

ROTTERDAM ← COLLABORATION → FOR CHANGE

1. INVITATION TO COLLABORATE



Rotterdam Partners invites congress and event organizers to join our Rotterdam Collaboration for Change. Connect the power of your congress to a resilient future for all. Together we can ensure that your congress or event achieves meaningful impact in the city. We offer a series of themes within the Collaboration for Change framework to address societal challenges. From the state of our city to the status of our citizens, we are working hard to provide opportunities for improvement. Working together, your congress can be the catalyst that helps us achieve more, sooner.

The Rotterdam Collaboration for Change is a framework which offers a series of collaborations to provide a means to address societal challenges. From the state of our city, to the status of our citizens, we are working hard to provide opportunities for improvement, and congresses can serve as a catalyst to achieve more, sooner.

ROTTERDAM COLLABORATION FOR CHANGE

**As an event organizer, you have a growing passion for legacy and impact.
So does the city of Rotterdam. The Rotterdam Collaboration for Change framework
and its themes are designed to align your mission with our city's ambition.**



2. ACHIEVING IMPACT TOGETHER

Our experience in Rotterdam shows that the best outcomes are the result of collaboration. And the best collaborations begin with a conversation: people engaging with each other to uncover truths, establish goals and determine the scope of their common vision.

At Rotterdam Partners we believe that a successful conversation begins with listening. Listening to the local expert, listening to the association, listening to the city official at the table talking about their ambition. Perhaps your aim is to build a ground-breaking green conference, create awareness for a marginalized community, or contribute to a more resilient future; a shared ambition is the foundation of an impactful legacy project.

The Rotterdam Collaboration for Change helps to bring the right people together to work on common goals.



“ A LEGACY PROGRAM LIKE COLLABORATION FOR CHANGE OFFERS US A WAY TO LEAVE AN IMPACT THAT ALIGNS WITH THE UN SDGS ”

Dermot Ryan, Account Director at K.I.T. Group, organizer of ILTS congress 2023.

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3. USING THE FRAMEWORK

What does the framework mean for you?

- It's an easy and pragmatic approach to making an impact through true collaboration; it starts with a conversation.
- The framework is scalable and adaptable to your mission and your requirements
- The result is a global conference that meets the needs of your delegates and the people of Rotterdam.

Rotterdam Partners strives to strengthen the success of our city by bringing your legacy ideas to life, with impact.

How do we support you?

- We share in-depth knowledge and expertise.
- We connect you to Rotterdam's ecosystem, which includes government, academia, industry, civil society and the natural environment.
- We share Rotterdam's can-do spirit and future-focused mentality.

Together we can create an unforgettable experience that tackles specific challenges facing people, cities and our world. Through working with local organizations, thought leaders and people of all ages, you can be an agent for change.

4. THE PATH TO IMPACT

4 STEPS TOWARD CREATING IMPACTFUL CHANGE

Step 1

Orientation – Using the Rotterdam Collaboration Change framework, we will select the theme which best aligns with your mission, and helps define the scope of our efforts.

Step 2

Design – We'll connect you with relevant partners and offer expert guidance to design an initiative to reflect the ambition of your mission.

Step 3

Do – Our joint initiative will drive positive transformation: from improving health and wellbeing to developing future-proof skills to transforming the environment.

Step 4

Measure – Assess the positive impact you have made, and be part of a resilient, sustainable and future-focused Rotterdam.



5. CHOOSE YOUR LEGACY'S THEME

1



COLLABORATION FOR GREEN

Make Rotterdam's green environment and waterways the backdrop to your conference.

2



COLLABORATION FOR LEARNING

Share your expertise and inspire young minds and those who teach them in our schools.

3



COLLABORATION FOR SKILLS

Provide underprivileged or marginalised citizens with coding skills for a chance at a better future.

4



COLLABORATION FOR A DREAM

Realise your own bespoke vision for the future with this unique approach.

TURN YOUR CONFERENCE INTO A CATALYST FOR CHANGE.

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1



COLLABORATION FOR GREEN



Be part of Rotterdam's ongoing collaboration to green the city. Residents, businesses and the municipality are already working on making our port city even more livable by enhancing the city centre and our waterways. City greenery provides a healthier and more sustainable living environment and contributes to biodiversity. A green city is also more resilient to an increasingly wet climate with hot and dry periods. Rotterdam continues to invest in creating more green space; international events are welcome to collaborate with us on achieving this goal, while also fulfilling their CSR obligations for a more sustainable approach to activities.

Global organisers can participate in one of four possible greening projects:

- The Green Neighbour project, which contributes to our communities;
- The Learning Green project, which helps transform city schoolyards;
- The Green Dream project, which progresses Rotterdam's climate adaptation initiatives;
- The Green Mission project, a chance to collaborate on a green project you're passionate about.

2



COLLABORATION FOR LEARNING



Desiderius Erasmus Roterodamus said it best: 'The main hope of a nation lies in the proper education of its youth'. With the support of the municipality and the enthusiastic participation of city high schools, we can help you engage with the next generation and inspire young minds through Collaboration on Learning. Working with the local organising committee and the

association behind the conference, content and presentations will be contributed to schools as class material and for use by their debate teams, to culminate in a debate on relevant topics. The aim is that students will take these new insights with them as they transition to university, and ultimately into the professional world, benefiting the lives of all they come across.



COLLABORATION FOR SKILLS



Rotterdam Partners (in collaboration with The Do Good Only Company, a local social enterprise) seeks to harness the power of international conferences to our efforts to achieve diversity, equity and inclusion for the good of all. The SkillsUP Lab works to provide underprivileged or marginalised citizens with coding

skills for a more just and equitable future. Using the “Power Skills” method, the foundation teaches students to be confident and effective professionals with enhanced communication and leadership skills. This effort adds to Rotterdam’s talent pool, while meeting the CSR goals of international conference organisers.



COLLABORATION FOR A DREAM

Sometimes it is not just one theme; sometimes it’s all of them. Or maybe you have a new idea, a unique vision of your own? We are here for it - because the ambition to do good should always be encouraged and the commitment to help each other should be cherished. Under the heading of Collaboration on a Dream,

we explore your own ambition for the future of your association and membership and for the discipline you represent. We work with you on ways to support your CSR ambitions, we share our knowledge and that of our local counterparts and together we craft a collaboration that makes your dream a reality.



**“ IMPACT IS NOT MEASURED
IN HINDSIGHT BUT THOUGHT
OUT IN ADVANCE. ”**

Impact Centre Erasmus

6. WHY INITIATE AN IMPACT PROJECT?

The association, the local expert, and the city: in our desire to do good, we are unified. And by leveraging the power of your congress to make a positive impact on Rotterdam we can add a layer of inestimable value to your efforts in bringing your community together.

Conferences support knowledge exchange and build the bonds of community; they are a vehicle which carries an organisation's mandates and mission, and stimulates international cooperation among members to achieve common goals and address common challenges.

The Rotterdam Collaboration for Change is a way to draw a short and distinct line from delegates to citizens.

Most importantly, using the framework we can align your mission with our ambition and define a joint vision of how to do good, together.

Together we will define and design an impact project which will ensure that your congress leaves a lasting positive impact. Rotterdam Partners will steer the process and act as connector and advisor, while your knowledge and expertise will form the core values and intentions of the impact project you will implement, with our guidance. In this collaboration we will ensure that our combined knowledge can benefit the citizens of Rotterdam in a meaningful way.

Together we will change minds, change the city, and hopefully, change the world.

**“ WE COLLABORATE
WITH YOU, FOR
THE GOOD OF ALL ”**

Curious?

To discuss your conference needs and tap into the power of Rotterdam Collaboration for Change, contact our Convention Bureau today.

**rotterdam
partners**

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