

GROUP 1:

Southwing.city.net

Considering the future Development of the South Wing Region in the Netherlands from a global and local Perspective – Ideas for southwing.city.net

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Future Cities will be important not only quantitatively, but they will also play a growing leadership role as nodes that articulate and organize the global society. Today, the real economic competition exists not among countries, but among cities and regions because they have the capacity to provide greater competitive advantage to the business and quality of life and opportunities to the persons located within them.

South Wing as one of the main regions in the Netherlands is facing the same global challenge. To maintain its global role, South Wing needs to strengthen its economic competitiveness in the 21st century. Thus we, as participants of the Young Planning Professionals' workshop of ISoCaRP 2005, were challenged to use our creativity, technical ability and professionalism to reinvent a planning and governance scenario that may be capable of increasing the international competitiveness of South Wing-Randstad.

*To define their future, city-regions need a vision, creative leadership and a mature civil society. Therefore in developing the scenario, we began with proposing a new vision and initiative for the South Wing region, instead of being concerned only by the physical appearance of the region. We started by understanding the position of Randstad in the global city's competition and continued with a quick scan of the strength and the unique potential of South Wing and later came up with a conceptual proposition of **southwing.city.net** to enhance the competitive and sustainable future of South Wing. A conceptual idea based on regional and global connectivity, creative economy and sustainability principles: combining innovative economic development with social inclusion and care for the environment.*

Positioning Randstad

Exploring the South Wing, we cannot neglect the fact that this region is part of the Randstad, one of the largest urban agglomerations in Europe¹. Randstad consists of four major cities in the Netherlands, with about 7.1 million inhabitants (almost half of population of the Netherlands). Furthermore, it is also a key region in the Netherlands - the administrative, cultural, social and economic heartland of the country. Each main city in Randstad has a special role: Amsterdam is the financial center, The Hague is the political center and Rotterdam is the logistical center.

To survive this globally competitive world, it is important for the cities to stay internationally attractive for the economic activities and innovative in generating new economic entrepreneurship. The Dutch ministry of spatial planning understands this challenge, thus in the new national spatial strategy, economy plays a major role; the urban development, infrastructure and economic activities will be subject to a location policy and an urban compaction in the Netherlands².

In 2003, Amsterdam (as the financial center of Randstad) was at the 5th position as best European cities to locate a business after London, Paris, Frankfurt and Brussels³. Nevertheless, the latest report of European Cities Monitor 2005⁴ showed that Amsterdam's 5th position has been overtaken by Barcelona. This fact is alarming; therefore Randstad needs to become more dynamic, innovative and creative in exploring its potential, to improve its competitive position in global ranking.

¹ <http://en.wikipedia.org/wiki/Randstad>

² <http://international.vrom.nl/pagina.html?id=7348>

³ Cushman & Wakefield/Healey & Baker (2003), European Cities Monitor

⁴ Cushman & Wakefield/Healey & Baker (2005), European Cities Monitor

Unique Potentials and Key Actors

South Wing province as part of the Randstad region needs also to contribute in improving its quality in this sharp global competition. This province is one of the most densely populated and industrialized provinces of the Netherlands (1,220 inhabitants per km²). It is home to 3,5 million people in an area of 2,900 km². The major cities of Randstad, namely The Hague and Rotterdam are located here.

In developing the future scenario for South Wing region, it is important to recognize the strength of this region. In a quick scan, we identified several unique potentials; firstly the **Port of Rotterdam**, the largest port in Europe; secondly, the **national and international political centers in The Hague** (the administrative capital of the Netherlands and the seat of International Court of Justice - World Court); and thirdly, various **knowledge centers**, e.g. three sophisticated universities in Leiden, Delft, and Rotterdam, the Netherlands Organization for Applied Scientific Research 'TNO' laboratories in several places (such as Delft, Leiden, Rijswijk, etc), the ESTEC (European Space Research and Technology Center) in Noordwijk and also various other innovation centers and green-ports. Moreover, its polycentric urban structure, criss-crossed by a busy network of roads, railways and waterways, adds a unique spatial characteristic to this region.

The key actors and their relations is the driving force in the future development of the South Wing region. There are many potential key actors involved in the development of South Wing, such as the port, the cargo industry, the trading and service industries, national and international politics, as well as research and education institutions. The free market is an excellent instrument to regulate the economy, and to stimulate the creativity and productivity of the actors. However, it is not an efficient mechanism for the organization of the future city-regions. Therefore, planning is an important instrument to guide the key actors in the achievement of one common goal, and it can provide creative spaces to these key actors to contribute to the regional development.

Ideas for the South Wing

During the workshop, the group developed several ideas aiming to promote a sustainable and successful development of the South Wing region. These same ideas are grouped in four thematic abstracts for a

better understanding. Making use of a very up-to-date language, these approaches can be summarized by: **southwing.city.net**.

TOP 1 - The South Wing – A Network of Cities

Regarding the scale of the South Wing region, compared with other European metropolitan areas, it clearly has the dimension of a larger city agglomeration. This thought might be the first step to understand the South Wing Region as one unity that needs a common development approach.

Even though it can and should be understood as one region, it consists of several cities with individual functions and potentials. The main focus should be to understand and organize these different functions in order to reach a sustainable economic structure of the region. If cities are aware of their individual role they play in the network of cities, progress and development can be formulated more easily and a straightforward development might be easier to reach.

Transportation

One approach towards this might be to reconsider the issues of (public) transportation within the region. Today, cities might not be linked with each other the best way possible. Having the aim to make the region's inhabitants realize the South Wing as their region, a consistent system of transportation should be conceived. This means that accessibility should be enhanced for those who need to travel within the region, the polycentric structure of the region in contrast is able to minimize the need to travel. Comparing the region to a larger city, a coherent network of transportation is fundamental to make the perception of the region possible.

Business networks

At another level, connectivity plays an important role when it comes to the exchange of knowledge and business networks. As previously analyzed, several knowledge centers already exist, a forward thinking political and economically focused approach to enable a broad exchange and cooperation amongst these could also contribute to establish the thought of one region of knowledge and business – the South Wing region.

Common marketing

Last but not the least, the perception of the area of South Wing as one region does also need several efforts of forward thinking marketing activities. For example one common calendar of events, common publications (like the recently published magazine “Qualitime – The Southwing Magazine”), coordinated event management, common presentations of the city network at domestic and international trade fairs can contribute.

TOP 2 – The South Wing – A Center of Logistics

Airport and port as the key of territorial development

The new territorial dynamics related to globalization implies an increasingly development of air transport. The airport becomes the center platform of exchange and distribution, which is essential like a true pole of development of new productive functions related to globalized flows. Services for passengers and goods do not depend any more on only airport sites, but fall under a territorial logic link to various competences of the metropolis. In this context, local, public and regional governance must aim at more, not regarding the airport as an infrastructure of transport but as an essential instrument of metropolitan development.

Three large fields of action can be distinguished. First of all, an axis which acts on questions related to logistics and transport of people and goods. The central problem here is the reorganization of territories, which these new activities imply. A second axis of work must base itself on the centrality of the airport as a crossing point and center of diversified activities. It can be posed here, firstly, the question of the relation area-airport and its more or less great autonomy with respect to the surrounding space. The third axis must support a narrower approach between urban and regional insertion of the airports, with regard to the cities of the airport site as well as the whole of metropolis, with a particular insistence on the territorial development. The interrogations on the governance cross the three axes and are particularly acute for the last.

This same analysis is also valid for the ports. The goal is to make them play their real role with these great infrastructures of communication and logistics in the territorial development of their sat's area. Ports and airports should not be any more only immense platforms functioning only in international and national logic, completely disconnected of the citizens,

the elected officials and of the territories which surround them. From now on, they must be forces of attractiveness and economic dynamism for the areas that host them. In the same way, they must play a part of union in the partnership and collaboration between areas neighbours within the framework of the creation or the reinforcement of the metropolis' capacities.

Economy and technology as complementary and innovative activities for port and airport

It is in this spirit that we suggest, at the level of the South Wing area, that the port of Rotterdam and the airport of Schiphol, in parallel with their functions of transport and logistics, may acquire an economic and technological vocation. This transformation will allow them to attract companies and centers of technological innovation, which can generate employment and a new image with the aim of developing the competitiveness of the South Wing area.

On the other hand, air transportation and volume of the goods transported in the world will continue to develop at a very fast speed. At the same time, the competition between ports, airports and areas will happen favouring those that will not only be able to provide great logistics and transport capacities but also capable to answer to the people's needs (employment, residences, services, quality of life etc..) and companies' requests (spaces, qualified people, services of support to companies etc.).

A new strategy based on the concentration of cargo activities near Rotterdam port

To harmonize and provide more rationality to the development of the logistic activities in the area, we suggest grouping them by the creation of a new specialized airport Cargo in front of the port of Rotterdam. This strategy may allow Schiphol airport to concentrate on the activities concerning passengers' transportation and development of services and at the same time to find necessary space for its extension. Hence, this strategy will have the effect to decrease appreciably the air traffic and the airplane's noise around the residential areas under the lines of flight.

A new compact airport - built in front of the port entrance on artificial lands - will thus have to be created next to Rotterdam port and new railway lines to reinforce existing lines for cargo transport from Rotterdam towards Amsterdam.

The advantage of this strategy for Rotterdam is to be able to diversify its transportation capacity (boats and planes), to reinforce its position of leader and especially to be able to attract new enterprises and to develop new services for enterprises that will improve considerably its cluster and its innovation capacity.

A strong dynamics of collaboration between political regional leaders and port – airport leaders

Authorities of Rotterdam port and Schiphol airport must work in cooperation with the elected officials of the area to set up regional projects of economic innovation. These projects' contents, means and goals should be discussed and shared between all the communities of the area and all the local forces (private, associations, inhabitants, corporations etc.). It will be a question of propelling a new mobilizing regional process which positions the port and the airport at the heart of the territory, which become crucial vectors for the economic promotion of the area and for the creation of a multiform pole of innovation.

In brief: it is by reinforcing collaboration and partnership between Rotterdam port and Schiphol airport; it is by reinforcing the links between the elected officials' areas, the persons in charge of the economy and the leaders of the port and of the airport; it is by building a climate of confidence between the latter and the population that surround them; it is by including the port and the airport in the great projects of development not only at national but also at regional levels - that these great infrastructures will be able to face effectively the great challenges which wait for them, contributing largely and durably to the competitiveness of the South Wing area in Europe and in the world.

TOP 3 - Creativity & Innovation for the South Wing

In order to improve the region's performance in today's information-based and knowledge-driven economy, the South Wing Randstad strategy must be capable to promote and mobilize its territorial key-players, ideas and resources to a decisive challenge concerning creativity and innovation.

In fact, current evidence shows that the economies which will succeed in the near future are, undoubtedly those which are based on the quality and skills of its workers, employers and scientists - its capacity to adapt quickly

and effectively to change and its ability to generate new processes or products. On the other hand, as culture becomes a critical dimension, artists, immigrant communities and civic leaders, play a decisive role in the societal innovation process. Actually, creativity seems to flourish from the confluence of three T's - Technology, Talent and Tolerance.

In this manner, a dynamic creative economy, with people 'taking the center stage', needs a solid infrastructure able to support the production and transmission of ideas, what Florida calls "a social structure of creativity"⁵. This infrastructure should include: new systems for technological creativity and entrepreneurship (ex. better venture capital system and technological transfer processes); new and more effective models for producing goods and services (ex. the creative factory and the subcontract manufacturing models) and a broad social, cultural and geographic milieu conducive to creativity of all sorts.

Considered an effective multifunctional region, the South Wing is composed by diversified centers, each one with its specific identity and dynamics. Rotterdam, for instance, with its cosmopolitan profile, has an important business atmosphere hosting Transnational Corporations headquarters, specialized producer services and Small and Medium Enterprises. Moreover, the city's vibrant artistic and multicultural lifestyle with its artists' collectives and Non-Governmental Organization's global network, also ensure the city an innovative milieu where creative industries and start ups can emerge, stand and prosper. Likewise, Den Haag best-known as a political and diplomatic center is also located at the crossroads of tradition and modernity, with its jewellery industry, famous fashion houses, *couturiers*, antique shops and galleries.

In both areas, a creative urban environment must be built or regenerated to host the *nouvelles* industries. The new 'creative class' is drawn to a particular quality of place. Hence, such spaces to be attractive should require thick labour markets (to appeal to this creative group with different interests), alluring lifestyles, vibrant social interaction, diversity, authenticity and identity⁶.

Development spaces might become available as more and more port activities are pulled out of the inner-city port area of Rotterdam, leaving behind a unique urban space along the waterline. These might become

⁵ Florida, R. (2002), *The Rise of The Creative Class*, New York, Basic Books

⁶ *idem*

interesting spaces for the 'spaceless economies' such as research and development, entrepreneurs and IT-companies. In these areas they can set a new 'home'.

On the other hand, under an efficient Regional Innovation System - R&D clusters, Science and Technology Parks and universities can play a critical role in the creation of innovation flows and in the overall regional dynamics. The city of Delft, world renowned knowledge center with its Technical University and knowledge intensive industries together with the prestigious academic city of Leiden, constitute crucial poles and key-actors capable to unleash the region's scientific potential.

In fact, the current regional creativity-oriented strategy must be based on an effective network communication system – **southwing.city.net** – across the economy, between its several cities, mobilized key players and sectors (science and technology, education, arts and culture, entrepreneurial and civil society). Thus, reinforcing the regional connectivity and strengthening its 'social structure of creativity' a powerful innovation flow can emerge and diffuse, contributing to a more competitive economy, capable of a sustainable growth, with more and better jobs and greater social cohesion⁷.

TOP 4 - Sustainable Development in the South Wing Region

The concept of sustainability has been part of our lives since the Brundtland Commission was published (1987) the document called "Our common future"⁸, when the questions related to the environment had started to appear among the main concerns of the globalized world.

In 1992, the arguments of the Brundtland Commission were strengthened by the principles established in the Conference on Environment and Development⁹ in Rio de Janeiro. During this Conference a detailed

⁷ Rodrigues, M.J. (2003), "European Policies for a Knowledge Economy", London, Edward Elgar

⁸ Brundtland, G. (ed.), (1987), "Our common future: The World Commission on Environment and Development", Oxford, Oxford University Press.

⁹ United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro, Brazil, 3 to 14 June 1992.

document was consolidated and recognized as the Agenda for the 21st Century.

After ten years, in South Africa, the concerns with the environment were once more confirmed and widespread for a sort of instances, mainly those related to the economic development. The concept of sustainability has been going through a transition from the idea of conservation to the concept of interaction between human and environment, balancing what it must be sustained and what must be developed in different scales of acting. From local initiatives to global effects in the long run. In addition to the concepts of sustainability and globalization, emerged the conscience of "being part of the world", as its cause and consequence.

Introducing the concept of sustainability in the project **southwing.city.net**, we are taking into account the three pillars of the sustainable development: economy, society and environment, introduced by the Conference of Johannesburg, South Africa¹⁰. Considering the local characteristics of this Dutch region, we identify the key actors as well as the potentialities to be developed, such as its logistic condition, led by Rotterdam, and the cultural and economical complementary diversity of the cities that compose the South Wing region.

In addition, the conceptual idea of **southwing.city.net** takes into account the role of this region in different scales: regional, national and global, in order to enhance the international economic competitiveness searching to achieve important goals such as innovative economy and more attractive social and cultural environment. The strengthening of its economic potential, based on the multicultural characteristics of its inhabitants and on the quality of its environment is the basis for the balance between landscape and urbanization.

Thus, for each pillar we pointed out some actions and intentions of project.

Economy:

- Inclusive economy
- Innovative knowledge economy

¹⁰ World Summit on Sustainable Development (WSSD), held in Johannesburg, South Africa from 26 August to 4 September 2002.

As a main effort for a creative economy, the proposals try to integrate knowledge and innovation, taking into account an inclusive economy for all levels of society.

The strengthened port and airport activities are driving forces to promote the logistic potential of the region. This can be considered as a motivator of the synergy and the connectivity of the cities, towns and villages as well as the promoter of the improvement of the image of the region as a gate from/to the world. This is benefiting and reinforcing the potentiality of articulating flows through the economical networks, but also generates actions to a more attractive living environment.

Environment

- Water Management
- Agriculture
- Sustainable mobility
- Pollution reduction

Integrated in the economic development, environmental sustainability issues must be taken into account, especially those related to agriculture. These issues should stimulate the agricultural development by means of innovative procedures that allow the growth of the productivity at the same time preserving the landscape and the image of world green heritage. Associated with the aspects of protection of the green areas, the potentiality of this specific landscape should be also developed as a differentiated space for living, especially considering the pretense of the water.

More convenient residential spaces can be achieved by a better organization of transportation means. As suggested earlier, moving cargo flight to an off-shore airport in front of Rotterdam Port provides more space to the development of cargo business and at the same time enhances living conditions in the densely populated Schiphol airport surroundings.

Social & Culture

- Human rights
- Solidarity on a local and global scale
- Multi-cultural interaction
- Quality of life

- Digital inclusion
- Sustainable demography
- Medical care

It is essential that the social and local cultural aspects should be taken into account as main issues for economic development regarding environmental cares. Considering that, the **southwing.city.net** also aims at creating a center for development of human resources in a global repercussion, aggregating the headquarters of the most important NGOs responsible for the social, economic and cultural development programs in different global realities being an example of diffusiveness of digital inclusion, international solidarity, multi-cultural interaction and human rights.

Thus, to be a logistic pole articulating the port, the airport, the cargo industry, the trading and service industries, the politics, and the research and education institutions in a regional, national and global levels, it is important and necessary that economy, environment and society walk along together.

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