

Press kit New Dutch



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NL

Netherlands

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General introduction

The Netherlands is known worldwide for its windmills, tulips and canals, icons of our heritage that we take pride in. They symbolise a history in which innovation has always played a central role. That same spirit of renewal forms the foundation of New Dutch today: a movement and international platform that brings together the latest generation of Dutch innovations.

Across the country, researchers, designers, and entrepreneurs are working on solutions to urgent global challenges. From sustainable food production and circular construction to digital health innovations and new approaches to energy and water management, their work is driving meaningful change.

New Dutch tells these stories. The platform shows how the Netherlands, rooted in a culture of collaboration, curiosity and practical ingenuity, contributes to progress on a global scale.

This press kit is intended for journalists and media partners, to provide background information, visual material, and points of contact to further explore and share the stories behind Dutch innovation.

For more information or interview requests:

- Emilie Zonneville (NBTC):
ezonneville@holland.com
- Peter Sonneveld (Netherlands Enterprise Agency (RVO)):
peter.sonneveld@rvo.nl

Background and partners

The New Dutch movement originated from the belief that the Netherlands has more to offer than just its past. Eindhoven noticed that the global presentation of the Netherlands lacked attention for technological innovation. This concept gained support from Rotterdam and was taken up by Netherlands Branding (Netherlands Enterprise Agency), which brought together regional partners to tell one cohesive story: the story of New Dutch.

Today, New Dutch has grown into a national collaboration in which seventeen cities, provinces, and regions demonstrate the innovative spirit of the Netherlands. Together, they show the diversity of Dutch knowledge, technology, and creativity. From water management and sustainable energy to life sciences, circular design, and digital applications.

The collaboration is coordinated by the Netherlands Enterprise Agency (Netherlands Enterprise Agency) and the Netherlands Board of Tourism & Conventions (NBTC). The participating regions are: Amsterdam, Arnhem, Brabant, Delft, The Hague, Ede, Flevoland, Friesland, Groningen, Leiden, Limburg, Maastricht, Nijmegen, Rotterdam, Utrecht, Zeeland, and South Holland.

By pooling their regional expertise and networks, they jointly represent the innovative strength of the Netherlands. Each of these partners contributes its own expertise and themes, which are highlighted internationally under the New Dutch banner.

Themes and cases

Across the Netherlands, researchers, designers, companies, and public authorities are working on innovative solutions that contribute to a more sustainable and healthier world.

The New Dutch movement focuses on themes that are relevant globally. From energy and food to health, technology, and design.

Earth

Climate change is one of the greatest challenges of our time. Sea levels are rising, weather patterns are shifting, and periods of drought are becoming more extreme. The Netherlands is seeking solutions that both protect our living environment and accelerate the energy transition. Engineers, designers and companies are developing innovative ways to generate, store, and share energy, while preserving natural resources.

Facts and figures

5th

The Netherlands ranks among the top 5 countries worldwide with the most offshore wind farms.

90%

Over 90% of Dutch municipalities are working on circular construction or energy projects.

2050

The country aims for 100% renewable energy by 2050.

Case 1 | Friesland

GreenInclusive

The Frisian company GreenInclusive develops bio-based building materials that do not pollute, but instead contribute to a healthier living environment. GreenInclusive connects agriculture and architecture into one circular system. Together with more than one hundred Dutch farmers, they cultivate fibre crops such as hemp and miscanthus, which are processed into high-quality building materials such as HempWool, a natural insulation grown locally for local homes.

In this way, GreenInclusive stimulates biodiversity, shortens the value chain and reduces CO₂ emissions in the construction sector. In 2024, more than thirty partners signed the Frisian Hemp Deal, a collective step to insulate over a thousand homes with regional hemp.

[Read more](#)



Case 2 | Rotterdam

Solarduck

The Rotterdam-based company SolarDuck develops floating solar platforms that move with the waves. The technology combines maritime expertise with solar energy and enables large-scale energy generation at sea, without taking up space on land.

This integration of water, technology and energy symbolises how Dutch innovation finds new pathways towards a sustainable future.

[Read more](#)

Marker Wadden

In the Markermeer, a group of artificial islands is emerging that demonstrates how Dutch hydraulic engineering and ecological restoration can go hand in hand: the Marker Wadden. The islands are built using sand, clay and silt from the lake itself and are restoring a depleted ecosystem. As silt is deposited on the islands, the water becomes clearer, allowing aquatic plants, fish and birds to return. The nature reserve increases biodiversity and functions as a living laboratory where researchers monitor the development of nature and water quality.

The Marker Wadden exemplify ecological innovation, a place where technology and nature work together for a resilient future.

[Read more](#)



Food

By 2050, the global population is expected to reach nearly 10 billion people, with most living in urban areas. The question of how to provide everyone with healthy and sustainably produced food is becoming increasingly urgent.

The Netherlands plays a key role in this. In regions such as the Foodvalley around Ede, researchers, farmers and companies collaborate on innovations that make food production more efficient and climate resilient. From circular agriculture and high-tech greenhouse cultivation to alternative proteins: the Dutch approach combines technology with nature conservation.

Facts and figures

2nd

The Netherlands is the second largest agricultural exporter in the world.

60%

60% of agricultural businesses apply circular techniques.

€100 billion

The agri-food sector represents around €100 billion in exports annually.

Case 1 | Amsterdam

Growy

In Amsterdam, Growy develops vertical farms where food is grown without soil, using water, light, and smart technology. In these fully automated systems, vegetables and herbs grow close to the consumer, using 90% less water and no pesticides. Growy demonstrates how urban innovation can contribute to food security and sustainability, from a rooftop in the middle of the city.

[Read more](#)



Case 2 | The Hague

North Sea Farmers

In the North Sea, North Sea Farmers operates a seaweed farm located among wind turbines. The project uses space at sea for dual purposes: energy and sustainable food production. Seaweed is rich in protein and requires no fresh water or agricultural land, making it a promising resource for the future food chain.

[Read more](#)



Wageningen University's Farm of the Future

Farm of the Future is working towards a new era in agriculture. Wageningen University researches how technology, nature and agricultural knowledge can come together for a sustainable food system. On the test fields, data, drones and robots are used to grow more efficiently with less impact on soil, water and climate. At the same time, traditional insights into crop rotation and biodiversity remain foundational. Farm of the Future demonstrates how innovation and skill reinforce each other, and how the Netherlands is shaping the agriculture of the future.

[Read more](#)



Health

People are living longer and healthier lives, but health disparities between groups are increasing. In the Netherlands, healthcare organisations, universities, companies and public authorities are working together on solutions to current and future health challenges. The focus is on prevention, digitalisation, and innovative therapies that make a difference worldwide.

The Netherlands has a unique ecosystem of bioscience centres, where research institutions, start-ups and international companies literally work side by side on medical and biotechnological breakthroughs. From the Leiden Bio Science Park, the largest life sciences cluster in Europe, to Utrecht Science Park and the Brightlands Health Campus in Limburg: together, they form a network that seamlessly connects science, healthcare and entrepreneurship.

Facts and figures

3.000

Over 3,000 Dutch companies are active in life sciences & health.

168

The Netherlands has 168 medtech companies across a range of subsectors.

€40 billion

The sector represents approximately €40 billion in economic value.

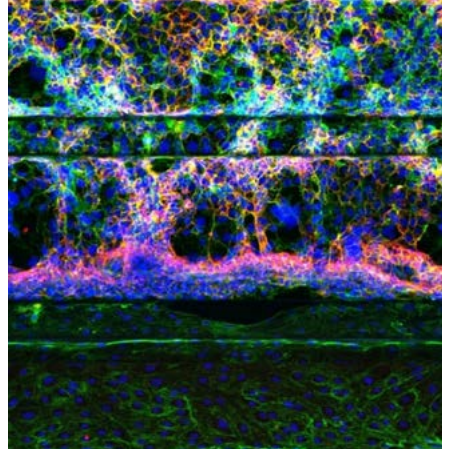
Case 1 | Leiden

MIMETAS

MIMETAS develops mini-organs on a chip on which medicines can be tested. This makes drug research faster, more accurate, and more animal-friendly. Together with international partners such as Roche and Astellas Pharma, the company is working on new therapies for intestinal diseases and cancer.

This integrated approach shows how the Netherlands understands health: not as a market, but as a shared mission.

[Read more](#)



Case 2 | Eindhoven

Bulletproof skin, Jalila Essaïdi

Bio-artist and entrepreneur Jalila Essaïdi explores the boundary between art, science, and sustainability. Through her pioneering work in biodesign, she shows how nature and technology can merge into solutions for societal challenges. For example, she developed bulletproof skin based on spider silk and Mestic®, a textile fibre made from cow manure that gained worldwide recognition. From her BioArt Laboratories in Eindhoven, Essaïdi brings together designers and scientists to develop new circular materials. Her work shows how creativity can contribute to system change, and how innovation can literally grow from nature.

[Read more](#)



Case 3 | Utrecht

Utrecht Cancer

At Utrecht Science Park, five leading institutions – UMC Utrecht, Utrecht University, the Princess Máxima Center, the Hubrecht Institute and the Faculty of Veterinary Medicine – work together under the name Utrecht Cancer. Within a single square kilometre, they form Europe's largest cancer research community, where fundamental research and clinical care intersect. By combining knowledge and technology, they accelerate breakthroughs that lead to better treatments for humans and animals, a powerful example of how close collaboration shapes the future of healthcare.

[Read more](#)



Case 4 | Brightlands, Limburg

The Tear Doctor

Biochemist Dr Marlies Gijs, known as 'The Tear Doctor', is researching how a single tear can help detect diseases at an early stage. From Brightlands Maastricht Health Campus and Maastricht UMC+, she is developing a revolutionary, non-invasive method to diagnose conditions such as Alzheimer's and Huntington's through tear fluid. In just one drop, her team can identify biomarkers that would normally only be found in cerebrospinal fluid. In this way, a human tear becomes a source of medical insight, a promising step towards rapid, painless and globally applicable health tests.

[Read more](#)



Tech

Digital technology is key to addressing societal and economic challenges. The Netherlands is seen as a testing ground for high-tech innovation, where science, industry, and government work together on solutions with global impact.

From photonics and quantum technology to artificial intelligence and intelligent urban systems: Dutch researchers and companies develop technology that makes life safer, more sustainable and more human-centred.

Facts and figures

30%

More than 30% of European quantum start-ups originate in the Netherlands.

10%

The high-tech sector contributes around 10% to the Dutch GDP.

3rd

The Netherlands ranks among the top 3 most digitally connected countries in the world.

Case 1 | Maastricht

ETpathfinder

In Maastricht, researchers are developing the ETpathfinder, a testing facility for the technology behind the future Einstein Telescope. This European detector will measure gravitational waves, ripples in space and time that offer insight into the origins of the universe. The knowledge gained here forms the foundation for future ESA and NASA missions.

The Dutch approach is characterised by collaboration and practical idealism: technology as a means to move society forward.

[Read more](#)



Case 2 | Eindhoven

Carbyon

Carbyon develops technology that captures CO₂ directly from the air. With its innovative system, the Carbyon GO, the company is working on a breakthrough in direct air capture: a filter material that removes CO₂ molecules from the atmosphere quickly and efficiently. One kilogram of this material can capture up to three tonnes of CO₂ per year, equivalent to the absorption capacity of around 150 trees.

From the High Tech Campus ecosystem in Eindhoven, Carbyon is working on scaling this technology with lower energy consumption and entirely renewable power. In doing so, Carbyon turns air pollution into an opportunity for a cleaner, climate-positive future.

[Read more](#)



Aectual

The Amsterdam-based company Aectual develops the world's first platform for circular, large-scale 3D-printed architecture. Using proprietary robotic technology and digital design tools, Aectual produces customised floors, façades and interior elements, all made from reusable bio-based materials. After use, the products are collected, ground down and reprinted in a fully closed material loop.

International brands such as Nike, Hermès and Schiphol are already using their technology. Aectual demonstrates how advanced robotics, design and sustainability can come together in a circular construction practice that unites beauty and impact.

[Read more](#)

Culture and Society

Imagination is an essential part of innovation. In the Netherlands, designers, artists, architects and thinkers play an active role in translating complex issues into tangible solutions. Their work forms the bridge between technology, sustainability and everyday life.

Facts and figures

4%

The creative industry contributes more than 4% to the Dutch GDP.

350.000

Cultural innovation festivals such as Dutch Design Week attract over 350,000 visitors annually.

50+

The Netherlands has more than 50 design and maker labs working on circular materials and new production methods.

Case 1 | Maastricht

Studio Drift

Studio Drift explores the relationship between nature, humans and technology. Their installations, from floating light sculptures to kinetic artworks, express themes such as energy, movement, and connection. They illustrate how art and design can drive societal transformation.

Within New Dutch, this mentality comes together: progress is not driven by technology alone, but also by imagination, collaboration and the will to do better.

[Read more](#)

Case 2 | Nijmegen

Schemerlicht Lab

In Goffert Park in Nijmegen, Schemerlicht Lab brings together art, science and nature in an annual light festival that invites visitors to see the world differently. During the Schemerlicht Festival, visitors explore installations that address contemporary themes such as climate change, biodiversity and the relationship between humans and the planet.

Scientists and artists collaborate to create experiences that evoke insight and wonder. In this way, science becomes tangible and art gains meaning, a convergence that demonstrates how creativity can contribute to awareness and change.

[Read more](#)



Pauline van Dongen

Designer Pauline van Dongen explores the boundary between fashion, technology and sustainability with her innovative solar textiles. In her studio, fabrics are developed that not only protect or adorn, but also generate energy and respond to light, movement and touch.

With projects such as SUNTEX, a flexible, translucent textile that provides shade and produces solar energy, she demonstrates how design can contribute to a liveable, energy-positive future. From wearable technology to architectural applications: Van Dongen literally weaves innovation into the fibres of everyday life.

[Read more](#)



Frequently asked questions

Want to know more about New Dutch?

1. What is New Dutch?

New Dutch is a movement, platform, and international campaign that brings together stories of Dutch innovation and demonstrates how these innovations contribute to solving global challenges. It highlights practical solutions across the country and shows how the Netherlands is working on sustainable solutions that shape the future.

2. Who is behind New Dutch?

New Dutch is a national collaboration between Dutch cities, provinces and regions, including Amsterdam, Arnhem, Brabant, Delft, The Hague, Ede, Flevoland, Friesland, Groningen, Leiden, Limburg, Maastricht, Nijmegen, Rotterdam, Utrecht, Zeeland and South Holland. The collaboration is coordinated by the Netherlands Enterprise Agency and the Netherlands Board of Tourism and Conventions (NBTC).

3. What is the purpose of New Dutch?

New Dutch provides international visibility for Dutch innovations and positions the Netherlands as a collaborative, inventive and solution-oriented partner. The initiative is part of a broader nation branding strategy and demonstrates that the Netherlands is more than its traditional icons such as tulips, windmills and cheese, which we are proud of.

In a rapidly changing world, from climate challenges and technological developments to shifting geopolitical relations, the Netherlands seeks to strengthen its position as an inventive, solutions-driven partner. Reports such as Mario Draghi's The Future of European Competitiveness emphasise the need for countries to act ambitiously and innovate strategically.

New Dutch also helps to reach important audiences across all domains, such as international talent and business partners. The stories show how Dutch creativity and collaboration contribute to solving global challenges and shaping the future.

4. How does New Dutch select the innovations it highlights?

Innovations are selected based on their global relevance, alignment with Dutch brand values (open, inventive, inclusive), potential to shape the future and the presence of a 'wow' effect. An independent programme council reviews the submissions.

The council consists of:

- **Anna Gimbrère**
Science journalist
- **Robert Govers**
Place branding expert
- **Rob van Hattum**
Science journalist and filmmaker)
- **Koert van Mensvoort**
Artist, philosopher, scientist, director of Next Nature

5. Which themes does New Dutch focus on?

New Dutch highlights innovations within five core areas: Earth, Health, Food, Tech, and Culture & Society. These themes reflect the fields in which Dutch expertise offers practical solutions to global challenges. Within each theme, evidence and case studies are collected and showcased as articles on the website newdutch.nl.

6. How can innovators participate or be featured?

An open call was organised in the second half of 2025. This call has now closed, but future open calls may be organised. Innovators are encouraged to stay informed via newdutch.nl or, in the meantime, contact the relevant partner in their city or region, as New Dutch has national coverage through all participating partners on the newdutch.nl homepage.

7. Where can I find more information or press contacts?

More information, visual materials and interview requests are available via the contact page of this press kit and on the New Dutch website: newdutch.nl.

Contact and downloads

New Dutch Team

- General e-mail:
newdutch@nlbranding.nl

Image bank

Link to downloadable images can be found on the website
Homepage > Press

Press contact

- Emilie Zonneville (NBTC):
ezonneville@holland.com
- Peter Sonneveld (RVO):
peter.sonneveld@rvo.nl



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