
DE HANDEN VAN ZUID

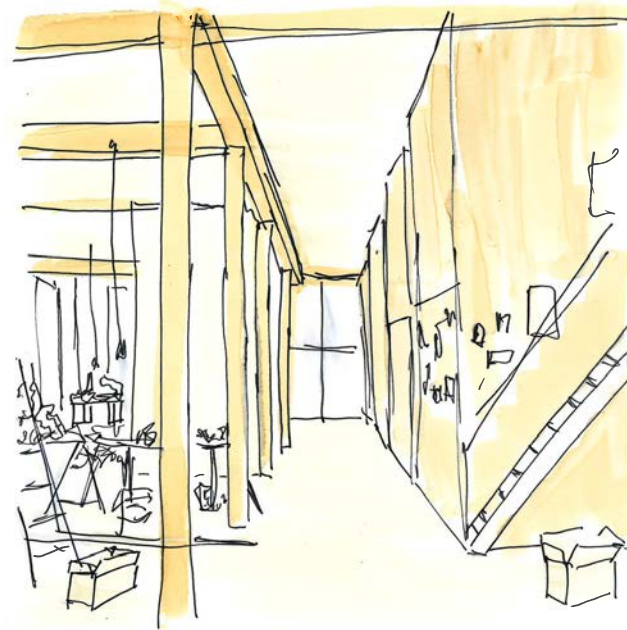
- DE 'MAAKPLAATS' VOOR AMBACHTSCHAP -

/ VeldAcademie, Technische Universiteit Delft

Rosemiek van der Linden
P5 presentatie / TU Delft
23-06-2022

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De economie van Rotterdam kent een stijgende lijn.

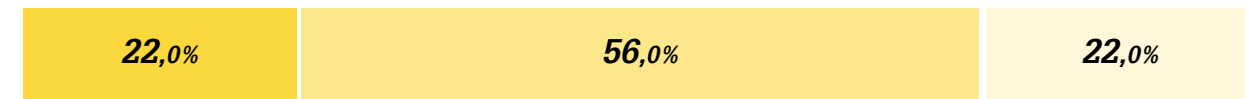
... Echter profiteren de bewoners van Rotterdam-Zuid hier niet van...

***De werkloosheid is in Rotterdam-Zuid het
hoogst van de hele stad.***

Marco Pastors, de directeur van het Nationaal Programma Rotterdam-Zuid (NPRZ): “We hebben op Zuid 32 procent van alle Rotterdammers wonen, maar het is 40 procent van de mensen die een uitkering hebben. We hebben gezegd: Rotterdam-Zuid moet net zo opgeleid en werkend worden als de rest van de stad. (Rijnmond, 2019)”

Migratieachtergrond

Tarwewijk



Rotterdam



0% 20% 40% 60% 80% 100%

● Geen migratieachtergrond ● Niet-westerse migratieachtergrond ● Westerse migratieachtergrond

Salarisniveau bevolking

Tarwewijk



Rotterdam

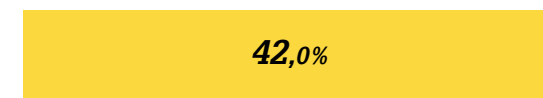


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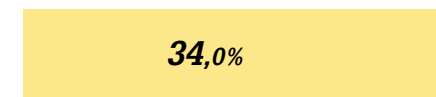
● Laag ● Midden ● Hoog

Bewoners zonder startkwalificatie

Tarwewijk



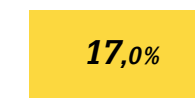
Rotterdam



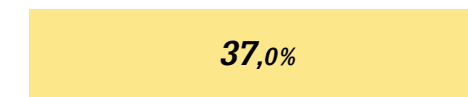
0% 20% 40% 60% 80% 100%

Werkenden

Tarwewijk



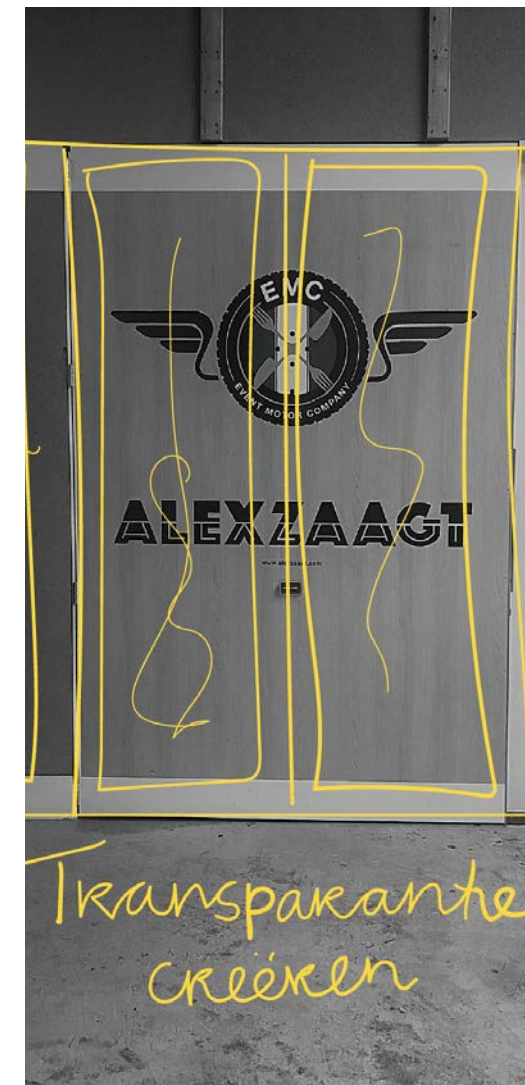
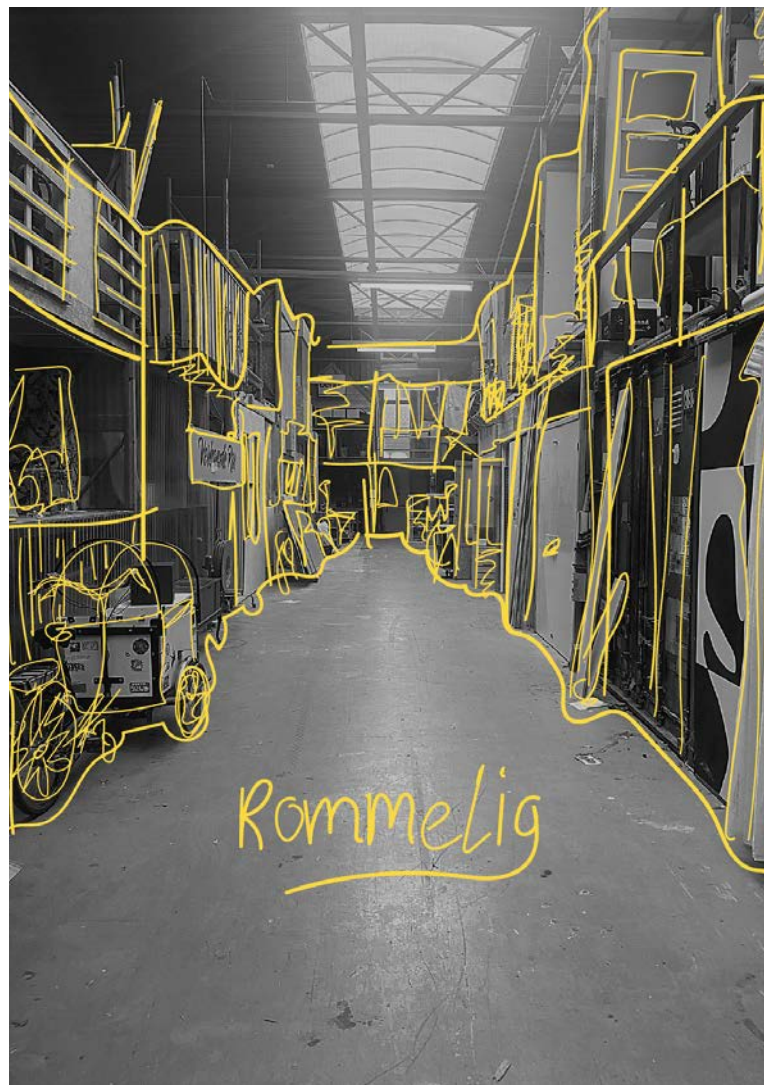
Rotterdam



0% 20% 40% 60% 80% 100%

‘Maken’ in nieuwe vorm:

Rotterdam Makers District



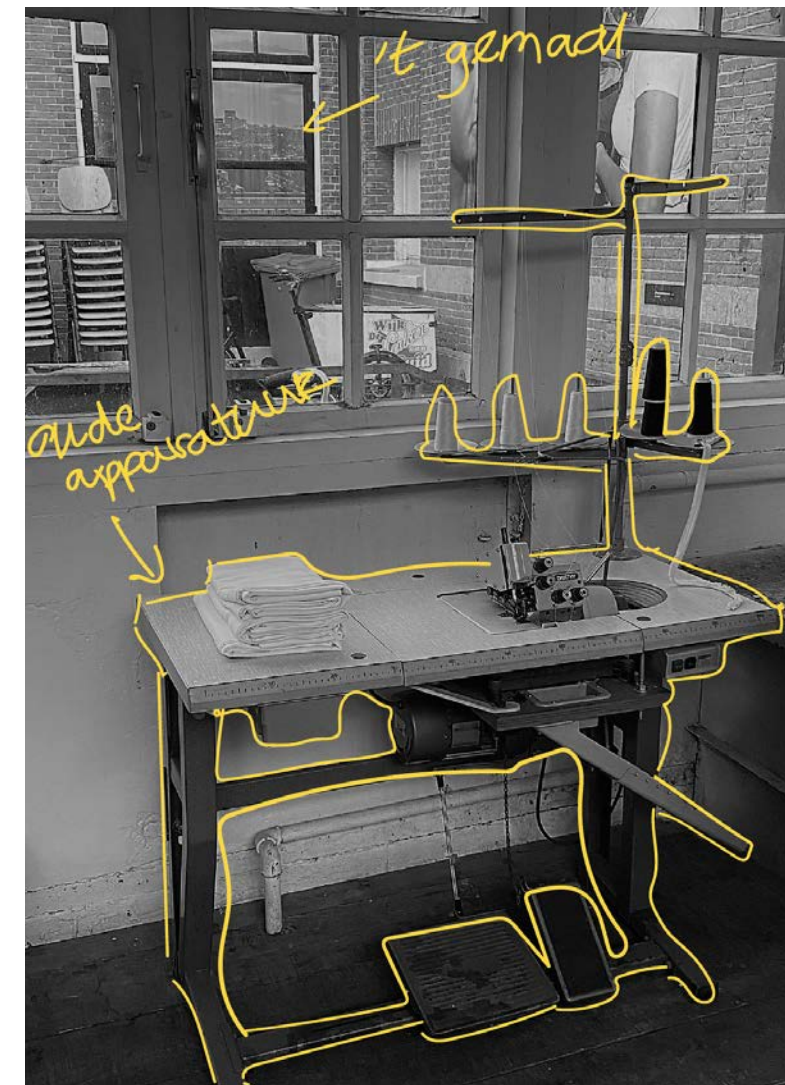
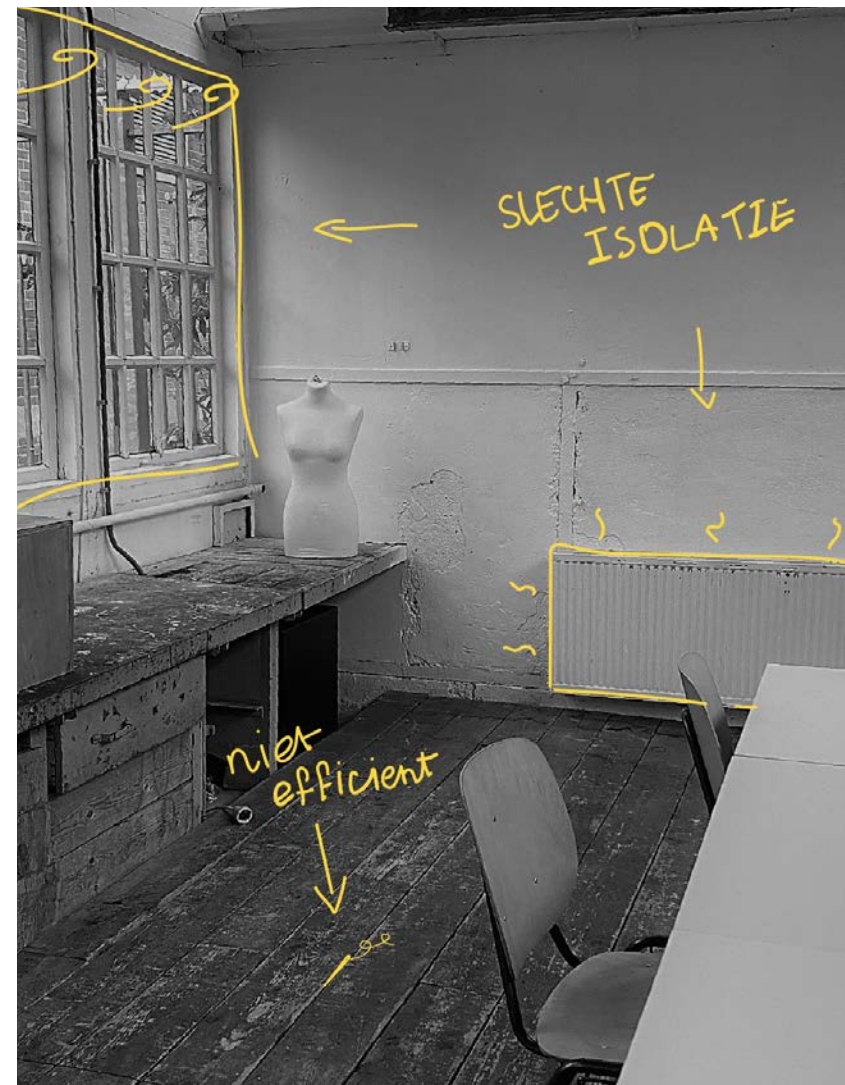
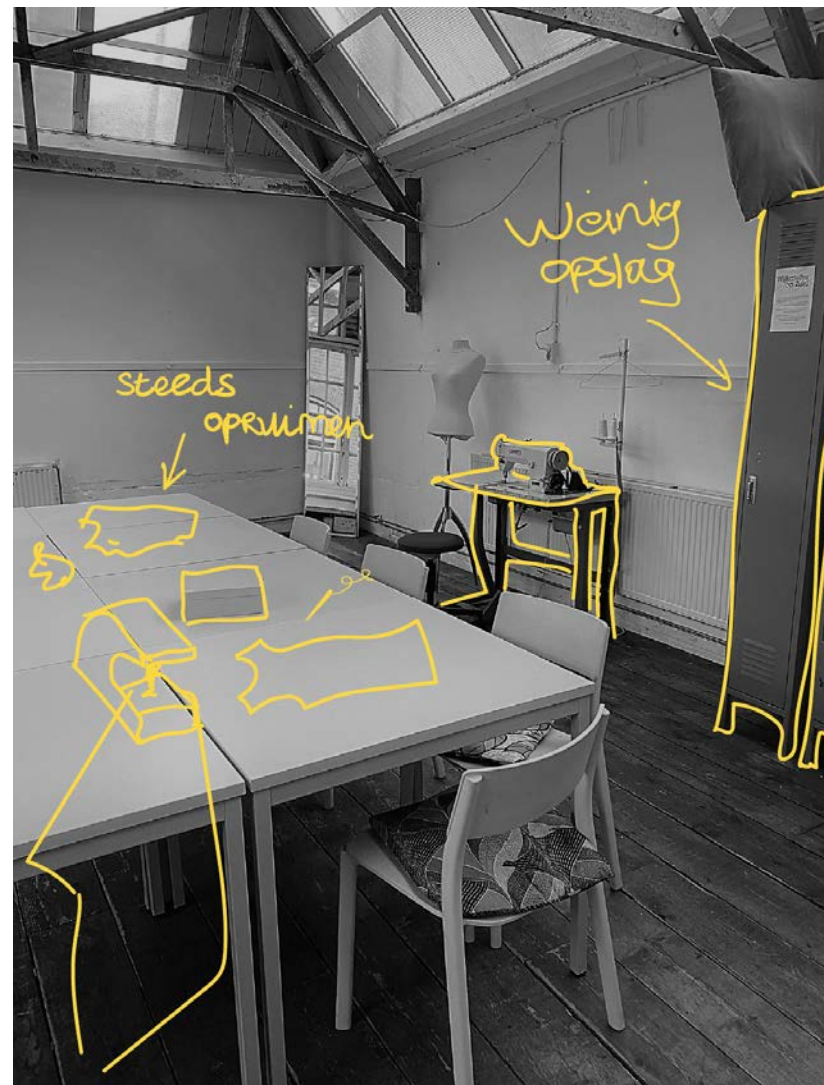
KEILEWERF

1

Makers District als groot succes.

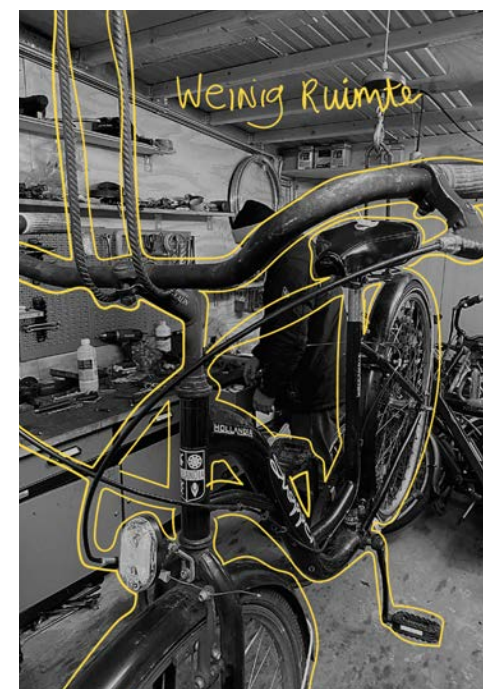
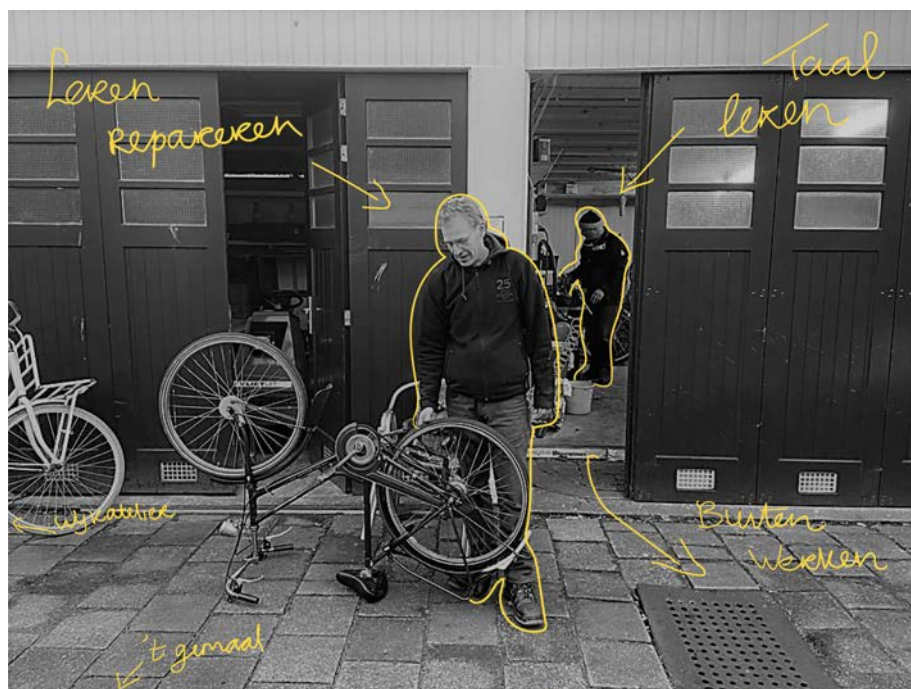
... Behoeftte aan **werkgelegenheid voor
bewoners
zonder
startkwalificatie.**

... Echter mist **dit aanbod volledig.**



WIJKATELIER

OP ZUID



FIETSENBANK

WERKPLAATS

Werkgelegenheid passend bij de kwalificatie van de bewoners!

***Onderkant van de
arbeidsmarkt***



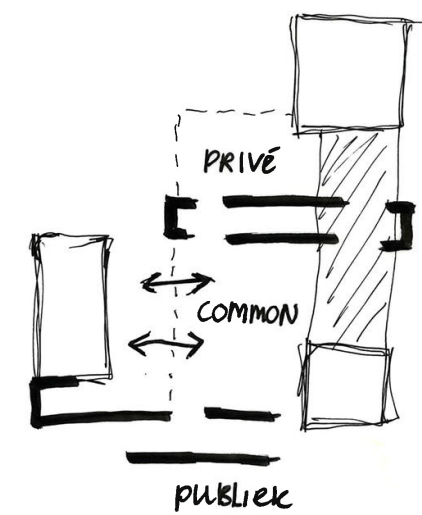
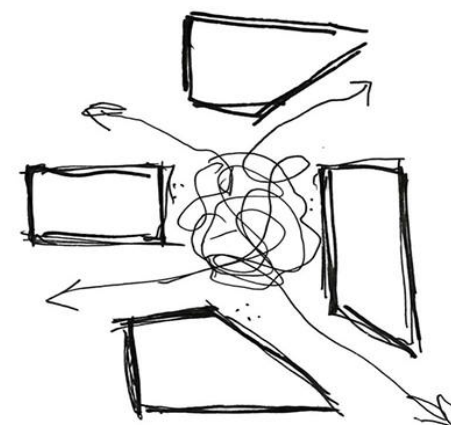
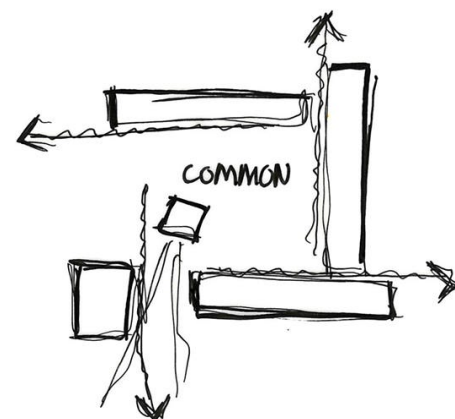
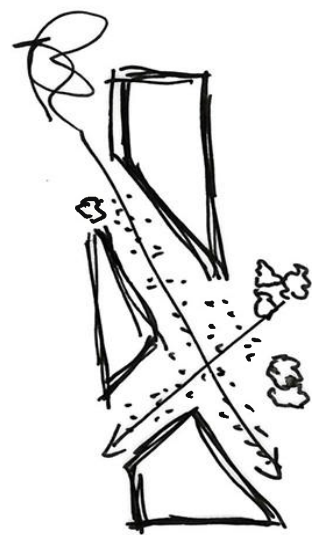
***Ambachtelijke productie
in de wijk***



Vergroten van de veerkracht

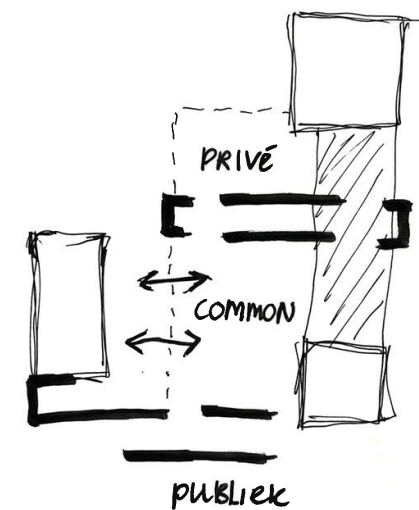
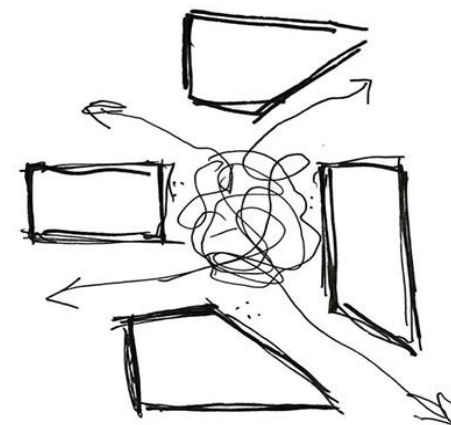
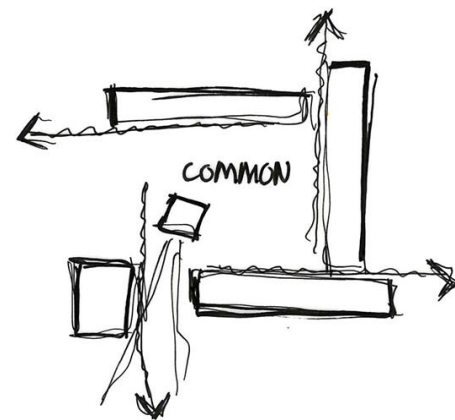
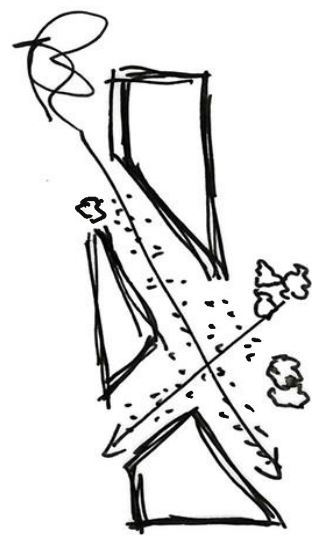


Ontwerpopgave:



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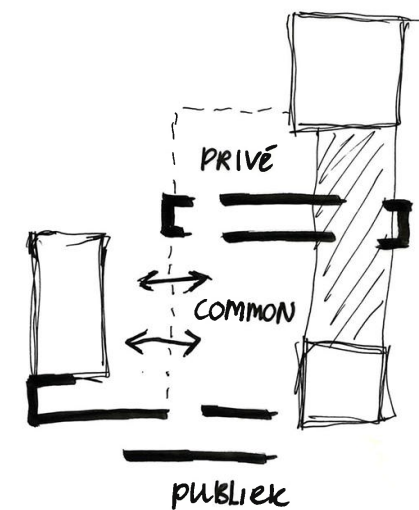
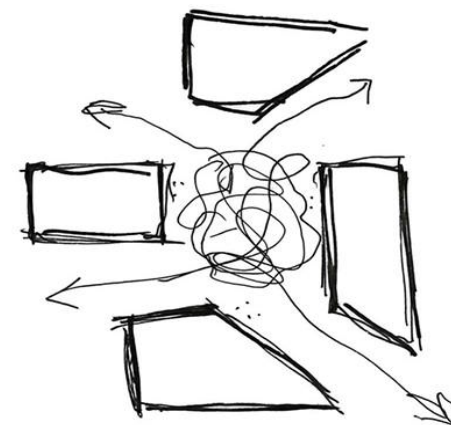
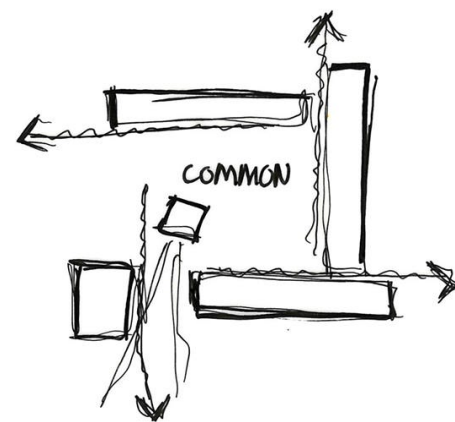
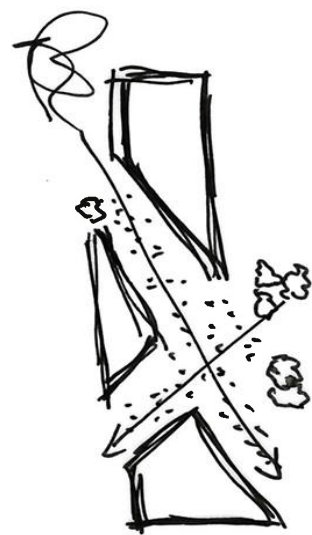
“Een fysieke ruimte voor het stimuleren en ontwikkelen van talenten, kwaliteiten en ambities van bewoners met beperkte startkwalificatie, als opstap naar werk in ambacht.”



Ontwerpopgave:

“Een fysieke ruimte voor het stimuleren en ontwikkelen van talenten, kwaliteiten en ambities van bewoners met beperkte startkwalificatie, als opstap naar werk in ambacht.”

“Een fysieke ruimte voor ontmoeting, verbinding en samenwerking.”



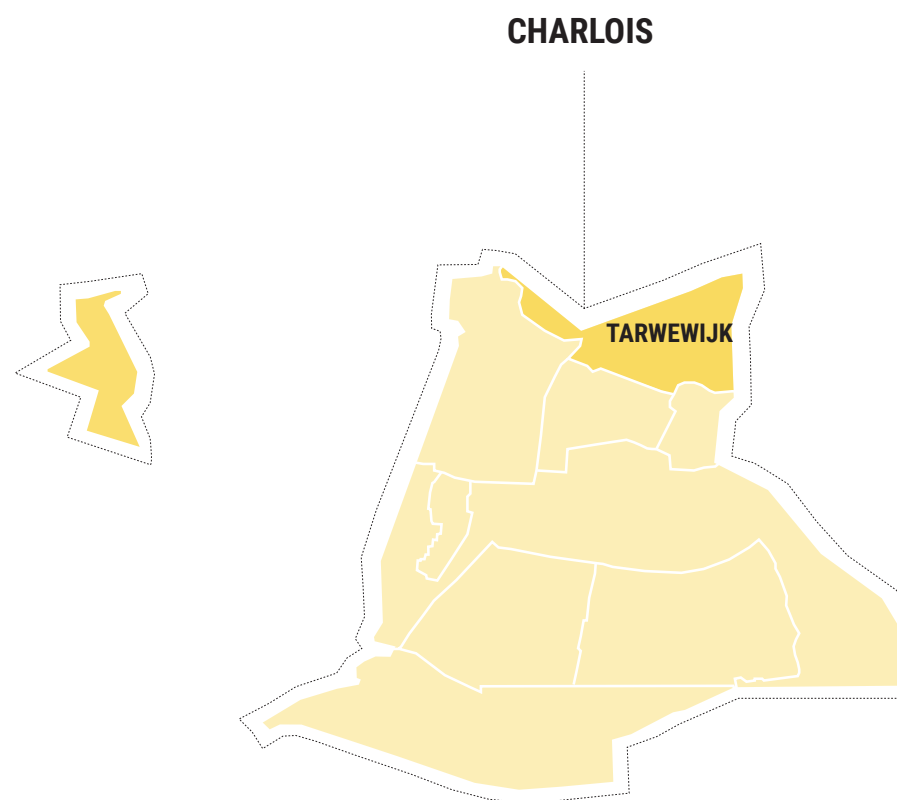
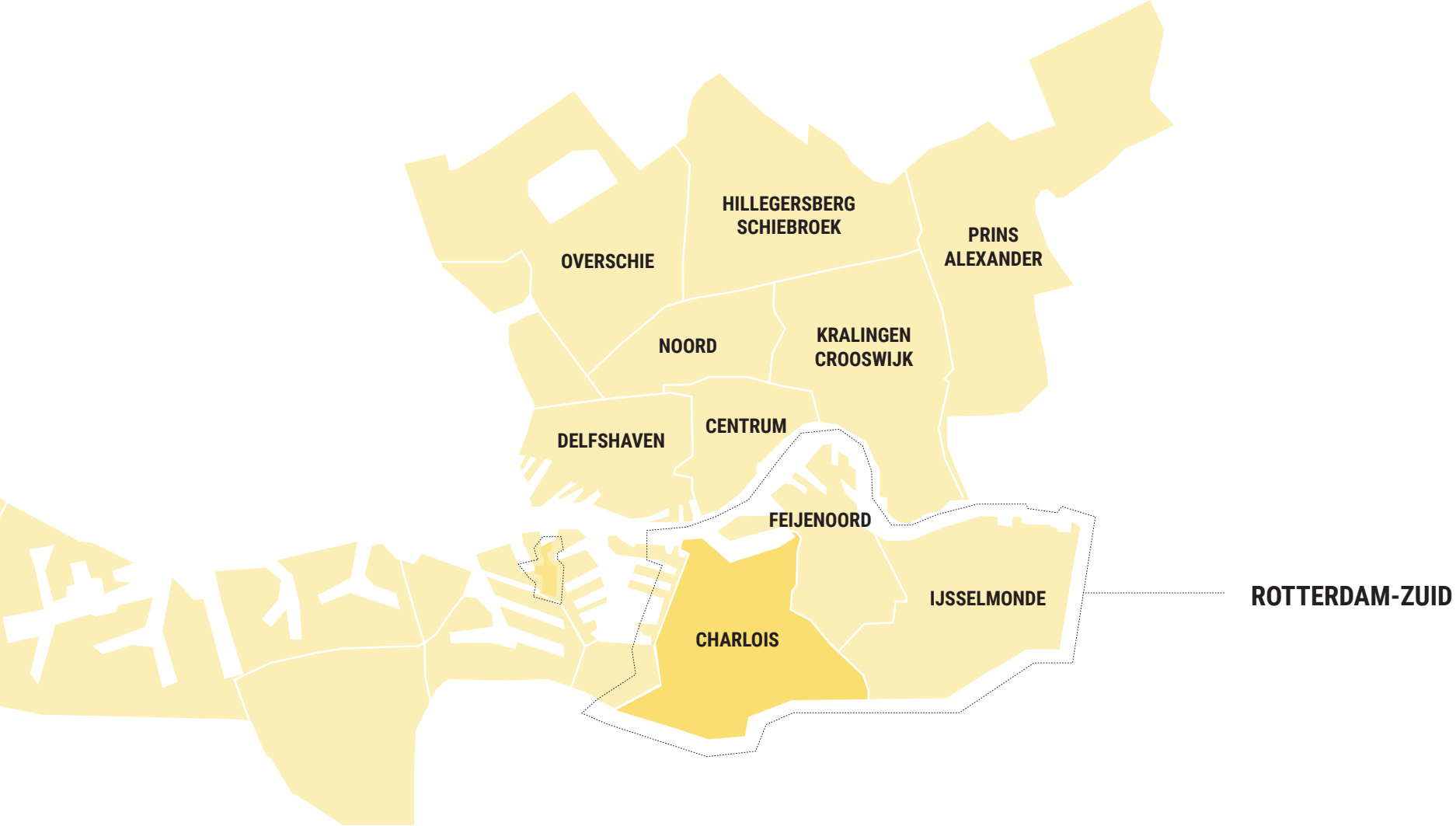
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gaat over maken, leren en ontmoeten. In de maakplaats werken bewoners samen aan een wijkbedrijvigheid, door het samen maken (samenwerkingen) en leren van elkaars kennis en kunde (educatie, inspiratie); door de wijk, voor de wijk. Persoonlijke groei, ontmoeting en het stimuleren van lokale economie zijn daarbij belangrijke speerpunten. Dit alles om participatie, emancipatie en startkwalificaties te bevorderen. Een model voor talentontwikkeling voor bewoners met beperkte startkwalificaties om een ambacht te leren als opstap naar werk.



Ondersteunende financieringsinstrumenten,
zoals **wijkcoöperatie** of **social impact bonds**
kunnen bijdragen.



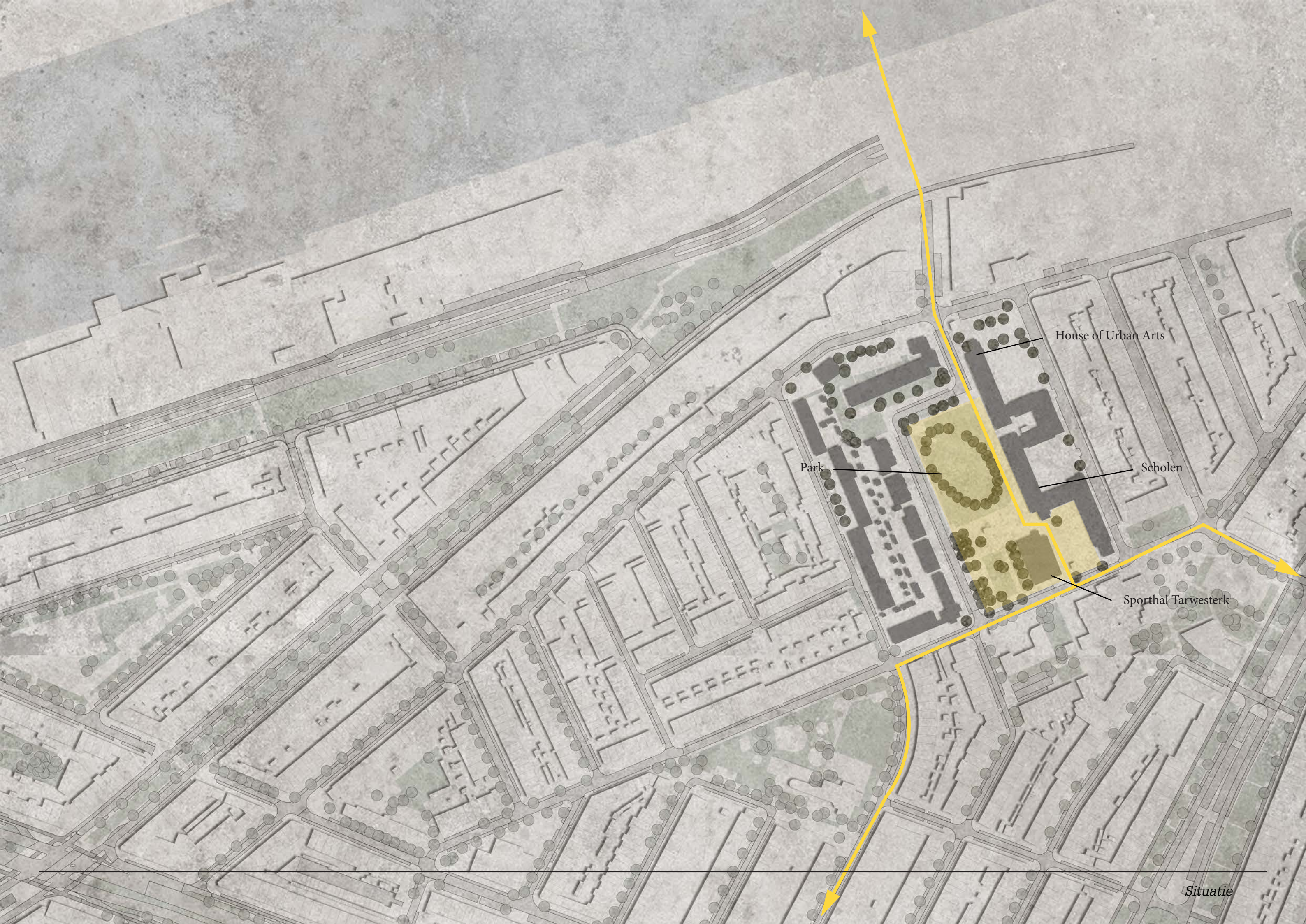












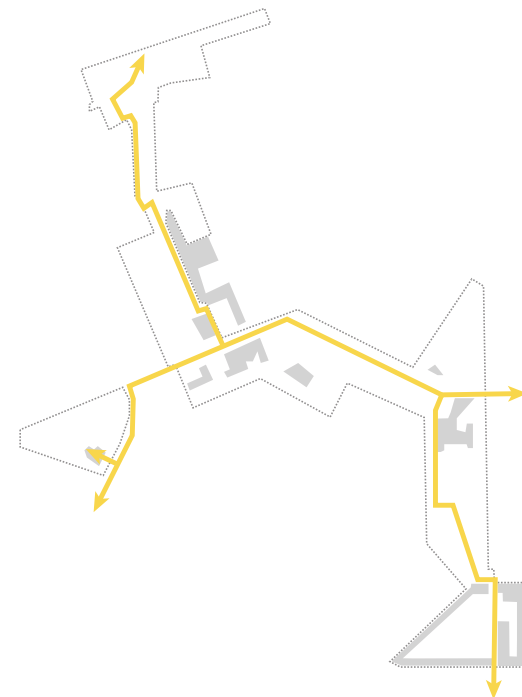
House of Urban Arts

Park

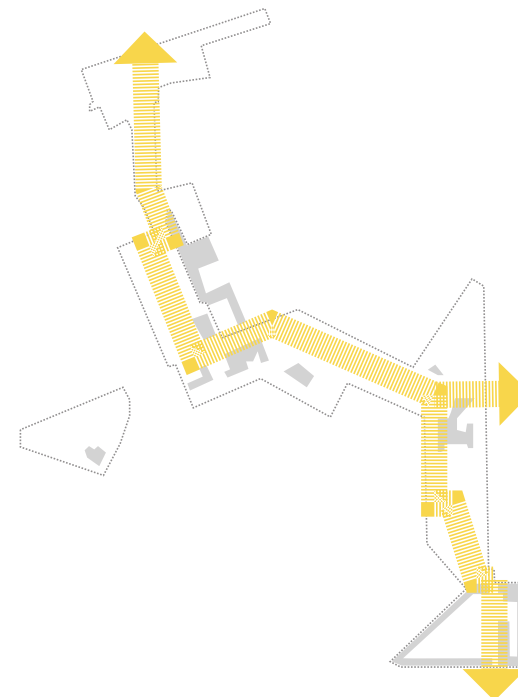
Scholen

Sporthal Tarwesterk

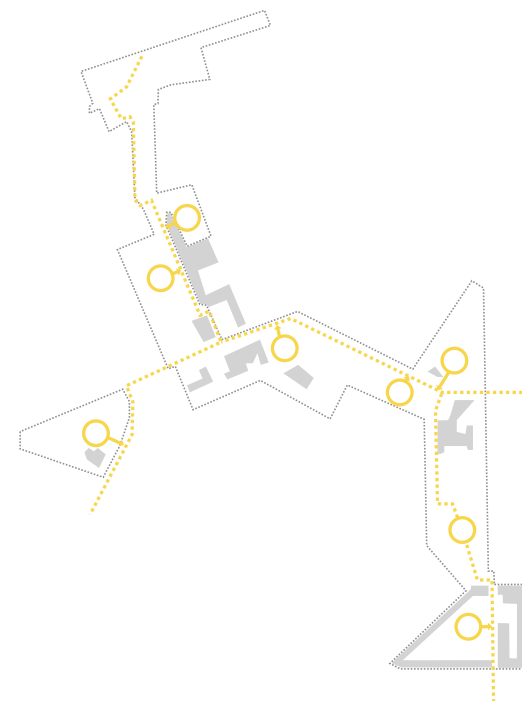
Situatie



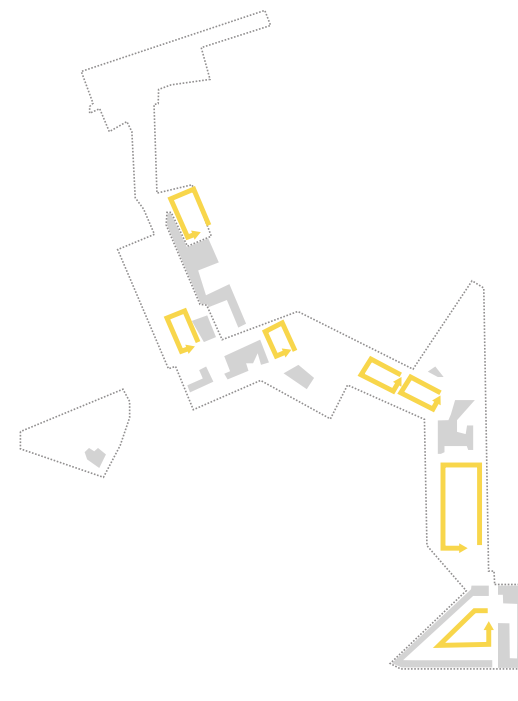
ROUTING HERKENBAAR MAKEN.



GROEN TAPIJT VERSTERKEN.



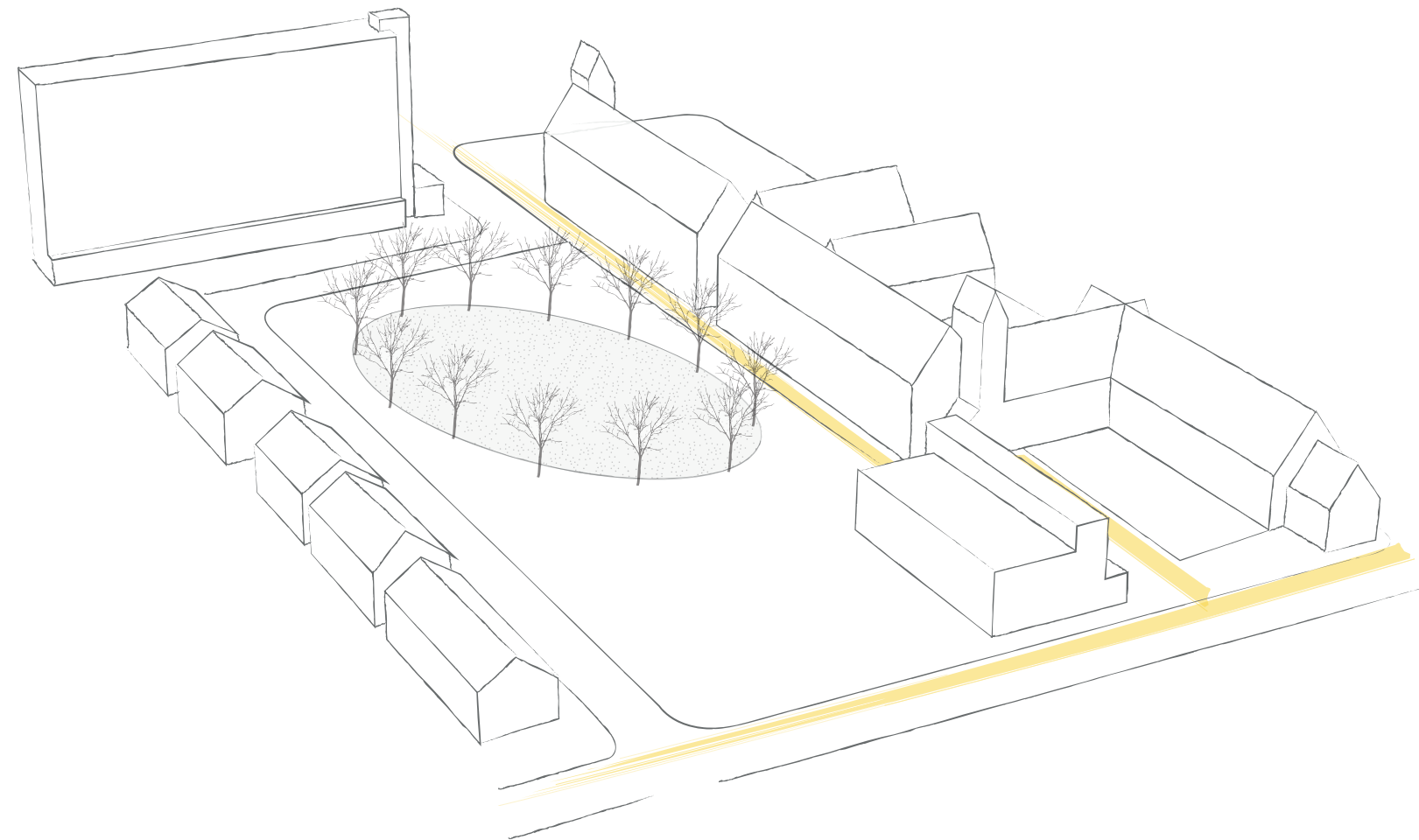
PLEKKEN BETER AAN LATEN SLUITEN.

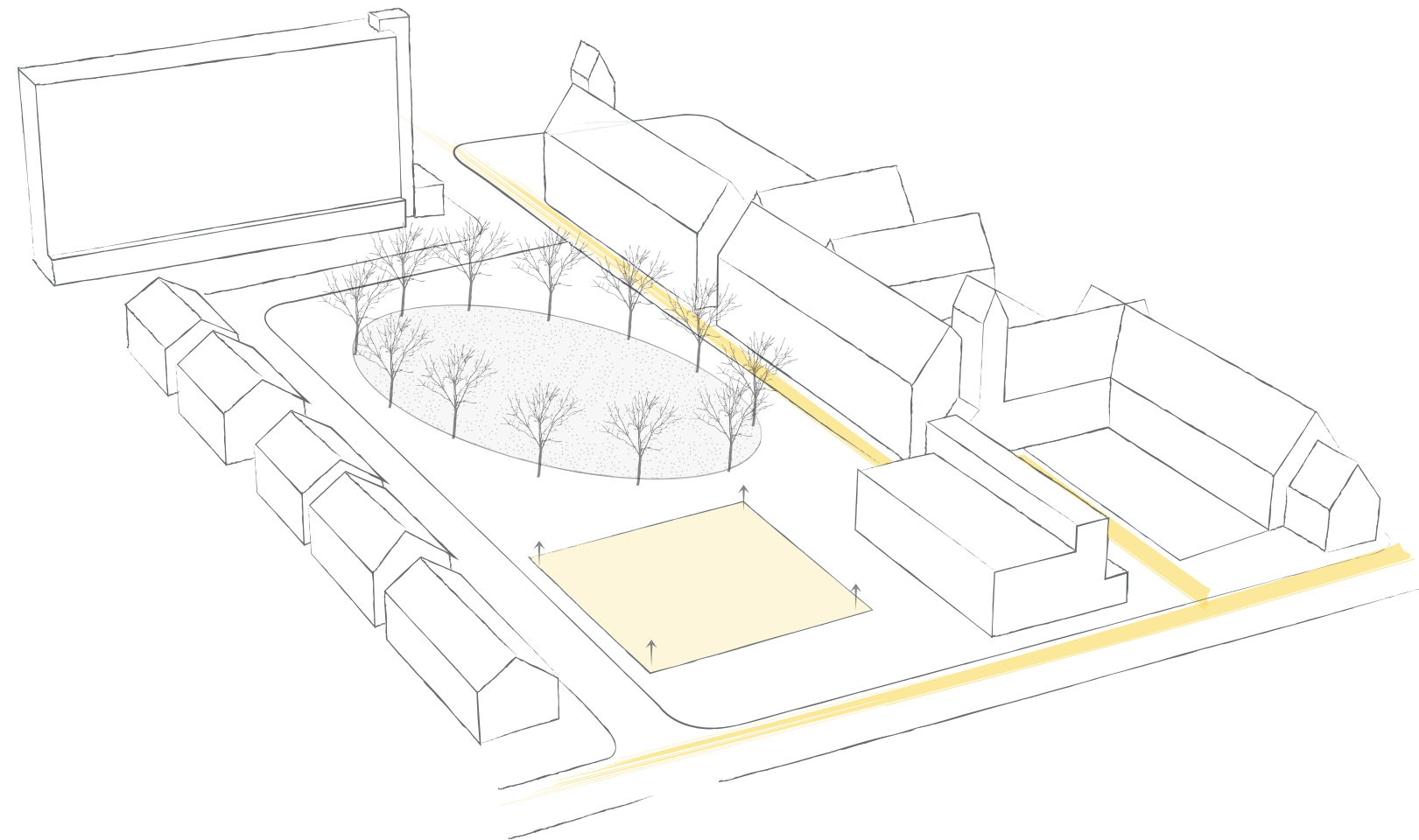


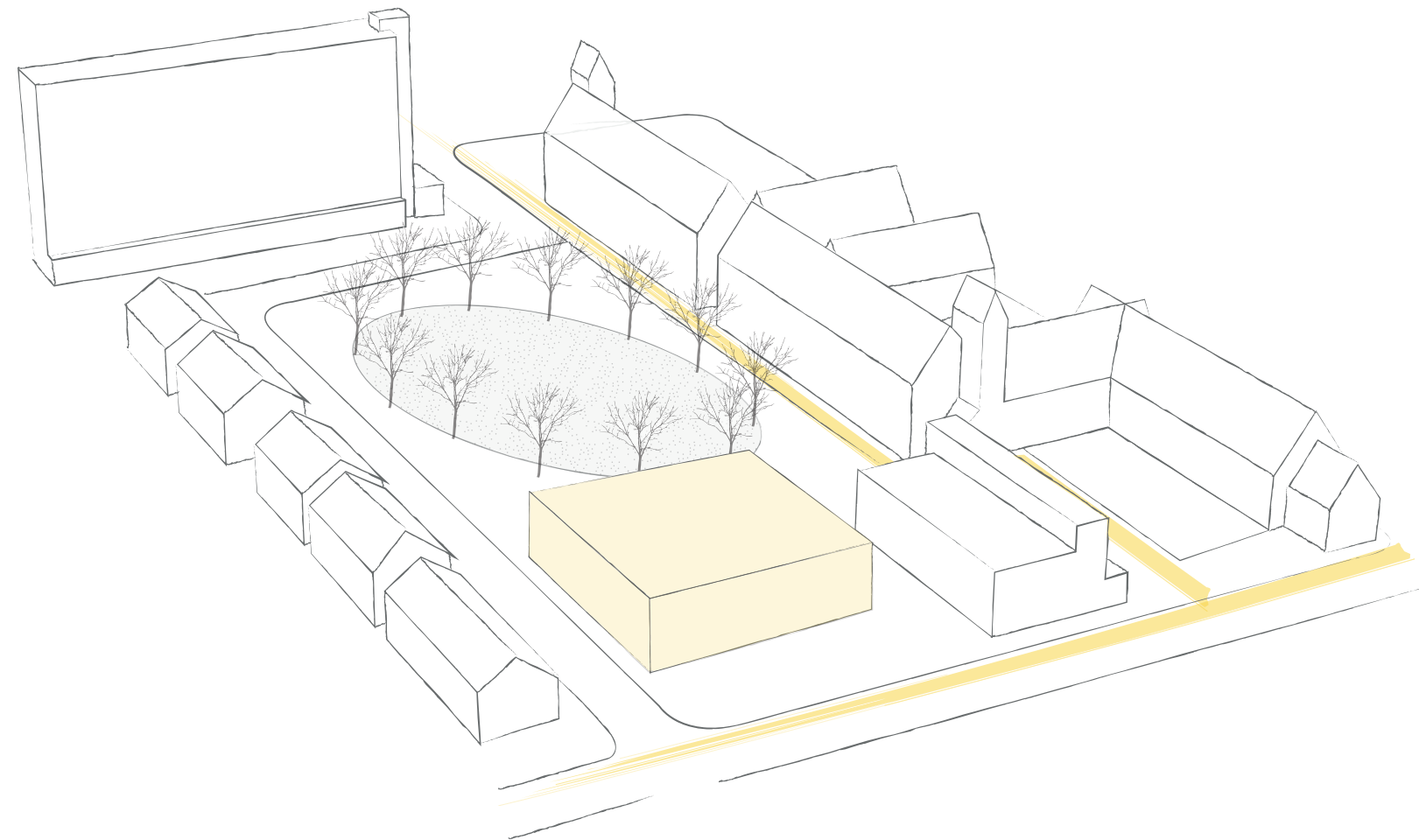
VERSTERKEN VERBLIJFSPLEKKEN.

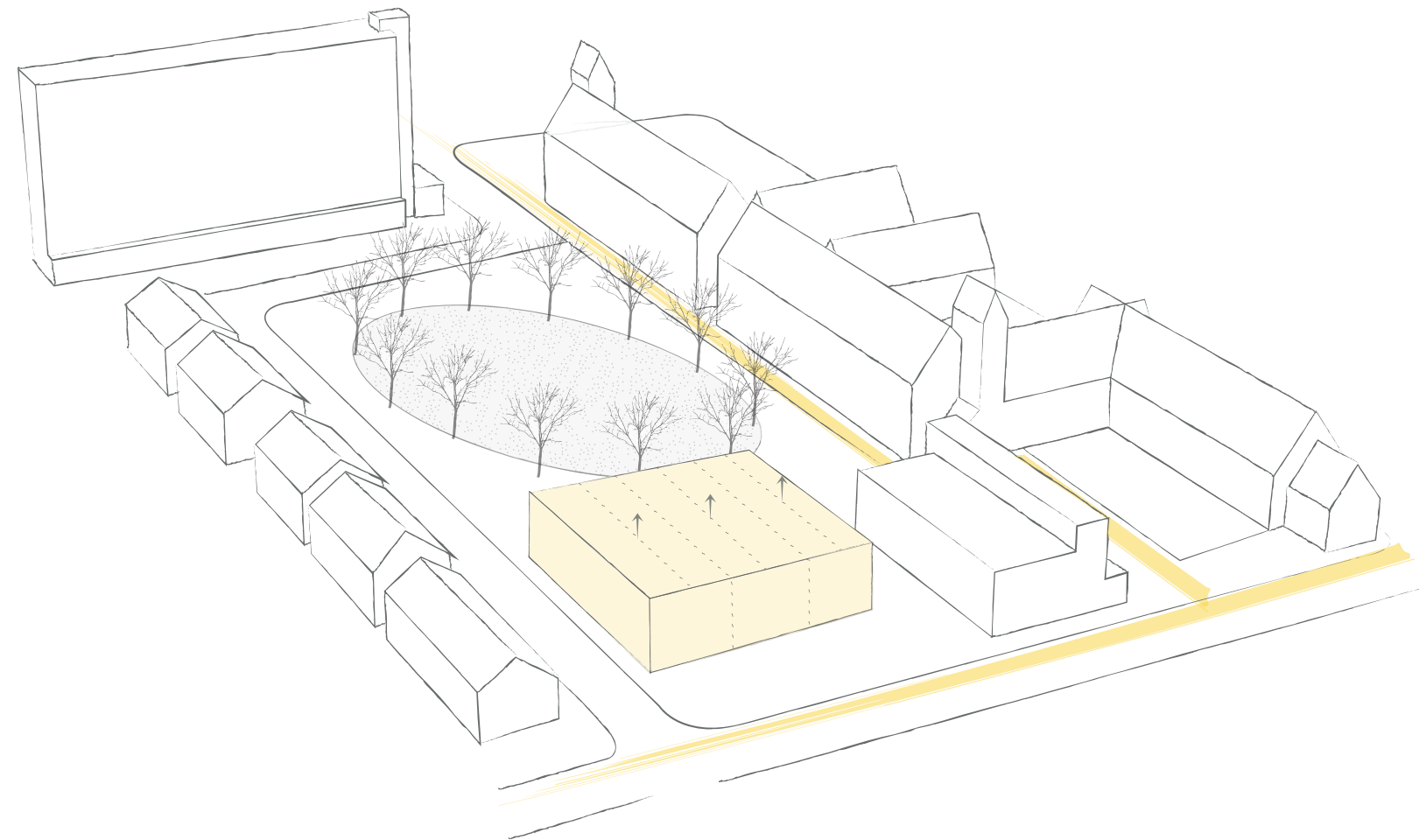


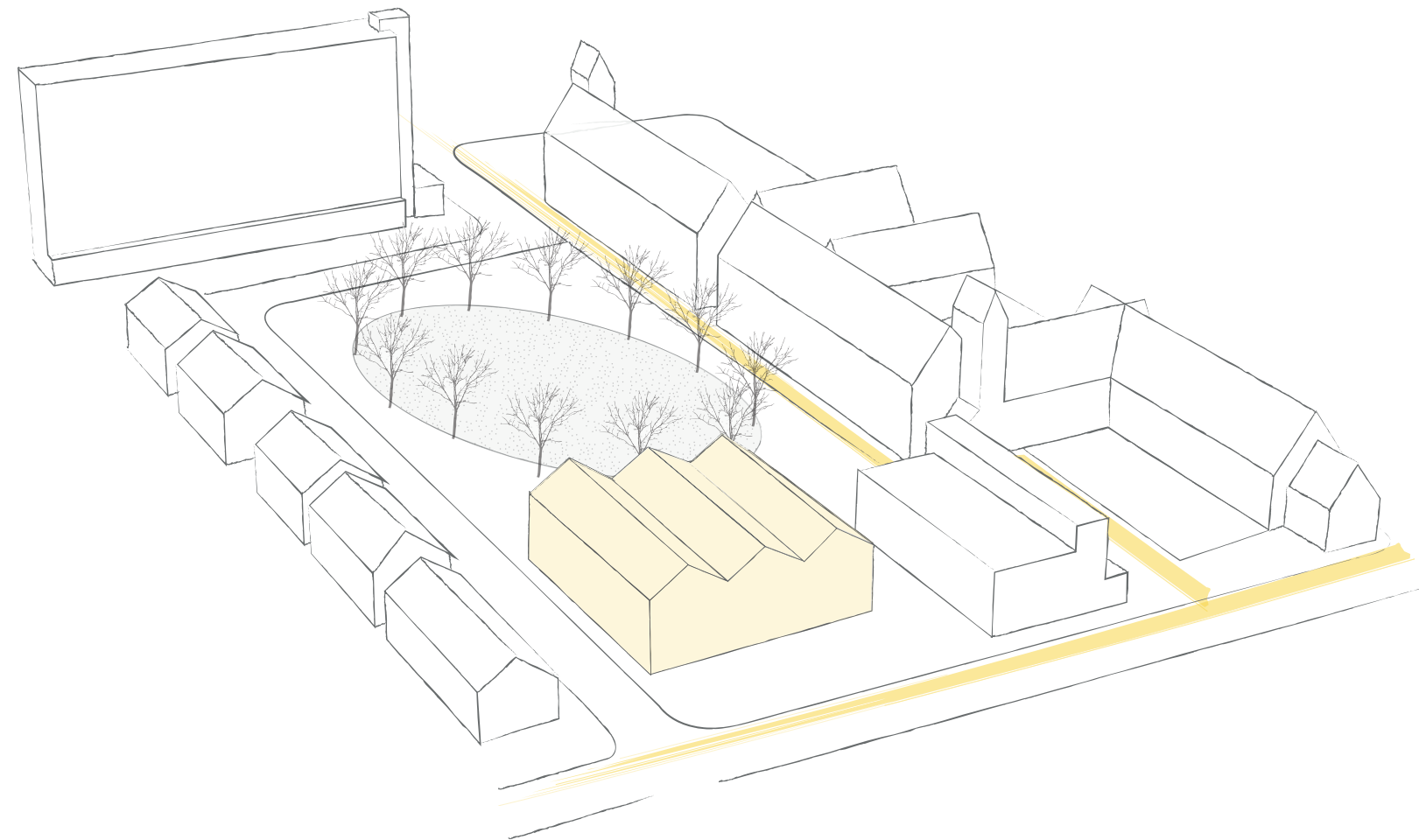
Situatie

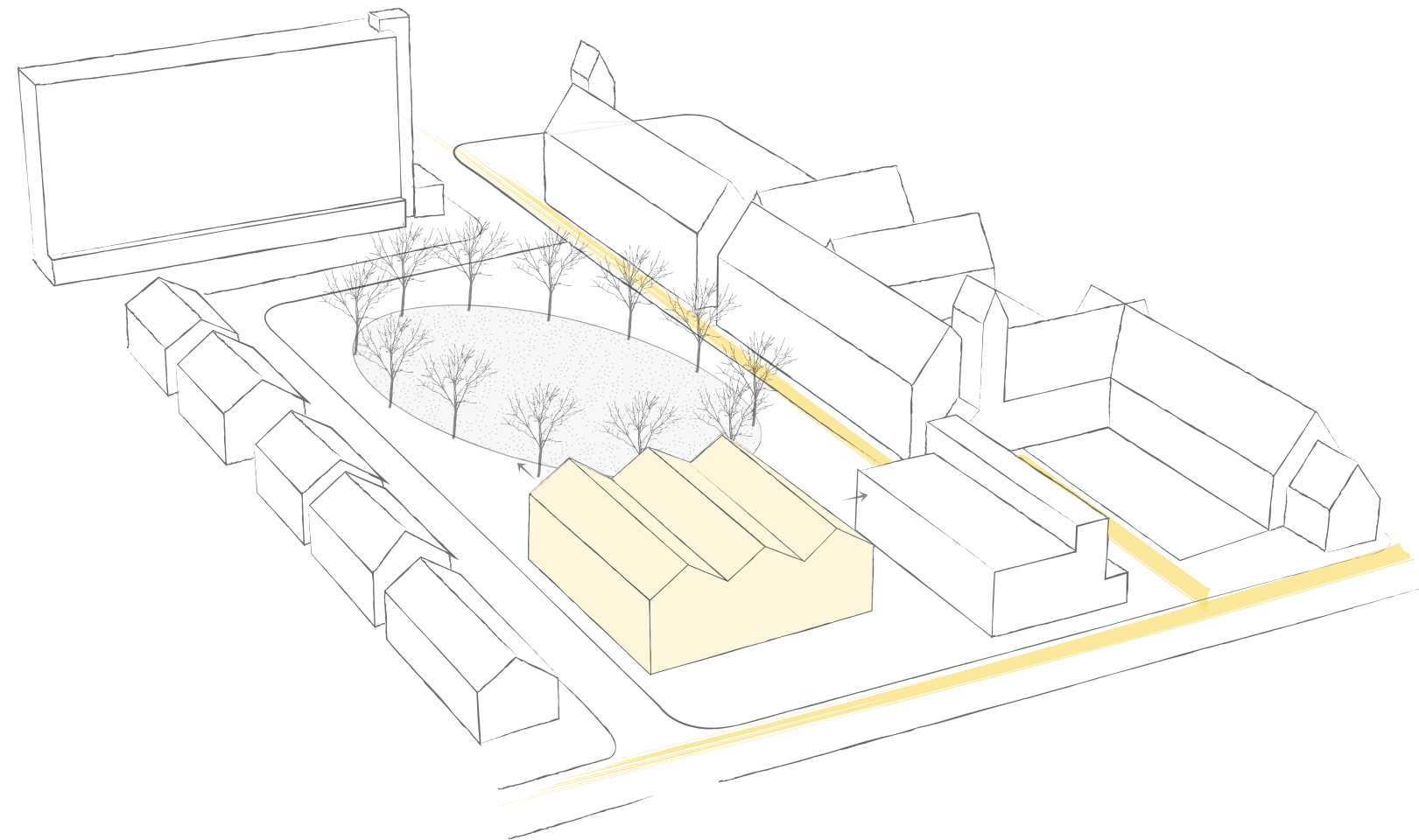


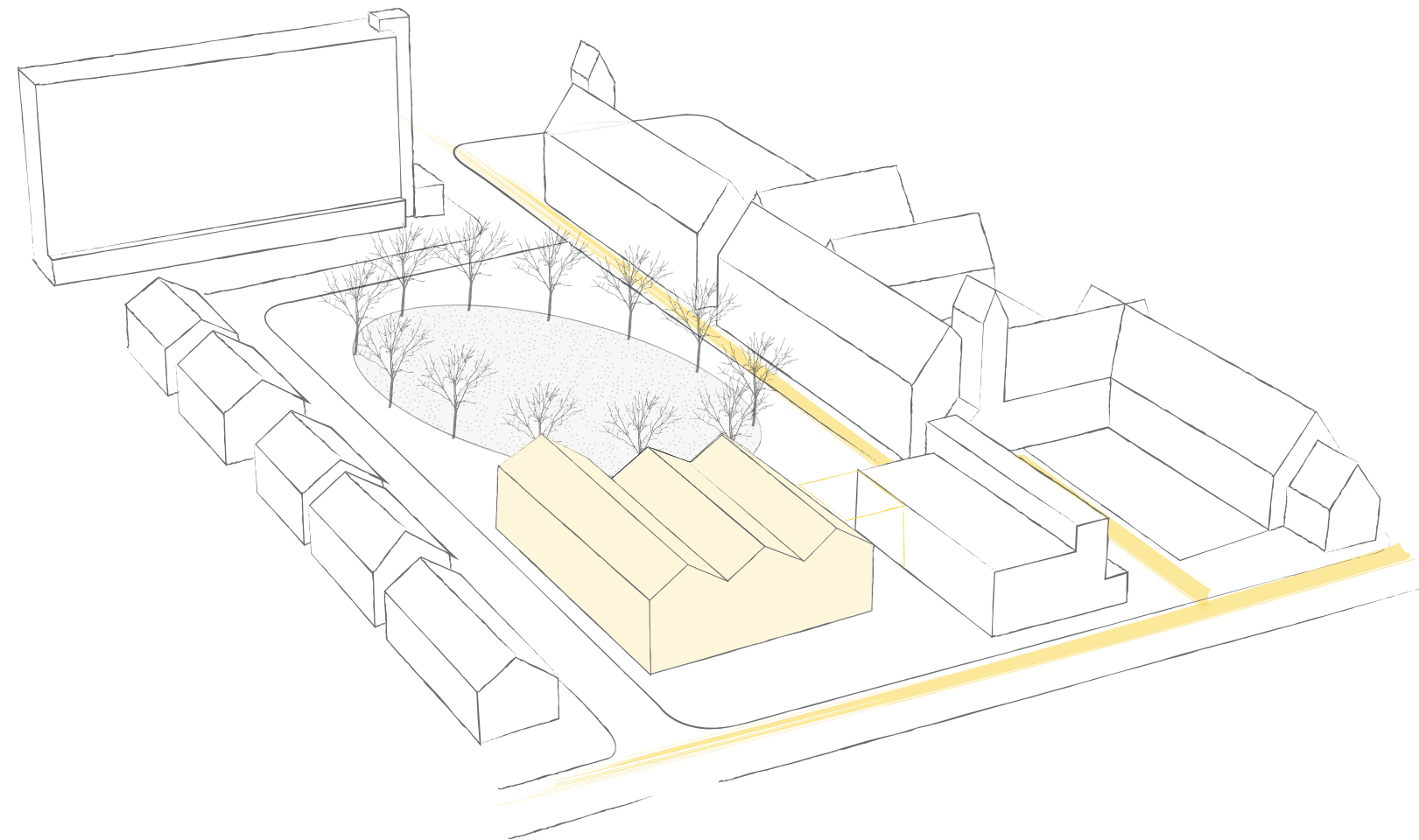
















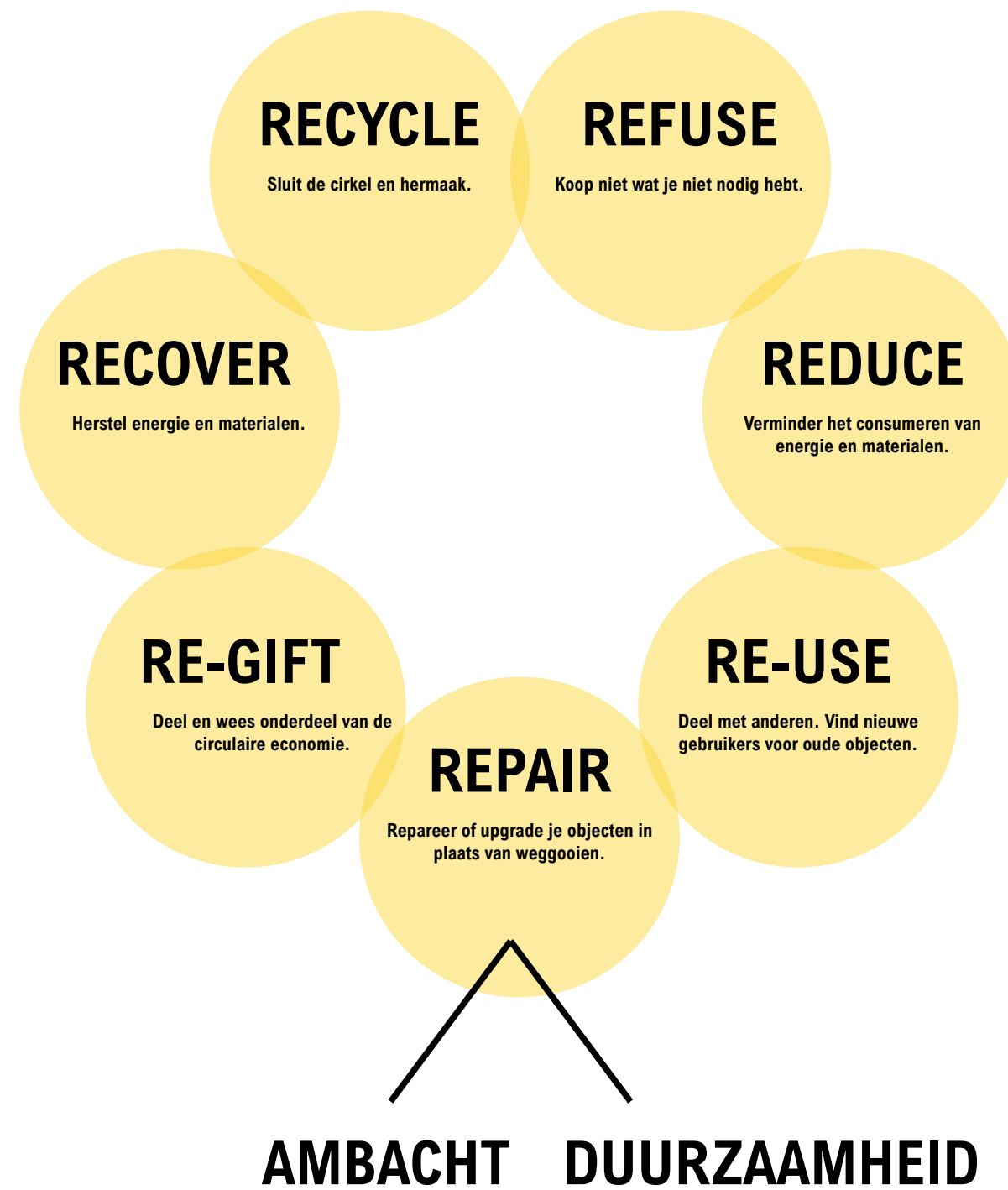




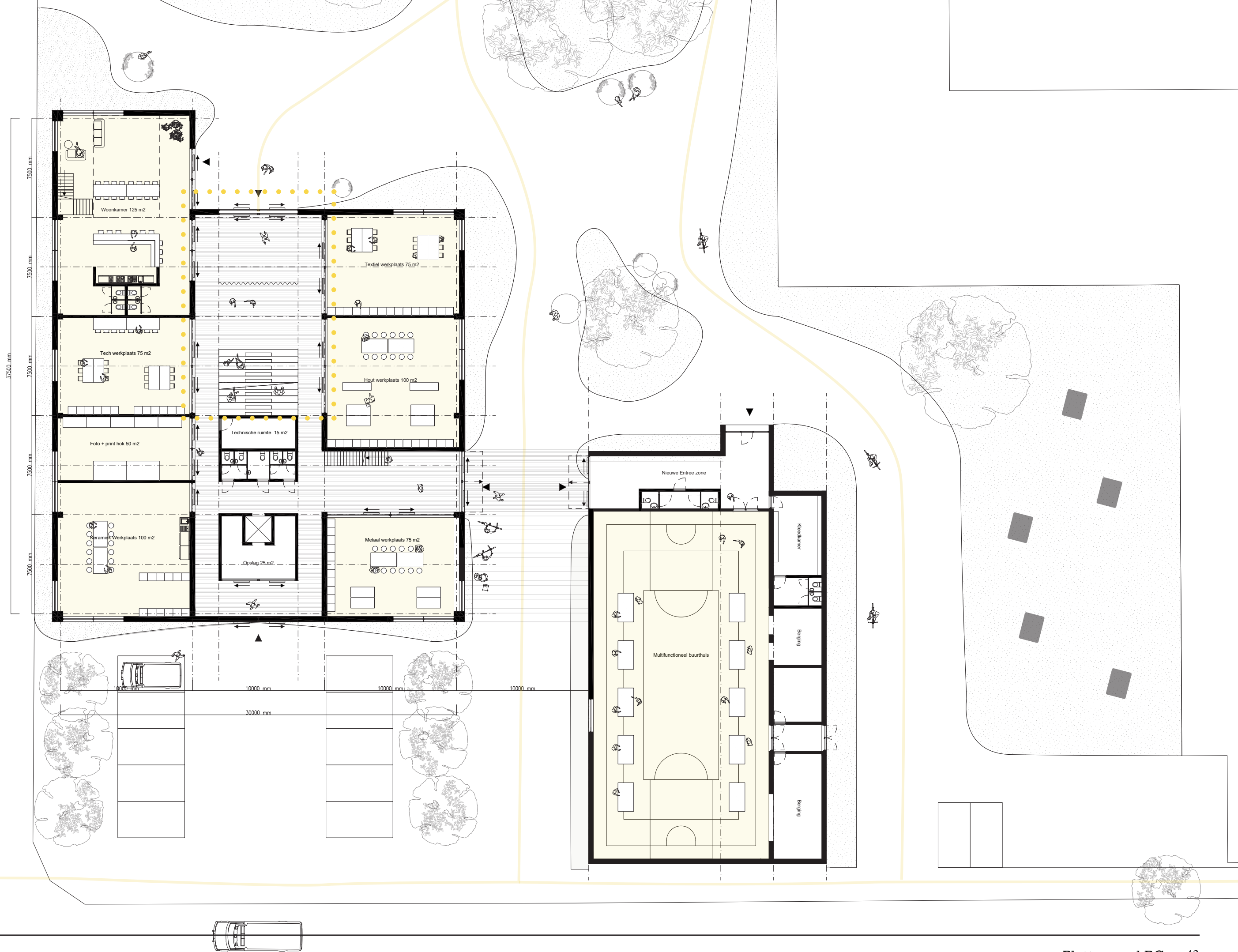
*Jongeren **zonder startkwalificatie**
(vroegtijdige school- en studieverlaters)*

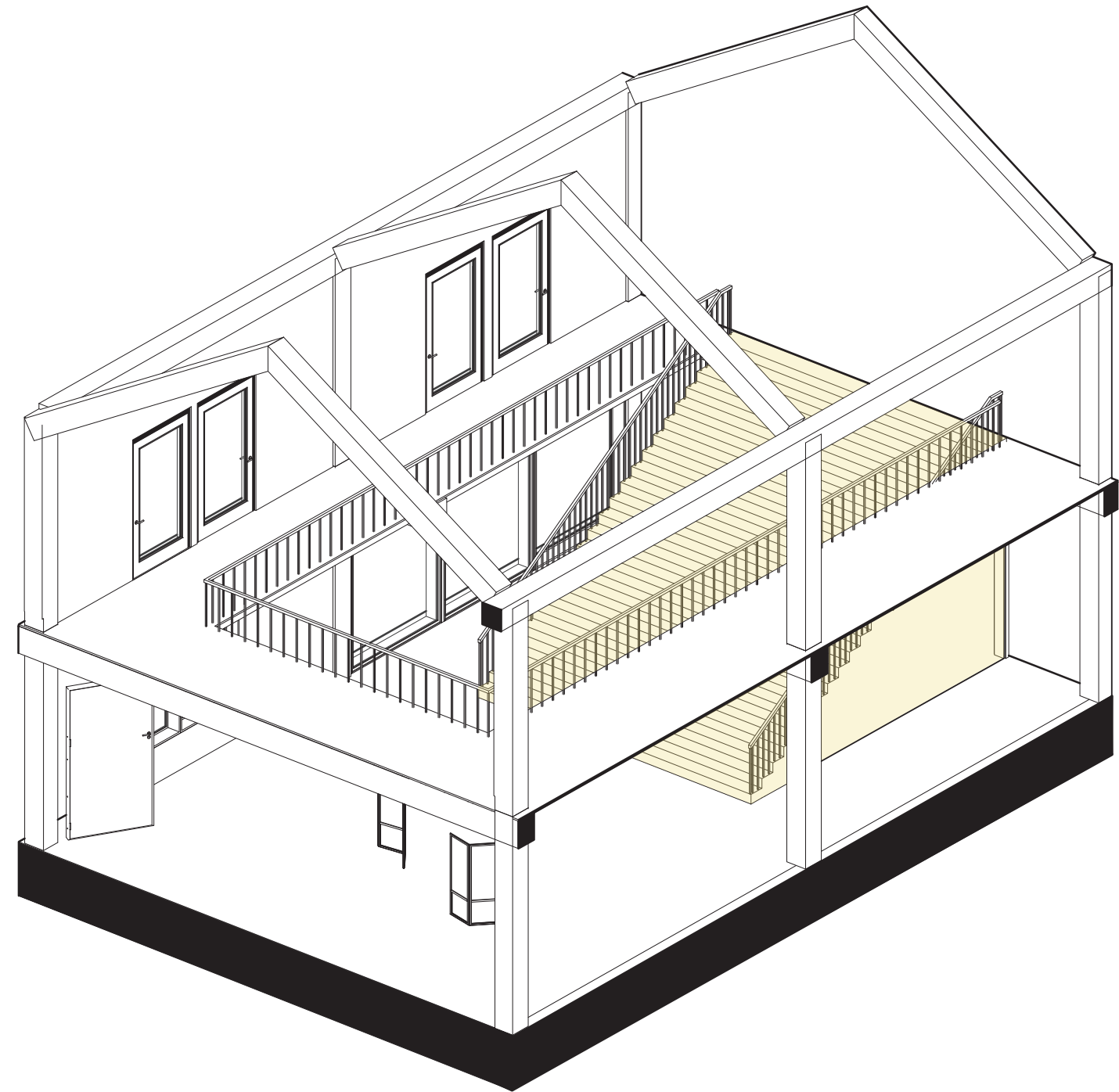
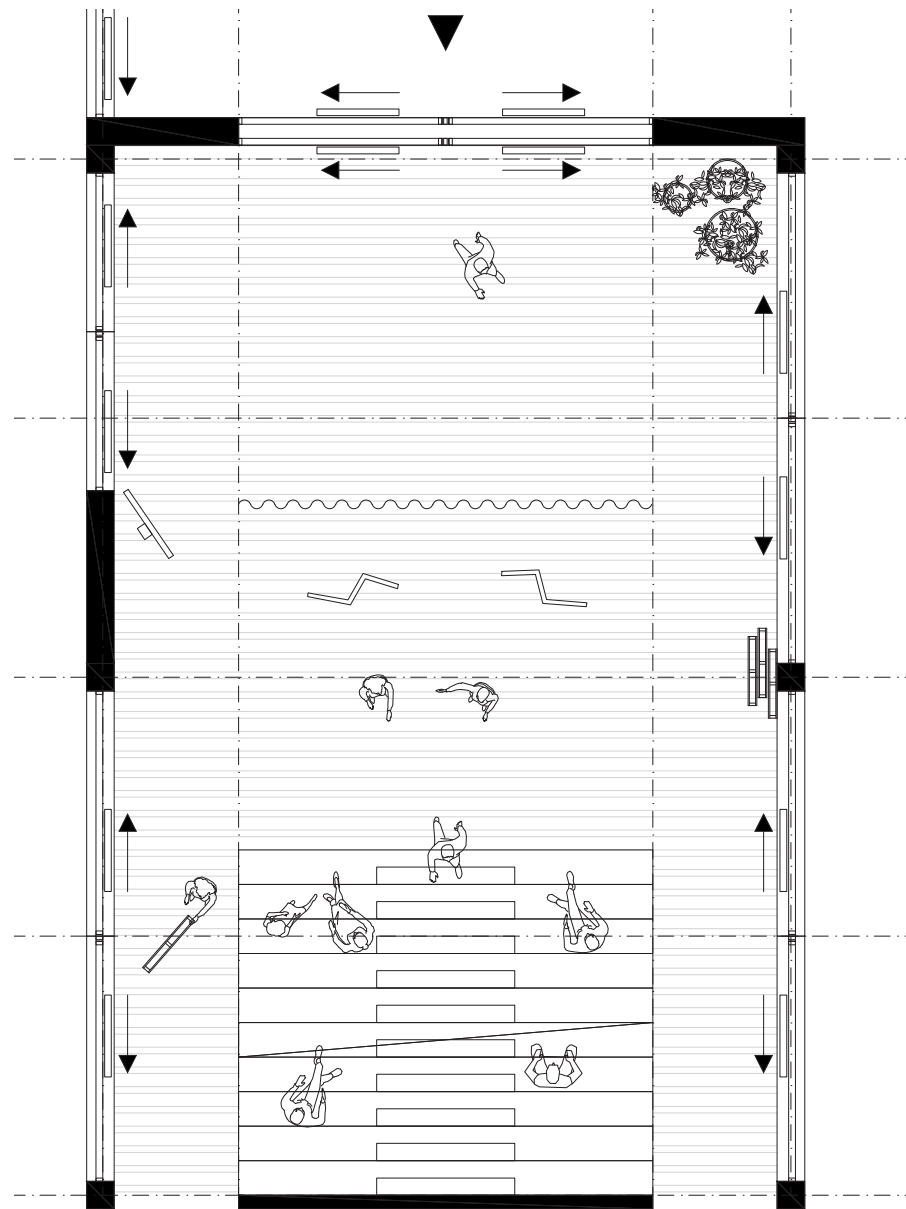


*(Langdurig) werklozen met een uitkering
zonder startkwalificaties*

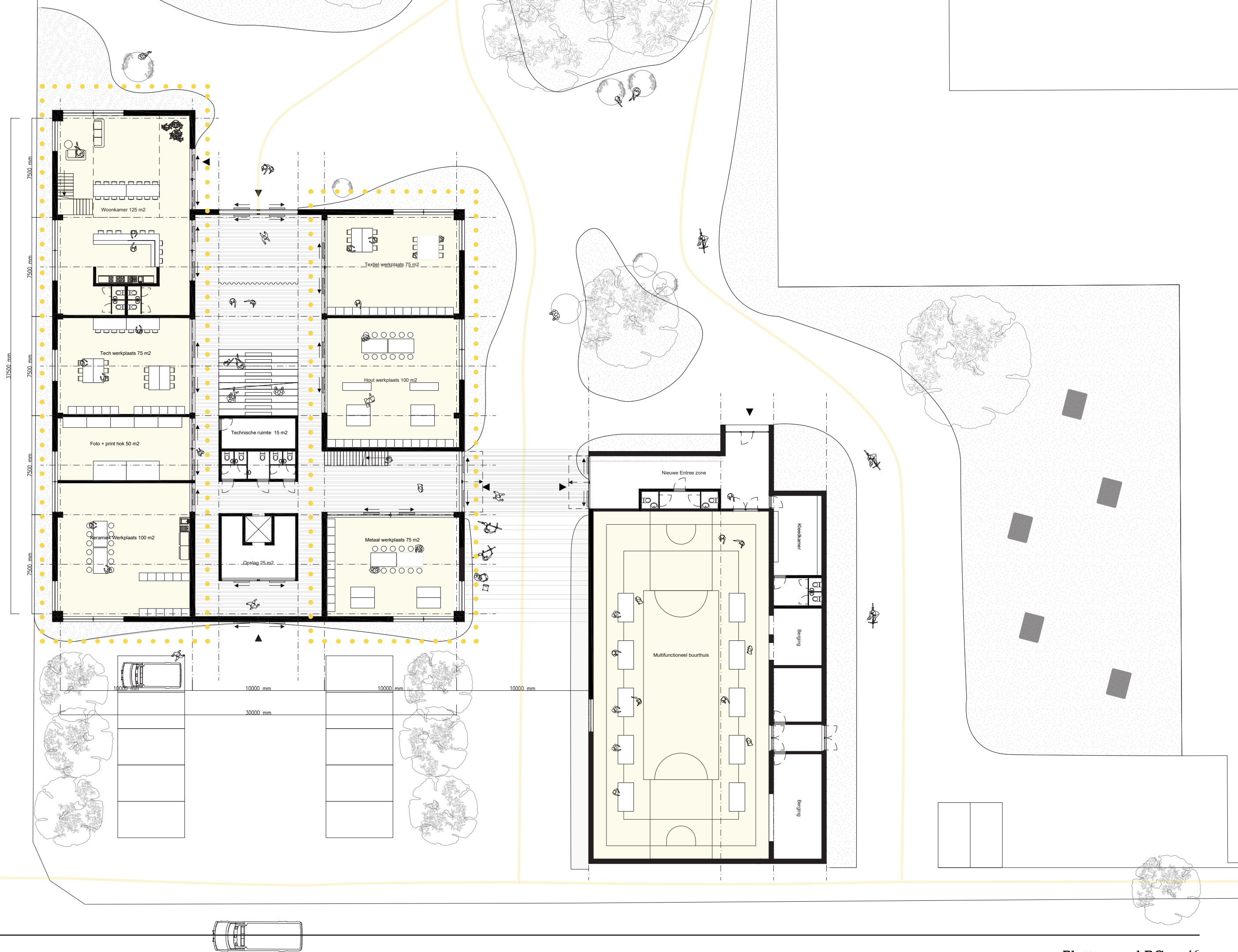


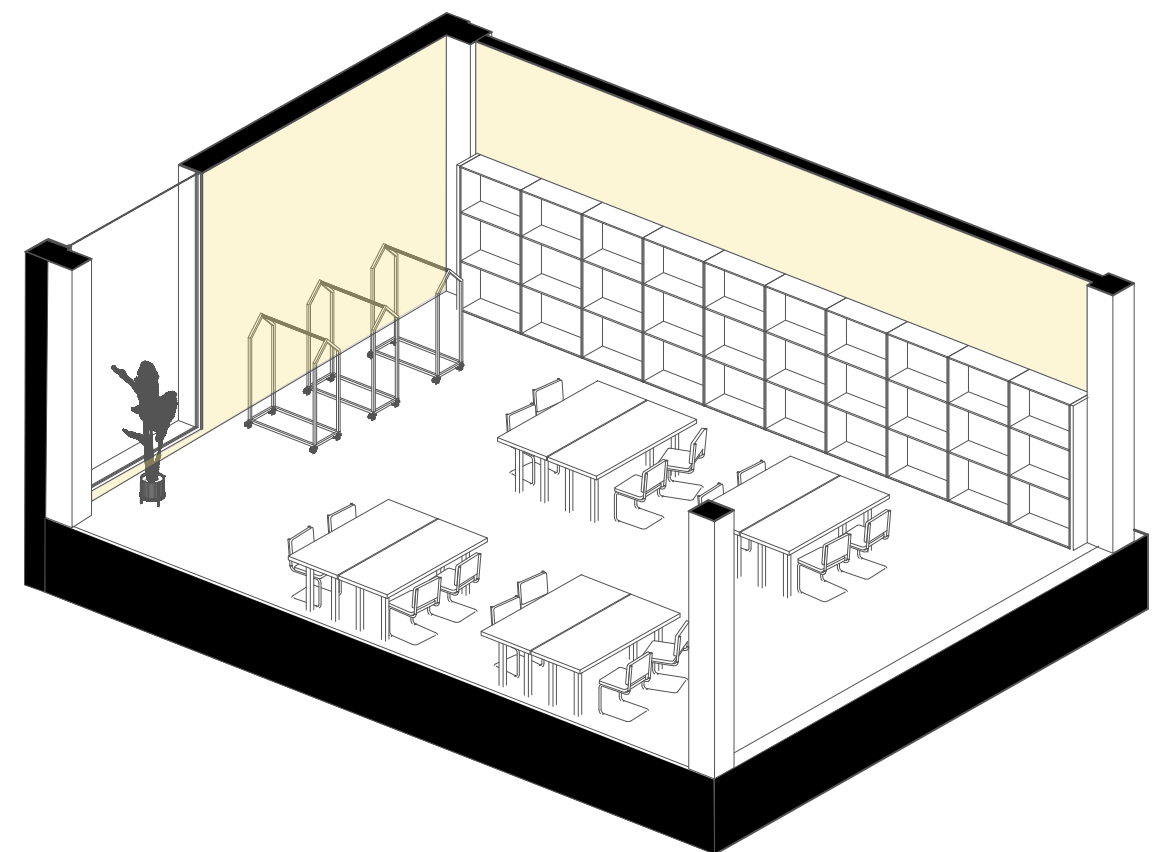
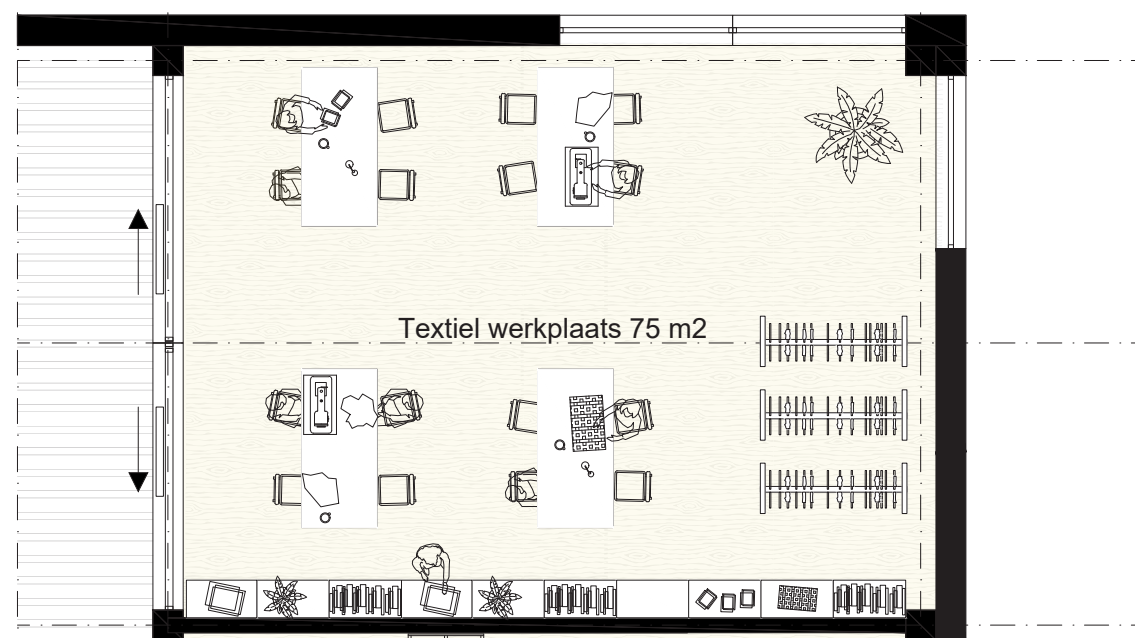




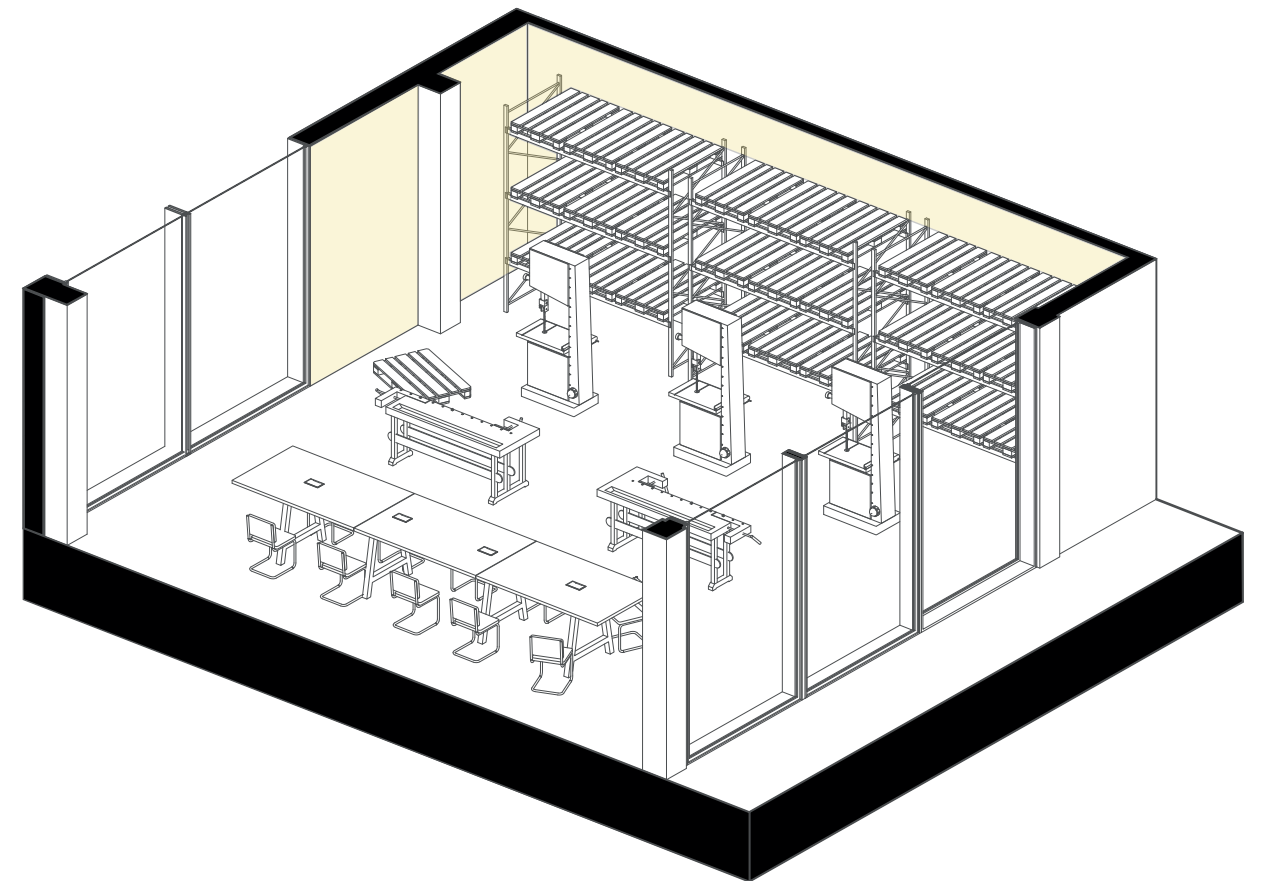
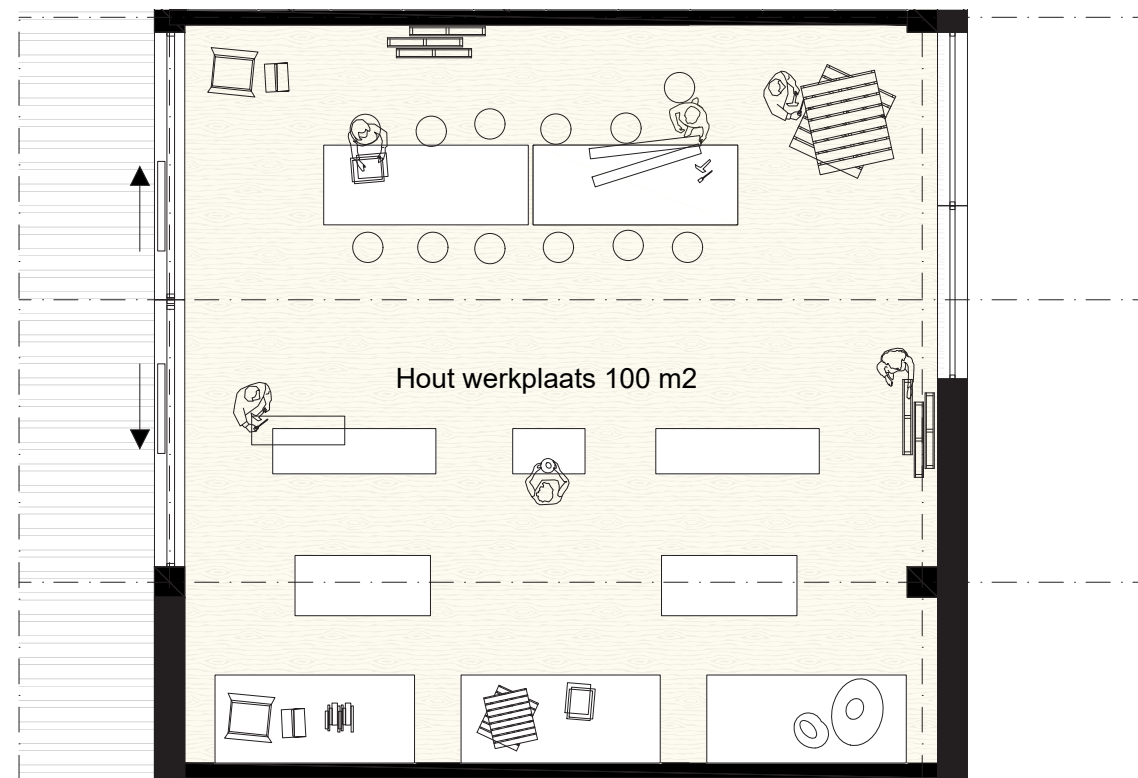




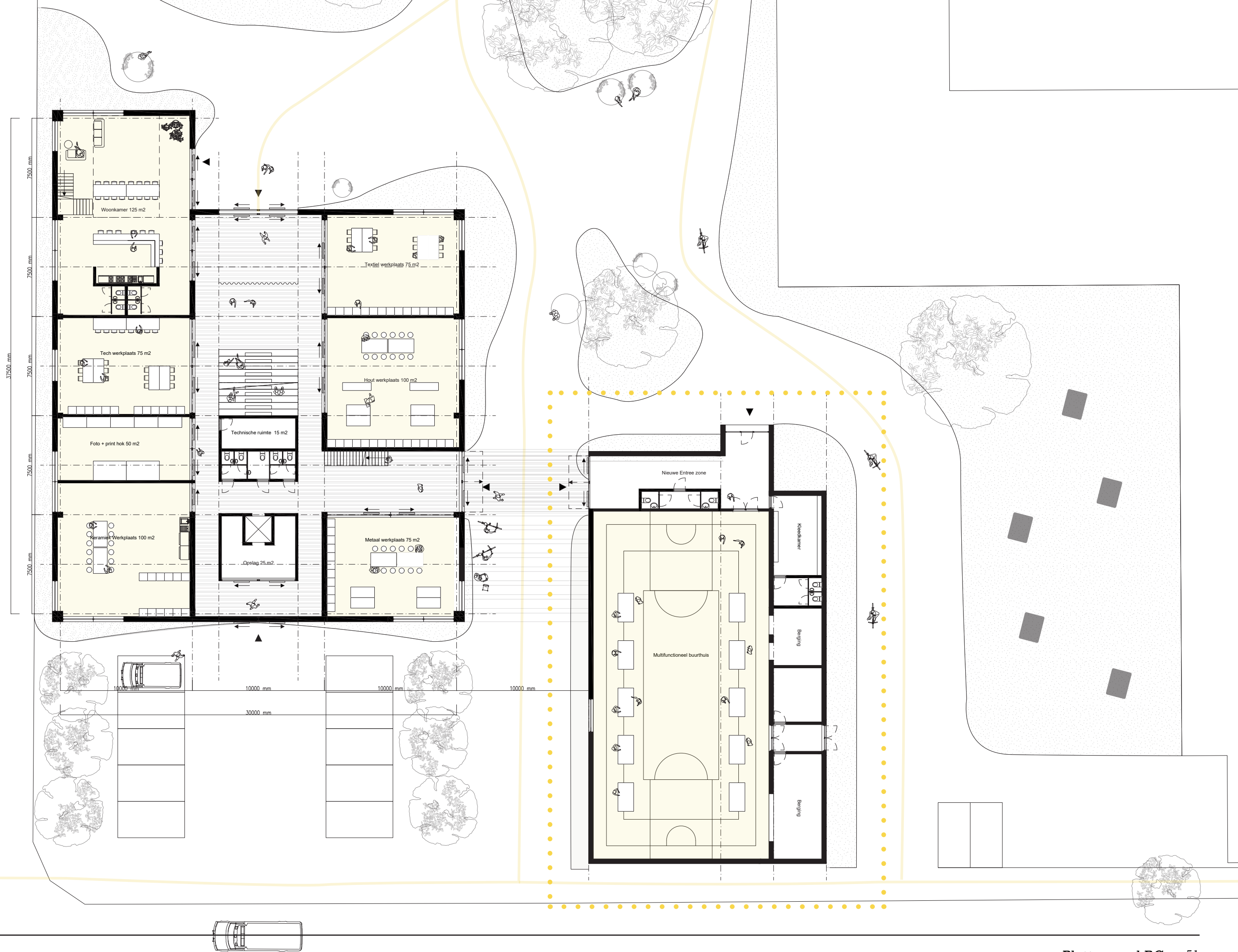


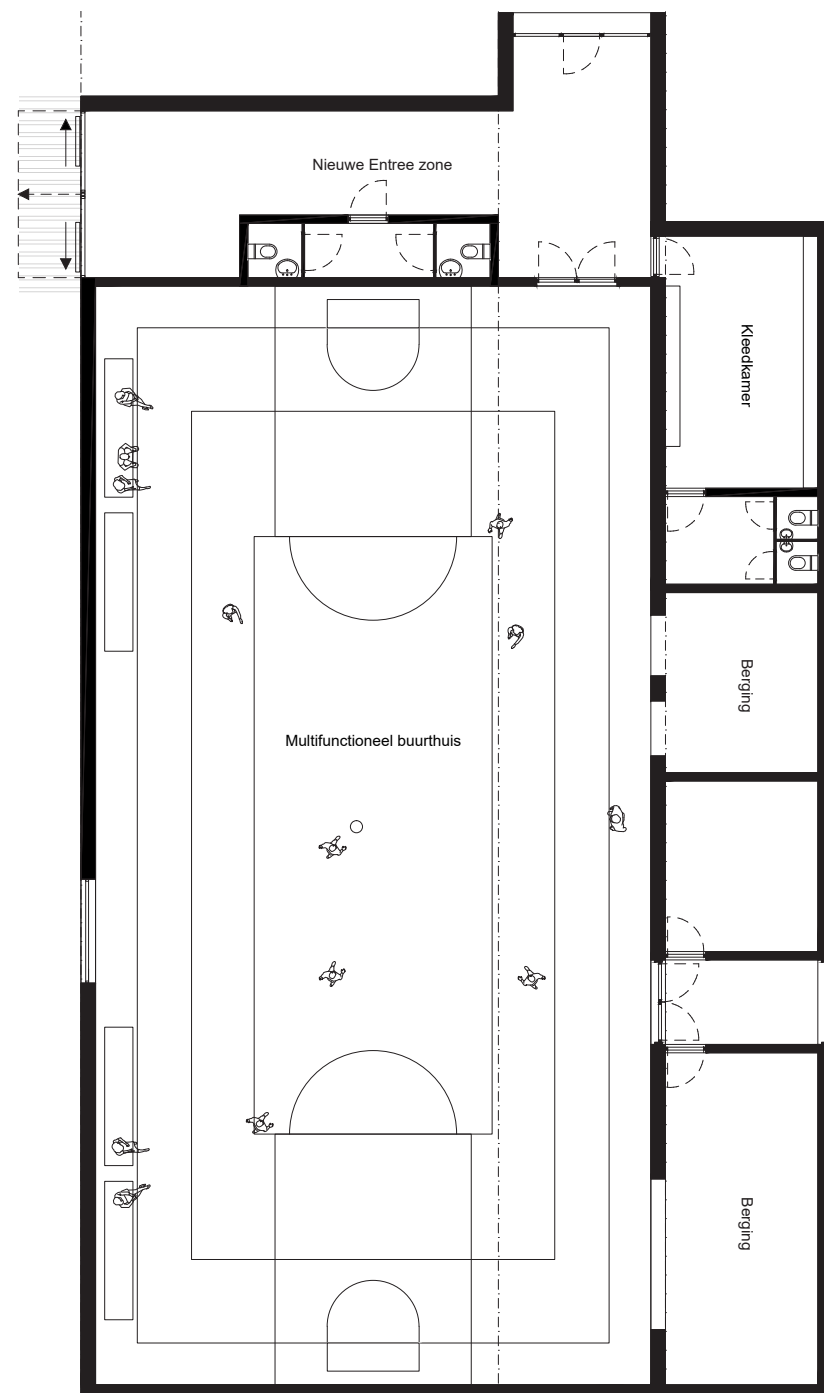


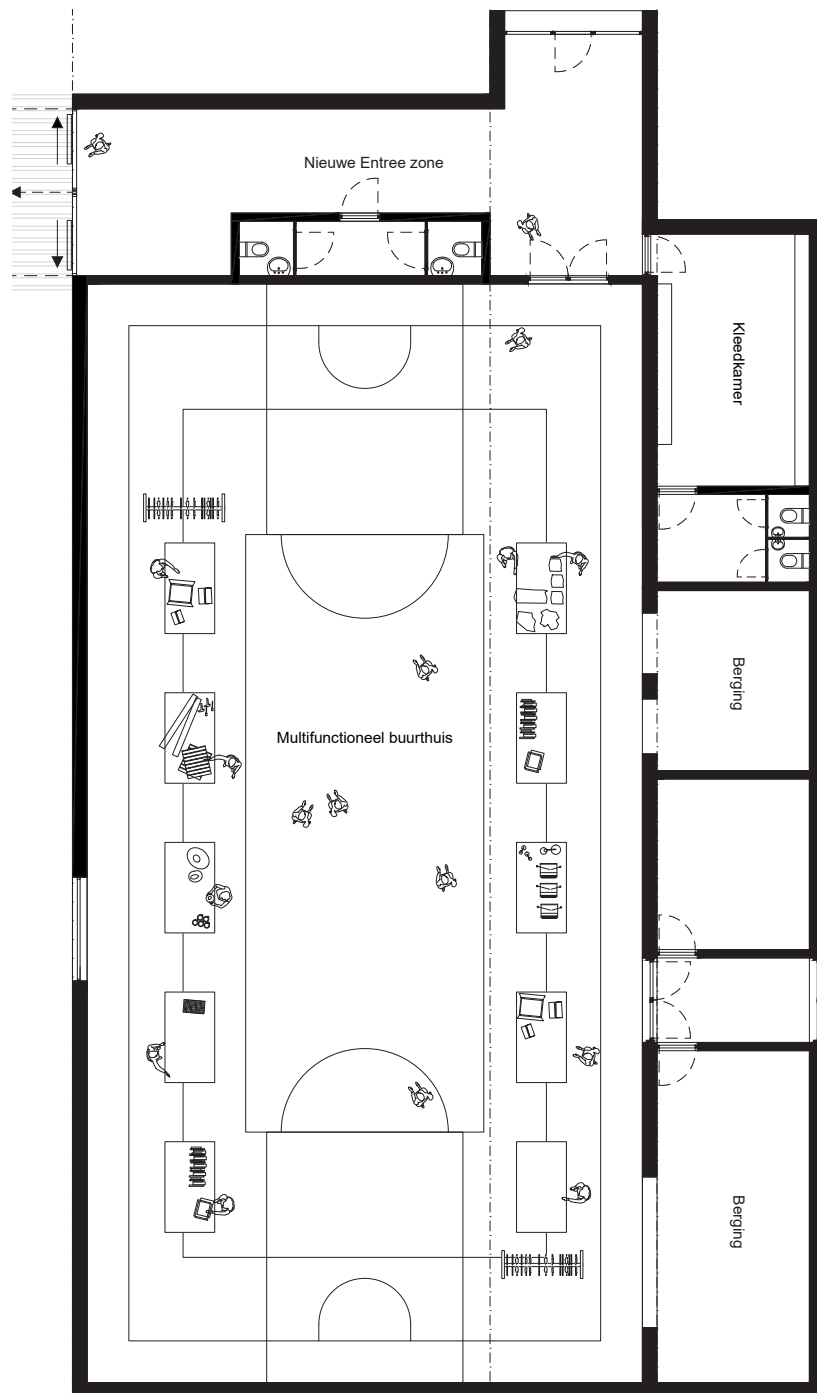


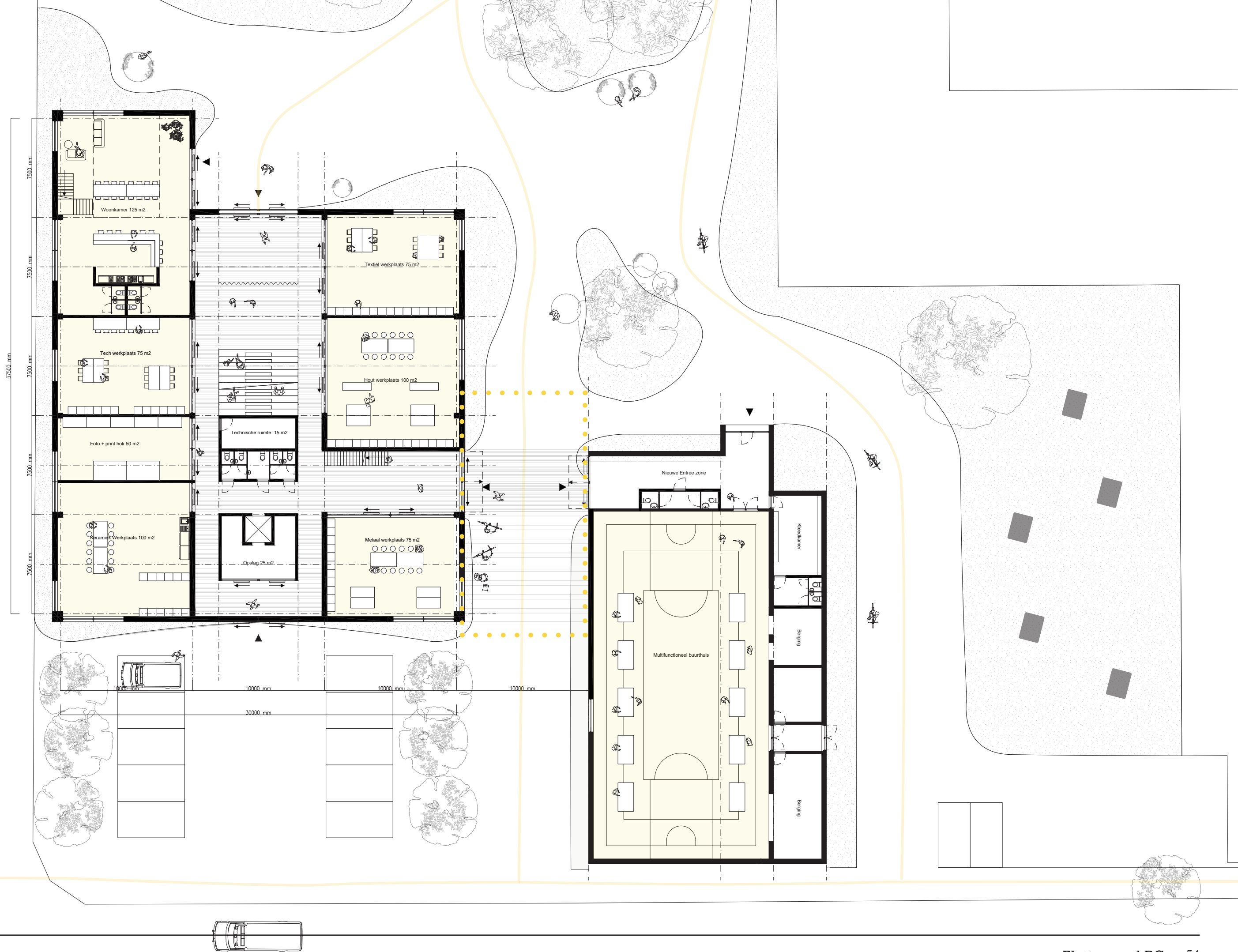


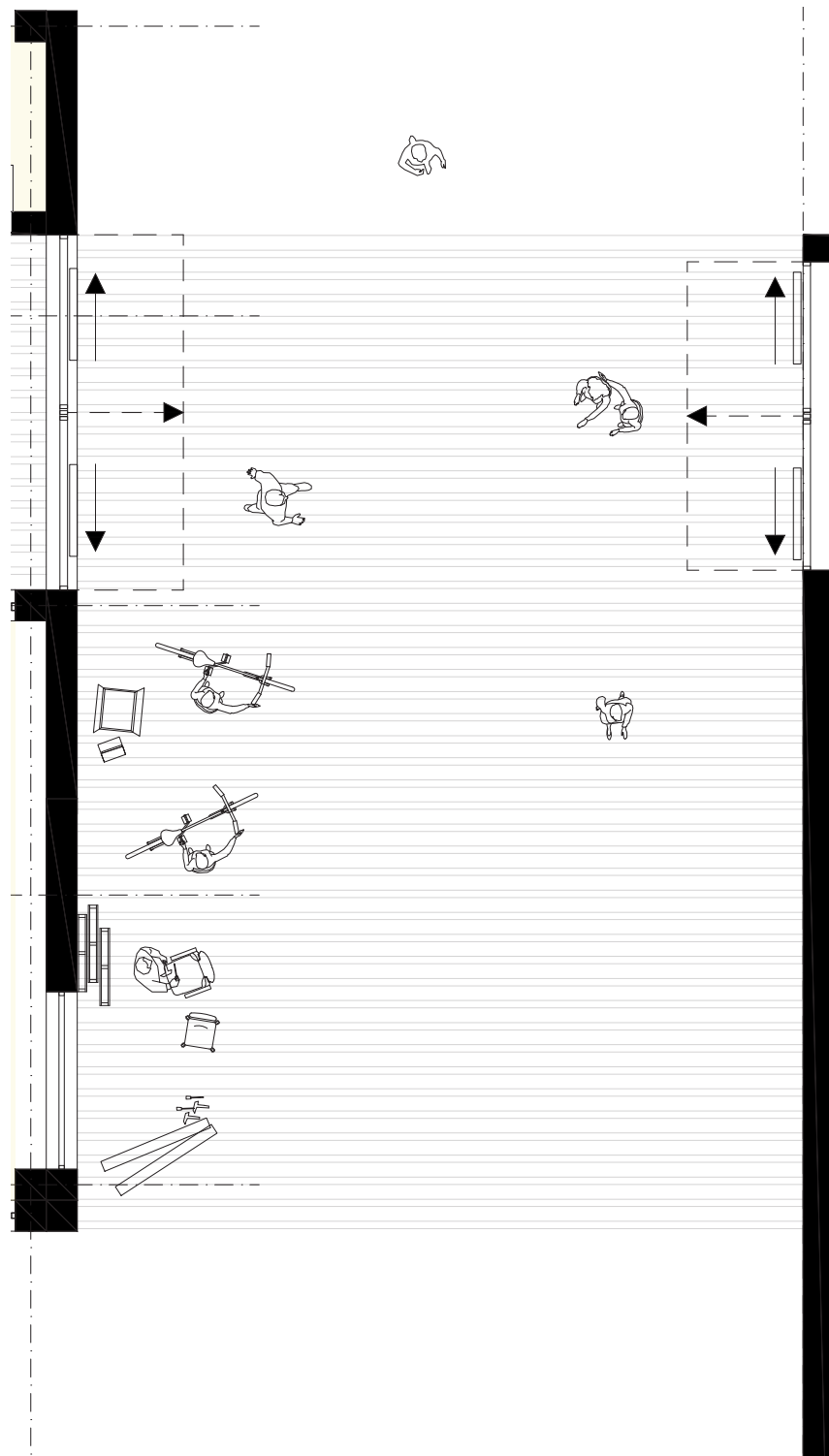


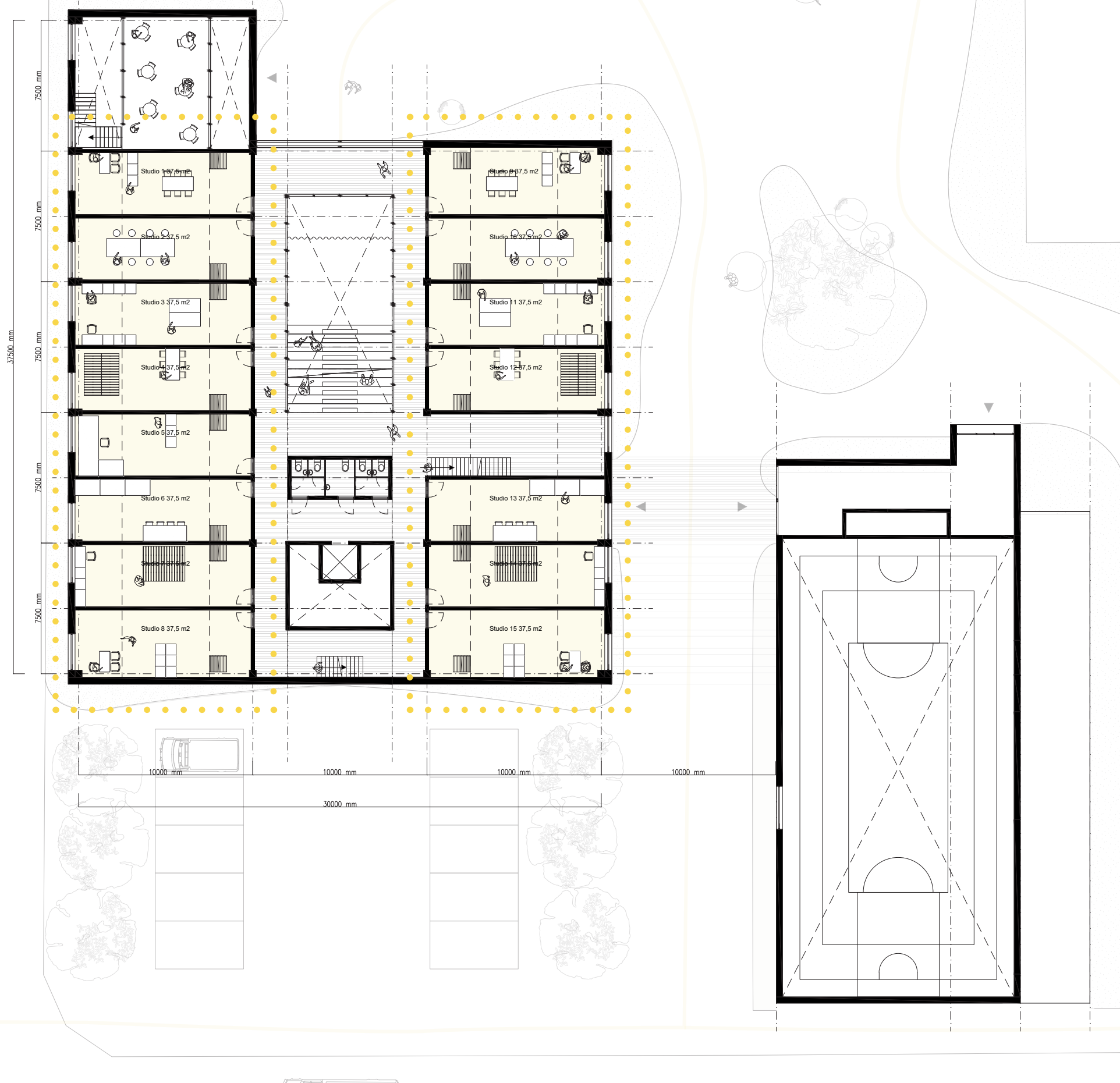


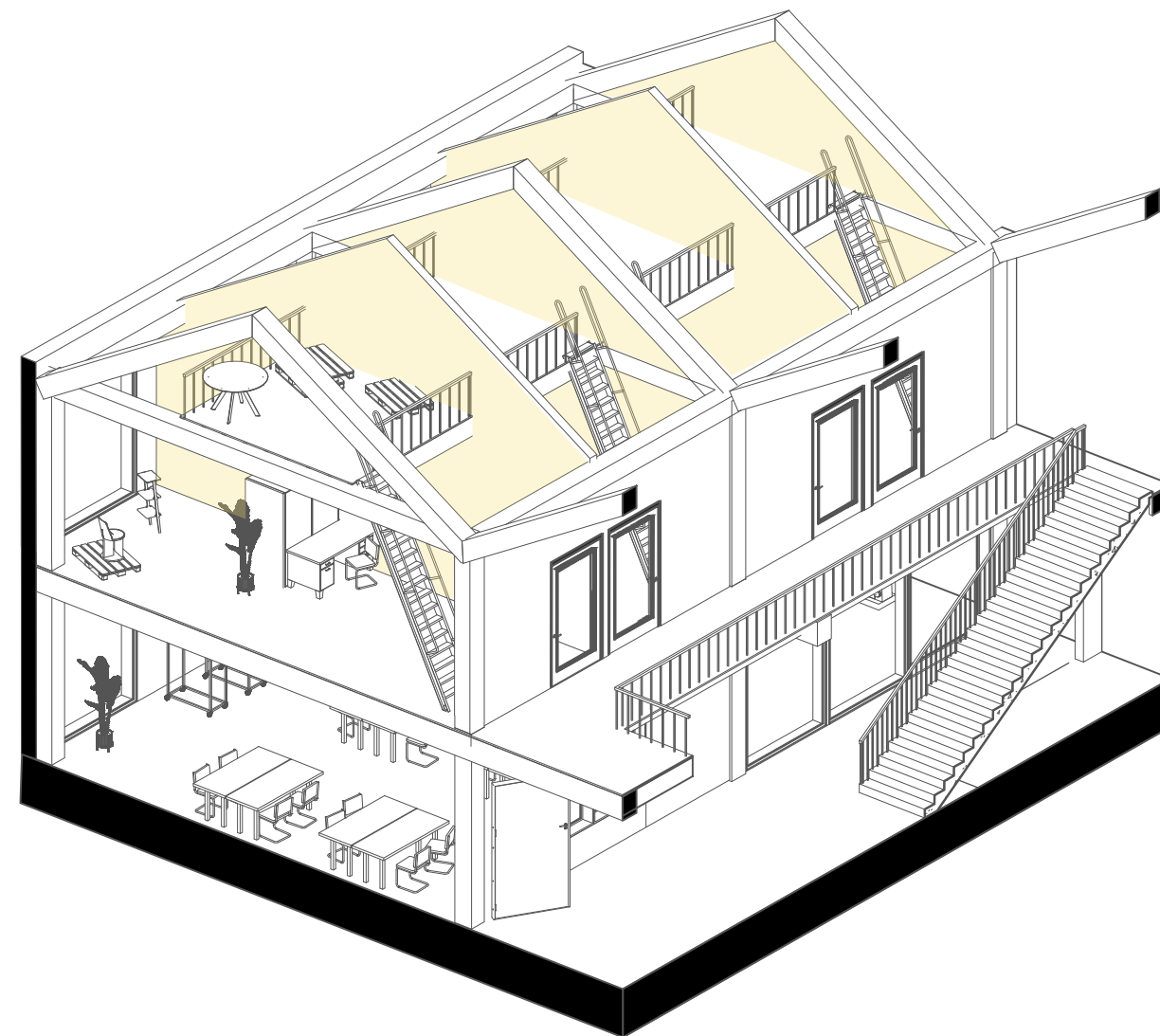
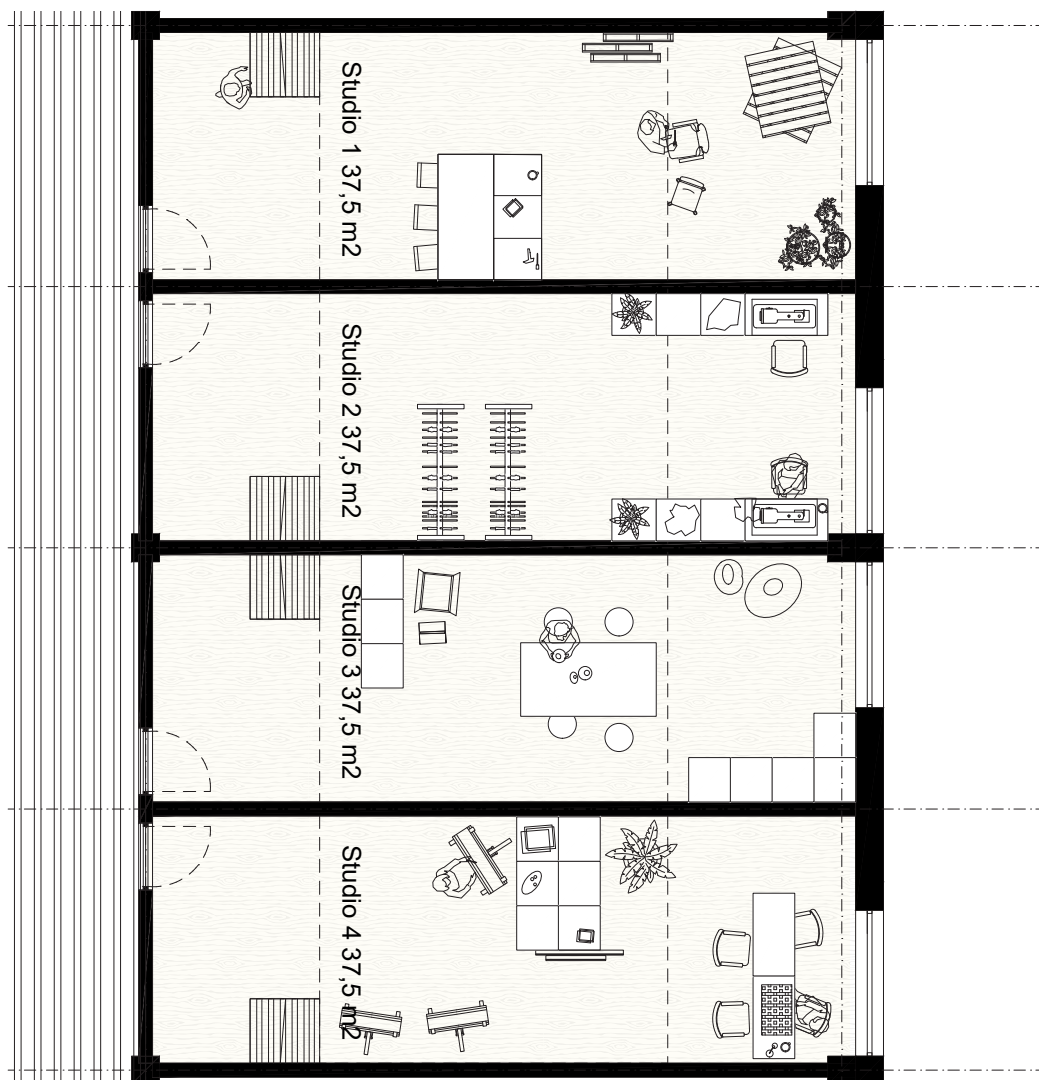


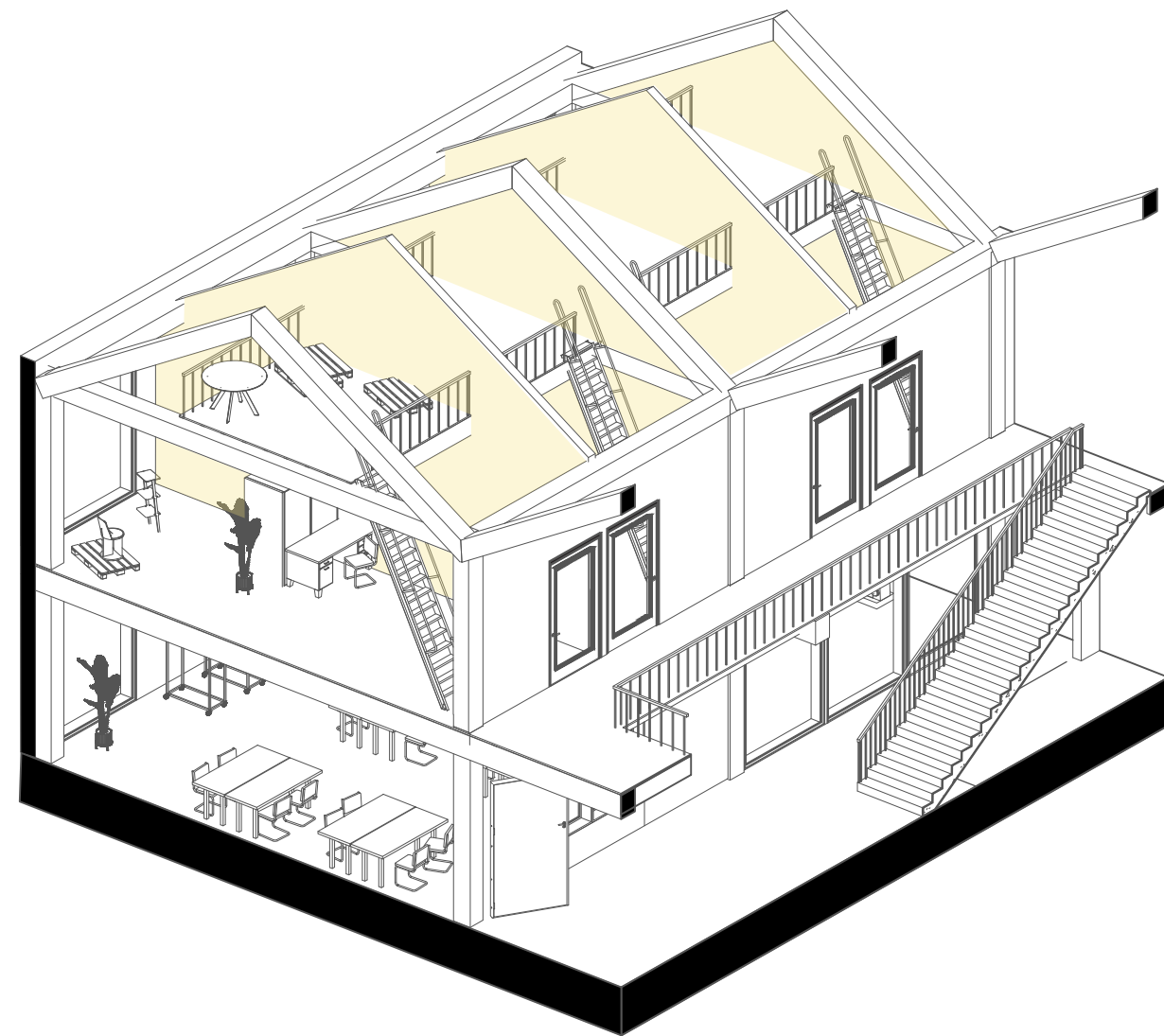
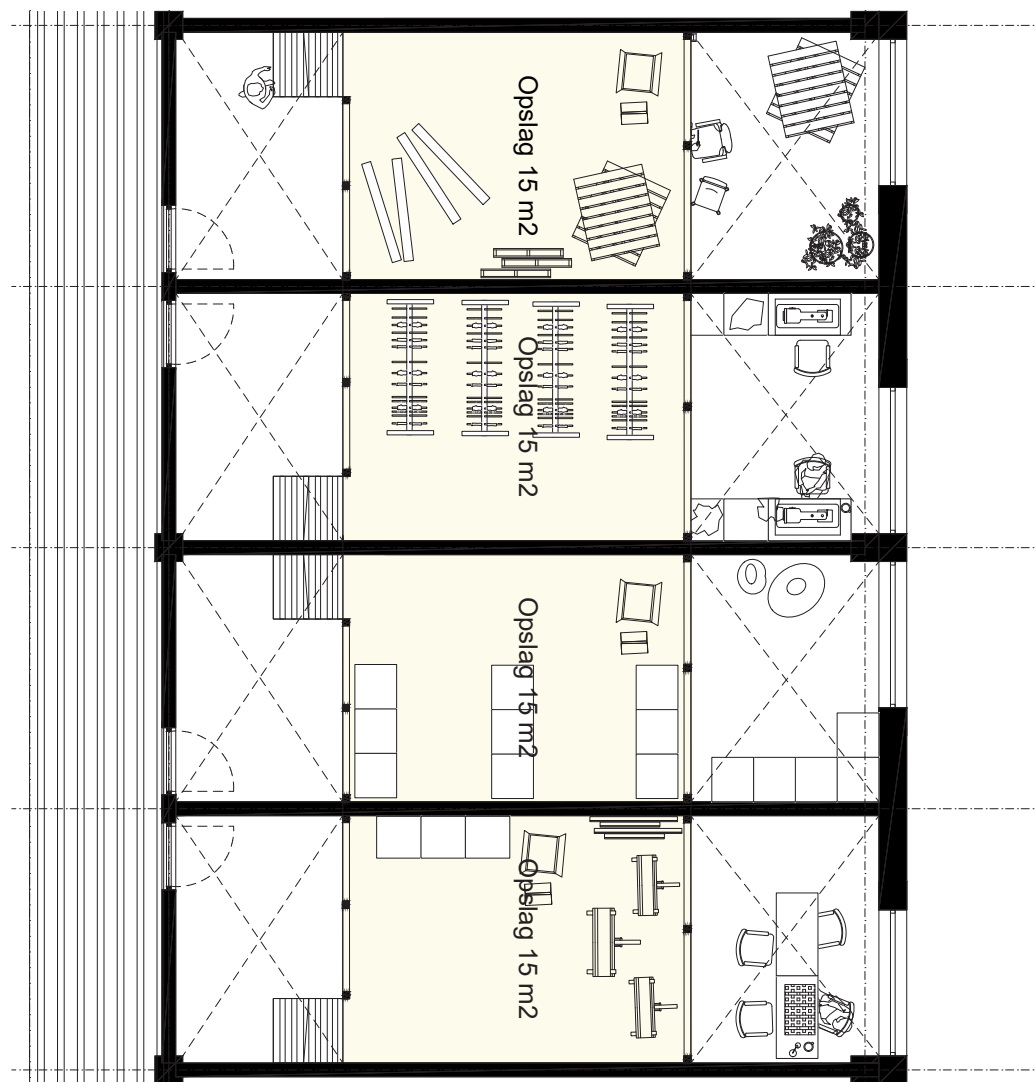






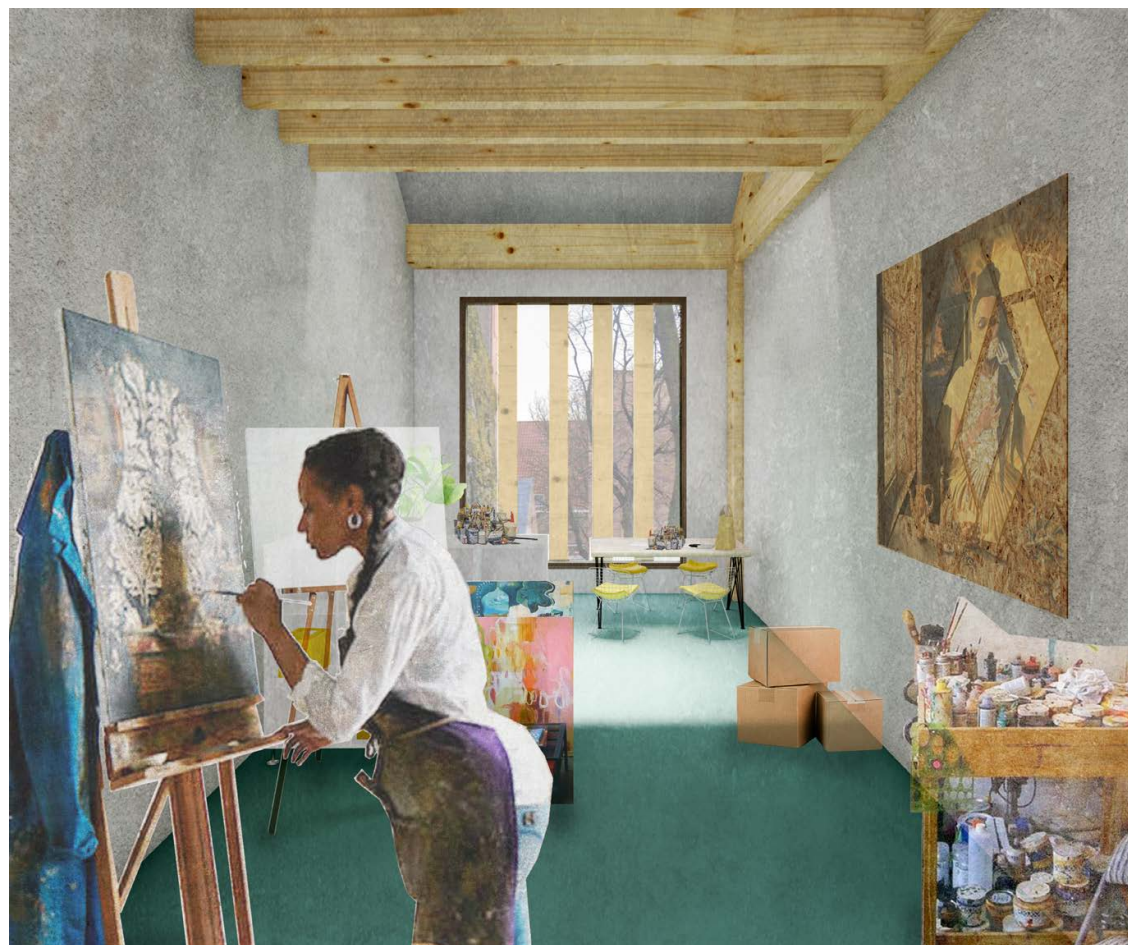


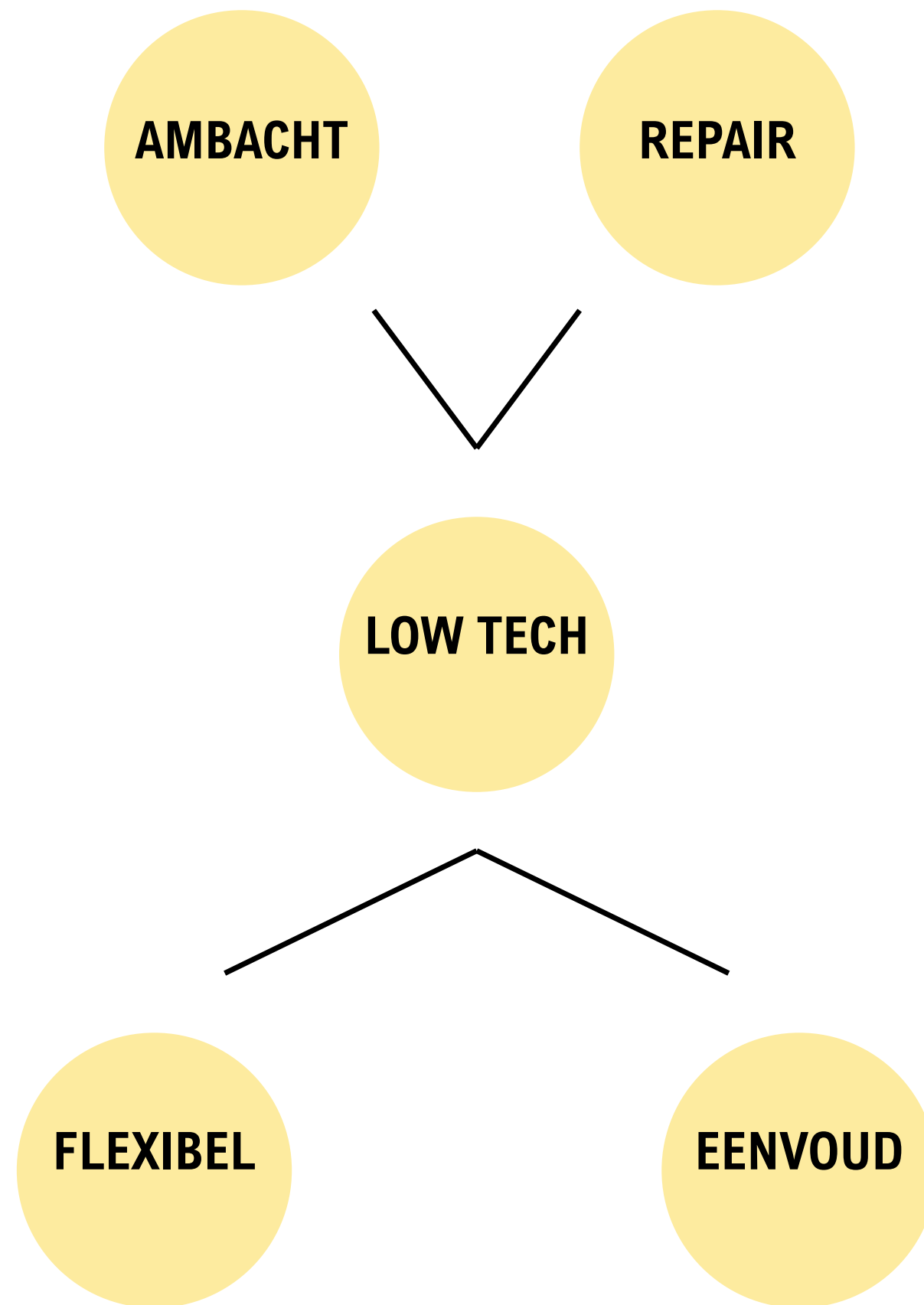


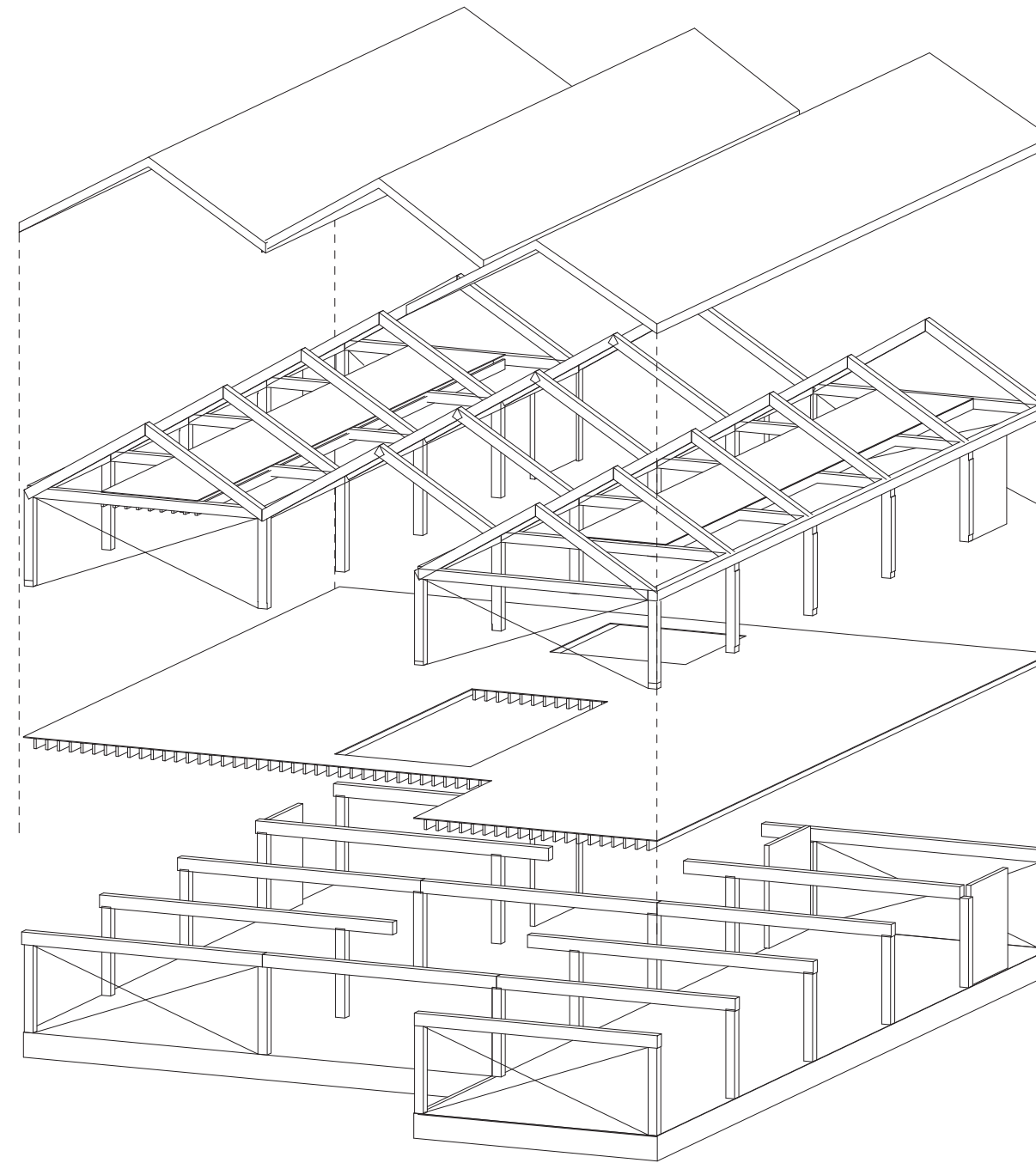


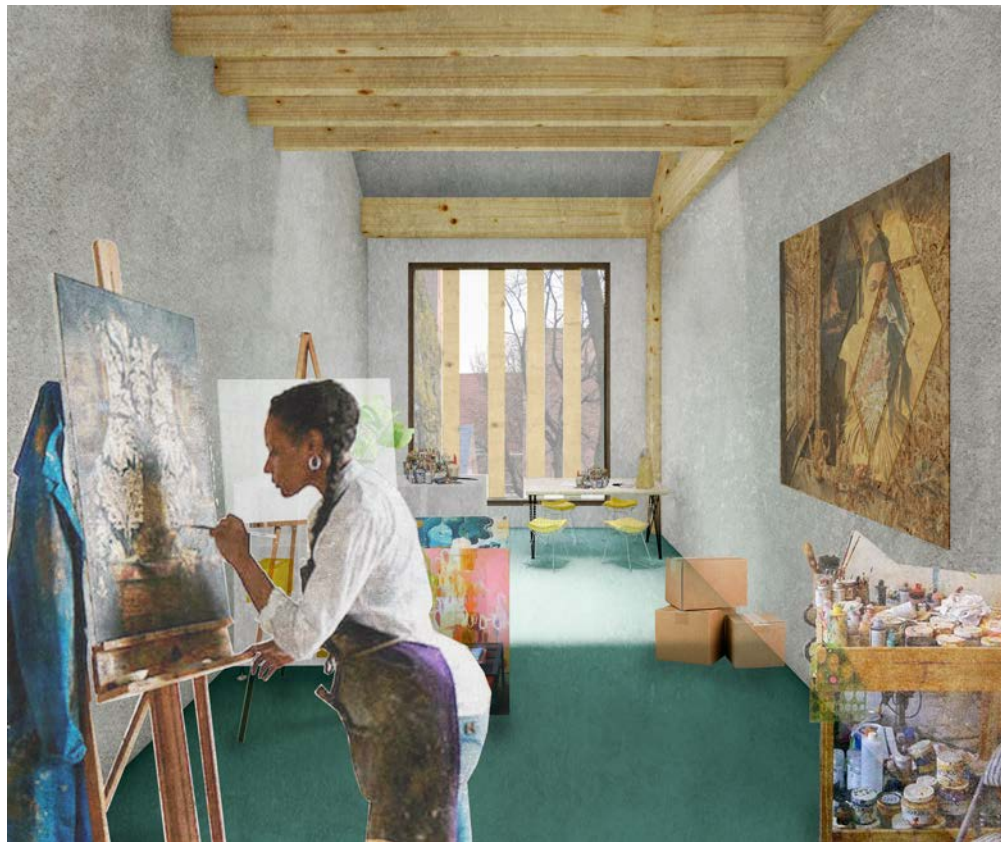


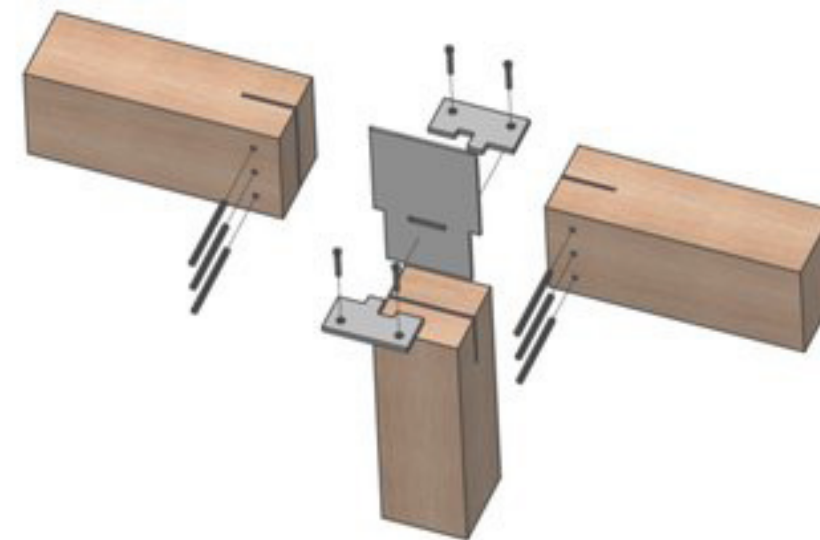


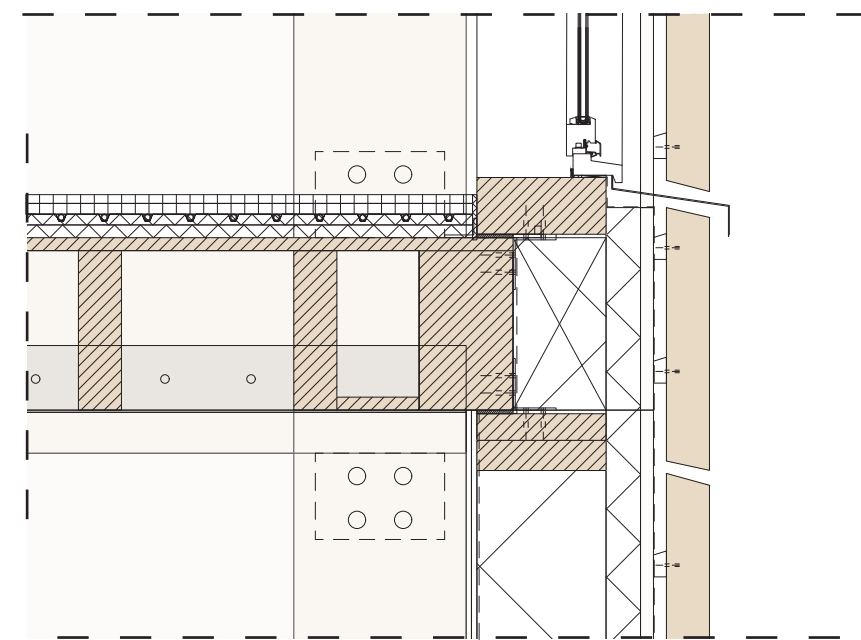
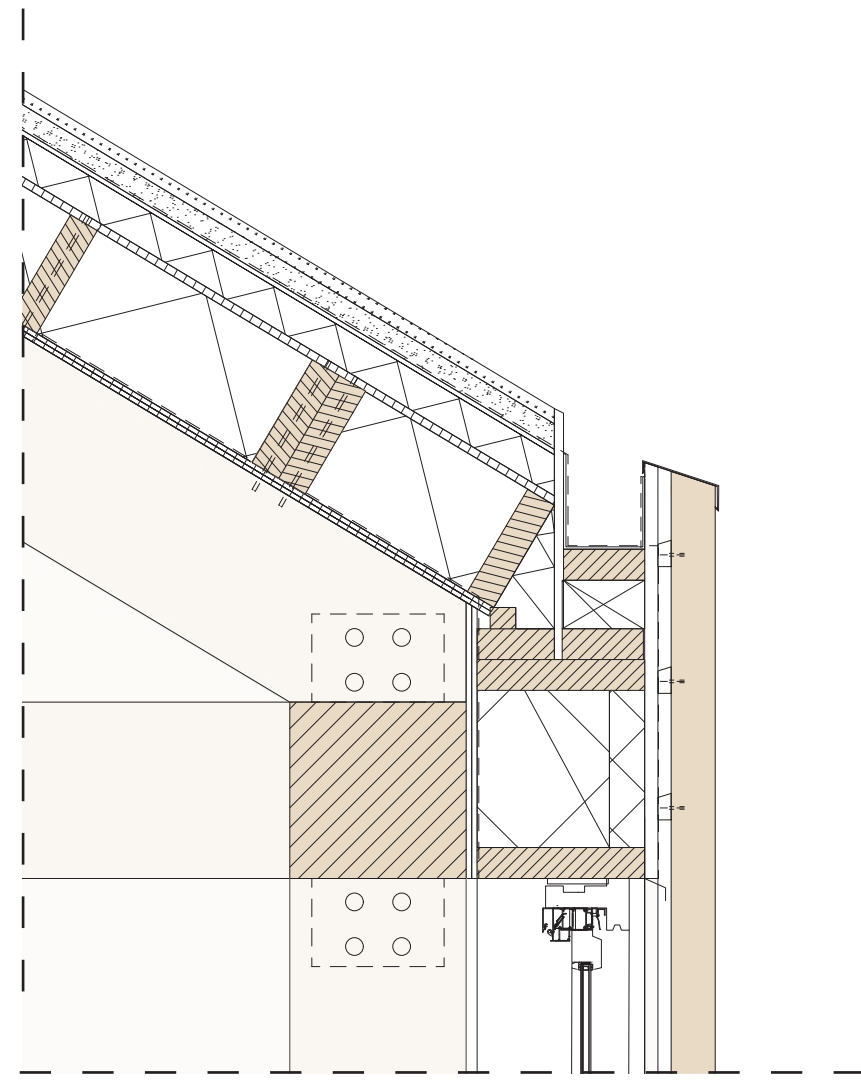
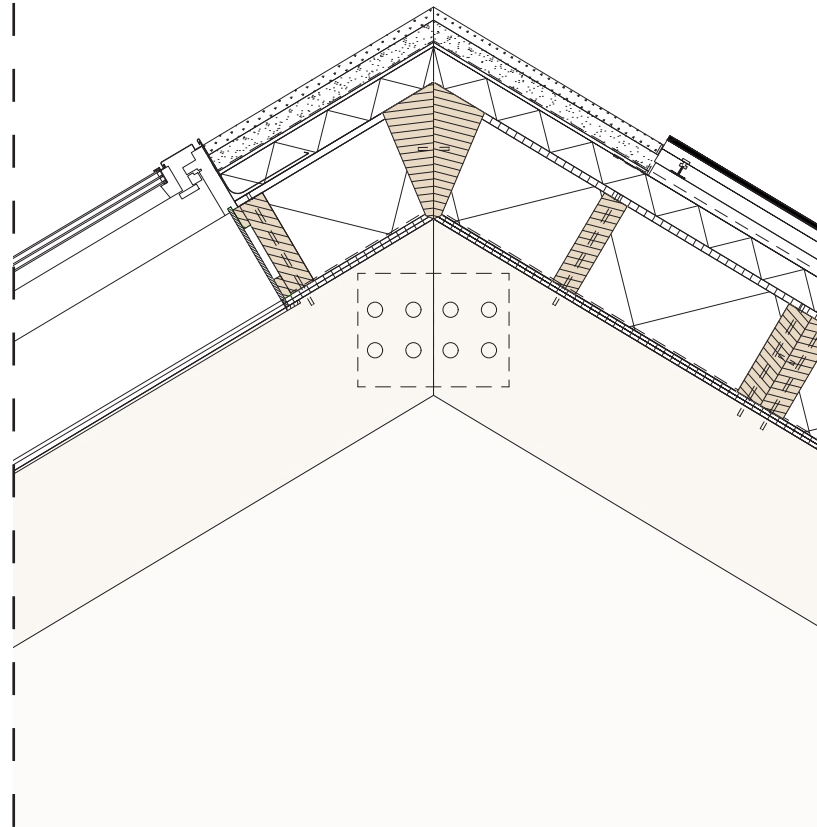
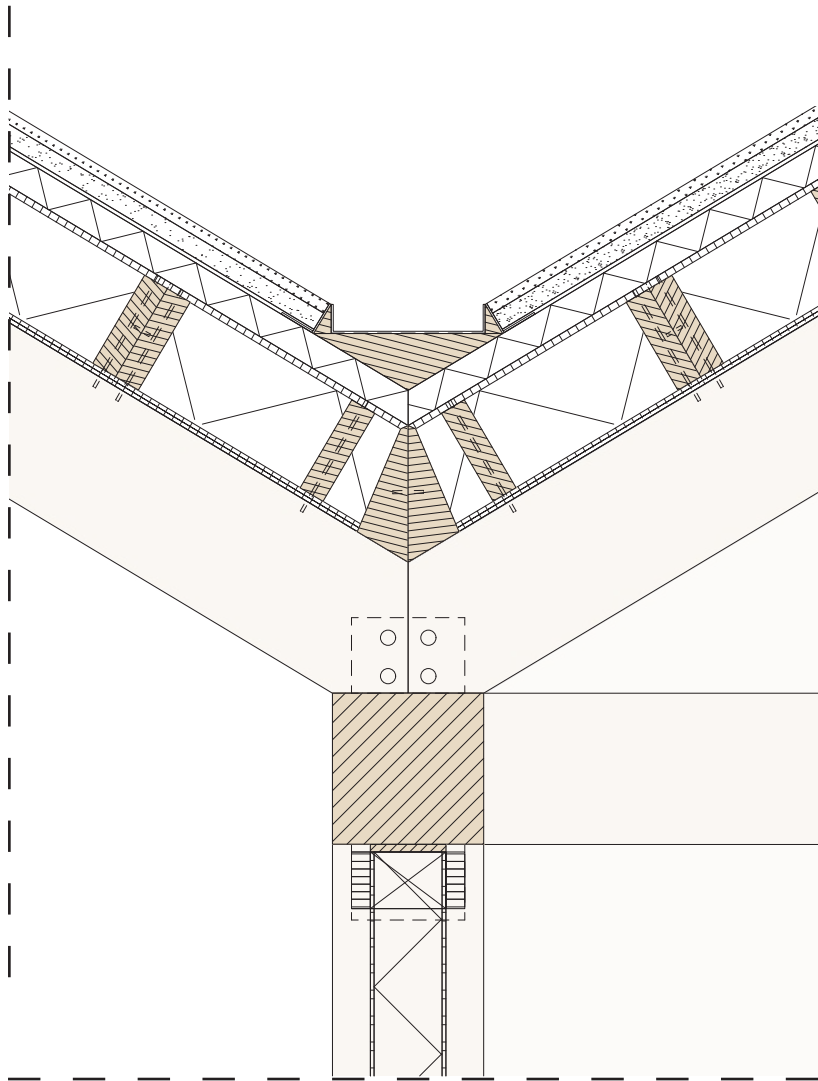


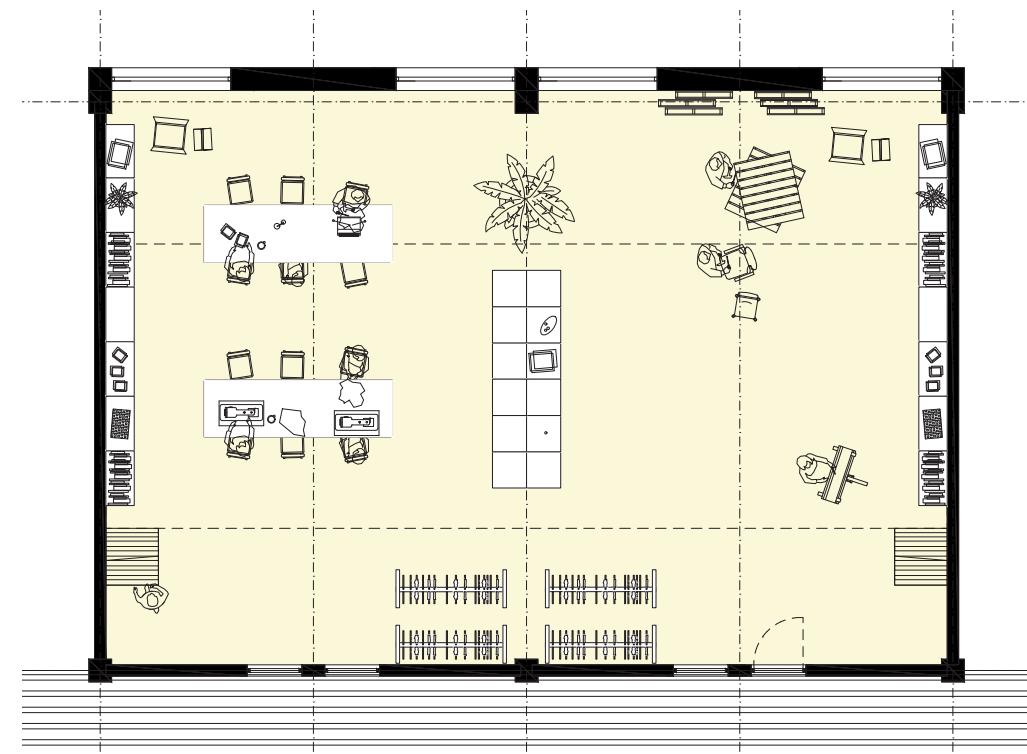
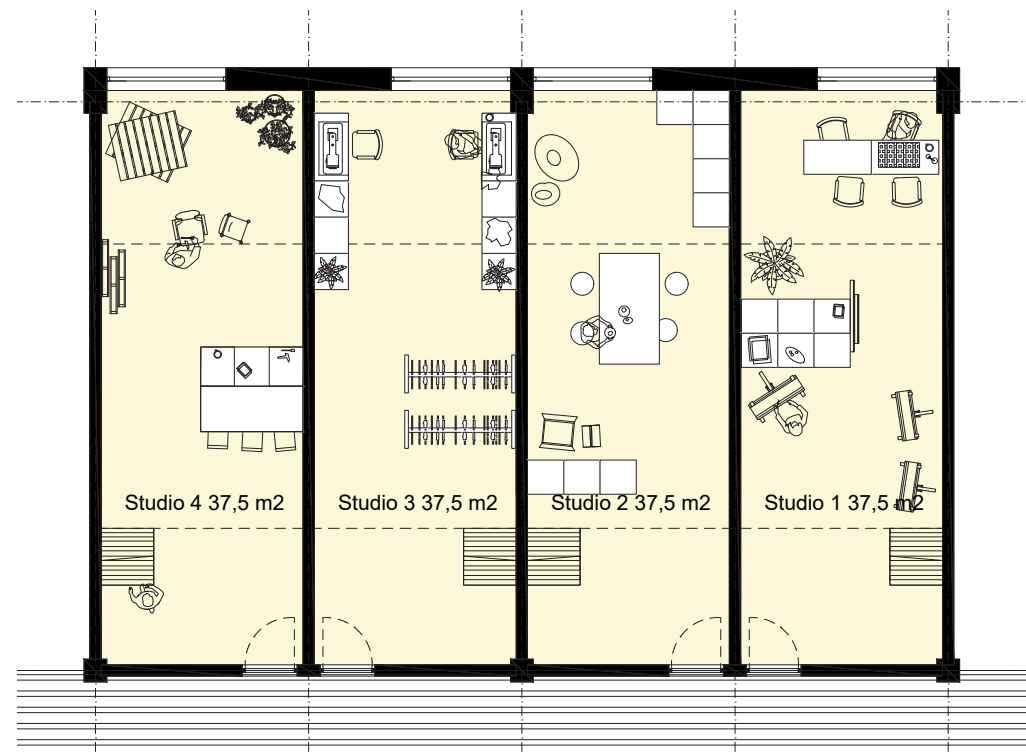
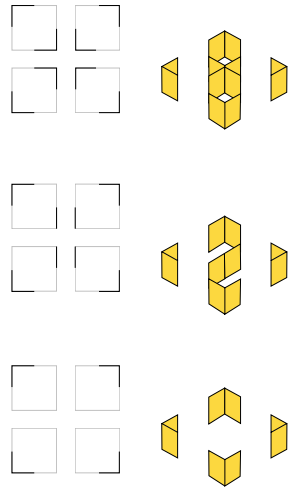


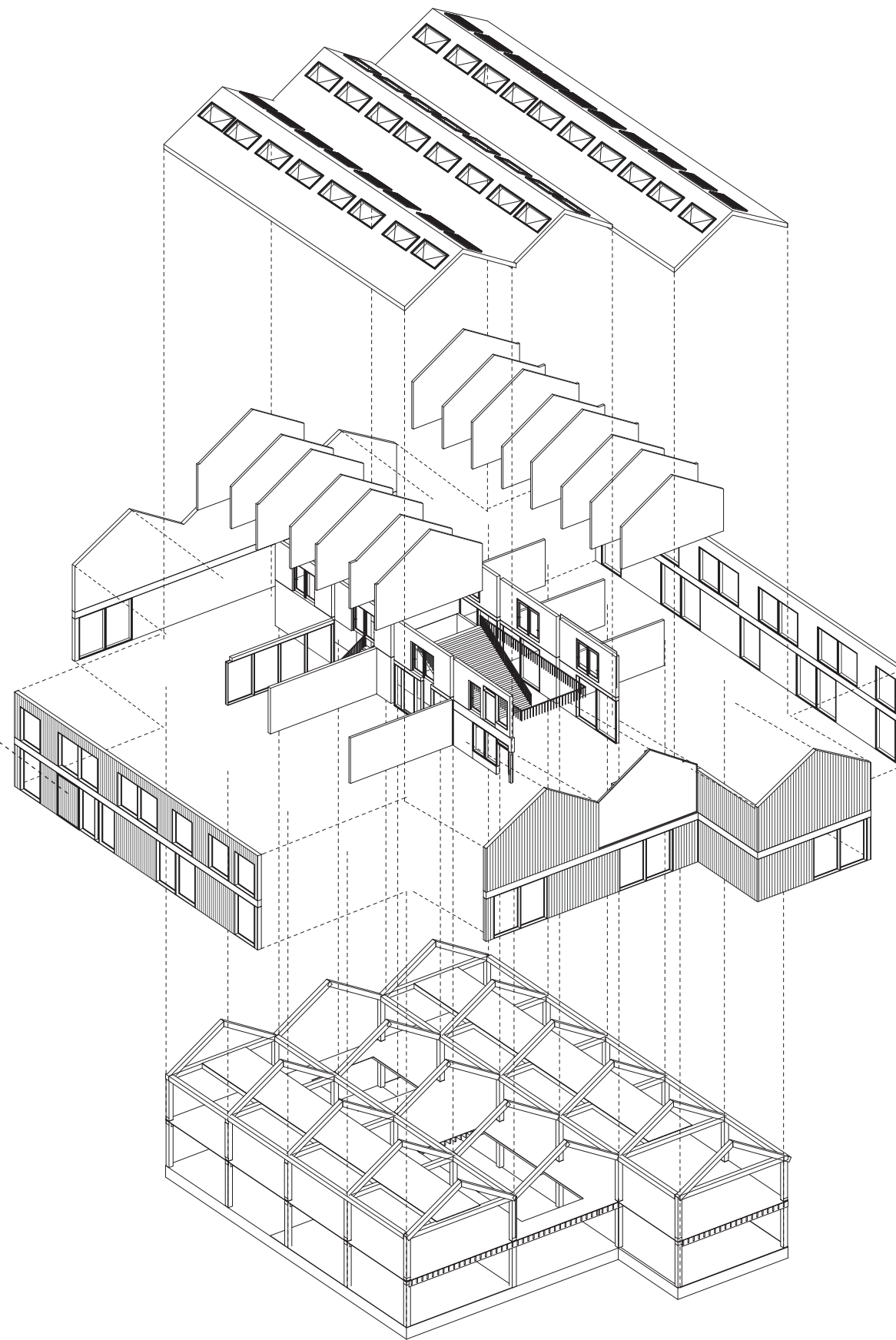
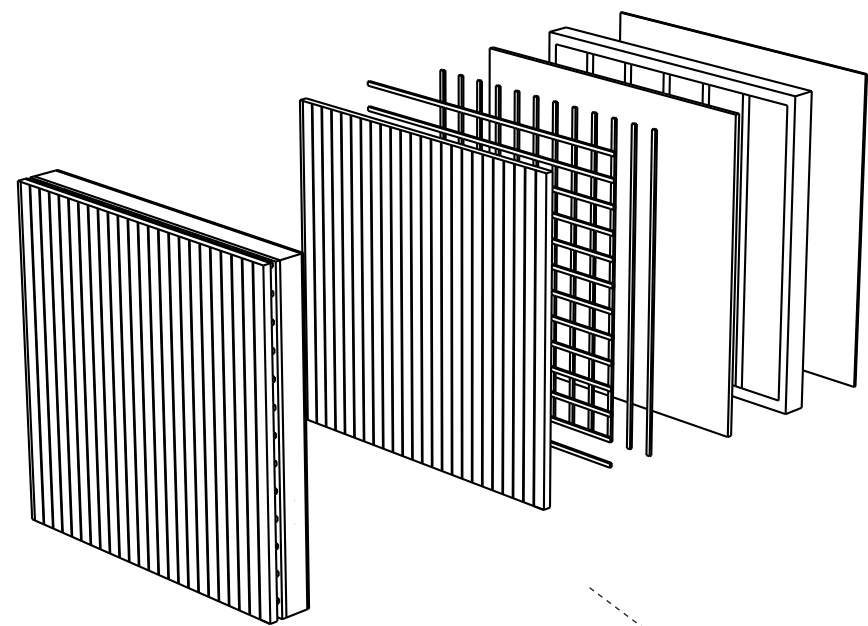


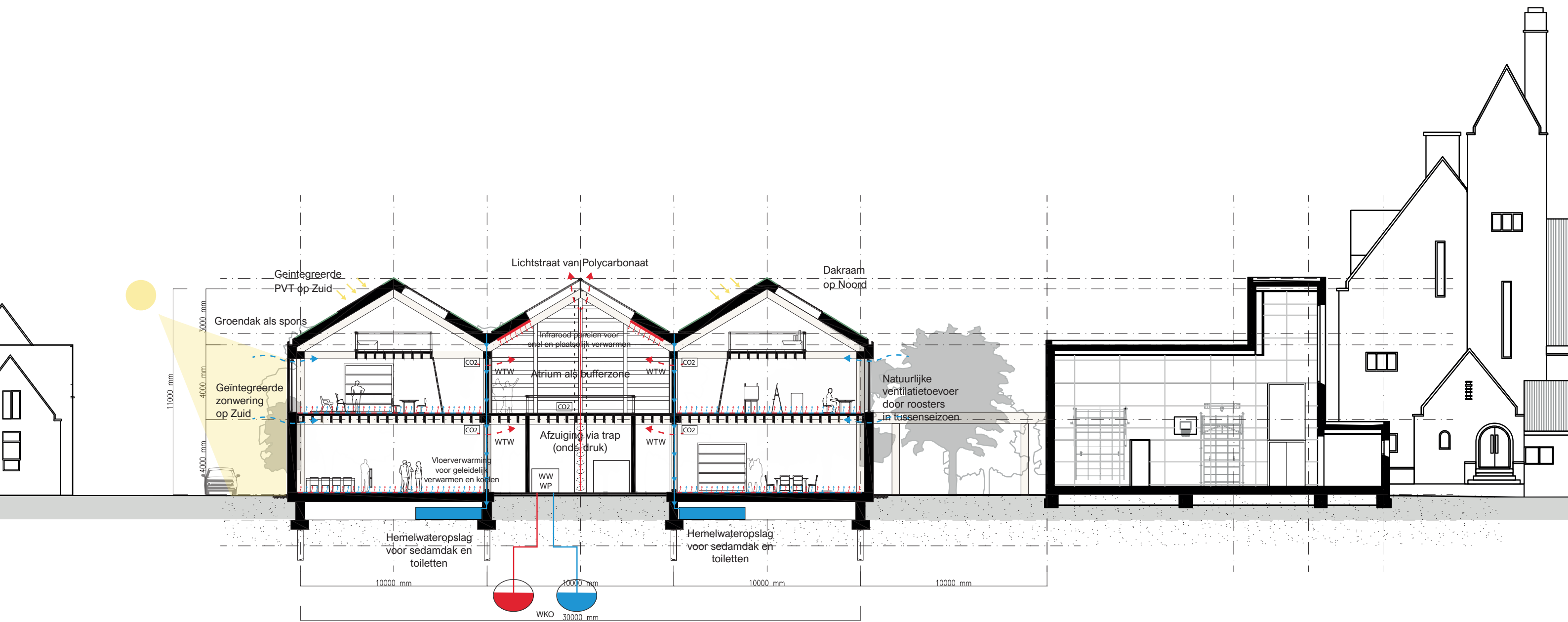


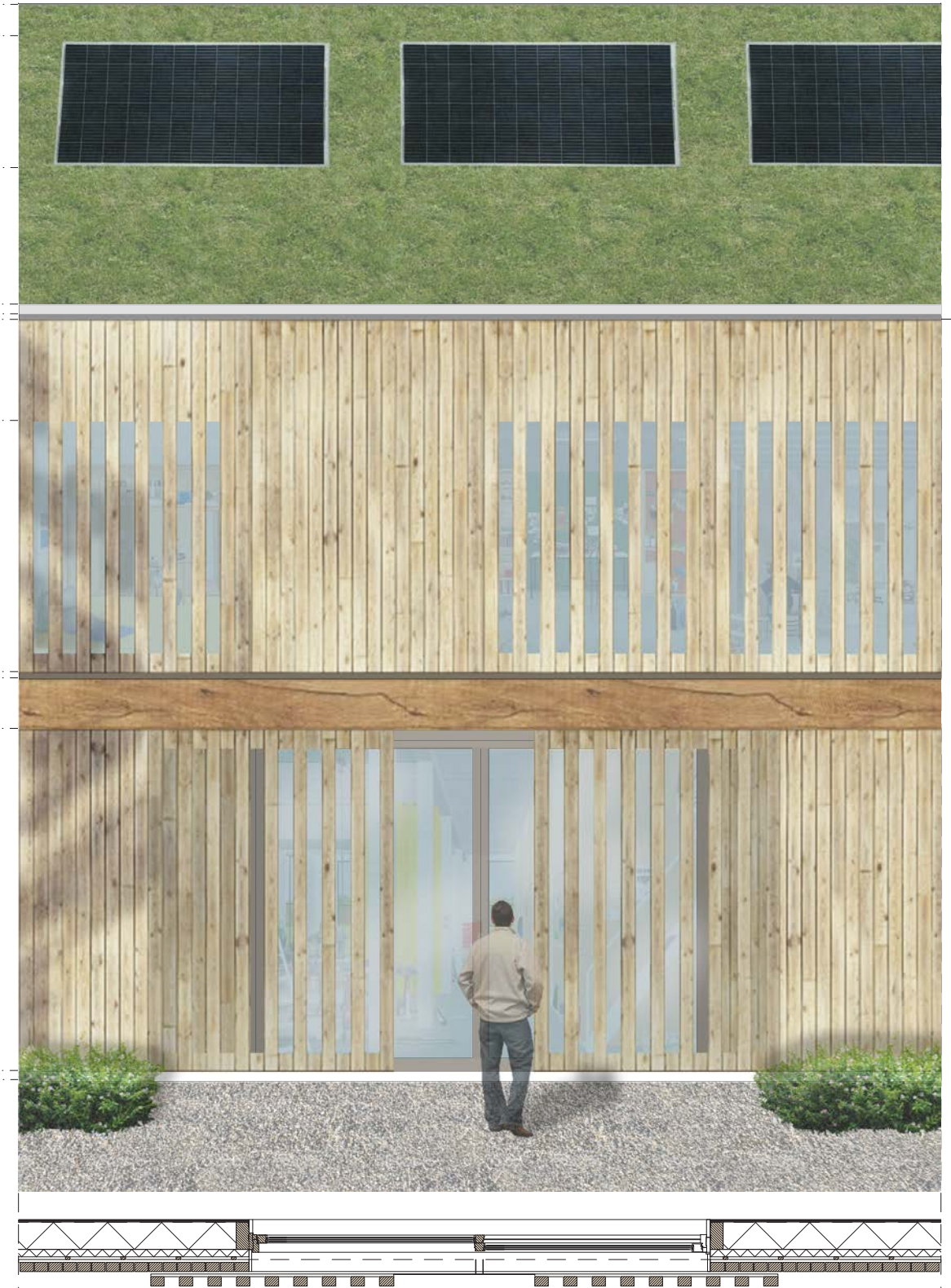
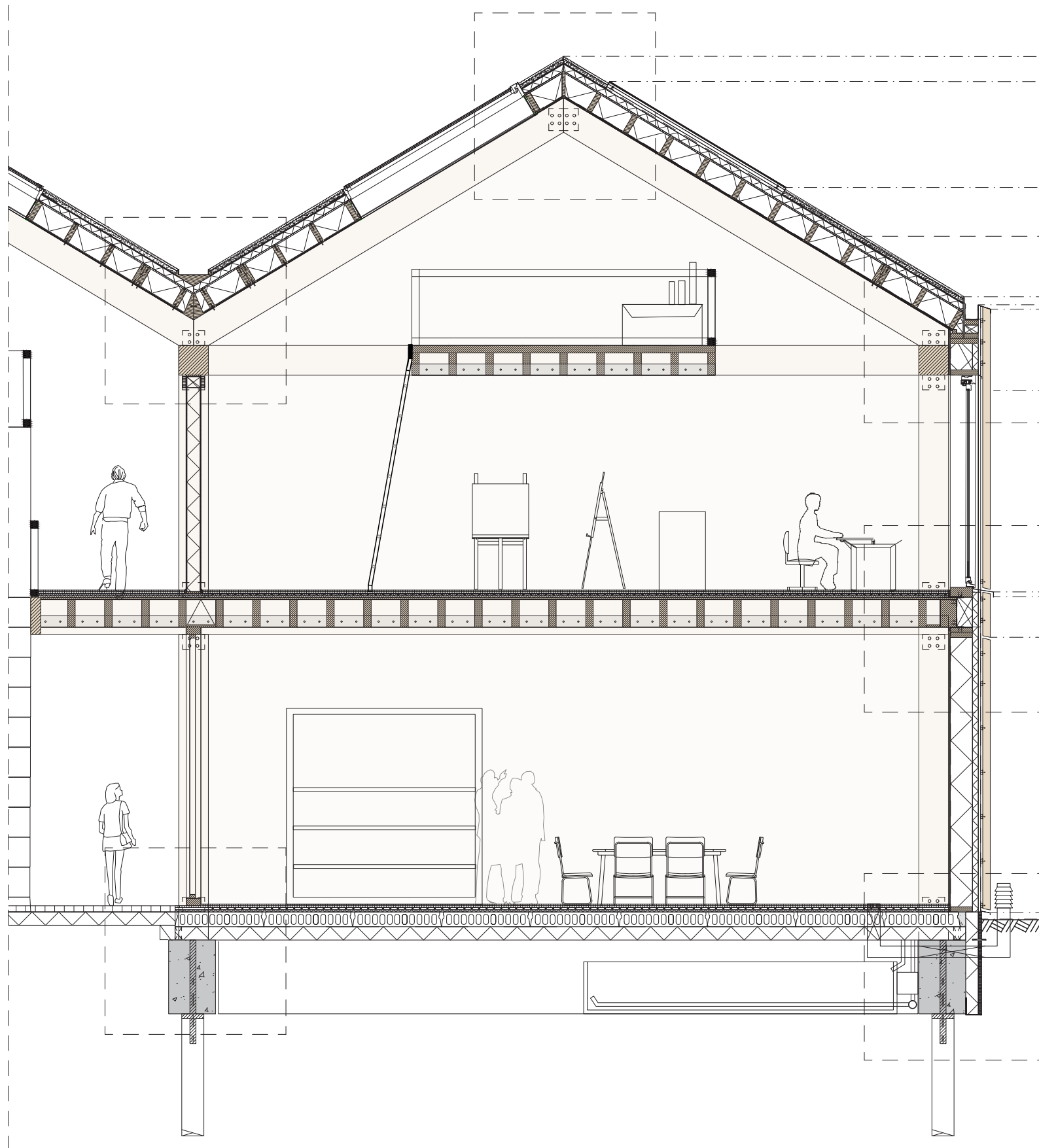












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