“Waterways Forward” Project

Final Exhibition
Paris November 2012

“This project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme”
Europe’s network of inland waterways has unrealised potential to enhance the quality of life of citizens throughout Europe.

To explore this potential, the EU funded Waterways Forward project brings together 17 partners from across Europe including Norway and Serbia.

The catalogue illustrates potential and innovation revealed by the WF partners in the context of the Europe 2020 strategy for smart, sustainable and inclusive growth.

The catalogue is a promotional and advocacy tool for policy makers and stakeholders to present the capacity of our canals, lakes and rivers to deliver economic, social and environmental benefits to society.
Inland Waterways have underexploited potential for regional development.

Their potential is not only for freight transport and multi model transport hubs along rivers and canals, but also for job creation, linked to new and unique environments for housing and leisure.

In the past 3 years the 17 Waterways Forward partners have worked intensively, to capitalise on existing knowledge and experience. This will hopefully promote a strong commitment to implementing the ideas developed by the partners at regional level.

There are more than 500 regions in Europe adjacent to inland waterways, canals and lakes. If each region generates 20 extra jobs linked to water based tourism, for instance, in the next few years we can celebrate 10,000 new jobs.

If the ideas and good practices defined in the Waterways Forward project have been a source of innovation and inspiration, then the WF cooperation will have been worthwhile and successful.

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Nico van Lamsweerde, SRN Waterways Forward Lead Partner
INTRODUCTION/// about the project

EUROPE 2020/// key priorities

SMART GROWTH/// landscape interface studio

SUSTAINABLE GROWTH/// landscape interface studio

INCLUSIVE GROWTH/// landscape interface studio

MOVING ON/// a joint conclusion

GOOD PRACTICES/// project posters

CREDITS/// communication team & partners
Europe’s network of inland waterways has great potential to enhance the quality of life of citizens throughout Europe.

Rivers, lakes and canals are multifunctional and connected. Inland waterways perform many functions that contribute to the quality of life of the inhabitants of Europe’s regions. These capacities are often unrealised.

Waterways Forward has investigated how an integrated approach to the management and development of waterways can advance the achievement of Europe 2020 goals.

This catalogue illustrates the potential of inland waterways across Europe, and shares information and innovation revealed by the Waterways Forward partnership.
The Waterways Forward project brings together 17 partner organisations from 11 EU countries plus Norway and Serbia and is co-financed by the European Regional Development Fund INTERREG IVC programme. The Lead Partner is SRN (Dutch Recreational Waterways Foundation, Netherlands).

The aim of the Waterways Forward project is to develop a coordinated approach to the management and development of Europe’s inland waterways linked to the wider sustainable development of the regions through which they pass.

Waterways Forward partners have shared good practice and created integrated regional strategies and action plans which support the on-going development of Europe’s waterways, in terms of economic, environmental and social benefits.

The Waterways Forward partners have prepared Joint Policy Recommendations to extend the potential of Europe’s waterways in support of EU2020 across the regions of Europe.
Europe 2020 is the European Union’s ten-year growth strategy to year 2020. It is about creating the conditions for new growth to help deliver high levels of employment, productivity and social cohesion.

The 3 priorities smart, sustainable and inclusive growth are seen as ‘new engines’ to boost growth and jobs - providing a framework to support the Europe 2020 priorities such as innovation, the digital economy, youth employment, renewed industrial policy, poverty reduction and resource efficiency.

At present European policy, legislative frameworks and funding programmes assist Europe’s commercial navigation. Industrial and environmental protection policies preserve Europe’s natural habitat systems and support the quality of water sources. New integrated regional level policy and funding for European waterways is needed.

Europe’s inland waterways can support smart, sustainable and inclusive growth - contributing to the key priorities of Europe 2020.
Europe’s inland waterways are drivers for smart growth.

“Creating sustainable economic and social benefits by developing an economy based on knowledge, innovation, plus mobility for young Europeans to study, train, and work in business across the EU......turning ideas into jobs, green growth and social progress with support for innovative businesses.”

Source: http://ec.europa.eu/europe2020/
Saimaa Canal is the only water route between the European Union & Russia.

Economic growth from smart use of waterways.

Smart Growth: Developing an economy based on knowledge and innovation.

Ways forward...
SUSTAINABLE GROWTH
Europe’s inland waterways are drivers for sustainable growth.

“Promoting a more resource efficient, greener and more competitive economy….supporting a shift towards a resource-efficient, low-carbon economy that offers opportunities for sustainable growth……..maintaining a strong, diversified and competitive industrial base that offers jobs in a low-carbon economy.”

Source: http://ec.europa.eu/europe2020/
promote///
Biodiversity & Nature

mitigate///
Pollution

switch to///
Low Carbon Economy

promote///
Sustainable Transport

"Lake Vänern Wind Turbines produce enough electricity for 20,000 houses"
EU has 41,000 km of navigable inland waterways

180 km of canals in Wales alone deliver ecosystems services valued at €13-24 million per year

Let's move FORWARD
Europe’s inland waterways are drivers for inclusive growth.

“Fostering high-employment, delivering economic, social and territorial cohesion.....improving skills, flexibility and security in the labour market, enhancing the quality of jobs and conditions for work creation.....reducing poverty by identifying best practices, promoting learning, coordinating national actions, establishing EU-wide rules and providing funds.”

Source: http://ec.europa.eu/europe2020/
Waterways develop economic and social cohesion

providing opportunity for Skills & Jobs

Waterways promote health and wellbeing for all

Supporting rural economies and retaining rural services

Educating through Heritage

Community Engagement
Waterways contribute towards EUROPE 2020 through Economic, Social and Territorial Cohesion.
CLEAR and consistent policy support for development of Europe's inland waterways in a multi-functional use context

SUPPORT and funding for sustainable development of waterways & adjacent regions

FUNDING and support for research, technology and innovation

RESOURCE Efficiency - Environmental Policy, EU2020 Flagship:
- Recognition of the range of ecosystem services delivery by waterways
- Support for measures to mitigate & adapt to climate change
- Support for encouraging better environmental behaviour amongst waterway users
- Recognition of inland waterways as green infrastructure

GUIDANCE material on energy efficiency & renewables for Covenant of Mayors (COM) signatory cities with inland waterways

TRANSPORT and accessibility
- Support for shifting road freight & passenger transport to water and encouraging the use of waterways
- Support for walking & cycling

CULTURE
- Recognition of the cultural heritage of waterways as a driver for economic growth
- Support for dialogue and exchanges between Europe’s inland waterways cultural operators
- Support for innovative social media approaches to encourage waterway-based heritage tourism

AGENDA for New Skills and Jobs, EU2020 Flagship:
- Support for exchanges & placements through the Lifelong Learning programme
- Support for the delivery of employment, training & skills through the waterway-based social economy

TERRITORIAL Pacts (EU2020) – to include reference to sustainable development of inland waterways and adjacent regions

PROMOTION of inland waterways
- Support for an EU-wide inland waterways promotion organisation covering transport and recreation
- Encouragement for national organisations to provide public information and support for inland waterways
- Encouragement of innovation by the private sector in inland waterways-related sectors

TAILORED Governance models - Waterways are cross-border in nature and it is important that coordinated and cooperative Governance models are established to facilitate the transnational development of inland waterways.

MOVING ON///

a joint conclusion

The Waterways Forward partnership has agreed the following priorities:

- Achieve greater recognition amongst European, national and regional institutions of the multi-functional role of navigable inland waterways in promoting regional economic development, including the creation of new jobs - inland waterways are an underexploited resource for job creation across various sectors - supporting the delivery of the Europe 2020 strategy

- Secure support and funding for the development of inland waterways in a multi-functional use context under the new EU policies and programmes for the period 2014 - 2020

- Continue the WF partnership beyond 2012 to facilitate the sharing of good practices, the joint development of innovative approaches and the promotion of inland waterways infrastructure for multi-functional use.
GOOD PRACTICES


Dublin Castle, September 2011
Principles of Waterways Forward communication:

- Inclusive representation of distinctive and diverse waterways experience that each partner organisation brings to the project;

- Interactive workshops and an interim Good Practice exhibition - for download from the project website - in a narrative format representing measurable benefits alongside qualitative experience. http://www.waterways-forward.eu/good-practice-posters-leaflets/

- Projection of Waterways Forward beyond the partnership through social media: Waterways Forward blog, Twitter, LinkedIn group for wide dissemination & knowledge enhancement.


Pat Brown, Director, Landscape Interface Studio, Kingston University London

LANDSCAPE INTERFACE STUDIO///

Pat Brown

Landscape Interface Studio, Kingston University, London, practice-based research & consultancy, focuses on ‘water, places & people’. As consultants to the Canal and River Trust, leading communications for Waterways Forward, Landscape Interface Studio has developed an interpretative analysis providing an interactive communication strategy to support the Waterways Forward project.
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This presentation is a summary of the Waterways Forward project final exhibition catalogue and was prepared by Landscape Interface Studio, Kingston University, London.

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http://www.landscapeis.org