

Rotterdam's Pledge to the EU Pillar of Social Rights

A stronger Europe is achieved with the participation and involvement of all of its residents. In Rotterdam, our focus is on ensuring equal opportunities, particularly for vulnerable neighbourhoods and groups. We strive to build a more inclusive and cohesive city where people have good quality of life and succeed together. Rotterdam contributes to a more inclusive Europe by providing active support to employment.

Commitment to principle 4 'Active Support to Employment'

Rotterdam provides support to employment regionally, locally, and in specific areas. With this pledge we would like to highlight the area based approach. The National Programme Rotterdam South (NPRS) is a unique programme that addresses socio-economic problems occurring in Rotterdam South, particularly in the districts of Charlois, Feijenoord and IJsselmonde. The problem of multiple deprivation in Rotterdam South is at a level that is unprecedented on a Dutch scale. The goal of NPRS is to eliminate the backlog of Rotterdam South and to improve performance on socioeconomic indicators. Improving the business climate and utilising the labour potential of Rotterdam South will uplift the area. Residents will be closer to the labour market, have better access to quality services and will benefit from an improved living environment. This vision has led to a unique cooperation with state actors and non-governmental organisations which cooperate to improve the economic well-being of Rotterdam South and its residents. With the commitment of the municipality, national government and other partners we aim to transform Rotterdam South to be on a comparable socioeconomic level with Rotterdam and other urban areas in the G4 by 2030.

The programme has five pillars: education, work, housing, culture and safety. Welfare dependent jobseekers and young people are central to the pillar of work. Improving the economic well-being of Rotterdam South and its residents are at the center of Rotterdam South's transformation. Our ambition to create a new employment perspective for Rotterdam South is three-fold:

1. Stimulating entrepreneurship and investing in high performing sectors in the region, which are: energy, chemical logistical, water and creative industry.
2. Developing the area to enable growth in the technology and care industry.
3. Utilising the full labour potential on Rotterdam South. A) by matching unemployed residents with suitable work, B) by developing talents of the residents, specifically by investing in demand-driven education and the prevention of school dropouts.

The municipality is the central actor in the development and implementation of policies addressing socio-economic disparities. NPRS' implementation programme is reviewed every four years to renew agreements and adjust the programme. We are currently in the third four-year action plan, running from 2019-2022. The city of Rotterdam and the Dutch national government have allocated an additional investment of €260 million for improving performance in education and employment and creating a safe environment, rich in culture and good quality housing. Results from the previous action plans indicate that the conditions in Rotterdam South are improving and that our efforts are effective.

The city is providing active support to employment in Rotterdam South and will invest €65 million (2019-2022). Of this total amount, €33 million is staff salaries, €24 million is funded by the national government (Regiodeal), €4 million by ITI ESF, and €4 million by ITI EFRO.

Richard Moti



Vice Mayor for Work, Income and National Program for Rotterdam South
Rotterdam, January 2020