

# Introducing..... .....Rotterdam!



IURC Meeting 30 september 2021

Richard van der Wulp | Jos Streng | Roeleke Seinstra



Gemeente  
Rotterdam

# IURC application initiated from Urban Development Rotterdam – Mobility Department

Richard van der Wulp  
Senior Policy Advisor and Developer

Sustainable and Smart Mobility  
International relations



*Has visited the wonderful country of Korea and found out about the story of Hendrik Hamel.*

Jos Streng  
Senior Policy Advisor and Developer

Sustainable and Smart Freight Mobility  
International relations



*Admires Korean skills in speed skating and archery*

# Geography

Netherlands:

33.000 km<sup>2</sup> | 17.3 million inhabitants | #2 population density in EU

Rotterdam Metropolitan Region:

2.400 km<sup>2</sup> | 1.2 million inhabitants | 8000 / m<sup>2</sup> in Rotterdam  
Most multicultural city of the Netherlands: 175 nationalities

Rotterdam Port – Gateway to Europe

Gateway to Europe: #1 in Europe, #10 in the world  
436,8 mln tonnes total throughput

Rdam region incl. port responsible for 20% national CO2 emissions!



# What can we bring to the IURC-table?

- Policy fields in which we are active and actively interested: urban planning, mobility, air quality, energy efficiency and sustainability
- Our specific interests for the exchange are in the fields of sustainable and smart urban mobility & city logistics
- Relevant policy documents (SUMP, Roadmap ZE City Logistics, RMA, NEM) are also available in English.
- Rotterdam's strong local and international network of public and private partners
- Our mayor (we are very proud that he recently received a prize for *the world's best mayor* !) is motivated promotor of sustainable urban development and international knowledge exchange between cities



# Goals we hope to achieve through the programme

- **To learn** how a partner city approaches the same matter, and which elements of this approach could be adopted by Rotterdam and how we can learn from each other.
- Opportunity **to showcase** in the Republic of Korea the approach we take to making mobility and transport more sustainable, and to operationalizing the mobility's sector to meeting the Paris goals at city level.
- **A joint project** that would support our emission and mobility targets.
- Create the basis for a more **long term partnership** with Busan, parallel to sister port relations, with the aim of also stimulating exchange in priority areas other than mobility.
- **Stimulate K2K cooperation** between Rotterdam and Korea: our knowledge partners have extensive relations with partners in China and Singapore, but as city administration we also would like to open more doors with them in Korea.
- A **boost to trade and investment** relations between Rotterdam and Korea.

An aerial view of Rotterdam, Netherlands, at sunset. The sky is filled with warm orange and yellow clouds. In the foreground, there are several multi-story brick buildings with dark roofs and many windows. In the background, a modern city skyline is visible, featuring several tall, dark skyscrapers and a prominent white cable-stayed bridge. The text "Rotterdam. Make.It.Happen." is overlaid in the center in a large, white, sans-serif font.

# Rotterdam. Make.It.Happen.