

Metropolregio Rotterdam den Haag (mrdh)

What is the mrdh?

The Metropolitan Region Rotterdam The Hague (mrdh) covers the area of 23 municipalities. The municipalities join forces to make the area more accessible and to strengthen the economic business climate. The mrdh has two pillars, the Transport Authority (Va) Economic and Business Climate (EV).

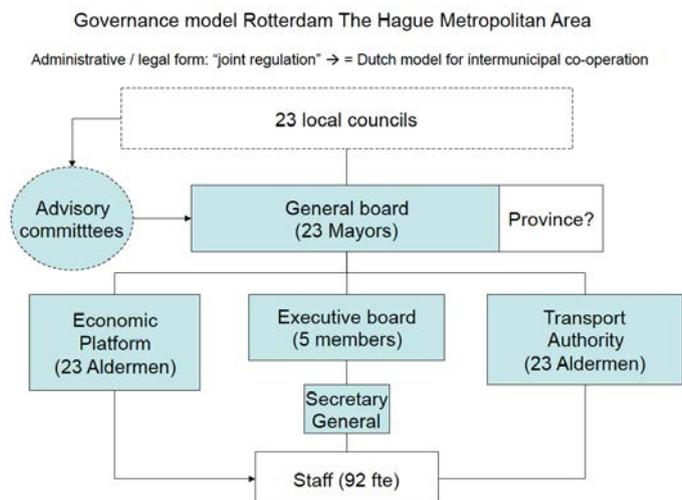
On November 11, 2014 all municipalities have approved the Joint Agreement mrdh. After approval by the Senate (December 17, 2014) with the removal of urban regions, the mrdh on January 1, 2015 officially launched.

Joint Agreement Metropolitan Region Rotterdam The Hague in 2014

Their congregations are increasingly in recent decades into a cohesive region have developed and that the intensive (traffic) movements of residents and businesses (daily urban system ') witnesses of those realities

- This interconnectedness in the future, in view of global developments whereby Metropolitan Regions will determine increasingly, will increase
- For the welfare and prosperity of the residents in that metropolitan region and battle-ready effective cooperation at the local level above is desirable
- Contributes to strengthen the related traffic and transport network in the region to further exploit the economic potential of the region and to a attractive living and working environment for residents and businesses
- An efficient and pragmatic bottom-fed and democratically legitimate cooperation between their communities, but also within and between the municipalities and other parties for the metropolitan region, a necessity to participate in a sustainable way in the European and global competition for residents, talents and (international) businesses
- The Joint Regulations Act provides the space this cooperation on a light and effective way to give substance
- The partnership are also on the existing expertise within our communities utilize
- The establishment of the joint venture in the Metropolitan Region, new opportunities to implement innovative way to democracy legitimacy, involvement of civil society organizations and residents and they involve and remains of extended local government.

mrdh governance model



© mrdh

mrhd goals

The goals of the two mrhd strategic agendas on accessibility and economic business climate complement each other and come together in the operational and practical implementation.

The opportunities in the region are legion: the strong international orientation, a different That economic structure encompasses the epic tres or all of the top sectors, the presence or four top universities and various colleges of higher education and the proximity of nature areas to the largest city centers to ensure That this region has an extremely good position in the international competitive struggle between metropolitan areas.

Ambition

"In 2025, the metropolitan region of Rotterdam and The Hague will be the international market leader in the design, development, manufacture and marketing of solutions in the area of sustainable living in a heavily urbanised delta region. In the region, coherent solutions will be devised, tested and produced for global logistic, energy, food and safety issues. "

Five trends

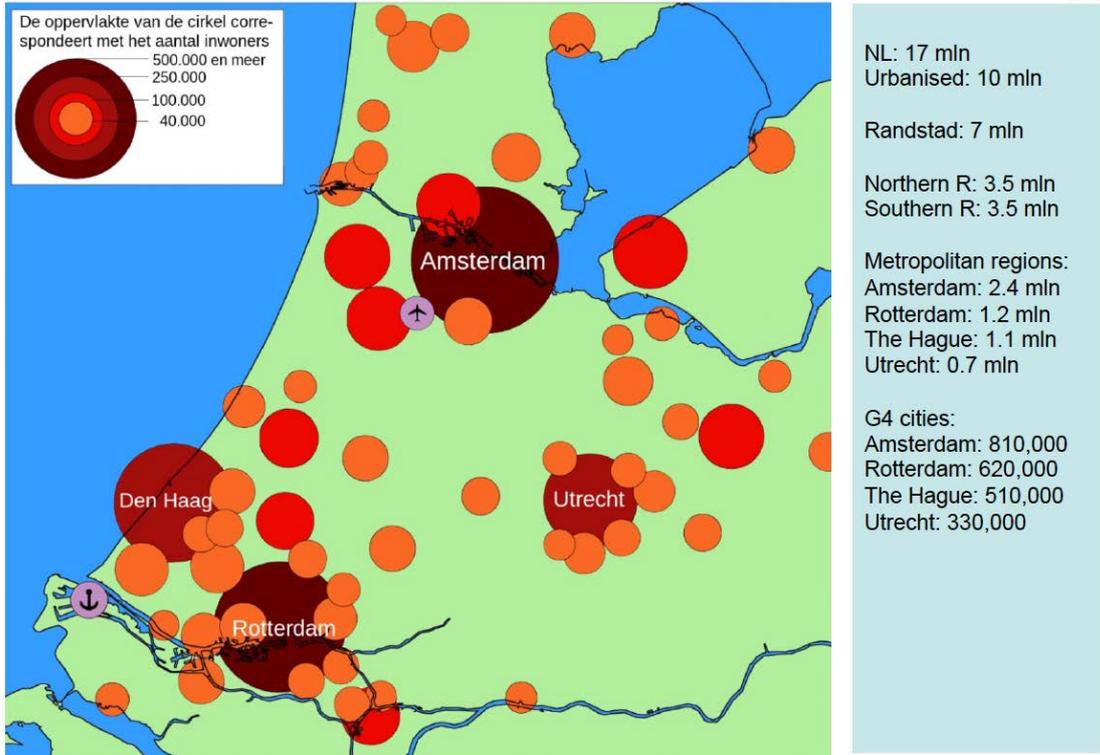
In spite of this good initial position, economic performance lags behind comparable regions in the Netherlands. The mrhd economy is growing less than in the metropolitan regions of Amsterdam and Eindhoven. The large cities in the mrhd are faced with persistent unemployment, far higher than the national average. In Addition, various important and dominant economic sectors are on the threshold of a major period of renewal.

Axis with all large metropolitan areas in the world, the mrhd is under the influence of a Determining number of global trends. These trends offer opportunities, and make it Necessary to take joint action. Five trends have direct influence on the economic future of the mrhd:

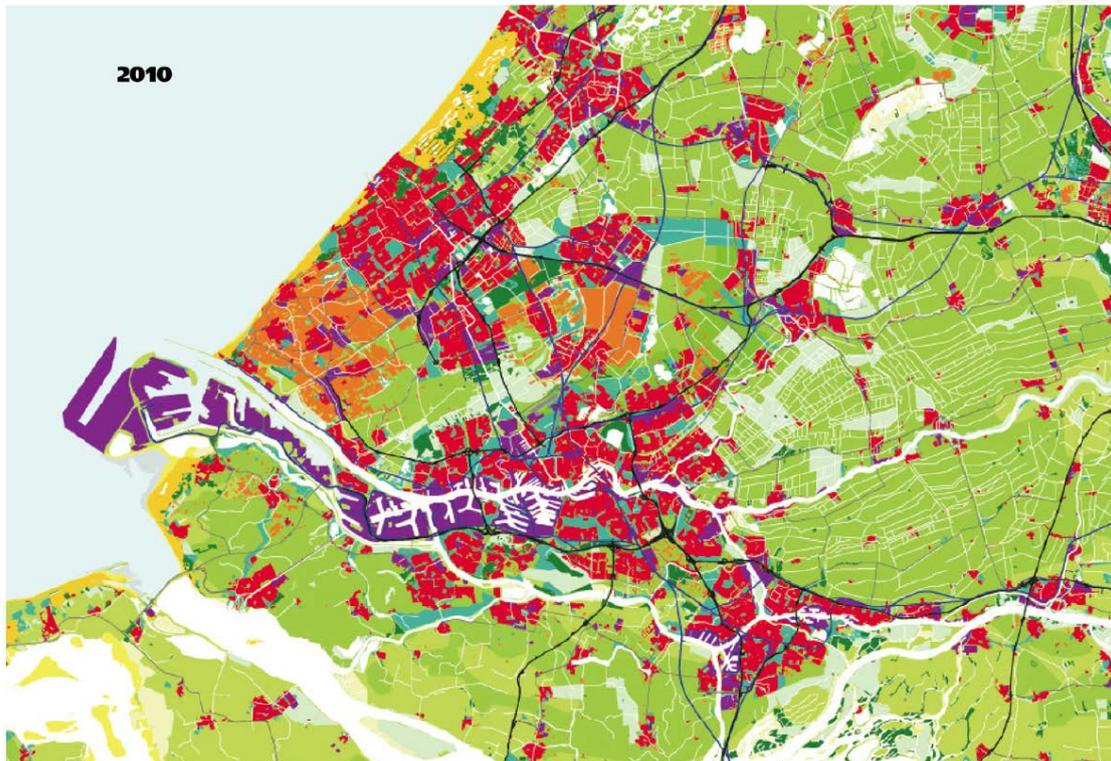
- **Metropolis formation:** the increase increasing Importance of municipal regions Means That the international competitive position of a country is no longer at the Determined national, but at the municipal / regional level. Now, the municipal regions compete, not the countries.
- **Knowledge economy:** the production and exchange of knowledge is playing an increasingly important role in economic systems. Effectively operating metropolitan areas are pre-eminently the places where knowledge is produced and exchanged. 3
- **The arrival of intelligent manufacturing industries:** new manufacturing methods are once more making it profitable to manufacture in high wage countries ", close to the sales markets. The emergence of robotics, 3D printing and industrial internet reinforcement applications this trend.
- **Ecologising of the economy:** managing raw materials and other resources economically is increasingly becoming an economic necessity. The transition to more sustainable manufacturing methods offers the bestaande industrial complexes excellent opportunities and major challenges.
- **The city as an attractive area of consumption:** the city and the surrounding area, with a rich offering of facilities and culture is increasingly the place where people want to Their live and to spend both free time and Their Money.

These five trends are fundamentally changing the playing field in which the Local Authorities in the mrhd must operate. The Local Authorities are using the Strategic Accessibility Blog and the Economic Business Climate Agenda to address the challenges and opportunities for this thesis region related to trends in the area of economic development.

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Rotterdam

<http://www.rotterdam.nl/DSV/Document/Stadsvisie/>

Rotterdam Urban Vision Spatial development Strategy 2030

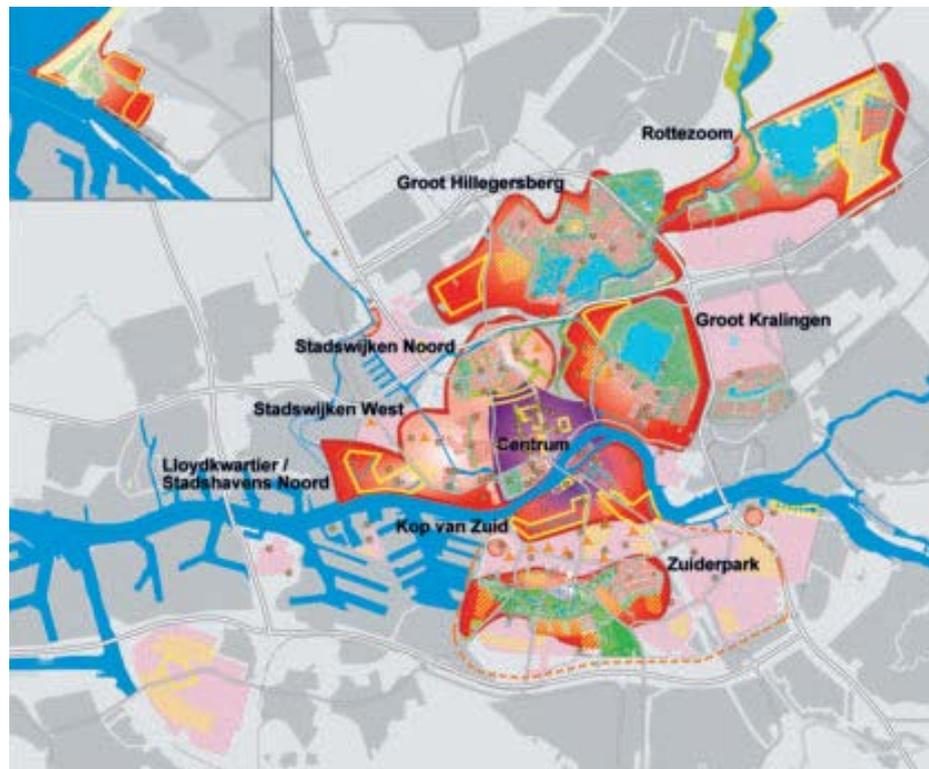
Rotterdam is constantly changing. The City is permanently working at its future. After the successful period of post war reconstruction Rotterdam continued enhancing its status as an international city on the river.

Its centre witnessed the appearance of the Erasmus Bridge and the Kop van Zuid. Since then, the city has been boasting a skyline unique in the Netherlands. On the edges of the city beautiful residential districts have been built, like Prinsenland and Nesselande. New entertainment venues, restaurants and festivals have turned Rotterdam into a place with a young, trendsetting image.

The coming 25 years the city will grow further. More than that, the development of the city must accelerate in order to strengthen its competitive position. This is the objective: at a rapid pace Rotterdam will pursue the course to become even more attractive to residents, companies and visitors.



Strategy for a strong economy



Strategy for an attractive residential city

Both objectives are inextricably linked; to be able to live in the city there must be good housing and suitable employment. Employment, in turn, thrives only when the city can offer favourable conditions for business development, quality housing including the accompanying facilities and public space: in other words, complete residential environments that meet the demands of housing consumers.

Rotterdam

<http://www.rotterdam.nl/stadsontwikkeling>

Spatial economic development

In the vision Rotterdam, Gateway to Europe', the main outlines for spatial economic development of the city until 2030.

Rotterdam, gateway to Europe

Second Maasvlakte

Rotterdam is the main port for an important part in the Rotterdam harbor, but also located elsewhere, such as in the heart and elsewhere in the metropolitan area. The Project Main Port Development Rotterdam, the Maasvlakte for 2010 can actually be executed, makes the port of Rotterdam can continue to develop.

Stadshavens

The transformation of the city ports is already underway, particularly in the Waalhaven and around the Rhine harbor. In the period after 2010, this development into gear. The transformation of the city harbors here focuses on the modernization and expansion of the port economy. The port-related knowledge and service economy, in light of both employment and international competition can develop targeted government incentives in the city harbors. On the north shore, in the Vierhavens- and Merwehaven area, Rotterdam aims at the realization of new, ground-living environments. Here is a wonderful opportunity for a unique build mixed urban environment with views of the harbor, right in the existing city.

Science Port Holland

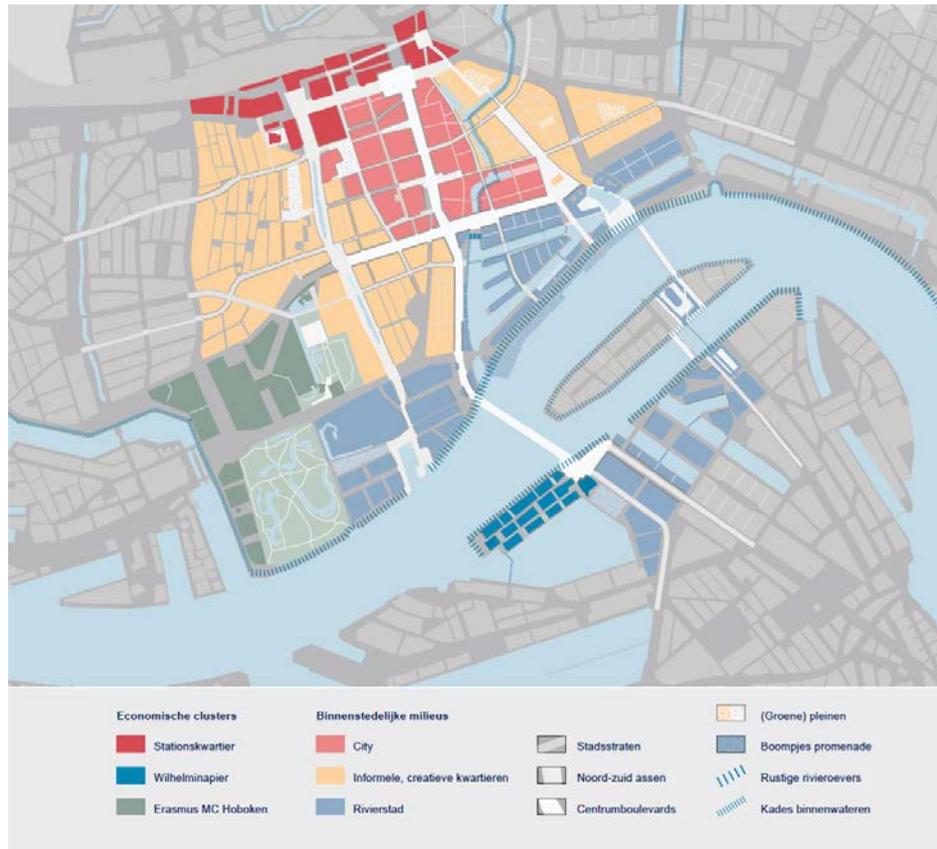
The third package of strategic investments is concentrated in the Science Port Rotterdam Gateway to Europe Holland. The Science Port is one of the prime locations in the Randstad for knowledge. Here are a number of industrial parks developed in the short term, where a mix of knowledge-intensive companies, such as international R & D, is going to settle. The power of the Science Port lies in the cooperation with the existing knowledge in the region (such as the universities of Delft and Rotterdam), the location near Rotterdam Airport and a good connection in the Randstad network.

Downtown - intensification and accessibility

The international trade and commercial center of the South Wing is located in the city of Rotterdam. The high quality waterfront of Rotterdam is a famous and unique venue. With the advent of high-speed railway station and proximity to business airport Rotterdam Airport, this international business and trade to develop. The medical cluster and the creative economy, two spearheads of economic policies, are in the center. Also there at various strategic locations such as on both sides of the Weena, still room for new offices, housing and facilities.

Attractive residential

An attractive place to live is a prerequisite for economic renewal. Rotterdam chooses maximizing the potential of existing urban areas.



City ambitions 2008-2020

What does spatial economic development?

The sector Spatial Economic Development (REO) is working on boosting regional development and investment in the city. We do this together with other authorities and market participants.

As a developer, our public sector Spatial Economic Development three tasks: to facilitate, influence and participate.

'Facilitate' means that we invest it more attractive to private investors in the city. We do this in part by working on the residential, living and business environment.

'Influence' means that we actively influence the spatial and economic development of the city. It may relate to areas that are strategically important, including downtown. An attractive center for example, is good for the image of Rotterdam. And a good image will attract new private investors. Thus provoked public money private investments. This also applies to the districts. Investments in the outdoor area may encourage property owners to renovate their buildings, which in turn has a positive impact, for example the atmosphere and the business environment.

By 'active participation' we mean that we develop ourselves, possibly in cooperation with other parties. You can think of projects that are too complex for market alone. Or to projects that are not financially viable for the market, but necessary for the city.



Rotterdam - Spatial planning in the new economic reality