



# Greenports, the connectors!

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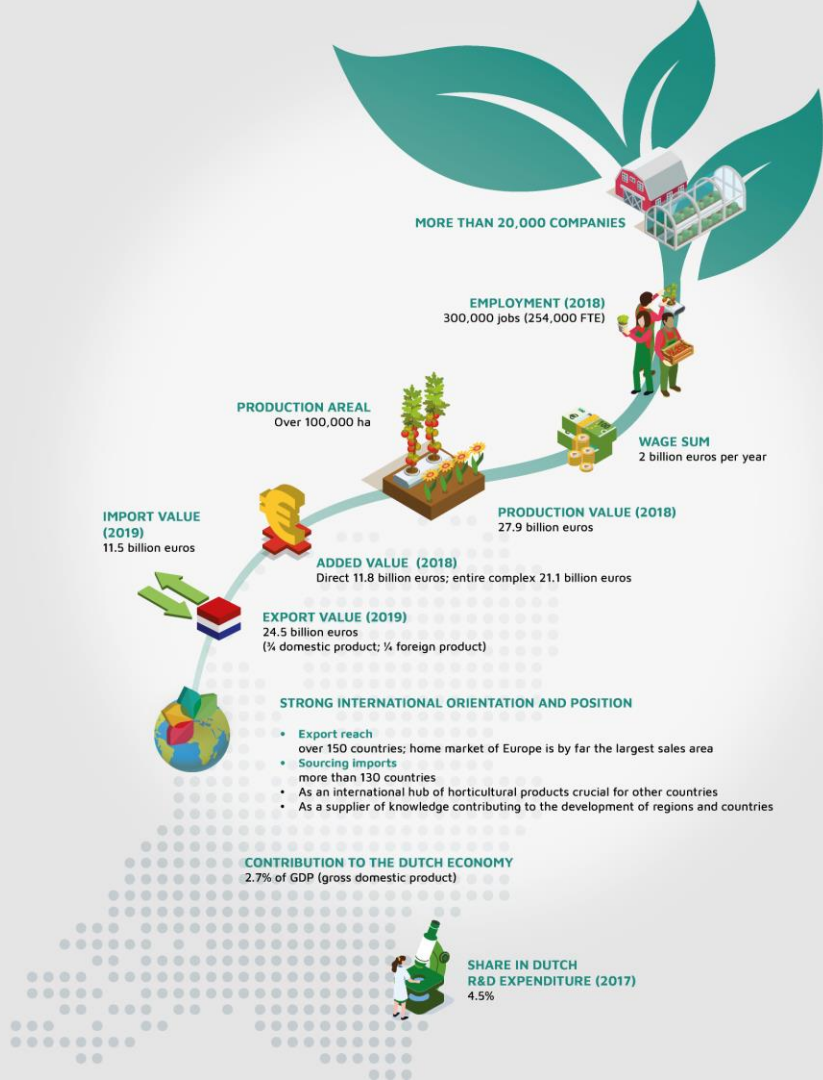
# Introduction









# THE HORTI-CULTURAL CLUSTER

## A WORTHY LEADING SECTOR OF THE DUTCH ECONOMY

The horticultural cluster in its entirety consists of production, trade and processing, ornamental horticulture, fruit & vegetables, propagation material, related technology and services, education, and knowledge institutions. Horticulture & Propagation Materials is one of the Leading Sectors. The cluster has the following characteristics:



## T&U complex - CBS/LEI 2019

Kerngetal						
	Productiewaarde keten T&U	Toegevoegde waarde	Aantal bedrijven (primaire tuinbouw)*	Werkzame personen (aje)	Uitvoerwaarde NL	R&D-uitgaven in NL
Omvang (€ miljard)	27,9	21,1	23.7K	254K	24,5	0,76
Aandeel van Nederland (%)	2,7	2,7	1,6	3,4	4,7	4,9

\* Topsector Monitor CBS

# Further strengthening a strong sector

- Internationally competitive position.
- The horticultural cluster
  - has solutions for social topics
  - is a big player but also an invisible one
  - has major challenges nationally and internationally
- There was no horticultural-wide and integrated approach; many plans, but often not connected.
- Recognize government and NGOs as partners for necessary transitions and accelerations.



# Greenport; a strong brand and partner

- Independent, triple helix based.
- Michael Porter's cluster theory.
- Focus on strengthening the horticultural cluster.
- Brand exists for 15 years, for regional bonding & community formation.
- Ability to create and accelerate the platform.





## Nationale Tuinbouwagenda 2019-2030

Circulaire tuinbouw in de praktijk:  
de prioriteiten van de tuinbouw  
verenigd in Greenports Nederland



# Greenports Nederland - themes



GEZONDE PLANTEN



GEZONDE MENSEN



KLIMAATNEUTRALE ENERGI



INTERNATIONALISERING



RUIMTELIJKE INRICHTING



VERLOGISTIEK





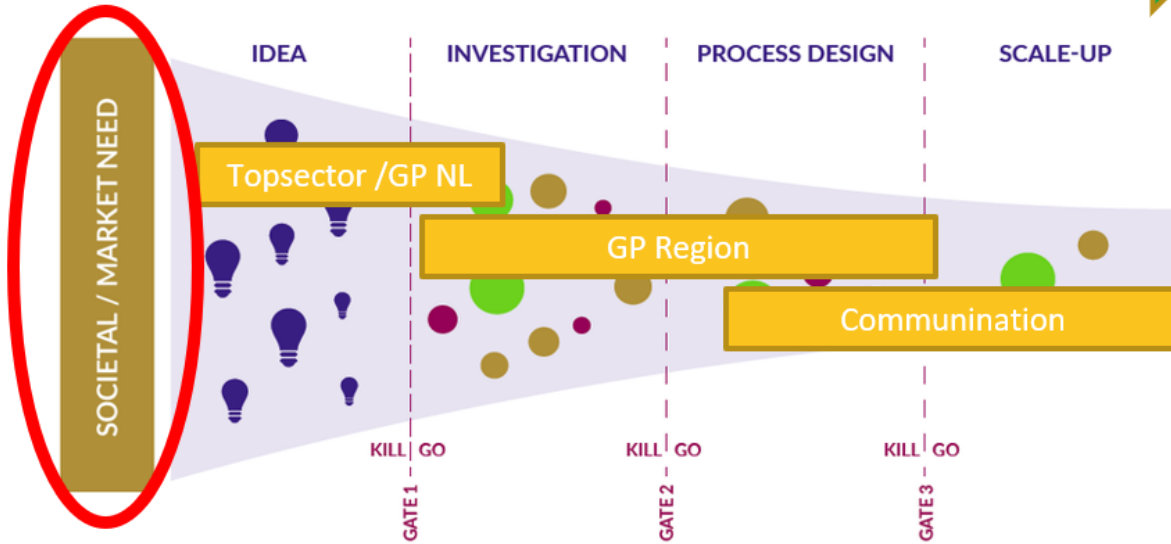
# Greenport innovation structure

- Strengthen regional development power
- The Greenports: Connectors with national opportunities
- The Campus as incubator & booster



# The regional Greenports





TRI	1	2	3	4	5	6	7	8	9
DRL	9	8	7	6	5	4	3	2	1



# Innovation support by the Greenports



Impact generating, often one on one with entrepreneurs



Knowledge broker, connecting question and demand



Planning, demand articulation and project definition



Consortia building



Subsidy demand and offer



HCA: connecting students on topics and issues



# More collaboration

- **TKI T&U, research innovation, identifying themes, and forming research consortia in collaboration with Greenports.**
- **GreenportsNL, coordination between the Greenports, creating nationwide terms and conditions.**
- **Regional Greenports operationalize development on a regional scale in the triple helix model.**



# Role of the campus as an incubator

- Talent development.
- Creating crossovers for robotisation/digitization.
- Club house; location in the region for innovation/knowledge development/knowledge transfer/education.
- Making horticulture 'visible and attractive' in the regional Greenports



# Campus 'crown'; jewels of the regions

- WHC; technique: GP West-Holland.
- Bleiswijk; vertical farming (including Delphy & WUR); GP West-Holland.
- Brightlands; food health (together with UM); GP Venlo.
- Fruit-tech campus; GP Gelderland.
- Flowerbulb polder; GP Duin- & Bollenstreek.
- Vertify/Seed Valley; GP Noord-Holland Noord.

## Each campus has its own focus + jointly shared themes

- Play global, act local, also develop an international network...  
Campus can provide regional 'landings', transfers.
- GreenportsNL connecting the regions and create national conditions.



# Ingredients for an extra boost, campus building needs

- Active long-term involvement of companies (club of pioneers).
- Sustainable funding, break away from project financing.
- Nationwide co-operation in the campus group, needs terms and conditions and appointments.





**Samenwerken**  
**is Groeien**



**GREENPORTS**  
NEderland