

“Together we achieve more”

Communicating Drenthe-Frisian Border Region

Our area is the most beautiful, as yet unknown, area in the Netherlands. With this approach we want to put our area on the map and aim for: increased support for nature and environmental measures, the improvement of socio-economic values, streamlining recreation and tourism.

Within the Regional Landscape Drents-Friese grensstreek the Drents-Friese Wold, Dwingelderveld, Holtingerveld and Leggelderveld are all designated Natura 2000 areas and therefore are amongst the most beautiful and valuable nature areas in West Europe.

Moreover, Dwingelderveld and the Drents-Friese Wold are part of a network of 20 Dutch National Parks: these National Parks tell the story of the Dutch environment. Obviously, it is not just about nature areas; the landscape in question has been partially formed by pedogenetic processes (physical, chemical and biological) and land use in the past. The beautifully quaint ‘Brink-’ and ‘Esdorpen’ (villages) tell their own stories and promise, together with the unique natural environment and traditional agricultural landscape, an unforgettable stay in the area.

Various organizations work together in the region; these are represented by the Regional Landscape Drents-Friese grensstreek Steering Committee. The fact that large development projects are being carried out in Drents-Friese Wold, Leggerderveld and Dwingelderveld within the framework of the European programme Life, means that communication with various target groups and mutual coordination is extremely complex. In June 2015 the Steering Committee approved a **multiannual Strategic Plan for Communication, Education and Marketing**, collaborating with as many involved organizations as possible.

DRENTS-FRIESE, THE NETHERLANDS

Regional Landscape Drents-Friese grensstreekian Border Area (the Netherlands) includes the two national parks Dwingelderveld and Drents-Friese Wold and also Holtingerveld, as well as the farmland and villages in between.

LOCATION

An integral approach for communication, education and marketing, working together with dozens of involved organizations and companies.

OUTCOMES/RESULTS

- 1 Educational programmes
- 2 Network of hosting companies (in the recreation sector)
- 3 Thematic routes
- 4 Hikes of several days
- 5 Bi-annual house-to-house magazine
- 6 Nature newspaper for visitors
- 7 Entrance gates, visitors'centres for guiding visitor stream Provision of information in the area
- 8 Seminars in the field
- 9 Users platform

EDUCATION
COMMUNICATION AND MARKETING
COMPANIES
STRATEGIC PLAN

KEY WORDS

MORE INFORMATION

Policy

Previously: environmental protection was central. Visitors welcome but nature areas and surroundings were barely connected. Many organizations involved – with their own individual goals.

Now: cooperation throughout the entire area, also between the various nature areas. Steering Committee for the whole area – not just for National Parks. Integral approach to the environment, cultural history and cultural landscape. A lot is being invested in strengthening communities.

Evidence

The project is partly funded by the province of Drenthe.

There are currently 2 Life projects, including a budget for communication, and municipalities in the region have also contributed a share of their marketing budget for our joint ambitions.

Delivery

We focus on 3 target groups: residents, youth and recreationists. While the youth are also residents they form a special group in our approach. Through the schools in the area, young people visit one of the nature areas at least once a year. Assignments are given outdoors and then completed in the classroom.

We inform local residents via the 'Veldwijzer' - a bi-annual house-to-house magazine. Furthermore, they are also invited to lectures and information evenings, and there is the regional TV programme ROEG.

Recreationists are informed via our website and through the Natuurkrant. This annual newspaper is freely obtainable at the recreation information points.

FURTHER INFORMATION

- **Websites:** www.np-dwingelderveld.nl ; www.holtingerveld.nl
www.np-drentsfriesewold.nl

- **Laymans Report Dwingelderveld**

- **Field Guide**

- ROEG, **programme on local TV** (for example on sound barriers and the LIFE project in Dwingelderveld)

- Communications Strategy

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More attention for local initiatives (bottom up), involvement of local residents and companies.

To find joint answers we must constantly invest in networks of people. The partners are very different and occupation varies. One must communicate continuously and not assume that people are 'up-to-date and in the picture'.

People read less – visual material and experiences are more effective than words. A forest ranger cycling around with antlers on his head generates a lot of interest, whereas a press release about wild deer is hardly noticed.

LESSONS LEARNED

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