Plakkaat

In 2027 the Netherlands builds the roads to our own data.
Plakkaat gives the people who use them,
and the companies who build on them,
a say before they're built.

T. An initiative to bring to Norrsken House Amsterdam

INSIDE

1 **Renting a home?**
Who you are, and the wallet that carries it.

2 **Posted something publicly?**
What AI may learn from you.

3 **Applying for a mortgage?**
What the state and your doctor know.

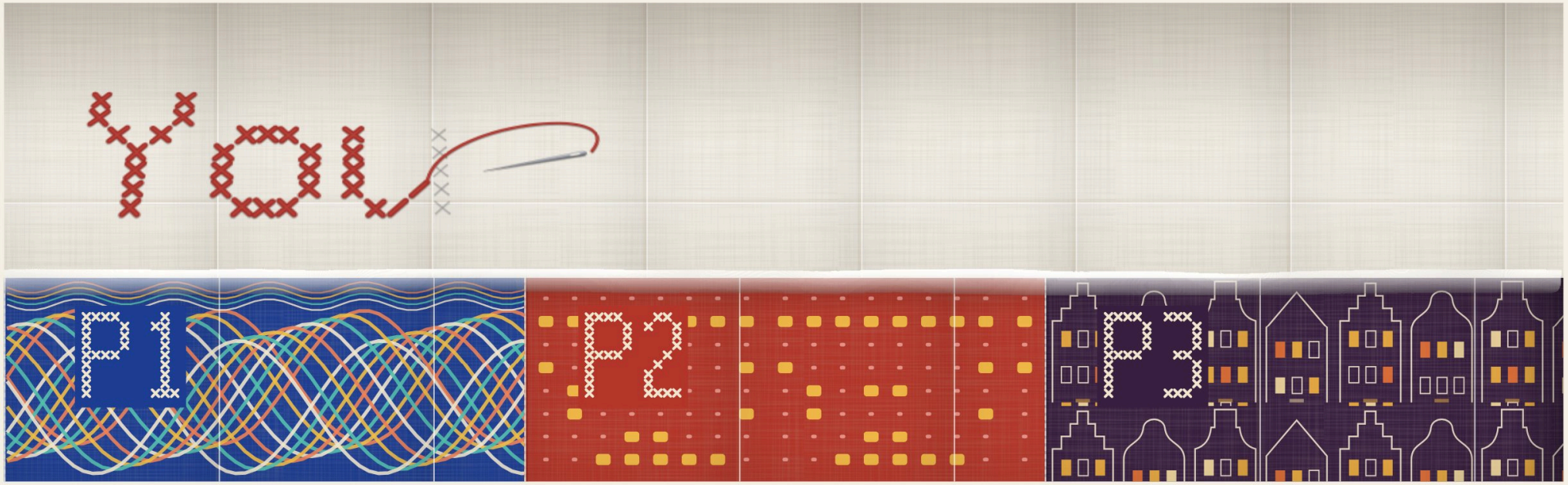


FIG. 1 *Who is holding the needle?*

Sovereignty nobody feels and nobody builds on stays on paper.

Plakkaat takes it one level down, to where people feel it and builders make money from it.

We are shaping the data economy right now. The person belongs at the centre of it.

In 2027 the Netherlands builds the roads to our own data: the wallet that carries who you are, the government's route for your own data, the rules on what AI may learn from you. Europe has written good rules. They mean nothing until someone puts them into practice, and that is being decided now.

82%

of Dutch people say good rules would make them trust AI more.

89%

don't know the rules exist.

The person's side is the missing piece. University of Melbourne and KPMG, Trust in AI, 2025.

INSIDE: THREE SALONS, EACH BEFORE A REAL DECISION

SALON 1 · FEB

Who you are

Renting a home?

SALON 2 · APR

What it learns from

Posted something publicly?

SALON 3 · JUN

What the state and your doctor know

Applying for a mortgage? Ever needed a doctor at night?

Three salons, January to July 2027.

A real company brings its real case into the room.

For each salon, one company building on what that salon is about is found. It brings its real case: what it is trying to build, and what stands in its way.

1

IN THE ROOM

Everyone with a stake

20 to 30 people at one table: the people who make and apply the rules, builders, capital, and the other side of the table, those who hold people's data today, including those who see the rules as a cost. Three short openings: the company, someone who makes the rules, someone with capital. Then one question, asked from the person's side, worked out together.

2

AFTER

A plakkaat, within a week

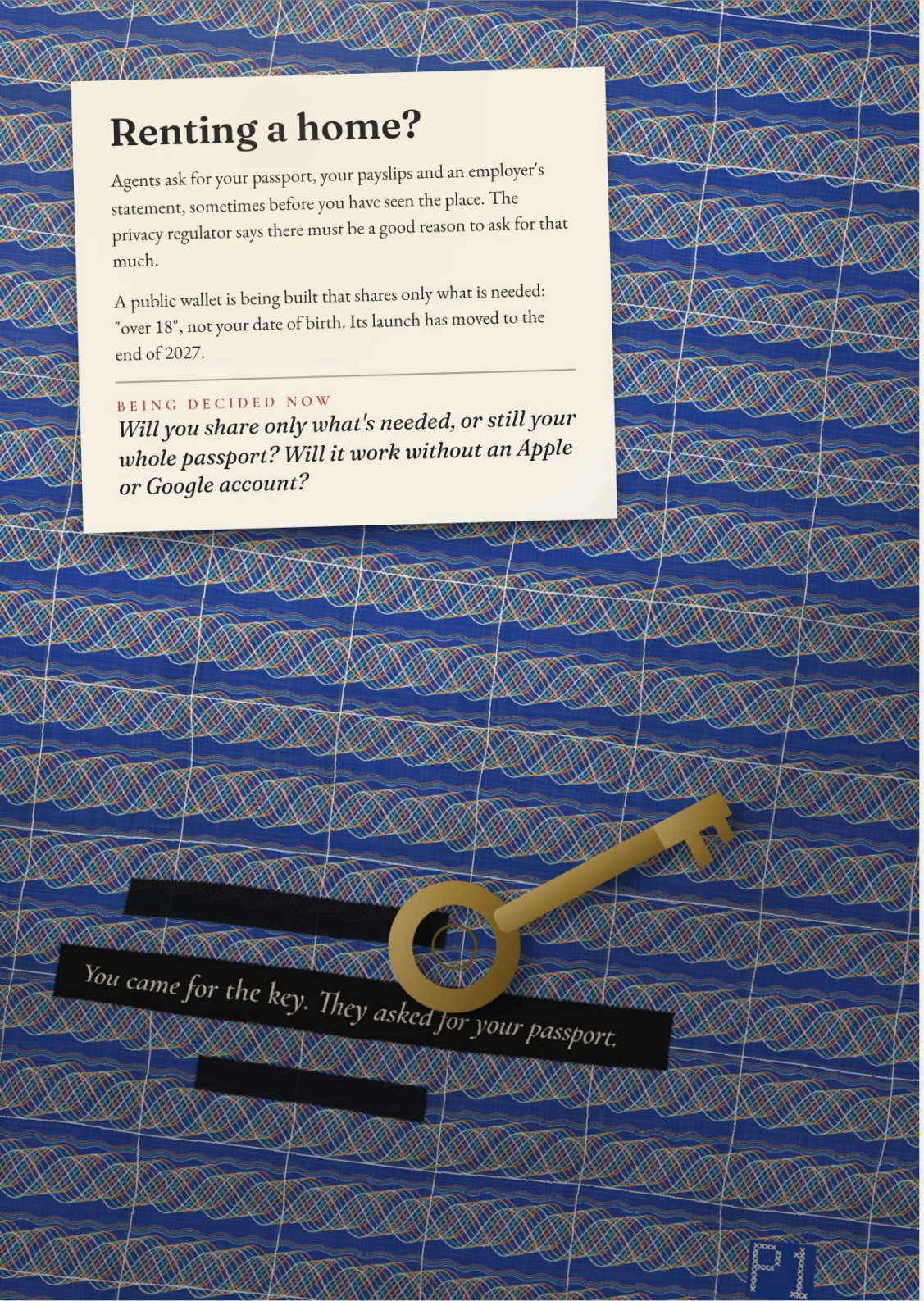
One page, posted on plakkaat.eu and sent to the people it is addressed to. One half for the people who make the rules: one concrete ask, to a named destination. One half for the people who build: what you can do now, and how, tested on the company's case. Ninety days later, a public check: where did it go?

3

ALONGSIDE

The case, worked through

Six to eight weeks of hands-on work with the company and the right specialist: the wallet, the law, pricing, the numbers. Measured in what moved for the business: a customer, revenue, a round, a partner. To be shaped together with Norrsken House Amsterdam.



Who you are

Your identity online, and the digital wallet that will carry it.

THE QUESTION IN THE ROOM

What does the wallet need so that it works for every person, and every Dutch builder can build on it, without depending on Apple or Google?

THE DECISION IT FEEDS

The Tweede Kamer committee for Digital Affairs debates digital fundamental rights and data ethics on 11 February 2027. The salon is held the week before. So far the wallet's security relies on Apple and Google; the ministry says it wants options for everyone before launch, if they can be made safe. Our ask goes to the members of the committee, before the debate.

WHAT IS AT STAKE FOR A PERSON

A key to your own identity that is yours: share the one fact a landlord or a shop needs, and nothing more.

FOR THE BUILDERS

What a startup does to become a service the wallet can talk to, and how it makes money once banks and large platforms must accept these wallets.

THE COMPANY

One company building on the wallet. Its question opens the evening: what does it need from the wallet to build a business on it? We work it through together into March.

THE OTHER SIDE OF THE TABLE

The agents and landlords who ask for your papers want verified tenants, quickly, without the risk and cost of keeping copies of passports and payslips. The same wallet can give them exactly that.



What it learns from

AI and your data: what a model may learn from you, and who decides.

THE QUESTION IN THE ROOM

The AI Deltaplan proposes that institutions keep control of their own data, and that media are paid when their work trains AI. Could people keep that control too?

THE DECISION IT FEEDS

The European Parliament's position on these changes, expected in the first half of 2027, and the Dutch position in Brussels that goes with it. Our ask goes to the Dutch position in Brussels and the Dutch members of the European Parliament.

WHAT IS AT STAKE FOR A PERSON

Whether what you share in public becomes training material by default, and whether you have any way back.

FOR THE BUILDERS

How to build AI on data people agreed to, and make it pay. GPT-NL is trained on lawfully obtained data, with licences from news publishers: trust and licensed data are a market Dutch builders can win.

THE COMPANY

One company whose AI learns only from data people agreed to. It shows the room what that costs, what it earns, and where the rules get in its way.

THE OTHER SIDE OF THE TABLE

The companies training AI want clear rules and data they can use without a fight. Data people agreed to is the surest licence to operate.



Lights on, curtains open. Who is looking back?

Applying for a mortgage?

You log in with your DigiD inside an app that collects your income, tax, job and pension details for your adviser or bank.

The government is building its own route for you to share that data, with your consent, and the first test with home buyers is planned for the second half of 2027.

BEING DECIDED NOW

Will the bank see only what it needs? Will you see who looked? Can you say no?

Ever needed a doctor at night?

At the out-of-hours GP post, the doctor sees your key medical data only if you said yes in advance.

Under the European Health Data Space, the Netherlands is turning this around: from March 2029 at the latest, it is shared unless you say no.

BEING DECIDED NOW

Will you see your whole record in one place? Will you know who looked? Can you take it with you?

What the state and your doctor know

Your own data from the government and from your doctor, before the routes to it are built.

THE QUESTION IN THE ROOM

> *What does a person need from these routes before they are built? And how can Dutch companies build good businesses on them?*

THE DECISIONS IT FEEDS

The government route for sharing your own government data, planned to be realised during 2027; the service for people to reach their own health data, still being worked out by the health ministry; and the committee debate on digital autonomy, 17 June 2027. Our ask goes to the teams building the route and the health access service, and to the committee, before 17 June.

WHAT IS AT STAKE FOR A PERSON

Less paperwork and more say: your data there when you need it, shared only with whom you choose, and you can see who looked.

FOR THE BUILDERS

What you will need when the government route opens, and how to serve people who bring their own data with them.

THE COMPANY

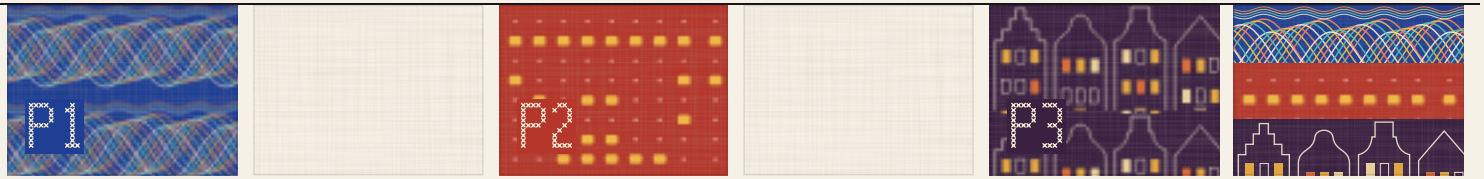
One company that has to work for the bank, the adviser and the doctor at once. Its case runs from April into July.

THE OTHER SIDE OF THE TABLE

Banks and advisers want reliable data straight from the source, with the customer's consent. The apps that collect it for them today will want to know where they fit once the government route opens. Doctors want the right information at the right moment. A route people trust has to work for all of them.

By July, posted.

One semester, closed before the summer. A plakkaat is a public notice. Ours are posted before the decision is made.



DECEMBER

The first company found: one building on the digital wallet.

JANUARY

Its case starts, ahead of the first salon.

FEBRUARY

Salon 1, Who you are, the week before the debate of 11 February. Plakkaat 1 within a week.

MARCH

The second company's case starts: one building AI on data people agreed to.

APRIL

Salon 2, What it learns from. Plakkaat 2.

MAY

The third company's case starts. Ninety-day check on plakkaat 1.

JUNE

Salon 3, What the state and your doctor know, before the debate of 17 June. Plakkaat 3.

JULY

Het Plakkaat: the three asks as one Dutch agenda for the person, to bring to Brussels.

WHAT WE DELIVER

3 plakkaten

3 companies

3 guides for builders

1 Dutch agenda

And ninety days after every plakkaat, a public check: did it move anything?

WHAT WE HOPE WILL CHANGE

1. People understand what is being decided, and why it matters to them.
2. The people who decide hear the person's side in time, and at least one decision changes.
3. More Dutch companies build on these roads, and make money doing it.

IN THE MAKING

Building on one of these roads? Bring your case.

Deciding how they are built? Come and hear the person's side.

Have a table for thirty? Host a salon.

hello@plakkaat.eu



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