National Park 2.0
A new standard for Dutch National parks, looking for innovation in governance: the role of local democracy

Peter Ros, Ministry for Economic Affairs
What is the situation?

- 20 (relatively small) National Parks in The Netherlands: unknown to the Dutch and to foreign visitors.

- Small country: do we have space for (so many) National Parks?
National Parks 2.0 in The Netherlands

Political mission:
• Develop and implement a stronger brand for National Parks in The Netherlands
• in co-creation with 13 shareholders
Ambitions and strategic goals

- To develop a stronger brand
- Based on unique (natural) values and the sense of place
- With good facilities and experience opportunities (to attract more visitors)
- Better socio-economic and socio-cultural development of the region
- Effective governance
Shareholders

de heer F.J. (Cees) Slager, adviseur ondernemerschap en gastvrijheidseconomie
De genomineerden voor de publieksverkiezing van het ‘Mooiste Natuurgebied van Nederland’

01 NLDelta Biesbosch – Haringvliet
02 Nationaal Park Drentsche Aa
03 De Friese WUllanden
04 GrensparkLimburg
05 Nationaal Park Heuvelrug
06 Nationaal Park Hollandse Duinen
07 Nationaal Park Nieuw Land
08 Nationaal Park Oosterschelde
09 Saba en omliggende zee
10 Van Gogh Nationaal Park
11 De Veluwe
12 Het Nederlandse Waddengebied
13 Weerribben – Wieden

Stem via www.mooistennatuurgebied.nl of sms NATUUR spatie [cijfer genomineerde] naar 1008
Focus on developing 4 themes for National Parks 2.0

• Governance models
• Financial models
• Quality of landscape
• Marketing
Conclusions, so far

- No demand for a ‘Disneyland-style’, new brand (Holland National Parks)
- Energy and new co-operations in the selected areas
- Larger scale thinking
- New combinations of functions (zoning)
- New Governance models
Examples of local democracy in national parks 2.0 case of the Weerribben-wieden
Situation

• Province of Overijssel stopped financing the National Park
• Local people started a process to find out how to organise themselves after this news
Elements for a national park 2.0 in Weerribben
Transition

• Together with all the relevant organisations
## Themes

- **Boundary**
- **Brand development**
- **Monitoring**
- **Park entrances**
- **Governance and finance**
- **Communication and support by locals**
Development of the Brand: what is our sense of place?
What are our boundaries?

Voor de beleving van het gebied zijn grenzen dus niet zo relevant.

“We gaan uit van een potentieel werkingsgebied van Heerenveen in het noorden, tot Zwolle in het zuiden. Van de Flevopolder in het westen en de Drentse parken in het oosten.”
Gross regional product: monitoring !!

Structural monitoring is needed:

1. Economic value of the area;

2. What does the visitor want?

3. Develop new products

4. Measure the effect on economy
Weerribben-wieden in 2025
Result: Vision on the National Park 2.0: we start our own organisation
2017 and further

- The proposals will be further elaborated and in 2017 the National Park Weerribben-Wieden will be an independent, future-proof organisation.

- Province wants to pay again, because of bottom-up process.
Nationaal Park Winterswijk

Gemeente Winterswijk ca. 14.000 ha
Nationale Landscape 22.000 ha
Co-operation; that is our way !!!!
History

• 80s: contradiction between agriculture and nature
• Government had plans for more nature
• Farmers wanted more cattle.

• 90s: Bureau Buitengebied (Outside Area) was founded

• Role Mayor: Agricultural organisation (4) together with nature clubs in one new organisation (Platform Nature & Landscape) ... Co-operation !!!!!
Stichting Waardevolle Cultuur Landschap Winterswijk (St WCL) = Foundation Valuable Cultural Landscape Winterswijk

• Founded 1994; reorganisation 2004
• Board 19 members
Members

- Municipality Winterswijk
- Farmer organisation LTO Noord afd W’wijk
- Entrepeneurs organisation Recron afd. W’wijk
- Farmer and recreation organisation
- Adviescommissie Cultuurhistorie
- Foundation owners of private land nature management
- Association of women on the countryside
- Union of neighbourhood associations
- Entrepeneurs Buitengebied Winterswijk
Foundation WCL Winterswijk has the following activities:

- Non-asked advice
- Execute projects
- Search for co-financing
- Organising lobbies / excursions
- Involves local neighbourhoods: GLASS Wire
Critical Success Factors & Recommendations

• political support (excursions)
• patience & volunteers
• no 8 - 5 mentality
• act quickly
• attach to existing structures
• work with motivated local people
• score small projects
VISION 2015-2025 Pact van Kotten

• in 2034 40 years WCL
• always keep bottom-up working
• co-operation remains the basis
• maintain and manage characteristic small-scale landscape
• remains a test area for innovation
• space to smile at meetings and meetings!
Het pact van Kotten
26 september 2014