



### Welcome

This is the second issue of the *Waterways for Growth* (WfG) newsletter. Our project is supported by ERDF funding from the European Union Interreg IVB North Sea Region programme. It brings together 15 partner organisations from 6 countries. We are investigating how the multi-functional use of our navigable inland waterways – canals, rivers and lakes – can be developed in a sustainable way to support economic activity. Three themes are being explored:-

Business and new product development

Waterway regeneration

The sustainable management of inland waterways

### Update

We're now well into the middle phase of our project – and partners have been hard at work. Developing the Framework for Inland Waterways has continued, built on through a series of Partner Meetings (in Karlstad and West Flanders), a Waterway Managers Conference in Karlstad, and the Work Package sub groups that have met to look in more detail at themes such as business development and waterway regeneration. These have been complemented by bilateral meetings between partners

Also links have been made with the Interreg IVC *Waterways Forward* project, with a number of WfG partners also participating in this project.

### Coming soon..

#### WfG Partner Meeting & Workshop

Telemark (Norway)

Date: 2-4 June 2011

For further information contact Dawn Syvertsen; dawn.syvertsen@t-fk.no

#### WfG Partner Meeting and Workshop

Bremerhaven (Germany)

Date: 29-30 September 2011

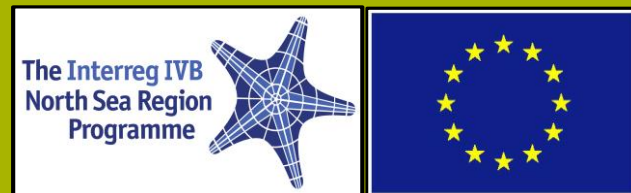
For further info contact; Franziska Stenzel stenzel@bis-bremerhaven.de

### Contacts

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www.waterwaysforgrowth.eu



### Our partners

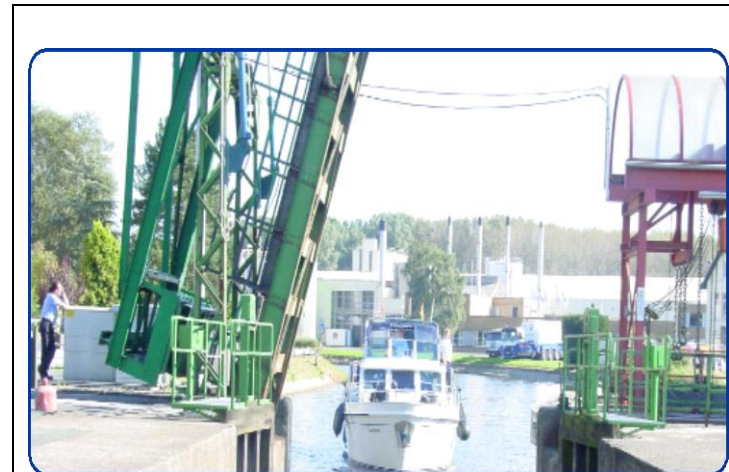
British Waterways (Lead Partner)  
City of Bradford Metropolitan District Council  
Telemark Fylkeskommune  
BIS Bremerhaven Touristik

Lansstyrelsen Varmland  
City of Karlstad  
Forshaga Municipality  
Grums Municipality  
Hammarö Municipality  
Kils Municipality

Gemeente Emmen  
Gemeente Langedijk  
Stichting Recreatietoervaart Nederland (SRN)  
Toerisme Scheldeland  
Provincie West-Vlaanderen

# A trans European policy for Inland Waterways?

**A key outcome of Waterways for Growth will be the development of a framework for the sustainable development of our navigable inland waterways, recognising their multi-functional nature.**



This will provide a context for the future development of inland waterways at various levels – European, national, regional and local.

Often waterways are assumed to deliver single functions, say, supporting freight transport or providing an environmental resource. In reality they deliver a range of functions and benefits to society. In many cases these benefits support one another. A prime example is the way the intrinsic cultural heritage features of historic inland waterways underpin recreation and tourism.

Sometimes there are potential conflicts that need resolving through careful management – the relationship between navigation and the natural environment being one example.

The first stage in the development of the Framework has been the identification and categorisation of the functions and benefits delivered by inland waterways.

These have been presented in an animated video that can be viewed on the project website – see

[www.waterwaysforgrowth.eu/](http://www.waterwaysforgrowth.eu/).

This has been followed by investigating the relationship between these functions and benefits and EU policy, including the emerging *Europe 2020* strategy.

The next stage will be to look at the relationship with national and regional policy in the partner areas and illustrate this with good practice examples from the pilot actions being undertaken in Waterways for Growth concerned with:-

Business and new product development

Waterway regeneration

The sustainable management of inland waterways





“Investing in the future by working together for a sustainable and competitive Region”

The forthcoming WfG partner meeting in Telemark is being held in association with the Langesund Shanty Festival. For more information see [www.shantyfestival.com](http://www.shantyfestival.com)

Norwegian & Dutch versions of the Room 60 / WfG Animation now available. Link to the WfG website [www.waterwaysforgrowth.eu](http://www.waterwaysforgrowth.eu) to view these.

The British Waterways education website *Wild over Waterways* ('WOW') is to feature the Room 60/WfG Animation as an easy to understand introduction to the issues facing waterways of the future. See [www.wow4water.net](http://www.wow4water.net)

# News + info

## Conferring in Karlstad; Sweden shows the way

**A meeting of the full partnership was held in Karlstad, Sweden on 22-24 September 2010**

It incorporated a mid-project conference on the topic of innovation in the management and development of inland waterways, and was attended by a number of delegates from outside the partnership.

The morning saw a series of case studies on good practice in waterway management:-

Johan Baltes (City of Emmen) spoke on the regeneration of waterway corridors in the context of area development plans

David Lamont (British Waterways Scotland) discussed business improvement programmes for waterways, demonstrating how waterways tie into the Scottish Government's sustainability agenda

Geir Berge Nordtveit ( Telemark CC) described the process they went through to create the Telemark Regional Park and explained the structure of the organisation set up to manage this new entity.

Anna Mayer of AB Gota Kanalbolag, Sweden told delegates how they have successfully managed to increase visitor numbers to the Gota Canal by a combination of targeted marketing, appreciation of customer needs, and provision of attractions and facilities to attract and retain visitors.

The next session concerned waterways and new communications media. David Lynch from BKC – the Swedish web development agency that designed and delivered the 'Destination Karlstad' website [www.destinationkarlstad.se](http://www.destinationkarlstad.se) explained the philosophy and methods behind selling attractions online in this new media age. Anders Tufvesson from the media consultant TWO then gave us a clear steer towards getting involved in new media such as Facebook and Twitter to enable us to spread the word much more widely.

In the afternoon the conference set to work to address specific questions regarding (1) How to grow freight traffic on small inland waterways; (2) How to generate more income for waterways, and (3) How to deliver cost savings in waterway management.

package highlighting the cultural, heritage, natural, and culinary delights of the Region.

## Waterways on Show

**WfG Project Manager Glenn Millar gave a presentation on circular waterway routes at the Belgian Boat Show in Gent on 18 Feb 2011**

The presentation was part of a Seminar organised by Tourism Scheldeland and others focusing on the development of circular cruising routes in Flanders, and Glenn was able to add a UK perspective on this.

At the Seminar, Tourism Scheldeland explained their tourist offer and how they are marketing the region with a focus on the waterways and how they can form part of a



## INE aiming to deliver more freight to Waterways

**INE is the European Platform of national and regional waterway managers and promotion bureaux, set up in 2000 with the support of the EU, with the aim of growing freight transport on inland waterways**

It advocates water freight transport and provides an interface between the sector and European institutions. INE has a key role in delivering the Platina project, which is an FP7 project concerned with the delivery of the NAIADES Action Programme on inland waterways.

Platina relates to the future development of freight transport and has 5 themes related to:-

- Infrastructure (particularly in relation to the TEN-T network)
- Modernisation of fleets
- Awareness & communications

- Human resources
- The market – removing potential barriers

Although INE has been concerned with freight transport, they realise that freight on water is moved in the context of the wider multi-functional use of waterways.

Ideas are now being considered for a follow-up to NAIADES, which could recognise the multi-functional use of waterways.

This would move INE into areas being explored through Waterways for Growth and create opportunities for joint working and a more integrated approach to develop the opportunities afforded by waterways.