



NETHERLANDS



Population: 17,151,228 | GDP: \$924.4 billion | Language: Dutch | Unicorns 2009-2018: 3



What did the Netherlands do right?

The Netherlands is among the top performers on the Scorecard in the Environment and Resilience categories and has produced three unicorns in the past decade. Federal law allows for the testing of self-driving vehicles, and the country also streamlined drone regulations, improving its Drones grade to an A from a C.

What can the Netherlands do better?

The Netherlands could ease restrictions on short-term rentals, including municipal caps on how long rental owners can host guests, factors in the decline the country saw in its Short-Term Rentals grade from a B to a C. It can also reduce its individual tax rate to help reverse the drop in its Tax Friendliness grade from a C to a D.

KEY TAKEAWAYS

A returning Innovation Champion, the Netherlands scores well in most categories but can improve its sharing economy policies.

The country spends two percent of its GDP on research and development, and its annual new business entry rate has increased to more than six per 1,000 people.

The Netherlands is also home to three unicorns founded in the past decade: the cancer-therapy company Acerta Pharma, the bitcoin mining infrastructure company BitFury and the cardiovascular disease treatment company Dezima Pharma.

Drones are another bright spot for the Netherlands. Researchers at the Delft University of Technology have developed a variety of innovative drone tech, ranging from emergency delivery devices to drone “bees” that pollinate flowers.

While ridesharing is operational in the Netherlands, national passenger transportation law requires rideshare drivers to meet the same licensing requirements as traditional taxi drivers. Short-term rentals are also subject to a nationwide tourism tax and face inconsistent municipal rules, bringing the Netherlands’ Short-Term Rentals grade down to a C this year from a B in 2018.

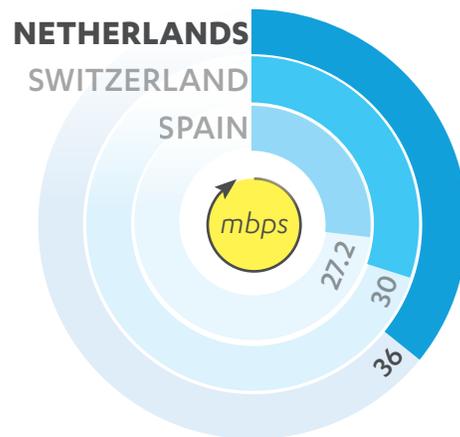
Sources: (Amsterdam Drone Week) (Geospatial World) (Government of the Netherlands) (TU Delft) (The Next Web) (KPMG)



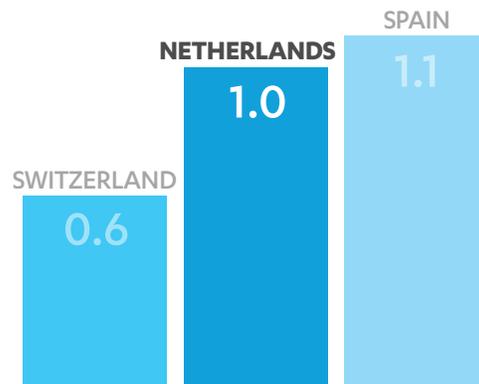
Researchers at the Delft University of Technology have propelled drone research in the Netherlands with a range of developments, including drones capable of pollinating flowers.

Credit: Nol Aders, Wikimedia Commons

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Unicorns

The country produced three unicorns between 2009 and 2018.



Drones

The country has clear rules in place for both commercial and recreational operators. However, it lacks a consistent policy framework at different levels of government.



Entrepreneurial Activity

The ease of starting a business in the Netherlands is high, and the new business entry rate is 6.07 per 1,000 people, an increase from 5.34 per 1,000 people in 2018.



Resilience

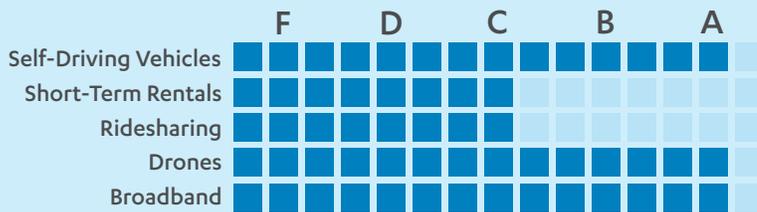
The Netherlands has a strong infrastructure, buildings designed to resist natural hazards and a highly visible supply chain.



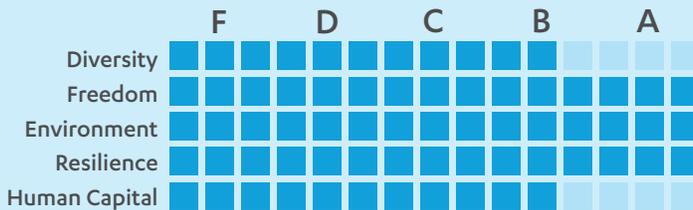
R&D Investment

The country spends two percent of its GDP on research and development.

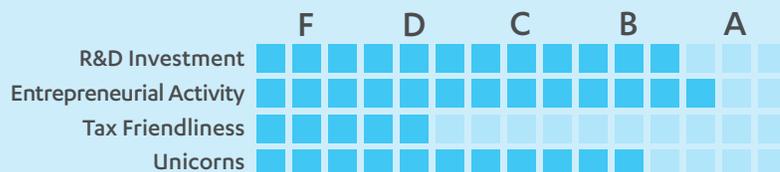
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

CONTACTS

Izzy Santa
 Director, Strategic Communications
 isanta@cta.tech

Bronwyn Flores
 Specialist, Policy Communications
 bflores@cta.tech

- @ConsumerTechnologyAssociation
- Consumer Technology Association
- @CTA
- @CTATech