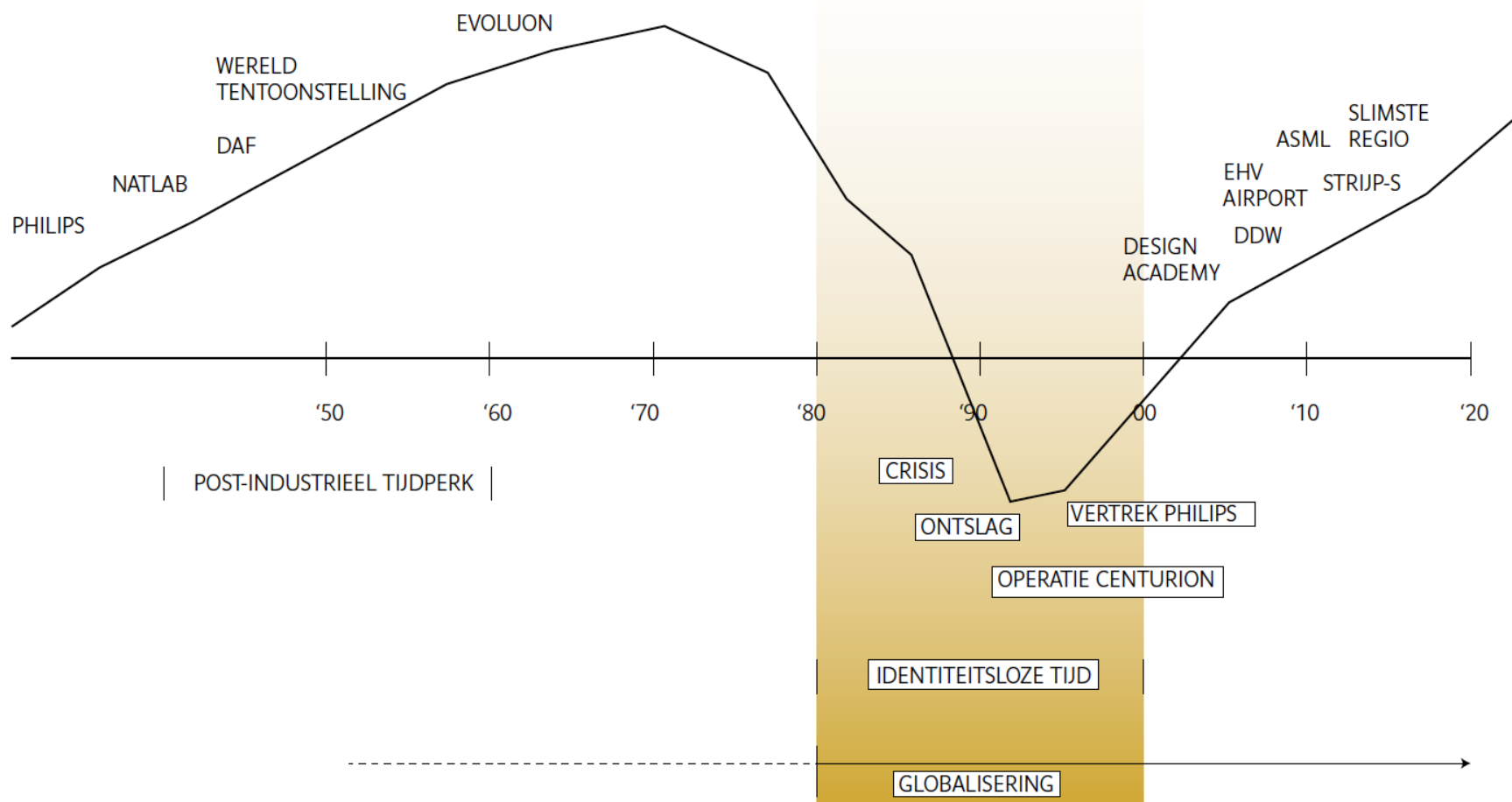
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CITY OF PIONEERS

CITY OF RESILIENCE





EINDHOVEN

Now one of three pillars of Dutch Economy

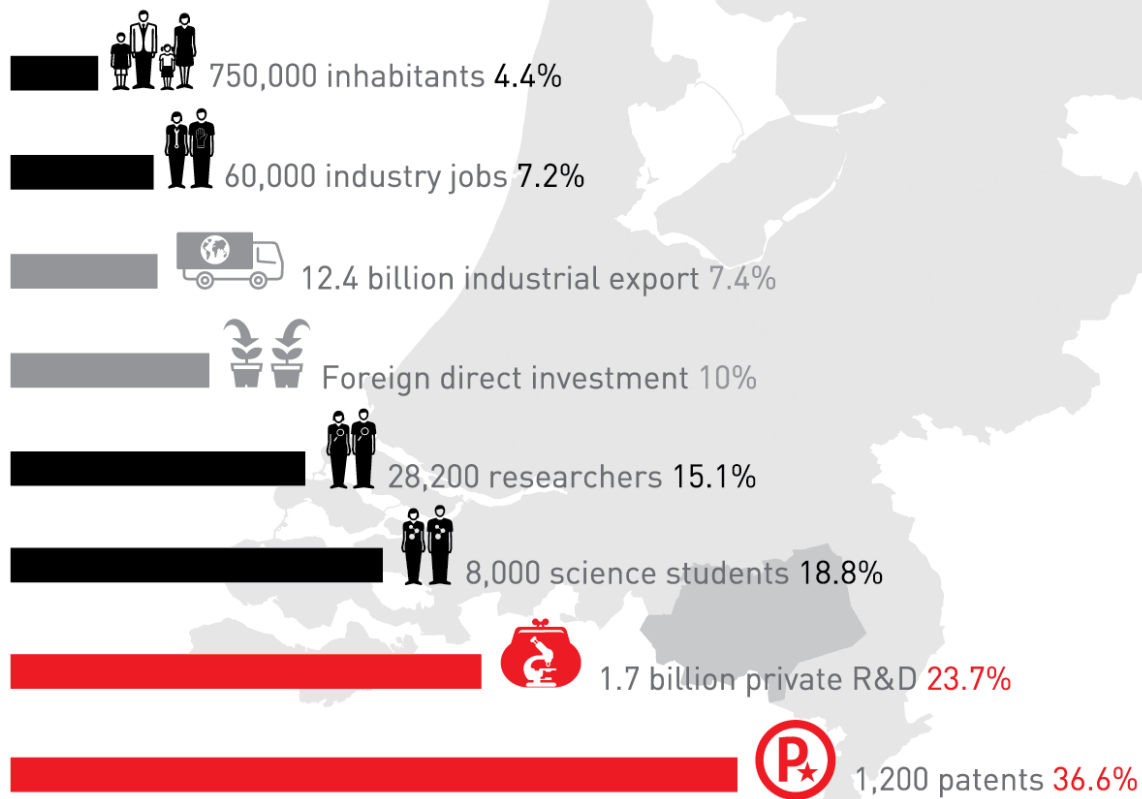




EINDHOVEN

Share of Eindhoven region

SHARE OF BRAINPORT EINDHOVEN REGION IN DUTCH INNOVATION CAPACITY



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**William Pentland**, Contributor

I write about energy and environmental issues.

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World's 15 Most Inventive Cities



33 comments, 2 called-out

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Tiny, biodegradable implants known as [Bioneedles](#) may soon replace the syringe, vial and needle trifecta as the standard delivery mechanism for vaccines.

If they are as clean, cheap and reliable as many medical researchers believe, Bioneedles will reduce hepatitis and [HIV infection](#) and vaccinate 25 million more children worldwide.

This is one of many massively promising technologies pioneered in the city of [Eindhoven](#), a mid-sized city located in the southern region of the Netherlands.



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USB Stick Bedrukken

Geprikt of gegraveerd met uw logo, geleverd binnen 6 werkdagen!

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Why Manchester United And Real



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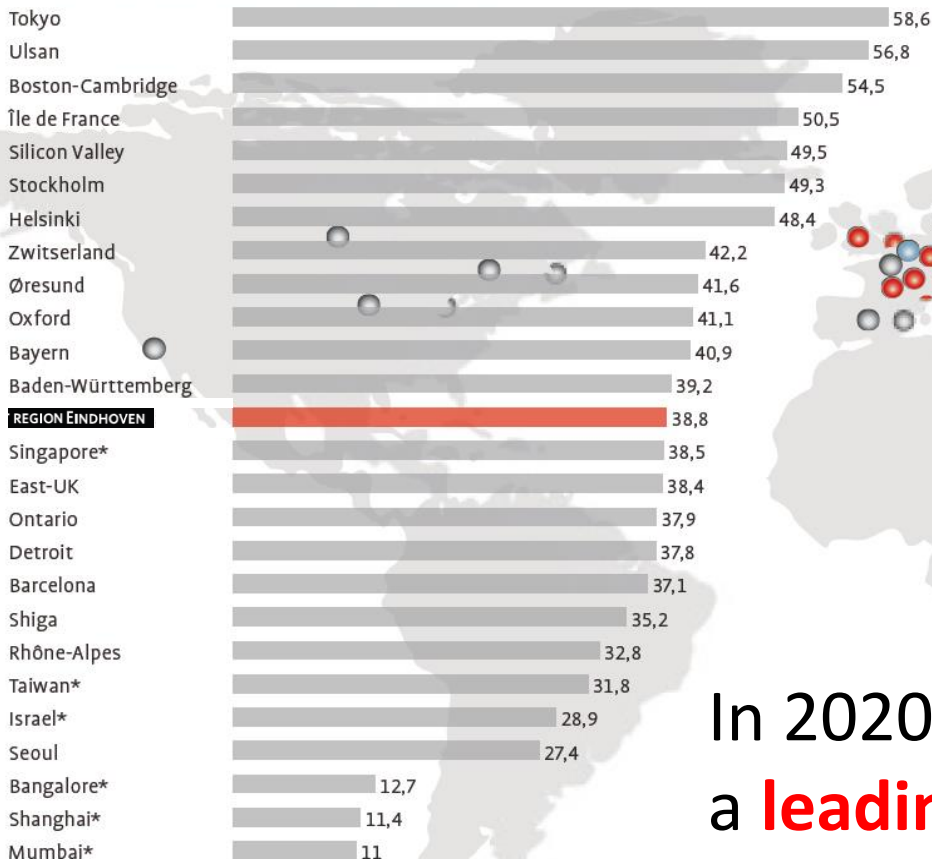
Smartest region of the world 2011





Strong ambition of Eindhoven region

GDP per capita (2007) [USD '1000] in de 26 internationale regio's



Bron: Roland Berger; OECD 2010

In 2020 Eindhoven region aims for a **leading** position as a **creative innovation region** in Europe and a **top 10** position globally.



EINDHOVEN

the city

as a

living lab



EINDHOVEN



Santé

Santé

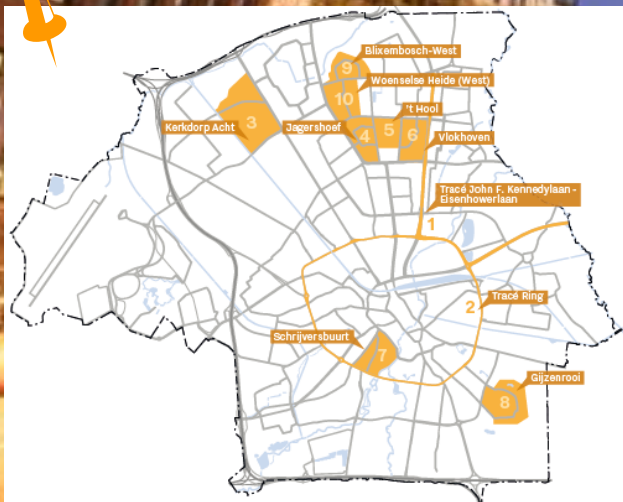
KROONHUYTER

KROONHUYTER

ART BOUTIQUE



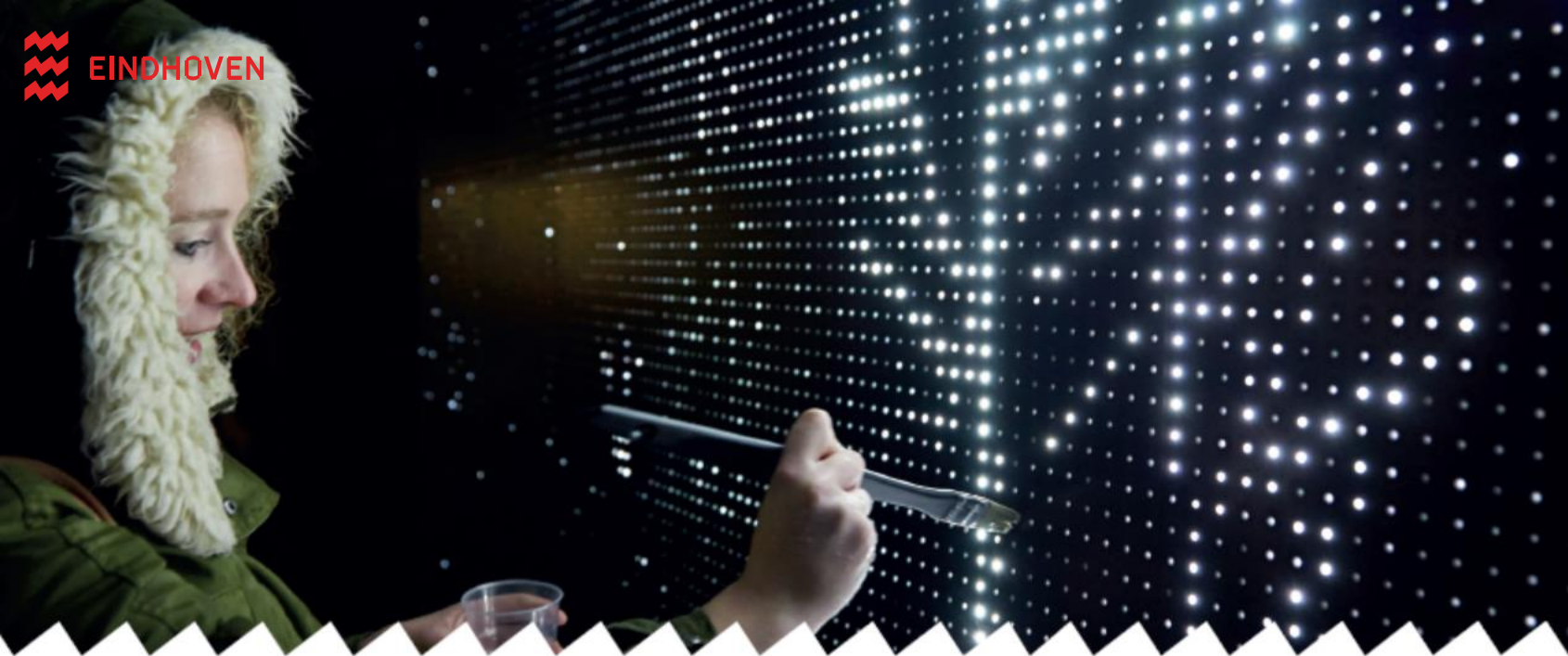
EINDHOVEN





Eindhoven focus: Smart Society

- Safeguard public interest
- Stimulate economic development & eco-system
- Frame to support the existing organic approach
- Futureproof: prepare to change



OPEN DATA PRINCIPLES

- Data residing in the public space (further on: data) belong to everyone. These data are an asset of the public. Data that are collected, generated or measured (for example by sensors that are placed in the public space) should be opened up in such way that everyone can make use of it for commercial and non-commercial purposes. While doing so, privacy and security aspects should be taken into consideration.
- Data may contain personal information. These data can therefore impact the private life of individuals. The rules specified in the Personal Data Protection Act are applicable here. These data may only be opened up after they have been processed (for example, by anonymization or aggregation) such that there are no privacy threats anymore.
- Data which do bring privacy or security risks along may only be used according to the privacy legislation. Storage and processing of these data should be performed according to the existing legislation.



Eindhoven IoT Charter 2016

1



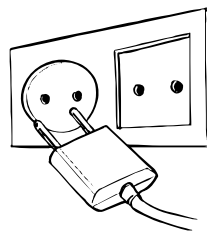
Privacy first

2



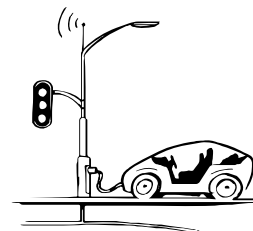
**Open data
& interfaces**

3



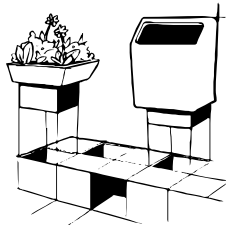
**Embrace
open standards**

4



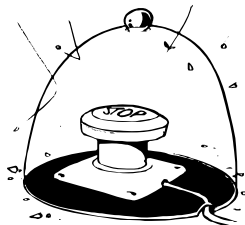
**Share
where possible**

5



**Support
modularity**

6



**Maintain
security**

7



**Accept social
responsibility**



EINDHOVEN

Eindhoven City as a living lab



**Dare to experiment:
knowing the direction,
not knowing the outcome!**



EINDHOVEN

Thank you



Jaap Haenen / Mikke Leenders/ Olha Bondarenko / Anthony van de Ven - Eindhoven

Remco Muijs - Philips

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