URBAN DEVELOPMENT NETWORK WEBINAR SERIES

Six building Blocks to Sustainable Urban Development

03, 09, 13, 17, 19 and 25 November 2020

The Urban Development Network

European Commission

Sustainable Urban Development is more than EU funding for urban projects

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The Strategic Dimension
Tuesday 3rd November 2020

Sustainable Urban Development is more than EU funding for urban projects. It is first and foremost about a strategy and implementation plan designed for and by the city and its partners

History and approach SUD Rotterdam

Integrating ERDF and ESF in ITI

Lessons learned

Main Questions referring to the Handbook for this presentation:

How to ensure that SUD strategies bridge operational programmes and local policies?

How to ensure that SUD strategies and projects are aligned?

Believers from the 1st hour

- * Over 30 years Integrated SUD and ERDF Rotterdam
- (1989-2020)
- -Holistic integrated Approach Deprived Areas Southbank
- Multi-Sector Policy
- Multi-Governance Levels
- Multi-Funding (also JESSICA)
- Multi Stakeholders
- Long Term Commitment (20 yr.)
- Place Based
-

Investment Priority 8B and 9B combined with SUD

- 8B: Supporting labour market growth by developping labour potentials as part of the territorial SUD: emphasizing news skills for new jobs for people with a distance to the labour market

- Combined in an ITI with

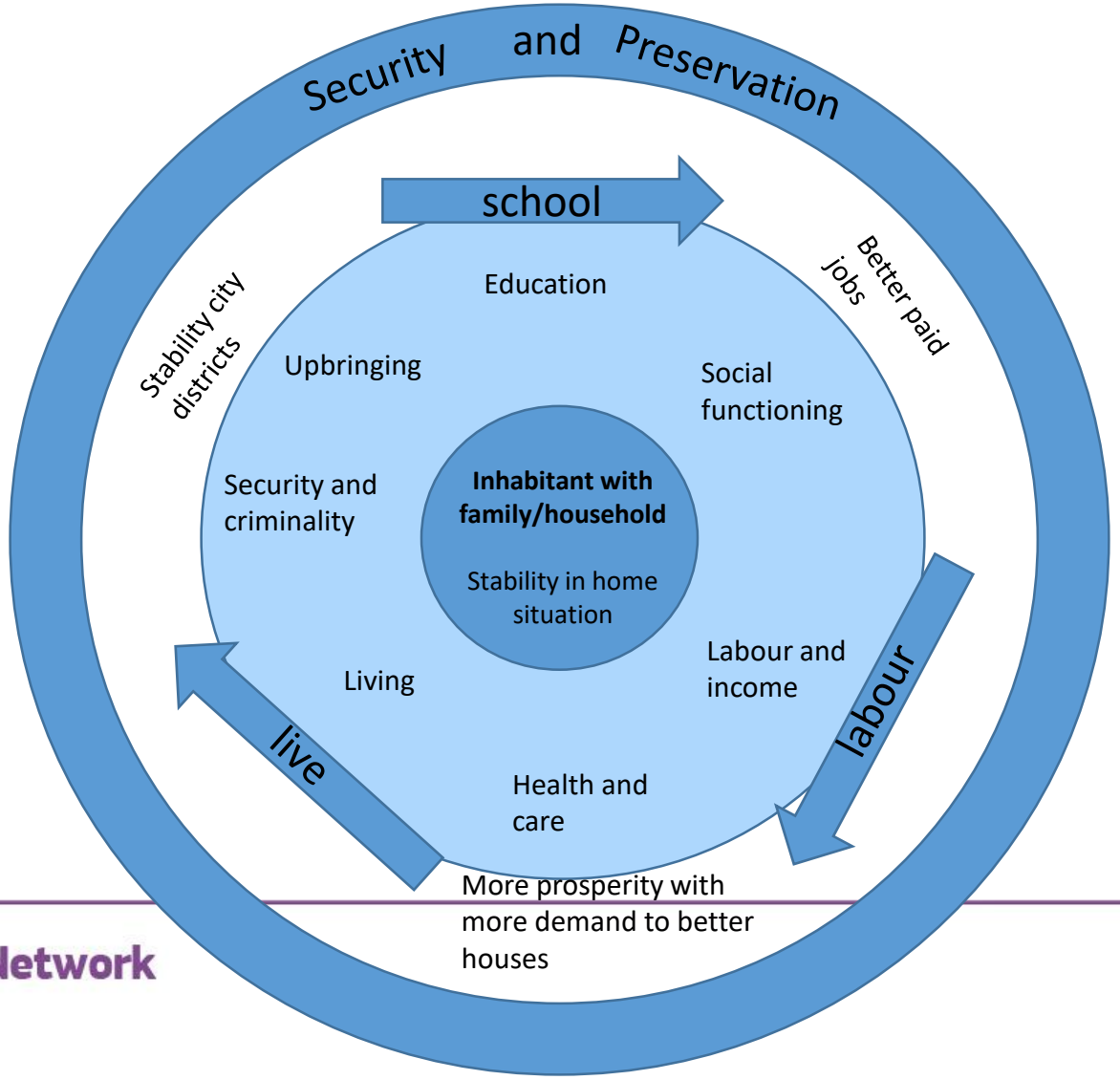
- 9B (from the Social Inclusion T.O): support for fysical, economic and social recovery of the SUD area

Target area South Rotterdam

- 1/3 of the population
- 29% of children grow up in poverty
- 26% of children have parents with no/low formal education
- 74% of population is first/second generation migrants
- 2.000 young people enter the labour market per year

Strategic Approach

A better life for the inhabitants of our 17 city districts



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Solution

What does the future labour market need?

→Cooperation with Roadmap Next Economy

→Labour market analysis and 21st Century Skills agenda

How do we reach pupils and schools?

→Career and Talent orientation program for pupils 9-16

How do we engage employers?

→Career Start Guarantee

How do we ensure sustainable continuation?

→Impact Investment instruments

ERDF approach

On the TO 8 (B):

Firms and schools with new collabarating approaches to fill the gap between demand en supply of labour forces

On the 9B:

Investments in supporting Hubs as living area schools and "New Opportunity Programs for Drop-outs

Another ESF approach

Labour Development:

- More personal and frequent attention
- Closer to the inhabitants of Rotterdam
- It does not stop at the front door
- one work supervisor/contact person
- Exploit and develop talent
- functional and question addressed training
- Smart and functional adaption of good instruments
- extra expertise to income securiaty, also after finding a job

More social effect on development and habitant like:

- debts
- language
- Labour and participation to power
- Remainder challenges (health, well being)

ERDF-ESF in ITI

Much added value by working together on the economic and social solutions. It is amazing how City Development and Social Affairs have learned about each others work through the ITI.

SUDS help a lot to give investments more added value, but SUDs need the requirements mentioned in the handbook (multi-sector; multi-stakeholder-long term commitment ect) to work effectively.

Delivery difficult when ESF and ERDF are not monofund

Accused of Discrimination following dedicated approach

THANK YOU!