

# Crafting Resilient Neighbourhoods

## The Role of Urban Manufacturing in Feijenoord



**FEYENOORD CITY**

# The story behind Oxious Talent Factory

Eight years ago Esther Smit felt the urge to break new ground. Caught up in the existing education system, the desire to take a more creative path grew. The turning point came unexpectedly during a visit to a promotional items fair, where the abundance of cheap and uninspired products left a deep impression. Fueled by a search for quality and social inclusion, she met Loes, a fellow entrepreneur with a similar background in education and a shared desire for change. Together they founded Oxious, which stands for Oxygen and Conscious. They made social impact by achieving economic autonomy for women in a remote village in Turkey by selling high-quality textile products from waste material.

Oxious grew into a powerful symbol of circularity and inclusion. Oxious' success was crowned with a B-Corp certification, a prestigious title awarded only to companies committed to positive change. For the founders, this was just a beginning. Inspired by the need for transparency and inclusiveness in the business world, the idea for Oxious Talent Factory was born. Here, people from disadvantaged communities in Rotterdam are given the opportunity to develop their skills and find a place in the modern economy. Through training and support, these hidden talents are given the chance to allow their original craft in the textile industry to flourish and build a sustainable livelihood. They exclusively utilize textile waste to diminish waste within the industry and prevent textile destruction. Ultimately saving tons of CO<sub>2</sub> and millions of litres of water each year.

Oxious Talent Factory

# Collaboration



Oxious' collaborations extend across different sectors and contribute to the social and circular development of both Rotterdam and beyond. A promising example of these collaborations is the upcoming production for Zeeman, where Oxious is developing a clothing line from old service clothing. In addition to up-cycling, Oxious is also engaging in repair work, having been commissioned to perform all repairs for Jeans Centre. These initiatives reduce waste streams in the textile industry, while at the same time providing employment opportunities for participants and trainees from local schools. Oxious' employees learn the Dutch language from the trainees while simultaneously sharing their expertise in craftsmanship with the students.

In addition, Oxious has close ties with various institutions and companies within Rotterdam. In times of heavy workload, some tasks are outsourced to Textielmakers, located in the same area. A fruitful collaboration also exists with Rotterdam Inclusief, the municipality's social workplace with a textile department. These strategic alliances allow Oxious not only to increase its production capacity, but also to have a positive impact on the local community and economy.

Another notable example of collaboration is the assignment Oxious did for KPN. Students from various fashion courses at Zadkine were challenged to come up with a new life for old mechanics' clothing. Oxious then took on the production of these designs, resulting in a unique chain collaboration, entirely local and focused on sustainability.

*“Our employees learn the Dutch language from the trainees while simultaneously sharing their expertise in craftsmanship with them.”*

# Social Inclusion

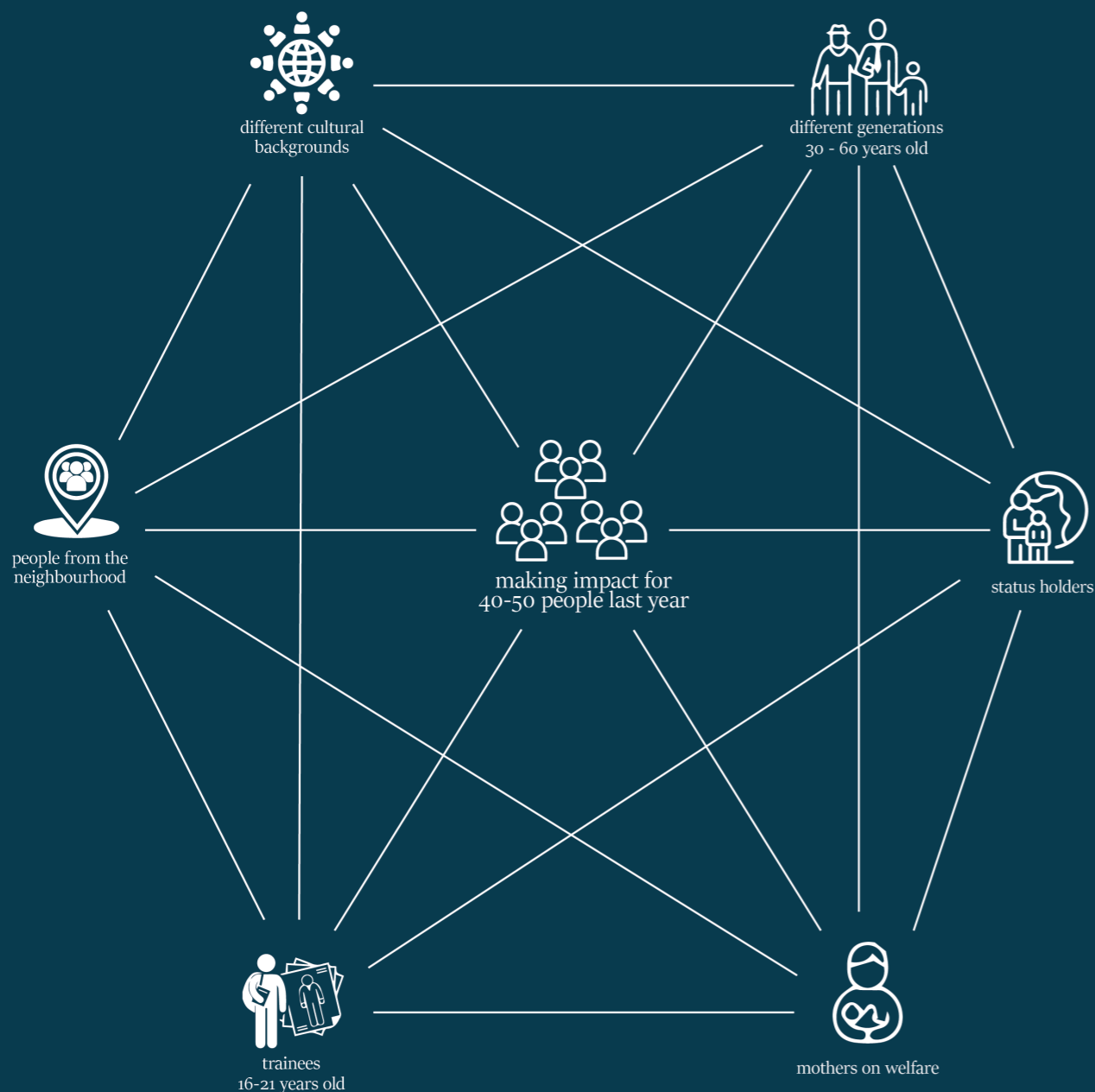


Image by author

*“If you start doing something like this somewhere outside the city, 90% of the people who work here just drop out.”*

Oxious provides opportunities to a broad and diverse group of people who are often overlooked in the traditional economic system. An important aspect of Oxious’ mission is to offer employment opportunities to people who would otherwise not be able to find work. A large proportion of these workers come from textile-producing countries, where they often possess a wealth of knowledge about textiles but have few opportunities to use these skills. Many of them have low levels of education; some have not even completed primary schooling. They come from families with large numbers of children, where working from a young age is often the norm.

What these workers have in common is a hidden talent and craft that is often overlooked in the traditional job market. At Oxious, they are seen and valued for their skills, regardless of education level or background. Many of them come from the local neighbourhood and are attracted by the approachability. Some pass by out of interest, start as volunteers and then grow into paid positions. This approachability is essential to becoming part of the neighbourhood.

Esther points out that if you start doing something like this somewhere outside the city, 90% of the people who work here just drop out.

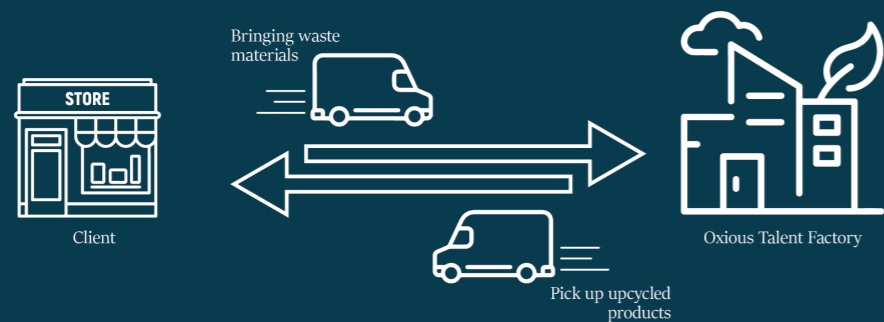
The diversity of workers at Oxious is remarkable. From young to old, from mothers on welfare to people who have retired, Oxious’ workforce reflects the diversity of the city of Rotterdam itself. By collaborating with local schools and initiatives, there is a valuable cross-pollination of knowledge and experience. Young and old generations work side by side, various cultures and backgrounds come together in a common goal. Based on this concept, Oxious made social impact for 40-50 people last year.

At Oxious, it is believed that inclusiveness and respect for each other’s basic norms and values are the foundation for a healthy and prosperous community. Embracing these principles grows not only the company, but also the people who work there. Oxious represents a new kind of economic model, where all generations and cultures come together to build a better future. According to Esther, this is how it should be, not only in the city of Rotterdam, but everywhere.

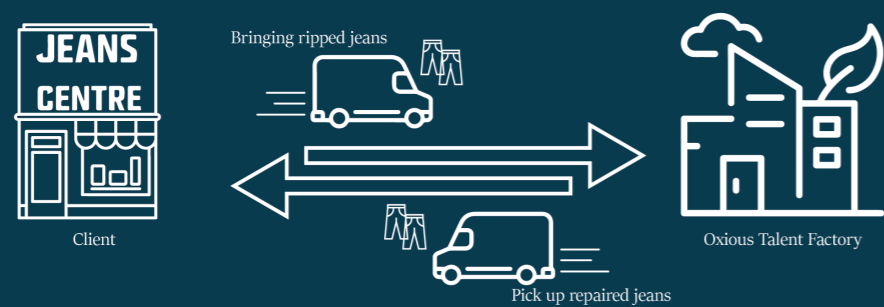
# Logistics



Almost all employees live in the neighbourhood and rarely use the car for their commute.



Supply and removal of materials is highly variable and not every week



Possible future: a van is scheduled to arrive monthly to deliver damaged jeans and collect the repaired ones for distribution

The logistics of supply and disposal of materials is highly variable at Oxious Talent Factory and is tailored to the scale of production. Large trucks are almost never used because of the small scale and absence of very large machines. The delivery of textiles is therefore mainly done in smaller streams and are often delivered by the customer itself in a van. Waste streams can be disposed of with similar vans. For larger productions, as for example for Jeans Centre, the logistics are planned in such a way that once a month a van comes to deliver broken pants and take away the repaired pants. This ensures efficient handling of logistics flows with no daily in and out. The business therefore has a limited impact on the

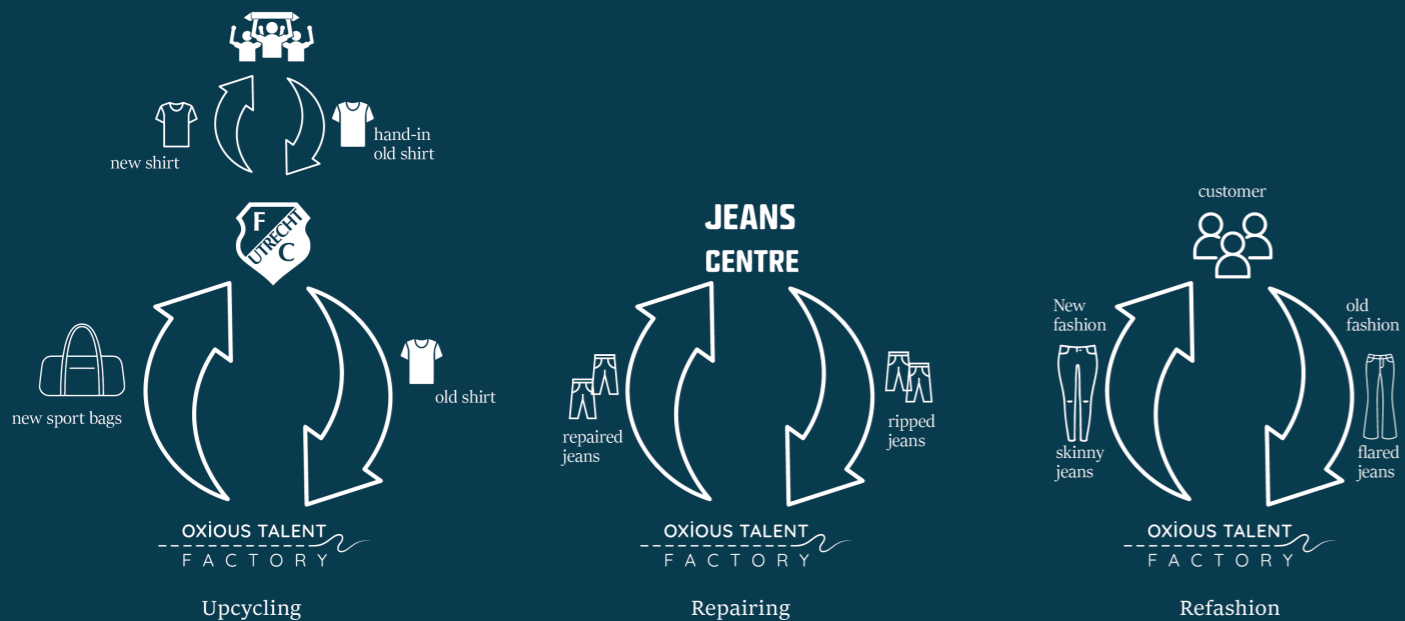
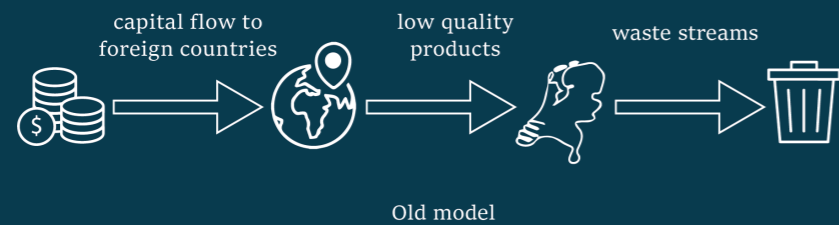
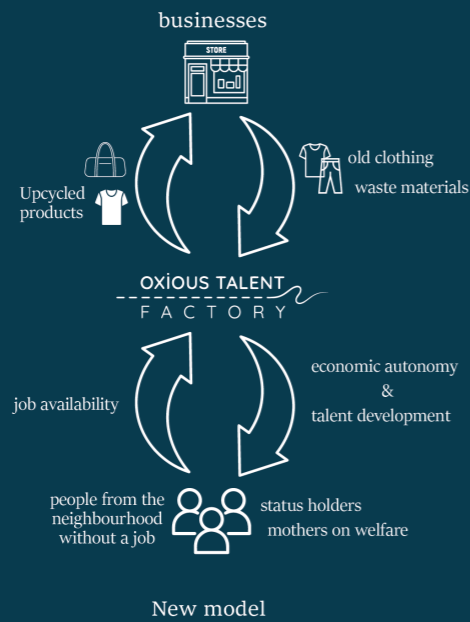
environment and can be combined well with residential development. Because the industry is relatively clean, factors like noise and odour pollution are also not significant.

Moreover, the company is located on the edge of the neighbourhood where there is a high labour potential. Therefore, almost all employees live in the neighbourhood and rarely use the car for their commute. Many employees travel to work on foot, by public transportation or by bicycle. This minimizes logistical pressure on the surrounding area. Proximity to the workplace contributes to an inclusive workforce and minimizes the need for longer commute distances, giving the company a positive impact on the local community and environment.



Source: [www.oxioustalentfactory.nl](http://www.oxioustalentfactory.nl)

# Circularity



*“Transforming waste into local wealth can revolutionize our economy while offering sustainable solutions and fostering community engagement.”*

Oxious Talent Factory has a unique approach on sustainability by addressing the issues of textile waste and socioeconomic exclusion. In the Netherlands alone, we produce around 300 million kilos of textile waste annually. At the same time, a significant portion of the population in cities such as Rotterdam does not actively participate in the economic system. However, many of these people have in-depth knowledge of textile production, which so far has not been fully utilized.

for cheap production, which often results in low-quality products that wear out quickly. Instead, the company advocates to utilize local waste streams to generate economic value within the community. By employing local labour and craft skills, the company transforms waste into high-quality products, which not only boosts the local economy, but also contributes to a more sustainable society.

By combining these two systems, Oxious Talent Factory creates jobs for these communities and generates economic value from waste. This approach encompasses various aspects of circularity, including repair, up-cycling and refashioning. By repairing damaged items, reusing materials and redesigning old clothing, the company helps to reduce waste and extend the life of products.

With expected regulations banning textile incineration and imposing waste taxes, the industry faces new challenges. Oxious Talent Factory recognizes the need to develop innovative solutions for managing textile waste streams. By anticipating these regulations and focusing on circular practices, the company strives to be a leader in finding sustainable solutions for textile waste.

At the same time, Oxious Talent Factory criticizes the current system of investing capital in other countries

# The Makerspace



Image by author



The company requires a flexible business space capable of accommodating a range of activities, spanning from manufacturing to design and repair. Ideally, a business space ranging between 600 and 800 square meters would be sufficient to house these operations. Within this space, distinct sections would be designated to facilitate the entire production process. An area dedicated to storage and selection is required for sorting and collecting waste materials from suppliers. The design area serves as a testing ground for new concepts and provides a workspace for trainees to complete their assignments. The preparation for fabricating new bags and clothing entails the use of large textile cutting machines to trim and cut textiles before they are sewn in the atelier. This area could potentially be shared with other studios. Furthermore, the sewing atelier can

be subdivided into different sections for various tasks such as upcycling, repairing, textile confection, and refashioning. Additionally, in response to the aspirations of some employees to establish their own sewing studios, smaller and more flexible ateliers are included in the plan.

In terms of visibility and accessibility, the company envisions a future with a striking glass facade that invites people that walk by to peek inside, generating curiosity among visitors. Furthermore, they aspire to create a space where B2B and B2C activities intersect, allowing consumers not only to purchase products but also to gain insight into the behind-the-scenes processes. For instance, a specialized repair workshop for Jeans Centre could be prominently featured to promote sustainability and raise awareness.

## Collaboration

Feyenoord City



- Textielmakers
- NouJJ!

Rotterdam



- Rotterdam Inclusief
- Zeeman
- MBO Schools
- And more...

## Circularity

Circularity



- Reducing waste streams
- Up-cycling textile
- Refashion & repairing
- Creating awareness

## Social Inclusion

Background



- People from the neighbourhood
- Different cultural backgrounds
- Different generations
- Status holders & mothers on welfare

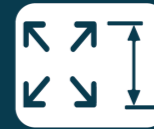
Social impact



- 40-50 people last year

## The Makerspace

Dimensions



- 700 m<sup>2</sup>
- Normal ceiling height
- Space divided in areas

Visibility



- Combining B2B & B2C
- Glass facade, invite people

Disturbance



- No disturbance

## Logistics

Commute



- Walking
- Cycling
- Public transport

Supply



- No trucks needed
- Small vans are used

Frequency



- A few times a month
- Not on a regular basis





Mosaic Art Studio

## The story behind Mosaic Art Studio

Mosaic Art studio started in Hong Kong, where it was founded by a friend of Ibrahim Keskinilic. They met in China during their studies where they organized cultural activities alongside friends from diverse backgrounds. Through these experiences, they realized the importance of cultural exchange as a means of fostering understanding and connection between people. His friend moved to Hong Kong for work, where he simultaneously established the Mosaic Art Studio. A space where individuals with diverse backgrounds can come together to explore their creativity and learn about traditional art. The venture rapidly expanded, reaching locations across Taiwan, Australia, Canada, the United States. Eventually, Sevde and Ibrahim decided to open a mosaic art studio in the Netherlands.

The studio offers mosaic and ceramic painting workshops, exploring art forms deeply rooted in history and tradition. They strive to democratize these arts, making them accessible to everyone. The main idea is to empower participants to create their own artistic piece within three hours. To achieve this, they develop concepts to guide the participants in a process of bringing traditional art to life in only a few hours.

# Collaboration

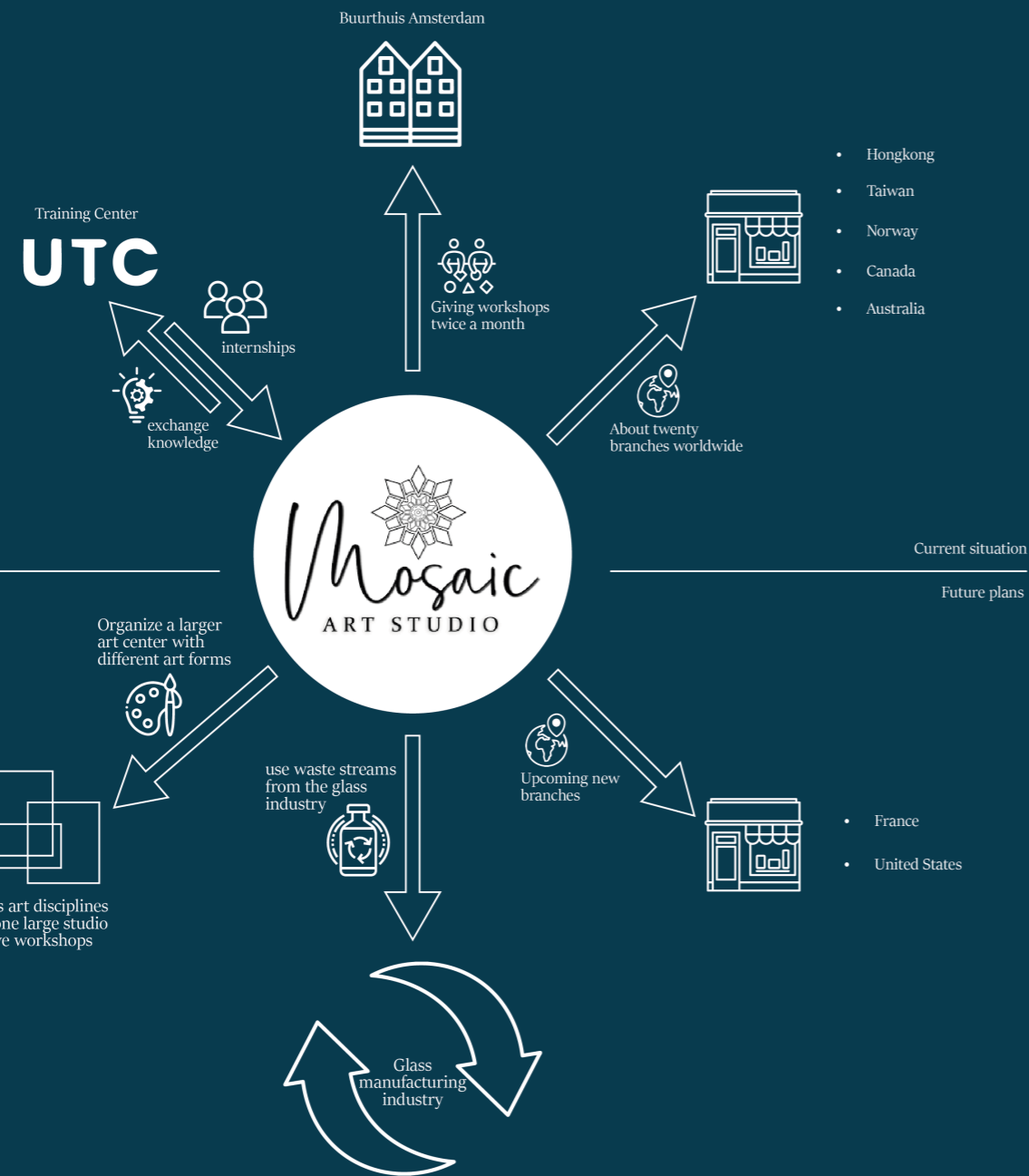


Image by author



Source: www.mosaicartstudio.nl

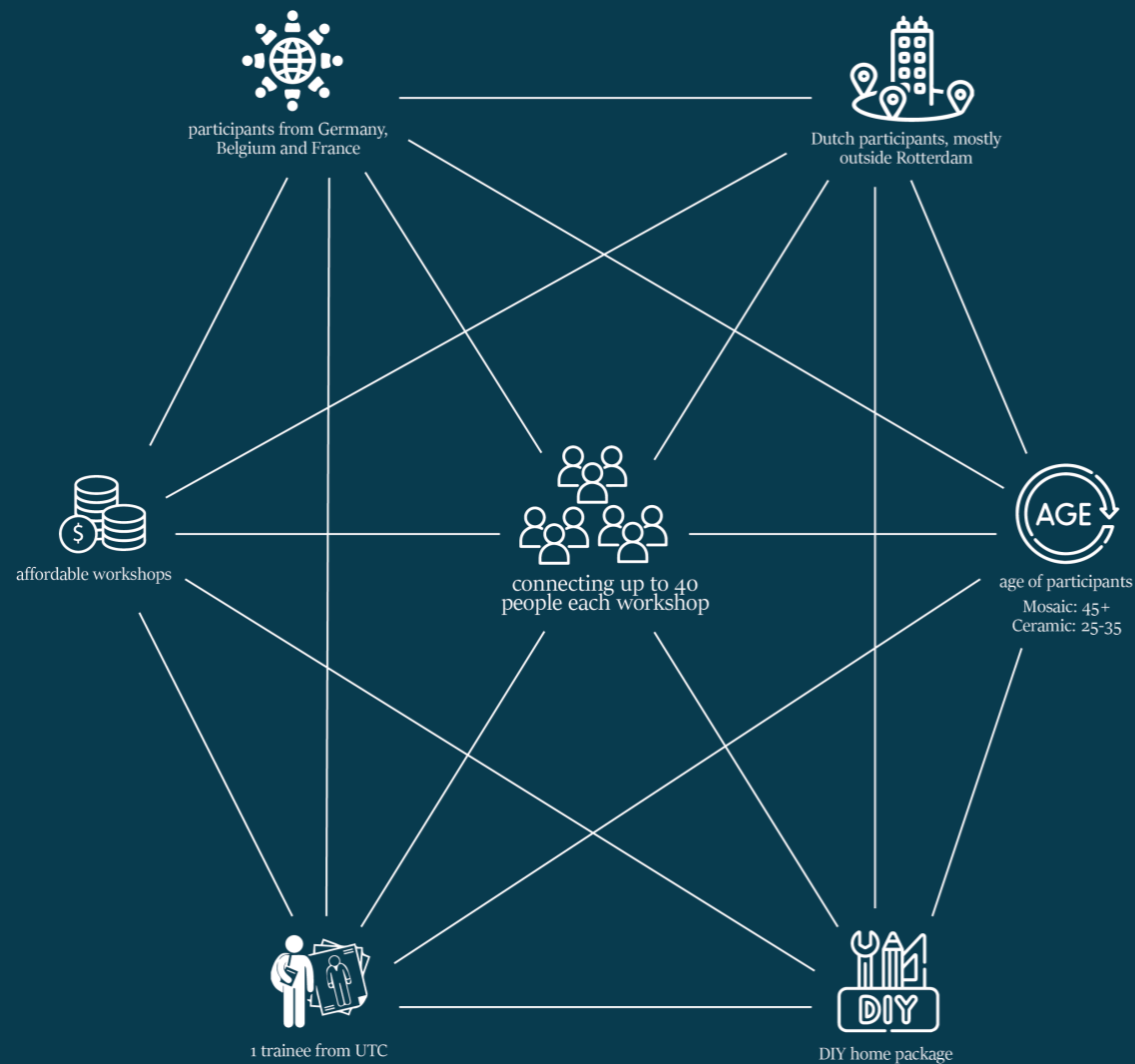
Although Mosaic Art Studio's network in the Netherlands is still developing, the company has already established some valuable collaborations. One of these partners is the UTC, an educational institution that focuses on young people from special education and practical training. These young people are ready for work, but may still need some extra support to connect well with the labour market or to find a suitable internship. Mosaic Art Studio cooperates with UTC by welcoming interns from them and providing them with the necessary guidance.

The company has a collaboration with a community centre in Amsterdam as well. Here, they regularly organize workshops. Mosaic Art Studio's future plans include creating a larger art studio where various art forms come together. This

would allow people from different disciplines to teach workshops and share spaces within one system.

In addition, Mosaic Art Studio is actively seeking a glass manufacturer willing to take over their glass waste and use it in the workshops. This initiative fits within their efforts to make their activities more circular and contribute to a more sustainable society.

*“There is a great lack of understanding each other’s cultural background, this is a problem in a multicultural context like the Netherlands.”*



Mosaic Art Studio is a company committed to social inclusivity by making art and creativity accessible to a wide audience. With reasonable priced workshops, they strive to lower barriers and promote participation. This inclusivity is further strengthened by offering do-it-yourself kits, allowing people to do the workshops at home. The original purpose of the workshops and art studio goes beyond creativity. It aims to bring people of different cultures together and let them learn about each other’s traditions through the traditional arts of mosaics and ceramics. In collaboration with UTC, a training centre in Rotterdam, Mosaic Art Studio also focuses on mentoring young people who are struggling to find work, giving them a chance to learn new skills and increase their chances in the job market.

Although the workshops are open to everyone, the founder notes that mainly people with a Dutch background participate. This can partly be attributed to a broader interest in art among Dutch people, but also to the financial resources they have available for such activities. It is notable that there are few

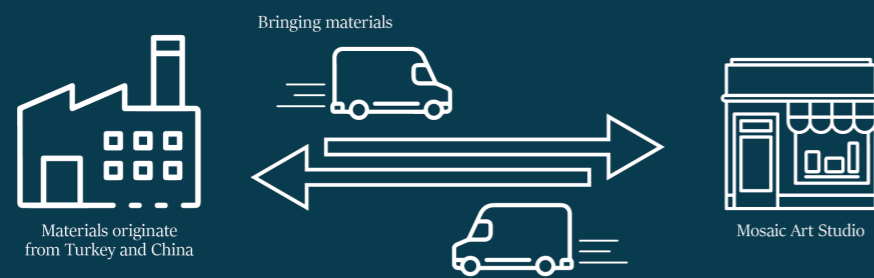
participants from the local community in Rotterdam, and even few from the city itself. While on the contrary, there are many participants from outside Rotterdam, even tourists from Belgium, France and Germany. Offering discounts through the Rotterdam Pass did attract more local participants. However, there remains room for growth in involving diverse communities and cultures from the city.

To improve this, the company is considering cultural evenings, inspired by previous experiences in Hong Kong, where people from different backgrounds were brought together to explore and understand each other’s cultures. Through such initiatives, Mosaic Art Studio hopes to further strengthen its mission of social inclusiveness and create a space where people of all backgrounds feel welcome and can participate in creative expression and intercultural exchange.

# Logistics



Almost all participants arrive by car, 4-5 parking spots are required



Supply of materials twice a year with a regular size van



A new delivery is planned by container (20ft)

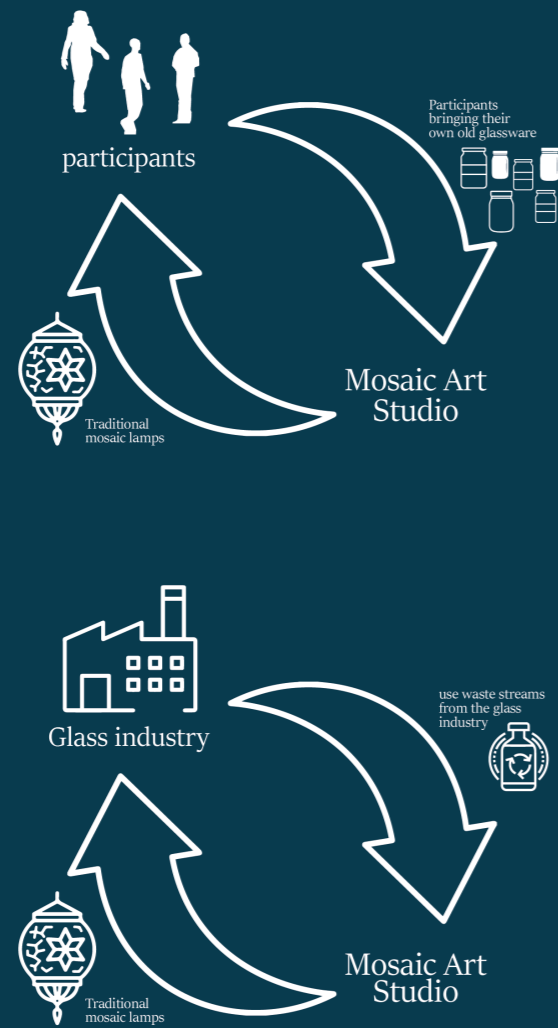


Source: [www.mosaicartstudio.nl](http://www.mosaicartstudio.nl)

Mosaic Art Studio's logistics process involves deliveries of materials, which are usually twice a year and come from both China and Turkey. These materials are delivered by large van. However, soon a large order will be delivered for the first time with a shipping container (20ft) arriving at the port of Rotterdam and then transported to the studio. Remarkably, Mosaic Art Studio generates virtually no waste. Almost all materials are fully utilized during the workshops, leaving only minimal residual waste.

At Mosaic Art Studio, almost 70 percent of the participants come by car, which is mainly attributed to the fact that the majority of them come from outside Rotterdam. As a result, about 4 to 5 cars are expected at an average workshop, which corresponds to the number of parking spaces required. Despite the proximity to the train station, there is relatively little use of public transport. This can be partly explained by the fact that free parking is available right outside the door of the workshop, as clearly stated on the Mosaic Art Studio website.

# Circularity

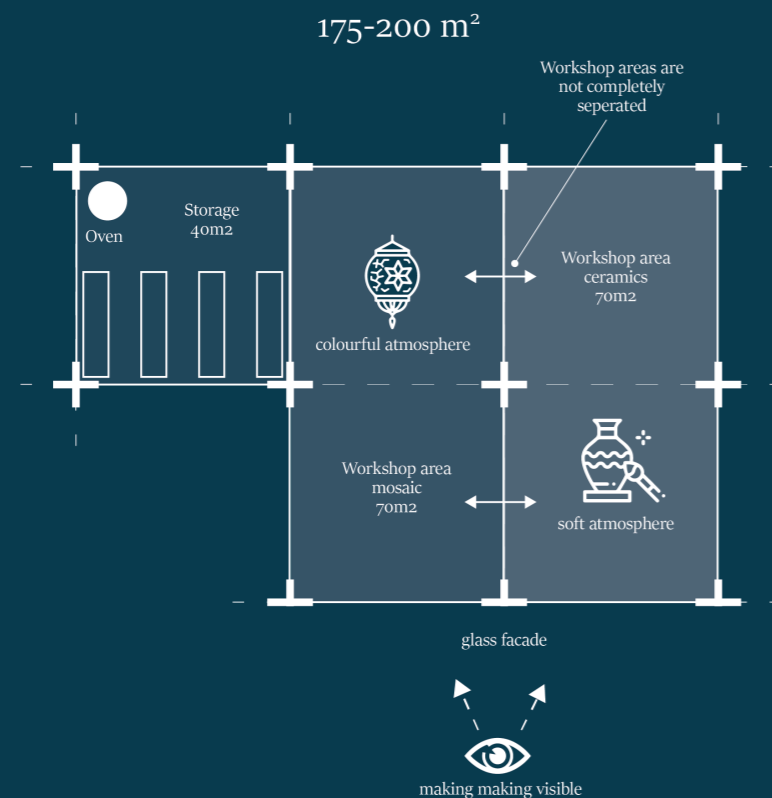


Future circularity goals

When Mosaic Art Studio was launched, the world was in an uncertain period due to the corona virus outbreak. This challenging initial phase forced the company to focus primarily on stabilizing its operations and overcoming the many obstacles associated with the pandemic. As a result, circularity was not immediately a priority. However, in the past year a clear growth has been observed, with an increase in activities and interest in the workshops. Now that the company is doing much better, Mosaic Art Studio is setting its sights on the future and beginning to make plans to make its workshops and business activities more circular.

One of the first initiatives the company will soon launch is encouraging participants to bring non-used glass jars to the workshops. These jars will be transformed into beautiful lamps, giving them a second life rather than ending up in the trash. In addition, Mosaic Art Studio is exploring whether it can use glass manufacturers' residual streams by cutting and processing these residual streams itself into mosaic bricks for the workshops.

# The Makerspace



The process of finding a suitable business space for Mosaic Art Studio was initially challenging. When they first started looking for space in Rotterdam, they faced obstacles due to their limited experience as entrepreneurs in the Netherlands and the strict financial considerations of landlords that they found difficult to meet. Finally, they got advice on a suitable business space during an entrepreneurship course.

However, this property, which currently serves as the location of Mosaic Art Studio, could be improved. It has an area of about 100 square meters, of which 70 square meters are used as workshop space, the remaining 30 square meters are used for storage. The storage area also contains a kiln for firing the ceramics. The limited space has led to problems, especially on days when multiple workshops take place. In the summer, the lack of adequate ventilation can also be problematic for participants.

Ideally, Mosaic Art Studio would like to move to a space of about 175 to 200 square feet, with 50 square meter for storage and a larger workshop space that can be divided to accommodate both ceramics and mosaic workshops. The workshop space for mosaic

workshops should be colorful and atmospheric, while the workshop space for ceramics workshops should have a softer feel. Preferably, it would be one large space that can be flexibly divided to create two separate workshop spaces so that noise pollution can be minimized. The interior of the space should meet the specific needs of both types of workshops, with a colorful and attractive design for the mosaic workshops and a more professional and soothing design for the ceramics workshops. Additionally, it's been emphasized that visibility and transparency are considered as important characteristics for a new building space.

The number of workshops at Mosaic Art Studio varies but includes sessions held every Friday, Saturday and Sunday anyway. Due to growing demand, they have begun hosting workshops on Tuesdays. With this expanded schedule, the building is fully occupied on the busy days but at the same time is still empty half the time. To use the space more efficiently and save costs, considering sharing the space with another business may be a wise option.

## Collaboration

Feyenoord City



- UTC trainings centre

The Netherlands



- Community Centre in Amsterdam
- Looking for a glass manufacturer

## Circularity

Circularity



- Re-use glassware from participants
- Up-cycling waste streams from glass manufacturers

## Social Inclusion

Background



- Participants mostly outside Rotterdam
- Participants from neighboring countries
- Age 25-60

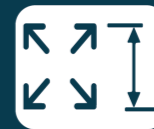
Social Impact



- Mentoring one trainee from UTC
- Connecting 30-40 people each workshop

## The Makerspace

Dimensions



- 175-200 m<sup>2</sup>
- Normal ceiling height
- Space divided in three areas

Visibility



- Colourful
- Transparency, invite people

Disturbance



- No disturbance

## Logistics

Commute



- Up to 5 parking spots necessary
- The majority of participants arrive by car

Supply



- Materials originate from Turkey and China
- Large vans are used

Frequency



- Twice a year
- Not on a regular basis



# NouJIJ!

## The story behind

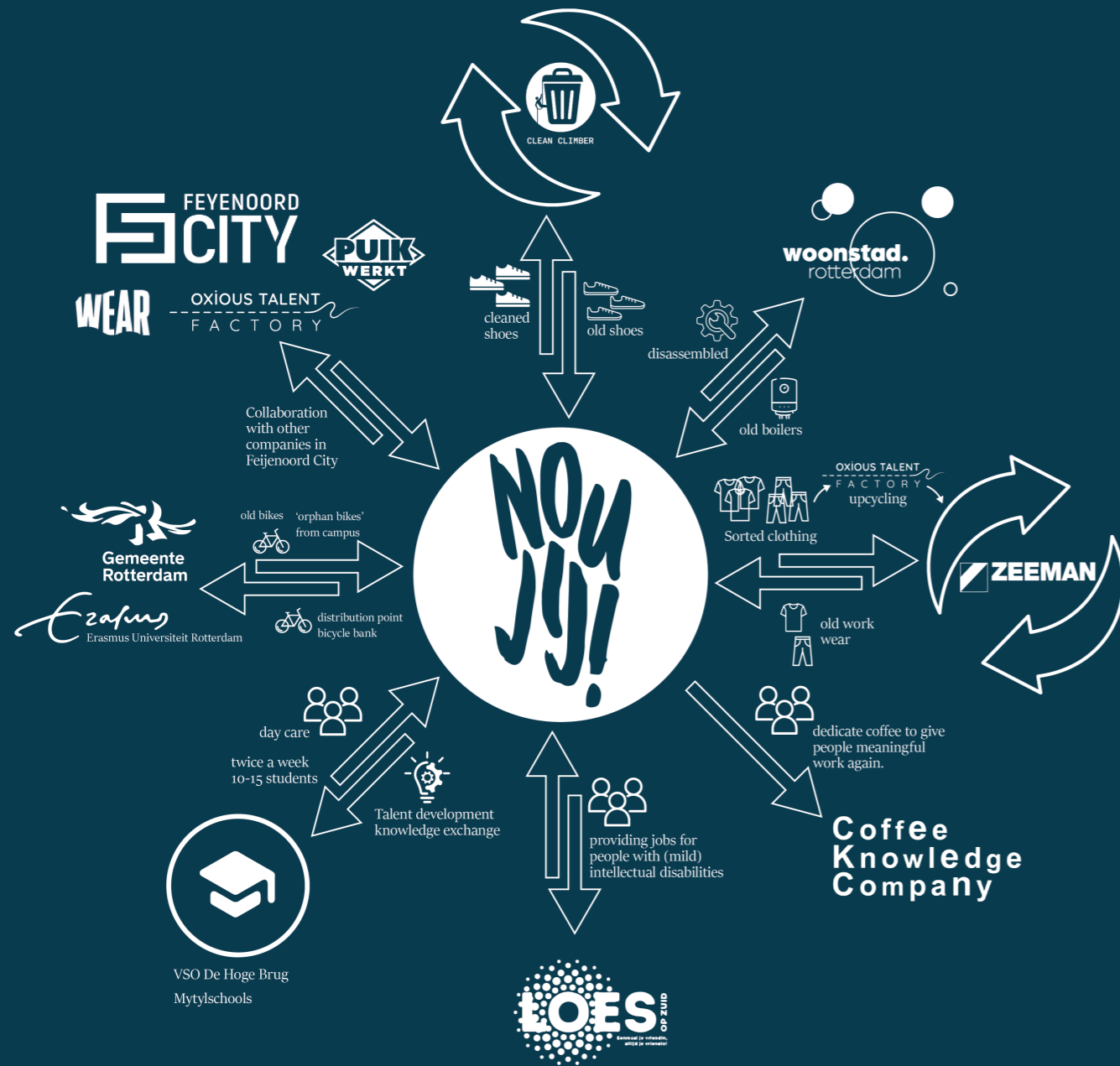
### NouJIJ!

NouJIJ! was born out of a strong urge to break the traditional approach towards reintegration. Michael, one of the co-founders, was confronted in his work with the limitations of the existing system, in which sick people were often sidelined, isolated from society and the work process. He began experimenting with a new approach focused on stimulating work and creating positive experiences for people who found themselves stuck at home. He believed it was crucial to quickly identify people's workload capacity and get them involved again in activities that would boost their confidence and mindset. With these insights, he began working on the idea of creating a workshop where people would be encouraged to do meaningful work and where they could work towards a future perspective. Driven by the vision to give people perspective and help them find their way back to work, NouJIJ! was born.

Three main activities occur at the NouJIJ! workshop. Firstly, The Coffee Knowledge Company produces high-quality coffee, prioritizing fairness and taste. By involving individuals with a distance to the traditional labor market in the entire process, from order processing to packaging, the company creates jobs and social impact. Secondly, the bicycle workshop focuses on reducing waste by refurbishing bikes and distributing them to those in need, including partnering with the municipality and Erasmus University to collect and re-purpose bicycles. Lastly, a separate section of the workshop handles various repair and refurbishment tasks, such as refurbishing and reselling used coffee machines.



# Collaboration



NouJij! has set up several collaborations to contribute to a more circular world. One of these partners is Zeeman. Zeeman strives to leave a minimal ecological footprint. In cooperation with NouJij! and Oxious Talent Factory, Zeeman has given their old company clothing a second life. NouJij! sorted out unused clothing and sent it to Oxious Talent Factory. Here they processed the clothing into new, usable items. Another notable collaboration is with the Clean Climber Foundation, an organization dedicated to making climbing more sustainable. For example, they collect old climbing shoes from climbing gyms throughout the Netherlands, which are then sustainably recycled by NouJij!.

In addition to partnering with companies for a more circular world, NouJij! also focuses on repair and disassembling. For example, they serve as an official bicycle distribution point for the municipality of Rotterdam's bicycle bank, where citizens on a small budget can get a free bicycle. These bikes are refurbished by NouJij! employees and then made available to the residents of Rotterdam. In addition, NouJij! cooperates with the Erasmus University to remove "orphan bikes" from the campus and refurbish them for reuse.

They also dismantle central heating boilers on behalf of housing corporation Woonstad. These central heating boilers are removed from rental houses and must be dismantled sustainably to allow for the reuse of materials.

NouJij! not only maintains ties with companies and government agencies, but also with healthcare institutions, educational organizations and Loes op Zuid. LoesOpZuid offers ambulatory guidance to people with (mild) mental disabilities and cooperates with NouJij! to offer this target group meaningful daytime activities. A crucial element of this cooperation is the involvement of special education schools, including VSO De Hoge Brug. Two days a week, NouJij! welcomes about 15 students from these schools, who participate in various activities within the company. This collaboration not only provides valuable learning opportunities for the students, but also contributes to their social integration.

In addition to collaborations with external companies and organizations, NouJij! also has strong ties with several companies located within Feijenoord City. This includes Oxious Talent Factory, Puik, Pakkethelden, Boor Foundation and LunchBunch. These businesses form a network where NouJij! maintains close contact with, seeking synergy and collaboration. For example, if someone wants to donate old company clothing, they are advised to contact Esther of Oxious Talent Factory, who may be able to provide a suitable solution. Therefore, it is important to house these companies together, only then can they strengthen each other.

# Social Inclusion

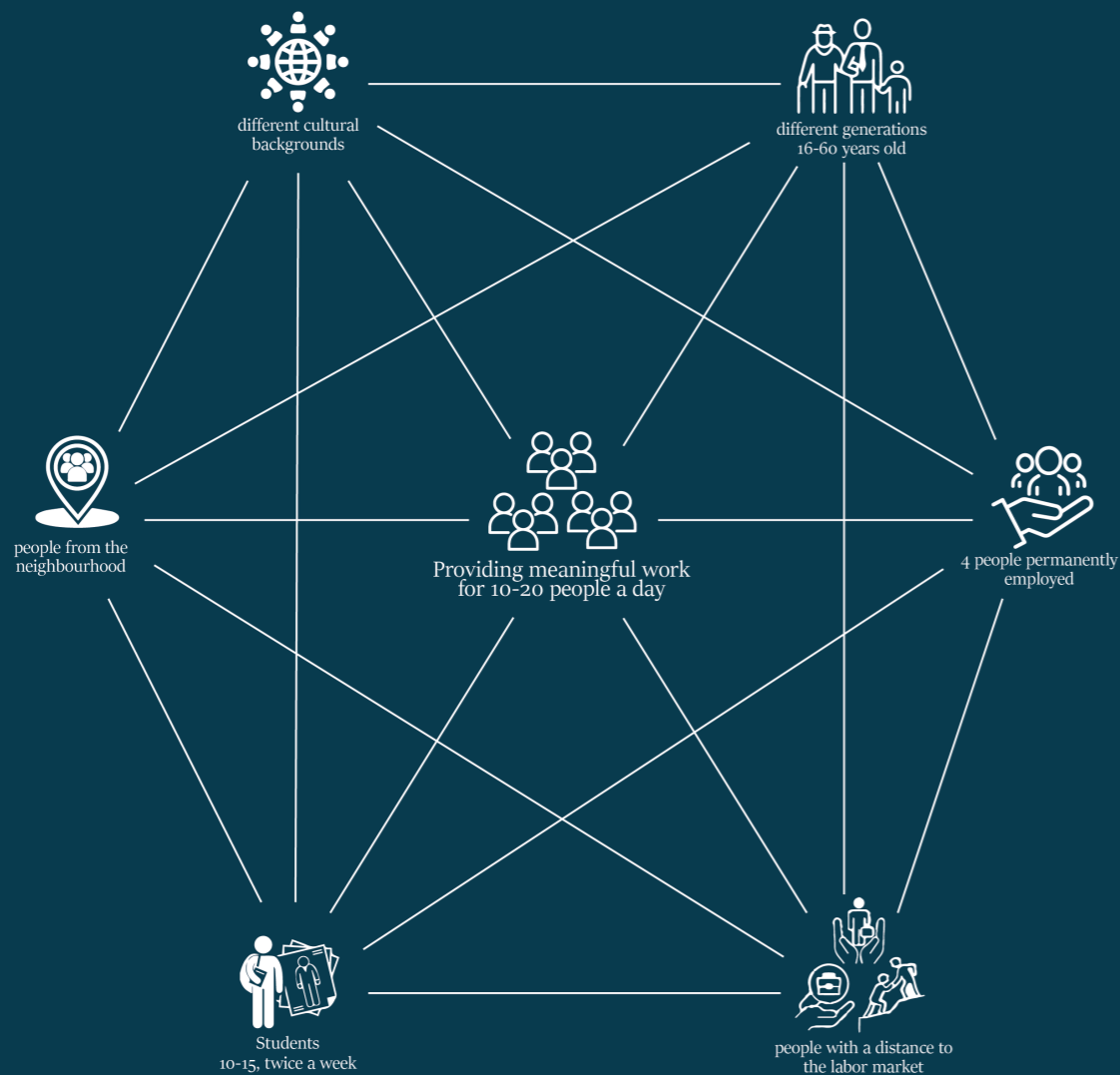


Image by author

The core vision of NouJij! is rooted in creating meaningful work for individuals with a distance to the traditional labour market. Nonetheless, NouJij! is not only about providing jobs, but also about restoring confidence and encouraging personal development. By creating an inclusive environment where everyone feels valued, NouJij! strives for social change that transcends the workplace. The ultimate goal is to empower individuals and help them find a full place back in society.

The workers at NouJij! represent a wide range of cultural backgrounds and almost everyone lives in the neighbourhood. The ages vary widely, ranging from young people in special education to retirees. Each week, employees are supported by a job coach, who guides them in their daily tasks and personal growth.

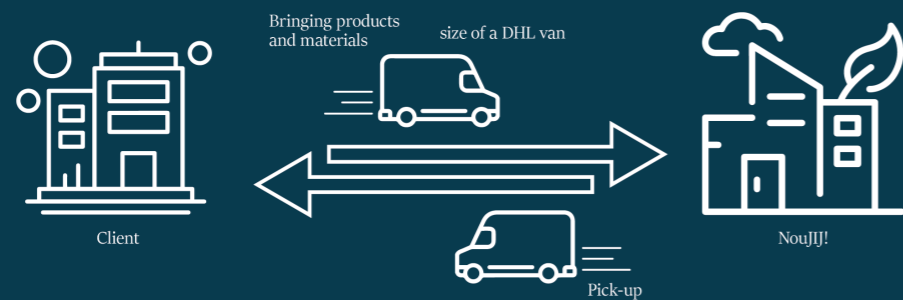
Currently, NouJij! has four permanent employees, each with different cultural backgrounds. There are also six interns working to gain valuable practical experience. NouJij!'s flexible pool varies between 10 and 20 people, depending on the company's operational needs and projects. The background of these flexible team members varies, including individuals with a distance from the labour market, students and others seeking meaningful work and opportunities for development.



Source: [www.noujij.nl](http://www.noujij.nl)



Almost all employees live in the neighbourhood and rarely use the car for their commute.



Supply and removal of materials is highly variable and not every week  
Materials were only transported by large truck once.

Most NouJII! employees live in the nearby neighbourhood and use different ways to get to work, such as walking, biking or public transportation. For many of these employees, the neighbourhood they live in is also where every day life happens. Most people living in the neighbourhood carry out their daily routines within a 500-meter radius. For a company to effectively engage with these individuals, it's crucial to be located within the neighbourhood.

As mentioned before, NouJII! collaborates with the municipality of Rotterdam to provide assistance to individuals with limited budgets by offering them free bicycles. Stimulating more sustainable ways of transportation.

The logistical flows at NouJII! are generally modest in size. Apart from occasional deliveries by truck, most materials are handled by regular courier services such as DHL. A DHL van stops occasionally to deliver or pick up materials. NouJII! also has its own van to deliver coffee products, which makes weekly trips. The goal is to have as little environmental impact as possible, which translates into minimizing the amount of waste generated. Despite the growth in operations, NouJII! remains focused on maintaining an efficient and sustainable logistics chain, always focusing on the social rather than the production process.

*“Most people living in the neighbourhood carry out their daily routines within a 500-meter radius. For a company to effectively engage with these individuals, it’s crucial to be located within the neighbourhood.”*

# Circularity



Source: [www.noujjj.nl](http://www.noujjj.nl)

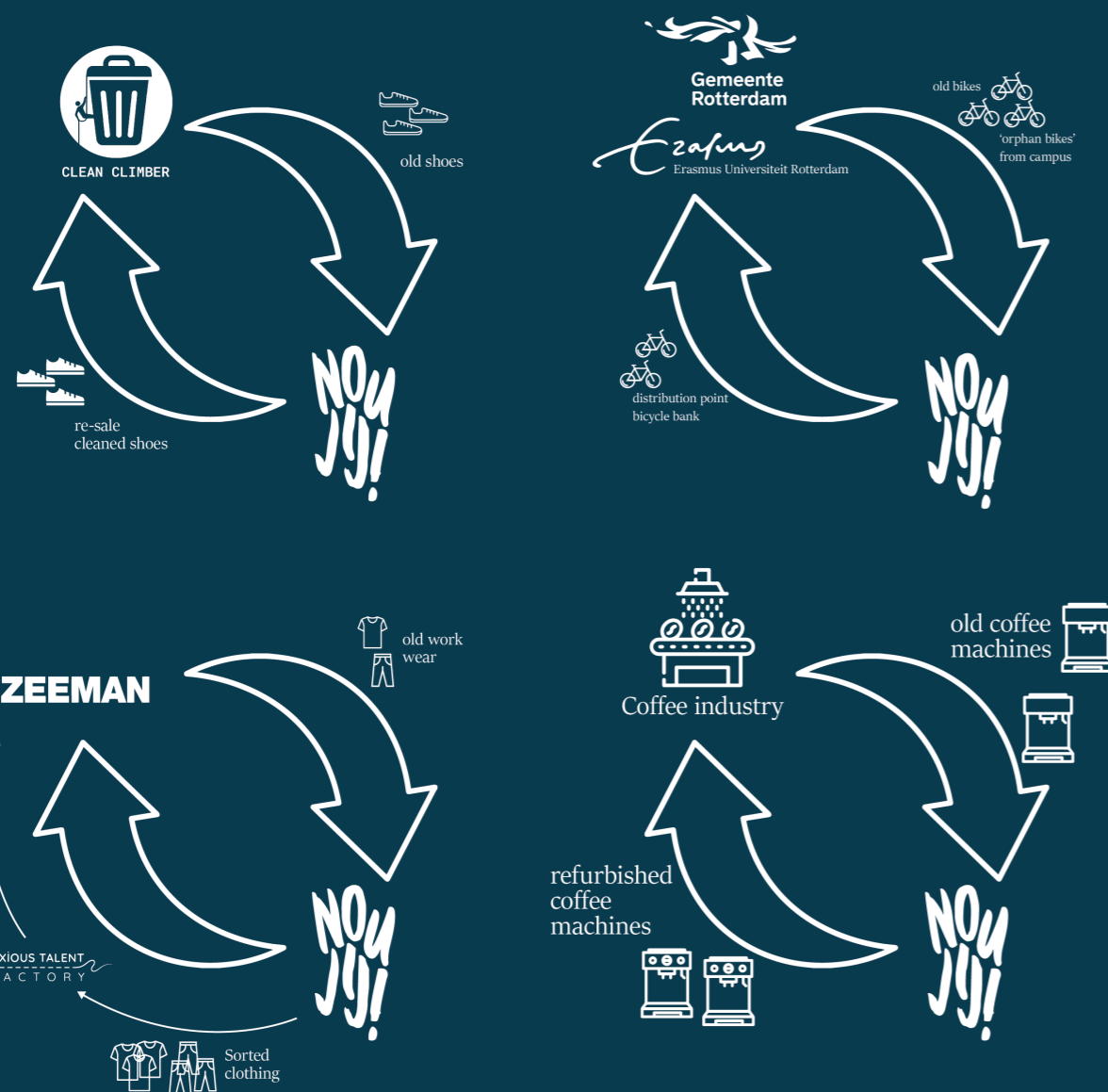


Image by author

NouJIJ! embraces circularity as a core principle in all its activities, focusing on sustainability and reuse. By entering into strategic partnerships, NouJIJ! actively contributes to promoting a circular economy while at the same time making social impact.

One of these partnerships is with Zeeman. In collaboration with NouJIJ! and Oxious Talent Factory, Zeeman's old company clothing pieces are given a second life. Initiatives such as these extend the life of materials and significantly reduce the amount of textile waste. Another example of circularity at NouJIJ! is its collaboration with the Clean Climber Foundation, an organization dedicated to sustainable climbing practices. NouJIJ! collects old climbing shoes from climbing halls throughout the Netherlands and makes sure they are recycled in a sustainable way. This way, some of the shoes can be resold. The shoes

that cannot be sold are transformed into new products such as fall mats in climbing halls. Lastly, a separate section of the workshop handles various repair and refurbishment tasks, such as refurbishing and reselling used coffee machines.

In addition to these partnerships, NouJIJ! also focuses on repair and reuse. For example, the organization serves as an official bicycle distribution point for the municipality of Rotterdam's bicycle bank, where people on a limited budget can get free bicycles. These bikes are refurbished by NouJIJ! and made available to the community, extending the life of the bikes and reducing the need for new resources. Through these initiatives and partnerships, NouJIJ! is actively committed to a circular world, where materials are reused and waste is kept to a minimum.

# The Makerspace



NouJIJ! found its business space through ‘Ondernemershuis op Zuid’, with help from Stigam. Originally, Joël, one of the co-founders of NouJIJ!, had established his coffee business in a small space located in the Spaanse Polder. Despite its modest size, this space served the needs of the business at that time. However, when the opportunity emerged to relocate to the current building, it became highly appealing due to the comparatively low rental costs. The provision of affordable business space, facilitated by entities like Stigam, plays a pivotal role in fostering an environment where social entrepreneurs can congregate and mutually empower each other to amplify their societal impact.

First, the provision of affordable business space allows social entrepreneurs to operate in one place, creating a concentrated ecosystem that fosters synergy and collaboration. Moreover, it means they have less money to spend on housing and can invest more in their core business, namely making social impact. Without these low prices, many social entrepreneurs might not even be able to start or be forced to operate scattered across the city, which would reduce collaboration and synergy.

Thus, facilitating affordable business space is essential to create an thriving ecosystem of social enterprises. Without these types of venues, social entrepreneurs would have great

difficulty achieving their goals and making a real impact on the community. This is why Michael believes it is important that governments and other stakeholders continue to invest in initiatives that facilitate affordable business space for social enterprises.

NouJIJ! currently occupies approximately 500 square meters, although it’s acknowledged that this space is not fully utilized and could be more efficiently organized. An optimal layout could potentially reduce this to 200 to 250 square meters.

The bicycle workshop takes up the majority of the business area, comprising approximately 140 square meters. Within this space, a section functions as a showroom where used bicycles can be displayed and sold. On the other hand, the coffee knowledge company requires considerably less space. Initially, a space of 70 square meters is adequate for its packaging operations, with plans to expand into roasting beans in the future. A small portion of the business area will be designated for workbenches, facilitating equipment disassembly and repairs. The remaining space will be utilized for storage purposes.

## Collaboration

Feyenoord City



- Oxious Talent Factory
- Puik
- BOOR
- And more...

Rotterdam



- Municipality of Rotterdam
- Woonstad
- Erasmus University
- And more...

## Circularity

Circularity



- Reducing waste streams
- Refurbishment
- Repair and re-use

## Social Inclusion

Background



- People from the neighbourhood
- Different cultural backgrounds
- Different generations
- Distance to the labour market

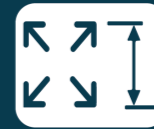
Social Impact



- 6 interns
- 4 permanent employees
- Providing work for 10-20 people a day

## The Makerspace

Dimensions



- 250 m<sup>2</sup>
- partially a floor height of at least 6m
- Space divided in three areas

Visibility



- Bike showroom
- Visibility coffee company

Disturbance



- In the future, a coffee roastery might exude aromas

## Logistics

Commute



- Walking
- Cycling
- Public transport

Supply



- Small truck or van
- Own van for delivering coffee

Frequency



- Occasional deliveries
- Weekly coffee delivery in Rotterdam



**Lunch Bunch**

# The story behind

## LUNCH BUNCH

After a period of prolonged depression and struggling with self-acceptance, Robin, founder of Lunch Bunch, found strength to fight for recovery. Drawing from personal struggles and fueled by a strong desire to assist others facing similar challenges, Robin launched a lunchroom named Berries. Here he found not only a place to serve lunches, but also a platform to make a difference in the lives of others.

Lunchroom Berries proved to be just the beginning for Robin. During the COVID-19 pandemic, he decided to close the lunchroom to start a more socially-engaged enterprise: Lunch Bunch. With a deeply held belief that work and support can serve as a lifeline for those in need, Lunch Bunch strived to serve not only food, but also hope, guidance and an outstretched hand to those in need.

Today, Lunch Bunch prepares more than 100 lunches on a daily basis from their kitchen in the historic Van Nelle Factory. At the same time, they create jobs for people currently on welfare or dealing with mild disabilities. Furthermore, Lunch Bunch has opened a new branch in Feijenoord City. Here, students from special secondary education are trained and given the opportunity to eventually be employed. In addition to these initiatives, Robin also opened a new lunchroom in Charlois a few months ago.

# Collaboration



An important partnership for Lunch Bunch is Stichting BOOR. Here, young people from special education are trained and eventually employed. This collaboration is aimed at offering commercial assignments to these young people, in which both Lunch Bunch and the BOOR Foundation play a role. While an employee of the BOOR Foundation provides pedagogical support, someone from Lunch Bunch takes care of teaching professional skills and familiarity with products and work processes. These joint efforts are aimed at preparing young people for paid work or day care.

Within the Feijenoord City districts, various other collaborations are visible as well. For instance, NouJIJ! donated a repaired refrigerator to Lunch Bunch, which in turn provided NouJIJ! with free lunch free for a year. This gesture of reciprocity underscores the support for each other's initiatives. In addition, Lunch Bunch provides

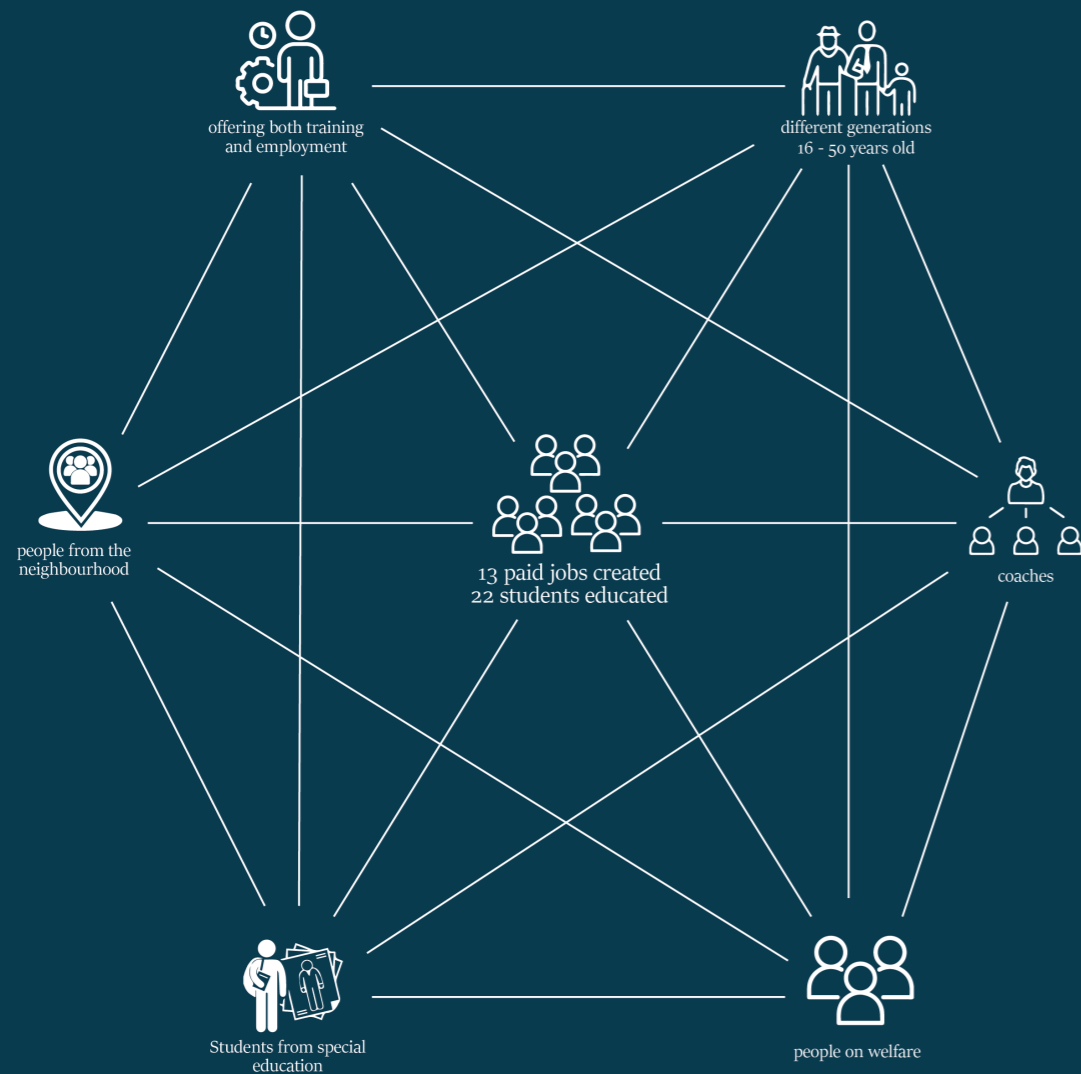
lunches to several companies and organizations in Feijenoord City, including WEAR, Stigam and Padelclub Feijenoord. These partnerships allow Lunch Bunch to serve a wide range of customers while contributing to local initiatives and businesses.

At the Van Nelle Factory, Lunch Bunch works closely with other companies located there. Besides providing lunches for these companies, Lunch Bunch also takes care of the dishes for some companies. In addition, they use the services of their neighbours, including a design firm that supports them in marketing activities. These synergistic relationships are essential to Lunch Bunch's success and contribute to a healthy and mutually supportive business environment.





# Social Inclusion



At Lunch Bunch, there is a diverse group of people working at both the branch in the Van Nelle Factory and Feijenoord City. At the Van Nelle Factory, the age of the employees varies between 18 and 47 years old. This group consists mainly of people who have previously been on welfare or who are dealing with minor disabilities, but are suitable for paid work. Employees come from different parts of Rotterdam, with a preference for hiring local staff. In Feijenoord City, individuals aged 16 to 18 are undergoing training as they complete their last year of specialized education. The goal is to prepare these young people for the transition to the labour market.

An important aspect of Lunch Bunch's mission is to create employment opportunities for people with a distance to the labor market and to partially train them themselves. Unlike many other training institutions, Lunch Bunch focuses

not only on training people, but also on providing actual employment opportunities. This means that Lunch Bunch invests in the development of their employees and supports them in finding a job within Lunch Bunch. This is especially important because many other training institutions offer little after care for their students when they complete their training.

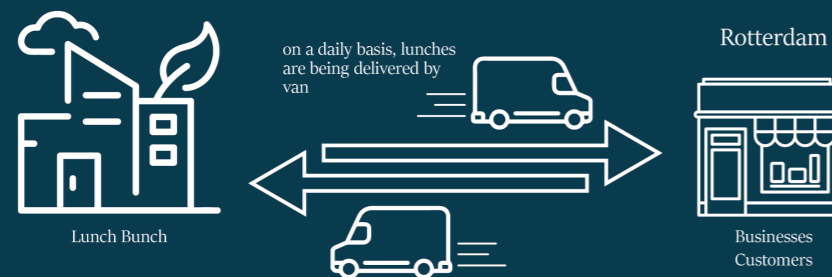
Currently, Lunch Bunch employs a total of 12 people and has trained 22 students. In Feijenoord City, 8 young people are currently being trained along with an intern. In general, 4 to 6 people are actively working every day, including 4 students and 2 supervisors.

*“Our objective is to establish an ecosystem that facilitates learning, employment and the opportunity to mentor the next generation.”*

# Logistics



Most employees live in the neighbourhood and rarely use the car for their commute.



Every day, Lunch Bunch's vans distribute lunches throughout Rotterdam.



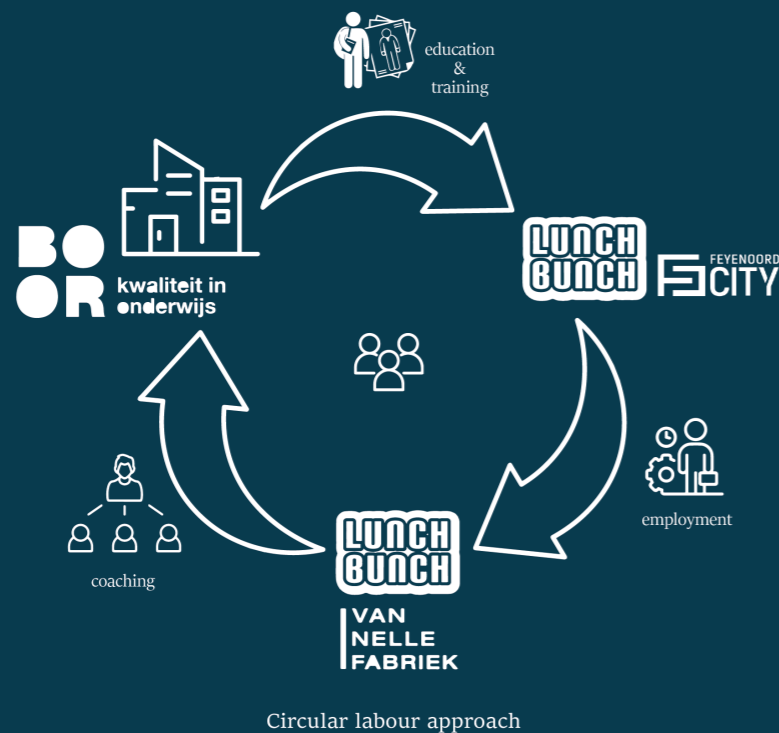
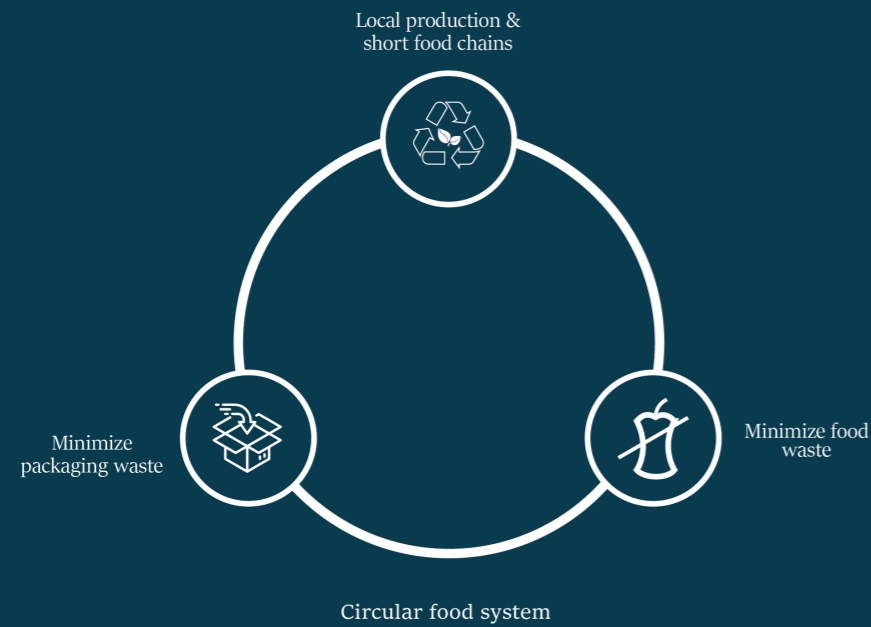
Deliveries occur three times a week, specifically on Mondays, Wednesdays, and Fridays. Supply is facilitated using small trucks and vans.



The employees trained and employed at Lunch Bunch are predominantly sourced from the local community. This means that they often commute to work using public transportation, by foot, or cycling. This approach eliminates the need for vans or taxis to pick up employees, resulting in greater logistical efficiency. Moreover, prioritizing local residents strengthens the connection with the neighbourhood, allowing workers to become integral parts of their own communities.

To streamline operations, Lunch Bunch adopts a strategy of minimizing deliveries by collaborating with a select number of partners for orders. Deliveries occur only three times a week, specifically on Mondays, Wednesdays, and Fridays. Wholesale items are transported via small trucks, while fresh produce is delivered using vans. This consolidation of deliveries with reliable partners enhances logistical efficiency. Additionally, the transition towards reusable crates for produce reduces waste, reducing the strain on logistics operations.

# Circularity



At Lunch Bunch, the focus is on minimizing waste and reducing food waste. This is achieved through various strategies, such as offering a limited assortment of toppings. The business model is designed to maintain control over the number of available toppings, ensuring efficient inventory management and waste reduction. While customers have the option to choose between vegetarian or vegan options, the unlimited selection of toppings is not available, thus contributing to waste reduction efforts. Any leftover food is generously given away to local entrepreneurs instead of being discarded.

Looking ahead, Lunch Bunch aims to further shorten food chains by gradually increasing in-house production. This strategic shift reduces dependence on external suppliers, with bread production being a prime example. By baking their own bread, Lunch Bunch can significantly shorten the supply chain. Not only does this offer economic benefits, but it also presents opportunities to make a greater impact and create more jobs in the long term.

This circular approach extends beyond product management and also encompasses labour practices at Lunch Bunch. Employees are not only trained but are also provided with opportunities for advancement within the company. After completing their training, employees often transition into mentoring roles, guiding new students entering the program. This creates an ecosystem within Lunch Bunch where individuals support and uplift one another.

*“In five years, we have the potential to annually save the municipality €2 million in benefits.”*

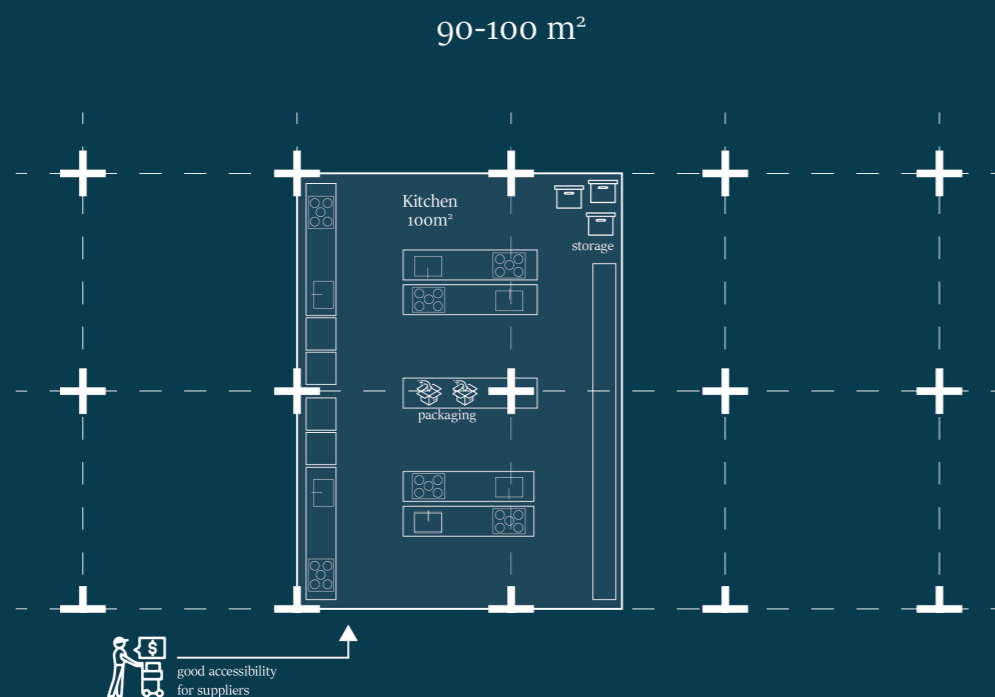
Through his network, Robin was offered office space in the Van Nelle Factory, setting the stage for Lunch Bunch’s promising beginnings. Discussions with the property manager revealed a need for enhanced catering services, leading to an offer of space for Lunch Bunch, complete with four months of rent-free occupancy to weather the initial start-up phase. It was a flying start for Lunch Bunch.

The workspace within the Van Nelle Factory spans 200 square meters, housing a production kitchen alongside a separate office area. Standard floor heights suffice for the company’s operations, while a freight elevator stands as a crucial asset for handling deliveries. The space has been meticulously transformed by Lunch Bunch, boasting extensive amenities such as abundant power outlets, effective ventilation, and spacious ovens and workbench areas. The kitchen layout, characterized by its open plan with a central office cubicle, fosters an efficient work environment. In Feijenoord City, Lunch Bunch operates within a 90-square-meter space, similar in layout to its Van Nelle Factory counterpart, primarily focusing on lunch production and training.

productivity of their target demographic. Nevertheless, maintaining some level of visibility remains advantageous for client and partner interactions. Currently strategically situated on the first floor of the Van Nelle Factory, the location offers visibility to visitors. However, Lunch Bunch does not necessarily require a high-traffic residential setting, as their primary focus revolves around production and catering rather than direct consumer sales.

Advocating for a more supportive role from local municipalities in fostering social enterprises, Lunch Bunch emphasizes the importance of backing social enterprises with robust business models. By investing in such enterprises, municipalities stand to not only create more job opportunities but also realize substantial cost savings. With projections indicating potential savings of up to 2 million Euros annually over five years, Lunch Bunch calls for a more proactive approach from municipalities to facilitate the growth of social enterprises, thereby catalysing positive outcomes for both the economy and the community at large.

For Lunch Bunch, visibility takes a back seat to the paramount need for a serene environment conducive to the



## Collaboration

Feyenoord City



- BOOR
- NouJij!
- Padelclub
- And more...

Rotterdam



- Businesses in the Van Nelle Factory
- Hof van Charlois
- Clients from all around Rotterdam

## Circularity

Circularity



- Minimize food and package waste
- Circular labour approach
- Short food chains

## Social Inclusion

Background



- Age 16-50
- People on welfare
- Minor disabilities
- People from the neighbourhood

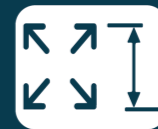
Social impact



- 13 paid jobs created
- 22 students educated

## The Makerspace

Dimensions



- 90 m<sup>2</sup>
- Normal ceiling height
- Open space

Visibility



- Not necessary
- Serene environment

Disturbance



- Proper air extraction system necessary

## Logistics

Commute



- Walking
- Cycling
- Public transport

Supply



- Small truck
- Small van

Frequency



- Lunch delivery on a daily basis
- Deliveries from suppliers three times a week



# The story behind WEAR

WEAR began its journey with a pop-up shop in the bustling Koopgoot, focused on cleaning and repairing sneakers. This shop was not only a place where sneaker lovers could go for unique pre-loved sneakers, but also a symbol for their mission: to extend the life of shoes and embrace inclusivity in employment.

By partnering with people distanced from the workforce, WEAR not only wanted to give shoes a new life, but also provide opportunities to those in need. In addition, the company strived to make sustainability accessible to a wider audience. With prices ranging between 30 and 60 euros, people with smaller wallets could also contribute to a more circular economy.

With this solid, WEAR decided to broaden its horizons and explore the world of e-commerce. Moving to the surroundings of Feyenoord City, WEAR is committed to strengthening its circular business model and increasing its positive impact on the world. With this forward-looking vision and a passion for sustainability, WEAR intends to continue its commitment to a cleaner and more inclusive society.

# Collaboration

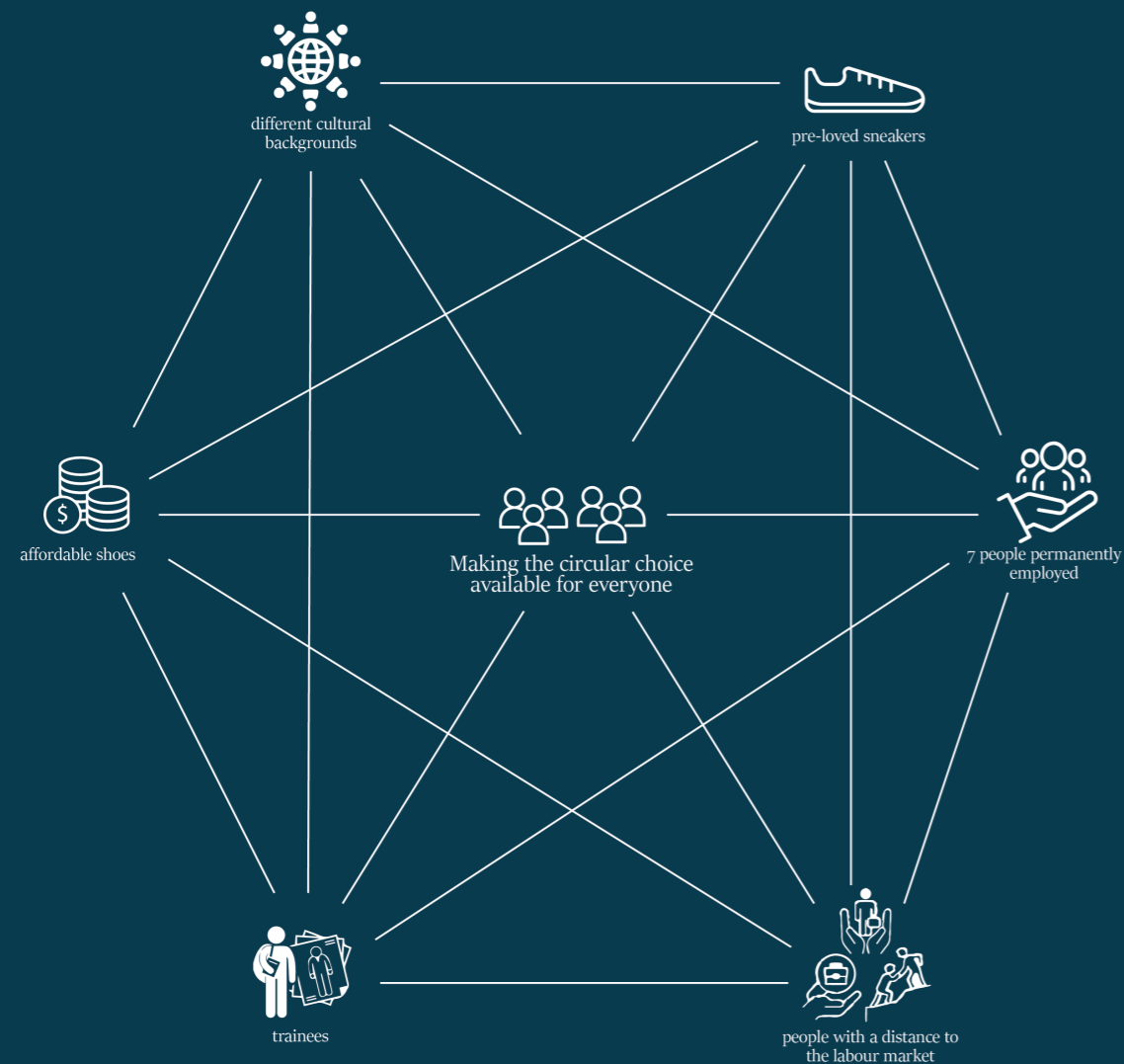
WEAR has created a close relationship with several businesses and organizations in Feyenoord City. The partnership began with NouJII!. They worked together to build up an inventory across the street from their current location. NouJII! also set up a special factory to clean shoes for WEAR. This partnership ended last year.

WEAR partners with an outside cleaning company based in Nieuwekerk. Some of the sneakers are cleaned in-house by WEAR itself. For the distribution of sneakers, WEAR collaborates with PostNL. However, WEAR is also setting up its own distribution line using a cargo bike specifically for deliveries in the neighbourhood. Moreover, WEAR partners with sneakers brands and retailers to create a collection of pre-loved sneakers. These sneakers are sourced from various waste streams. For instance, factory defects, overstock or returns. Finally, WEAR collaborates with Rotterdam Circular to organize circular events aimed at raising awareness and promoting sustainable consumption. This collaboration allows WEAR to spread its mission and make a wider impact within the community.

With the Oxious Talent Factory, WEAR established a fruitful partnership to launch a pilot shoe repair project. The Talent Factory provided a perfect environment to test and develop innovative repair techniques, allowing WEAR to further expand and improve its services. In addition, WEAR works closely with All Caps, a creative company next door, primarily in the area of art and cultural projects. Another company WEAR is collaborating with is Skateland, a skate park in Feyenoord City. Together they are exploring opportunities to host events and campaigns that embrace both sneakers and skate culture. These diverse partnerships illustrate the importance of connecting and collaborating with other businesses and organizations to create a vibrant and thriving business environment in Feyenoord City.



# Social Inclusion



WEAR is a company that is not only focused on creating a circular economy, but also strongly committed to promoting social inclusiveness. With a team of seven dedicated people, of which two had a distance from the labour market, WEAR is committed to making a positive impact not only on the environment, but also on the community in which they operate.

WEAR's current focus is on strengthening their core business, particularly a strong circular business model. However, this does not mean that social inclusiveness is not important to them. During their collaboration with NouJII! they have helped as many as 12 people find employment, many of whom are still active in the labour market. Through these collaborations, people from the target group can gain valuable work experience and return to active participation in the workforce.

In addition to providing employment opportunities for people distant from the labour market, WEAR also strives to make sustainable choices accessible to people on a tight budget. Especially in communities where sustainability is not a priority, such as parts of Rotterdam-Zuid, WEAR plays an important role by offering second-hand sneakers. In this way, consumers can not only shop at an affordable price, but also contribute to a more sustainable future without having to be aware of it.

*“At South, sustainability isn’t always a given, especially for those with limited budgets. However, by offering high-quality second-hand shoes at affordable prices, we’re making sustainability accessible to all.”*



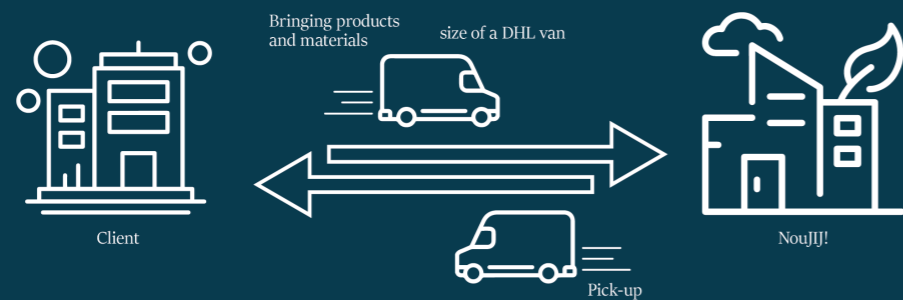
# Logistics

To facilitate the sale of used products, WEAR recognized that the logistics process must be reinvented. Currently, in fact, most flows are completely set up for a linear market. The company therefore tries to control the process itself as much as possible. This offers more control as well as the possibility to create additional jobs. Supplies are usually picked up by van, mainly during the day and on an irregular basis. The use of large trucks is rare in WEAR's logistics process. In fact, local orders will soon be delivered by cargo bike, which is not only environmentally friendly, but also contributes to the local community by creating jobs.

At WEAR, the use of public transportation and bicycles is encouraged for employee commuting. The majority choose public transportation, while others prefer biking. While cycling is encouraged, WEAR understands that it is not practical for everyone, especially employees from different cultural backgrounds who may not be accustomed to bicycling as a means of transportation.



Almost all employees live in Rotterdam and rarely use the car for their commute.



Supply and removal of materials is highly variable and not every week  
Materials were only transported by large truck once.

# Circularity

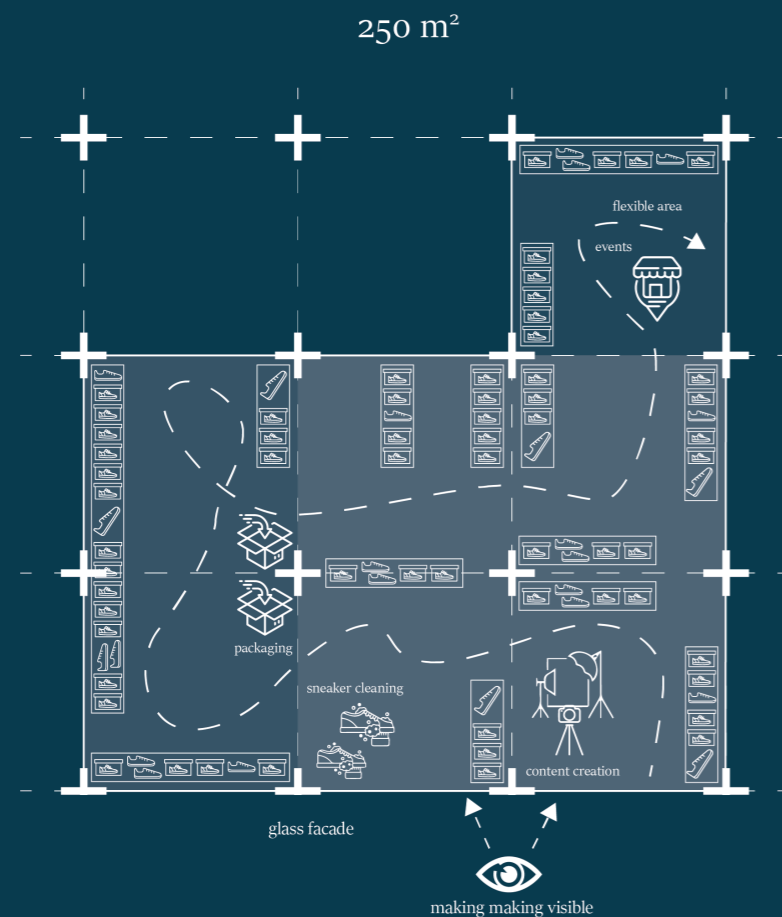


Source: [www.gebedsontwikkeling.feyenoord-city.nl](http://www.gebedsontwikkeling.feyenoord-city.nl)

WEAR has been dedicated to extending the life cycle of sneakers through refurbishment and resale. By offering pre-loved sneakers sourced from various waste streams, including factory defects, overstock, and returns, WEAR not only reduces waste but also promotes sustainable consumption. They ensure that everyone, even those on a tight budget, can opt for the circular solution.

Additionally, collaborations with partners like Rotterdam Circular facilitate the organization of events aimed at raising awareness about circular practices and encouraging sustainable lifestyles. Through these initiatives, WEAR is not only contributing to a more circular economy but also inspiring others to join the movement towards a more sustainable future.

# The Makerspace



*“The Nike Air Max drew inspiration from the daring inside-out architecture of Centre Pompidou, we should rethink storage spaces with a similar innovative mindset.”*

WEAR started with a shop in the Koopgoot. Here, the company operated under a short-term contract before needing to find a new location with a stronger focus on e-commerce. Through Stijn van Leeuwen, one of WEAR’s investors, they found a business space in Feijenoord City. This space, originally used for boat storage, provided the company with the opportunity to expand and make a new impact. However, finding the right space was not an easy task. Many different locations were considered, with affordability being a key factor. This location in Feyenoord City proved to be appealing due to its non-commercial rent, providing the company with the flexibility to grow without immediately incurring high costs.

The ideal layout for the WEAR business space would encompass approximately 250 square meters. Within this multifunctional space, different areas can be distinguished. Around 150 square meters will serve as a warehouse where shoes are not only stored but also displayed. Additionally, the space would serve as a content creation hub, showcasing WEAR’s strength in

marketing through ongoing content production. Combining these areas with a packaging and cleaning area will result in a business space where the entire process of pre-loved sneakers is visible.

In addition, the spatial layout of the business space needs to play a crucial role in enhancing visibility within the area. WEAR aims to host pop-up events and interactive experiences by organizing events focused on sustainability, circularity, and community engagement. They aim to foster connections between local businesses, residents, and visitors.

WEAR’s ideal business space would revolve around innovation, accessibility, and functionality. Notable examples are iconic structures like the Centre Pompidou and the Boijmans Van Beuningen Depot. The space should aim to break traditional boundaries, embracing openness rather than concealing its warehouse aspect. A storage area should be designed to be functional yet inviting, blurring the lines between storage and exhibition.

## Collaboration

Feyenoord City



- Oxious Talent Factory
- BOOR
- All caps
- And more...

Rotterdam



- Rotterdam Circular

## Circularity

Circularity



- Reducing waste streams
- Re-use, extend lifetime
- Creating awareness by hosting events

## Social Inclusion

Background



- Distance to the labour market

Social impact



- 2 employees who initially had a distance to the labour market
- Making circularity affordable for everyone

## The Makerspace

Dimensions



- 250 m<sup>2</sup>
- Partially a floor height of at least 6m
- Open space

Visibility



- Storage as showroom
- Visibility of entire process

Disturbance



- No disturbance

## Logistics

Commute



- Cycling
- Public transport

Supply



- Small vans
- In the near future, cargo bikes will be utilized

Frequency



- Irregular basis
- Weekly coffee delivery in Rotterdam



TEXTIELMAKERS

&

PAKKETHELDEN

## The story behind TEXTIELMAKERS & PAKKETHELDEN

Arie, founder of both Textielmakers and Pakkethelden, felt the urge for something new after years of teaching. He came to understand that you should express the value of your life in the value you add to the life of others. Guided by this philosophy, he established Pakkethelden and Textielmakers, aiming to create a positive impact in the community. While numerous welfare initiatives primarily target women, Arie's focuses on neurodiverse people in which men are overrepresented. Neurodiversity refers to people whose brain processes are non-typical like people with autisme, dyslexia, low iq or adhd.

As a local bike delivery service, Pakkethelden strives not only to make the city cleaner, but also to provide opportunities for people distanced from the labour market. The company emphasizes the last, first, and local mile principle in its logistics strategy. The last mile represents the final segment of the delivery process, where goods are transported to their final destination. The first mile refers to the beginning of the supply chain, involving the collection of goods. Meanwhile, the local mile is centred on the distribution of goods within the city, moving them from one local point to another. Pakkethelden serves as a city hub for local storage and transshipment. By focusing on local employment opportunities, Pakkethelden contributes to a more resilient and inclusive community as well.

Textielmakers is more than just a sewing studio; they are developing a textile industry in Rotterdam. To achieve this goal, they concentrate on a range of activities including confection, sewing, printing and weaving. In addition to manufacturing local textile products, Textielmakers is an incubator for personal growth where people learn to be part of a team. Here, they are given the opportunity to hone their skills and advance to paid jobs, playing a productive role not only in the industry, but also in the local community.

# Collaboration

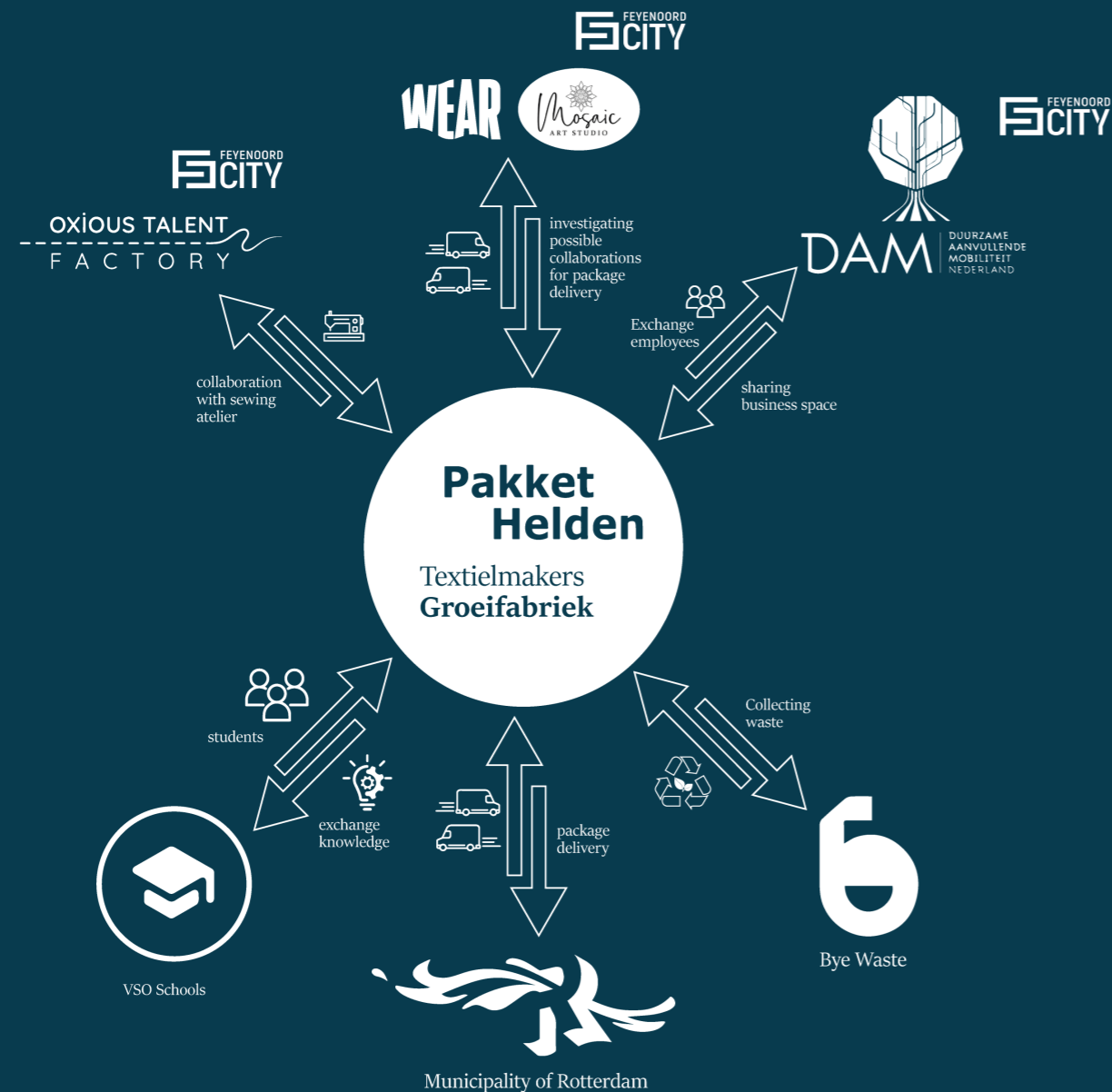


Image by author



Source: www.textielmakers.nl

Pakkethelden and Textielmakers have several partners in and around the region. As a reliable delivery partner, Pakkethelden works closely with the municipality of Rotterdam to deliver packages within the region.

Building and maintaining its own network in the city has proven crucial as well. As a native of Rotterdam, Arie is privileged to have an extensive network in the city, where new cooperation opportunities are constantly being sought. For instance, collaborations are found with schools of special secondary education, such as Yulius, to further train students towards paid work.

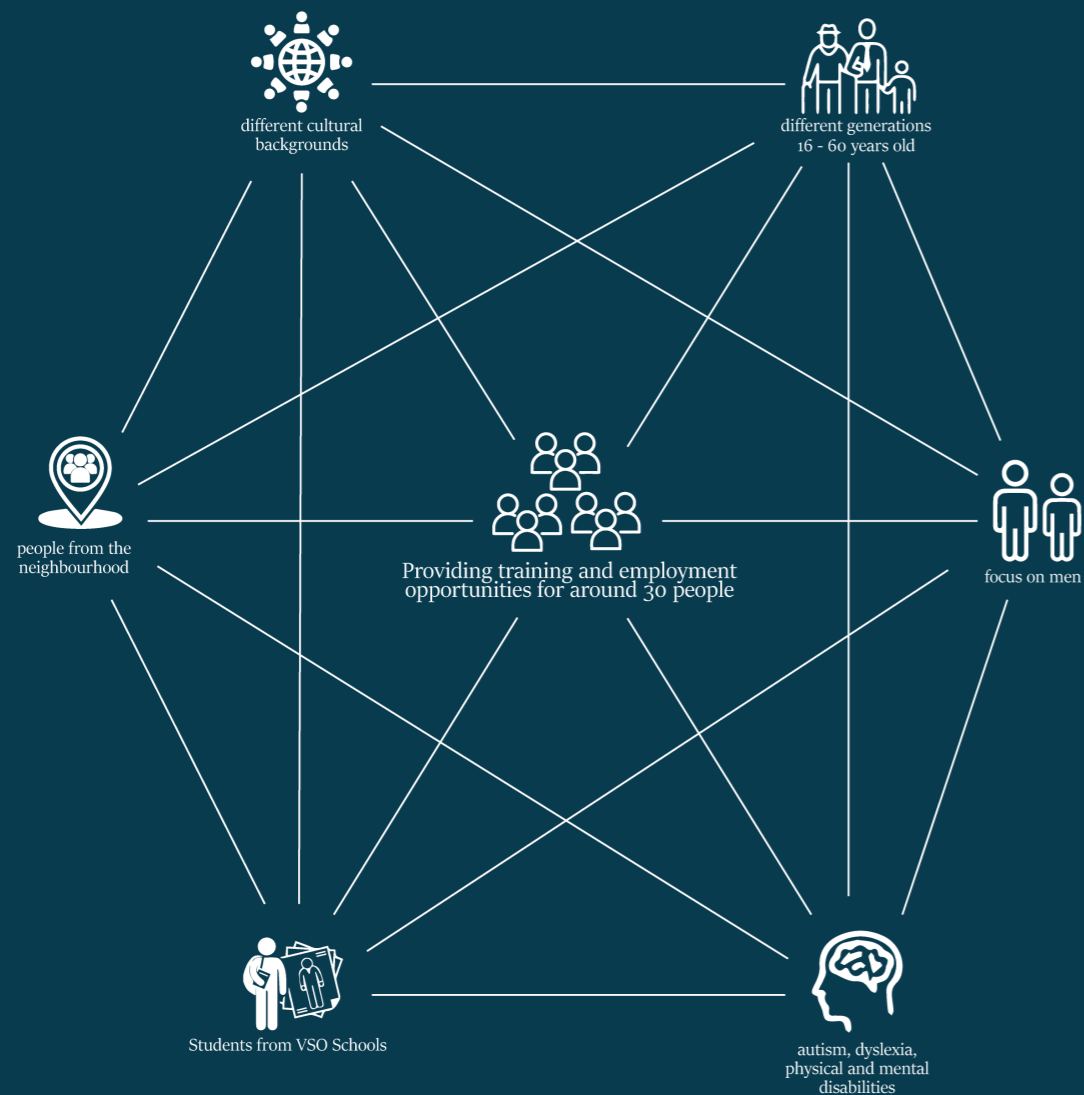
Through ByeWaste, Pakkethelden actively engages in the collection of materials and products from both individuals and businesses. This initiative serves a dual purpose: not only does it divert items from ending up in landfills, but it also facilitates

their redistribution to appropriate destinations, thus fostering the principles of the circular economy.

Within Feenoord City, ongoing conversations are taking place to explore how businesses can support each other. For instance, Pakkethelden is talking with companies such as Wear and the Mosaic Art Studio to see how they can contribute to the logistics process of delivering packages. Previously, Textielmakers collaborated closely with Oxious Talent Factory.

Leveraging their shared commitment to efficient logistics and social impact, Pakkethelden collaborates closely with Dam. For instance, individuals with a diver's license are redirected to Van Dam for a paid position. Additionally, they share their logistic space.

# Social Inclusion



At Pakkethelden and Textielmakers, the primary objective is to create employment opportunities for neurodiverse people facing various challenges, such as autism, dyslexia, or physical and mental disabilities. Arie, the founder, is deeply committed to assisting people within this demographic, recognizing the importance of addressing the needs of those who are often marginalized. Therefore, he has intentionally redesigned the processes within his companies to capitalize on the unique strengths of individuals, such as those with autism. By creating standardized work environments, he has developed roles that are particularly well-suited for people who thrive on repetitive tasks and minimal social interaction.

Diversity is fundamental to the social inclusiveness at Pakkethelden. Arie actively seeks to recruit men from diverse backgrounds, spanning different age groups and life experiences. On average, Pakkethelden

employs around 25 individuals per week, including those from the at-risk group as well as students. This approach not only enriches the workforce with a broad range of perspectives but also creates a supportive community.

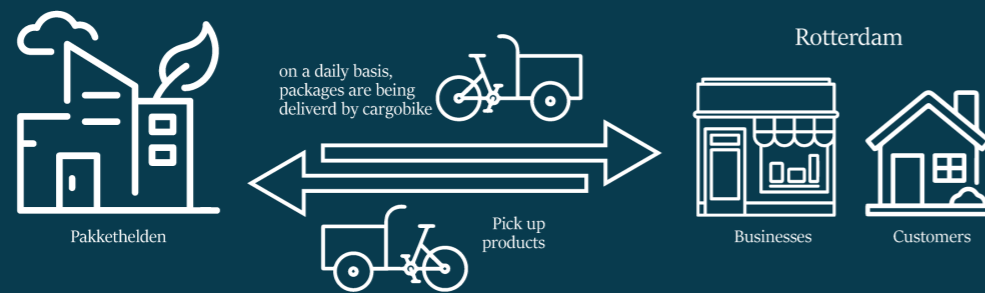
Similarly, at the Textielmakers sewing workshop, individuals are provided with training and employment opportunities. The focus here lies in equipping participants with valuable skills relevant to the textile industry. Despite the modest size of the sewing workshop, employing only 5 to 7 individuals, there is a strong emphasis on personalized guidance and support. This ensures that each person, irrespective of their background, has the chance to flourish and contribute positively to the company.

*“You should express the value of your life in the value you add to the life of others.”*

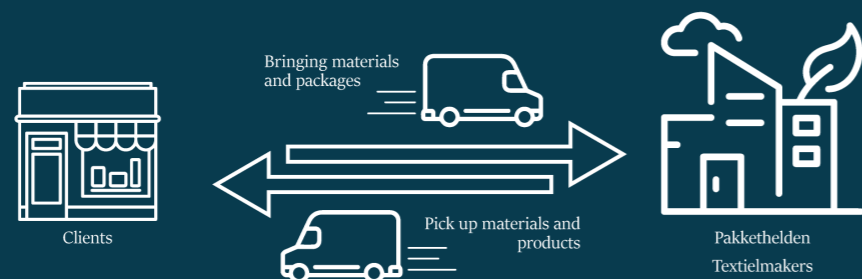
# Logistics



Most employees live in the neighbourhood and rarely use the car for their commute.



The cargobikes from Pakkethelden deliver packages in Rotterdam on a daily basis



Supply and removal of materials is highly variable and not every week  
Small vans are used, rather than large trucks

Considering the mobility of the workforce, many employees of both the Pakkethelden and Textilmakers come from neighbourhoods within close proximity, with some commuting from areas like Schiedam. Therefore, Arie recognizes the importance of being situated nearby, as the world of their employees revolves around their immediate surroundings. Many rely on public transportation or bicycles for commuting.

In terms of deliveries and shipments, Pakkethelden operates a fleet of nine bicycles that handle fast daily deliveries without causing disruption. Larger items or bulk deliveries are handled by small vans rather than trucks, minimizing the impact on the neighbourhood. It's noteworthy that, in contrast to the frequent deliveries often associated with residential apartment complexes, the amount of shipments received by both Pakkethelden and Textilmakers is relatively modest.

Furthermore, Pakkethelden serves as a logistics hub, facilitating the delivery of packages and the collection of materials from individuals and businesses across the city. This practice is in line with the city's initiatives to establish zero-emission zones, utilizing cargo bikes for transportation purposes. This includes consolidating items at their location before dispatching them to their respective destinations.

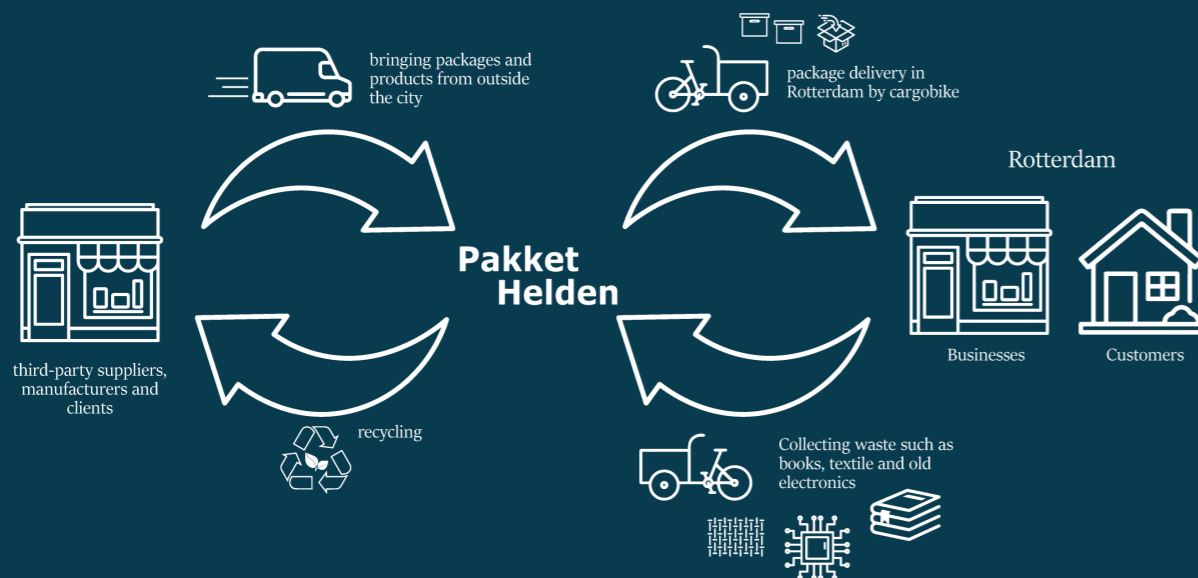




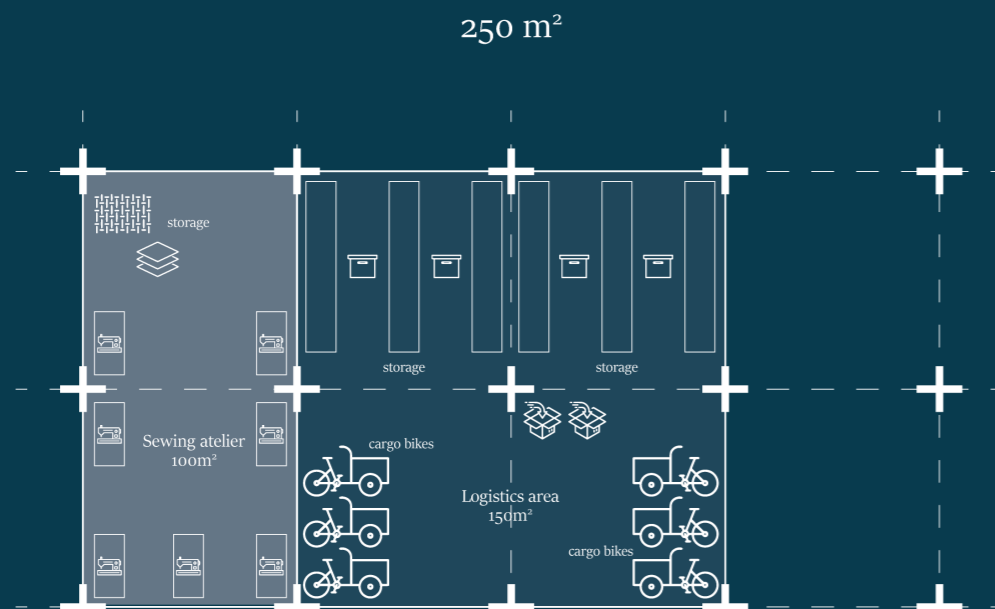
# Circularity

After delivering packages around town, Pakkethelden takes residual streams back to their location. These residual streams are then collected and taken to the right place to be recycled. Through this practice, Pakkethelden helps to reduce waste and promote circularity in the community.

Pakkethelden works also closely together with ByeWaste, an organization that collects pre-loved items at home. Every item collected is given a second life through ByeWaste's network of sustainable partners. By ensuring that these items end up in the right place, Pakkethelden and ByeWaste prevent them from being burned or ending up in landfills.



# The Makerspace



Both Pakkethelden and Textielmakers perceive the need to be located in the city because of the ability to deliver by bicycle and create employment opportunities for people from the neighbourhoods. However, finding affordable business space in the city is proving to be a challenge. Competitors of Pakkethelden, for instance, are located outside the city at lower rates but deliver with vans. Despite municipal support for sustainable logistics flows within the city, there is a lack of sufficient affordable space to actually make this happen.

Pakkethelden needs about 150 square meters (10 by 15) of business space used primarily for logistics activities. This space is utilized for the temporary storage of collected residual streams from the city before they are dispatched for recycling. In addition, the 9 cargo bikes need to be stored to cycle packages into town from here. Thus, storage is also needed for the packages to be shipped. It is essential to have a double floor height to allow efficient stacking in height.

Textielmakers needs about 100 square meters of business space. It is

important that this space be spacious and quiet so that the target group can concentrate better and have enough space to work. A normal floor height is sufficient for the activities of Textielmakers. The machines require heavy-duty electrical connections.

## Collaboration

Feyenoord City



- Oxiuous Talent Factory
- Van Dam
- WEAR
- And more...

Rotterdam



- Municipality of Rotterdam
- VSO Schools

## Circularity

Circularity



- Collecting waste
- Partnership with ByeWaste

## Social Inclusion

Background



- Distance to the labour market
- Focus on male-issues
- Autism, dyslexia, mental and physical disabilities

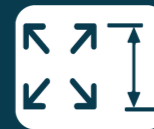
Social Impact



- Pakkethelden: employment for around 25 individuals
- Textielmakers: employment for around 6-7 individuals

## The Makerspace

Dimensions



- 200 m<sup>2</sup>
- Partially a floor height of at least 6m
- Logistics area and sewing atelier

Visibility



- Not necessary

Disturbance



- No disturbance

## Logistics

Commute



- Cycling
- Public transport

Supply



- Small vans
- 9 cargo bikes

Frequency



- On a daily basis