

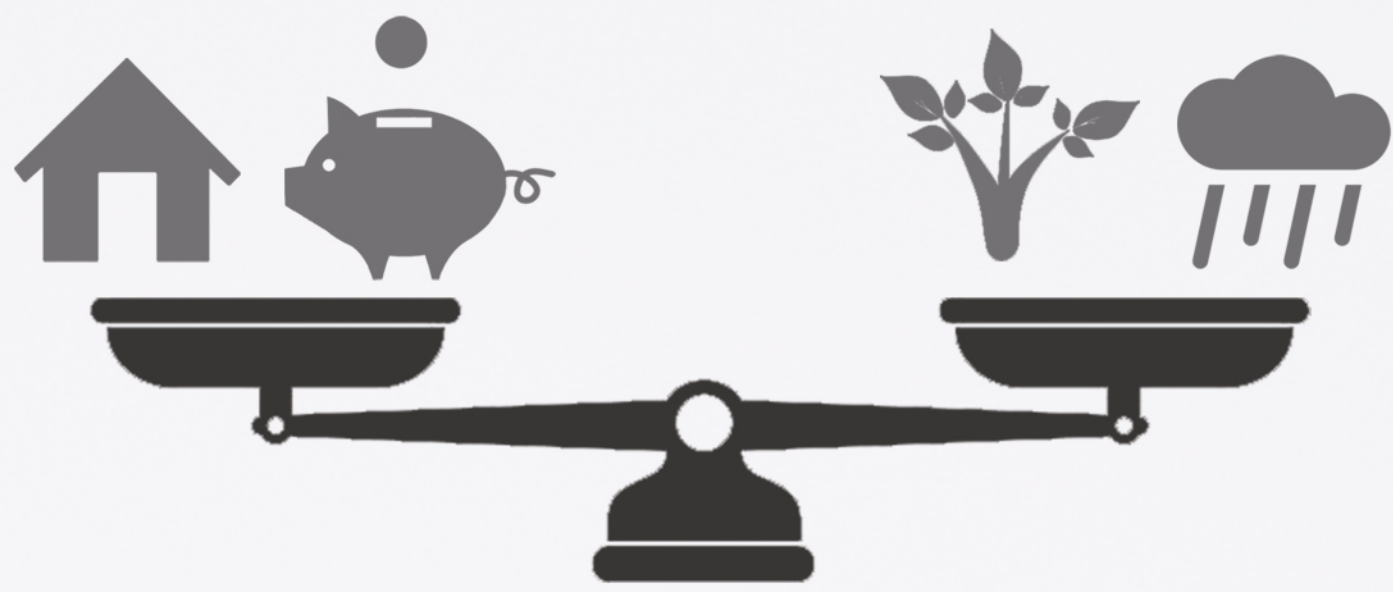
CHALLENGING THE CONCEPT OF SUSTAINABILITY TO PERFORM GLOBAL ACTIONS: ROTTERDAM AS A CASE STUDY

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CONCEPT OF SUSTAINABILITY



GLOBAL URGENT CALL FOR ACTION

SUSTAINABLE DEVELOPMENT GOALS



SOURCE: LEDEB, B. VANDERKAM, I. (2019). SUSTAINABLE DEVELOPMENT GOALS IN WINNING SUSTAINABILITY STRATEGIES. PALGRAVE MACMILLAN CHAM.

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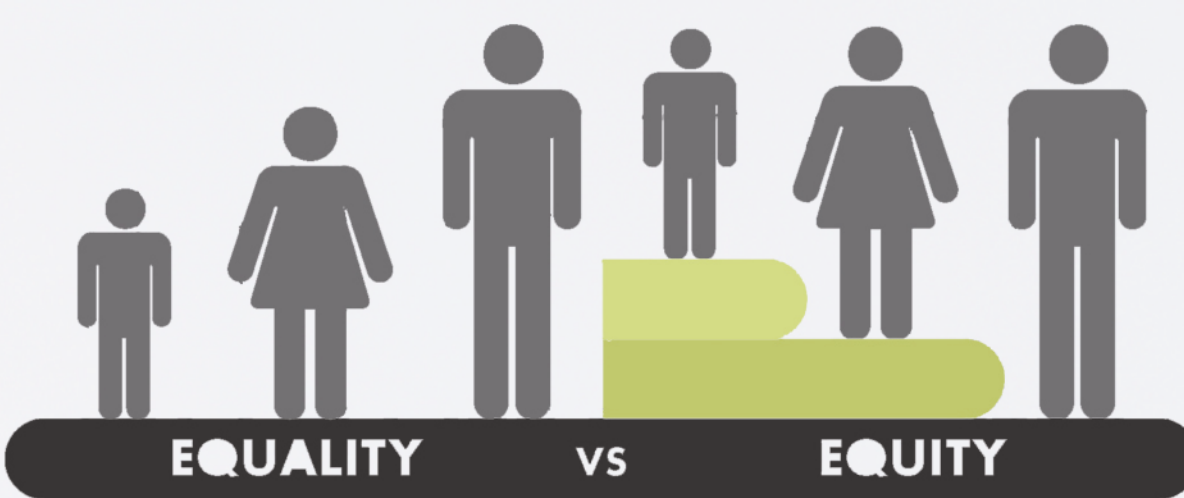
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OVER THE PAST FEW YEARS, THE CONCEPT OF SUSTAINABILITY HAS GROWN IN POPULARITY INCREASINGLY CONFIGURING ITSELF AS THE BEST POSSIBLE BALANCE BETWEEN HUMAN (SOCIAL AND ECONOMIC) AND ENVIRONMENT NEEDS, FOR NOW AND THE FUTURE.

DESPITE THE GLOBAL URGENT CALL FOR ACTION REPRESENTED BY THE 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS), A CONCERTED EFFORT TO ACHIEVE SUSTAINABLE STANDARDS IS STILL MISSING. THE NEED TO STRUCTURE INTERNATIONAL FRAMEWORKS NEEDS TO ACKNOWLEDGE THE UNEQUAL STARTING POINTS OF COUNTRIES, RECALLING THE DIFFERENCE BETWEEN THE CONCEPTS OF EQUITY AND EQUALITY.



FOR DEVELOPING COUNTRIES STRATEGIES NEED TO BE TAILORED AS THEY NEED TO ADAPT, WHILE DEVELOPED COUNTRIES WILL NEED TO MITIGATE.



NEED TO ADOPT COMMERCIAL KPIS

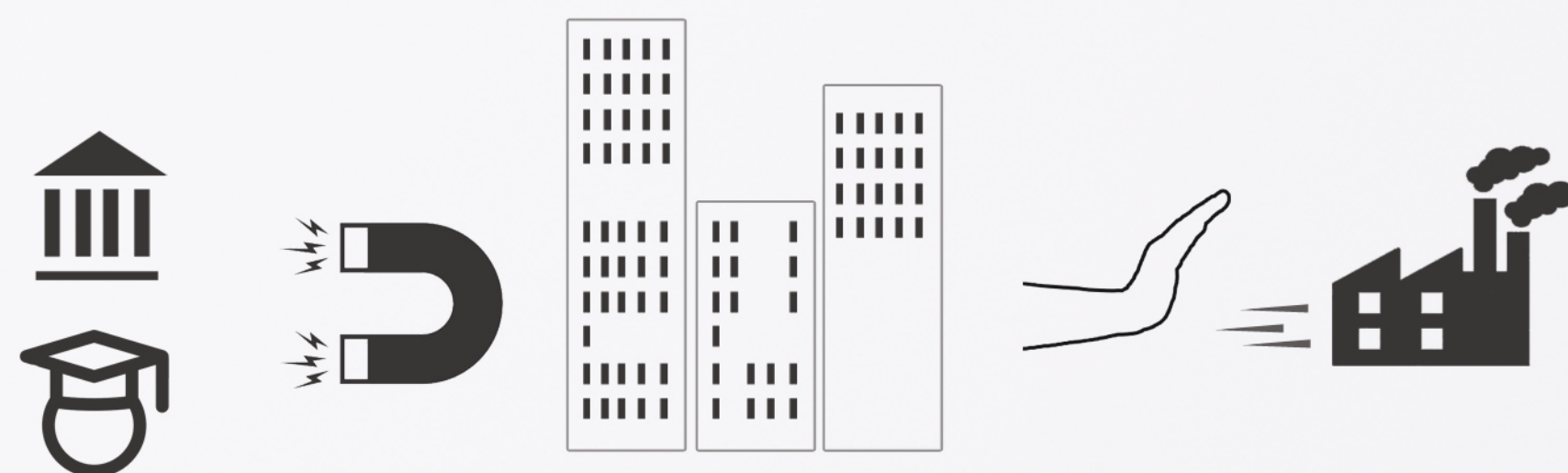
MUST BE TAILORED ON THE CONTEXT



CASE STUDY

ROTTERDAM, THE NETHERLANDS

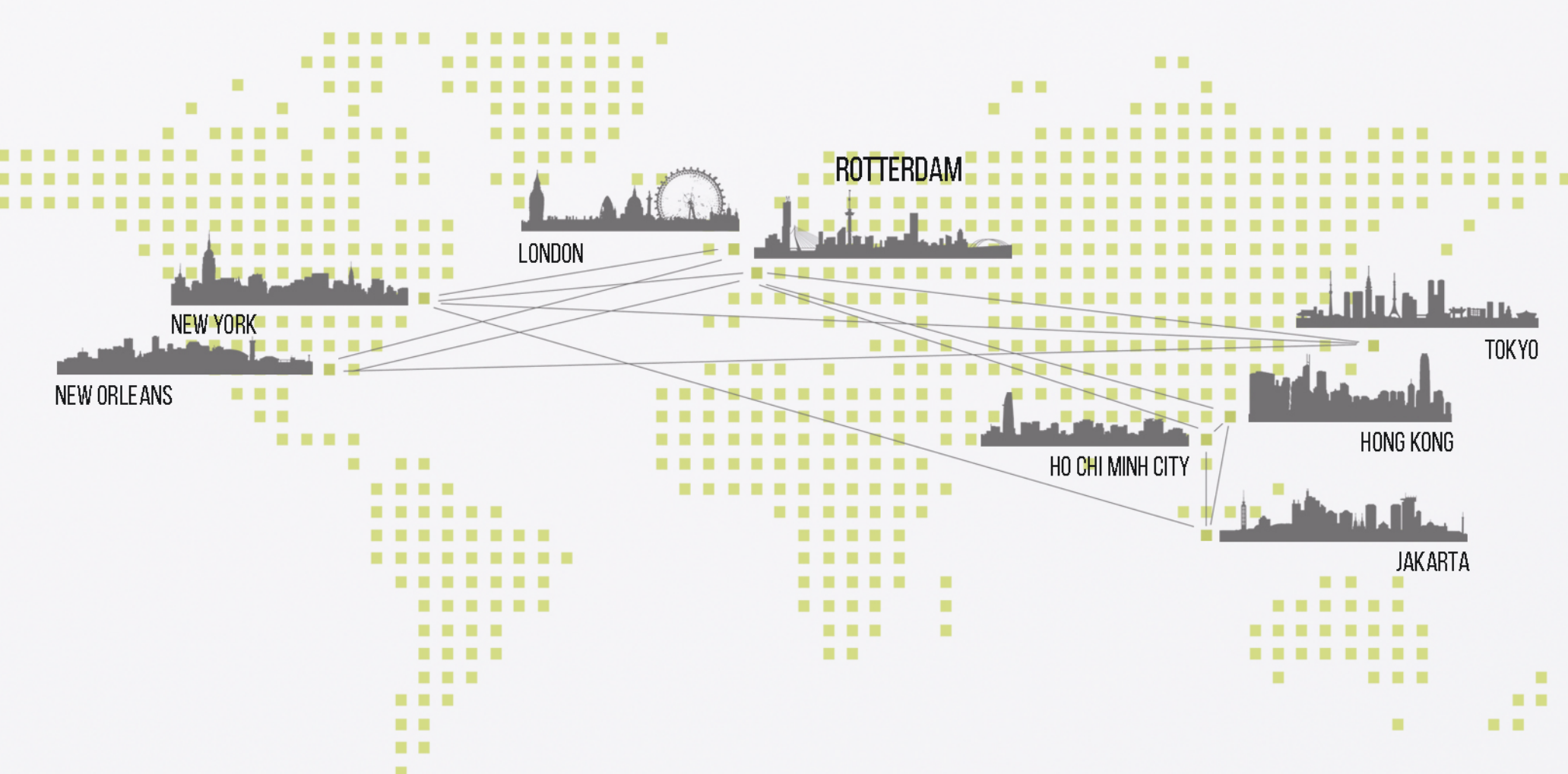
THE CITY OF ROTTERDAM IS PROGRESSIVELY DEALING WITH A PROCESS OF URBAN TRANSFORMATION WHICH IS ALLOWING TO MOVE AWAY FROM ITS INDUSTRIAL PAST AND TO APPROACH TO A PROFILE AS CULTURAL CAPITAL.



THIS PATH IS PUT IN PLACE THROUGH CONCRETE STRATEGIES ABLE TO COPE WITH SUSTAINABILITY MATTERS AT A GLOBAL LEVEL, SINCE THE CITY IS PART OF THE SO-CALLED 'DELTA CITIES NETWORK', SHARING BEST PRACTICES WITH SIMILAR HUBS MAINLY ABOUT THE ISSUES OF SEA LEVELS RISING AND FLOODING.



AT A LOCAL LEVEL THE CITY IS ADDRESSING SUSTAINABILITY BY DEALING WITH THE DIFFICULTY OF SUPPLYING DRINKING WATER AT THE SAME TIME, AMONG OTHER ISSUES.



DIFFICULTY OF SUPPLYING DRINKING WATER



97.5% SALTWATER
2.5% FRESHWATER

EXCESS OF WATER FLOODING



WITH A BROAD SUSTAINABLE STRATEGY IN MIND, ROTTERDAM IS PUTTING IN PLACE AN ADAPTIVE STRATEGY, WHERE OLD QUAYS AND DYKES WILL BE REINFORCED IN THE COMING YEARS AND WILL BE ABLE TO COPE FLEXIBLY WITH INCREASING SEA LEVELS. WATER MANAGERS AND URBAN DEVELOPERS WILL WORK TOGETHER, USING THEM, AS CONNECTORS, BECOMING PARKS, CYCLE ROUTES AND PATHWAYS. GREEN ROOFTOPS, 'WATER SQUARES', ALTERNATIVE FORMS OF WATER STORAGE ARE ALSO PART OF THE STRATEGY FOR THE FUTURE DEVELOPMENT OF THE CITY.

IT CLEARLY EMERGES, THEN, THE NEED TO STRUCTURE INTERNATIONAL FRAMEWORKS FOR ACHIEVING SUSTAINABILITY GLOBALLY BUT ACKNOWLEDGING THE UNEQUAL STARTING POINTS THAT THE DIFFERENT COUNTRIES NEED TO FACE AND TAILORING THE STRATEGIES ACCORDINGLY, RECALLING THE DIFFERENCE BETWEEN THE CONCEPTS OF EQUITY AND EQUALITY.