

**JAN**ROTMANS

# Change of Eras: what does it mean for Rotterdam-The Hague?

Lille, 10 Oktober 2016



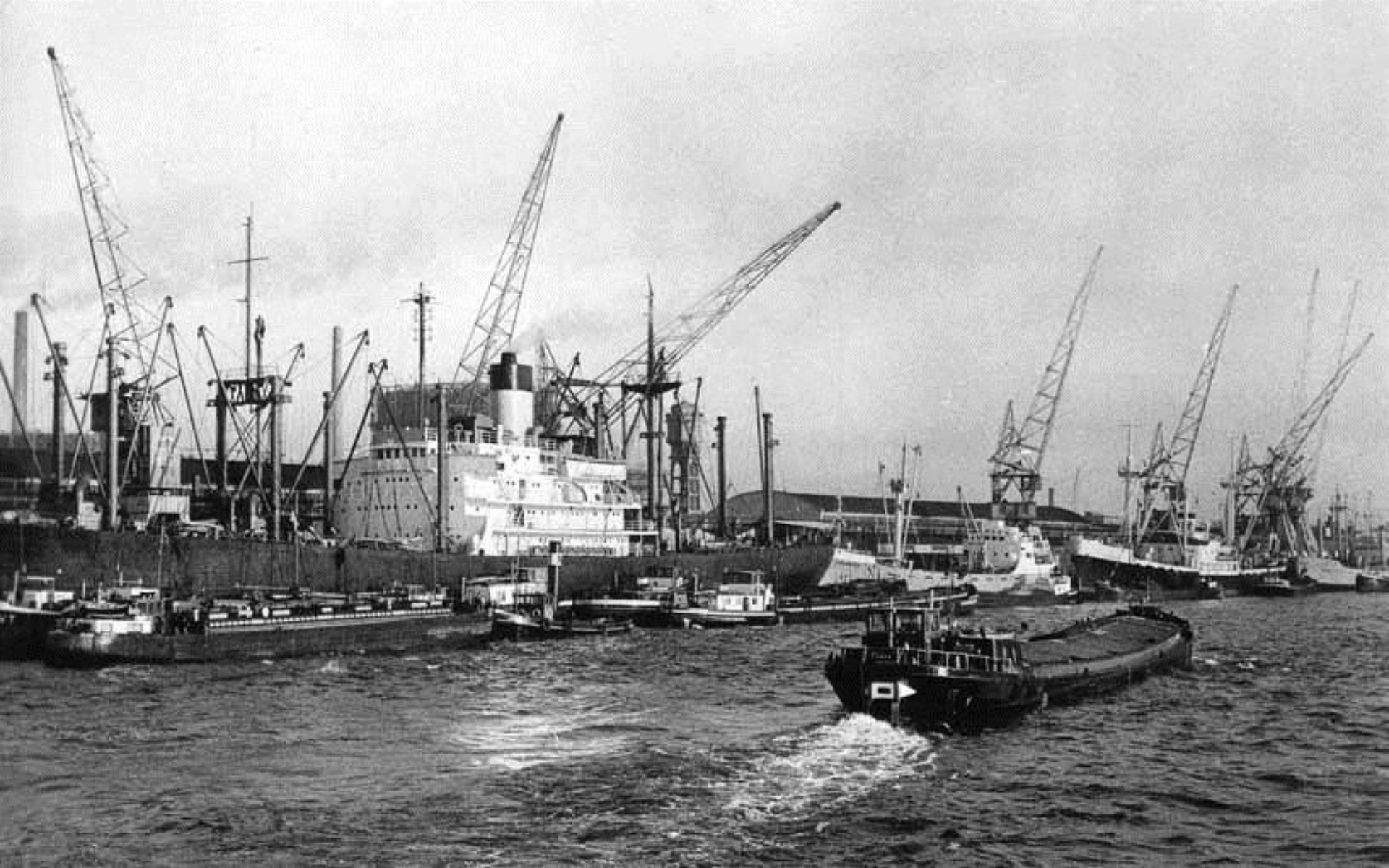
[twitter.com/janrotmans](https://twitter.com/janrotmans)

“

We do **NOT** live in an era of change,  
but in a change of eras

”





## 19th CENTURY

- Industrial Revolution
- Fear for machines
- Technological Optimism
- Long-lasting turbulence
- Social inequality
- Marx



## 20th CENTURY

- Digital Revolution
- Fear for robots
- Technological Optimism
- Increasing turbulence
- Social inequality
- Piketty



# **ECONOMY 3.0**

# Economy 3.0

sharing economy

digital economy

circular economy

maker-economy

robot-economy

biobased- & green economy

# New Manufacturing Industry

digital revolution in the manufacturing industry

fundamental change in:

*how we make things and who makes things*

everything can be made on a pc!

*everybody turns into a producer*





**WHAT DOES IT MEAN  
FOR OUR REGION?**

# Gemeenten in MRDH



# MRDH Region

2.2 million people

1 million houses

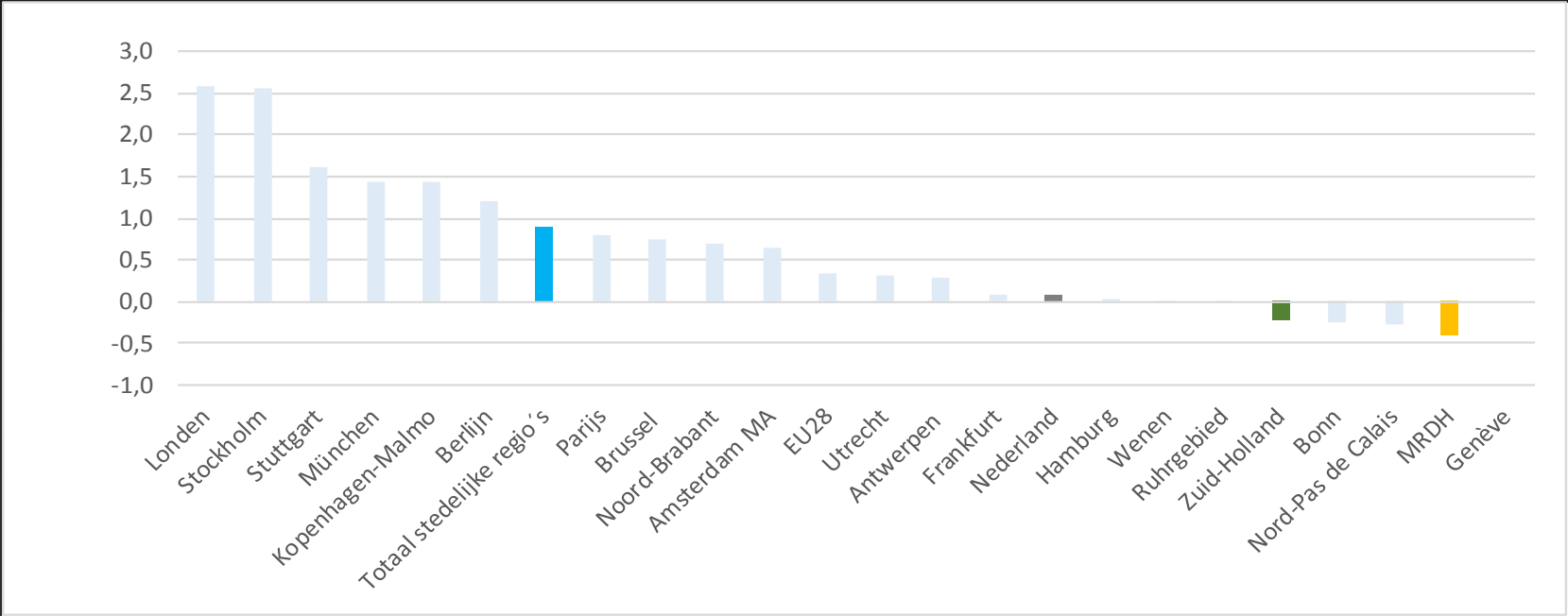
12 million m<sup>2</sup> office space

3.3 million m<sup>2</sup> retail spaces

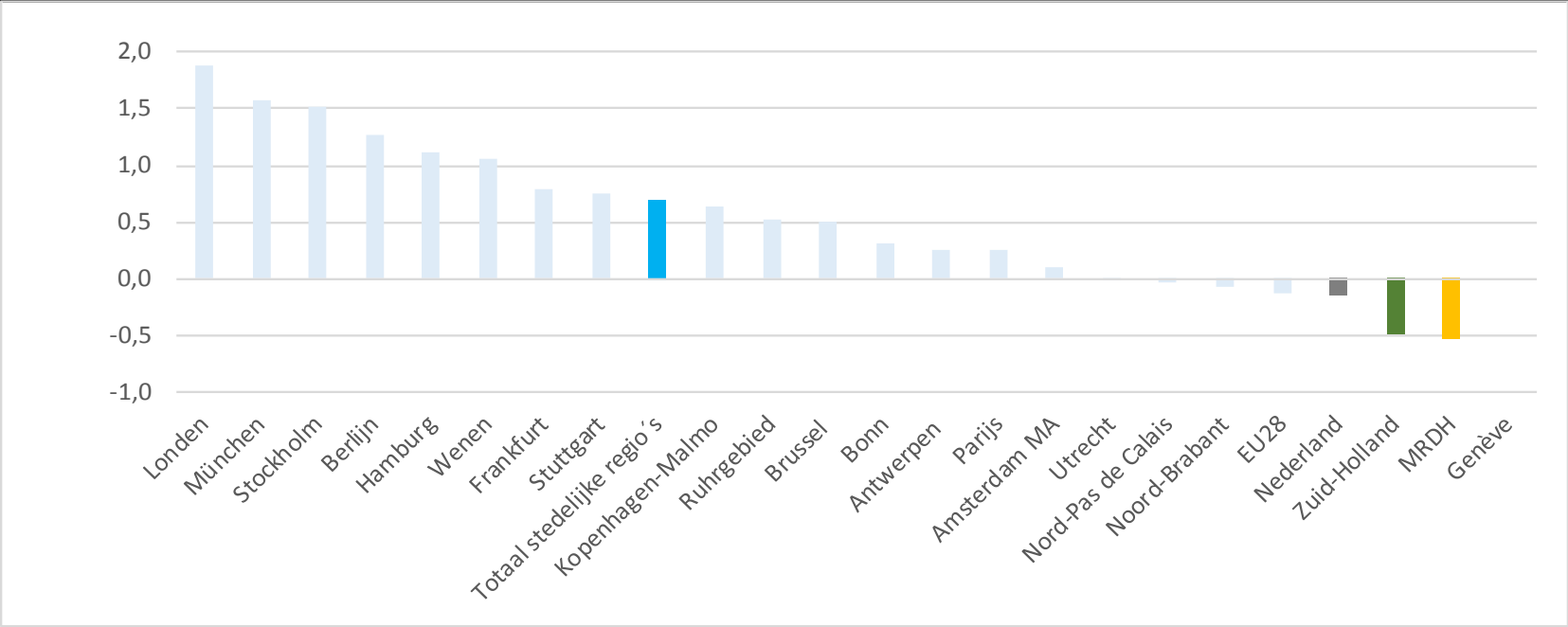
3.800 ha business area

**URGENCY**

# Growth of BRP in European Regions from 2009-2015



# Growth in employment in European Regions from 2009-2015



# DNA of Port of Rotterdam

Large Fossil Port (black) and Petrochemical Industry (red)





# Fossil Mausoleum

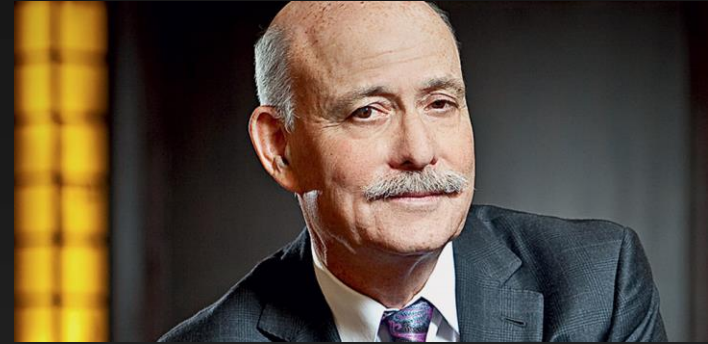




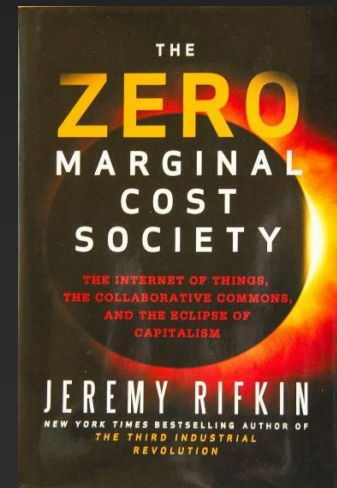
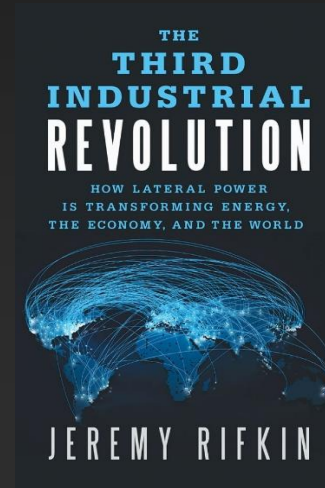


# UNIQUE CHALLENGE

RECONSTRUCTION 2.0 AFTER 2ND WORLD WAR



# Inspired by Jeremy Rifkin



# ROADMAP NEXT ECONOMY

# 5 Transition Pathways

- Digital Gateway
- Smart Energy
- Circular
- Entrepreneurial Region
- Next Society

# Ambition

towards and inclusive society and a  
zero carbon, zero waste economy

**How to accelerate the transition?**

# Diverse impulses

financial impulses

juridical impulses

institutional impulses

mental impulses



# Financial Investment

digital infrastructure	50 billion euros
smart energy infrastructure	30 billion euros
social innovation & education	10 billion euros
5 innovation campusses	10 billion euros
Total	100 billion euros

**It is the software stupid!**

# Legal Investment

70 juridical barriers for the circular economy

Region as a Rule-free Zone

Transition Law

# Connecting Old & New Economy

3D-Printer

maritime industry

app-development

containertransport

biorefinery

biopolymers in harbour

manufacturing industry 3.0

old harbour areas

elektron. Waste upcycling

old harbour areas

# Mental Shift

big story for our region

where do we earn our money with in 20 years?

what kind of society do we want to live in?

# Harvest

roadmap for next 10-20 years

investment strategy

projects & business cases

tripartite governance model







**Everybody said it was impossible  
until somebody stepped by  
who didn't know that**