



Servicenet is an organization of and for the National Landscapes of the Netherlands. The aim is to use joint advocacy and marketing to promote and implement new forms of funding and development coalitions for the realization and management of projects in the National Landscapes.



Servicenet



Nationale Landschappen

Together we stand strong. That is the motto of Servicenet Nationale Landschappen. Within Servicenet, authorities, interest groups, businesses and institutions work together to put the National Landscapes on the map as a strong brand. We want our work to strengthen the economic base of these unique landscapes and to encourage more parties to join in the implementation of programs. The National Landscapes are worth investing in!

Organization

Servicenet is a network where anyone who cares about National Landscapes can join. Servicenet has an independent board, the Foundation for National Landscapes, and an executive program office. The board members are Bart Krol, Roelof Balk, Diana de Jong, Joep Thönissen, Douwe Hoogland and Yttje Feddes. In addition, there is a Committee of Recommendation consisting of Alexander Rinnooy Kan, Herman Wijffels, Ed Nijpels, Eric Luiten and Walter Kooy. The connected landscapes through the regional partnership of provinces, support Servicenet with financial contributions. The Dutch National Fund for Rural Areas (Nationaal Groenfonds) has also made a contribution. To strengthen the network Servicenet maintains contacts with organizations such as De 12 Landschappen, Landschapsbeheer Nederland, Stichting Nationale Parken, Unie van Bosschappen, IVN, Dienst Landelijk Gebied, CROW, Wandelplatform, KNHS, Fietzersbond, ANWB, ASR, Triodos Bank, Rabobank, NBTC, LEI and sister organizations abroad.

Proceedings

Servicenet has a wide range of services and products to offer: advertising and marketing (together with NBTC), a website for professionals, the organization of symposia and seminars, and 'tailored advice' to specific questions from the National Landscapes. But above all, we want to encourage alliances and explore new investment opportunities. Market and government, red and green, landscape and economy: it is precisely these kinds of connections which are essential for the future. In late 2011, Servicenet released a 'bid book', in which this approach is explained. Besides a basic package for general support, for the bid book contains project proposals under specific themes (see diagram). Together with regional partners, pilot projects have since begun. Aside from these developments, Servicenet together with the Nationaal Groenfonds and the Samenwerkingsverband Nationale Parken is investigating if a national fund can be established to support the execution of projects. To this purpose, an application has been delivered to the Postcode lottery.



"It's a good thing that National Landscapes work together to find their own way. Searching for new business models and inspiring each other with careful landscape management and beautifully crafted projects."

Yttje Feddes, Stichting Nationale Landschappen



"The National Landscapes have become a popular brand, thanks to past investments. This helps to attract new private, and European investments. A strong organisation is needed to promote this."

Ed Nijpels, Committee of Recommendation



"Where people want to live is more and more determined by the quality of the environment. Therefore ensuring this quality is of great importance. National Landscapes are working on this. Facilitating the exchange of knowledge and experience between them is an important task of the Servicenet."

Diana de Jong, Stichting Nationale Landschappen



"Many parties have their own tasks and responsibilities to ensure that the National Landscapes grow into a new phase: from policy concept to quality hallmark. To facilitate this process is the aim of Servicenet Nationale Landschappen."

Bart Krol, chairman Stichting Nationale Landschappen

Servicenet Nationale Landschappen

Servicenet is an organization of and for the National Landscapes, in the form of a foundation with an independent board and its own program office. We offer a wide range of services and products to the participating National Landscapes and to help strengthen the 'National Landscape' brand. We work to build an active national network of public and private parties dedicated to the National Landscapes.

ORGANIZATION

GOALS

BASISPAKKET

PROJECTS

Cooperation and knowledge exchange

Organization of the national network between the National Landscapes and public and private parties.

- ▶ Relationship management and knowledge mediation
- ▶ Website and newsletters for the network
- ▶ Symposia and experts

- ▶ Town-country relations
- ▶ Green-blue services desk

Product development and quality assurance

Contributing to a shared spatial agenda and a sustainable funding strategy for the National Landscapes.

- ▶ New business models and financing structures
- ▶ Thematic meetings and design workshops

- ▶ Brussels within grasp
- ▶ Energy Landscapes

Publicity and marketing

National Landscape as a strong brand in the market, for citizens, entrepreneurs and managers.

- ▶ Marketing Strategy
- ▶ Press releases and articles
- ▶ Public Website
- ▶ Day for the Landscapes

- ▶ Ambassadors of the landscape / landscape arrangements
- ▶ Taste the landscape

Cultural icons of the Netherlands

National Landscapes are outstanding examples of typical Dutch landscapes. Since they were designated in national policy in 2006 a lot has been invested in improving the landscape quality as well as public awareness. New organisational bodies and operational practices have been set up. National Landscapes have become a popular brand with high economical potentials. As showcases for The Netherlands, they support the tourist industry and international business atmosphere. Furthermore they bring people into contact with nature, cultural heritage and agriculture. They offer tranquillity, relaxation and clean air. In such a densely populated country as the Netherlands this is of immense value. The contribution to the well being and health of all the Dutch people is more than money can buy. It is the aim of Servicenet Nationale Landschappen to preserve and enlarge upon these developments.



Servicenet National Landscapes is an initiative of Investeren in Ruimte, Vista landscape architecture and urban planning, Ecorys, Alterra/WUR and Jan Rutten.com.

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