

Summary report Interregional Knowledge Exchange Session SWARE

Hosting partner's number, name: Province of Zuid-Holland, The Netherlands (PP6)

Date of visit: 9-11 October

Places of visit/location: Schiedam, Waterdriehoek (Kinderdijk, Biesbosch, historic city of Dordrecht), The Hague, Rotterdam, Bergschenhoek, Bleiswijk

Number of participants: 21 (excl. PP6 staff and stakeholders)

List of participants:

Please see ANNEX I

1. Summary of the aims and achievements of the transfer visit held:

Day 1 (9th of October):

(The Hague) On behalf of PZH, the Kings Commissioner, Jaap Smit, gave a short welcome to the project partners followed by Arnoud Rodenburg, the chair of LP, who stipulated from his perspective the importance of the commitment and leadership of an appointed administrator, i.c. de King's Commissioner. It is a never ending task to manage the sustainable development of inland waterway regions and it needs long and midterm vision, endurance and long term securing, sponsorship and commitment. Therefore it is necessary that at least one – appointed - administrator is responsible for the co-ordination and the sponsorship of the vision, not bothered by any election at all.

(Schiedam, MRDH, RDM Rotterdam) **Hans Heupink** introduced one of the good practices along the shores of the river Meuse: River as a tidal park. This is a programme with the goal to strengthen the qualities of the Meuse river as a central, green space in its urban area and to improve the experience of the tidal dynamics for all inhabitants to enjoy. Partners were transported from the shore of Schiedam to the RDM Campus by the Waterbus. The Waterbus is a public transportation network in the Metropolitan region of Rotterdam – The Hague and large parts of the National Park NLDelta over water. **Peter Blokdijk** from the RDM Campus gave a short introduction on RDM and its transformation from a shipbuilding site to an innovative manufacturing and education industry where the future is taking shape. **Alexander van Steenderen** (alderman of Schiedam, member of the executive board of the MRDH) introduced the activities of the Metropolitan region to the partners. He spoke about the role of the MRDH, improving the economic business climate in the metropolitan region, the importance of water network for living in Zuid-Holland and the transformation of waterway regions in the metropolitan area.

On board of the waterbus **Rob Berkers** (process manager of the Waterdriehoek) introduced the philosophy behind the "Waterdriehoek", a public-private cooperation of 10 partners aiming at strengthening the icons (Kinderdijk Mills, the nature of Biesbosch and the historic city of Dordrecht) and the links, physically and mentally, between them. He also emphasised the importance of the Waterbus in linking the icons.

(Kinderdijk Mills) At the Kinderdijk Mills, director **Cees van der Vlist** spoke about the marketing and future plans of the Kinderdijk area. He spoke about challenges and the importance of offering online information, related to the customer journey (with a strong emphasis on the importance of

integrating web-related services). There was a short navigation on the water in the Kinderdijk area, where we could see (and hear) about the Kinderdijk Mills, the historical importance, today's usage and future plans, such as the new visitor centre and the increasing role for transport over water.

(Biesbosch) At the Visitor centre Biesbosch there were three interactive presentations. 1) Brand NL-Delta by **Marianne den Braven**. The NL Delta brand aims to be stronger together (1 brand instead of multiple), create more chances for nature and economy and to attract more attention and recognition for the greater area of the Delta of Zuid-Holland. 2) Brands of the National Parks of worldclass by **Angelique Vermeulen**. She explained different “touristic lines” that exist in the Netherlands. Based on different themes tourists are invited to explore more of the country. 3) Branding of Waterdriehoek / Dordrecht by **Gerben Baaij**. He explained how the involved parties, wanted to strengthen the physical and mental links between the three different icons, Kinderdijk, Biesbosch and Dordrecht, and how branding of the icons can serve as an important backbone for product-market combinations (and development).

(Dordrecht) From the Biesbosch there was a short navigation by electric boat to the historical city of Dordrecht. Here you could see the vast amount of green and blue that was in the middle of the city centre of Dordrecht. Short presentation by **Elio Barone** on the important historical shipbuilding in Dordrecht (genius loci). Navigation ended at Villa Augustus, an historical former water tower, which has been transformed into a hotel and restaurant.

Day 2 (10th of October):

(The Hague) Opening by **Adri-Bom Lemstra**, regional minister of spatial planning, economy and innovation, and tourism. Lecture on destination branding by **Paulus Emden Huitema**. He had the partners and stakeholders critically think about the effects of marketing (and what most destination branding campaigns do wrong). The point made is that one has to cherish your authenticity when it comes to city or region marketing. Be true to yourself. Tourists will not accept a fake image. This was followed by 4 parallel workshops. 1. Development of strong touristic destinations (facilitated by **Odette Hartgerink**). 2. River as a tidal park: how the metropolitan region rediscovers the delta (facilitated by **Hans Heupink**). 3. Cooperation on cultural heritage (facilitated by **Nadja van den Heuvel**). 4. Financing blue-green investments (facilitated by **Menko Wiersema**). **See Annex III for detailed descriptions of the workshops.** The workshops were open to project partners and stakeholders from the region. There were ample opportunities for discussion among project partners, stakeholders and facilitators.

(Rotterdam) Starting from the “living room” of the Plezierrivier de Rotte foundation partners were guided around the river de Rotte. **Damo Holt** explained the goals of the foundation, which are to increase the attractiveness and the publicity of the area of the Rotte and its surroundings. With three small boats, the project partners had a short navigation on the river de Rotte, where they could see houseboats and business activity on the shores. The project partners also saw illustrations of works that aim at increasing the attractiveness of the Rotte as a gateway to the city and – seen from the perspective of the city – as a gateway to the large and diverse recreational area near the city. At the restaurant Rebelz, **Klaasjan Krook**, told about his social mission as an entrepreneur on the shore of the Rotte. This restaurant helps female ex-detainees to reintegrate into the labour market.

(Bergschenhoek) Short hike up the “mountain” in Bergschenhoek where you could see the 360 panorama of the MRDH/the Rotte area. Here we could also see business activity in the form of an outdoor ski facility. Short presentation by **Erik Rövenkamp** at the Ski- and skate center about entrepreneurship on the river de Rotte and the (cooperation within the) community of entrepreneurs (members) that wish to bring more visitors into the area together.

(Bleiswijk) At the restaurant Retraiterie Rottemeren a networking reception was planned, where partners and stakeholders could meet and discuss in an informal setting the programme of the first 2 days (and all other issues).

Day 3 (11th of October):

(The Hague) Interactive introduction on “Big data for tourism strategic planning” by Andris Klepers (Vidzeme University of Applied Science). He discussed in what way open anonymous information is available and in what way that information can be used. He discussed both physical data (where did people go?) and online data (e.g. reviews and search items).

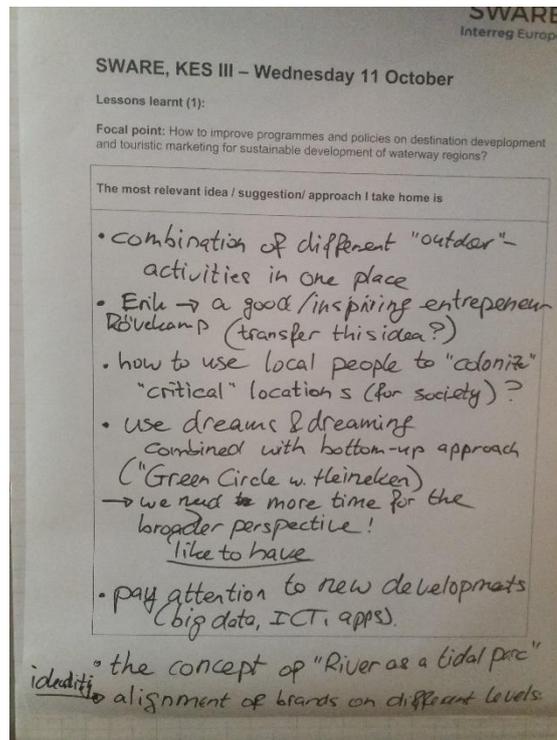
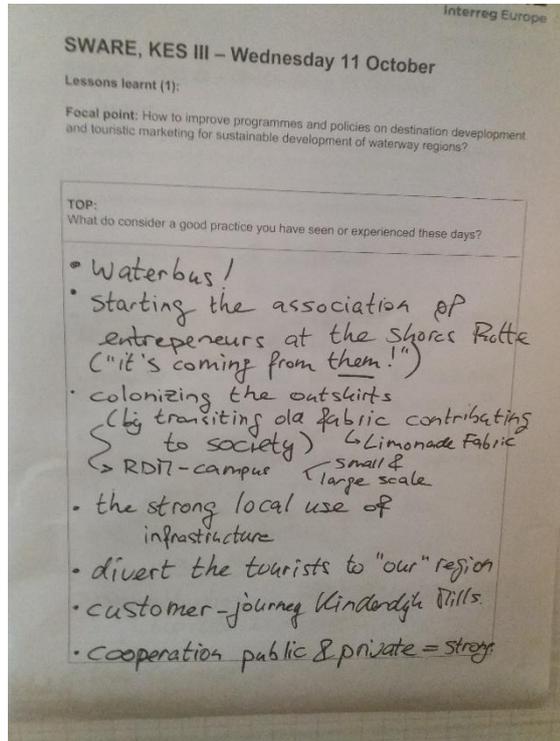
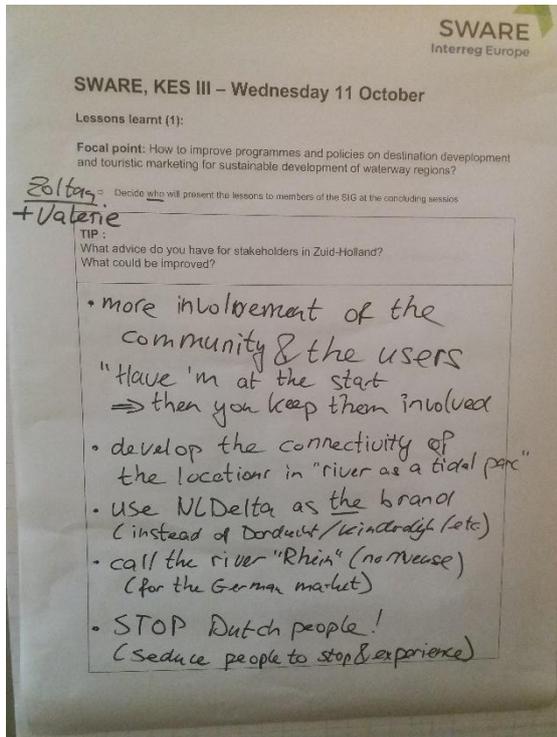
The presentation was followed by two different workshops: 1) How data and ICT tools can help policy makers (facilitated by **Jaap Brouwer and Bas van Toledo**) and 2) How open data can be used consumer oriented (facilitated by **Hans Heupink and Sjors Frencken**). **Jaap Brouwer and Bas van Toledo** discussed the developed “Samenwerkingskaart waterrecreatie Zuid-Holland” which translates to: community map waterrecreation. This maps the plans, ambitions and projects of the important stakeholders in the area. By knowing each other’s ambitions and plans and sharing this information, they stimulate and inspire each other to joint action. **Hans Heupink and Sjors Frencken** discussed the “sloepennetwerk” and other user-oriented apps in Zuid-Holland. The “sloepennetwerk” is one of the good practices stated in the State-of-the-art for Zuid-Holland and probably is the largest interconnected waternetwerk of Europe. **See Annex III for a detailed description of the workshops.**

Project partners then split into 3 groups to summarize and articulate the lessons learnt on three themes: 1) How to improve programmes and policies on destination development and touristic marketing for sustainable development of waterway regions? (facilitated by **Bas Leurs**) 2) How to connect cultural and natural heritage to the touristic branding of waterway regions? (facilitated by **Stephan van Dijk**) 3) How can big (resp. open) data help to build public and political support both for heritage protection and sustainable valorisation thereof? (facilitated by **Hans Heupink**). During this there were asked three questions: TIPS, TOPS and LEARNT.

(This section continues on the next page)

Subgroup 1: programmes and policies

Outcome statements on:



Subgroup 2: touristic branding

Outcome statements on:

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Lessons learnt (2):

Focal point: How to connect cultural and natural heritage to the touristic branding of waterway regions?

☞ Decide who will present the lessons to members of the SIG at the concluding sessions

TIP:
What advice do you have for stakeholders in Zuid-Holland?
What could be improved?

- Easy names for touristic locations
- Involve creative people more
- Awareness of local experts
↳ use more local expertise
- Visual representation of cultural and natural heritage can be the most effective

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Lessons learnt (2):

Focal point: How to connect cultural and natural heritage to the touristic branding of waterway regions?

TOP:
What do you consider a good practice you have seen or experienced these days?

- Educational values of the Biesbos
- Museum in Voorburg.
↳ And the usage of heritage and awareness
- Transformation of the RDM-campus
- Passion of stakeholders and users
- Re use of buildings

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Lessons learnt (2):

Focal point: How to connect cultural and natural heritage to the touristic branding of waterway regions?

The most relevant idea / suggestion/ approach I take home is

- Collaboration at every level
- Umbrella branding

Subgroup 3: big data

Outcome statements on:

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Lessons learnt (3):

Focal point: How can big (or open) data help to build public and political support both for heritage protection and sustainable valorisation thereof?

Decide who will present the lessons to members of the SIG at the concluding session

TIP:
What advice do you have for stakeholders in Zuid-Holland?
What could be improved?

- Without data ≠ policy!
↳ Impact assessment ← local knowledge
- encourage people to use new things
- Next step
- "Crowd-sharing"
Templates → on all levels!
- R&D essential!
↳ exchange exp. young/old
↳ education → engaging community → importance of vision/story telling

Cross-sector involvement!

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Lessons learnt (3):

Focal point: How can big (or open) data help to build public and political support both for heritage protection and sustainable valorisation thereof?

TOP:
What do you consider a good practice you have seen or experienced these days?

- ⇒ Boat sharing concept (Ritke)
 - data population
 - access network
- ⇒ GIS-tool "Waarkeensekaart"
 - powerfull →
 - governance/public involvement
- ⇒ Operational level:
 - Kinderdijk → Dat use visitors
 - ↳ customer journey
- ⇒ Tidal Park
 - ↳ Spatial data → available over all offices

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Lessons learnt (3):

Focal point: How can big (or open) data help to build public and political support both for heritage protection and sustainable valorisation thereof?

The most relevant idea / suggestion/ approach I take home is

- Tipp: community mapping
↳ Samenwerkingskaart
- LV: GIS-structure
- Mil: GIS-management
↳ "governmental certification"
- PonsD: asking: what is ~~most~~ best position ^{state/public} private ^{related to stakeholders}
- ↳ Shared dream
- It.: cycling potential
- Demand Analysis

2. Title of good practice(s) involved in the transfer visit and introduced to the participating partners:

- Waterdriehoek**
- Waterbus
 - River as a tidal park
 - RDM campus
 - **Kinderdijk Mills**
 - **Biesbosch**
 - **Dordrecht**
 - NL Delta
 - Plezierrivier de Rotte

3. Title of good practice(s) transferred or potentially transferable to any participating partners:

- See list above (NL).
- See description of workshops (VAR)

4. Lessons learnt during the KES

Although the territorial contexts of the partners are different from each other, the social context, and the challenges are quite similar. Therefore, good practices presented and shared between partners have aspects that can be useful to all partners.

One of the main lessons learnt is the importance of branding your destinations. In Zuid-Holland it was shown that one of the key elements of attracting tourists (foreign or native) is a good marketing (built upon the true authenticity of your region) strategy and management. Big-data plays an important role in defining your marketing strategy.

It is also learnt that many initiatives/projects take place because of a shared dream/vision among many different stakeholders. It is important that there is collaboration at every level.

Another lesson learnt in Zuid-Holland is the many purposes/functionalities the waterways and its surrounding areas have. The usage of public transport (Waterbus) for example serves to bring tourists to key destinations in an effective way and day-to-day-users (such as students) to their final destination. It also is an innovative solution to problems such as traffic jams and air pollution. Furthermore, the reuse of heritage buildings along inland waterways (such as the RDM campus) shows how this (reuse) can stimulate the awareness and the economical utilization of the potential of the area. It was also learnt that flood protection works can also serve as urban recreational features.

Additionally it was learnt that it is very important to build your strategy on what takes place in your region and how communities are involved. That goes further than just knowing which kind of heritage objects/buildings your region holds, but it's also about social interactions, identifying which players

are involved and where the energy is found. This is essential to create initiatives that really have consequences for the people and environment. Focus on the coalitions of the willing. The rest will follow later.

Some good practices in this KES showed how tourism services can work complementary with (social) education and (re)integrating groups in society.

5. Proposed actions

There are multiple actions proposed by the partners. Most of them consider specific actions within the different regions, but also unique actions on a project wide (EU) level are proposed. Agreeable is that stakeholder meetings should be held in all five regions to inform the regional stakeholders of the outcome of the KES in Zuid-Holland. It is important to involve the stakeholder and institutional learning group (SIG) in the development of the action planning phase.

(some of) The good practices discussed during the 3rd Interregional Exchange Session in Zuid-Holland can function very well as good examples for policy makers in other regions. Not copying one on one to other regions of certain good practices, but to amend and adapt it in a way that is useful for the own region.

Integrate digital platforms in plan-making and communication to stakeholders, policy-makers and visitors. Also pay attention to new developments, such as apps, ICT-tools and big data, and use well known and good functioning instruments. Analyse the influence of big data on decision making and how it can be help to secure long term plans and execution with long term commitment.

Make more use of local expertise, the community, the users, and volunteers. A good bottom-up involvement will pave the way for the success of projects. Take care of their needs and respect and help them where you can (e.g. the PPN).

Create destinations along the waterways and benefit from local stories. Make it possible to moor these places, regarding the European Framework Directive (FWD) and the needs of tourists and inhabitants (services).

6. Interregional Knowledge Exchange Session Statement of outcomes

Considering the discussions during the three-day visit (e.g. during study visits, presentations and workshops) and the provided conclusion reports by all partners, the statements below summarize the most important outcomes of the third Interregional KES visit for the SWARE project. The statements are numbered in no specific order of importance.

1. Again, the importance to have a common vision/goal/dream is stipulated, from which a common strategy and a common execution flows. It needs a long term commitment, organized in governance, policy instruments, process management and funding.



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2. Branding is much more than communication, it also includes spatial planning and development. It starts with a vision and ambition. And knowing your identity, knowing your starting point. All people involved want the brand to serve as a compass for relevant developments within the area. There have to be stakeholders that take responsibility with endurance and governmental involvement is essential.
3. Visionary entrepreneurs and volunteers are a key factor in the sustainable development and management of economical/touristic areas. They should be valued as such and thus receive the necessary support from regional planning authorities.
4. Successes of the past stimulate the opportunity of more successful projects in the future. The SWARE projects underline that the development of a good practice database can act as a catalyst for involvement and investment of projects Europe-wide.
5. ...



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Annexes:

- Signed attendance sheet of the transfer visit
- Agenda of the transfer visit
- Detailed description of workshops