

NL

Powering a connected future together

Netherlands

'Unleash your global potential'

2-5 March 2026

A promotional banner for MWC Barcelona 2026. The background is a dark blue stage with a large audience seated in the foreground. A speaker in a suit stands on the right side of the stage. The MWC GSMA logo is in the top left. The main text 'Join us at MWC Barcelona' is in large white letters. Below it, smaller text says 'The world's largest and most influential connectivity event is back for 2026!'. At the bottom, it lists the dates '2-5 March 2026' and the location 'Fira Gran Via, Barcelona'. A white bar at the bottom contains three logos: Ecosystem Services, Digital Holland, and the Dutch Ministry of Economic Affairs and Climate.

MWC
GSMA

Join us at MWC Barcelona

The world's largest and most influential connectivity event is back for 2026!

2-5 March 2026
Fira Gran Via, Barcelona

 **ECOSYSTEM
SERVICES**

 **DIGITAL
HOLLAND**
where innovation starts

 Ministerie van Economische Zaken
en Klimaat

NL@MWC at Fairphone
Community event

NL

Netherlands

Mark
Beermann
& Anke
Kuipers

Together & Growing



10 Years of
NLMWC in 2026



Agenda

14:00 Walk-in with coffee and tea

14:30 Welcome and opening,
by Fairphone and Ecosystem Services

14:40 How can you outperform with sustainability
by Luke James, Partner Manager at Fairphone

14:55 Innovative procurement as a gamechanger
by Maurice van Rooijen, innovation-oriented purchasing as strategy advisor for the ministry of Defence

15:10 Policy and the European context
by Corka Scheeringa, Senior Policy Officer - Digital Economy at the Ministry of Economic Affairs

15:35 How sustainability can drive (or hinder) innovation in the technology and cloud infrastructures
by Tamzin Wilkinson, Sector Lead Benelux Energy & Utilities at Amazon Web Services (AWS)

15:50 Short break

16:05 From vision to action Panel
by Luke James, Maurice van Rooijen, and Tamzin Wilkinson

16:35 Linking today to MWC 2026 and the NL program
by Anke Kuipers and Mark Beermann from Ecosystem Services

16:55 Wrapp up

17:00 Start Network reception made possible by Fairphone

18:00 The end





Netherlands



Today is brought to you by:

fairphone



NL

Netherlands

Emily Gunter
International
Channel Marketing
Manager

fairphone



Netherlands

Luke James
Partner Manager
Fairphone,
How can you
outperform with
sustainability

The Fairphone logo is a dark green square with the word 'fairphone' in a white, lowercase, sans-serif font. The 'f' is slightly larger and more prominent than the other letters.

fairphone

How can you outperform with sustainability



Why we're in business today

Our mission is to establish a viable market for **ethical electronics** and to motivate the entire industry to **act more responsibly**.



FAIRPHONE

Our theory of change

1
**Raise
awareness**

2
**Set an
example**

3
**Motivate the
industry**

The rationale behind our impact strategy

Fair Materials



Fair Factories



Climate Action



**Reuse
& Recycling**



Longevity



Fairphone is building a future where sustainability isn't a bonus—it's the baseline.

Every product we make is another step to a fairer tomorrow for everyone involved. It's a different way of thinking about technology, and we're proud to lead the shift to a viable market for ethical electronics.

[Read our full Impact Report](#)

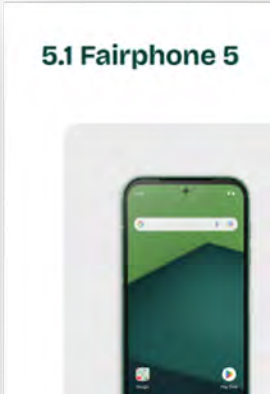


In 2024 we made further progress against these steps:

Progress on focus materials

Direct impact created / risk addressed ●
Indirect impact created / risk addressed ●
No impact created or risk addressed yet ●

Focus material	Risk mitigation & positive impact ¹						Nature
	Fairer source ^{2,3}	Chain of custody model	Avoid primary material consumption	Health & safety	Improved worker / community voice	Improved worker / community income	
Aluminum	Recycled ASI-certified supplier	Segregated	●	●	●	●	●
Cobalt	Global Climate PCA	Block & chain	●	●	●	●	●
Copper	Recycled	Segregated	●	●	●	●	●
Gold	Fairtrade ⁴ Fairmined credits Responsible Gold Credits	Mine & chain	●	●	●	●	●
Indium	Recycled	Segregated	●	●	●	●	●
Iron / Steel	Recycled	Chain of custody	●	●	●	●	●



Our smartphone legacy and future



Fairphone 1
2013



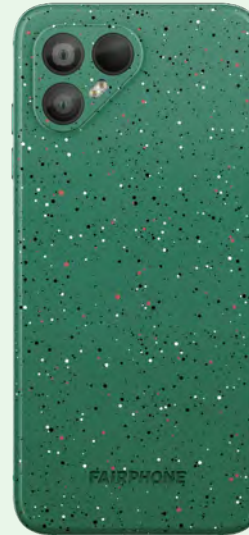
Fairphone 2
2015



Fairphone 3
2019



Fairphone 3+
2020



Fairphone 4
2021



Fairphone 5
2023



The Fairphone
(Gen 6)
2025



The Fairphone (Gen. 6)



Reduce your total cost of ownership

A robust & long-lasting design that can stand the test of time



5 year warranty

- Longest warranty in the industry
- 2 years + 3 years free extended warranty for all customer segments
- Proven key USP for consumers



Military grade drop tested

- 1.5 m drop testing according to military standards
- Corning Gorilla Glass 7i (double the scratch resistance of FP5)



Leading repairability

- 11 modules user exchangeable
- Home repairable & Low repair costs
- iFixit target score 10/10

Reach your CSR goals

The best phone for people and planet



More fair materials*

- >50% of total weight will be fair or recycled materials (vs 42% in FP5)
- 15 different fair/recycled materials across all parts
- A fair battery: With fair cobalt, fair lithium and more



More fair factories*

- The tier 1 supplier (final assembly line) supports living wages and other improvements in working conditions
- Unique approach with nine tier 2 factories to improve working conditions



Better for the planet*

- TCO 10 & Blue Angel certified
- Carbon footprint: ~30–35kg CO2e (vs 42kg in FP5)
- Electronic waste neutral
- New Longtime certification for longevity

*Targets which can only be confirmed with final LCA/certification



It's made with more fair and recycled materials

88%

Recycled
Aluminum

100%

Fair Cobalt
(via credits)*

48%

Recycled
Copper

100%

Fairmined
Gold*

98%

Recycled
Indium

96%

Recycled
Magnesium

39%

Recycled
Nickel

94%

Recycled
Plastics

40%

Recycled Rare
Earth Elements

100%

Fairmined Silver
(via credits)*

39%

Recycled
Iron/steel

56%

Recycled
Tin

100%

Fair mined
Tungsten

71%

Recycled
Zinc

51%

fair and recycled
materials

*With credits, we account for our the material in the product by investing in an equivalent amount of more responsible production of this material. I.e. Cobalt Credits, Fairmined Silver Credits, Responsible Gold Credits, and Fairmined Gold credits. We also integrate Fairtrade Gold into the supply chain.

Fair and recycled materials used per component



Mid-Frame
 100% recycled with 30% PCR
 Fairtrade gold in supply chain

Display ⚡
 98% recycled magnesium
 100% recycled indium
 85% recycled plastics

Alloy For Shielding
 100% recycled



Main PCB ⚡
 100% Fairtrade gold in supply chain
 100% recycled copper



Back Cover
 100% recycled plastic



Solder Paste
 100% recycled tin

SIM/SD tray
 90% recycled steel



Vibration Mechanism
 100% fair tungsten
 100% recycled rare earth elements

Speaker Unit
 100% recycled rare earth elements
 100% recycled plastics
 Fairtrade gold integrated in the supply chain



Battery ⚡
 Replaceable battery (cell, pack & PCB)
 100% fair cobalt (via credits)
 100% Fairtrade gold integrated in supply chain
 100% fairmined silver (via credits)
 100% recycled tin
 100% aluminum from ASI certified supplier
 (Aluminum foil in cell, Al-plastic film soft pack) *



Copper ⚡
 48% recycled copper
 52 % fair copper (via credits)

Plastics
 93% recycled

By total weight

How to make factories fairer - step by step

	Living wage	Worker voice	Health & safety	Nature
 Leader	✓ Full living wages paid	✓ Best practice worker representation	✓ Worker-Management Safety Committee meets CEPN guidelines	✓ SBTi approved GHG target ✓ Renewable energy ✓ Zero waste to landfill
 Advancing	✓ Living wage in product prices	✓ Democratic worker representation, or worker-management committees ✓ Regular worker surveys and dialogue	✓ Zero exposure to CEPN's priority chemicals	✓ Targets and reporting on GHG, waste and water ✓ Safe chemical management ✓ ISO50001
 Basic	✓ Living wage gap calculated ✓ Wage and benefits meet local laws	✓ Anonymous grievance channels available	✓ 3rd party audited or ISO45001	✓ 3rd party audited or ISO45001

Longevity

fairphone

At Fairphone, **circularity** is at the core of our design philosophy. We aim to address the 9 R's of circularity: **refuse, rethink, reduce, repair, reuse, refurbish, remanufacture, repurpose, and recycle** but focus especially on these areas:

- Long-lasting products
- Repair
- Reuse, refurbish, and recycle



Spare parts & accessories

The Fairphone
(Gen. 6)

8GB/256GB
RRP €599



USB-C Port
19.95 €



Loudspeaker
24.95 €



Earpiece
19.95 €



Main cam
69.95 €



Selfie cam
34.95 €



UW cam
39.95 €



Battery
39.95 €



Display
89.95 €



Lower backcover
14.95 €



Upper backcover
9.95 €



Top unit
39.95 €



SIM-SD tray
7.95 €



Protective cases
29.95 €



Flipcase
44.95 €



Backcover with
Cardholder
(incl tool)
27.95 €



Backcover with
finger loop
(incl tool)
27.95 €



Lanyard cord
(black & white)
(incl tool)
29.95 €



2x Screen protector
Normal & privacy
24.95 € & 26.95 €

*Not final images. Prices can be subject to change.

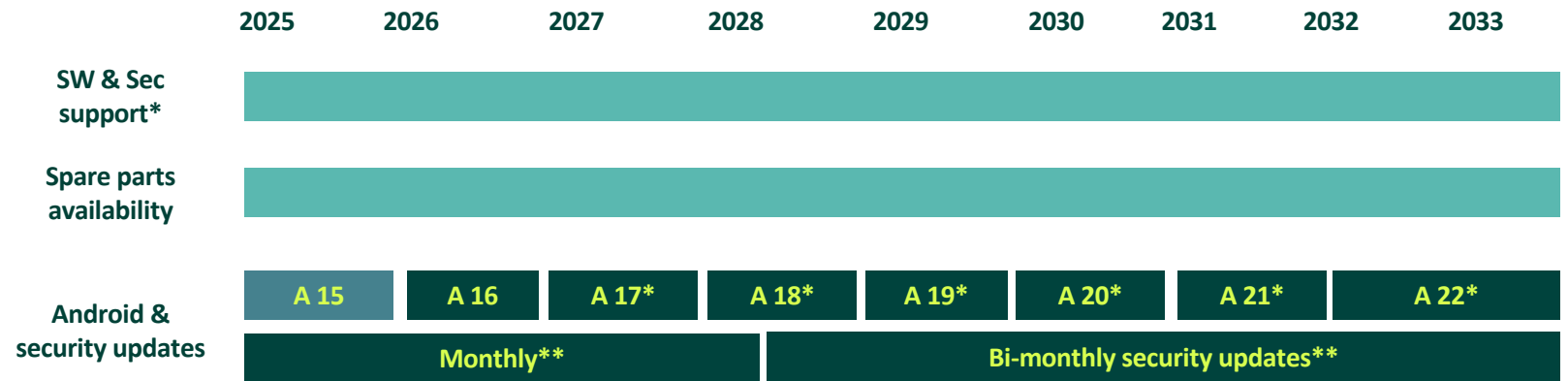


The Fairphone (Gen. 6) is built to last



Five-year warranty

- Longest warranty in the industry
- Two-year standard warranty + free three-year extended warranty
- Modular design and replaceable battery extends device longevity



* Android versions are subject to change

** Monthly security updates for at least **three years** (and every two months thereafter). Timing is subject to change

The Fairphone (Gen. 6) will be running smoothly till 2033 at least, with long-term software support, and at least seven major Android OS updates guaranteed. And thanks to its modular design with 12 replaceable spare parts, you can ensure the hardware is like new as well, eight years from now.

Let’s look at some industry comparisons

fairphone

	The Fairphone (Gen. 6)	iPhone 17	Samsung S25	Samsung A56	Google Pixel 10
Longevity					
Repairability (iFixit / French Index)	10 / 9.3	8 /	8.5 /	/ 8.4	6 /
Warranty (in years)	5	2	2	2	2
Software Support (in years)	8	6	6	6	7
Circularity					
E-waste neutral	100%	–	–	–	–
Material Usage					
Number of fair or recycled materials	15	10	4	–	9
Percentage by total weight	51%	30%	Not Available	–	32%
Working Conditions					
Living Wage bonus & Worker Voice programs	4 suppliers	–	–	–	–
Climate Conscious					
Carbon Footprint (in kgs CO2e)	28.3	55	48.9 / 46.1 / 45.8	38.3	82
EU Energy Label	A	A	–	B	B
Renewable Energy Use	28%**	35%	n/a	n/a	n/a
SBTI Net Zero target (Company Level)	Yes	Yes	No	No	No
Long-term Carbon Reduction (Company Level)	>90% by 2045 scope 1,2,3	100% by 2030 scope 1,2,3	100% by 2050 scope 1,2	100% by 2050 scope 1,2	100% by 2030, scope 1,2,3
Certificates					
Product Level	TCO 10; Blue Angel	EPEAT			UL ECOLOGO® Gold
Company Level	B-Corp, Ecovadis Platinum				

*Based on Fairphone’s own research of publicly available information (Sep 2025) **Based on life cycle assessment using primary and secondary data

Fairphone saves you money in the long-term and to be sustainable

	The Fairphone (Gen. 6)	iPhone 16	Samsung S25	Samsung A56	Google Pixel 10
Recommended Retail Price	€599	€825	€799	€489	€899
Repairing Screen (x2)	€160	€450	€538	€398	€398
Replace Battery (x1)	€39.95	€109	€99	€69	€99
Standard Warranty (Years)	5	2	2	2	2
Software Support (Years)	8	6	6	6	7
Total Cost of Ownership per Year (based on using 5 year)	€159	€277	€288	€191	€280

The Fairphone unique modular design allows for easy self-repairs, which saves you money in the long run and reduces electronic waste.

*Based on Fairphone’s own research of publicly available information (Sep 2025)

Product Certifications



TCO



French Repairability Index 9.3/10



Eco rating 89



EU Energy Label A



Android Enterprise Recommended



iFixit 10/10

Company Certifications



Industry initiatives & platforms



Aluminium stewardship initiative



Circular Design Forum



Clean Electronics Production Network



European Partnership for Responsible Minerals



European Raw Materials Alliance



Fair Cobalt Alliance



Sustainable Trade Initiative



Responsible Business Alliance



Responsible Labor Initiative



Responsible Minerals Initiative



Right to repair campaign



Social Enterprise NL



United Nations Global Compact

UN Global compact

Thank you

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Meet one of the speakers

Maurice van Rooijen

Innovative procurement strategist
Projectleader strategic defence
innovation research at Defence

Innovative procurement as a gamechanger



Innovation-oriented procurement at the Ministry of Defence

Strategic Defence Innovation Research for more effective public-private partnerships





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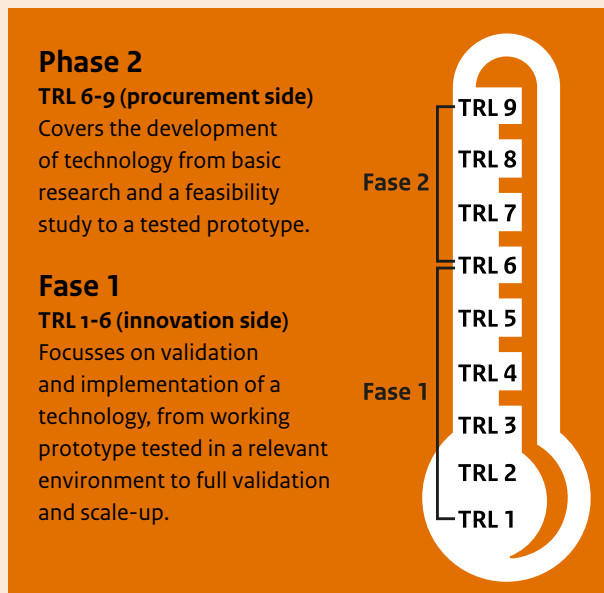


How does innovation progress from idea to deployment?

This booklet provides a clear overview of the Strategic Defence Innovation Research (SDIR) model, as a resource for strategic policy, innovation-oriented procurement, and the structural implementation of innovative solutions. It is aimed at policymakers, strategists, and internationally oriented government professionals in the field of procurement and innovation who want to use technology and innovation for societal and security issues.

SDIR provides a flexible and accessible framework for projects where it is not yet clear at the start which innovation-based approach is most appropriate, and whether, after experimentation, there is an actual desire to proceed with scaling up. By integrating the phasing of experimentation and scaling up into a single approach, SDIR provides scope for procurement to engage with the project and market players at an early stage

Because accelerating this innovation-oriented procurement process requires a structured approach, the Technology Readiness Levels (TRL) take precedence and can be subdivided into two phases:



The SDIR model is inspired by the Value Engineering (VE) model and focusses on optimising the value of a product or process by identifying and eliminating unnecessary costs, while retaining functionality. The model is structured in the shape of a U and is based on three different main stages of development: Step 1: Information, Step 2: Knowledge and Step 3: Expertise

This makes SDIR a fully integrated, phased and innovation-oriented procurement approach, from needs assessment to (potential) implementation and Launch of Customership. The approach consists of five main phases, which are linked to an iterative development process. It combines insights from innovation-based procurement, Small Business Innovation Research (SBIR), the innovation partnership, and challenges/hackathons with possible direct award. Each phase has a Go/No-Go decision moment and promotes cooperation with the market, knowledge institutions, and users. The framework used makes clear how procurement can help to let go of old paradigms and make room for groundbreaking innovations, while also safeguarding the structural scaling-up and implementation.



1 Strategic needs assessment and market activation

The **first phase** focusses on identifying strategic technology needs. This process starts with a transparent study during which space is created for new insights and unexpected breakthroughs in order to determine, in cooperation with internal and external stakeholders (policymakers, knowledge institutions, and industry), which (technological) developments are necessary to meet future challenges.

In order to ensure that this study is carried out in a structured fashion, an open learning environment can be created in which market players, government, and knowledge institutions collaborate on innovative solutions. Ideas are tested and evaluated during an iterative process, without immediately resorting to fixed requirements and specifications. This facilitates flexible and interactive development, with insights from experiments and pilots helping to focus on actual needs.

During this phase, the possibility of long-term cooperation with innovative parties is also considered. Entering into a strategic dialogue at an early stage creates a procurement strategy that not only meets current needs, but also allows for further innovation and development and lays the foundation for a dynamic and futureproof technological ecosystem.

This phase (quick and dirty) may simply also mean that a choice has to be made regarding which procedure can the best be applied to the issue at hand. In doing so, we must also consider Article 346, NATO Force Model, SBIR, Innovation partnership of Challenge with direct award. All 13 innovation-oriented procurement procedures can be found in the attachment on page 23.



2 Market research, formulate innovation challenge and request for proposals

The **second phase** revolves around gathering information from the market and identifying technological innovations that can contribute to strategic needs. Market consultations can be used to hold discussions with start-ups, scale-ups, and established companies in order to gain an insight into existing and emerging technologies. This helps determine which innovations have potential, and how the market can respond to them.

A key aspect in this phase is the broadening of the field of play to involve not only traditional defence suppliers, but also new market players with innovative and disruptive technologies. This avoids a situation in which only existing solutions are examined and opens the door to innovative collaborations.

This phase also includes an initial identification of companies that may be eligible for long-term cooperation, which will help shape an innovation partnership that aligns technology development and procurement.

Involving the markets at an early stage and exploring technology trends provides a solid foundation for the next phase in the development process.



3 Assessment, selection and feasibility

During **phase three**, the system design is further refined, with special attention being paid to selecting innovations which are promising in terms of further development. This is an important moment for co-creation, in which experts from the military sector and companies work together to perform a thorough evaluation of the technical feasibility and operational impact of the technologies.

The process is supported through the use of SDIR, which has experimentation and learning at its core. Innovations are tested in operational scenarios, and end-user feedback is included directly in the system's further development. This iterative process helps to align the design with actual needs and operational requirements.

Another crucial element in this phase is innovation-oriented procurement. Government bodies and companies can target new technologies and concepts by focussing procurement strategies on innovation. This can be done, for example, by using tenders that specifically target innovative solutions, as a result of which, the market can be encouraged to come up with groundbreaking technologies that might not otherwise be considered. Not only might this accelerate technological progress, it may also ensure the more efficient integration of new technologies into existing systems.

This phase also provides an opportunity to create strategic input partnerships which make it possible to enter into contractual agreements with a variety of parties, meaning not only that prototypes can be developed, but also that the route to implementation is made clear from the start. These strategic partnerships can accelerate the transition from concept to operational technology.

An independent committee evaluates the submitted proposals for impact, (technical) feasibility, and (financial) economic security.



4 Design, validation and pre-scaling

During the **fourth phase**, insights from previous experiments are used to prepare innovative solutions for wider implementation. This represents a tipping point in the development process, where technologies make the transition from concept to operational application. The focus is on refining design, optimising manufacturing processes, and preparing for large-scale usage.

At this stage, the technology has been tested and validated, and the knowledge acquired has provided a basis for creating a shared understanding of optimal application and further development. This iterative process helps minimise risks and maximise the effectiveness of the solution within the operational context.

Key aspects during this phase are the strategic procurement of innovation and the building of partnerships. Organisations may now decide to select one or more parties for a long-term cooperation which goes beyond just completing the innovation and involves the recording of contractual agreements about production, supply, and ongoing development. This not only safeguards the process of scaling up but also creates a sustainable partnership that offers flexibility for future adjustments and improvements.

5 Integration, implementation and upscaling

In this **final phase**, the focus is on structural embedding of innovations within the organisation and the broader industry. The transition from developed solutions to large-scale operational deployment is key, meaning not only that technological integration takes place, but also that organisational and operational adjustments are made to ensure effective implementation.

During this phase, innovations are scaled up and definitively adopted into existing structures. Doing so provides developing parties with certainty about the actual deployment and further development of their solution. Strategic partnerships and long-term contracts play an important role in this respect when it comes to safeguarding the continuity of innovation and production.

An additional aspect during this phase is the role played by the organisation as the Launching Customer. Widely implementing successful innovations and increasing industrial production capacity not only creates a stronger technological position but also reinforces the competitive position within the sector. This helps to create a sustainable innovation ecosystem and strategic autonomy within the NLD areas.



A robust model for (technological) progress can be formed through the adoption of an integrated approach in which innovation and implementation are structurally supported. A combination of experimental development, strategic cooperation, and structural scaling up creates a framework in which innovation and industrial strengthening go hand in hand. Consequently, innovation is not only a technological tool but also a means for the rapid acceleration and reinforcement of the technological and strategic position in the long term, at both European and national levels.

Phases - summary

1



Strategic needs assesment and market activation

Create multiperspectivity

1. Encourage communication
2. Link the internal organisation
3. Initiate a joint intention
4. Determine scope with internal stakeholders

2



Market research, formulate innovation challenge, and request for proposals

Open learning environment

5. Create innovation procurement project team nomination formulation
6. Identify stakeholders and possible SDIR approach
7. Link potential, for example through meetings, workshops, and/or conference innovation-oriented dialogues
8. Involve experts
9. Create a collective vision of the task
10. Announce and request SDIR proposals

3



Assessment, selection, and feasibility

Assesment

11. Receive quotations and initial listing
12. Assessment by independent committee of impact, feasibility, and economic security
13. Determine direction and award by the Ministry of Defence, paid feasibility study

4



Design, validation, and pre-scaling

14. Submit feasibility study
15. Assessment by independent committee of impact, feasibility, and economic security
16. Selection and awarding of one or more prototypes by selected parties, paid for by the Ministry of Defence



Integration, implementation, and upscaling

- 17. Test ideas in practice
- 18. Interim evaluation
- 19. Test ideas in the (Defence) field
- 20. Scale up for Launch of Customership

Tender procedures

The diagram on the following pages provides an overview of the different tender procedures that can be used for an innovation-oriented procurement approach, depending on the nature and complexity of the contract. Each procedure has specific features that contribute to market function, innovation, and efficiency. The purpose of this overview is to help the Ministry of Defence, COMMIT and, in particular, the buyer to choose the right procedure.

Procedure	TRL	Reference	Use	Reason	Market situation	Level of knowledge	Turn-around	Confidentiality
Functioning of the EU (Article 346)	6-9	National security	Defence equipment, sensitive info	Protection within EU law	Variable	High	Variable	Confidential
NATO Force model (Art. 2.23 lid d en e)	0-9	National security	Defence equipment, sensitive info	Protection within EU law	Variable	High	Variable	Confidential
International cooperation without tender obligation (Defence and Security Procurement Act (Wet Aanschaffingen Defensie en Veiligheid, ADV) Article, paragraph 1 under d and Article 2.33)	0-9	International cooperation	Joint development without tender obligation	More than two EU Member States involved	Variable	High	Variable	Confidential
Small Business Innovation Research (SBIR)	0-6	3 phases	Encourage R&D in SMEs up to prototype	Innovative solutions for challenges in society	Aimed at small businesses	High	Phase 1: short, Phase 2: 1-2 years, Phase 3: dependent on market	Confidential

Procedure	TRL	Reference	Use	Reason	Market situation	Level of knowledge	Turn-around	Confidentiality
Innovation partnership	0-9	3 phases	Development & innovation procurement	Search for solution	Sufficient relevant and new parties	High, use market knowledge	30 days for selection, then research & award	Confidential in development and commercial phase
Competition with award (Article 2.42/2.43)	6-9	Prior information notice & assessment	Design, development in relation to market	Market consultation or negotiation	Sufficient relevant parties	High	Fast	Public
Framework contract with numerous parties incl. innovation section	0-9	Development, research & scale-up	Plot layout, mini competitions	Market perspective and stability	Sufficient relevant and new parties	Medium	Variable	Public
Negotiation without prior information notice (Articles 2.32-2.37)	4-9	Direct negotiation	Unique products, urgent	High-quality unique products	Monopolistic	High	Slow	Confidential
Competition-oriented dialogue (Article 2.28)	4-9	3 phases	Design with award	Innovative products, customisation required	Comparable parties in terms of quality	Low	Slow	Confidential

Procedure	TRL	Reference	Use	Reason	Market situation	Level of knowledge	Turn-around	Confidentiality
Open procedure (Article 2.26)	7-9	1 phase; standard	All contracts	Standard products and services	Full market forces	Low	Min. 45 days (29 in the event of prior information notice)	Public
Closed procedure (Article 2.27)	7-9	2 phases; standard	All contracts, min. 5 interested parties	Standard products and services	Many high-quality suppliers, pre-selection	Low	Min. 30 days (20 in the event of prior information notice)	Confidential in selection phase
Competition procedure with negotiations (Articles 2.30/2.31)	4-9	4 phases, selection	Limited solutions	Alliance contracts, improving tenders	Comparable parties in terms of quality	High	Slow	Confidential
Intermediary/ Broker (Article 1.1 Public Procurement Act (Aanbestedingswet, AW)	7-9	Mediation between parties	More efficient procurement and market access	Organisation of joint procurement	Various market players	Variable	Variable	Variable

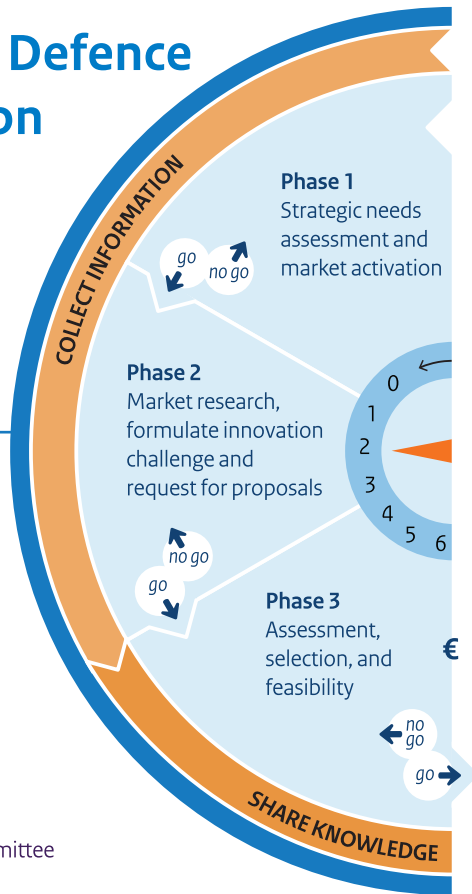
Strategic Defence Innovation Research (SDIR)

Innovation Side

- Invest
- Explore, stakeholders

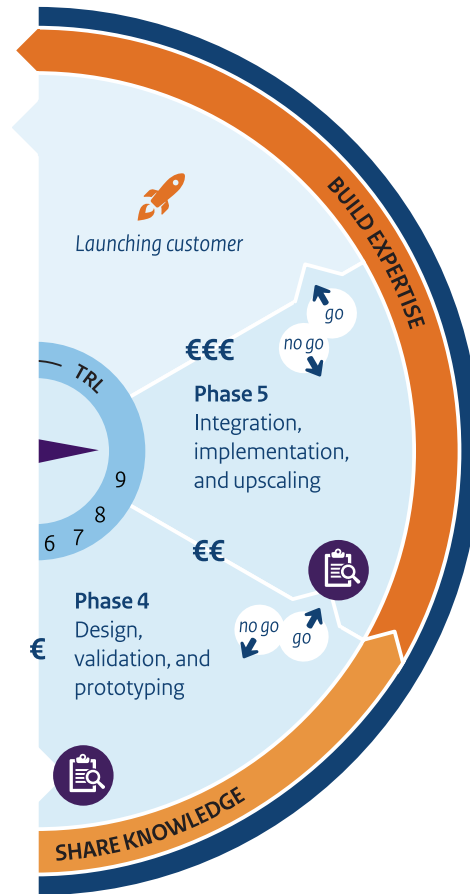


Assessment committee



Procurement Side

- Procurement and implementation
- Specify, scale up





Ministry of Defence



Ministry of Economic Affairs

Client: Ministry of Defence
Ministry of Economic Affairs
Concept: Maurice van Rooijen
Design: VormVijf

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Meet one of the speakers

Corka Scheeringa

Senior Policy Officer Digital Economy
Ministry of Economic Affairs

Policy and the European context



Ministry of Economic Affairs

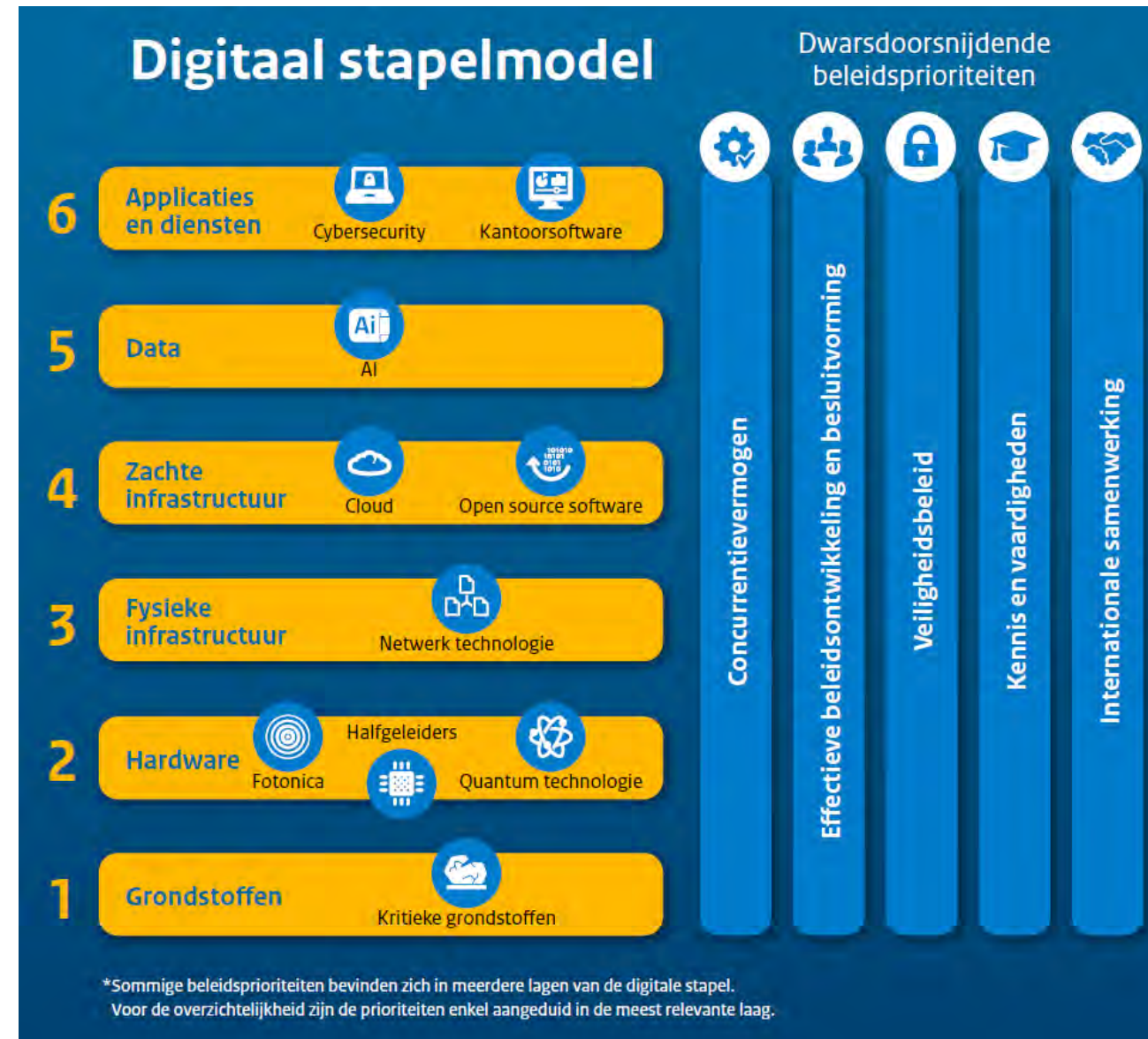
Sustainability X Sovereignty: Open Strategic Autonomy & Twin Transition Action Programme

Corka Scheeringa

Sr. Policy Officer International and AI
Department of Digital Economy

Digital Open Strategic Autonomy - DOSA

- Digital stack model to identify strategic dependencies
- 2023 policy agenda with actions to strengthen DOSA
- 10 tech priorities based on impact on:
 - Security
 - Competitiveness
 - Society
- Aim has been to influence discussion in Brussel – see Draghi report





Twin Transition Action Programme

- The Ministry of Economic Affairs developed a 3-year interdepartmental Action Programme Sustainable Digitalisation.
- It aims to facilitate the ambition of the digital sector for the Netherlands to position itself as a frontrunner in the twin transition.
- Achieving this leadership is crucial. It strengthens our innovation capacity, our competitive position and our strategic autonomy, especially in light of rapid developments in artificial intelligence.



Twin Transition Action Programme

- The programme builds on strong public–private cooperation and focuses on two overarching goals:
 - To position the Dutch digital sector as a sustainable European frontrunner, and
 - To firmly establish AI and digital technologies as key innovation drivers for sustainability.
- Core topics of the programme consist of the sustainability of AI, AI and digitalisation for sustainability, greening government ICT, facilitating public-private collaboration, circularity and the development of ecosystems for data sharing.
- With this programme we aim not only to keep pace with Europe's digital and sustainability agenda, but to help shape it in a way that strengthens our long-term resilience and strategic autonomy.



Where Sustainability Meets Sovereignty

- › What does sovereignty truly mean? How does it relate to (in)dependence?
- › What are the opportunities and challenges of a successful Twin Transition for sovereignty?

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Meet one of the speakers

Tamzin Wilkinson

Sector Lead Benelux Energy & Utilities
at Amazon Web Services (AWS)

**How sustainability can drive (or hinder) innovation in the
technology and cloud infrastructures**



Accelerating Sustainability

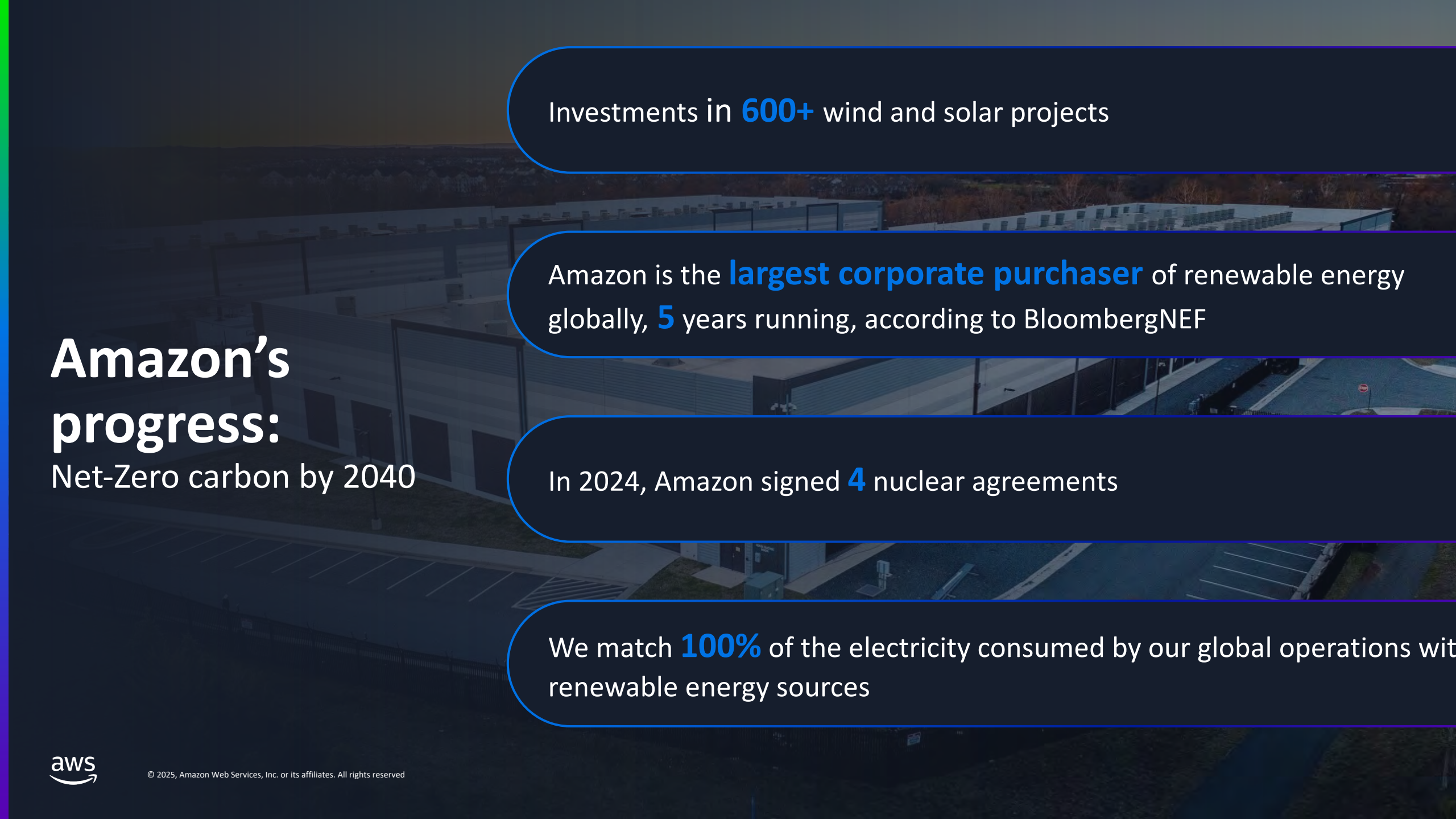


Amazon's commitment

**THE
CLIMATE
PLEDGE**



Co-founded The Climate Pledge: to
be net-zero carbon by 2040



Amazon's progress:

Net-Zero carbon by 2040

Investments in **600+** wind and solar projects

Amazon is the **largest corporate purchaser** of renewable energy globally, **5** years running, according to BloombergNEF

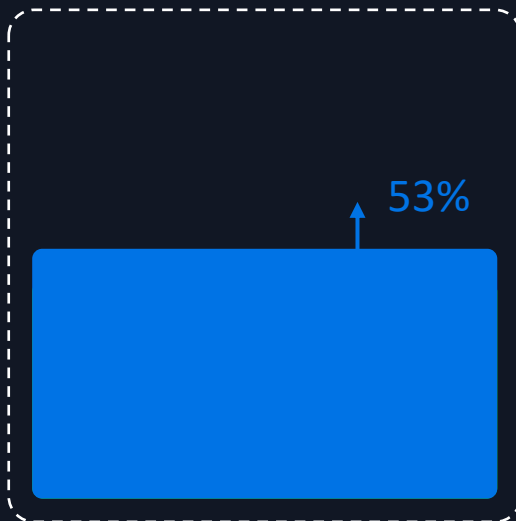
In 2024, Amazon signed **4** nuclear agreements

We match **100%** of the electricity consumed by our global operations with renewable energy sources

AWS is committed to being water positive by 2030

53%

of the way toward our
water positive by 2030 goal



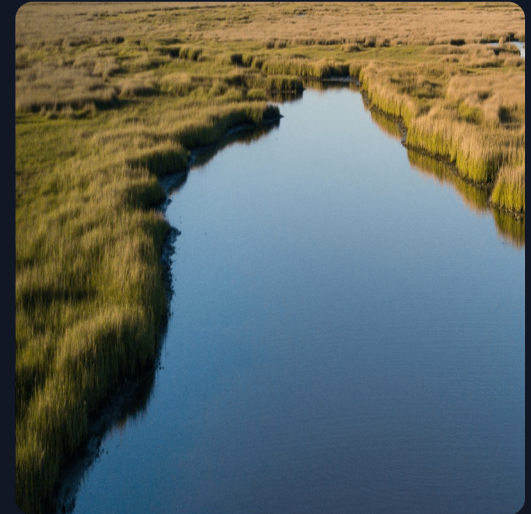
0.15

liters of water per kilowatt-hour
water use effectiveness for AWS
data centers



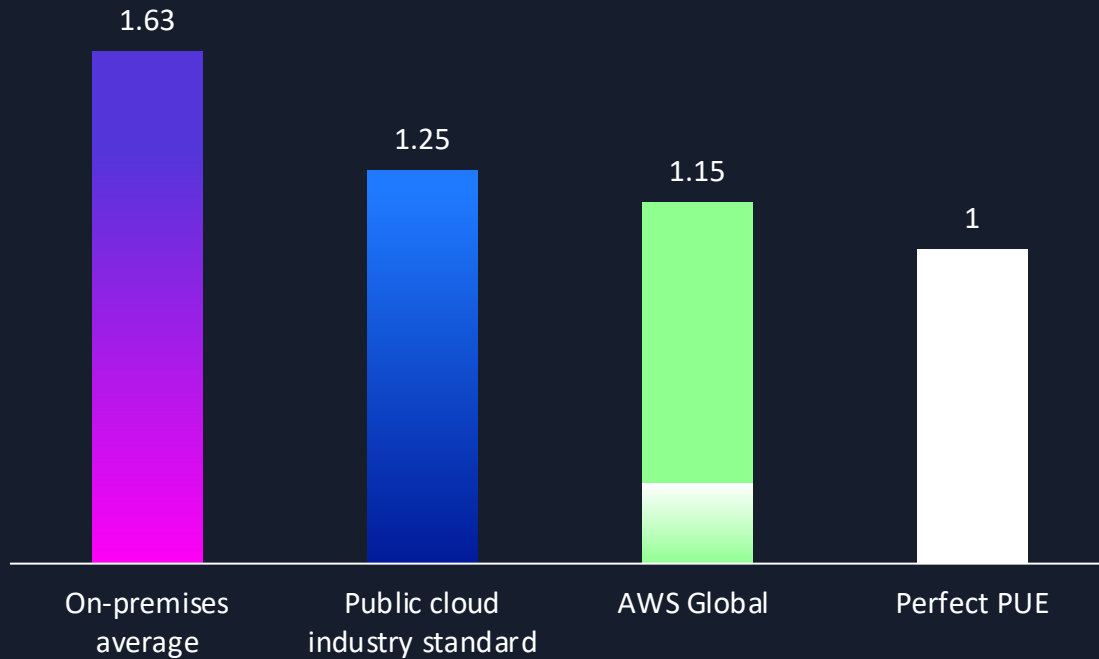
8B+

liters of water expected to be
returned each year to local
communities through Amazon's
water replenishment efforts



New AWS data center design

Power Usage Effectiveness (PUE)



PUE is one way we measure the efficiency of our data center operations. A lower PUE indicates a more efficient data center and a PUE score of 1.0 is perfect.



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Optimizing data center design

46% reduced
mechanical energy

35% less
embodied carbon in
concrete used

Source: About Amazon: [AWS Announces New Data Center Components to Support AI Innovation and Further Improve Energy Efficiency](#)

AWS is embracing circular economy principles

DESIGN BETTER, OPERATE LONGER, RECOVER MORE

30%

Plastic server rack components made of recycled or bio based plastic

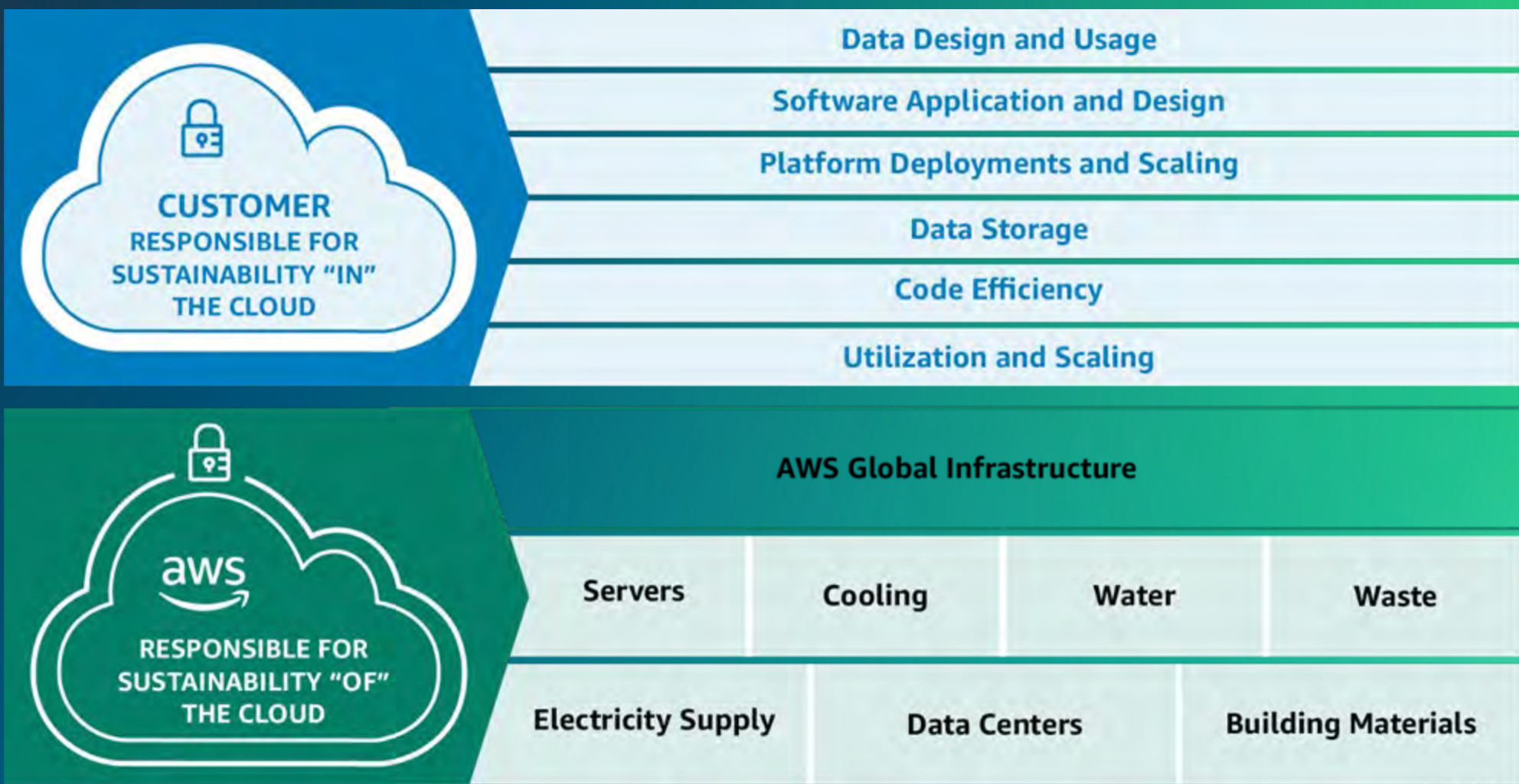
+2yrs

Extended lifespan of Amazon S3 hard drives

11.5m

Components recycled or sold on the secondary market





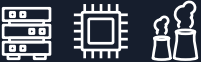
041.AWS_2021



Optimizing workloads IN the cloud

Carbon reduction and energy efficiency by region

AWS is up to **4.1 times more energy-efficient** than on-premises and can reduce the associated carbon footprint by **up to 99%** when optimized



US and Canada

Up to **3.6 times** more energy efficient and up to **99%** reduction in carbon emissions when optimized



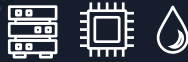
Latin America (Brazil)

Up to **4.1 times** more energy efficient and up to **96%** reduction in carbon emissions when optimized



Europe

Up to **3.3 times** more energy efficient and up to **99%** reduction in carbon emissions when optimized



APAC

Up to **3.2 times** more energy efficient and up to **97%** reduction in carbon emissions when optimized



Accelerate cloud optimization with AWS silicon

LEVERAGE AWS CHIPS TO RUN WORKLOADS SUSTAINABLY

AWS Graviton

AWS Graviton-based Elastic Compute Cloud instances use up to **60% less energy** than comparable Amazon EC2 instances

AWS Inferentia

AWS Inferentia chips are designed to deliver high performance at the lowest cost in Amazon EC2 for deep learning and generative AI inference applications



AWS helps customers innovate to achieve their sustainability targets



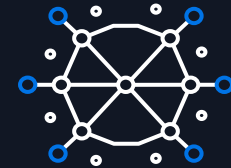
The Sustainability Exchange

Playbooks, methodologies, case studies, datasets, and tools from Amazon and other leading companies to help progress toward net-zero carbon



Amazon Sustainability Data Initiative

Open data and resources to help create innovative, decision-ready solutions



AWS Solutions Library

A selection of vetted partner and AWS solutions to address challenges such as carbon accounting, climate risk assessment, and energy transition

Explore AWS Sustainability

Learn more about AWS Sustainability



[AWS
Sustainability
webpage](#)



[2024 AWS
Sustainability
Summary](#)

Choose from purpose built sustainability solutions



[AWS Solutions
Library](#)



[AWS
Marketplace](#)

Thank you!

Tamzin Wilkinson
twamazon@amazon.nl



Netherlands

Short break



Netherlands

Panel: From vision to action

- Luke James
- Tamzin Wilkinson
- Maurice van Rooijen



Netherlands

Linking today to
MWC 2026 and
the NL program

The organisation

Introduction

The Dutch high-tech and communications sector ranks amongst the top globally and is a major force in development of new technologies and applications with implications for the communications sector. The challenge for The Netherlands is to preserve its leading position in the area of digital infrastructure, broadband communications and sectoral applications.

Mark Beermann started the first Netherlands Pavilion in 2016. Since 2022 Mark and Anke started to work together and since 2023 they joined forces in Ecosystem Services who is now responsible with their team for organizing The Netherlands Program at MWC as a Public-Private-Partnership (PPP) and for the NL@MWC community. The Dutch government, Digital Holland, ECP, Ministries of EZK and I&W, NL 5G Hubs and a significant number of Dutch private organizations are all contributing to the innovative NL ecosystem. Our media partner and knowledge partner Telecompaper, help us to share the partners messages with the world.



Mark Beermann
Director



Anke Kuipers
Director



Dick van
Schooneveld
Advisor



Gijs van Beek
International
Media and
knowledge partner



Operational team

Some of the NL@MWC ecosystem partners of NL MWC '25



About MWC Barcelona



About MWC Barcelona

From founders to presidents, meet everyone from everywhere – at the world's largest and most influential connectivity event.

Where technology, policy and commerce converge

MWC Barcelona is the one time of year where everyone who's anyone, in the world of connectivity, comes together under one roof. Tens of thousands of senior leaders from top global companies, international governments and trailblazing tech businesses converge to connect and create the future.

Miss out on MWC25 Barcelona – and you miss out on the next 12 months.

2026 event details



Date

2-5 March 2026

Core Connectivity

Intelligent Infrastructure

Future-focused connectivity. Building smarter, sustainable networks with AI and advanced technologies for enhanced efficiency



ConnectAI

AI for Telco & Telco for AI. Revolutionising telecom services with AI, automation, and intelligent systems



AI4Enterprise

Transforming Business. Unlocking enterprise growth through data-driven intelligence and automation



AI Nexus

Shaping the future with responsible AI evolution. Exploring AI innovation, ethics, and human collaboration



Tech4All

Driving tech sovereignty and inclusive innovation in the face of geopolitical challenges and cultural shifts



Game Changers

Defining the future. Unveiling disruptive innovations that reshape industries and create new opportunities



Big Thinking

High-Level Topics

Intelligent Infrastructure	ConnectAI	AI4Enterprise	AI Nexus	Tech4All	Game Changers
Next-Gen Networks, Automation & Open Gateway	AI for Telco & Telco for AI	AI Driven Enterprise Transformation	Multimodal Systems Agentic AI & Quantum Computing	Tech Sovereignty & Resilience	Breakthrough Technologies & The Device Revolution
5G Full Potential & Beyond	AI Devices	Networks fit for Enterprise	AI & Human Collaboration	Tech for the Global South	Space Technology & Moonshot Ideas
Cloud-Edge Integration & Intelligent Data Centres	Distributed AI	Enhancing Supply Chain Intelligence	Responsible AI & Governance	Empowering Through Digital Literacy	Autonomous Systems & Robotics
Private Networks, Satellite & Emerging Tech	AI Native Operations & Customer Experience Transformation	Cybersecurity & Risk Management	AI in Creativity & Industry	Digital Inclusion, D4T & Democratisation	Blockchain & Decentralised Innovations
Security & Business Innovation	AI for Cost Optimisation & Efficiency	AI for Predictive Maintenance & Operational Efficiency	Sovereign AI	Geopolitical challenges & cultural shifts	Future of Mobility & Energy

Outcomes of MWC Barcelona 2025

MWC Barcelona 2025 in numbers

MWC
GSMA
BARCELONA

56%
ATTENDEES
FROM SECTORS ADJACENT TO
THE MOBILE ECOSYSTEM

IN PERSON
ATTENDEES FROM
205
COUNTRIES
& TERRITORIES



1,200+
SPEAKERS AND
THOUGHT LEADERS

INCLUDING
41% FEMALE
SPEAKERS

21% C-SUITE
ATTENDEES
WITH OVER
50% DIRECTOR
LEVEL AND
ABOVE

OVER

109,000

TOTAL
ATTENDEES

TO MWC AND
4YFN 2025



4Y
FN

OVER
1,000
STARTUPS
EXHIBITORS

NEARLY
380
SPEAKERS

OVER
900
INVESTORS

COLLECTIVE FUNDS TOTTALLING €60 BILLION

2,900
+

JOURNALISTS AND
INDUSTRY ANALYSTS
FROM AROUND THE WORLD

MORE THAN

2,900

EXHIBITORS, SPONSORS
& PARTNERS

40 INTERGOVERNMENTAL
ORGANISATIONS

111 HEAD OF REGULATORY
AUTHORITIES

23
STAGES



188

DELEGATIONS TO
THE MINISTERIAL
PROGRAMMES

REPRESENTING
148
COUNTRIES



AND
66 MINISTERS



NUMBERS CORRECT AS OF THE SHOW CLOSING

Outcomes of MWC Barcelona part 2

Ministerial Programme 2025 in numbers

GSMA
Ministerial
Programme



148

COUNTRIES



1,740



ATTENDEES

66

MINISTERS



188

DELEGATIONS

40

INTERGOVERNMENTAL
ORGANISATIONS

111

HEADS OF
REGULATORY
AUTHORITIES



273

INDUSTRY
C-LEVEL

INCLUDING

162 CEOs



NL@MWC25 Highlights



[11 NL talk session - click to watch them here](#)

Photo Gallery NL MWC 25

[← Back](#)



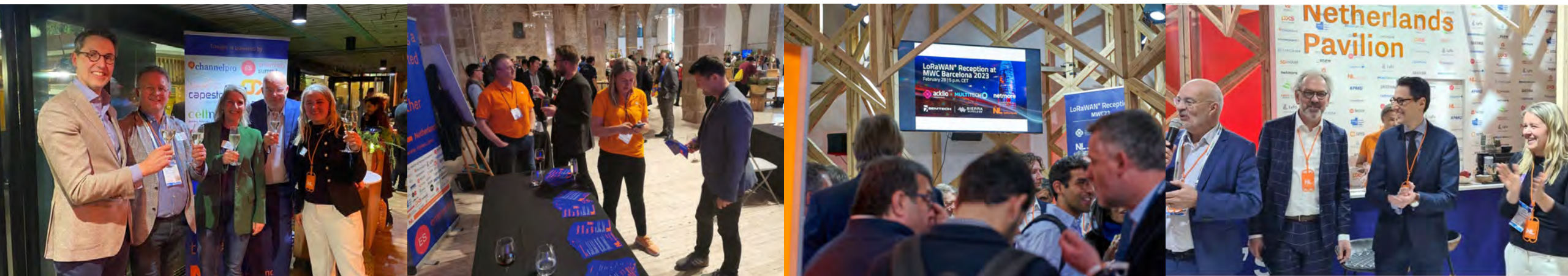
- ◆ Visit Dirk Beljaarts
- ◆ 19 Exhibitors at the NL Pavilion
- ◆ 16 NL Startups at 4YFN
- ◆ 250 People joined the NL Delegation
- ◆ 12 NL Talks plus being on the MWC stage part of the conference
- ◆ 3 Networking receptions at the NL Pavilion
- ◆ 3 Knowledge missions
- ◆ 6 side events outside of the Fira
- ◆ 7 Incoming delegation moments
- ◆ to many articles and videos, views and reach via linkedin and via our media partner IT ChannelPRO and our knowledge partner TelecomPaper and broadcasted via theCUBE!

Benefit from joint Marketing & PR

-  **Media Exposure:** National & international coverage via ITChannelPRO and Telecompaper
-  **Joint Campaigns:** Benefit from coordinated promotion activities
-  **PR Support:** Shared and aligned PR efforts
-  **Networking:** Collective events to connect with media and industry stakeholders

Impact for Participants:

- Extended marketing reach
- Stronger brand positioning
- Maximum visibility and impact at **MWC**



More visibility & Network via NL Pavilion



MWC
GSMA

-  **Prime Location:** centrally located between Hall 4 and Hall 5
-  **Increased Visibility:** more foot traffic and attention for Dutch companies
-  **Stronger Connections:** more networking opportunities with potential clients and industry experts

Benefits for Participants:

- Direct access to national and international networking activities and events
- Entry to the international network of country pavilions
- Collaborations with organizations such as **NBSO**, **Accio**, **Alberta IoT**, **EEN**, **Secartys**, **Aenteg**, and many more



Media exposure via Telecompaper & NLMWC



- 15 articles (NL and ENG) met reads very specific in the sector > 600 (high according to telecompaper)
- Headlines (Artikelen)
 - Minister Adriaansens naar digitale technologiebeurs Mobile Word Congress
 - Nederland bereidt zich voor op 8e achtereenvolgende jaar op Mobile World Congress met speciale afgezaant Constantijn van Oranje
 - Look-E onthult de Expert View-app in samenwerking met Vodafone en Ericsson tijdens het Mobile World Congress
 - Sluit je aan bij de 200+ Nederlanders op het Mobile World Congress in Barcelona

NLMWC: 10+ NL MWC newsletters to our 2800+ community members
+ 3 newsletters to our international media list of 1500+ members

MWC BARCELONA

Het NL Paviljoen op MWC Barcelona

'BESTE EDITIE TOT NU TOE'

Het Mobile World Congress in Barcelona was voor het NL Paviljoen en de Nederlandse delegatie een groot succes. Meer dan 40 bedrijven en 200 personen namen deel aan het NL Paviljoen, waar technologie een prominente plaats innam, en waar de cruciale rol van digitale connectiviteit in de Nederlandse economie werd benadrukt.

Door Hans Steerman



Minister Adriaansens van Economische Zaken en Klimaat bezocht het NL Paviljoen en vestigde de aandacht op het belang van het Nederlandse innovatievermogen in dit domein. Digitale connectiviteit, zo bevestigde de minister, is een gamechanger voor de Nederlandse economie. De investering van Topsector ICT in het NL Paviljoen bevordert internationale samenwerking op het gebied van digitale connectiviteit en 6G-technologie.

6G-INNOVATIE
Met de opkomst van 6G, de volgende fase in digitale connectiviteit, is een wereldwijde wedloop ontstaan. Nederland zet zich in voor een vooraanstaande rol in het onderzoek en de innovatie van 6G, gesteund door financiering van het '6GProgramma' van de EU. Ook is er een voorwaardelijke toekenning van 203 miljoen euro vanuit het Nationaal Groeifonds aan Future Network Services (FNS), met ondersteuning van Topsector ICT. Deze inzet is essentieel om de concurrentiepositie van Nederland in de mondiale ontwikkeling van 6G te handhaven.

12

Benefit from the National identity & support

- **Showcase Dutch Innovation:** Position your company as a Dutch showpiece in connectivity and digital solutions
- **Government & Media Support:** Extra visibility through Dutch government, trade associations, and media partners
- **Industry Impact:** Attract key stakeholders and decision-makers at MWC
- **Stronger Connections:** Leverage the collective power of the Dutch Pavilion to create meaningful international partnerships



NL

Netherlands

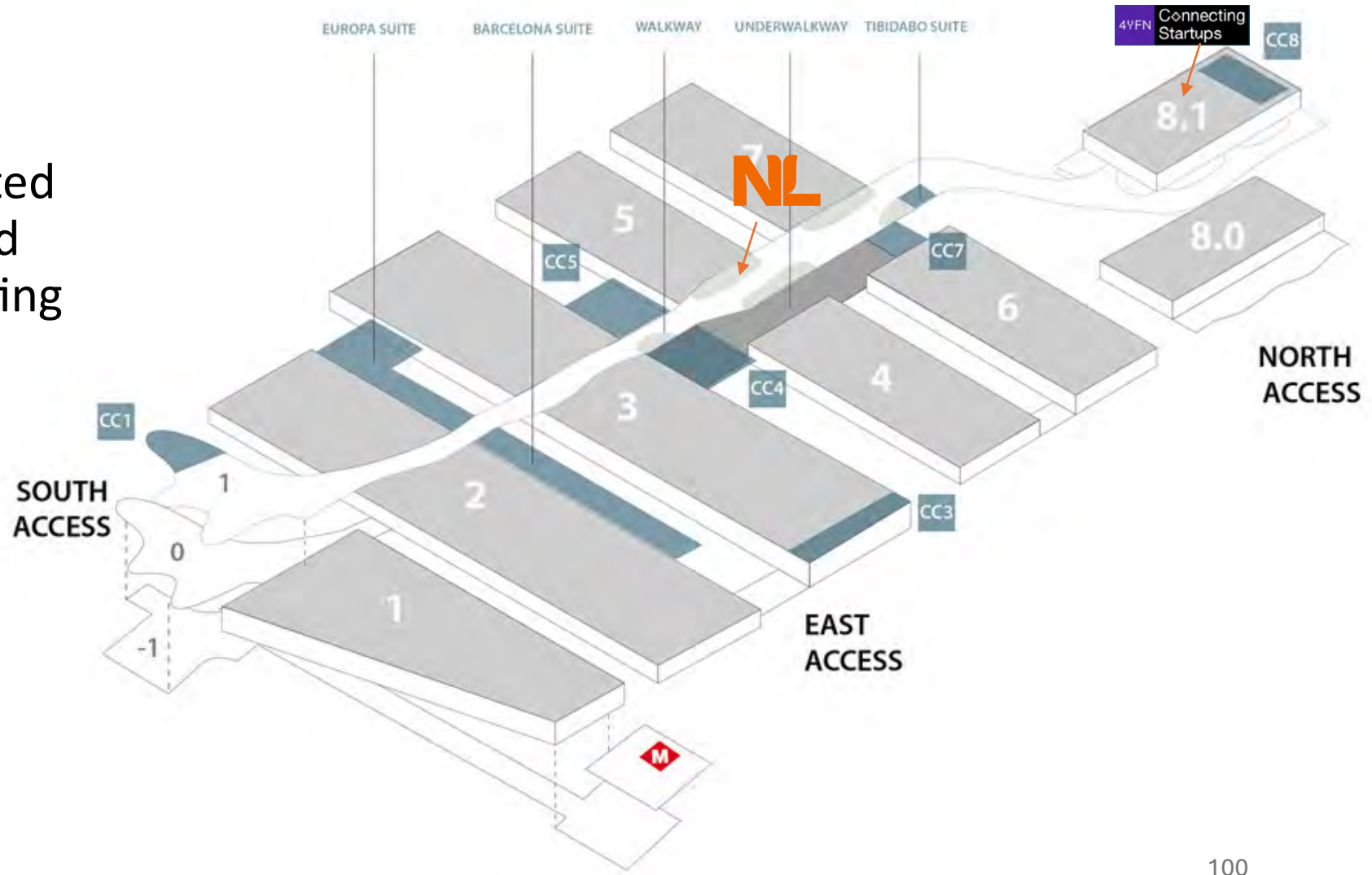
Floor Plan
& Concept
Design

Netherlands Pavilion at MWC 2026

Between hall 5 and hall 4 next to the escalator.

Location: CS54

4YFN participants are located in Hall 8. This is a separated organisation where exhibiting start-ups are selected by Innovation Quarter.



Location overview Netherlands Pavilion 2026

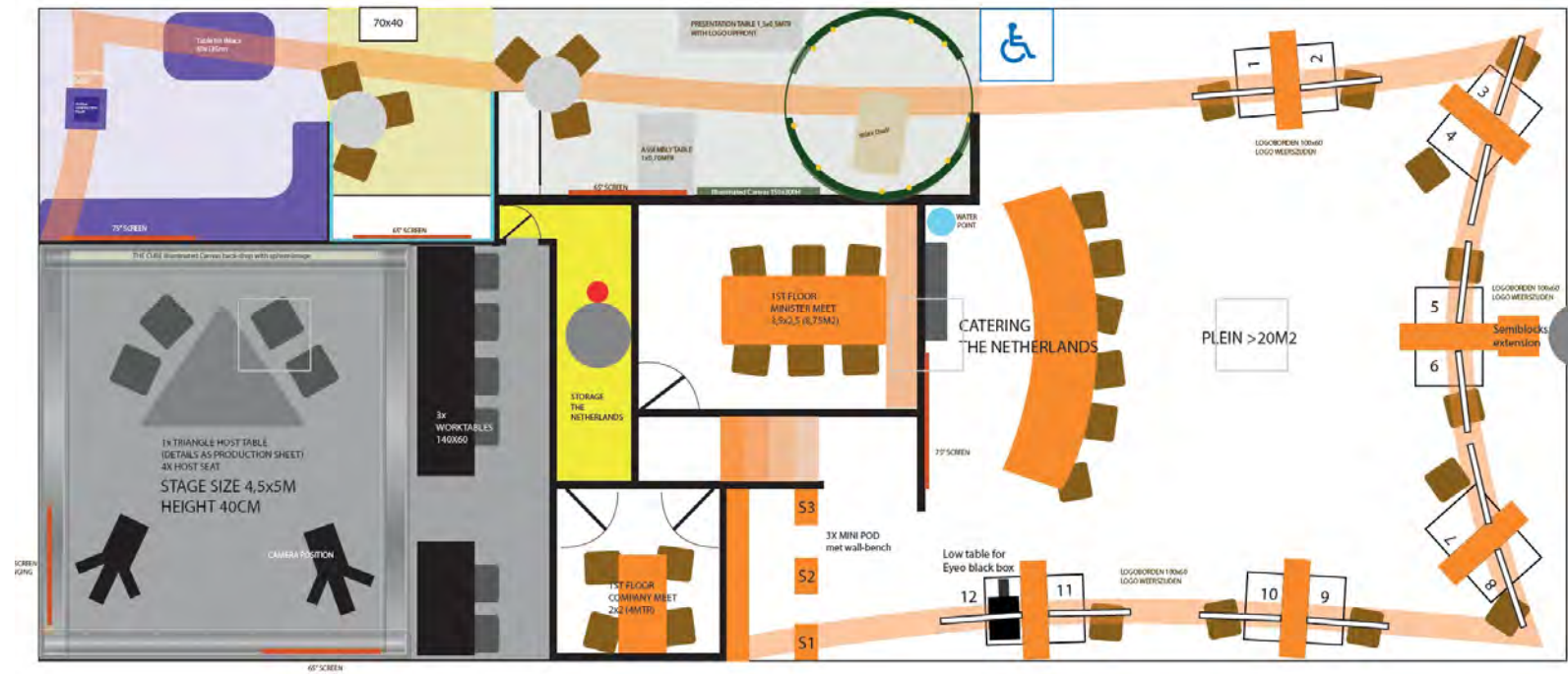
Central Location between Hall 5 and hall 4, next to the escalators.

Location: CS54

[View location online](#)



- Space for 3 partners with their own branding
- 12 presentation pods
- 6 Scale-ups
- 2 shared or private meeting rooms
- 1 Bar including 2 standing tables
- Hospitality area



NL

Netherlands

Sponsoring options

Sponsor the NL@MWC Community night



Sponsorship packages
start at 2.500 euro

[Click to watch the after-movie
of the NL community night](#)

Sponsor a Networking reception at the NL Pavilion

Options:

Monday the opening reception at the pavilion

Tuesday networking reception

Wednesday networking reception

Thursday networking reception

Breakfast options are also possible

Sponsorship packages

start at 2.500 euro and are customisable depending on wishes and demands.

[Click to watch the after-movie](#) of the Networking reception on Tuesday during MWC 2-25



Sponsor an event outside of the fira

Options:

Tuesday Evening International Networking Reception

Wednesday Evening, social activity, like a flamenco dinner, show palau de musica, wine tasting etc.

Personalised options are available

Sponsorship packages

start at 2.500 euro and are customisable depending on wishes and demands.





Netherlands

Knowledge missions & Dutch Delegation

Knowledge Missions



Do you want a tour for your clients or prospects?
Custom tours are available upon request

Government, Innovation & Sovereignty MWC **In relation to the national digitalisation strategy**

For: Government representatives & invites

Program: 3 days, with enough space to do your own thing.

Contact: Mark Beermann

Private networking

For: business (international) and government

Program: 1 day

Contact: Koen Mioulet

Sustainability

For: triple helix

Program: 2-3 days incl. Green Wednesday

Contact: TBD

Program: 3 days, with enough free time to do your own thing.

Cost: 1595,- incl. ticket that provides access to MWC

850,- excl. ticket.

Government, Innovation & Sovereignty

In relation to the national digitalisation strategy

Knowledge mission

For: Government representatives and invites

Program: 3 days

Participants: EZ, RDI, Province ZH, The Hague, Paul Timmer etc.

Scope: Highlights in the 'stack'

Visits to:

- NL Pavilion
- AWS
- GSMA pavilion / Cordis / KPN
- Huawei
- Cisco
- NTT Data / SES
- Nokia
- Liberty Global and Philips
- 4YFN / EU Pavilion
- Country pavilions
- And others

Program example

Sunday, 2 March

- Reception of complete NL Delegation

Monday, 3 March

- Start at NL Pavilion, CS54
- Visits
- Minister
- Opening of NL Pavilion
- Evening: NL Community evening

Tuesday, 4 March

- Start at NL Pavilion
- Visits

Wednesday, 5 March

- Start at NL Pavilion
- Visits

Contact: Mark Beermann



National Technology strategy

Prioritised Technologies in NTS

- **Optical systems and integrated photonics**
- **Quantum technologies**
- Process technology, including process intensification
- Biomolecular and cell technologies
- Imaging technologies
- Mechatronics and optomechatronics
- **Artificial intelligence and data science**
- Energy materials
- **Semiconductor technologies**
- **Cybersecurity technologies**

Ambition KIA ST:

An actionagenda for every NTS Key Enabling Technology, aimed to describe and take action to reach in NTS described ambition.



NL

Netherlands

Will you join us
in March 2026?

Be part of the Dutch delegation

Get your Tickets to MWC from us for the same price and benefit from the following extras:

- Being part of the Dutch Delegation and have access to all other participants
- Early birds gain access to at least the event of Sunday and Monday evening with a value of around 300 euro
- In case you are part of the FNS delegation you will have access to their program and events as well
- Get a free cup of coffee or thee every day at the pavilion
- By getting your tickets to MWC from us you are also supporting the organisation of the NL pavilion



ROI; 12 months of leads in just 4 days



MWC
GSMA

MWC Barcelona is where the three vital forces in our industry converge: technology, community and commerce. It's where 5G connects with global affairs. Industry connects with immersive technology. And small businesses connect with the giants of the tech. It's also where you'll hear the most important debates of the year, generate 12 months of leads in just four days, and help shape a better tomorrow.



Become part of our
selection
of the Netherlands most
ingenious companies at the
Netherlands Pavilion

NL

Netherlands

4YFN

Startups at MWC

4 Years From Now Barcelona 2026

Netherlands startups @4YFN2026



Innovation
Quarter

4YFN in Barcelona 2026

Nederlandse Startups

Questions? Contact:
Anke Kuipers
anke@ecosystems-services.nl
T +31 6 27898584



NL

Netherlands

Wrap up

Timeline & Roadmap MWC26

- 19 November 2025 NL@MWC Event at Fairphone
- 19 November 2025 TSOC pitch event at Vodaphone Ziggo
- November 2025 The building of the pavilion starts
- 10 December 2025 Deadline for exhibitors to deliver their artworks etc. for the pavilion
- 10 January 2026 Logos of all partners in the design will be checked
- 4 February 2026 NL@MWC meetup at the Ministry of EZ in The Hague
- February 2026 NL@MWC pavilion build up at the Fira
- 1 March 2026 NL@MWC at MWC Barcelona starts

See you 4 February 2026
At Ministry of Economic
Affairs
In The Hague
Kick-off to Barcelona



Netherlands



Follow NL@MWC on linkedin

Contact:

Anke@ecosystems-services.nl

Mark@ecosystems-services.nl





Netherlands

Network Reception made possible by Fairphone

Contact nlmwc.com:

Anke@ecosystems-services.nl

Mark@ecosystems-services.nl

