

# SUSTAINABLE STREET OF THE FUTURE

A project by the City of Rotterdam to change the city and change the lives of citizens.

## A CALL FOR COLLABORATION

On the occasion of the 26th Congress of the World Energy Council, taking place from 22 – 25 April 2024, we invite participating individuals and companies to help Rotterdam achieve the **Street of the Future** by contributing to our efforts to transform a typical residential street in Rotterdam, just a stone's throw from the conference venue.

# ROTTERDAM: THE SUSTAINABLE STREET OF THE FUTURE

## ENERGY & DESIGN

## EMPOWERING HOMES WITH ELECTRIC COOKING

## SUSTAINABLE OUTDOOR SPACE

## ALIGNING OUR VISION

The WEC's vision on **humanizing energy** creates both global and local impact in making the energy transition relevant, just and feasible for the local community. This first step has the potential to inspire wider positive changes. The vision of Rotterdam is to build **a resilient future for its citizens**. This can be achieved through transforming city infrastructure as well as making citizens part of the transformative process.

## TAKE A WALK ON THE STREET OF THE FUTURE

The sustainable street of the future identifies as **a case for humanizing energy**. Local citizens are invited to contribute to the transformation through in-depth conversations to fully understand what life is like in their street.

Who is in their community? What motivates them? What does daily life look like in their street? Through this lens, we see that **the street is multi-layered and complex**. It is a place anchored by its residents, but whose **daily challenges make the idea of the energy transition seem very far away**. This is why, for many locals, the needed transformation is beyond their personal focus. The municipality has initiated projects to improve the livability of certain streets in the South of Rotterdam. But more is needed.

### This is where you can create impact.

The congress of the World Energy Council brings together international experts to address **climate justice** and **energy transition** on a **global scale**, while also highlighting the importance of inclusive and tangible steps on a **local scale**.

As a delegate to the 26th Congress, **you can support a sustainable transition** in Rotterdam which positively impacts its community **leaving a legacy** worthy of the mission of the World Energy Council.

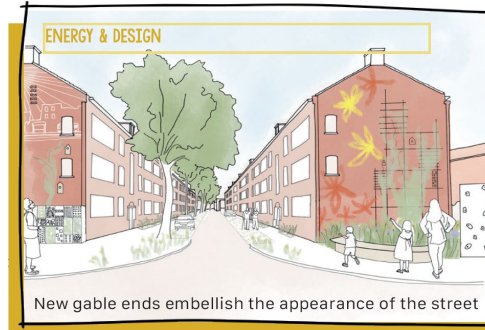
## JOIN THE PLAN: SUSTAINABLE STREET OF THE FUTURE

Three concrete and scalable improvements to directly benefit citizens make up the design of this Sustainable Street of the Future. These elements will directly and effectively increase the quality of life of residents while making the energy transition more feasible and affordable. The City of Rotterdam seeks your support in making this possible.

### 1. ENERGY & DESIGN

Co-creating with residents and local artists to redesign the characteristic but outdated gable ends with artwork and greenery. While visually improving the facades, these gables will also be insulated.

Cost indication per facade: €65,000.00



### 2. SUSTAINABLE OUTDOOR SPACE

Greening the area to reduce heat stress and flood risks for a healthier living environment; improving the street layout with circular materials.

Cost indication for trees: €1,500.00 per tree

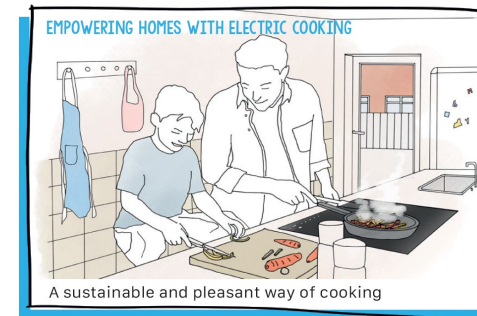
Cost indication circular street material: €65,000.00



### 3. EMPOWERING HOMES WITH ELECTRIC COOKING

Making the energy transition affordable for ordinary residents by switching from gas cooking to electric cooking, and with new cookware to make each home complete. The ambition is to transform 75 apartments.

Cost per apartment: €2,750.00 x 75 apartments





## CALL TO ACTION

As a leader in the energy transition, we invite you to support one or more of these three improvements. Every new supporter is a catalytic step in enhancing the sustainable street of the future. You can help reinvigorate the street and charge it with new energy!

**Show your support this effort below:**

Contribute via the [GoFundMe](https://gofund.me/36e52f7b) page, here:  
<https://gofund.me/36e52f7b>



If you have questions, please contact the team here:  
[legacyWEC2024SO@rotterdam.nl](mailto:legacyWEC2024SO@rotterdam.nl)

## ROTTERDAM COLLABORATION FOR CHANGE

This initiative by the City of Rotterdam falls under the [Rotterdam Collaboration for Change \(RCFC\)](#), which aims to change minds, change the city, and change the world.

The RCFC is coordinated by [Rotterdam Partners](#) and is a framework which aligns the mission of international associations to the ambitions of Rotterdam to achieve a resilient future for all. 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.

For questions on the Rotterdam Collaboration for Change, please email [conventions@rotterdampartners.nl](mailto:conventions@rotterdampartners.nl)