



# Demographic Change and Active Inclusion in Rotterdam: Quality Leap South and the RDM Campus Project



**Cities for Active Inclusion**



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# 1. DEMOGRAPHIC CHANGE AND THE HISTORICAL CONTEXT OF ROTTERDAM'S SOUTHBANK<sup>1</sup>

## 1.1 Current city data

Rotterdam is the second largest city in the Netherlands. With a population that has been gradually growing over recent years, it now has some 617,000 inhabitants (617,347 on 1 January 2012: see Annex II: Table 1). The greater Rotterdam area as a whole has some 1.2 million inhabitants. This makes Rotterdam and its suburbs the largest metropolitan area in the Netherlands.

Rotterdam's port is the biggest and most important in Europe and one of the largest in the world. The port is located in the delta formed by the rivers Rhine and Meuse, on the New Meuse (Nieuwe Maas) river. This river divides Rotterdam into two parts: the north bank, where the city centre is located, and the south bank. The south bank is known colloquially as 'South' (Zuid) or 'Southbank'.



Part of Rotterdam's Southbank, including the southern headland

Source: [www.plein06.nl](http://www.plein06.nl).

## 1.2 Demographic trends

Although on average The Netherlands, like many other European countries, is experiencing the ageing of its population, the city of Rotterdam is an exception to this demographic trend. Ageing is not the dominant demographic change in Rotterdam. Instead, Rotterdam has a relatively young population. The city has a high proportion of people aged 19 to 34 compared with the country as a whole (see Annex 1: population pyramid diagrams). In Rotterdam, there have been more births than deaths every year since 2001, and in 2010, there were 2,456 more births than deaths (see

<sup>1</sup> The main source for this section is 'Quality Leap South', February 2011, Rotterdam Municipality (in Dutch but an 'unofficial' English translation is available) ('Kwaliteitsprong Zuid: ontwikkeling vanuit kracht': Eindadvies van team Deetman/Mans over aanpak Rotterdam-Zuid) . Cf. the classic study by P.J. Bouman & W.H. Bouman: The growth of an industrial city: a study of the population of Rotterdam: 1967 Assen (Van Gorcum), (in Dutch) ('De groei van de grote werkstad. Een studie over de bevolking van Rotterdam').

Annex II: Table 2). In addition, while the proportion of the city's inhabitants aged less than 23 years old is about 27% and is the same as the national average, in parts of the Southbank area of the city, the proportion of children and young people under 23 years old is much higher. This is the case across the seven particularly disadvantaged Southbank neighbourhoods which are the focus of the new Quality Leap initiative described in this report: 40% of the population across these seven neighbourhoods is now under 23 years old. (For more indicators please see Annex I and II.)

The demographic characteristics of Southbank's population are a result of historical processes largely influenced by the development of Rotterdam harbour, which became a major port in the 19th century.

After the devastation of the Second World War, Rotterdam's port, on the south bank, was one of the first main priorities for reconstruction during the 1940s and 1950s. This caused an increase in economic activity in the Southbank area, which resulted in a massive influx of new workers from the Netherlands' southern provinces of Limburg and Brabant. This meant a pressing need for housing. In the south bank districts low cost housing was built to accommodate this new generation of dock workers. To further ease the acute shortage of housing, new garden suburbs were also built. At the time, the new highly modern blocks of apartment-buildings, with new features such as shared entrance halls, represented a considerable improvement on the existing housing in the centre of Rotterdam. However, now this housing is considered outdated and of low quality.



By the 1960s and 1970s people from Turkey and Morocco were flocking to Rotterdam's port to find work. They settled in great numbers in Southbank. But as the port activities gradually moved westwards, and with changes in the work of the port such as the advent of containers, the docks offered fewer employment opportunities for Southbank residents of Southbank: the port was no longer a major employer.

In addition, during that time, the authorities were focusing on various other areas around Rotterdam as centres of urban growth, with more attractive housing and a better urban environment than Southbank. So people who could afford to moved away from Southbank. New government-designated urban extension districts in the south of the city also strengthened this outward migration of people on higher incomes from the Southbank area into other areas. For example, for 2005, statistics show that 66% of the people settling in some of the Southbank neighbourhoods had a low income, while only 34% had a medium or high income. Of those leaving these south bank districts, 57% had low income and 43% had a medium or high income<sup>2</sup>.

This process of self-selective migration is still continuing. It means that many of the residents of Southbank move to more attractive residential environments in or around the city, as soon as they can afford to do so.

<sup>2</sup> In the Netherlands the lowest 40% of the national income distribution is called "low", the highest 20% is "high", the incomes in between are called "middle" incomes; P.A. de Graaf, Fact-sheet on Income-distribution (in Dutch), Rotterdam 2009, p. 6 ('Feitenkaart Inkomensgegevens', Rotterdam 2009, COS Rotterdam 2011). Cf. the Tables in Annex II.

In more recent years a large number of people from central and eastern Europe have moved to Rotterdam. They have tended to move into the low cost private rented accommodation that is available in several districts in Southbank: mainly houses in multiple occupation. So Rotterdam's Southbank continues to attract very low income households: both from outside Rotterdam and from other parts of Rotterdam.<sup>3</sup>

### 1.3 Impact of demographic change

Today the Southbank area has over 200,000 residents living in an area of 33 square km.

Much of the housing is of poor quality. Many of the social problems faced by Rotterdam's Southbank are particularly concentrated in seven disadvantaged neighbourhoods. These neighbourhoods are the key focus for the new Quality Leap South initiative.

Across the Southbank area, about 8.8% of the inhabitants are unemployed: this is slightly higher than the local average for Rotterdam as a whole which stands at 8.3%. However, across the seven Quality Leap neighbourhoods in the Southbank area, unemployment is higher, at 11.3%. In addition, many people with a job in these seven Quality Leap neighbourhoods are in low paid or part-time work. Also, only 46% of residents have completed their middle and/or higher education compared with 62% for Rotterdam as a whole, and 72% nationally.

Compared with other areas, these seven neighbourhoods have lower than average household incomes; a higher percentage of households identified as being in poverty; a higher percentage of primary school children who have parents with low or no qualifications; and a higher proportion of pupils who drop out of school. In addition, the security index across this area is far lower than for Rotterdam as a whole.

This results in an environment in which young people may grow up with few prospects: many feel that it is socially acceptable not to work or be in school, which dramatically reduces their chances of being socially included and of living a rich and fulfilling life. (For more indicators reflecting the social problems in these seven neighbourhoods, please see Annex II: Table 4).

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<sup>3</sup> M. Dujardin and W. van der Zanden, 'Selective migration in Rotterdam 2009' (in Dutch), COS Rotterdam, 2010 ('Komen en gaan. Selectieve migratie in Rotterdam in 2009') pp. 35-36. See also Tables 3 - 5 in Annex II.

## 1.4 Quality Leap South: the main strategy for dealing with demographic change in Southbank

In the next part of this report we will describe Rotterdam's Quality Leap South strategy. This is a multi faceted approach to regenerating Rotterdam's Southbank, and in particular the seven most disadvantaged neighbourhoods. Quality Leap South provides a framework for many different specific projects and schemes: these will not only increase the active inclusion of the people who live in the area but will also regenerate Southbank area itself. This is where the Quality Leap South initiative is very different from earlier initiatives taken to overcome the problems faced by Southbank: it integrates social inclusion measures and urban regeneration measures.



Cover of Quality Leap South © City of Rotterdam 2011.

## 2. HOW ROTTERDAM IS COPING

As mentioned earlier, due to the historical development of Rotterdam's port over the years, the demographics of Rotterdam's Southbank area, and particularly the seven most disadvantaged areas, differ from the rest of the city. On average, people in the seven Quality Leap areas are earning a lower income, are more likely to be unemployed and are less well educated than the average Rotterdam resident (see Annex II: Table 4). This means that Rotterdam Southbank faces significant challenges in trying to actively include its inhabitants.

Rotterdam has been trying to address the problems of social exclusion in the Southbank area since the 1970s. Although some progress has been made, the problems of the Southbank have turned out to be persistent.

One of the key issues for Rotterdam's social inclusion policymakers is the fact that in the past, people who have benefited from the social inclusion policies have tended to leave the Southbank

area. Despite the fact that the active inclusion policies have been, and continue to be, successful for many Southbank residents, the resulting upward social mobility (i.e. the urban elevator process) has meant that these socially included people then move away to more attractive neighbourhoods. Meanwhile, other socially vulnerable people move into the cheap housing that has been vacated by the upwardly mobile. So the problems of the Southbank area persist: the area itself has not improved.<sup>4</sup>

Although social inclusion work has been continuing, for example, through the recent ongoing South Pact programme (Pact op Zuid), over the last few years it has become clear to the Rotterdam authorities that a really innovative approach for the Southbank was necessary: innovation was needed in order to tackle the persistent problems. In cooperation with the national government, the Quality Leap South programme was therefore developed: specifically aimed at Rotterdam's Southbank, and in particular for its seven most disadvantaged neighbourhoods.<sup>5</sup>

On 19 September 2011, a group of 17 stakeholders, including the city of Rotterdam, the national government, and a committee representing Southbank residents, signed an agreement for this nationally-supported programme: the 'South Works! Quality Leap South' programme (Zuid Werkt! Nationaal programma Kwaliteitsprong Zuid).

In this research paper we will have a closer look at the South Works! Quality Leap South programme itself; and to make it as clear as possible we will also take a look at one of the many projects included in the initiative: the RDM Campus.

## 2.1 The Quality Leap South initiative for Southbank

One of the main features of the Quality Leap South initiative for Southbank and its seven most disadvantaged neighbourhoods is its focus on the active inclusion of people with few opportunities in the labour market. The initiative helps to actively include Southbank residents, both by helping them to become employable and by supporting all residents to live a dignified life, by providing financial and social support to enable them to achieve reasonable living conditions.

Quality Leap South has three distinct but related objectives:

### **Enabling talent:**

To develop the talents of the young population of Southbank by giving significant attention to education and training, craftsmanship, life-long learning and the prevention of school dropouts. This will enable people to capitalise on new jobs being created in high value sectors in Southbank.

### **Economy and labour market:**

To help generate a demand for labour in high value sectors in Rotterdam's port and its associated industries in the care and medical sector and in the creative sector. Also, to create an active and inclusive labour market in Southbank that can help actively include people of all ages by enabling them to access jobs.

<sup>4</sup> Dujardin en Van der Zanden, op. cit., p. 5. See also pp. 31ff.

<sup>5</sup> This represents in some respects an intensifying of the existing South Pact (Pact op Zuid) programme, in which the city has already worked on Southbank problems together with local stakeholders such as housing corporations.

### Housing and physical infrastructure:

To rebuild and/or upgrade one third of the housing stock (35,000 homes) in Southbank over the next 20 years, and to improve the physical infrastructure of Southbank. This objective includes the following aims:

- To replace and improve privately owned housing;
- To replace and improve public housing owned by housing corporations;
- To improve Southbank public transport facilities;
- To increase the quality of life in Southbank and make it safer.

To meet these three key objectives, many diverse projects and activities are planned. These have been designed in an integrated way, and will be implemented in an integrated way. The Quality Leap South management team recognise that the projects and other activities will only gain the necessary momentum if they are integrated.

In this report, the focus will be on the RDM Campus project: this mainly addresses the first two Quality Leap objectives (enabling talent, and the labour market), but in some ways also addresses the third key Quality Leap objective (housing and physical infrastructure and environment).

The area-based Local Teams that are helping to implement the Quality Leap South programme are an important innovation for Rotterdam's social policy. These local teams include social workers, and they reach out to Southbank residents and give them integrated information and support on many different aspects of life, representing several different policy fields: for example, sports and culture, youth and education, well being, active inclusion, and health and care. In this way the Quality Leap initiative reflects the three pillars of the European Active Inclusion Strategy. The local teams focus much of their attention on adequate minimum income, and on links to the labour market; and since the information and support they give is provided on an individual basis, this is also a good example of delivering a quality social service adapted to individual needs of the users.

A highly important and innovative element in the Quality Leap South initiative is the co-operation of the public sector authorities with other stakeholders on a multi-level basis: it ensures an integrated process of policymaking and implementation. The three levels of government i.e. the national, city and city-district authorities, are working together with other partners. These include the regional educational institutions, public/private institutions such as the local Rotterdam public transport organisation RET, and private companies. An important requirement for this initiative is to involve all the relevant stakeholders, in order to have a coordinated approach: as is described in the EU active inclusion strategy.

## 2.2 The RDM Campus<sup>6</sup>

The Quality Leap South initiative on Rotterdam's Southbank currently consists of about a hundred distinct activities and schemes. In this research we will have a closer look at a cluster of schemes situated in and around the RDM Campus.

The RDM Campus project is located on a former wharf in the Southbank area, known as the RDM: Rotterdam Drydock Company (Rotterdamse Droogdok Maatschappij). This abandoned wharf is being transformed into an innovative learning and working environment. In addition, the campus is focusing on the future, through technology, sustainability and innovation in the fields of construction, mobility and energy: i.e. in building, moving and powering. To emphasise the focus for the campus, the famous RDM name has been given a new meaning: the letters now stand for Research, Design and Manufacturing.

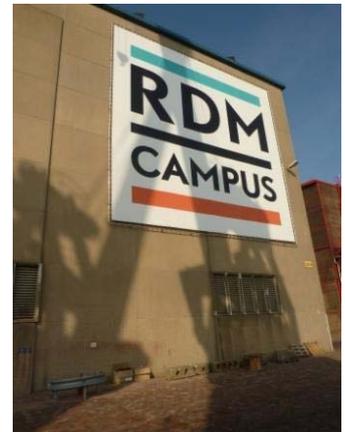
Buildings are being refurbished, and new buildings are being constructed, and the whole area is becoming more attractive.

With an area of some 40 hectares, the RDM wharf once provided employment to more than 5,000 people. To house the RDM dockworkers, a village called Heijplaat was built on land within the RDM wharf area, between c. 1910 and c. 1920. The village is still there, but the housing became run down, and up until recently, the place was relatively isolated, with very poor transport connections to the rest of the city. The development of the new RDM Campus means regeneration not only of the old wharf but also of the Heijplaat village. Now, thanks to the hundreds of students wanting to travel to classes on the RDM Campus these days, the Aqualiner river ferry service has been established and is now running. This waterbus provides a weekday service which the residents of the Heijplaat village can also use.

One of Rotterdam's biggest vocational trainers, Albeda College, is one of the main partners in the RDM Campus. The campus also has three other co-operative partners: Woonbron, a housing corporation which owns some 80% of the housing in Heijplaat village; the Port of Rotterdam Authority; and the City of Rotterdam. This highlights the priority given to achieving a coordinated approach, involving all relevant stakeholders, to solve the problems of Southbank.

Educational institutions, research centres, private companies, the Port of Rotterdam and the City of Rotterdam are all working together at the RDM Campus to help promote active inclusion for Southbank residents and for the area. In particular, the RDM Campus project ensures three crucial requirements for social inclusion in Southbank:

- students have access to potential employers: in fact, young people studying at the campus can demonstrate their talents to employers on the campus, apply for work, and also receive on-the-job training;
- employers have access to potential employees: private companies and other stakeholders, such as The Port of Rotterdam Authority, can benefit from a pool of well educated and well-trained potential employees;
- regeneration of the physical environment and infrastructure: original buildings on the site have been refurbished, new buildings are being constructed, and there are new facilities such as transport connections.



<sup>6</sup> Main sources for this section are Bert Hooijer en Gabrielle Muris, RDM Campus: An innovative learning and working environment in the Port of Rotterdam, Paper presented at the OECD Conference Higher education spaces and places (Riga 2009), web-version available at [www.oecd.lu.lv/materials/gabrielle-muris-1.pdf](http://www.oecd.lu.lv/materials/gabrielle-muris-1.pdf) and Vera Cerutti, RDM Campus, in: Creatieve fabrieken, Waardecreatie met herbestemming van industrieel erfgoed, Utrecht (C2Publishing), pp. 30-41 (in Dutch); web-version available at [www.rdmcampus.nl/media/files/Creatieve\\_Fabrieken\\_-\\_RDM\\_Campus.pdf](http://www.rdmcampus.nl/media/files/Creatieve_Fabrieken_-_RDM_Campus.pdf).

Originally, the RDM Campus started with two secondary education institutions. Then came the plan to attract young and innovative businesses to the campus, to allow the secondary educational institutions to offer their students practical training in young and innovative companies. In return, the companies, including the Port of Rotterdam Authority, are able to access an interesting and newly emerging segment of the Rotterdam labour force<sup>7</sup>. As both education and employment are generated in the RDM Campus project, it could be described as a New Skills for New Jobs solution.

The mission is to make the RDM Campus an incubator for creativity and innovation in the manufacturing industry. By acting as an incubator, to encourage innovation, the RDM Campus will stimulate and help those companies that are developing new products and by doing so create more employment and more added value for the Dutch economy in the industrial sector.

At a time of high youth unemployment, the RDM campus provides young people from Rotterdam, and particularly the Southbank area, the opportunity to get the right training that then leads on to a job. Before the RDM Campus was established, some employers complained about the lack of skills of new employees, and the fact that they had not received the right training. This situation has now changed because of the tight cooperation between the RDM Campus and employers.

The RDM Campus project is helping to strengthen the economy of the Southbank area of Rotterdam, as well as the city as a whole, and for that matter, the whole of The Netherlands. The RDM Campus project is creating a high quality educational, commercial and industrial area which offers a wide range of facilities, including:

- R&D: research and design facilities at Albeda College and Rotterdam University;
- prototyping: high quality machinery and large interior spaces for prototyping;
- partner network: a network of high quality partners that includes Delft Technology University; TNO
- Research; Syntens, the sustainable innovation specialists; and the financial services provider Rabobank;
- start-up support: facilities for entrepreneurs who are starting a new business;
- work space: offering sites and buildings for organisations to rent;
- living space: developing housing for the Heijplaat village;
- event space: facilities for meetings and conferences.

In addition, the RDM Campus offers:

- RDM Innovation Teams: Entrepreneurs and students (from all levels) work together on innovation, driven by the need to solve real problems. The client organisation is not only a customer but also forms part of the innovation team. The discussions focus on solving the problems that the clients are actually facing: these problems run across the traditional professional fields, and range from questions about consumer preferences through to product-innovation, including research and development, design, prototype testing and marketing. The Innovation Teams are themselves an innovation: this is a very non traditional way of education and training: until now, innovation and problem-solving have only been taught in traditional ways but this new approach to learning how to solve problems is being very well received.

<sup>7</sup> For more information on these companies and an overview all the companies at the RDM Campus see [www.rdmcampus.nl/bedrijven/bedrijven-op-rdm-campus](http://www.rdmcampus.nl/bedrijven/bedrijven-op-rdm-campus).

- RDM Innovation Dock: Located in the massive old machinery hall, the Innovation Dock offers 23,000m<sup>2</sup> of floor space, with ceiling heights ranging from 12 meters up to 20 meters. Large prototypes can be developed, tested and demonstrated here, and many private companies are also based at this site.
- RDM Innovation Network: The RDM Innovation Network organises lectures and meetings where people working in private companies and in education and research can meet up with each other and connect. The aim is to exchange knowledge and best practice, and generally network to share ideas and solutions. The Innovation Network is an important RDM Campus initiative and publishes a monthly newsletter.

The RDM Campus project is fully in line with two of the key objectives of Quality Leap South: 'Enabling Talent' and 'Economy and the Labour Market'. The project is also helping to meet the third objective: 'Housing and physical infrastructure'. On the RDM Campus, Rotterdam University, Delft Technical University and the Woonbron housing-corporation are collaborating on the Concept House Village project: they are working together to build new fast-build sustainable housing in the Heijplaat village, thereby helping to upgrade the physical infrastructure of the Southbank area.

A pre-fab (pre-fabricated)<sup>8</sup> apartment building has recently been designed at Delft University and is now being built in the Heijplaat village, on land supplied by the Woonbron housing corporation. During 2012 to 2013, a total of four prototype pre-fab buildings will be built to house people in the Heijplaat village<sup>9</sup>.

## 2.3 Factors predicting success <sup>10</sup>

The Southbank on the New Meuse (Nieuwe Maas) river in Rotterdam has significant potential. Its main assets are twofold: a young population and plenty of space.

The Southbank's RDM Campus has already achieved significant success, with many organisations already established on the campus. Since 2009, five educational and training institutions have opened new branches on the campus: these include the Rotterdam Architecture Academy and the Sustainable Solutions Knowledge Centre. There are also five clusters of workspaces for private enterprises: the Innovation Dock, the Dock Office, the Dock Sheds, and the Social Affairs office.

The RDM Campus is a unique concept in a unique location. The main aim of the RDM Campus is to be a bridge between knowledge and employment and entrepreneurship. Innovation is a key ingredient: it is the key to future prosperity and employment in the Southbank area.

In 2012, to help evaluate the success of projects within the Quality Leap South initiative in meeting the Quality Leap South objectives, an evaluation system was introduced to monitor project goals and the efforts made, and the network of organisations involved: these are known as DIN-sheets<sup>11</sup>. These evaluation spreadsheets list the project goals, and the actions taken to meet these goals, for specific projects in a clearly defined area. One important characteristic of these evaluation sheets is that they clearly show the level of importance of both the targets and the efforts.

At the moment some 1,200 students are studying at the RDM Campus. The Albeda vocational college has 600 full time students at the campus: these are secondary level students majoring in metal works and maintenance. Albeda College also offers contract education courses to 100

<sup>8</sup> Prefab is short for "pre-fabricated", i.e. not built on the site, but manufactured elsewhere, in a factory.

<sup>9</sup> Source: 'Concept House Village' (flyer in English), web-version available at [www.rdm.campus.nl/chv](http://www.rdm.campus.nl/chv). A picture of the construction site can be seen here: [www.heijplaat.com/concept\\_house\\_village.html](http://www.heijplaat.com/concept_house_village.html).

<sup>10</sup> Source for the figures mentioned in this section: PR Office, RDM Campus, May 2012.

<sup>11</sup> DIN stands for Targets-Efforts-Network (in Dutch: Doelen-Inspanningen-Netwerk).

employees of private companies.

Rotterdam University, including its Architecture Academy, has about 580 students attending classes on the campus: they mainly attend part-time courses in architecture, automobile-technology and industrial design. The University also offers educational courses to about 100 employees of private companies.

Already, 29 private companies have become established on the campus, and 60% of the space has been rented out. Altogether, some 2,500 people use the campus, including the staff of the participating institutions.

## 2.4 Challenges

The Southbank has been a priority for Rotterdam for a long time. With the South Headland project (De kop van Zuid) the city authorities tried to extend the city centre to include part of the south bank of the river. The Quality Leap South initiative faces significant further challenges. It is very ambitious, and as the policy makers in Rotterdam already know, the economic circumstances these days are far from ideal.

It will take several years before we see concrete results for the Quality Leap South initiative. The reason why Rotterdam authorities believe it will be successful is because the Quality Leap South initiative is so different from all previous measures to tackle the issues in Southbank and specifically in the seven selected neighbourhoods. Quality Leap South is not only working to improve the situation of the inhabitants, it is also working to improve the area itself.

Also crucial is proper education and training for the young Southbank population, particularly in the seven selected neighbourhoods. With the RDM Campus offering secondary vocational education, some of these young students will surely find their way into employment with organisations at the RDM Campus, and may also receive on-the-job training.

## 2.5 Future plans and dissemination

The Quality Leap South initiative is expected to run until 2030. Specific projects have already been implemented in line with the agreed overall objectives, and to deal with specific issues, and this will continue over the next two decades. The overriding purpose is twofold: the active inclusion of the people living in Southbank; and the regeneration of the Southbank area itself.

The RDM Campus considers itself as an export product: there has been significant interest in its approach and success from a wide range of people and organisations, from all over the world, and from different professional fields. These include: education, sustainability, brown-field redevelopment, water transport, redevelopment of harbour fronts, industrial heritage, incubators and, last but not least, technical innovation.

The RDM Campus initiative creates opportunities for mutual learning not only in terms of territorial strategies to regenerate disadvantaged areas, but also in the underlying fields of employer engagement; improved regional labour market mobility; how to connect education, training, and labour market opportunities; and creating a high value economy.

Between 2009 and 2011 alone, there were some 150 dissemination activities to share best practice information about the RDM Campus, including presentations, visits, workshops and contributions to international conferences.

The RDM Campus project can be described as a context rich learning environment for the development of people, products and services in the area. As emphasised by the RDM Campus management: 'Its ambition is to become a nationally recognised centre of expertise for technical education and entrepreneurship in five years time' (stated by the RDM management in 2010<sup>12</sup>).

Future initiatives include collaboration between Rotterdam's two main vocational training institutions, Zadkine College and Albeda College, and the Rotterdam Shipping and Transport College. Together these three institutions are planning to establish a new Harbour & Sailing School on the RDM Campus.

In this way, the Quality Leap South initiative, which includes the RDM Campus project, will help solve the persistent problems of the Southbank area: working in an integrated way towards both the active inclusion of its residents and the physical regeneration of the area.

## 2.6 Additional Information

### Basic Information

The Quality Leap South project is located on the south bank of the New Meuse (Nieuwe Maas) River in Rotterdam. The project has its historical roots in the demographic changes that took place in the Southbank area in the 20th Century: it officially started with the signing of the South Works! Quality Leap South agreement on 19 September 2011.

### Funding

The South Works! Quality Leap South project is financed from several sources: public funds from both the national and local authorities as well as private funds, and public-private funding from the housing corporations.

The RDM Campus project is mainly funded by its participating stakeholders: Albeda College, Rotterdam University and Port of Rotterdam Authority:

Albeda College and Rotterdam University invested some €13 million and the Port of Rotterdam invested some €25 million in the re-construction of the campus and its buildings.

In terms of new physical infrastructure, the city authorities have invested in establishing the Aqualiner: a new transport system connecting the RDM Campus with the city centre and with the Rotterdam Shipping and Transport College.

The RDM Campus project is also supported by funding from other sources, including the European Regional Development Fund.

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<sup>12</sup> Hooijer and Muris op. cit., p. 5.

## Weblinks

Quality Leap South source document: 'Quality Leap South' (in Dutch - with: unofficial English version available upon request: please contact Cees Bronsveld at c.bronsveld@rotterdam.nl )

City Harbours: Stadshavens (Folder: '1600 hectares: Creating on the Edge' (in Dutch):  
[www.stadshavensrotterdam.nl/\\_files/Files/Creating\\_on\\_the\\_Edge.pdf](http://www.stadshavensrotterdam.nl/_files/Files/Creating_on_the_Edge.pdf)

## RDM Campus

RDM Campus general website [www.rdmcampus.nl/](http://www.rdmcampus.nl/) (in Dutch - with English summaries at [www.rdmcampus/english](http://www.rdmcampus/english))

Folder: 'RDM Campus :Samenwerken aan innovatie op een historische locatie' (in Dutch): (RDM Campus: Innovation on a historical site):  
[www.blackboxrdm.nl/media/Brochure-RDM-Campus.pdf](http://www.blackboxrdm.nl/media/Brochure-RDM-Campus.pdf)

Folder: 'RDM Campus: innovation network' (in Dutch):  
[www.rdmcampus.nl/\\_media/files/Brochure\\_RDM\\_Campus\\_Innovation\\_Network.pdf](http://www.rdmcampus.nl/_media/files/Brochure_RDM_Campus_Innovation_Network.pdf)

Folder: 'RDM: business locations' (in Dutch, with photos and city map):  
[www.rdmcampus.nl/\\_media/files/Brochure\\_bedrijfsruimte\\_RDM\\_Campus.pdf](http://www.rdmcampus.nl/_media/files/Brochure_bedrijfsruimte_RDM_Campus.pdf)

## Photos and video

Please see RDM Campus website for an overview of all articles, videos etc.:  
[www.rdmcampus.nl/zoeken/tag/Pers](http://www.rdmcampus.nl/zoeken/tag/Pers)

See also, the You Tube link:

[www.youtube.com/watch?v=YEJZqeYKijs&lr=1&user=rdmcampus](http://www.youtube.com/watch?v=YEJZqeYKijs&lr=1&user=rdmcampus)

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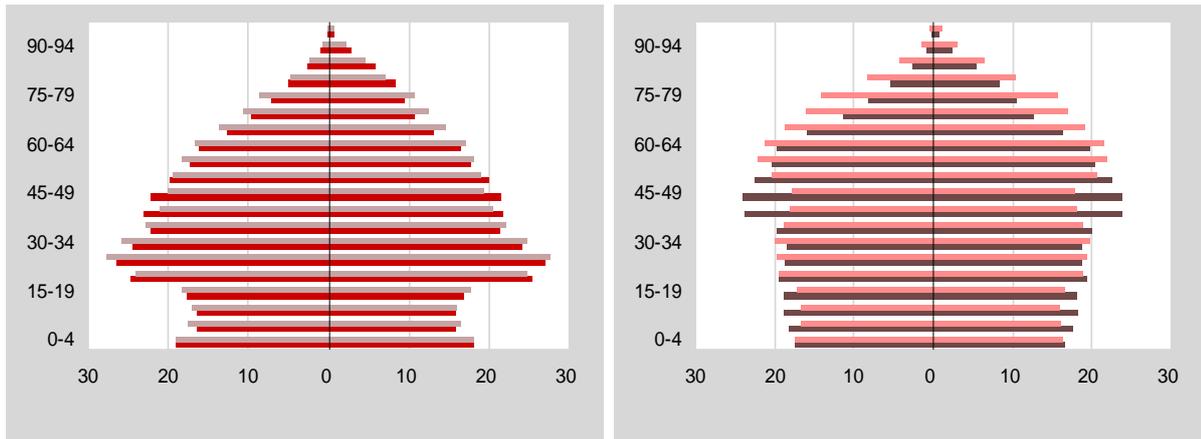
For more contact possibilities, please check the RDM Campus website at:

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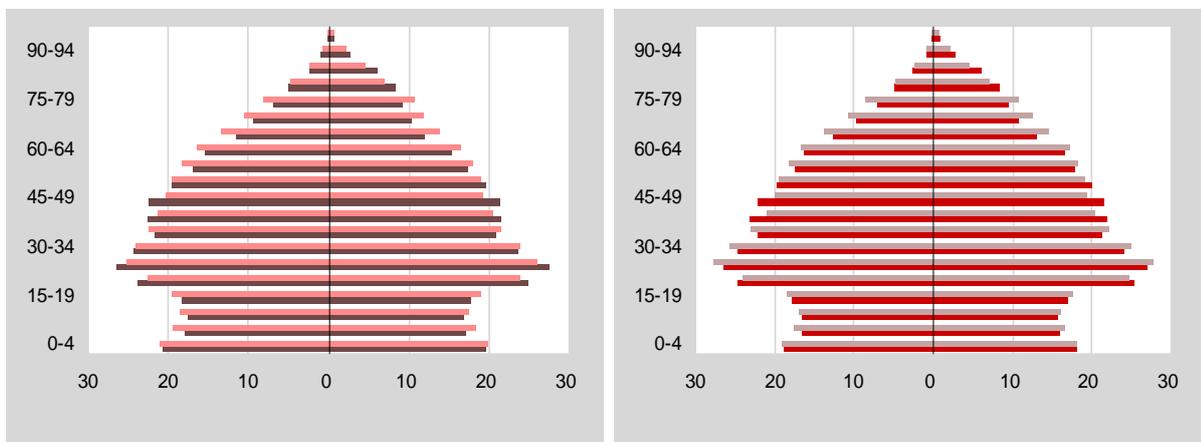
## ANNEX I:

Population pyramids: The Netherlands, Rotterdam as a whole, and Rotterdam Southbank

### A. Population pyramids: Rotterdam as a whole (left) and The Netherlands (right)



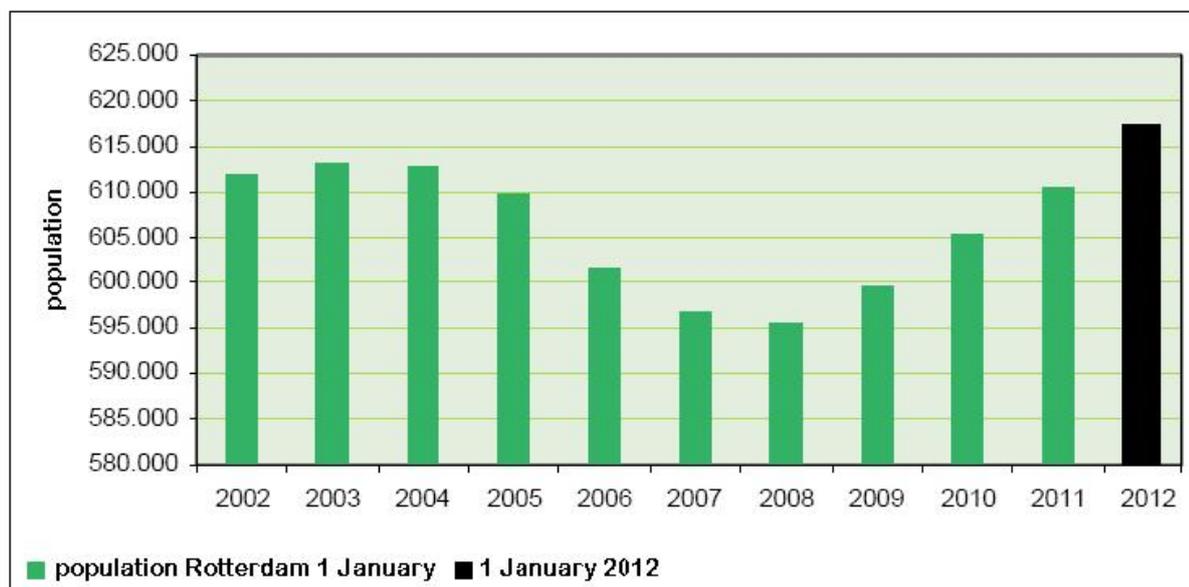
### B. Population pyramids: Rotterdam Southbank (left) and Rotterdam as a whole (right)



Source: COS Rotterdam

## ANNEX II: TABLES

Table 1: Population of Rotterdam 2002 - 2012



Source: COS Rotterdam

Table 2: Development of the Rotterdam Population 2001 - 2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
births	7807	7785	7407	7499	7273	7217	7203	7516	7764	7953
deaths	6393	6419	6379	5975	5813	5815	5745	5718	5428	5497
+ / -	1414	1366	1028	1524	1460	1402	1458	1798	2336	2456
settle	32099	32168	32090	31690	29444	32155	33628	37448	36601	38220
depart	30275	32536	33142	35208	37652	38073	35783	35110	33324	35838
+/-	1824	-368	-1052	-3518	-8208	-5918	-2155	2338	3277	2382
corrections	160	394	-291	-953	-1131	-156	-400	76	165	146
growth (*)	3078	1392	-315	-2947	-7879	-4672	-1097	4212	5778	4984

Source: Publiekszaken (Public Affairs) Rotterdam / COS Rotterdam

[www.rotterdam.nl/COS/standaardtabellen/demografie/D08%20Bevolkingsontwikkeling%20Rotterdam,%202000-2010.pdf](http://www.rotterdam.nl/COS/standaardtabellen/demografie/D08%20Bevolkingsontwikkeling%20Rotterdam,%202000-2010.pdf).

**Table 3: Births and deaths in 3 city districts on Rotterdam's Southbank, compared with the average for Rotterdam as a whole (2010)**

	Feijenoord	IJsselmonde	Charlois	Rotterdam
births	1.5	1.2	1.6	1.3
deaths	0.7	1.2	0.9	0.9

Source: COS Rotterdam. Please note that these 3 city-districts (Feijenoord, Charlois and IJsselmonde which make up the South Pact i.e. the Pact op Zuid) are not 100% congruent with the seven selected Quality Leap neighbourhoods. However, for a general picture of the demographic and socio-economic situation on Rotterdam's Southbank this incongruence is irrelevant.

Table 4: Quality Leap for Rotterdam's Southbank: Some Key Figures \*

Subject	National	Rotterdam	Southbank	7 QL**
residents	16,654,000	610,412	193,982	76,728
% residents under 23 yrs	27.0	26.9	28.4	40.0
% one-parent households of total households	16	36	40	38
average household income per year (€)	34,300	29,200	25,700	24,000
% households on allowance WWB /AOW /WW ***	8	14	15	21
% unemployed	6.3	8.3	8.8	11.3
% households in poverty ****	7	13	14	19
children <18 yrs in households w/ income up to 105% of min *****	7	17	22	23
% educated up to middle / higher professional education	72	62	50	46
% in upper secondary education	22	16	13	12
% in practical education	3	5	7	7
% school dropouts 17-22 yrs old	7.5	18	22	23
% youngsters with labour market qualification	-	46	38	39
leaving primary school qualified	535,400	531,200	528,800	527,800
% children in primary school w/lower educated parents	13	34	43	52
% houses with > 1 households	-	26	37	51
estimated tax value private owned houses [ x € 1000]	233	163.8	128.9	106.7
security index score 2010 (1-10)	-	7.3	6.3	5.1
social index score 2010 (1-10)	-	5.8	5.3	4.9

\* Source: Zuid Werkt! Nationaal programma Kwaliteitsprong Zuid, (Covenenat, signed 19.9.2011), p. 5.

\*\* 7 QL = the seven Quality Leap neighbourhoods: Bloemhof, Hillesluis, Afrikaanderwijk, Feijenoord, Tarwewijk, Carnisse and Oud-Charlois. (Together these neighbourhoods are called the Central South Area: (Middengebied op Zuid).

\*\*\* Social Assistance (WWB); 65+ allowance (AOW); national unemployment insurance (WW).

\*\*\*\*That is with a total income below the social minimum income (see note immediately below).

\*\*\*\*\* The social minimum income in the Netherlands is € 50.49 per day per person (for a single person aged over 23 years: 01.012012).

Table 5: Selective migration processes for Rotterdam as a whole, for three Rotterdam Southbank districts (South Pact: Pact op Zuid districts) and for the rest of Rotterdam \*

	Rotterdam			Pact op Zuid			Remaining Rotterdam		
	Settlers	Leavers	Stayers	Settlers	Leavers	Stayers	Settlers	Leavers	Stayers
<b>Household type</b>									
One person	40	28	41	35	33	40	44	32	41
Couple without children	22	34	21	23	31	15	22	30	23
Couple with children	12	18	15	13	16	21	11	17	14
One parent with children	6	5	8	11	8	10	5	6	7
Other	15	11	10	14	9	7	13	11	11
Unknown	5	4	5	5	3	7	5	4	4
<b>Household income (*)</b>									
Low	59	42	61	64	53	73	60	46	54
Middle	24	27	24	22	27	20	23	24	26
High	17	31	16	14	20	8	18	31	20
<b>Education level (**)</b>									
Low	15	18	26	22	27	39	15	16	22
Middle	41	33	32	42	38	38	39	31	28
High	44	49	42	36	36	24	47	53	50
<b>Number of workers in household</b>									
Dual-earner	23	39	25	25	33	22	23	37	26
One-earner	42	32	39	44	35	38	40	34	39
No earner	35	29	36	31	33	40	37	30	35
<b>Income Source</b>									
Paid job	66	74	63	69	65	57	63	74	65
Pension	4	7	9	3	8	12	5	6	9
Allowance	6	6	11	11	10	15	6	7	10
Student	19	8	9	11	10	6	20	8	9
Other / none	4	3	4	4	5	5	5	3	4
Unknown	2	2	4	3	3	6	2	3	4
<b>Age</b>									
-24	39	28	27	35	28	26	37	29	27
25-34	35	36	31	34	33	27	35	37	32
35-44	12	17	14	14	15	15	13	17	13
45-54	6	7	10	10	11	10	6	7	10
55+	8	12	18	7	14	22	9	11	19
<b>Ethnicity</b>									
native	55	60	46	41	48	39	54	55	52
immigrant	45	40	54	59	52	61	46	45	48
Dutch	55	60	46	41	48	39	54	55	52
Western non-Dutch	7	6	9	8	7	7	7	6	10
Non-western	38	35	45	51	45	54	39	39	38

Source: COS Rotterdam, adaptation by René Keijzer.

Please note that the middle column gives figures for the South Pact (Pact op Zuid) area which incorporates three city-districts of Feijenoord, Charlois and IJsselmonde: this area is not 100% the same as the area covered by the 7 Quality Leap neighbourhoods, but it is similar: the South Pact figures provide a general picture of the demographic and socio-economic situation on Rotterdam's Southbank.

(\*) Household income levels: in the Netherlands the lowest 40% of the national income distribution is called "low", the highest 20% is "high", the incomes in between are called "middle" incomes; P.A. de Graaf, Fact-sheet on Income-distribution (in Dutch), Rotterdam 2009, p. 6 ('Feitenkaart Inkomensgegevens', Rotterdam 2009, COS Rotterdam 2011).

(\*\*) Education levels: "Low" = primary school and lower level secondary schools; "Middle" = middle and higher secondary schools "High" = higher professional schools and university.



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