

Eurovision Song Contest 2020 as a catalyst for urban renewal

A research about short-term cultural events to increase positive impacts for the city and local communities

—
P5 Presentation
9 July 2020

Fleur Huisman











Hart van Zuid



Hart van Zuid



Eurovision
Song Contest

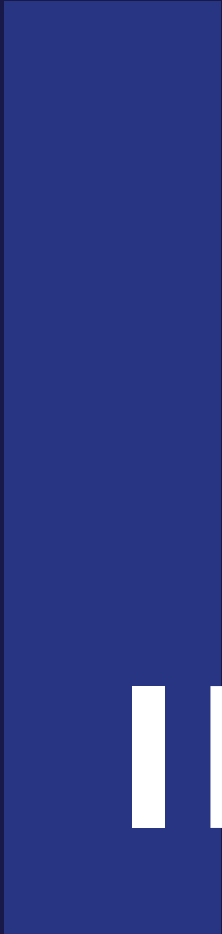


Hart van Zuid

Eurovision
Song Contest

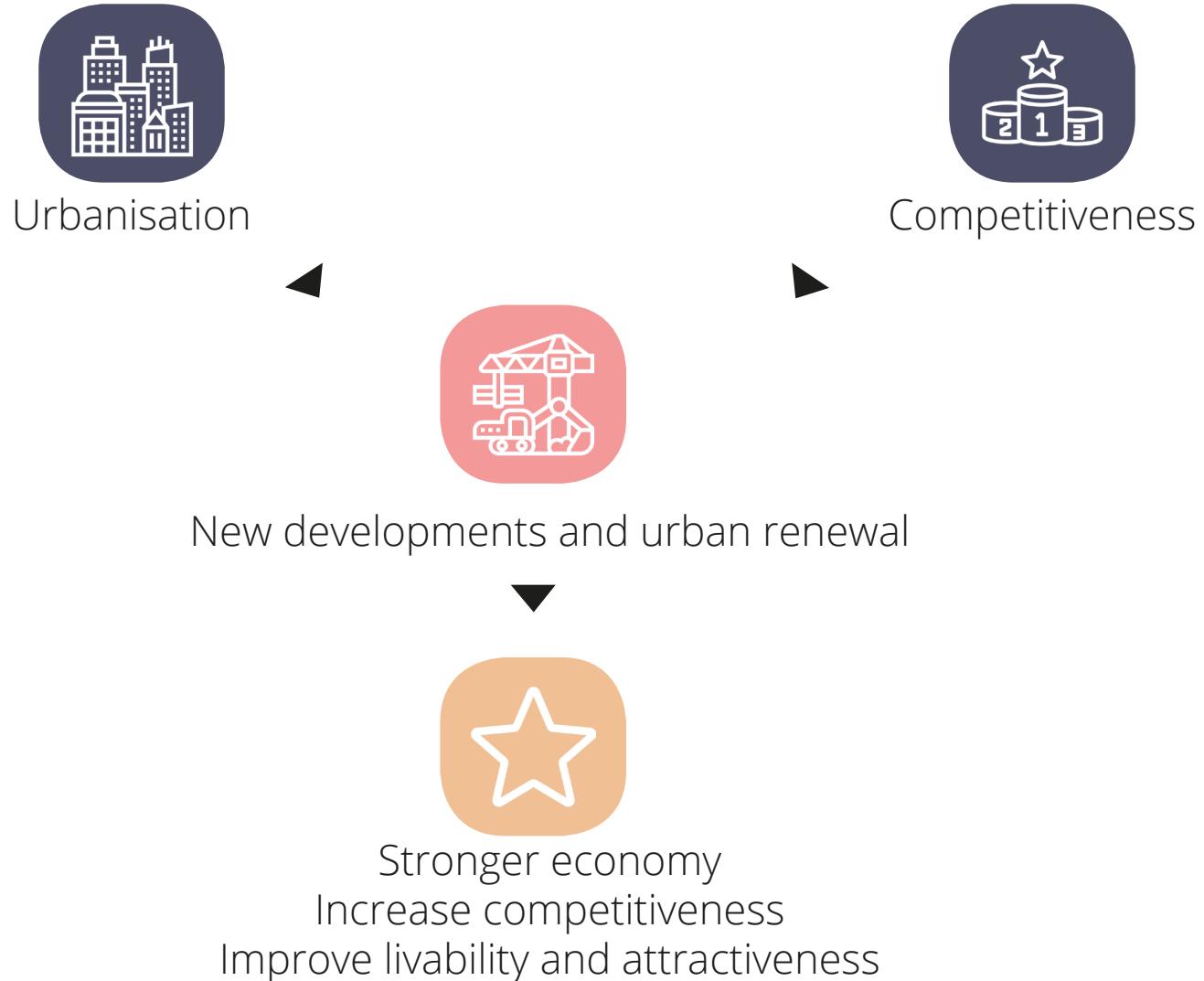
Content

- Introduction
- Literature review
- Methodology
- Empirical research; case study
- Results
 - Explorative interviews
 - Case study interviews
- Synthesis
- Conclusion
- Discussion
- Recommendations



INTRODUCTION

Background information



Problem statement



Urban renewal as answer to urbanisation and competitiveness



NPRZ as initiative for Rotterdam-Zuid



Economic improvement but too little benefits for local residents



More urban renewal initiative necessary, but too low pace

Problem statement



Urban renewal as answer to urbanisation and competitiveness



NPRZ as initiative for Rotterdam-Zuid



Economic improvement but too little benefits for local residents



Major event as catalysor

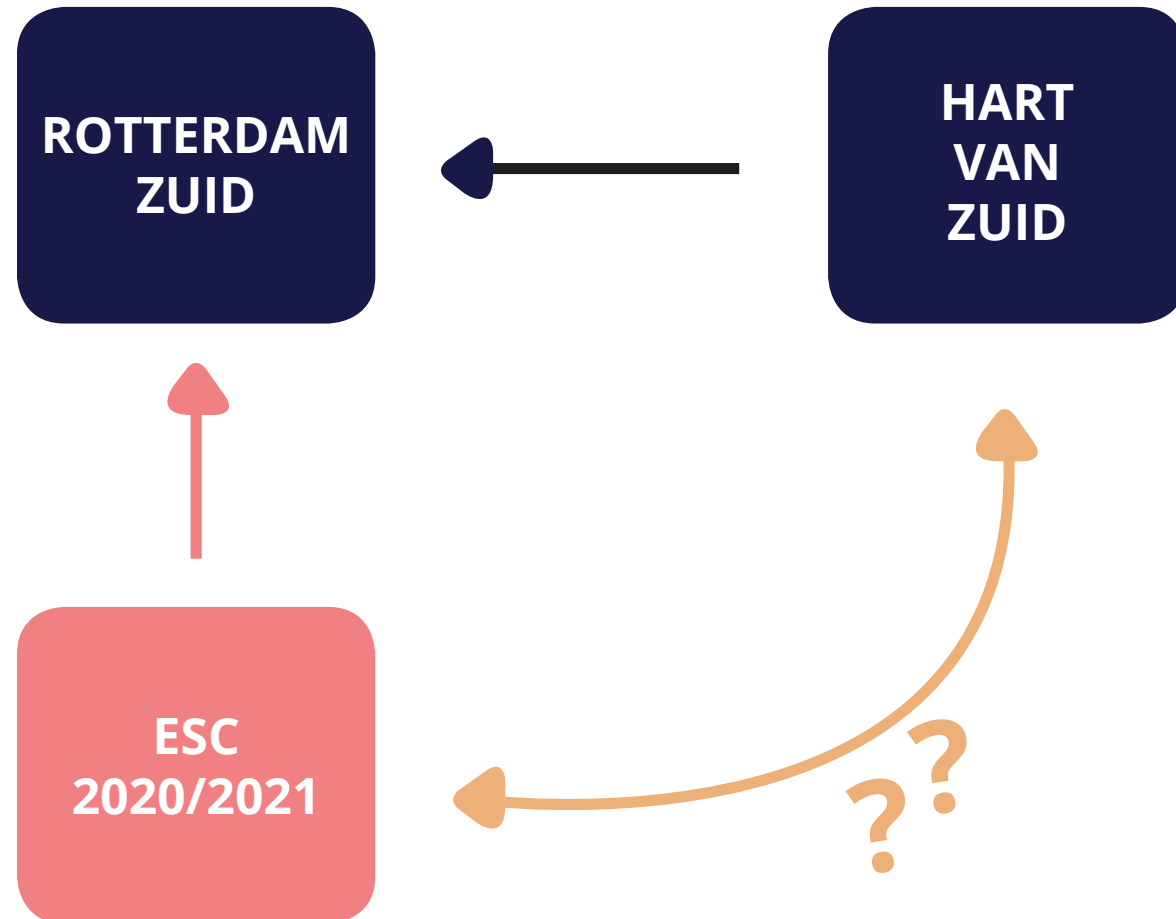
More urban renewal initiative necessary, but too low pace

Goal

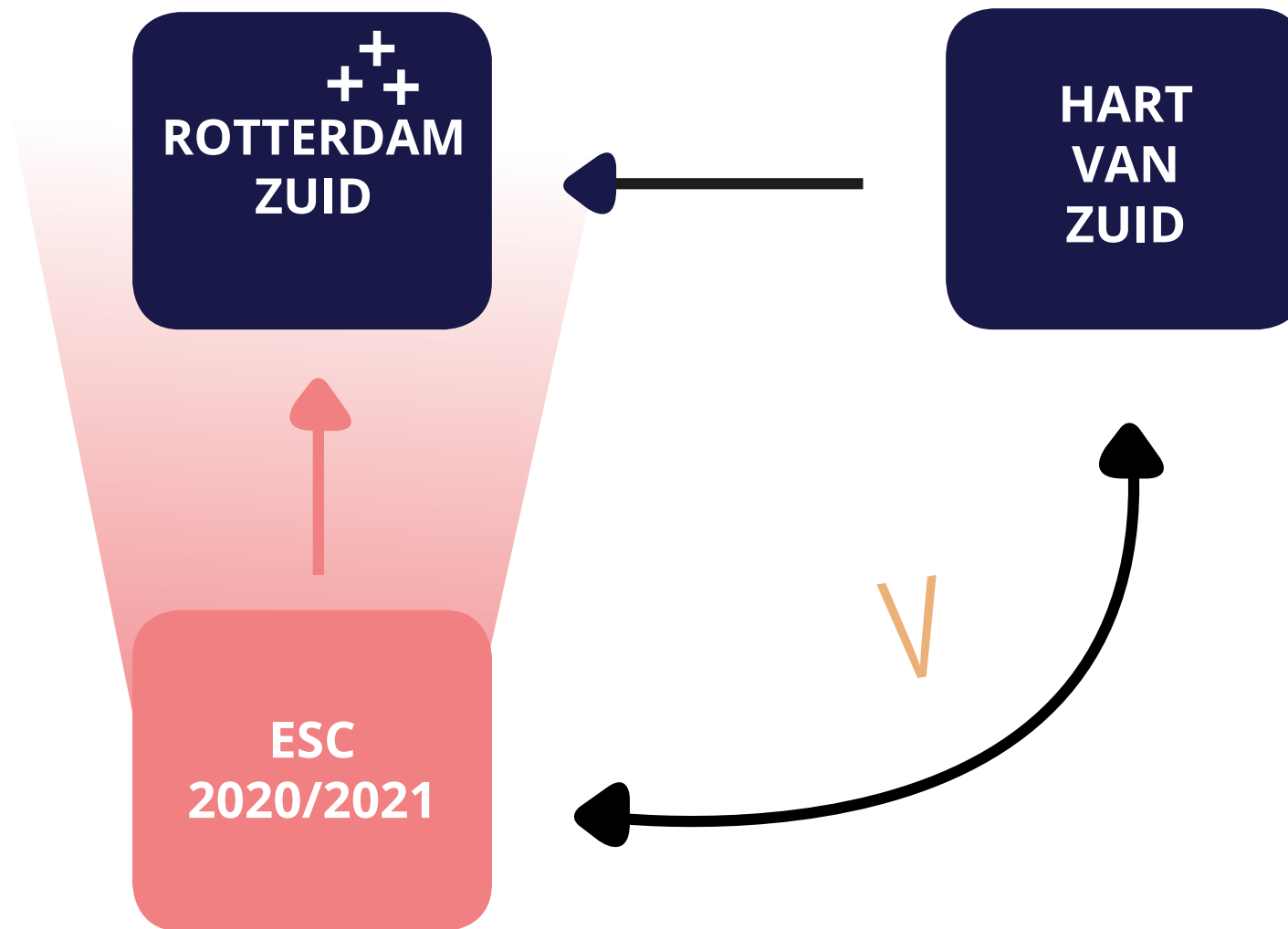
“To explore and understand the benefits of hosting cultural events, like the Eurovision Song Contest, in relation to their contribution to urban renewal.”

This is done by....

Goal



Goal



Research question

“ Which elements when hosting a cultural great event could positively impact and catalyse urban renewal? ”

Sub questions

Case related

- What are the current hosting goals of the municipality of Rotterdam for hosting the Eurovision Song Contest 2020 and how did they achieve this?
- What is the relation between the Eurovision Song Contest 2020 and Hart van Zuid?
- What are the created opportunities in the area of Hart van Zuid, as a result of hosting the Eurovision Song Contest 2020?

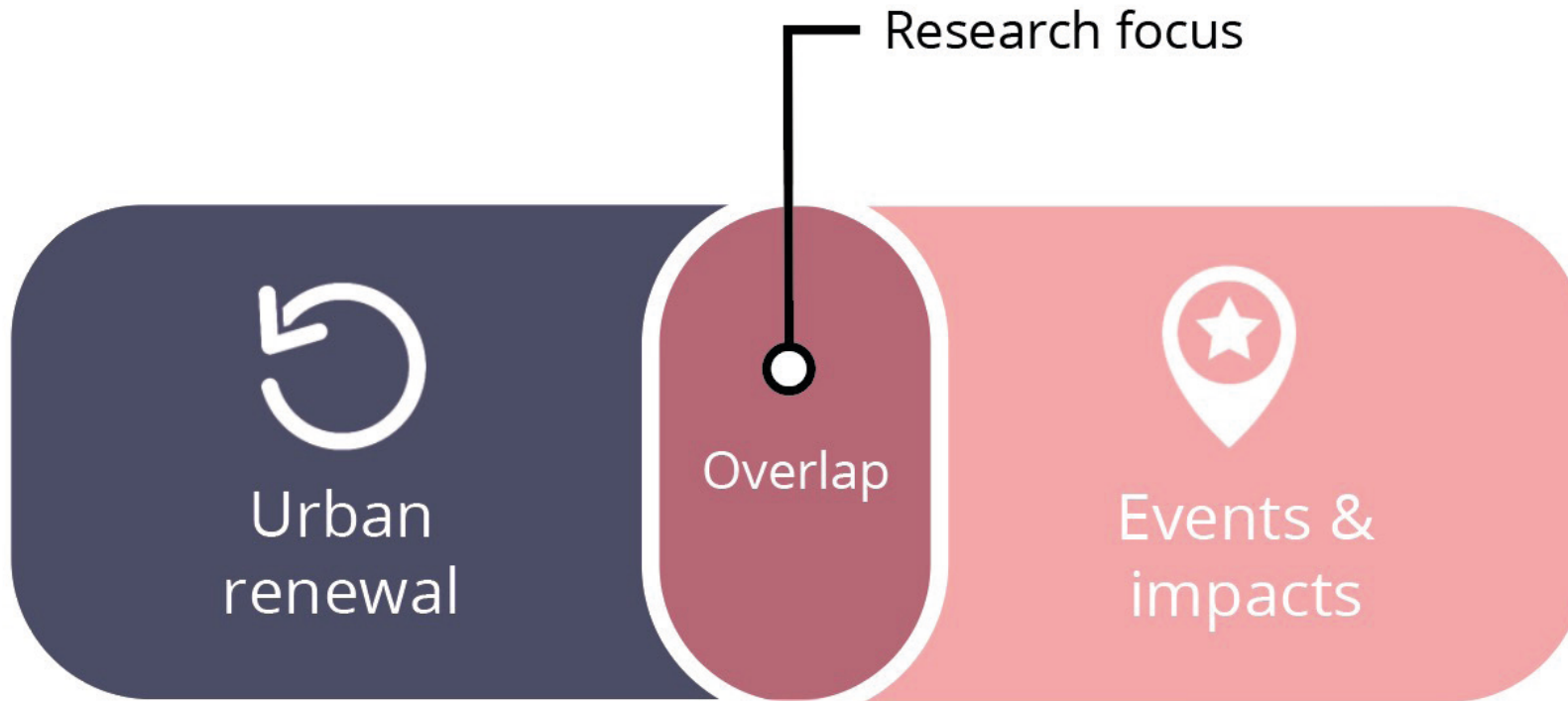
Non-case related

- What are important measures and elements of an event in relation to urban renewal in general?
- What are the main components of urban renewal?

Two vertical blue bars of equal height and width, positioned on the left side of the image. They are separated by a small gap and are partially overlaid by the text.

LITERATURE REVIEW

Research concepts



Urban renewal



Social

Involvement of local
community



Economic

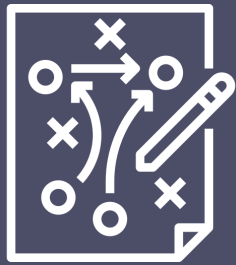
Attract investment
Create job opportunities



Physical

Physical appearance
Environmental quality

Placemaking



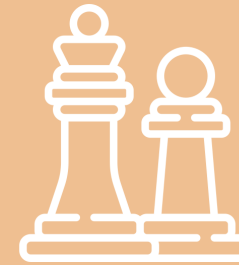
Strategic placemaking

Attraction of
talented workers



Creative placemaking

Adding vitality and by
arts and cultural activities



Tactical placemaking

Quality improvements by
save short-term activities
spread of over a long
period of time

Creating quality places

Event types



**Great
event**



**Mega
event**



**Major
event**



**Hallmark
event**



**Regional
event**



**Local
event**

Event types

Large events



Great event



Mega event



Major event

Occasional event of international scale
Different location per edition
Objective: image improvement



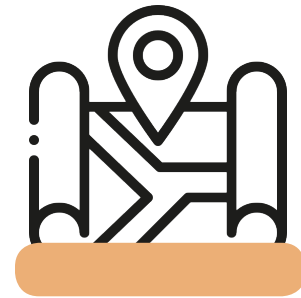
Hallmark event

Periodic
Same location
Objective:
Benefit local/host
community and
tourism



Regional event

Main focus on local
communities and
cultures



Local event

Outsiders are rarely
found

Great event



- International participants and media coverage
- International and national audience
- Periodic
- Each edition on a different location
- Dramatic character
- International prestige and magnitude
- Improve host image and city brand by creating awareness

Impact types

1

Short- &
long-term

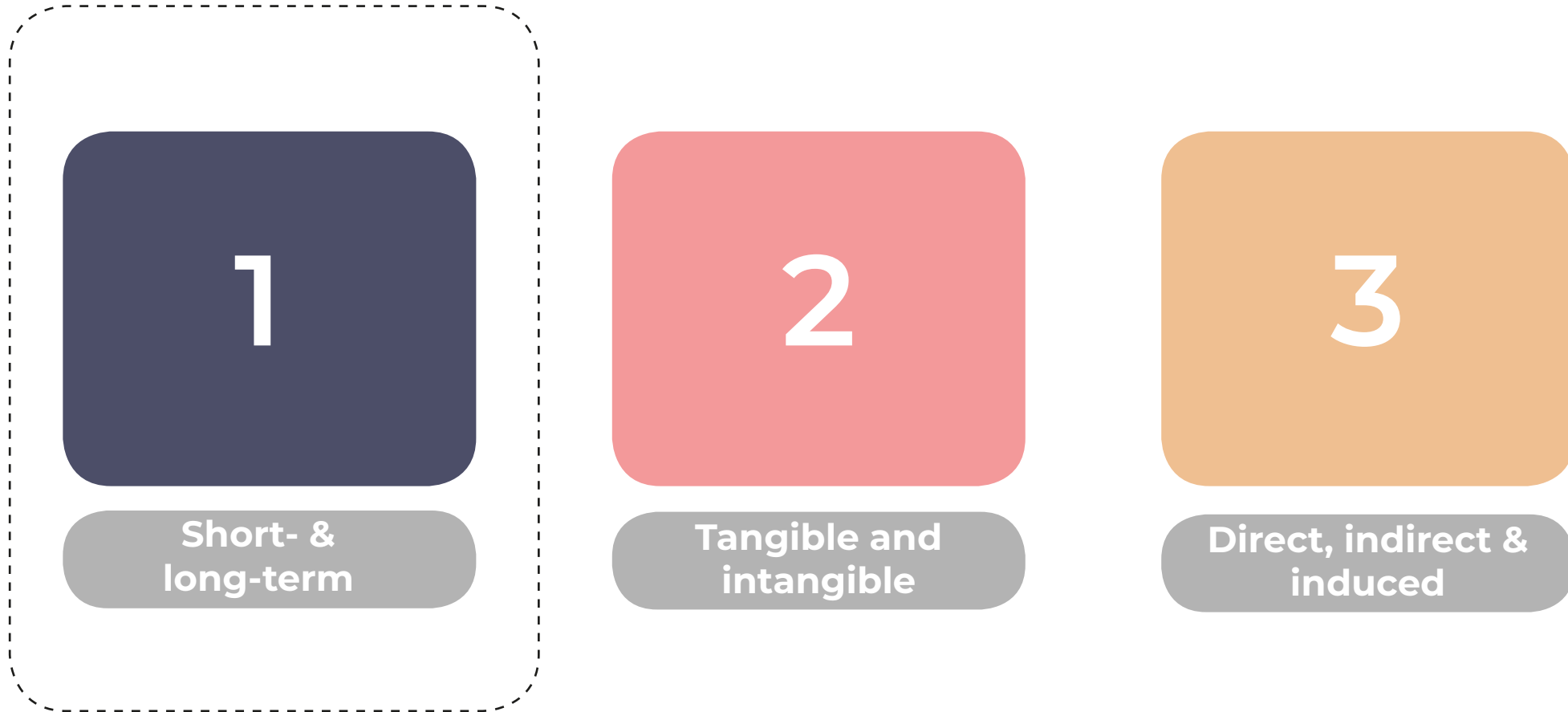
2

Tangible and
intangible

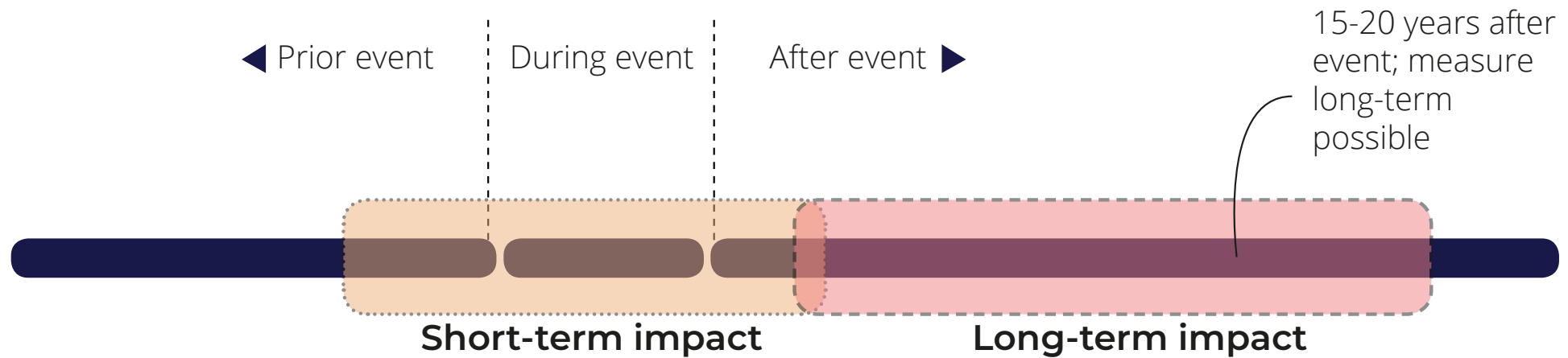
3

Direct, indirect &
induced

Impact types



Impact types: short- & long-term



Impact types



Short- &
long-term

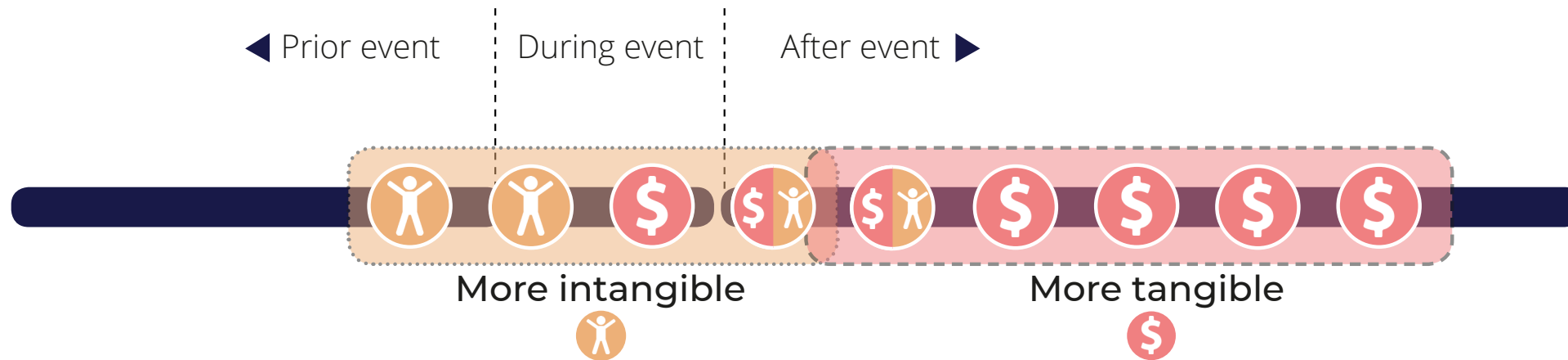


Tangible &
intangible



Direct, indirect &
induced

Tangible & intangible



Impact types



Short- &
long-term

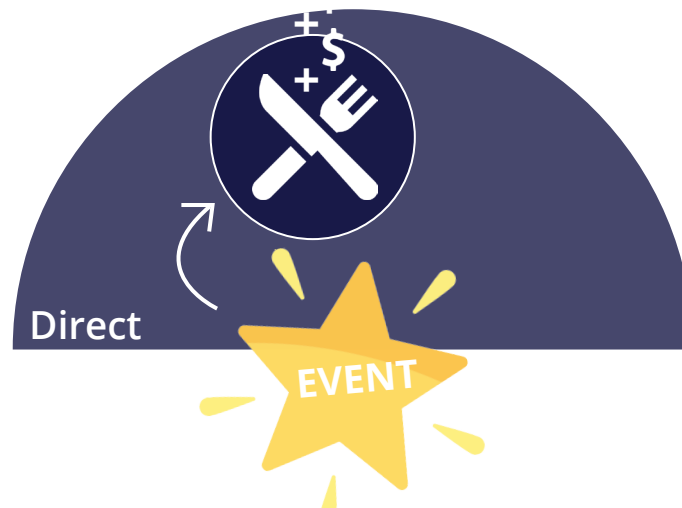


Tangible and
intangible

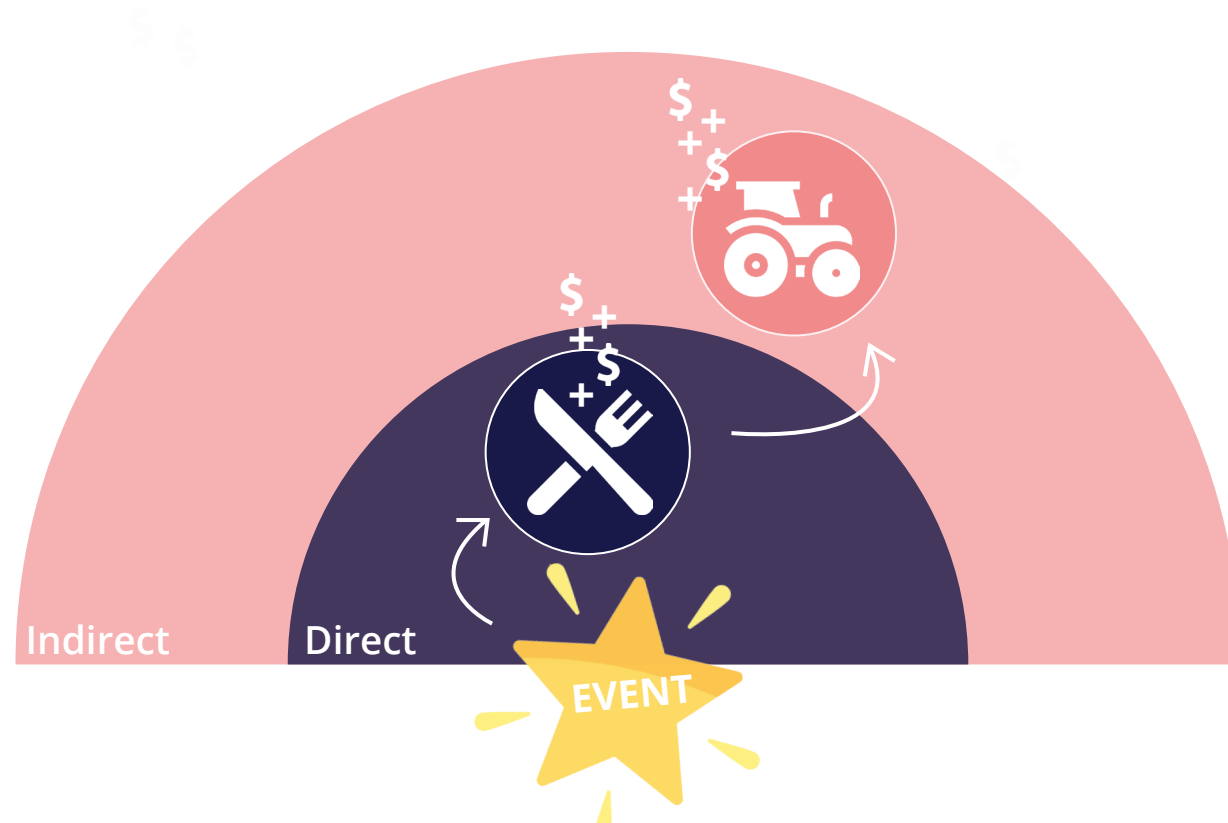


Direct, indirect &
induced

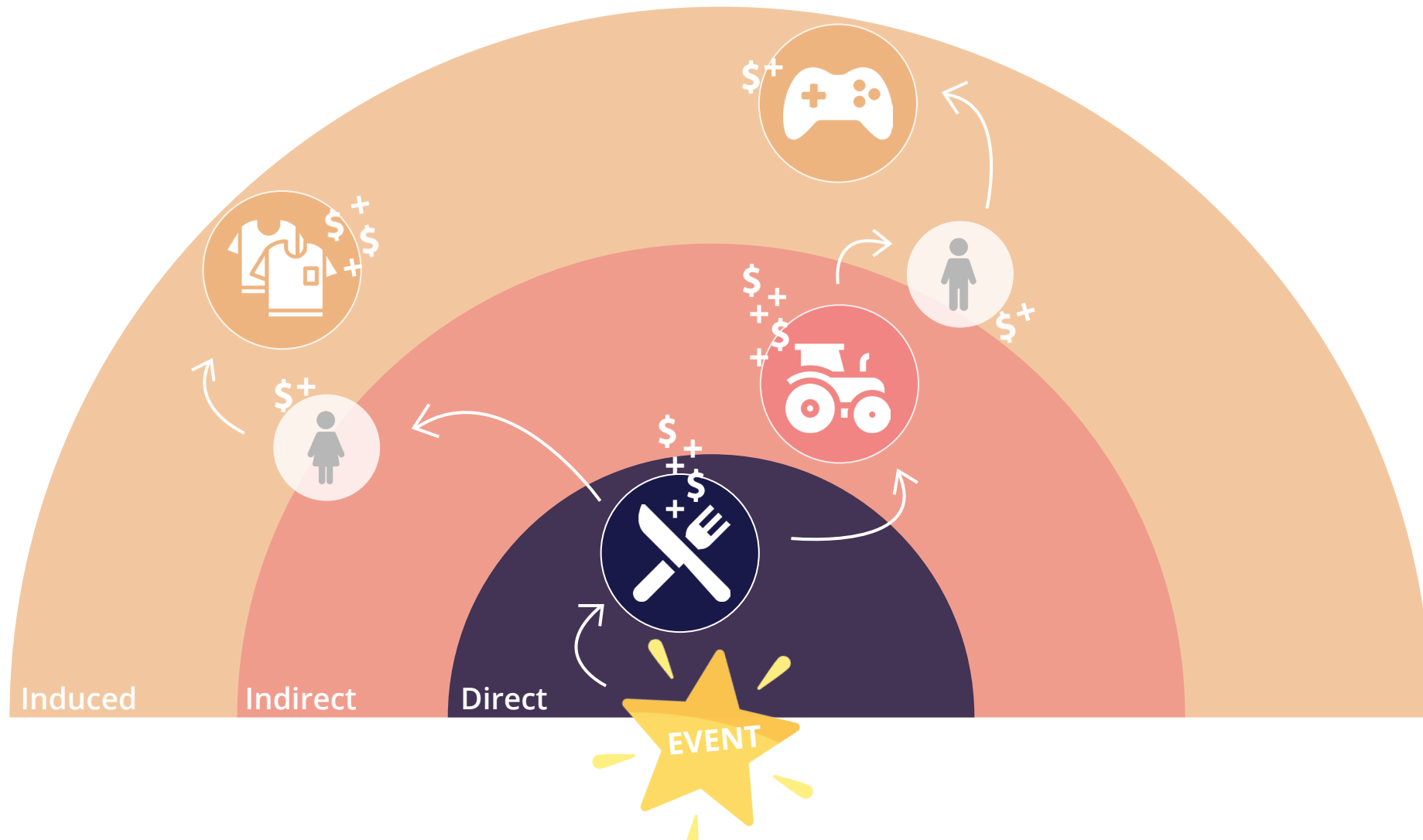
Direct, indirect & induced



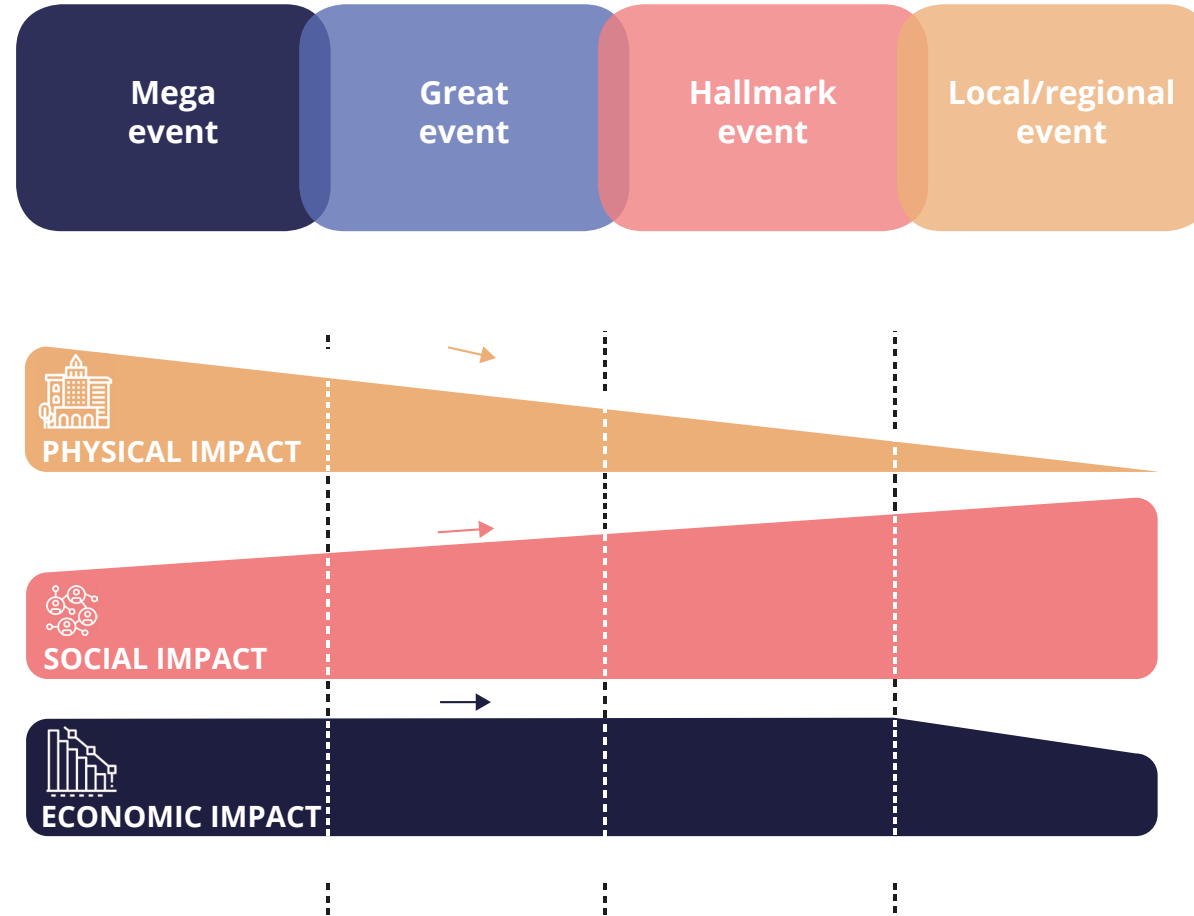
Direct, indirect & induced



Direct, indirect & induced



The impacts per event type



Three vertical blue bars of varying heights are positioned on the left side of the image. The first bar is the tallest, the second is medium height, and the third is the shortest. They are all a solid blue color.

METHODOLOGY

Research steps

Phase 01

Problem statement

Literature review

Methodology

Phase 02

Explorative interviews

Case study interviews

Phase 03

Synthesis

Conclusion

Recommendation &
discussion

A large, stylized letter 'N' in a medium blue color, serving as a background logo for the text.

EMPERICAL RESEARCH

Case study

Case study



Case study

Case study

The logo for the Eurovision Song Contest, featuring the word "EURO" in a stylized white font, a white heart shape, and the word "vision" in a white script font, all on a dark blue background. Below this, the words "SONG CONTEST" are written in a white sans-serif font.

EUROvision
SONG CONTEST

The logo for Hart van Zuid, featuring the words "HART VAN" in a bold yellow sans-serif font and "ZUID" in a bold grey sans-serif font, with a yellow chevron pointing downwards below "ZUID", all on a light pink background.

HART VAN
ZUID

Eurovision Song Contest

- Annual tv-show, festival and competition of songs between countries.
- 60 editions and 1,500 songs created by 50 participating countries
- Social aim to unite and increase the social cohesion
- An event of unity, which breaks taboos (gay fanbase) and confronts political sensitive topics

Eurovision Song Contest 2020

- Bid phase between cities
- 65th edition in Rotterdam Ahoy
- Responsibilities
- Cancellation

Objective municipality

A Rotterdams ESC, which contributes to the international position of the city, whereby Rotterdammers (residents, visitors and companies) feel included and the projectteam works on a diverse, inclusive, united, connected and hospitable city.



International position of the city/good host city



Festivity of the resident; involved residents, companies and visitors



Possibility for topdown shows



Show that the city can organise and host these kind of international events in an integral way

Return for the city



Let Rotterdam(-Zuid)
benefit



City wide involvement:
opportunities for
entrepreneurs,
businesses and
residents



Make core values of
bidbook visible:
diverse, raw,
innovative
and creative



Sustainable
effect/legacy

Case study

Case study

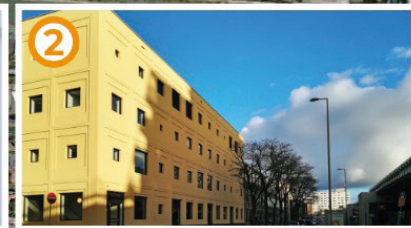


EUROVISION
SONG CONTEST

The logo for the Eurovision Song Contest is displayed in white on a grey rounded rectangular background. The word "EUROVISION" is in a stylized, cursive-like font, with a heart shape integrated into the letter "O". Below it, the words "SONG CONTEST" are written in a simpler, sans-serif font.

HART VAN
ZUID

The logo for Hart van Zuid is displayed in yellow and black on a pink rounded rectangular background. The words "HART VAN" are in a bold, sans-serif font. Below them, the word "ZUID" is in a larger, bold, sans-serif font. A small yellow chevron symbol points downwards from the bottom of the word "ZUID".



ERASMUS MC

DE ROTTERDAM

Achieve an integral quality improvement of the new centre of Zuid; a new lively hub, a centre at the service of the city, Rotterdam-Zuid, its immediate environment, its residents and visitors from the outside

SHOPPING & CULTURE

ARTS AND LIBRARY CENTRE

OLYMPIC SWIMMING POOL

ADDITION TO SCHOOL

LIVE & LEARN SURROUNDED BY GREEN

GROUND BOUND DWELLINGS

UPGRADE AHOY HALLS 2-6

STATION HALL

HEAD BUILDING

GOOILANDSINGEL

CONGRESS CENTRE

ADDITION TO SHOPPING MALL

BUSINESS & ENTERTAINMENT

CINEMA AND HOTEL



Pillars



ECONOMIC DRIVER

Economic driver for Zuid

Strenghtens social economic position

Expanding its cultural and leisure supply will benefit the area



ATTRACTIVE CITY CENTRE

Attractive environment, buidlings, public space and parks

HvZ is the new centre to visit, work and live



HART VAN ZUID WORKS

Improvement of education, job opportunities and health

The jobs that Hvz and the developement create should be available for locals.

Starting businesssen and artists can find a place a HvZ.



URBAN JUNCTION

HvZ will be part of a regional, urban and local public transport hub.

Slow driving network



SUSTAINABILTY & HEALTH

Contribute to the climate targets

Implementing as much as possible energy saving elements and measures



The interviews

Qualitative research



Explorative
interviews



Case study
interviews

The interviews

Qualitative research

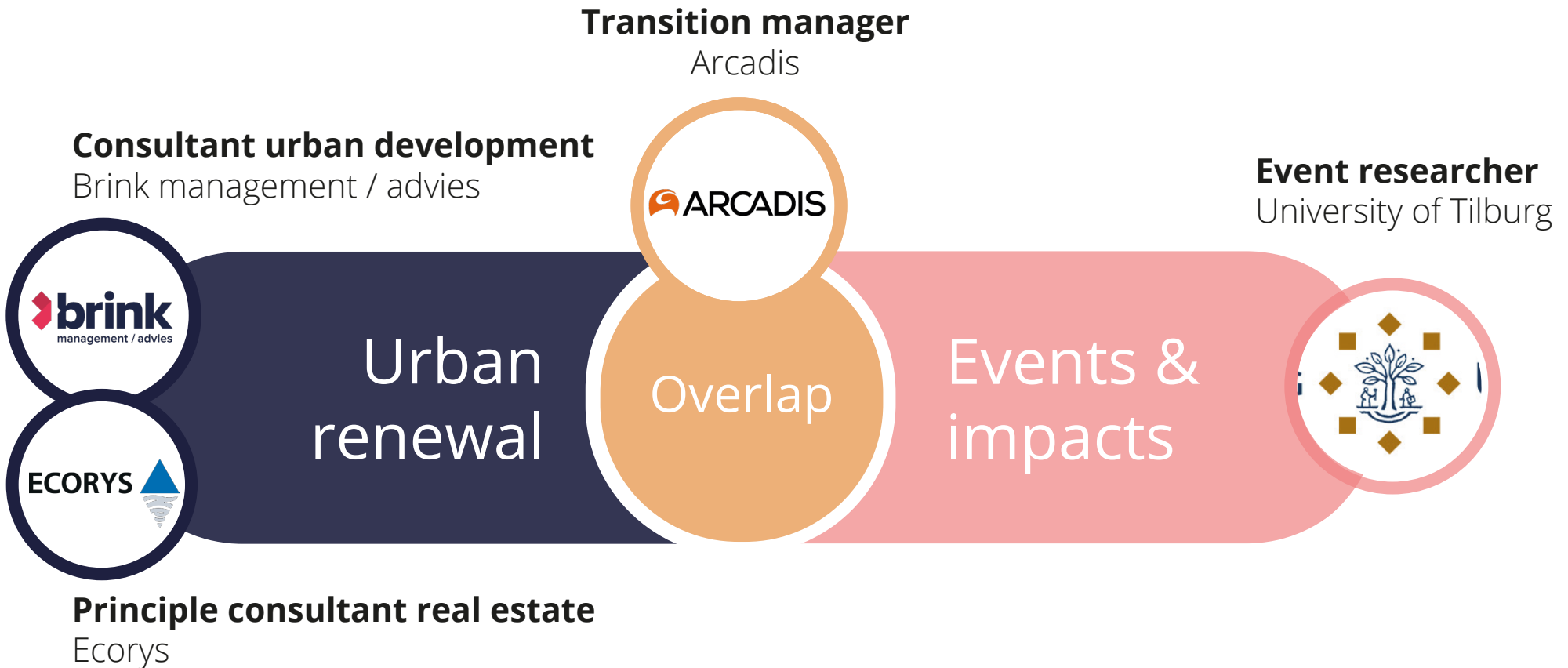


Explorative
interviews



Case study
interviews

Explorative interviews



Results



**Social
objectives**



**Role of
municipality**



**Locals
stakeholders**



**Connection
new and existing**



Storytelling



Side-events



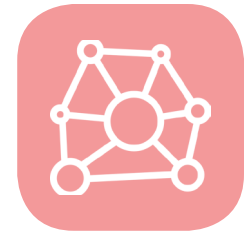
Catalysing effect



Economic aspects



Physical aspects

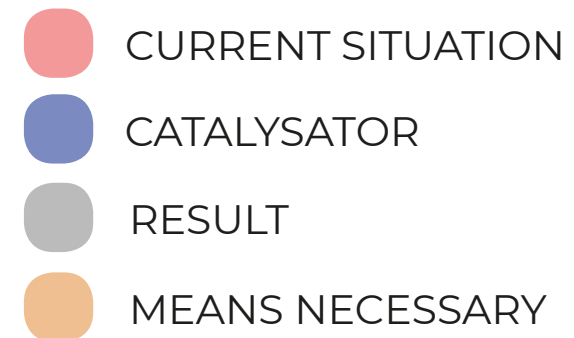


**Interaction social,
economic, physical**

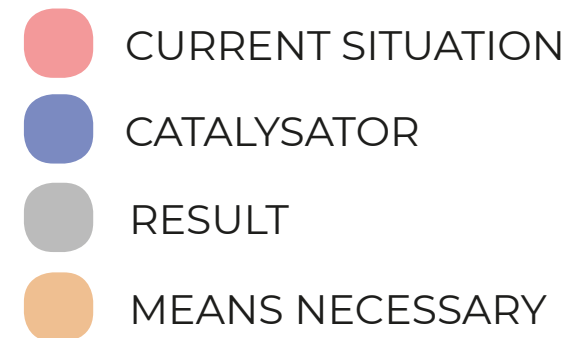
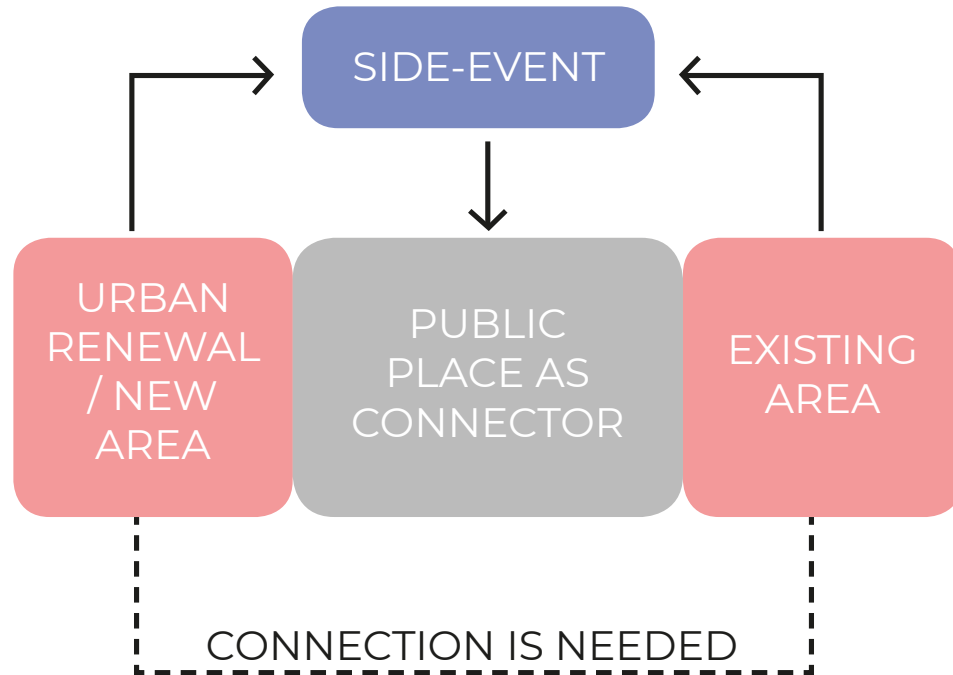
Conclusion

- Social impact
- Economic impact
- Physical impact

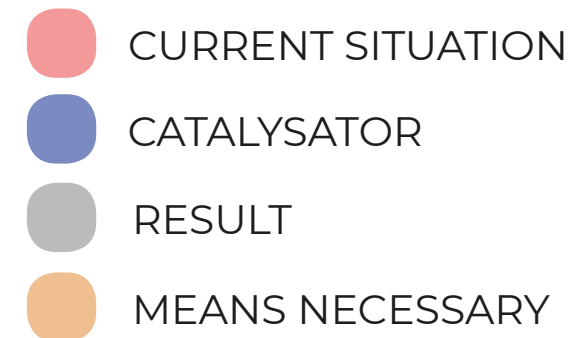
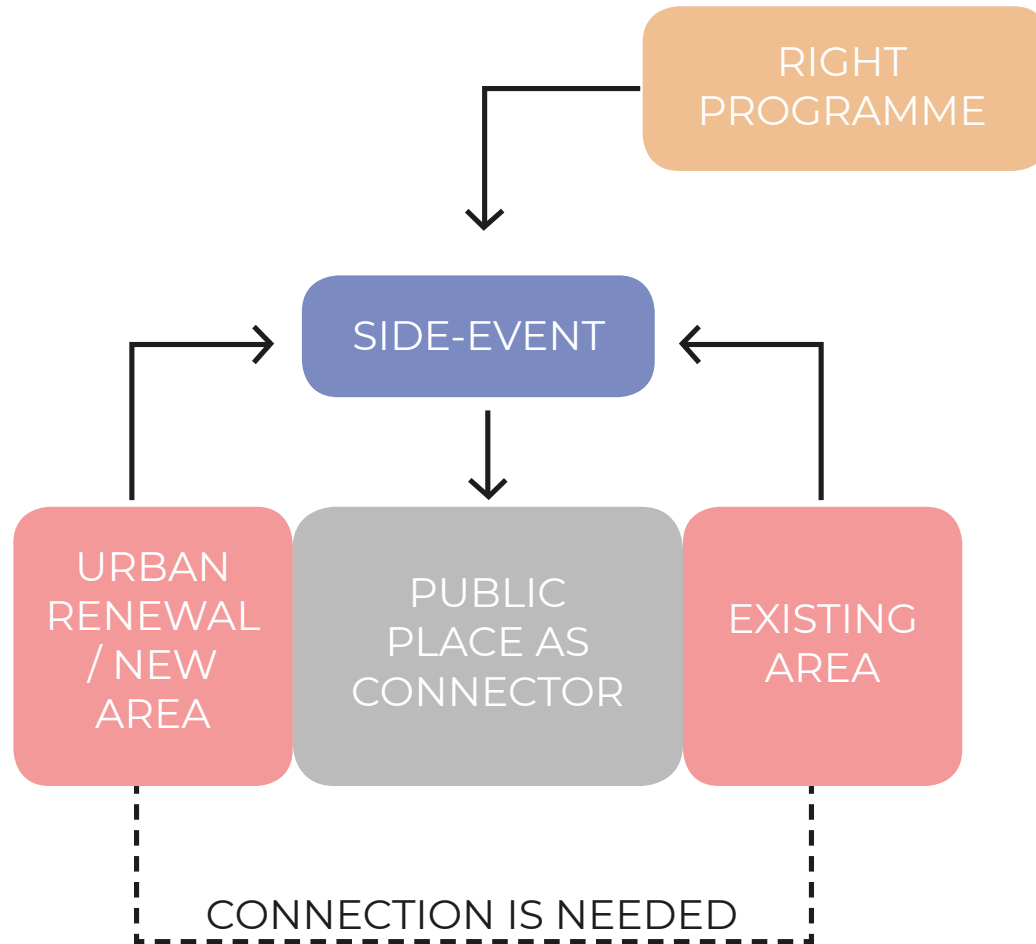
Social impact



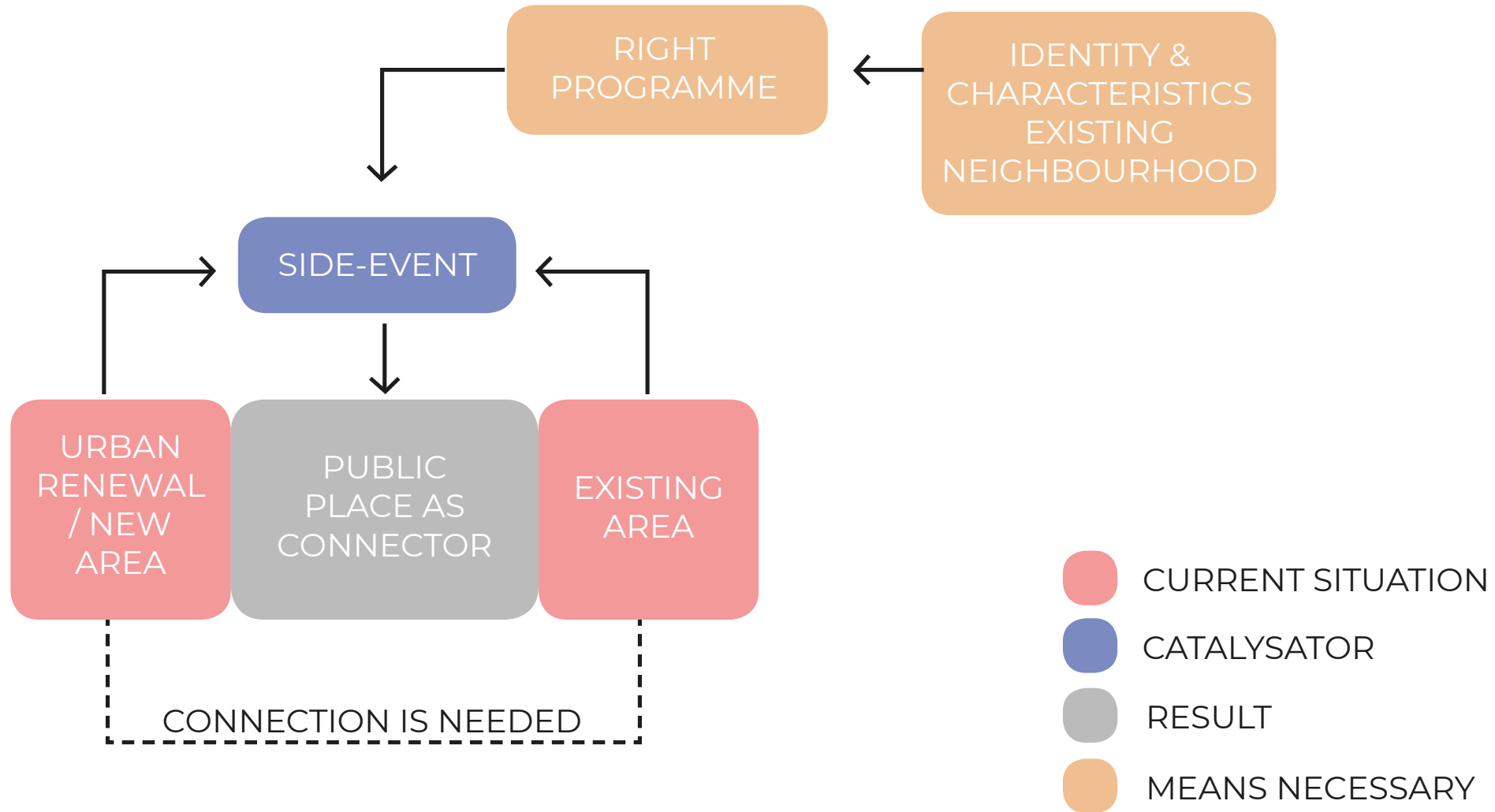
Social impact



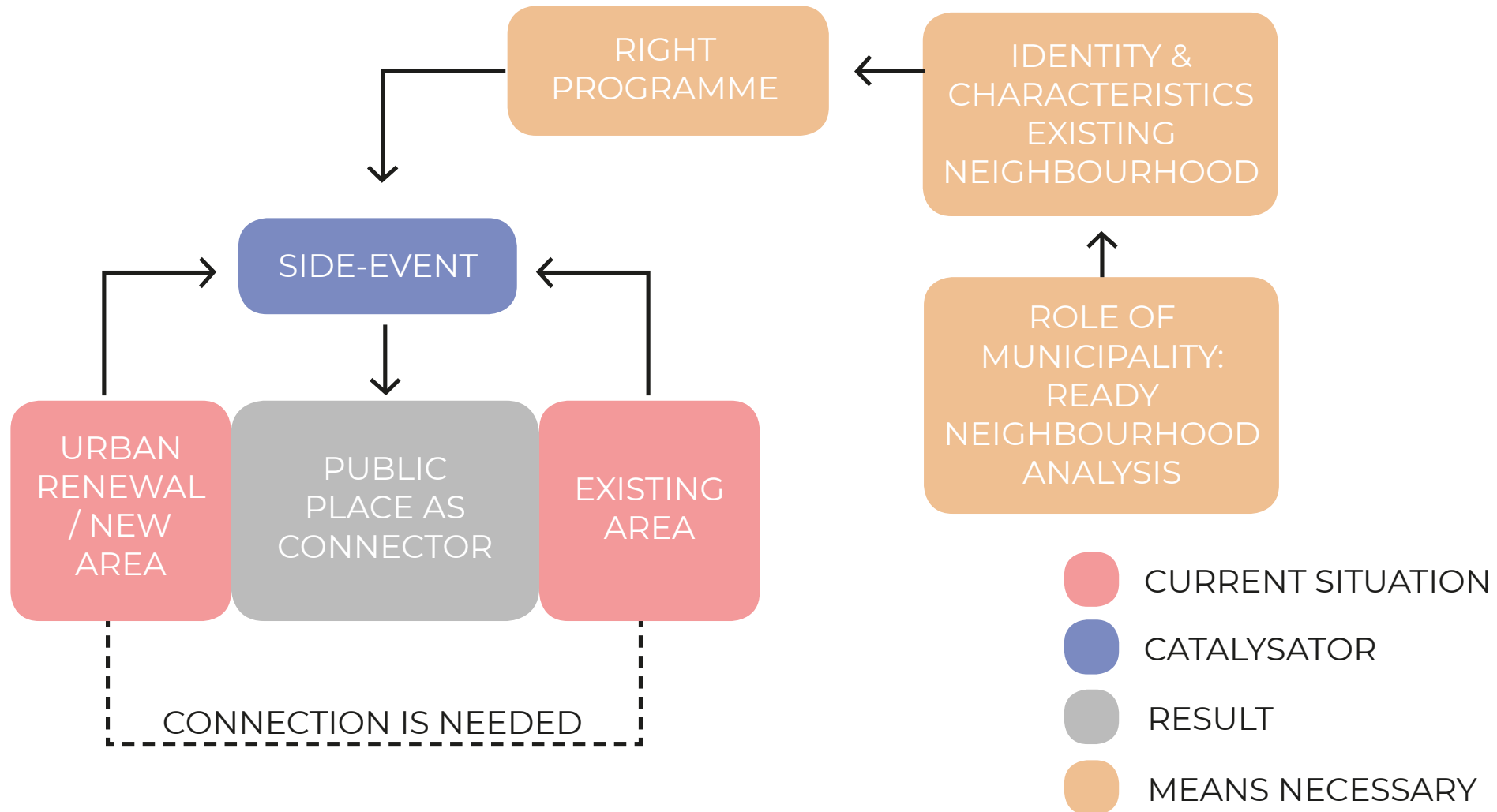
Social impact



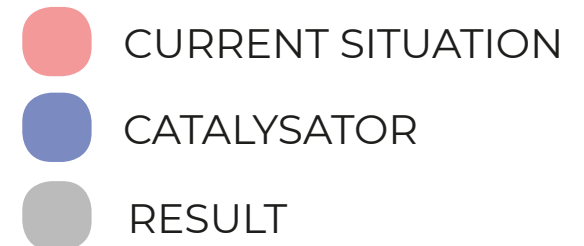
Social impact



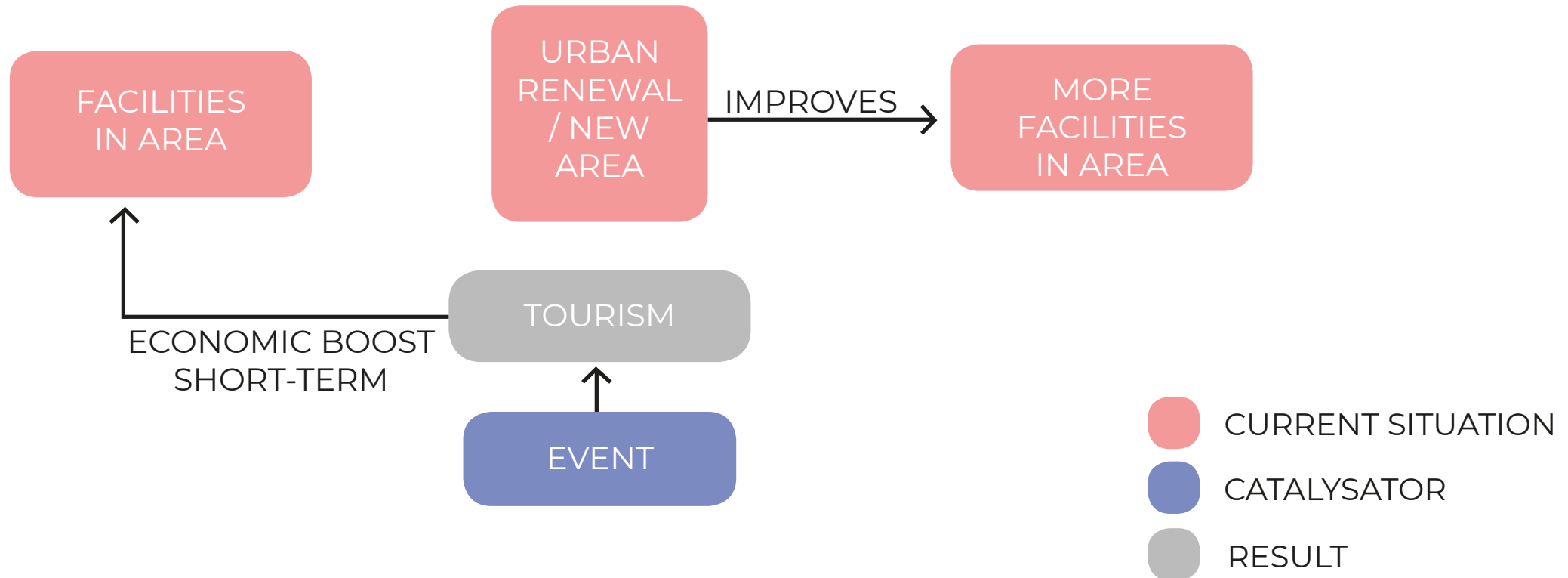
Social impact



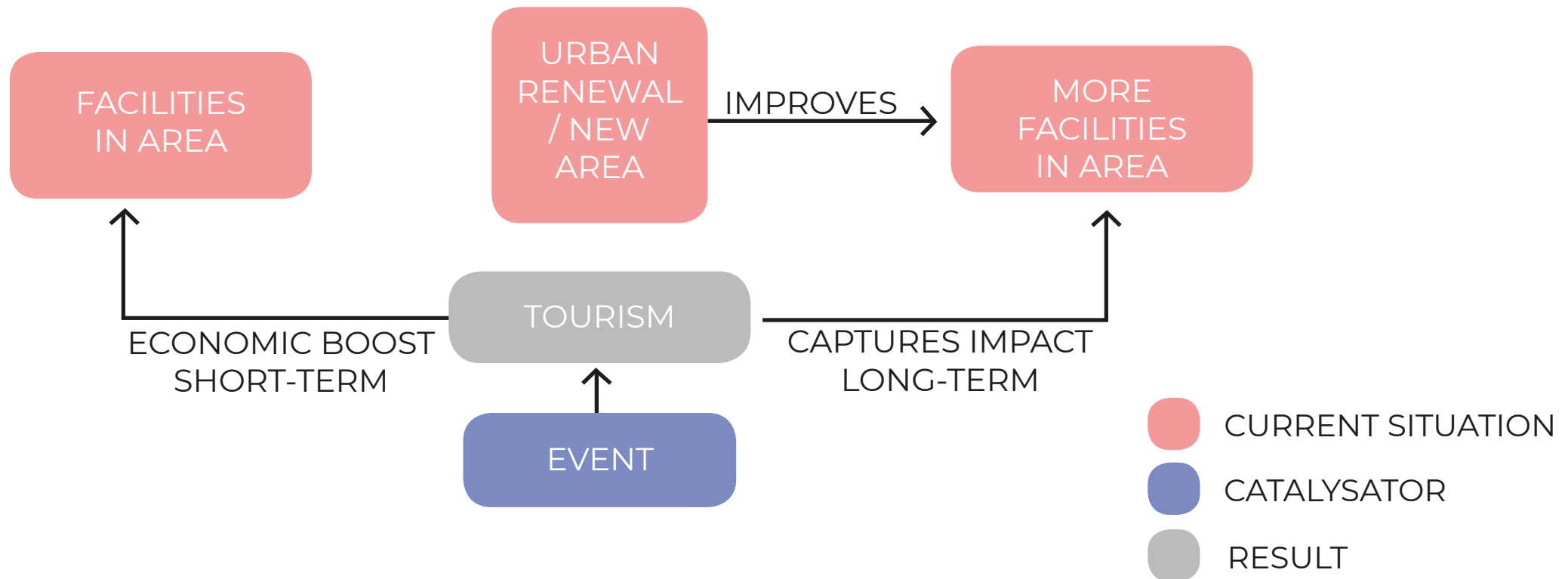
Economic impact



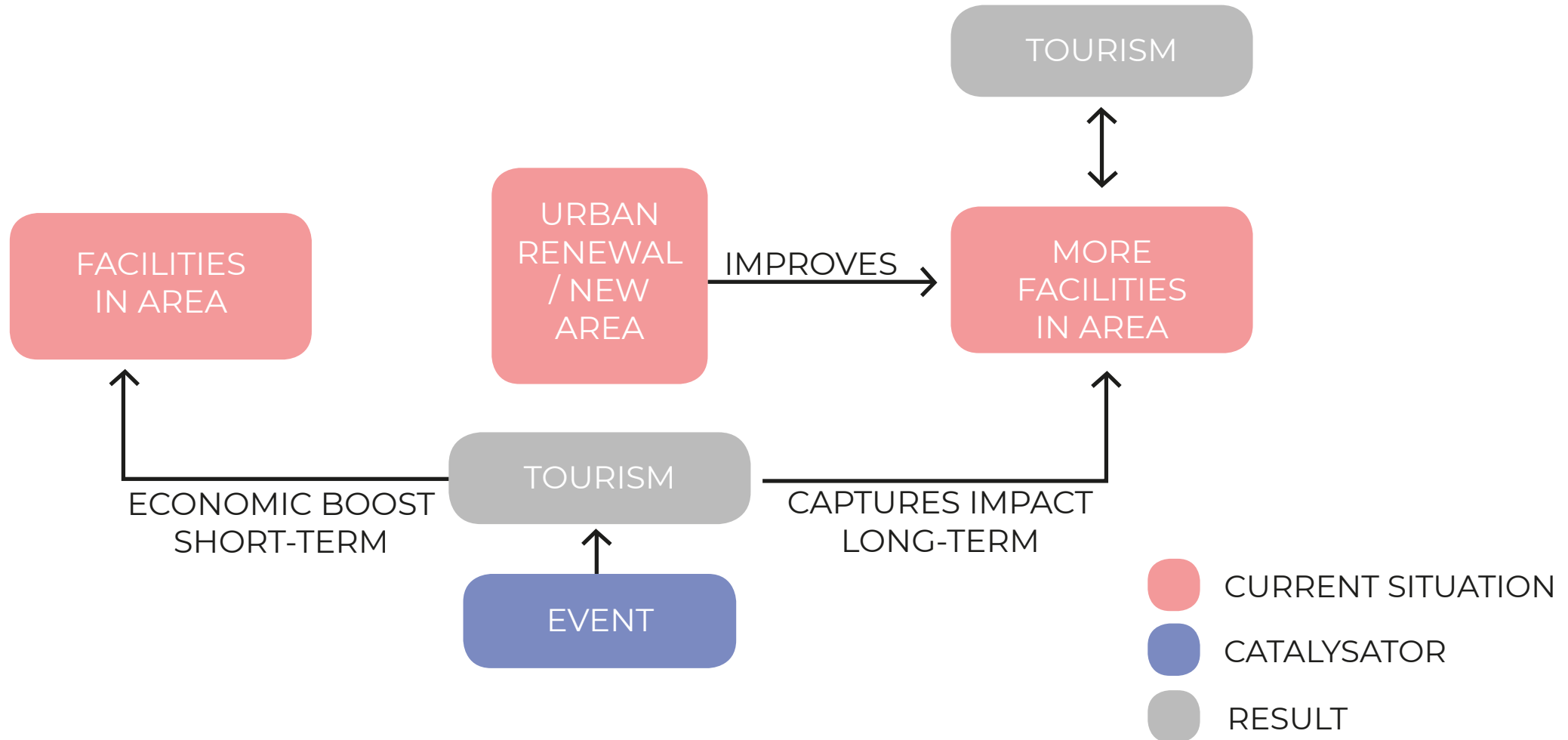
Economic impact



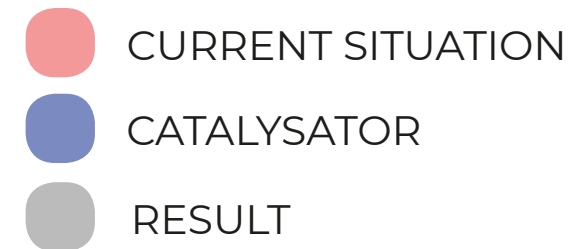
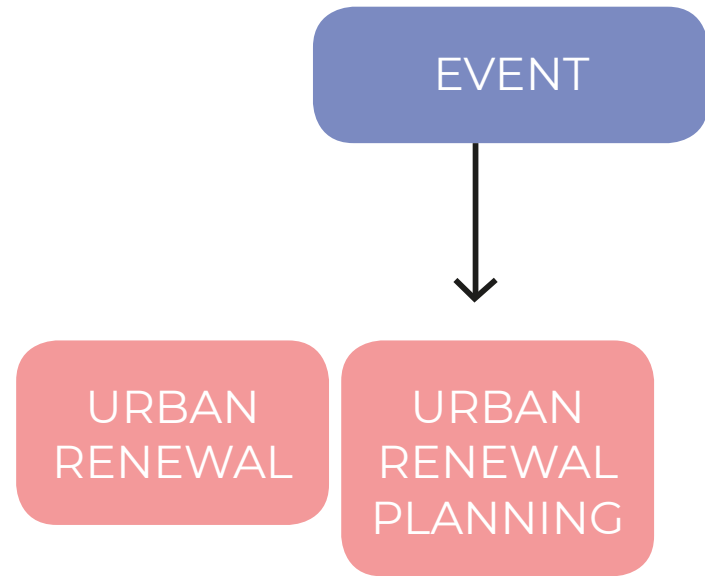
Economic impact



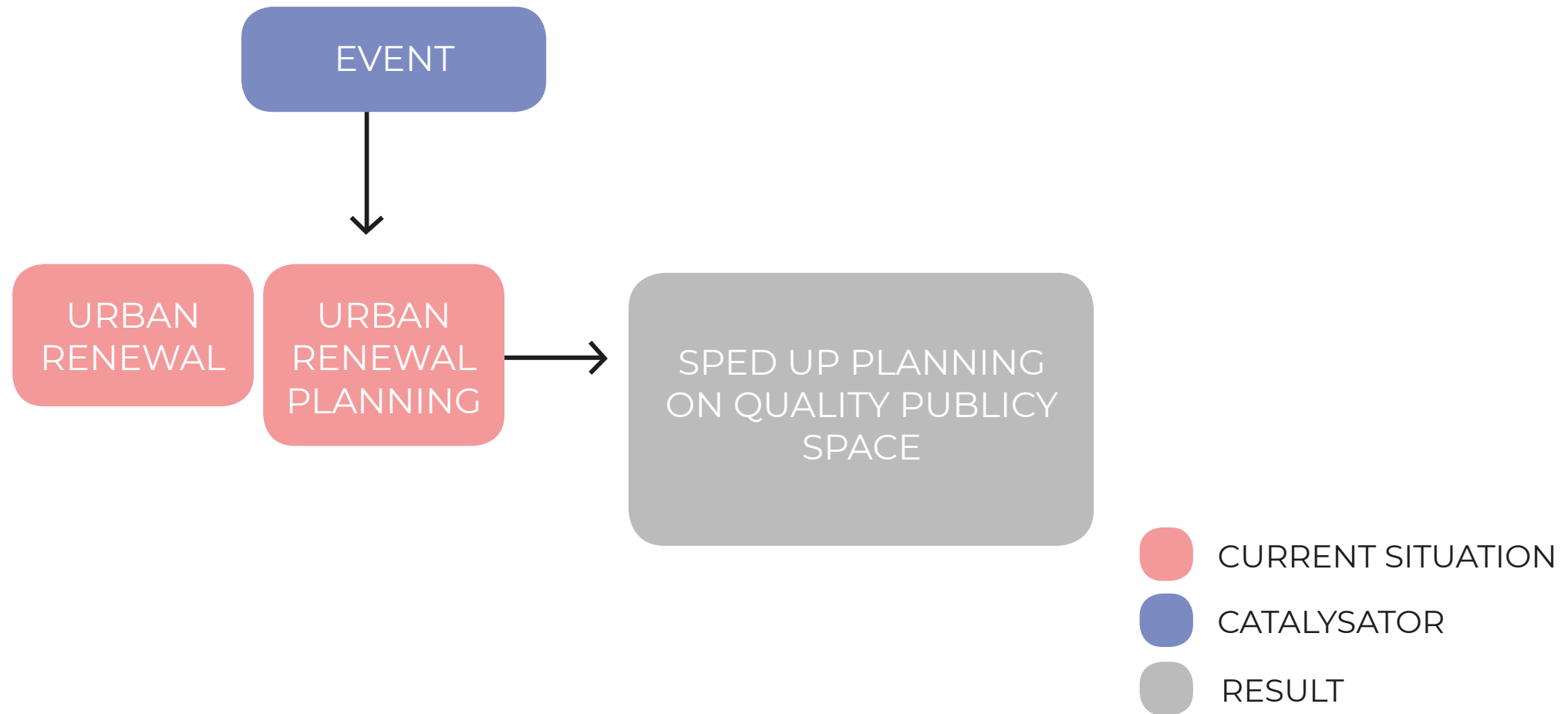
Economic impact



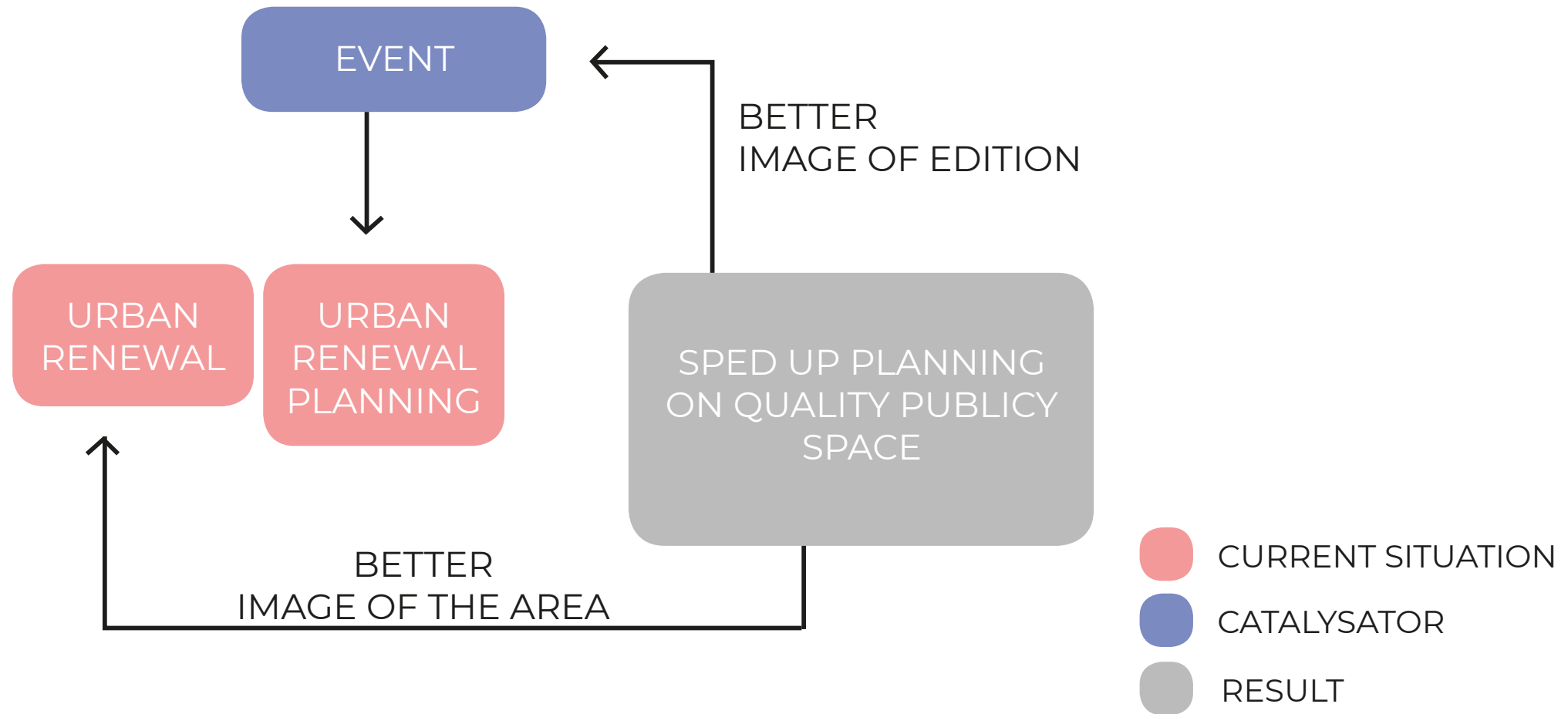
Physical impact



Physical impact



Physical impact



The interviews

Qualitative research

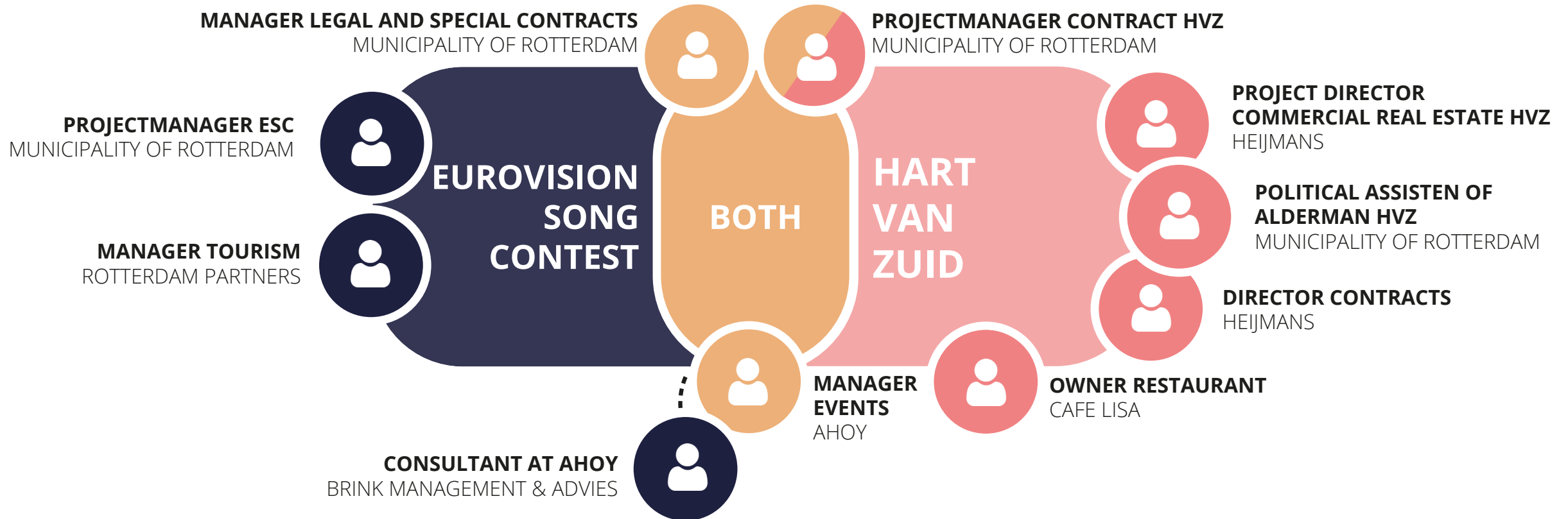


Explorative
interviews



Case study
interviews

Case study interviews



Results

- ESC team strong focus on scope
- Initiative of HvZ team
- No ambition for relationship between ESC and HvZ
- No awareness
- Small physical results of necessary relationship

Conclusion



Connection

- Involvement in the bidding phase and maintain involved by being part of the core team
- Aligned project structure
- Mediator between the two projects



Opportunities

- Quick decision making



Social

- Mediator could be part of monitoring team
- Make use of network of the development project



Economic

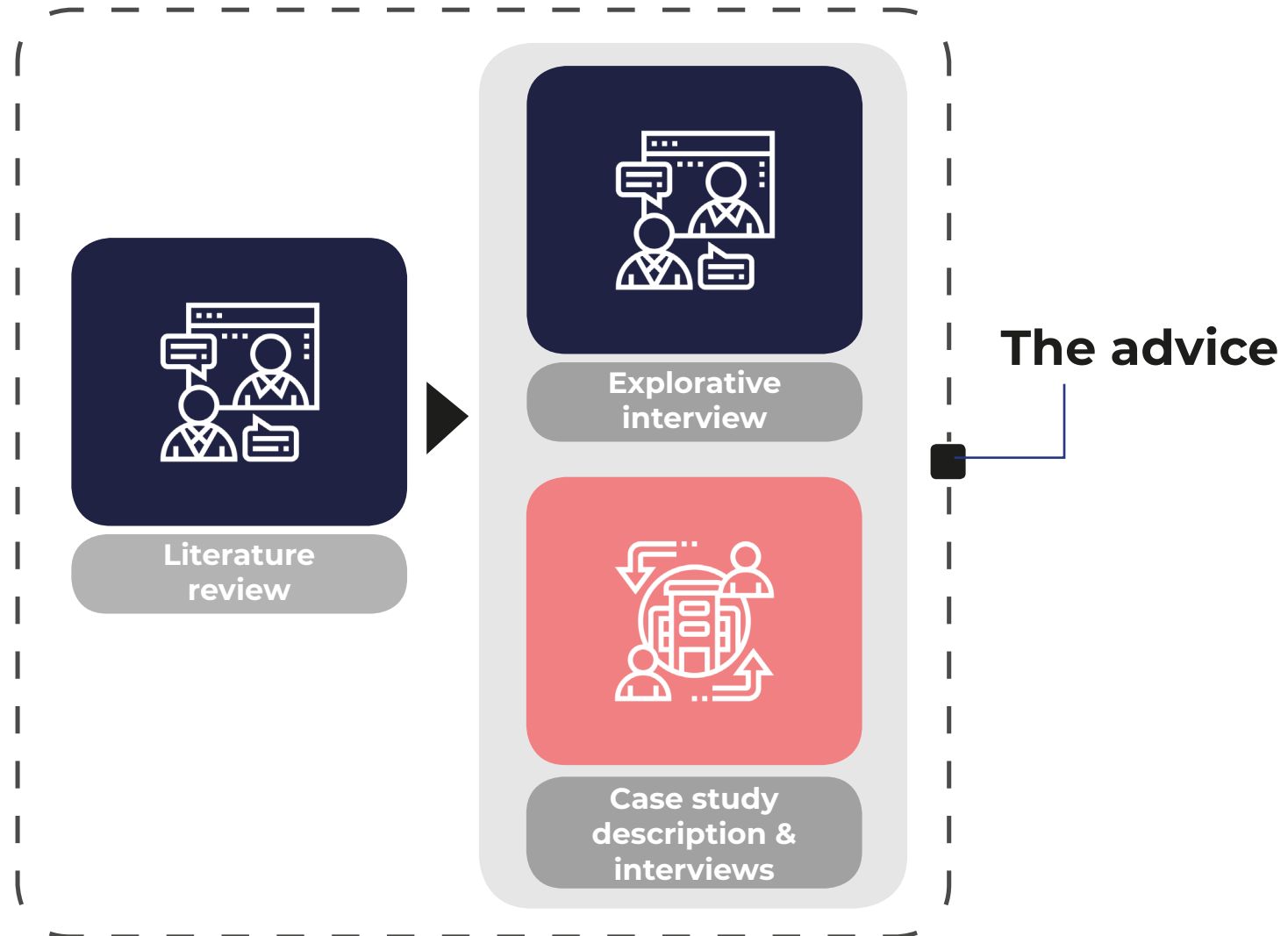
- Attract investors
- Attention of municipal council



Physical

- Speeded up quality updates for spatial environment that were already planned
- Permanent marker by combining budgets
- City dressing for delivery buildings

Synthesis



Synthesis

- Goals of the municipality and how they achieved it + advice
- Social impact
- Economic impact
- Physical impact

Synthesis: hosting goals



International
position
of the city/good
host city



Festivity of the
resident; involved
residents, companies
and visitors



Possibility for
topdown shows



Show that the city
can organise and
host these kind
of international
events in an integral
way



Let Rotterdam(-Zuid)
benefit



City wide involvement:
opportunities for
entrepreneurs,
businesses and
residents



Make core values of
bidbook visible:
diverse, raw,
innovative
and creative



Sustainable
effect/legacy

Synthesis: general objectives



International
position
of the city/good
host city



Show that the city
can organise and
host these kind
of international
events in an integral
way



Make core values of
bidbook visible:
diverse, raw,
innovative
and creative

Synthesis: city specific objectives



Festivity of the resident; involved residents, companies and visitors



Possibility for topdown shows



Let Rotterdam(-Zuid) benefit

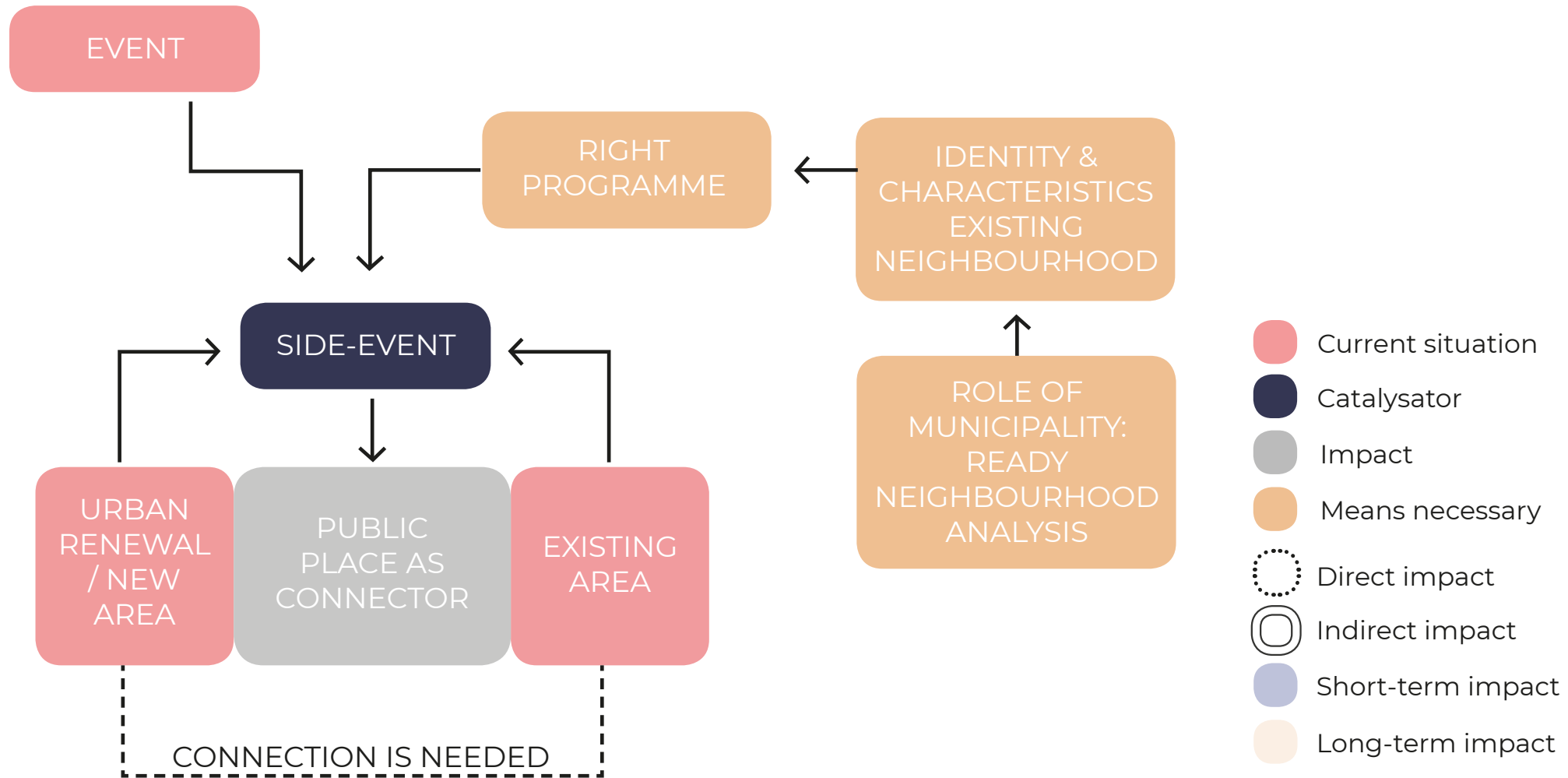


City wide involvement: opportunities for entrepreneurs, businesses and residents

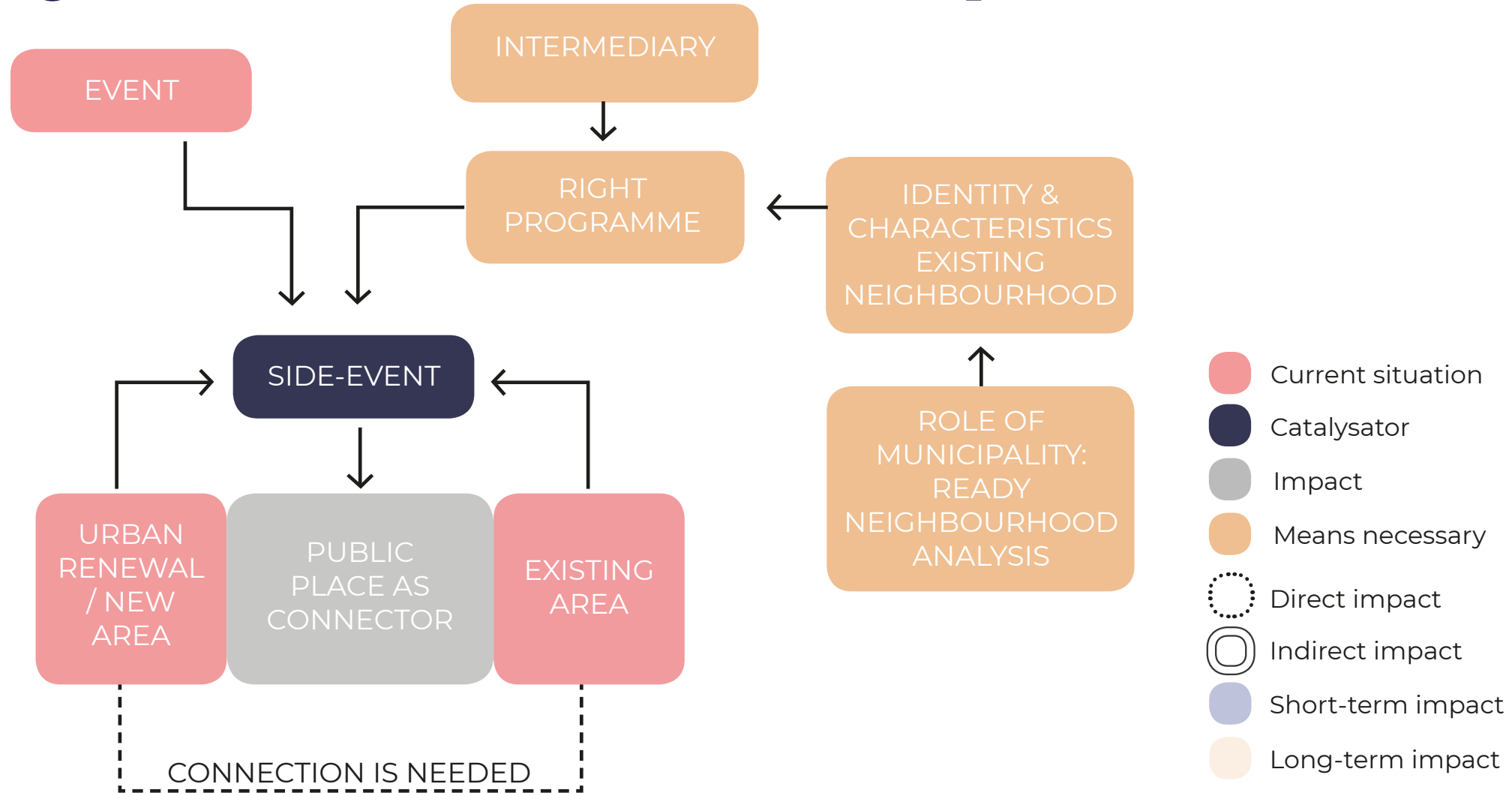


Sustainable effect/legacy

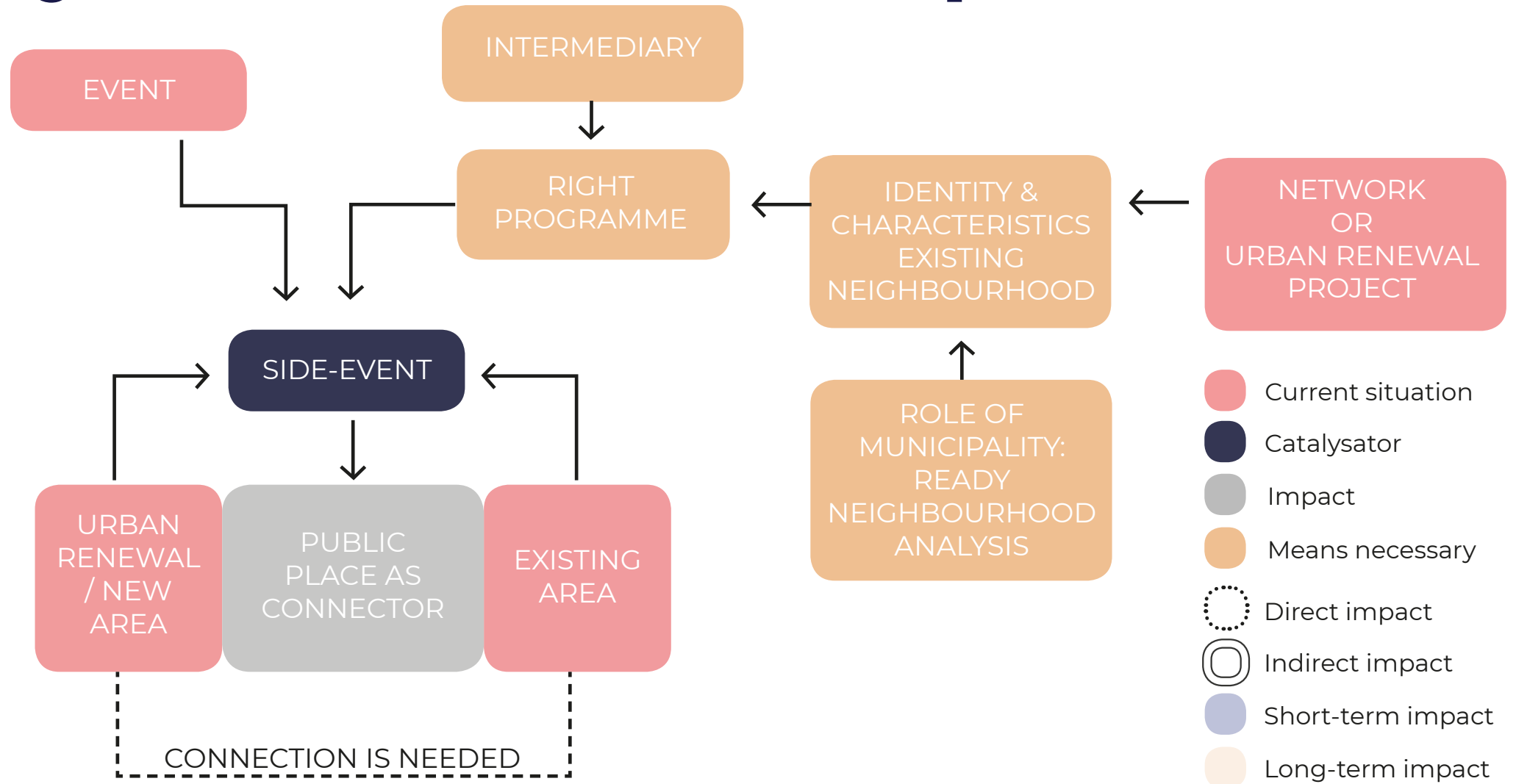
Synthesis: social impact



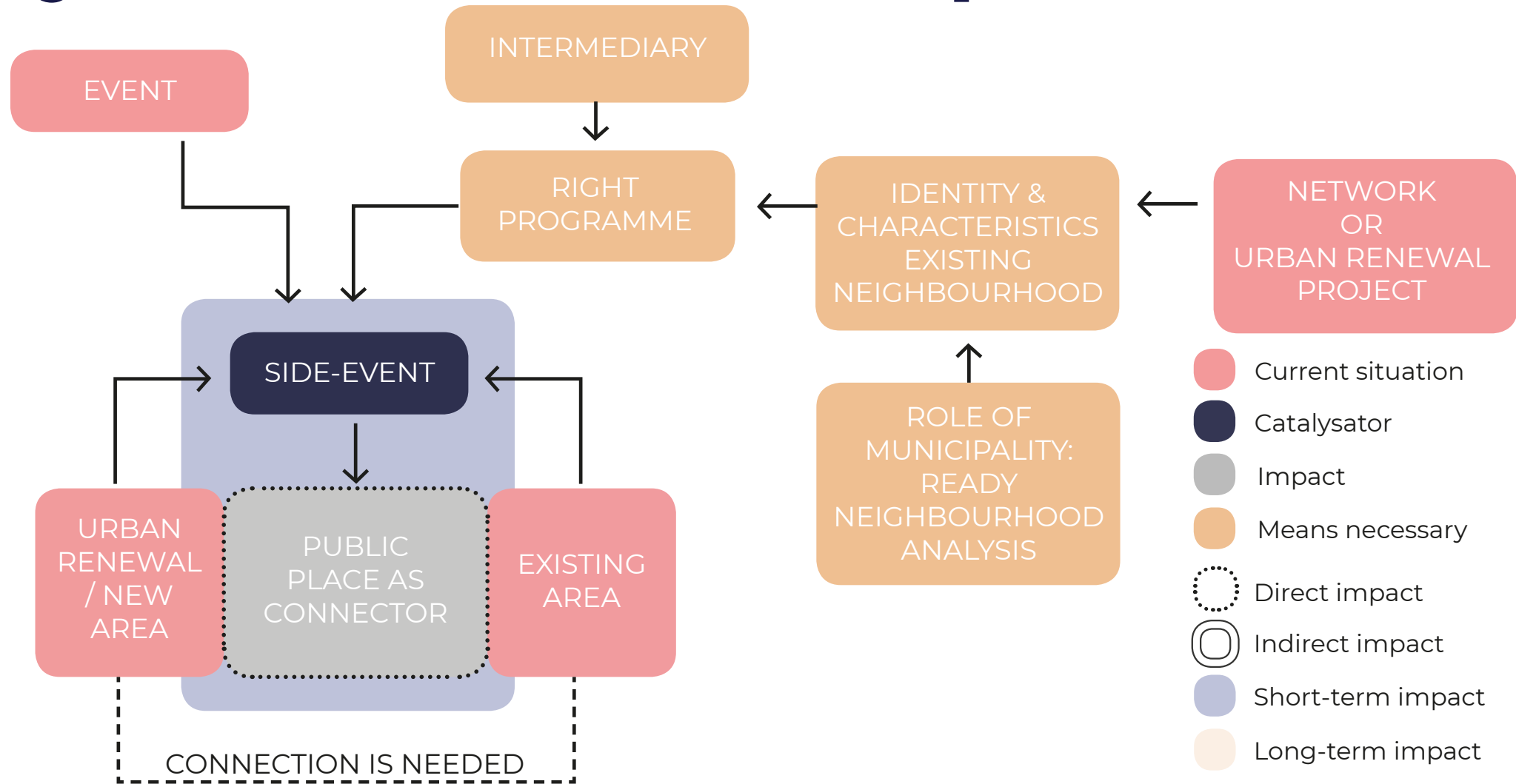
Synthesis: social impact



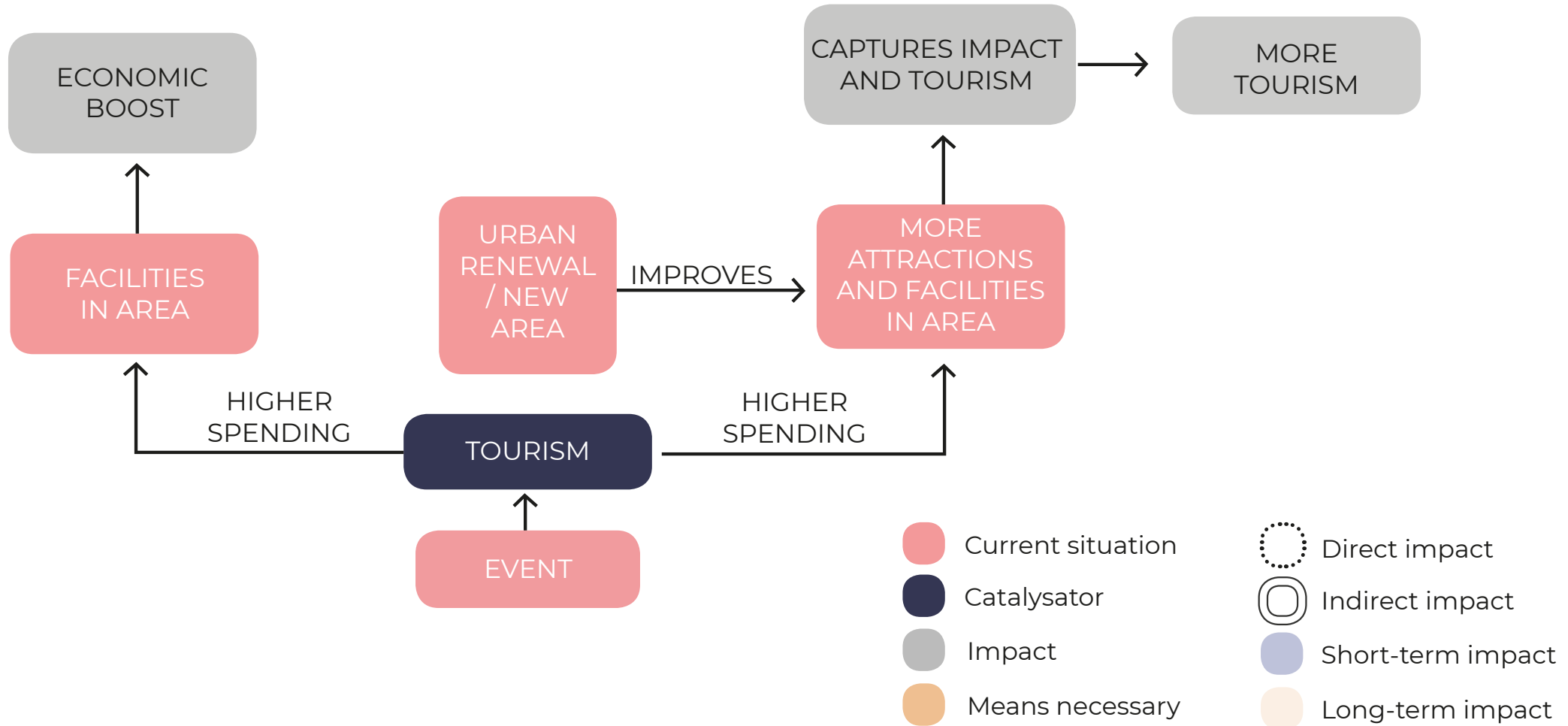
Synthesis: social impact



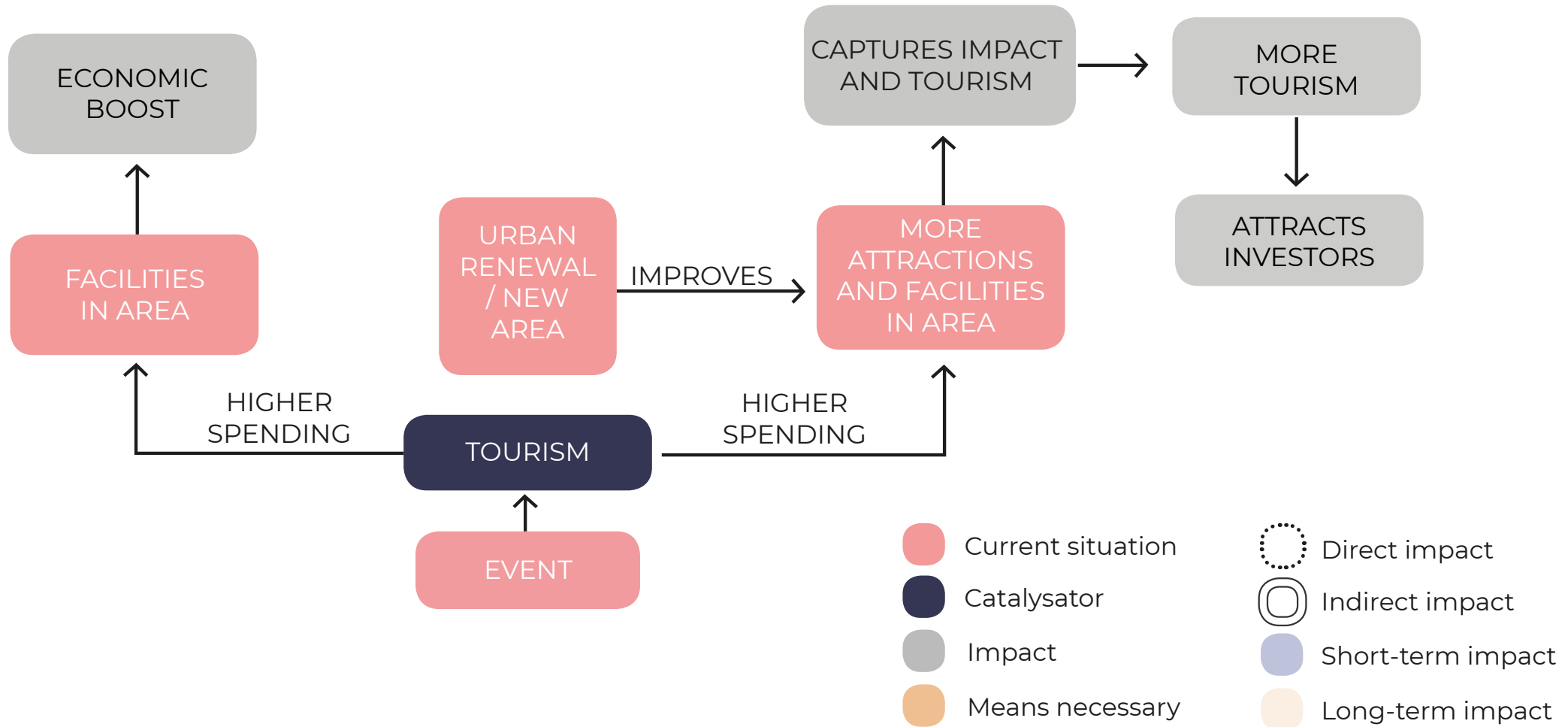
Synthesis: social impact



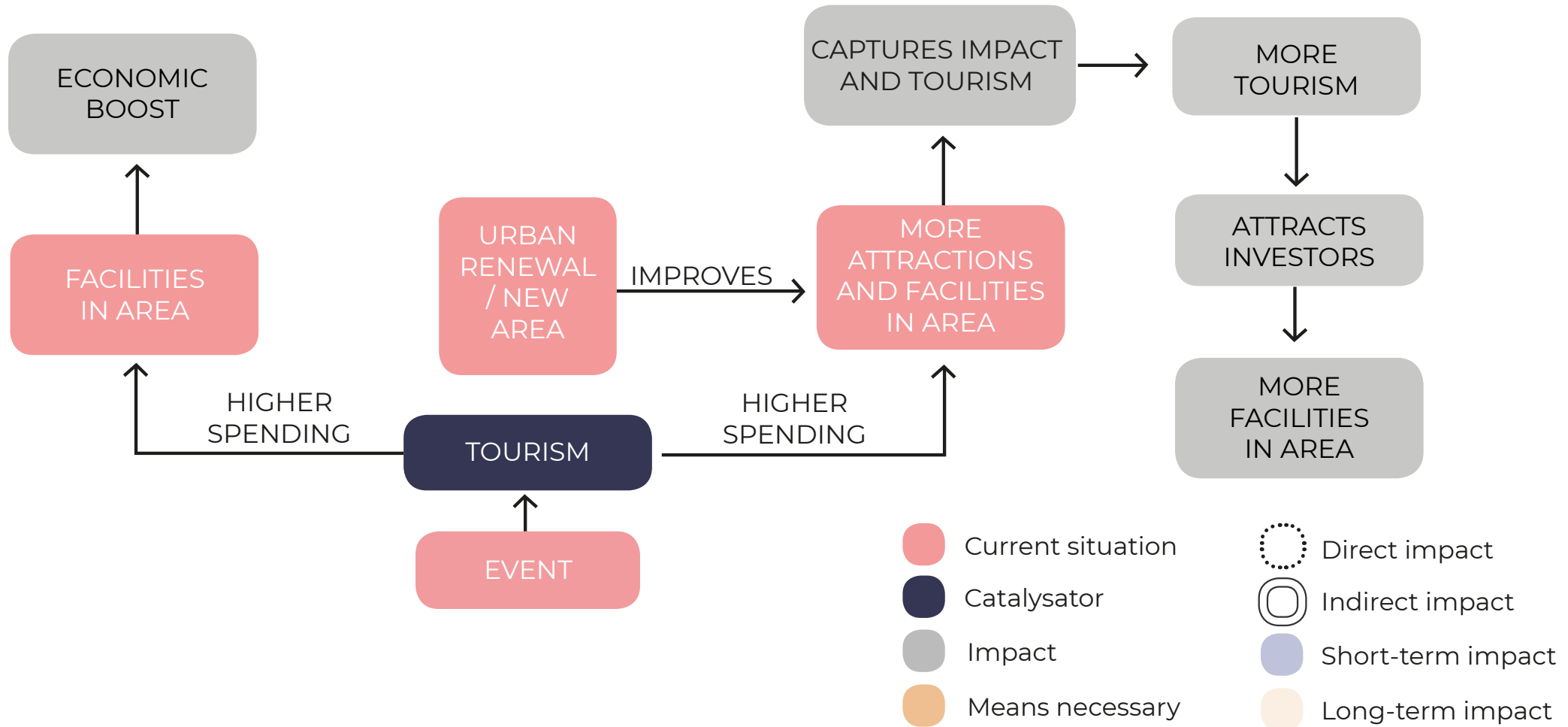
Synthesis: economic impact



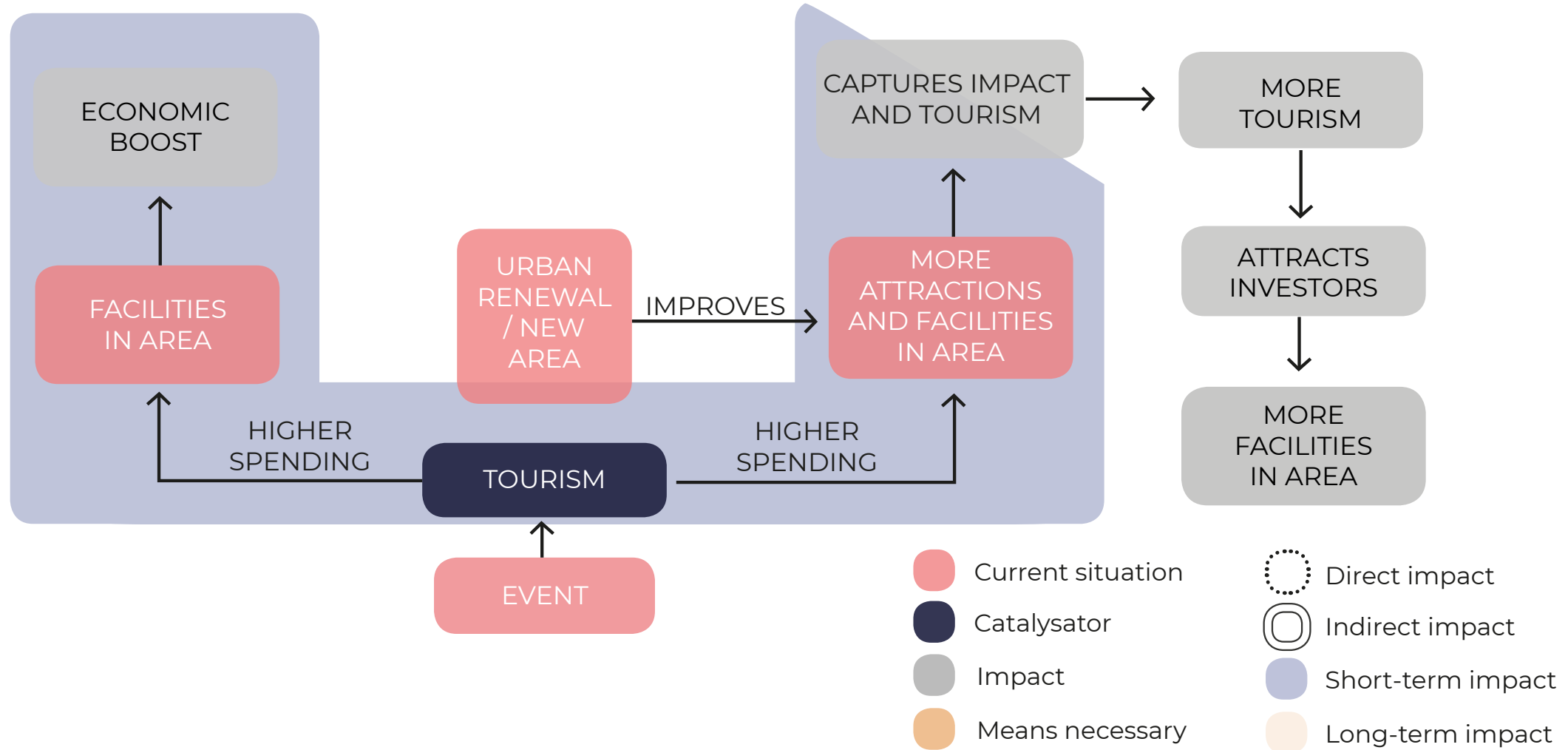
Synthesis: economic impact



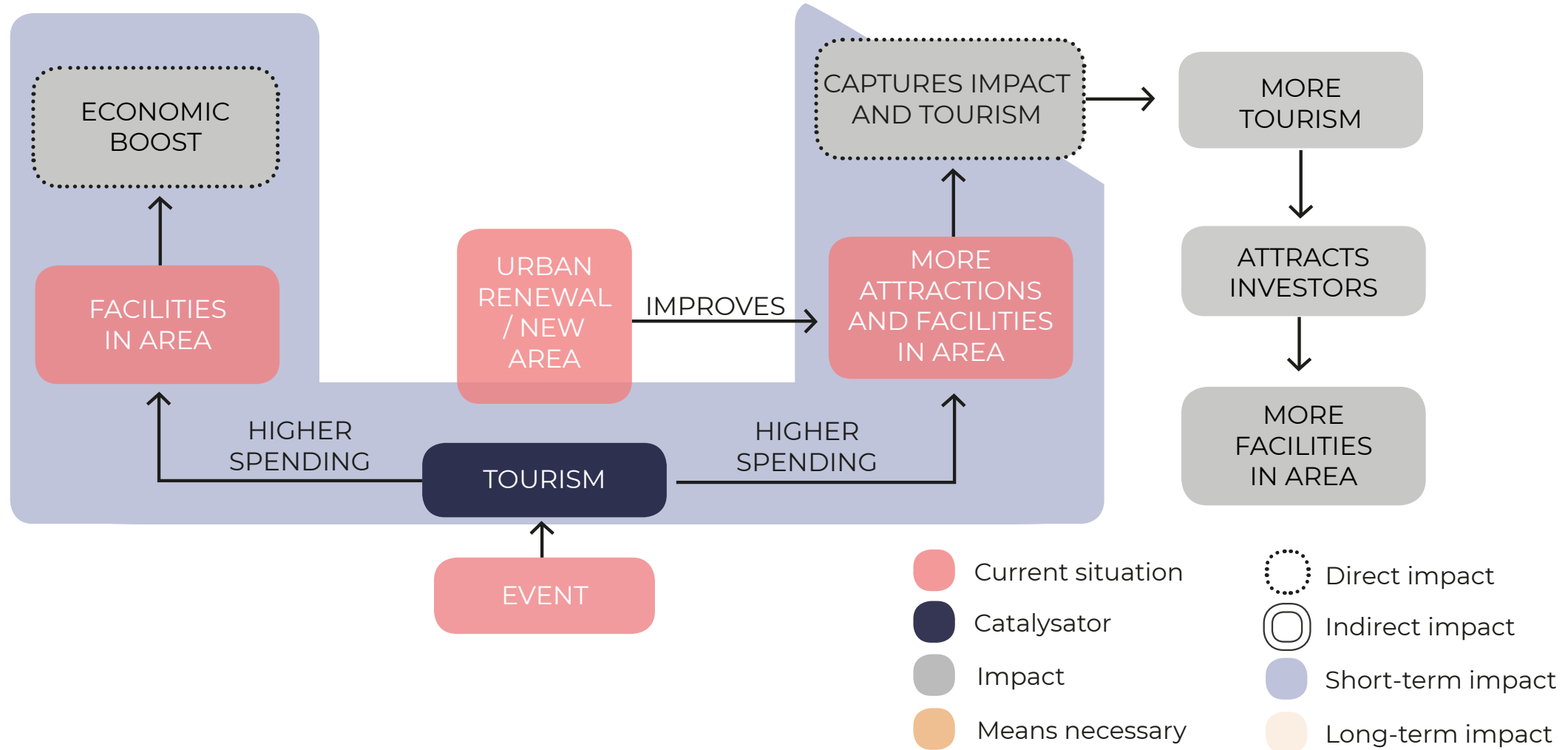
Synthesis: economic impact



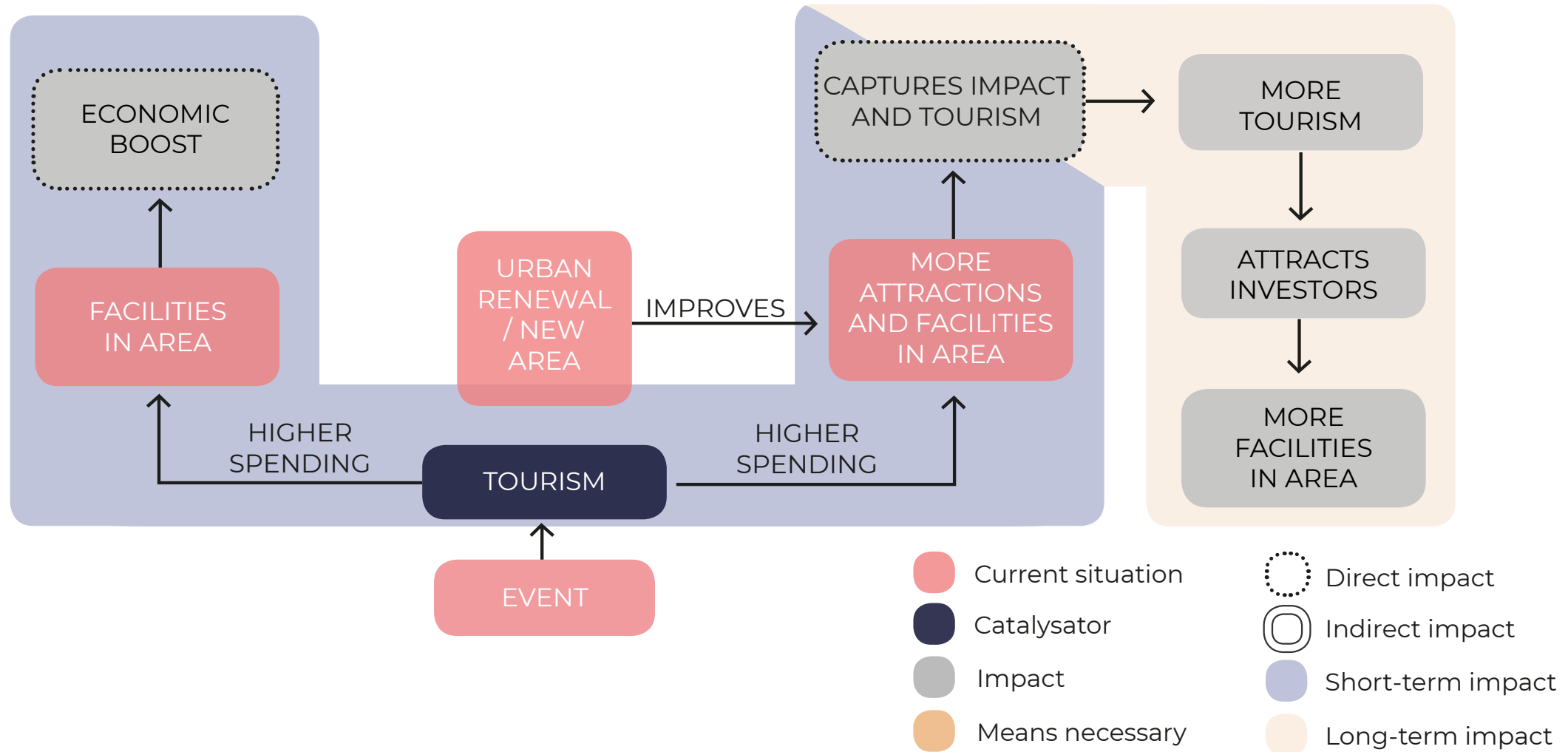
Synthesis: economic impact



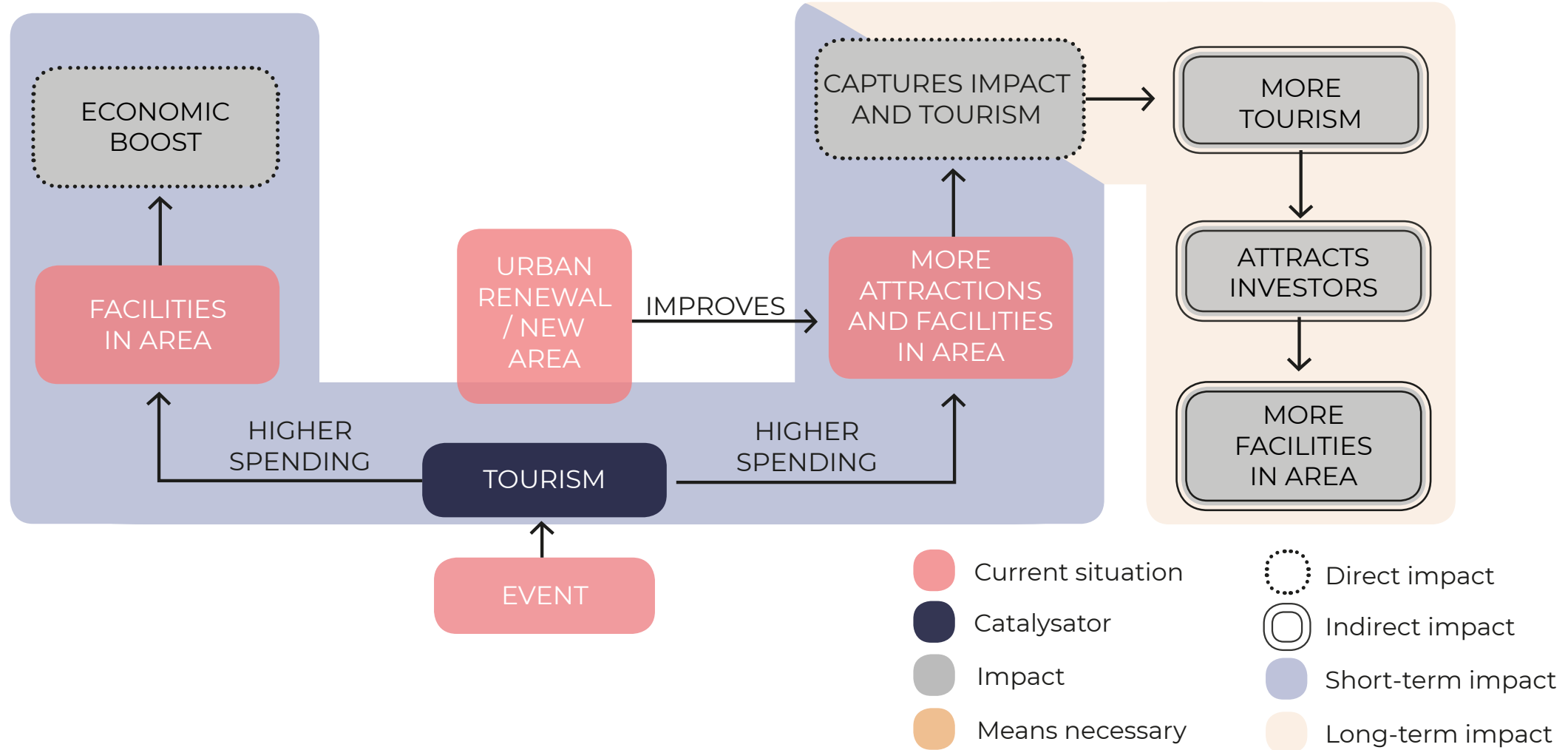
Synthesis: economic impact



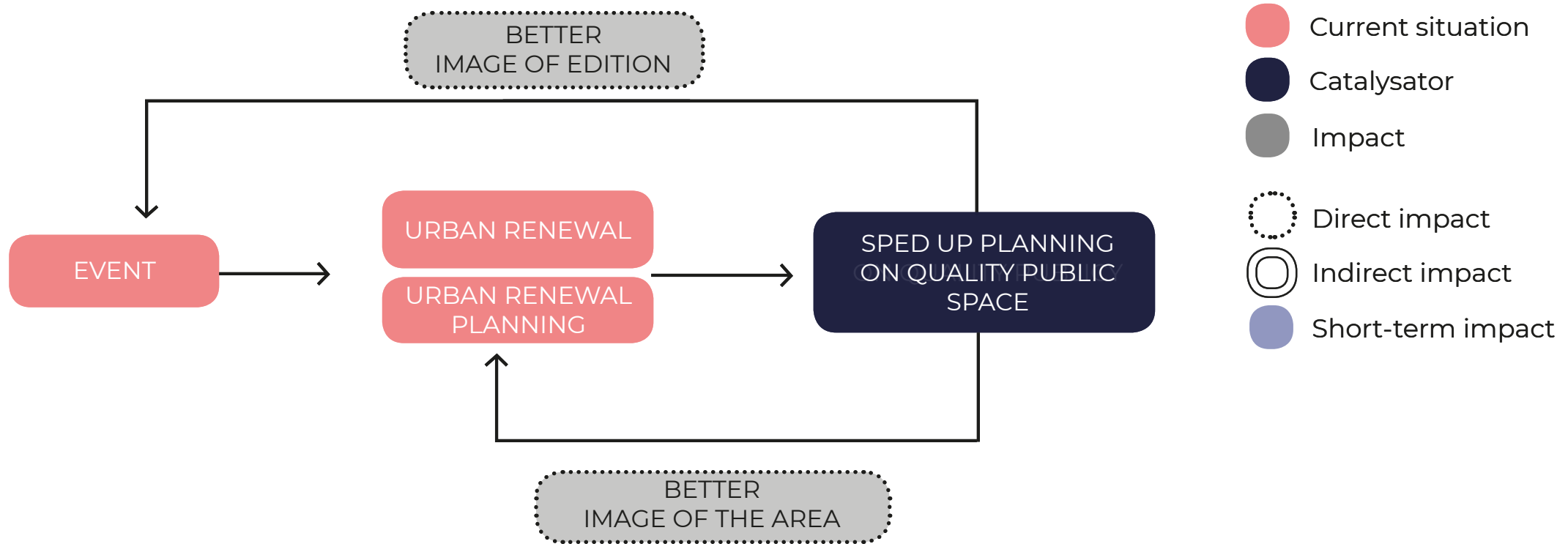
Synthesis: economic impact



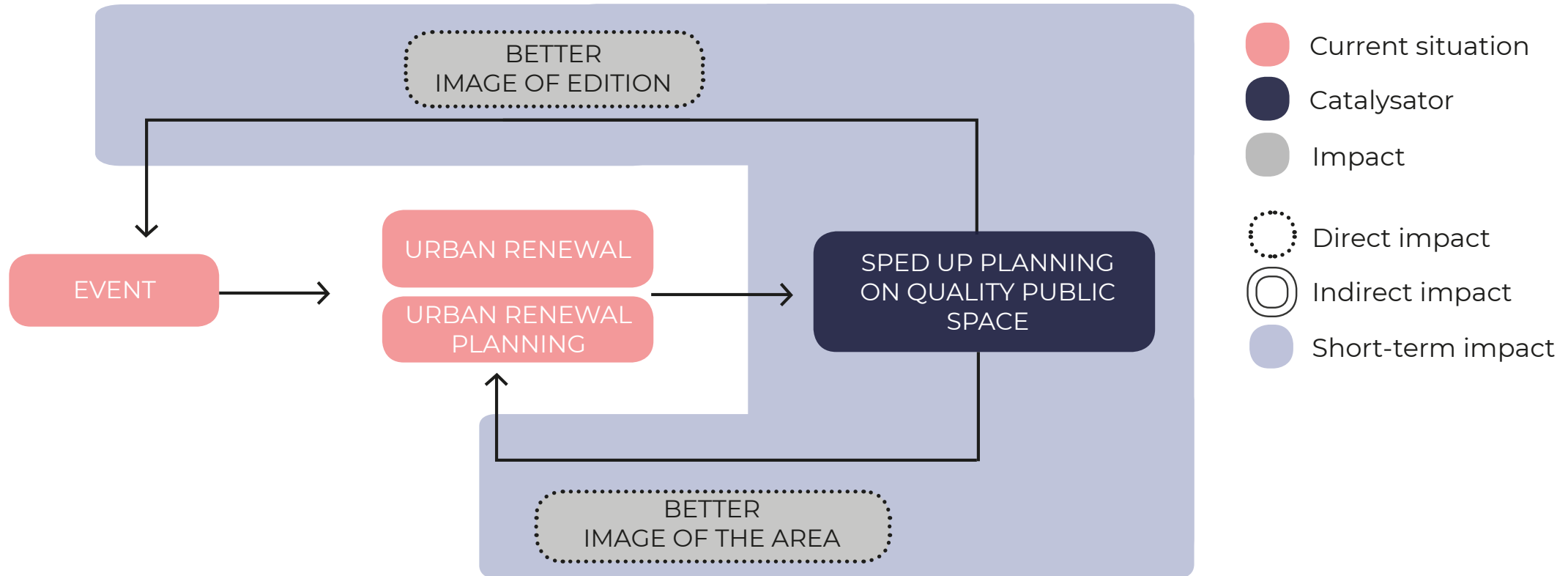
Synthesis: economic impact



Synthesis: physical impact



Synthesis: physical impact



Synthesis: physical impact

EVENT

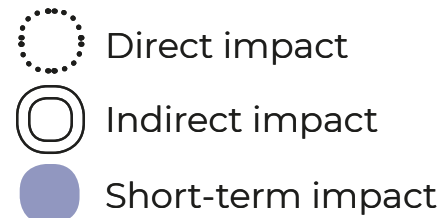
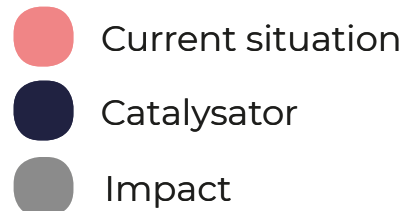
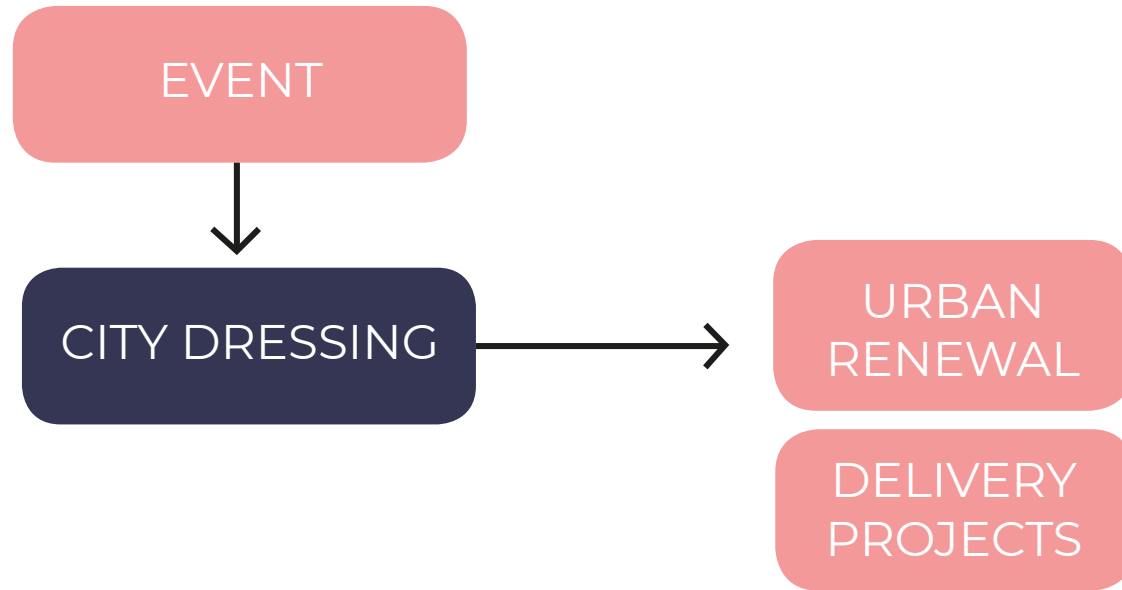
URBAN
RENEWAL

DELIVERY
PROJECTS

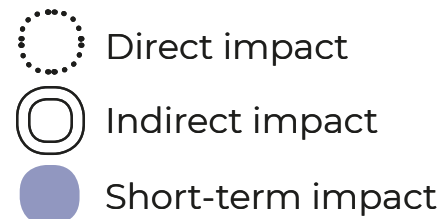
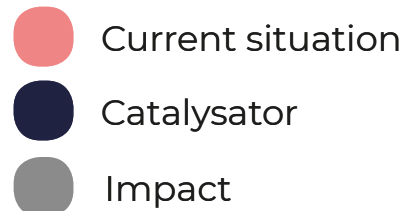
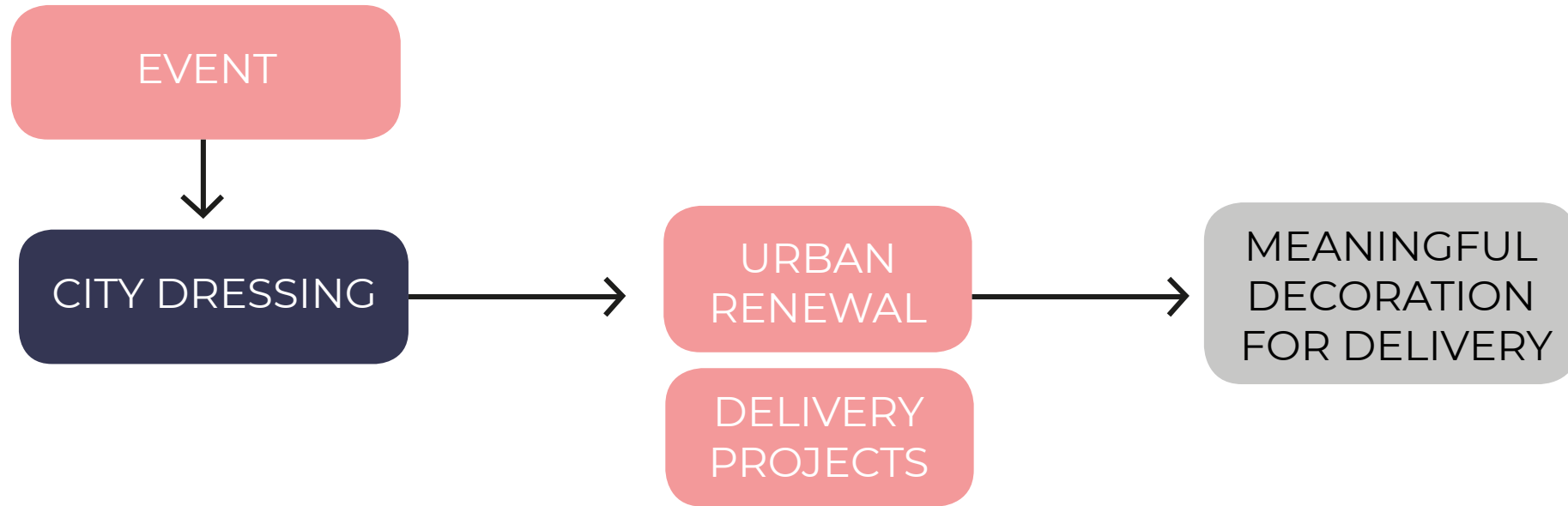
-  Current situation
-  Catalysator
-  Impact

-  Direct impact
-  Indirect impact
-  Short-term impact

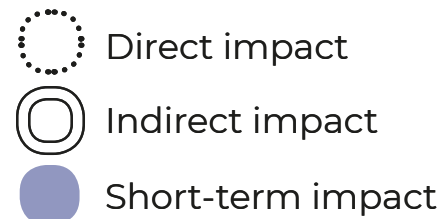
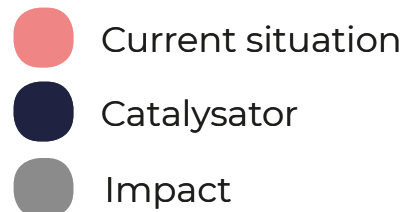
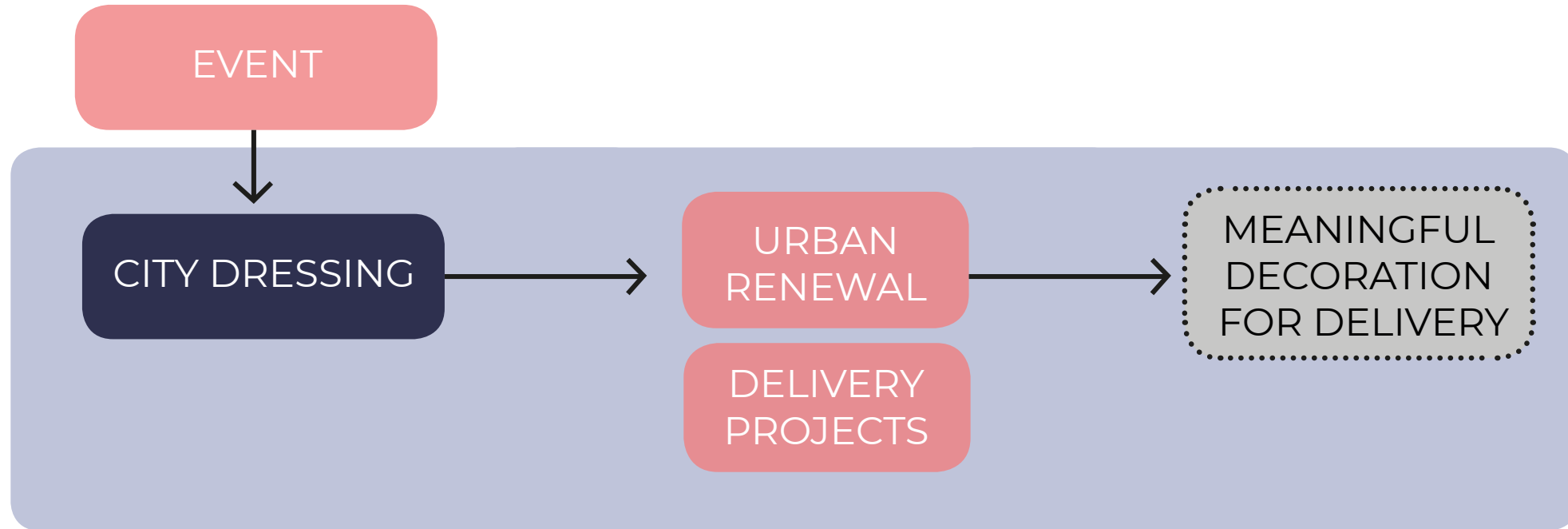
Synthesis: physical impact



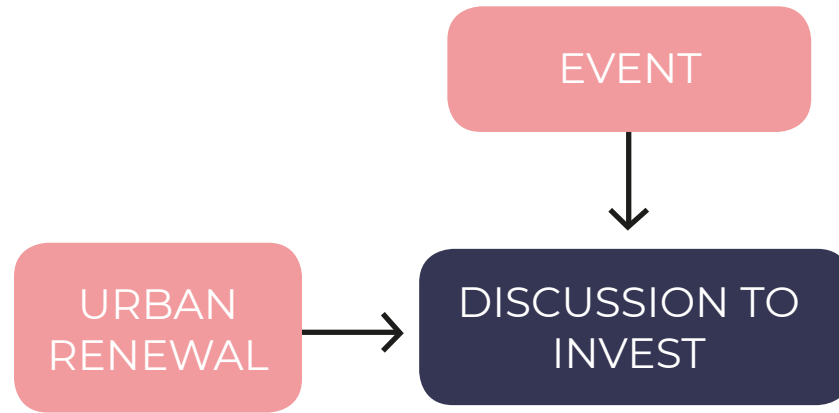
Synthesis: physical impact



Synthesis: physical impact

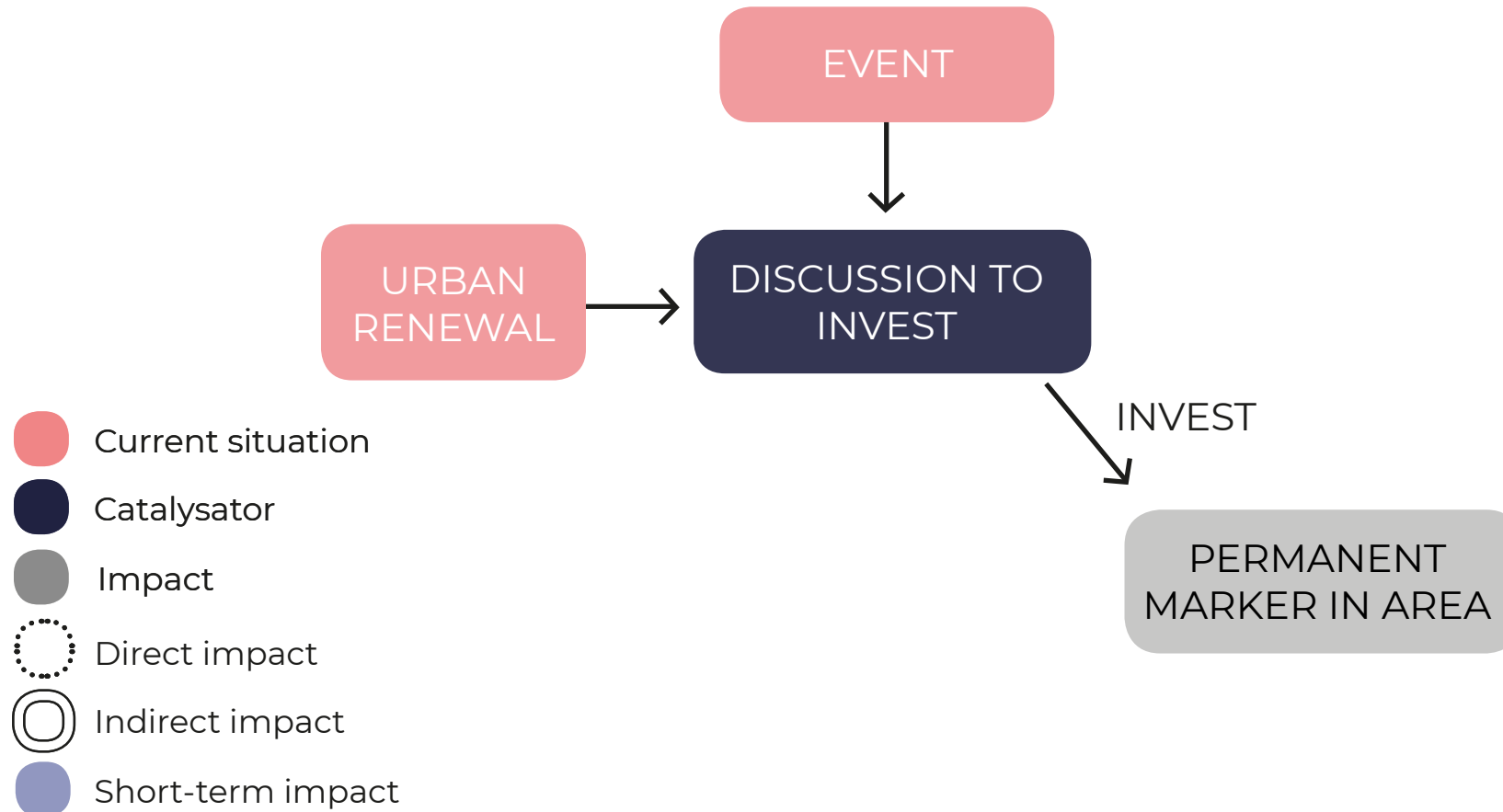


Synthesis: physical impact

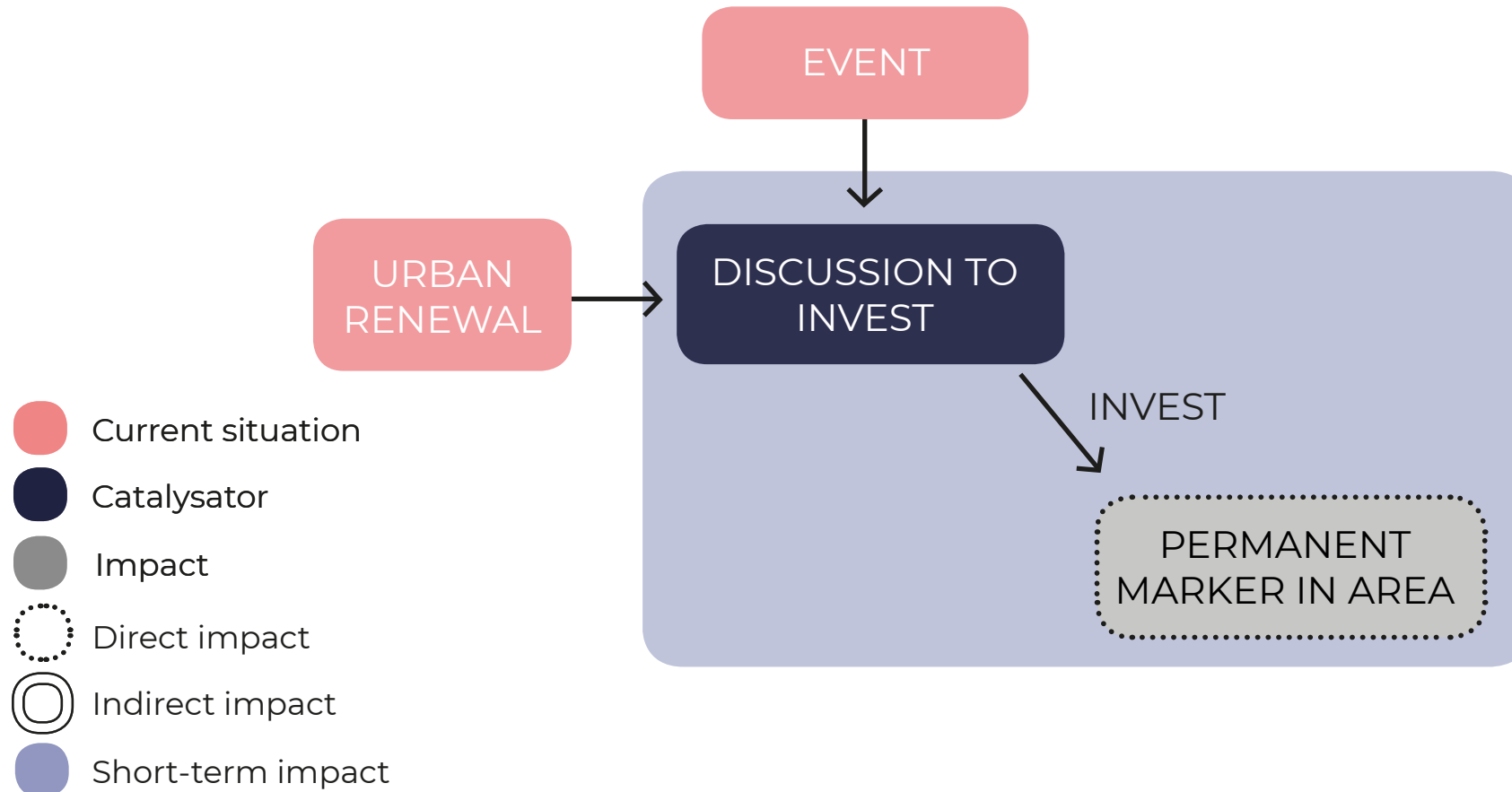


- Current situation
- Catalysator
- Impact
- Direct impact
- Indirect impact
- Short-term impact

Synthesis: physical impact



Synthesis: physical impact



Synthesis: advice to municipality



Side-event:
city programme



Link between
urban renewal and
event team



CONCLUSION

Answering the main question

Which elements when hosting a cultural great event could positively impact and catalyse urban renewal?



General
elements



Elements related
to social impacts



Elements related
to economic impacts



Elements related
to physical impacts



General elements

Place in core
team of event

Align
projectstructures

Appoint a mediator
as vital link



General elements

Place in core team of event

Align project structures

Appoint a mediator as vital link



Elements related to social impact

Organise side-events

Neighbourhood analysis

Existing network of urban renewal team



General elements

Place in core team of event

Align project structures

Appoint a mediator as vital link



Elements related to social impact

Organise side-events

Neighbourhood analysis

Existing network of urban renewal team



Elements related to economic impact

Tourism as kick start economic boost

Higher spending at existing facilities

Economic impact captured by new facilities and attractions

More visitors and interest of investors



General elements

Place in core team of event

Align project structures

Appoint a mediator as vital link



Elements related to social impact

Organise side-events

Neighbourhood analysis

Existing network of urban renewal team



Elements related to economic impact

Tourism as kick start economic boost

Higher spending at existing facilities

Economic impact captured by new facilities and attractions

More visitors and interest of investors



Elements related to physical impact

Communication for investment

Communication for city dressing

Communication for speeding up the planning

Recommendations

Recommendations for practise

- Create a relationship between the urban renewal team and event team.
- Organise side events
- Ensure communication between the urban renewal team and event team

Recommendations for further research

- Involve visitors of the event in the research.
- The connections and interrelations between the different kinds of impact
- The implementation in the strategy (project plan and bidbook) of an event organization
- Conduct a research in a quantitative way
- Look at other great events and their relation to urban renewal.

Discussion

Limitations of the research

- Only one case study is used in this research.
- Cancellation event due to the Corona virus
- Incomplete and less sharp answers due to online interviews
- Social, economic and physical impacts are not stand alone elements but interact
- No full access to the data in the first six weeks while writing interview protocols

Thank you for your attention

—
P5 Presentation
9 July 2020

Fleur Huisman

