

FIT FOR THE FUTURE – PRODUCTIVE CITIES ROTTERDAM



Hendrik-Jan Bosch
hj.bosch@rotterdam.nl

9th september 2020

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THE ROTTERDAM APPROACH TO NEXT ECONOMY AND LABOUR MARKET SUPPLY & DEMAND

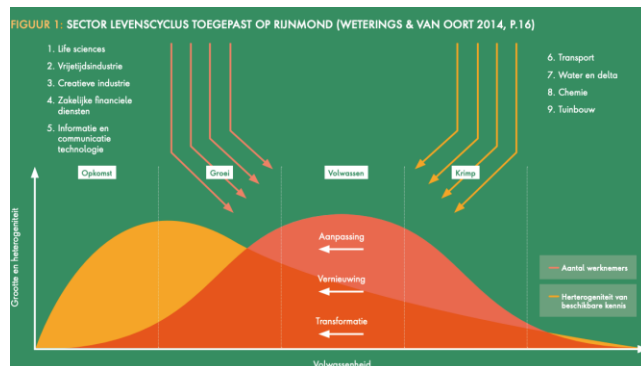
Outline of the presentation:

- Key driving forces
- The DNA of the City of Rotterdam (movie 00:01:31)
- Elements of our strategy
 - How do we make use of global trends to improve life in our city?
 - How do we stay the course?
 - How do we make lasting impact?
 - How do we address inequalities?

MATURITY AND DECLINE OF MAJOR INDUSTRIES, INEQUALITIES WITHIN THE CITY AND GLOBAL TRENDS ARE THE KEY DRIVING FORCES BEHIND ROTTERDAM'S NEXT ECONOMY STRATEGY

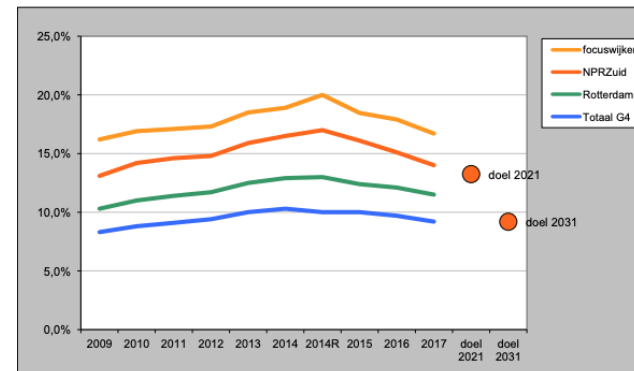
1. Life cycles of industry in Rotterdam

- Emerging:
Conventions, biochemistry, medtech, ..
- Growing:
Ship maintenance, ICT services, ..
- Mature and Declining:
(Petro)Chemicals, logistics, ...



2. City of two speeds

- 1/3 of the city lives in areas with large socio-economic disadvantages
- In other parts, the city is booming



3. Impact of global trends

Challenges

- Delta City: Vulnerability to climate change
- Energy transition and zero waste impacting already declining industries
- Digitalization increases inequalities in the city

Opportunities

- Speed of innovation
- Digitalization
- Energy transition

THE DNA OF THE CITY OF ROTTERDAM



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GREAT IDEAS ARE THE PRODUCT OF AN OPEN MIND

“ We Are Not Living an Era of Change but a Change of Era”

Lasting impact of global trends: No more business as usual

Novel breakthroughs needed to address impact of changing economy and global trends on already challenged parts of the city.

Challenge is how to make use of the global trends and the changes in the maturity of the economic sectors to improve the lives of the citizens in our city.

Two-fold approach:

Innovation within the City Administration

- Innovato-R Transfer network (URBACT)
- Pioneering work in Climate Adaptation and Resilience
- Growing cooperation between bureaucratic silos
- Creation of safe places for interagency cooperation

Co-creation with society

- Neighbourhood governance models
- Innovation eco-system approach (incubators, financial instruments, ...)
- Triple helix cooperation (CleanTech, Biobased, ...)

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GREAT IDEAS NEED PEOPLE THAT SEE THE WORLD NOT AS IT IS, BUT HOW IT CAN BE

Organize participatory processes of visioning and experimenting



Roadmap Next Economy

- Strategy and action programme formulates five transition pathways for the region
- Co-production with triple helix partners, supported by Jeremy Rifkin

Organize the setting for (local) green deals and be a co-investor in projects that are needed to realize transition pathways (Rotterdam Climate Agreement)



Rotterdam Climate Agreement

- Five climate roundtables drew up 49 climate deals with concrete measures
- Financial instrument (100 mln) to co-invest in transition projects

Facilitate (and fund) innovative ideas of citizens



CityLab010

- City funding for local (novel) initiatives for urban challenges that impact their daily lives

BOUNDLESS AMBITION THAT REMAINS CONFIDENT, WHEN OTHERS ARE IN DOUBT

City Leadership places trust in approaches that transcend government boundaries and election cycles.

Example of innovation in urban policy



National Urgency Program Rotterdam South

- Place based (Rotterdam South with focus areas)
- Multilevel cooperation (city, region, state)
- Long term commitment (20 yr)
- Integral approach (work + education + housing + safety)
- Full use of EU instruments
 - ERDF, ESF, ITI, JESSICA
 - Horizon (RUGGEDIZED) and LIFE (Urban Adapt)
 - Urban Innovative Actions (BRIDGE)
 - Possible area for Just Transition Fund

A PORT THAT ATTRACTS AND CONNECTS AND ACTS AS A SPRINGBOARD FOR THOSE WHO ARE READY TO CONQUER THE WORLD

City is creating and facilitating physical places for meeting and sharing ideas and for the landing of new businesses (Rotterdam Makers District) and for testing of breakthrough technologies (Plant One)



- Rotterdam Maker District (brown field development)
- Cooperation with business, knowledge and educational institutions
 - Testing ground and showcase for the new economy
 - 3D printing, robotisation, additive manufacturing, digitisation, smart warehousing



Plant One (Test facility with a comprehensive environmental permit)

Examples:

- testing of recycling of raw materials from problematic organic waste
- transformation of non-recyclable Plastics in mineral oils by pyrolysis

STAKE YOUR CLAIM, TAKE THE LEAP AND MAKE IT GREAT

- In a fast-changing world, choosing the right education and making good career choices is difficult.
- In situations where social capital is lacking this is almost impossible.
- The youth in Rotterdam South cannot compete, even though the jobs are there.

The challenge is to help youth make sense of the Next Economy Labour Market and assist workers in transitioning to new jobs.

Key Jobs & Skills interventions of the city are the BRIDGE project (funded by Urban Innovative Actions) and the Work Learning Agreements

- The groundwork for both interventions can be found in the future labour market insights from the Roadmap Next Economy.
- Focus of both interventions is on emerging and growing economic sectors (e.g. STEM, care, building, ...)

STAKE YOUR CLAIM, TAKE THE LEAP AND MAKE IT GREAT

BRIDGE

- Career and talent orientation programme starting in primary school (age 9) and end when students enter the labour market
- Dedicated to Rotterdam South
- Focus on how to better align young people's educational choices with future labour market needs

- Coalition with schools, parents and businesses
- Businesses provide career starting guarantees to pupils making right choices

Work Learning Agreements

- High-level agreements between the city, industry bodies and vocational schools

- Focus on Transitions:
 - from school to work
 - between jobs
 - back to work

- Projects and investments from Rotterdam Climate Agreement provide new job and training opportunities.
- Rotterdam Maker District and Plant One provide physical places for (re)training.