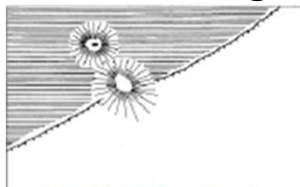




Holwerd, till 1580

Trading centre at sea



Terpsituatie omstreeks 1300-1580.



Terpsituatie omstreeks 1830.

- Till 1580 really in sea
- Harbor and market function
- Almost the 11th city of Fryslân
- After the new dike, the area fell into decline



In 2000 population decline started to get painfully obvious


1999	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
1687	1762	1778	1620	1600	1530	1500	1480	1490	1500	1500	1495	1520	1475


- Jobs disappeared
- Facilities disappeared
- Houses became hard to sell
- Pauperization started

Holwerd became a potential ghost town in a ghost region



The problems got a lot of attention





2012


SEV

**Aanvalsplan krimp
Holwerd**

Gebeurt er niets, dan verliest het waddendorp binnen twee decennia ruim 23 miljoen euro aan waarde, berekende adviesbureau PRC.


Holwerd dks. 5, van Schiphol, dks. 10, Rotterdam, PRC
Holwerd, februari 2010

2010




2009

Holwerd aan Zee



2009

**SCHETSBOEK
HOLWERTER FIERSICHTEN**



2009

Many plans and visions followed





2012

SEV

**Aanvalsplan krimp
Holwerd**

Gebeurt er niets, dan verliest het waddendorp binnen twee decennia ruim 23 miljoen euro aan waarde, berekende adviesbureau PRC.

Holwerd dks. 5, van Schiphol, dks. 10, Rotterdam, PRC
Holwerd, februari 2010

2010



2009

Holwerd aan Zee



2009



Interactive planning



Holwerd aan zee

UNESCO
World
Heritage
Since
2009

THE WADDEN SEA
Waddenzee · Wattenmeer · Vadhavet

WADDEN SEA
WORLD HERITAGE

Meanwhile in Germany!



Same coast, same places

The map shows the German coast from Norden in the west to Wittmund in the east. Blue double-headed arrows indicate connections between German coastal locations and their Dutch counterparts: Norden to Norddeich, Nordeney to Norderney, Baltrum to Baltrum, Dornumersiel to Dornum, Bengersiel to Bengersiel, Neuharlingersiel to Neuharlingersiel, and Harlesiel to Harlesiel. The map also shows other German locations like Hagermarsch, Dornum, Samtgemeinde Esens, Werdum, Stedesdorf, Holtgast, Moorweg, Ochtersum, Utarp, Schweindorf, Westerholt, Neuschoo, Blomberg, Eversmeer, Grobheide, Samtgemeinde Hage, Halbermond, Leezdorf, and Ewiges.

Bengersiel for instance

600.000 - 850.000 overnight stays



The aerial view shows Bengersiel, a coastal town in Germany. It features a large marina with many boats, a large parking lot, and residential buildings. The town is situated on a peninsula with a river or canal running through it. The surrounding area is green and rural.



No population decline, vacancy or pauperization



But jobs and flourishing business





So Holwerd thought: "If that is possible in Germany...."

Hessel Hiddema
Farmer (cropper)

Theo Broersma
Food & consumer product safety

Marco Verbeek
Entrepreneur

Jan Zijlstra
Entrepreneur



"... it can be done at Holwerd as well!"



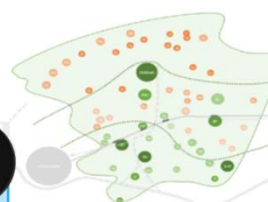
Doing nothing is not an option





Tabel 1 – Welvaartseffecten

Scenario	Laag	Hoog
Holwerd	18	26
Blije (F) en Tussen Dokkum en Holwerd (D)	24	48
Overig krimp dorpen*	125	75
Totaal NO-Fryslân boven Dokkum (afgerond)	165	260


Costs 165 – 260 million for the region





**Turn it around
and invest
165 – 260 million**

AREA-based and integral



Breakthrough: Holwerd re-connected with the dynamics of the Wadden Sea



Nature benevits



Food, fish, breeding islands etcetera



ECOLOGY = ECONOMY





Recreation houses against the dike (dike houses)



Bird-watching lodge New Stateszijl



Dike houses oriented towards the experience lake attractive for nature lovers



Recreation houses against the village



- Small hamlets on new terps / mounds



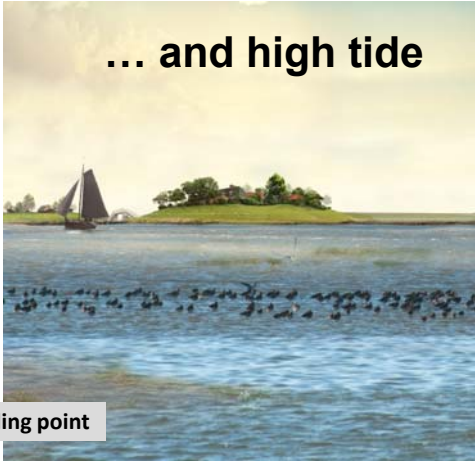
Moddergat



Marken



Unique world heritage experience



unique selling point



Goal: sales and jobs

Start construction work in 2025





Benefits 166 million euro

Social costs & benefits analysis 2022/12

Without passage for shipping / With passage for shipping

Kosten	112,29	115,67
Baten	166,14	176,50
Saldo (baten - kosten)	53,85	60,82
Ratio (baten / kosten)	1,48	1,53

A cost-benefit ratio of 1.5
(1 = break-even)



Funding so far: 45.8 million

- Province (10 million)
- Municipality (5.5 million)
- Wadden Fund (8.3 million)
- LNV Region Deal (7 million)
- Dream fund Postcode Lottery (15 million)
- National Government (Large Waters PAGW)

(we know where to find the rest)



Target group for the Wadden coast

- Sustainable quality tourist
- Young families
- Travel eco-friendly
- Zero-waste
- From the Randstad, Germany and Belgium



55+ Important target group

- 1/3 of all Dutch tourists
- 54% stays in the Netherlands for their holiday



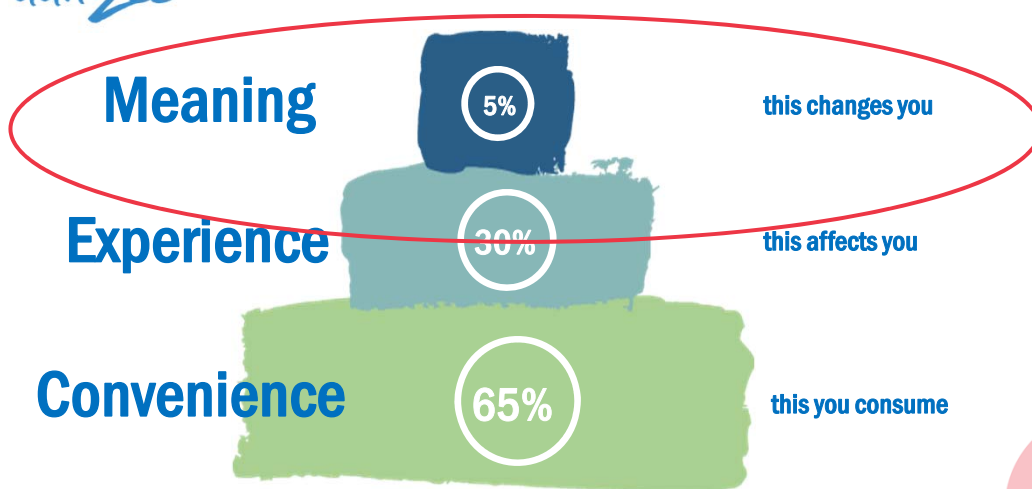


Looking for exclusive authentic experiences

- Rest and openness
- Art, culture and nature
- Terps, dikes, churches,
- salt marshes, mudflat walking
- historic towns
- local products and
- dark sky



Pyramid of needs in recreation and tourism





Centrum Holwerd: startpunt van persoonlijke en unieke Wadden-ervaringen

TOERISTISCH-RECREATIEVE POSITIONERING HOLWERD AAN ZEE



58



Route to plan realization

- February 22 : Go decision Provincial Council
- finding answers to the final ifs and buts
- lobby on remaining funding (45 million)
- Manage ownership
- Maintenance fund for 10-15 years
- Purchase rest of the land (11 hectares of 43)
- Cooperation agreement with our partners
- 2024 final design & start permits





Ready in 2025? Not likely.



Start in 2025?






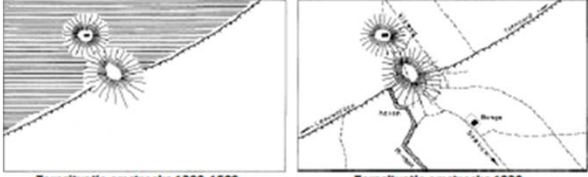
Looking forward into the future

1 **2** **3** **4**

Holwerd aan zee

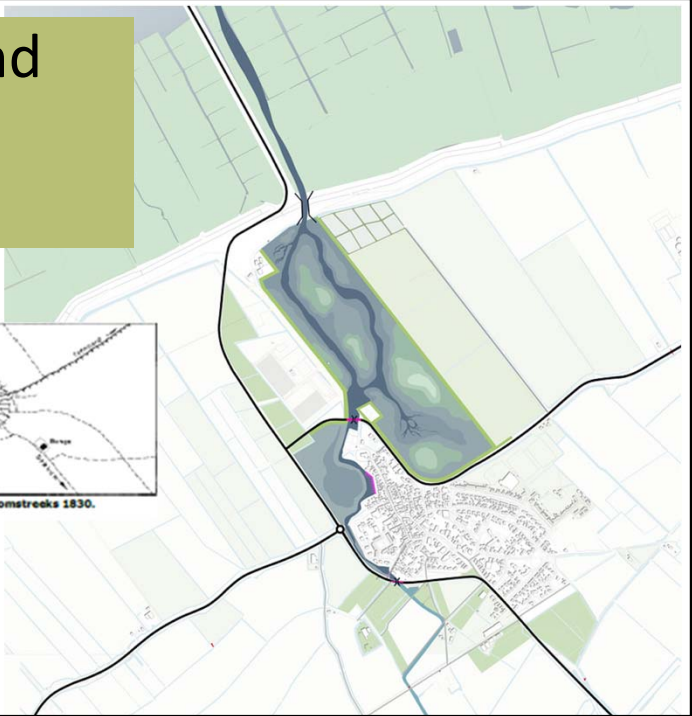


Water around the church mound



Terpsituatie omstreeks 1300-1580.

Terpsituatie omstreeks 1830.



West side Het Keegje









Holwerd aan zee

No regret!

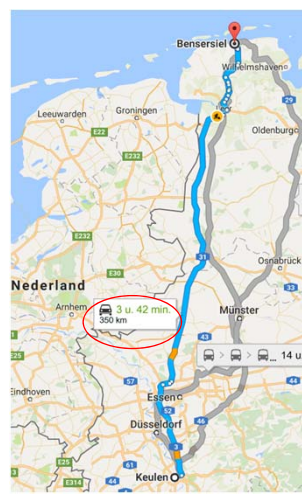
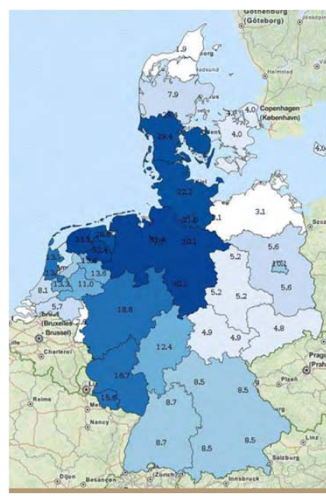
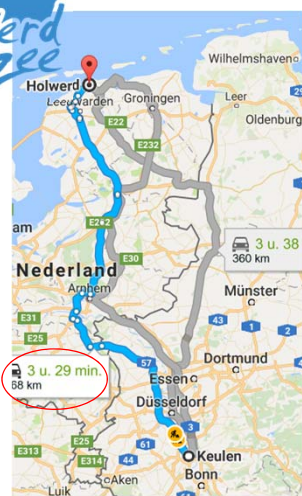
WADDENZEE
DE LADEMEER

WADDENZEE
DE LADEMEER

WADDENZEE
DE LADEMEER

This composite image includes a photograph of a dam with a boat, a logo for "Holwerd aan zee", and three diagrams. The diagrams illustrate different water management scenarios: 1) "RISICO MET STORMVLOEDERING EN REZERVEER" (Risk with storm surge and reserve), 2) "RISICO MET OVERREGENING" (Risk with over-precipitation), and 3) "RISICO MET OVERREGENING" (Risk with over-precipitation). The diagrams show the interaction between the Waddenzee (Wadden Sea) and the Oelade Meer (Oelade Meer) under various conditions.

The Wadden area has 16 million fans



Potential visitors

But, the hospitality business is in the startup phase and we don't have the numbers of Yellowstone Nat. Park



 **Wadden Coast area is not a destination, yet**

≠

No connection between entrepreneurs of Holwerd, Dokkum, Ameland, Lauwersmeer area etc

 **High time for the spin-off**



Multiple stepping stones to achieve this target



Working together with our neighbors on our identity and positioning



Blije
Holwerd
Ternaard
Waaxens
Brantgum
Foudgum
Raard
Bornwird
Aalsum
Hiaure
Hantum
Dokkum



Candidate Unesco Biosphere Area Wadden Coast



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



Sustainable
Development
Goals






Man and nature reinforcing each other

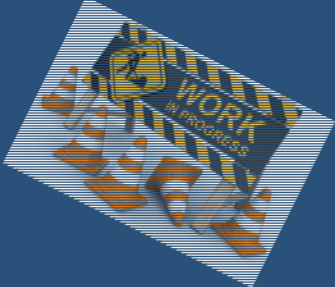
Other UNESCO Man & Biosphere Reserves



Other major Opportunities



 United Nations Educational, Scientific and Cultural Organization	 Man and the Biosphere Programme	 Sustainable Development Goals
---	--	--





The Healthy Wadden Coast

Mindwalk Plus, 21 June 2019



Clean air



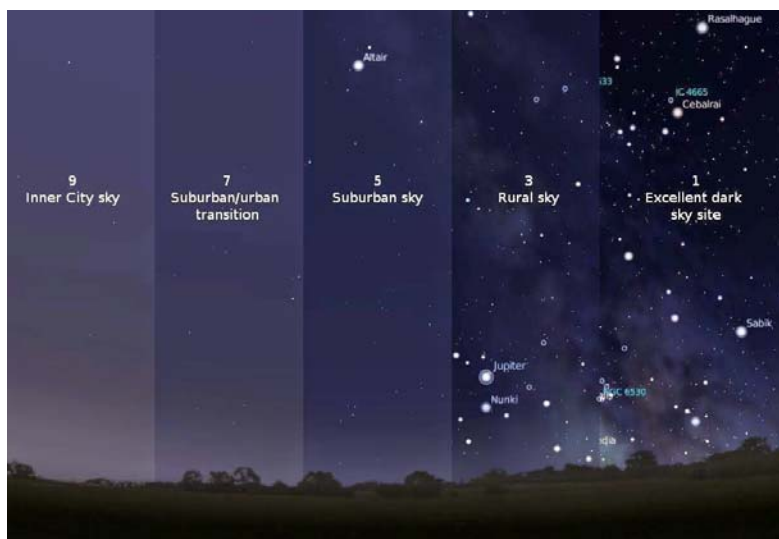




Investigating International 'Dark Sky Community' label



- We do it together
- Part of identity
- USP / MAB
- Recognised IDA logo








Recreational and ecological standing mast connection



Chances for:






- Water storage for dry summers
- Fish spawning grounds
- Connection to Blije?
- New hiking and biking trails
- Villages benefit



One Wadden Coast area

Dokkum on Sea

- Wadden gate
- Sea connection
- Admiralty City
- Connecting the hinterland with Dokkum





Maybe the biggest opportunity



Facelift Pier



2 km highway through UNESCO World Heritage Wadden



Facelift pier Holwerd Connection coast - island



Concrete, steel, fences, bus stops, containers.....



Transformation

to the Green Carpet of the Wadden Sea





Complete makeover

Pier as a place to recreate
instead of just passing through

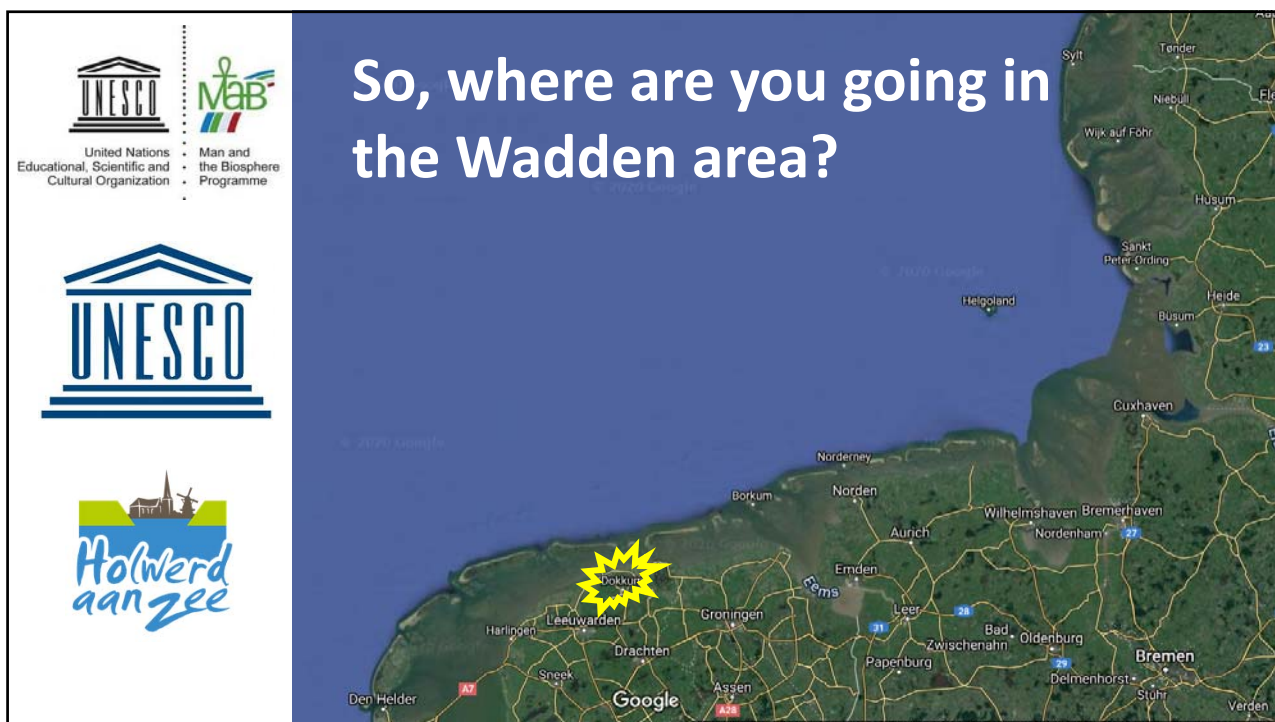


With facilities

Canoe ramp, landing stages, restaurants,
exhibition hall etc. etc.








Working on 8 of 17 Sustainable Development Goals VN

The infographic displays 17 SDG icons in a 3x6 grid. The first 8 icons have green checkmarks, indicating progress. The last icon (SDG 17) is a grey placeholder. The text for each goal is in Dutch:

1 GJIN EARMOEDE	2 GJIN HONGER	3 GOEDE SÛNENS	4 KWALITEITS-ÛNDERWIJS	5 LYKWEARDIGENS TUSKEN MAN EN FROU	6 SKJIN WETTER EN SANITÈRE FOARSJENNINGS
7 BETELBERE EN DOORSUME ENERZJY	8 WEARDICH WURK EN EKONOMYSKE GROEI	9 YNDUSTRY, YNNOVAASJE EN YNFRASTRUKTURE	10 MINDER ÒNGELIKENS	11 DOORSUME STÈDEN EN MIERSKIPPEN	12 FERANTWURDE KONSUMPSJE EN PRODUKSJE
13 KLIMAATAKSJE	14 LIBBEN YN IT WETTER	15 LIBBEN OP IT LÂN	16 FREDE, JUSTYSJE EN STERKE PUBLIKE TSJINSTEN	17 GEARWURKING OM DE DOELSTELLINGEN TE HELJEN	

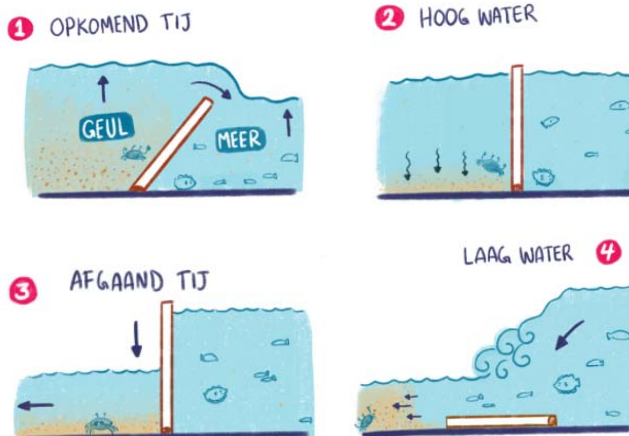
GHENT UNIVERSITY




Slib!?
Last, lust of...
MUST!



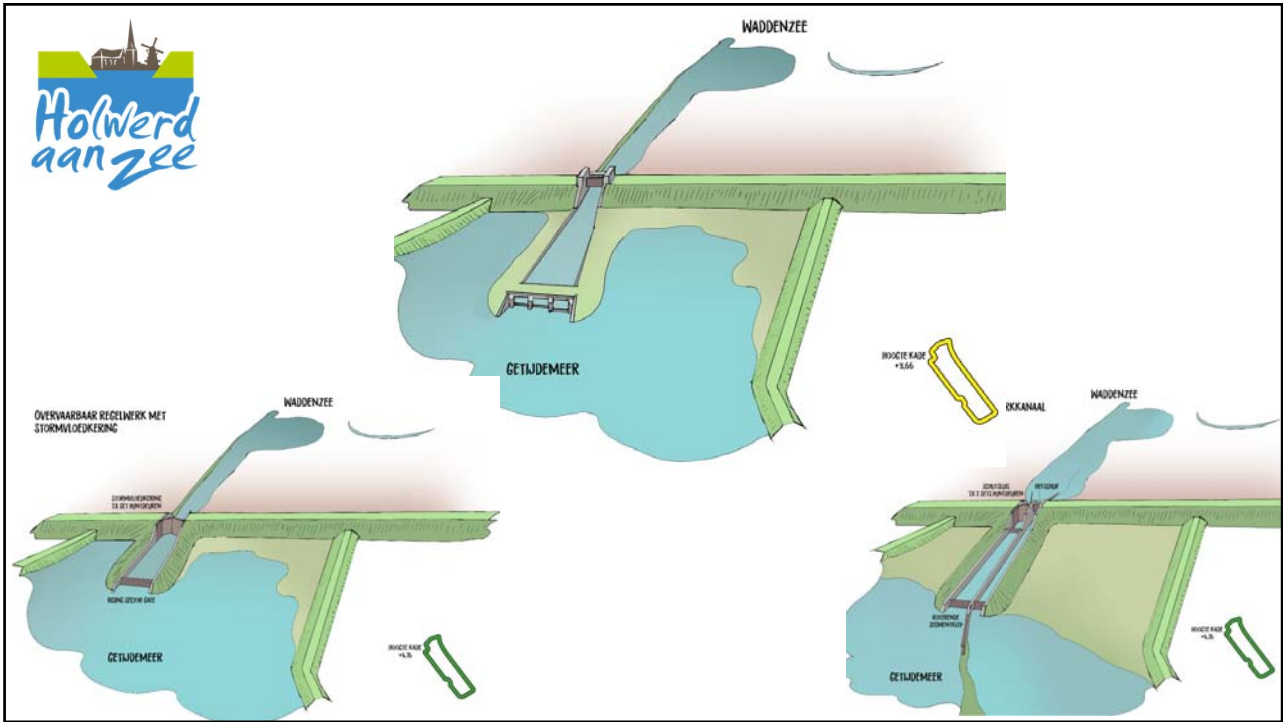
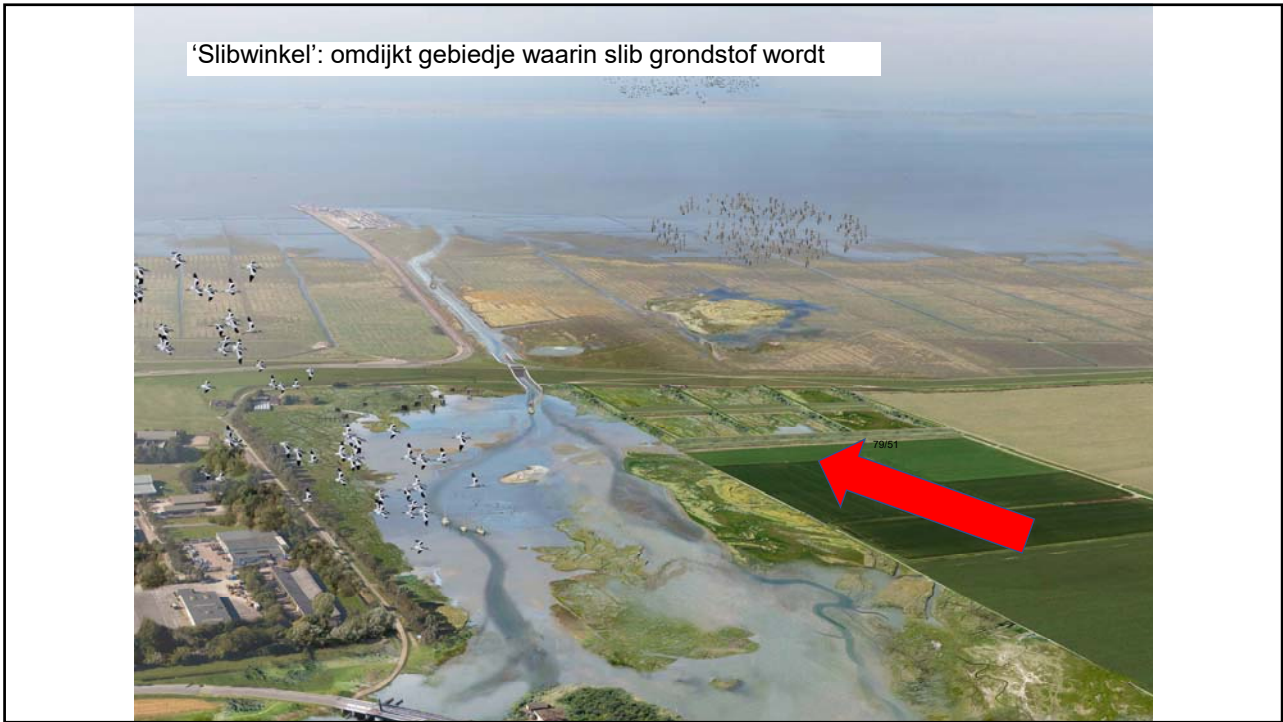
Regelwerk voorkomt slib probleem Mogelijk combinatie slibinvang?



Slib is inmiddels van waarde.

Praktijk Lauwersoog. Opbrengst en bijdrage B&O













Droogvallen



Magische nachten







UNESCO Biosfeer Waddenkust





United Nations Educational, Scientific and Cultural Organization

Man and the Biosphere Programme

Sustainable Development Goals

Cooperation with our neighbors on our identity and positioning



Blije
Holwerd
Ternaard
Waaxens
Brantgum
Foudgum
Raard
Bornwird
Aalsum
Hiaure
Hantum
Dokkum



Candidate Unesco Biosphere Area Wadden Coast



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



Sustainable
Development
Goals



Man and nature reinforcing each other



Huh, there was already a Unesco World Heritage, wasn't there?

- Wadden Sea is World Heritage since 2009
- World Heritage is the sea, the plates and salt marshes: pure nature ('biosphere')
- Focused on conservation and protection
- MAB is also about the part where the 'Man' lives, works and recreates





Global network



- 738 famous areas
- In 134 countries
- More than 45 years of experience
- Learning and benefiting
- UNESCO is a strong brand



No Threats Just opportunities



- MAB does not provide any additional restrictions for the area
- UNESCO logo is an opportunity, if supported by residents and entrepreneurs
- Reinforces identity and the story of this area
- Helps with future (European) subsidy applications





UNESCO Biosfeer Waddenkust



Planning

- Exploration MAB Status (in progress)
- Spring 2021 MAB symposium
- Candidate UNESCO MAB
- Determine identity and area branding
- Drafting request 2023
- 2025 granting MAB status



Other UNESCO Man & Biosphere Reserves



So, where are you going in the Wadden area?

United Nations Educational, Scientific and Cultural Organization

Man and the Biosphere Programme

UNESCO

Holwerd aan zee

UNESCO Biosphere Waddenkust

United Nations Educational, Scientific and Cultural Organization

Man and the Biosphere Programme

Sustainable Development Goals

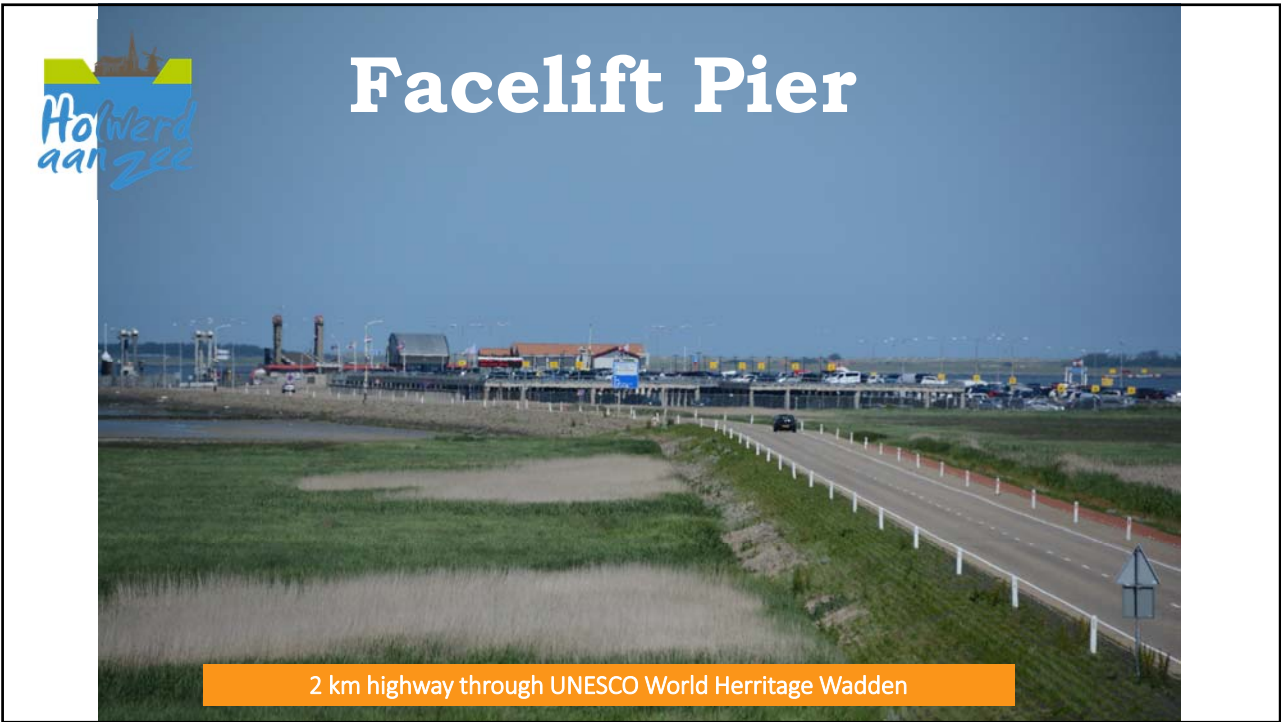


 Maybe the biggest opportunity 

 United Nations Educational, Scientific and Cultural Organization

 Man and the Biosphere Programme

 Sustainable Development Goals



Facelift Pier



Cars glisten in the sun







Every year thousands of visitors already

Holwerd aan zee

WdB fotografie @wilfred_bruijn · 6d
Nog eenje van gisteravond, de binnenkomst van MS Oerd
#Holwerd @vvd_ameland @vvdameland

andrea @enzoid · May 16
Replying to @stikei @fryskeGea an Ja, wat was de lucht mooi gisteravond !!!

Meteo-Nederland @SevereWe... · 3d
Replying to @AndaVera @Franka76... Zonsopgang bij Holwerd vanochtend, was bitterkoud

Foto's #poollicht #noorderlicht vanaf de Pier bij Holwerd van rond 1:30 !!!!

JanKoopmans · May 15
Sunset op butendjies Wad
@fryskeGea @holwerdaanzee @DOK_deWadden @Waddengast @waddenjewis @DSunsets @waddifotografen @moeluchten

Meteo-Nederland @SevereWe... · 3d
Sunset near Holwerd, Netherlands this evening #StormHour @StormHour



Pier Ameland

Two piers one project

Holwerd aan zee





Place with huge potential



Transformation

to the Green Carpet of the Wadden Sea





Complete makeover

Pier as a place to recreate instead of just passing through



Complete makeover

Pier as a recreation area





With facilities

Canoe ramp, landing stages, restaurants, exhibition hall etc. etc.



Complete make-over New functions

- 5 star hotel
- Restaurant with Michelin star
- Conference Centre
- Wellness Centre
- Iconic architecture
- Museum Wadden Art







Could save a lot of money



14 hours a day / 6 days a week
8 million euros a year

Holwerd aan Zee **Opportunity for fish & birds**




The collage features three main images: the top image shows the underside of a wooden pier structure supported by numerous vertical posts over a body of water; the bottom-left image shows a sandy beach with small green plants growing; the bottom-right image shows a narrow waterway flowing through a marshy area with green vegetation.







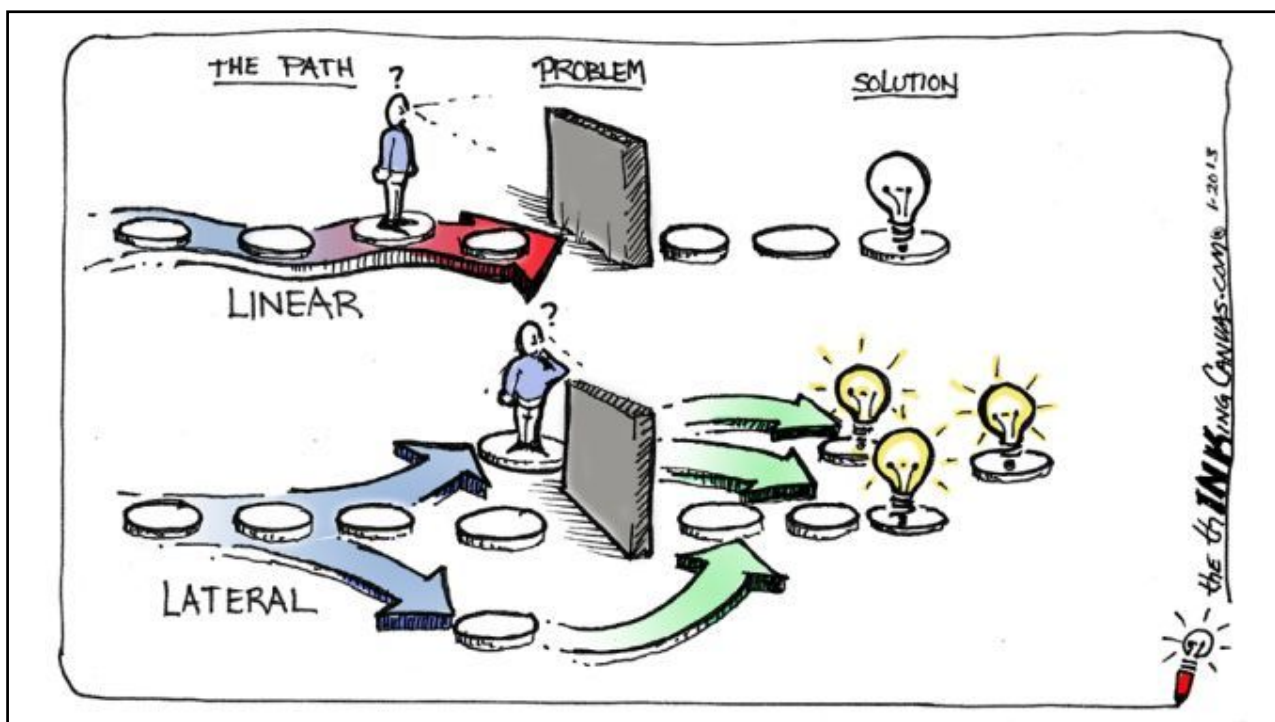
Working on 8 of 17 Sustainable Development Goals VN (Ghent University)

 <p>1 GJIN EARMOEDE</p>	 <p>2 GJIN HONGER</p>	 <p>3 GOEDE SÛNENS</p>	 <p>4 KWALITEITS-ÛNDERWIIS</p>	 <p>5 LYKWEARDIGENS TUSKEN MAN EN FROU</p>	 <p>6 SKJIN WETTER EN SANITÈRE FOARSJENINGS</p>
 <p>7 BETELBERE EN DOORSUME ENERZJY</p>	 <p>8 WEARDICH WURK EN EKONOMYSKE GROEI</p>	 <p>9 YNDUSTRY, YNGOVAASJE EN YNFRASTRUKTUE</p>	 <p>10 MINDER ÕNGELIKENS</p>	 <p>11 DOORSUME STËDEN EN MIENSKIPPEN</p>	 <p>12 FERANTWURDE KONSUMPSJE EN PRODUKSJE</p>
 <p>13 KLIMAATAKSJE</p>	 <p>14 LIBBEN YN IT WETTER</p>	 <p>15 LIBBEN OP IT LÂN</p>	 <p>16 FREDE, JUSTYSJE EN STERKE PUBLIKE TSJINSTEN</p>	 <p>17 GEARWURKING OM DE DOELSTELLINGEN TE HELJEN</p>	



Only possible if we start thinking and working differently

-  **Area-based**
-  **Integral & cross sectoral**
-  **Co-creative (top-down meets bottom-up)**
-  **In a coalition of coalitions**



 **Requires innovation and guts!** 



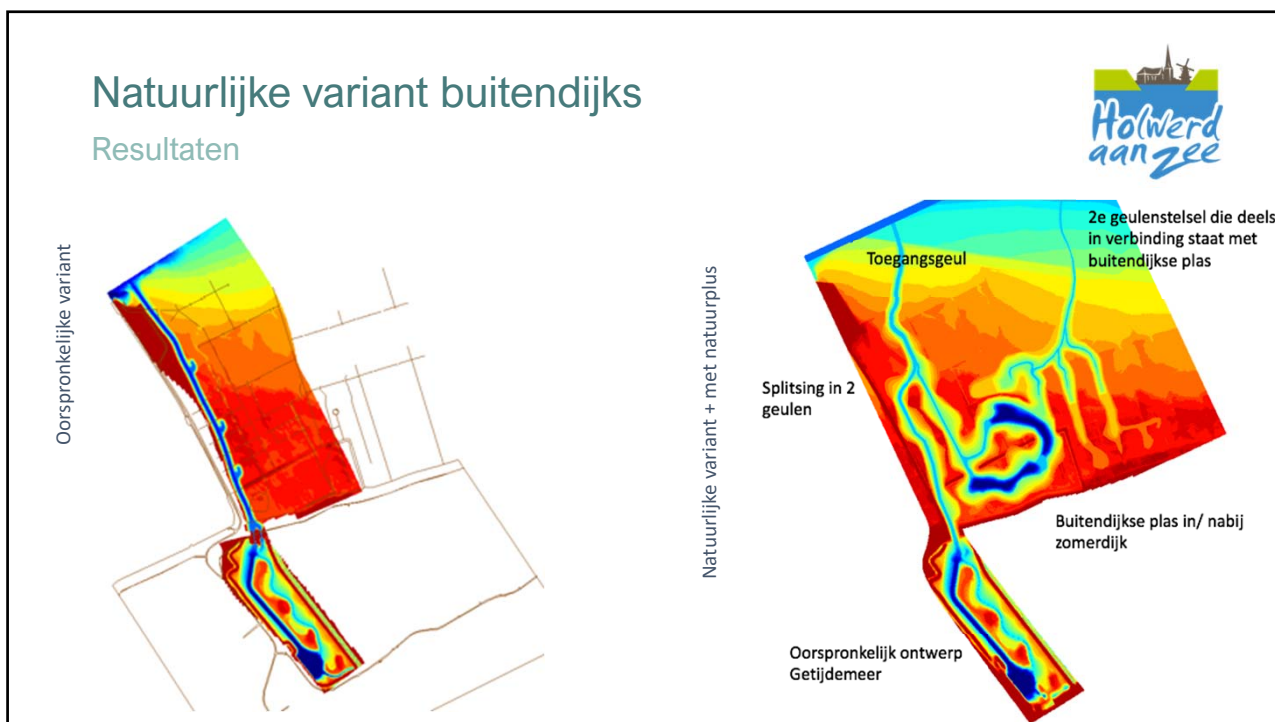


 **United Nations Educational, Scientific and Cultural Organization**

 **Man and the Biosphere Programme**

 **Sustainable Development Goals**







Boulevard

experience maritime atmosphere



New transport concepts
Green seal

- Sailing from the village center
- Crossing the Wadden Sea in 15 minutes
- Clean, quiet
- Short waiting times
- Real-time info (Wadden awareness)





Problemen stapelen op zoals onder andere



- ✂ Klimaatverandering
- ✂ Stijgende zeespiegel
- ✂ Bescherming en ontwikkeling natuurwaarden
- ✂ Vermarketing Unesco
- ✂ Criteria
- ✂ Experimenteerruimte
- ✂ Internationale positie
- ✂ Havens
- ✂ Circulaire economie
- ✂ Circulaire landbouw
- ✂ Energietransitie
- ✂ Druk op leefbaarheid
- ✂ Omgevingswet
- ✂ Bestuurlijke vernieuwing
- ✂ Regionale samenwerking (gemeenten – provincie – Rijk-Europa)
- ✂ Knellende begrotingen



Zoveel opgaven, ambities... een knellend korset

THINK
OUTSIDE
THE BOX



- ✂ Vele opgaven
- ✂ Sectorale werkwijze
- ✂ Ruimtebeslag
- ✂ Knellende begrotingen
- ✂ Capaciteit mensen
- ✂ Grenzen aan groei
- ✂ Grondstof tekort
- ✂ Etc etc etc...





Regio Deal De Wadden Delta van 2100

The first Regio Deal where future-proof agriculture, biodiversity, livability, climate adaptation, CO2 reduction, ecotourism, and governance innovation come together in a co-creative and adaptive way in a climate-proof coastal landscape. 2100 proof, and that from the bottom up!

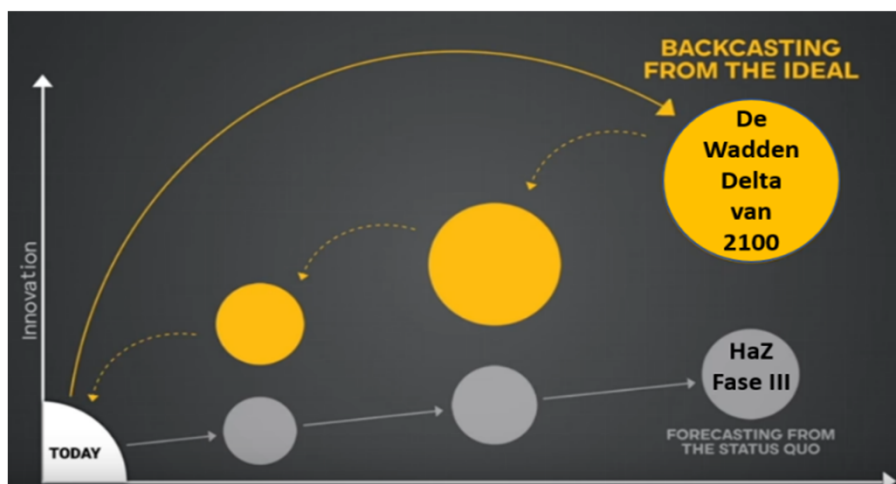
The Region Deal as a stepping stone to a Green Deal

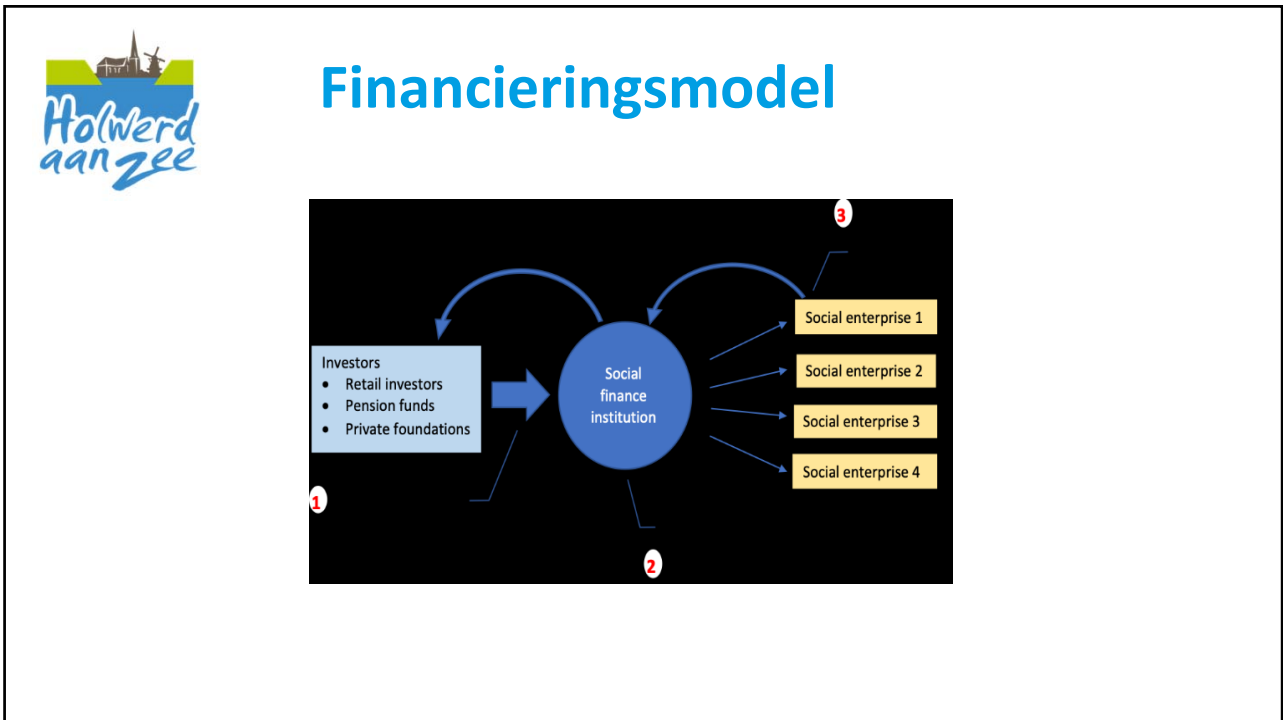


Timmermans: "Change will only happen if it happens bottom up."



Backcasting







Inhoud Regio Deal

- Samenvatting (tevens twopager)**
- Maak kennis met De Wadden Delta van 2100.....**
 - Grensregio aan de rand van het Wad.....
 - Het verhaal van het Landschap
 - Cultuurhistorische waarden van internationale betekenis ...
 - Agrarische identiteit
 - Dark Sky



Inhoud Regio Deal

- Reinventing The Netherlands!.....**
 - Het streefbeeld.....
 - Forget about Hansje Brinker!
 - Co-creatie als fundament
 - Coalitie van coalities.....
 - Backcasting
 - Het DNA van Holwerd aan Zee



Inhoud Regio Deal

- Lokale oplossingen voor globale uitdagingen**
- Unesco Biosfeergebied Waddenkust (kandidaat)
- Sustainable Development Goals
- Nieuwe iconen
- Roadmap
- Brede welvaart
- Impactanalyse en lerend evalueren
- Visitekaartje van Fryslân, voor de BV Nederland



Inhoud Regio Deal

- Place-based governance**
- Het Huis van Thorbecke
- Social Finance als financieringsmodel
- Democratische legitimiteit
- De organisatie
- Programmabureau van en voor het gebied
- Bestemmingsmanagement



Inhoud Regio Deal

- Holwerd Coast Academy**
- For Applied Climate Adaptation & Mienskip
- EU Mission 'Adaptation to Climate Change'
- Internationaal kennisnetwerk



Inhoud Regio Deal

- Financieringsstrategie**
- Financieringsbehoefte als opmaat
- Europese subsidies
- Green Deal
- Groeifonds



Social costs & benefits analysis cost-benefit ratio of 1.5 (2022)

Without passage for shipping / With passage for shipping

Baten/effecten	Without passage for shipping	With passage for shipping
Netto opbrengst kleiverkoop	1,22	1,22
Exploitatiebaten verblijfsrecreatie	79,72	80,79
Exploitatiebaten dagrecreatie	13,23	13,23
Recreatieve belevingsbaten	6,33	6,33
Werkgelegenheidsbaten	18,45	18,66
Woongenotsbaten landschapsverfraaiing	9,08	18,15
Baten van vermeden leegstand	12,36	12,36
Baten van voorzieningenbehoud	16,83	16,83
Erfgoedbaten	3,68	3,68
Biodiversiteitsbaten	5,25	5,25
Landbouwopbrengsten	0,00	0,00
Totale baten	166,14	176,50
Saldo (baten - kosten)	53,85	60,82
Ratio (baten / kosten)	1,48	1,53

* deze post is bij het VKA in mindering gebracht bij het planonderdeel getijdemeer.



Cost-benefit ratio could be 1.8 as well (MKBA 2022)

Tabel 4.5 Gevoeligheid voor de omvang van het baggervolume

Contante waarden in miljoenen euro's bij een discontovoet voor kosten van 1,6% en voor baten van 2,25% over een periode van 103 jaar en prijspeil 2021	Natuurlijke variant Zonder varen	Natuurlijke variant Met varen
Originele uitkomsten		
(baggeren 32.000 m ³ /jaar à EUR 9,95/m ³ & kleiverkoop 19.200 ton à EUR 15/ton)		
Kosten getijdemeer	31,16	31,16
Netto opbrengst kleiverkoop	1,22	1,22
Saldo (baten - kosten van het hele plan)	53,85	60,82
Ratio (baten / kosten van het hele plan)	1,48	1,53
Nieuwe uitkomsten bij ondergrenzen		
(baggeren 16.000 m ³ /jaar à EUR 6,00/m ³ & kleiverkoop 9.600 ton à EUR 12,50/ton)		
Kosten getijdemeer	20,41	20,41
Netto opbrengst kleiverkoop	-5,17	-5,17
Saldo (baten - kosten van het hele plan)	54,07	61,04
Ratio (baten / kosten van het hele plan)	1,51	1,56
Nieuwe uitkomsten bij bovengrenzen		
(baggeren 100.000 m ³ /jaar à EUR 9,95/m ³ & kleiverkoop 60.000 ton à EUR 30/ton)		
Kosten getijdemeer	63,87	63,87
Netto opbrengst kleiverkoop	58,70	58,70
Saldo (baten - kosten van het hele plan)	103,53	110,51
Ratio (baten / kosten van het hele plan)	1,86	1,89

mkba sensitivity analysis
additional supply of silt

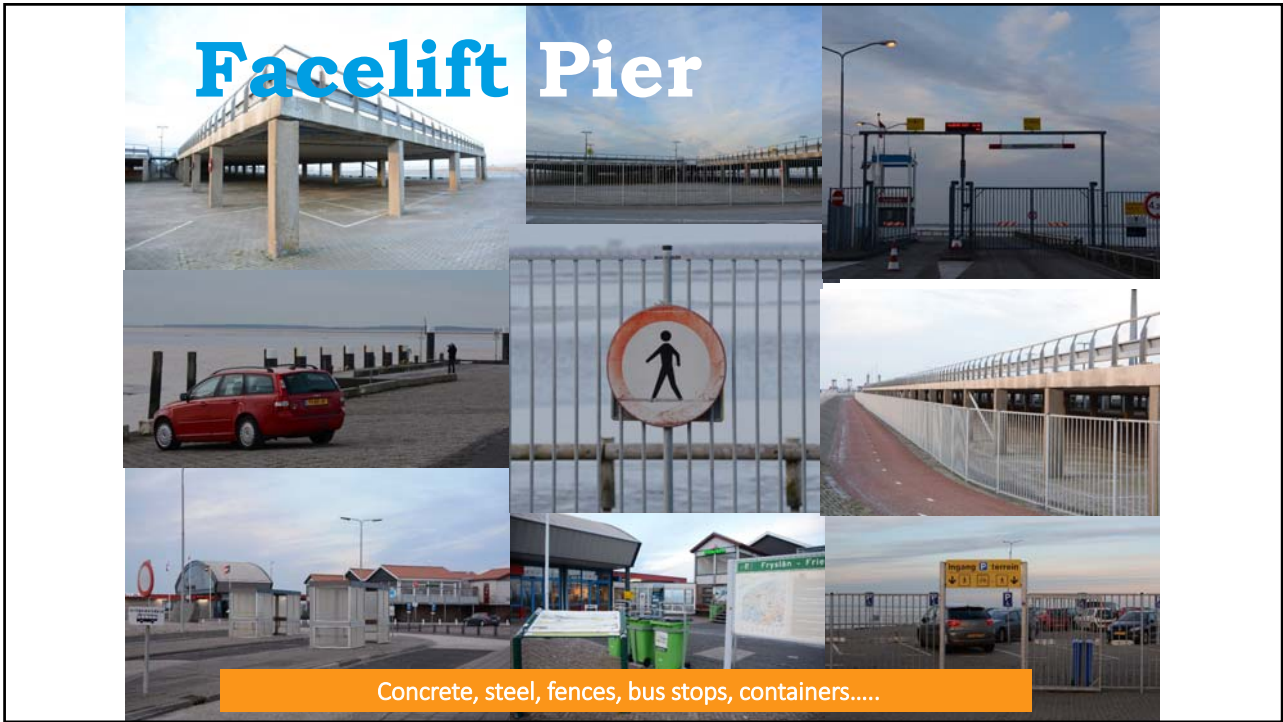


MKBA has a cost-benefit ratio of 1.5 (MKBA 2022)

Tabel 4.2 MKBA-uitkomsten nader gedetailleerd

<i>Contante waarden in miljoenen euro's bij een discontovoet voor kosten van 1,6% en voor baten van 2,25% over een periode van 103 jaar en prijspeil 2021</i>	Natuurlijke variant Zonder varen	Natuurlijke variant Met varen
Kosten		
Vaarrecreatie	38,90	40,24
Getijdemeer	31,16	31,16
Vismigratie	8,13	8,13
Hoogwaterveiligheid	29,85	31,90
Oppervlaktewater	1,91	1,91
Kabels en leidingen	4,51	4,51
Recreatievoorzieningen	2,62	2,62
Overige objecten	8,84	8,84
Risicoreservering & financiering	11,27	11,27
Eenmalige kleiverkopen*	-24,91	-24,91
Totale kosten	112,29	115,67











Pier Amelend

Two piers one project



Place with huge potential





Holwerd aan zee

Complete makeover

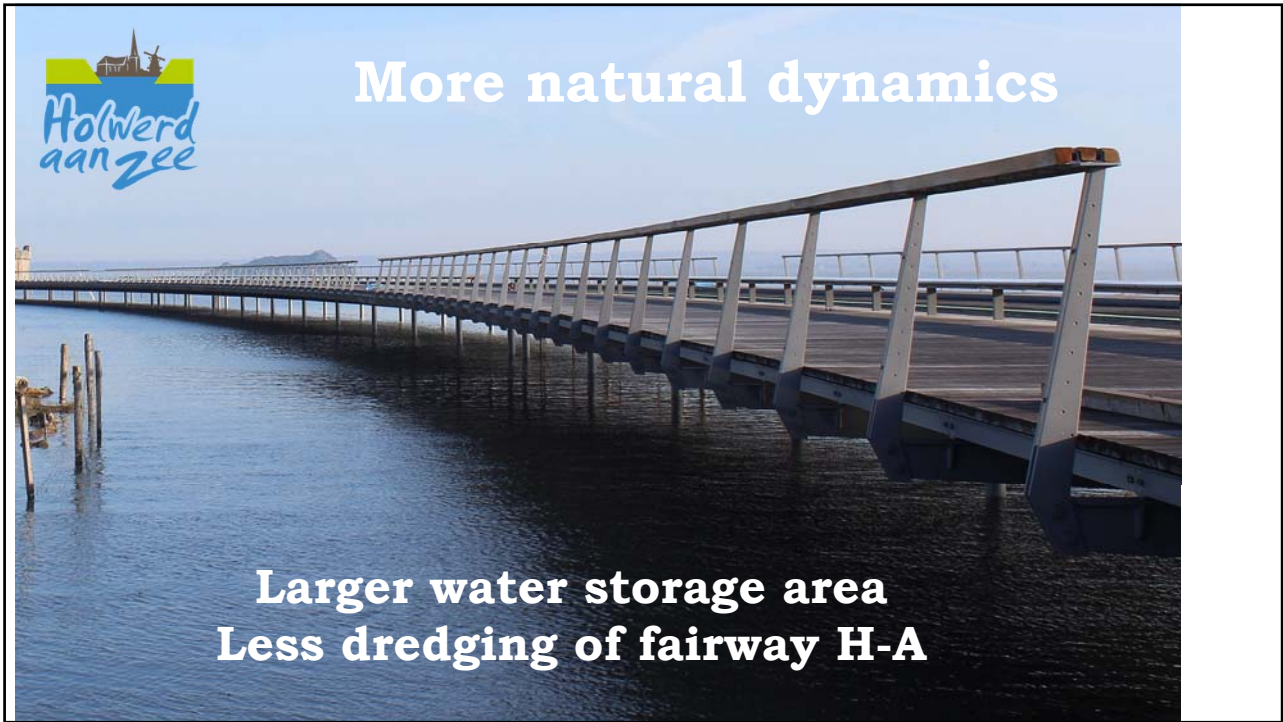
Pier as a recreation area

TU Delft



Holwerd aan zee

Higher experience value










Niets doen kost 150 – 260 miljoen

Uit MKBA CE Delft ('18) Holwerd aan Zee:

Tabel 1 – Welvaartseffecten krimp

Scenario	Primos		Provincie	
	Laag	Hoog	Laag	Hoog
Holwerd	15	25	18	26
Blije (F) en Tussen Dokkum en Holwerd (D)	22	36	24	48
Overig krimpdorpen*	110	175	125	75
Totaal NO-Fryslân boven Dokkum (afgerond)	150	235	165	260

Tabel 2 – Raming kosten krimp op basis van sloop en aankoop leegstaande woningen per scenario

	Primos		Provincie	
	Laag	Hoog	Laag	Hoog
Holwerd	6	10	7	11
Blije (F) en Tussen Dokkum en Holwerd (D)	9	15	10	20
Overige krimpdorpen	45	70	50	75
Totaal NO-Fryslân (afgerond)	60	95	70	105



Omdraaien 

150 – 260 miljoen

INVESTEREN

GEBIEDSGERICHT EN

INTEGRAAL



