



SWARE News

Issue No.1



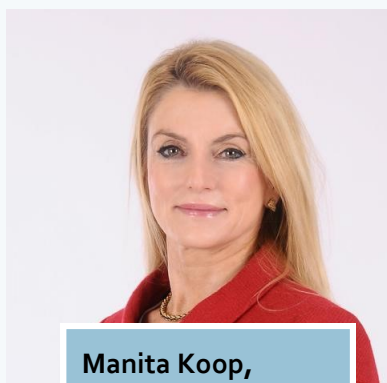
The SWARE Journey has started!

Welcome to the very first newsletter of the project “Sustainable heritage management of Waterway REGions” (SWARE)! We are pleased and very excited at the beginning of a five year road towards what we believe is the key for the future of inland waterway regions. This key is the balance between heritage protection and economic development.

In this first issue you can find important overall information about our project and our plans for the following years. Preparation is also underway for a large opening event, the SWARE Launching Conference, where stakeholders will be able to find out more about the project. Some insights about what to expect from the Conference, which will take place in the Hague, 21st September 2016, are also included in this issue. However, the project itself can't be a changemaker without the great idea behind it. You will find more about

the project idea and its' importance in this issue where we also get insight from an expert!

The project will last until September 2020, and while we seem to have plenty of time for work, we have a lot to do, fortunately the journey towards the proposed results has already started. Everyone is welcome to participate and help to achieve better results – the best way to make this project a success for the society is to cooperate!



Manita Koop,
Managing Director

Inside this issue

- *Project Description: Idea, Objectives, Activities, Results*
- *SWARE Launching Conference*
- *SWARE Consortium: who are the partners?*

Find all the actual information in SWARE website and social media accounts!

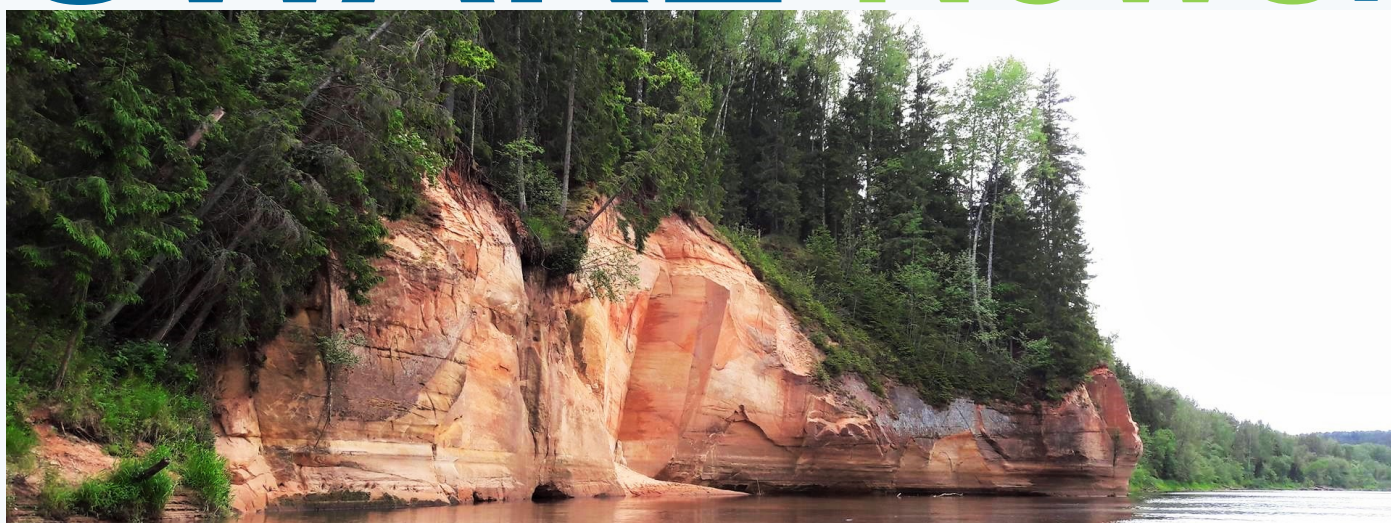
www.interregurope.eu/sware





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About the SWARE project

Within the European policy context, both natural heritage (constituted by biodiversity and ecosystems), as well as built and cultural heritage are increasingly recognised as important resources for economic growth, employment and social cohesion. Improved management and sustainable exploitation of the unique and complex heritage along waterways could fundamentally enhance sustainable and inclusive growth, two priority pillars of the Europe 2020 Strategy, by attracting new green investments and generating local jobs.

There is a growing demand of people living in the surrounding urban areas to explore these landscapes providing excellent potential for nature and heritage related leisure activities which, together with the urban pressure creates an increasing challenge for preserving the natural quality of water environments vulnerable by essence. Protected areas and built heritage assets along the waterways often have different owners and various managing bodies whose operation is scarcely coordinated. Fragmented management structures entail inefficient human and financial resources for preservation and maintenance. A further bottleneck is weak coordination among adjacent municipalities along the same waterway hindering the creation of joint development strategies.

A common problem that shall be tackled is the low recognition of decision makers on the overarching environmental, social and economic benefits of sustainable valorisation of natural and cultural assets as having strong potential to raise public revenues for

heritage protection. Public authorities need to understand that they have to take the lead in setting up and coordinating integrated visitor management schemes harmonised with heritage conservation aspects, which could permanently ensure both environmental and economic sustainability for these regions.

Project partners represent a balanced geographical distribution across Europe. Less developed partner regions within SWARE are characterised by more intact, less fragmented natural environment and richer biodiversity which is an excellent basis for sustainably controlled leisure services. On the other hand, more developed regions are more experienced in initiating innovative cooperation models adaptable in heritage management. A project with so similar but still different regions has the potential to show in a comparable way how new approaches can be implemented for various European waterway regions to establish integrated regional level management systems addressing both natural and cultural heritage protection and the development of connected leisure offers in a sustainable manner. Partners have committed themselves to exchange their good practices and learn about new policy techniques to adapt them in their territories by improving their specific heritage related policies. Through SWARE, partners and their regional stakeholders will have privileged access to a practical knowledge pool indispensable for achieving the sought policy improvements, which is the core added value of interregional cooperation.



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Project activities

- Interregional policy learning and good practice exchange
- Setting up multilevel and multistakeholder governance frameworks
- Informal education on sustainability and conservation issues
- Development and implementation of regional Action plans
- Dissemination and communication activities

Project objectives

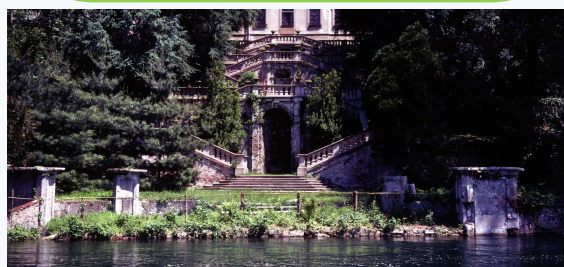
The overall objective of the project is to foster integrated management of natural and cultural heritage within inland waterway regions by improving the partner regions' related policy instruments in order to create a better balance between the protection and sustainable exploitation of the natural resources and the built heritage sites.

The subobjectives of SWARE project are:

- 1) establishment of integrated multilevel and participatory governance schemes and frameworks
- 2) raising awareness and create a common understanding in all related sectors towards the holistic interpretation of sustainable valorisation of heritage sites and the need forshaping an ecoconscious attitude of visitors of these valuable environments.

Project results

- Better balance between the protection and sustainable exploitation of the natural resources and the built heritage sites
- More effective, integrated regional heritage management
- Stimulated stakeholder commitment related to sustainable heritage valorisation
- Increased engagement of inhabitants towards protecting and promoting the environmental/cultural values of their localities
- Enhanced regional attractiveness
- New job opportunities and green investments
- General wellbeing of the inhabitants





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The Launching Conference

The Launching Conference will take place in 21st September 2016. The Conference will be a great chance to get more information about the project, its partnership, objectives, activities, planned outputs and results. The event will take place in the Hague, the Netherlands. For more information about the event see the Conference Programme below.

Venue of the Conference: Provinciehuis Zuid-Holland, Zuid Hollandplein 1, 2596 AW The Hague, the Netherlands

12:45 – 13:20 Registration and networking in the Hall of the Province House

13:20 – 13:30 Gather all the people to enter the venue of the Launching Conference



INTRODUCTION

13:30 – 13:40 Welcome by Arnoud Rodenburg, chairman of VRW and Mayor of Midden-Delfland, the chair of the day and moderator of the forum discussions

13:40 – 13:50 Introduction to the SWARE project by Ms Adri Bom, Member of the Provincial Board of South Holland

13:50 – 13:55 Introduction of the animation/audio visual of the SWARE project by Vidzeme Planning Region

CONTENT BLOCK

15:00 – 15:15 Cultural heritage and natural assets in the context of sustainable economic development by Gerbrand Schutten

15:15 – 15:30 Balance between recreation and nature protection by Zoltán Bara, director of Pons Danubii EGTC

15:30 – 15:45 Forum discussion between the speakers of this block and Q&A session

GOVERNANCE BLOCK

14:00 – 14:15 Governance structures in The Netherlands: Strengths and weaknesses by Titus Livius, Director Public Administration, Democracy and Finances at the Ministry of Interior & Kingdom Relations

14:15 – 14:30 Challenges for the new governance of the territory of the Metropolitan City of Milan by Mr Dario Parravicini, Director of economic and social development department of Metropolitan City of Milan

14:30 – 14:45 Forum discussion between the speakers of this block and Q&A session

14:45 – 15:00 Coffee Break

PARTICIPATION BLOCK

15:45 – 16:00 Conditions for successful multi stakeholder engagement by Róisín O'Grady, Heritage Officer, Tipperary County Council

16:00 – 16:15 Forum discussion between the speakers of this block and Q&A session

16:15 – 16:30 Closure of the event and presenting a view on the further implementation of the project by Manita Koop, director of Vereniging Regio Water, Lead Partner of SWARE project

16:30 – 17:30 Networking cocktail in the Hall

The language of the Launching Conference is English.



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Association Regio Water (The Lead Partner, The Netherlands)



Association Regio Water (VRW) is an intraregional cooperation of municipalities and water boards along inland waterways in South Holland targeting to promote a sustainable use of these waterways. VRW has initiated many regional projects on the topic of water related heritage assets. It also has transnational experience for instance through a previous IVC project, Waterways Forward. Besides, VRW participated at the Erfgoedlijnen programme of the Province aiming to raise awareness on cultural heritage. VRW will be the leader of SWARE's overall management and also will coordinate the good practice transfer stage of Phase 1. VRW has experience in stakeholder and community involvement and in

channelling various interests, initiatives into regional programs. VRW wishes to learn more on the governance experiences of other PPs to support the region and the Province in creating a more integrated approach towards the management of waterways while sustaining and improving their heritage value.

Contact person: Manita Koop, e-mail: dir@randstadwaterbaan.nl, website: www.randstadwaterbaan.nl/vereniging-regio-water/

Tipperary County Council (Ireland)



Comhairle Contae Thiobraid Árann
Tipperary County Council

Tipperary is renowned for its rich heritage and as such is very experienced in the issue, also having participated in various transnational projects. Tipperary County Council (TCC) also has a detailed Heritage Plan that outlines the actions to be implemented and guidelines on how progress will be monitored. The Heritage Plan builds on information provided in the County Development Plan. The Plan fulfils local, national and international obligations and outlines actions on heritage over a specific timeframe. TCC will be a

full participant in the cooperation activities of SWARE. TCC will provide valuable good practices to other consortium members on participatory governance, while aiming at gaining further knowledge on integrated heritage protection, valorisation and related management structures. Furthermore TCC will provide assistance to the whole partnership in activities linked to organisational learning and stakeholder involvement due to its vast experiences in the field.

Contact person: Michael Moroney, e-mail: michael.moroney@tipperarycoco.ie, website: www.tipperarycoco.ie

Metropolitan City of Milan (Italy)



Città
metropolitana
di Milano

The respective Departments of the Metropolitan City of Milan (MCM) have solid knowledge in the enhancement of cultural and environmental heritage. MCM has worked for the realization of projects and other initiatives in the Milanese area as the CondividiAMO (Let's share); Metropòli; Ambiente s'impára (Let's learn by environment); Oltremilano (Beyond Milan). MCM can share good practices and experience in the field of cultural heritage related community engagement and creative service and product development linked to natural and cultural heritage assets. Meanwhile, the partner wishes to gain knowledge especially regarding multilevel and crosssectoral governance policies. MCM will be a full partner in the SWARE consortium and will specifically coordinate the action planning stage of Phase 1.

Contact person: Dario Parravicini, e-mail: d.parravicini@provincia.milano.it, website: www.cittametropolitana.mi.it/



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Pons Danubii European Grouping Territorial Cooperation (Slovakia)



pons danubii

The organisation gathers local municipalities in the crossborder area from both sides of the Slovak-Hungarian border and creates and implements joint territorial development strategies. The EGTC has considerable experience in heritage related crossborder cooperation initiatives and projects such as creating a QRcode map on the heritage of Komárno city, organizing “Danube Days” (Europe for Citizens) workshops or leading the ‘Crossing Borders by Information’ project. It is foreseen that the partner will contribute with experiences in heritage conservation and restoration, as well as the management of related infrastructure. It will benefit through gaining knowledge in particular on the field of innovative technologies and integrated management models. Pons Danubii will be particularly responsible for the coordination of the Analysis phase of SWARE, supporting the whole partnership in better organising this initial phase of implementation.

Contact person: Zsolia Domany, e-mail: domanyzsofi@gmail.com, website: www.ponsdanubii.eu/

Vidzeme Planning Region (Latvia)



Owing to its rich heritage VPR has long traditions and experiences in the issue addressed by the targeted policy instrument. Being a regional authority, VPR is responsible for the planning, organisation and implementation of territorial development policies in a regional scale. Furthermore, VPR has also been involved in various national and international projects (e.g. INTERREG IVC projects Histcape, focusing on the protection of historical assets and related landscapes; and Waterways Forward). Being rich in natural and cultural heritage, VPR has valuable experience, especially in innovative technologies linked to heritage exploitation. On the other hand, VPR will seek to acquire knowledge regarding awareness raising and public-private cooperation. Due to its rich experience in transnational project dissemination and communication, VPR will be responsible for the overall coordination of SWARE's respective activities.

Contact person: Lelde Ābele, e-mail: lelde.abele@vidzeme.lv, website: www.vidzeme.lv

Province of Zuid-Holland (The Netherlands)



provincie
ZUID HOLLAND

The Province of Zuid-Holland (South Holland) is the most water rich province of the Netherlands and has a varied landscape with a combination of rural and urban areas with a rich cultural and natural heritage. As such, the province is very experienced in heritage management related issues and has elaborated, implemented and monitored numerous plans and implementation programmes on heritage protection in relation to connecting urban and rural areas and (water) recreation. The Province will participate as a partner in the SWARE consortium, working in full cooperation with VRW on improving the jointly targeted policy instrument and participating in the joint stakeholder group. The Province will provide experience to other partners linked to organisational learning, policy improvement and the execution of infrastructural projects; while wishes to learn more about integrated governance, public-private partnerships and public awareness raising.

Contact person: Bas Leurs, e-mail: b.leurs@pzh.nl, website: <http://www.zuid-holland.nl/>