Engaging regional stakeholders in the Rotterdam review

Presentation to the OECD/IMHE round table meeting

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September 11 2009
Economic Development Board Rotterdam

- independent forum of 30 business community leaders
- advises the Municipal Executive
- use their influential & investment powers
- on matters of economy
Rotterdam

- the Netherlands’ second city
- City 600,000/ region 1.2 m people
- 174 nationalities
- 28% between 10 - 29 years old
- Number 1 Port of Europe
Why we participate (1)

• very diverse and young population
• very low educated work force
• very low level of participation

• and a lot of talented people

Strength:

Diversity
A lot of Young Talent
Why we participate (2)

Rotterdam aspires to:
• Improve the educational level
• Stimulate an innovative business climate
• Speed up the economic transition
• Improve sustainability and liveability
• Restructure large parts of the city

Strength:
Port & Industrial Complex
Port of Rotterdam
We expect this review process
to give us means
to contribute to these aspirations
for the benefit of both our citizens
and the business communities
of our region

Opportunity:
Clean Tech Delta
Port of Rotterdam
Our approach:

• United we stand…
• Partnership is crucial
• “Building is a process”

Organisational structure

Based on SELF evaluation:
• Knowledge from within the organizations
Process oriented:
• Bring together various people from different organizations and levels
A very diverse and young population
A very low educated workforce
A very low level of participation
And a lot of talented people

Steering committee

- Delft University of Technology
- Erasmus University
- Rotterdam University
- Inholland University
- Municipal Dept. of Economy
- Business community representatives
Core team

Representatives of the five shareholders
Responsible for the self evaluation
Linking pin between Steering Committee and Working groups
Each member of the Core team chairs a working group

Opportunity:
Innovations in Sustainability
Rotterdam pavillion
World Expo 2010
Shanghai
Working groups

• Chair is a core team member
• one expert of each of the shareholders
• experts from Rotterdam’s business community and ngo’s

Four theme’s

• Regional innovation
• Talent development
• Social impact & sustainability
• Regional co-operation
Work in progress

- Kick off meeting
- Self evaluation
- SWOT Conference
- Peer review
- Action program
Kick off meeting

- shareholders and stakeholders
- get to know each other
- set common goals

- make a SWOT-avant-la-lettre as hypothesis for the self evaluation process
Self evaluation

Working group free to choose its methods:

• Workshops, interviews, desk research
• Working visits, expert meetings etc.

As long as it delivers both content and stakeholders for partnerships

SWOT conference

• To share and discuss outcomes Ch. 1-6 with all partners involved
• To deliver outline Ch. 7
  = to set common agenda for 2010 >>
  = the action program
• To have a good time together
Does our approach work?

- Input >>> output
- Time: what you lose in the beginning, you gain in the next phases
- People: mixing organization, level and disciplines means creativity + involvement
- Funding: be generous

2010 >>
Keep the drive alive