



staatsbosbeheer

# The Oostvaardersplassen how to manage expectations



Harry Koenders  
Head communications & public affairs



The Oostvaardersplassen lies in the Polder South Flevoland, that was reclaimed in 1968





Total surface 6,000 ha  
3,600 ha marshy area  
2,400 ha dry area

White line:  
Border nature  
reserve

Marshy part



Dry part



Red line:  
Quai

0 800 1600 2400 Meters







## Moulting Greylag Geese (*Anser anser*)



Photo Frits van Daalen





## Spoonbill (*Platalea leucorodia*)

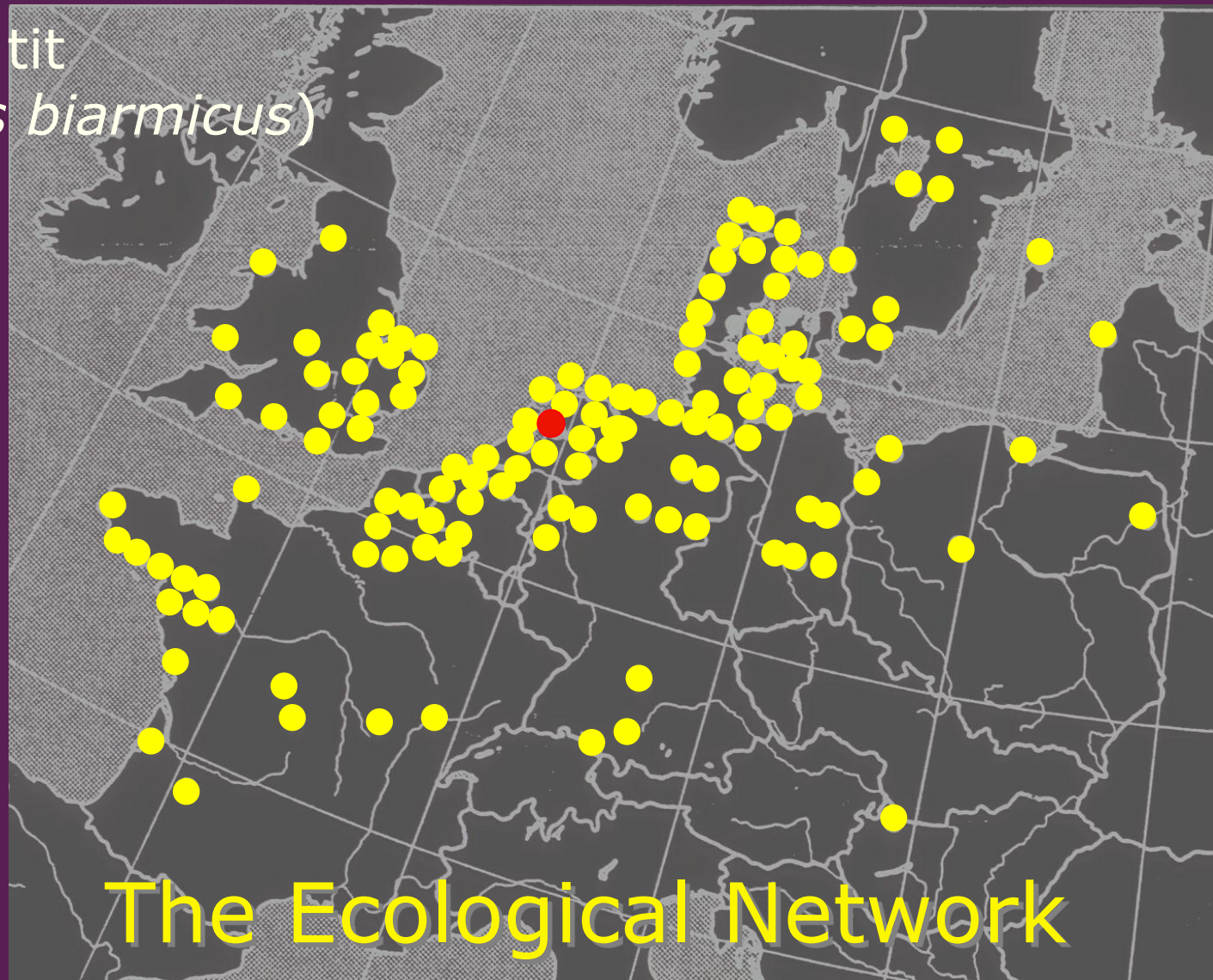


Photo Frits van Daalen

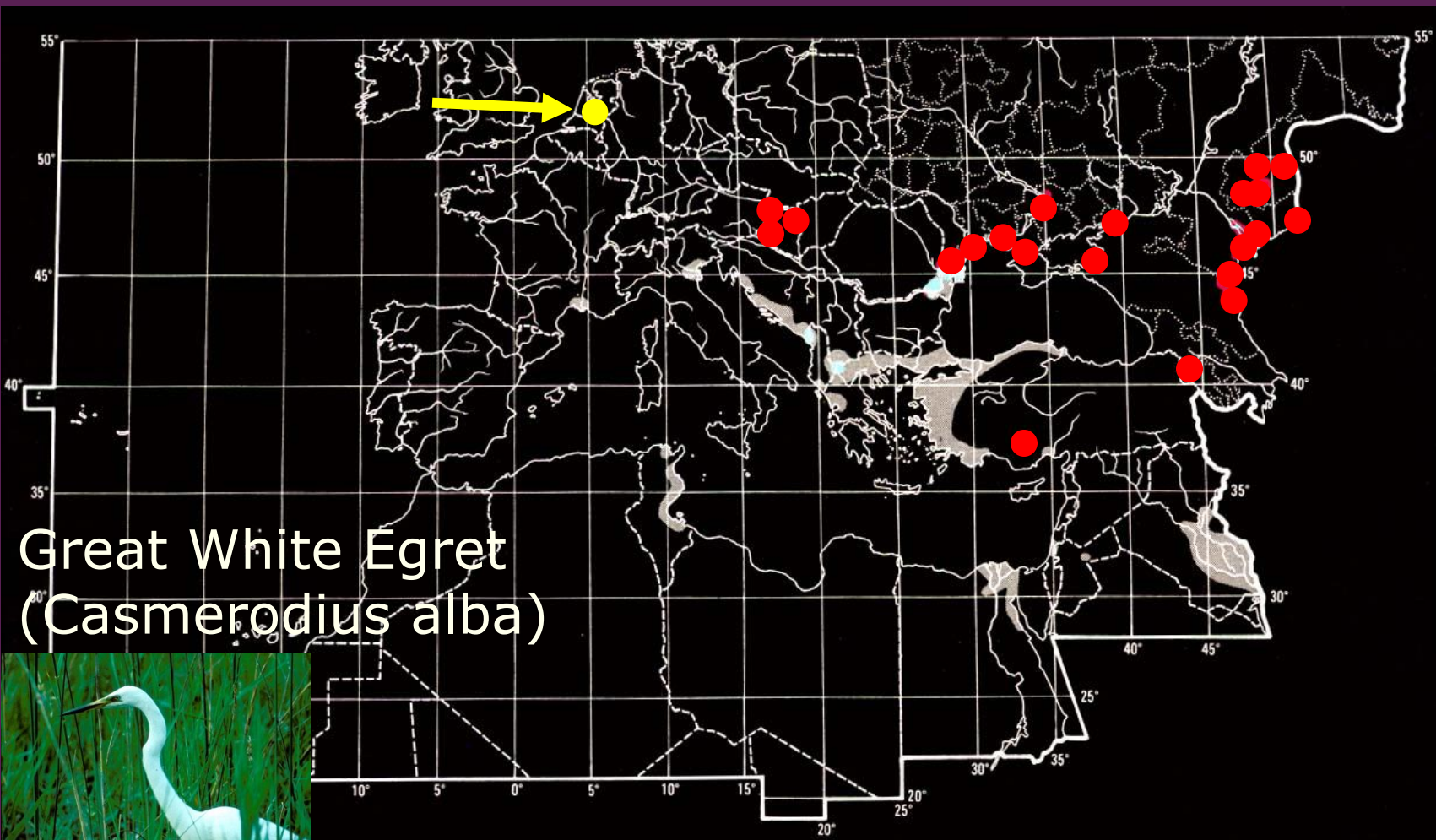




Bearded tit  
(*Panurus biarmicus*)



The Ecological Network



Great White Egret  
(*Casmerodius alba*)



Recolonisation



# Stand-inn for extinct species (Aurochs, Tarpan,...)



Heckcattle and koniks

Photo Frans Vera





.....but also Red Deer



Photo Frans Vera







## Paradigm shift 1:

Large herbivores steer the succession

© Vincent Wiggels







The number of animals is the number  
that survives the end of the winter

Photo Vincent Wigbels





# Animals that will die in a few days because of a lack of food are shot



Photo Frans Vera





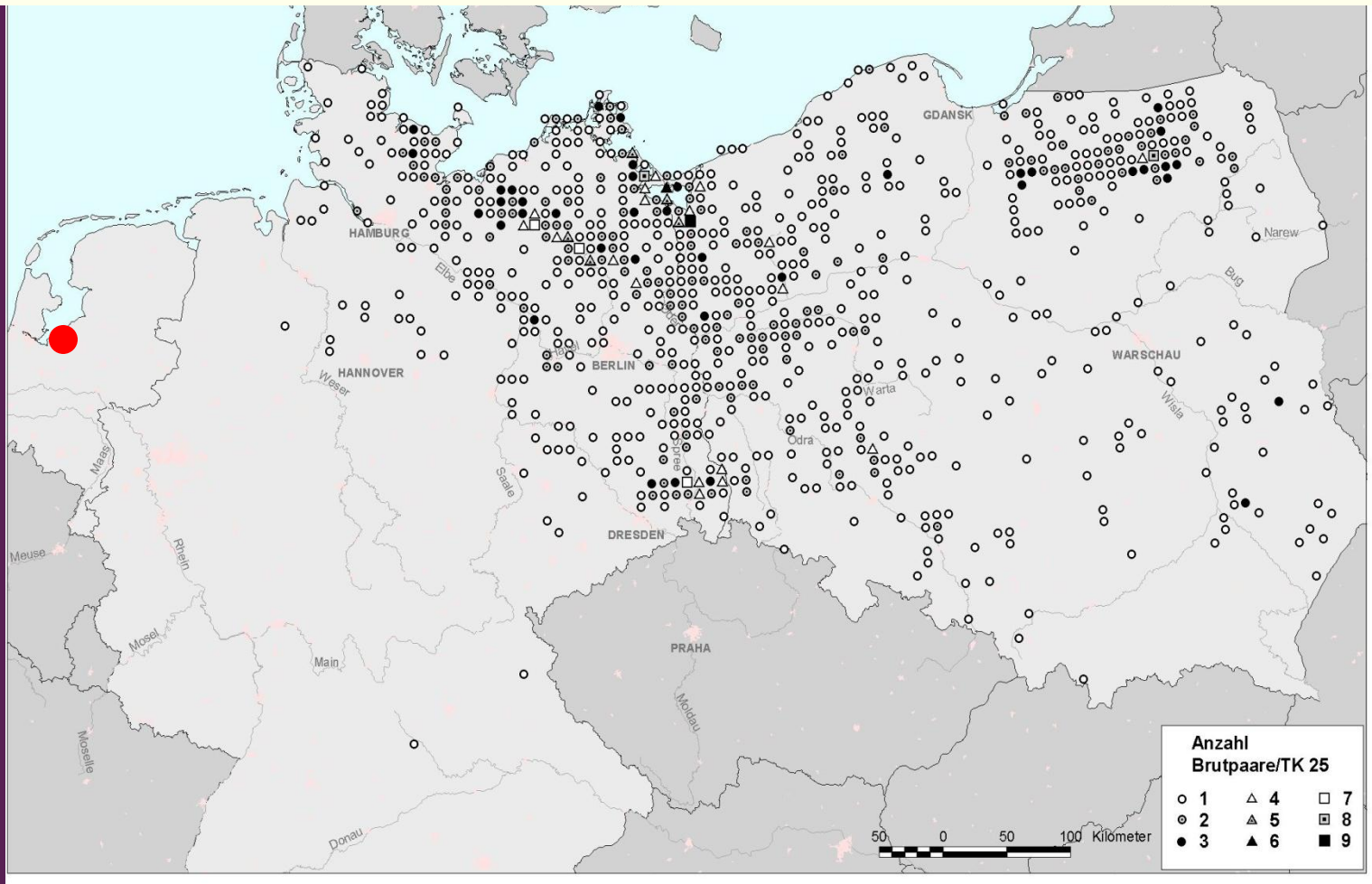


White-tailed Eagle (*Haliaeetus albicilla*)

Photo Vincent Wigbels



# White-tailed Eagle in Germany, Poland and the Netherlands in 2006





## Paradigm Shift 2: Trend reversal in images of nature





from conservation to development







Photo Hans Kampf

This nature reserve leads to divergent sentiments in society!  
How to use communication?





## Open press policy

A good balance between:

- Our expertise as manager
- Experience / recreation
- Exploitation/business







# Bloggin ranchers

For example:

Oostvaardersplassen a National Park?

Posted on March 20, 2015 by the National Forest Service,  
Hans Breeveld

Province of Flevoland and Forestry Commission  
are currently examining the potential for a national park.  
For a future National Park Oostvaardersplassen.....





A photograph of a herd of horses in a green field at sunset. The sky is a mix of blue and orange, and the horses are silhouetted against the light. One horse in the foreground is looking towards the camera.

Cinema: "the New Wilderness"

Including

Education programm





# Webcams

Follow the fox  
[www.volgdevos.nl](http://www.volgdevos.nl)





# Backyard challenge on TV?



# Main conclusion:

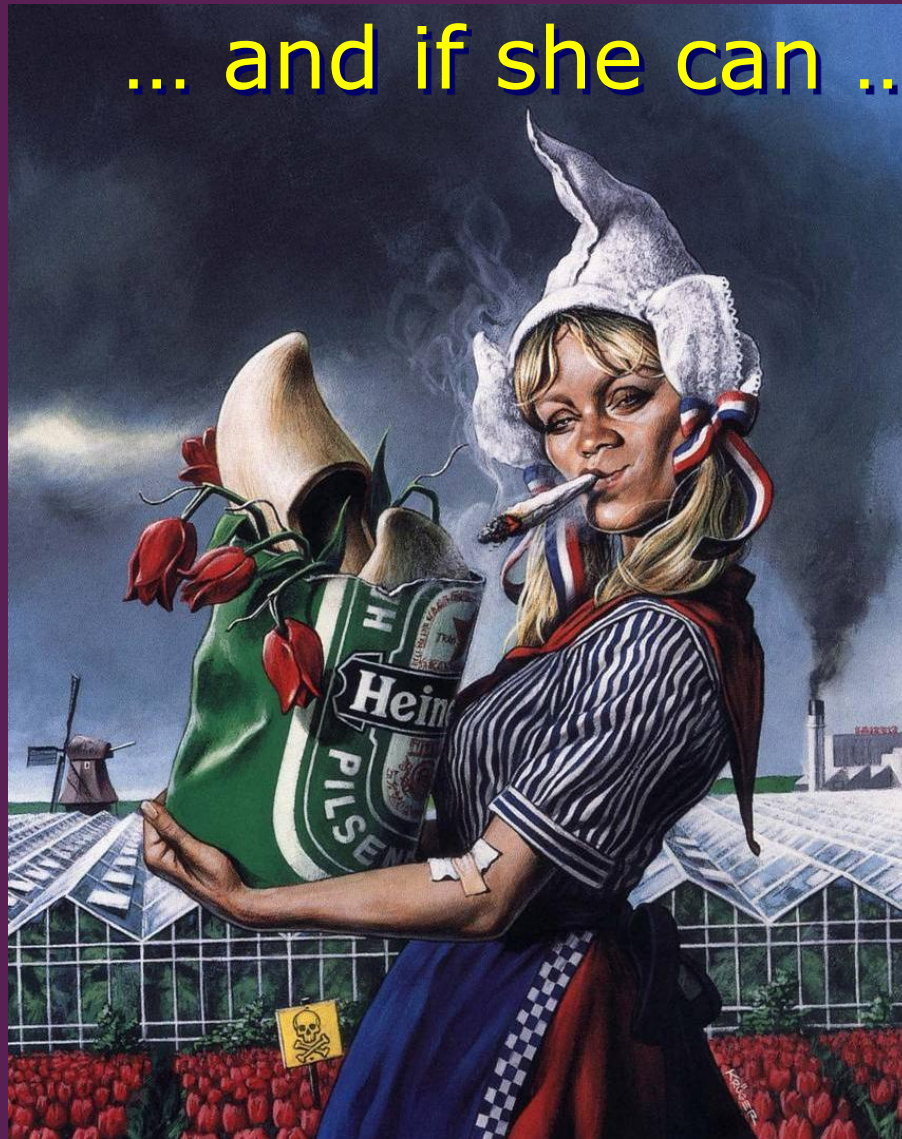
- With an open press policy and modern communication techniques you can reduce the distance between the public and (modern analogues of) wilderness (in agreement with Natura 2000) and develop enthusiasm for nature in society.

Photo Frans Vera





... and if she can ...



# Thank you for your attention

With thanks to the photographers:  
Frans Vera, Hans Breeveld, Frits van Daalen, Wil  
van Schieveen, Ruben Smit, Hans Kampf, Joep  
van de Vlasakker & Vincent Wigbels

Photo Ruben Smit

