

# Dare to Rotterdam

EuroPride 2023

Bidbook



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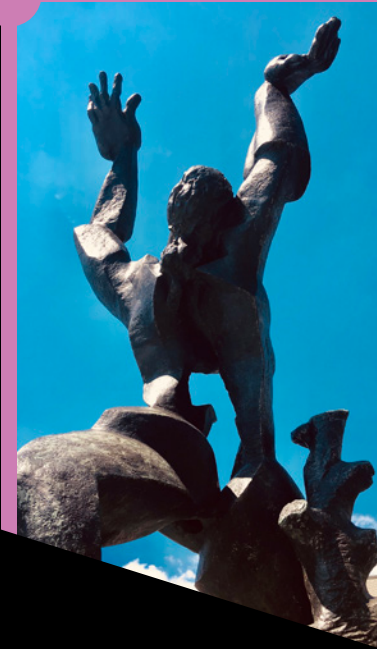
# A PERSONAL INVITATION TO A walk of Pride



The best-known sculpture in Rotterdam is 'The Destroyed City' by French sculptor Ossip Zadkine (1). It commemorates the German bombing of Rotterdam on 14 May 1940, which destroyed the medieval center of the city. It depicts a human figure leaning against a tree stump. The figure holds both hands aloft – with its head thrown back as if crying in grief – and has a gaping hole in its chest and abdomen. The absence of a heart symbolizes the destruction of the center of Rotterdam.

## Rotterdam is more alive than ever

Although the bombing completely wiped out Rotterdam's medieval center, it didn't demolish its heart and soul. Even more so, the city of Rotterdam is more alive today, than it has ever been before.



Forced to rebuild after World War II, Rotterdam took it one step further and reinvented itself – becoming a city of experimental, award-winning architecture that delights and fascinates city lovers from around the world. Futuristic skyscrapers such as 'The Giant of Rem', revolutionary living spaces among which 'Cube-Houses' and iconic commercial buildings like 'Market Hall' and the new Central Railway Station, give shape to one of the most modern skylines in the Netherlands, which even picked up a nick-name: 'Little New York.'

## 175 nationalities living side by side

But that's just appearances. To me, Rotterdam's true power of attraction resides in its people. Over 651.000 inhabitants living side by side, originating from at least 175 different countries around the world. Chinese dockworkers, Syrian refugees, Cape Verdean seaman, Turkish and Moroccan migrant workers, Surinamese and Antillean fellow countrymen, farmers from the south of Holland: they all came to the giant port of Rotterdam in the hopes of building a better life for their families. And in the midst of this melting pot of ethnic diversity, there's a close-knit LGBTQIAP+ community trying to fit in. At times, this leads to great tension. I should know, because I'm of Turkish origin. And I'm gay.

My name is Bey Cil (2). I was born in two worlds, as they say. I have lived in Rotterdam for 15 years now. With great pleasure, I might add. It's not a coincidence that Rotterdam ranked 3rd on the '2019 wellbeing index' created by Fitbit. The index examined the livability of 77 major worldwide cities based on 15 different factors, including gender equality, safety and LGBTQIAP+ acceptance. The media were full of praise and declared Rotterdam 'one of the most LGBTQIAP+ friendly cities in the world.'

## We're not there yet

However, this claim won't hold up. A recent research into the perception of safety of LGBTQIAP+ people in Rotterdam (3), shows that all participants suffer from 'minority stress' and 'health issues' caused by verbal insult, intimidation and violence towards them. More than half (54%) of the transgenders experience insults on a monthly basis and have been victims of violent incidents over the past 12 months, forcing them to hide their true colors. And at least 60% of all the LGBTQIAP+ people in Rotterdam take refuge in socially desirable behavior to avoid discriminative or downright violent reactions. It's the downside of our 'unpolished charm' – a euphemism really, for the truthful way of expressing ourselves.



### 1.

*Zadkine described his sculpture as 'a cry of horror against the inhuman brutality of this act of tyranny'.*

### 2.

*He currently works as a manager for management consultancy firm Accenture. In the summer of 2019, Bey became the Executive Director of Rotterdam Pride. In this capacity, he does everything he can to contribute to 'a society where everybody feels at home.'*



### 3.

*'Invisible is safe. A research into the perception of safety of LGBTQIAP+ people in Rotterdam' is a research conducted by Inte van der Tuin, Larissa Chantre, Bauke Fiere and Rob Witte from RADAR, the Dutch anti-discrimination agency. It was published in November 2019.*

*The title 'Invisible is safe' refers to the statement of several respondents that the inhabitants of Rotterdam don't appreciate LGBTQIAP+ people to be visible in public.*

### 4.

*The seating object at public square 'Willemsplein' is called: 'Re-Wind'. It consists of wind turbine blades attached to concrete anchors that serve as public benches. The new, colorful painting covering the seating-object was created by street painter Mr. June, an alias for David Louf, in close collaboration with stakeholders of the Rotterdam LGBTQIAP+ community. It was introduced to the public in June 2020. The monument provides a safe haven for LGBTQIAP+ people to gather and commemorate the freedom of sexual and gender diversity and its part of the redevelopment of Willemsplein by architect Cesare Peeren of Superuse Studios, commissioned by the City of Rotterdam. Aldermen Said Kasmi of Education, Culture and Tourism said about it: 'In Rotterdam you are free to be who you are and love whoever you want. It's a good thing to stress the importance of this notion through this work of art.'*

A great step towards acceptance of the rights of LGBTQIAP+ people was taken by the City of Rotterdam only a few weeks ago. City council had granted a citizen's request to commission a public monument in honor of sexual and gender diversity. It concerned a pre-existing seating object (4) at 'Willemsplein', which was given a colorful, new look by street painter Mr. June. Hopefully, this monument reminds people to respect each other's sexual and gender identity at all times. But, we're not there yet.

### A preview of EuroPride 2023

Luckily, I have the opportunity to do something about it. As a proud ambassador of Rotterdam Pride, I feel privileged to share our story with the hope to host the 2023 EuroPride. It would be an honor to welcome you all in Rotterdam. Together, we can take a big step towards a society where everybody feels at home. A society that includes us, regardless of how we look, who we are and who we love.

But the proof of the pudding is in the eating, isn't it? That's why I'm dedicated to show you the great city of Rotterdam through my eyes. Please join me for a walk of Pride that brings you to the most special places in Rotterdam and enables you to meet some extraordinary people that are very important to Rotterdam Pride.

Consider it a preview of what you can expect: an awesome, memorable and impactful EuroPride 2023.

### Dare to Rotterdam.



# FIFTY - FIFTY



Our walk of Pride starts in 'Rotterdam-Zuid' or Rotterdam South Bank (1). As the name suggests, it's an island located south of the river the 'Nieuwe Maas'. It's not just a borough, it's like a city in itself. Even more so, if Rotterdam-Zuid were a city, it would be the fourth largest city in the Netherlands.

We are strolling down 'Boulevard-Zuid' as the 'Beijerlandse laan' and by extension the 'Groene Hilledijk', are called. This used to be the most appealing shopping area of the South Bank, but with the construction of 'Zuidplein', a modern shopping center has risen with a much stronger appeal. 'Rotterdam-Zuid' is up and coming, as they say. Rundown areas are being renovated, which attracts young, well-off families who prefer to live outside the busy heart of the city. Areas such as 'The Afrikaanderwijk', 'Vreewijk', 'Bloemhof' and 'Hillesluis' all have their own unique charm. And if you need a break from the hectic pace of life, 'Zuiderpark' is always open for a picnic or an afternoon walk. Having said that, living in 'Rotterdam-Zuid' isn't always easy, especially when you're a member of the LGBTQIAP+ community.

## CHAPTER 1 - ROTTERDAM-ZUID

# Our source of inspiration



### Discriminatory violence

Most LGBTQIAP+ people are regularly confronted with discriminatory violence. Verbally as well as physically. Both children and adults are subjected to threats, harassment, verbal abuse, sexual assault and physical abuse. Reportedly, these incidents take place at school, at work, at sports clubs, in nursery homes and in the streets. The number of police reports indicating discriminatory violence against LGBTQIAP+ people, has doubled in just 10 years. In addition, we see a decrease in the acceptance of sexual and gender diversity, particularly, among school-going youngsters, people over 70 years of age and people with a strict, religious background. These results are taken from a research conducted by RADAR published in November 2019, to which I already referred in the introduction.

In May 2018, another research conducted by the City Health Department of Rotterdam (2), had shown that a staggering 32% of the Rotterdam youth refuses to befriend a peer who belongs to the LGBTQIAP+ community. And that 1 in 4 people under the age of 25 disapproves of boys kissing each other in the streets. If you live in Rotterdam and you're not part of the LGBTQIAP+ community these statistics might appear somewhat excessive, but – sadly – they are correct and most representative for Rotterdam-Zuid.

### Cultural differences

Cultural differences and faith-related opinions are in many cases at the root of discriminatory behavior. It discourages gays, lesbians, transgenders, bisexuals, queers and other minorities from being themselves and publicly expressing their love for each other. Once you know 75% of Turkish and Moroccan parents and 33% of Surinamese and Antillean parents in Rotterdam consider it a problem if their child is gay or lesbian, you'll think twice about coming out of the closet. I have been there.

### Pink in blue

We are now approaching police station 'Sandelingplein'. The entrance is located at Groene Hilledijk 275. I am supposed to meet Iris Bekker and Marco van Schie-Smit. They are part of the LGBTQIAP+ network of the Netherlands Police, called 'Roze in Blauw' or Pink in Blue (3). Their job is to support LGBTQIAP+ people who face discriminatory, threatening and/or violent behavior related to their sexual or gender identity.

'Bey?' When I look to my left, I see the smiling face of Iris Bekker. After we've touched elbows, in accordance with the COVID19 directives of the Dutch government, she ensures me that Pink in Blue is a proud partner of the Rotterdam Pride Foundation: 'Our core values – unwavering, reliable, courageous and binding – are also very important for your organization, are they not?'



**Selfie:**  
Marco van Schie-Smit



**Selfie:**  
Iris Bekker

#### 1.

*Rotterdam was founded in 1270. When the city needed more space, the council bought part of an island called 'Feyen Noort' in 1591, located south of the city center. In the second half of the nineteenth century Rotterdam South Bank was further developed to provide shelter to all the farmers that had moved to the city to look for a job at the docks. By that time, Rotterdam had grown into a metropolis with a flourishing, international port, popularly known as 'The Wonder of Rotterdam.' Today, Rotterdam South Bank houses more than 200.000 inhabitants and encompasses five boroughs: Charlois, Feijenoord, IJsselmonde, Hoogvliet and Pernis.*

#### 2.

*In May 2018 the City Health Department of Rotterdam published a study into 'sex under the age of 25'. More than 20,000 respondents between the age of 12 and 25 had participated in the research. Here are some alarming conclusions relating to the Rotterdam youth:*





*26% of the Rotterdam youth disapproves of two boys kissing each other publicly as opposed to 21% on a national scale.*

*17% of the Rotterdam youth disapproves of two girls kissing each other publicly as opposed to 12% on a national scale.*

*21% of the Rotterdam youth disapproves of boys expressing themselves in a girlie manner as opposed to 16% on a national scale.*

*And 18% of the Rotterdam youth disapproves of girls expressing them in a boyish manner as opposed to 12% on a national scale.*

### **3.**

*'Roze in Blauw' or 'Pink in Blue' is a national network within the Dutch police force that fights discrimination and violent behavior against LGBTQIAP+ people.*

*Police officers involved publicly reveal themselves as LGBTQIAP+ people to establish a connection with the outside world and the LGBTQIAP+ community.*

*'Pink in Blue' conveys the message that it's important to file a report when you've been the victim of an incident related to your sexual or gender identity.*

I fully agree. I was hoping to find out what kind of incidents Pink in Blue officers run into and what they can do to help LGBTQIAP+ people, but it seems there's no time for an interview. All of a sudden, Iris and Marco have work to do. *'Sorry Bey, duty calls,'* Marco says, *'Catch you next time. Good luck with the pitch. Rotterdam would be perfect for EuroPride 2023. We'll make sure to keep everybody safe.'*

Rotterdam has its own 'Pink in Blue' department since 2014. Their work is very important to the Rotterdam LGBTQIAP+ community. Yet, all respondents of the 2019 research conducted by RADAR suffer from 'minority stress'. They all have their own tragic story to tell. There's one I can't seem to get out of my system. It's about a transgender living in Bloemhof, Feijenoord, here in Rotterdam-Zuid. He was in the middle of his transition. His neighbor had never heard of the term 'transgender' and didn't want to understand the process he was going through. Instead, he spread the word that his neighbor was gay, which made him a target for the neighborhood. The incident caused the respondent not to wear women's clothing in public anymore. Too risky.

### **A more tolerant Rotterdam**

Walking through Rotterdam-Zuid, makes me aware of the challenges we still have to overcome. LGBTQIAP+ people will never be accepted for who they are, if Rotterdam Pride doesn't actively promote an inclusive and tolerant society.

We are dreaming of a society in which everybody feels at home. And we will not stop fighting for it. Hosting EuroPride 2023 will not solve our problems, but it will certainly help to pave the way towards a more tolerant Rotterdam and eventually a more tolerant world.

But first, let's continue our Walk of Pride. Next stop: Café Keerweer. The unofficial place of birth of Rotterdam Pride.





## CHAPTER 2 - CAFÉ KEERWEER

# Where it all started



It took me almost an hour to get to Westblaak, a wide street in the heart of the city that's part of a buzzing nightlife area. It may strike you as a rather dull street, but when you look closely you'll spot some hidden gems, like restaurant 'Kite', a popular Afghan restaurant specialized in shared dining, or 'Cinerama', a vintage movie theater with a cozy bar that serves a variety of fine wines and specialty beers. And if you're looking for more excitement, the famous 'Witte de Withstraat' is only a 3-minute-walk away offering a wide variety of hip bars, cozy eateries, cool shops, trendsetting art galleries and lively cultural centers.

### The Rotterdam Gay-Scene

However, we are going the opposite direction. We turn right into one of the small side streets of Westblaak, called: 'Keerweer'. This area is famous for its gay bars and is referred to as 'the pink triangle'.

The Rotterdam gay-scene has a long history. The first known gay bar in Rotterdam and maybe even in Europe, was called 'Cosmo Bar' and opened its doors in 1937. It was frequented by lots of Moroccan-, Antillean-, Surinamese- and Turkish people that had finally found a place where they dared to be themselves, which was impossible for them in daily life. Unfortunately, the bar closed its doors in 2016, but the name lives on.

Currently, its wall display is part of an exhibition curated by gallery 'Dig It Up', called 'Out in Rotterdam', which marks the 100-year-old history of the gay-scene in Rotterdam. The exhibition displays old videos, photographs, folders, posters and even a vintage gay porn magazine that was published in the sixties by a Rotterdam publishing house. Special attention is paid to our glamorous gay bars among which 'Strano', 'Gay Palace' and 'Café Jacques'. A rare object displayed at the exhibition, is an owl-shaped lamp that served as a warning sign at Café Jacques. It was switched on to urge the guests to behave in a civilized manner, if the doorman thought he had spotted an undercover member of the



Vice Squad. It wasn't that long ago, LGBTQIAP+ people got arrested for indecent behavior. Another notorious gay bar was the 'Milord Bar'. Its slogan said: 'A cozy and charming bar in old-fashioned gay-style, that makes you feel at home immediately.' Today, the Milord Bar is called 'Café Keerweer'. It's the birthplace of the renowned 'Keerweer Parade'. It's not so much a parade as it's a big, three-day street party. The Keerweer Parade turned out to be the kick-off for Rotterdam Pride as we know it today. The driving force behind it, is Jan-Willem Veerbeek (1). We agreed to meet at Café Keerweer to talk about his contribution to the Rotterdam LGBTQIAP+ community:

*'The Keerweer Parade was first held in 2006, because there wasn't a big party or festival for gays in Rotterdam. Guess we felt that gays, lesbians, transgenders, queers, bisexuals and all other minorities needed a shot in arm. Something to boost their self-confidence. We threw a big street party that lasted for 3 days in a row. Famous Dutch artists like Willeke Alberti, Gerard Joling and Imca Marina came to perform and blew the roof off the Keerweer or actually the tent canvas that protected our visitors from the rain. You know, there are two things that can easily scare queers away: wet hair and the cold,' says Jan-Willem laughing. 'Anyway, the Keerweer Parade started out as a party, but it gradually became a statement to encourage LGBTQIAP+ people to come out of hiding and show their true colors. We made them feel proud of who they were. It was a huge success. It still is.'*

**1.**

**Jan-Willem Veerbeek is together with Dora Borst? the official founders of the Rotterdam Pride Foundation and the current owner of three popular gay bars in the center of Rotterdam: 'Café Keerweer', 'Strano' and 'Bar Loge 90'.**

**2.**

**'Stichting Rotterdam Pride' was founded on 10 June 2014 by notary official mr. C.H. Verstoep in Rotterdam. It's registered in the 'Kamer van Koophandel' or the Chamber of Commerce of Rotterdam since 2014: No. 61064009 | RISN 854189191**

**3.**

**Our registered address and postal address is: Stichting Rotterdam Pride Delftseplein 36 – Unit 2.08 3013 AA Rotterdam**

Over time, Jan-Willem explained, the call for a large-scale 'pink event' grew louder. Alderwoman Corry Louwens of the City of Rotterdam became the advocate for an official event for LGBTQIAP+ people. The first Rotterdam Pride was held in 2014 and it lasted 4 consecutive days. Jan-Willem continues:

*'About 7 years ago, Dora Borst and I came up with the idea for Rotterdam Pride. We started a foundation to ensure a friendly and inclusive Rotterdam where everybody felt at home. By promoting sexual and gender diversity, we wanted to close the gap between the LGBTQIAP+ community and the heterosexual population of Rotterdam. I took on the commercial activities of Rotterdam Pride and Dora was responsible for the programming and the cultural agenda. Suddenly, a big party for LGBTQIAP+ people became part of an even bigger event that took place in different parts of the city. In 2014 the first official Pride was held, which also marked the beginning of the official 'Pride Walk': a celebration of sexual and gender diversity, but also a protest against discriminatory violence against minorities. More than 300 young people joined the Pride Walk.'*





### A few milestones

On the verge of our 7th annual Rotterdam Pride 2020 from 18 – 27 September, which will take place in a different shape and form because of COVID19, it's certainly interesting to look back on the history of Rotterdam Pride.

One of the milestones of Rotterdam Pride I'm personally very proud of is the ratification of the Rotterdam Alliance 'Together Naturally', monitoring the safety of LGBTQIAP+ people in Rotterdam. It was signed during Rotterdam Pride on 21 September 2017 by the City of Rotterdam, the Rotterdam Police Network 'Pink in Blue' and 8 more partners of ours, in order to minimize dangerous situations for our LGBTQIAP+ community and to increase the willingness to report violent and discriminatory behavior towards them.

A great initiative emerging from that alliance included the 'Pink Social City Map of Rotterdam' created by our partner IDEM Rotterdam, which is a digital city map ([www.rozesocialekaartrotterdam.nl](http://www.rozesocialekaartrotterdam.nl)) pointing out various meeting places, entertainment venues, interest groups and health services especially for the LGBTQIAP+ community. It was launched at Rotterdam Pride 2018 and turned into a great success right away. Finally, LGBTQIAP+ people needed just one website to find the way to their favorite gay bar, sports club, support group or 'Pink in Blue' police station in Rotterdam.

#### 4.

*The number of volunteers that support the work of Rotterdam Pride is growing organically. In 2017, Rotterdam Pride could count on 25 volunteers, who were actively engaged in the execution of various events. In 2018, we received help from 35 volunteers. And in 2019, no less than 45 volunteers performed various jobs during the course of Rotterdam Pride, which lasted 8 days.*

#### 5.

*Our board makes sure our organization stays financially solvent. Their tasks and responsibilities are laid out in the Charter of the foundation. The board assembles 6 times a year for a meeting of which minutes are drawn up. It consists of three people: Anita Nanhou, chairman Michel van der Burg, treasurer Iris van der Graaf, secretary The board does not receive any compensation for their work.*

### Our organization

We have already achieved a great deal, but I prefer to look into the future. Hosting EuroPride in 2023 wouldn't just help us to promote a society in which everyone feels at home regardless of their sexual or gender identity, it would also help us to reach more LGBTQIAP+ people that are struggling on a more personal level.

The social aspect of our work is sometimes underestimated. Encouraging LGBTQIAP+ people to overcome their fear of being rejected by their family and friends and offering them a network of like-minded people that will support them, makes all the difference in the world. Allah tells us that 'if anyone saved a life it would be as if he saved the life of the whole humanity' (Quran 5:32). I'm not particularly a religious man, but I believe there's a lot of truth to this notion. It makes our work even more rewarding.



Let me give you some idea how to look at our organization and the way we work:

- ‘Stichting Rotterdam Pride’ is a foundation **(2)** that acts as an umbrella-organization bringing together more than 61 mostly Rotterdam-based companies and organizations that are collectively responsible for the organization of year-round events that actively promote awareness, visibility and acceptance of LGBTQIAP+ people in the Rotterdam area.
- We hold an office **(3)** at the Rotterdam Central District and we are looking for ways and financial means to establish a community center that serves as a meeting point for our vast LGBTQIAP+ community and our rapidly growing number of volunteers **(4)**. This community center has to be a safe haven where LGBTQIAP+ people can find kindred spirits, make new friends and feel encouraged to come out of the closet at their own pace. It would also be the perfect place for seminars and exhibitions.
- Our board **(5)**, our daily management **(6)**, our partners, our volunteers and all members of the LGBTQIAP+ community give shape to year-round events that support our purpose, which says: ‘We are working towards a society in which everybody feels at home.’ And everybody truly means everybody, regardless of their age, sexual or gender identity, nationality or cultural background.
- Our vision seamlessly connects to our purpose, saying: ‘Rotterdam is the friendliest LGBTQIAP+ city in the world.’ By creating and organizing events and campaigns for and with the LGBTQIAP+ community and in close collaboration with other partners and interest organizations, Rotterdam Pride aims to achieve the following objectives:

#### 6.

**The board is supported by the following management team:**

- *Bey Cil, executive director*
- *Marieke Samalo, business manager*
- *Remon van Droffelaar, artistic manager*
- *Theo Heskes, programmer*

**In addition to the management team, an executive, freelance team is deployed annually for the production of Rotterdam Pride, consisting of a head of production, a technical producer, a volunteer coordinator and a programmer CONFAB.**

#### 7.

**Feel free to contact Bey Cil for details and further questions:**

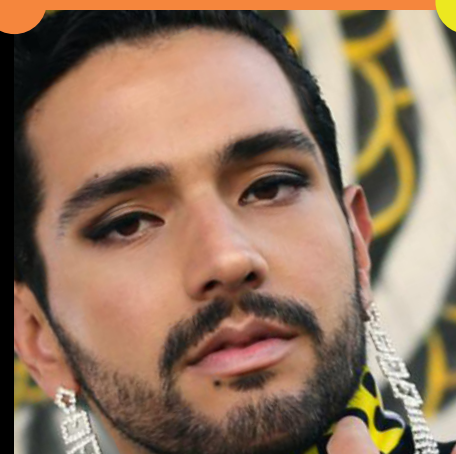
**Rotterdam Pride**  
*Bey Cil, executive director*  
**+31 (0)6 83 78 88 77**  
*bey.cil@rotterdam-pride.com*

1. We aim to provide a safe platform for the LGBTQIAP+ community in Rotterdam where they can feel free, meet like-minded people and gather the courage to be and act as the person they really are.
2. We aim to increase the acceptance of LGBTQIAP+ people among the inhabitants of Rotterdam with a particular focus on the most vulnerable target audiences, namely: bi-cultural youngsters, pink elderly people, transgenders and rainbow families.
3. We aim to break down stereotyping and increase awareness among people that are negative or judgmental about non-traditional gender roles.
4. We aim to lure openminded, heterosexual people into visiting our events to give voice to their solidarity with the LGBTQIAP+ community.
5. We aim to create role models for the LGBTQIAP+ community, particularly for young people with a bi-cultural background, to encourage self-acceptance and a positive self-image.

#### Get involved

I hope this sheds some light on the way Rotterdam Pride operates. I feel responsible for everything we do. That’s why I am asking you to contact **(7)** me if you need more details or if you should have further questions. Don’t be a stranger, we appreciate it when you get involved. Let’s continue our walk. See you at the next chapter.

The Cosmo Bar opened its doors in **1937**. It was frequented by lots of Moroccan-, Antillean-, Surinamese- and Turkish people.





## CHAPTER 3 - COOLSINGEL

# An equal society for all



We're heading north on 'Keerweer' and turn right at the 'Binnenwegplein', a pedestrian area connecting 'Coolensingel' to the 'Karel Doormanstraat'. After some 80 meters we take a left to Coolensingel and continue our way to City Hall, which is located at Coolensingel **(1)**. Being one of the rare streets that wasn't completely destroyed during the German bombing in May 1940, pre-war buildings such as City Hall, the Post Office and the Stock Exchange remind us of Rotterdam's long history.

### A strong supporter

The City of Rotterdam is a strong supporter of Rotterdam Pride. Our foundation is eligible to receive an annual funding to promote a society where everybody feels at home. In addition, mayor Ahmed Aboutaleb has endorsed our candidacy to host EuroPride 2023 with a personal letter of recommendation, which is included in this bidbook. In his letter, he writes: *'In a city where everybody is a minority, inclusion is a topic that is high on our agenda. The City of Rotterdam is determined to work on an equal society for all.'* His words are like music to my ears, though I would like to know more about the Council's political agenda to encourage integration and inclusivity.

### The Council's action program

I'm on my way to meet Anouk Erkelens at City Hall. She is a policy advisor to the City of Rotterdam involved in issues relating to 'society' and 'inclusivity'. And she also represents the City of Rotterdam at 'Rainbowcities', which is a network of international cities that aim to exchange experiences and do's and don'ts concerning LGBTQIAP+ policies. The question whether she likes her work, encourages her to kick-off immediately:

*'Rotterdam is populated by more than 175 nationalities and none of these groups represent a majority. This melting pot of diversity makes Rotterdam a truly great city, but it also poses a number of challenges. The City of Rotterdam and a variety of partners*

including Rotterdam Pride, are working 'round the clock to transform Rotterdam into an inclusive city. Our efforts are already paying off in some areas. It feels great to be able to contribute to a friendly atmosphere and a better society for all.'

I ask her what EuroPride 2023 would mean for Rotterdam in terms of inclusivity.

Anouk says:

*'Positive visibility of diversity is very important to Rotterdam. It provides an opportunity to show the world that the people of Rotterdam and their visitors can be themselves in every respect and in a safe way. EuroPride 2023 would be the best possible international platform to convey that message.'*

When we get to talk about the Council's political agenda, Anouk refers to the action program 'Relax. This is Rotterdam.' (2) that describes the Council's political goals regarding to inclusivity until 2020. The program focuses on the following goals:

- Promoting a more laid-back approach to the city's diversity;
- Providing more knowledge and awareness of prejudice and discrimination across the city;
- Promoting equality and inclusivity particularly in the labor and housing market;
- Providing more knowledge and awareness on the importance of equal treatment of men, women and LGBTQIAP+ people in the various social domains;
- Improving the safety of vulnerable citizens, among which young girls and the LGBTQIAP+ community;
- Empowering vulnerable citizens to take their chances and to actively participate in society by improving their assertiveness;
- Restoring confidence in the future of our diverse city by actively enforcing city laws and rules



**Selfie:**

Anouk Erkelens

**1.**

*Coolsingel lies in the city center and is considered to be the most important boulevard of Rotterdam, connecting 'Hofplein' to the 'Blaak'. In the 19th century, however, it used to mark the borderline of the city, dividing Rotterdam from a small village called 'Ambachtsheerlijkheid Cool'. Even more remarkable is that Coolsingel used to be a canal called 'Coolvest'. In 1811, Rotterdam annexed 'Ambachtsheerlijkheid Cool' and subsequently filled up the canal to develop Coolsingel. Between 1920 and 1940 a string of new buildings was constructed at Coolsingel, among which City Hall, the Post Office, de Bijenkorf, a large department store, and the new Stock Exchange. The German bombing in May 1940 destroyed most of the city center of Rotterdam, but somehow the above-mentioned buildings at Coolsingel survived. Today, Coolsingel and by extension 'Hofplein' are often used for public events and celebrations such as 'Summer Carnival Rotterdam', the 'N.N. Marathon Rotterdam' and of course 'Rotterdam Pride'.*

## Context and impact of EuroPride 2023

Anouk is wanted elsewhere. I thank her for her time and kind words. I'm off again, strolling to Hofplein: the square that easily turns into a party stage during Rotterdam Pride and other festivals. It gives me some time to think about the political significance of the event we have in mind.

We aim to touch the hearts and minds of all our visitors, wherever they come from.

We hope to touch their hearts by welcoming them and treating them as our family, partying side by side, regardless of their origins, sexual identity, age, sexual orientation, faith or skin color. In addition, we hope to touch their minds by aligning our program and activities with the political goals set out in the City Council's Integration Action Program, Anouk mentioned before. I would like to highlight 2 political goals we've incorporated in our program, that say it all:

- After EuroPride 2023 there will be more knowledge and awareness of the importance of equality and equal treatment of men, women and LGBTQIAP+ people within the various social domains.
- And the social safety of vulnerable Rotterdammers, such as girls/women and LGBTQIAP+ people will be improved.

By aiming for the hearts and minds of our visitors, we intend EuroPride 2023 to be a celebration and a civil rights movement rolled into one. It fits seamlessly with the European Pride Organizers Association's (EPOA) purpose, which says:

*'Our purpose is to promote lesbian, gay, bisexual, transgender, and intersex Pride on a pan-European level and to empower and support local and national Pride organizations in their efforts of planning and promoting Pride both as a celebration and a vital human rights movement.'*

## Events leading up to EuroPride 2023

- Eurovision Songcontest Rotterdam (18 May-22 May 2021)
- IDAHOT Rotterdam (17 May 2021)
- Pride Amsterdam (6-8 August 2021)
- World Pride Copenhagen (12-22 August 2021)
- Rotterdam Pride (18-27 September 2021)
- IDAHOT Rotterdam (17 May 2022)
- Pink Saturday (June 2022)
- Rotterdam Pride (September 2022)
- EuroPride Belgrade (13 September 2022)
- IDAHOT Rotterdam (17 May 2023)

In addition, EPOA's parent company, InterPride, has defined 'human rights' as one of their key areas. The three main goals within that key area as published on their website, are on exactly the same lines as our goals mentioned above:

- Increasing the awareness about Pride as a tool to support LGBTI rights and support Pride organizers in achieving and retaining impact on Human Rights.
- Pursuing and safeguarding the right to assembly, the freedom of speech and the freedom of expression as essential rights for visible and safe Pride events.
- Showing solidarity and organize campaigns for those in hostile environments or suffering from Human Rights violations in the context of Pride.

We are looking forward to an unforgettable experience with a positive impact on the morale of the European LGBTIQAP+ community and society as a whole, leading toward an inclusive and more tolerant city, country and world.

# EUROVISION

## SONG CONTEST

### ROTTERDAM 2021

#### 2.

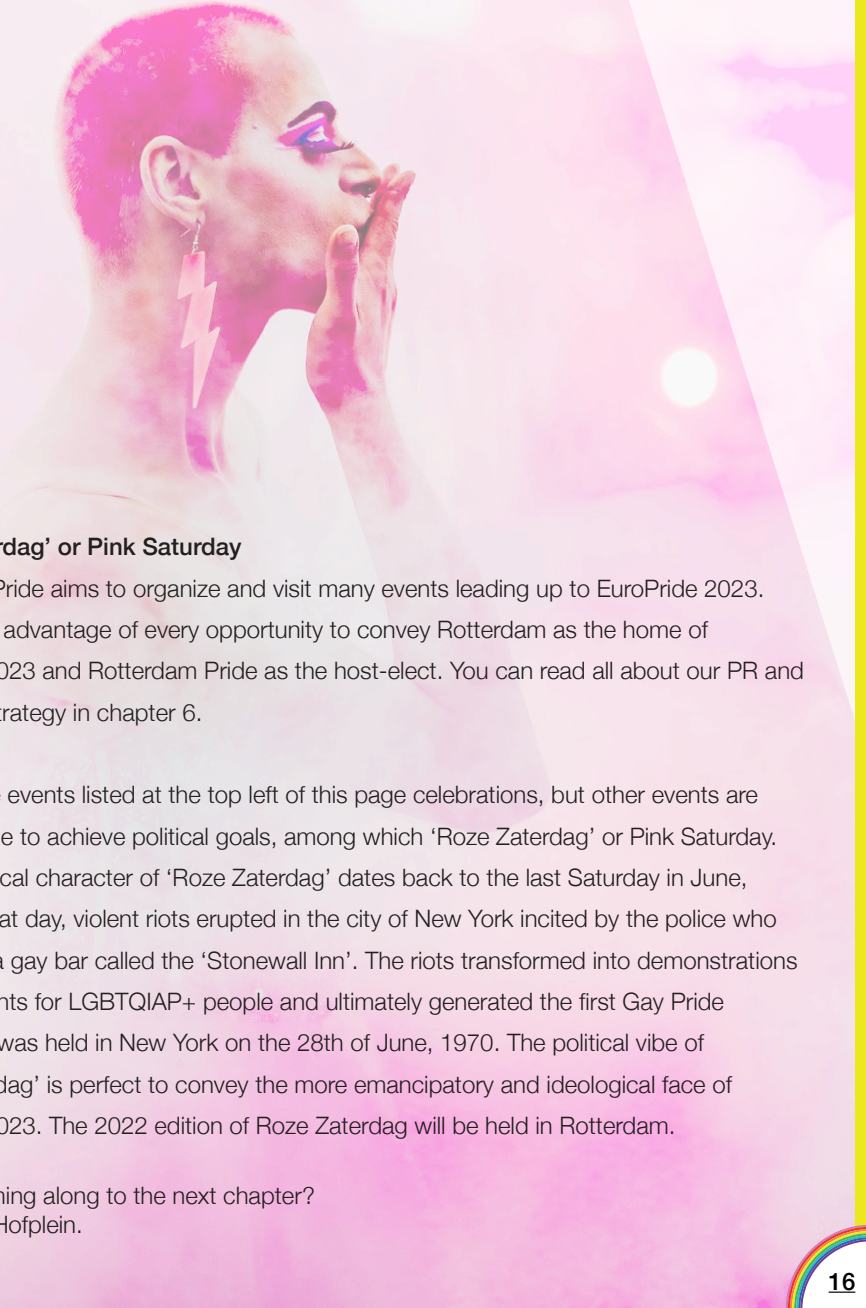
*The City Council has developed an Integration & Community Action Program for 2019 – 2022, called: 'Relax. This is Rotterdam.' The program provides guidelines and activities to promote integration and to reduce tensions between people of different (cultural) backgrounds. Its subtitle 'Living together in a city where everyone's a minority' and the motto 'In legibus libertas' (liberty in the laws) on the outer wall of the City Hall provide the essence of where the city wants to go: 'Living together without tensions in a city characterized by diversity, within the protection and limits of the law.' The action plan ensures equal treatment and opportunities for all, it facilitates inclusivity through dialogue and professional support and it improves the social safety of vulnerable Rotterdammers by enforcement of laws and rules.*

## 'Roze Zaterdag' or Pink Saturday

Rotterdam Pride aims to organize and visit many events leading up to EuroPride 2023. We will take advantage of every opportunity to convey Rotterdam as the home of EuroPride 2023 and Rotterdam Pride as the host-elect. You can read all about our PR and marketing strategy in chapter 6.

Some of the events listed at the top left of this page celebrations, but other events are more suitable to achieve political goals, among which 'Roze Zaterdag' or Pink Saturday. The ideological character of 'Roze Zaterdag' dates back to the last Saturday in June, 1969. On that day, violent riots erupted in the city of New York incited by the police who had raided a gay bar called the 'Stonewall Inn'. The riots transformed into demonstrations for equal rights for LGBTIQAP+ people and ultimately generated the first Gay Pride ever, which was held in New York on the 28th of June, 1970. The political vibe of 'Roze Zaterdag' is perfect to convey the more emancipatory and ideological face of EuroPride 2023. The 2022 edition of Roze Zaterdag will be held in Rotterdam.

Are you coming along to the next chapter?  
See you at Hofplein.







## CHAPTER 4 - HOFPLEIN

# Showtime!



'Hofplein' looks so simple. A roundabout at the intersection of four major roads: 'Weena', 'Coolingsel', 'Pompenburg' and 'Schiekade'. But many architects had struggled with this traffic intersection before such a simple solution was built in 1952. And the definitive design of the fountain **(1)**, was also preceded by plenty of alternatives.

### A fountain dip

Today, Hofplein can process 11,000 cars, 14,000 bikes and 30,000 pedestrians every hour. Besides creating a smooth flow of traffic, the Hofplein fountain acquired another function, when in 1970 enthusiastic Feyenoord supporters splashed around in the water after the soccer club's victory in the European Cup **(2)**. A fountain dip has become a frequent occurrence after victories by Feyenoord and the Dutch national team, while honking convoys of Rotterdam Turkish people have also discovered Hofplein as a place to party after a victory by Galatacaray or the Turkish national team. Partying and celebrating at Hofplein has become a city tradition.

### An engaging program

Hofplein provides the perfect spot to meet Theo Heskes, our very own programmer and as such responsible for the programming of Rotterdam Pride as well as EuroPride 2023. He has wrapped his mind around an engaging program for EuroPride 2023 to promote awareness, visibility and acceptance of LGBTQIAP+ people, including 150 events and activities scattered across the great city of Rotterdam. Events relating to Arts & Culture, Party, Youth & Family, Sports, Knowledge, Community and Others, organized together with national and international partners:

*'Hofplein has a great appeal. It's a place where people love to congregate and celebrate milestones. Much of that has to do with the fountain. It attracts young people with different backgrounds. The perfect place for a festive ending of the Pride Parade, don't you think?'*

Although we only have a 25% chance to win, Theo looks forward to hosting EuroPride 2023:

*'I sense that Rotterdam is changing into a more friendly and inclusive city, but there's still plenty of work to be done. Especially, in the creative sector and among young people. If EuroPride 2023 would come to Rotterdam, it would certainly help young LGBTQIAP+ people to feel more confident about themselves.'*

### The opening ceremony

It's impossible to describe the program in full, but we want to take this opportunity to talk about the main events of EuroPride 2023. I ask Theo if he can give us a general idea of the contents of the opening ceremony. He responds downright enthusiastically:

*'The opening ceremony is going to take place at a central location in the heart of the city. We have various venues to choose from. EuroPride 2023 will officially be opened by a keynote speaker, probably a prominent city official, and is devoted to unity and solidarity in order to face the challenges that lie before us. A key part of the ceremony is the raising of the new Pride flag, demonstrating the world we are one. After the ceremony, visitors are encouraged to make their way to closing drinks in a renowned gay bar, called 'Ferry'.*

### Drawing attention to human rights

As we said before, we want EuroPride 2023 to be a celebration and a human rights movement rolled into one. One of our tools to support the human rights of LGBTQIAP+ people across the world, is CONFAB 2020: a conference organized by Rotterdam Pride along with national and international partners, that deals with the many challenges the LGBTQIAP+ community is facing in the domain of human rights, religion, education and employment. In addition to interesting lectures and discussions led by several leading



**Selfie:**  
Theo Heskes

#### 1.

*The fountain at the center of Hofplein, an octagonal pond of 31 meters in diameter, was designed by municipal architect J.R.A. Koops (1902-1974). The edges were kept low to ensure unobstructed views. From the center of the pond, eight jets of water shoot upwards, and another eight jets line the edges. The wrought iron waterlilies that burst forth the jets of water were created by metalsmith Karl Joseph Gellings. At the corners there are 8 sculptures called 'Water animals', that were created by the Rotterdam sculptor Cor van Kralingen (1908-1977).*

keynote speakers, you can expect a variety of events, workshops and exhibitions particularly aimed towards students and young professionals. Theo adds:

*'CONFAB makes it clear that the protection of human rights of minorities is a major concern for any country, even today, and should always be a priority for any government.'*

### A loud and proud Pride Parade

The Pride Parade is all about fancy cars, decorated floats, exuberant costumes and a most colorful expression of personal statements based on the Pride's theme. If you want to see young and old people gathering in large numbers to give voice to their identity and lifestyle in a creative way, this event is not to be missed. Loners, friend's clubs, business teams, political parties, interest groups, Rotterdammers and people from all corners of the world: everybody fits in naturally. Theo already enjoys the prospect of a European Pride Parade:



*'The Pride Parade's considered to be the most appealing Pride event of all. It was created to highlight Rotterdam's diversity in the hope that people would accept and embrace it. We'll make sure EuroPride 2023 gets the most unique and impactful Pride Parade in the history of Prides with Rotterdam's skyline as a backdrop. Longtime partners of Rotterdam Pride will be encouraged to join the parade with a decorated float of their own. It's showtime!'*

### **Inspiring the next generation**

The Pride Parade ends at the Pride Festival. This will be an inspirational super-event including interactive activities and workshops organized together with our partners, as well as a line-up of major crowd pullers among which popular local artists and internationally acclaimed DJ's and live-acts.

Focus lies on one of our most important target groups: the next generation.

Raising awareness for the fundamental rights of LGBTQIAP+ people should start from an early age. Dialogue and companionship encourages them to keep an open mind and to understand the tragic consequences of gender and sexual discrimination.

Our society is in good hands if the next generation follows through on our dream to create a society where everybody feels at home. Theo looks at me and says:

*'Yes, the next gen holds the key to equality and inclusivity. If we can mobilize them to use their talent and abilities to create a world where everybody can be who they want to be and love who they want to love, EuroPride 2023 will become the most impactful Pride we've ever seen.'*



### **2.**

*On 6 May 1970, Rotterdam's most successful soccer club Feyenoord, defeated Celtic FC with 2-1 in the finals of the European Cup I. Renowned players such as Willem van Hanegem, Coen Moulijn and Wim Jansen played an unforgettable match at San Siro stadium in Milan. Afterwards, Feyenoord supporters en masse took a dip in the Hofplein fountain to celebrate victory.*

### **Celebrating family life**

The Family Festival reaches out to children, adolescents, families, pink elderly people and disabled persons. A family picnic, a motion picture at a movie theater, a storytime session at 'de Doelen', a 'Drag Brunch' for elderly people at the Hilton Hotel, a string of family activities at 'Schouwburgplein': various partner organizations will provide special LGBTQIAP+ activities to involve all target audiences.

### **Every party comes to an end**

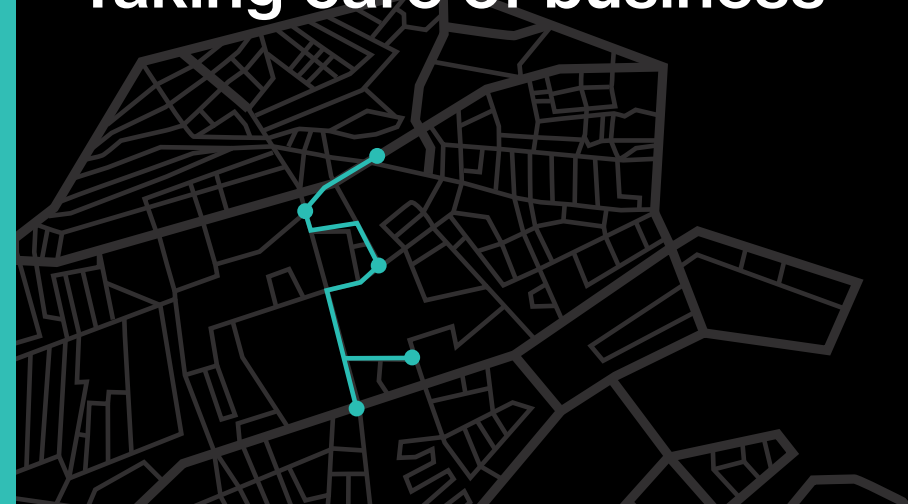
Theo says that the closing ceremony will also be initiated by a keynote speaker followed by an intimate farewell-dinner for invited guests, taking place in one of most famous museums in Rotterdam. A great way to look back on an impactful week.

Theo can talk for hours, but I'd better go. My next appointment is with Iris van der Graaf, member of the board and of Rotterdam Pride and a dear colleague of mine. I'm supposed to meet her at our head office at the Delftseplein 36, located in the heart of Rotterdam Central District. But before we go, don't forget to take a last look at the beautiful Hofplein fountain.



## CHAPTER 5 - ROTTERDAM CENTRAL DISTRICT

# Taking care of business



Living versus working, rawness versus refinement, temporary efforts versus sustainable solutions, brand-new skyscrapers versus monumental buildings, leading businesses versus high-potential start-ups: Rotterdam Central District is riddled with opposites.

The area surrounding the 'Weena', with the dynamic 'Stationsplein' at the center, represents an inviting meeting place for people from all walks of life. When you pass the crowded terrace of café 'Biergarten' on a sunny day, the first thing you'll notice is the diversity of the public. Students, hipsters, businessmen, plain Rotterdammers, international entrepreneurs are all sitting side by side enjoying a freshly tapped beer. It's where they put a working day behind them or get ready for a night out at 'Annabel', the music hall around the corner, or 'Perron', offering a stage to all sorts of cultural events. At Rotterdam Central District, there's always something going on.



**Selfie:**  
Iris van der Graaf

### We need EuroPride 2023

In the midst of this hodgepodge of cultural diversity, our office is located. I'm meeting with Iris van der Graaf, member of the board and also our secretary. She agreed to explain our budget and to dig a little deeper into our organizational structure. In daily life, Iris works as an engineer for the City of Amsterdam of all places, but her heart belongs to Rotterdam and, particularly, to the transgender community of Rotterdam:

*'Rotterdam is a great city to live. However, its lively sports and football culture, involves little understanding and appreciation of LGBTQIAP+ people, particularly transgenders. It discourages them to come out of the closet or to show their true colors. A big, international event, like EuroPride 2023, can help to increase acceptance of transgenders.'*

This feeling doesn't just come out of nowhere. Iris has had some bad experiences herself:

*'Lots of transgenders are often verbally attacked with cruel or discriminatory remarks. Another trend is that people purposely address transgenders by using the wrong gender identity when they talk to you. This happens regularly at work, at the doctor's or during a conversation over the phone. It's especially painful to transgenders who've just gotten out of the closet or are in middle of their transition.'*

Being part of the board of Rotterdam Pride, makes it easier for Iris to promote her message of mutual understanding between Rotterdammers:

*'As a board member, I surely hope to contribute to a positive attitude in our social relations. The people of Rotterdam deserve to live together in an atmosphere of respect and mutual love. It shouldn't make a difference who you are, where you come from or who you love. Everyone is unique and that's perfectly ok.'*

I couldn't have put it better myself. Love, respect and solidarity are important ingredients for a society where everybody feels at home.

### Let's talk numbers

When our conversation shifts to the budget we've allocated for EuroPride 2023, Iris rolls up her sleeves and gets to it. She shows me the balance sheet with the projected revenues and expenditures:

<b>Proposed income</b>	
Government Grants	270.000,00
Sponsorship	250.000,00
Pride Parade & Festival sales (merchandise & catering).	55.000,00
	<b>575.000,00</b>

<b>Proposed expenses</b>	
Openingsceremony	5.000,00
Rotterdam Pride Human Rights Conference	5.000,00
Pride Parade	80.000,00
Pride Festival	240.000,00
Family Festival	20.000,00
Closing Ceremony	8.500,00
Marketing & Communication (online / offline advertising, city dressing, etc.)	35.000,00
Permits & insurance (location & drink permit, weather insurance)	15.000,00
Licenses (music, video)	9.000,00
Project Management & Production	40.000,00
Other staff (technical, security, etc.)	35.000,00
Risk reserve.	52.500,00
	<b>575.000,00</b>

Iris explains there are some important notes to take into consideration:

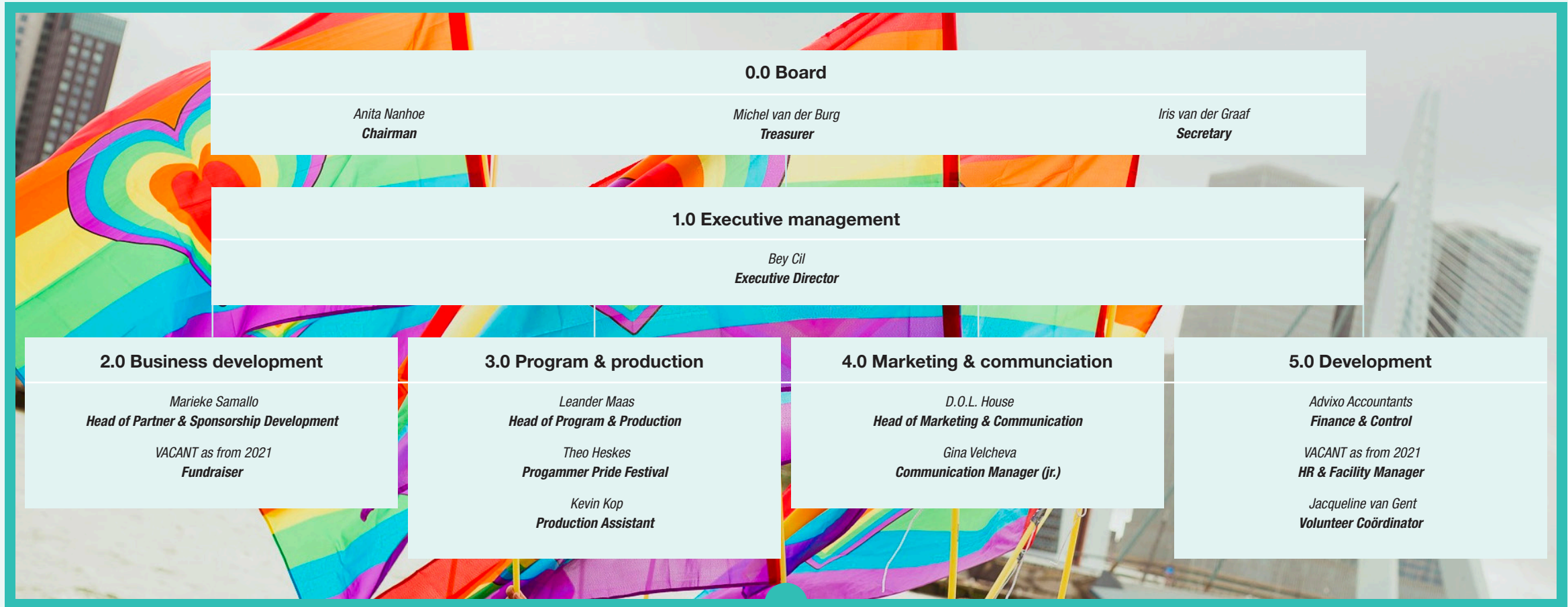
- Our budget for EuroPride 2023 is an estimate based on the average income and expenses of the past 6 years organizing Rotterdam Pride;
- We aim to reinforce our long-term sponsoring agreements with corporate businesses such as Unilever, Accenture and Nationale Nederlanden - and, in addition, we are eligible to receive an annual funding from local and national authorities;
- We've only taken staff expenses into account that are relevant to EuroPride 2023; staff expenses that are not related to the EuroPride project are attributed to general organizational costs;
- Furthermore, we rely for the greater part on volunteers to lend us a hand with the organization of EuroPride 2023, which will reduce staff expenses considerably.
- In addition, we are planning to set up points of sale with EuroPride 2023 merchandising to cover part of the operating costs.

### The people behind EuroPride 2023

Our organizational structure is best explained in an organization chart. You can see at a glance who is responsible for what. But if you need additional information, I'm happy to answer all your questions. Anyway, we are looking forward to turning EuroPride 2023 into an unforgettable and impactful event:



# Rotterdam Pride Organizational Structure



Later on in 2020 we will present the new board of Rotterdam Pride

I say goodbye to Iris, because I am wanted at the 'Erasmusbrug' to talk about our marketing efforts. Please join me. It's a 30-minute walk on foot and there's a lot to see.

We want EuroPride 2023 to be a celebration and a human rights movement rolled into one.





## CHAPTER 6 - ERASMUSBRUG

# Creating a European movement



The 'Erasmusbrug' **(1)** is the main connection between the north of Rotterdam, including the center of the city, and 'Rotterdam-Zuid' or the South Bank. Before 1996 people depended on the 'Maastunnel' and the 'Willemsbrug' to visit the South Bank, but the reconstruction of the 'Kop van Zuid' into a modern residential and working area in 1995 called for a new connection.

### Symbol of the city

Along with the 'Euromast', the 'Erasmusbrug' has grown into the most important figurehead of Rotterdam. Many articles and advertisements use it as a symbol of our city, just as we have on the cover of this bidbook. It didn't take long, before people nicknamed it: 'The Swan'. When you look at it sideways, the impressive, 139-meter-high white pylon resembles the long, slightly bent neck of a swan, and the string of suspension cables attached to it, could easily be mistaken for his body, wouldn't you agree?

The cover of our bidbook shows the 'Erasmusbrug' during Rotterdam Pride, when its suspension cables are covered in rainbow colors to support the rights of the LGBTQIAP+ movement. It's sending out a positive message to the world. The perfect setting to meet Gina Velcheva, our brand-new communication manager, who will work closely together with our head of marketing and communication to turn EuroPride 2023 into a big success.

### 2019 IFEA World Festival & Event City Award

After winning the title of the 'IFEA World Festival & Event City' in 2010 and 2015, Rotterdam was awarded the prestigious title again in 2019. An international jury of experts praised Rotterdam for its positive climate for events and festivals and its comprehensive network of creative, innovative and professional festival organizers. In addition, Rotterdam scored highly with its infrastructure and the way in which agencies and stakeholders in the city work together to enable events and give space to new initiators.



Gina has recently joined our organization, but she understands the importance of this award very well. She explains:

*'The jury praised the diversity of Rotterdam's offer of small and large-scale festivals. Their report said that the city expresses itself on an international level with big events, such as the 'International Film Festival Rotterdam', 'NN Marathon', 'North Sea Jazz Festival' and the 'Eurovision Song Contest', but also has an eye for local initiatives among which 'Pleinbioscoop Rotterdam' – a series of outdoor film screenings at the heart of the city – and multi-cultural food festivals like 'Djemaa el fna'. Winning the 2019 IFEA World Festival & Event City Award (2) consolidates Rotterdam's status as leading festival city and motivates us to do everything we can to turn EuroPride 2023 into an impactful event that deserves the world's attention.'*

### **A new campaign: Dare to!**

When I ask Gina if she's had the time yet to immerse herself in our new marketing campaign, she responds positively: *'Yes, I've done my research and saw the online video stories by our ambassadors on our Facebook-account. It's spot on, Bey.'*

Our new campaign 'Dare to!' (3), which is also the overarching theme of Rotterdam Pride 2020, encourages the LGBTQIAP+ community to show their true colors. By using 'dare to'-slogans and hashtags like 'dare to be open', 'dare to choose', 'dare to show' and 'dare to be different' we dare LGBTQIAP+ people to stop hiding behind a mask of socially desirable behavior and urge them to be who they really are. In addition, we hope to inspire their family, friends, neighbors, colleagues and acquaintances to stop judging them for who they are or who they love. It's a small step for the heterosexual community, but a giant leap for the LGBTQIAP+ community.

#### **1.**

*The 'Erasmusbrug' was designed by architect Ben van Berkel and stretches 808 meters from north to south across the 'Maas' river. It's the tallest bridge in the Netherlands. Its construction took 2 years to complete (1994-1996) at a cost of 165 million Euro. Its wide surface provides the perfect focal point for events such as the Pride Walk and the N.N. Rotterdam Marathon, when it is not being used by transport. In 1998 it was even chosen as a set for Jackie Chan's film: 'Who Am I?'*

#### **2.**

*The IFEA World Festival & Event City Award was designed and created as a way for the global festivals and events industry to openly encourage, support and recognize positive local environments for festivals and events worldwide. Festivals and events create tremendous community and economic capital in the markets that they serve, but the partnership with and support from the local community, at all levels, is critical to the success and sustainability of existing festivals and events, as well as the ability to attract and encourage new events. The 2019 IFEA World Festival & Event City award was handed out to Johan Moerman, the director of Rotterdam Festivals, during the 64th annual IFEA convention, expo & retreat in Williamsburg, Virginia, United States on 25 September 2019.*



### **Creating awareness through events**

In our quest to become the friendliest LGBTQIAP+ city in the world, organizing content-oriented, culturally inspired events, is the most effective way to draw attention to our target audiences (4). Events are an excellent platform to share knowledge, address difficult issues and promote our right to sexual and gender diversity. We hold 4 key principles, when creating and organizing events:

1. Out of the box – we want to break down stereotypes in a groundbreaking way;
2. Next generations – we take a special interest in next generations, because they hold the keys to the future;
3. Get involved – Rotterdam Pride is a joint operation of Stichting Rotterdam Pride, interest groups, the City of Rotterdam, entrepreneurs, volunteers, the LGBTQIAP+ community, contributors, ambassadors, press and supporters: we need all the help we can get;
4. Visibility – we are focused to amplify our reach by surfacing LGBTQIAP+ events to all our target audiences: visibility creates awareness and awareness ultimately leads to acceptance.



**Selfie:**  
Gina Velcheva

### The road to EuroPride 2023

If you decide to give us your vote, the Rotterdam Pride Foundation will do everything in its power to bring EuroPride 2023 to the world's attention. To give you an idea of the extent of our PR and marketing strategy, we've listed an overview of some of the activities we have planned. We hope you like it.

### Kick-off campaign & party

First, we'll launch a short kick-off campaign to engage our volunteers and the Rotterdam LGBTQIAP+ community, that seamlessly fits with our current 'Dare to!'-campaign, namely: 'Dare to Rotterdam. EuroPride 2023'. This campaign will lead up to a local kick-off party on Coming Out Day (11 October 2020) to celebrate the prospect of EuroPride 2023 coming to Rotterdam. All very much in the spirit of Rotterdam's natural and unpolished charm.

### 3.

*'Dare to!' is the theme for the 2020 Rotterdam Pride, which was revealed on 12 May 2020. The theme and campaign leading up to Rotterdam Pride (18-27 September 2020), aims to encourage LGBTQIAP+ people to be proud of themselves. The organization has been inspired by activists and campaign groups that dare to stand up for who they are and who they love. However, not daring to express your sexual or gender identity, is a deeply-rooted problem for many LGBTQIAP+ people. That's the reason why the 'Dare to!'-message will play a central role in a multi-annual media campaign, including 'Dare to' in 2020, 'Dare to Be' in 2021, 'Dare to Dare' in 2022 and 'Dare Too' in 2023. The campaign includes online banners, posters, a Dare to Event in August, a graffiti-wall that dares LGBTQIAP+ people to express themselves, partnerships with brands that fit the target audiences and online video stories told by LGBTQIAP+ people that are working towards self-acceptance or LGBTQIAP+ people that finally dare to be themselves. Check them out on our Facebook-account: [www.facebook.com/RotterdamPride](http://www.facebook.com/RotterdamPride)*

### Smart, effective international PR campaign

In addition, we will deploy a smart and effective PR strategy to promote EuroPride 2023 from April 2021 up to and including EuroPride 2023. Part of that strategy is mobilizing our network of national and international partners to regularly submit news, updates, background information and video content relating to EuroPride 2023 across their websites, social media accounts and other channels of communication. We aim to create a European movement of members and followers that want to be part of EuroPride 2023.

### Pop-up marketing at European Prides & Events

Making our voices heard at other Pride events to promote EuroPride 2023, is at the heart of our marketing strategy. Under the motto 'promote big or go home', we will make sure to convey Rotterdam as the home of EuroPride 2023 and Rotterdam Pride as the host-elect. An exhibition stand at Copenhagen WorldPride 2021, staffed with enthusiastic volunteers, is going to infuse its visitors with great storytelling about the events and activities taking place at EuroPride 2023. Traffic to our stand is generated by printed banners and by volunteers handing out flyers to the public. During the Eurovision Song Contest 2021 in Rotterdam, we are going to host a pop-up event to spread the word that EuroPride 2023 is coming to Rotterdam too. A special truck with volunteers will travel across the city to generate traffic to our pop-up event.

### Impactful marcom partnerships

The City of Rotterdam, Rotterdam Tourist Information, Rotterdam Partners: the first thing we'll line up is formalizing partnership agreements with local authorities and impactful partners, regarding the marketing and communication of EuroPride 2023. We will ask the City of Rotterdam to help us expand local cooperation and increase the visibility of EuroPride 2023 in public places by, for instance, decorating renowned city landmarks, among which, the 'Erasmusbrug' and 'Rotterdam Centraal Station'. Rotterdam Tourist

Information holds the key to joint promotions in tourism related events and manifestations to spread the word far beyond our borders. We are currently studying possible ways to communicate our program. And Rotterdam Partners has offered to actively promote EuroPride 2023 throughout its network. Exhibitions and local conferences provide the perfect stage to spread flyers and video content, if necessary, to encourage people to visit EuroPride 2023. We'll also deploy our 'get involved'-program among our vast network of shops, partners and volunteers to encourage people to visit EuroPride 2023.



#### TV, press and famous YouTubers

Rotterdam Pride has an established relationship with media outlets in the city and across the country. We are planning to promote EuroPride 2023 through national as well as international TV appearances, press releases, newspaper coverages, interviews and through the likes of famous YouTube stars like 'NikkieTutorials', whose channel has more than 13,4 million subscribers. Her willingness to support EuroPride 2023, is demonstrated by her letter of recommendation, included in this bidbook. Rotterdam Pride will also create video content for the EuroPride 2023 YouTube channel. This video content will be used as sponsored content for television and all our partners as well.

#### 4. We distinct 3 different target audiences:

a.  
*Parties, interest groups and entrepreneurs that could possibly contribute to or are willing to organize an event themselves promoting awareness, visibility and acceptance of LGBTQIAP+ people in the Rotterdam area.*

b.  
*Visitors of our events, primarily: the LGBTQIAP+ community and, in particular, focused on the inclusive participation of 4 vulnerable target groups:*

- I.  
*Bi-cultural adolescents (15-25 years)*
- II.  
*Pink elderly people (55+ years)*
- III.  
*Transgenders (25-55 years)*
- IV.  
*Rainbow families*

c.  
*Openminded people that are likely to promote freedom of sexual and gender identity and people that lean towards acceptance but are not there yet, aged between 13 and 100 years old.*

More detailed and finalized plans will be presented, after we've won the election. But we have to say, the outline of the plans in this bidbook are just the tip of the iceberg. We are bursting with great ideas and initiatives to market EuroPride 2023 in a modern and appealing way.

#### Timeline marketing events

Please take note of the following marketing events promoting EuroPride 2023:

- Results EuroPride bid (October 2020)
- Release short campaign after we win (October 2020)
- Release website (November 2020)
- Communication strategy complete (April 2021)
- Agreements with the City, sponsors and partners completed (May 2021)
- Eurovision Song Contest (May 2021)
- Other Prides (From 2021 and onwards)
- Roze zaterdag or 'Pink Saturday' (June 2022)
- IDAHOT (May 2022)
- Start contact with Youtubers, News and other media outlets (September 2022)
- Start promotion on social media (September 2022)
- EuroPride program 2023 completed and released (February 2023)
- Start EuroPride 2023 (September 2023)

And this timeline concludes our chapter on marketing. Please follow me to the next one, which will take us to the Port of Rotterdam: The gateway to Europe.



The Port of Rotterdam is the biggest in the west. It extends over a length of 42 kilometers and saw a freight throughput of a mind-blowing 469.4 million tonnes in 2019. It isn't just big, it's huge.

It took me about 11 minutes to cross the 'Erasmusbrug' to get here, just in time for my meeting with Remon van Droffelaar, our new artistic manager. He's responsible for the artistic vision and strategy of EuroPride 2023. He thought it would be fun to meet at the port, because, and I will use his own words: 'The port is always moving, just like the ideas in my head.'

## CHAPTER 7 - PORT OF ROTTERDAM

# Mi casa, su casa



**Selfie:**  
Remon van Droffelaar

### Impressive scenery

I've been here many times, but I'm still impressed with the scenery of the port area. It's a well-balanced mix of raw industry and refined nature. The port's hustle and bustle versus the home of dozens of animals and plants, all in one place. Remon seems to know a lot about the history of Rotterdam. The first thing he tells me is the following:

*'Nowhere else in the Netherlands will you find so much activity in one location. And to think that it all started with the construction of a small dam in the river 'Rotte' in 1250. The little fishing village that emerged after the dam had been finished, was called 'Rotte-dam'. The perfect place to unload sea ships and to reload small domestic riverboats that moved the goods to various inland destinations. A couple of centuries later, in 1962 to be specific, mayor Van Walsum declared the Port of Rotterdam the biggest in the world. By 2004, it was surpassed by the Port of Shanghai.'*

Through the years, our port has attracted lots of migrant workers, dockworkers and fortune seekers from abroad. As a result, Rotterdam has become the second largest city in the Netherlands, where people from more than 175 nationalities are living side by side. This chapter is called 'Mi casa, su casa' for a reason. It doesn't only apply to the migrant workers who found a home in Rotterdam and the many tourists that visit our city annually, it also applies to you. If you 'Dare to Rotterdam' in 2023, we will be there to make you feel welcome.

### City of pioneers

Rotterdam is refreshingly Dutch, yet remarkably international **(1)**. Our futuristic architecture, culinary diversity and top-notch museums give EuroPride 2023 an innovative edge. As a travel destination, Rotterdam is becoming increasingly popular and attracts tourists and city lovers like a magnet. With our international airports **(2)**, fast train connections **(3)** and strategically located motor- **(4)** and waterways **(5)**, we have the best connectivity in Europe and are easily accessible for visitors across the globe. And if you're on a tight budget, you'll be happy to find plenty of affordable accommodation **(6)** to choose from. The people of Rotterdam are known for their 'can do'- mentality. Where other people give up, we look for possibilities in the impossible. Where else would you find a self-sufficient farm floating on water, producing fresh food in an animal-friendly and sustainable way **(7)**? Together with our 60+ partners in the city and across the country, we will make sure EuroPride 2023 will be a unique, memorable and impactful event.

### Health & safety regulations

Every year, around 1,565 small and large-scale events take place in Rotterdam, ranging from Rotterdam Pride and the street festival Rotterdam Unlimited to the 'Avondvierdaagse' or Four-Evenings' Walk and the N.N. Marathon Rotterdam. The great diversity of events contributes to the vibrancy of the city as well as the city's experience when it comes to taking sufficient precautionary and security measures **(8)**. In addition, the City of Rotterdam works closely and constructively together with NCTV (the National Coordinator for Security and Counterterrorism), the AIVD (the Dutch general Intelligence and Security Service) and the National Police to ensure EuroPride 2023 will be a safe and friendly event.

### Jaw-dropping architecture

According to Remon, Rotterdam is 'a bustling mix of innovative architecture, lively festivals and challenging art and culture with endless possibilities.' I especially liked his story about the two cathedrals of Rotterdam:

*'Rotterdam has actually two cathedrals that are both worth a visit. Start at Rotterdam's monumental Gothic Cathedral, the 'Laurenskerk', which survived the war and stood as a symbol of hope for the citizens as they moved on to build their city of the future. After you've gotten your history fix, walk across the Market Square – don't forget to check out the jaw-dropping Cube Houses by architect Piet Blom you pass on the way – to Rotterdam's unofficial Cathedral: the Cathedral of Food. I'm talking about the iconic 'Markthal'. It features a sweeping arch of a ceiling showcasing the largest work of public art in the world, and beneath it there are countless stalls offering a wide variety of food and ingredients of all sorts of international cuisines.'*

#### 1.

*We are Lonely Planet's 'must see city.' And CCN proclaimed Rotterdam to be 'Europe's new capital of cool'. In a city designed for architecture geeks, where old masters and cool culture are just a ride away and where a variety of sustainable renewal initiatives create a 21-first-century ready infrastructure, how can it be otherwise? Visiting Rotterdam boils down to immersing yourself in a truly innovative city that oozes from international allure.*

#### 2.

*Amsterdam Airport Schiphol, the world's second largest international hub airport, is just 26 minutes away from Rotterdam. The direct high-speed train to and from the airport respectively departs from and arrives at Rotterdam Central Station five times per hour.*

- 26 min to Rotterdam Central Station
- 300 direct destinations
- 4,633 flights per week
- 63 million passengers each year

**Rotterdam Airport is a comfortable and easy regional airport, making it an ideal hub for European visitors. Travel times between the airport and the city are excellent: 15 minutes by taxi and 20 minutes by public transport (airport shuttle & metro) to Rotterdam Central Station.**

- 15 min to Rotterdam Central Station
- 40 European destinations
- Quick & easy access
- Low-cost carriers



**Depot**

He also wants you to take note of the latest architectural wonder in Rotterdam: 'Depot Boijmans Van Beuningen' (9). A large bowl-shaped addition to the existing museum 'Boijmans van Beuningen' with mirrored panels reflecting the image of the city's impressive skyline, and a rooftop garden. Yet another icon on the map of 'the city of the future'.

### Art-axis of Rotterdam

The 'Museumpark', 'Witte de Withstraat' and 'Museumhaven' form a proverbial tape through the city offering a wide variety of museums, exhibition rooms and art galleries, called the 'art-axis of Rotterdam'. Remon tells me that if you want to find out what's happening in the young contemporary art scene, you should drop by 'TENT', an exhibition room located at the 'Witte de Withstraat'. World-class exhibitions in the areas of contemporary art and Dutch Design, can be found at 'Christian Ouwens Gallery' at the 'Eendrachtsweg'. And for a well-balanced mix of old masters, modern art and contemporary design, you should head towards 'Museum Boijmans van Beuningen'. A modern classic, according to Remon. I couldn't agree more. And if the weather's good, just stroll through 'Museum Park' where the 'Depot Boijmans van Beuningen' is being built. Marvel at the different artworks and sculptures scattered across the park. You'll have a great time.

Our Walk of Pride has been interesting. But all good things have to come to an end. Let's go to our next and final destination: Rotterdam Central Station. A true work of art and one of the most important transport hubs in the Netherlands.

#### 3.

**Travelling by train is one of the fastest and easiest ways to get to Rotterdam. International direct trains from Belgium, France, the UK and Germany arrive many times a day at Rotterdam Central Station.**

#### Travel times

- Amsterdam Airport Schiphol 26 minutes
- Antwerp 30 minutes
- Brussels 71 minutes
- Paris 156 minutes
- London 181 minutes

#### 4.

**By car, Rotterdam can easily be reached using the A4, A13, A15, A16 and A20 motorways. Exits to Rotterdam Centrum are clearly marked on signs.**

#### 5.

**Travelling by boat, would be the most adventurous way to get to Rotterdam. P&O Ferries and Stena Line offer regular ferry services between the United Kingdom and the Netherlands. Stena sails from Harwich, England to Hook of Holland, and it takes only 30 minutes to travel from there to Rotterdam. P&O sails from Hull to Rotterdam Europoort. De Jong tours operates a shuttle service between Rotterdam Europoort and the city.**



Markthal

**6.**

*Accommodation in Rotterdam comes in all types and classes, offering an excellent price-quality ratio with almost 9,000 bedrooms in 3-star, 4-star and 5-star hotels, plus hostels (by 2022). Whichever hotel you decide to choose, it's always within walking distance or close by direct metro lines.*

**Available rooms**

- 1,195 rooms at Amsterdam Airport Schiphol (26 minutes by high-speed train)
- 1,781 rooms in The Hague (26 minutes by intercity train)
- 6,092 rooms in Rotterdam city centre
- 8,851 rooms in large Rotterdam
- 10,557 rooms in the area

**Competitive prices**

- Budget/hostels: from EUR. 20,- to EUR. 90,-
- 3-star properties: from EUR. 90,- to EUR. 130,-
- 4-star properties: from EUR. 130,- to EUR. 190,-
- 5-star properties: from EUR. 190,- to EUR. 250,-

**7.**

*Rotterdam focusses on sustainability both in the meeting industry (member of the Global Destination Sustainability Index) as well as under the umbrella of the Rotterdam Climate Initiative. The Port of Rotterdam and the City of Rotterdam, among others, work as partners to enhance the sustainability of the city, the port and the industrial complex. Rotterdam also participates in the Clinton Climate Initiative, C40, 100 Resilient Cities and Connecting Delta Cities.*

**The City of Rotterdam has defined three goals for a green, safe and sustainable city:**

- Aim 1: Rotterdam is committed to a green, healthy and resilient city
- Aim 2: Rotterdam invests in cleaner energy at lower costs for its citizens
- Aim 3: Rotterdam aims to build a strong, sustainable and innovative economy

**8.**

*During EuroPride 2023 event venues and privately-owned spaces will be safeguarded by highly trained private security guards, whereas the authorities are committed to guarantee the public's safety in outdoor and public areas. Consultancy, management and execution of safety control is the joint responsibility of the 'Veiligheidsregio' or the Committee of Public Safety, the Rotterdam Police Department and the City of Rotterdam*

**9.**

*'Depot Boijmans van Beuningen' – designed by MVRDV architects – is a new, glittering storage center next to the museum, which is currently being renovated, and will be completed in 2021. Its façade of 1,664 mirrored panels reflects the image of the impressive skyline of Rotterdam and on top of the bowl-shaped depot, there's a vast rooftop garden. The depot will include the museum's entire collection of 151,000 artworks, as well as curators' offices, conservation studios, a movie theatre and a restaurant*



## CHAPTER 8 - ROTTERDAM CENTRAL STATION

# Let's make a difference



We conclude our Walk of Pride at the iconic Central Railway Station **(1)**. Not just one of the most important transport hubs in the Netherlands, but it also represents a new entrance to the city of Rotterdam. The large glass front offers a direct view of the city center and it brings plenty of natural light in the station's main hall.

In norther direction, the main hall fluently flows into a light, 30 meters wide travelers' passage with stores on both sides. The natural light in the travelers' passage is provided by the glass canopy covering the 16 platforms. If you want to see a glass ceiling that's 140 meters wide and 250 meters long, you must pay a visit. The wooden louvers in the canopy refer to old train stations like the ones in Amsterdam and Cologne. The station is real eye-catcher.

### A giant rainbow

My last appointment is with Ceciel Moyano, a loyal ambassador of the Rotterdam Pride Foundation. In everyday life, Ceciel can be found at popular music festivals such as 'Valtifest', 'Milkshake' and 'Sexy Pride Cologne'. You have to know, she is a talented percussionist who has performed with a variety of DJ's and artists. Ceciel fancies big events and festivals, particularly if they bring people closer together:

*'EuroPride 2023 can change things in a positive way, especially for young people. It's important for young people to see the city is striving for recognition of the LGBTQIAP+ community. It makes them feel valued by society.'*

She's absolutely right. The next generation deserves to be recognized and appreciated, regardless of who they are and who they love. After all, they are the future. That's why Rotterdam Pride identifies young people as one of its most important target audiences. Ceciel continues:



*'EuroPride would turn the whole city into one, giant rainbow. Literally. That would really be something. By creating maximum visibility we draw attention to the fact that the European LGBTQIAP+ community stands united to ensure greater acceptance of their rights. It would also be a great opportunity to give Europe a warm welcome and to show the beauty of the city of Rotterdam.'*

Our meeting is short and sweet, but her words echo in my mind. Let's turn Rotterdam into one, giant rainbow. And why not?

### **Rotterdam's the place to be**

Rotterdam has everything to create an impactful EuroPride 2023. Let me summarize our key arguments:

- 1.** In 2019, Rotterdam ranked 3rd on the 'wellbeing index' created by Fitbit and was praised for being 'one of the friendliest LGBTQIAP+ cities in the world';
- 2.** Being a city of more than 175 nationalities living together, Rotterdam is used to paying attention to the safety and wellbeing of minorities and the protection of human rights;
- 3.** However, 32% of the Rotterdam youth refuses to befriend a peer who belongs to the LGBTQIAP+ community and 26% disapproves of boys kissing each other publicly as opposed to 21% on a national scale: EuroPride 2023 can make a difference in Rotterdam by raising awareness for equality and inclusivity;
- 4.** The Rotterdam Pride Foundation is financially solvent and actively promotes awareness, visibility and acceptance of LGBTQIAP+ people in the Rotterdam area through (co-)creating, organizing and hosting year-round events since its establishment on 10 June 2014;
- 5.** By bringing together 61 national and international companies, entrepreneurs, organizations and interest groups, the Rotterdam Pride Foundation has been able to successfully organize 6 consecutive Rotterdam Pride Festivals with a great social impact on the LGBTQIAP+ community;



*Selfie:  
Ceciel Moyano*



- 6.** By aiming for the hearts and minds of our visitors, we intend EuroPride 2023 to be a celebration and a civil rights movement rolled into one, which fits seamlessly with the purpose of the European Pride Organizers Association's (EPOA);
- 7.** The Rotterdam Pride Foundation has a solid organizational structure and will develop a program for EuroPride 2023 that includes over 150 engaging events scattered around the city, relating to the Community ,Arts & Culture, Party, Youth & Family, Sports, Knowledge, and Others;
- 8.** The Rotterdam Pride Foundation will develop and deploy a smart, effective and engaging PR and Marketing campaign from April 2021 up to and including EuroPride 2023 to create a European movement of members, followers and visitors that are willing to pay our message forward;
- 9.** Part of our marketing strategy includes formalizing impactful partnership agreements with local authorities and impactful organizations to enhance the visibility of Rotterdam as the home of EuroPride 2023 and Rotterdam Pride as the host-elect;
- 10.** International TV appearances, press releases, newspaper coverages, interviews and the likes of famous YouTube stars, such as 'NikkieTutorials', her YouTube channel has more than 13,4 million subscribers, are engaged to create support for EuroPride 2023;

11. Our renowned museums, our culinary diversity and our experimental, award-winning architecture that delights and fascinates city lovers from around the world, have increased Rotterdam's popularity considerably;
12. Accommodation in Rotterdam comes in all types and classes, offering an excellent price-quality ratio with almost 9,000 bedrooms in 3-star, 4-star and 5-star hotels, including hostels by 2022 and always within walking distance or close by direct metro lines;
13. Thanks to 2 international airports, multiple high-speed train connections, strategically located motor- and waterways and our international port, Rotterdam belongs to the best connected and easiest accessible cities in the world;
14. Rotterdam is Lonely Planet's 'must see city' and CNN proclaimed Rotterdam to be 'Europe's new capital of cool.'
15. Rotterdam hosts 1,565 small and large-scale events annually, which contributes to the vibrancy of the city as well as the city's experience when it comes to taking sufficient precautionary and security measures;
16. Winning the 2010, 2015 and 2019 IFEA World Festival & City Event award consolidates Rotterdam's status as leading festival city and motivates the Rotterdam Pride Foundation to turn EuroPride 2023 into a successful and impactful event that deserves the world's attention.

### Dare to Rotterdam

It's a lot of information to digest, but every chapter and key point speaks for itself. In other words, Rotterdam is ready for you. And more importantly, Rotterdam is ready for EuroPride 2023. It has been my pleasure to show you around and to spark your enthusiasm for Rotterdam as the home of EuroPride 2023.

On behalf of our employees, our partners, our volunteers, our ambassadors, our supporters and the LGBTQIAP+ community of Rotterdam, thanks for your undivided attention. Hopefully, you dare to Rotterdam too.

**1.**  
*Rotterdam Central Station was officially opened by king Willem-Alexander on 13 March 2014. The highest point of the main hall is 30 meters and the total surface is around 4,700 square meters. It was designed by 'Team CS', a consortium of 3 internationally renowned architectural firms: Benthem Crouwel, MVSA Meyer en Van Schooten architecten and West 8. The total costs amounted to 633 million euro. The old station, built to a design by architect Sybold van Ravesteyn in 1957, had gone through a significant transformation between 2007 and 2014, whereby components of the old railway station were integrated into the new design. With the arrival of the high-speed lines and Light Rail Rotterdam – The Hague, it's expected that the number of travelers will have increased to 323,000 a day by 2025.*



Dare to make a choice.  
Dare to **Rotterdam**.



## Letters of support - Ministry of Education, Culture and Science





Gemeente Rotterdam  
Burgemeester

European Pride Organisers Association (EPOA)  
Rue du Marché au Charbon 42  
1000 Brussels  
Belgium

Ing. A. Aboutaleb  
Burgemeester

Bezoekadres: Stadhuis Coolingsel 40  
3011 AD Rotterdam  
Postadres: Postbus 70012  
3000 KP Rotterdam

Website: [www.rotterdam.nl](http://www.rotterdam.nl)  
E-mail: [informatiebeheer@rotterdam.nl](mailto:informatiebeheer@rotterdam.nl)  
Inlichtingen: Marije Puijthuis  
Telefoon: 06-13217181

Cluster: Maatschappelijke Ontwikkeling  
Ons kenmerk: 20MO02290

Datum: 24 juni 2020

Betreff: Europride 2023

Dear Members of the EPOA board,

It is with great pleasure that I have learnt that Rotterdam Pride has been shortlisted to host EuroPride 2023 in our vibrant city. As mayor, on behalf of the city government, I fully support the candidature of Rotterdam Pride, on behalf of the city of Rotterdam.

Rotterdam is the second largest and most diverse city in the Netherlands. As a real festival city with well-known festivals such as the International Film Festival Rotterdam, Rotterdam Unlimited, the North Sea Jazz Festival, in 2021 the Eurovision Song Contest and in 2022 Roze Zaterdag (the Dutch equivalent of the Gay Pride Parade), the city's skyline would be the perfect setting for EuroPride 2023. Hosting different kind of festivals which benefit our city and all our inhabitants is very important to us. In a city where everyone is a minority, inclusion is a topic that is high on our agenda. The city of Rotterdam is determined to work on an equal society for all. Hosting EuroPride 2023 will contribute greatly to achieving our goals.

Rotterdam Pride has gained extensive experience as organizer of events and promotor of cultural and sexual diversity in Rotterdam. Rotterdam Pride hosted the first Pride in the city of Rotterdam, in 2014. In 2018 they celebrated their fifth anniversary with more than 40.000 visitors in one weekend. During this event Rotterdam Pride organized a broad spectrum of cultural, educational and festive activities. Rotterdam has been selected as the 2022 host city for Roze Zaterdag. Rotterdam Pride will organise this event.

Based on our experiences with Rotterdam Pride I am confident of their ability to host this important event and to make Europride 2023 in Rotterdam a great success. I look forward to welcoming you and the participants of Europride 2023 in Rotterdam.

Best regards,

Ahmed Aboutaleb  
Mayor



Subject  
Rotterdam Pride hosting  
Europride 2023

European Pride Organisers Association (EPOA)  
Rue du Marché au Charbon 42  
1000 Brussels  
Belgium

Department  
Pink in Bleu  
Netherlands Police  
Unit Rotterdam

Handled by  
Marco van Sche-Smit

Position  
Chairman Pink in Blue  
Rotterdam

Telephone  
0031 (0) 83 83 7000

E-mail  
marco.van.sche-smi@politie.nl

Our reference  
n / a

Your reference  
n / a

Copy to  
Rotterdam Pride Foundation

Date  
July 3, 2020

Enclosure  
0

Page  
1

Dear Members of the EPOA board,

From the very beginning Pink in Blue (Roze in Blauw) has been involved in the organization of the Rotterdam Pride Foundation. Pink in Blue is the LGBT+ division of the Netherlands Police and we are "Proud To Be Their Friend." In recent years, the Rotterdam Pride Foundation has developed into a professional partner, with focused attention to the differences within the LGBT+ community, that we enjoy working with.

Pink in Blue is the LGBT+ division of the Netherlands Police. We are in close contact with the LGBT+ community. One of our goals is to keep in touch with the LGBT+ community in an accessible manner to support them in reporting criminal offenses where necessary.

The city of Rotterdam is beautiful in all its diversity. With more than 180 different lifestyles and cultures, this city is the perfect place to host the Europride 2023.

An urban city, like Rotterdam, also sometimes creates friction. There are plenty of initiatives, from the citizen and the government, that contribute to an inclusive environment where everyone feels at home

We think that the Rotterdam Pride Foundation is perfect partner and capable of organizing the festivities during the Europride 2023.

We will be proud to help the large group of LGBT+ people where necessary during the Europride 2023 when it will be held in Rotterdam.

Best Regards,

  
Marco van Sche-Smit  
Chairman Pink in Blue Rotterdam

www.politie.nl

« waakzaam en dienstbaar »

# MILKSHAKE

Amsterdam, 19<sup>th</sup> of July 2020

To whom it may concern,

As Founder & Creative Director of Milkshake Festival Amsterdam & Global & Milkshake Festival Indoor Rotterdam, I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023.

With this support, I want to join Rotterdam Pride in their fight against discrimination. I too believe in an equal society where everyone feels at home. No matter who you are, who you love, where you come from or how old you are. Everyone should feel accepted.

I believe Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. With the attention Rotterdam will gain by hosting EuroPride 2023 we can create a safer community within Rotterdam again.

Yours faithfully,

Marieke Samallo  
milkshakefestival.com



**KUNSTHAL  
ROTTERDAM**

Rotterdam, 22 July 2020

Regarding: *EuroPride 2023*

To whom it may concern,

As Business Director of the Kunsthal Rotterdam - I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023.

With this support, I want to join Rotterdam Pride in their fight against discrimination. I too believe in an equal society where everyone feels at home. No matter who you are, who you love, where you come from or how old you are. Everyone should feel accepted.

I believe Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. With the attention Rotterdam will gain by hosting EuroPride 2023 we can create a safer community within Rotterdam again.

Yours faithfully,

  
Herman van Karnebeek  
Business Director

Kunsthal Rotterdam  
Museumpark, Westzeedijk 341  
NL - 3015 AA Rotterdam  
Postbus 20077  
NL - 3003 KB Rotterdam  
The Netherlands  
T +31 (0)10 - 44 00 300  
www.kunsthal.nl  
ING Bank: 69-04-44.824  
IBAN: NL05ING00069044824  
BIC: INGBNL2A





As makeup artist and online personality NikkieTutorials I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023. With this support, I want to join Rotterdam Pride in their fight against discrimination. I too believe in an equal society where everyone feels at home. No matter who you are, who you love, where you come from or how old you are. Everyone should feel accepted. I believe Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. With the attention Rotterdam will gain by hosting EuroPride 2023 we can create a safer community within Rotterdam again.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Nikkie', written over a horizontal line.

Nikkie de Jager / NikkieTutorials



@Nikkietutorials

WWW.NIKKIETUTORIALS.COM



Pathé Schouwburgplein  
Schouwburgplein 101  
3012 GJ Rotterdam  
Telefoon +31 (0)10 400 02 10

Letter of intent

As Manager Theatre of Pathé Schouwburgplein I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023.

With this support, I want to join Rotterdam Pride in their fight against discrimination. I too believe in an equal society where everyone feels at home. No matter who you are, who you love, where you come from or how old you are. Everyone should feel accepted.

I believe Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. With the attention Rotterdam will gain by hosting EuroPride 2023 we can create a safer community within Rotterdam again.

Yours faithfully,

Pascal van Wersch  
Manager Theatre Pathé Schouwburgplein

## Stichting Roze Zaterdag

European Pride Organisers Association (EPOA)  
Rue du Marché au Charbon 42  
1000 Brussels  
Belgium

Stichting Roze Zaterdag Nederland  
Marnixlaan 260  
3552 HK Utrecht  
The Netherlands

Betref: EuroPride 2023  
Datum: 13 juli 2020

Dear Members of the EPOA board,

Roze Zaterdag (Pink Saturday) is the first and eldest Pride-event in The Netherlands. It started in 1977 and still is one of the biggest events for the LGBT+ community in our country. Just like the Eurovision Songcontest, Roze Zaterdag is organized in a different city every year. Our organisation protects the history and formula of Roze Zaterdag. Every year we grant the organisation of the event, two years ahead, to a city in The Netherlands and support and advise the organisers.

We are proud to have Rotterdam Pride as our local partner and organiser for Roze Zaterdag 2022 in Rotterdam. As chairman, and on behalf of the full board, I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023. We are confident that they can organize a great edition of EuroPride!

Best regards,



Simon Timmerman  
Chairman Stichting Roze Zaterdag Nederland



Wednesday, July 15, 2020

Gina Velcheva  
Communication  
Rotterdam Pride

Dear Gina,

As CEO of Sydney Gay and Lesbian Mardi Gras, I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023.

With this support, I want to join Rotterdam Pride in their fight against discrimination. I too believe in an equal society where everyone feels at home. No matter who you are, who you love, where you come from or how old you are. Everyone should feel accepted.

I believe Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. With the attention Rotterdam will gain by hosting EuroPride 2023 we can create a safer community within Rotterdam again.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Albert Kruger".

Albert Kruger  
CEO

Sydney Gay and Lesbian Mardi Gras Ltd  
Suite 6/84 Oxford Street, Darlinghurst NSW 2010, Australia  
T + 61 2 9363 0900 | ABN 67 102 451 795  
mardigras.org.au



Stichting Amsterdam Gay Pride  
Korte Leidschansstraat 12  
1017 RC Amsterdam, The Netherlands  
www.pride.amsterdam

European Pride Organisers Associations  
Att the board of directors  
Rue du Marché au Charbon 42  
1000 Brussels  
Belgium

**Letter of intent**

As Executive Director of Pride Amsterdam- I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023.

With this support, I want to join Rotterdam Pride in their fight against discrimination. I too believe in an equal society where everyone feels at home. No matter who you are, who you love, where you come from or how old you are. Everyone should feel accepted.

I believe Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. With the attention Rotterdam will gain by hosting EuroPride 2023 we can create a safer community within Rotterdam again.

Yours faithfully,

Lucien Spee  
Executive director

KvK: 59044985  
BTW nr: 8532 93 995 B01  
IBAN NL36 ABNA 0475050622



Dear People

As Station Manager of Rotterdam Central station I hereby give my full endorsement for Rotterdam Pride's bid to host EuroPride in 2023.

With this support, I want to join Rotterdam Pride in their fight against discrimination. I too believe in an equal society where everyone feels at home. No matter who you are, who you love, where you come from or how old you are. Everyone should feel accepted.

I believe Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. With the attention Rotterdam will gain by hosting EuroPride 2023 we can create a safer community within Rotterdam again.

Yours faithfully,

*Peter de Jong*  
Station Manager Rotterdam Central station  
Nederlandse Spoorwegen

## Letters of support - Nationale Nederlanden (Dutch insurance company)



NN Group N.V.

Dallah Nihot  
Member of the Management Board

European Pride Organisers Association (EPOA)  
Rue du Marché au Charbon 42  
1000 Brussels  
Belgium

Subject: Europride 2023

Date 28-7-2020

Dear Members of the EPOA board,

With much enthusiasm NN Group was informed that Rotterdam Pride has been shortlisted to host EuroPride 2023 in the city of Rotterdam.

As a long-term partner of Rotterdam Pride and their activities in the city of Rotterdam, we endorse the bid of Rotterdam Pride to host EuroPride in 2023.

At NN, we believe every colleague, customer and stakeholder brings a set of unique talents and perspectives to the table. Together we create an environment where people are appreciated and respected for who they are, while growing and reaching their full potential. We have a firm belief that working together and diversity of thinking leads to better results.

Rotterdam Pride has a track record as promotor of diversity in Rotterdam. They play a very important role for the city and its people. Rotterdam Pride initiated the first Pride event in the city of Rotterdam back in 2014. Throughout the years, Rotterdam Pride has organised various activities. For example their 5 year anniversary in 2018 through which they attracted 40,000 visitors in one weekend. In 2022, Rotterdam is the host city for 'Roze Zaterdag'. Rotterdam Pride has been selected to organise this event.

NN believes Rotterdam Pride hosting EuroPride 2023 will benefit the LGBTQIA+ community and achieve goals such as a more equal society. We would be proud for Rotterdam Pride to be the host and organiser of the EuroPride 2023.

With warm regards,



Dallah Nihot  
Chief Organisation & Corporate Relations NN Group

Schenkkade 65, 2595 AS The Hague, The Netherlands  
P.O.Box 90504, 2509 LM, The Hague, The Netherlands  
T +31 88 663 6520  
E [dallah.nihot@nn-group.com](mailto:dallah.nihot@nn-group.com)

NN Group N.V., statutory seat in Amsterdam, registration number Chamber of Commerce 52387534.