

# Welcome to **The Hague**



◆ The City  
The Business  
The **Hague.**

# Table of contents



De Resident | Photo: Arjan de Jager

## Welcome to The Hague

1. The Hague as the international city of peace and justice 4
2. The Hague as ImpactCity: commitment to impact driven innovation policy 6
3. Quality of life 12

## The Netherlands - strategic location for purpose-driven organisations in Europe

4. Impact Ecosystem 18
5. Legal and tax considerations 20
6. Dedicated support 22

# The Hague as the international city of peace and justice



Peace Palace | Photo: Arjan de Jager

## Compact and multicultural

The Hague is an engaging seaside city that brings together people from all corners of the globe to work on key challenges, make important decisions and help build a better world. Located on the west coast of the Netherlands, The Hague is the capital of the Province of South Holland. It is compact, covering just 98 square kilometres, and has an integrated transport infrastructure which comprises a comprehensive public transport network, good quality roads and carefully planned bicycle lanes.

With 560,000 residents, The Hague is the third-largest city in the Netherlands, and part of the larger Rotterdam-The Hague Metropolitan Region, which has a combined population of 2.7 million. The city's inhabitants have diverse cultural backgrounds, nearly half having roots outside the Netherlands. There are 180 different nationalities in The Hague, with people from Surinam and Indonesia (both former Dutch colonies) and Turkey and Morocco making up the largest diaspora communities.

## Over 200 international organisations

As the seat of the Dutch government, The Hague is home to:

- over 110 embassies and consulates.
- the Dutch royal family.
- over 200 international organisations, including international courts and tribunals, academic institutions, NGOs, EU and UN agencies

# The Hague as ImpactCity: commitment to impact-driven innovation policy



## Home for entrepreneurs working on innovations for a better world

To tackle global challenges, the ImpactCity network fosters public and private partnerships on themes such as humanitarian innovation, circular economy, renewable energy, the blue economy, security and agri-food.

Global challenges as defined by the UN Sustainable Development Goals (SDGs) demand innovative solutions. With the ImpactCity programme, The Hague provides an ideal climate for impact makers to bring these solutions to life.

The Hague is home to over 200 international organisations that are committed to creating a better world. This number is rapidly increasing thanks to many entrepreneurs working to combine 'doing good and doing business'.

With an approach recognised as best practice by both the Dutch national government and the European Commission, ImpactCity works with the Ministry of Economic Affairs and Climate Policy on policies for impact investing, and has close ties with Brussels through its partnership with the Euclid Network. Leading European impact networks repeatedly choose to host their events in The Hague.

**ImpactCity facilitates connectivity, improves effectiveness, and stimulates growth by practical means:**

- Shares access to a unique global database of 17,000 impact start-ups and scale-ups;
- Grows an actively engaged international network of impact investors;
- Organises regular matchmaking events between investors and entrepreneurs;
- Hosts around 200 impact-related events annually at a number of innovative hubs;
- Annually hosts ImpactFest, bringing together impact investors, policymakers, entrepreneurs, NGOs, corporates and other impact innovators.

*"The City of The Hague and Rabobank, as founding partners for our Dutch foundation, are exactly what we hoped to find. They are impact focused and driven by powerful values around equity, which is exactly how we define our work and our team at DRK. We are honored to be a part of this community."*

Jim Bildner  
CEO of Draper Richards Kaplan Foundation

ImpactCity®

The Hague.  
& Partners



The Hague

# ImpactCity supports entrepreneurs on their route to success

The six pillars of our programme:

## 1. Visibility

ImpactCity, its partners and all its participating start-ups and scale-ups work hard to increase awareness and their reach, both online and offline.

## 2. Network

The Hague invests heavily in meeting places and international crossover events for start-ups, policy makers, international companies, NGOs, the UN, academic institutions and thousands of small creative entrepreneurs. Our flagship event is ImpactFest, which each attracts more than 1,600 impact makers.

## 3. Talent

Access to talent is an important factor for growth, therefore we actively encourage student impact entrepreneurship together with the educational institutions.

## 4. Room to experiment

We have created two innovation programmes:

### Start-up in Residence (SIR)

Through this programme, The Hague invests in startups with innovative ideas to tackle challenges in the city. SIR supports startups in co-creating and developing their prototypes and business models. Many start-ups have won municipal contracts through the SIR programme. The Municipality of The Hague, the Province of South Holland, the Ministry of the Interior and Kingdom Relations and the Ministry of Economic Affairs launched a collaboration to offer startups an integrated SIR programme.

### The Hague Innovators

The Hague Innovators Challenge is a yearly ImpactCity challenge in which the municipality calls on start-ups, scale-ups and students to present innovative ideas dealing with global issues linked to the UN Sustainable Development Goals (SDGs). Winners receive a cash prize to finance the development of their first pilot or prototype. The Hague Innovators Challenge is a yearly ImpactCity challenge in which the municipality calls on start-ups, scale-ups and students to present innovative ideas dealing with global issues linked to the

UN Sustainable Development Goals (SDGs). Winners receive a cash prize to finance the development of their first pilot or prototype.

## 5. Funding

We facilitate access to local, national and European funding, for example through the Grants For Impact programme, which helps entrepreneurs qualify for EU grants.

## 6. Infrastructure

The Hague has established five innovation hubs:

### Binckhaven

In a rejuvenated industrial area, Binckhaven has become a hub and showcase for the start-up scene in The Hague. Caballero Fabriek, a former cigarette factory, now houses 200 creative businesses. And in response to a shortage of workspace for start-ups, the municipality opened the Apollo 14 building – ImpactCity's home base. Binckhaven offers a creative, industrial, innovative and experimental environment with raw edges and a dynamic vibe. Start-ups, scale-ups and creatives make a positive impact here every day. It's the beating heart of ImpactCity The Hague, home of doing good and doing business.

### Apollo 14

The municipality of The Hague rents out workspace at Apollo 14 to entrepreneurs who contribute to a better world through technological and social innovations. If you are working on innovations relating to the UN Sustainable Development Goals (SDGs), tackling global challenges in fields such as peace, law, security, energy, health, food, water or participation, then Apollo 14 is the place for you! Join forces with other impact makers by working on innovations in a creative and inspiring place.

### The Hague Humanity Hub

The Hague Humanity Hub is a community of innovators in peace, justice, and humanitarian action. It is a unique ecosystem which brings together NGOs, academia, commercial enterprises and (intra) governmental bodies. It facilitates innovation by offering the necessary ingredients for chance encounters, new alliances, inspirational collaborations, and the exchange of technology and knowledge.

### Titaan

Titaan is an impact innovation hub and experience center consisting of office spaces, meetings rooms, event spaces, and maker spaces. Titaan is a clubhouse bringing together impact start-ups, students, industry, governments and investors. This diverse group shares a common goal: driving positive change and innovation to fix the future.

### The Hague Tech

The Hague Tech is the community for entrepreneurs, freelancers, start-ups, scale-ups, corporations, and governments striving for technological innovations. The Hague Tech offers a co-working environment. It is also home to diverse and engaging labs, created by its members and facilitated by The Hague Tech, focusing on block chain, artificial intelligence and smart building tech. The impact accelerator World Start-up Factory is one of the residents.

### Campus@Sea

As a driver and facilitator of its community network, Campus@Sea holds a central position in the innovation ecosystem. Food, energy, ecology, and sports-related innovation projects and events are carried out collaboratively in order to share knowledge, test, learn, and demonstrate. It is an innovation field lab with unique test facilities, as well as support for entrepreneurs with ground-breaking innovation projects, thanks to the region's maritime ecosystem.

### New Farm

The New Farm is a historic industrial building near The Hague's city center where innovative small production companies with a strong focus on social impact, the circular economy, and food production are located. Here you'll find a local beer brewer and coffee roasting factory next to a circular oyster mushroom farm, a veggie pasta maker, a textile recycling factory and an IT hardware recycling company. All with social and circular impact goals as a mission.

### YES!Delft The Hague

In 2019 YES!Delft opened its second location in The Hague. YES!Delft The Hague focuses on two key technologies of the digital society: artificial intelligence (AI) and blockchain. The ambition of YES!Delft and its partner the Municipality of The Hague is to make the new location a vibrant and strongly innovative ecosystem for tech start-ups that want to make an impact in these domains. As The Hague is home to the Dutch central government and existing clusters in security, IT/tech and finance & legal, it is an ideal place for AI and blockchain innovations.

*"Being part of The Hague impact ecosystem provides us with huge opportunities for growth, as the focus of Euclid Network is on accelerating support for social entrepreneurs and impact-driven leaders to create profitable businesses with impact. Our general rule of thumb: 'If you want to go fast, go alone. If you want to go far, go together.' The social enterprise and social finance markets in the Netherlands, and generally in Europe, are growing and becoming increasingly complex. By sharing our knowledge and networks, we will go far."*

Wieteke Dupain,  
CEO Euclid Network



ImpactFest | Photo: Roos Trommelen

# Quality of life



Surfers at Scheveningen | Photo: Jurjen Drenth

## Quality of life

The Hague is a great place to live and offers almost anything you could wish for in a European city. There is so much to see and do. You can stroll in the picturesque dunes, dine on fresh fish at beachside restaurants with a sea view, visit a wide range of museums, and enjoy fantastic shopping facilities in the city centre. Numerous sports events are hosted here throughout the year, from The Ocean Race to the Invictus Games. In the summer, many cultural events take place outdoors, including Jazz on the Canals, beachside concerts and open air theatre. You can get to know your way around town in no time. With its safe, family-friendly environment and 11 international schools, The Hague is an ideal place for international employees. Including diplomats and the staff of embassies and international organisations, the expat community comprises around 60,000 people.

## International Schools

The Hague and its region are home to numerous leading educational institutions, offering the largest selection of international schools in the Netherlands for primary and secondary education. With around 30,000 students and a constant inflow of international visitors, including politicians, scientists, journalists, and researchers, The Hague is a vibrant hub of learning and cultural exchange. In total, The Hague counts 10,000 children on international schools. With many excellent study programmes in English, The Hague attracts nearly 8,000 international students annually to institutions with a worldwide reputation such as Hotelschool The Hague, the Royal Academy of Art, and the Royal Conservatoire. Additionally, The Hague University of Applied Sciences, Inholland University of Applied Sciences, Leiden University and Institute of Social Sciences (ISS) also provide internationally-oriented programmes. Yes!Delft, the validation and accelerator programme of Delft University of Technology, has established itself in The Hague as well.

## Moving to The Hague

The City of The Hague has wide experience in helping new organisations and their staff to set up and find their way in the region. The Hague can provide help and guidance in finding suitable office space, for example, and help staff with questions about settling in.

The Hague International Centre offers information and guidance about living and working in The Hague region. The centre can introduce you to all the international and regular schools and universities in The Hague region and help take care of formalities such as registering with the municipality, obtaining a citizen service number (BSN) and applying for a residence permit. The centre's welcome events will make sure you feel at home in The Hague from the start.

Housing: The Hague offers housing to meet a wide range of family situations, requirements and wishes. Prices are competitive in comparison to other major European cities, such as London, Paris, or Geneva. And given that the Netherlands is such a compact country, it's possible to live in the countryside and still access the centre of a major city within 30 minutes.





Plein | Photo: Arjan de Jager

# The Netherlands: a strategic location for purpose-driven organisations in Europe



Mauritshuis and Parliament Buildings | Photo: Arjan de Jager

## Key advantages

### The Netherlands ...

- A founding member of the EU, accessibly located in Europe, with excellent infrastructure and transport connectivity; the digital gateway to Europe;
- Purpose-driven innovation policy.
- Highly educated, multilingual and flexible workforce, easy to attract and recruit foreign labour, a high quality of life at a reasonable cost, and a favourable tax and legal regime for international not-for-profit organisations;
- Strongly committed to the Sustainable Development Goals (SDGs), both domestically and globally;
- Important financial and fintech centre, leader in AI, blockchain and cyber security;
- The world's best connected country measured by international flows of trade, capital, information and people (DHL Global Connectedness Index 2022).

### The Hague ...

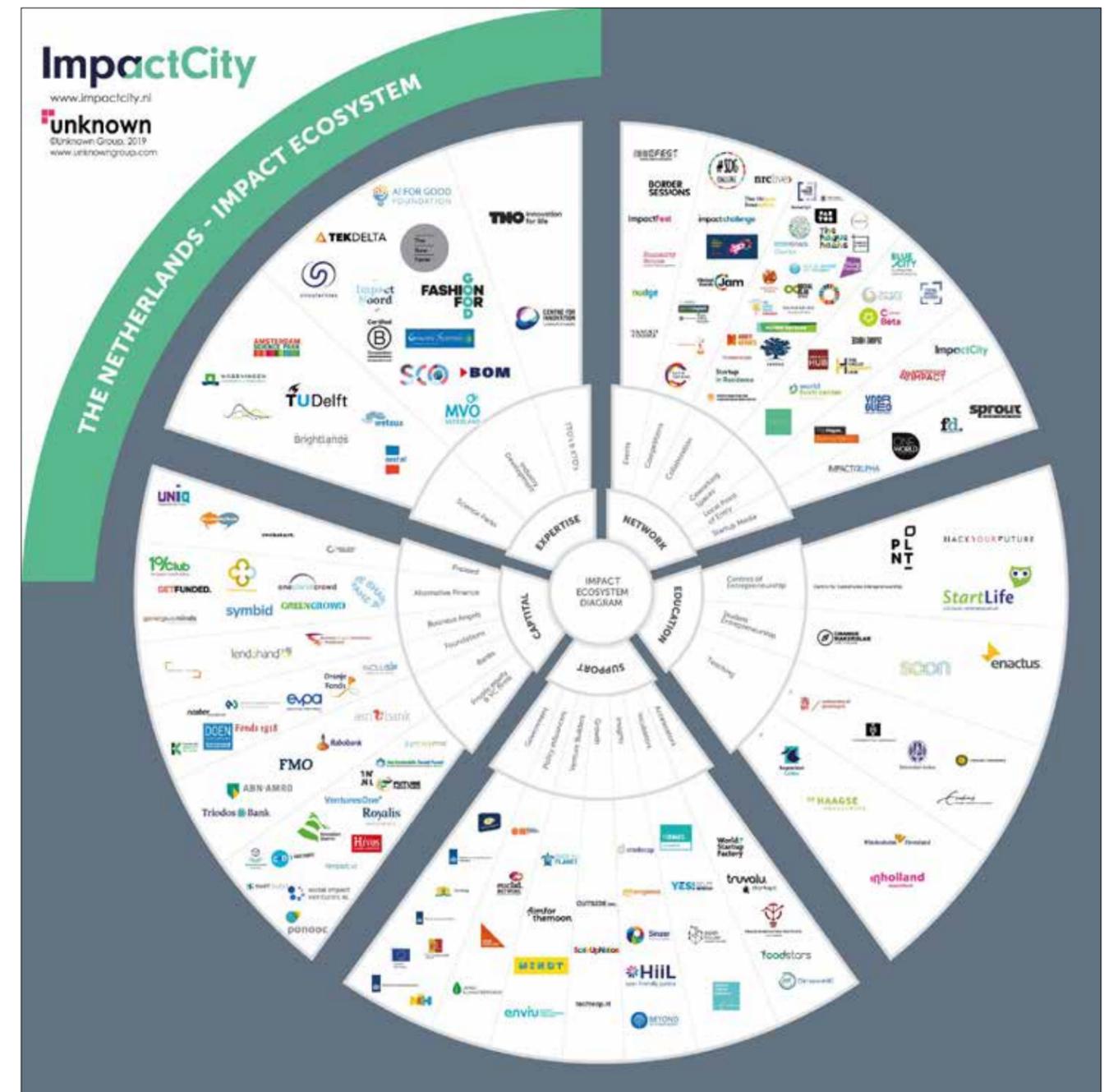
- Shares access to a unique global database of 17,000 impact start-ups and scale-ups;
- Grows an actively engaged international network of impact investors;
- Organises regular matchmaking events between investors and entrepreneurs;
- Hosts around 200 impact-related events annually at a number of innovative hubs;
- Annually hosts ImpactFest, bringing together impact investors, policymakers, entrepreneurs, NGOs, corporates and other impact innovators.

# Impact Ecosystem



## The Netherlands' Impact Ecosystem

ImpactCity The Hague's survey of the Netherlands Impact Ecosystem currently identifies more than 130 actors in five categories: capital providers, educational institutions, expertise providers, support, and networking organisations. The list is dynamic and growing.



Former city hall at Dagelijkse Groenmarkt | Photo: Arjan de Jager

# Legal and tax considerations

# 5

## The Netherlands

The Netherlands has long been at Europe's trading crossroads. The country's pro-business environment provides a gateway to Europe that helps international companies and organisations succeed throughout the continent and the world. An international outlook and openness to foreign investment is firmly ingrained in Dutch culture, and this has yielded a wealth of world-class business and knowledge partners who know how to deal with global business challenges.

With its central location among Europe's three largest economies – Germany, the United Kingdom, and France – the Netherlands is an ideal place for international operations. The country performs well in providing conditions supportive of economic growth, such as economic stability, low inflation and long-term interest rates, as well as low government deficit and state debt.

- Official name: Kingdom of the Netherlands.
- Form of government: Parliamentary democracy (cabinet comprising prime minister and ministers) within a constitutional democracy.
- Head of state: King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau.
- Capital: Amsterdam.
- Seat of government: The Hague.
- Surface area: 33,800 km<sup>2</sup>.
- Population: 17.1 million (July 2019).
- Languages: Dutch, Frisian. On the overseas islands also English and Papiamentu.
- Currency: Euro.

## Open, Inventive and Inclusive

For centuries, the Netherlands has been a country where freedom and high trust have flourished. Due to its coastal location on a river delta, the Netherlands developed into a trading nation. In the late 16th century, the Low Countries rebelled against the repressive rule of King Philip II of Spain, and the Dutch Republic grew to become a world power. The reasoning behind the revolt was echoed by the Founding Fathers of the United States nearly two centuries later when they declared independence.

The Netherlands became fertile ground for science and new ideas. Protestantism and humanism resonated. Philosophers like Descartes, Hobbes and Spinoza were able to write and publish here. The arts flourished, with painters like Rembrandt and Vermeer establishing a rich artistic tradition that was to continue centuries later with Van Gogh and Mondrian. With large areas of the country below sea level, the Netherlands developed an inventive and cooperative approach to problem solving in protecting the land from the sea and managing water systems. The Dutch

built a resilient urban infrastructure, and developed a freedom-loving culture, a strong legal system and a social welfare state. It is thanks to this heritage that the Netherlands is renowned for its international contribution to peace, justice and fair trade.

Eurobarometer ranks the Netherlands high for multilingualism – 91 per cent of the population speak more than one language. English is practically a second language, and is spoken by 87 per cent of the population. Seventy per cent of the population speak German and 29 per cent speak French. The literacy rate is 99 per cent.

# Dedicated support



World Trade Center The Hague

The business agency of **The Hague & Partners** is proud to support **ImpactCity**. We help innovative impact makers to grow their businesses and underwrite ImpactCity's belief that economic success can go hand in hand with solutions for a better world. Connecting innovators with the right partners is what we do best.

For more information, please contact:

**Diana Eggleston**

International Business Advisor  
Impact Economy & NGOs

T: +31 (0)6 868 827 99

E: [d.eggleston@thehague.com](mailto:d.eggleston@thehague.com)  
[thehague.com/businessagency](https://thehague.com/businessagency)



[impactcity.nl](https://impactcity.nl)  
[den Haag.nl/en](https://den Haag.nl/en)  
[the Hague.com/businessagency](https://the Hague.com/businessagency)



The Hague