



10 REASONS TO JOIN NEDERLAND ICT

Towards a digital economy

Nederland ICT is the trade association for ICT and telecom companies in the Netherlands. Nederland ICT represents the industry's interests in dealing with the government and political world. More than 550 ICT companies in the Netherlands are members, 80% of which are small- and medium-sized businesses. The biggest ICT companies in the Netherlands are members, too. Nederland ICT represents a sector whose turnover exceeds EUR 30 billion. More than a quarter million people work in the ICT industry.

ICT IN THE NETHERLANDS

ICT spurs economic growth. Sixty percent of the economic growth in recent decades can be attributed to ICT. Thanks to ICT, both businesses and the government have become more effective, productive and client-oriented. ICT accounts for 70% of all innovation. The Dutch economy is also rapidly becoming ever more digital. The Netherlands is in a perfect position to serve as a testing ground for new ICT products, services and applications. If focused action is taken *and* the government, businesses, educational centres and scientific community work together, the Netherlands can become Europe's first true digital economy in 2020, making it an even more attractive place for start-ups and innovative companies to set up shop. The Netherlands will emerge as Europe's best digital economy then.

OUR MISSION

Nederland ICT's activities aim to achieve the best business environment for ICT companies in the Netherlands. We do this in close cooperation with such organisations as the Confederation of Netherlands Industry and Employers (VNO-NCW) and the Association of Technology Industry Employers (FME). Digital Europe represents the industry's interests in Europe. A strong trade association is crucial for the entire sector, and a strong ICT sector is critical for Dutch business as a whole. That is why Nederland ICT is looking to increase its membership. More members will make the group stronger, and the digital economy will gain a powerful advocate.

NEDERLAND ICT'S MEMBERS

Nederland ICT's approximately 550 members are active in all branches of Information and Communications Technology – from telecommunications to IT hardware, from customised software to cloud applications, from consultancy to data centres, and from applied gaming to app development.

THE BEST BUSINESS ENVIRONMENT

Nederland ICT is dedicated to achieving the best business environment for ICT companies. We promote the interests of the ICT sector as a whole and in specific areas. New issues become

hot topics through such developments as the cloud, big data, the internet of things, robotics and 3D printing. Nederland ICT discusses issues like these with the government and other stakeholders. As the representative for ICT companies, we are the first point of contact for the media.

Lobbying for the industry is our key activity. We also offer specialised, individual **services** relating to legal, financial and human resources management (HRM) questions. ICT Milieu (the division of our organisation concentrating on environmental issues) operates a waste collection system providing high-quality group services for interested members. By organising a huge number of activities and meetings, Nederland ICT is the pre-eminent **networking platform** for the ICT sector. Nederland ICT furnishes a recognisable **quality label** in the market, which enhances the member companies' reputations.

1. LOBBYING

The government is a very important discussion partner for us. If necessary, we take action directed to the Upper and Lower Houses of the Dutch Parliament. We talk to the government and political leaders about policy, legislation and regulations. We consider how the use of ICT can be encouraged and how obstacles can be removed. Nederland ICT's primary objective is to put and keep ICT at the top of the political agenda.

Nederland ICT champions the ICT sector's interests regarding such topics as privacy, cyber security, education, the labour market and sustainability. We participate in the conversation about telecom matters and subjects like e-identification and e-invoicing. Procurement problems, good contracting and commissioning practices, and opportunities for small- and medium-sized businesses in tendering processes are major priorities. Members are actively involved in determining positions and are kept informed about trends.

Security and confidence

Nederland ICT is a member of the Cyber Security Council (CSR), where it voices its views on effective cyber security strategy. Privacy is given a great deal of attention, too. Every incident, after all, undermines confidence in ICT, inhibiting ICT use and thus inhibiting growth as well. We put a lot of work into tackling these items.

Education and the labour market

For ICT providers and ICT users, well-trained professionals are indispensable. We therefore consult with educational institutions about the contribution businesses can make in formulating training programmes. We also speak to them about how enrolment in

programmes offered by universities and schools of professional education might be increased. As part of our activities concerning the Social and Economic Council (SER), we emphasise the need for greater flexibility in the ICT labour market.

Digital government

The government is a major ICT user. We actively seek to improve cooperation between the government and the sector. We do this within the framework of the programme 'i-Dialogue' ('iDialoog'). For instance, we try to make tendering processes better by using the ICT Feasibility Test (ICT Haalbaarheidstoets) which Nederland ICT devised. We are a partner with the government on the annual i-Management Conference (iBestuur Congres), and together we organise Chief Information Officer Cafés (CIO Cafés). We work to accomplish the goals of the ICT Within the Leading Sectors (ICT Binnen de Topsectoren) campaign and are involved in ICT Breakthrough Projects (ICT Doorbraakprojecten). The Dutch Ministry of Economic Affairs is our counterpart on these items.

Telecom

Within Nederland ICT, the telecom sector develops a common agenda to address continuity, security and reputation concerns. Telecom infrastructure is the backbone of the digital economy. Cooperation is essential to ensure that businesses and consumers never have to do without this infrastructure for very long. Pre-competitive cooperation bears many fruits here.

Sustainability

Sustainability is, of course, an important point for the ICT sector today. The sector is at the forefront of energy efficiency. We are the government's discussion partner in this area, due to, for example, the Long-Term Agreement on Energy Efficiency (MJA3).

Even more importantly, ICT provides opportunities to save energy in other sectors. We call this '*Greening by ICT*'. Smart buildings, smart energy networks and more efficient transport exemplify this. Finally, our ICT Milieu collection system promotes sustainable processing of ICT waste.

2. NETWORKS, MEETINGS AND KNOWLEDGE EXCHANGE

Nederland ICT organises many activities for its members: network meetings; knowledge sessions; conferences and workshops/courses. Members can usually participate in these at no charge. When Nederland ICT is involved in third-party activities, a discount is typically given.

Various member networks are active within Nederland ICT. Participation in member networks enables companies to gather information, exchange experiences and make new contacts. By participating in committees and working groups, members can influence Nederland ICT's policy and positions.

The pre-competitive nature of a trade association allows businesses to work together to bring opportunities and problems to the attention of the national government and other governmental bodies. Would you like to know whether your competitor-colleagues are encountering the same problems as you? Being a member of Nederland ICT affords you the chance to give feedback to and get feedback from your peers.

Current topics and business-oriented themes are the focus of some meetings (see www.nederlandict.nl/actueel). At network meetings like 'the Software network', the idea is to foster mutual contacts between members specialising in software development. Members meet and network with each other during our member lunches and annual Let IT Shine beach party. Through interactive workshops, Nederland ICT helps you to translate legal and HRM subject matter into useful information for your company's operations.

3. SERVICES

Membership in Nederland ICT also offers you direct financial and other benefits in terms of the use of legal, financial, HRM and subsidy advice help desks.

Legal

Nederland ICT's lawyers laid the groundwork for the general delivery terms and conditions commonly utilised in the industry. The Netherlands ICT Terms and Conditions are available to members at no cost. Members are free to attend legal workshops as well. The legal help desk can assist you in applying these terms and conditions. Nederland ICT also has a model data processing agreement, which includes a duty to report data leaks, so as to aid member companies in making proper agreements with their clients. The model agreement for hiring ICT professionals, which was drafted by our lawyers and has since been approved by the Dutch Tax and Customs Administration, is relevant to the hiring of self-employed workers without employees. Moreover, our lawyers provide advice on such matters as contracts, liability, privacy, intellectual property and many other legal issues.

With these services, a distinction is made between 'primary' and 'secondary' services. Members can take advantage of primary support for simple, succinct ICT-law questions free of

charge. Secondary support services for more complex, detailed ICT-law questions are offered at a sharply reduced rate.

HRM

The HRM help desk provides support and advice on employee pay and benefits, the Collective Bargaining Agreement for the Information, Communication and Office Technology Industry (ICK-CAO), company schemes, changing social legislation, employee participation, reorganisations and coaching. This help desk was set up in part with our external partner, the General Employers' Association (AWVN). A distinction is likewise made here between primary and secondary support.

'Financially Powered by Mazars'

The 'Financially Powered by Mazars' help desk was created with one of our external partners, Mazars Accountants and Tax Consultants. Nederland ICT has entered into an agreement with Mazars for Mazars to substantively shape the help desk as a partner. Members can contact the help desk for financial and tax advice and support, including on such subjects as the work-related expenses scheme, the 30% facility for incoming employees, VAT and customs, development cost capitalisation, the tax-related 'innovation box', and increasing the financial value of your business.

Subsidy

Nederland ICT has entered into an exclusive partnership with ICT-specialist SUBtracers. Via our helpdesk Subsidies our members can ask advice, get a free subsidy scan and participate in free workshops. This helpdesk answers questions concerning ICT-subsidy, credit, tax contributions and other financing concepts. Members can take advantage of primary support for simple, succinct subsidy questions and the subsidy scan free of charge. Subsidy grants are based on 'no cure no pay' basis. Members of Nederland ICT are offered with a 10% discount on the going rate.

4. PUBLICATIONS

Nederland ICT frequently publishes studies and market information. Generally, these publications are freely available to members. Some well-known publications include: the Nederland ICT Delivery Terms and Conditions (Nederland ICT Leveringsvoorwaarden); ICT Market Monitor (ICT Marktmonitor); ICT Market Picture (ICT Marktbeeld); ICT Environmental Monitor (ICT Milieumonitor); The State of Telecom (De Staat van Telecom); ICT Job Profiles (ICT Functieprofielen); the ICK-CAO; the model data processing agreement, and study reports,

such as the 2014 software and 2014 cyber security study reports. Recently, a model agreement on hiring ICT professionals was published in connection with the new Dutch Assessment of Employment Relationships (Deregulation) Act.

5. FINANCIAL BENEFITS

Because of Nederland ICT's large membership, our members can take advantage of a host of financial benefits.

Nederland ICT has concluded agreements on HRM and business operations. For instance, members can enjoy such benefits as discounts on liability, health and accident insurance, working conditions services, employee reintegration and hazard identification and risk assessments, absence management, employment terms and conditions, lease cars and pension advice.

For a complete overview of the member benefits, we would be happy to send you our informational brochure, or you can visit [our website](#).

6. ICT MILIEU PLUS MEMBERSHIP

An ICT Milieu plus membership allows you to participate in the group ICT collection system, a logistical system for collecting and recycling used ICT equipment. If you participate in this system, you can easily and efficiently fulfil the legal requirements set by the government for manufacturers and importers. ICT Milieu takes these tasks out of your hands and takes care of the mandatory registration in the national WEEE register and the reporting to the Dutch Ministry of Infrastructure and the Environment. Members can get involved in ICT Milieu at no extra cost. For more information, see the [ICT Milieu web page](#).

7. ASSOCIATION OF ICT EMPLOYERS (WGV-ICT) PLUS MEMBERSHIP

A WGV-ICT plus membership enables members, if they desire, to join the ICK-CAO and the related Sectoral Pension Fund (Bedrijfstakpensioenfond). The association negotiates for the members, promotes their interests and furnishes advice on all sorts of subjects in this area. If a company is not covered, it can voluntarily utilise the ICK-CAO or Sectoral Pension Fund. Members can join WGV-ICT at no extra cost. See the [WGV-ICT web page](#) for more information.

8. JOINING BUSINESS NETWORKS

Nederland ICT members automatically become members of AAVN and VNO-NCW. The membership fee for VNO-NCW is a percentage of the wage bill (this does not apply to companies with less than 11 employees). The AAVN membership costs are included with the Nederland ICT membership.

9. CODE OF CONDUCT

Nederland ICT and its members believe that protecting the industry's quality image is extremely important. Consequently, Nederland ICT applies a concise code of conduct.

Members must follow this code, thereby endorsing Nederland ICT's principles on quality and integrity.

10. START-IT FOR STARTING BUSINESSES

Nederland ICT has a special discount scheme for starting businesses. START-IT lets new businesses take advantage of Nederland ICT's knowledge and network, offering them a discount on the membership fee of 50% in the first year and 25% in the second year. You can ask the Membership Affairs Department to send you a copy of the membership fee scheme or have a look at it on the [website](#).

MEMBERSHIP COSTS

Nederland ICT has a graduated membership fee scheme. The scales applied are based on the number of workers in the company.

QUESTIONS?

If you would like more information or have further questions about Nederland ICT's activities and services, please contact us by phone at (+31) (0) 348 49 36 36 or send an email to ledenzaken@nederlandict.nl. Additional information can also be found on our website: www.nederlandict.nl.