



Name:	Maurice van Erven
Age:	29
Nationality:	Dutch
Languages:	Dutch (native) English (fluent) French (basic) German (basic)
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Mr. Maurice van Erven is 29 years old and has been working 4 years for the municipality of Amsterdam. At his former affiliation at one of the 14 local boroughs of Amsterdam, he learned how the municipality's structures interact in a project aiming to create an entrepreneurs portal online. For 3 years he has been working for the Department for Economic Affairs as policy advisor e-Government. In this affiliation he has created one uniform digital entrepreneurs portal for all 14 boroughs. By doing so, the underlying structures have become more co-ordinated, enabling development of generic online tools. At the moment his main focus is creating online co-ordinated, coherent application possibilities for specific target groups, eg. restaurant business, building sector, events organisers, etc. In this capacity he regularly has to present the case to different target groups and audiences and has become an experienced speaker.

#### Websites:

[www.loket.amsterdam.nl](http://www.loket.amsterdam.nl) for the generic portal

[www.amsterdam.nl/horeca](http://www.amsterdam.nl/horeca) for an example of a specific target group application

#### Speech Topics:

- Reduction administrative burden and cost
- Implementing a generic design in different organisational cultures
- Standardising the differences
- Involving and committing different parties enabling synergy

#### References:

Mrs. Dorine Manson  
Director Economic Affairs, Municipality of Amsterdam

Mr. Joost Dieleman  
Project leader at the Dutch Ministry of Economic Affairs