



Towards a Future-Proof Economy

Summary 'Action Plan Economy, Knowledge & Talent Development 2024-2027'

Provincie Noord-Brabant

Towards a Future-Proof Economy

In recent years, Brabant has evolved into the innovation and growth engine of the Netherlands. We make a significant contribution to the national and even global economy. However, we also face major challenges: we are increasingly encountering the limits of our economy and environment.

As a province, we have a responsibility to develop Brabant in a future-proof direction. We do this by making targeted investments in innovative solutions that benefit society. Sometimes we share knowledge, other times we bring (international) parties together or we finance smart solutions. Always focused on tackling societal challenges with courage and innovation. Together, we make a difference, ensuring that Brabant remains a thriving place to do business and a pleasant place to live and work. In the meantime, we continue to generate economic prosperity, both now and in the future. 'Toekomstbehendig' (future-proof) is what we call it in Brabant.

Our Frameworks

The Economic Policy Framework 2030 outlines our ambitions and objectives to ensure that by 2030, we have strengthened our economy. The targets identified in the Brabant Environmental Vision remain our guiding principles. New developments are expressed in the Administrative Agreement 2023-2027 'Together we make Brabant'. This action plan represents the next step in the implementation of our economic policy.



Economic Policy Framework 2030

“In Brabant, we create the future with courage and innovation. Together we make the difference – today and for the generations to come. The future starts here, in Brabant.”

Martijn van Gruijthuijsen

Member of the Provincial Executive for Economy, Talent Development and Finance

Together We Make Brabant!

As a regional government, we can positively influence the functioning of the (regional) economy. But we cannot do that alone. We see ourselves as a connecting and driving force, acting as a link between layers of government, regions, businesses and knowledge institutions. We facilitate alliances and co-financing towards the central government and the EU to achieve multipliers. The Brabant Development Agency (BOM) is an important implementing partner. Through Brabant-based funds, investments, and programs, we enable promising, innovative, and high-impact developments.

Do you also want to contribute to a future-proof Brabant? Contact us at economie@brabant.nl

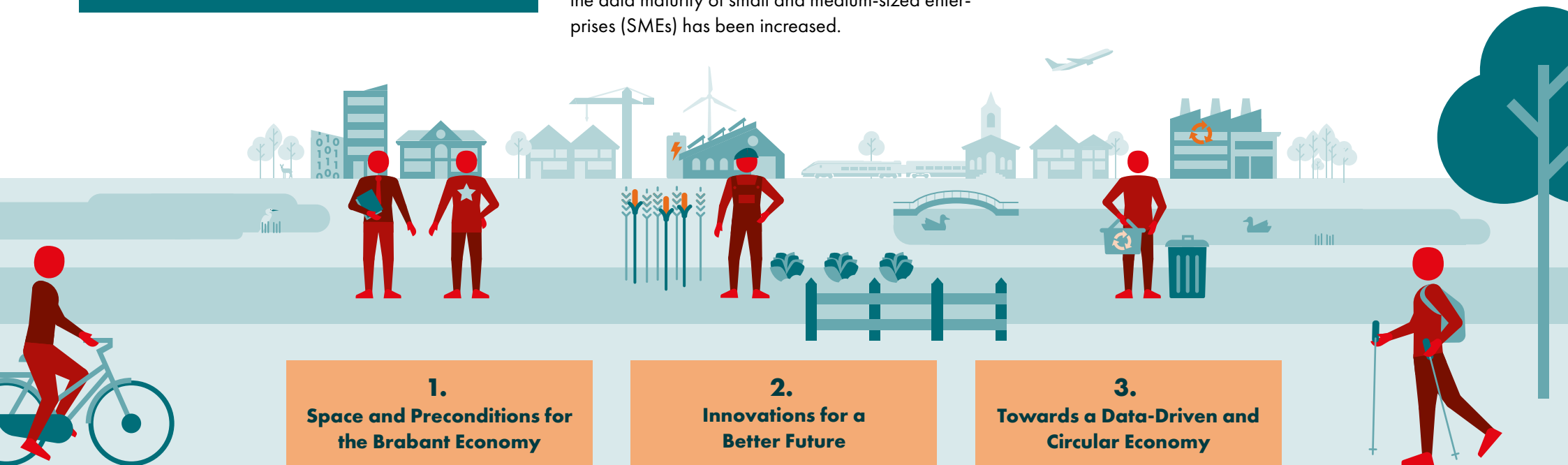
What Are We Going to Do?

During this implementation period, we will work on three main lines. The following page details the activities within each line. In a changing geopolitical landscape, we are co-investing to strengthen our strategic positions in technological innovations, value chains, (digital) infrastructure and raw materials. The choices we make prioritize added value and regional benefits, rather than merely focusing on volume.

In 2027 Brabant has sufficient capacity for high-quality economic development, there is sufficient talent available, breakthroughs and applications of new technologies have been stimulated through Brabant-based coalitions, the ecosystem for start-ups and scale-ups has been improved, many companies have reduced the use of primary raw materials, and the data maturity of small and medium-sized enterprises (SMEs) has been increased.

Mission-Driven (Innovation) Policy

We devote our resources and capacity to innovations, initiatives and projects that contribute to solving societal challenges while also securing the earning capacity of the future of Brabant and the Netherlands. Through smart partnerships, called innovation coalitions, we work on solutions – building on Brabant's DNA: the knowledge, expertise and networks we have built over the past decades.



1.

**Space and Preconditions for
the Brabant Economy**

2.

**Innovations for a
Better Future**

3.

**Towards a Data-Driven and
Circular Economy**

We Are Working Along Three Lines of Implementation

1. Space and Preconditions for the Brabant Economy

We provide a good entrepreneurial and business climate so that people like to work here. A solid foundation for the Brabant economy.

Our actions:

- Respond to challenges and obstacles to the Brabant business climate
- Provide space for high quality economic development
- Focus more on campuses and strategic locations for innovation
- Develop and retain talent for Brabant's major challenges
- Increase labor participation
- Use innovation to increase labor productivity
- Connect the strengths of one region to another

2. Innovations for a Better Future

We provide more strategic innovation and technology policies. Especially where we have a unique and distinctive position in value chains.

Our actions:

- Improve the ecosystem for start-ups and scale-ups
- Stimulate and facilitate innovation by innovative SMEs
- Stimulate breakthroughs and applications of new (key) technologies
- Develop new Brabant innovation coalitions on topics such as hydrogen, fiber processing, life sciences, defense and cybersecurity
- Building on existing innovation coalitions such as battery technology, nuclear energy, Scale up Plant, medical technology and AI, Data & IT

3. Towards a Data-Driven and Circular Economy

Digitization and circularity are acceleration tasks that we are giving a prominent place in our economic policy.

Our actions:

- Deploy new data technology for innovation
- Work on the foundation of the data economy: increase data saturation, educate data talent, increase cyber security, strengthen safe digital infrastructure
- Reduce the use of primary raw materials in manufacturing, construction and infrastructure, biomass, plastics and consumer goods
- Develop and disseminate knowledge and expertise on circular business operations

Do you also want to contribute to a future-proof Brabant economy and are you curious about what we can do for you? Contact us at economie@brabant.nl - www.toekomstbehendigbrabant.nl

