

# Common Ground



## Overarching participation theme: common ground

The Dutch have a long history of working together. In the fight against water, we learned to put aside our differences to work together towards a common goal. Not only to protect ourselves from the water, but also to learn how to live with the elements. By combining our energy, expertise and ideas, we were able to protect our coastlines. We harnessed the power of wind to reclaim land and we developed a sophisticated water management system. The foundation of the Netherlands we know today lies on this common ground, both in terms of landscape and mindset.

More than four centuries ago, the Netherlands created common ground with Japan. We started our collaboration in Hirado, broadening our partnership soon after on the artificial island of Dejima. Rangaku learning centres were built all over Japan, bridging ideas and expertise that lead to a variety of innovations across sectors. For example, the introduction of western medical science in Japan, and many water management projects that have helped shape the country.

Today, we find our common ground in tackling the global challenges that are impacting the health and wellbeing of our planet. From climate change and food security to ageing societies and global health threats. These are challenges that no country can solve alone. To create healthy and happy societies, we need to work together and unite our perspectives, ideas, and expertise.

**There's an energy we all share. This energy is full of new ideas.  
Open to other perspectives. This energy is built on common ground.**

## Pavilion storyline: A new dawn on common ground: innovating with the power of nature

Energy plays a pivotal role in our lives: it is at the heart of everything we need and do. Today, the world faces two urgent challenges: the scarcity of raw materials and ending our dependency on fossil fuels. The Earth is a closed system, where nothing new is added.

Circularity is a system that allows us to make limited resources and materials unlimitedly available. Within this system we make use of regenerative energy sources, such as sun and wind energy, or energy derived from water. By transitioning to a circular economy, we can create a new dawn. At the Netherlands pavilion, we introduce innovations and technologies that make use of the power of nature. These solutions will have a great impact on our way of life and help us move towards a more circular system. Much like how we harnessed the power of water in the past, we can move forward by making use of nature's elements once again.

At Expo 2025, The Netherlands invites you onto common ground. Our circular pavilion is an open meeting space where we can share innovative ideas and spark collaborations that will power a new dawn. Together, we will explore future ways of living, driven by renewable energy, circularity, life sciences, health, agrifood, horticulture, and digital technologies. Plus, we will discover how art and design can fuel innovation for even smarter solutions.

**On common ground we can share the things we know. By uniting our energy, expertise and ideas, we can create a new dawn together. For ourselves, our planet, and our future.**

For more information visit [www.NLexpo2025.nl](http://www.NLexpo2025.nl)

# Pavilion pitch

## A new dawn on common ground: innovating with the power of nature

The Netherlands Pavilion at Expo 2025 features a ‘man-made’ sun, symbolising limitless energy from renewable sources. It highlights the country’s commitment to innovation and collaboration in the energy transition. Earth is a closed system. Nothing new will be added. We have to make do with the resources available. By harnessing energy from wind, sun, and water, we can move toward a circular, low-impact energy system. Combining the country’s deep knowledge of water resources, the Netherlands Pavilion showcases technologies and innovations that make use of the power of nature. These solutions can have a great impact on our way of life and help us make strides towards a more circular system. Much like how we harnessed the power of water in the past, using the power of nature can help us solve the challenges of our time.

“Common ground” is the core concept of the Dutch participation at Expo 2025. It is a mindset rooted in collective problem-solving. This approach traces back centuries, born out of the necessity to protect the “lowlands” from the threat of rising waters. Today, we need this mindset to tackle global challenges, to work together to share ideas, expertise, and innovations. This theme also celebrates 425 years of Japanese-Dutch relations. It was more than four centuries ago when the Netherlands found common ground with Japan.

The Netherlands Pavilion invites visitors to become active participants in its experience through the use of a personal Orb – an interactive device that powers and responds to the Pavilion’s installations. At Expo 2025, our circular pavilion offers an open meeting space where people can share innovative ideas and expertise to spark collaborations. Together, we will explore future ways of living, driven by renewable energy, circularity, life sciences, health, agrifood, horticulture, and digital technologies. Plus, we will discover how art and design can fuel innovation for even smarter solutions.