
**OPEN UP TO
ROTTERDAM.
MAKE IT HAPPEN.**

**BRAND PRINCIPLES
HOST CITY EUROVISION SONG CONTEST
ROTTERDAM 2021**

*Let's
go!*

**ROTTERDAM.
MAKE IT
HAPPEN.**

EURO  **vision**
SONG CONTEST
ROTTERDAM 2021

OPEN UP TO ROTTERDAM

ESC HOST CITY 2021 THIS IS HOW WE'LL BE TELLING THE CITY'S STORY

CITY PARTNERS EDITION

EXTRAORDINARY TIMES, AN EXTRAORDINARY PARTY

Rotterdam wants to showcase itself as the (inter)-national calling card for Dutch creativity, innovation and connection as the 2021 Eurovision Song Contest (ESC) Host City. 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 song contest! This is the perfect time to show off exactly what connection, diversity, inclusion and togetherness will lead to in Rotterdam: an extraordinary event for everyone, in what can only be described as truly extraordinary times!

TOGETHER WE CAN MAKE IT HAPPEN.

We will definitely also be living up to our image of being an innovative city with a 'can-do' attitude before, during and after the Song Contest. This is how millions of viewers and visitors will be introduced to the real Rotterdam. This document explains how we'll be coherently and consistently telling and propagating our city's story together. You may be able to go faster on your own, but you'll definitely achieve a great deal more when you work together with others. And that's exactly why we'll also be involving both the city and Rotterdam's residents. This will ensure the story has an even bigger impact, with an even greater reach, both in our own country and way beyond our borders.

The more we work together with others, the more Rotterdam will be able to reap the benefits afterwards.

OPEN UP

The Song Contest's central theme is OPEN UP, developed by the ESC organisation: NPO, AVROTROS and NOS, in co-production with the EBU (European Broadcasting Union), in collaboration with focus groups from the Netherlands and Rotterdam. It's an invitation to open yourself up to others, for music, creativity and change. That's how you create a connection between people. Rotterdam symbolises the "new Netherlands" and clearly demonstrates what will happen when you Open Up!

IN TRUE ROTTERDAM-STYLE

**OPEN UP TO ROTTERDAM.
MAKE IT HAPPEN.**

The typical Rotterdam mentality and the city's DNA can be perfectly captured in words like Bold (raw), Forward (enterprising) and Culture (international). Rotterdam residents are daring and dynamic. Rotterdam is a city brimming with dreamers and builders. No clogs and tulips, but a real city, a city full of people, innovation and space. Where meetings between people from a variety of different backgrounds will inevitably lead to innovations. This Rotterdam DNA is truly tangible and visible in everything we do in relation to the Song Contest.

**OPEN UP
TO CHANGE
TO THE NETHERLANDS
TO ROTTERDAM**

**OPEN UP
TO EACH OTHER
TO CREATE
TO CELEBRATE MUSIC**

OPEN UP TO REALNESS

ROTTERDAM. MAKE IT HAPPEN.
EUROVISION SONG CONTEST 2021

WHO WE DO THIS FOR

WHO WE DO THIS WITH

OUR AUDIENCES

Different groups

We have many different types of audiences: ranging from those true international hardcore fans to our own city's residents who are genuinely interested, but who are, above all else, incredibly proud of the fact that their Rotterdam is the actual Song Contest's host city. We have divided our audiences up into the following groups.

Rotterdam visitors & audience

These are local fans and interested parties. The city is their own home ground and they are looking forward to this world class Rotterdam party! Rotterdam certainly doesn't get the opportunity to present itself to more than 180 million viewers right across the world on a daily basis, or indeed the large number of visitors, providing the situation allows for this. And that most definitely makes them very proud!

Dutch visitors & audience

These are the national fans who know Rotterdam as a modern, spatial and dynamic city, a place where innovative things happen and where (almost) anything is possible. They are proud of the fact the Netherlands will now have the opportunity to present itself as something other than a country full of windmills, dikes, bicycles and canal houses.

International visitors & audience

These visitors also enjoy thinking outside the box and are therefore curious about the modern 'un-Dutch' Rotterdam. They'll be able to feel the Rotterdam mentality in absolutely everything and will therefore completely understand why Rotterdam is the perfect city to organise this unique edition of the Song Contest, in these equally unique times.

Rotterdam residents

They are so proud of the fact their Rotterdam has been appointed as the host city and clearly recognise the importance of the event for both Rotterdam as well as the Netherlands as a whole. Other than that, they have an average level of interest in the Song Contest itself. We are aiming to make this Rotterdam community as big a part of the festivities, the honour and the pride as possible.

OUR PARTNERS

We'll be realising what we, as the Host City Rotterdam, stand for together with our stakeholders, as described in this document. Anyone who is in any way involved, or wants to be involved, with the Song Contest, or who may possibly want to organise an event in the future, can use this document to effectively interpret the applicable planning, products and communication.

Rotterdam Host City Partners (and their employees)

Rotterdam Ahoy, Rotterdam Festivals, the Municipality of Rotterdam and Rotterdam Partners.

City Partners

'Rotterdam Make It Happen' partners, ambassadors, city dressers, creative artists and makers, event organisers, catering establishments, suppliers, public transport, entrepreneurs, sponsors, city programmers, taxis, volunteers, shops, etc.

Media

Traditional, Social and Influencer Media, local, national and international.

WHAT WE STAND FOR

THESE ARE OUR FOUR PROMISES, BASED ON THE 2019 BID BOOK, THE MUNICIPAL COUNCIL'S POLICY PRIORITIES AND THE 'MAKE IT HAPPEN' PHILOSOPHY. TOGETHER THESE FOUR PROMISES TELL ROTTERDAM'S COMPLETE STORY.

WE OPEN UP TO THE FUTURE.

We will do our utmost to do everything as fairly as possible, with as much reuse as possible and whilst producing as little waste as possible. We are innovative and try to be original and progressive in everything we do. We will make sure we leave our mark on the city, which will still be clearly visible long after the Song Contest has finished.

The Song Contest is a symbol of hope for Rotterdam in these current difficult times, the song contest is a flywheel of all the good things still to come. A fantastic future!

Associations

Forward, hopeful, sustainable, circular, innovative.

WE OPEN UP TO CELEBRATE.

We will do everything in our power to ensure everyone can celebrate with us, that there'll be something to do for everyone and that you can completely be yourself in Rotterdam. Everyone needs to feel welcome to come along and celebrate with us, irrespective of their age, income, gender, religion, skin colour, sexual preference or disabilities.

The Song Contest symbolises finally being able to blow off a bit of steam during these strange times. We definitely need to take some time out to celebrate life and to focus on each other, including when things get a little tough.

Associations

Together, inclusive, celebrate life, welcome.

WE OPEN UP TO EACH OTHER.

We have involved the entire city with the song contest, we've approached each other for some very special collaborations and we're making as much use as possible of all the space Rotterdam has to offer. Our audiences will be able to experience Rotterdam's true diversity, which is evident from the organisation, the programming and all the decorative elements.

Rotterdam sees the Song Contest as a symbol for claiming and bridging space to establish contact with people during these current difficult times. Even when things get that little bit trickier, we manage to truly embrace our city's diversity and dynamics and ultimately come up with new collaborations and ideas.

Associations

Diverse, dynamic, plenty of space, cross-over.

WE OPEN UP TO REALNESS.

We will do everything possible to leave a disarmingly sincere impression. We will introduce you to the pure Rotterdam mentality: no-nonsense hospitality, full of courage and creativity, but above all else, truly genuine!

Right now the Song Contest symbolises a sense of reality for Rotterdam, which allows us to also turn limitations into opportunities during times of crisis, something all of us in Rotterdam can realise better than anyone else.

Associations

No-nonsense, contrasting, daring, creativity, resilience.

WHAT OTHERS WERE ALREADY DOING

A LITTLE INSPIRATION! THIS IS A SMALL SELECTION OF CONCRETE IDEAS, GENERATED SPECIFICALLY FOR THE SONG CONTEST AND FOR THE WHOLE OF ROTTERDAM WITHIN THE CONTEXT OF THE CONTEST, FROM EVERY PROMISE. BOTH CORONA-RELATED AND GENERAL IDEAS, AS A GOOD IDEA IS OBVIOUSLY ALWAYS A GOOD IDEA. WILL YOUR IDEA BE INCLUDED HERE TOO?

WE OPEN UP TO THE FUTURE.

- The 2020 merchandise, produced by both the Host City and the partners, is either being reused or upcycled. 98% of all the 2020 edition materials were circular. For example, the event fencing and banners were made from recycled PET bottles and made into rings for flagpoles, bags and other products afterwards.
- Sustainability projects in Rotterdam-Zuid, which Ahoy also forms part of, are joining forces and strengthening each other during the Song Contest. This includes a roof full of solar panels and the use of green aggregates. But also the use of 100% electric buses, taxis and other forms of transport during the Song Contest.
- The golden runner for the opening ceremony is made from recycled carpet tiles from Rotterdam households.
- The high-tech drone show franchise Freedom, from Mothership & Drift, which drew a huge heart in the sky on Liberation Day as a thank you for the frontliners' efforts, was also used during the 'Shine a light' broadcast.
- Sound of Silence: A campaign set up by the Alliance of Event Builders (in which Ahoy is a co-initiator), to demonstrate how event organisations can make a difference towards the government during the corona crisis.

WE OPEN UP TO CELEBRATE.

- The Rotterdam Philharmonic Orchestra played Beethoven's 9th symphony - the Eurovision Song Contest's opening tune - during the first lockdown period. Each musician played along from home via MS Teams. It made it to Oprah's social media channels, with millions of views.
- The Celebrate Together campaign, with the intention of allowing 4,000 people with a small grant to visit the shows in combination with a festive package.
- Special silent discos in the courtyards of flat buildings and on the roofs of apartment complexes.
- The City Programme in which all Rotterdam residents were able to organise their own song contest parties and 70 events (from living room karaoke to LGBTI x Iftar meals during Ramadan) were honoured by Rotterdam Festivals.
- The large circles on the Vroesenpark and Het Park grass, allowing people to still sit, celebrate and picnic together, although safely socially distanced.
- All the city's hosts and hostesses, from the police, special investigating officers, conductors to Rotterdam. info employees will be wearing a pin with 'Open up to Rotterdam. Make it Happen' on their lapels during the Song Contest.

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WE OPEN UP TO EACH OTHER.

- The City Programme around the song contest will be taking place throughout the entire city, from the Beach at Hoek van Holland, right through to the city centre.
- Rotterdam-Zuid will really be put in the spotlight during the Song Contest. Rotterdam's second city centre, full of new energy, less division, a place where everyone feels welcome.
- Last summer Boijmans and Ahoy worked together to create the 'drive-thru museum', which demonstrated how we can work together to come up with new and corona-proof event concepts. Both parties made innovative use of each other's expertise, as well as the space the city has to offer.
- Feyenoord and the Rotterdam Philharmonic Orchestra released a film entitled 'Ready to Play' together, as a joint kick-off to their respective playing seasons.
- The 'Public Works' project was used by 400 artists to showcase their work in empty advertising spots throughout the entire city for a month-long period - partly because the Song Contest no longer needed the space. Each piece of work enjoyed a mini-opening for 2 to 3 people for their own poster.
- Momo Fabrique. A pop festival with a unique corona-proof setup which took place last summer. The pandemic meant the festival was organised in the shape of a route on the bizarrely cool site owned by AVL Mundo - the artist Joep van Lieshout's workplace.

WE OPEN UP TO REALNESS.

- The 'Shine a light' broadcast by the NOS, which presented an unexpected alternative to the cancelled Song Contest during the lockdown. People's resilience and courage throughout the whole of Europe was central here, with Rotterdam - with the heart created by drones above the Erasmusbrug and Ahoy as an emergency hospital - as an extraordinary centre piece.
- Rotterdam's raw and real character was celebrated during Pow!Wow! Rotterdam and the Rotterdam Street Culture Weekend. These were organised during the past period and were an excellent example of festivals during the corona period. Outdoors, digitally interactive, perfectly programmed with time slots, throughout the whole of the Afrikaanderwijk.
- Rotterdam's big five City Dressers have been asked to decorate the city. Each of them issued an open call for artists for the Song Contest, making sure even more underground creative spirits could be involved with decorating the city. This resulted in many Rotterdam fashion designers, street artists, light artists, photographers and autonomous artists becoming involved with the contest.
- The online #rotterdamzetdoor (Rotterdam continues on) platform was set up during the first lockdown, which featured and nationally/internationally distributed all the special corona initiatives set up by Rotterdam residents.
- All 'Rotterdam Make it Happen' partners have organised events which link their own iconic organisations to campaigns and promotions around the Song Contest. From music as medicine from the Erasmus Medical Centre, performances around the Boijmans Van Beuningen Depot at the museum park, to songbird competitions at Blijdorp Zoo.

TOOLKIT

FOR EVERYONE.

The Rotterdam Branding toolkit was developed for promoting the city and is available to everyone free of charge. In addition to photographs and videos, this toolkit also contains a number of inspiring showcases:

rotterdammakeithappen.nl

This is constantly updated and can always be used by partners in the city.

**Rotterdam Make it Happen
gedachtegoed:**

[rotterdammakeithappen.nl/
gedachtegoed](https://rotterdammakeithappen.nl/gedachtegoed)

Rotterdam Branding Toolkit:
rotterdammakeithappen.nl

Rotterdam in 50 beelden:
[rotterdammakeithappen.nl/
collecties/rotterdam-in-50-
beelden](https://rotterdammakeithappen.nl/collecties/rotterdam-in-50-beelden)

Rotterdam in videobeelden:
[rotterdammakeithappen.nl/
collecties/rotterdam-in-video-
beelden](https://rotterdammakeithappen.nl/collecties/rotterdam-in-video-beelden)

**Rotterdam Make it Happen
showcases:**
[rotterdammakeithappen.nl/
showcases](https://rotterdammakeithappen.nl/showcases)

LOGO USE

The official song contest logo or artwork may not be used by parties other than the EBU, official sponsors and collaboration partners.

However, in some cases it may be possible for the Host City's City & Media partners to use an adjusted Open up to Rotterdam Make it Happen logo or artwork - in a bid to strengthen our city's story and promises.

Requests for using the Open up to Rotterdam Make it Happen logo, artwork or style guide can be submitted to Sanne Hendrikx.

Please contact:

Sanne Hendrikx

Corporate Identity Manager - Host City
Rotterdam - 2021 Eurovision Song Contest
sr.hendrikx@rotterdam.nl

NICE STORIES

Do you have a nice story or initiative? Use the following hashtags in your communication, making sure they start to form part of the common narrative: #Rotterdammakeithappen #loverotterdam #ESC2021 #Songfestival #OpenUp #OpenUpToRotterdam #Eurovision #ESF2021 #ESF2021Rotterdam #ESC2021Rotterdam.

LANDING PAGE

This landing page will feature all information and Rotterdam's city programme around the Song Contest:

Openuptorotterdam.eu

PARTNERSHIPS

The possibilities for partnerships/sponsoring are very limited. But we can look into the possibilities together in case of interest in a partnership by (financially) contributing to the Eurovision Song Contest.

Please get in touch with:

Dimitri Bonthuis

ESC Partnership Manager - Eurovision Song
Contest - Host City Rotterdam 2021

dimitri@bonthuis.nl

06 21 55 50 30

Any other questions?

Then please get in touch with the 2021
Host City Rotterdam project organisation
via songfestival@rotterdam.nl

**ROTTERDAM.
MAKE IT
HAPPEN.**

ARTWORK 2021



Official artwork to promote the Eurovision Song Contest. From Official partners.



Box logo A. Artwork to promote Rotterdam during the Eurovision Song Contest. From Host City Partners.



Box logo B. Artwork to promote Rotterdam during the Eurovision Song Contest. From City Partners.



City dressing by Studio VollaersZwart to promote Rotterdam.