

Communicating Wetlands Recovery

in The Hoge Veluwe National Park

The projects' general aim was to rehabilitate and strengthen habitat quality of wet areas and their nature value within the Park. The regularly small wetlands in the Park often border with or are surrounded by vast dry areas. Most passages from forest to wet heath, peat or ponds are very abrupt, which contributes to a less adequate living environment for specific species.

An overall vision was developed that showed how to strengthen the inter-connecting relationship between wetlands and the transition from wet to dry areas within the Park. On a landscape scale this vision appoints current and future measures taken in order to recover wet natural areas and its mutual special and ecological relation.

The project was developed and realized within a time frame of 6 years. Several studies and inventories were conducted, external funding and subsidies were attracted, extensive logging took place, ditches were filled, small dams were excavated, walking and cycling paths were (re)moved and a cycling bridge was constructed. Along the way internal and external stakeholders, including visitors, were continuously informed.

OUTCOMES/RESULTS

- 1 Successful N2000 project – Increasing biodiversity and cohesion between and within wetlands;
- 2 Continuously managed realistic expectations of both staff, policy makers and Park visitors about project objectives and outcomes;
- 3 Park visitors accepted 3 months of limited access due to closed cycle paths, machinery, logging and other inconveniences;
- 4 Park visitors developed a better understanding and even support of the park's objectives and necessary measures that need to be taken in order to maintain or strengthen biodiversity within a N2000 area.



STICHTING HET NATIONALE PARK
DE HOGE VELUWE

HOENDERLOO
THE NETHERLANDS

The Hoge Veluwe National
Park, Natura 2000 area,
The Netherlands

LOCATION

*How a
communication
strategy helped
to achieve
internal and
external
support*

WETLANDS RECOVERY
COMMUNICATIONS STRATEGY
CYCLING PATH
HABITAT QUALITY

KEYWORDS

MORE INFORMATION

The overall project amounted to €1,500.000, of which 71% was contributed by external funds, 26% provincial subsidy and 3% Park staff input.

Internal stakeholders; Park Management Team, Supervisory Board, Advisory Board, own Park staff, Advisory Commission on Nature Management, volunteers Friends of The Hoge Veluwe

External stakeholders; Park visitors, Province of Gelderland, funding partners, surrounding communities, neighboring private landowners, researchers and scientists.

- 2008 – Preliminary research on Deelense Veld by the Union of Forest Groups (Unie van Bosgroepen)
- 2008 – Start of scientific system research by the Union of Forest groups. Objective was recovery of nature system of wetlands
- 2008 – Inform Friends of The Hoge Veluwe
- 2009 – Review by the Advisory Commission on Nature Management
- 2010 – Decision taking in Management Team
- 2011 – Review by Supervisory Board and Advisory Board
- 2012 – Project proposal and request for subsidy and authorization Province of Gelderland,
- 2012 – Start planning the project implementation phase
- 2013 – Inventory flora and fauna executed by the Friends of The Hoge Veluwe
- May 2013 – **Placement 2 road signs** Deelense Veld and IJzeren Man
- Aug. 2013 – Start implementation project Deelense Veld and IJzeren Man
- Nov. 2013 – **Personnel Information Evening, 60 Park staff**
- Dec. 2013 – **Visitor online newsletter article (5.000+)**
- Dec. 2013 – Delivery 1st part of project at Deelense Veld and IJzeren Man
- Dec. 2013 – **Joint press release Province of Gelderland and Park**
- May 2014 – **Placement 2 road signs Kronkelweg and Veentjeswei**
- Aug. 2014 – **Visitor communication of temporary closure of cycling path Deelense Veld through website, leaflets, screens at entrances & visitor center, website, staff intranet.**
- Aug. 2014 – Start project implementation Kronkelweg and Veentjeswei
- Aug. 2014 – **Article in newspaper The Stentor**
- Oct. 2014 – Final conclusion of the project
- Nov. 2014 – **Publication in scientific magazine De Levende Natuur**
- Jan. 2015 – **Article in newspaper De Gelderlander**
- Mar. 2015 – **Start shooting short films “Deelense Veld”, sharing on YouTube, Vimeo and Facebook.**



problems with the cycling path



Deelense Veld – effect of removing cycling path



Signing during construction



Deelense Veld – new bridge and creek

FURTHER INFORMATION

1. www.hogeveluwe.nl
2. Project Map
3. PDF of 4 informative road signs
4. Images of project
5. Press release
6. Article De Stentor
7. Article De Gelderlander
8. Newsletter
9. Article in scientific magazine De Levende Natuur
10. Leaflets entrances for visitors
11. [Video about Deelense Veld part 1](#)
12. [Video about Deelense Veld part 2](#)
13. [YouTube video about newly originated heath stream](#)



LESSONS LEARNED

1 For whom! Adjust communication to target audience. Every group of stakeholders asks for a specific approach in timing, level, quantity and method of communication

2 When! Plan ahead, take at least 1-1,5 years between planning and implementation in order to involve all stakeholders and prepare communication

3 How! Communicate to the outer world once the planning has been approved, at relevant moments and places, in order to manage expectations best and maximize involvement

4 During! Stay alert and use the outcomes of the ongoing successful project as a flywheel. During execution of the project, use your external communication as a tool to continuously inform your target audiences as well as to achieve new subsidies.

contact details:

Joost Kemp
Kemp@hogeveluwe.nl
www.hogeveluwe.nl
+31(0)55-3788100

Funded by the European Union.

The production of this publication has been supported financially in the framework of the European Commission's (Directorates General Environment and Climate Action). LIFE + funding programme of operating grants for European Environmental NGOs. The content of this publication does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the publication lies entirely with the authors.