



**ROTTERDAM
FOR REAL**

ESC 2020



**ROTTERDAM.
MAKE IT HAPPEN.**



**THE ROTTERDAM
ERASMUS BRIDGE**

LIT UP IN RED,
WHITE AND BLUE
FOR DUNCAN





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INVITATION

Rotterdam is the most international city in the Netherlands.

As you drive into the city from the south across the Van Brienoord Bridge and see how the sky is mirrored in the water, how the sun is reflected in the skyline and sets the city alight, it is absolutely breathtaking!

If you arrive by train, and disembark at Rotterdam Central Station, see the city stretching out at your feet and follow the red carpet, you see, hear and smell so many colours, sounds and aromas. You are bound to feel at home right away.

On a sightseeing flight from Rotterdam The Hague Airport, you will see the lifeline of the city meandering towards the North Sea. You will also see the largest and most innovative port in Europe, stunning parks and bridges that connect the north and south banks. A city that was rebuilt after the Second World War with blood, sweat and tears. A city with a black edge of mourning, a scar that touches everyone, even if you only spend a day here.

But the best thing about the city is the people who live there. People who have come from far and wide, often driven by poverty, as in most port cities. Farmers from Zeeland and Brabant, Chinese dock workers, sailors from Cape Verde, Turkish and Moroccan migrant workers, Surinamese and

Antillean compatriots, Syrian refugees: they all came to Rotterdam to find a better life, a bright future for their children. They brought along their cuisine, music and art. The city is home to over 174 nationalities, and 174 flags fly in the wind on the river bank.

All these people make Rotterdam what it is today. A place that offers the chance to make your dreams come true. A place to expand your horizons. A place where we can celebrate together, on a large, sensational scale or on a small, refined scale. With the whole city or just in the local park. The greatest, most musical and colourful party, the Eurovision Song Contest is welcome in Rotterdam. More than welcome: we are ready for it ¹:



Ahmed Aboutaleb
Mayor of Rotterdam

¹vimeo.com/345651572



PHOTO: ANNABEL OOSTEWEEGHEL



PHOTO: SHEHERA GROT

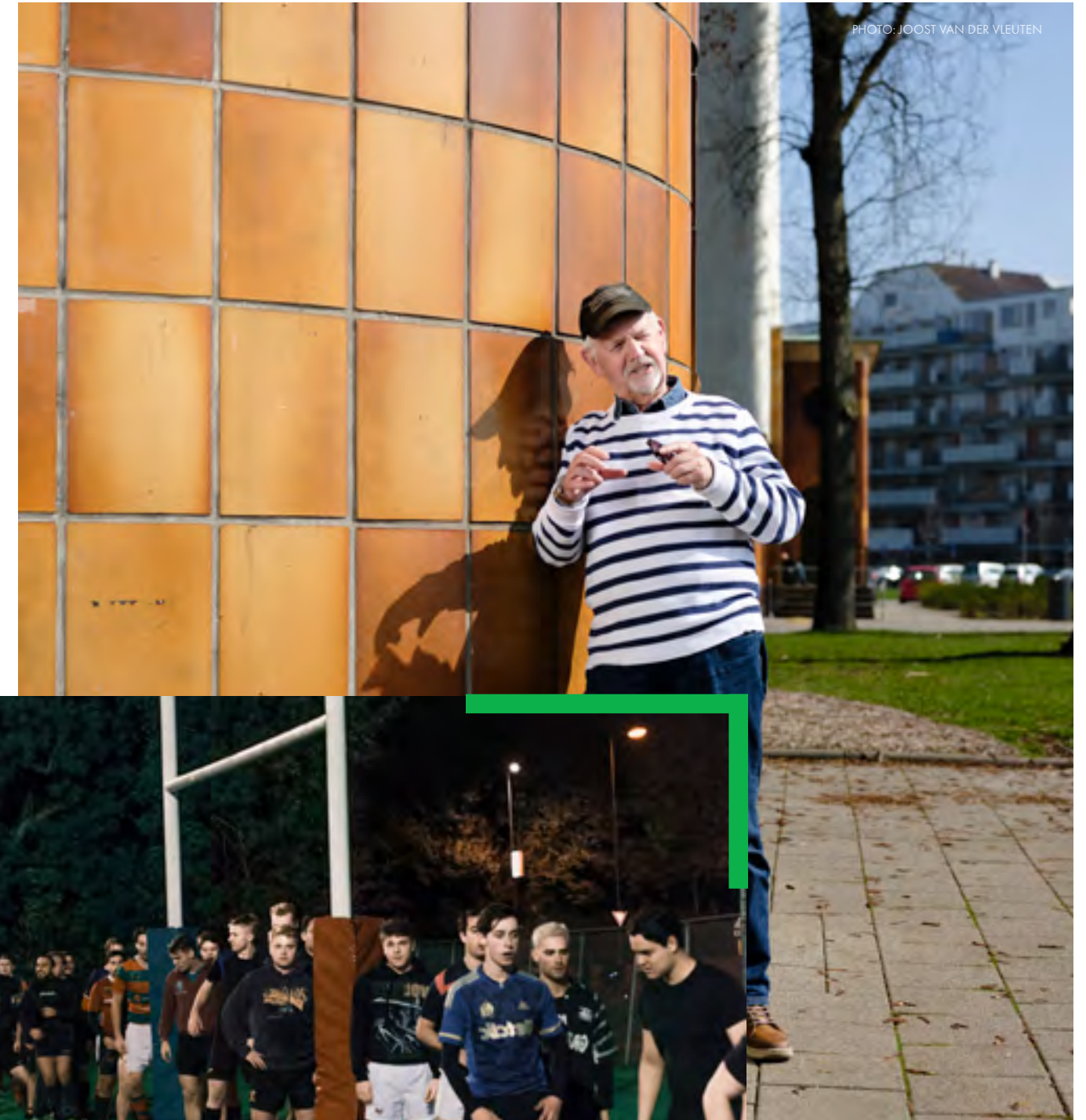


PHOTO: JOOST VAN DER VLEUTEN



PHOTO: LUIS XERTU

PHOTO: PETER BEZEMER



II. INSPIRATION



THE NETHERLANDS

"The Eurovision Song Contest 2020 will showcase Dutch creativity and media innovation"

Rotterdam is famous internationally for its passion for innovation and its unpolished charm. Rotterdam is a city with an unmistakable character and energy, and it never stands still. It offers room for creativity and innovation, in surprising locations throughout the city and the port. A place where the contours of a sustainable economy are becoming visible and residents are rolling up their sleeves to make the city home. The perfect location to welcome an international ensemble, the perfect platform to demonstrate the strength of the Netherlands' media innovation to the world.

THE NETHERLANDS AS THE HOST COUNTRY, ROTTERDAM AS THE STAGE

Shortly after Duncan Laurence's success, the whole of the Netherlands realised with immense delight that in 2020 it was to host the greatest live TV show on earth. This bid is explicitly a Dutch bid with Rotterdam as the stage. The city offers its facilities, creativity and expertise and is open to working with all parties who simply adore the event. Rotterdam invites everyone to prepare and celebrate this fantastic event together.

Thanks to the city's central location and outstanding accessibility, the Song Contest in Rotterdam provides opportunities for other cities and regions. For example, additional overnight hotel stays and cultural

side programmes that include excursions throughout the country: to the beach, historic Delft, a day trip to Amsterdam to see the Kinderdijk windmills. And guests who are already familiar with the most well-known sites can encounter undiscovered gems. The advantage offered by a small country with good connections is that travelling times are short. This is also consistent with the HollandCity strategy that positions the Netherlands as a metropolis with different attractive districts.

Opting for Rotterdam guarantees spin-off benefits for the Netherlands in terms of tourist taxes and tourism. The following overview provides an indication of travelling times from Rotterdam:

- Amsterdam 40 min
- Assen 2 hours
- Breda 24 min
- The Hague 24 min
- Groningen 2 hours 20 min
- Middelburg 1 hour 20 min
- Maastricht 2 hours
- Utrecht 37 min



"The Hague supports Rotterdam's candidacy. I called Rotterdam's alderman Said Kasmi and we are examining how The Hague can help organise the Song Contest and how we could invest in it.

The Hague has a direct metro link to Ahoy, so it is logical for us to partner and to promote our hotels, attractions, museums and activities to visitors."



**Alderman Richard de Mos
Economic Affairs, Sport, the Public Space and
First Deputy Mayor The Hague**





ROTTERDAM

"Unity in diversity"

CITY OF PIONEERS

Rotterdam is the largest port in Europe and traditionally a city where different cultures come together. Rotterdam is currently home to 174 nationalities; there is unity in the diversity of people who study, work, live and socialise here. An international city, where you can hear (music), taste (cuisine) and see (art) the different cultures.

Rotterdam's residents are its greatest asset: 634,660 Rotterdammers who make the city robust, vibrant and diverse. Here visitors discover striking architecture, remarkable shops and restaurants and a vibrant cultural life in unexpected locations. From a floating fish restaurant to parties on the roof of a parking garage.

STRATEGIC LOCATION

Thanks to its strategic location along the river, Rotterdam has evolved to become a logistic hub within Europe, with international connections. Every day business people and holidaymakers fly to destinations all over Europe from Rotterdam The Hague Airport. Travellers from Schiphol arrive at Rotterdam Central Station on the Intercity Direct in just 24 minutes. The city has an excellent public transport network comprising the metro system, trams, buses and water buses. The Wilhelminakade, from which emigrants once boarded the ships of the Holland America Line, is now the cruise terminal for large passenger ships. Cruise passengers are welcomed by a magnificent view of the Erasmus Bridge. In the city centre, corporate locations, hotels and other facilities are all within walking distance.

FESTIVAL AND EVENT CITY

In 2015, Rotterdam received the [IFEA World Festival & Event City Award](#)¹. Besides internationally renowned events such as the International Film Festival Rotterdam, North Sea Jazz Festival, the New Skool Rules hip hop festival, Rotterdam Unlimited (previously Zomercarnaval), Rotterdam Pride and the largest marathon in Europe, an increasing number of small, intimate festivals are coming to the city.

¹bit.ly/rotterdam-ifea

CITY OF ARCHITECTURE

The bombardment on 14 May 1940 destroyed Rotterdam's city centre. During its reconstruction, economic recovery was initially given priority, with a new street plan and corporate buildings. In the past ten to fifteen years, work has been fully under way to create a city centre that is appealing to both residents and visitors. The opening of Markthal by Winy Maas represented the completion of the Reconstruction. Leading architectural firms such as OMA and MVRDV have left their mark on the city and on the skyline of Rotterdam.

CITY OF CULTURE

Behind its exterior that perhaps displays a few rough edges, Rotterdam has a rich, inner cultural life. Museums, art institutes and galleries present work by contested and uncontested masters, classic and modern, familiar and unfathomable, but always thought-provoking. Art Rotterdam Week attracts thousands of visitors from home and abroad on an annual basis. In the street, art lovers admire the huge public collection and the flourishing street art culture.

In the Museumpark in the city centre visitors can explore Museum Boijmans Van Beuningen, Kunsthal Rotterdam, Het Nieuwe Instituut, Huis Sonneveld and the Natural History Museum. Witte de Withstraat connects the Museumpark to the Maritime Museum. From Rotterdam Central Station visitors follow the art route via Westersingel along the cultural axis from North to South. Past museums and cultural breeding grounds and institutions.

Rotterdam is also home to famous designers such as Richard Hutten, Joline Jolink, Susan Bijl, Studio Roosegaarde, the Urbanisten and Sabine Marcelis. Visual artist Joep van Lieshout opened his studio in the former port region M4H over thirty years ago. He was a pioneer in the port region that is now rapidly transforming into a hotbed for innovation, where an increasing number of creative agencies and designers are establishing their businesses.

LL

"The Eurovision Song Contest naturally belongs in Rotterdam¹, where the whole of Europe (and the world) already coexist, collaborate and live together every day. OPEN Rotterdam is ready to report on it in its own distinctive way. Broadcasting Rotterdam's news reports in light, fast and flexible video via TV, online and social media, wherever Rotterdammers are. OPEN Rotterdam reaches Rotterdammers who were invisible to mainstream media for a long time."

JJ



Femke IJsinga-van Boxsel
Managing Director, OPEN Rotterdam

¹ bit.ly/rotterdam-open

CITY OF MUSIC

Rotterdam has traditionally boasted a range of cultural offerings that attract people from far and wide, from legendary dance halls to pubs on Katendrecht, where jazz legends such as Chet Baker performed during the war. For years now the city has hosted North Sea Jazz, the largest indoor jazz festival. The conference centre and concert hall De Doelen is the residence of the Rotterdam Philharmonic Orchestra and the hip hop, metal and indie scene is booming throughout the city as a whole. Codarts University of the Arts trains the artists of the future in music, dance and circus performance. Rotterdam is a talent factory whose programming sets it apart.

With pop platforms such as Rotown, Bird and renowned concert halls like De Doelen, there is a place for every genre in Rotterdam. The entire music infrastructure will be involved in the side programme during the Eurovision Song Contest, with lots of cultural cross-overs and access for all. The budget for this is generous, because here there is a tradition of enabling as many people as possible to enjoy all events. This has been the case with North Sea Jazz for years, under the title North Sea Round Town. Over more than two weeks there are hundreds of concerts at 125 locations, many with free admission.

FILM CITY

The city is not only the birthplace of the International Film Festival Rotterdam, but is also a location that has inspired many media makers from home and abroad. The skyline and the port, space and streets, rough edges of working-class neighbourhoods and anonymous high-rise buildings, the headstrong yet wise Rotterdammers and entrepreneurs make the city a multifaceted and credible backdrop for diverse media productions. With a showreel that visualises the dynamism of the city.

[Rotterdam Film & Media Office](#)¹ has extensive experience in supporting media productions. View the showreel [here](#)² depicting diverse productions filmed in the city.

CITY OF KNOWLEDGE

The Rotterdam region is the home base of internationally renowned knowledge institutes, such as Erasmus University Rotterdam and the Erasmus Medical Centre. The largest innovation workplace in Europe can be found in Rotterdam: Rotterdam Makers District. Former port areas that were falling into disuse – connected by the River Maas – have been transformed into an innovative ecosystem. This is where the Next Economy (sustainable, circular and digital) for the port and the city is being shaped. The Rotterdam Science Tower and RDM Rotterdam are situated here.

In 2013, Rotterdam became a member of the Rockefeller Foundation's 100 Resilient Cities Network. As the largest port city in Europe, the Maasstad serves as an inspiring example for other cities all over the globe, especially in the field of innovation, sustainability and the approach to climate change.

Rotterdam entrepreneurs and scientists share their expertise in water management and delta technology, food and logistics and the energy transition all around the world. Architectural firms OMA and ZUS and Royal Haskoning have been involved in Rebuild by Design in New York since hurricane Sandy. All over the world there has been an interest in the water squares designed by the Urbanisten, a Rotterdam solution to cope with excess rainwater.



PHOTO: GUIDO PUPER

¹ www.rotterdam.nl/rfmo | ² vimeo.com/345646909 (password: ESF2020!)

ROTOWN MAGIC

Rotterdam cannot be captured on film
The images change too fast
Rotterdam has no past
and not a single stepped gable

Rotterdam is not romantic
has no time for nonsense
is not amenable to suggestions
doesn't listen to rubbish

Is not camera-shy
does not appear more beautiful than it is
Is tall, square and angled
tilted against the backlight

Rotterdam is not an illusion
created by the camera
Rotterdam cannot be captured on film
Rotterdam is far too real.

Jules Deelder
Rotown Magic – Vrijwel alle gedichten (2004)



PHOTO: GUIDE PUPER

FACTS

- Zuid Holland is the most multicultural region in the Netherlands: a third of the population has a migration background – almost 1.2 million, higher than any other region.
- Duncan Laurence recorded the number [Arcade](#)¹ in the Maassilo.
- All countries participating in the Song Contest are represented among Rotterdam's population.
- In 1971, Pink Floyd was the first international band to perform in Ahoy. Many global stars followed in their footsteps.
- The surface area of Rotterdam: 324.16 km², 33% of which is water.
- Population (December 2017) 634,660 in Rotterdam, 1,422,465 in Greater Rijnmond
- On 10 November 1967, [Jimi Hendrix](#)² gave his one and only live performance in the Netherlands during the Hippy Happy Beurs in the former Ahoy hall in Rotterdam (now occupied by the Kunsthal).



PHOTO: IRIS VAN DEN BROEK



"Event managers choose Rotterdam. The city is 'booming, hip & happening, no-nonsense, the living melting pot and increasingly the-place-to-be from an international perspective', is the feedback we hear."



Events.nl, news item '[Who do Dutch event managers tip as the location for the Song Contest](#)'³ 22 May 2019

¹ bit.ly/rotterdam-duncan | ² bit.ly/rotterdam-jimi | ³ bit.ly/rotterdam-events



ROTTERDAM AHOY

Built for experiences

The Eurovision Song Contest is all about music. Music is all about emotion. Emotion is a universal language that connects people. This is the driving force of the event venue Rotterdam proposes for the Eurovision Song Contest 2020. This world-class stage is a master at organising unforgettable events.

THE STORY OF ROTTERDAM AHOY

The history of Ahoy begins with the reconstruction of Rotterdam in 1950, and is associated with a great many good memories. In 1971, Pink Floyd was the first international band to perform in Ahoy, followed by countless global stars. Ahoy is where you went as a young child to the Christmas circus, to see your first pop idol in the flesh or cheer on your favourite racing cyclist or tennis player. Only Ahoy offers an arena, halls and a conference centre under the same roof. That is unique both at home and abroad. In principle, everything and everyone is welcome at Ahoy.

AT HOME IN ANY MARKET

Ahoy is a flexible organisation that embraces any challenge. It effortlessly switches between a concert, international conference, sports competition and trade fair. Ahoy places each event, large or small, right in the spotlight. The client has the final say and Ahoy staff ensure the perfect layout and ambiance in the space.

HOSPITABLE AND FRIENDLY

Ahoy lights up the South bank, where Rotterdam's second city centre is emerging. Hart van Zuid, as the project is called, aims to boost this area in economic, social and cultural terms. Ahoy, a hospitable and internationally valued event venue and organisation, is an indispensable partner in this public-private collaboration. Ahoy not only commits heart and soul to its clients, but is also keen to play a social role.

Major artists receive a warm welcome, as do children who visit Jeugdvakantieland, the largest summer holiday playground for children aged between two and twelve years.

Creating wonderful memories for guests, visitors and Rotterdammers: that's the goal of the staff at Ahoy. If the Host Broadcaster opts for Ahoy, the ESC 2020 not only gets a fantastic stage, the development of South Rotterdam also gets an incredible boost.

WHY ROTTERDAM AHOY?

- Everything under one roof, compact and multifunctional
- 49 years' experience in facilitating and organising large events
- Open location outside the centre; accommodation can be properly secured, including the large forecourt
- Excellent accessibility by car and public transport
- Its own metro station (Zuidplein) right on the doorstep; directly connected to Rotterdam Central Station (12 min.) and The Hague Central Station (43 min.)
- Outstanding digital infrastructure. Regular (live) TV productions and livestreaming via dark fibre to the media gateway
- Collaborative relationship with the Municipality of Rotterdam going back years
- Ahoy Arena with a roof of the correct height and load-bearing capacity and the infrastructure for a huge TV production



"If I could design the perfect venue for a global awards ceremony like the MTV EMA's it would look remarkably like the Ahoy in Rotterdam.

We visit a different city every year, and the Ahoy ticks more of our boxes than anywhere else. It has an arena with the height and capacity to handle the size and complexity of our stage design, adjacent exhibition halls to house more than 50 dressing rooms for our performers, space to cater for thousands of crew, and still have room to build a post event party for 2,000 guests. And that's even before you consider the exterior plazas which are perfect for Red Carpet arrivals in front of hundreds of press & media. It's a brilliant venue, run by brilliant people."



Andy Derbyshire
Head Of Production – MTV EMA 2016





BY EVERYONE, FOR EVERYONE

The ugly duckling has transformed into a beautiful swan. Rotterdam was already aware of its charms, but now the city wants to celebrate them with the world – big time.

The European Song Contest is a celebration for the city as a whole, for the entire country and every single visitor. Not only for the happy few with a ticket for the finals, but for absolutely everyone. Rotterdam has a lot to offer, but the city also has a request for the organisation: to offer Rotterdammers who find it difficult to make ends meet an unforgettable experience, such as attending rehearsals or preliminary rounds. The city asks the Eurovision Song Contest organisation to discuss this proposal.

During the Eurovision Song Contest 2020, the Municipality of Rotterdam will provide regional, national and international media space in the city, such as facilitating an on-site studio. At the same time, it expects to receive adequate exposure in all communication such as postcards and is keen to cooperate with the Host Broadcaster in this regard.

For two whole weeks, the city will be dedicated to the Eurovision Song Contest, with side programming in which the city will offer plenty of opportunities to Rotterdam talent to perform at a freely accessible location in front of a large, international audience and media.

VOLUNTEERS AND SOCIAL RETURN

The Eurovision Song Contest also offers opportunities for enthusiastic volunteers who want to make a contribution to the event. The Municipality of Rotterdam will work in association with the organisation to recruit motivated volunteers. From people who are disadvantaged on the labour market to people who have been fans of the Contest from the outset, students or proud Rotterdammers, there are a lot of people who will not want to miss out on this once-in-a-lifetime opportunity, whether as city guides, ushers, bar staff or in any other role.

Social return is an important tool for enabling Rotterdammers who are disadvantaged on the labour market to participate according to their capacity. Organising the ESC 2020 will create a substantial number of jobs and also offer opportunities for work experience placements, internships and possibilities for people with a work disability.

CULTURAL PROGRAMME FOR THE ROTTERDAMMER

Rotterdam's credo in this edition of the Song Contest is 'a celebration by everyone, for everyone'. The diversity of music genres plays a leading role in the side programming and is in line with the city's cultural richness. All the city's creative talent will be challenged to create programmes that boost the strength of both the city and the ESC. The whole world will see and hear that Rotterdam is the proud Host City for the most sensational music show in the world. All 634,660 Rotterdammers are invited to join the party. There will be club nights, concerts, exhibitions and sing-along parties all over the city – not least in Maassilo, where Duncan Laurence recorded his winning song Arcade.

BOMBARDMENT COMMEMORATION

The bombardment commemoration on 14 May is an extremely important occasion for Rotterdammers and there is the possibility that it will coincide with the Song Contest. This requires some careful consideration, but also offers a great opportunity to link the commemoration to the Eurovision Song Contest, especially as it involves reflecting on the fact that we are now together, in this city, and can enjoy the Song Contest in freedom. A celebration that stands for connectedness, diversity, inclusiveness and solidarity. These are also core values in Rotterdam, shaped by this important piece of our city's history.



PHOTO: PETER SCHMIDT

SUSTAINABILITY WORKING TOGETHER FOR A SUSTAINABLE CITY

RESILIENT ROTTERDAM

Rotterdam has placed the energy transition high on the agenda. More specifically, it is a focal point of the current municipal executive. Rotterdam, as a low-lying delta city, is also preparing for the changing climate and has built a global track record in this case. The latest development is the decision by the Global Centre on Adaptation (GCA) to base its headquarters in Rotterdam. The GCA, an initiative by the UN and World Bank, serves the newly formed Global Commission that is led by Ban Ki-moon, Bill Gates and Kristalina Georgieva.

In 2014, its reputation in the field of water and climate adaptation led to Rotterdam being selected as a member of the worldwide network 100 Resilient Cities. Resilience involves flexibility and durability in the broad sense of the word: how a city copes with any change. The city's adaptability and resilience relates not only to the physical and technical issues, but especially to the Rotterdammer. A Resilient Rotterdam starts with the resilience of its residents. This is why

Rotterdam is working on structurally increasing the resilience and adaptability of its residents: social resilience. In this context the link with art and culture is extremely important, because art and culture can be used as channels to create awareness of the various challenges facing the city, and how Rotterdammers can also make a contribution. In addition, art and culture are viewed as a resource to increase the resilience and adaptability of vulnerable groups and the new generation. One prime example is the development of Rotterdams Stadsopera that will take place in 2020, titled 'The Ring of Resilience'. The 'journey' to the opera includes a succession of performances, to involve Rotterdam's residents in the resilience movement culminating in the opera days in 2020.

CIRCULAR ESC IN ROTTERDAM

Rotterdam harbours major circular ambitions. By 2030, the city aims to make circular the benchmark and to reduce fossil raw materials by 50%. By 2050, Rotterdam's society truly will be entirely circular. In line with these ambitions, event organisations adopt a sustainable event policy. As far as the Eurovision Song Contest is concerned we will strive for a zero-waste event.

In concrete terms, for ESC 2020, this means:

- The various sites in the city where events will be held will be thoroughly cleaned in advance. This will of course also be done on a daily basis during the event.
- The sorted waste will be collected (residual, paper, organic waste) at the event location, in Rotterdam Ahoy (where possible) and in the city centre, using waste islands – the municipality will collect the sorted waste
- Plastic from the residual waste in Rotterdam will be sorted again at the AVR post-separation plant. This also applies to waste from the event
- Visitors to the outdoor event site (+ to the locations of the side events) will be helped to make the right choices in terms of waste with the use of 'waste butlers'.
- Single-use plastic will not be used at the outdoor festival site (no straws, plastic crockery, balloons, etc.)
- The focus will be on using recycled materials (such as crockery, decorations, décor)
- There will be a focus on zero food waste (anything left over will be donated to the food bank)
- The focus will be on using food produced locally
- Tap points will be installed in the Euro Village.
- Delegations will receive a sustainable and reusable water bottle with the event signing
- After the event the used materials will be recycled to produce [items](#)¹ for Rotterdam residents

¹ tottedesign.nl/home



PHOTO: BART HOOGVELD



**DUNCAN ALREADY
DID HIS BIT
IN TEL AVIV**
THE JACKET THAT WAS
PART OF THE OUTFIT
HE WORE DURING
THE PERFORMANCE
WAS MADE
FROM RECYCLED
LINEN SHEETS.





PHOTO: CLAIRE DROPPERT



RUGGEDISED
Designing smart,
resilient cities for all

HART VAN ZUID AND RUGGEDISED

Rotterdam Ahoy is located in South Rotterdam. The National Programme for South Rotterdam is working on new prospects for this region, and one element involves a large-scale regional development called 'Hart van Zuid'. This project provides a qualitative boost with the aim of creating a new, vibrant city centre for South Rotterdam.

Rotterdam is one of the frontrunners in the field of sustainability. Hart van Zuid is designated as an experimental garden within the EU sustainability project RUGGEDISED. In this project Rotterdam works as a coordinating city, along with five other European cities, on smart solutions in the field of energy, transport and digital technology. The project will continue until 2021.

¹ bit.ly/rotterdam-ruggedised

The objective: to pave the way for a smarter and more sustainable Europe. The European Commission supports the development with a grant amounting to millions from Horizon 2020, the largest research and innovation programme in Europe.

There are 13 projects located in the Hart van Zuid. You can find more information on ruggedised.eu. On <https://www.ahoy.nl/en/sustainability/> you can find more details on the specific developments taking place in and around Ahoy related to sustainability. The Host Broadcaster and the EBU can use the RUGGEDISED project during the ESC 2020 in their storylines or as a showcase during a side event.



SUPPORT

A private initiative that is now supported by almost 70,000 individuals. Rotterdam would love to host the Eurovision Song Contest 2020! A poll on AD.nl also revealed overwhelming support for the event.



MEI 16 Eurovision Songfestival 2020
 Openbaar · Georganiseerd door Martin Meijerink

★ Geïnteresseerd ✓ Gaat ✕ Negeren ➔ Delen ⋮

Zaterdag 16 mei 2020 om 19:00

Rotterdam Ahoy
 Ahoyweg 10, 3084 BA Rotterdam [Kaart tonen](#)

Info Discussie

5,9 d. gaan - 61 d. zijn geïnteresseerd

POLL

Vindt u dat Rotterdam miljoenen moet uittrekken voor het Songfestival?

Ja, want dat is goed voor de stad (87%)

Nee, dat is zonde van het geld (13%)

1110 stemmen [Stem ook»](#)

¹ bit.ly/rotterdam-facebook | ² bit.ly/rotterdam-AD

ANDRÉ HAZES CONCERT:
CHARLES BATENBURG



III. LOCATION



PHOTO: HENK KOSTER

LOCATION AVAILABILITY

PROPOSED LOCATION

The city proposes Rotterdam Ahoy, which offers the following spaces:

Room	Capacity
Ahoy Arena	16,426 persons
Hall 1	10,000 m ²
Hall 2	3,770 m ²
Hall 3	3,100 m ²
Hall 4	3,600 m ²
Hall 5	3,100 m ²
Hall 6	4,422 m ²
Conference room	500 persons
Dock 1 to 6 incl.	730 m ²
Port 1 and 2	445 m ²
P4, P5, P6	

EXPERIENCE WITH MAJOR INTERNATIONAL EVENTS

Ahoy facilitates and organises large-scale national and international events. The combination of the Ahoy Arena, Trade Fair and Event halls and a Conference & Meeting Centre under the same roof makes a multifaceted programme possible. Here is a small selection of Ahoy's events:

North Sea Jazz Festival – annual

- Largest indoor jazz festival in the world
- Organised by Mojo Concerts
- Held in Ahoy since 2006
- 82,500 visitors every year
- [Video](#) | bit.ly/rotterdam-njs

MTV European Music Awards – 1997 & 2016

- 20 million viewers worldwide
- 228 million shared videos about the event
- Media value €12.2 million
- [Video](#) | bit.ly/rotterdam-mtv

Grand Départ Tour de France – 2010

- Ahoy location press centre (Permanence), organisation and team meeting place
- 865,000 visitors for the start of the Tour
- € 33.3 million transactions in Rotterdam

ABN AMRO World Tennis Tournament – annual

- ATP 500 tournament
- Ahoy has been the organiser since 1974
- Largest hospitality event in the Netherlands
- Largest indoor tournament in Europe
- 115,000 visitors over nine days
- [Video](#) | bit.ly/rotterdam-abn

Europort – biennial

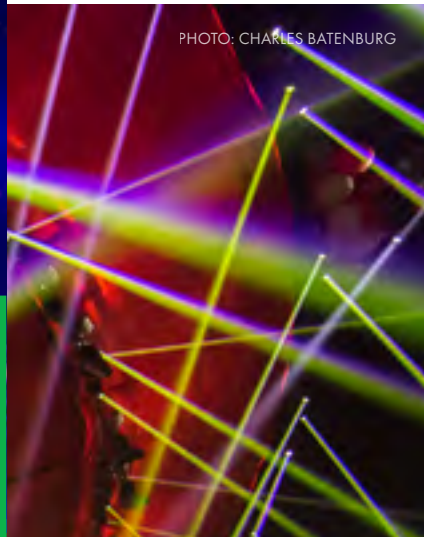
- Ahoy is the organiser of this maritime trade fair
- 27,000 visitors per edition and visitors from 93 countries
- 260,000 networking moments
- [Video](#) | bit.ly/rotterdam-europort

Junior Eurovision Song Contest – 2007

- Ahoy Arena location for major TV production
- Performances by Lisa, Amy & Shelley. In 2017, they represented the Netherlands as O'G3NE in the Eurovision Song Contest in Ukraine.

The Friends of Amstel LIVE – annual

- Since 1998, organised by Heineken in association with Tribe Company
- Per edition > 150,000 visitors
- Innovative every year in production terms; shows are sold out a year in advance.
- [Video](#) | bit.ly/rotterdam-vrienden



WK Short track 2017 + 2021

- Organised by TIG Sports and the Royal Dutch Skating Association (KNSB)
- Large activities square and event halls
- Prime example of a combination of sport and entertainment
- [Video](https://bit.ly/rotterdam-shorttrack) | bit.ly/rotterdam-shorttrack

League of Legends European Championship Spring Finals 2016 and 2019

- One of the largest games in the world with visitors from the whole of Europe
- Profiling Rotterdam as an eSports city
- Broadcast as a live stream as well as being a live event
- After a successful 2016, the organiser Riot Games soon returned to Ahoy in 2019

Premier League Darts – annual

- Invariably sold out in no time since 2016
- The only host city where two evenings are booked
- Live broadcast on RTL7
- 10,000 visitors per evening

EC & WC Volleyball – 2015, 2019 & 2022

- In 2015, 11,000 spectators attended the EC Women's final in Ahoy: Netherlands – Russia
- In 2019, both the Olympic Men's Qualification Tournament and the EC Men's Volleyball are on the agenda.
- In 2022, the WC Women's Volleyball will be held in Ahoy.

AVAILABILITY IN THE REQUESTED PERIOD

Rotterdam Ahoy is available during the requested period.



PHOTO: CHARLES BATENBURG



CAPACITY

With a maximum capacity of **16,426** visitors, the Ahoy Arena offers more than enough room for the Eurovision Song Contest 2020.

MINIMUM AND MAXIMUM AUDIENCE CAPACITY

The capacity of the Ahoy Arena is as follows: 3,000 – 16,426 visitors.

The Ahoy Arena offers the following maximum capacity in an 'in the round' configuration:

Standing room:	7,500 standing places
Seats 1st circle:	3,328 seats
Standing places 1st circle:	500 standing places
Seats 2nd circle:	5,078 seats
TOTAL MAX. AHOY	16,426

ACCESSIBILITY

Rotterdam Ahoy offers excellent access by public transport and by road. The location is close to the motorway, opposite the Zuidplein metro and bus station (this is the second largest bus station in the Netherlands) and a short distance from Rotterdam Central Station and Rotterdam The Hague Airport. Rotterdam city centre is 12 minutes away by metro. Ahoy has its own parking area with 2,000 parking spaces and a bicycle parking facility.

LARGE TRAFFIC FLOWS

Ahoy is able to cope with large traffic flows. With regard to events, the Municipality of Rotterdam, Rijkswaterstaat, the RET (Public Transport company) and Ahoy coordinate the traffic scenarios for the coming month. A 'modal split' is produced for each event: we look at the expected number of visitors, transport modes and occupancy per car. The modal split is followed by inflow and outflow scenarios. For example, green scenarios (traffic lights) are used during in and outflow and the route information panels can be used.

This guides traffic already on the motorway to Ahoy via the best route. In addition, Ahoy is in constant communication with the traffic control room to make adjustments where needed.

For major events, such as the Eurovision Song Contest, Ahoy compiles a social mobility plan and, for example, makes agreements on the

deployment of additional trains, metro trains, trams and shuttle buses from external locations in Rotterdam (such as De Kuip).

LOAD-IN AND LOAD-OUT LOGISTICS

Ahoy offers the following space for complex load-in and load-out logistics. Ahoy has three logistics sites that are directly situated at the supply locations:

- P4 – (+/- 4,000 m²) offers 130 parking spaces, the logistics site at Hall 1 with its own entrance via Gate 2 on Ahoyweg.
- P5 – (+/- 4,500 m²) offers 150 parking spaces, the Ahoy Arena logistics site, with its own entrance via the north side of Ahoy (Zuiderparkweg).
- P6 – (+/- 6,500 m²) offers 110 parking spaces, the logistics site for Halls 2 to 6 incl. with its own entrance via Gate 4 on Ahoyweg.

Naturally, during building and dismantling work for the event the 2,000 visitor parking spaces at P1 to P3 inclusive can also be used.

Ahoy has a total of 20 transport doors, subdivided as follows: Ahoy Arena: two measuring 4.8 x 4.7 m and one measuring 3.58 x 2.48 m (the latter can be increased to 2.7 m outside opening hours).

- Hall 1: 8 measuring 5.6 x 5.6 m
- Hall 2: 1 measuring 5.6 x 5.6 m
- Hall 3: 1 measuring 5.6 x 5.6 m
- Hall 4: 1 measuring 5.6 x 5.6 m
- Hall 5: 2 measuring 5.6 x 5.6 m
- Hall 6: 2 measuring 5.6 x 5.6 m



LOCATION VISITS

Rotterdam Ahoy is available for work visits by the organisation, the latter's partners, involved suppliers and authorities in consultation. Ahoy is also available for location visits by the participating broadcasters.



FACILITIES REQUIRED AT THE LOCATION

ADEQUATE SPACE FOR THE REQUIRED FACILITIES

Rotterdam Ahoy has more than enough space to accommodate the required facilities.

Highest possible standards

Ahoy offers the highest possible standards to provide a stage, grandstands, floor standing room, backstage and other support areas for building and dismantling work, rehearsals, general rehearsals, two semi-finals and the grand final.

Green room, production compound and generator park

The green room can be installed in Ahoy Arena. As an alternative, if even more space is required in the Ahoy Arena, it can also be set up in Hall 1.

P5 offers adequate space to set up a Production Compound at which at least eight trailers can be installed within walking distance from the end stage in Ahoy Arena. At this site there is also enough space for a generator park with sufficient access for the fuel supply.

Office facilities & storage space

In terms of office facilities, Ahoy 7 provides production offices in the Ahoy Arena. In addition, Hall 1 (10,000 m²) is reserved for other offices by installing temporary walls. Hall 1 also has its own entrance and is connected to the Ahoy Arena by a luxury passageway, type 'Neptunus Evolution'.

Commentator boxes can be installed on the 1st circle of the Ahoy Arena with an unrestricted view of the hall. The Conference Room and connected foyer can be used as a reception area for commentators and as a technical work area. For crew catering, Port 1 and Port 2 are reserved and are located in the centre of the building. The Ahoy Arena offers storage space of 180 m². In addition, Hall 6 (4,422 m²) is reserved to provide additional storage space.

Delegation Bubble

Dressing rooms and catering facilities for the Delegation Bubble could also be installed in Hall 1 (10,000 m²). In the Ahoy Arena there are 15 permanent dressing rooms in diverse dimensions with shower facilities available for the artists. The dressing room area is a space (media room) that is suitable as a viewing room. A work area for delegation heads can also be organised near the dressing rooms in Hall 1. A washing and drying facility is standard at Ahoy. For a larger washing/dry cleaning facility, electricity and water supply and drainage can be installed anywhere. Shower facilities are also possible here. The make-up and hairdressing room can also be organised in a temporary area in Hall 1.

An accreditation centre can be built in a number of places, such as in Ahoy Plaza. If so wished, the accreditation for artists and crew can be separated and organised at different locations in the building.



"Rotterdam Ahoy is one of our favourite venues in Europe. The venue offers modern infrastructure for hosting live broadcast shows. The support and professionalism from venue management and staff is outstanding. They care about event organizers and their product to ensure a successful show."



Lukas Peda
Senior Events Supervisor (Esports) – Riot Games



PHOTO: KEES DE JONG

More than enough m²

The other event halls at the location will also be used. Hall 2 (3,770 m²) is reserved as a press area. This hall offers sufficient workspace for 750 journalists (or more if necessary).

Hall 5 (3,100 m²) can be used to organise catering facilities for the press and the Fan Lounge. Hall 4 (3,600 m²) can be used to arrange a closed press conference room in a black box, near the press centre.

Hall 3 (3,100 m²) is reserved for hospitality purposes. This hall offers unparalleled possibilities for designing very special hospitality experiences. This hall is reached via a separate entrance (from Ahoy Plaza) and is adjacent to the Ahoy Arena.

Diverse areas are available in the Ahoy Arena for selling merchandise to the public. Ahoy has a preferred partnership with Arnie Merch for sales of merchandise in the hall.

Ahoy has 2,000 parking spaces. Ahoy has also reserved parking areas P5 (cap. 150), P4 (cap. 130), P6 (cap. 110) for the ESC organisation. P1/P2/P3 are available for public parking – run by Ahoy.



TECHNICAL REQUIREMENTS AT THE LOCATION

DOES THE LOCATION SATISFY THE REQUIREMENTS?

The location complies with all the technical requirements imposed, with a partial exception for the UPS, which is available for the preferential functions of the building. Event-related emergency power is provided by external generators.

IS THE LOCATION PREPARED TO COMMIT TO THE REQUESTS?

Yes, the location is prepared to commit to them.

IS THE LOCATION ABLE TO SATISFY THE REQUESTS FOR INFORMATION?

The Ahoy Arena, the main location for TV production, has a maximum height of 30 m; the clearance height is 22.5 m. The Ahoy Arena can be fully blacked out.

The total rigging capacity of the Ahoy Arena is 280,000 kg. The total rigging capacity per frame is 20,000 kg. An adequate number of rigging points are available. The load capacity of the floor is 1,000 kg per m². In consultation, a higher floor load capacity is possible at certain points. Within reason and in consultation, structural adjustments can be made to the building.

The Ahoy Arena has an installed cooling capacity of 3,000 kW. Air ventilation (circulation) is 320,000m³/h = 115,200,000 m³/s.

The permanent grandstands in the Ahoy Arena are fitted as standard in a square configuration. All the drawings are present and available to the organisation.

Rotterdam Ahoy has a UPS for the preferential functions of the building such as an evacuation system and emergency lighting etc. Event-related emergency power is provided by external generators. This was also the case, for example, for the MTV EMA and WC Short Track.

In the Ahoy Arena there is a total of 7 x 630kVA + 1 x 400kVA = 4,810 kVA (4.8 mW) established capacity, half of which is intended for the building and half for the event.

Ahoy's basement spans almost the entire building and has lots of cable feeds for major events. Ahoy is happy to offer advice on the most efficient cable runs. Frequency availability at the location is not a problem.

Ahoy has a sustainability policy, which is available on www.ahoy.nl/duurzaamheid (English: www.ahoy.nl/sustainability).



SECURITY REQUIREMENTS AT THE LOCATION

Rotterdam Ahoy and the City of Rotterdam have built up considerable experience in organising metropolitan gatherings and events. Elements such as coordination in terms of traffic and transport, permits, public order and safety and (infrastructural) facilities play a prominent role.

In the Eurovision Song Contest 2020 project, the partnership between Rotterdam Ahoy and the Municipality of Rotterdam is crucial. Ahoy is assured of the municipality's cooperation and vice versa. Together, the two partners will achieve a successful event. A quotation can be provided based on the wishes and requirements put forward for the Eurovision Song Contest in terms of security requirements.

Experience

The location has all the expertise in-house for securing large-scale events. Ahoy has many years' experience in meeting the far-reaching security requirements of major, international productions. Ahoy and its security partners satisfy all these requirements. Ahoy also has good contacts with the security services in the Netherlands and they can be rapidly deployed if necessary.



"We have worked with Ahoy for a few years now and are always made to feel very welcome – it's a great venue with a great team and is one of the highlights of our tour!"

The specification of the Arena is first class and well designed and the staff are highly professional and very flexible and accommodating. We had no hesitation in doubling our stay to two nights and it's been a fantastic relationship so far that I'm sure will continue long in to the future!"



Matthew Porter
Chief Executive – Professional Darts Corporation (PDC)



Safety & Security

In the Ahoy Safety Plan the management commits to taking all measures and providing all services necessary to prevent business processes, material and equipment being influenced by unauthorised persons. The safety and security of staff, the client and their visitors are paramount.

Insured and committed

Rotterdam Ahoy is adequately insured for the intended use and has liability insurance for businesses and an extended Peril Insurance. Both policies can be requested from Ahoy. Ahoy is and will continue to be responsible for the deployment of staff to enforce statutory safety and security requirements. An Ahoy representative will sit in on various services and security consultations.

Fencing

The location is partly fenced off and can be fully sealed using supplementary fencing to create a secure zone. In this perimeter a secure area can be created with airport-level security. We have been doing this for years, including for the North Sea Jazz Festival.

Entrances

Ahoy has multiple different entrances to allow different groups (visitors, press, organisation and artists) to enter the building separately and access separate rooms.

First Aid and ambulances

Ahoy has two permanent First Aid rooms which can be manned 24 hours a day on request.

The closest hospital is the IKAZIA hospital right across the street. Diverse access routes have been agreed with the emergency services and Ahoy is fully equipped to facilitate ambulances.

Working safely

Rotterdam Ahoy declares that it takes the utmost care with regard to working safely in and around the venue. All staff and contractors work in accordance with the Working Safety Manual that complies with all legal requirements related to Occupational Health & Safety. All staff employed by Ahoy and its contractors possess the mandatory and applicable qualifications and certificates to carry out the work in accordance with the applicable safety requirements. Ahoy only works with professional, approved contractors. The building and the facilities it includes are subjected to periodic safety inspections.



PHOTO: CHARLES BATENBURG



"We have held two incredibly successful UFC events at Rotterdam Ahoy in 2016 and 2017. The arena itself was adaptable to our needs, and paired with the surrounding rooms in the convention centre, we were provided with ample space for all our operational, production, media and VIP requirements.

The staff have always gone above and beyond to provide assistance to each UFC department, and we continue to have a great relationship with the team. We would be thrilled to host another event at Rotterdam Ahoy in the future."



Peter Dropick
EVP, Event Development and Operations - UFC



OTHER REQUIREMENTS

Proof that the event can be facilitated

The Municipality of Rotterdam is the owner of the Ahoy complex. In the context of this role and the corresponding agreements and legal relationship with the operator, the Municipality has sufficient possibilities to fulfil the statement of continuous operation in the event of bankruptcy.

Possessing the necessary permits

Ahoy and its catering company possess all necessary permits related to the Alcohol Licensing and Catering Act, including serving weak and strong alcoholic drinks.

Venue dressing

Ahoy agrees that venue dressing will be applied in and around the entire site, as long as the Ahoy logo is respected on the façade.

Accessibility and crowd flow

Rotterdam Ahoy is perfectly suited to large-scale events such as a North Sea Jazz Festival during which visitor flows are well organised. Ahoy has multiple entrances, spacious foyers and halls where visitors can move around. There is adequate space for coaches and the metro station is within walking distance.

Staffing resources

Ahoy is designed to facilitate large-scale events. Ahoy guarantees that its collaborative partners also possess adequate personnel, resources and equipment in-house to provide first-class service during this event. For cleaning services the venue works with Hago, a major player in the sector. With regard to hostesses/stewards, Ahoy is able to recruit and train enough personnel, in association with its recruitment partners, to welcome and assist visitors in a hospitable manner.



IV. CITY



SAFETY AND SECURITY MEASURES

IS THE CITY ABLE TO PROVIDE THE STATED SAFETY & SECURITY MEASURES?

Yes. Approximately 1,500 small-scale and 65 large-scale events take place in Rotterdam every year, from the Feyenoord celebration, Rotterdam Unlimited and the Evening Four-day March to NN Marathon Rotterdam. The great diversity of the events makes Rotterdam a lively city with considerable experience in the field of safety and security measures. The Municipality of Rotterdam engages in an intensive and constructive collaboration with the NCTV (National Coordinator for Security and Counterterrorism), the AVID (General Intelligence and Security Service) and the National Police.

WILL THE CITY USE PRIVATE SECURITY GUARDS?

The event sites and the private areas (including hotels) will be secured by private security guards. The authorities will secure the public space. The Municipality of Rotterdam strives for an optimal public-private partnership (municipality-police-private security) so that fast and adequate deployment and scale-up is possible.

WHAT ROLE IS ANTICIPATED FOR THE SECURITY SERVICES AND THE POLICE?

The Security Region, police and the Municipality of Rotterdam (Urban Management, Surveillance and Enforcement and the Department of Public Safety) are committed to the Song Contest and collectively assume their responsibility in recommending, steering and implementing the safety and security measures.



LOGISTICS & TRANSPORT

24 minutes from the international airport and fast connections by road, rail and water in the city.

Rotterdam has excellent national and international connections by train, bus, car, boat and plane. There are two airports in the vicinity: Amsterdam Airport Schiphol and Rotterdam The Hague Airport. What's more, the city is easily and quickly accessible thanks to high-speed trains such as the Thalys and Intercity Direct.

Within Rotterdam, travelling by public transport, by bike, car and on foot is easy. In the city with the largest port in Europe, water transport is naturally one of the options. The RET transport network (bus, tram, metro and boat) enables you to travel everywhere – and your journey will be sustainable.

IS THE CITY LOCATED A MAXIMUM OF 1.5 HOURS TRAVELLING TIME FROM AN INTERNATIONAL AIRPORT?

Yes, Rotterdam is just 24 minutes from Schiphol International Airport. The Intercity Direct to Rotterdam Central Station departs four times an hour from the airport.

Schiphol <> Rotterdam Central Station: 30 min (60 km) by car, 24 min by public transport

Schiphol <> Ahoy: 45 min (80 km) by car, 50 min by public transport

Rotterdam The Hague Airport (RTHA) offers quick and comfortable access to over 40 destinations, representing an ideal hub for European travellers. Travelling times between the airport and the city are excellent: 10 minutes by taxi and 17 minutes by public transport to Rotterdam Central Station.

RTHA <> Rotterdam Central: 10 min (7 km) by car, 17 min by public transport

RTHA <> Ahoy: 22 min (27 km) by car, 33 min by public transport

International trains (Rotterdam Central Station)

- Antwerp (26 minutes)
- Brussels (1 hour and 11 minutes)
- Paris (2 hours and 36 minutes)
- London (3 hours and 1 minute)

IS THE CITY ABLE TO SATISFY THE STATED LOGISTICAL REQUIREMENTS?

45 coaches for delegations

Rotterdam and its partners can satisfy this requirement. The right type of bus or coach can be organised depending on the size of the group. Rotterdam Partners has a number of partners in its network ready to compile a customised transport plan.

Coaches for a regular shuttle service

Our transport partners are also able to compile a customised plan with a range of transport modes that are as sustainable and efficient as possible for the regular shuttle service. The relevant locations are all situated in the city centre near metro stations, which means that in some cases public transport offers the best option.

Chauffeur-driven car

Members of the Municipal Executive are driven by professional chauffeurs who know the city like the back of their hand, in fully equipped cars. This means the car is an extension of the office of the EBU Executive Supervisor.

There are multiple parties who can provide this service. They possess high-quality, zero-emission cars that contribute to the sustainable character of the organisation. One of them is also a social enterprise in which former 'welfare mothers' are trained to be VIP chauffeurs.

Free public transport use

Money has been reserved for the use of public transport by accredited persons. This has been organised based on the numbers in Stockholm. It is a topic to be discussed when concluding the agreement, when the municipality is keen to examine the actual demand.

Availability of taxis

The city is home to diverse large and smaller taxi firms to supplement the excellent public transport network. They are ready to transport the delegation heads throughout the city. In addition, special corporate transport can be arranged for these guests, so they can quickly and comfortably have transport available and the costs be transferred to a single account afterwards.

Walking, cycling or electric

There is a good reason why Rotterdam was selected as a [global walking city](#)¹ in 2019. The city makes plenty of space available for walking and cycling and also has a compact city centre. Locations are mostly within walking distance from each other and shared bikes and electric scooters are available for longer distances.



PHOTO: IRIS VAN DEN BROEK



¹ bit.ly/rotterdam-wandelstad

LL

"RET ROTTERDAM IS ALSO A SUPPORTER OF THE SONG CONTEST IN ROTTERDAM AHOY AND WILL DO ITS UTMOST TO GUARANTEE EXCELLENT ACCESS BY METRO. #AARDIGONDERWEG"

JJ

Maurice Unck, General Director RET
Twitter, 19 May 2019





ACCOMMODATION

Rotterdam offers a wide and varied range of hotels with an outstanding price/quality ratio. There are almost 8,000 hotel rooms in three-, four- and five-star hotels and hostels. In addition, there are over 1,400 private accommodation options available via platforms like Airbnb.

IS THE CITY/REGION ABLE TO MEET THE ACCOMMODATION NEEDS?

Yes. Rotterdam Partners has organised rooms via a block booking for two periods.

If Rotterdam becomes the Host City of the Eurovision Song Contest, Rotterdam Partners will transfer the booking to the organisation or a specialised agency.

CAN THE CITY/REGION PROPOSE A SPECIALIST AGENCY?

Rotterdam Partners has an extensive partner network with 160 parties active in the corporate and/or tourist visitor market. This network includes hotel specialists who could manage this component.

DOES THE CITY HAVE ADDITIONAL CAPACITY AVAILABLE FOR TICKET HOLDERS, APART FROM THE ACCOMMODATION REQUIREMENTS CITED ABOVE?

The proposed room block of over 3,000 rooms occupies part of the entire hotel capacity offered by Rotterdam. In addition, thanks to the central location and good connections, there are many more thousands of rooms in, for example, The Hague, Haarlemmermeer (Schiphol), Utrecht and the Rotterdam Region (a maximum of one hour from the city centre & Rotterdam Ahoy). The total capacity within one hour easily exceeds 20,000 rooms.



SIDE EVENTS

The city is able to provide all requested side events and the plans are outlined on the following pages.

HOST CITY INSIGNIA & SEMI-FINAL ALLOCATION DRAW

Rotterdam City Hall is the ideal location for hosting the City Insignia Exchange, Semi-Final Allocation Draw and Dinner for the Heads of Delegation. Rotterdam City Hall on Coolingsingel was built between 1914 and 1920 in the 'Beaux-Arts' style. This impressive building, together with the adjacent post office, survived the bombardment on 14 May 1940, and occupies a special place in the heart of Rotterdammers.

City Hall employees have extensive experience in organising receptions at the highest level. There are sufficient facilities to make the events mentioned above an unforgettable success. Hospitality and protocol are top priorities and visitors, from dignitaries to participants of a guided tour, are welcomed in a friendly and professional manner

¹ bit.ly/rotterdam-stadhuis

on a daily basis. Receptions are regularly hosted that are similar to the Insignia Exchange and the Semi-Final Allocation Draw, such as NN Marathon Rotterdam, Tour de France Grand Départ, Euro2000, ABN AMRO Tournament draw, the party leaders' debate during the municipal elections (2014, 2018) and the Europe debate (only broadcast live, [example](#)¹).

City Hall has a number of representative rooms of which the largest and most well-known is the Citizens' Hall. The Citizens' Hall is used for many official gatherings and has a capacity from 180 people for a sit-down dinner to 350 people for a standing reception. The hall's dimensions are: length 32m, width 12.5 m and height 14.5 m.



"We will have a unique platform in 2020; let's use the opportunity to show the full spectrum of what the Netherlands can do.

And preferably in the world city Rotterdam, which is developing and renewing itself at a rapid pace."



Jan Knikker, partner at the architectural firm
MVRDV Volkskrant Opinion blog, 14 June 2019



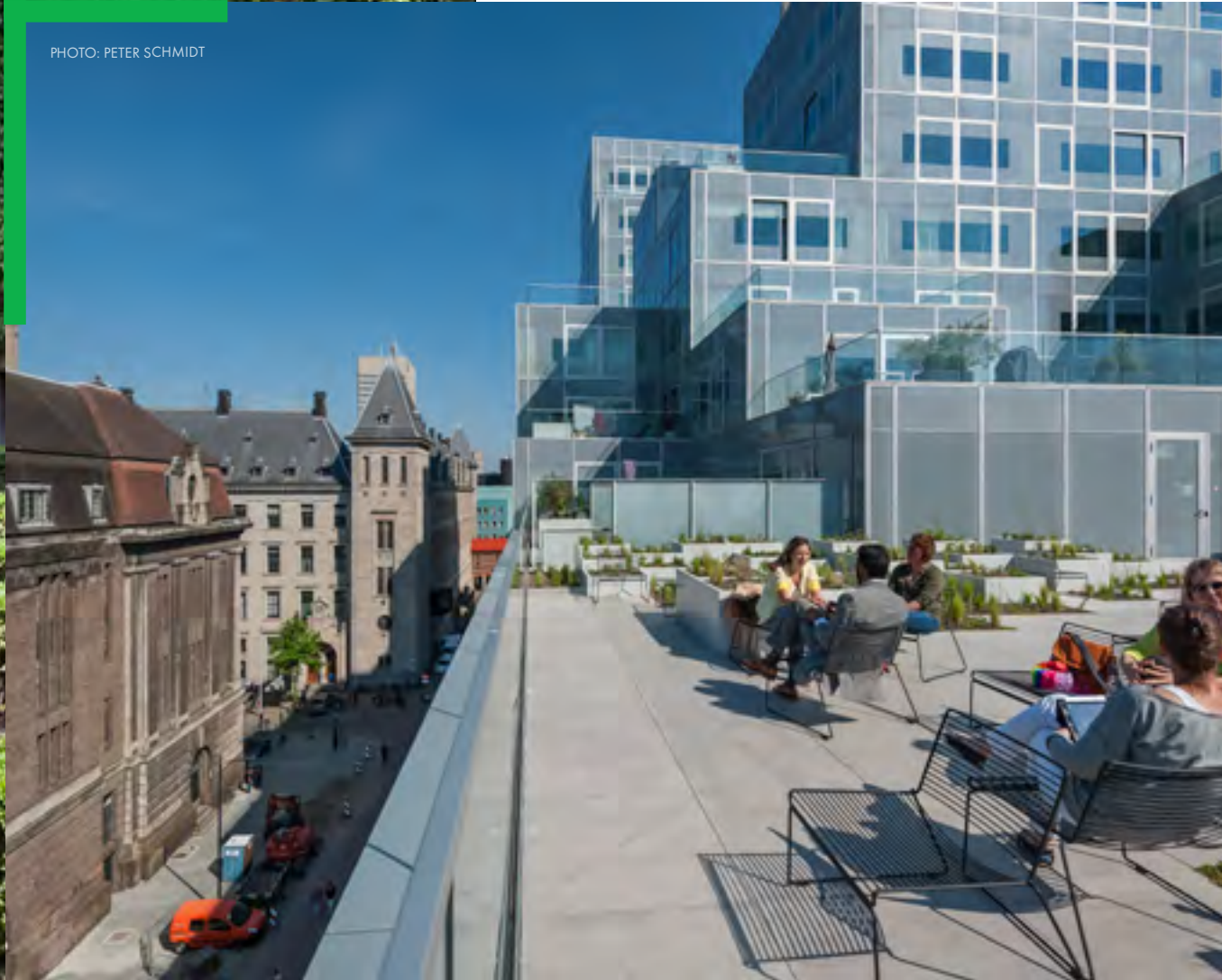


PHOTO: PETER SCHMIDT

HEADS OF DELEGATION MEETING

The city has an extensive supply of hotels with suitable meeting facilities for the Heads of Delegation meeting. They are situated in the city centre and a short distance from Rotterdam Ahoy for the location visit. A meeting room (375 m²) and 150 hotel rooms have already been reserved.

The city will arrange transport from the airport to the hotel and vice versa, preferably using the sustainable and fast train connection. In consultation we could examine where taxis and/or a luxury coach could be used.

REFERENCE GROUP MEETINGS

The city will arrange transport from the airport to the hotel and vice versa, preferably using the sustainable and fast train connection. In consultation we could examine where taxis and/or a luxury coach could be used.

A meeting room can be arranged if needed.



LL

**"MY
PREFERENCE
IS FOR THE
PLACE NEAR
WHERE
I COME
FROM AND
THAT IS
ROTTERDAM."**

JJ

Duncan Laurence, winner of the Eurovision
Song Contest 2019, L1, 10 June 2019



“RTV Rijnmond already has an effective partnership with the NPO. I am looking forward to joining forces and working together in Rotterdam during the ESC.

For instance by sharing the network and facilities. The Municipality of Rotterdam has already told us it will provide optimal support, such as a radio studio in the city centre, next to the Eurovision Village. A fantastic contest also deserves the best reporting!”



Ib Haarsma
Chief editor RTV Rijnmond



PHOTO: PETER SCHMIDT

de Maas

**PARIJS
IS
NOG VER!**

Joop Zcetemelk

CITY BRANDING

Rotterdam: canvas for creative city dressing

IS THE CITY/REGION ABLE TO PROVIDE THE REQUESTED CITY BRANDING?

Rotterdam intends to focus intensively on city branding and city dressing and is able to provide the requested branding.

HOW MUCH EXPOSURE CAN THE CITY/REGION COMMIT TO?

See the main text for the proposed use of resources.

Rotterdam: canvas for city dressing

Rotterdam has a rich, creative tradition of city branding and city dressing, dating back long before those terms had even been coined. In association with Rotterdam advertisers, artists and craftsmen, remarkable events are showcased, ranging from the [National Energy Demonstration in 1955](#)¹ (Karel Appel created a mural) to the retrospective exhibition of Jean Paul Gaultier in Kunsthal, for which the Euromast, Erasmus Bridge and other icons were dressed in blue and white stripes. LEDs on the façades of eye-catching buildings portrayed a top footballer, racing cyclists and autonomous art expressions of events.

The pedestrian underpass of the Maastunnel (national monument) was covered in pink hearts to celebrate Valentine's Day. Due to its major success, the [Tunnel of Love](#)² remained open for a few extra days.

¹ bit.ly/rotterdam-manifestatie | ² bit.ly/rotterdam-love

Anything is possible

Nobody could fail to see that the Eurovision Song Contest is in Rotterdam, and the artists, visitors and organisation will know that they are in Rotterdam. The city will show what it stands for and offer creatives in the city a blank canvas to do the same. As a result, the Eurovision Song Contest brand and the character of Rotterdam will receive an optimal boost. Anything is possible in the creative space between stakeholder interests and advertising regulations.

50% of the budget will be used for the requested basic out-of-home resources, from screens and posters at airports to flags and bus stop posters in the city and the region. Rotterdam will invest the other 50% in striking, artistic city dressing.

The organisation expresses the wish that visible expressions will always include the Eurovision Song Contest logo, event branding and sponsor logos, EBU, the Host Broadcaster and the Host City/Region; Rotterdam is there for the latter. Make it Happen. philosophy and pay-off is the starting point.

In this regard it is important to make effective agreements, with the aim of a joint goal, and taking into account Rotterdam's advertising regulations.

POSSIBLE ROTTERDAM SPECIAL FEATURES

- Illumination of icons such as the [Erasmus Bridge](#)¹, the Hef and the Hofplein fountain
- The [KPN LED screen](#)² (70% of content edited by Rotterdam Make it Happen)
- Autonomous film on the [largest LED screen](#)³ in the world at Rotterdam Central Station
- [Euromast illumination & dressing](#)⁴
- [The Vlaggenparade](#)⁵
- Item on the square in front of [Rotterdam CS and Schouwburgplein](#)⁶
- Spectaculars on [Schouwburgplein](#)⁷; (4)
- Rotterdam Make it Happen site cases & Instagram campaigns

¹ bit.ly/rotterdam-erasmusbrug

² bit.ly/rotterdam-kpn

³ bit.ly/rotterdam-LED

⁴ bit.ly/rotterdam-euromast

⁵ vlaggenparade.nl

⁶ bit.ly/rotterdam-item

⁷ bit.ly/rotterdam-spectaculars



PHOTO: VOLLAERSZWART



ARTIST IMPRESSION DEPOT BOIJMANS VAN BEUNINGEN CMVRDV

CITY DRESSING (VARYING DURATION)

Rotterdam is keen to use the creativity of the city as a storytelling tool for the joint brand positioning, brand activation and showcasing of the innovative character of the Song Contest organisation and the city. The city is aiming to do this in association with creatives and makers (or fans) based in Rotterdam who correspond to the demand, which will mean that the people who love Rotterdam will be intrinsically involved in the event, and that they will gain a legacy in return.

Together with the organisation, the city aims to design the specifications with the basic principles that will form the basis for a City Dressing open call to the city. This will give Rotterdam artists (or fans) the opportunity to express their love for Rotterdam and the activation surrounding the Song Contest. Possible options include:

- **Countdown clock:** At Rotterdam CS, by the artist [Maarten Baas](#)¹ or on the [KPN LED screen](#)².

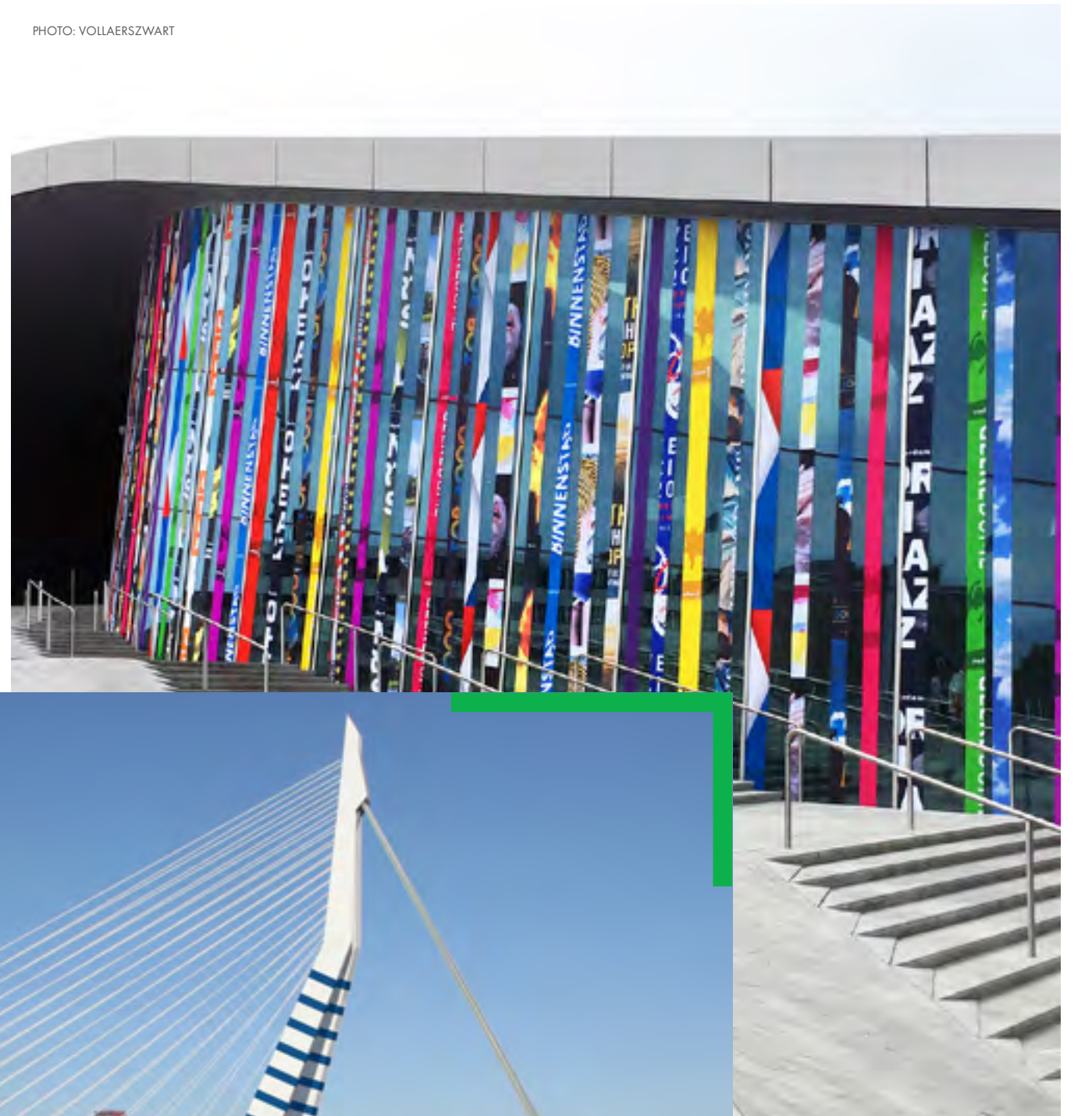
- **Opening ceremony:** The renowned Erasmus Bridge, or the city's most well-known street Coolingsingel, with a recycled gold carpet.
- **Flat roofs**³: The many flat roofs in Rotterdam around the venues offer a spectacular way to [welcome visitors](#)⁴
- **Trams:** Trams would use [augmented reality](#)⁵ to present the candidates to the public.
- **Video on De Rotterdam** ([example](#)⁶)
- **Brand activation** in association with Museum Boijmans Van Beuningen [Depot location](#)⁷.

¹ [bit.ly/rotterdam-baas](#) | ² [bit.ly/rotterdam-kpn](#)

³ [rotterdamsedakendagen.nl](#) | ⁴ [vimeo.com/173081464](#)

⁵ [bit.ly/rotterdam-tram](#) | ⁶ [bit.ly/rotterdam-video](#)

⁷ [boijmans.nl/depot](#)



CULTURAL PROGRAMME

Rotterdam is no outdoor museum with a finished back story – it is a city that is constantly innovating. The core values remain unchanged, such as the roll-up your-sleeves mentality, the international character and curiosity about what there might be to discover just over the horizon. Around this core, you have the chance to fulfil your dreams. Residents and entrepreneurs give shape to the city. This makes Rotterdam a must-see city. The city is also the ideal base for visiting other cities, nature, the coast, and attractions in the rest of the country. You can be there in no time: from the Maasvlakte beach and dunes of the Hook of Holland to the Royal City and Seat of Government, The Hague, and the Kinderdijk windmills.

IS THE CITY/REGION ABLE TO PROVIDE THE CULTURAL PROGRAMME?

Rotterdam is fully capable of portraying the story of the city and both the famous and less well-known gems of the Netherlands by means of a diverse cultural programme.

WHAT COMPONENTS DO YOU INTEND TO INCLUDE IN THIS CULTURAL PROGRAMME?

The following themes constitute an initial design of a possible programme and serve as inspiration. For this reason the emphasis is on undiscovered gems. In a later phase, partners and colleagues in Rotterdam and the diverse cities and regions will be involved in designing this programme. In any case, it should include the well-known highlights of the city and the country.

ARCHITECTURE & URBAN PLANNING

Rotterdam breaths Architecture: 4 icons + history

All the famous buildings in one compact guided tour of both the outside and inside of superb architecture in the North and South of the city.

- The Market Hall
- Rotterdam Central Station
- De Rotterdam
- Timmerhuis
- Cube houses

Coolsingel: secrets of an urban boulevard

Coolsingel is being renovated to a design by the world-famous Rotterdam agency WEST 8. Discover the history of this iconic street and visit architectural highlights.

INNOVATION & RESILIENCE

Recycled Park & Rotterdamsche Confituur: world-changing innovation

Learn how plastic from the Maas forms the basis for floating platforms, and visit a social enterprise that introduces artisan products to the market with the help of a vulnerable social group in Rotterdam.

Designer bags and naughty baristas

Drop in to bag designer Susan Bijl who is an indispensable part of the Rotterdam street scene with her new shopping bag. Followed by a visit to Heilige Boontjes: a reintegration project by a former policeman, a social worker and a coffee expert based in the former police headquarters.

WORLD PORT

Port tour

The energy transition, raw materials transition and digitisation are changing the world around us and exerting a major impact on the Port of Rotterdam and the industry complex. Take a guided tour with the Rotterdam Port Authority and find out everything that goes into making Europe's largest port the smartest and the best.

Rotterdam Makers District: M4H & RDM

Follow the line on the map from the first Oude Haven in the direction of Westen to the state-of-the-art Maasvlakte 2, for the history of the area, design and scope of Rotterdam's ports. Merwe Vierhavens is situated halfway along, opposite the Waalhaven/Heijplaat/RDM area. Both port areas are currently in different phases of transformation to fulfil their new functions.

RDM is the Innovation District and M4H is the new Makers District. A visit to M4H reveals the potential of this rough and really exciting area, including visits to pioneering makers like Daan Roosegaarde, Joep van Lieshout, Buurman and GROUPE. RDM (Rotterdamsche Droogdok Maatschappij) demonstrates its successful transformation from a dry dock into the Innovation hub, including visits to the established University of Applied Sciences, high-tech & environmental organisations such as Ampelmann, Waste Shark, Makerspace and H2Energylab.



PHOTO: OSSIP VAN DUIVENBODE





INTO THE NEIGHBOURHOOD

Wilhelminapier & Katendrecht

Explore the Wilhelminapier, former base of the Holland America Line and now one of the architectural calling cards of the Netherlands.

Katendrecht, a peninsula with an illustrious past: formerly Chinatown, the sailors district and the red light district, now a vibrant part of the city with a few rough edges.

Multi-Culti Coolhaveneiland

Accompany a first-rate guide, a historian who grew up on the dynamic Coolhaveneiland and still lives there today, and learn about this working class district, about multicultural diversity and trendy/artistic developments.

ART, CULTURE & DESIGN

The Museumpark in Rotterdam speaks for itself with 'residents' such as the Museum Boijmans Van Beuningen, the new, gleaming Depot, Kunsthal, Het Nieuwe Instituut, Museum Chabot, Sonneveld Huis and the Natuurmuseum.

@theArtist – meet artists IN their studio

Personal encounters with creative spirits at unique spots in the city: often transformed traditional school buildings with high ceilings and windows in the midst of residential districts. Creating thrilling and synergetic places in the city.

Rotterdam Street Art Route

A route spanning seven kilometres through the centre of Rotterdam along 28 murals that you can follow with the help of an [app](#)¹.

¹ rotterdam.info/locaties/rotterdam-street-art-route

GO DUTCH!

UNESCO World Heritage Kinderdijk & the Van Nelle Factory

The nineteen windmills of the Unesco World Heritage Kinderdijk are world-famous. The former Van Nelle Factory is the principal industrial monument in the Netherlands, and was named a UNESCO World Heritage site in June 2014. The factory, designed by Brinkman & Van der Vlugt, is a classic example of 'Nieuwe Bouwen' ('New Construction'), and was constructed between 1927 and 1930.

Keukenhof, the garden of Europe

The world-famous Keukenhof is only open a few months of the year, and the period of the Song Contest may partially coincide with it.

Delta works – the ultimate example of Dutch engineering

The storm barrier plan was designed after the North Sea Flood of 1953: a technical and architectural gem that protects the entire Province of Zeeland and a large part of the Netherlands from storm surge.

Amsterdam

A day trip to the historic city centre of Amsterdam is incomplete without a boat trip and a visit to the Anne Frank house.

PHOTO: IRIS VAN DEN BROEK



PHOTO: NBTC ©



PHOTO: NBTC ©



PHOTO: NBTC ©





"THIS IS A STUNNING INTERNATIONAL EVENT THAT IS PERFECT FOR ROTTERDAM. THE IMMEDIATE SURROUNDINGS OF ROTTERDAM HAVE A LOT TO OFFER, INCLUDING THE OLDEST CITY IN HOLLAND, DORDRECHT. SO WE ARE KEEN TO EXPRESS OUR SUPPORT," CONCLUDES THE MAYOR OF DORDRECHT.



**Wouter Kolff, Mayor of Dordrecht
Algemeen Dagblad 03-07-2019**

SPORT

Sportbedrijf Rotterdam

Sportbedrijf Rotterdam is the largest sports venue operator in the Netherlands. From gyms and sports halls to athletic tracks, hockey pitches and swimming pools, Sportbedrijf strives to get all Rotterdammers moving.

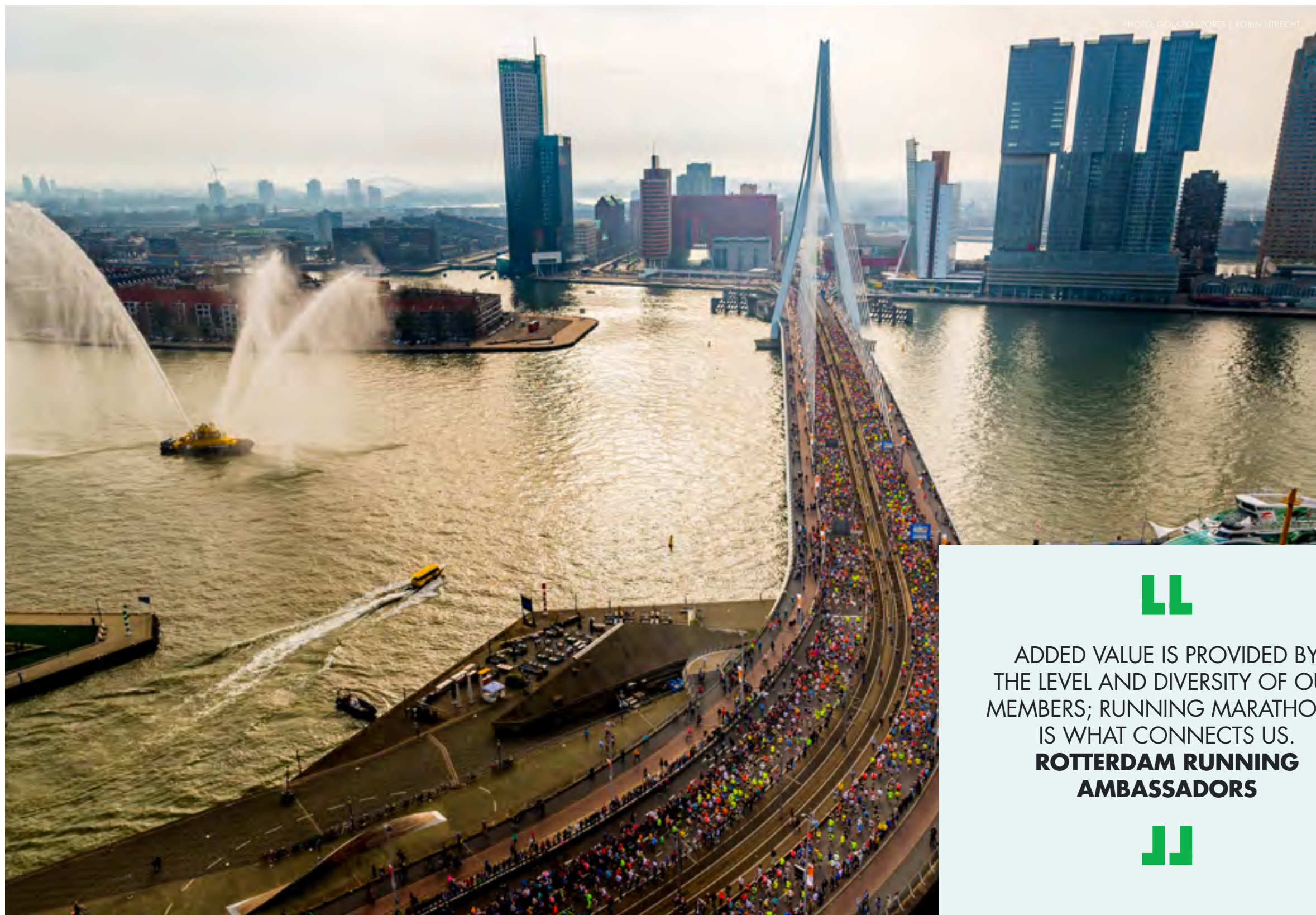
During the Song Contest, Sportbedrijf will organise all kinds of activities to introduce participants and visitors of the Eurovision Song Contest in Rotterdam to sport in the city. Whether the activity is a sports festival, jump festival or health-fest: the sports venues are the perfect fit. Sportbedrijf offers a range of different sport clinics, thanks to its contacts with virtually all the sports organisers in Rotterdam. For this purpose it is creating a special Song Contest Sports Pass that allows you to participate in Dance Clinics in the new Kunstenpand, 'Apenkooien' (game of tag in which you aren't allowed to touch the ground) in Sporthal de Sportmotor, Boot Camp Clinics at Sportplaza Zuiderpark and Aqua Jump in Zwemcentrum Rotterdam.

Sportbedrijf aims to contribute to the Eurovision Song Contest in Rotterdam by focusing on young people. Because 'Sport makes every day better!'

Rotterdam Running Ambassadors

The Rotterdam Running Ambassadors will invite delegations and the press for a morning run through Rotterdam. The Rotterdam Running Ambassadors (RRA) is a business network of runners who live and/or work in the Rotterdam Region. They are a broad reflection of Rotterdam's business community and Rotterdam's public and semi-public sector. Each member is able to make a contribution to the development and promotion of the city based on his or her managerial or independent position.

The ambassadors combine their greatest passions: running, networking and their love of Rotterdam. They will lead the run like real guides, with the support of professional trainers from the network who will ensure an agreeable and safe workout. Rotterdam has some wonderful running routes along the river, through the city centre or one of its many parks.



ADDED VALUE IS PROVIDED BY
THE LEVEL AND DIVERSITY OF OUR
MEMBERS; RUNNING MARATHONS
IS WHAT CONNECTS US.
**ROTTERDAM RUNNING
AMBASSADORS**





FINANCIAL CONTRIBUTION

WILLINGNESS TO PROVIDE ASSURANCE BY MEANS OF A BANK GUARANTEE

The Municipality of Rotterdam, taking into account the decision of the Municipal Executive on 2 July 2019 and the Municipal Council on 9 July 2019, hereby declares that it shall fulfil the obligatory commitments as formulated in this bid book on 10 July 2019.

This declaration is to be considered suitable guarantee pursuant to Article 171 of the Municipal Act. In addition to this surety, the Municipality of Rotterdam has also taken out the relevant insurance policies.

SPONSORING

The Municipality of Rotterdam and Rotterdam Partners have recently been in contact with the business community to gauge its interest in a possible collaboration related to the ESC. There is considerable interest in contributing in various ways, both in the material sense and in kind. Members of the Rotterdam Make It Happen brand alliance and the brand partners have also expressed their interest. Rotterdam intends to connect these and other parties who want to collaborate with the Host Broadcaster and EBU. Conversely, Rotterdam asks for

a substantial part of the contribution made by these parties to be used for activities that are freely accessible to visitors and residents of the city, for instance for additional investments in the Eurovision Village programme.

STUDYING THE ECONOMIC IMPACT

Yes, Rotterdam intends to have a study conducted of the (economic) impact of the Eurovision Song Contest 2020 and is also willing to share the results with the ESC organisation.



PROJECT MANAGEMENT

Rotterdam has an excellent, multiple award-winning event sector consisting of around 5,000 professionals and thousands of volunteers.

DOES THE HOST CITY/REGION HAVE EXPERIENCE WITH THIS KIND OF PROJECT ORGANISATION?

Every year Rotterdam hosts more than 1,500 small events and 65 major events. The municipality facilitates security and emergency services. A high level of professional quality is provided in effective cooperation with the Municipality of Rotterdam and its partners. In addition to the annual events, Rotterdam also has experience with large-scale, one-off events. Some of these large events that involve this kind of project organisation are:

Grand Départ Tour de France 2010

- 865,000 visitors
- Visitors rated the event an 8 (on a scale of 1 to 10)

Rotterdam Unlimited (3-day, summer carnival) – annual

- Since 2012
- 500,000 visitors every year

NN Marathon Rotterdam – annual

- Largest marathon in Europe; for 20 years now it has been the most-visited sporting event
- Since 1981
- 950,000 spectators and 45,000 participants in 2019

World Port Days Rotterdam (3-day maritime festival) – annual

- Since 1935
- 380,000 visitors
- wereldhavendagen.nl

• International Film Festival Rotterdam – annual

- Since 1972
- 327,000 visitors per edition
- iffr.com

IS THE HOST CITY/REGION ABLE TO PUT TOGETHER A SUITABLE PROJECT ORGANISATION?

Yes.

IF SO, WHO WILL MANAGE THE PROJECT ORGANISATION?

An urban project team (the municipality, Rotterdam Ahoy, Rotterdam Partners, Rotterdam Festivals).

SUSTAINABILITY POLICY

Sustainability is high on the agenda in Rotterdam and its specifics crop up in various parts of this bid:

- [Resilient](#)¹
- [Circular](#)²
- [RUGGEDISED](#)³

You can find more information on rotterdam.nl/wonen-leven/duurzaam.



**ROTTERDAM.
MAKE IT HAPPEN.**

**ROTTERDAM
PARTNERS**

Rotterdam, August 2019

This is a production by Rotterdam Partners commissioned by the Municipality of Rotterdam for the Eurovision Song Contest 2020. Its contents have been compiled with the support of Rotterdam Ahoy and Rotterdam Festivals.

Cover photo: Iris van den Broek



City of Rotterdam

Municipality of Rotterdam
P.O. Box 70012
3000 KP, Rotterdam

www.rotterdam.nl



Rotterdam Ahoy
P.O. Box 5106
3008 AC, Rotterdam

www.ahoy.nl