Rotterdam Partner Meeting February 2013

Pilot Reporting

European Union
European Regional Development Fund

The Interreg IVB North Sea Region Programme
Investing in the future by working together for a sustainable and competitive region

SEEDS

Claim Period 3: 01.10.12-31.03.13

Pilot: Hightech Businesspark Haarveld

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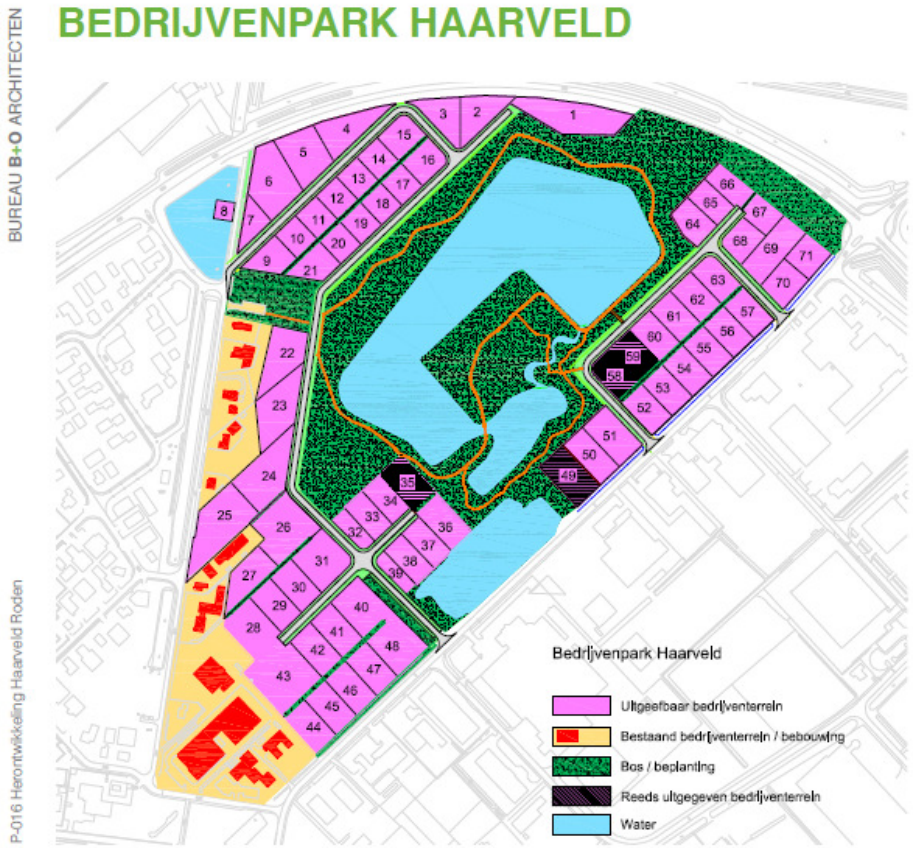
Brief Summary

- Design from the early 90's
- Long procedure (> 10 yr) due to great number of objections
- Compromise: no interference between nature and business area
- Since 2008 no sites were sold
- New concept



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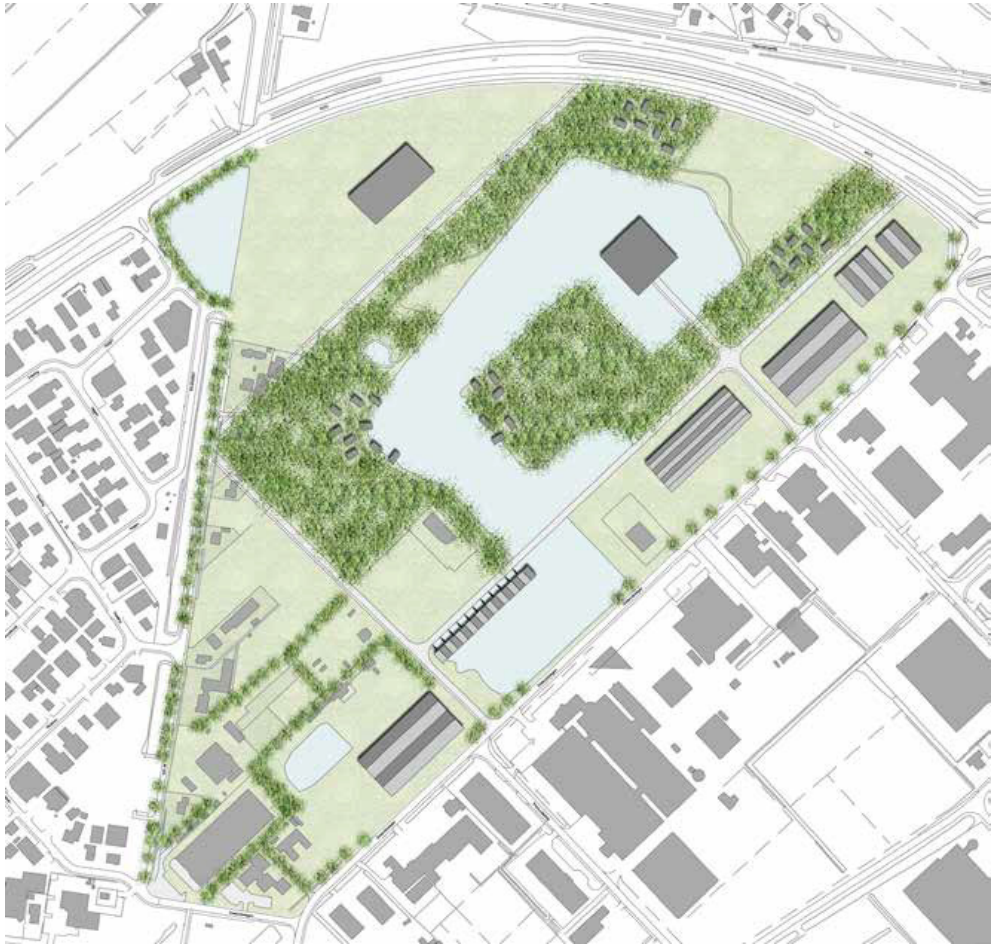
New concept:

- Meeting people
- Sustainable
- Facilitate
- Flexible
- Financialy attractive



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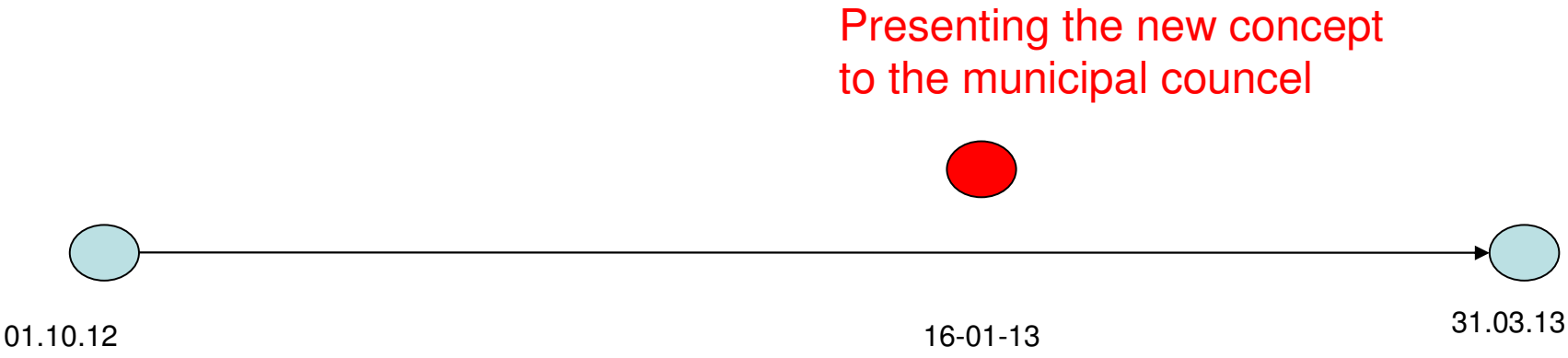
Timeline:



During the whole period there were several meetings with different kind of stakeholders

People and Partnerships

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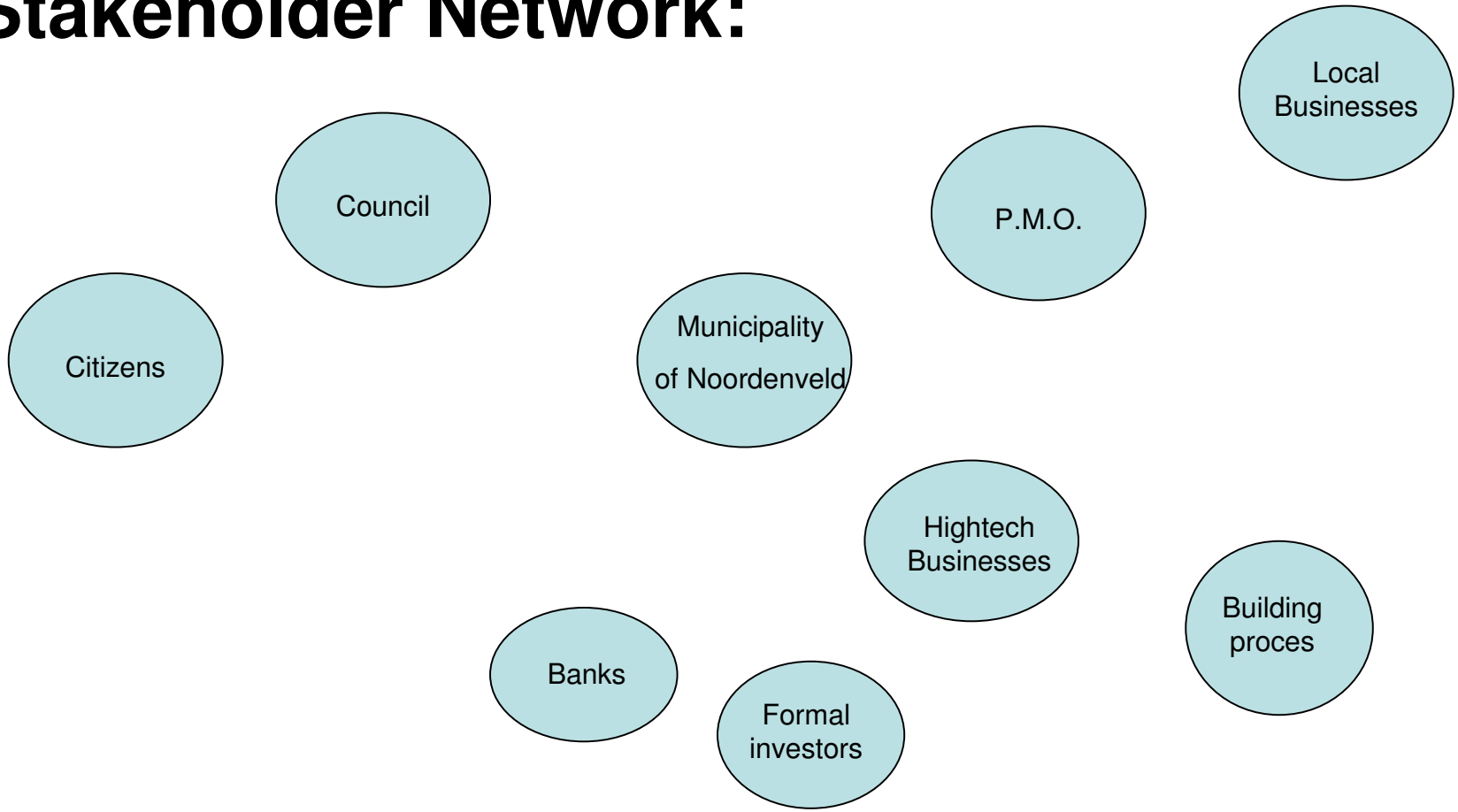
Stakeholder Network:



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Engagement:

- Official presentation of the new concept to the Municipal Council
- Together with P.M.O. and Landscape Architect
- Target: informing and raising support

Paradigms and Policy

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Policy:

Only a decade ago there was a huge amount of people who opposed against any infringement of nature.
The big challenge for us will be how to take away their objections.
If not we'll have to prepare for long lasting procedures:

- legislation on the preservation of nature
- development plan

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Practice and Finance

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Finance:

ERDF (= SEEDS)	50 %
local resources	50 %

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Practice:

On-the-ground progress:

Pilot development:

Future plans:

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SEEDS Partner Involvement

How have you involved your SEEDS partners? **No**

What support, help or information do you need from your SEEDS partners?

Suggestions how to convince people on the possibilities of positive interaction between nature and business area

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Lessons Learnt:

Changing people's mindset mostly is a long-lasting process

Evaluation:

The success of the pilot will be reflected by the amount of objections we will obtain in the procedures to come

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The Next Six Months

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What Happens Next:

To contrive innovative ways to inform people about the new concept for Haarveld