

# 1 - MY ORGANISATION



- **RUBEN LENTZ**, URBANIST / PARTNER AT **BLOC BV**
- AREA COOPERATIVE / FOUNDATION **STICHTING KEILEKWARTIER**  
(BUILT4PEOPLE INNOVATION CLUSTER)
- ACTIVITY / INTERESTS: COLLECTIVE AREA DEVELOPMENT, CIRCULAR BUSINESS, GOVERNANCE AND VALUE MODELS
- EXPERIENCE IN EU (AND OTHER GOVERNMENT) FUNDED R&D PROJECTS

➤ [RUBEN@BLOC.NL](mailto:RUBEN@BLOC.NL)

➤ [WWW.BLOC.NL](http://WWW.BLOC.NL)

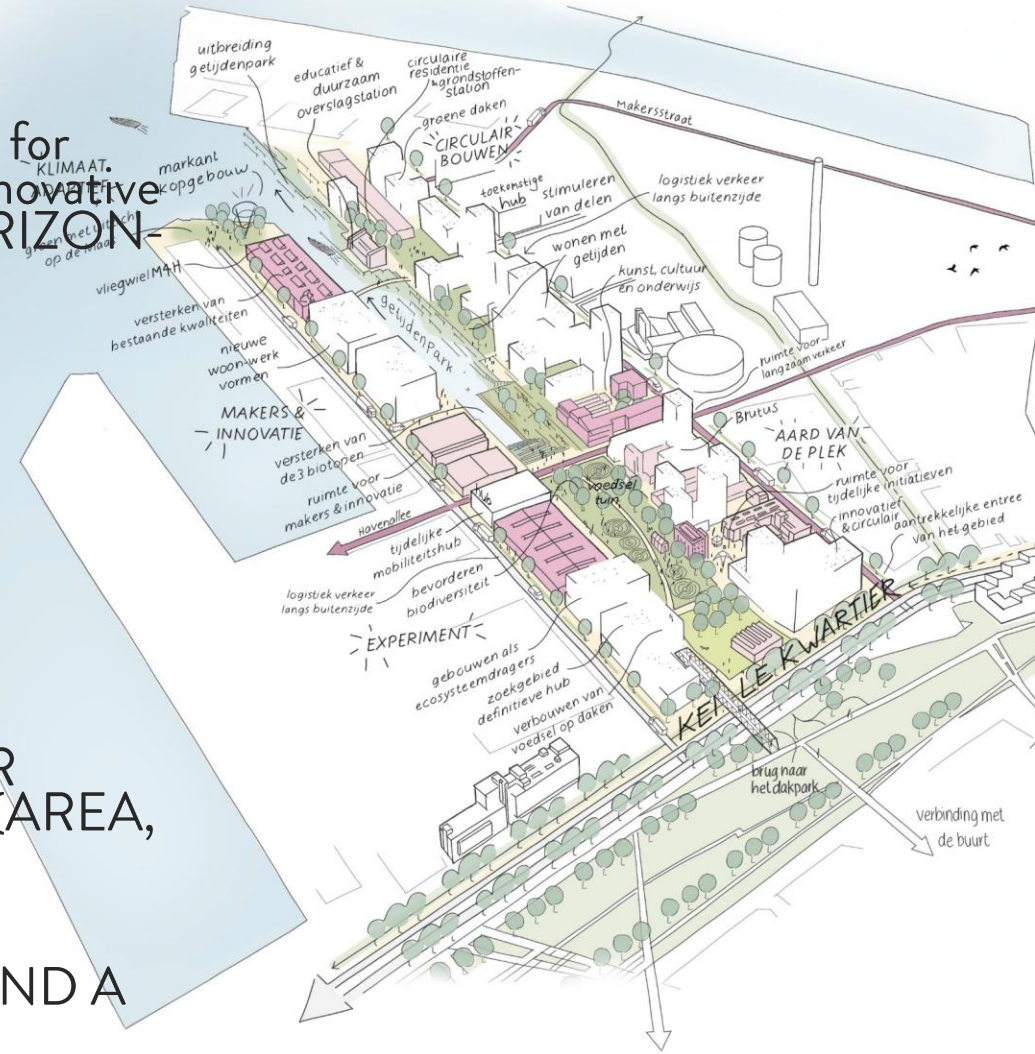
➤ [HTTPS://WWW.KEILEDISTRICT.NL/](https://WWW.KEILEDISTRICT.NL/)

➤ 00 31 6 55 177 628



# 2 – PROJECT IDEA

- Calls: Integrating circularity in LCA-based modelling frameworks for renovation of buildings HORIZON-CL5-2027-05-D4-07 & Innovative models for collective community investment and ownership HORIZON-NEB-2027-01-BUSINESS-02
- Title: AREA DEVELOPMENT KEILEKWARTIER, ROTTERDAM: COLLECTIVITY AS THE BASE FOR CIRCULARITY
- Objective: BOTTOM-UP AREA DEVELOPMENT WITH 8 CIRCULAR AMBITIONS.
- Result and impact: MULTIPLE GOVERNANCE AND BUSINESS MODELS FOR CIRCULAR AND COLLECTIVE SPATIAL DEVELOPMENT (AREA, FACILITIES, BUILDINGS)
- Concrete projects: 3 MONUMENTS, A MATERIAL HUB, A FOOD GARDEN AND A TIDAL PARK = 400.000 M<sup>2</sup> ADDED IN TOTAL



# 3 – EXPRESSION OF INTEREST



- ❑ Areas of expertise you bring to the project.
  - ❑ Urban design (carbon based design)
  - ❑ Innovative collaboration and value models for renovation (building and area)
  - ❑ Integral programmatic approach for sustaining results and impact
- ❑ Contribution proposed (e.g., technology provider, pilot site).
  - ❑ Provision of projects and partners.
- ❑ Partners sought / Partners already involved.
  - ❑ Sought: similar cities/areas for knowledge exchange. Optionally: emerging urban business and governance model innovators.
  - ❑ Involved: local entrepreneurs and social ventures, designers (architecture, urban design, landscape), technology providers, governments and funders