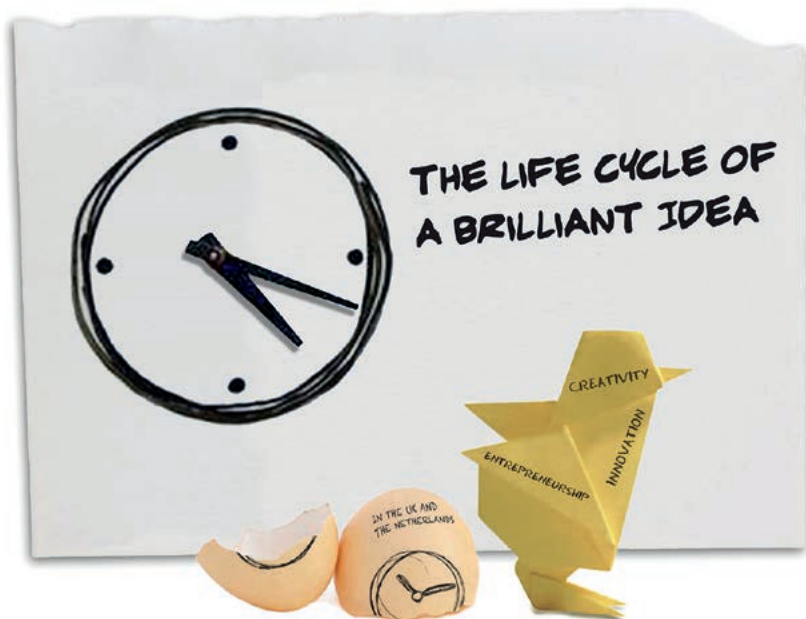


Creativity, Innovation and Entrepreneurship in the UK and the Netherlands



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Foreword

"If you always do what you always did, you will always get what you always got." – Albert Einstein

Progress depends upon an unstoppable creative flow of new ideas and approaches. Humanity is endlessly inventive; the prosperity of whole nations has been built upon the entrepreneurial spirit of a few bold pioneers willing to challenge the way things have always been done.

In today's global marketplace, where we in Europe must find new ways to remain competitive faced with the emergence of energetic economies such as the BRICs, there is no time to rest on our laurels. To grow, we must adapt. We must develop new products, services, and processes, if we are to open up new business opportunities, enter new markets and create the jobs our citizens need, in particular our young people.

The UK and the Netherlands are currently ranked the fifth and sixth most innovative countries in the world, respectively. Both governments recognise the importance of investing in innovative industries; the British government has ringfenced its science budget, and the Dutch government has invested in promoting collaboration between scientists, academics and the business world.

But against a backdrop of Europe-wide austerity, investment in innovation in both countries could be at risk. As with all challenges, the fall-out of the economic and financial crisis also poses a golden opportunity to find new, creative solutions to our problems. The smartest entrepreneurs realise that now is the time to act.

The **2013 Apeldoorn: British-Dutch Dialogue Conference** will consider how innovation, creativity and entrepreneurship can stimulate economic growth through the prism of “The Life Cycle of a Brilliant Idea”, starting from general principles – how do we instil a sense of curiosity, non-conformism and inventiveness in our children? – to dissecting specific examples of success and failure from which valuable lessons can be learned – and shared.

Apeldoorn delegates, hand-picked as the brightest minds from the worlds of industry, science, academia, government, media and civil society in the UK and the Netherlands, will spend two days together in Eindhoven, sharing their brilliant ideas, building new partnerships and networks, and coming up with innovative, creative and entrepreneurial solutions to the joint challenges facing our economies today.

For this twelfth edition of the Apeldoorn: British-Dutch Dialogue Conference Series, we are thrilled once again to welcome an impressive line-up of speakers and delegates from the UK and the Netherlands.

There can be no more fitting location for a conference on **The Life Cycle of a Brilliant Idea** than Eindhoven. Home to several world-class universities and multinationals at the cutting edge of innovation, Eindhoven is a world hub for future-oriented industries. During the site visits on Monday afternoon, delegates will have the opportunity to see for themselves why Eindhoven was voted the “smartest region in the world” in 2011.

We would like to thank our generous sponsors, Abellio, AkzoNobel, BP, Brainport Eindhoven, DoubleTree by Hilton Amsterdam Centraal Station, ING, Philips, The Royal Bank of Scotland, Royal Dutch Shell, Unilever, Urenco (UK), VDL Bus & Coach and Vodafone. We are confident that with their kind support, this year’s Apeldoorn Conference will once again encourage full and frank debate, and inspire new ideas, networks, and connections.

We bid you all a very warm welcome to Eindhoven, and wish you an enjoyable and productive conference!



Paul Arkwright
British Ambassador
to the Netherlands

P. Arkwright



Laetitia van den Assum
Ambassador of
the Netherlands
to the UK

Laetitia van den Assum

Conference Theme



Innovation is a vital generator of growth, jobs and prosperity. In a downturn, it makes economic sense to innovate more, not less. The UK and the Netherlands are respectively the fifth and sixth most innovative countries in the world, but this position is not guaranteed. Now more than ever, our two countries must remain creative, innovative and entrepreneurial if we are to ensure sustainable growth and prosperity into the future.

Despite historic downward pressure on public spending, the British government has ringfenced its science budget and invested an additional £200m in six new Catapult Centres to accelerate innovation. Facing equally challenging economic conditions, the Dutch government has invested in promoting collaboration between scientists, academics and the business world. However, the financial crisis has impacted investment in innovation in both the UK and the Netherlands.

To what extent can our governments incentivise and “nudge” the private sector to create innovative products and services? How can we build a more open and connected innovation ecosystem that breaks down barriers to creativity and entrepreneurship? How best to encourage the development and commercial exploitation of knowledge developed at our world-class universities? And how should we nurture innovative thinking in our young people throughout school and university, in order to help them on their path to becoming the inventors, visionaries and wealth creators of the future?

These are key questions for the delegates at the **2013 Apeldoorn: British-Dutch Dialogue Conference**.

Moderator, Report Writers and Plenary Speakers



Conference Moderator and Report Writers



Conference Moderator

Mary Ann Sieghart

Chair of Social Market Foundation



Report Writers

Theresa Bullock and James Stetzel

Students at Maastricht University



Plenary Speakers



Professor Birgitte Andersen

Director of the
Big Innovation Centre



Paul Arkwright

British Ambassador
to the Netherlands



Laetitia van den Assum

Ambassador of
the Netherlands to the UK

Plenary Speakers



Professor Dr Jos Benschop

Senior Vice President
Technology, ASML and
Professor, University of
Twente



Professor Dr Wim van de Donk

The King's Commissioner
of the Province of Noord-
Brabant



Wiebe Draijer

Chairman, Social and
Economic Council of the
Netherlands



Charles Esche

Director, Van Abbemuseum



Professor Dr Han Gerrits

CEO, Innovation Factory and
Professor, VU University
Amsterdam



Hans de Jong

CEO, Philips Electronics
Benelux



Glen Manchester
CEO, Thunderhead.com



**Dame Judith Mayhew Jonas
DBE**
Chair, London & Partners



Sharon Memis
Director Innovation EU,
British Council



Caroline Norbury
CEO, Creative England



**Professor Dr Alexander
Rinnooy Kan**
University Professor,
University of Amsterdam



Simon Smits
Dutch Vice Minister for
Foreign Trade

Conference Programme

Sunday 9 June

- 14.00** Registration opens at Art Hotel
- 15.00** Guided tour of Philips Lighting Application Centre
hosted by **Hans de Jong**, CEO Philips Electronics Benelux
- 17.30** Meet at hotel lobby and walk to Van Abbe Museum
- 18.00** Drinks reception, speed-dating and tour of Van Abbe Museum
Welcome, opening remarks and presentation Olympic Flag redesign
Charles Esche, Director of the Van Abbe Museum
Dame Judith Mayhew Jonas DBE, Chair, London & Partners
- 19.00** Speeches
“Creativity, innovation and entrepreneurship, and the UK-Netherlands
bilateral relationship”
Professor Dr Wim van de Donk, The King’s Commissioner
of the Province of Noord-Brabant
Sharon Memis, Director Innovation EU, British Council
Simon Smits, Dutch Vice Minister for Foreign Trade
- 19.45** Walking dinner in Karel 1 (Van Abbe Museum)
- 22.00** Close and return to hotel
-

Monday 10 June

- 08.15** Meet at hotel lobby and walk to conference venue at Strijp-S (Seats2Meet)
- 08.45** Arrival (coffee / tea)
- 09.00** Opening Plenary (Panel discussion and Q&A)
“How innovative and creative are the Netherlands and the UK?
Which cultural and other factors hold us back?”
Professor Dr Alexander Rinnooy Kan, University Professor,
University of Amsterdam
Professor Dr Jos Benschop, Senior Vice President Technology, ASML and
Professor, University of Twente
Professor Dr Han Gerrits, CEO, Innovation Factory and Professor,
VU University Amsterdam
Glen Manchester, CEO, Thunderhead.com
Caroline Norbury, CEO, Creative England

- 10.00 **"Lion's Den"**: Four 2-minute pitches by British and Dutch students, followed by panel Q&A
- 10.45 Masterclasses: **"Building Innovation Into The Workplace"** (x4)
- 11.45 Coffee / tea break
- 12.00 Round Table discussions part 1 (in 4 sectoral groups – Agrofoods, Creative Industries, High-Tech and Health and Life Sciences)
"Investment, incentivisation, intelligence and infrastructure – which facilities, resources, skills and tools are needed to innovate?"
- 13.15 Buffet lunch and networking
- 14.00 Site Visits in and around Eindhoven (x4)
- 17.00 Free time
- 18.00 Coaches depart Art Hotel for dinner
- 18.30 Robot demonstration, **Dr Maja Rudinac**, Delft University of Technology, dinner and speeches at Piet Hein Eek Restaurant
"Innovating together – what form of collaboration works best?"
Paul Arkwright, British Ambassador to the Netherlands
Professor Birgitte Andersen, Director of the Big Innovation Centre
Hans de Jong, CEO, Philips Electronics Benelux
- 21.30 Close and return to hotel

Tuesday 11 June

- 08.15 Meet at hotel lobby and walk to conference venue at Strijp-S (Seats2Meet)
- 08.45 Arrival (coffee / tea)
- 09.00 Ask the CEO: **"Innovation For Growth"** (x4)
- 10.00 Round Table discussions, part 2 (same groups)
- 11.00 Coffee / tea break
- 11.15 Closing Plenary and Announcement of Winner of **"Lion's Den"**
Wiebe Draijer, Chairman Social and Economic Council of the Netherlands
Dame Judith Mayhew Jonas, DBE, Chair, London & Partners
Laetitia van den Assum, Ambassador of the Netherlands to the UK
- 13.00 Buffet lunch and networking
- 14.00 Close of conference

Masterclasses, Round Tables, Ask the CEO and Site Visits



Masterclasses

Monday 10 June, 10.45 – 11.45am

Building Innovation Into The Workplace

These sessions are intended to provide Apeldoorn delegates with an insight into innovative practices and processes in four different British and Dutch companies or organisations. Delegates will be split into four groups, each with a senior innovator. The masterclass will take the form of a short presentation, followed by Q&A and discussion within the group.



Speaker **Professor Dr John Bell**, Head of Strategy and Partnerships, Philips



Chair **Simon Anholt**, Independent Policy Advisor



Speaker **Dr Jon Hague**, VP Open Innovation R&D, Unilever



Chair **Anton Valk**, British Quality Foundation / British Transport Police Authority



Speaker **Nicolette Loonen**, Chair, Women in Financial Services



Chair **Wim Mijs**, CEO, Dutch Banking Association



Speaker **Dr Cathy Garner**, Innovation Advisor, Lancaster University



Chair **Petra Stienen**, Author and Advisor International Affairs

Round Tables

Monday 10 June, 12 – 1.15pm and Tuesday 11 June, 10 – 11am

Investment, incentivisation, intelligence and infrastructure - which facilities, resources, skills and tools are needed to innovate?

For the Round Table sessions, delegates will be split into four sectoral groups: Agrofoods, Creative Industries, High-Tech and Health and Life Sciences.

On Monday, groups will hear from British and Dutch expert speakers from their sector. They will then have an opportunity to ask questions and to compare and contrast the structures, processes and attitudes towards innovation, creativity and entrepreneurship in the UK and the Netherlands.

On Tuesday, groups will focus on reflecting on what they have learned at the conference and what they will take home from their discussions. A Rapporteur will be nominated by the Chair to report back the group's findings to the conference at the Closing Plenary.

Agrofoods



Speakers **Professor David Boxer**, Director, Institute of Food Research
Dr Jan Maat, Managing Director, TI Food and Nutrition



Chair **Professor Fons Voragen**, Director, Carbohydrate Competence Center (CCC)

Creative Industries



Speakers **Professor Anna Reading**, Head of Department of Culture, Media and Creative Industries, King's College London
Korstiaan Zandvliet, CEO, Symbid



Chair **Sharon Memis**, Director Innovation EU, British Council

High-Tech



Speakers **Dr David Bott**, Director of Innovation Programmes, Technology Strategy Board
Gita Hoogeveen, Director and Co-owner, Sneepe Industries Group



Chair **Dr Marja Zonneville**, Manager Gas Processing Design, Shell

Health and Life Sciences



Speakers **Professor Fiona Patterson**, Professor of Organisational Psychology, University of Cambridge & Work Psychology Group
Professor Dr Martin Paul, President, Maastricht University



Chair **Alan Cooke**, Managing Director, Yellow Tulip Communications

Ask the CEO

Tuesday 11 June, 9 – 10am

Innovation for Growth

During these sessions with four CEO-level innovators, Apeldoorn delegates will have an opportunity to look at the next step in the Life Cycle of a Brilliant Idea – how to move from internal innovative practices to using innovation and creativity to expand, develop, and engage with a changing global market.

Delegates will again be split into four groups. The session will take the form of a short presentation, followed by Q&A and group discussion.



From products to experiences – innovating in a changing world

Professor Phil Gray, Managing Director, Quadro Design

Gone are the days of thinking about products and services. Today, we need to be focused on delivering experiences through all the various channels now available from retail to social media. Understanding behaviours and capturing the less tangible information that will provide the platform for new ideas is the enticing challenge facing the first world. How do we think differently to embrace new opportunities? The constant need to re-invent ourselves can be both exciting and daunting. How do two great trading nations deal with this in a global context?



Innovation is easy: follow trends, find the right customer and innovate

Heske Groenendaal, Owner and Director, Metaglas

Metaglas has been active in the construction industry for many years, and in recent years we have also started to develop products for infrastructure and the shipping industry. Metaglas' most successful innovations are those created together with the customer, for which Metaglas translates the trend or need into a product, which might be added to the standard product range of the company.



Innovating to address social challenges

Chris Sigaloff, Chair, Kennisland and
Simon Tucker, former CEO, The Young Foundation

Climate change, ageing populations and other social challenges require an approach to innovation that goes beyond a focus on science and technology to also embrace new services, new ways of organising and new kinds of public institutions. Social innovation is a growing field in the UK and the Netherlands and increasingly involves a convergence of private, public and non-profit actors.



Innovation? Business as usual

Viktor Wijnen-de Bont, Managing Director, Dutch Game Garden

Books? More than 2000 years before Amazon.com came along. Music? More than 500 years before Spotify. Film? More than 100 years before Netflix. Videogames? Less than 30 (!) years from the very beginning until the immensely popular Appstore we know today. More than for any other industry, creative destruction lies at the very heart of the game industry. At the same time, these quick-paced innovations such as digital distribution and micro-payments make global export child's play. This presentation will give a complete walkthrough from game conception to post mortem. A once-in-a-lifetime opportunity!

Site Visits



Monday 10 June, 2.30 – 5pm

Collaboration in innovation – examples of successful collaboration

ASML

Host: Rob Hartman, Director Strategic Technology Programme, ASML

ASML makes possible affordable microelectronics that improves the quality of life. ASML invents and develops complex technology for high-tech lithography machines for the semiconductor industry.

The site visit to ASML starts with an introduction to ASML hosted by Rob Hartman, Director Strategic Technology Programme and includes an interactive session on how ASML works closely with its suppliers to continue to innovate. Delegates also will have the unique opportunity to visit the 'clean room' in small groups and see first-hand how the machines are produced.

Design Academy Eindhoven

Host: Tessa Blokland, Relation Manager, Educational Projects and Alumni, Design Academy Eindhoven

Design Academy Eindhoven (DAE) is always looking for excellence and intends to be the most authentic, creative, and innovative academy in the world;

a professional organisation and educational institution that produces top design talent. Walter Amerika, Connector, Creative Industry, will give a short talk about how DAE sees the combination/collaboration with design and education. This will be followed by an interactive session with a graduate student who will present their graduation project. The visit to DAE will close with a tour around the school led by Tessa Blokland, Relation Manager, Educational Projects and Alumni.

InnoSportLab

Host: **Roald van der Vliet**, Innovation Manager, InnoSportLab Eindhoven

The InnoSportLab and the Pieter van den Hoogeband Swim Stadium make up the Dutch knowledge and innovation centre for competitive swimming. Innovative high tech technology is used to improve the swimming techniques of competitive swimmers.

During the visit, delegates will see how swimming techniques can be enhanced before and during major competitions. The technologies developed are now also used in other Olympic Aquatic Centres in Europe. The visit will start with a tour of the InnoSportLab followed by a swimming demonstration and an interactive session lead by Roald van der Vliet (Innovation Manager, InnoSportLab Eindhoven).

Philips Healthcare

Host: **Hans de Jong**, CEO, Philips Electronics Benelux

Philips is one of the world's leading suppliers of medical equipment and related services. The Philips Healthcare site in Best, with approximately 3,000 employees, is the largest Philips Healthcare R&D location in the world and the cradle for groundbreaking technological innovations focused on solving the main global clinical and societal healthcare challenges. These innovations help to improve diagnosis and treatment for patients suffering from cancer or cardiovascular disease, as well as ensure a more sustainable and cost-efficient healthcare.

Delegates will have the opportunity to see the Philips Healthcare Customer Visit Centre in Best which hosts visits for Healthcare professionals and government representatives from around the world. It's an ideal location to demonstrate how people's lives can be improved with meaningful innovations across the continuum of care.

Conference Organisation

Steering Board

Chairs

Dame Judith Mayhew Jonas

Chair, London & Partners

Professor Dr Alexander Rinnooy Kan

University Professor, University of Amsterdam

Ambassadors

Paul Arkwright

British Ambassador to the Netherlands

Laetitia van den Assum

Ambassador of the Netherlands to the UK

Members

Simon Anholt

Independent Policy Advisor

Dick Benschop

President, Shell Nederland NV

Guido van den Brande

Head of Corporate Clients Netherlands,
The Royal Bank of Scotland plc

Charles Clarke

Visiting Professor, University of
East Anglia

Nick Clegg

Deputy Prime Minister, UK

Hans Dröge

Senior Vice President Unilever
R&D Operations / National Manager
Unilever Nederland

David Gregson

Chair, Phoenix Equity Partners

Sybrand van Haersma Buma

Party Leader of the Christian Democratic
Party





Working Group

Lousewies van der Laan

Vice-President, Alliance of Liberals and Democrats for Europe

Wim Mijs

Chief Executive Officer, Dutch Banking Association

Andrew Murray

Director, Benelux and EU Office, British Council

Emma Reynolds MP

Shadow Minister for Europe / MP for Wolverhampton North East

Axel Rüger

Director, Van Gogh Museum

Christopher Steane

Global Head of Lending, ING Bank

Petra Stienen

Author, Arabist, Advisor international affairs

Anton Valk

British Quality Foundation / British Transport Police Authority

Caitlin Alderdice

Intern, British Council Netherlands

Liesbeth Bouwhuis

Science and Innovation Officer Benelux, British Embassy, The Hague

Eveline Filon

Economic and Climate Change Officer, British Embassy, The Hague

Lauren Harris

Political Attaché, Embassy of the Kingdom of the Netherlands, London

Maaïke Jansen

Intern, Europe Directorate, Netherlands Ministry of Foreign Affairs

David Kernohan

Policy Officer Benelux, Switzerland and Liechtenstein, Foreign & Commonwealth Office

Karin Kleinjan

Policy Officer, Europe Directorate, Netherlands Ministry of Foreign Affairs

Jill van de Lint

Communications Manager, British Embassy, The Hague

Anna Devi Markus

Project Manager, British Council Netherlands

www.apeldoornconference.org

#apeldoorn13

Conference Location

Seats2Meet

Torenallee 24
5617BD Eindhoven
+31 40 780 50 39

Hotel Accommodation

ART Hotel Eindhoven

Lichttoren 22
5611 BJ Eindhoven
+31 40 751 35 00
www.arthoteleindhoven.com

Dinner Locations

Van Abbemuseum (Karel 1)

Bilderdijklaan 10
5611 NH Eindhoven
+31 40 238 10 00
www.vanabbemuseum.nl

Piet Hein Eek Restaurant

Halvemaanstraat 28
5651 BP Eindhoven
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