

EU Entrepreneurship kick-off

'ValueTrack People Flows'

Collective Development on breakthroughs for safe and seamless People Flows

Tuesday, June 8

[PLNT Leiden](#) or Digital | 16:00 - 18:00 CET

Introduction

The European Round Tables (ERT) 2021 on June 8th and 9th, are organised by the Dutch Ministry of Economic Affairs and Climate Policy and [Ideas from Europe](#). This is the kick-off for a series of [events](#) where entrepreneurs, innovators, scientists, investors and policymakers work together to investigate and widely implement solutions to global challenges.

The upcoming ERT is about accelerating the uptake of entrepreneurship, investment and innovation with impact. We'll elaborate on concepts for future-fit-economies and work on tangible "calls to action" towards future events such as the European Entrepreneurship Summit 2021, the CES Unveiled 2021 and the G20 following the Valuetrack methodology.

Looking for Exponential Potential the Valuetrack methodology provides a funnel for collective development on sustainable innovations based on integrated business and market development principles.

For 2 days there are subsequent interactive talk-show-like sessions that are streamed live to an international audience. The language of instruction is English and the format is hybrid (some people physically at the table in accordance with the measures in force, some calling in).

The first session will be divergent in nature, the context will be outlined from theoretical, visionary and inspiring examples. After that, deep dives will take place where we build on the existing coalitions by issuing and acting on calls-to-action. The closing session will be converging. Outcomes of the calls-to-actions will be presented, next steps for follow-up will be suggested and we will discuss crossovers in order to define a future roadmap linked to the upcoming events.

PROGRAM

June 8th

- 10:30 - 11:30 [Opening 'future-fit economies'](#)
- 13:00 - 15:00 [Bringing Energy Storage Solutions to Market](#)
- 16:00 - 18:00 [Value Track People Flows](#)

June 9th

- 09:00 - 11:00 [Value Track Personalised Medicine and Treatment](#)
- 13:00 - 15:00 [Space Wisdom for Smart Cities](#)
- 15:30 - 17:00 [Closing 'collaboration for impact'](#)

SESSION

Valuetrack People Flows

Date: June 8th

Time: 16.00 - 18.00 am CET

Context

Collective Development on breakthroughs for safe and seamless People Flows

The COVID-19 pandemic has impacted every segment of the economy. One of the areas that was severely hit is the travel and tourism sector, representing 10 percent of global GDP which decreased by 49.1%.

One of the key enablers to allow for open travel is the digital health pass in order to deliver on public health, social, and economic benefits. Widely trusted and adopted solutions are needed by the public as well as universal acceptance by organisations operating globally such as airlines, border control agencies and many others.

The underlying condition is that the physical flow of people will need to be supported by privacy preserving data sharing technologies to ensure physical distancing. And enablers for further solutions which holds the promise of a safe and trustworthy future digital economy and society for all.

Through the ValueTrack approach a 360-degree stakeholder loop is established to validate where impact is needed, what hurdles are faced by multiple stakeholders. This leads to a dynamic network to focus on concrete opportunities. And sequentially collaborate on calls-to-action to realise (market) breakthroughs that benefit everyone involved in the development cycle of people flows.

Set up

This session is the kick-off to trigger a chain of activities towards the EU Entrepreneurship Summit in October, potentially expanded to a global level in relation to the CES Unveiled event and the G20 activities supported by the Dutch Ministry of Economic Affairs & Climate. The aim is to define next steps in the development cycle where it involves multiple stakeholder collaboration.

Hosts

- [Tess Rutgers, Strategic Advisor Netherlands Enterprise Agency](#) (in room)
- [Harm Jan Arendshorst, CEO and Founder iLabs Technologies, Chief Strategy Officer at uqudo](#) (in room)

Timeframe

The session will start at 4 PM

NOTE: For the people who are online, please join the zoom at 15:50.

Mind you that this is an outline though Tess Rutgers and Harm Jan Arendshorst will facilitate the dialogue, asking questions back and forth.

Time	Who	Where	What
16:00-16:07	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	<ul style="list-style-type: none">• Welcome and introduction• Value Track Lead Vision• Collective Value Case (general)
16:07-16:12	Virginia Messina, SVP Advocacy & Communications, World Travel & Tourism Council (WTTC)	Online	<ul style="list-style-type: none">• Introduction WTTC• Collective Value Case (market perspective on Travel & Tourism Impact.• What if we don't speed up this cycle of development, implementation and scale-up.• In what way is the case / initiative of the COVID-19 certificate a key enabling solution
16:12-16:14	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies	In room	<ul style="list-style-type: none">• Market Need versus Innovative Solutions

	Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency		
16:14-16:19	Bart De Lathouwer, President, Open Geospatial Consortium (OGC)	In room	<ul style="list-style-type: none"> • Introduction OGC • Collective Value Case (tech innovation perspective): • types of tech solutions rising - role of Location? • Relevancy of align people who deliver on the tech solutions to the stakeholders in the market who need to deliver on implementation and scale-up • Complexity versus iterative learning / building • Based on other roles besides OGC important to combine insights and resources
16:19-16:21	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	<ul style="list-style-type: none"> • Entrepreneur perspective • Where do you start of and how do you build up
16:21-16:26	Theo Breuers, Director, Innovator and Strategic Advisor, COMPO Software Albert Akkermans, Founder and Managing Director, Medicorps	In room In room	<ul style="list-style-type: none"> • Briefly explain about Compo (avoid privacy issues) • Join forces to deliver on end-to-end market solution • Building blocks for the digital future • Widely applicable = opportunity
16:26-16:27	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	<ul style="list-style-type: none"> • Scalable solutions, widely applicable (Harm Jan) • We see crossovers not just from the sector perspective • But also between regional cases which are future fit to support the global vision/strategy • And across various layers in the digital ecosystem: covering physical, data, people, goods and services.

16:27-16:30	Tessa Blanken, Researcher, University of Amsterdam	Online	<ul style="list-style-type: none"> • One complex world where we found a common denominator to measure behaviours in relation to managing behaviours • Applied to concept Smart Distance Lab • Findings and conclusions with regards to place where this can be applied • To what stakeholders this might be of interest • CALL-TO-ACTION
16:30-16:34	Ton van Gessel, Chief Information Security Officer (CISO), Skyteam	In room	<ul style="list-style-type: none"> • To complex to define static plan • Share experiences from a Skyteam point-of-view • Can't do it all so welcome these initiatives to exchange thoughts and even work together (= learning curve by itself) • Planning and learning need to go in parallel
16:34-16:39	Cees Lanting, Director IDA-Lab and Rapporteur ETSI eHealth, DATSA Belgium - ETSI eHealth	In room	<ul style="list-style-type: none"> • Share this view • All interconnected • Innovation is never a blank sheet • Already solutions out there but can't stand still • Context where this type of initiative could add value (<i>Suggest follow-up?</i>)
16:39-16:41	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	<ul style="list-style-type: none"> • Valuetrack approach: the stakeholder feedback loop facilitates transparency on 'people and actions' aligned to the validation mechanism • This way we capture the dynamics <p><i>Tess points out Albert wants to say something</i></p>
16:41-16:43	Albert Akkermans, Founder and Managing Director, Medicorps	In room	<ul style="list-style-type: none"> • Pilot with Cargo Pilots
16:43-16:46	Miranda Janse, Director, Rotterdam the Hague Innovation Airport	In room	<ul style="list-style-type: none"> • Introduction RHIA • Environment to pilot solutions as explained • To recognise the importance of finding concrete innovation steps

			<p>to follow through learn and build</p> <ul style="list-style-type: none"> • Welcome! • Also eager to engage others in the Valuetrack network to join
16:46-16:49	Bart De Lathouwer, President, Open Geospatial Consortium (OGC)	In room	<ul style="list-style-type: none"> • Interested to stay in the loop • OGC as an overarching organisation as a follow-up of the pilot • Mutual learnings
16:49-16:53	<p>Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies</p> <p>Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency</p>	In room	<ul style="list-style-type: none"> • Offering to review based on experience with frameworks focussed on interoperability, universal access and trust • Link to Dakota
16:53-16:58	Dakota Greuner, Executive Director, ID2020 - Digital Identity Alliance	Online	<ul style="list-style-type: none"> • Introduction ID2020 / Good Health Pass • Overarching solution / Enabler • Open to exchange insights
16:58-16:59	Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	<ul style="list-style-type: none"> • How?
16:59-17:02	Ethan Veneklasen, Head of Advocacy and Communications, ID2020 – Digital Identity Alliance	Online	<ul style="list-style-type: none"> • How can the outside world investigate what's in it for them? • What parties are involved? • What's your next step? • Any concrete investigation you would like to run in the People Flows network?
17:02-17:05	Ryan Barrett, External Lead Developer (backend) and Architect EU Digital Covid Certificate Integration (NL), Dutch Ministry of Health	In room	<ul style="list-style-type: none"> • What are we currently working on in the NL? • Leverage for EU > Global?
17:05-17:06	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies	In room	<ul style="list-style-type: none"> • See Paradigm shift • Peter and Andre can you elaborate on that?

	Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency		
17:06-17:10	Peter Verkoulen, Coalition manager DBC – chairman uNLock Foundation	In room	<ul style="list-style-type: none"> • Introduction Blockchain / uNLock • Confirmation of the decentralized digital identities on international level needed • Findings in NL but in order to capitalise we need to go international
17:10-17:14	Andre de Kok, Innovation manager, Dutch Ministry of Interior, The National Office for Identity Data (RvIG)	In room	<ul style="list-style-type: none"> • Confirmation this is happening realtime • Revolution going on • These type of services need to be adjusted to citizen centric approaches (demoncratic)
17:14-17:16	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	<ul style="list-style-type: none"> • Further global perspective • Introduction Gail
17:16-17:19	Gail Hodges, Executive Director OpenID Foundation - Founder at Future Identity Council	Online	<ul style="list-style-type: none"> • Parallels • Aspect of payment (Apple pay) • International playing field • Advise how to align
17:19-17:23	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	<ul style="list-style-type: none"> • View from the corporate / science R&D initiatives
17:23-17:27	Eelco Thielier, People Flows Expert, Royal HaskoningDHV And team member?	In room	<ul style="list-style-type: none"> • Digital and physical • City project
17:27-17:29	Bart De Lathouwer, President, Open Geospatial Consortium (OGC)	In room	<ul style="list-style-type: none"> • Urban Digital Twin > Triple
17:29-17:31	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies	In room	<ul style="list-style-type: none"> • Complex but innovation opportunities • Concrete! First steps of our Calls-to-Action

	Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency		
17:31-17:32	Miranda Janse, Director, Rotterdam the Hague Innovation Airport	In room	Call-to-action: > <i>Lab Environment</i> > <i>open to collaborate</i>
17:32-17:33	Ton van Gessel, Chief Information Security Officer (CISO), Skyteam	In room	Call-to-action: > <i>Great opportunity</i> > <i>we'll share our insights to support</i>
17:33-17:34	Eelco Thiellier, People Flows Expert, Royal HaskoningDHV	In room	Call-to-action: > <i>Join to take this to the next level for broad application</i>
17:34-17:36	Bart De Lathouwer, President, Open Geospatial Consortium (OGC)	In room	Call-to-action: > <i>Interesting to align your call to our network and working groups</i>
17:36-17:39	Dakota Greuner, Executive Director, ID2020 - Digital Identity Alliance	Online	Other to suggest follow-up activities > next steps > investigations? other? > <i>Just the kick-off</i> > <i>open to ideas</i>
17:39-18:00	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	Q&A
18:00-18:00	Host: Harm Jan Arendshorst, CEO and Founder iLabs Technologies Host: Tess Rutgers, strategic advisor Netherlands Enterprise Agency	In room	Thank you! Invited to join, stay up to date, register new ideas to boost this development cycle for ValueTrack People Flows

OUTCOME

Based on the outcomes we will report back to all speakers / panelists and relevant others involved to further define next steps within the timeframe towards the EU Entrepreneurship Summit in October. Your feedback will be taken into account to draft a final version of the Call to Action in retrospect.

We welcome you to also share your ideas and give our input to next steps!

In other words: we welcome you to join and construct valuable connections to roll-out shared 'Calls-to-Action' fuelling international collaborations.