

Opportunities for West II (Kansen voor West II)

Summary of the projects in the Integrated Territorial Investments (ITIs)



Amsterdam, Rotterdam, The Hague, Utrecht
June 1, 2019

Introduction

Sustainable urban development is an important topic for the EC. Opportunities for West II addresses this by investing in the reduction of mismatches on the labour market. Combining the ERDF and the ESF funds enable an integrated approach. The G-4 cities contribute through to that, by executing an Integrated Territorial Investment (ITI) in each of the four large cities. For the ERDF fund, the cities have been authorised as an Intermediate Body by the Opportunities for West II Managing Authority. This means that they handle and make decisions on projects as an Urban Programme Authority. The ESF contribution is also implemented by the cities independently, based on a Framework proposal approved by the Ministry of Social Affairs and Employment.

The ITIs are implemented in all four of the priorities covered by Opportunities for West II. In addition to which there is a contribution of ESF resources for employment purposes. Projects within the ERDF-ITI focus on highly technical innovation as well as on low technical job creation. It is hereby assumed that the future lies in 'new skills for new jobs' and that innovations therefore also need to be made within the lower segment of the labour market. For example, in new jobs at the lower end of the circular economy.

The mismatch and displacement on the urban labour market is a feature of spatial segregation in cities. The contribution by the ERDF specifically targets the economic aspects of this mismatch. It is very important to have a transparent view of the market demand, formulated primarily by SMEs. Hereby not only the area-based approach is important, but also cooperation between companies and the education sector. There is not always a good idea of the demand. For this reason, collaboration projects are initiated in the G-4 cities, which target the demand for (future) work. Especially in times in which economy and technology are in constant movement, these efforts are important. Besides, such projects fit in very well with the development of a sustainable labour market. Moreover, there is also a collaboration with the ESF. Whenever possible attention is given to single project proposals that address for example curriculum development, and at the same time support potential drop-outs in training courses.

The ESF-ITI resources are made available alongside the usual ESF contribution for the labour market areas. This involves explicitly selecting a number of experiments and innovative activities that contribute to a better match on the labour market. The ESF contribution also targets the promotion of the match between supply and demand in promising sectors. In order to reduce the distance from the labour market experienced by job seekers and to increase participation in the labour workforce.

Finally, each project has a number in brackets (...) attached. This number refers to the Priority axis of the programme. The four priorities are: (1) Innovation; (2) Low Carbon Economy; (3) Labour Potential and (4) Accessible business and work sites.

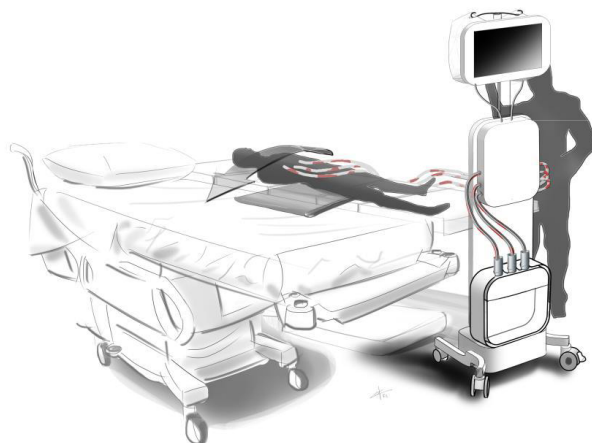


Amsterdam

Postoperative Pericardial Flush (P1)

Excessive blood loss after heart surgery is one of the most common complications experienced after heart surgery. Because normal blood coagulation is disturbed for all kinds of reasons during heart surgery. Continued bleeding does not always stop on its own, and the patient then has to be sent back to the operating room. Clinical experience shows that the bleeding stops immediately after flushing out the wound with a warm salt solution. One explanation for this is that the accumulation of blood and clots in the pericardium causes particles that prevent blood coagulation to be released, and therefore maintains the bleeding. Based on these observations, a spin-off of the Academic Medical Center (AMC) has developed a new treatment method: the continuous Postoperative Pericardial Flush. The project, amongst others, develops a final prototype of the flushing equipment, realises a 'proof of concept' for flushing with (antihemorrhagic) medicines and establishes an international knowledge centre for postoperative flushing within the AMC Heart Center.

The total costs amount to €1.9 million, with a 40% contribution from Opportunities for West.



deLIVER (P1)

The microbiome, the aggregate of microorganisms in the intestinal tract, plays a central role in a person's general health. When the microbiome is off balance a person can suffer from various illnesses, such as Type 1 diabetes mellitus. Currently, the only way to limit the consequences of this illness is by administering insulin. Caelus has developed a unique treatment based on gut bacteria. This new treatment involves the transplantation of faecal matter (a stool transplant), to restore the gut flora. At the Amsterdam UMC, they demonstrated that this treatment can help slow down the degradation of the beta cells in the pancreas in new patients and that the residual function will last for at least 12 months. The goal of the deLIVER project is to be able to offer this promising treatment on a much larger scale.



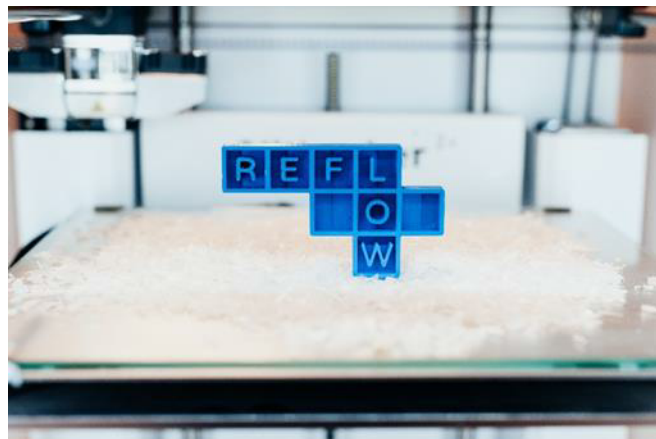
The project will accomplish this by establishing a framework for standardised microbiota transplantation, and by developing a validated method for freeze drying faecal microbiota material. The total costs amount to €392,000, with a 40% contribution from Opportunities for West.



DURAPRINT (P1)

The mountain of plastic waste is growing dramatically. Not only does this have extremely negative consequences on the environment, but it also puts an even greater strain on limited non-renewable fossil resources such as oil and gas. Plastic recycling and using plant-based materials could be an alternative. Unfortunately, the quality of the recycled plastic is only moderate, and just a small portion of the existing plastic can be recycled. In addition, bioplastic still makes up a very small share. Why? Well, the available bioplastics are not or hardly comparable to petroleum-based plastics, unless developed for specific purposes as in the packaging industry. The project will develop two types of sustainable 3D printable filaments made from recycled PET (polyethylene terephthalate) waste and plant-based PEF (polyethylene furanoate). In addition, the project will develop a PEF filament with superior material properties that can be used in a much greater application area than current bioplastics. In other words, this project will help to make the 3D printing industry more sustainable.

The total costs amount to €769,000, with a 40% contribution from Opportunities for West.



Connecting DHoTS (P1)

This project unites the various stakeholders to make the healthcare market accessible to SME-driven innovations. The project will introduce a new digital healthcare service for chronic illnesses at the Amsterdam general practitioners (HartWacht). The service will first focus on Cardiovascular Risk



Management (CVRM), which involves monitoring and counselling for patients with heart- and cardiovascular problems. The project will expand the range of care to other chronic disease areas, based on the results and experiences gained from this programme. Amsterdam will serve as the test location for this project, to explore new governance, organisation and finance models for the sustainable roll-out of digital healthcare innovations via Ahti's

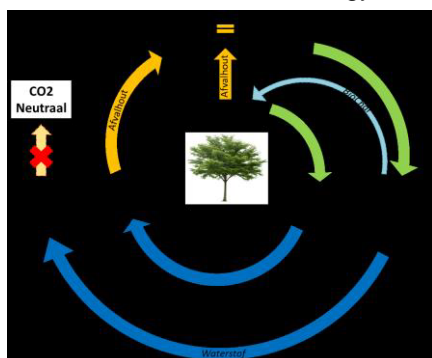
global network of living labs. The objectives of the project are to develop and validate a marketable digital healthcare service for CVRM within Amsterdam general practitioner care and to produce a Digital Health Platform that makes the healthcare market accessible to SME-driven innovations by facilitating the development, validation and scalability of globally marketable digital healthcare services.

The total costs amount to €1.9 million, with a 40% contribution from Opportunities for West.



Bio-Hydrogen (P2)

Sustainable energy generation and achieving CO₂ reduction are part of the Amsterdam ITI Implementation Plan. The PBL Netherlands Environmental Assessment Agency describes green hydrogen as the energy carrier of the future, and a route for CO₂ reduction. Bio Energy Netherlands realises a circular energy flow with the Bio-Hydrogen project, in which green hydrogen (Bio-



Hydrogen), in addition to heat, is generated from locally available biomass. At present hydrogen is still mainly extracted from natural gas or through electrolysis. However, both processes are polluting (due to emissions of greenhouse gases such as CO₂). Hydrogen is only really a valuable energy carrier when it is produced in a sustainable, renewable green way. That is why the hydrogen production module in this project is linked to a biomass gasification installation. In addition, a pilot installation will be built for the production of green hydrogen. Besides hydrogen, the gasification installation produces heat that is sold to the district heating system

of the Waste Energy Company, the AEB (Afval Energie Bedrijf). This also prevents greenhouse gas emissions. Finally, the operation of the green hydrogen installation will commence. The project makes it possible to supply at least 20% of the hydrogen demand in the hydrogen chain in the Amsterdam port area and the surrounding area within a period of two years.

The total costs amount to over €7.8 million, with a 40% contribution from Opportunities for West.

House of skills (P3)

As a result of technological developments and digitalisation, the lower and middle segment of jobs in particular come under increasing pressure. In the coming period many jobs will be terminated and the required knowledge and skills will change considerably. At the same time, it is difficult for SMEs to find suitable staff in innovative, growing sectors such as ICT and technology. For this purpose, the *House of Skills* has created the concept of 'life-long development' through a public-private collaboration of ROCs (Regional Training Centres) and over 500 companies. This is done through further training courses and retraining courses.

Employees and employers are informed about the importance of life-long development by responding to their demand, knowledge and skills. Hereby the innovative aspect is assessing competencies in a skills passport. The *House of Skills* is a physical and online space where a person can carry out a skills assessment. It is also a space for registering for modular training courses, internships and learning environments. It can be used to establish the potential career paths of a person and provide information about promising professions with a general overview of further training options. For employers it is a point of contact for the career development of their employees and an opportunity to fill their vacancies quickly.

The total costs amount to over €10.6 million, with a 35% contribution from Opportunities for West and 15% from the ESF.



Choosing Opportunities Amsterdam (P3)

Not all children in Amsterdam grow up in a stimulating environment and are therefore often not aware about which professions are available and which skills are required to be successful on the labour



market in later life. At the same time, there are sectors in which employment is growing and employers are having difficulty engaging skilled workers. This is happening in the technology/ICT, logistics and hospitality sectors, for example. In the *Choosing Opportunities Amsterdam* project, the JINC targets companies in these growth sectors and organises three kinds of training courses over a period of three years for 500 prevocational secondary education (VMBO) students: an interview training, flash training sessions and a career advice course (the so-called Career Coach course). JINC ensures that the association members and other companies actively participate in the courses, provides the flash training sessions or supplies volunteers for the training courses. The projects are carried out through and in collaboration with others. Over 500

companies and institutions in Amsterdam participate in the projects, together with four prevocational secondary education schools and a number of technical, ICT and logistics companies.

The total costs amount to over €416,000, with a 50% contribution from Opportunities for West.

NexTechnician Mobility Technology Centre of Training (P3)

Technical innovations follow each other in quick succession, and too quickly for the education system to include them in training programmes. This has therefore created a divide in the sector between

what pupils know and are able to do when they finish school, and the technical knowledge required to work in a company.

NexTechnician provides a better-quality influx of new employees in the Amsterdam business community and helps companies with the personal development of their employees. The training centre is a joint venture (cooperation) between the business community and the education sector. It brings together the demand for work (employees) and the supply of work (employers). Thanks to this collaboration,



young people obtain better professional qualifications and find internships and BBL (basic vocational learning pathway) places and work more easily. Because the business community is involved in developing the curriculum, students receive training in certain aspects for which there is a demand on the part of the employer. The project involves setting up this training centre.

The total costs amount to €3.4 million, with a 30% contribution from Opportunities for West.



HealthTech Park (P4)

The Zuidoost-Zuid (South-East-South) district of Amsterdam is transforming from a monofunctional office area into a multifunctional city district. A unique factor is the close proximity of the Academic Medical Center (AMC). The development of an innovation park - the *HealthTech Park* - functions as



a pivot for high-quality, attractive and accessible hotspots for HealthTech companies. The project develops six so-called work packages that will create an attractive business climate. For example, setting up a hotspot; - branding and marketing the area; - matching work with job seekers; - networking activities for entrepreneurs; - organising attractive business factors; - and setting up a project management firm.

For the implementation of these packages, the *HealthTech Park* involves the residents of the nearby districts by providing training and mediation to work

at the innovation park. As well as jobs for highly-skilled workers, the options for medium-skilled and low-skilled persons are also examined. Hereby the required and offered competencies are examined and it is tried to bridge the gaps through training courses, programmes and internships and work placements.

The total costs amount to €3.5 million, with a 50% contribution from Opportunities for West.

Noorderpark undertakes (P4)

As from 2008 four specially designed pavilions in Noorderpark were built through bottom-up initiatives. This functioned as a catalyst for the neighbourhood economy in the district, which is characterised by a serious socio-economic disadvantage. The Noorderpark Trust, a district business which was set up in 2013 according to the English model, makes it possible to carry out creative and social activities by operating the pavilions and carrying out services for the government which generate income. Thanks to the help of Opportunities for West, the necessary investments are now being made in these pavilions. With the improved facilities and initiating supervision, the business development environment is stimulated for creative self-employed workers without employees and neighbourhood-oriented social entrepreneurs. A



bridge is built between the new highly-skilled creative class and the residents of Amsterdam Noord with fewer prospects in the current economy. The focal point of the development is an entrepreneurs' cooperative from the district.

The total costs amount to €670,000, with a 50% contribution from Opportunities for West.



Places to grow (P4)

The 2040 Amsterdam Structural Vision describes how to deal with small-scale business space and (start-up) entrepreneurship in the city. Entrepreneurship in neighbourhoods, new companies as drivers of the economy and therefore contributing to the economy and quality of life in the city are part of this. A Place of Growth will be developed especially for this purpose: It will be a socio-economic facility where start-up and social entrepreneurs in Amsterdam Zuidoost, more specifically



in Heesterveld, can meet each other, receive advice and be based at an affordable price. A Place of Growth creates added value by facilitating enabling entrepreneurs to make connections: with each

other, with social enterprises, other parties in Heesterveld and Zuidoost and with external advisors. What makes this project special is that it involves a combination of physical adjustment to the environment and advice and supervision, both physical and social. In concrete terms, it involves (partially) converting the plinths of the four housing complexes in the Heesterveld district into work sites and business locations. These spaces are subdivided into start-ups and scale-ups, depending on the phase that the organisation is in (and the amount of supervision/advice that they need). The aim is to allow the entrepreneurs to develop, so that spaces continue to become available for new start-ups which then also have the opportunity to grow.

The total costs amount to over €2 million, with a 50% contribution from Opportunities for West.

ESF Amsterdam

Placement subsidies for jobseekers are amongst the activities, and employers can enjoy a temporary wage subsidy. Statushouders is one of the sub-projects, providing the personnel requirements for the sectors and employers by way of sustainable matching and placement.

The residence permit holders [*statushouders*] are assessed to find out whether they are suitable for specific job vacancies.

For this, we offer them a programme of activities that are required in order to start work. They also receive guidance from a client manager and mediation from a job hunter.

Language is an important component of the programme, making it lengthier than your average programme. House of Skills is another sub-project. This way, the city and a few partners are tinkering on the regional labour market's organisational structure, through work. The project is funded by ESF and EFRO. They are setting up an interconnected package of measures, ranging from skills assessment and modular training programmes to new forms of matching. The House of Skills project collaborates and experiments to set up programmes for the mid-range segment. Employers, unions, local authorities, educational institutions and knowledge institutions have been invited to join this innovation along with anyone who can make an innovative contribution. In addition, the WSP local sub-projects have just started. The total costs for the first tranche amount to €6.1 million, with a 50% contribution from ESF-GTI.



Rotterdam

SOFIE II investment fund (P2)

Rotterdam has specific sustainability goals. In 2030 the Municipality of Rotterdam wants to generate more sustainable energy than it consumes. In more than ten years' time half of the homes have to be heated with residual heat from the port. In 2030 it is assumed that solar panels on houses will meet 40% of the energy demand and that the energy yield from wind will supply enough for 200,000 households. This is an important step that fits in with the ambition to completely stop using natural gas in the city in 2050.

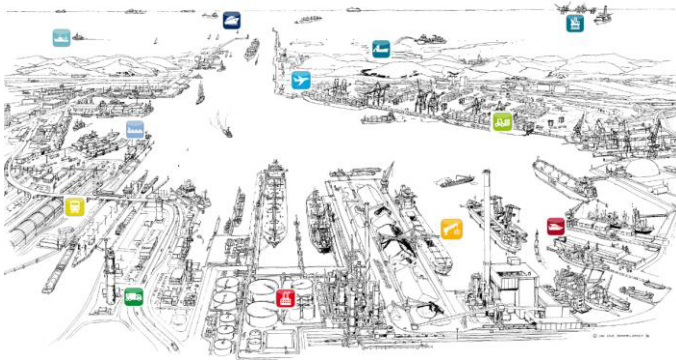
The Urban Ports Development Fund for Innovation and Economy (SOFIE II) focuses on investments in energy conservation in built-up areas and on investments in the integration of renewable energy and heat (the end of gas). The focus is on implementing projects that bring together demand aggregation, funding and implementation in an integrated way, with which, for example, entire residential areas

or concentrations of business locations can be connected when they stopped with using gas. The total costs amount to over €5 million, with a 50% contribution from Opportunities for West.



Strong Together for the Future in Rotterdam-Zuid (P3)

Rotterdam has a growing employment in the maritime cluster and an increasing shortage of technicians both at sea, offshore and on land. In the next few years the competencies of employees will change drastically. This is due to technological changes, new legislation and regulations and the



increasing pressure on the environment that give rise to new developments such as alternative fuels and energy concepts. All of these changes impact staffing and educational demands. Through *Strong Together*, a collaboration between the business community and the STC Group Foundation, efforts are made to achieve a starting qualification for young people in South Rotterdam. *Strong Together* draws up a demand-oriented assessment of the required

competencies for the port-rail-maritime and offshore sectors, adapts teaching materials, purchases/adapts infrastructure (practicals and simulators), and develops special programmes for young people in South Rotterdam who need extra support in order to achieve their starting qualification.

The total costs amount to over €5.6 million, with a 50% contribution from Opportunities for West.



Smart Industry (P3)

South Rotterdam has an accumulation of physical, social and economic disadvantages. The living environment is not sufficiently stimulating and for many people there is no climate of learning and working. In addition, the Rotterdam economy is undergoing major changes, due to the transition to a more sustainable society. The increase in labour costs in low-wage countries and the decrease in the costs of the innovative manufacturing industry make it possible to produce goods in the vicinity of end users. The port plays an important role in these changes as a logistical hub for the import and export of goods, raw materials and re/upcycling of waste materials. New functions arise for which preparations must be made. In collaboration with the educational field, *Smart Industry*, an initiative of the SME business community, is developing a work project in the metal and manufacturing industry. At least 145 people will work on the project, of which at least 44 are guaranteed a job. As from 2021 the participating companies will supply 21 new jobs per year. It originates from the training model of Techniek College Rotterdam and up-to-date workstations at the companies themselves. With input from ESF, additional guidance from apprentice trainers, teachers and other coaches is guaranteed, minimising downtime. The total costs amount to €1.4 million, with a 50% contribution from Opportunities for West.



Connected with South Rotterdam (P3)

The labour market in Rotterdam is slowly but surely recovering. At the same time the labour market is changing drastically. Fewer jobs are available for less qualified people, which makes them vulnerable. The problem is not that the work is unavailable, but that the (training) requirements of the employer are changing. However, the development of the demand side shows that there are



opportunities for low-skilled people in Rotterdam. In *Connected South Rotterdam*, the education system and employers are connecting with South Rotterdam. For this purpose, the Startcollege has signed a covenant with the National Programme South Rotterdam (NPRZ) and a number of employers. The companies provide at least 100 internships per year at elementary or lower professional level. Young people are guided into paid work through a number of work packages. This is done, for example, by questioning and guiding young people intensively, - continually linking with companies; - and

developing an ecosystem of learning, working, living and living, in which all stakeholders work together to get and keep young people out of the negative spiral. The packages are intended for young people between the ages of 16 and 27 from South Rotterdam who are unemployed and have not obtained a starting qualification yet. This happens in collaboration with employees from the healthcare, technology, logistics and (facility) service sectors, which are struggling to fill vacancies at elementary or lower professional level.

The total costs amount to €1.5 million, with a 50% contribution from Opportunities for West.



Starter Motor (P3)

Too many residents of South Rotterdam find it difficult to find their way to the labour market. There is a disproportionate representation of the number of persons entitled to social assistance. Job seekers are characterised by a low level of education and a lack of command of the Dutch language.

In addition, there is a systematic failure at the bottom of the labour market; the lack of a chimney



effect for precisely those groups that already have fewer opportunities. Because talents do not develop within companies, there is little room for others (job seekers) to be recruited. In order to promote this, it is not only necessary to supply from the bottom, but especially space at the top by providing low-skilled workers in companies with opportunities for development. That is why Starter Motor is an exploration, analytical study and pilot in one. In a participation action plan with seven companies and educational institutions in South Rotterdam, it is examined how companies can be facilitated in such a way that the training of low-skilled workers does not result in a loss of productivity.

Starter Motor wants to establish a basis for an intersectoral 'development chain', which encourages companies in South Rotterdam to deploy staff in an innovative way.

The total costs amount to € million, with a % contribution from Opportunities for West.

SOFIE II investment fund (P4)

South Rotterdam is an area with enormous potential. However, in many areas it has come quite a long way. It is important that the economic engine continues to run and also increasingly continues to run on its own strength in the future. A missing link in the integrated district approach concerns the financing capacity for a direct promotion of the business climate. Therefore capital is made available through a new investment strategy through the revolving Urban Ports Development Fund for Innovation and Economy (SOFIE II). Besides the urban port area, the fund will also become available for South Rotterdam, in line with the National Programme for South Rotterdam, for investments in the business climate, sustainability and the restoration of economic functions. The fund also works on the market and only invests in projects that are not or only partially taken up by the market.



The total costs amount to €11.4 million, with a 50% contribution from Opportunities for West.



ESF Rotterdam

The starting points are a continuous chain of services - the district is the measure, with involved employers and the implementation of the shortest pathway to work. Ten different sub-projects finance activities such as internships, training placements and work placements, work experience placements and spots for start-up entrepreneurs. They focus on aspects such as language deficiencies, inadequate social participation, distance from the labour market and improving social



and professional skills and experience. Job hunters, job carvers and matchmakers make a targeted effort to find a match for the target groups. To create synergy, they pay attention to the ways the EFRO/ESF projects can reinforce each another. Three key points have been defined for this: collaboration in the recruitment, selection and inflow, prevention of

drop-out at the end of the EFRO project and an accelerated intake after drop-out from the STC programme.

The total costs for the first tranche amount to €6.4 million, with a 50% contribution from ESF-GTI.



The Hague

North Sea test location (P1)

The maritime sector is a rapidly growing cluster in the area of The Hague. There is a great demand for smart technological solutions, innovative data-driven products and services relating to safety, sustainability, top and grassroots sports and consumer experience. However, start-ups and SMEs have few opportunities to test and demonstrate their innovative products in actual conditions on the water and with end users. Small companies also often do not know how to find a collaboration with knowledge institutions and other (large) companies, and with researchers and experts from relevant fields. Together with KPN, TNO, Sailing Innovation Centre, Watersportverbond, Svašek and the Municipality of The Hague, TU Delft is going to make this network accessible and create a test



location for the maritime sectors: the Proeftuin op de Noordzee [North Sea test location]. A physical and digital measurement and test location will be set up at Scheveningen harbour for testing, improving and demonstrating innovations. This will result in business activities and spin-offs for new work in Scheveningen. The project is part of a wider public/private programme for the business climate in the port and coastal area.

The core of the test location is an area of 10x10

nautical miles at the North Sea, equipped with measuring equipment and a data infrastructure to send measurement data to shore for processing and analysis. The exceptional environmental factors of water, wind and current means that the test location unique in the world.

The total costs amount to €4.3 million, with a 40% contribution from Opportunities for West.

Choosing Opportunities The Hague (P3)

There is a mismatch on the labour market in The Hague: on the one hand, there are relatively many low-skilled people and people with poor employment prospects, and on the other hand the economy is focused on knowledge, public administration and business services. Many young people from the Transvaal, Laak and Schilderswijk districts grow up in an environment with high unemployment and few role models. It is very important to bring young people into contact with different professions at an early age, so that they can experience what suits them and what the future prospects are. There are job opportunities in the sectors of security, ICT/telecoms, energy, creative industry, tourism and hospitality, technology and healthcare. Therefore JINC will let more than nine thousand primary school pupils and prevocational secondary education (VMBO) students participate in interview training and flash training projects over a three-year period through *Choosing Opportunities The Hague*. Over 100 companies from The Hague and the surrounding area are participating in these projects. Pupils and students learn how to apply for jobs, find out about different professions and discover the kind of work that suits them, together with a coach. 'What do I want to be when I grow up? Something with children. How did I think of that? I participated in a flash training session there (day nursery).' (*prevocational secondary education student*).



The total costs amount to over €600,000, with a 50% contribution from Opportunities for West.



An instrument of and for the construction business sector (P3)

The regional business community in the construction and engineering sectors is experiencing a strong growth and is struggling to recruit new employees. At the same time, there is a decrease in the



number of young people seeking a job in technology, an increase in the number of job seekers with a low level of education or no education, an increasing distance from the labour market for job seekers and a large number of changes in the construction process. The training centre Haagbouw was founded in 1983 by construction companies from the area of The Hague and is the instrument used by these companies to teach young people a trade in construction. Work packages are developed in the project to retrain job seekers into skilled construction workers through working and learning. Upon completion of the training programme, they are guaranteed a job at the company where they were borrowed or at another company, or alternatively, the student continues its education to start an

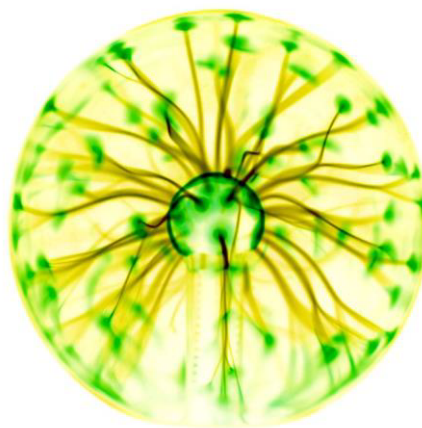
own company. It concerns young people who have come from practical education to long-term job-seekers. Training includes carpentry, masonry and tiling.

The total costs amount to over €900,000, with a 44% contribution from Opportunities for West and a 6% contribution from the ESF.

Knowledge and practice centre for energy transition (P3)

The urgency of the Energy Transition is felt globally, nationally and also regionally. In the context of the Paris agreement the Municipality of The Hague has announced its ambition to become a CO₂-neutral city in 2040. It focuses on sustainable living, (district) economy and work and education. Smart investment in these pillars creates an economic impulse that manifests itself, for example, in new local employment opportunities. There is a great and urgent need for well-trained staff to carry out the new work, and therefore for an educational programme that clearly communicates the economic opportunities of this new work and offers students and workers an in-depth training with the aim of delivering technicians required by the market. The ROC Mondriaan, The Hague University of Applied Sciences, the municipality and 40 partners from the business community and knowledge institutions are going to set up a knowledge and practice centre for energy transition. The central focus is on the match between education and the demand of the labour market and the practical preparation of students for work within the technical sector. This increases the opportunities for young people and job seekers with poor employment prospects to step into the promising professions as part of the energy transition.

The total costs amount to €1.4 million, with a 50% contribution from Opportunities for West.



Investment impulse fund Space and Economy The Hague (FRED II) (P4)

The creation of small-scale business spaces outside business parks often fails. There is an action programme in The Hague that focuses on, for example, making the market for business space more transparent, removing municipal obstacles, identifying promising locations, setting up networks in the



market for business space and examining financial options. By offering a complete range of various types of business accommodation, the municipality wants to remove barriers that hinder start-up entrepreneurs from growing into established companies. Supporting and facilitating new and small-scale business activity is at the core of the economic policy in the districts. Increasing the supply of small-scale business space is a priority. Ambitions mainly target the transformation of (outdated) business and office buildings and shopping areas. For this purpose FREDII offers customised financing property to both owners and

SMEs in the form of loans, participating interests and guarantees.

The total costs amount to €7.2 million, with a 50% contribution from Opportunities for West.

Foundation Initiative at Scheveningen (SIOS) (CLLD)

This CLLD initiative strengthens the local economy and the quality of life in Scheveningen on the basis of civic participation. It does this in an innovative, sustainable way by creating a (socially) sustainable development of Scheveningen together from the bottom up. Collaboration is essential. It is the job of the *SIOS* to boost activities and/or projects of the local population on a financial and/or organisational level. Proposals can be submitted to the *SIOS* for projects that involve people working together, and learning and working through training, crafts and entrepreneurship.

There will be 27 projects over the coming three years, with an average budget of roughly €45,000 per project. Activities must take place throughout the year, and focus on the potential of the coastal area, on Scheveningen and on its culture. After project proposals have been submitted, forms of public participation and democracy are encouraged by letting the population decide through voting rounds how the submitted projects should be prioritised. Promoting local partnerships and local ownership builds bridges between the current diversity within the different groups in society.



The total costs amount to €1.3 million, with a 33% contribution from Opportunities for West.



ESF The Hague

The aim is to jointly deal with the mismatch between supply and demand for paid work, with assistance from the EFRO and ESF. A connection has been made between employers and



jobseekers, between districts with a demand for labour and economic development, and districts with a large number of jobseekers yet inadequate job opportunities. Matching takes place between potential job openings and jobseeking candidates. Synergy is created by offering services financed by both EFRO and ESF. ESF finances training placements and work placements as well as placement subsidies for employers that hire unemployed people. The efforts focus on language deficiencies and inadequate social participation. Case management and mediation are offered to implement the matching, also via community teams. The Werkgevers Service Punt Haaglanden [Haaglanden Employers' Service Point] approaches the employers. The total costs for the first tranche amount to €6.2 million, with a 50% contribution from ESF-GTI.



Utrecht

Training and apprenticeships Utrecht (P3)

Transitions in the healthcare and welfare sector are an important topic among healthcare and welfare institutions, governments and education institutions. The work in nursing and care homes and home care is becoming more complex. Employees must increasingly be able to work with informal caregivers and give the client more control over the required care. The use of ICT is becoming increasingly



important and there is a greater emphasis on neighbourhood-oriented work. Employees must have a set of knowledge and skills that are tailored to the wishes of healthcare and welfare institutions. *Trainee posts and apprenticeships Utrecht* develops innovative educational content that is put into practice in a work placement or a community learning company.

Healthcare and welfare institutions, the regional training centre ROC Midden Nederland and the senior secondary vocational education school MBO Utrecht

work together with the HU University of Applied Sciences Utrecht to develop/implement teaching modules, harmonise and develop existing work placements and expand work placements in Overvecht, Kanaleneiland, Ondiep, Rivierenwijk and Vondellaan.

The total costs amount to €2.4 million, with a 50% contribution from Opportunities for West.

Unknown, Unloved(P3)

There is a mismatch on the labour market in Utrecht: too few pupils from senior secondary vocational education (MBO) courses end up in the sectors where demand is the highest. This mainly concerns the trade, technology/ICT, logistics, healthcare and hospitality sectors. The influx in these courses is too low, because too few prevocational secondary education students consider these sectors to be a next step for their education or future career path. This is largely due to unfamiliarity. They cannot imagine how the work would be, do not know what the work involves, whether the work suits them and what the future prospects are. In “Unknown, Unloved”, JINC is working on this: 250 students from the second, third and fourth year of prevocational secondary education take part in two flash training sessions, an interview training session and the Career Coach project. The structural combination of career orientation and guidance within prevocational secondary education is new. Thanks to this project there are continuous reflections on the competencies that are relevant for obtaining valuable work, instead of reflecting about them only once.



The total costs amount to €244,000, with a 50% contribution from Opportunities for West.



Werkspoorkwartier: Creative Circular Manufacturing Area (P4)

This project aims to improve the business climate in the Werkspoorkwartier business park. The goal is that this business park will become a leading business area in Utrecht for creative, circular manufacturing companies. The project results in an increase in the surface area of business locations and a growth in employment with start-ups, participating companies and other companies in Werkspoorkwartier. Coherent interventions are the development of the circular test site, 'Hof van



Cartesius', including space for start-up creative entrepreneurs, the transformation of the Werkspoorfabriek into a site for new business activity, the development of a Circular Hub for recycling building materials, and the implementation of the Werkspoorhaven into a public space for meeting and recreation. In addition, the area will be marked as a 'creative circular production area'. The project is carried out by a consortium of building owners, (building)

developers and SMEs from the construction and manufacturing sector. Contributions from the HU University of Applied Sciences, HKU University of the Arts Utrecht and Utrecht University bring new knowledge and studies into this area. The project is coordinated by the Utrecht Sustainability Institute.

The total costs amount to €3.3 million, with a 38% contribution from Opportunities for West.

ESF Utrecht

Utrecht connects the districts where the employers' demand for labour hampers economic development and districts with a large number of jobseekers yet inadequate job opportunities.

Matching takes place between potential job openings and job seeking candidates. Deployment happens in two sub-projects. The Werkgevers Servicepunt Utrecht-Midden [Central Utrecht Employers' Service Point] deploys six business

consultants to recruit for job openings and projects (work experience placements, trial job placements and training/work placements) at companies and oversees how these job openings are filled. The other project component focuses on organising training and education, providing language training aimed at work and guiding clients in terms of orientation at their own company, by way of five external contracts. In addition, recruiting and filling internships in Overvecht and offering temporary employment to clients who are on benefits, so that they no longer require benefits and may be able to gain work experience with various types of companies.



The total costs for the first tranche amount to €1 million, with a 50% contribution from ESF-GTI.

