



Sustainable
URBAN FRINGES
SURF

How to build partnerships?

1. Cooperation between governments

Interreg IVB North Sea project SURF (sustainable urban fringes)

-> Regional vision on urban fringes

-> common strategy, programme and projects

2. Cooperation of practice and education

< governments, educational institutes and entrepreneurs >

Interreg IVC URMA (urban rural partnerships in metropolitan areas)

-> Green Knowledge Portal Twente

-> marketing plan for a company of physically or mentally disabled people to grow vegetables in the urban fringes

The Interreg IVB
North Sea Region
Programme



*Investing in the future by working together
for a sustainable and competitive region*

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Cooperation between governments

SURF: attractiveness of urban fringes

Urban Fringes =

Neglected areas around cities, under threat from growth, expansion, inconsistent spatial planning policy, demographic change + crisis

But with lots of economical potentials for both rural and urban area (best of both worlds!)

Partners: Aberdeen (UK, Lead partner), Leeds Metropolitan University (UK), Bradford (UK), Norfolk (UK), East Flanders (B), West Flanders (B), Antwerp (B), Saxion University (NL), Enschede (NL), Almelo (NL), Hengelo (NL), Hamburg (G), Hårryda (S)

Deliverables: toolkit, guidelines, recommendations, policy paper, knowledge network

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Cooperation between governments

SURF: attention to attractiveness of urban fringes

2009: The 3 cities in Twente (Almelo, Hengelo, Enschede) own projects in SURF

In terms of urban-rural relations: city discover the rural area as an area with potentials for city

2010: Start of a cooperation between regional municipalities, Region Twente, province Overijssel, waterboard Regge + Dinkel and 2 Dutch ministries

2011: a common integrated vision on urban fringes with a common strategy, a common programme, a common organisation and common projects

(Integrated = spatial and physical + social and economical)

Example: Enschede had already a recreational route around the city. The other municipalities now develop this also, with a connection between the different routes.

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Cooperation of practice and education

Green Knowledge Portal Twente (also URMA partner)

Cooperation between governments (municipalities, region, waterboard, province), knowledge and educational institutes and entrepreneurs within the Region Twente

- To avoid braindrain
- To create solutions:
 - Create more practical internships for students
 - Streamlining of programmes of governments and institutes
 - Cooperation of a common studyprogramme between governments, institutes + entrepreneurs

- > Students get more practical and applicable knowledge
- > Governments & entrepreneurs get more new knowledge -> innovation
- > Students get more involved in their own environment (“sense of place”)
 - > they might stay and learn to undertake

Also a good match between the dynamic urban area (knowledge/innovation) and the “slow-it-down” rural area (practice, “root-feeling”)

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Cooperation of practice and education

Example:

Marketingplan for a sheltered company for physically and mentally disabled workers

Problem: savings and decrease of subsidies

Solution: via Green Knowledge Portal Twente

Marketingplan by students of different studies of the WUR (Wageningen University); they learn to act like an advisory bureau

Advise to company: grow “forgotten” vegetables for consumers and restaurants

Extra:

1. Example to other comparable companies
2. One of the students is involved in the start up of another regional food business

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Cooperation, keys to success

1. Broadening the scope to find new solutions
2. Starting point: determine common values, advantages and goals
3. Try to look for a big “plus” on cooperation: $1 + 1 = 3$
4. Make use of informal meetings/settings
5. Look for quick wins (“low hanging fruit”) + “be practical”
6. Good argument for cooperation between governments:
For a citizen there is only 1 government. No interest in the very refined and cultivated differences between several governments.
So try to find a good common solution and present this to the citizen
7. Important: in a cooperation allow others to have advantages.
Next time it is your turn!
8. Urban-rural relations, search for the best of both worlds, with respect to each other and a shared feeling of responsibility

