

HOST CITY INTENDS TO BE AN EXAMPLE TO THE WORLD WITH CIRCULAR (RECYCLABLE) CITY DRESSING.

AS THE HOST CITY OF THE 2021 EUROVISION SONG CONTEST (ESC) ROTTERDAM WILL BECOME THE (INTER-)NATIONAL CALLING CARD OF DUTCH CREATIVITY, INNOVATION AND CONNECTION. AND THE ABSOLUTE EPITOME OF RAW ROTTERDAM RESILIENCE. ROTTERDAM RESIDENTS AND PARTNERS HAVE CLEARLY DEMONSTRATED THAT UNIQUE CIRCUMSTANCES PRESENT ABSOLUTELY NO LIMITATIONS, ALTHOUGH THESE WILL LOGICALLY LEAD TO AN EQUALLY UNIQUE EDITION OF THE CONTEST! WE'LL SHORTLY BE SHOWING OFF EXACTLY WHAT CONNECTION, DIVERSITY, INCLUSION AND TOGETHERNESS WILL LEAD TO IN SUCH A ROTTERDAM: A SPECIAL EVENT FOR EVERYONE, IN UNUSUAL TIMES, FROM WHICH THE ROTTERDAM OF THE FUTURE WILL BE ABLE TO CONTINUE TO BENEFIT.

And since we are discussing the Rotterdam of the future, the city is on its way to becoming a waste-free society. All the more reason to include circularity as an important precondition in the call for tenders for all City dressers. One of the most striking results concerns all the canvas used in the city. These are made of either old national flags or recycled materials. The flags and banners will be recycled into new plastic products after the event. The city dressing materials are 90% circular.

And what should we make of the enormous song contest trophy placed right in front of the Central Station? This has been printed from recycled PETG material. This material comes from the port of Rotterdam and is fully recyclable.

With the ordering of marketing materials too there is proper consideration of circularity. In any event, only "collector's items" are being ordered. Moreover, the materials ordered for the 2020 edition have (where possible) been upcycled for 2021. The key straps have been converted into bags that Rotterdam residents have recently been able to win during the SING ALONG at home campaign. Under the direction of embroidery artist

Maarten Bel, the linen bags from 2020 have been taken up by Pameijer and Rotterdam Inclusief so they'll be good for another year!

Annemieke van Wegen-Delhaas, Project Manager for City Branding and City Dressing: "We hope that this circular city dressing will show that Rotterdam is aware of the need for circularity. The circular movement has been irreversibly set in motion. As a municipality, we are working towards circularity and we take our responsibility seriously, especially with an event such as this. With our beautiful city dressing, we will show every Rotterdam resident, visitor and viewer that Rotterdam is a pioneer in the field of circularity. With this, we want to be an example to the rest of the world."

HOW?

A few examples of circular city dressing projects

- All SING ALONG tapes, flags and banners have been made of old materials and they will be recycled into new products when finished with
- The SING ALONG fashion items have been made of old national flags and when they are finished with they will go to the new Droom en Daad (Dream and Reality) museum
- All SING ALONG living room packages issued to Rotterdam residents for them to celebrate a contest at home are filled with circular (recycled) products
- The little bags that were produced last year are being upcycled into unique 2021 pieces by embroidery artist Maarten Bel, Pameijer and Rotterdam Inclusief
- The mural by artist Tymon de Laat with a portrait of Jeangu will be left in place for at least a year
- The panels being used for the #UpStreetRotterdam container project will be repurposed when finished with
- The photos in the mobile displays of Sing Along the project #Rotterdamzingt will be converted into new products. Such as the City Dressing of seats on the Central Station to Ahoy line.
- The multifunctional facilities of Annie M.G. Schmidtplein which were created with the aid of the neighbourhood will remain a long time after the contest

QUESTIONS & ANSWERS SONG CONTEST CIRCULAR CITY DRESSING.

Why is the city focussing on circular city dressing during the ESC?

As the host city of the 2021 Eurovision Song Contest (ESC) Rotterdam will become the (inter-)national calling card of Dutch creativity, innovation and connection. And the absolute epitome of raw Rotterdam resilience.

Rotterdam residents and partners have clearly demonstrated that unique circumstances present absolutely no limitations, although these will logically lead to an equally unique edition of the contest! We'll shortly be showing off exactly what connection, diversity, inclusion and togetherness will lead to in such a Rotterdam: a special event for everyone, in unusual times, from which the Rotterdam of the future will be able to continue to benefit.

And since we are discussing the Rotterdam of the future, the city is on its way to becoming a waste-free society. This means that we as a city are making the switch from a linear economy to a circular one. One of the aims in the Rotterdam Circular scheme states: "In 2023 the entire city will be (more) aware of the need for circularity. The circular movement has irreversibly been set in motion by inspiring examples that encourage circular thinking and action."

The song contest is an inspiring example in many ways and will act as an accelerator. As a municipality, we are working towards circularity and we take our responsibility seriously, especially with an event such as this. As the licensing authority, coordinator, buyer and manager of the city and disseminator of the message, we have many resources to hand to direct the circular aims during the song contest and associated side events. By this means, we will show every Rotterdam resident, visitor and viewer that Rotterdam is a pioneer in the field of circularity.

Is it really that circular to produce city dressing for single use?

There is always city dressing for a song contest. This is a requirement of the EBU. Thanks to Rotterdam's involvement, it is now produced in a circular manner and it can also be reused and/or recycled.

What other sustainable aspects might be mentioned with the organisation of the ESC?

Where there was no hindrance to production and where we had influence, in 2020 we focussed on energy, waste, catering, mobility, accessibility, water, cleaning and buying.

What can I myself do as a Rotterdam resident/visitor to make my own little contribution?

Do you sit gathered around the telly with family and friends during the Song Contest? Do you organise a fun musical party? Five tips for making your Song Contest a circular party:

1. SUSTAINABLE DECORATION

What is a Song Contest without decorations? Ignore the plastic garlands and balloons and go for garlands made of reusable materials or little bouquets in empty bottles. Just as festive and nevertheless good for the environment.

2. RESPONSIBLE CROCKERY

Choose washable crockery wherever you can. Not enough crockery in the house? Just pop along to the second hand shop. Do you really have something against dirty dishes? Then don't go for disposable plastic crockery but choose a more sustainable alternative. Plates made of bamboo or sugar cane, for instance.

3. TAKE A BAG WITH YOU WHEN GOING SHOPPING

You will of course get something tasty in for the song contest. After all, it is a party! Get into the habit of taking a bag with you when going to the shop or the market. Forgotten your bag? Keep reusing the plastic bag that you have bought. And throw it in the waste bin when it's no longer usable. In Rotterdam we do separate sorting: we fish all the plastic out of the residual waste.

4. AVOID WASTING FOOD

Food waste? Not at your circular song contest! Think properly beforehand how much food you need. Still got too much food? Then don't throw it away but keep the leftovers for the next day.

5. SORT WASTE

A party creates waste. Sort your waste tidily into the correct bin.

QUESTIONS & ANSWERS CIRCULARITY GENERALLY.

What is circularity?

By a circular economy is meant a society in which people and companies reuse products more often and use less raw materials for new products and recycle more. Then waste gains added value and natural resources are dealt with more carefully and drawn upon to a lesser extent. As a result, future generations will also have access to material wealth.

What's different about sustainability?

The municipality's objectives in the area of sustainability can be divided into four aims. We are dealing with the energy transition and the transition to a circular economy, and we also want a healthy and climate-resilient living environment. In Rotterdam, we aim to connect up these aims as much as possible so that they can reinforce each other in their implementation.

What is Rotterdam's circular aim?

In Rotterdam, we have great ambitions where circularity is concerned. By 2030 we want circularity to be the yardstick in the city and we want to reduce fossil fuel consumption by 50%. We are aiming for an increase of 3,500 to 7,000 jobs that will contribute directly to the circular economy. By 2050, Rotterdam society will be truly completely circular. Then materials loops will be closed.

What does that actually mean?

This means that we as a city are making the switch from a linear economy to a circular one. The basis for a circular economy consists of: avoidance of and reduction in the use of primary raw materials, extending the useful life of products, reusing products and components and recycling materials into raw materials. This is why the Rotterdam Circular Scheme 2019 – 2023 has been set up. The plan in which the municipality's aims are described and that was determined by the city council in March 2019. It is also the city's aim for Rotterdam's events to be as sustainable and circular as possible.

How does Rotterdam compare with other cities?

Rotterdam has stated its aims regarding the circular economy: we want to be a pioneer! This aim will not happen by itself. This is in line with the municipality's sustainability aims and also with the Next Economy Roadmap. Moreover, it is in line with the nation's policy regarding the circular economy in our country. The way to a circular economy requires us to think differently and to look at the city differently. Step by step, with the knowledge and inspiration of many parties and networks, we will discover the best way. And together we will accelerate the movement. We are doing it as Rotterdam does: with courage and with each other.

What are the benefits of circularity for Rotterdam residents?

Quality of life - Rotterdam will become an ever more beautiful city to live and work in.

If products that we currently regard as waste gain value, then that is also attractive to the ordinary Rotterdam resident. Circular thinking and action sometimes costs more but by no means always and it's precisely by reuse and looking at items differently (eating more wisely, sharing, repairing things etc.) that they become more attractive. Many of the raw materials we are still throwing away or even burning are actually worth money. Many smart Rotterdam companies are already getting involved.