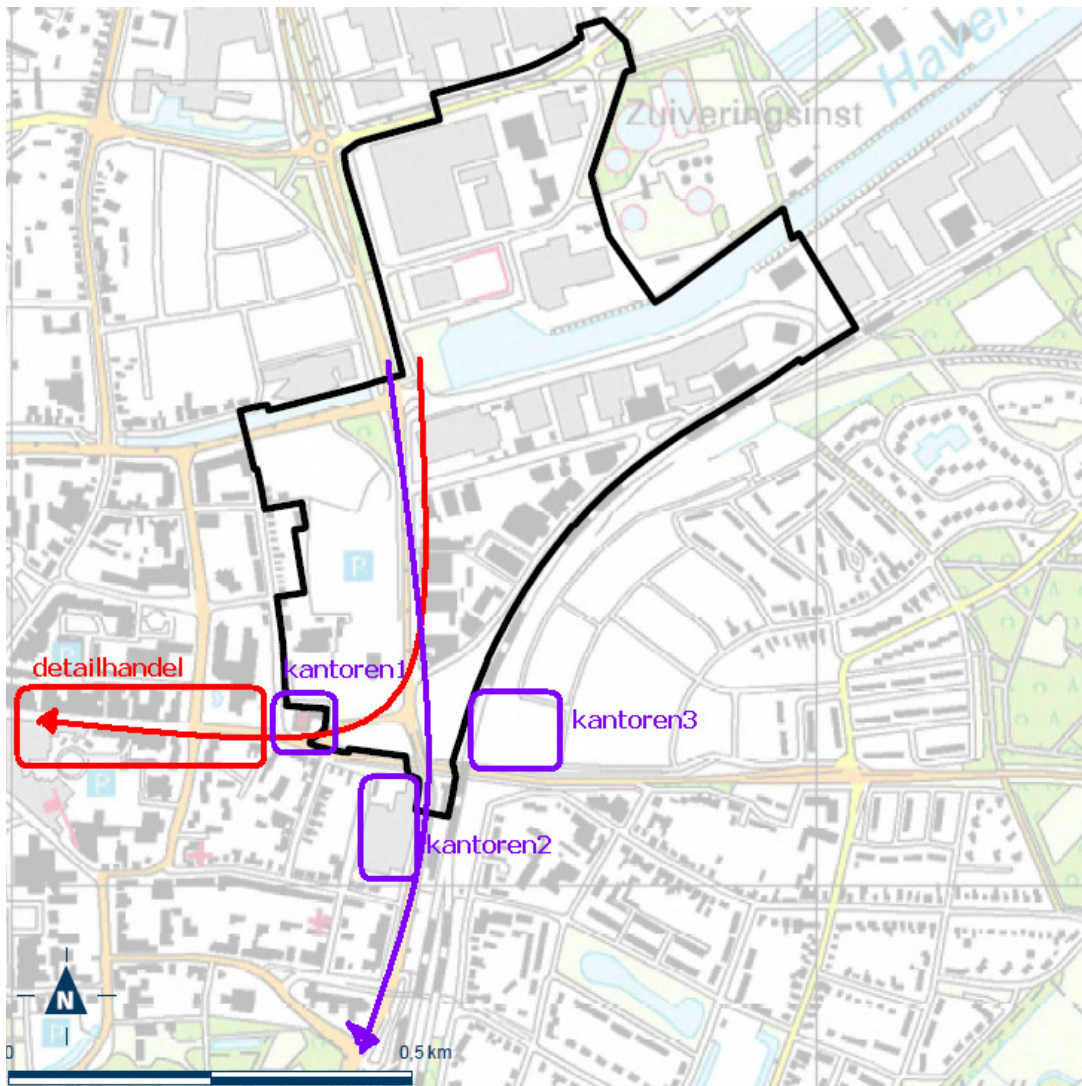




Rotterdam Partner Meeting February 2013







Outdated industrial zone is being transformed into an residential area.

however: the edges of the location are also less attractive:

- link city center: retail street with lots of vacancy and decay;
- vacant office space nearby.

To improve the Havenkwartier you also need to develop these edges.



European Union
European Regional Development Fund

**The Interreg IVB
North Sea Region
Programme**

*Investing in the future by working together
for a sustainable and competitive region*



SEEDS





Organic growth of the new cityarea Havenkwartier by temporary use
creating culture, buzz and vitality

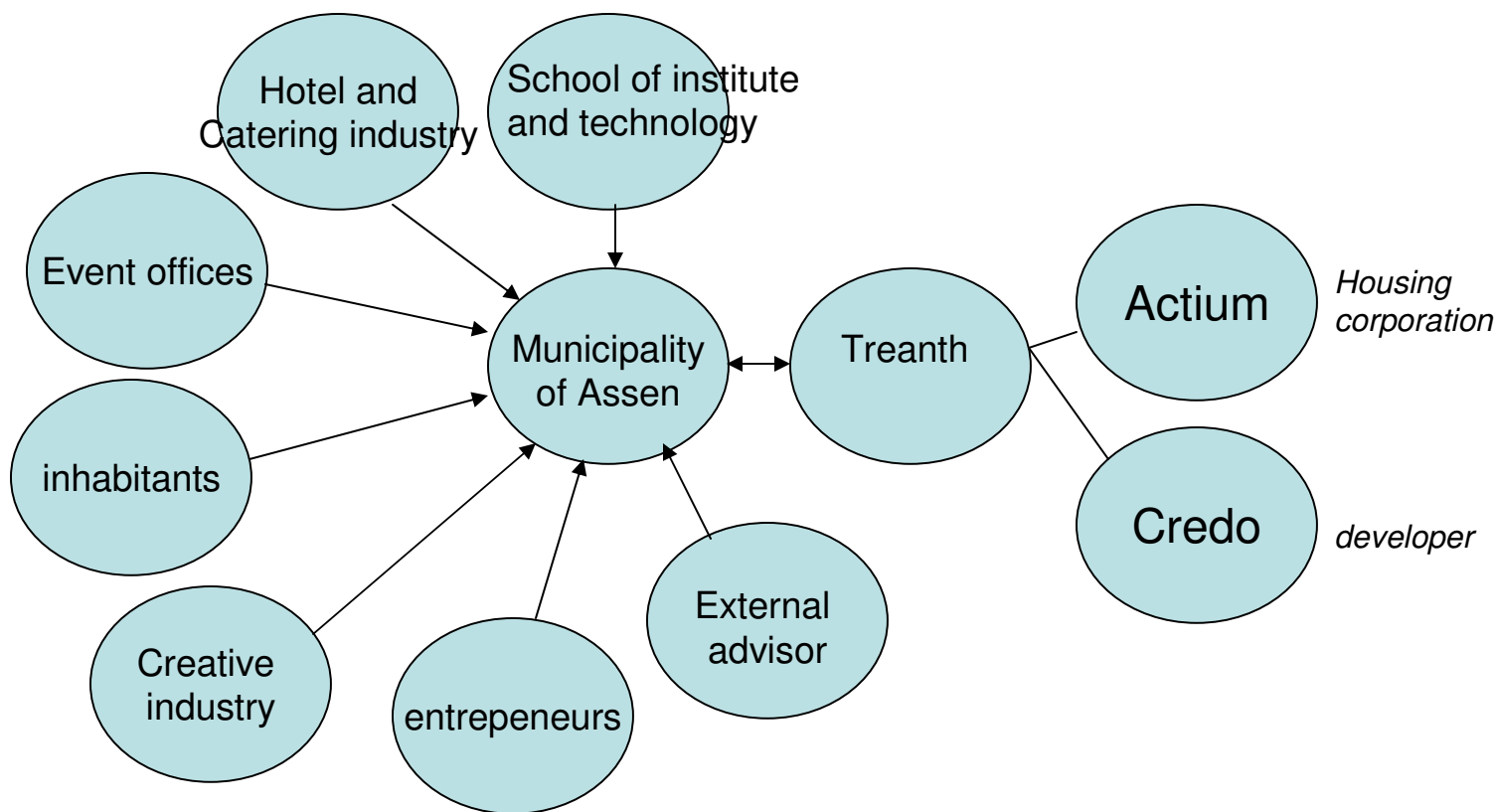
- Using the public spaces, such as the water and the platform for temporary housing
- Attracting new enterprises (creative industry, hotel and catering industry) in existing buildings
- Building an information center
- Using new and existing events



People and Partnerships



Stakeholder Network:





Practice and Finance



Finance:

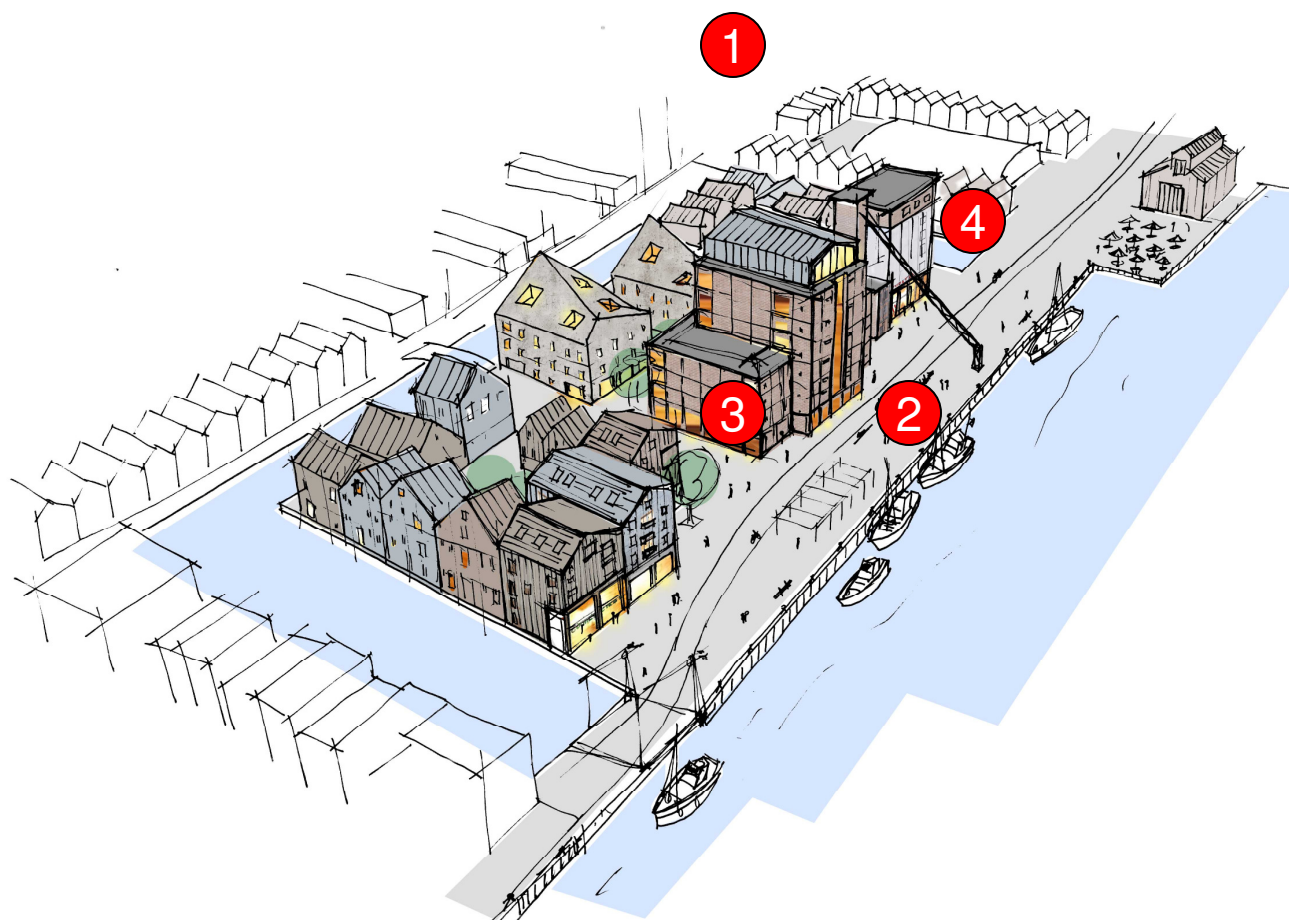
- Use of the profit of other hired out buildings in the area
- Preparatory credits
- Investment from participants
- Use of excisting events
- Public space available for free.

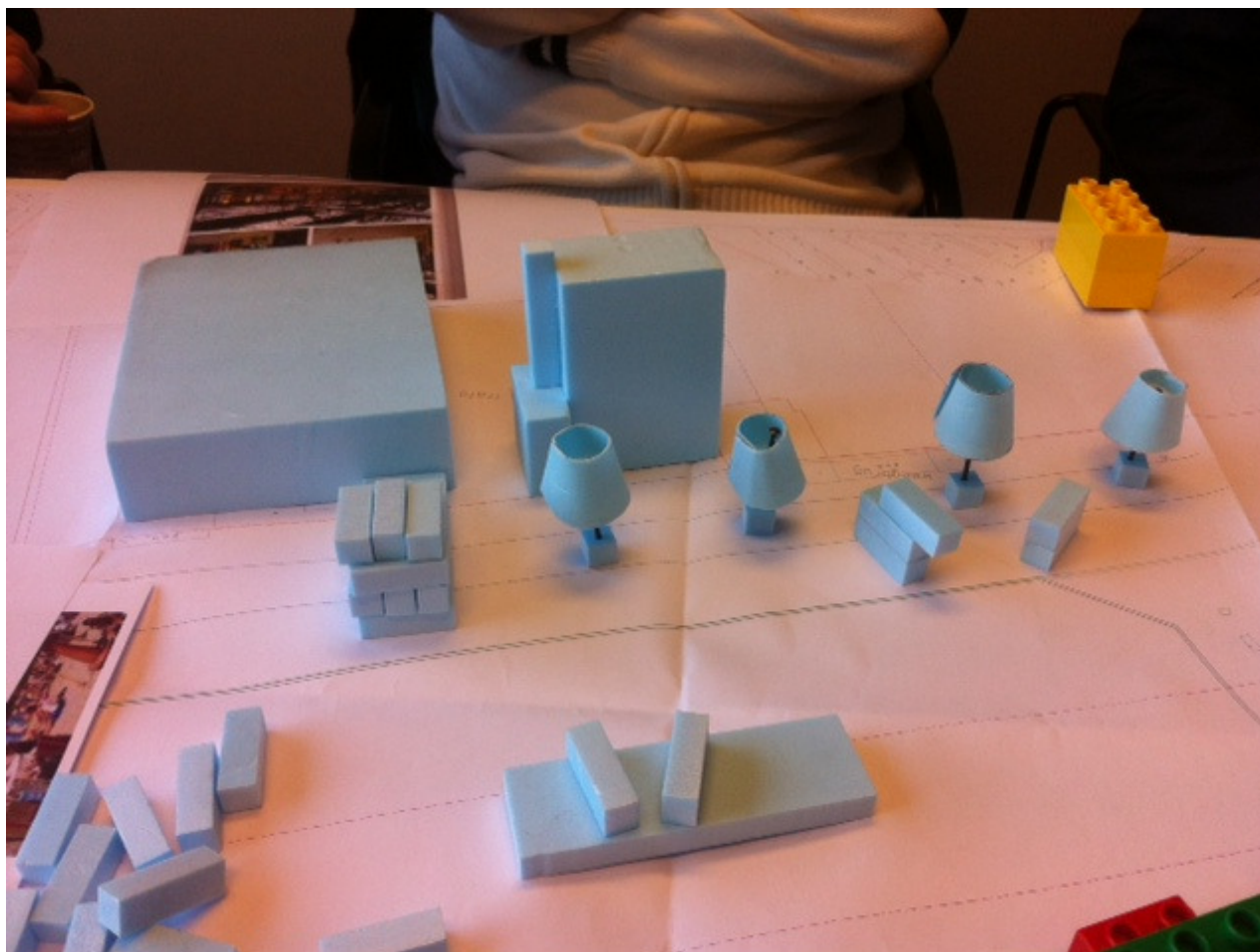


Practice:

Stepping stones

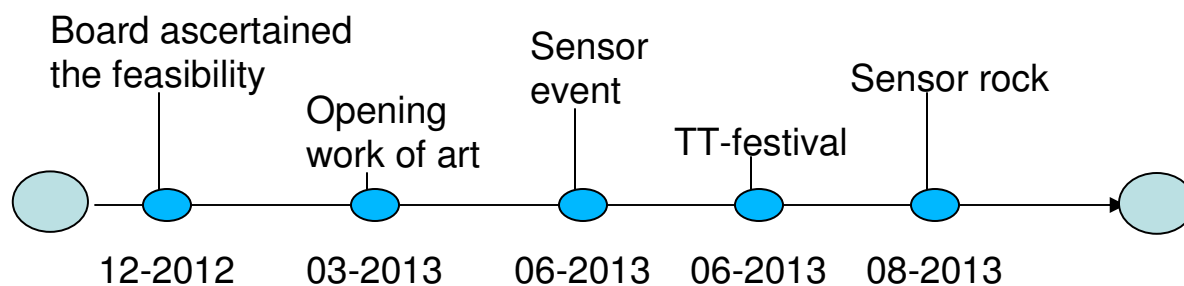
Events







Timeline:





Paradigms and Policy



Policy:

- The best way to use existing buildings
 - Examples of temporary use for inspiration
 - Get a robust, industrial atmosphere
 - use of public a space
 - Combination temporary use and existing company's
 - The board still expects a view in the future
 - It's difficult to change the internal organisation, it takes time
 - Difficult to integrate ideas
 - Expectation that the municipality pays and organises everything



Link with city center and Havenkwartier

- Via decayed retail street.
- Stimulate starting businesses
- Improve vacant buildings & maintenance
- Together with owners & users
- Role of municipality: organise and mobilize collaboration





Link with empty office spaces:

- Improve quality of public and private space
- Municipality together with owners and (new) users
- Seeds: quicken process towards new destinations:
- Financial possibilities, legislation, different usage, temporary use.

