

# Doing good and doing business



**Irene Samwel**

Program Manager  
ImpactCity

**ImpactCity**

# ImpactCity: the roots

- ✔ Municipality of The Hague, department Economic Affairs
- ✔ City of Peace & Justice
- ✔ Founded in 2015



# ImpactCity: the goals

- ✔ Create optimum climate to attract impact organisations to The Hague
- ✔ Facilitate impact organisations to land in The Hague and scale their business
- ✔ Be a leading impact ecosystem in Europe



# ImpactCity Ecosystem





# Partners



Rabobank



dealroom.co



euclid.  
NETWORK



DE HAAGSE  
HOGESCHOOL



Impact Europe

UNKNOWN



Driving real impact



Draper Richards Kaplan  
FOUNDATION

# Regional Ecosystem Partners

The **Hague.**

& Partners



**Innovation  
Quarter**

*Invest & Innovate in  
Greater Rotterdam-  
The Hague*



# What is impact?

Focus on entrepreneurs working on innovations for a better world

- Energy
- Water
- Food
- Humanitarian innovation
- Climate

## SUSTAINABLE DEVELOPMENT GOALS



# ImpactCity helps entrepreneurs to start and grow in six areas:



**Visibility**



**Capital**



**Network**



**Talent**



**Infrastructure**



**Innovation**





## Network & Visibility



The Hague is investing heavily in meeting places and **international cross-over events** between startups, governments, international companies, institutions, NGOs, UN and knowledge centers. Online **we have built a great community** through social media channels, blogs and newsletters. A community in which many partners participate, share and reinforce the message of ImpactCity. The ecosystem comes together at the yearly flagship event, ImpactFest.

[Aftermovie ImpactFest 2024](#)



# ImpactFest

## Leading European impact festival!

The **transition** towards a **sustainable and inclusive economy** depends on collaboration. That is why we are bringing together startups, scale-ups, investors, policymakers, and other **impact makers** from around the world in The Hague for the biggest impact festival in Europe, ImpactFest.

Aftermovie ImpactFest 2024





## Capital

- Pre-seed funding
- Early stage subsidies & grants
- Business loans
- Seed funding
- Impact investments
- ImpactCity Accelerator
- Database
- Grants for impact







# Infrastructure

- ▶ Apollo 14
- ▶ Campus@Sea
- ▶ The New Farm
- ▶ Humanity Hub
- ▶ Yes!Delft
- ▶ The Hague Tech
- ▶ Titaan





# Talent

Access to talent is a **key factor for growth**; we invest in development programmes to promote entrepreneurship at universities and colleges.

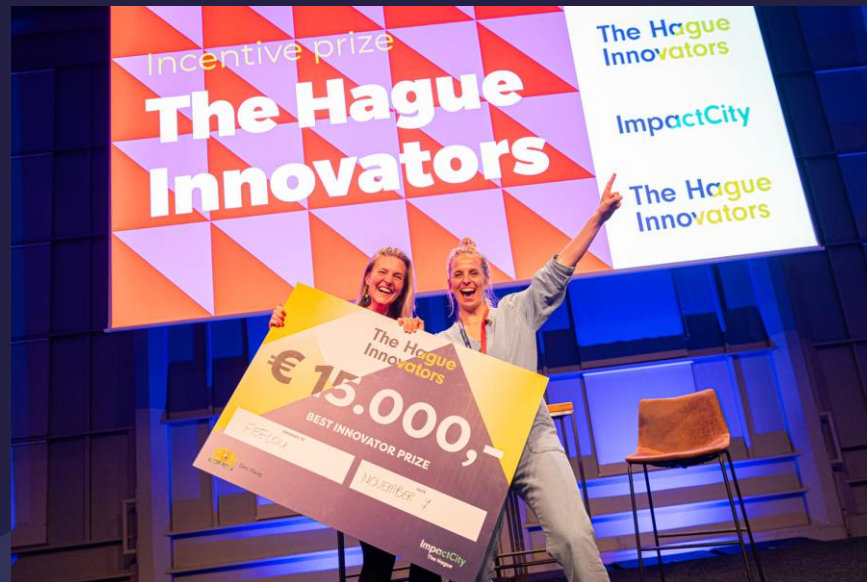
- Masterclasses
- Training programmes
- Meet & match





# Innovation

- ✓ Room for experiments
- ✓ Challenges for innovators
- ✓ Programmes
- ✓ Events
- ✓ Physical test environment



UNIQUE OPEN INNOVATION  
LAB FOR IMPROVING  
GEOTHERMAL TECHNOLOGIES





A glowing yellow lightbulb sits on a dark, textured surface. The lightbulb is illuminated from within, casting a warm glow. The word "Questions?" is overlaid in white text across the center of the lightbulb.

Questions?