



**SWARE**

**Interreg Europe**



European Union  
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# Lessons learnt Zuid-Holland

Starting points for collaborative action planning

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3<sup>rd</sup> SG and TWG Milano, November 14-15 2017



# STRUCTURE

1. What were our learning needs?
2. What lessons have we learnt?
3. Summarising the lessons learnt
4. Strategy: how to face the future?
5. Towards collaborative action planning in Zuid-Holland

# REFLECTION



**THE DUTCH**

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# LEARNING NEEDS (1)

## Formulated towards “Partner matching” session (2nd SG, March 2017):

- how to make more effective use of digital tools and broader data sets?
- how to secure overall importance when a bottom-up strategy is implemented and how to balance this?
- how to strengthen the relation between services at and around waterways and recreational networks?
- How to improve the management of marked paths along waterways?

## Other knowledge needs formulated in the State-of-the-Art LP + PP6

- How to integrate policy instruments recognising the importance of tourism as an important economic sector?
- How to develop an overall strategy from the unique DNA of the region?
- How to improve access to information?
- How can forces be better joined to implement the Holland City concept?
- How to develop new experiences / concepts linked to living with water?
- Do we need other balance between instruments to improve the relevance (of waterrecreation and tourism)?
- How can we develop better policies using data (data-driven policy-making)?
- How to secure durable cooperation on all levels of governance?
- How to get and how to keep the private sector involved?
- How to deal with possible tension between close cooperation with bottom-up initiatives ('netwerkend werken') and setting the framework ('kaderstelling')?

# LESSONS LEARNT (1)

KES I: Governance structures, stakeholder involvement

KES II: Connecting tourism with infrastructure and heritage

KES III: Marketing, destination branding

## Use local energy and stakeholders:

- involving stakeholders without institutionalising!
- bringing together passion, energy and different stakeholders
- approach taken by the Local Authority Waters and Communities Office (**LAWCO**) in linking the EU water framework directive with local events and energy: it is the question “**what do you want to do with the water?**” that creates energy to reach for the EU goals
- the introduction by Tipperary Sports Partnership also emphasises the added value of linking to the local community

## Effectiveness of national directive on stakeholder involvement

- Interesting to see the balance between top-down directive on bottom-up approach
- Stakeholder involvement through the PPN as example
- very interesting how stakeholders are involved and facilitated by the regional government
- the website presented serves as a very good practice for instrumenting the dialogue with community



## Power of stories

- **Genius loci:** using the dreams and works from the past (Leonardo da Vinci) for powerfull future plans
- **Building a narrative:** one needs to have an overarching narrative to fullfill the full potential of sites (e.g. Idroscalo)
- **Partnerships** demand investments in the processes

## Governance structures and flexibility

- **Ecomuseum:** creating a territorial network around all aspects of cultural and natural heritage
- Successful development and management of **Panperduto** region through
  - shared ownership
  - personal involvement of board members

# LESSONS LEARNT (KES III)

**Look at new developments:** the usage of open data opens complete new perspectives on policy-making and should be one of the pillars of future policy plans

**Shared vision and action planning:** the perspective of our projectpartners on public-private partnerships supports the thoughts of working with shared vision as strong pillars for cooperation

**Branding the region:** adapt to common and known names (Rhein instead of 'new Meuse', the mills (be it in Kinderdijk or elsewhere), etc

**Invite creativity in:** new and creative ideas can generate new perspectives and energy

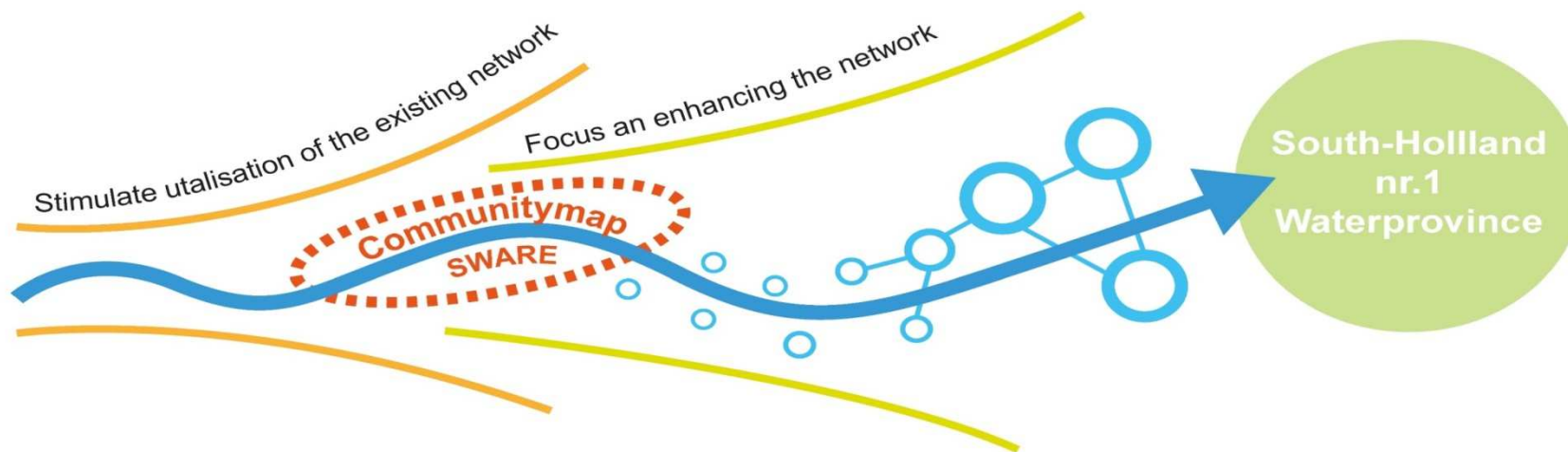
**Colonising the outskirts:** bottom-up initiatives can thrive local and regional developments that boosts areas 'under pressure'

# LESSONS LEARNT (KES III)

## Expect the unexpected:



# STRATEGY: how to face the future?



**Dream big, start small**

# Towards action planning

## Guidelines for our action plan

1. Stay true to ambitious dreams
2. Work from the genius loci, the DNA in regional development
3. Further institutionalising is not the solution, enhanced stakeholder involvement is !
4. Shared dreams create shared ownership
5. Implement data driven policy making (piloting)
6. The narrative is important
7. Coalitions of the willing are needed
8. Use personal energy and passion
9. Learning by doing