The Netherlands

Dutch corporates lead Europe in new Open Innovation adoption

Dutch corporates are entering the Open Innovation landscape at an unprecedented rate, with 59% having engaged in startup collaborations for the first time in the past two years — the highest share in Europe.

This surge in activity has positioned the Netherlands as the most forward-looking country in the region, with 87% of corporates planning to collaborate with startups in the next two years, also the highest in Europe, according to the findings of Sopra Steria Next's Open Innovation Report 2025.

However, being new to Open Innovation brings challenges. In the past two years, the country recorded the second-lowest level of AI collaborations (38%), trailing most of its European counterparts.

Dutch firms are struggling with structure and risk tolerance, with 40% citing these as the biggest barriers



of corporates in the Netherlands have engaged in Open Innovation for the first time in the past two years – highest in Europe



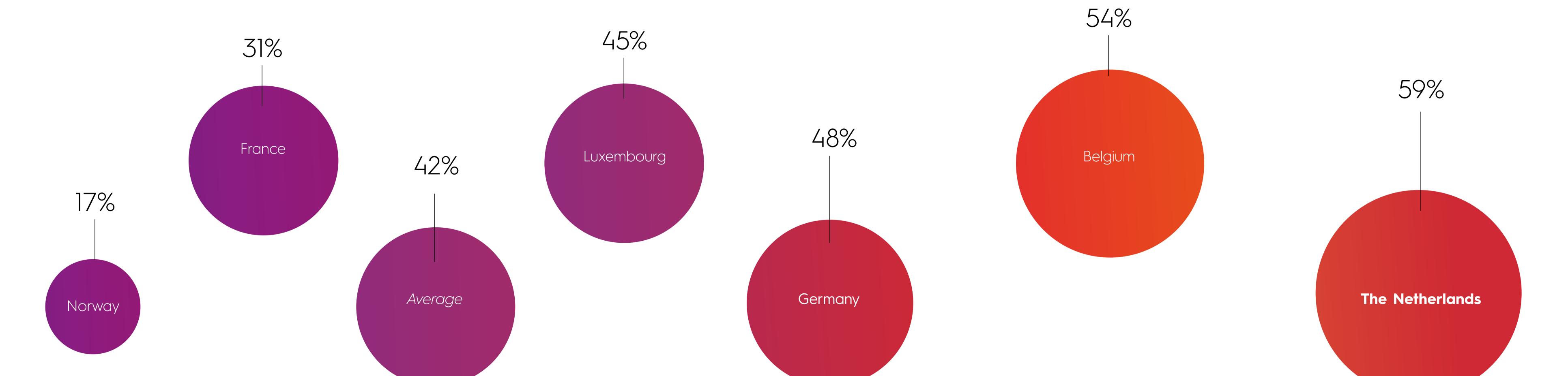
of corporates in the Netherlands intend to collaborate with startups in the next two years highest in Europe

Highest level of corporates new to Open Innovation

to collaboration. Furthermore, responsibility for startup partnerships is more likely to be placed at middle management (63%) rather than top leadership, potentially slowing strategic decision-making.

Q: For how many years has your organisation collaborated with startups? Companies answering Less than 1 year and 1 -2 years.





02 Second highest level of corporates

to place collaboration responsibility with middle management

67%
DENMARK20%
LUXEMBOURG41%
UK63%
63%48%
BELGIUM39%
FRANCE46%
AVERAGETHE
NETHERLANDS

Q: Where in your organisation is the responsibility for the startup collaboration placed? Companies identifying Middle Management.

Image: 3 Second highest number of corporatesidentifying lack of structure as a main collaboration barrier

40%	14%	8%	40%
	Belgium	denmark	NORWAY
THE	30%	35%	29%
NETHERLANDS	average	Spain	germany

Q: Of the following, which are the biggest barriers for your organisation when collaborating with startups? Companies identifying lack of structure.

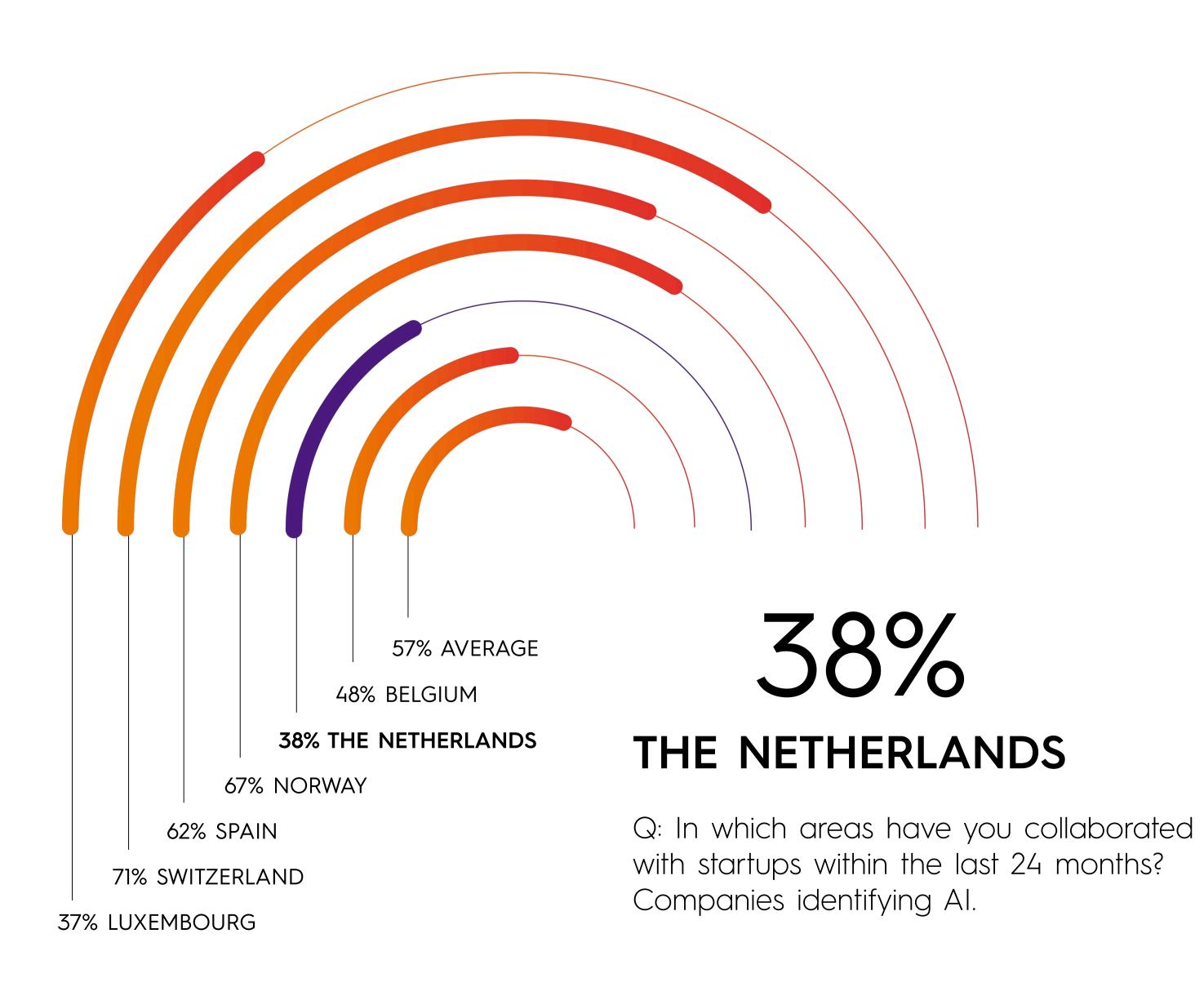
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05 Second lowest level of corporates

interested in collaborating with startups in the next two years

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This survey was conducted among 1,643 public and private sector organisations and startups in 12 European countries: United Kingdom, France, Italy, Spain, Germany, Sweden, Norway, Denmark, Belgium, the Netherlands, Luxembourg, and Switzerland.

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to run AI collaborations in the past two years