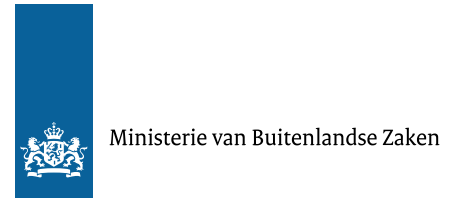


Creativity, Innovation and Entrepreneurship

in the UK and the Netherlands



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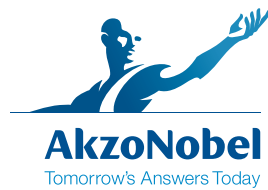


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About Apeldoorn



In 1999, Prime Ministers Wim Kok and Tony Blair agreed to launch an annual bilateral conference series as part of the UK-Netherlands Framework For The Future. Their vision was to bring together a group of leading and promising thinkers from both countries on a regular basis to come up with creative solutions for issues of shared concern. The Apeldoorn: British-Dutch Dialogue Conference Series takes its name from the Dutch city of Apeldoorn, where the first ever conference took place in 2000.

More than a decade later, Apeldoorn Conferences have become a forum where the most influential commentators, policymakers, politicians, business leaders, academics and civil society representatives from both sides of the North Sea come together to pool ideas, expertise and best practice, and create lasting relationships, alliances and networks.

Conferences take place on an annual basis, alternating between the UK and the Netherlands, tackling a different contemporary theme each year. Attendance is strictly by invitation only.

The Conference Series is jointly organised by the British Council Netherlands, the British Foreign and Commonwealth Office and the Netherlands Ministry of Foreign Affairs, and is generously supported by our sponsors Abellio, AkzoNobel, BP, Brainport Eindhoven, DoubleTree by Hilton, ING, Philips, Royal Bank of Scotland, Royal Dutch Shell, Unilever, Urenco (UK) Ltd, VDL and Vodafone.

Introduction



The twelfth annual Apeldoorn: British-Dutch Dialogue Conference took place from Sunday 9 to Tuesday 11 June 2013 at Strijp-S in Eindhoven, The Netherlands. The theme was The Life Cycle of a Brilliant Idea: Creativity, Innovation and Entrepreneurship in the UK and the Netherlands. Over three days, more than a hundred delegates from a diverse range of backgrounds came together to share ideas on how our two countries can build better, more open and connected innovation ecosystems at a time of economic uncertainty in Europe.

The conference programme included plenary sessions, four sectoral round-tables (Agrofoods, Creative Industries, High-Tech and Health and Life Sciences), masterclasses with innovation experts and “Ask the CEO” sessions with leading entrepreneurs. There were numerous opportunities for delegates to network, including an informal “walking dinner”. Furthermore, delegates were given the opportunity to visit the Philips Lighting Application Centre and experience successful innovation on site visits to four innovative organisations in and around Eindhoven.

Fittingly, this year the conference programme featured three new elements. The ‘Lion’s Den’ competition, where students showcased new business ideas while facing a panel of expert judges; the presentation of an artwork, ‘Undulations’, made from a London 2012 Olympic flag by two students from the Design Academy Eindhoven; and delegates had a chance to meet personal service robot Robby.

The conference programme followed “The Life Cycle of A Brilliant Idea”, starting with the big picture – how innovative are our two countries and which cultural or other factors hold us back? Delegates went on to examine how to build innovative practices into the workplace, look at the resources, skills and tools needed for a creative approach to succeed, discuss how best to collaborate with others, and consider how SMEs can innovate for growth.

This report aims to sketch out key discussions during the conference and to draw together the conclusions and recommendations made by delegates in their groups. It is not possible to recount each individual exchange which took place over the three packed days, but we hope that it will serve as a useful reminder to all those who participated in Apeldoorn 2013, and as a taster for those who may attend future Apeldoorn: British-Dutch Dialogue Conferences.

The Life Cycle Of A Brilliant Idea



• Glen Manchester and
Professor Dr Han Gerrits

Innovation Ecosystem

The title of the conference was best explained by **Professor Dr Han Gerrits, CEO Innovation Factory and Professor at VU University Amsterdam**, who explored Schumpeter's theory of the innovation ecosystem in which three distinct activities within innovation are addressed. The first one was invention, which is the technology exchange process that includes the conception of new ideas on new technologies. The second activity as Schumpeter saw it is innovation. He defined innovation as taking an invention and transforming that into a product or service that you can sell. The third activity that Schumpeter discussed was diffusion. Diffusion implies ensuring a sellable product is available to the prospective buyer. This entails setting up sales channels, distribution channels, logistics, and so forth.

If one looks at how to improve the innovative nature of a country, it is important to look at this entire scheme. Not all companies are skilled in all these activities. Invention is typically done at universities and in the R&D labs of big companies. Innovation in many cases is carried out by small companies. Start-ups are better equipped to tackle innovation as there is less risk involved. In the case of larger companies, taking an invention and using it to produce a new product might cannibalise their existing revenue. Diffusion however is where big companies excel as they already have the sales channels, distribution channels, etc., in place.

In order to improve innovation, one must always think in terms of innovation ecosystems. All companies have to work together in order to move from invention to innovation to diffusion. This also implies that it would be inadvisable to create a large number of start-ups in an area lacking in companies able to diffuse the products globally. Eindhoven is a great example of how this innovation ecosystem can work effectively.

Another key factor worth considering is the quality of education. Our educational system is very good but our students are increasingly moving abroad and choosing to work for bigger foreign companies. This is a result of the second and even third step of the Schumpeter trilogy, which involves the scale of the market. For diffusion to take place a company needs a big market. Bigger markets allow for more investment money for sales and marketing and this makes it harder for companies in both countries as they have fewer opportunities.

Glen Manchester, CEO Thunderhead.com, also discussed the importance of scale in particular for enterprise technology. The 'cloud' provides scalable opportunity for entrepreneurs and business people in the enterprise technology space and a common platform to develop and diffuse technology on a global scale. This innovative way of working offers many benefits including financial which allows start-ups to compete in a global market.



• Professor Dr Alexander Rinnooy Kan



• Simon Smits

The role of government

Today countries or city regions with modern economies strive for the ability to innovate timely and innovate well as this defines their competitive profile. Our ability to innovate determines our ability to cope with the challenges of the global market. To adapt is a crucial ingredient.

Professor Dr Alexander Rinnooy Kan, Professor at the University of Amsterdam, claimed our governments do not have the ability to innovate in isolation. The role of governments need only be to facilitate. It is their responsibility to create an ecosystem which will allow the 'life cycle of a brilliant idea' to take off. To do so, governments must be skilled in their ability to recognise talent, retain talent and foster talent.

Perhaps the one defining feature of successful innovation policy is the ability for governments to ensure the talent is there. Evidence suggests the Netherlands and the United Kingdom have no shortage of creative and entrepreneurial talent. One of the great challenges is to ensure that this talent is put to good use. Moreover, this is where not just the Netherlands and the United Kingdom, but also the rest of Europe struggles. The challenge lies in the facilitation of creatives and entrepreneurs working together for mutual benefit. A stumbling block for innovation in Europe is how to ensure this 'cross-pollination' occurs.

Generic vs. Specific Innovation Policy

An on-going and almost perennial debate Professor Dr Alexander Rinnooy Kan discussed is whether governments should approach innovation generically or specifically. Generic innovation policy aims to increase the innovative power of a country or region, without excluding or prioritising a specific technology or sector beforehand. This can be done by, for example, investment in Higher Education to ensure an appropriate talent pool, or tax reduction for investment in R&D. This was underlined in the opening remarks by the **King's Commissioner Professor Dr Wim van de Donk** and **Simon Smits, Dutch Vice Minister for Foreign Trade**. Specific innovation policy, as opposed to generic policy, does stimulate the development of certain technologies (like the 8 Great Technologies policy in the UK) or innovation in specific sectors (examples are Top Sector policy in the Netherlands and Industrial Strategy in the UK). Three distinguishable policies governments have used are to either focus on advancing already successful ideas, improving areas that are struggling, or creating opportunities in the global market that are not addressed but should be. Each approach has known a lesser or greater degree of success.



• Professor Dr Wim van de Donk



• Sharon Memis

Both the Netherlands and the United Kingdom have moved from a generic innovation policy to a more specific policy. This is reflected in the current 'Top Sector' policy in the Netherlands and the Industrial Strategy in the United Kingdom. There is a belief in government that industry - both big corporations and SME's - academia and government should jointly develop the agenda and drive the research effort, and should do so in domains that tie into these sectors.

Innovation at Macro, Meso and Micro level

Professor Dr Wim van de Donk further explored innovation on macro, meso and micro economic levels. First of all, from a macro perspective, industrial policy should facilitate innovation rather than hinder it. At a meso level, the regional agenda must not be neglected. **Wiebe Draijer, Chairman Social and Economic Council of the Netherlands**, also highlighted the importance of regions given their particular opportunities and challenges. Brabant has been exceptionally successful in developing its regional agenda. Professor Dr Wim van de Donk elaborated on sociologist Manuel Castell's theory of the power of identity, specifically regionally. The Brainport region (in Brabant) was used as an example of successful focussed regional collaboration between the triple helix (government, business and academia). Finally, at a micro level, Professor Dr Wim van de Donk looked at how family company culture and social trust contributed to the success of the region. Family company culture and social trust is found amongst a wide range of companies in Brabant, including international corporations and SMEs.

Educating Entrepreneurs

The process of 'valorisation', commercialisation of research, is now part of the official role of Dutch universities due to a change in government policy. As a result of this valorisation will now also be officially measured. Professor Dr Han Gerrits elaborated that valorisation allows for an incentive system for science which does not only promote research, articles and journals but allows students to valorise their work. In the past, PhD students would be measured by the number of publications, stifling research and education. Professor Dr Han Gerrits touched on the importance of entrepreneurship in education arguing that it should be incorporated as part of education programmes. **Sharon Memis, Director Innovation EU at the British Council**, pointed out that not only education but also the public service sector needs to become more entrepreneurial.



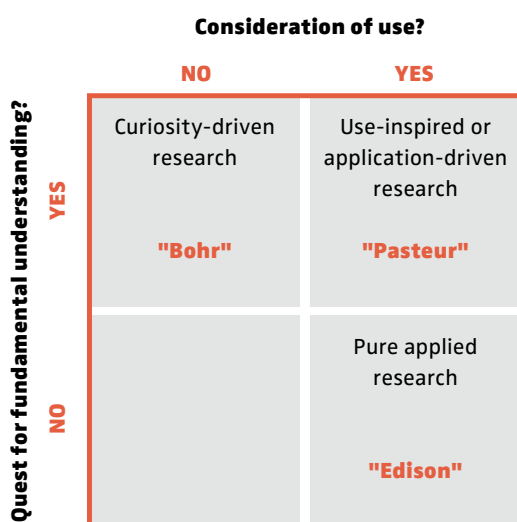
• Wiebe Draijer



• Professor Dr Jos Benschop

Fundamental vs. Applied Research

Professor Dr Jos Benschop, Senior Vice President Technology at ASML, referred to the Pasteur's quadrant in the Royal Society report 'The Scientific Century: securing our future prosperity' to explore the links between the quest for fundamental understanding and the consideration of use.



• Stokes, D.E., Pasteur's Quadrant (1997)

An interesting difference between the UK and the Netherlands is that when UK academics classify their work, there is an even spread over all the quadrants whereas Dutch universities are almost exclusively in the Bohr and Edison quadrants. Professor Dr Jos Benschop argued for more use-inspired or application-driven research at a time when the pace of innovation is continuing to increase.

So this is where the challenge lies: we come from science to innovation, big players, long time skills, and a clear and well distinguished world to a world that is diffused, players are changing, and we play chess on multiple boards at the same time. Professor Dr Jos Benschop gave an example of how ASML had tackled this challenge by establishing an Institute for Nanolithography jointly with the University of Amsterdam, the VU University of Amsterdam, the Netherlands Organisation for Scientific Research and Foundation for Fundamental Research on Matter. The Institute will conduct both fundamental and applied research in areas that are key to unlocking innovation in the global semiconductor industry.



• Caroline Norbury



• Hans de Jong

The role of creativity and imagination

Caroline Norbury, CEO Creative England, was quick to point out that innovation isn't just technological – without ideas and content it won't create value. The United Kingdom provides an environment with opportunities for experimentation and failure, which invests in science and technology research and supports and respects talent. It is this delicate ecosystem – the interplay between science, technology and the arts and the convergence of subsidised and private investment – that allows talent to flourish.

British innovation is determined by ensuring products and ideas reach an audience and, ultimately consumers. It is vital to protect intellectual property in order to ensure continuity in creativity as this is essential for all sectors. Professor Dr Wim van de Donk agreed that imagination is the key to innovation in Europe.

Caroline Norbury told the story of how Steve Jobs was fond of saying that Apple's success was due to the fact that rather than employing geeks, they hired, in his words, 'poets, musicians and artists who are interested in technology'.

The role of investment

Caroline Norbury elaborated on British specific industrial policy by pointing out the increase in investment in research for science and innovation while reducing funding in the arts. Creative ideas are still seen as too 'risky' but Caroline Norbury criticised this as she argued that creativity is the driving force for any innovation.

Wiebe Draijer also talked about cuts being made in the Netherlands as a result of the current economic climate. Nevertheless, Wiebe Draijer saw the crisis as an opportunity to invest and placed great importance on how innovation and entrepreneurship could be better managed and budgeted in periods of economic cutbacks.

Glen Manchester made the point that culturally the by-product of this investment is that organisations benefit from the entrepreneurs that found them, make money and then reinvest their finances in the incubation of new companies.



Open Innovation

Birgitte Anderson, Director of the Big Innovation Centre, spoke about open innovation, and argued that it is imperative that knowledge, resources and talent are shared between companies and universities in order to create better products and services.

Hans de Jong, CEO of Philips Electronics Benelux, agreed that people and resources are an integral part of the innovation process, but warned that further challenges lay ahead, including an ageing society, a shrinking workforce and increasing scarcity of resources. Innovation is the only way to deal with these future challenges. But technological innovation isn't the only answer; we will also have to change the way we operate. Raw materials will be the next strategic issue for Europe, and in order to address this we must create a circular economy, allowing us to be more independent. To build a sustainable society we must find a new means of cooperation between government, industry, academia and social partners. We therefore require not only technological innovation, but a completely new innovation model.

Professor Dr Alexander Rinnooy Kan suggested the idea to start a campus for open innovation could lead to successful regional development. This is precisely the success story of Eindhoven. The city went a step beyond the traditional science park and brought together entrepreneurs, large companies and start-ups. The fascinating and surprising outcome is that unlike what many people feared, there was minimal risk of losing patent opportunities. In Eindhoven they are ready to talk, interact and share ideas – and it works. Of course if you invent something that turns you into the smartest region in the world, you must have done something right, that seems to be worth imitating or at least learning from.

Lion's Den, Undulations: London 2012 Olympic Flag and Robot Robby



Lion's Den

Inspired by the theme of Creativity, Innovation, and Entrepreneurship, this year saw Apeldoorn's first ever Lion's Den. Three students pitched their business ideas to a panel of experts and were then asked questions on the nature of the product as well as business plans. The three projects consisted of **Pillo**, a game controller in the form of a pillow to help disabled children; **Surprisely**, an app allowing people to surprise each other with personal messages in unexpected places; and the **Daedalus Project**, which looked at building a new flying car, allowing for universal mobility. Delegates chose Pillo by Ard Jacobs as their winner.



Undulations: London 2012 Olympic Flag

In the spirit of London 2012, the greenest Games, the Olympic Flag that flew over the British Embassy in the Hague was redesigned. Two students from the Design Academy Eindhoven transformed it into a lampshade inspired by the five continents, and the different geometric shapes of the London 2012 logo.

Robot Robby

Dr Maja Rudinac, a researcher at TU Delft's Robotics Institute, introduced Robby the personal service robot. These robots are built to help people in their households by cooking, cleaning, providing information and even companionship. Robby is capable of performing a wide array of tasks, combining object and action recognition, vision-based manipulation, person tracking, autonomous navigation and speech recognition. However development is still on-going as service robots must be able to adapt to new environments and users. The cost of service robots is also an issue – how can Robby become affordable so that every household can have one?

• Josh Woolford and Camile Guibaud

• Dr Maja Rudinac

• Robot Robby



Masterclasses: Building Innovation Into The Workplace



Delegates were offered the opportunity of attending one of four 'Masterclasses' led by senior innovators from British and Dutch organisations. The aim was to learn how to incorporate innovative practices and creative thinking into the workplace.



Professor John Bell, Head of Strategy and Partnerships at Philips

(Chair: Simon Anholt)

Professor John Bell discussed the innovation strategy implemented at Philips in which a culture of open innovation is vital. The concept of **stage-gating innovative ideas** was explored. Stage-gating or the phase-gate model involves the process of dividing an idea into stages with the intention of critically assessing each individual phase of the project. Stage-gating allows for a culture of fast-paced development while maintaining the stimulation of creativity.

Dr Jon Hague, Vice President Open Innovation R&D at Unilever

(Chair: Anton Valk)

Dr Jon Hague underlined the importance of building partnerships with both industry and knowledge institutes such as universities in order to bridge the gap between creativity and the implementation of new processes. This "innovation village" encourages the cross-pollination of ideas between students, researchers and professionals.

Nicolette Loonen, Chair, Women In Financial Services

(Chair: Wim Mijs)

Nicolette Loonen explored the impact that diversity has on the workplace. Would Lehman Brothers have been different if it was Lehman Sisters? Although impossible to answer, a gender balance in proportion to the general population can have a positive effect on strategy and work culture, potentially resulting in less reckless risk-taking, more transparency, and more trust in the workplace.

Dr Cathy Garner, Innovation Advisor, Lancaster University

(Chair: Petra Stienen)

Dr Cathy Garner emphasised that innovation is not limited to large multinationals; SMEs in all sectors need to be innovative. Small companies face constant struggles and barriers to innovation, such as limited resources for R&D and smaller capacity. But SME innovation is vital, and focuses not just on technology, but also on human factors.







Ask The CEO: Innovating For Growth



In order to gain insight into how to make the transition to an organisation able to compete globally and engage with a rapidly changing market, delegates attended sessions led by CEO level innovators.



Professor Phil Gray, Managing Director at Quadro Design

The focus today is less about the products than the experience surrounding them. Nothing is what it seems to be. Do we achieve what we want by doing what we already did? Companies must innovate or face stagnation. They have to try and fail: and have a backup plan to try again. The failure of the idea is not the failure of the person who invented the idea. We need a **change of culture and mind-set**. Do companies go for long or short term strategies? Do they focus on a single idea or a multitude? To remain competitive, they have to make a difference, rethink their actions, engage new customers, change behaviours, and most importantly – be memorable.

Heske Groenendaal, Owner & Director at Metaglas

Product innovation can be achieved by cooperating with clients and meeting their expectations and demands. This has the advantage that requirements are better understood, and that the customer has direct input. Good communication ensures that costs are kept down, and cooperation throughout the process allows for new innovations to emerge.

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

If we want to address **social challenges**, we have to innovate the way we think, as well as the innovation process. The importance has shifted from wealth to wellbeing, consumers to co-producers, and products to processes. These changes lead to new knowledge, skills and a better ecosystem. Further changes can be seen in the social narrative and theory, for example with a shift in the innovation model from the triple helix to the quadruple helix to include civil society. By adding civil society to the helix model, entrepreneurship is underlined as a vital step in innovating social challenges.

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

You need **creative destruction** to stimulate/create innovation. The gaming industry is rapidly changing and has seen real disruption since the introduction of the iPhone in 2007. More people are now playing games than ever before. We live in a digital app-oriented world reflected in a shift to online communication and distribution channels. As a result, shops are moving out of city centres and into suburbs as they can no longer compete.



Site Visits



Delegates had the opportunity to experience the best of Dutch creativity and innovation during four different site visits to innovative projects and organisations based in and around Eindhoven:

Microelectronics company **ASML** which develops complex technology for high-tech lithography machines. **Rob Hartman (Director Strategic Technology Programme)**, gave an introduction to ASML. The key to their international success lies in technology leadership, customer and supplier intimacy, highly efficient processes and an entrepreneurial culture. Delegates were also given a tour of the 'clean rooms' and could see first-hand how the machines are produced.



The Design Academy Eindhoven, where some of the Netherlands' top design talent is nurtured, students are encouraged to address relevant societal issues such as globalisation, energy security and growing health problems such as dementia. Delegates heard a short lecture about the Academy by **Walter Amerika (Connector Creative Industry)**, who described how he saw the relationship between design and education. A selection of graduation projects were then presented, including a mood lamp which adjusts itself to the tone of its owner's voice, memorial cocoons for miscarried babies, and a large spiky ball which could be used as a minesweeper.

InnoSportLab, is a high-tech competitive swimming centre. After a tour of the impressive complex, a demonstration was given of the technology in action. After the swimmer's dive, she entered the lab where the current dive was plotted against her personal best. Each component of the dive could be scrutinised in detail. By analysing an individual's technique, researchers hone in on the swimmer's strengths and help to develop their techniques. InnoSportLab aims to improve the swimming techniques of both national and international athletes through to use of technology. Delegates asked how the Netherlands could maintain their competitive advantage while sharing their knowledge and technology. **Innovation Manager Roald van der Vliet** explained his open innovation concept: – InnoSportLab uses the extra capital to enhance their own capabilities and always ensure that their athletes stay ahead of the rest.

The **Philips Healthcare** site in Best, where the company focuses on solving global clinical and societal healthcare challenges. During the site visit, **CEO Hans de Jong** explained Philips' plans to focus on healthcare and operational excellence, such as moving patients out of the hospital and back into their homes and developing equipment to improve the customer experience. Delegates were given a tour of the centre, and a number of pieces of machinery were explained, including the Hybrid OR room which consisted of an x-ray machine, an operating table and state-of-the-art surgical equipment.



Round Tables: Investment, incentivisation, intelligence and infrastructure – what is needed to innovate?



For the Round Table sessions, delegates were divided into four sectoral groups: Agrofoods, Creative Industries, High-Tech and Health and Life Sciences. The groups met twice. For the first session, each heard from a British and Dutch expert from their sector. They then had an opportunity to ask questions, challenge what they had heard, and to compare and contrast the structures, processes and attitudes towards innovation, creativity and entrepreneurship in the UK and the Netherlands.

During the second session, the groups reflected on what they had learned, both in the Round Tables and during the conference as a whole. They also discussed what they would take home and implement in their own organisations. A Rapporteur from each group was nominated to report back the group's findings at the Closing Plenary.



Agro Foods

Speakers **Professor David Boxer**, Director, Institute of Food Research (UK)

Dr Jan Maat, Managing Director, TI Food & Nutrition (NL)

Chair **Simon Anholt**, Independent Policy Advisor

The group began by discussing the headline issues, challenges and opportunities in the food sector. They agreed the principle ambition of the food sector was to contribute to improved nutrition, health and wellbeing, securing global food security, and to strive to be a world-leading sustainable sector. As the world population continues to mushroom, the food sector is a growth market, resulting in improved business opportunities for Dutch and UK exports. However, in order to feed a potential world population of 9 billion by 2050 both product and process innovation will be needed in order to meet demand. Moreover, there is a scarcity of space and resources. Water shortages are likely to be one of the most significant challenges for the food sector in the future.

The Netherlands and the UK should combine forces at European level to strengthen the "quadruple helix" (government, business, academia, civil society) by setting up a European Food Knowledge and Innovation Centre (KIC). This should include long-term investment in research aimed at understanding the scientific relationship between health and food. An aim within the Agro-foods sector is to innovate across the whole food chain, from retailer to consumer, and to address the traditional division between farming and food at the government level, which makes stimulating innovation between the two more complicated.

Creative Industries

Speakers **Professor Anna Reading**, Head of Department of Culture, Media & Creative Industries, King's College London (UK)

Korstiaan Zandvliet (CEO Symbid) (NL)

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

Professor Anna Reading and Korstiaan Zandvliet posited that digital creative industries are leading the way as the ultimate expression of the knowledge economy in both the UK and the Netherlands. Challenges facing the sector included Intellectual Property (IP) laws, issues of trust, and a difficult funding climate against a backdrop of economic uncertainty.



Group recommendations included imaginative solutions to fund artistic projects, such as crowdfunding, and the importance of both entrepreneurial and financial management skills for those working in the creative industries sector.

High Tech

Speakers **David Bott**, Director of Innovation Programmes, Technology Strategy Board (UK)

Gita Hoogeveen, Director & Co-Owner, Sneeep Industries Group (NL)

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

The discussion opened with a series of questions one might ask when presented with an innovative new project: Will it work? Can it be commercialised? What current regulations might restrict it? And, inevitably: can I expect a return on my investment if I support you?

The group examined the approaches of the British and Dutch governments. Was there a clear and articulate message with regards to innovation policy? Governments are traditionally hesitant to fund risky projects - one delegate described state subsidies for innovation as 'crowdfunding with very conservative gatekeepers'. Of course, responsible investment must be made with taxpayers' money. But governments can use the loosening of regulation to stimulate innovation.

Health & Life Sciences

Speakers **Professor Fiona Patterson**, Professor of Organisational Psychology, University of Cambridge (UK)

Professor Dr Martin Paul, President, Maastricht University (NL)

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

Delegates compared the health systems in the UK and the Netherlands: both systems were undergoing major reform and neither was working optimally. In the Netherlands, insurers had been central to the allocation of care. In the UK, this process took place in regionalised healthcare Trusts.



Impediments to innovation in the healthcare sector included bureaucracy and a 'procedure-driven culture', a lack of leadership in the workplace, and political sensitivity over healthcare reforms (the 'sacred system' of the NHS; do we want more entrepreneurial GPs?)

The group recommended that consumers needed to become more aware of the cost of healthcare. They should become informed and empowered service users, with the government moving away from its traditional role as 'Nanny State'.



Conference Participants



Plenary Speakers

Professor Birgitte Andersen

Director, Big Innovation Centre

Paul Arkwright

British Ambassador to the Netherlands

Laetitia van den Assum

Netherlands Ambassador to the UK

Professor Dr Jos Benschop

Senior Vice President Technology, ASML

Hans de Jong

CEO, Philips Electronics Benelux

Professor Dr Wim van de Donk

The King's Commissioner of the Province of North 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

Glen Manchester

CEO, Thunderhead.com

Dame Judith Mayhew Jonas

Chair, London & Partners

Sharon Memis

Director Innovation EU, British Council

Caroline Norbury MBE

CEO, Creative England

Professor Dr Alexander Rinnooy Kan

University Professor, University of Amsterdam

Dr Maja Rudinac

Researcher, Delft University of Technology

Simon Smits

Dutch Vice Minister for Foreign Trade, Ministry of Foreign Affairs

Conference Moderator

Mary Ann Sieghart

Chair, Social Market Foundation

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Independent Policy Advisor

Joanneke Balfort

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Alan Campbell

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Managing Director, Yellow Tulip Communications

Sharon Memis

Director Innovation EU, British Council

Wim Mijs

Chief Executive Officer, Dutch Banking Association

Petra Stienen

Author/Advisor

Anton Valk

British Quality Foundation / British Transport Police Authority

Professor Fons Voragen

Director, Carbohydrate Competence Center

Dr Marja Zonneville

General Manager Gas Processing, Shell



Workshop Speakers

Professor Dr John Bell

Head Strategy & Business Development,
Philips Research

Dr David Bott

Director of Innovation Programmes,
Technology Strategy Board

Professor David Boxer

Director, Institute for Food Research

Dr Cathy Garner

Innovation Adviser, Lancaster University

Professor Phil Gray

Managing Director, Quadro Design Limited

Heske Groenendaal

General Manager, Metaglas B.V.

Dr Jonathan Hague

VP Open Innovation, Unilever

Gita Hoogveen

Director, Sneep Industries

Nicolette Loonen

Chairman WIFS, Member Supervisory Board
Rutgers WPF

Dr Jan Maat

Managing Director, TI Food and Nutrition

Professor Fiona Patterson

Professor Of Organisational Psychology
University of Cambridge & Work Psychology Group

Professor Dr Martin Paul

President, Maastricht University

Professor Anna Reading

Chair of Department, Culture, Media and Creative
Studies, King's College London

Chris Sigaloff

Chair, Kennisland

Simon Tucker

Fellow, Young Foundation

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Mike Bandar

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Neil Baxter

Secretary & Treasurer (CEO), The Royal Incorporation of
Architects in Scotland (RIAS)

Dick Benschop

President Director, Shell Nederland B.V.

Laura Bijl

Vice President, The Royal Bank of Scotland

Harro Blokhuis

General Manager, URENCO

Theresa Bullock

Student Representative, Maastricht University

Jamie Burles

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Imke Carsouw

Director, Brainport Development



Jan Chaudhry

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Victor van der Chijs

Chairman, Dutch Creative Industries

Emma Coles

VP Responsible Retailing, Ahold

Ann Davidson

Enterprise Programme Director, The Scottish Institute For Enterprise

Neil Davidson

Chairman, Eminate Ltd.

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R&D Project Leader, AkzoNobel

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Dr Ronald Dorenbos

CEO, BioFrontline Ltd

Dr Hans Dröge

SVP R&D Operations/National Manager Unilever Nederland, Unilever

Ian Ellerington

Head of Innovation, Department of Energy & Climate Change

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