

IDEAS ON KEY CONTRIBUTORS

- a) Science
- b) Industry
- c) Government
- d) All



PRACTICE MAKES PROGRESS
the smart use of resources





a) Science

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Start public awareness campaign

PRACTICE MAKES PROGRESS
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» *Jos van Renswoude / Inter Academy Council*

- A small public awareness campaign should be started quickly
- Ring the alarm bells
 - Focus on secondary school
 - Energy and Ecology are crucial for your future
 - You - our next generation - are faced with huge problems that must be solved
 - Capture the topics of convergence and storage
- Make use of best-practices
 - US: experimental learning on clean, clever and cost-effective





Simplify the message

PRACTICE MAKES PROGRESS
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» *TU Eindhoven*

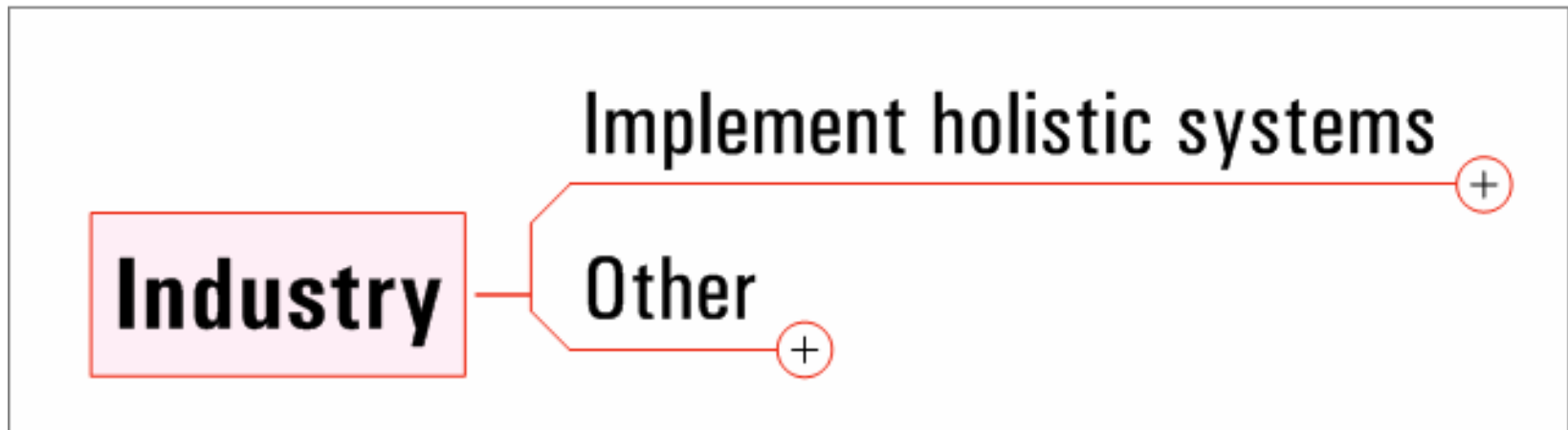
- Stimulate the small steps first:
small technical inventions and processes
- Familiarize: need for a 'simple scope'





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b) Industry





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Implement holistic systems

» *J. Maat / Unilever*

- In search for ultimate solutions for food industry
 - Diet will change /
Global trend: more meat based
- Take the perspective of the total system and chains
 - Be aware that different chains compete for the same stock
 - Share efforts with other industries





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Other

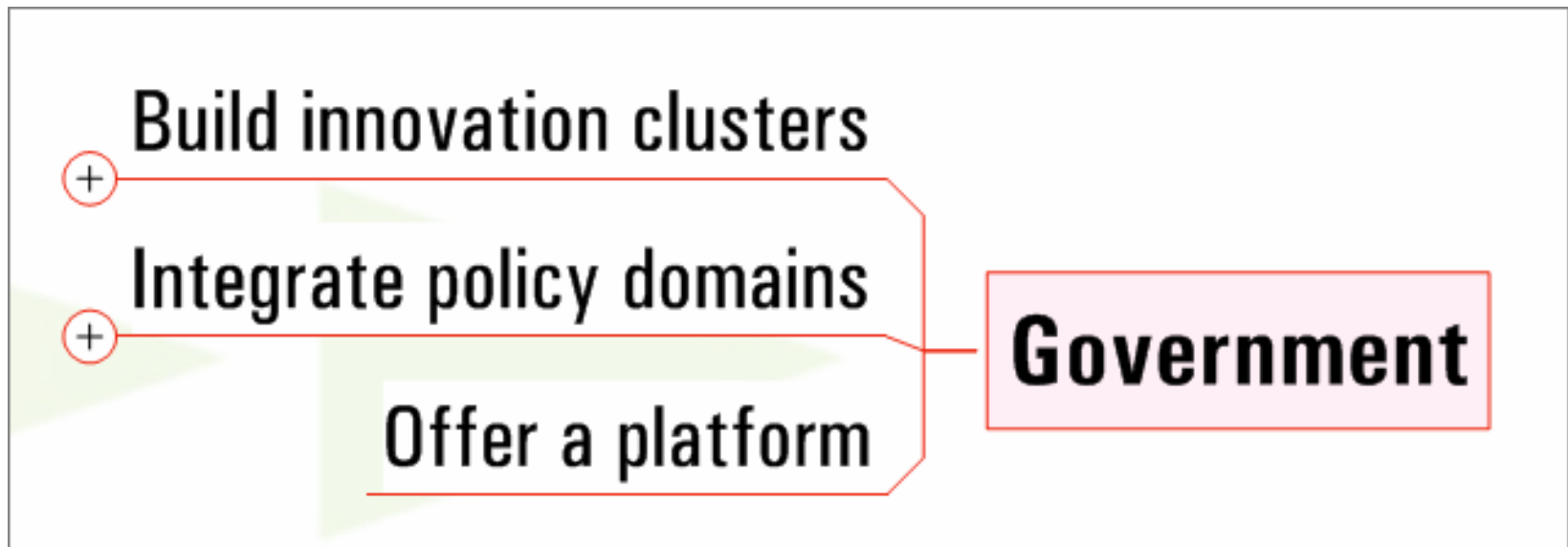
- Set up broad incentives
- Combine economic drivers with talents of people
- Allowing to track all products to their source
 - implement fingerprint technology (rf-id,..)





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c) Government





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Build innovation clusters

» *H. Jacobs / Royal Lankhorst Euronete*

- Join forces
 - subsidize the best clusters
 - Survival of the fittest
 - small players/combinations will not survive
- Example: development of cars fully made of fibres





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Integrate policy domains

» *M.J. Groeneveld / Shell*

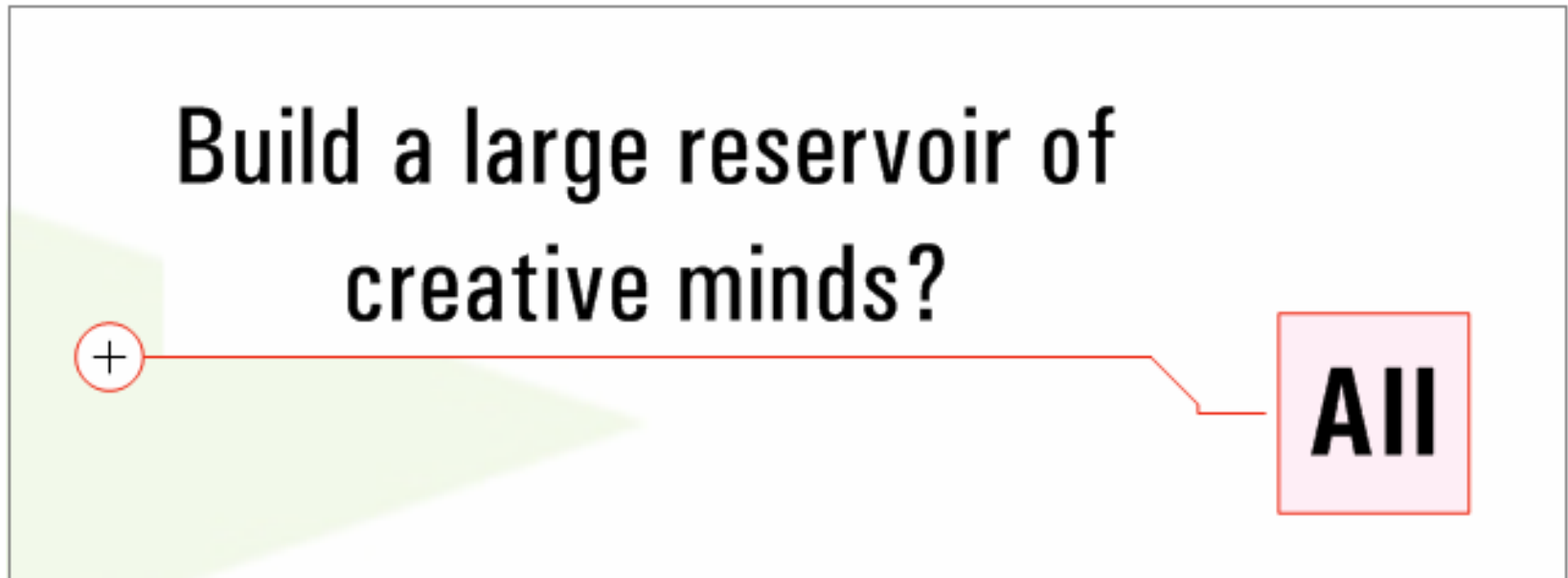
- Call up governments to make their policy in a (more) integrated way
- ...to make these smart things happen





d) All

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Build a large reservoir of creative minds?

» *H.D.M. Mulder / Van Mens & Wisselink (Lawyer)*

- Encourage young people to study science and innovation
- introduce new award
 - pupils in 2nd school
- Already a program in place 'Jetnet'
 - Jet-Net
Jongeren en Technologie Netwerk Nederland)
- I have suggested my cousin to become a scientist

