



Gemeente Rotterdam

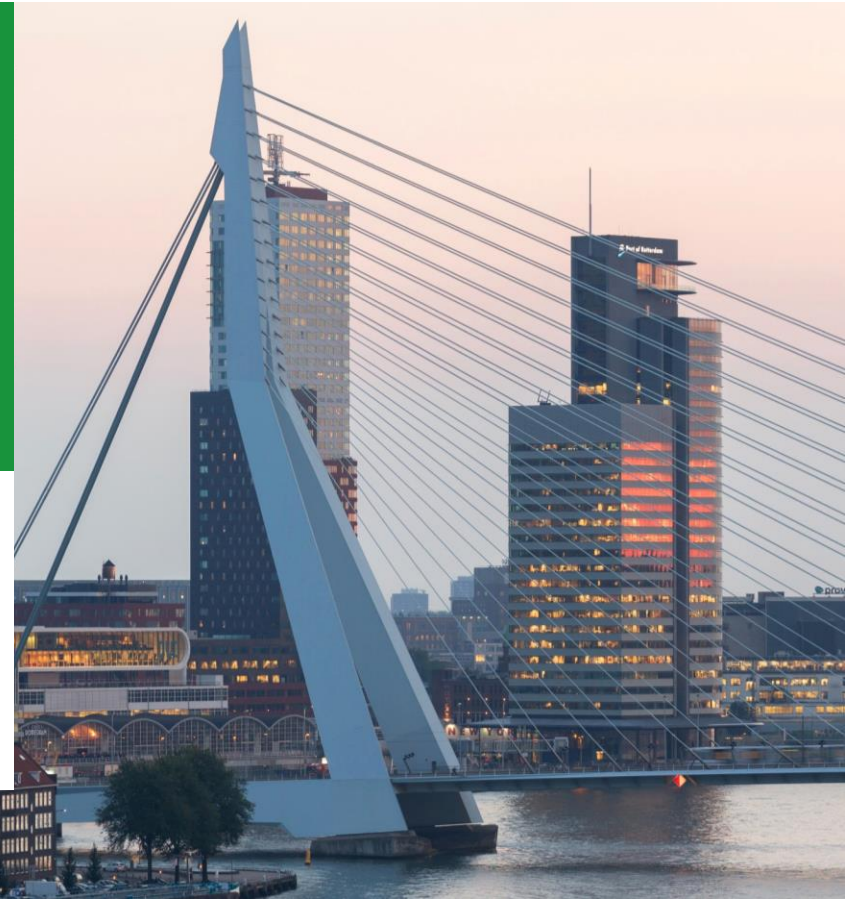
Rotterdam – preparing for future skills needs

Brussels 6 november 2019

Josine Meurs



EUROPEAN UNION
European Regional Development Fund



Roadmap Next Economy



5 transition paths towards the next economy:

- **Smart Digital Delta:** Everything that the region needs to take the step towards a digital economy: better digital connections, networks, platforms and big data.
- **Smart Energy Delta:** Everything required to an infrastructure for renewable energy: smart networks, clean energy sources, CO2 storage, conversion and storage technology.
- **Circular Economy:** Everything related to using and recycling resources and residual materials.
- **Entrepreneurial Region:** All the building blocks for good, pioneering entrepreneurial climate: new business models, products and services, new legislation.
- **Next Society:** The actions required to shape the inclusive society of the future



Area South Rotterdam



- 1/3 of the population (200.000)
- 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

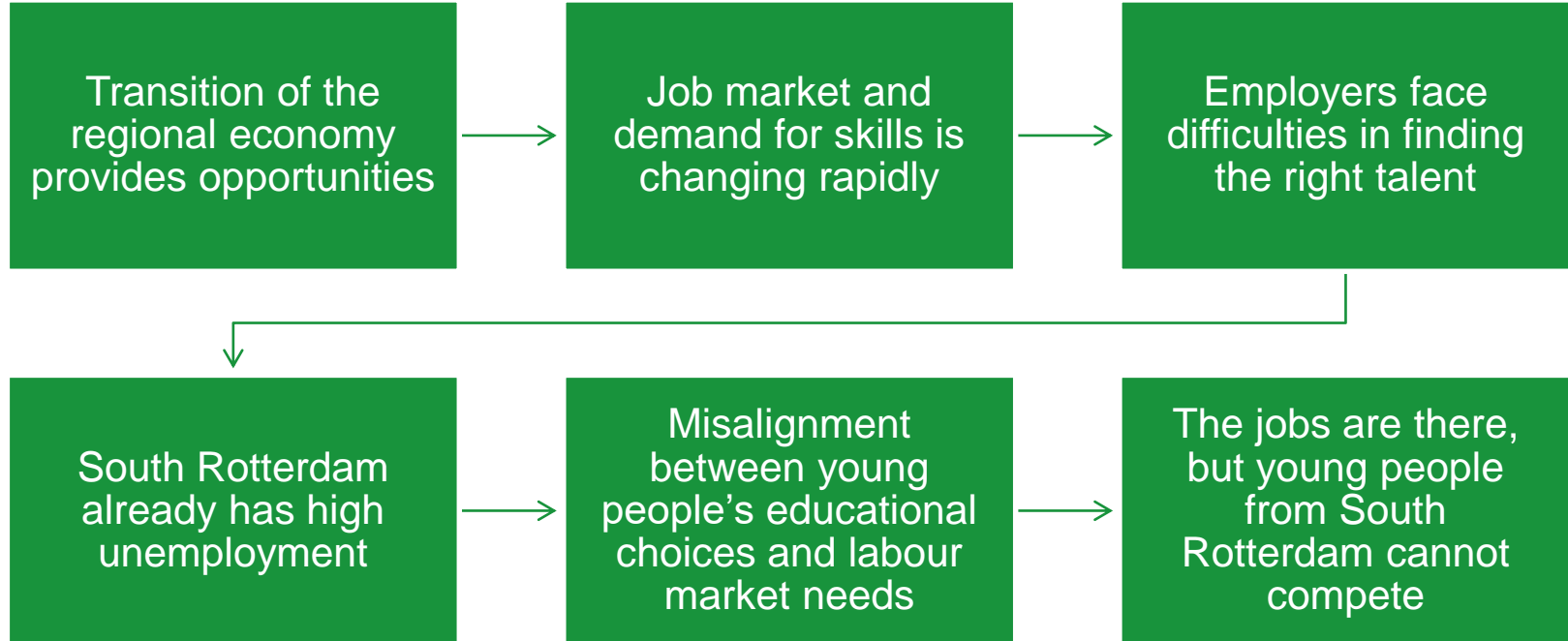


South Rotterdam - Indicators



	Netherlands	Rotterdam	7 Focus Areas South Rotterdam
% single parent household	19%	32%	39%
% children in households with low income (<110% social minimum)	9%	21%	29%
% unemployed	7%	17%	24%
% children with low educated parents	8%	17%	26%
Houseprice	230.000	168.053	99.375

Urban Challenge



The BRIDGE project



BRIDGE & UIA

Building The Right Investments for Delivering a Growing Economy

UIA Round 1. Jobs and Skills

ERDF Co-financing: EUR 4.997.624,24

Partners

1. City of Rotterdam
2. Rotterdam University of Applied Sciences
3. Erasmus University
4. Metropolitan Region Rotterdam The Hague
5. Rebel Consultancy



Stakeholders

Target Area: South Rotterdam (200.000 inhabitants)

Young people, schools and teachers, parents, employers

Bridge is ...



The shared ambition of our partners (schools and businesses) to ensure that 50% of the young people living in the poorer parts of the city will choose a career in one of the major growth sectors of the economy

- Career and Talent orientation program for pupils 9-16
- Tutoring programs
- Training professionals
- Impact Investment instruments
- Focus on new skills
- Career Start Guarantee

Focus on next skills



Examples:

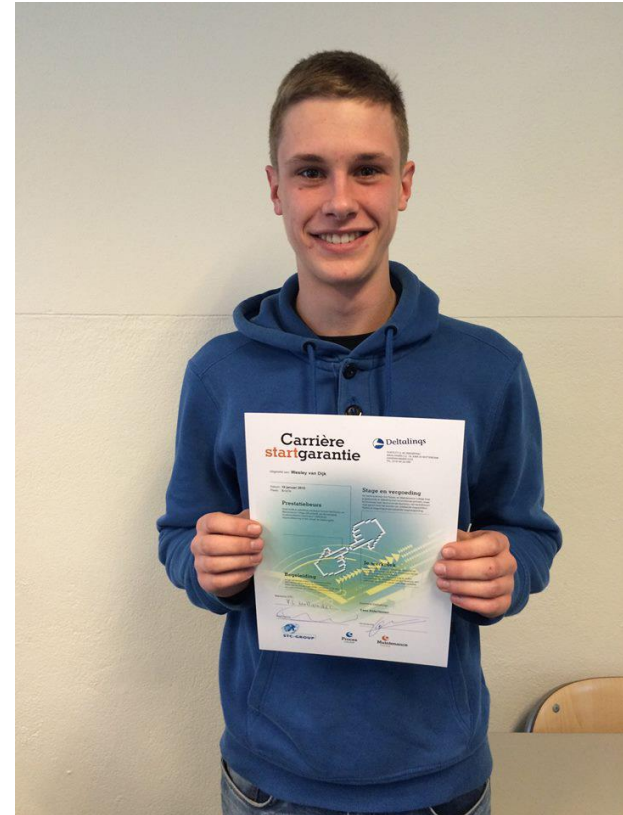
- Digital skills and digital literacy skills
- Self-leadership-skills that enables to navigate this labour market and the own changing career or the own company
- Critical thinking and problem solving
- Communication and collaboration
- Flexibility

Important: changing national curriculae, helping the schools to innovate, providing facilities & experts

Career Start Guarantee



- Offered by employers
- 703 every year available
- Secondary vocational education only
- Available for students choosing education in sectors of health, care, industry/it, transport and food
- Not available for education in administration, legal, animal welfare, wellness, etc.



The BRIDGE Project Journal N°1

Project led by the City of Rotterdam



JOBS & SKILLS
IN THE LOCAL ECONOMY

Thank you for your attention

For more information:

- Visit the Rotterdam page on the UIA website
- Read the Bridge Project Journals
- Contact me at jma.meurs@rotterdam.nl