The TED^x framework

TED^x is all about bringing together people from the worlds of Technology, Entertainment & Design (and education). It's an 'exchange office', where ideas and inspirations are being shared freely by inspiring thinkers and doers. It's also a community of curious people who want to do something with those ideas and inspirations, thus changing human behavior, people's lives, and eventually the world.

TED^XFryslân is about spreading and sharing ideas.

Our values

Happiness by sharing
Whatever we achieve, we achieve it together. We share what we can and give what we have, so that everyone is better off. And that makes us all happy.

Start with inspiration
Without inspiration we can do little. Inspiration is the energy we need to get started and to keep going. We all want to touch and be touched.

Passionately realistic
We are dreamers, of course, but at the same time we are doers. Just dreaming won't get us anywhere. More than from anything else, we get energy from making our dreams come true.

More with each other
We believe in dependence. Growing together makes us all better. The exchange of individual qualities makes us stronger as a group. This exchange is not a snapshot, but a continuous process.

Being an example
We are quite ambitious. Within our possibilities we only go for the very best. In this way we can be an example for others, and share our energy even faster.

Our dream
We want to take as many people as possible on an unforgettable journey, and to let everybody permanently experience what beautiful things we can achieve by sharing.

Our ambition
Fryslân in 2018: Europe's beating heart of a sustainable society; an example of how things can be done differently.

Our vista, the dot on the horizon

It's the year 2018. Fryslân is energy-neutral, and has a sustainable relationship with its environment, both within The Netherlands and abroad, in Europe. Fryslân clearly plays an exemplary role, national as well as international. 'Sa kin it dus ek.' (Frisian for 'It also can be done like this'.)

How did we achieve that? By daring to dream, by acting with inspiration and a sense of reality, by making clear choices, by continuously working together, by sharing knowledge and skills, and by looking over provincial and national borders.

This way, and with respect for each other's qualities *and* relying on (small-scale) help from professionals in our networks, we have been able to develop concepts – e.g. in Care – with strong connections to our own culture, language and identity. By letting localization and globalization go hand in hand we found an optimal balance between prosperity and well-being, and between economic, ecological and socio-cultural values. That balance is now embedded in our society. We have been able to connect opposites and to create surprising innovations by stimulating crossovers between sectors.

All this has enriched us and deepened our culture.
Europe and the world are our sources of inspiration and – in turn – we want to inspire the world around us.

Fryslân now is the province of sustainable innovations that gave an important impulse to the rural economy of the European regions. Fryslân can rightfully be called the world's water province. We earn our economic basis with water as a vital part of the extraordinary Frisian landscape. From tourism to sustainable agriculture, and from design to technology and science. We excel in water related innovations and with our smart, open trade spirit and SME mentality we know how to bring these innovations into the international trade market. Continuous development of knowledge has become part of our being, and the export of knowledge has proved to be a major economic driver.

Everything we do, we do in our very own way, to which the Frisian creative industry and specific high touch computerization have made surprising contributions.

In Fryslân the words 'ambition' and 'guts' are just as obvious as 'authenticity' and 'hard work'.