

'Ensure Amsterdam's success in the global battle for talent'

Knowledge as driver of the economy

Amsterdam's dynamic knowledge economy is built on the strength of our knowledge and education institutions. The broad range of high-quality degree programmes on offer acts as a magnet for talented, well-educated people, who are needed to develop the Amsterdam region into a vibrant economic centre. They bring knowledge, insights, entrepreneurship and diversity. Both sides benefit from this, in that the city is an attractive place for them to live in and their youthful energy enriches the city. An innovative economy requires a wealth of top-quality education and research. This makes the city a breeding ground for innovation, knowledge, creativity and talent development, which ensures Amsterdam's success in the global battle for talent.

'An innovative economy requires a wealth of top-quality education and research.'

International and intercultural

Amsterdam's knowledge and education institutions (research universities, universities of applied sciences and senior secondary vocational education institutions) deliver high-quality programmes that are competitive on an international scale. The majority of Master's programmes are already being taught in English, and the same is true of an increasing number of Bachelor's programmes. The internationalisation of education results in a wider range of courses and, therefore, in more opportunities for both Dutch and international students. The universities are aiming for a student population in which every third student is an international student. An international classroom enhances the quality of education by improving intercultural and international knowledge and skills. It also improves rankings and, as a result, attracts more talent. This is crucial in an open economy and an increasingly international labour market. In this way, the universities' ambitions promote the growth of Amsterdam in the international knowledge economy.

'High-quality education and high-quality accommodation offer talented students a wealth of opportunities.'

Accommodation for talented students

The quality of education and research is a crucial factor when it comes to attracting, exploiting and retaining talented students. The accommodation that is available to students from both the Netherlands and abroad is equally important, if not more so. Amsterdam City Council's draft Woonagenda 2025 (Housing Agenda 2025) gives students a raw deal, even though the need for an adequate supply of good-quality, affordable accommodation for students still remains. In addition to the existing shortfall, the temporary solutions of recent years must be replaced. Furthermore, there is also a need to respond to the aspirations of the educational institutions. The city can only entrust a limited amount of this to commercial players; experience tells us that this tends to result in more expensive accommodation. For students with little money, housing associations are the best option.

'For students with little money, housing associations are the best option.'

Enrichment of the city

According to the City of Knowledge Coalition (*Coalitie Kennisstad*), 2,000 additional student rooms costing up to 410 Euros to rent (the housing allowance limit for young people up to the age of 23) are required annually. This can be achieved through new buildings and innovative rental concepts in

existing buildings, e.g. 'friends contracts' in social housing around the campuses. Addressing the issue of student accommodation in the city is crucial for the international growth of the knowledge institutions and, consequently, for the economic, social and cultural enrichment of the city.

Appeal

The knowledge city of Amsterdam desperately needs more affordable accommodation for students and knowledge workers. The City of Knowledge Coalition urges Amsterdam City Council to pay greater attention to student accommodation in its Woonagenda 2025. Amsterdam deserves it!

Student accommodation annually	Additional units required
Existing shortfall for Dutch students *)	600
Replacement of temporary units in Amsterdam	400
Increase in demand as a result of strong growth in internationalisation	1,000
Total additional units required annually	2,000

*) In addition to a slight increase in Dutch students, there was an existing shortfall of 12,000 units in 2016. This will be offset in part by the 2014 – 2018 action programme.

About the City of Knowledge Coalition

The City of Knowledge Coalition comprises the University of Amsterdam, VU University Amsterdam, Amsterdam University of Applied Sciences, Inholland University of Applied Sciences, Amsterdam University of the Arts, Gerrit Rietveld Academy, De Key and DUWO (the latter two are housing associations that specialise in student accommodation).

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www.coalitiekenisstad.nl