

Amsterdam



THE FACTS

City: Amsterdam Metropolitan Area

Major Cities: Amsterdam, Almere, Amstelveen, Haarlemmermeer

Country: Netherlands

Population: 2,289,762

Population Density: 1,568/km²

Sex Profile: 49.0%M/51%F

Governance Structure: Mayor-Council

Age Profile:

Years	Share
0-14	16.0%
15-64	70.0%
65+	14.0%

ECONOMY AND LABOUR FORCE

Occupational Typology (C/S/W): n/a

Top Employers: n/a

Labour Force Distribution by Sector:

Industry	Percentage
Agriculture	0.8%
Manufacturing	9.2%
Construction	5.0%
Wholesale	9.0%
Retail	9.2%
Hotel & Catering	5.6%
Transportation & Communication	9.7%
Financial Services	4.9%
Consultancy Services	12.0%
Support Services	13.7%
Personal Services	6.6%
Other Services	7.4%
Holdings	7.0%

GDP: \$50,993,000,000 USD (2010)

Economic Growth Rate: 2.6% (2010)

Amsterdam Smart City

Amsterdam Smart City is a collaboration between the public and the private sectors in the Amsterdam Metropolitan Area, with the objective of developing smart projects to test, illustrate and share how energy can be used most efficiently in

urban setting in the 21st century. All initiatives with the Smart City Project are economically sustainable investments, whose benefits are tested in small, local-scale projects in Amsterdam.

TALENT SCORECARD

Talent	Score	Justification
Educated Population: K–8 (Primary)	A	The Netherlands ranks 1st out of 171 countries in terms of its length of compulsory education at 13 years. Students must begin their education at 5 years of age, and their attendance is monitored by public officers who may issue fines to families who refuse to comply with educational policy. The completion rate for primary education across the country is 99.6% and approximately 25% of citizens hold a primary level of education, slightly better than the EU average.
Educated Population: 9–12 (Secondary)	A	The Dutch education system has a three-tier secondary school structure. 45% of citizens hold a junior secondary education as their highest level of education, and 32% of the population holds a senior secondary education. The Programme for International Student Assessment by the OECD ranked Holland 10th out of 65 nations in reading, and 11th in Mathematics and Science.
Educated Population: Post-secondary	A	44% of Amsterdam region residents have attained some form of higher education.
Educational Institutions: College	A	There are 12 universities of applied science in the Amsterdam metropolitan area, focusing on various streams of study from the arts, to hospitality and tourism, to business administration and economics.
Educational Institutions: University	A-	The Amsterdam Metropolitan Area is home to two universities, one of which (University of Amsterdam) is ranked in the top 100 on the Times World University Rankings at 92.
Education Spending	B+	Education spending in The Netherlands comprises about 5.5% of GDP, only slightly higher than the EU average of 5.1%
Creative Class Share	A+	The Netherlands ranks second in the world for Creative Class membership with 46.2% of the workforce employed in creative occupations.
Overall score for talent	A-	The Amsterdam Metropolitan Region scores well on talent due to its abundance of knowledge-workers and a number of high-quality institutions for higher education.

TECHNOLOGY SCORECARD

Technology	Score	Justification
Patents	A	In 2008, there were 1,891 patent applications to the national patent office (NLOC) and 4,460 applications to the European Patent Office [*Only National level statistics available]. The Netherlands is ranked 12th in the world for patents granted per capita.
Innovation	A	The Netherlands ranked 6th out of 141 countries in the Global Innovation Index by INSEAD eLab and the World Intellectual Property Organization. Amsterdam itself was ranked 6th out of 331 cities in the Australian innovation agency <i>2think now</i> 's Innovation Cities Index 2011. In 2005, the Amsterdam Innovation Motor was launched in a joint effort by 11 different organizations from across the public, private, and academic sectors to consolidate the efforts of Amsterdam's key innovation industries — namely, the Creative, ICT and Life Sciences industries.
Job Growth	A	In contrast with the rest of the Netherlands, the Amsterdam Metropolitan Area's employment levels are projected to increase by 53,000 jobs between 2012 and 2016 .
Creative Class Share	A+	The Netherlands ranks second in the world for Creative Class membership with 46.2% of the workforce in employed in creative positions. The Amsterdam Metro is one of the top five creative cities in the world, alongside London, New York and Los Angeles.
High-Tech Index	A	The Amsterdam region is home to the worlds largest, most stable digital exchange platform — a feature that has been a major draw for ICT companies from across the globe. The region has developed approximately 9 “knowledge-clusters” geared towards the ICT and Life Sciences industries with the aim of consolidating efforts of organizations and creating strong links between knowledge and business development across various entities. Most notably, Science Park Amsterdam hosts over 80 high-tech, knowledge-intensive companies working in ICT and biotechnology, while the BioMed Cluster consists of over 60 Life Sciences companies employing more than 4,000 people. Knowledge intensive businesses account for 330,000 jobs in the Amsterdam Metropolitan Area (around a third of total employment).
Sustainability/ Green Economy	A	The Amsterdam Metropolitan Area ranks 5th out of 30 cities on the 2012 European Green Cities Index. Also in 2012, the Netherlands ranked 14th out of 38 countries on the Global Cleantech Innovation Index. Within the country, the city of Amsterdam is a key example for investment in sustainable/ green initiatives and development — most notably in the rapid uptake of electric transportation and the launch of subsidy schemes to encourage further adoption of electric vehicles.

Technology	Score	Justification
Entrepreneurship	A+	According to the Global Entrepreneurship Monitor Survey, the Netherlands is the most entrepreneurial country in the EU with 7.2% of Dutch citizens between the ages of 18–64 owning or planning their own start-up – up from 4.9% in 2002. Amsterdam was featured in <i>Wired Magazine</i> in 2011 as one of Europe’s “hottest startup capitals” thanks to strong political support with incentive structures and relatively little bureaucracy getting in the way of entrepreneurialism in the region.
Overall score for technology	A	The Amsterdam Metropolitan Region is one of the top five cities in Europe to do business. The region has a strong ICT sector, propped up by a broad talent base of knowledge workers, and has shown consistent and considerable commitment to investment in innovation and technology (especially tied to sustainable bottom lines).

TOLERANCE SCORECARD

Tolerance	Score	Justification
Diversity	A	The Amsterdam Metropolitan Region shows considerable diversity with approximately 180 different nationalities represented and an ethnic minority population that accounts for 45% of residents. The metropolitan region has an international reputation for openness to diversity of race, ethnicity and sexual orientation.
Immigration	A	While at the national level, the Dutch government has cracked down on immigration, fueled by anti-Islam sentiments from the Freedom Party, Amsterdam has remained an island of openness and inclusion for immigrants, and an international example for diversity.
Visible Minority	A	The Amsterdam Metro's population is made up approximately 45% ethnic minorities, with the largest groups being Surinamese, Turkish, and Moroccan.
Integration	A+	Amsterdam is one of the least segregated European cities, a benchmark example of inclusion and integration. The Amsterdam municipality has installed five advisory boards to assist in migrant's policy, and advocates for the reflection of the ethnic composition of the city in the make up of its civil service. Education remains accessible across the metropolitan region, with nearly 30% of second-generation Turkish and Moroccan citizens (two of the metro's largest ethnic minority groups) possessing post-secondary education. An international comparative study of Muslim integration done by <i>Eurislam</i> , found that 66% of Moroccan immigrants strongly identified as "Dutch," compared to 43% in France.
Multiculturalism	A	Amsterdam is one of the most multicultural cities in the world with approximately 180 different nationalities represented in its population. Article 1 of the Dutch constitution forbids discrimination on the grounds of a person's beliefs, race or sexual preference, and Amsterdam adopted its own municipal code of conduct related to the policy in 1996. The city provides a great deal of political support to principals of multiculturalism. The metro area's approach is an exception to national policies, which tend to lean towards principals of assimilation, greatly influenced by the platform of the Dutch Labour Party.

Tolerance	Score	Justification
Gay and Lesbian Population	A+	The Netherlands became the first country in the world to legalize same-sex marriage in 2001. LGBT culture thrives in the nation and in the Amsterdam region especially. Active political support combats discrimination against homosexuals and works to develop and maintain an environment of tolerance. Amsterdam is home to the world's only monument for victims of persecution and discrimination of the LGBT community. The city is equipped with an information center for gays and lesbians situated in the downtown core and is listed by the Gay Travel Association as one of the top destinations for homosexual travelers.
Religious Diversity	A	Amsterdam is a largely secular region, with 60% of the population reporting no affiliation to any church or religious movement. The largest religious group in the metropolitan area is Christianity (17%; 10% of which are Roman Catholic), followed by Islam (14%). Islam is predicted to be the largest religious group in the region within a few years. The metro area receives an 'A' here considering that it reports a good balance between the two largest operating religions.
Openness	A-	The Amsterdam region's openness is historically iconic, as the city is internationally recognized for its tolerance and inclusion on issues spanning from gay rights to euthanasia. However this identity is challenged by the current shift in public opinion that is seeing support rise in certain areas of the country for anti-immigration and anti-Islamic proponents. With parties such as the anti-Islam Dutch Freedom Party rising in national influence, questions surrounding the openness of Dutch society emerge.
Civil Rights	A	The emancipation of women and of those who face discrimination based on their sexual preferences is engrained in the city's policy. A 1995 amendment installed an Ombudsman Service for Women, structured to address complaints and concerns with regards to the legal and social position of women from all ethnic backgrounds.
Bohemians	A	Amsterdam's bohemian culture has a rich and starstudded history. In a report out of the Delft University of Technology, Amsterdam's current Bohemian scene is measured at approximately 2.0% of the city's population). This is well above the national average (0.6%). Most of the Bohemian activity in Amsterdam is concentrated in the neighbourhood of Jordaan.
Overall score for tolerance	A	While consideration is given here to the debates over multiculturalism and religious tolerance in Holland currently, Amsterdam remains a pocket of openness and inclusion.

AMENITIES AND QUALITY OF PLACE SCORECARD

Amenities and Quality of Place	Score	Justification
The SOBs (Symphony, Opera, Ballet)*	A	Amsterdam hosts an average of 40 concerts and theatre performances every day, and is home to a total of 55 theatres and concert halls. Iconic buildings such as the Concertgebouw, the Stopera, and the Stadsschouwburg host internationally acclaimed companies such as the Dutch National Ballet and the Royal Concertgebouw Orchestra.
Museums	A	There are 51 museums and 141 galleries in the Amsterdam Metropolitan Area, most notably, the Rijksmuseum, Van Gogh Museum, and Anne Frank House.
Entertainment and Nightlife	A	There are 1,515 bars and cafés in the metro area, another 1,150 restaurants, and over 36 clubs. Many of Amsterdam's bars and clubs are open until 5am.
Crime Rate	A	In 2010, The Amsterdam region reported 141,310 crimes. Of these 12,315 were of a violent or sexual nature. The national levels for homicides and assaults are slightly above average among the leading European cities, at 1.1 and 353 per 100,000 people, respectively. <i>Mercer</i> ranked Amsterdam 13th out of 215 cities in a study on personal safety in world cities.
Recreation Facilities	A-	The metro area has 40 parks and recreation areas, and plans to invest heavily in its recreation infrastructure as it gears up to make a bid for the 2028 Olympic Games.
Neighbourhoods	A	Amsterdam is broken up into districts, or boroughs, which are further divided into neighbourhoods. A number of Amsterdam's neighbourhoods, such as the "Red Light District", Jordaan and Dam Square, have taken on global identities of their own.
Scenes	A+	There is an eclectic mix of scenes in the Amsterdam Metro Area. Whether it's internationally acclaimed fine arts, entertainment and nightlife, cycling and sustainability or even the Red Light District, Amsterdam has a multitude of identities for which it is internationally recognized.
Public Transit	A-	Amsterdam is well connected to several forms of public transport all operated by GVB. Whether it is the motorway, the region's dense railroad network (which connects the city of Amsterdam to the surrounding region, province and country), tram, metro or ferry, the region offers extensive services in public transit. Amsterdam's central station receives around 150,000 travelers per day, while the metro moves 295,000 customers; the trams move 354,000; and the buses, 168,000. In 2011, GVB vehicles carried a total of 204 million passengers. With this considered, Amsterdam is perhaps most well known for its cycling culture, with over half of citizens cycling on a daily basis.

Amenities and Quality of Place	Score	Justification
Bike Paths	A+	Amsterdam is currently ranked as the most bicycle friendly city in the world, according to the “Copenhagenize Index”. The ranking was determined based on a number of categories, most notably in areas such as infrastructure and facilities and advocacy, and considers a total of 80 cities. There are an estimated 881,000 bicycles in the metropolitan area, and 58% of citizen’s report cycling on a daily basis.
Civic Capital (NGOs, Non-Profits)	A	Amsterdam is home to a number of well-known, international NGOs, such as Green Peace, Doctors Without Borders, AIESEC and Child Helpline International (CHI). The VCA campaign was started in 2011 to encourage synchronization between the city of Amsterdam and volunteer organizations from across the metropolitan region. Vrijwilligerscentrale Amsterdam is the region’s main hub for volunteer work, providing administration, guidance and support for non-Dutch speakers and voluntary organizations. Volunteers can access over 1,000 different opportunities through the city’s ‘vacancy bank’.
Built Form Investment	A+	Amsterdam’s reputation as a “canal city” has served as a rallying point for the development of cohesiveness and built form across the metro area. The city has a web of 165 canals (including one canal ring that is on the UNESCO World Heritage List), and a system of 1,281 bridges to navigate the entire thing. There are 8,863 sixteenth, seventeenth, and eighteenth century buildings still standing in Amsterdam – a phenomenon that gives the region a synchronized identity. Modern architecture has worked, alongside persistent retrofitting of the classic Dutch style of townhouses, to develop an iconic style of urbanism.
Infrastructure (Utilities, Roads, etc.)	A	Amsterdam’s Schiphol Airport is the 4th busiest airport in Europe, and the 12th busiest in the world, with 53,522,000 passengers in 2011 and over 1.5 million tons of cargo volume. Amsterdam is also Europe’s 4th busiest port, handling approximately 93 million metric tons of cargo annually. The city was ranked as one of the least congested cities in Europe according to an index done by the navigational product leader TomTom. The city plans to be smart grid equipped by 2016, and is expected to invest (alongside private partners) \$1 billion over the next three years in pursuit of becoming the “leading smart city in Europe”.
Overall score for amenities and quality of place	A	The Amsterdam Metropolitan region is truly world class. It has a vibrant entertainment scene, with internationally acclaimed talent in the fine arts. The city has a rich history that is complimented by years of urban planning and development so that it performs at the top of its class in both quality of life and economic productivity.

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