

2024 Edelman Trust Barometer

Global Report: Innovation in Peril

The Netherlands

TOP 10

01 Acceptance is as important as invention

Forty percent of the respondents believe innovation is poorly managed in the Netherlands (insufficient government regulation, lack of trust in traditional leaders, suspicion of science's independence from politics and money). Respondents need to know that the inventions have been evaluated by scientists and ethicists, are effectively regulated, and feel in control over the impact in their lives.

02 The virtuous circle of trust

Trust is based first on economic prosperity, evidenced by the fact that developing countries have higher trust levels than developed countries. Innovation can drive growth for all levels of society, resulting in higher trust in institutions.

03 Business must lead on innovation

Innovation is the central tenet of business growth. Business must lead on innovation because it is the most trusted institution in the Netherlands – 46 points more competent and 24 points more ethical than the Dutch government.

04 Society is changing too quickly

A majority of respondents who believe that innovation is poorly managed think that society is changing too quickly and not in ways that benefit people like me. There is also concern that the system is biased in favor of the wealthy.

05 AI is the battleground but mRNA is also at the crossroads

Respondents are ambivalent about these innovations. When innovation is well-managed, people are 38 points more likely to embrace and 26 points less likely to reject AI, a net difference of 12 points. For gene-based medicine, that equivalent net difference is 6 points.

06 Concern that science is losing its independence

Forty-five percent of respondents say that science has become politicized in the Netherlands, and 58 percent of respondents say that Dutch government has too much control of science.

07 Peers are on par with scientists

Seventy-four percent say they trust scientists and eighty-three trust their peers for the truth about innovations. Among those who think innovation is poorly managed, peers have more trust (72 percent) than scientists (68 percent).

08 Innovation is politicized in Western democracies

In the Netherlands, right-leaning respondents are 11 points less likely than left-leaning to accept innovations such as green energy, AI, gene-based medicine and GMO foods. At the global level, the U.S. (41 points), followed by Australia (23 points) and Germany (20 points), have the largest right-left differences.

09 Demand for public-private partnership grows

Over the past decade, there has been a 12-point increase in the percentage of respondents who say they would trust business more with innovation if it partnered with the Dutch government – rising from 46 percent in 2015 to 58 percent today.

10 Trust in industry sectors doesn't guarantee trust in innovation

There's a trust discount for innovations relative to their sector in the Netherlands: technology is trusted by 72 percent, but AI only by 33 percent; healthcare is trusted by 77 percent, but gene-based medicine only by 39 percent; and food and beverage is trusted by 66 percent, but GMO foods only by 22 percent.