PARTNERSHIPS HAVE POWER

METROPOOLREGIO
ROTTERDAM DEN HAAG
IN BRIEF

A PLEASANT PLACE TO LIVE COUNTS WHEN BUSINESSES, INTERNATIONAL OR LOCAL, ARE LOOKING TO (RE)LOCATE

Powerful partners: 23 municipalities are joining forces, knowledge and skills to create a strong economy

#INNOVATING THE ECONOMY, #INNOVATING CONNECTIONS, #INNOVATING ENERGY, #INNOVATING THE CITY AND ITS ENVIRONS

Better accessibility for residents, visitors and business traffic

A SUSTAINABLE AND INTERNATIONALLY COMPETITIVE REGION
METROPOLITAN REGION ROTTERDAM THE HAGUE:

A REGION THAT COUNTS

The metropolitan region Rotterdam The Hague is an urban metropolis comprising 23 municipalities, a population of 2.3 million and employment for 1.2 million. 13.5% of Dutch people work here, representing 15% of GDP. Every town and village has an identity of its own but partnerships are forged to strengthen the region’s economy.
Greenport West-Holland, Mainport Rotterdam and The Hague as the international city of Peace and Justice lend global status to the metropolitan region. International links are present through the Mainport, the High Speed Line HSL, Rotterdam The Hague Airport and Schiphol close by. Moreover, the metropolitan region has the knowledge for today and for the future in its grasp provided by leading European universities, universities of applied science and many senior technical training institutes.

A GOOD PLACE TO LIVE, WORK AND PLAY

A metropolitan region is more than a place to live and work. What also counts is the natural environment, like the iconic images of the seaside and beaches and peat pasture land, the extensive network of bicycle routes, the innumerable recreational amenities, historic towns and a diversity in housing that go to make the region a great place to live. Opening up the metropolitan region means opening up the future for the people who live and work here which is why 23 municipalities are developing an advanced and innovative public transport system.

WHAT DOES THE METROPOLITAN REGION ROTTERDAM THE HAGUE WANT?

All over the world more and more people are migrating to cities seeking work. Digitalisation has taken off and international competition is keener than ever. In the next few years almost half a million newcomers will arrive in the metropolitan region. They will be looking for homes – 240,000 in the southern Randstad agglomeration – more jobs and better accessibility. Besides housing, the challenge for municipalities in the metropolitan region is to innovate the economy and to ensure that work and homes can be reached easily.
Employment has to be stimulated, existing public transport connections must be optimised and new ones created. What’s more a transition is need in energy use. Fossil fuels are running out so alternatives are needed that have less impact on the environment. Public transport has to become more sustainable and CO₂ emissions from traffic must be reduced.

The metropolitan region: an urban metropolis set in an attractive landscape with an infrastructural network linking residential centres with work locations and amenities
**POWERFUL PARTNERS**
The cooperation between 23 municipalities ensures that the metropolitan region Rotterdam The Hague is a good place to live, work and spend your leisure time. Where (international) companies can locate to and where visitors feel welcome.

**PARTNER MUNICIPALITIES ARE:**

**BETTER USE OF OPPORTUNITIES**
These are not tasks that towns and villages alone can tackle as worldwide partnerships between them bear witness. They are coming together to form metropolises that can cope effectively with international competition. Research at home and abroad – by the OECD down to individual professors – point to the advantages offered by 23 municipalities working together in the metropolitan region. Joining forces, knowledge and skills create a strong economy and create new jobs. The municipalities are taking up the challenge together with business and industry, knowledge institutes and other authorities.

The Metropolitan Region Rotterdam The Hague aims at being a sustainable and internationally competitive region.
FACTS AND FIGURES
METROPOLITAN REGION ROTTERDAM THE HAGUE

Population
2.3 MILLION

Gross National Product
€ 103 BILLION

MAINPORT ROTTERDAM
Biggest port in Europe with cargo traffic of 466 million ton. By way of comparison Amsterdam has 97 million ton, Antwerp 208 million ton.

CULTURE AND RECREATION
More than 10,000 Dutch national monuments, ten nature and recreation areas, historical fortified towns such as Brielle and Hellevoetsluis, the South Holland Delta, 135 festivals a year and 129 museums. As well as Blijdorp Zoo, Duinrell Amusement park, De Uithof multi-purpose sports and entertainment centre, Madurodam miniature Holland, Spido harbour tours and cruises, Euromast, Booijmans van Beuningen museum, De Kunsthal museum, Gemeentemuseum The Hague, Mauritshuis, Rotterdam Philharmonic Orchestra, The Hague Residentie Orkest, Het Nederlands Danstheater.

GREENPORT WEST-HOLLAND
The Netherlands biggest international glasshouse horticultural sector. The biggest exporter of cut flowers: 52% of the world market.

Employment
1.2 MILLION JOBS
Research & development

€ 2.8 BILLION on R&D. Eight companies in the metropolitan region are in the top thirty in the Netherlands namely (large enterprises) KPN, Janssen Biologics, Royal Dutch Shell and Royal DSM and (small and medium-sized) RijkZwaan, Lely Groep, Royal IHC and Priva.

THE HAGUE, INTERNATIONAL CITY OF PEACE AND JUSTICE

International organisations provide employment: 38,500 jobs and € 5.8 billion a year on spending in the field of peace and justice. The metropolitan region also accommodates the biggest digital security cluster in Europe.

ACCESSIBILITY

• Rotterdam The Hague Airport.
• NS Dutch rail stations, Rotterdam Central, The Hague Central.
• 11 motorways.
• 27 road authorities, 4 operational traffic control centres
• 5 metro lines, 21 tram lines, 114 bus lines.
• Network of cycle routes.
• 47 P+R areas with 11,500 parking spaces.
• 72,000 cycle rack places at train stations and metro, tram and bus stops.

KNOWLEDGE

1 million knowledge workers, universities including:
Erasmus University Rotterdam, the University of Leiden (Campus The Hague) and TU Delft.
PARTNERSHIPS HAVE POWER

The municipalities in the metropolitan region Rotterdam The Hague are working on four themes: innovating connections, innovating the economy, innovating energy, innovating the city and its environs.
INNOVATING CONNECTIONS

The economic heart needs to keep on beating for a vital economy. Residents, visitors and business traffic all need to move freely. Work needs to be reached within 45 minutes. That means investment in public transport, cycle paths, and motorways and in innovative mobility services.
**ATTRACTIVE CYCLE ROUTES**

The region already has an attractive cycle path network with sound and fast connections. The municipalities are working on making the metropolitan cycle path network even more attractive by taking into account e-bike users who are doubling the usual cycle distance from 7.5 km to around 15 km. Cycling is thus becoming a good alternative to driving.

**Cycling 15 km to work is easy**

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**POPULAR RANDSTADRAIL**

RandstadRail is an excellent example of a sound, fast, high frequency connection between home and work. This popular light rail between The Hague, Zoetermeer and Rotterdam has grown enormously: from 40,000 travellers in 2006 to 120,000 now. The Metropolitan Region Rotterdam The Hague is going for an extension to the light rail network in the region.
SMART SOLUTIONS FOR SHORTER TRIP TIMES

Central government, the region and business and industry are working together on using the roads better by improving the infrastructure and focusing on changing motorists’ behaviour. The measures are producing 20,000 rush hour avoidance moves a day. Installing smart traffic lights in municipalities reduces waiting times for traffic or offers priority to public transport or bicycles. These steps, together with new technologies to track actual traffic speed for use in route planners, are shortening travelling times and improving traffic flows.

BETTER FLOWS ON THE ROAD

The Rotterdamsebaan is a new road that makes The Hague and the metropolitan region more accessible by connecting the A4/A13 motorways and The Hague central ring road. Part of this road goes through the Victory Boogie Woogie tunnel.
More than two million residents contributing around 15% of the Gross National Product make the metropolitan region a major economic centre of the Netherlands. But the jobs of today are not the jobs of tomorrow. Promoting employment and strengthening the region’s drawing power require economic and technological innovation. The development of new technologies must accelerate and this necessitates closer relations between government, knowledge institutions, education and business.
SWITCH IN THE PRODUCTION PROCESS

A network of Fieldlabs has been set up to launch new technologies, create new jobs and improve the link between education and the labour market. The company SMITZH (Smart Manufacturing Industrial Applications in South Holland) is focusing on the aviation and satellite sector, the maritime manufacturing industry and the horticulture branch. To stand up to the competition and keep businesses in the region the production process needs turning around. SMITZH offers entrepreneurs in small and medium-sized businesses knowledge and experience to help in bringing about innovation. This keeps employment in the region and motivates new, innovative companies to move here.

INNOVATING ENTERPRISE

47 South Holland entrepreneurs in small and medium-sized businesses are working together to introduce high-tech glass houses, circular hotel and office spaces and sensor technology in the flower growing sector.
AUTOMATED TRANSPORT
The Researchlab Automated Driving Delft (RADD) on the TU Delft University of Technology’s campus offers physical space for experimenting with automated transport in real-life situations while at the same time creating new jobs. The Parkshuttle in Capelle aan den IJssel will be the first self-driving public transport vehicle on the road in the world. The first unmanned bus will be on the road in 2020.
INNOVATING

ENERGY

Fossil resources are becoming exhausted. The 23 municipalities are encouraging the use of new energy resources and clean energy. The big companies in Mainport Rotterdam and smart logistic solutions from the knowledge institutions make this region the perfect place for putting into practice the circular economy, the reuse of raw materials and the sustainable deployment of natural resources.
GREEN DEAL EV CHARGING INFRASTRUCTURE

The municipalities in de metropolitan region are installing 2,629 charging stations with a financial subsidy from central government, – the Green Deal – to promote the use of electric cars and give a boost to the transition in energy use.

GAS-FREE LIVING LAB PALENSTEIN

In the Palenstein district of Zoetermeer, housing associations, the Dura Vermeer construction company and the Stedin energy company are working on making the district free of natural gas. Students taking courses in the building and installations sector are working on alternative forms of energy supplies. An example of learning from practice to create a better link to the labour market.
544 solar panels have been mounted on the roof of the Slinge metro station in Rotterdam. This is the first step in a joint initiative of the Metropolitan Region Rotterdam The Hague, RET and HTM public transport companies to make their services more sustainable. The 23 municipalities in the metropolitan region want to reduce CO₂ traffic emissions by 30% in 2025. Various ways of doing this have been investigated among them the requirement for there to be clean vehicles in the tendering for target group transport or the deployment of emission-free vehicles in construction work traffic. The use of solar energy alongside zero emission buses in the towns make for cleaner air.
INNOVATING
THE CITY AND ITS ENVIRONS

When people have to make choices they are not just looking for a job or a house but also for a pleasant environment to live and work in. Playing sport, shopping, space for walking all count in the choice. The landscape and the surroundings in which people live are increasingly becoming a factor in (international) businesses’ choice of where to locate to. 23 municipalities are working on creating a region with attractive inner cities, clean air, plenty of greenery and space for sport, leisure activities and culture.
Older districts must be given a new future

IMPROVING RESIDENTIAL SURROUNDINGS
Next Generation Residential Districts: transforming older districts into sustainable, healthy and affordable places to live for life is an essential assignment for the region. It means a better environment and more employment.

INTEGRATED APPROACH TO PLACES OF WORK
The 23 municipalities are opting for an integrated approach to places of work: an action plan for offices, business sites and the retail trade. The aim is to improve the quality of places of work and to match supply and demand better. Bringing focus into existing work sites can thus prevent fragmentation and create an attractive place to live in.
SETTING A ZERO TARGET FOR TRAFFIC ACCIDENT VICTIMS

All municipal aldermen responsible for traffic in the metropolitan region are targeting road safety. Diverse initiatives are helping to reduce the number of victims of road accidents. Primary schools in the metropolitan region may introduce a traffic teacher to help pupils and parents ensure that areas around schools are attractive and safe.

PROMOTING THE LOCAL ECONOMY

It is vital for the municipalities’ marketing organisations and entrepreneurs in the rural areas to work together to promote the local economy. In 2017 they organised the successful weekend ‘Step out of the City’ which launched local, recreational and leisure initiatives that encouraged urban dwellers to come and explore the region’s countryside.
Together 23 municipalities have voluntarily formed a partnership in the form of a common management scheme. The Metropolitan Region Rotterdam The Hague has tasks in the field of accessibility and a better climate for business.
The 23 municipalities together constitute the executive of the Metropolitan Region Rotterdam The Hague. Mayors, councillors and aldermen all have their own role in this set-up. All the participating municipalities are supported by a compact network organisation linking the knowledge and the capacity of the 23 municipalities and other partners. Each new term of office (once every four years) the executive sets out a regional strategic plan tackling the regional issues.

Central government has designated the Metropolitan Region Rotterdam The Hague a transport region delegating to it by law tasks in the field of traffic and transport. The Metropolitan Region Rotterdam The Hague works closely with the provincial authority of South Holland. It is a direct recipient of state funds for regional traffic and transport and as such the Metropolitan Region Rotterdam The Hague is the commissioning party for the regional and urban public transport in the 23 municipalities.

**FINANCE (2018)**
Subsidies from central government for traffic and transport (subject to tender BDU): € 471.8 million. Local population contribution by 23 municipalities for better business climate: € 5.8 million.