

# IAB Rotterdam 2015

## Rotterdam: Discovery City



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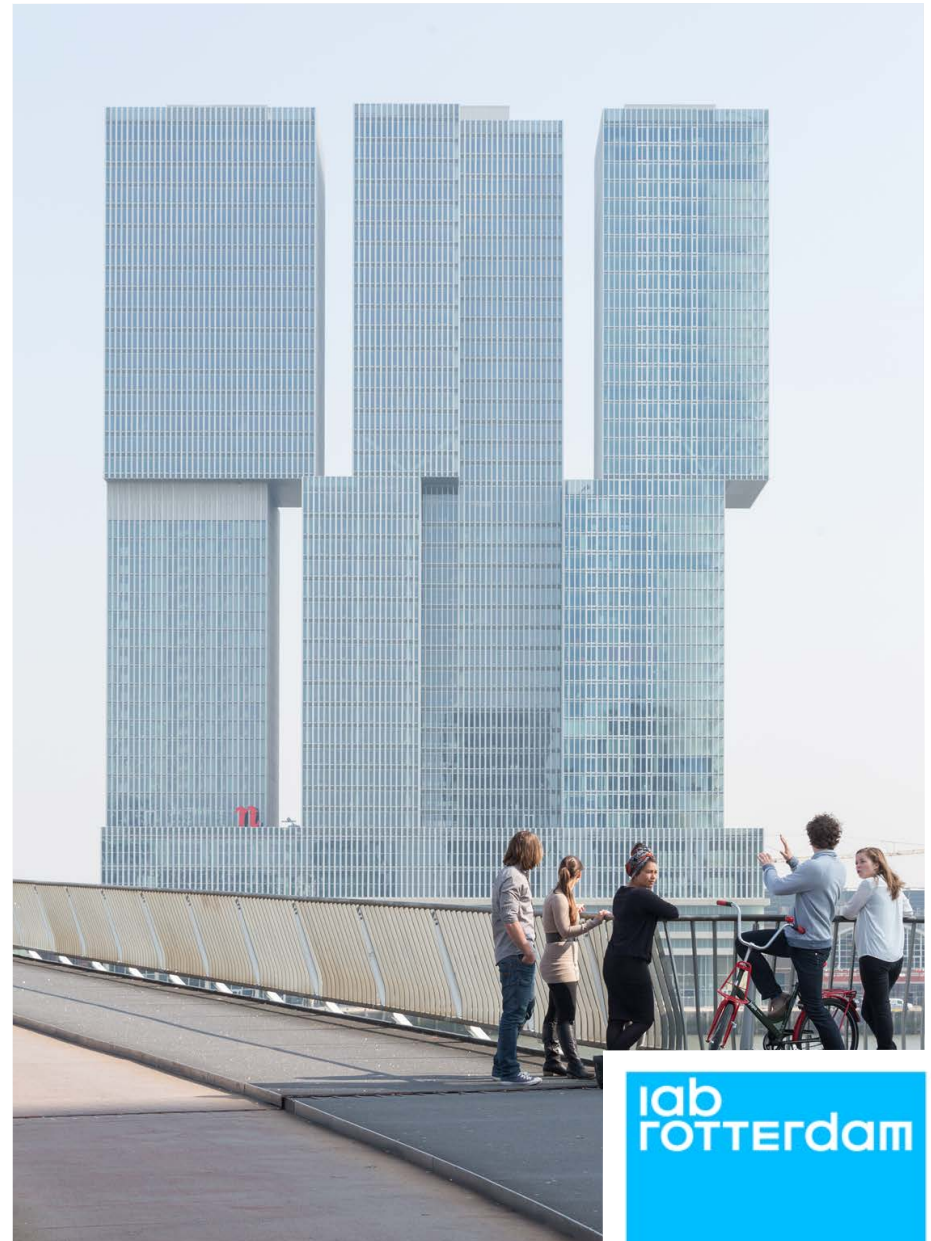
# Rotterdam: Discovery City

- ≡ Rotterdam is changing in a positive way and has a leading position as a port and delta city
- ≡ The economy is in transition and this transition has a major effect on port and delta cities



# Rotterdam: Discovery City

- ≡ We cannot predict the future, but:
  - ≡ Rotterdam has everything it needs to be a leader in a changing world
  - ≡ We realise that transitions create better opportunities to realize the civic vision
- ≡ We must re-direct energies and institutions to realize this potential



# Key Dimensions



To secure our leadership decisive next steps need to be taken in the key dimensions of:

- ≡ Governance
- ≡ Making City
- ≡ Social Development & Responsibility
- ≡ Sustainability
- ≡ Support the Next Economy and its Integration with Established Economy

# Important Themes

Across these five dimensions the following themes are important:

**Governance**

**Making City**

**Social  
Development &  
Responsibility**

**Sustainability**

**Support Next  
Economy**

## **Connect networks**

Rotterdam has many strong networks, but we lack connections between them and some are duplicated.  
The municipality has a leading role in connecting existing strong networks

## **Dare to experiment**

Rotterdam has a strong tradition of daring urban experiments > capture and build on that tradition > foster experimentation

## **Transparency and accessibility of the system**

It is difficult for next economy actors to find their way and/or develop within the boundaries of the existing system

## **Storytelling and communication**

# Governance

- ≡ Good governance is crucial for supporting competitive business today and essential to create positive urban futures
- ≡ Government needs to find its role as a pro-active partner > this does not mean doing less, but doing things differently
- ≡ The future of government is to deliberate, enable, reinforce and frame future actions for the city
- ≡ Urban economies are complex and dynamic; there is a need for more discretionary powers to make the city prosper
- ≡ To make the next economy work for the city, rules should allow for flexibility, transparency and experimentation
- ≡ Citizens are crucial to make the next economy work; we do it together

# Making City

- ≡ Strengthen and engage neighbourhood perspectives to doing, planning and management through a neighbourhood framework of inclusive methodology
- ≡ Extend & intensify 'the City Lounge' programme to enhance place making
- ≡ Work on creating and importing new funding sources / new funding systems for improving city quality (IAB members can help provide examples)
- ≡ Design is important as an approach and lens through which to transform the city to achieve quality and attraction

# Social Development & Responsibility

- ≡ Develop a Rotterdam social contract to declare a social ethic for the emerging economy
- ≡ Affordable housing and mixed-use buildings and places are a big advantage for drawing and hosting the new economy and its workers - engage housing corporations to deliver the inclusive city
- ≡ Rotterdam should become the hub for innovative social start-ups that specifically provide employment opportunities for lower skilled employees
- ≡ Create an inclusive advisory panel in each neighbourhood to set social development agenda
- ≡ Put arts and culture in the mix of developing the emerging economy



# Sustainability

- ≡ Rotterdam is regarded to be in the forefront of the sustainability debate: it should now be bold in setting ambitious targets to show its continued commitment to lead
- ≡ Rotterdam is uniquely positioned to overcome the adversarial debate on the energy transition and should actively enlist current petrochemical companies and refineries as active partners
- ≡ To achieve this the IAB recommends:
  - ≡ Actively pioneer the discovery of new ways to make the transition to a clean economy into economic business
  - ≡ Position Rotterdam as pathfinder city for sustainable port development, sustainable food production, sustainable manufacturing, etc.
  - ≡ Further partnerships of governing, education and business to enhance the port city as a maritime knowledge economy
- ≡ Partner private ventures and government on innovation start-ups that push sustainability

# Support the Next Economy and its Integration with Established Economy

## Space

- ≡ Intensify the existing effort to connect and foster innovative concepts, people and funding
- ≡ Support the creation of Maker Spaces and creative quarters (physical and virtual)
- ≡ Be flexible about changing the function of buildings and spaces, large empty office spaces are a legacy of the old economy; speculation on empty buildings should not be tolerated
- ≡ The city should actively promote the transformation of empty office space into functions that are useful to the city
- ≡ Put culture and arts in the mix

# Support the Next Economy and its Integration with Established Economy

## Connect

- ≡ Ensure facilities like superfast broadband and city-wide Wi-Fi are in place to support the foundations of innovative activities
- ≡ Found your own bank to support small-scale initiatives and start-ups
- ≡ Organise one-to-one mentoring of start-ups and SME's
- ≡ Appoint a small number of champions to drive the benefits from convening established and emerging actors

# Support the Next Economy and its Integration with Established Economy

## Skills

- ≡ Engage universities and secondary schools to further develop and prioritise a curriculum that fosters a flexible skill set and ethic necessary in the transition to the next economy
- ≡ Push institutions of higher education to be more active partners in transitions to the next economy
- ≡ Use the possibilities of the next economy to create life-long learning and (re-)skilling opportunities for unemployed where they can retain their benefits while being (re-)educated/(re-)skilled
- ≡ Use fast-track boot camp methods for fast skills development and mobility/flexibility

# Support the Next Economy and its Integration with Established Economy

## Telling the Story

- ≡ Open branding / Tell the stories:
  - ≡ marketing: top down identity formation
  - ≡ social networking: bottom-up identity formation
  - > sophisticated branding
- ≡ Publish Rotterdam examples of great practices and (next economy) successes

# Follow up



- ≡ Rotterdam Partners supports and monitors implementation of Call to Action & works towards IABR2016 and WorldExpo2025

In collaboration with:

- ≡ Board of directors Municipality
- ≡ IABR
- ≡ Rotterdam Partners
- ≡ City Stakeholders



# Follow up



- ≡ Involve IAB members throughout the year:
  - ≡ Rotterdam Partners sends monitoring report to IAB members every year. IAB members will respond
  - ≡ Individual IAB members may be involved in specific projects and - on certain occasions - be invited to fly in



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