

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.e. 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 restaurants 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:

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SWARE, KES III – Wednesday 11 October

Lessons learnt (1):

Focal point: How to improve programmes and policies on destination development and touristic marketing for sustainable development of waterway regions?

Elita + Valene 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?

- more involvement of the community & the users
"have 'm at the start
⇒ then you keep them involved
- develop the connectivity of the location in "river as a tidal port"
- use NLDelta as the brand
(instead of Dordrecht/Leerdam/etc)
- call the river "Rhein" (no mease)
(for the German market)
- STOP Dutch people!
(seduce people to stop & experience)

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Lessons learnt (1):

Focal point: How to improve programmes and policies on destination development and touristic marketing for sustainable development of waterway regions?

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

- Waterbus!
- starting the association of entrepreneurs at the Shores Rotta ("it's coming from them!")
- colonizing the outskirts
(big transitioning old fabric contributing to society) ↳ Limonade Fabric
↳ RDI7-campus ↳ small & large scale
- the strong local use of infrastructure
- divert the tourists to "our" region
- customer-journey Kinderdijk Mills
- cooperation public & private = strong

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SWARE, KES III – Wednesday 11 October

Lessons learnt (1):

Focal point: How to improve programmes and policies on destination development and touristic marketing for sustainable development of waterway regions?

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

- combination of different "outdoor"-activities in one place
- Enk → a good / inspiring entrepreneur Rijkswijk (transfer this idea?)
- how to use local people to "colonize" "critical" locations (for society)?
- use dreams & dreaming combined with bottom-up approach ("Green Circle w. Heineken")
→ we need more time for the broader perspective!
like to have
- pay attention to new developments (big data, ICT, apps).

identity the concept of "River as a tidal port"
alignment of brands on different levels

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?

10 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 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 consider a good practice you have seen or experienced these days?

⇒ Boat sharing concept (Ritke)
- data population
- access network

⇒ GIS-tool "Waardevaartkaart"
- powerful →
→ 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
LV: GIS-structure
Mil: GIS-management
↳ "governmental certification"
PonsD: asking: what is best position state/public
private related to stakeholders
↳ Shared dream

It.: cycling potential
Demand Analysis

Samenwerkingskaart

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.

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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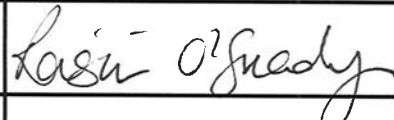

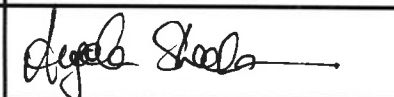
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Annexes:

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



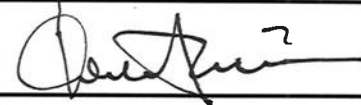


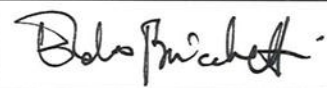
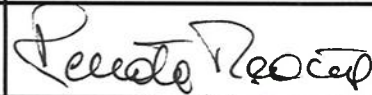
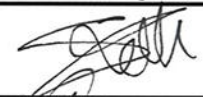

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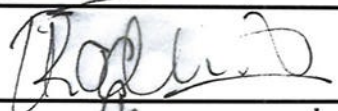



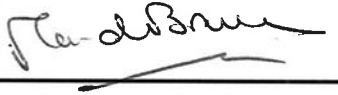

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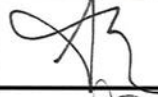
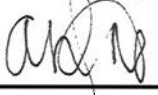





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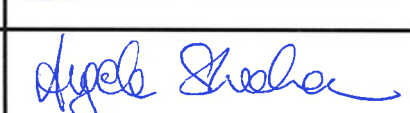




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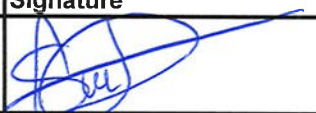
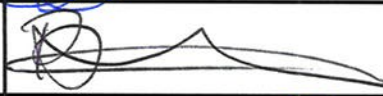






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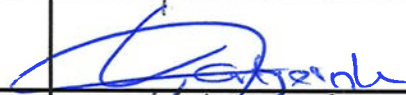
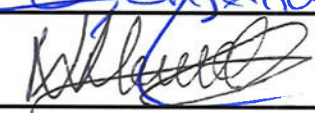

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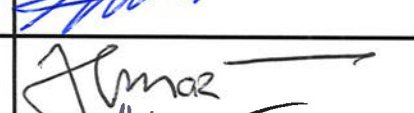




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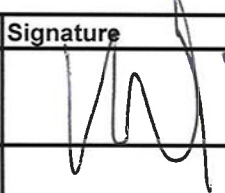



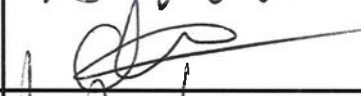



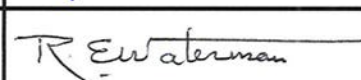
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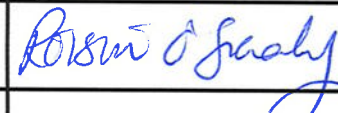



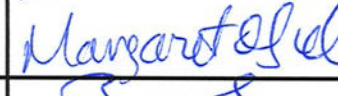


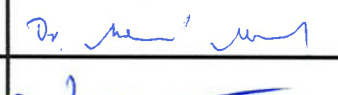


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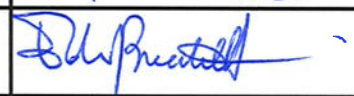
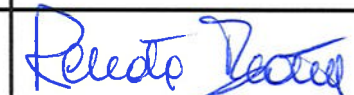

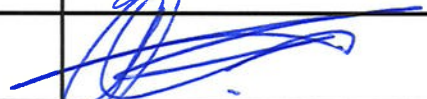
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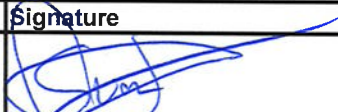








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Sustainable Heritage Management of Waterway Regions (SWARE)

Knowledge Exchange Session (KES) III

Theme: Marketing and development of destinations
Date: 8th - 11th October 2017
Host Partner: Province of Zuid-Holland

Visiting Partners:

- Metropolitan City of Milan, Italy
- Vidzeme Planning Region, Latvia
- Association Regio Water, Netherlands
- Pons Danubii EGTC, Slovakia/Hungary
- Tipperary County Council, Ireland

Outline of the programme

On Sunday 8 October, an informal welcome is planned; dinner (optional) will be at 19.00 hrs in the city centre of The Hague. The cost of the dinner is in charge of each partners' budget.

The official programme of the KES will start on **Monday 9 October** at **8.30 hrs**.
The programme will finish on **Wednesday 11 October** at **15.00 hrs**.

Location of partners during KES III

The KES III is based in The Hague. All KES participants will stay at the Hampshire Hotel – Babylon Den Haag. Address: Bezuidenhoutseweg 53, The Hague.



Sharing solutions for better regional policies

Discovering the world of Zuid-Holland

For some short videos and introduction on the region you are about to visit, please visit the following links:

- Introduction on Zuid-Holland: <https://vimeo.com/76871452> (video)
- The importance of creating an attractive living environment <https://vimeo.com/76938576> (video)
- <http://www.zuid-holland.eu/#>

Day 0 Sunday, October 8th: Informal welcome dinner

Location: The Hague, city centre

Time	Topic
during day	Participants arriving in The Hague
18.30 hrs	Pick-up from the hotel
19.00 hrs	Informal welcome dinner
21.00 hrs	Back to the hotel

Day 1 Monday, October 9th: Welcome and site-visits (in the Waterdriehoek and NL Delta)

Location: official start at the hotel, site-visits in the Waterdriehoek and NL Delta, dinner in Dordrecht

Time	Topic
8.30 hrs	Official welcome (meeting room “Binnenhof”, hotel Babylon) by: <ul style="list-style-type: none">• Jaap Smit, Commissioner of the King in Zuid-Holland, and• Arnoud Rodenburg, chairman of Association Regio Water
9.00 hrs	Transfer by bus to Schiedam
10.00 hrs	<p>Boarding the Waterbus (public transport on water):</p> <ul style="list-style-type: none">• Introduction by Alexander van Steenderen (alderman of Schiedam, member of executive board for economic business climate of the Metropolitan region Rotterdam The Hague (MRDH)) on<ul style="list-style-type: none">○ Improving the economic business climate in the metropolitan region○ Importance of water network for living in Zuid-Holland○ Transformation of waterway regions in the city• Site-visit RDM Rotterdam: RDM Rotterdam is the hotspot for innovation in the port: this is where the manufacturing industry of the future is taking shape. The former shipyard of the Rotterdamsche Droogdok Maatschappij (RDM) – where shipbuilders once worked on world-famous vessels like the SS Rotterdam – is now home to a range of exciting private-sector, education and research initiatives.• Introducing existing and potential project sites of the river as a tidal parc, 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. <p>More info on MRDH: https://mrdh.nl/project/european-projects</p> <p>More info on RDM: https://www.rdmrotterdam.nl/en/about-rdm/</p> <p>More info on Waterbus:</p> <ul style="list-style-type: none">• http://www.waterbus.nl/ (Dutch only)• https://vimeo.com/76939420 (video) <p>More info on “River as a tidal parc”:</p> <ul style="list-style-type: none">• http://www.urbanisten.nl/wp/?portfolio=river-as-tidal-park• http://www.buildingwithnatureinthecity.com/#1
11.30 hrs	<p>On board of the Waterbus:</p> <ul style="list-style-type: none">• Introducing 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• Introducing the importance of the Waterbus as a partner in this programme <p>More info on the “Waterdriehoek”:</p> <ul style="list-style-type: none">• http://www.watericonen.nl/ (Dutch only)• https://www.geschiedenisvanzuidholland.nl/kinderdijk-dordrecht-biesbosch (Dutch only)• Good practice described in State-of-the-Art Zuid-Holland

12.00 hrs	<p>Arriving at Kinderdijk Mills:</p> <ul style="list-style-type: none"> • Introduction on the famous Kinderdijk Mills (UNESCO World Heritage Site): its history, current situation and the future plans for a visitor centre; Kinderdijk has nineteen original windmills that the Water Boards use to drain the polder. Overwaard's wooden mills and Nederwaard's brick mills use wind power to move water from the polders to the basins. <p>More info on the Kinderdijk Mills: https://www.kinderdijk.com/visit/mills/</p>
12.30 hrs	Lunch with a view over the Kinderdijk Mills
13.00 hrs	Visiting the Kinderdijk Mills on an electric boat
14.00 hrs	<p>Boarding the Waterbus:</p> <ul style="list-style-type: none"> • Introduction on National Parc NL Delta Biesbosch – Haringvliet; in this National Parc of outstanding beauty, one can see the close harmony between nature, human influences and economy that has been formed over the last 600 years; • The National Parc is about living with nature and water, it is the spot where rivers from all over Europa meet the sea and it has huge importance for the existence of many different species of fish and birds (e.g. sturgeon, fish eagle and sea eagle) <p>More info on National Park NL Delta: http://nldelta.nl/ (Dutch only)</p>
15.00 hrs	<p>Visitor centre Biesbosch (part of NL Delta)</p> <ul style="list-style-type: none"> • Introduction on the stories in the Delta • Introduction on the governance of marketing: destination promotion and marketing at local, regional and national level • Reflection of partners and stakeholders on recognition of stories and imagebuilding <p>More info on different levels of marketing:</p> <ul style="list-style-type: none"> • Dordrecht Marketing: http://www.dordrechtmarketing.nl/ (Dutch only) • Holland Marketing: https://www.nbtc.nl/en/home/holland-marketing.htm <p>More info on National Parc de Biesbosch:</p> <ul style="list-style-type: none"> • https://issuu.com/biesbosch/docs/brochure_npdbb-eng_5
17.00 hrs	<p>Transfer by electric boat to Dordrecht:</p> <ul style="list-style-type: none"> • Introduction on the history and identity of Dordrecht, which has been the centre of the maritime (ship building) industry for ages
18.00 hrs	<p>Spending some free time at and around Villa Augustus (Dordrecht) and its vegetable garden. Villa Augustus is a former water tower, which has been transformed into a hotel and restaurant.</p> <p>More information on Villa Augustus:</p> <ul style="list-style-type: none"> • https://www.villa-augustus.nl/en/ • https://vimeo.com/76938580 (short movie)
18.30 hrs	Dinner at Villa Augustus

20.45 hrs	Transfer by bus back to hotel
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Day 2 Tuesday, October 10th: Interaction, deepening the knowledge on marketing, site visits

Location: start at Province of Zuid-Holland's offices, site-visits on river De Rotte's shore (including dinner)

Time	Topic
8.30 hrs	Pick-up from the hotel, short walk to Province of Zuid-Holland's offices
9.00 hrs	Lecture on destination branding: <ul style="list-style-type: none"> • What factors determine the success of a strong destination brand? • How to keep stakeholders involved on the way? • Influencing the customer journey
10.15 hrs	Parallel sessions: 4 workshops will be hosted, on the following themes: <ul style="list-style-type: none"> • Development of strong touristic destinations • River as a tidal park: how the metropolitan region rediscovers the Delta • Cooperation on cultural heritage • Financing blue-green investments <p>All workshops will be hosted twice (short coffee / tea break in between) <i>(a separate form will be sent to gain insight into each participants preferences)</i></p>
12.30 hrs	Lunch
13.30 hrs	Transfer by bus to "House chamber of the Rotte", Rotterdam
14.30 hrs	Excursion on De Rotte and its shores: how the search for a common story leads to a perspective for public and private stakeholders, starting from the House Chamber <p>More info on the foundation hosting: www.derotte.nl (Dutch only)</p> <p>More info on the Rotte: https://www.youtube.com/watch?v=baVBe6aE9kc (video)</p> <p>Map with overview of the recreational facilities of the Rotte:</p> <ul style="list-style-type: none"> • http://www.heerlijkbuiten.nl/media/recreatie_zuidholland/org/documents/folders/recreatiekaart%20rottemeren/rottemeren.pdf
14.45 hrs	Transfer by several small boats to Rebelz (restaurant with specific philosophy) <i>(Guides will further introduce the history and the future of the river De Rotte)</i>
15.15 hrs	Introduction on: <ul style="list-style-type: none"> • The river as linking pin between city and rural area • the specific philosophy of Rebelz <p>More information on Rebelz:</p> <ul style="list-style-type: none"> • http://www.rebelzaanderotte.nl/ (Dutch only)
15.45 hrs	Transfer by bus to Ski and skate centre
16.15 hrs	Introduction on: <ul style="list-style-type: none"> • possibilities for entrepreneurship on the river shore • the perspective that guides and helps entrepreneurs on the river shore

	<p>More info on Ski and Skate centre:</p> <ul style="list-style-type: none"> • http://www.outdoorski.nl
16.45 hrs	<p>Walk in the parc, up to viewing point:</p> <ul style="list-style-type: none"> • view on the river from source to city • living with water below sea level <p><i>(please wear comfortable shoes for walking)</i></p>
17.30 hrs	<p>Transfer by bus to Retraiterie Rottemeren (restaurant)</p> <p>More info on restaurant:</p> <ul style="list-style-type: none"> • http://www.retraiterie.nl/index.html
18.00 hrs	Networking reception (Retraiterie Rottemeren)
19.00 hrs	Dinner (Retraiterie Rottemeren)
20.45 hrs	Transfer by bus back to the hotel

Day 3 Wednesday, October 11th: Interaction, wrap up, conclusions and statements

Location: Pulchri Studio, Lange Voorhout 15, The Hague

Time	Topic
8.45 hrs	<p>Pick-up from the hotel, short walk to Pulchri Studio</p> <p>More info on Pulchtri Studio, an artist-run gallery, in historic centre of The Hague:</p> <ul style="list-style-type: none">• http://www.pulchri.nl/english-summary
9.30 hrs	<p>Introduction on “Big Data for tourism strategic planning” by Mr. Andris Klepers (Vidzeme University of Applied science)</p>
10.15 hrs	<p>Plenary session on founding and mobilizing a water community, including use of ICT tools and data.</p> <p>This session is about founding and mobilizing a water community as a strong and effective network for realising ambitions on waterrecreation. The possibilities of using data and ICT-tools is enormous and expanding quickly. After getting inspired by some proven examples of applications, we will discuss about how they can be helpful, for policymakers and for users.</p>
10.45 hrs	<p>Coffee and tea break</p>
11.00 hrs	<p>Workshop in two groups:</p> <ul style="list-style-type: none">• how data and ICT tools can help policy makers• how open data can be used consumer oriented
11.45 hrs	<p>Preparing lessons learnt in subgroups, formulating the lessons learnt on the following themes:</p> <ul style="list-style-type: none">• how to improve programmes and policies on destination development and touristic marketing for sustainable development of waterway regions?• how to connect cultural and natural heritage to the touristic branding of waterway regions?• how can big (resp. open) data help to build public and political support both for heritage protection and sustainable valorisation thereof?
13.00 hrs	<p>Lunch</p>
14.00 hrs	<p>Closing session, presenting KES statements to members of SIG Zuid-Holland</p>
14.45 hrs	<p>Closing addresses by Association Regio Water (lead partner)</p>
15.00 hrs onwards	<p>Departure of partners</p>

Knowledge Exchange Session III – reports of the workshops

(Zuid-Holland, October 9 – 11)

Introduction

This memo presents the headlines of the discussions of the workshops on October 10-11, that were organised within the programme of the third KES, hosted by Province of Zuid-Holland.

The following workshops were hosted:

1. Financing blue-green infrastructure
2. Development of strong touristic destinations
3. River as a tidal parc
4. Cooperation on cultural heritage
5. Founding and mobilizing a water community, including use of ICT tools and data

Participants in each workshop:

- Workshops 1-4 were each organised twice, in parallel sessions on October 10th; the workshop grouping can be found in the appendix (including stakeholders from within Zuid-Holland);
- Workshop 5 was organised in one plenary session, splitting in two groups after the general introduction on October 11th; subgroups were not registered, all project partners have participated in either one of the subgroups.

The presentations that were held to introduce the subject of the workshop, are stored separately at the project site.

Reports, headlines of the discussion

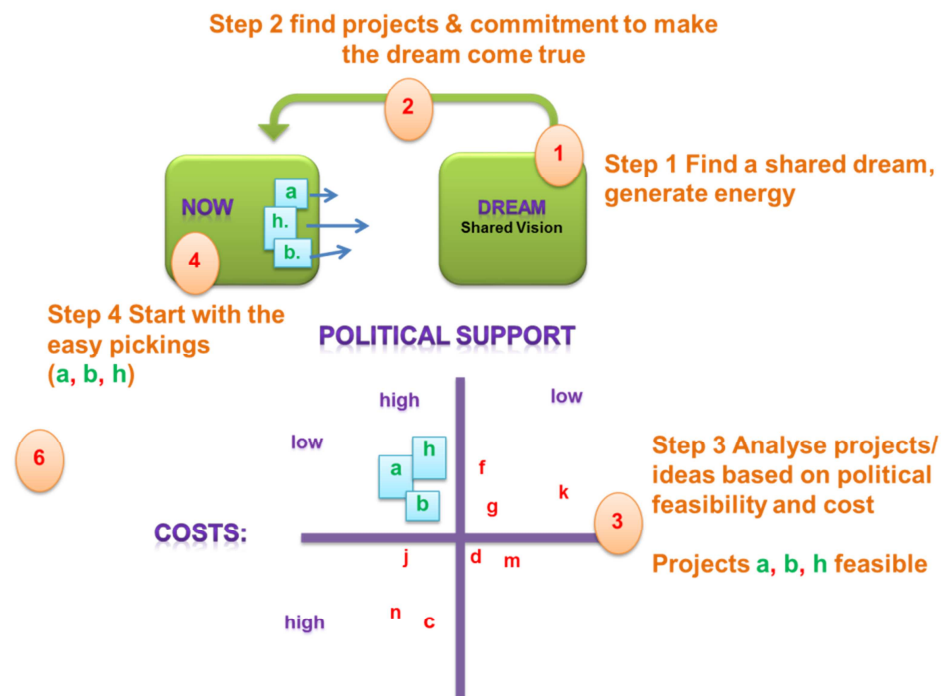
Workshop 1 Financing blue-green investments

Menko Wiersema, areal manager for the Province of Zuid-Holland Holland, introduced the programme Green Circles. Green Circles is an initiative of HEINEKEN Netherlands, the provincial government of Zuid-Holland, and Wageningen University . A climate neutral HEINEKEN brewery, a sustainable economy, and a pleasant living environment in the Zoeterwoude region are the ambitions that Green Circles is working towards. Together with others, Green Circles is developing a future vision for sustainable land use. New networks are being organised that experiment with transition processes. Landscape services (a type of ecosystem service) is the central concept in which the interaction between humans and nature plays a key role. The expectation is that certain parties can strengthen their services using adapted landscape management, which in turn will benefit other parties.

Transition processes are based on dreammanagement (bases on an ambitious shared vision / dream):

- 1 Find a shared dream (ambitious shared vision; the holy grail) that generates a lot of energy; make the impossible possible.
- 2 Find projects, ideas and commitment that can make the dream come true
- 3 Analyse projects/ ideas based on **political feasibility** and **cost**
- 4 Start with the easy pickings (projects with low costs and a high political feasibility: a;h;b).

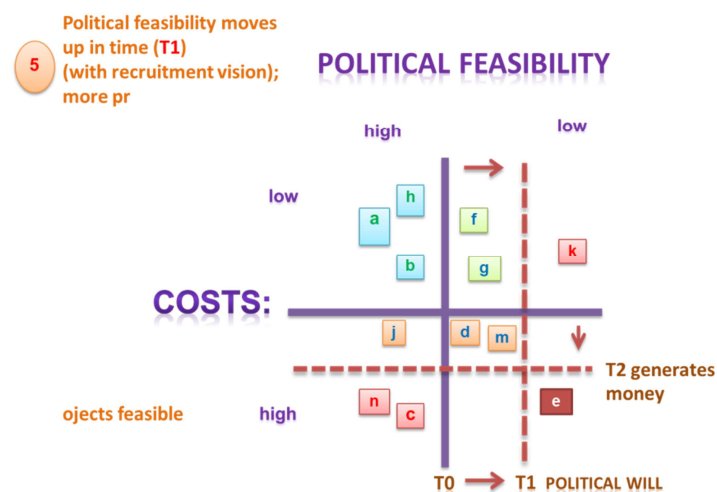
The role of dreams is very important in the programme. A good, enthusiastic dream will generate more political feasibility and, later on, more funding:



Some examples of shared dreams that were introduced:

- a carbon neutral supply chain of Heineken
- climate neutral inland navigation
- no bee starvation in a colourful landscape
- development of the city of Leiden towards “a paradise for children”
- sufficient clean and safe water in 2050

It is important to involve politicians in the process of dreaming. The better the dream, the higher the political feasibility. A good dream/ an enthusiastic vision will make more projects / ideas possible (f + g) :



When the political feasibility rises the possibility for funding will rise and more projects (j;d;m) will become financially possible.

Green Circle Bee Habitat as good example

In the bee habitat project we have discovered the way in which a Green Circle network can be constructed around a common urgency to strengthen a landscape service, in this case 'pollination'. Areas are designed and managed in a different way giving pollinating insects better chances for collecting honey and for overwintering. HEINEKEN began by creating a bee habitat around the brewery, after which the leisure area Bentwoud in Zoetermeer followed. Now Leiderdorp, Leiden, Zoeterwoude, and the Zuid-Hollands Landschap are designing bee-friendly areas. The social-ecological network around the bee habitat (including the brewery site) now includes 30 parties and is being further developed as a Green Circles network with a wider mission: biodiversity and the living environment. In the beginning (2015) the funding was modest and mostly from local government. In 2017 the National Lottery donated 4 million euro to bring the dream further.

Lessons learned in this workshop:

- A broad social network, working together and based on a shared vision can generate political feasibility and more funding.
- Bring in the politicians and keyrole players in an early stage (let it be there them dream too)
- Ensure very good communication and promotion (promote the shared dream)
- Renew the dream every year.

Workshop 2 Development of strong touristic destinations

Irma van Oosten, director of Marketing OP Voorne Putten (OP VP) gave an introduction to the subject 'how to develop an strong tourist destination'. The mission of Marketing OP VP is to stimulate the regional economy by ensuring a high quality and consistent brand experience. When Marketing OP VP started in 2016, the target of 10% tourism growth was set. This can partly be achieved by marketing efforts, but also depends on the available facilities like overnight accommodations.

The brand-development of the (former) island Voorne Putten started in 2014 questioning different municipalities and entrepreneurs what image they want to promote. The consultation of stakeholders was a difficult process as all have their own interest and therefore features they want to communicate. Based on the location, VP connects the urban area of Rotterdam with rural Zeeland, the decision was made to focus on contrast. Voorne Putten as 1 island, but always 2 worlds to experience it. The island can be used in different ways and is therefore suitable for everyone.

This idea is elaborated per subject, with images that appeal to the different target groups. Pictures of modern windmills (placed in a beautiful setting) are also used as it is important to tell the truth, show it the way it is. The description of Voorne-Putten's identity forms the foundation for all communication across the island. The purpose is not so much to promote VP as an entity. Depending on the target group the focus can be just on Hellevoetsluis (situated in VP) or even on using the name of Rotterdam. In the presentation you can see which instruments OP VP uses for each component of the customer journey. You need to balance the activities between the different target groups (including the stakeholders). Some of the activities also focus on visibility towards stakeholders.

The stakeholders need to be informed regularly on what you are doing. You continuously have to explain the choices you have made. This is part of the job. Satisfied consumers and residents are the best ambassadors for a region.

Some important notices from the discussion:

- How to use a limited budget? Online marketing has a wide range, this makes it interesting as a first step for raising awareness and ensuring visibility. Make sure that people can find you. OP VP tries to link searches for specific leisure activities to their site. When people are in the area, other resources need to be used. For successful campaigns, it is important to analyse available data to identify what does and what doesn't work.
- When promoting a region, you should first be well informed about what people can really know about us? This is part of the research. Be aware of your options, but do not exaggerate.
- Let other people tell the message. OP VP put the entrepreneurs in place. They provide them with knowledge, promotional materials and a portal website. The entrepreneurs are responsible for their own site, which should also contain good information and facilities in line with OP VP's message.
- Some places are like Venice and Amsterdam, they are iconic on their own. Other places need branding as new unknown places or need re-branding (re-inventing a place). It's important to create stories from the inside. You can learn from how it's done in other places, look at best practices.
- You need to use something which is well known. VP could make use of their location within the famous Rhine-delta or position themselves in relation to Rotterdam. This is the area where the residents of Rotterdam come to relax.
- Branding is much more than communication, it also includes spatial planning. You want the brand to serve as a compass for all relevant developments within the area.
- It's hard to catch the identity of a region, leaving things behind. Making a selection is necessary to be able to attract visitors. The big challenge is to search for the distinctive features, you have in common.

Workshop 3 River as a tidal parc

The workshop starts with a short introduction by **Walter de Vries**, working for the City of Rotterdam, as the manager of the programme "River as a Tidal Park". The programme 'The river as tidal park' is a collaboration involving ten partners. A memorandum of understanding was signed on 16 March by the World Wildlife Fund, the Zuid Hollands Landschap nature conservation organisation, the Rotterdam Port Authority, Rijkswaterstaat, EcoShape, the Hoogheemraadschap van Schieland en de Krimpenerwaard water authority, the Hoogheemraadschap van Delfland water authority, the Provincial Authority of South Holland and the authorities of Ridderkerk and Rotterdam.

Walter de Vries concludes the presentation with 3 discussion issues for the participants of the workshop:

- How to establish the regional concept of the River as Tidal Park?
- How to create regional and local identity?
- How to create destinations for a more broad public?

Results first group:

1. After the presentation of the River as Tidal Park, the group discusses about the river Rhine. European partners find it confusing that's the end of the Rhine locally is named the new Meuse. What is not mentioned in the presentation is the importance of the river as one of European main rivers. A goal in the programme is that fish can migrate from the sea to higher parts of the river. Advise: Pay more attention to the importance of the area as the Gateway to Europe. The sea is so close, but it's not presented on the maps!
2. The group advises to exploit the chances to experience the river by boat and bike. The riversides can be more connected to each other.
3. Complex governance, diverse projects and one overall appearance: Local partners are in charge for the individual results of the project. How can you merge local projects to something that you can experience as a whole? For managing the quality of the overall programme, a quality team could be very effective.

Results second group:

1. The unorthodox way the programme is organised is inspiring for the members of the group. It is a bottom up organised programme. It is a "coalition of the willing". Each partner contributes (financially and otherwise) to the programme, to achieve common goals: a more attractive, adaptive, resilient and biodiverse river. The projects are all financed differently, depending on the achieved goals and the contribution of the partners.
2. There is some discussion on the name of the programme. "River as a Tidal Park" is seen as a concept for experts. Suggestions are made, such as: Riverpark or Deltapark. At the end Tidalpark seems to be the best name. Its all about the experience of the tide that belongs to the delta.
3. There is a discussion about the genius loci. Is it about fighting against the water? The group makes clear that it is about working with the water and nature. Like Leonardo Da Vinci meant it to be.
4. Along the river there are many industrial sites and other monumental works. These are important for the identity of the riverside. The group advises to link this cultural heritage even stronger to the programme. It makes the programme more interesting for a wider public, offers more links between river and city life and connects to the 'genius loci'.

Workshop 4 Cooperation on cultural heritage

Nadja van den Heuvel, programme manager at Province of Zuid-Holland, introduces the so-called 'heritage lines' programme of the Province of Zuid-Holland. Within 7 heritage lines over 250 organizations work together on the preservation and recreational development of the heritage. The heritage lines are geographical lines (such as a river or the dunes) and story lines. The many monuments within these lines tell the stories of our history.

Each heritage lines has its own network with participants. These participants have formulated their shared ambition and goals for the heritage line they participate on. Each year the network collectively chooses projects that help reaching the goals. The province can financially support these projects. From the start in 2012 the networks have thusfar started over 350 projects with a total budget of € 75 million. The networks enable participants to learn from each other, to exchange knowledge. Another advantage is that the networks can create more visibility together than the individual partners could.

To illustrate how the heritage lines work Nadja van den Heuvel en Anne Marie van Brecht focus on two heritage lines:

- Castles and country houses: The ribbon of interconnected country estates and surrounding gardens.
- Intercity of the Golden Age: The historic waterways that connect the historic (Golden Age) cities in Zuid-Holland.

Peter van der Ploeg, director of Huygens' Hofwijck, tells about his experiences with being a participant of the heritage lines and about the interesting history of this museum. The museum shows the 'Golden Age in a nutshell' and focuses on the two important persons who lived there: Constantijn and Christiaan Huygens. Constantijn Huygens became inspired by the Italian estates during his visit to Venice. A few years later he built Hofwijck (1641). He was also inspired by Vitruvius and literally built Hofwijck in the form of a human body.

Peter van der Ploeg started in 2011 as director of the museum. With support from the heritage line the house and ice cellar were renovated and the gate house was transformed into the visitor entrance (with office and meeting room). But the most important change was the focus on the two historical figures. This

makes the country estate unique. Since then the museum has grown from 9.000 visitors to 17.000 visitors per year.

The transformation of the museum inspired the municipality of Voorburg to rename the historic inner city to Huygenskwartier. The museum Hofwijck also cooperates with Museum Swaensteyn in Voorburg. Together they get the opportunity to expand in the inner city of Voorburg. What started with the development of one building has therefore expanded to the development of a whole area.

Peter van der Ploeg finishes with his positive experiences with the heritage lines. He meets with 30 colleagues of other country estates 4 to 5 times a year, which offers the opportunity to cooperate and learn from each other. Fundraising is easier as the heritage line supports a project. And the heritage line Castles and Country houses is creating a corporate brand together and works with the Dutch marketing organization Holland.com (NBTC) to promote the country estates on the German and Belgian market. That wouldn't be possible as an individual country house without a budget for promotion.

Lessons learned in this workshop:

- Make an emotional experience: People want an experience, but this experience must fit in the identity/place;
- Navigation: the way to reach the destination is important. Make it interesting (for example by boat);
- The poster for the Primary Schools of "The intercity of the Golden Age" is a good example how to tell the story. It shows the whole scene in one picture;
- Access to inland waterways: there have to be enough boats and ways to reach the destinations;
- Make destinations along the waterways (and benefit of local stories). Make it possible to moor these places;
- Good ideas often root in the past. Look at the current issues from a historical view;
- Explore opportunities for European/ transnational cooperation between Venice and Huygens' Hofwijck. The story can be bigger;
- Local people/ volunteers can tell the story of their environment best;
- Look at the example of Wild Atlantic Way. Promotion made this a very popular area for visitors.

Workshop 5 Founding and mobilizing a water community, including use of ICT tools and data

Plenary: introduction on community map Waterrecreation

The workshop was about mobilising stakeholders and users in order to create a community for waterrecreation. And which ICT-tools can be used and supporting. **Jaap Brouwer**, policy advisor at Waterrecreatie Nederland, and **Bas van Toledo**, policy advisor at Province of Zuid-Holland, introduce Zuid-Holland, the system of waterways and the aims with respect to recreational and touristic use of these waterways. The introduction can be seen as a summary of what European partners have heard in the past two days during the site-visits and meetings. Topics that were touched upon include:

- What does it mean to live in a Delta?
- Facts and figures on the use of waterways, the economic potential and the appraisal of the use
- What different forms of waterrecreation are apparent in Zuid-Holland
- How can Zuid-Holland become the number 1 province for waterrecreation in the Netherlands?

After the introduction the delegations split up for two workshops:

1. how to inform and mobilise the users of waterrecreation and what ICT-tools are available?
2. how to mobilise the professional stakeholders?

Focus on users (1)

During this workshop the following experiences with recreational mobile web applications (apps for recreationale purposes) were mentioned.

Zuid-Holland (the Netherlands): in the Netherlands (and in Zuid-Holland) there are numbered node networks, websites and apps for bike and foot (www.Wandelen123.nl). Next to the app of the Fietzersbond also Google maps is used for navigating purposes. There is still little added information for bikers, like information where to drink and eat, sleep or moor with the sloepennetwerk app. The (free) Fietzersbond-app is up to date, the commercial apps that use open data, like Falk or Google, are not up to date, but use the open data collected by volunteers.

Metropolitan City of Milan (Italy): there are apps for some commuter (bike to work) cycle routes with live and up to date data. The experience in Italy is that public and professional data collection should not be combined if you want to have high quality data. Public data collection should be done by professionals, which helps to create jobs. In Italy volunteers generate open data for a street map with usefull information for bikers. For public policy reasons collection of biking data is done in a mobility week. In Milano nowadays 8% of the commuters is using the bike.

Tipperary County Council (Ireland): the problem is that trail information on national, regional and local level is not integrated and (therefor) not combined presented in one app for the user. It's hard to get all the organisations work together and to let them make use of the same standards. In Ireland there are 5 or 6 categories of routes. Training and maintenance is done by and for volunteers and professionals.

Pons-Danubi region (Hungary / Slovakia): there is an international bike route through this region, ending at the Black Sea. There is a wish to have an app that informs the bikers with suggestions to stay longer in the region, in order to visit interesting places, accomodations, etc. Nowadays these bikers hardly know what the region has to offer and often spent little time in the region.

Furthermore the Strava-app was mentioned, which is used by swimmers, bikers and runners. Strava offers heat maps. The collected data are not open (like with Booking.com, the data are their treasure).

The general feeling / idea was that these apps only work when it benefits both the user and the suplier / provider. The user generates valuable data and the provider provides het user with usefull information on services and products. E.g. where to drink and eat, where to stay and interesting places to visit and / or meet (like with the Sloepennetwerk app).

Another feeling / idea was that in the future these apps will become increasingly important, especially when these apps are user friendly and offer added value, e.g. by using augmented reality (like Layar) to enrich the user experience with usefull real-time information. You could even be immersed in a virtual reality for an enriched experience. Musea are a good example of where apps provide the user with usefull information. On the other hand a lot of users are still using (and in future still want to use) physical information, even like paper maps, to be informed.

Focus on professional stakeholders (2)

The goal of this workshop was to show the so-called "Community Map Waterrecreation", an ICT-tool that is developed by Waterrecreatie Nederland, commissioned by the Province of Zuid-Holland. The actual status of the map can be seen following the following link: <http://waterrecreatienederland.nl/samenwerkingskaart-waterrecreatie-zuid-holland/>.

The tool shows different layers on the network of waterways in Zuid-Holland on a digital map; these include:

- ambitions of stakeholders
- current public and private projects in progress
- current situation up and along the water, for example restaurants, cultural heritage, interesting locations, mooring places

The main goal of the digital map is to inform each other and to realise together with the community projects and programmes that help in reaching the overall ambition to be the number 1 province for waterrecreation.

The European partners expressed their interest in this map. The headlines of discussion touched the following themes and questions:

- How to finance this map?
- What are the criteria to get on the map?
- Is this map also for users of the network or is it only aimed at the professional stakeholders and policy makers?
- The tool could be very effective to attract and help volunteers
- The tool helps in deciding upon opening times for bridges
- Is the map free of charge?
- How to update the information?

The Metropolitan City of Milan is interested in developing a similar map for their own use, in order to help prioritising in the regional action plans. The discussion proves to be a very effective way to stimulate collaboration between the European partners.

Appendix Workshop grouping on October 10, 2017



SWARE – KES III Zuid-Holland, WORKSHOP GROUPING (Tuesday, October 10, Province of Zuid-Holland offices)

Financing blue-green investments (BLUE) Host: Menko Wiersema / Meeting room: Landschapszaal	Development of strong touristic destinations (RED) Host: Odette Harigerink / Meeting room: C161 (Venezzaal) Stakeholders: Paulus Emden Hufterma, Irma van Oosten, Angelique Vermeulen, Lucien Geelhoed
Participants round 1 10.15 – 11.15 hrs <ol style="list-style-type: none"> 1. Dario Parravicini (MCM) 2. Mlana Molnar (Municipality of Oroszlány) 3. Lienite Priedāja-Klepere (VPR) 4. Margaret O'Sullivan (Tipperary County Council) 5. Stephan van Dijk (VRW) 6. Helene van Rijn (MRDH) 7. Marcus Hukema (PZH) Participants round 2 11.30 – 12.30 hrs <ol style="list-style-type: none"> 1. Gabriella D'Avanzo (MCM) 2. Zoltán Bara (Pons Danubi EGTC) 3. Valerie Colville (Tipperary County Council) 4. Claudio Repossi (Navigli Lombardi) 5. Manita Koop (VRW) 6. Vera Ronteltap (City of Rotterdam) 7. Bas van Toledo (PZH) 	Participants round 1 10.15 – 11.15 hrs <ol style="list-style-type: none"> 1. Gabriella D'Avanzo (MCM) 2. Māra Sprūģe (Vidzeme Planning Region) 3. Róisín O'Grady (Tipperary County Council) 4. Zoltán Bara (Pons Danubi EGTC) 5. Nuala O'Connell (Tipperary County Council) 6. Leo van Gelder (WSHD) 7. Bas van Toledo (PZH) Participants round 2 11.30 – 12.30 hrs <ol style="list-style-type: none"> 1. Susanna Ravelli (Afai Sud) 2. Toms Treimanis (Koceni Municipality) 3. Andris Klepers (Vidzeme University) 4. Béla Keszegh (Municipality of Komárom) 5. Margaret O'Sullivan (Tipperary County Council) 6. Stephan van Dijk (VRW) 7. Jan Kragt (City of Zoetermeer)
River as a tidal parc (PURPLE) Host: Hans Heupink / Meeting room: Zuid-Holland galerij Stakeholders: Walter de Vries, Helmut Thoele, H. Willems	Cooperation on cultural heritage (GREEN) Hosts: Nadja vdn Heuvel / Meeting room: C059, Griendenzaal Stakeholders: Peter van de Ploeg, Annemarie van Brecht
Participants round 1 10.15 – 11.15 hrs <ol style="list-style-type: none"> 1. Daniele Zucchelli (MCM) 2. Susanna Ravelli (Afai Sud) 3. Andris Klepers (Vidzeme University) 4. Claudio Repossi (Navigli Lombardi) 5. Valerie Colville (Tipperary County Council) 6. Vera Ronteltap (City of Rotterdam) 7. Angela Sheehan (Tipperary County Council) Participants round 2 11.30 – 12.30 hrs <ol style="list-style-type: none"> 1. Dario Parravicini (MCM) 2. Edo Brichetti (MCM) 3. Renata Meazza (Regione Lombardia) 4. Nuala O'Connell (Tipperary County Council) 5. Mlana Molnar (Municipality of Oroszlány) 6. Ronald Waterman 7. Leo van Gelder (WSHD) 	Participants round 1 10.15 – 11.15 hrs <ol style="list-style-type: none"> 1. Edo Brichetti (MCM) 2. Renata Meazza (Regione Lombardia) 3. Toms Treimanis (Koceni Municipality) 4. Manita Koop (VRW) 5. Béla Keszegh (Municipality of Komárom) 6. Ronald Waterman 7. Jan Kragt (City of Zoetermeer) Participants round 2 11.30 – 12.30 hrs <ol style="list-style-type: none"> 1. Daniele Zucchelli (MCM) 2. Róisín O'Grady (Tipperary County Council) 3. Angela Sheehan (Tipperary County Council) 4. Māra Sprūģe (Vidzeme Planning Region) 5. Lienite Priedāja-Klepere (VPR) 6. Marcus Hukema (PZH) 7. Helene van Rijn (MRDH)