

Welcome to #newdutch

A global celebration of Dutch innovation



That's

#newdutch

NL

Netherlands



The story of #newdutch starts with the one we already know. Because when you ask anyone about the Netherlands, they will probably tell you about tulips, canals, windmills and painters like Rembrandt and Van Gogh. Make no mistake, we are proud of our icons and the innovation they once stood for. Because that same drive for innovation continues to shape our lives today. And knowing what is brewing across the country, it will no doubt continue to shape our future.

So besides the story of traditional Dutch, there is a New Dutch story to be told.

Let us tell you all about it...

Cover: Marjan van Aubel's self-powered solar light Sunne.

Left: The iconic Kinderdijk, a unique water management system created some 750 years ago.

When the future meets our history



The Ocean Cleanup
researches, extracts and
monitors plastic pollution in
oceans and rivers globally,
with millions of kilograms
removed to date.



That's

#newdutch



There's something in the water

In the last few centuries, the Northern Sea has continuously challenged Dutch engineers to keep our lands and cities safe. Recorded catastrophes go all the way back to the St. Elizabeth's Flood from 1421, which reshaped the Netherlands dramatically and inspired numerous new water management strategies. With our feet dry, the Dutch cultural landscape was able to flourish and we introduced the work of pioneering Dutch artists and scientists to the world stage. We will of course require much more than dikes, sluices and windmill-driven water pumps to solve the global challenges that we all face today. But our history has shaped an eternal drive for innovation that will continue to forge new ways into the future.

Storm waves batter the sea defences at the boulevard in Vlissingen.

New questions, new inventions

Is it possible to row a boat underwater? Could a few pieces of glass help us to observe the stars? Can a small laser read music? Or is there a way to send internet through the air? What in their time might have seemed like strange and improbable ideas, eventually gave birth to now famous Dutch innovations like the submarine, the telescope, the CD and Wi-Fi. How many of these do you recognise as Dutch inventions?

Wi-Fi / Bluetooth / Blu-Ray / gin / genever
Mercator world map / electrocardiogram
stock market / cocoa powder / radio tube
cassette tape / CD / DVD / donuts
cryptographic machine / microscope
air conditioning / molecular motor / electric
car superconductivity / artificial pancreas
sawmill / cultured meat / storm umbrella
airfryer / four-wheel drive / sports bra
thermometer / golf / speed camera
plaster bandages / clap skate / submarine
artificial kidney / pendulum clock
orange carrots / telescope / fire hose



In collaboration with Sony, Philips presented the compact disc to the world in 1979.

A nation of innovation

The Netherlands has now become a global nexus for innovation. All over the country, leading industries, creative pioneers, innovation campuses and other initiatives are currently spearheading groundbreaking research, and there is no doubt they will shape the future, leaving us with new icons. So how do we let the world know?

Blue City, Rotterdam
Explore on page 30

3,372

There were as many as 3,372 Dutch patent applications in 2022 alone

Delta Works, Zeeland
Learn more on page 26



BioArt Lab, Eindhoven
Explore on page 22

7th

The Netherlands ranks 7th on the 2023 Global Innovation Index

We are #newdutch

An aerial photograph of a Dutch landscape at dusk. In the foreground, there are vast, rectangular greenhouses with blue-tinted roofs. A large highway interchange with multiple lanes and overpasses is visible in the middle ground. Beyond the highway, there are industrial buildings and more greenhouses. The sky is a mix of orange and blue, suggesting sunset or sunrise. The overall scene depicts a modern, industrial, and agricultural landscape.

The Westland in South Holland is famous for its high concentration of greenhouses.

The eternal drive to disrupt, challenge and innovate for a better world, is what we call New Dutch. Under this unified banner, cities, regions, leading industries and creative pioneers come together to celebrate all that's typically New Dutch and invite the world to join them at the forefront of global innovation. By telling inspiring stories about the groundbreaking work being done in the Netherlands, we can shift the world's perception towards a more accurate image of the modern, inclusive and innovative country that we have become.

As a movement, a campaign and an international platform for Dutch innovation, New Dutch aims to accelerate positive change and push the most promising solutions of today into the future.

Connect the unexpected

Plant scientist Henk Kalkman at the Delphy Improvement Centre in Bleiswijk.

Campaign concept

Our history has shown us that groundbreaking ideas often don't come the way that you would expect. They are rather the result of an encounter between materials, minds and ideas that simply never met before. We believe that humanity can tackle the biggest challenges of our time if we actively keep seeking out these unexpected encounters. When we make different elements meet, we create new energy, foster new collaborations, and potentially ignite a historic breakthrough.

This is the essence of the New Dutch movement. You'll see it translated into various elements of the #newdutch campaign, like our storytelling, the way we set up our events and the design of the digital New Dutch platform.

Our target audience

#newdutch is our first cross-domain campaign and aims to inspire potential **visitors** to visit the Netherlands, **talent** to consider the Netherlands as a great place to work and live, **investors** to set up shop, and decision-makers to meet with **trade partners** or **innovators** to move their innovation forward. These different target groups all have one thing in common: They are known as early adopters. This colourful bunch is typically curious, constantly on the lookout for new ideas and always ahead of the curve. They are inspiring influencers in their networks and constantly leading the way forward. You can find them anywhere, so the world is our stage.

That might sound broad, but the New Dutch campaign concept and messaging can be specifically customised, localised, and made relevant to meet more specific objectives. For instance, an Open Call for innovation might ask for targeting within the Netherlands, while an above-the-line campaign to attract talent from Brazil could use geo-targeting based on geographic, behavioural and demographic factors.

Depot Boijmans Van Beuningen in Rotterdam is the first publicly accessible art depot in the world.



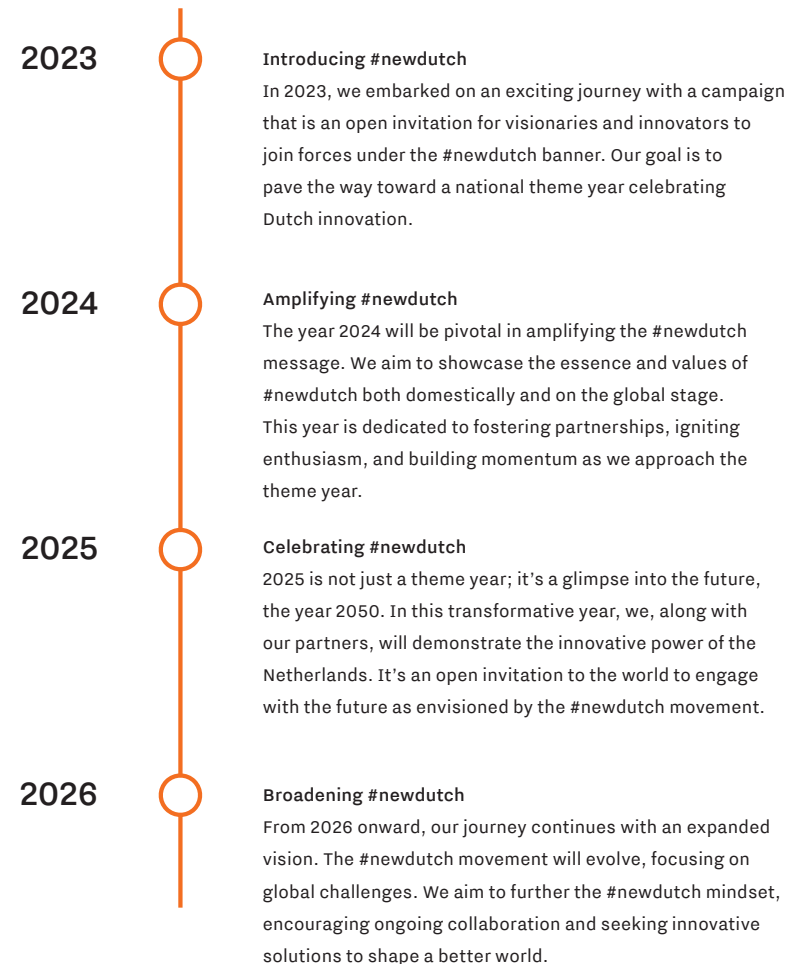
#newdutch aims to change our country's perception by showcasing all that Dutch innovation has to offer, making it possible to accelerate positive change. But this first requires us to strengthen our national and international network of partners and pioneers. On this roadmap, we've also stipulated the further development and execution of the #newdutch campaign in 2024 and the thematic year of 2025, in which we invite the world to visit all the different cities and initiatives that collectively represent our vision for 2050. And that is only the beginning.



That's

#newdutch

The New Dutch roadmap



Introducing new icons, new heroes and new masters

The foundation of the #newdutch campaign is the proof delivered by all the different cases we present through storytelling. There is an incredible number of exciting Dutch innovations and initiatives waiting to be discovered, in areas like sustainable energy, high-tech, healthcare, design, music, agriculture, urban planning and water management.

To give you an idea, we've selected three stories that perfectly illustrate what is typically New Dutch. We'll continue to add to our collection of inspiring cases throughout the #newdutch campaign.

1. Brainport Eindhoven sustains ASML's rapid pace of innovation.
2. The Loop Living Cocoon is the world's first living coffin that biodegrades in just 45 days.
3. The ZEM, a zero-emissions car that stores carbon as it drives.
4. Delft Hyperloop's climate-neutral transportation can reach speeds over 1000 km/h.
5. Roboat is a self-driving technology aimed at transforming urban waterways.
6. An experimental photobioreactor at the Wageningen University & Research AlgaePARC.





Jalila holding one of the spiders who's silk helped her create bulletproof skin tissue.

Right: Viscose made with cellulose that Jalila sources from cow manure.



showcase

When spider silk meets human skin

Jalila Essaïdi is an artist, founder of the creative incubator BioArt Lab in Eindhoven and CEO of the biotech firm Inspidere. In 2011, Jalila arrived on the world stage with a literal bang. She combined art, biology and science to create 'bulletproof skin', which received international attention and even generated interest from the U.S. military.

Jalila came up with her groundbreaking idea after reading an article by molecular biologist Randy Lewis. Lewis had succeeded in getting goats and caterpillars to produce spider silk, and thought that the material might be strong enough to be used as a bulletproof vest. It made Jalila wonder whether people could be bulletproof in the future.

During her groundbreaking research, Essaïdi incorporated elements of spider silk into human skin. The result was a material that could withstand gunfire. In the Netherlands Forensic Institute, a bullet was fired into the skin in a controlled environment, and wasn't able to penetrate the skin. Despite being offered a large sum of money by the U.S. military for the patent, Jalila decided to apply her invention in the medical field. The material is now being developed to help burn victims and people with bedsores.

When manure meets couture

While she was developing bulletproof skin, someone jokingly challenged her to reduce CO₂-emissions created by cow manure. She decided to take this challenge seriously. She started with a bucket of manure taken out of a slurry pit. In her lab, Jalila discovered that it contained materials to make cellulose. The agricultural sector destroys cellulose, while the cotton industry cuts down entire forests for it. It then became a simple matter of connecting the dots. The result was a unique clothing brand called Mestic, which introduced viscose for clothing, made out of manure. With Mestic, she won H&M's Global Change Award in 2017.

Designing the future

Jalila Essaïdi is a true innovator who's changing the world for the better. Her work is an inspiration to various fields of research, and a reminder that anything is possible with creativity, determination, and a willingness to think outside the box. In her own BioArt Lab in Eindhoven, she brings together biotechnicians and designers to drive systemic change and find solutions to the biggest problems of our time. Essaïdi's latest challenge is tackling the CO₂ problem. She's exploring the potential of a small aquatic plant that once caused the beginning of the ice age. The first pilots are about to start, and the world is watching.

A few samples of bulletproof skin tissue used in Jalila's research.

One of the cows living on the farmland at the BioArt Lab in Eindhoven.



When rising sea meets big idea

Dutch engineers are making waves in the realm of sustainable water management. Zeeland, a province nestled on the Dutch coast, boasts a remarkable set of waterworks that not only protect Zeeland's coastlines, but also offer a fascinating glimpse into a future of resilient, eco-friendly innovations.

The colossal Dutch Deltaworks form an intricate system that comprises dams, sluices, dikes, and storm surge barriers that collectively shield the region from the perils of high tides and storms. Its creation was a response to the 1953 North Sea Flood, which put over 370.000 acres of land under water, displacing over 600.000 citizens, and costing 1836 human lives. The flood is etched in the collective memory of The Netherlands as a national tragedy and marks a turning point in coastal management, hydraulic engineering and disaster readiness.



The Eastern Scheldt Storm Surge Barrier in Zeeland.

Left: The largest part of the Delta Works between the islands Schouwen-Duiveland and Noord-Beveland.



A feat of Dutch engineering

The construction of the Delta Works was finished in 1986, and utilised a special fleet tailored for precise marine construction tasks. The Ostrea, meaning 'oyster' in Latin, was a lifting ship that transported the massive 18.000 ton concrete pillars fabricated on Neeltje Jans, an artificial island serving as a makeshift dockyard. The Macoma, referring to saltwater clams, ensured a clean bed for the pillars and assisted with the precise positioning of the Ostrea. To prevent erosion beneath the pillars, the Cardium, meaning 'cockle', was built to lay protective mats on the seabed. Then, the Mytilus, or 'mussel', vibrated the pillars into the seabed to solidify the foundation.

Sustainable by design

One of the Delta Works' crown jewels is the Oosterscheldekering, or the Eastern Scheldt Storm Surge Barrier. This structure blends innovation with practicality, as it features massive sluice gates that can be opened or closed depending on weather conditions. These gates remain open during regular tides, preserving the estuary's ecosystem while seamlessly transitioning to flood protection when needed. The Delta Works also integrate renewable energy sources like wind turbines and solar panels, reducing the carbon footprint while ensuring the region's resilience. While the world faces rising sea levels and increased climate uncertainty, Zeeland quietly showcases a solution that protects its people, preserves its environment, and respects its heritage.



The Ostrea transporting one of the massive 18.000 ton concrete pillars.

Zeeland's coastal ecosystem draws in both domestic and foreign visitors.



A pioneer holding one of the many sustainable materials being developed in Blue City.

Right: The main square of Blue City, a meeting place for circular pioneers.



showcase

When public pool meets public goals

Once a subtropical-themed public pool, now a circular incubator model city that provides a platform for pioneers in the circular economy. Blue City in Rotterdam is a place where enterprising minds are developing new visions for action. Their goals include creating a closed-loop system, promoting cross-pollination, and developing concrete products and solutions for a sustainable future.

Blue City promotes the development and full implementation of the circular economy, which is designed to solve the inefficiency and waste caused by the traditional linear economic system. This outdated “take-make-waste” approach is resulting in the rapid depletion of finite natural resources, escalating environmental pollution, and the accumulation of waste due to short-lived product design. By transitioning to a circular model, the goal is to create a closed-loop system that minimises resource inputs, reduces environmental impacts, and ultimately leads to a more sustainable, regenerative economic system.

Meet the bioneers

In BlueCity, more than 40 biological pioneers, or bioneers, are working hard to make the circular economy a reality. Rotterdam enables their customers to grow delicious oyster mushrooms on coffee grounds and coffee husks, residual products normally thrown away. A company called Fruit leather converts discarded fruit into leather-like material, which can be used to make items such as purses. BlueBlocks develops plate material for construction using brown algae from the North Sea. And Kusala Gifts makes a soap that doesn't use palm oil and plastics but residual ingredients such as olive oil, coffee, and brewer's grains.

Exploring Blue City

The best way to get to know BlueCity is through its public events. Like the clothing swap market Changez, or the various Let's Fix It workshops, where Rotterdam residents are taught how to repair items instead of throwing them away. There's also Expedition BlueCity, a deep dive into the world of BlueCity. You get a tour of the former subtropical swimming pool and get a glimpse into the BlueCity Lab, which is located in the former changing rooms of the swimming pool. As a visitor, there's a good chance that you'll leave with your own ideas and inspirations on new sustainable solutions.

Visit newdutch.nl for more inspiring cases.



Blue City fosters new partnerships through its public events.

These stairs in the former public pool now welcome you to Blue City.

Main themes

To solve the most pressing issues of our time, New Dutch presents the world with the most promising Dutch innovations. We categorise them using six main themes, each addressing a significant global challenge.

Earth

What circular innovations and renewable energy sources will we utilise to safeguard our life on this planet?

Rising sea levels, changing weather patterns and severe droughts: the climate crisis is one of the greatest global challenges of our time. The level of carbon dioxide in our atmosphere is higher today than at any point in the last 3 million years. And about two-thirds of the world's greenhouse gas emissions come directly from how we produce and consume energy. But Dutch innovation in offshore wind power, hydrogen energy, clean battery systems, underground heat and cold storage, circular recycling and water management may provide us with new answers.

Health

What discoveries in life sciences will help us to protect and improve the health of people everywhere?

In today's world, most humans are able to live longer and happier lives. But the health gap between lower and higher socioeconomic groups has become more and more apparent. As a health and care coalition, the Dutch Life Sciences & Health sector is ambitious, and has brought together experts from ministries, health organisations, businesses, universities and international development to spearhead integrated solutions to the current and future health crises.

Tech

What new technologies will we leverage to address today's and tomorrow's universal challenges?

In solving societal and economic challenges, the role of digital technology is indispensable. It enables us to transform cities and communities with sustainability at the forefront, and bring positive change across all industries. The Netherlands has emerged as a nexus of high-tech innovation that encompasses a wide range of developments. Dutch innovators are leading the way in hardware and software development, data utilisation, semiconductors, photonics, quantum tech, AI, and digitalisation.

Food

How will we provide the fast-growing world population with enough healthy and sustainably farmed food?

By 2050, the world population will reach almost 10 billion people, according to the United Nations. The majority of people will then be living in vast urban areas. One of the great challenges of the future will be to ensure access to healthy and sustainable food for all in the face of climate change, biodiversity loss and scarce availability of farm land. That's why numerous Dutch innovators are developing state-of-the-art technologies for greenhouse horticulture, smart and circular agriculture and sustainable food production.

Culture

What new designs and experiences can we create to better our societies and humanity as a whole?

Money, government and science alone cannot solve the complex global issues of today. To truly transform our societies, we need new concepts, sustainable designs, and inclusive strategies. The Netherlands stands out as a diverse epicentre for artists, designers, and other boundary-pushing creative pioneers, who found global success in fields like architecture, fashion, music and film. With a rich landscape of art schools, museums and other cultural communities, creativity remains one of the Netherlands' major exports.

Communities

With what solutions will we improve the quality of life in the complex networks of today?

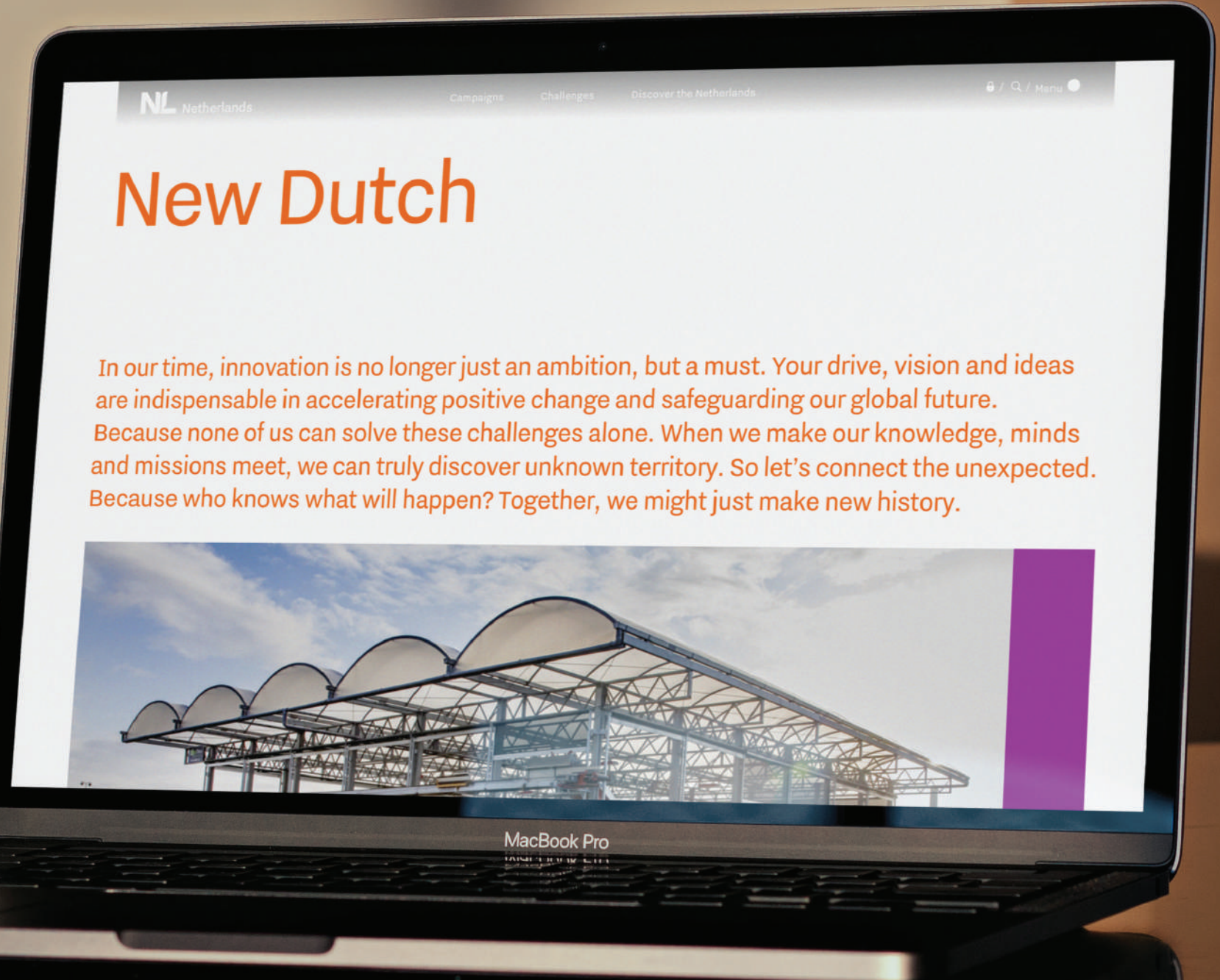
As climate change and rapid urbanisation intensify globally, Dutch municipalities are committing themselves to making their towns and cities more safe and sustainable. Governments, businesses, knowledge institutes and community-driven initiatives are all working together to improve the living environment of citizens in areas like climate adaptation, circular economies, energy efficiency, green mobility and social equality.

Campaign design

To attract our target audience of early adopters, the #newdutch campaign was designed as an inspiring celebration of Dutch innovation, with a core concept centred around creativity and historic breakthroughs, bold colours and a focus on online communication. We've translated the campaign concept and all the different campaign elements into an overview that shows how everything comes together in various #newdutch touchpoints and activities.



The online platform is pivotal in the #newdutch campaign. It is where our collection of stories finds a home, complemented by a database of pioneers to contact. It also features an overview of all the events planned in the theme year.



Key message

We formulated a short key message to convey the core drive and mission of the New Dutch movement. You may use the whole narrative or parts of it as a piece of inspiration.

Connect the unexpected

A truly groundbreaking solution is rarely found in the way that you'd expect, but more often the result of an encounter between people, ideas or materials that have simply never met. To inspire historic breakthroughs and solve the biggest challenges of our time, we need to look beyond our own borders and actively forge new and unexpected connections. Because who knows what might happen? When we make our minds and missions meet, we can create new history.

We are #newdutch

This is the essence of #newdutch, a mentality, a movement and an international platform for Dutch innovation. We represent a vibrant ecosystem of leading Dutch industries, innovation campuses, renowned creatives and other initiatives that are joining forces with partners from all over the world to accelerate worldwide progress. Discover a new generation of Dutch masters and join our global mission.



Campaign formula

The ‘When X meets Y’ formula that we use in the campaign is an expression of our belief in the historically innovative power of making different elements meet. It’s used for both the overarching thematic headings and for the case-specific headings.

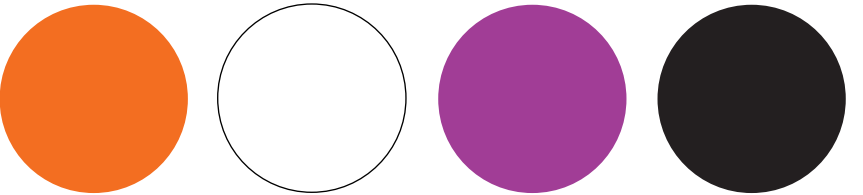
We have prepared a number of examples of this formula for each of our main themes, which are available for use during the initial phase of the campaign. Determine under which category the discussed project falls and choose the corresponding ‘When X meets Y’ formula. Note, you should only use the formula; the six themes themselves are not yet being communicated. More extensive communication on how to apply the formula more freely will follow in the next phase of the campaign.

- Earth:** When crisis meets collaboration
- Food:** When nutrition meets innovation
- Health:** When humanity meets longevity
- Tech:** When technology meets ingenuity
- Culture:** When creativity meets new history
- Communities:** When population meets reorganisation



Campaign colours

The #newdutch campaign uses a predefined set of colours from the NL palette: orange, white, purple. The fusion of purple and orange provides all means within this campaign a vibrant and sharp contrast that immediately catches the eye, and also aligns well with other NL campaigns. Orange is the primary colour of the NL identity, and should come back in every item. Please use the correct RGB or CMYK colour profiles for your communication.

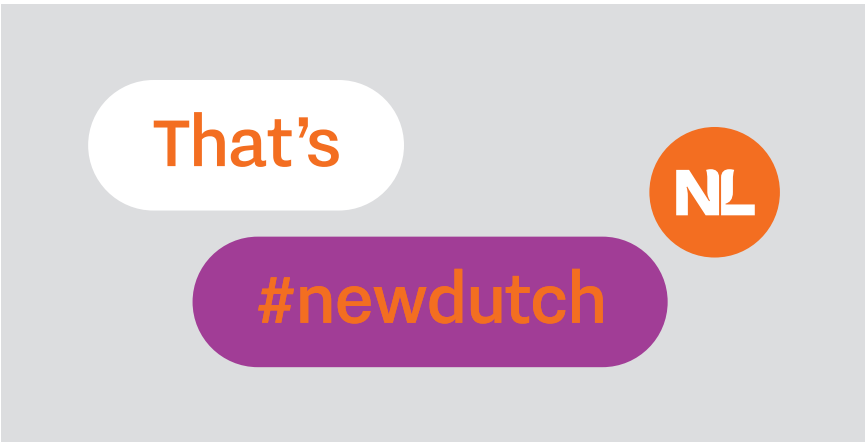


Orange	White	Purple	Black
Pantone	CMYK	Pantone	Pantone
21C 21U	C0 M0 Y0 K0	Purple C Purple U	Black C Black U
CMYK	RGB	CMYK	CMYK
C0 M70 Y100 K0	R255 G255 B255	C40 M90 Y0 K0	C0 M0 Y0 K100
RGB	HEX	RGB	RGB
R241 G105 B0	#FFFFFF	R120 G0 B150	R0 G0 B0
HEX	RAL	HEX	HEX
F16900	9010	#780096	#000000
RAL		RAL	RAL
2005		4008	8022

Campaign sticker

The campaign sticker represents the outcome to the formula and completes our main message. If you want to communicate within the context of the campaign, we welcome you to use the external campaign sticker in your on- and offline means. This sticker can also be used on corporate branded materials of third parties to indicate their alignment with the New Dutch movement.

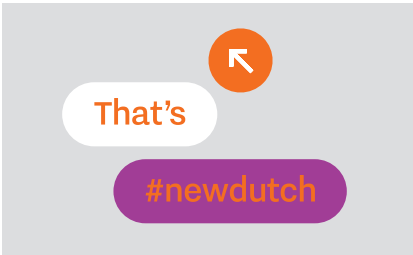
The arrow adds a dynamic element and draws extra attention to the term #newdutch. The arrow can only be used on communication from the NL brand. If the sticker is used for statements from third parties, the arrow is replaced by the NL-sticker.



External use

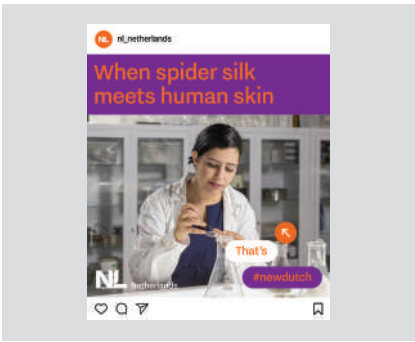
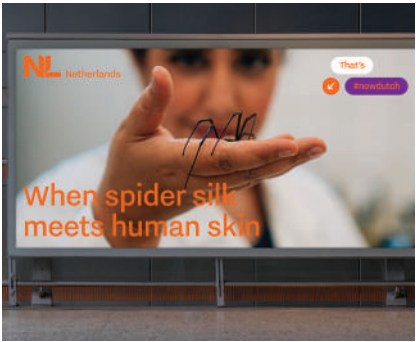


Arrow bottom aligned



Arrow top aligned

The sticker is always placed on the right side of NL branded communication.



The NL visual identity dictates a certain buildup of colours when using the campaign sticker, depending on the specific background it's placed on. Please use the correct colour hierarchy as shown in these four examples when creating NL branded materials.



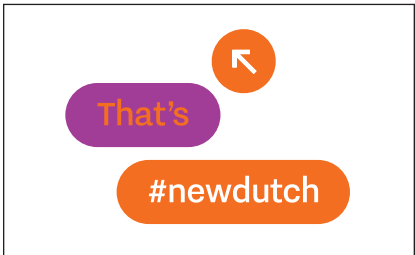
Photo background



Orange background



Purple background



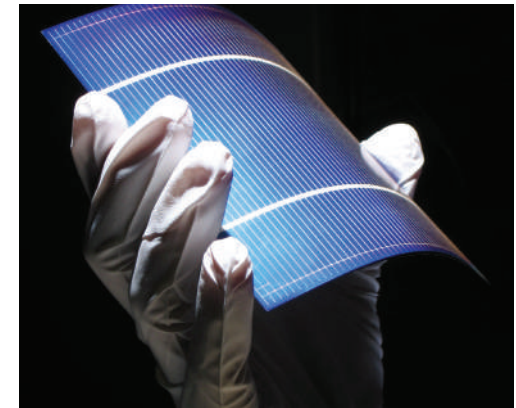
White background

Photography

In principle, we follow the NL photography guidelines. An ideal NL picture has three key ingredients: collaboration, an international setting and a Dutch touch. It is friendly, optimistic, accessible, and has a simple look and feel. Its colours are bright and clean, its angle is refreshing. And lastly, it radiates excitement for the subject.

The overall look and feel of images should be one of clarity. They should look tasteful, intelligent, bold and inspiring, but also straightforward and open. It is crucial to keep designs free of 'clutter', avoiding the use of too many details, messages and shapes. Powerful simplicity is the key. Always choose to tell one story, not many, in one picture.

We always encourage the use of high-quality real photography instead of stock images, as we want to offer people an original and realistic impression of our activities.





Help spread the word

For anyone that wants to support us in our mission and spread the word on New Dutch, we prepared a few helpful tools and guidelines. We invite you to explore all the different campaign elements, and are always available to assist you in creating your own #newdutch communication.

To maximise the weight and impact of the #newdutch campaign, we strongly recommend uniform and recognisable communication across all channels. We urge all partners to build our momentum collectively by linking communication, where possible, to the New Dutch movement.

As a partner, you can share NL branded ready-to-use materials, available for download in the NL Toolkit:

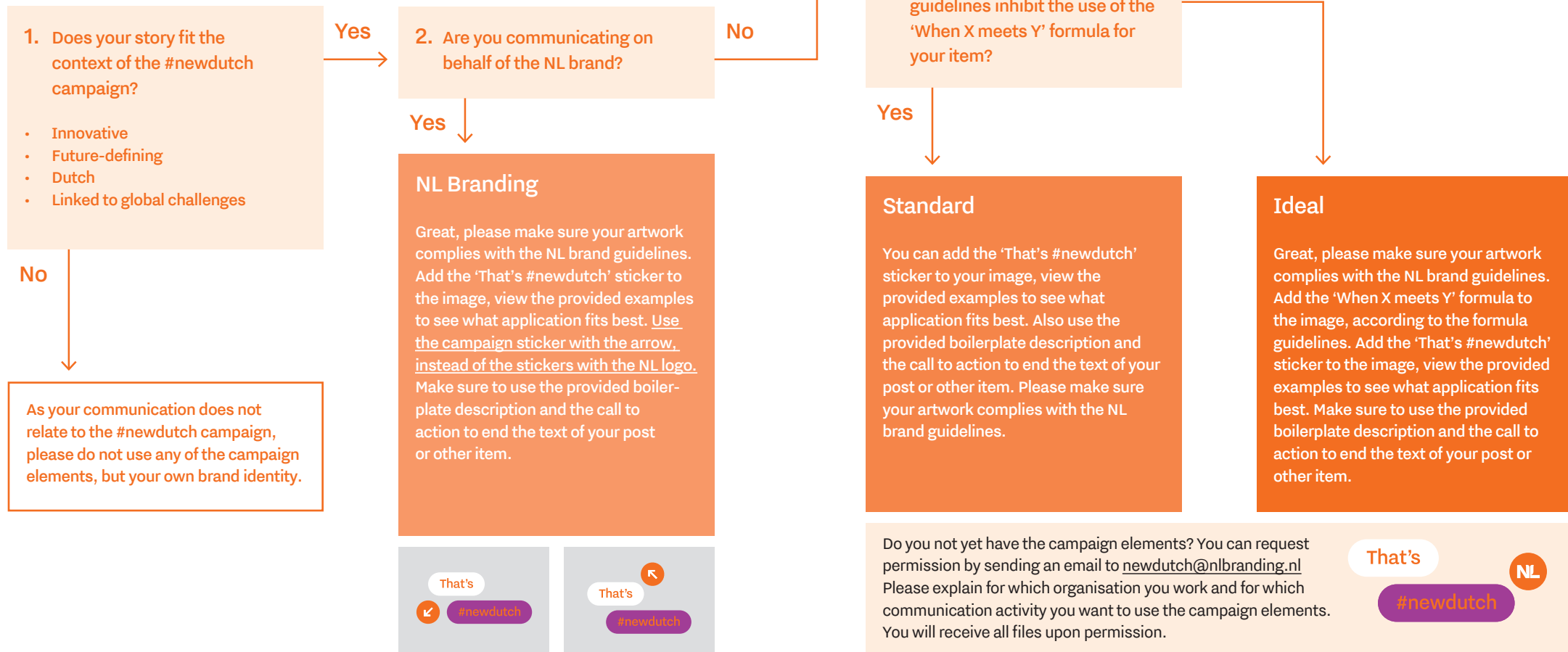
<https://toolkit.nlplatform.com/themes/campaigns/new-dutch-1>

You can also decide to join the conversation in your own corporate style and create your own stories on New Dutch by using the decision tree and the social media guidelines on the following pages. For any questions, please feel free to contact us at newdutch@nlbranding.nl.

Decision tree

When and how to use the #newdutch campaign elements.

A key part of the campaign are the #newdutch campaign elements that connect all the relevant innovations and activities to the international NL/#newdutch brand. To maximise the weight and impact of the #newdutch campaign for all the regions, a unified and recognisable style of communication across all channels is recommended. Follow this decision tree to find out when and where to use which campaign elements for your off- or online communication. Please bear in mind that there is always only one option. If you are still not yet 100% sure, do not hesitate to reach out to the NL Branding team. Make sure your design is always in accordance with the general NL Branding guidelines.



Social media use

To create as much visibility as possible, we have made it easier for you to post about New Dutch by providing social media templates, sample texts and ready-to-use social content, which are all made available in the NL Toolkit. You can post them as a carousel or individually to your socials. When creating your own content, please take note of our guidelines on photography, the following examples and the standard #newdutch elements to add to your caption.

Boilerplate

Add this boilerplate to the caption of your post to connect to the #newdutch campaign:

#newdutch is a mentality, a movement and an international platform for Dutch innovation.

Call to action

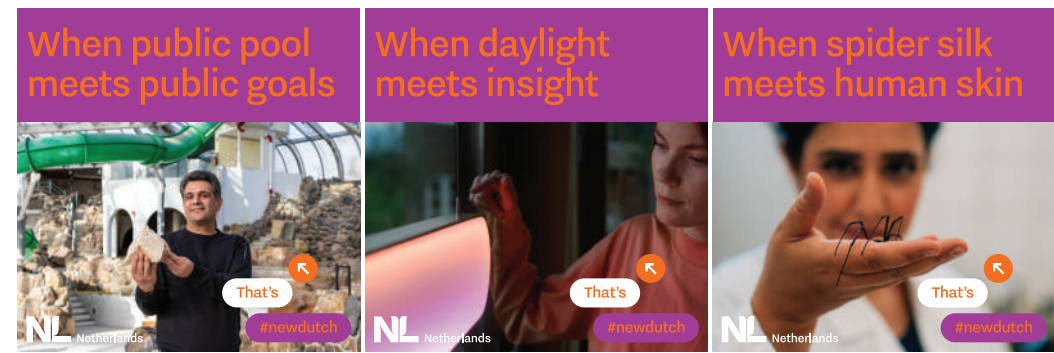
Always finish your caption with the call to action:

Discover and join the creators of tomorrow on www.newdutch.nl

Tags

Make sure to use the right hashtag: #newdutch
Also tag @Netherlands on LinkedIn and @NL_netherlands on Instagram.

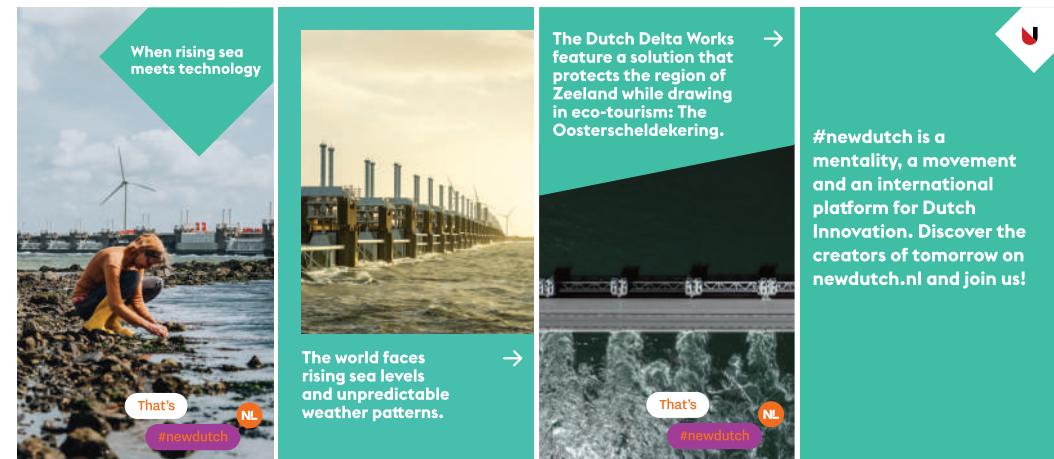
You can download ready-to-use social content from the NL Toolkit.



Instagram post examples using NL Pure

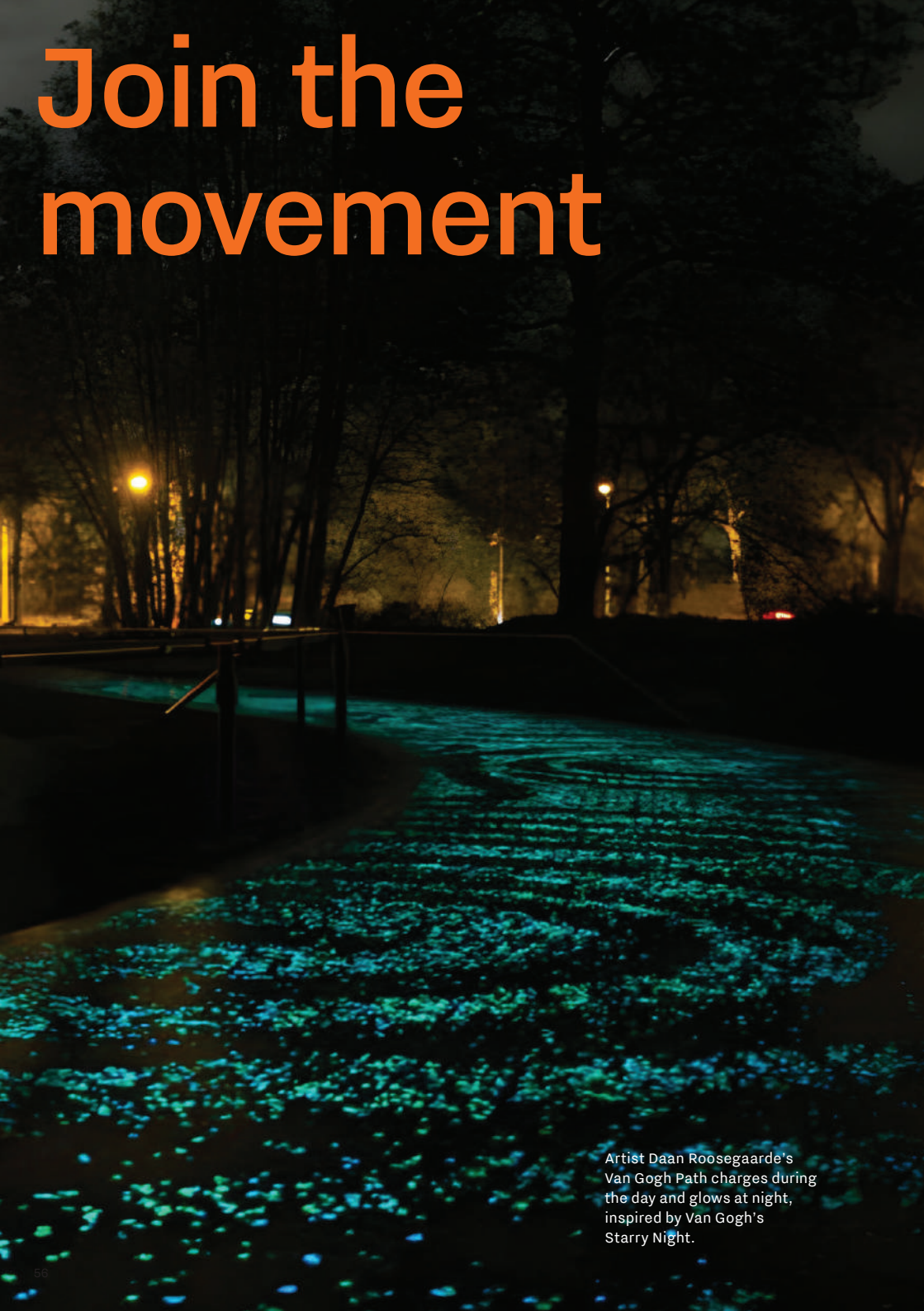


Instagram external identity post examples



Instagram story carousel build up created using the Discover Utrecht Identity for example

Join the movement



Artist Daan Roosegaarde's Van Gogh Path charges during the day and glows at night, inspired by Van Gogh's Starry Night.

Changing the general perception of a country is not an easy task. It requires a persistent, long-term effort and continuous collaboration. But completing the image of the Netherlands will not only accelerate the positive global impact of Dutch innovation, but also help us to attract more visitors, investments, trade partners and talent.

With #newdutch, we can together show the world what our future can look like and how a new generation of Dutch masters is making its mark. So use the inspiring cases, campaign elements and practical tools in this brochure to spread the word on #newdutch, and join us in our global mission.

We welcome any ideas, conversations, and proposals concerning #newdutch at newdutch@nlbranding.nl

As of November 2023, New Dutch
is a joint effort between:

Eindhoven365
Brabant Branding
Rotterdam Partners
Utrecht Marketing
Gemeente Nijmegen
Gemeente Arnhem
Leiden&Partners
Visit Flevoland
Almere City Marketing
Provincie Zeeland
Gemeente Zwolle
Twente Board
Merk Fryslân
Netherlands Point of Entry
Nederlands Bureau voor Toerisme & Congressen
NL Branding
Ministry of Foreign Affairs

and the list is growing!

Interested to join us?
Contact newdutch@nlbranding.nl

When what is now
meets what could be



Cows on the Floating Farm, a sustainable and self-sufficient farm on Rotterdam's Maas river.

newdutch.nl

NL

Netherlands