



2:00 PM

25 JUNE 2012 • ROYAL NETHERLANDS INSTITUTE IN ROME

SMART SOLUTIONS

FOUR INSPIRING TALKS ON DUTCH INNOVATIONS IN ITALY



2 pm

TEDxBinnenhof live-stream

3.30 pm

Dutch innovations in Italy

- Eliminating the Legionella bacteria
- Making road transport sustainable
- Recycling textile for fashion

5 pm

The NANO Supermarket

lecture on the future implications of nanotechnology
Dr. Koert van Mensvoort (Eindhoven University of Technology)

6 pm

Cocktail



Kingdom of the Netherlands



TEDx
Binnenhof





2.00 - 3.30 pm **TEDxBinnenhof Catwalk for Innovation** (viewing party)

Live-stream projection on big screen of the innovation event *TEDxBinnenhof* in The Netherlands. This event will be held in English and will be broadcast live on Dutch television and at 40 locations worldwide, including in Rome at the Netherlands Institute.

TEDxBinnenhof Catwalk for Innovation will feature ten inspiring talks on groundbreaking ideas from the Netherlands that can help tackle global challenges such as pollution, health care costs, loss of biodiversity, climate change and scarcity of natural resources.

What is TEDxBinnenhof? The internationally renowned non-profit organization TED (Technology, Entertainment, Design), devoted to *Ideas Worth Spreading*, has created a program of local, self-organized events to spark discussion. The Binnenhof (Inner Court) is the heart of the Dutch legislature. This is where Parliament meets, where the Prime Minister works and where the Dutch Cabinet holds its weekly meetings.

TEDxTalks:

Charlotte van Erp	How to turn waste water into a goldmine
Maarten Beelen	A robotic revolution for eye surgery
Yao-Hua Tan	IT innovation to boost international trade
Claire Boonstra	Birth of my dream: using interactive print for education
Floris de Vos	A portable water drill for the remotest areas
Allard van Hoeken	Working with the tides for clean energy
Hayo Canter Cremers	Farming green energy for cows and men
Niki Fens	Breathonomics: nano solutions with major impact
Rob Baan	Let's change the way we look at food and health
Daan Roosegaarde	Innovation as a Dutch experience



3.30 – 5.00 pm Dutch innovations in Italy

Welcome remarks: **Prof. Bernard Stolte**, Director of the Royal Netherlands Institute

Marc Gerritsen, Economic Counselor, Embassy of the Netherlands

Moderator: **Raimondo Orsini**, Director of the Fondazione per lo Sviluppo Sostenibile, an NGO created in 2008 with 85 companies and 50 experts as founding members

Talk 1

Eliminating the Legionella bacteria with BIFIPRO

Presentation by **Leo de Zeeuw** (Holland Watertechnology) and **Luca Rosamilia** (Water Consulting) on BIFIPRO, an innovative way to eradicate the Legionella bacteria. It uses patented technology to accurately release copper and silver ions in water to kill bacteria. The equipment is safe for use with drinking water and in industrial processes. BIFIPRO saves money, eliminates Legionella and is good for the environment. The technology is now exported to Italy through Water Consulting. After the presentation, a Distribution Agreement between Holland Watertechnology and Water Consulting will be signed.

www.hollandwatertechnology.com www.waterconsulting.it

Talk 2

Making road transport sustainable with the LEAN & GREEN initiative

Federico Oneto (Freight Leaders Council) and **Annemieke de Leeuw** (Connekt) will present the Lean & Green initiative for supply chain companies who want to reduce CO2 emission while increasing their profitability. By meeting certain criteria and after being audited by an independent body, companies qualify for the Lean & Green Award. The initiative was created in Holland by Connekt and has been active since 2007. With the management of Freight Leaders Council, the project was introduced in Italy in 2011. www.freightleaders.org www.connekt.nl

Talk 3

Recycling textile for fashion: the RE-MO process

Martin Havik (RE-MO) and **Riccardo Rami** (Riccardo Rami Studio) will present a track & trace-service for recycled textile. The initiative, which potentially creates huge environmental gains, was conceived by Martin Havik and is being set up in collaboration with the textile district of Prato, an area historically known for its textile industry. The Riccardo Rami Studio (Prato) is an extensive network of people from different disciplines linking design, textile and fashion in countries like Italy, Japan, Turkey, China and India. www.re-mo.eu www.riccardorami.com



5.00 pm **The NANO Supermarket**

Talk 4: lecture on the future implications of nanotechnology

by **Koert van Mensvoort** (Eindhoven University of Technology)

Nanotechnology is an emerging field of science that deals with the manipulation of structures on an atomic and molecular scale – the size of one billionth of a meter. Existing applications range from sunscreens to mobile phones and from airplanes to medicines. Nanotechnology is often seen as a trend in material science, but has much deeper implications.

Although many people are aware that nanotechnology is very small, there is only little discussion on how this emerging technology will change our everyday lives. Koert van Mensvoort thinks this discussion is too important to leave to the experts. Hence he created a NANO Supermarket.

The NANO Supermarket presents speculative nanotech products that may hit the shelves within the next ten years: medicinal candy, interactive wall paint, a wine which taste can be altered with microwaves, a twitter implant, invisible security spray and much more.

The debate–provoking nanotech products in the NANO Supermarket are innovative and useful as well as uncanny and disturbing. They function as scenarios for potential nano futures, that help us decide what nano future we actually want.

Dr **Koert van Mensvoort** MFA MSc studied computer science, art and philosophy. He now operates on the cross-section of these disciplines and uses all media to visualize his ideas – ranging from essays, documentaries, games, fountains, paintings, performances, websites or events. Van Mensvoort uses art & design as a means to materialize philosophy. The most profound experience in his life has been the discovery of Next Nature; the nature caused by people. Thematically, all his work revolves around this topic. Furthermore he directs the Next Nature Foundation in Amsterdam and Next Nature Lab at Eindhoven University of Technology.

www.nextnature.net

6.00 pm **Garden cocktail**

Offered by the Royal Netherlands Institute in Rome and the Embassy of the Kingdom of the Netherlands in Italy

Address Royal Netherlands Institute, Via Omero 10, Rome.

Contact For any further enquiries, please contact the Economic Section of the Embassy of the Netherlands at rom-ea@minbuza.nl.