SINGLE AND DOUBLE LOOP LEARNING IN DEVELOPING THE ROTTERDAM INNOVATION DISTRICT

ROTTERTHAM, THE NETHERLANDS

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BUILDING ROTTERDAM INNOVATION DISTRICT FROM RDM CAMPUS AND MERWIE-VIERHAVENS (M4H) AREA

The Rotterdam Innovation District (RID) welcomes the New Economy by combining two distinct port areas:

- The world renowned RDM Campus as the site of a former dry-dock company materialising the Triple Helix of university-industry-government relationships fostering innovation.
- The Merwe-Vierhavens (M4H) area as a less preplanned redevelopment following the Quadruple Helix, blending in the perspective of civil society in knowledge production and innovation, and the concept of the Living Lab.

CHALLENGE OF BLENDING CAMPUS AND LIVING LAB FOR OPEN INNOVATION

Both areas within the RID are very different. This resulted in two distinct approaches of redevelopment with different preliminary results: a firmly organised redevelopment project resulting in a campus environment versus a less-organised organic-redevelopment process resulting in several loosely organised organic-redevelopment processes.

The redevelopment of M4H institutionalises a process which was already underway. During the economic crisis vacant properties in the area were taken up by small companies and initiatives that may be categorised as Makers. The Makers movement embodies the New Economy. They share facilities and experiment by rapid prototyping. These entrepreneurs strive for a positive impact on their surroundings creating jobs for underprivileged and improving local environmental conditions. Examples of M4H are technology and art driven design companies like Spark Design and Studio Huissegarda, also cooperation Made In 4havens facilitating designers and SuGu-Club connecting startups and grownups with a passion for technology and art. Both areas within the RID are very different. This resulted in two distinct approaches of redevelopment with different preliminary results: a firmly organised redevelopment project resulting in a campus environment versus a less-organised organic-redevelopment process resulting in several loosely organised organic-redevelopment processes.

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M4H: MAKERS UTILISING VACANT WAREHOUSES GROUND? ORGANIC DEVELOPMENT OF THE QUADRUPLE HELIX

In 2004, after seven years of applying a traditional plan-led ‘port-out; city-in’ approach to the development of the 500 hectare area which – under the influence of the economic crisis – did not lead to the foreseen results, standards of Port of Rotterdam and City of Rotterdam changed to an ‘organic’ area development strategy. The new strategy is no so much a plan, as it is an open invitation to all actors able to reconnect the port with the city, stimulating clean manufacturing industry, cleantech, medical technology and food. The open character of this invitation allows for new structures of collaboration in the redevelopment of the area to emerge from parent local networks and bottom-up initiatives. This approach resembles the Quadruple Helix blending in the perspective of civil society in innovation as introduced by Carayannis and Campbell in the 2000’s.

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