



## Index

page

|              |   |
|--------------|---|
| Introduction | 9 |
|--------------|---|

### Amsterdam

|   |    |
|---|----|
| Guarantee Fund Microcredits Amsterdam   | 10 |
| Amsterdam Smart City  | 11 |
| West Orange   | 12 |
| Energie Counter   | 13 |
| PICNIC 2008-2010 Internationaal Cross-Media Platform                            | 15 |
| Cold Water Extraction Ouderkerker Lake  | 16 |
| Incubator Matrix VI   | 17 |
| Creative City Lab   | 18 |
| Life Sciences Centre Amsterdam  | 19 |
| CineGrid Amsterdam  | 20 |
| Tourist attraction/ recreational intersection Coastal Battery Fort Diemerdam    | 21 |
| Quayside Electricity in North-Holland: sub-project Port of Amsterdam            | 22 |
| ARM   | 23 |
| Wester Gasworks 'The Living Park'   | 24 |
| Improving economic functions Damrak - 5 historical buildings                    | 25 |
| Improving economic functions Damrak - 8 buildings                               | 27 |
| The Museum 'Ons' Lieve Heer op Solder' (The Lord in the Attic)                  | 28 |
| Entrepreneurial Investment Scheme in Zones of Economic Opportunity in Amsterdam | 29 |

### Den Haag

|  |    |
|--|----|
| Partners in Business SOB Haaglanden        | 30 |
| The Hague Hogeschool (College) KIE program | 31 |
| Gatehouse/ Visitors Centre Peace Palace    | 33 |
| 'Starters' Fund The Hague                  | 34 |

|   |    |
|---|----|
| Scheveningen Boulevard  | 35 |
| Quality Mark - Safer Shopping Centres (KVO)                   | 36 |
| Revitalising business premises in Zichtenburg and Kerketuinen | 37 |
| Humanity House  | 38 |
| Urban Garden Emma's Hof                                       | 39 |

## Rotterdam

|   |    |
|---|----|
| RDM Innovation Dock - fase 3                                | 40 |
| Rotterdam Media Commission                                  | 41 |
| Development of STC-Group to prominent knowledge institution | 43 |
| Quayside Electricity Inland Shipping Rotterdam              | 44 |
| Revitalising Nieuwe Binnenweg                               | 45 |
| Entrepreneurs House in South Rotterdam, phase I             | 46 |
| Business Improvement Areas Scheme (BVG)                     | 47 |
| Zones of Economic Opportunity Rotterdam II                  | 48 |
| The Hofbogen  | 49 |
| Redesign Public Areas Katendrecht                           | 50 |

## Utrecht

|   |    |
|---|----|
| Science Park Utrecht                      | 51 |
| Partners in New Enterprise                | 52 |
| Protospace Utrecht                        | 53 |
| Revitalisation Flora's Hof 'Lichte Gaard' | 54 |
| Approach to Public Areas                  | 55 |
| Singing Tower                             | 57 |
| Art Factor (Kunstfactor)                  | 58 |



|  |    |
|--|----|
| Emissions-Free Beer-Boat                 | 59 |
| Trajectum Lumen - the tale of light      | 60 |
| De Wissel                                | 61 |
| Local Economy and Small-scale Enterprise | 62 |
| Designer Caxfé                           | 63 |
| Creative Industry Jan Jongerius          | 65 |

## Province of Flevoland

|   |    |
|---|----|
| Sustainable Growth through Innovation and Exchange of Knowledge | 66 |
| Support Innovative Enterprise Flevoland                         | 67 |
| Technological Environment Innovation Scheme 2008-2013 (TMI)     | 68 |
| Continuation of the Techno Funds Flevoland Ltd                  | 69 |
| Geo Valley  | 70 |
| Energierijk - Rich in Energy                                    | 71 |
| Innovation Incentive Lelystad                                   | 72 |
| Integral Design Veluwe Border Lakes IIVR-2                      | 73 |
| Quality Impulse Development Coastal Zone                        | 74 |
| Atolplaza – Driving Force for an Improved Living Environment    | 75 |
| Special Needs Swimming Pool Hanzeborg                           | 76 |

## Province of Noord-Holland

|  |    |
|--|----|
| KansenKanon-2  | 77 |
| Dutch Offshore Wind Energy Services DOWES              | 79 |
| Open Innovation-Alliance Large Composite North-Holland | 80 |
| House of Food  | 81 |
| Cross-Media Expertise centre                           | 82 |

|  |    |
|--|----|
| New Energy in the Creative Axis                                      | 83 |
| Development of large-scale offshore tidal energy generation          | 84 |
| Heat Matcher   | 85 |
| Quayside electricity in North-Holland: sub-project District Zaanstad | 86 |
| Green Carré South and West   | 87 |
| Bridges for Haarlemmermeer Northwest                                 | 88 |
| Recroduct 'Zandpoort'  | 89 |
| Touristic Development Zaanse Schans                                  | 91 |
| Fast Track to Innovation   | 92 |

## Province of Utrecht

|   |    |
|---|----|
| Mankind + Knowledge = Business Activity | 93 |
| Amersfoort Strong in Innovation         | 94 |
| The Laak River zone Amersfoort          | 95 |
| Development Neighbourhood Axis Hogeweg  | 96 |

## Province of Zuid-Holland

|   |     |
|---|-----|
| BioPartner Accelerator                            | 97  |
| Cluster Scheme Zuid-Holland                       | 99  |
| EcoShape - Building with Nature                   | 100 |
| Bridges of Knowledge                              | 101 |
| Knowledge networks an Innovation in clusters      | 102 |
| Technostarters-New Business Development YES!Delft | 103 |
| Tomatoes fed by wastewater                        | 104 |
| Taskforce Durability Green Port Westland-Oostland | 105 |
| Technopolis Accelerator                           | 106 |



|   |     |
|---|-----|
| Bioprocess Pilot Facility (BPF)                           | 107 |
| Quayside electricity in Zuid-Holland (prov. Waterways)    | 108 |
| Natural Gas Mobility                                      | 109 |
| Quayside electricity in Zuid-Holland, (Drechtsteden)      | 110 |
| Schieveste Glass Screens and Solar Panels                 | 111 |
| Reinforcing green, recreational structures in Papendrecht | 112 |
| Greenhouse Heat Hoogeland and De Naaldhorst               | 113 |
| The South Port Alblaserdam                                | 114 |
| Pilot Durable Zuidwijk                                    | 97  |
| Slow-traffic Bridge between Westerpark and N3MP           | 98  |
| Greenport Boskoop   | 99  |
| <br>  |     |
| <b>Remaining</b>  |     |
| Technical Aid Kansen voor West                            | 100 |
| Colophon  | 119 |





## West seized the first 100 Opportunities!

**A milestone has been reached. We are proud that more than 100 organisations, institutions and companies have seized the Opportunity to realise their project – even their dream – with the aid of the European Subsidy program Opportunities for West. This has resulted in 100 enterprising projects.**

Opportunities for West is a joint venture between the Provinces of North and South Holland, Flevoland & Utrecht together with the four cities Amsterdam, The Hague, Rotterdam and Utrecht. The main aim is to firmly put the Randstad back in the top 5 economic regions of Europe by 2015. In order to achieve this, the partners drew up an operational program based on the European Regional Development Fund 2007 – 2013. Now, a good two years later, more than half the available means have been invested in 100 projects.

This brochure briefly describes and presents the typical characteristics of each project. A concrete view is given of the activities generated, the results and the long-term impact of the project.

We are especially proud of the fact that despite being highly diverse, the projects are all characterised by the key concepts of quality, innovation and mutual cooperation. This is important because not only is this one of the spearheads of the European policies for this period, it also satisfies the goals laid down by the 8 partners.

It should be noted that the projects are presented in order of the main location of the project.

We hope you enjoy reading this colourful and optimistic brochure and intend to do our utmost to seize the next 100 opportunities.

*Ruud van Raak, programm manager  
on behalf of the staff of Opportunities for West*



Author: Amsterdam City Council, department for Economic Affairs

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 400,000. -

Other Public: € 400,000. -

Private: € 400,000. -

Duration: 1st November 2008 until 31st December 2013

Website: [www.amsterdam.nl](http://www.amsterdam.nl)

## Guarantee Fund Microcredits Amsterdam

**In cooperation with: City Council Amsterdam,  
the department for Economic Affairs and  
Rabobank Amsterdam region**

Microcredit is a small loan for starting entrepreneurs who are not eligible for a loan from the regular credit market channels (such as banks and investors). Small loans are relatively expensive and banks are also inclined to believe that these loans are too risky. Banks demand securities that the starting entrepreneur is frequently not capable of providing, even though the entrepreneur does possess the right qualities for the business and has a good plan.

The Guarantee Fund Microcredits Amsterdam is guarantor for bank loans from a minimum of € 5.000 to a maximum of € 35.000 per enterprise. If the application is approved, the entrepreneur is given a warranty declaration. This declaration is a sort of voucher which can be presented to the bank in return for a loan.

The declaration states that the Guarantee Fund Microcredits Amsterdam will underwrite the loan.

Guarantee Fund Microcredits Amsterdam aims to help 40 starting entrepreneurs and in this way create 40 jobs.







Author: [Amsterdam Innovation Motor](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 1,564,140. -

Other Public: € 782,080. -

Private: € 1,564,18. -

Duration: 1st November 2008 until 31st December 2010

Website: [www.amsterdamsmartcity.nl](http://www.amsterdamsmartcity.nl)

## Amsterdam Smart City

**In cooperation with: Amsterdam City Council, network company Liander, the district Amsterdam Climate office, Amsterdam Innovation Motor**

The Amsterdam Smart City project aims to promote the Amsterdam region as an area in which new (durable) business activity contributes to reinforcing the economy and in which durability targets are reached through a combination of implementation of innovative technology and stimulation of a change in consumer behaviour.

The basic idea behind the Amsterdam Smart City project is that ICT can be applied to energy saving. The project uses themes such as living, working, mobility and public areas to change the behaviour of the people of Amsterdam. Energy can be used more efficiently and intelligently. Companies and partners specialising in research into energy savings in the future must become involved during the development stage of the projects. All projects will initially be tested in

Amsterdam. An example of such a project is the 'quayside energy' project.

Not only is this innovative Amsterdam project a leader in its field, it should lead to a 20% reduction in CO2 emissions.

Amsterdam Smart City will work together with Liander and other companies to increase the network. This will lead to the creation of hundreds of extra jobs.

**This project is nominated for CityStar Award 2011**

Author: [NUON Retail Ltd](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 646,542. -

Other Public: € 167,305. -

Private: € 859,206. -

Duration: 30th January 2009 until 30th June 2011

Website: [www.aimsterdam.nl](http://www.aimsterdam.nl)

## West Orange

**In cooperation with: Nuon Retail BV, Housing Corporations Ymere and Far West, ROC Amsterdam, Amsterdam Innovation Motor, Home Automation Europe, IBM, Cisco, Nuon and the University of Amsterdam.**

Together with its 9 partners, West Orange aims to reduce energy used in households by 14% by demonstrating and installing new IT applications in about 500 homes in Amsterdam. This energy saving will also reduce CO2 emissions by 13%. The newly developed 'Smart-Energy Home System' will be connected to an 'intelligent meter' that enables the consumer to save energy in a simple fashion. Based on the experience gained, this system will be applied on a larger-scale in Amsterdam and later on even nationwide.

The activities during this project focus on setting up and developing this Smart Home System and installing it in 500 households. Research will be carried out into consumer satisfaction, financial feasibility, energy savings and the reduction of CO2 emissions.





Author: [Climate Office Amsterdam](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 490,556. -

Other Public: € 735,834. -

Private: € 0. -

Duration: 1st September 2009 until 31st December 2011

Website: [www.nieuwamsterdamsklimaat.nl](http://www.nieuwamsterdamsklimaat.nl)

## Energy Counter

**In cooperation with: Amsterdam City Council, Amsterdam Climate office, SME-Amsterdam, ORAM, Veban, shopkeepers' associations and local councils. In addition financial institutions, contractors, suppliers, service providers, energy companies, construction companies and real estate institutions are also involved.**

The Energy Counter will be the SME contact point in the field of energy savings and has been set up to make it easier for entrepreneurs to take energy saving measures. The counter will smooth the way for enterprises by for example providing time, knowledge and money. Scans will be carried out to determine which energy saving measures are profitable and the Energy Counter will underwrite loans and investments.

An energy saving trajectory will be drawn up for each business premises or shopping street. The first step is a meeting to determine whether there is potential for energy savings. The work-

ing method and the conditions are also explained during this meeting. Secondly an energy advisor will ascertain which energy saving measures can actually be taken.

The Energy Counter hopes to stimulate cooperation and innovation and to become a platform for innovative products. All of this will lead to an improvement in the competitive position of the Amsterdam SME and to a 30% reduction of CO<sub>2</sub> emissions.



# PICNIC





Author: Amsterdam Cross-Media Week Foundation

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 600,000. -

Other Public: € 1,748,367. -

Private: € 0, -

Duration: 1st November 2007 until 31st December 2010

Website: [picnicnetwork.org](http://picnicnetwork.org)

## PICNIC 2008-2010 International Cross-Media Platform

PICNIC aims to firmly place Amsterdam and the Northern Wing of the Netherlands as the most important creative region in Europe, with the emphasis on Cross-Media. PICNIC is responsible for organising the Cross-Media Week.

The Cross-Media Week is a weeklong event in which meetings, congresses and workshops are held around the themes of creativity & ICT, new media forms & concepts and developments in entertainment. The three day cross-media conference forms the core of PICNIC. Reflection, meeting and debate with creative talents, developers and companies in the field of cross-media formats, technology and creativity are the central issues.

In addition, PICNIC aims to create better conditions for the Creative Industry, attract business activity to the area and increase interaction between the knowledge infrastructure and the business community by better exploiting new knowledge and utilizing new links.

PICNIC serves as an umbrella for various activities. During the preparation phase PICNIC initiates contacts, designs new forms of cooperation and stimulates cross-media development in order to present the results during the main event in September. Throughout the year activities take place to realize these targets.

PICNIC creates a climate in which companies in the Creative Industry can establish themselves. This magnet function will eventually also create new jobs in the 'Northern Wing'.

*"Opportunities for West means opportunities for knowledge, innovation and creativity"*

*R.C. Robbertsen  
Queen's Commissioner in Utrecht  
Authorized chairman for Opportunities for West*

Author: AGV, Waternet

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 614,782. -

Other Public: € 693,695. -

Private: € 922.172. -

Duration: 1st August 2009 until 31st December 2014

Website: agv.nl

## Cold Water Extraction Ouderkerker Lake

**In cooperation with: Waternet,  
B-Ware/Nijmegen University, Province of  
North-Holland and Nuon**

In the summer the quality of the water in the Ouderkerker Lake is always a serious problem. High phosphate concentrations, heat and light cause explosive growth of algae. The blue-green algae (cyanobacteria), which are poisonous for both humans and animals, make an annual appearance. The turbid, often smelly water makes it impossible to enjoy recreational activities such as swimming and is also detrimental to plant and animal life in the water.

The Waternet water company is responsible for the quality of the water in the area and would like to solve the phosphate and algae problem. Waternet and the Nijmegen Radboud University believe they may have found a relatively cheap solution.

This innovative method involves releasing pure oxygen at the bottom of the lake. This oxidises reduced iron, which then combines with the phosphate to create a solid residue (precipitation). The Ouderkerker Lake provides a unique opportunity to apply this innovative method in

practise. Energy Company Nuon intends to use the cold water from the bottom of the lake to cool business premises in the neighbourhood. After the cooling process the water will be discharged in the higher, warmer layers of the lake. This process will save energy and reduce CO2 emissions by 80%.

This cold water extraction combined with improving the quality of the water is advantageous to all parties involved: clean energy and a reduction in CO2 emissions, more and better recreational opportunities in and around the lake and an increase in the ecological value.

If the technique works as expected it can be applied on a much larger scale. It can provide a solution for many lakes that have problems with the phosphate eutrophication (excessive algae growth), both in the Netherlands and in other parts of the world. Locations that can combine the method with cold water extraction will find it especially beneficial.





Author: Amsterdam Science Park Plc

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 3,413,757. -

Other Public: € 6,023,717. -

Private: € 0. -

Duration: 5th June 2008 until 30th June 2012

Website: [www.scienceparkamsterdam.nl/matrixinnovationcenter](http://www.scienceparkamsterdam.nl/matrixinnovationcenter)

## Incubator Matrix VI

In 1989 the city of Amsterdam together with other partners set up the Amsterdam Science Park (ASP). The Matrix Innovation Centre provides facilities and accommodates companies in the life science sectors. It has a laboratory and various office facilities which are available for small and medium-sized companies as well as for starting entrepreneurs in the knowledge intensive sector. The ASP already has 5 multi-tenant business premises, Matrix I to Matrix 5.

Currently there is a need of an incubator to accommodate 30 new starters in the life science sector. The mediator plays an important role in this incubator matching the demand and supply of services, setting up and maintaining networks, sharing knowledge and designing business development.



Author: [Creative City Lab Foundation](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 212,355. -

Other Public: € 137,000. -

Private: € 386,923. -

Duration: 18th June 2008 until 31st December 2009

Website: [www.creativecitylab.nl](http://www.creativecitylab.nl)

## Creative City Lab Amsterdam

**In cooperation with: Creative City Lab Foundation, Create Today, Squarewise, Mattmo concept & design, Pepper Office and Innovation Office, the business community, the creative industry, the City Counsels of Amsterdam and Utrecht, knowledge institutions (5 tot 7)**

Creative City Lab (CCLab) is a foundation that aims to develop creative solutions to at least five urgent and complex social and economic problems.

The knowledge that is developed in this project will be made available to the general public. A new theme will be studied each year. In 2009 the emphasis was on CO2 reduction and making existing residential areas climate neutral.

Every six months, during the innovation process, a select group of 25 enterprising and creative top students work fulltime on the task in multi-disciplinary teams. The group is supervised by innovative organisations. The project kick-off consists of a two-week master class to provide the participants with information concerning the chosen theme.

During the project much attention is paid to cooperation between the business community and the creative industry. At least 35 direct links will be created between businesses and knowledge, research and educational institutions. Two events will be organized to stimulate cooperative links and 25-50 extra jobs will be created. This will lead to a regional network of Young Smart Professionals and will enhance development and improve the exchange of knowledge between the business community, the government, educational establishments and the creative industry. The results and the knowledge thus developed will be available to other users. gebruikers.





Author: [Amsterdam Innovation Motor Foundation](#)  
 Priority: 1 (Knowledge, Innovation and Enterprise)  
 EDF: € 1,057,172. -  
 Other Public: € 1,585,758. -  
 Private: € 0. -  
 Duration: 1st October 2008 until 30th June 2012  
 Website: [www.scienceparkamsterdam.nl](http://www.scienceparkamsterdam.nl)

## Life Sciences Centre Amsterdam (LSCA)

**In cooperation with: Amsterdam City Council, Province of North-Holland, VU (VU university Amsterdam) and the University of Amsterdam**

Amsterdam has the largest concentration of research and educational institutions in the field of medicine in the Netherlands. The scientific output that arises from this can be used to generate even more innovation and business activity than is currently the case. The increase in diseases due to old age and lifestyle means that the Life Sciences sector has a tremendous social and economic potential.

Life sciences are techniques or processes whereby living organisms (such as bacteria, viruses or plants) or biological life forms (for example enzymes or DNA) are studied or used to create new products or improved production processes; for example to make new medicines.

Research institutions are expected to not only make their knowledge more and more available to the general public but to also make it commercially applicable. Within the field of life sciences the translation of knowledge to commercial applications is currently woefully inadequate.

The project is divided into three main activities, namely:

- 1) LSCA organisation;
- 2) Public relations and matchmaking and
- 3) Speeding up Validation / Validation funds

LSCA combines scientific knowledge, reinforces the value of knowledge, intensifies the cooperation between knowledge institutions and the business community and stimulates innovation within the regional business world.

In the long-run the transition from knowledge institution to commercial market will improve, knowledge institutions in Amsterdam will learn to work together more effectively, the available knowledge will become more accessible, the vitality and growth of the Life Science cluster will be strengthened and businesses and employment will be attracted to the area.

Author: [Waag Society Foundation](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 1,130,132. -

Other Public: € 1,200,000. -

Private: € 620,738. -

Duration: 6th August 2008 until 28th February 2012

Website: [www.waag.org](http://www.waag.org)

## CineGrid Amsterdam

**In cooperation with: Waag Society, University of Amsterdam, SURFNet, SARA, Holland Festival, Film-museum, Pathé Cinema, IDFA, Cultural Factory, NFTA, TNO, Thomson/ Technicolor, Blender, Dell, Syntens and Almere Knowledge City**

CineGrid Amsterdam creates a unique mix of public and private partnerships to develop a chain of innovation that will strongly influence the future of the audio-visual sector.

CineGrid makes it possible to produce, broadcast and display (video) extremely high quality imaging and sound. CineGrid works with images of at least 4000 by 2000 pixels and with sound in up to 16 channels. This provides a unique audio-visual experience and generates enormous files that can only be transmitted through fibreglass. The imaging is at least four times as sharp as HDTV and the sound crystal clear. Watching films, playing video games and holding videoconferences become a whole new intense experience.

The project creates new links and stimulates the development of expertise in the fields of super broadband, Internet technology, digital cinema,

interactive performance and media distribution. For the first time in Europe, the organisations working with CineGrid are able to experiment in these fields.

A production and projection facility is being designed in the 'Zwijger' warehouse. Five innovation labs will also be set up to enable new applications to be developed. The aim of the project is to stimulate international exchange of knowledge, to train digital media professionals and to research ultra-high quality, interactive, digital media through fibreglass networks and grid computing.





Author: [Urban Renewal Amsterdam Plc](#)

Priority: 2 (Attractive Regions)

EDRF: € 623,600. -

Other Public: € 690,350. -

Private: € 327,070. -

Duration: 1st January 2007 until 31st December 2011

Website: [www.stellingvanamsterdam.nl](http://www.stellingvanamsterdam.nl)

## Tourist attraction/ recreational intersection Coastal Battery Fort Diemerdam

**In cooperation with: Diemer Vijfhoek, Province of North-Holland, Urban Renewal Amsterdam Plc and Stichting Herstelling (Renewal Foundation)**

Fort Diemerdam is located on the Overdie-merweg in Diemen. The fort, a former coastal battery in the Defence Line of Amsterdam, is situated by the IJ-meer (lake), opposite the IJburg area, next to the eastern bridge leading to IJburg and near the Diemer Vijfhoek nature reserve and the power station.

The green outskirts of the city form the portal to more rural areas. Once the project at Diemerdam is completed, the residents of Amsterdam will easily be able to visit the fort, which is located so close to home. The coastal battery (fort) Diemerdam will become a cultural stopping place for hikers, cyclists, rollerbladers, canoeists and people on pleasure boats. A pavilion restaurant will be built on the grounds, on the site of the former soldiers' barracks. Existing buildings will be restored and, in cooperation with cultural, touristic and recreational parties, a plan will

be drawn up to ensure the area becomes and remains attractive.

In addition, an exhibition will be set up and various topical activities organized to promote the fort and the surrounding projects.

Next to the coastal battery the eastern road to IJburg, which will house 30,000 Amsterdammers, has recently been constructed. At the moment 1,475 homes and 75,000-100,000 m2 of office space are being built on the former KNSF grounds in Muiden and another 2,500 homes are being built in Bloemendalerpolder. Green recreational areas are also needed for the people in these new residential areas.

In the long run the Coastal Battery Diemerdam will play a special role in the further development of high quality recreation in the Amsterdam region. On top of this many people will discover the area because of the ever-changing exhibitions and events. It will become a wonderful area for recreation - a place that can easily be visited with restaurants and cafes open daily.

Author: [Port of Amsterdam](#)

Priority: 2 (Attractive Regions)

EDRF: € 1,337,399. -

Other Public: € 1,493,350. -

Private: € 0. -

Duration: 14th November 2008 until 30th September 2010

Website: [www.walstroom.nl](http://www.walstroom.nl)

## Quayside Electricity in North-Holland: sub-project Port of Amsterdam

### **In cooperation with: the Port of Amsterdam and the Province Noord-Holland**

Inland canal boats moored in the port can connect to a specially designed quayside electricity connection box using a standardised plug. The advantage of connecting to quayside electricity is that the boats no longer need to use diesel generators or their own main engine to generate their own electricity. In addition the quayside electricity is sustainably generated, green electricity.

In this sub-project 27 quayside electricity boxes, 8 compact stations, connections for river cruisers, an electricity network and 154 quayside electricity connections for inland shipping will be installed. To make the facilities consumer-friendly an ICT application will allow the boats to sign in and out using mobile phones. Invoices and payments take place via the Internet.

The sub-project Port of Amsterdam aims to improve the environmental quality of Amsterdam: at present the boats moored in the Amsterdam Port use a diesel generator or their main motor for their electricity supply. This emits harmful

gases and causes considerable noise pollution. Quayside facilities will improve the quality of the environment and reduce both emissions of harmful gases and noise pollution caused by inland canal boats and river cruisers moored in Amsterdam.





Author: [Urban Renewal Amsterdam Plc](#)

Priority: 3 (Attractive Cities)

EDRF: € 731,335. -

Other Public: € 1,097,002. -

Private: € 0. -

Duration: 1st January 2007 until 31st August 2009

Website: [www.centrum.amsterdam.nl](http://www.centrum.amsterdam.nl)

## ARM

### **In cooperation with: Urban Renewal Amsterdam Plc**

ARM renovates old buildings for the Prael, a small-scale, traditional beer brewery with a beer shop and a bar/tasting room. The Prael provides work for long-term psychiatric patients. The brewery will be constructed in the small auction house, the accompanying catering establishments in the 'Oudezijds Armsteeg' and the shop will be located in the premises at 'Oudezijds Voorburgwal 30'.

Room for new economic functions (companies and shops) will be created underneath 6 new premises. This impulse will boost employment and will attract further tourism.

This initiative will enhance activities in the area and will lead to other institutions undertaking similar actions to strengthen the business activity and liveability. Two sides of the renovation area will be given a positive image and allure.

In turn this will increase cooperation with other parties, such as the museum 'Ons Lieve Heer Op Solder' so that this part of Amsterdam will once again become an attractive part of the city.



Author: 'Wester Gasworks' Foundation

Priority: 3 (Attractive Cities)

EDRF: € 152,000. -

Other Public: € 250,000. -

Private: € 26,435. -

Duration: 1st January 2009 until 31st December 2009

Website: [www.westergasfabriek.nl](http://www.westergasfabriek.nl)

## 'Wester Gasworks' 'the Living Park' (het Levende Park)

### In cooperation with: Wester Gasworks Ltd and Amsterdam City Council

Cultural Park 'Wester Gasworks' is one of the largest cultural, creative industry and events centres in Amsterdam. The 'Wester Gasworks' is a former industrial estate in the Westerpark district in Amsterdam consisting of 18 monumental factory buildings.

After a thorough renovation of the industrial monuments and the creation of the park, the estate has now become a unique cultural park: a multifunctional area and a modern city park with international allure.

Over 700,000 people visit the park, the events and the cafes and restaurants each year. The project 'Living Park' is a collection of interactive installations located in the park. It links the various historical sagas, the rich cultural past and the ever developing and growing present of the 'Wester Gasworks' to the personal experience of its consumers and visitors.

The entire grounds of the 'Wester Gasworks' have become an interactive museum in which the public can roam freely. Visitors feel the

energy of the whole 'Wester Gasworks' cultural park through texts, (video) imaging and sound. The history of the place, which has always been linked to energy, has been brought to life and has been linked to the energy of the present day 'Wester Gasworks': a creative hothouse. In addition to the fixed Webcams in the park and on the buildings, the members of the general public become stand-in reporters: visitors can use the cameras on their mobile phones to send live pictures to the screens. These images on the screens make people feel safer as they wander through the park.







Author: [City Estates Monuments Ltd.](#)

Priority: 3 (Attractive Cities)

EDRF: € 2,188,521. -

Other Public: € 0. -

Private: € 3,282,783. -

Duration: 1st April 2009 until 31st December 2012

Website: [www.centrumamsterdam.nl](http://www.centrumamsterdam.nl)

## Improving economic functions Damrak - 5 historical buildings

**In cooperation with: NV Stadsgoed (City Estates Plc), City Estates Monuments Ltd.**

The Damrak is an important street for the city of Amsterdam. Close to the Central Station it is the entry to the city. Souvenir shops, fast food chains, chip shops, low quality hotels and empty shop windows is the image presented to visitors. Definitely not the kind of image Amsterdam is striving for with its beautiful museums, canals, small-scale shopping streets and lovely squares.

The project consists of the purchase of 5 monumental buildings which will be renovated in such a way that they can be used for different purposes. The new tenants will be able to rent the buildings under better conditions. The buildings will remain authentic whilst at the same time attention will be paid to energy saving measures such as double glazing and more efficient equipment. Fewer advertisements on facades, removal of porches, high quality paintwork and

finishing are other measures that will be taken. New tenants from entirely different lines of business will give the Damrak an image that is in fitting with the metropolis that it is.

The approach to the Damrak is not a once-off project. During the past 10 years City Estates has already purchased about twenty buildings on the 'Nieuwendijk'.

The projects will lead to increased numbers of visitors to Amsterdam. They are an important economic stimulant for Amsterdam. At the same time the construction of the North-South line and the Red Carpet projects are also part of the broad strategic approach that aims to position Amsterdam as an interesting city in European context.

*"Becoming noticeably successful at European level is the challenge for Opportunities for West"*

*S.J. Noorda,  
Chairperson for the  
Association for Universities  
in the Netherlands*







Author: [NV Stadsgoed](#)

Priority: 3 (Attractive Cities)

EDRF: € 3,919,954. -

Other Public: € 0. -

Private: € 5,897,932. -

Duration: 1st April 2009 until 31st December 2012

Website: [www.centrumamsterdam.nl](http://www.centrumamsterdam.nl)

## Improving economic functions Damrak - 8 buildings

**In cooperation with: NV Stadsgoed (City Estates Plc), City Estates Monuments Ltd.**

The Damrak is an important street for the city of Amsterdam. Close to the Central Station it is the entry to the city. Souvenir shops, fast food chains, chip shops, low quality hotels and empty shop windows is the image presented to visitors. Definitely not the kind of image Amsterdam is striving for with its beautiful museums, canals, small-scale shopping streets and lovely squares. NV Stadsgoed intends to purchase 8 properties and transform them into attractive buildings with a wide range of functions and a fitting allure; an entrance worthy of the city.

The project consists of the purchase of 8 monumental buildings which will be renovated in such a way that they can be used for different purposes. The new tenants will be able to rent the buildings under better conditions. The buildings will remain authentic whilst at the same time

attention will be paid to energy saving measures such as double glazing and more efficient equipment. Fewer advertisements on facades, removal of porches, high quality paintwork and finishing are other measures that will be taken. New tenants from entirely different lines of business will give the Damrak an image that is in fitting with the metropolis that it is.

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Author: [Museum Amstelkring Foundation](#)

Priority: 3 (Attractive Cities)

EDRF: € 3,368,643. -

Other Public: € 329.842. -

Private: € 6,078,940. -

Duration: 2008 – 2012

Website: [opsolder.nl](#)

## The Museum 'Ons' Lieve Heer op Solder' (The Lord in the Attic)

**In cooperation with: Museum Amstelkring Foundation, brewery the Prael, District Amsterdam, Amsterdam City Council, Museum Ons' Lieve Heer op Solder, Bank giro lottery, SKAN, KSBW+Benefolentia+PCB foundation and Stg.Gansoord+SNS Reaalfonds+Bonifacius foundation**

Museum 'Ons' Lieve Heer op Solder', with 90,000 visitors annually, will shortly be able to expand to twice its size. The monument will be connected to neighbouring premises via an underground passage. This newer and larger museum means that the monument, including a church in the attic dating back to 1662, will be preserved.

The growing number of visitors is being catered for. The 'New House', the extension on the other side of the 'Heintje Hoekssteeg', will offer room for more detailed information, provide education areas and is equipped with extra public amenities. In addition the program focuses on teaching visitors about the history and sights in the neighbourhood.

The municipality of Amsterdam sees the museum, situated at the heart of the inner city of

Amsterdam, as an important part of the economic upgrading of the neighbourhood. The reconstruction of the 'New House' is expected to commence in 2010 and the renovation of the monument itself, the 'Old House', in the fall of 2009. The museum will remain open to the public throughout the reconstruction.





Author: [Amsterdam City Council](#)

Priority: 3 (Attractive Cities)

EDRF: € 3,562,394. -

Other Public: € 1,343,590. -

Private: € 4,000,000. -

Duration: 1st January 2010 until 31st December 2014

Website: [www.amsterdam.nl/ondernemen](http://www.amsterdam.nl/ondernemen)

## Entrepreneurial Investment Scheme in Zones of Economic Opportunity in Amsterdam

**In cooperation with: Amsterdam City Council, Neighbourhood approach and the Hogeschool (College) and University of Amsterdam**

Amsterdam City Council has designated several areas of the city as zones of economic opportunity. These are areas where the neighbourhood economy is lagging behind that of other areas. Most of these zones are situated in neighbourhoods included in the Amsterdam Neighbourhood Approach. The Investment Scheme for Economic Opportunity Zones stimulates the neighbourhood economy. Entrepreneurs who already own a shop or company in the area can apply for a subsidy so they can invest in their company, for example for renovation or for equipment. Entrepreneurs setting up a new company in an opportunity zone may also apply for this subsidy.

It is important that entrepreneurs in a number of neighbourhoods are given the opportunity to improve their shop or company. This subsidy scheme for entrepreneurs located in, or wishing to establish themselves in, an opportunity zone should allow them to do just that.

A good and varied supply of shops and companies strengthens a neighbourhood. If the shops also look attractive the area becomes a more pleasant place to live and will attract more visitors, which in turn is a good for the entrepreneurs.

Author: [Chamber of Commerce Haaglanden](#)  
 Priority: 1 (Knowledge, Innovation and Enterprise)  
 EDF: € 619,462. -  
 Other Public: € 1,024,936. -  
 Private: € 25,990. -  
 Duration: 1st January 2008 until 31st March 2010  
 Website: [www.sobonline.nl](http://www.sobonline.nl)

## Partners in Business SOB Haaglanden

**In cooperation with: Chamber of Commerce, education sector, OTC, City Councils, Province of South-Holland, LTO, Rijnplant and Patijnenburg**

SOB is a joint venture between entrepreneurs, the education sector and municipalities in the Haaglanden region. They all share a vision of how to tackle problems in the field of education and employment. 'SOB' stands for Samenwerkingsverband Onderwijs Bedrijven (Education and Business Cooperation). It is a practical and accessible formula for cooperation that is closely linked to both entrepreneurs and schools.

SOB focuses on increasing enterprise and innovation in the Haaglanden area, strengthening the link between vocational training and the labour market, decreasing school drop-out rates, encouraging people to return to work and reinforcing the orientation of school careers and professions.

To achieve this SOB creates contacts between SME and the company advisors at the Chamber of Commerce. The SOB also acts as the intermediary between the educational sector and entrepreneurs, for example by encouraging

entrepreneurs to give seminars at educational establishments.

Together with colleges and universities, SOB is also investing in setting up training courses in the fields of enterprise and entrepreneurship and in reinforcing links between vocational education and the labour market. For example the SOB analyses shortages in the Health Care sector of the labour market and devises suitable solutions.





Author: [The Hague Hogeschool](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 747,400. -

Other Public: € 747,400. -

Private: € 0. -

Duration: 1st January 2009 until 31st December 2012

Website: [www.dehaagsehogeschool.nl](http://www.dehaagsehogeschool.nl)

## The Hague Hogeschool (College) KIE program

**In cooperation with: The Hague Hogeschool, Syntens and entrepreneur-organisations such as VNO-NCW, SME Netherlands, Chambers of Commerce and The Hague City Council.**

The Hague Hogeschool aims to actively contribute to the economic growth of the region by developing so-called KIE programs. KIE stands for: knowledge, innovation and enterprise. These programs focus on stimulating innovation, enterprise and growth in various sectors in the region and in particular in the SME-companies within those sectors. These sectors are: food & flowers, creative industry (ICT and telecom), business services and the juridical cluster.

In 2005 the Lectorate Enterprise & Innovation at the Hague Hogeschool developed an innovative educational program to meet the students' requirements for specially designed programs aimed at entrepreneurship.

Over a 4 year period this KIE program aims to design and implement programs tailored to these four sectors. These programs are joint ventures involving specific courses at The Hague Hogeschool, the regional SME, entrepreneur-organisations and other governmental organisations supporting these companies/organisations. Per sector at least 30 companies/organisations take part in an individual trajectory working towards jointly defined business/organisational, educational and research goals.

Another important part of the program is to stimulate the business community to make better use of the high quality knowledge that is already available within this area and to further develop it.







Author: **Carnegie-Foundation**

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 600,000. -

Other Public: € 2,258,558. -

Private: € 0. -

Duration: 1st July 2009 until 31st June 2011

Website: [www.vredespaleis.nl](http://www.vredespaleis.nl)

## Gatehouse/ Visitors Centre Peace Palace

**In cooperation with: The Hague City Council, Freedom and Veteran Care Foundation, Ministry for Foreign affairs and the Carnegie Foundation**

The foundation intends to build a gatehouse near the main entrance in front of the palace. A high quality and modern visitors' information centre will be housed there to provide the general public with knowledge about and insight into the Peace Palace and the institutions housed in it. The centre will provide answers to questions such as: why was the Peace Palace established in The Hague? which organisations work there? and who was Carnegie?

The building will also be used for expositions and security checks for those entering the Peace Palace. The Peace Palace is important for the image of The Hague as an international city of peace and justice and is also an important tourist attraction.

Author: Micro-Credits Funds the Netherlands h/o Qredits  
Priority 1 (Knowledge, Innovation and Enterprise)  
EDRF: € 1,200,000. -  
Other Public: € 600,000. -  
Private: € 0. -  
Duration: 1st July 2009 until 31st December 2013  
Website: [www.startersfonds-den Haag.nl](http://www.startersfonds-den Haag.nl)

## Starters' Fund The Hague

**In cooperation with: The Hague City Council and Microcredits Funds the Netherlands h/o Qredits**

The Starters' Fund is part of the starters' policies in The Hague. It creates opportunities for (re)starting entrepreneurs. The Hague starters' policy focuses on supporting prospective entrepreneurs realise their business plans. The policy is based on three core issues: providing accommodation, stimulating enterprise and providing risk capital.

Microcredit does not provide enough opportunities for certain SMEs and banks have prohibitive conditions when it comes to giving loans to this group of people. The Starters' Fund has been set up to combat this problem.

The target group consists of starting entrepreneurs and entrepreneurs who wish to start up again. To qualify for help from the Starters' Fund, entrepreneurs must have registered with the Chamber of Commerce within the last five years. Based on an interview and careful assessment of the enterprise the Starters Fund will award credits to (re) starting entrepreneurs.

Providing opportunities for (re) starting entrepreneurs and offering higher credit facilities to innovative business activity will strengthen the competitive position of The Hague region in the long-term.





Author: The Hague City Council, department for Urban Management

Priority: 2 (Attractive Regions)

EDRF: € 1,634,000. -

Other Public: € 2,512,194. -

Private: € 0. -

Duration: 1st March 2010 until 1st July 2013

Website: [www.scheveningendenhaag.com](http://www.scheveningendenhaag.com)

## Scheveningen Boulevard

### **In cooperation with: The Hague City Council and the Ministry of Waterways and Public Works**

Scheveningen Beach will be given a facelift which will also include the construction of a dyke and boulevard. This will improve the safety and the quality of the Scheveningen Boulevard and will reinforce coastal defences.

The dyke will be situated in the area between the Scheveningseslag and the turning point for tram nr 11. At its highest point the dyke will be 12 metres tall.

Reinforcing the coastal defences will also lead to the construction of a new boulevard. A special feature of the new boulevard is that it will follow the original, undulating coastal line. This will reduce the instinctive distance from Scheveningen beach to the town and port. Cars, cyclists and pedestrians will be separated as much as possible from each other using routes

at different levels. There will be less room for cars and more room for cyclists and pedestrians. The beach pavilions will be modernized and distributed across the beach in groups. The Spanish architect Solè-Morales designed the new boulevard. Landmarks, bicycle racks, toilets and a statue garden will be incorporated as well as kiosks and various bridges.

The project will lead to an increase in the number of visitors and to an improved living environment. This in turn will lead to an increase in property value and will provide more opportunities for employment.



Author: The Hague Administrative Services

Priority: 3 (Attractive Cities)

EDRF: € 665,800. -

Other Public: € 1,331,600. -

Private: € 0. -

Duration: January 2009 – December 2011

Website: [www.denhaag.nl](http://www.denhaag.nl)

## Safer Shopping Centres (KVO) – Mark of Quality

All shopkeepers have experienced vandalism, aggression or theft at one time or another. This is a general social problem which can only be solved by joining forces. Shopkeepers need help to increase both objective and subjective safety in and around the shops. Paying attention to safety and security must become an integral part of the operational management. The Quality Mark - Safer Shopping Centres (KVO) can contribute to safety in shopping centres and inner city business premises.

The Quality Mark is a certification scheme. Inner city shopkeepers, the police and the city council are jointly making extra efforts to improve safety and security and to create an attractive and clean city centre. This is important for both the shopping public and the entrepreneurs and staff located there. The inner city will become safer and shopping will become more pleasurable.

Innovation will be stimulated and businesses will become more flexible.

The Quality Mark - Safer Shopping Centres contributes to a better housing and living climate because it creates durable cooperative networks between entrepreneurs and institutions. This also improves the quality of the outdoor public areas.





Author: The Hague City Council

Priority: 3 (Attractive Cities)

EDRF: € 1,300,000. -

Other Public: € 3,200,000. -

Private: € 0. -

Duration: 19th January 2009 until 31st May 2012

Website: [www.denhaag.nl](http://www.denhaag.nl)

## Revitalising business premises in Zichtenburg and Kerketuinen

### **In cooperation with: The Hague City Council, DSO, Project management**

The Hague has several important business parks. Revitalising these is essential for the economy of the city. The old working grounds Zichtenburg/ Kerketuinen will be redeveloped and redesigned to convert them into modern inner city business parks.

The public areas will be re-designed and business lots will be developed and furnished. The business parks cover 80.7 ha, and currently house 280 enterprises, providing 7,320 jobs. These companies will all remain in the business park.

The main roads will be resurfaced and additional car parks will be created. A different type of surfacing will be used for the pavements and car parks. Many large trees will reinforce the main structure of the business park. This will create a clear distinction between the main cross-roads and the secondary roads.

Revitalising the business parks Zichtenburg and Kerketuinen will convert them into modern inner city business premises. The new professional image will strengthen the business climate so that companies will want to establish themselves here.

Author: [The Dutch Red Cross](#)

Priority: 3 (Attractive Cities)

EDRF: € 2,000,000. -

Other Public: € 2,000,000. -

Private: € 1,002,455. -

Duration: 15th September 2009 until 31st August 2012

Website: [www.redconcepts.nl](http://www.redconcepts.nl)

## Humanity House

**In cooperation with: The Dutch Red Cross (NRK), Program 21 City marketing and international City, Program 21 City marketing budget international and Co-financing fund**

The Dutch Red Cross would like to create a Humanity House in which knowledge and experience relating to emergency aid and humanitarian law during conflicts and disasters are combined and accessible to the general public. Humanity House will inspire people and give them food for thought; for example by unlocking emotions, joining in discussions and activating people.

The knowledge relating to emergency aid and humanitarian law in Humanity House will bring these experiences closer to the general public. A varied program will be developed, focussing on the different target groups. This program will consist of expositions, congresses, seminars, lectures, debates, research programs and even TV-broadcasts.

The realisation of the Humanity House project consists of all steps in the development including the concept design, the physical development of Humanity House such as the interior

and the design of the exposition and the development of a knowledge platform and program. It also involves marketing & communication and the management and organisation of Humanity House.

Humanity House will provide an impulse to the local economy. It is expected to attract many visitors who will then also visit other facilities in the area. However its main contribution to society will be the increase in social awareness which will hopefully lead to an increase in volunteers and benefactors.







Author: Emma's Hof Foundation

Priority: 3 (Attractive Cities)

EDRF: € 450,000. -

Other Public: € 790,000. -

Private: € 228,030. -

Duration: 9th July 2009 until 31st August 2011

Website: [www.stadstuin.dpi.nl](http://www.stadstuin.dpi.nl)

## Urban Garden Emma's Hof

**In cooperation with: The Hague City Council, Arcadis, Emma's Hof Foundation, ISV2/Reserve flanking policy, Segbroek district, Mooi Nederland, Ars Donandi/Russel ter Brugge foundation, foundation 1818, KNHM and VSB foundation**

Weimar storytellers' festival, will be held there annually.

Emma's Hof will be set up and looked after by the local residents

A former patronage building situated in the triangle Weimarstraat/Beeklaan/Galileïstraat has been empty for more than seven years.

At the beginning of the previous century this building played an important social role in the neighbourhood. The building will be demolished and these premises will be returned to the neighbourhood. They will be converted into a meeting place for young and old within a multicultural neighbourhood. The garden will be laid out in such a way that it will serve as a natural play area for children and an oasis of peace for adults.

Artists will be able to display their work in the garden and various cultural events, including the

Author: The Port of Rotterdam Plc

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 2,150,000. -

Other Public: € 5,610,000. -

Private: € 0. -

Duration: 19th September 2008 until 31st December 2009

Website: [www.rdmcampus.nl](http://www.rdmcampus.nl)

## RDM Innovation Dock – phase 3 finalist RegioStars Awards 2010

**In cooperation with: Havenbedrijf Rotterdam NV, Rotterdam City Council, Albada College, Hogeschool Rotterdam, entrepreneurs**

The former wharf of the Rotterdam Dry Dock Society (RDM) is situated at the end of the Waalhaven, on the Nieuwe Maas River in Rotterdam. In 2002 the Port of Rotterdam (HBR), Rotterdam City Council, took control of the wharf after industrial activities practically drew to a standstill. It was time to develop a vision and make plans.

In 2007 the plan took shape. The old machine factory was converted into an innovative learning and working environment (RDM-schools and business campus). This project emphasises and facilitates the unique link between lower and higher vocational education and the labour market. In phase 1 the Port of Rotterdam renovated the body of the shed. During phase 2 educational establishments commissioned the renovation of 11,000 m<sup>2</sup> of space so it could be used for vocational education.

The concept is based on the idea that the schools recruit their own innovative businesses. An enterprise is only allowed to rent space after signing a contract regarding the exchange of

knowledge between the school and the company. A company signs for the concept. In the long run, the links between vocational education, innovation and enterprise will lead to a new impulse for the city which will increase the competitive power of the entire region.

During phase 3 the business part of the hall will be converted into 30-40 individual and flexible business plots, including all the necessary utilities and services. Roads will be constructed between the plots. Rooms to let will also be created in the attic, accessible by a lift and stairs. Diverse demolition work will have to be carried out. It will be necessary to renew sanitary fittings, sewage and drainage system, lighting and heating completely.

finalist Regio





Author: **Rotterdam Media Commission Foundation**

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 1,763,513. -

Other Public: € 4,586.760. -

Private: € 669,696. -

Duration: 1st January 2009 until 30th June 2012

Website: [www.rmc.rotterdam.nl](http://www.rmc.rotterdam.nl)

## Rotterdam Media Commission

### In cooperation with: Rotterdam City Council and Rotterdam Media Commission Foundation

The economy of the city of Rotterdam needs to become broader in order to strengthen Rotterdam's position as an attractive city to live and work in. The city council is making serious efforts to develop the creative sector. It is hoped that the growth in this sector will contribute to the attractiveness of the city and an increase in the number of highly educated people in Rotterdam. This group is currently under-represented in the city.

The Rotterdam Media Commission was set up to support this. RMC aims to stimulate innovation and the development and exchange of knowledge. RMC is also involved in the acquisition and facilitation of organisations and productions and focuses on internal and external communication. This includes networking and ensuring that media businesses in Rotterdam

are aware of each other's activities, presenting the Rotterdam media sector to potential commissioners both within the city and further afield and promoting Rotterdam as location for production, establishment and development.

The most important part of the project is a subsidy scheme for collective initiatives in the media sector. The RMC provides subsidies to organisations in the Rotterdam region who wish to jointly carry out and implement collective initiatives that will strengthen the media sector. These initiatives must focus on innovation and the development and exchange of knowledge in the media sector. These initiatives must also involve a joint venture between a media enterprise and/or government organisation and/or educational/knowledge institution. A total budget of € 1.4 million has been made available for this purpose.





Author: *STC Group Foundation*

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 7,565,000. -

Other Public: € 7,565,000. -

Private: € 0. -

Duration: 1st October 2009 until 30th June 2012

Website: [www.stc-group.nl](http://www.stc-group.nl)

## Development of STC-Group to prominent knowledge institution

The STC-Group Foundation is located in Rotterdam and provides education in the field of ports, road transport, logistics, ship and yacht building, shipping, hydraulic engineering, dredging industry, Rijn-shipping, inland shipping and the process industry. The comprehensive educational model was set up together with the business community.

The STC Group in Rotterdam aims to become THE internationally recognized knowledge institution for transport and logistics in the maritime field. It will have high quality expertise centres and laboratories and provide professional education. This will attract new students and enable them to train as high-quality and capable personnel. The institution will also attract large international enterprises as well as small, innovation focused companies to the area.

This project will enable the STC group to invest in the development of software and equipment. Some of the software will be developed

in-house. This will lead to the development, exchange and application of knowledge.

This investment plan will enable the STC group to better regulate the development and application of knowledge in the maritime cluster, leading to the creation of new applications that will strengthen both individual enterprises and the competitive position of the sector as a whole. The STC group, as a quality knowledge institution with centres of expertise and laboratories, will provide specific sector-targeted vocational education for experienced professionals such as (Master)students who wish to improve their knowledge by research, education and training.

*"Opportunities for West provides the perfect environment for initiatives from the business community to reinforce knowledge, innovation and enterprise and to improve the attractiveness of the regions and the cities in the Randstad."*

*H.S.H. Mooren,  
Directeur VNO-NCW West*



Author: the Province of South-Holland

Priority: 2 (Attractive Regions)

EDRF: € 2,468,000. -

Other Public: € 3,702,000. -

Private: € 0. -

Duration: 1st October 2007 until 31st December 2011

Website: [www.walstroom.nl](http://www.walstroom.nl)

## Quayside Electricity Inland Shipping Rotterdam

**In cooperation with: The Province of South-Holland, The Port of Rotterdam Plc, The Drechtsteden Region and the Port of Amsterdam**

During the period 2008-2011 the Province of South-Holland installed one hundred innovative quayside electricity points along the provincial waterways to create a uniform network for the inland shipping sector.

Quayside electricity at moorings and loading and unloading berths for canal boats is one of the measures being taken to increase the sustainability of the inland shipping sector. If the boats can satisfy their electricity requirements using green electricity from a quayside socket they will no longer need to use their air-polluting diesel generators.

In 2008 five quayside facilities were installed and a further fifteen facilities were installed in 2009. There will be thirty additional quayside facilities in 2010 and a fifty more are planned for 2011.

In the long-term these quayside electricity facilities will directly affect the air quality and they will also have a positive effect on noise pollu-

tion. Diesel generators are extremely noisy; the quayside electricity units are silent. Finally the green energy used for the quayside facilities will contribute to reducing climate change.





Author: **Development Company Rotterdam**

Priority: 3 (Attractive Cities)

EDRF: € 6,900,000. -

Other Public: € 10,698,114. -

Private: € 0. -

Duration: 1st January 2008 until 31st December 2012

Website: [www.rotterdam.nl/subsidies](http://www.rotterdam.nl/subsidies)

## Revitalising the Nieuwe Binnenweg

**In cooperation with: Development Company Rotterdam, Delfshaven District Council, Rotterdam City Council, Albeda College and RET**

After the centre of Rotterdam was bombed in the war, the Nieuwe Binnenweg became one of the most important streets in the city for shopping and nightlife. However, since the 1960s the street and surrounding neighbourhoods have found themselves in a downward spiral. Parts of the Binnenweg are currently in a terrible state. This revitalising will reawaken this important yet run-down shopping street in West Rotterdam and make it attractive once more. The projects include the redevelopment of 6,000 m<sup>2</sup> of business premises and facades.

The Rotterdam Development Company plays a leading role in reversing the downward spiral by improving and renovating shop-premises and the surrounding area. Extra attention is also being paid to safety and security. Because the professional opportunities are improving,

20 new entrepreneurs are establishing themselves in the street, fewer shop-premises are vacant and 30 jobs will be created. Incentives are being used to attract entrepreneurs. More than 1,100 metres of the street will be redesigned to create a more attractive shopping street with fewer vacant shop-premises. This in turn will have a positive influence on the surrounding neighbourhoods. More people with middle and high incomes will move there and the social mix of the population will improve. The revitalising will also attend to the overdue maintenance of 80 premises.

Author: Development Company Rotterdam

Priority: 3 (Attractive Cities)

EDRF: € 1,833,977. -

Other Public: € 2,704,965. -

Private: € 16,000. -

Duration: 6th May 2008 until 31st December 2011

Website: [www.ondernemershuiszuid.nl](http://www.ondernemershuiszuid.nl)

## Entrepreneurs House in South Rotterdam, phase I

**In cooperation with: Development Company Rotterdam, the business community and knowledge institutions**

The Entrepreneurs House not only increases the number of (re) starting entrepreneurs in Rotterdam, it also encourages good and growing enterprises to remain in South Rotterdam.

The house provides services and products for entrepreneurs based in South Rotterdam. Visits are paid to starting, developing and foreign enterprises. Workshops and seminars are organised to improve the quality of the enterprises and attention is paid to increasing and sharing knowledge. The Entrepreneurs House aims to become a One-Stop-Shop for entrepreneurs and a central meeting point for established and starting entrepreneurs in South Rotterdam. Four counters are open on a daily basis to help entrepreneurs with all sorts of practical issues.

The efforts made by the partners will lead to more entrepreneurs in South Rotterdam, fewer established entrepreneurs leaving the area and a growth in the economic dynamics and the related employment opportunities.





Author: Development Company Rotterdam, City Services

Priority: 3 (Attractive Cities)

EDRF: € 2,230,070. -

Other Public: € 3,345,105. -

Private: € 0. -

Duration: 1st January 2007 until 31st December 2010

Website: [www.ondernemersnetwerk010.nl](http://www.ondernemersnetwerk010.nl)

## Business Improvement Areas Scheme (BVG)

The BVG subsidy scheme has been set up to improve the entrepreneurial climate in Rotterdam. The BVG scheme is a subsidy scheme whereby entrepreneurs jointly decide which measures need to be taken to make their shopping area or business park more attractive. This mainly concerns initiatives to create an attractive, clean, whole and accessible area. Consider issues such as investment in street lighting, furnishings and promotion of the area.

What makes the BVG scheme so special however is the bottom-up approach. This scheme allows entrepreneurs to improve the economic position of their own area with help from the government. Under certain conditions an entrepreneur may set up a BVG to carry out improvements. The main focus is on the joint wishes and demands of the group of entrepreneurs.

The effect of this subsidy scheme is that entrepreneurs can determine for themselves which measures will be taken in their shopping area or

business park. Entrepreneurs have more say in what goes on in their own area.

Author: Rotterdam Development Company

Priority: 3 (Attractive Cities)

EDRF: € 5,840,000. -

Other Public: € 1,560,000. -

Private: € 7,200,000. -

Duration: 1st May 2009 until 31st December 2012

Website: [www.rotterdam.nl/kansenzones\\_2](http://www.rotterdam.nl/kansenzones_2)

## Zones of Economic Opportunity Rotterdam II

In 2005 a number of disadvantaged neighbourhoods in the Rotterdam areas Feijenoord and Charlois were declared 'zones of economic opportunity'. The project Opportunity Zones II aims to stimulate entrepreneurs to invest in their property and/or (durable) assets and to thereby revitalise the disadvantaged areas in Rotterdam-South. This should indirectly lead to an attractive environment where people want to live, work and remain.

Zones of economic Opportunity Rotterdam focus on enterprise and the urban and neighbourhood economy. During times of economic crisis entrepreneurs and home owners are less inclined to invest in their property or enterprise. To ensure the level of investment remains stable investment thresholds are being lowered.

In addition to subsidies for existing entrepreneurs and home owners, starters can also make use of this scheme.







Author: [Hofbogen Ltd](#)

Priority: 3 (Attractive Cities)

EDRF: € 1,888,290. -

Other Public: € 0. -

Private: € 2,832,433. -

Duration: 15th March 2009 until 31st December 2012

Website: [www.hofbogen.nl](http://www.hofbogen.nl)

## The 'Hofbogen'

**In cooperation with: Hofbogen Ltd, Blend Magazine and the Rotterdam advertising agency Contain.r**

Hofplein Railway station is the best-kept secret in Rotterdam city centre. It is an authentic part of Rotterdam. Clustering various SME enterprises underneath the Hofplein station will allow this centrally located part of the Hofbogen viaduct to become a meeting place for creative entrepreneurs and their customers.

The location of the old Hofplein station in the Pompenburg development area means that it forms a link to the centre of Rotterdam. Future important urban developments will take place here. In anticipation of this the former Hofplein station will be transformed into a creative hotspot for art, culture, youth activities and education.

This project, which falls under regulations for national monuments, will realise the (re) construc-

tion of six viaduct studios as well as renovation of the roof of the station building. The studios under the viaduct will be thoroughly renovated before they are rented out and the roof of the railway station will be made watertight.

The result will transform the Hofplein station, which is currently unsafe and partially inhabited by squatters, into an attractive place to rent. A total of 4,700 m<sup>2</sup> of rentable office space will become available. The studios under the viaduct will become a Blend Bar and a shopping mall for young fashion designers.

The project takes advantage of the central location of Hofplein Station and will help the whole neighbourhood become an area for visible creativity in the centre of the city. This will benefit the city and enhance its image, will stimulate urban economy and innovation and will also attract consumers to the city.

Author: [Development Company Rotterdam](#)

Priority: 3 (Attractive Cities)

EDRF: € 409,875. -

Other Public: € 804,866. -

Private: € 125,000. -

Duration: 21st July 2009 until 21st July 2011

Website: [www.opkatendrecht.nl](http://www.opkatendrecht.nl)

## Redesign Public Areas Katendrecht

**In cooperation with: Development Company Rotterdam, OZB-foundation Feijenoord and Splash Tours**

Katendrecht in Rotterdam is a neighbourhood that is currently being redeveloped. The project aims to improve the living environment by improving the quality of public areas. In addition the project hopes to encourage more tourists, who have come to see the SS Rotterdam, to visit the wider district of Katendrecht..

The project focuses on improving the physical accessibility of Katendrecht and the SS Rotterdam for pedestrians and cyclists. The tourism in Katendrecht will be stimulated by the construction of a ramp for the Splash Tours amphibious-bus and the development of a small beach. All in all this will improve the business and housing climate for entrepreneurs and residents.

The project will improve and preserve the cultural historical heritage. Katendrecht was originally a port area with wharfs, harbours and an industrial allure and must remain so despite large-scale renovation. This project contributes to preserving this heritage by making use of the wharf (a ramp for launching boats and am-

phibious-busses and a beach by the river) and through the SS Rotterdam (keeping the port's past alive).





Author: [University of Utrecht](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 839,338. -

Other Public: € 1,259,007. -

Private: € 0. -

Duration: 1st July 2008 until 31st December 2011

Website: [www.sciencepark-utrecht.nl](http://www.sciencepark-utrecht.nl)

## Science Park Utrecht

**In cooperation with: the City Council and the province of Utrecht, the University of Utrecht, the Hogeschool (college) Utrecht and the University Medical Centre Utrecht**

The Science Park Utrecht is located in the Uithof (literally: outlying buildings of the city). It is a place where education, research and knowledge intense businesses can reinforce each other. The Science Park Utrecht creates a climate within which both exchange and valorisation of knowledge and the local economy can flourish.

Scientists and students alike are helped take the first steps towards entrepreneurship. The Science Park enables research results to be transformed into economic activities. In addition the Science Park also links entrepreneurs with knowledge centres in the neighbourhood.

A minimum of 4,000 m<sup>2</sup> office space will be made available. The Utrecht City Council is also working on a new vision in which extra office

space, in addition to the 4,000 m<sup>2</sup>, will be made available to enterprises wishing to establish themselves in the Science Park Utrecht.

The Science Park Utrecht intends to become the driving force behind a regional network of venerable business locations and projects focused on knowledge intensive businesses in the province Utrecht. The network and the Science Park attract innovative companies and stimulate new knowledge intensive business activity.

Author: [Chamber of Commerce Central Netherlands](#)

Priority: 1 (Knowledge, Innovation and Enterprise) and 3 (Attractive Cities)

EDRF: € 203,370. -

Other Public: € 288,360. -

Private: € 16,700. -

Duration: 2nd July 2007 until 1st April 2010

Website: [www.pno-utrecht.nl](http://www.pno-utrecht.nl)

## Partners in New Enterprise

**In cooperation with: Chamber of Commerce, Utrecht City Council, Province of Utrecht, 'Wijk in bedrijf', Forum and HBD (trades council retail trade)**

Partners in New Enterprise (PNO) is a project in Utrecht that focuses on ethnic enterprise, also known as new enterprise. PNO aims to stimulate enterprise and in particular to stimulate better and more professional enterprise amongst the immigrant working population.

Attention is focussed on providing accessible services, better preparation, more businesses offering work placement trainee schemes, a higher level of knowledge, more effective (inter-cultural) networks and representation of and by the new entrepreneurs

PNO makes use of the subsidy to carry out various activities such as organising network and theme meetings, setting up a circuit of ambassadors with diverse ethnic backgrounds (the sounding board) and advising existing (entrepreneurial) organisations how to work better with ethnic entrepreneurs.

In short: existing support for (starting) entrepreneurs becomes accessible to the immigrant target group.





Author: [ProtoSpace Foundation](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 560,000. -

Other Public: € 750,000. -

Private: € 90,000. -

Duration: 1st June 2008 until 31st May 2013

Website: <http://www.protospace.nl/>

## ProtoSpace Utrecht

ProtoSpace Utrecht is an accessible workshop where starting entrepreneurs, designers, artists, inventors and students can literally make their ideas or concepts concrete and tangible.

The lab has modern, digitally controlled machines with which a computer design can be transformed to a 2D or 3D model in one or more colours.

The Utrecht ProtoSpace is more than just your average workshop. ProtoSpace has 5 digitally controlled machines which turn innovative ideas into an attractive and concrete product. Two lab managers are available five days a week to provide advice and guidance.

ProtoSpace aims to become the most prominent FabLab in the Netherlands. It is supported by eleven parties who have been involved right from the very start of this knowledge centre. Visitors to ProtoSpace can rely on the generation of quick and effective prototypes, doing

justice to the ProtoSpace missive: "Make Your Vision Come Alive!"



Author: [Museum Van Speelklok tot Pierement](#)

Priority: 3 (Attractive Cities)

EDRF: € 800,000. -

Other Public: € 1,173,000. -

Private: € 767,000. -

Duration: 1st April 2007 until 31st December 2010

Website: [www.museumspeelklok.nl](http://www.museumspeelklok.nl)

## Revitalisation Flora's Hof 'Lichte Gaard'

**In cooperation with: National Museum Van Speelklok tot Pierement (from Musical Clock to Organ) Foundation, HGIS, Verboden Stad (Forbidden City), Utrecht City Council, VSB Foundation, Bank Giro, Domplein 2013 Foundation, Flora's Hof Foundation**

In one of the prettiest areas of the city, in the middle of the Roman Fort (Castellum), lies an area that has huge potential for development. The aim of this project is to vitalize this area and to make it accessible to the general public. The area consists of Flora's Hof (courtyard) and the building in which the workshop belonging to the National Museum Van Speelklok tot Pierement is located.

Once the project has been completed the general public will be able to watch the restorers at work. The public entrance to the workshop will be Flora's Hof (courtyard). This will be re-designed in 19th century fashion; an entirely new cultural attraction. Part of the Roman wall will remain visible. An impressive exhibition of Chinese clocks that have been restored during the project will mark the completion of the project in 2010.

Utrecht will confirm its position as an important centre of knowledge in the field of restoration techniques. This project will strengthen relations between top museums such as the Hermitage and the Forbidden City.





Author: [Utrecht City Council, City Services](#)

Priority: 3 (Attractive Cities)

EDRF: € 397,820. -

Other Public: € 538,000. -

Private: € 85,000. -

Duration: 1st January 2007 until 31st December 2009

Website: [www.2utrecht.nl](http://www.2utrecht.nl)

## Approach to Public Areas

**In cooperation with: Utrecht City Council Liveability budget, City Services PC project, Pechthold Funding, Neighbourhood Action Plan (Vogelaar Funding), A+O foundations, Mitros+Portaal, Start Foundation, Department for Social Affairs, reintegration office, Wellant college**

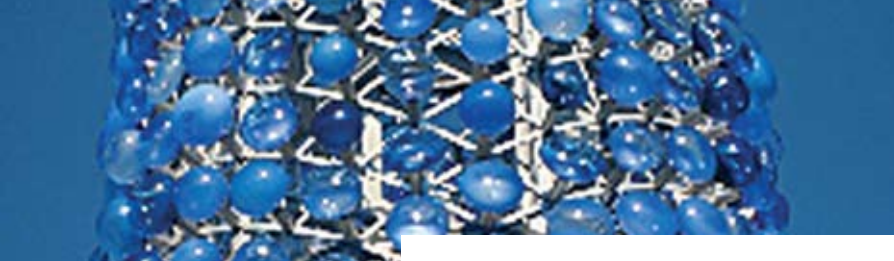
Council will help the youths find regular employment or suitable further training (BBL).

This project targets unemployed school drop-outs in Utrecht. 50 such young people will be offered a work-training position so they no longer have to rely on social security benefits. For a whole year the Utrecht City Council will employ them to improve public areas, by for example maintaining the green in the city, repairing play areas, paving and removing rubbish.

For one day each week the young people will go to school to work towards an MBO-1 level starting qualification (intermediate vocational level).

The quality and liveability of the public areas will improve. At the end of the year the Utrecht City





Author: [Utrecht City Council](#)

Priority: 3 (Attractive Cities)

EDRF: € 250,000. -

Other Public: € 819,632. -

Private: € 175,000. -

Duration: 1st January 2007 until 1st January 2010

Website: [www.dezingendetoren.nl](http://www.dezingendetoren.nl)

## Singing Tower

**In cooperation with: Utrecht City Council, Mondrian Foundation, Building Fund, Culture Fund, GEM Vleuterweide, K.F. Hein Foundation, Prince Bernhard Culture Fund, Fentener van Vlissingen Foundation, SNS Reaal, Visual Arts, Design and Construction Fund**

The Singing Tower will become a land mark in the new Cultural Campus in the central area Vleuterweide in Leidsche Rijn, Utrecht. The Singing Tower will contribute to improving the image of the new residential area Vleuterweide and will stimulate activities in the neighbourhood and in the nearby shopping centre.

The project consists of preparing and building a 30 metres tall sound-art tower containing both tuned and un-tuned glass bells and dishes. Together these will create a glass carillon. The glass carillon with its 50 sound dishes will be unique because it is both visual art as well as a musical instrument. New compositions will be written for the carillon and once it has been built

various national and international events will be organized around the tower.

The Singing Tower will improve the reputation and attractiveness of the area. Enterprise will be stimulated as the neighbourhood becomes more attractive for entrepreneurs and the public in general. The experimental character of the tower plays a significant role.

*"Opportunities for West makes European subsidies available so that concrete projects can be realised. International cooperation is important. In Europe we can all learn from each other. Together we can produce results."*

*Mw. H.M.C. Dwarshuis – van de Beek  
Member of the Provincial Executive in South Holland*



Author: [Kunstfactor Foundation](#)

Priority: 1 (Knowledge, Innovation and Enterprise) and 3 (Attractive Cities)

EDRF: € 398,000. -

Other Public: € 597,000. -

Private: € 0. -

Duration: 19th August until 31st December 2008

Website: [www.kunstfactor.nl](http://www.kunstfactor.nl)

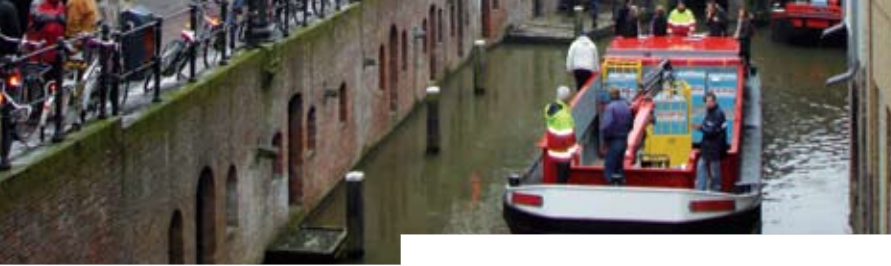
## Art factor (Kunstfactor)

Art factor is a combination of umbrella organisations for amateur art and hopes to establish itself in Utrecht's historic inner city. The subsidy is for the renovation of a national monument to which the Art factor would like to move for a period of at least 10 years. Art Factor will contribute to the Utrecht City Council's ambitions in the field of art and culture by, amongst other things, organising various cultural activities.

Art factor would like to develop into the knowledge and expertise centre in the field of amateur art in the Netherlands. This links in with the Utrecht City Council's targets for knowledge development.







Author: [Utrecht City Council](#)

Priority: 3 (Attractive Cities)

EDRF: € 200,000. -

Other Public: € 200,000. -

Private: € 0. -

Duration: 1st December 2007 until 31st December 2009

Website: [www.2utrecht.nl](#)

## Emissions-Free Beer-Boat

It is not easy to supply shops, restaurants, hotels and catering services in the inner city of Utrecht. The alleys and narrow canal streets are not capable of accommodating such a large amount of traffic. And of course there is always the inconvenience caused by loading and unloading, noise pollution, CO<sub>2</sub> emissions and the ugliness of vehicles ruining the view of beautiful historical buildings.

The emissions-free beer-boat goes back to the old tradition of supplying the shops and restaurants situated along the historical canals of the inner city via the water.

The beer-boat efficiently delivers supplies to the shops and restaurants in the inner city. Because of the increasing demand for this form of water transport in the inner city, a new emissions-free boat will be brought into commission. The new beer-boat has an electric motor run by batteries that can be charged with green energy. This will improve the air quality, the accessibility of the

inner city and the living environment as well as protecting the cultural heritage and improving working conditions.

This new beer-boat is a new and durable way of supplying entrepreneurs in the historical centre of Utrecht. It will lead to a reduction in emissions.

Author: [Utrecht city council](#)

Priority: 1 (Knowledge, Innovation and Enterprise) and 3 (Attractive Cities)

EDRF: € 1,060,000. -

Other Public: € 2,166,000. -

Private: € 0. -

Duration: 1st January 2008 until 31st March 2010

Website: [www.trajectumlumen.com](http://www.trajectumlumen.com)

## Trajectum Lumen

**In cooperation with: Utrecht City Council, college, university and other knowledge institutions**

Trajectum Lumen, the tale of light, is an evening attraction with which Utrecht hopes to attract the attention of international tourists. It is a theatrical light-artworks route through the historical inner city of Utrecht. Residents and visitors alike can explore the city after dark on a walk lasting no more than 1.5 hours. The light route tells the story of Utrecht in a unique and artistic fashion by artificially lighting up objects, buildings, streets and bridges. Towards the end of 2008 the Trajectum Lumen came into being with the first light project in the Willibrordus church. The Trajectum Lumen should be completed by 2013 in time for the celebration of 300 years since the signing of the Treaty of Utrecht (ending the war of the Spanish Succession).

Trajectum Lumen tells the story of the 7 layers of Utrecht (known in Dutch as the seven W's): water, wharf, living, well being, wonders (churches), law (government) and science. The historical objects are all simultaneously artificially lit up as the street lighting goes on. The lights are dimmed at midnight. Trajectum Lumen will light

up seven churches, ten squares, eight statues, four canal streets, five towers, twenty bridges and thirty streets.

Trajectum Lumen makes use of recent developments in the field of durable use of materials and energy. New light projects with minimal energy consumption will be realised. The existing high energy consumption lights will be replaced by energy saving light projects. This will lead to energy saving. The air pollution will also be negligible by for example making use of LED-lighting. The lamps can be placed closer to the objects that are being lit up which means that the light does not have to be as strong.





Author: [ROC Central Netherlands](#)

Priority: 1 (Knowledge, Innovation and Enterprise) and 3 (Attractive Cities)

EDRF: € 330,000. -

Other Public: € 335,000. -

Private: € 0. -

Duration: 1st August 2008 until 1st August 2011

Website: [www.vwcutrecht.nl](http://www.vwcutrecht.nl)

## The 'Wissel' (Switch)

### **In cooperation with:**

**ROC Central Netherlands, Vader Rijn College  
and housing corporation Mitros**

The Wissel, in close cooperation with other partners, would like to contribute to the further development of the Overvecht district of Utrecht as a socially and economically powerful neighbourhood. The Wissel is an open house for students of the ROC Central Netherlands and the Vader Rijn College for competence-focused education.

The students are frequently here, working actively and busily to achieve their goals. Potential commissioners advertise jobs in the Wissel. The Wissel stimulates youths to carry out light work in the neighbourhood. The aim of this achievement shop is to help youths find work. The experience so gained will be useful when the young people enter the labour market. The Wissel also works to strengthen the neighbourhood network involving local residents, organisations

and companies. In addition the Wissel provides support for local residents who wish to start up their own company.

The Wissel aims to develop a network of individual local residents. It also hopes to develop a suitable methodology for carrying out and evaluating the vocational education. Furthermore, local residents who plan to set up their own company will be supported. Cultural, informational and social activities will be organized together with the locals.

Eventually the neighbourhood will become livelier and as the social cohesion improves it will become a more pleasant place to live.

Author: [Utrecht City Council](#)

Priority: 1 (Knowledge, Innovation and Enterprise) and 3 (Attractive Cities)

EDRF: € 1,826,062. -

Other Public: € 2,689,094. -

Private: € 50,000. -

Duration: 1st April 2009 until 31st December 2012

Website: [www.utrecht.nl](http://www.utrecht.nl)

## Local Economy and Small-scale Enterprise

### In cooperation with: Utrecht City Council and the Province of Utrecht

Healthy enterprise is necessary for healthy neighbourhoods. It contributes to employment, economic growth, diversity in the economic structure and innovative potential.

The power of the program 'Local Economy and Small-Scale Enterprise' lies in cooperation between the various parties involved in liveability and enterprise. More enterprise means more employment which is good for business activity and the vitality of the neighbourhoods. The city council would like to use this impulse to contribute to a safer and cleaner living environment and a better housing climate.

The growth of SME and ethnical enterprises together with developments in the field of micro-financing with the emphasis on the training and increasing social involvement of entrepreneurs within their neighbourhood mean that attention must be paid to the local economy.

The activities within the project mainly focus on advising, coaching and facilitating small enterprises in Utrecht. Trainings and network meet-

ings will be organised, personal advice will be provided and entrepreneurs will be helped navigate the various institutions that can help them. The district also intends to appoint several street managers: to bring the different entrepreneurs into contact with each other, to promote safety and to encourage people to help the local economy. A plan of approach will be set up for each neighbourhood and the city council will appoint an extra budget for the street managers to enable them to carry out concrete activities.





Author: [Taskforce Innovation Utrecht region](#)

Priority: 1 (Knowledge, Innovation and Enterprise) and 3 (Attractive Cities)

EDRF: € 359,568. -

Other Public: € 539,000. -

Private: € 352. -

Duration: 1st January 2010 until 31st December 2013

Website: [www.designercafe.nl](http://www.designercafe.nl)

## Designer Café

### **In cooperation with: Utrecht City Council and the Province of Utrecht**

Designer Café is a new concept store producing and selling collections made by young talented Dutch fashion designers. Designer Café provides an impulse for the fashion sector in the city.

The Designer Café has a sales, production and showcasing function for fashion articles. Use is made of high-quality ICT-applications, technologically-advanced sewing machines and prefabricated clothing. This will lead to an entirely new way of producing clothing whereby mass-produced clothes are used to create custom-made fashion articles. Mass-production ensures that the costs stay low so that the project is able to compete with traditional chain stores. The subsidy will be used to cover initial shortfalls during the start-up of the Designer Café.

The system works as follows: the associated designers design the clothing. The prefabricated parts of the clothes will then be manufactured in workshops throughout the city. After this these clothing parts will be displayed in the Designer Café. Customers can piece together their garments right then and there or they can choose to finish off the patterns and complete their outfit at home.

In summary, Designer Café is a store in Utrecht where customers can buy custom-made prefab outfits. It is also a sewing studio and a showcase exhibiting new products made by young designers.

Workshops and social shopping events will also be organised for the customers.







Author: 'Vrienden van het Jongeriuscomplex' Foundation

Priority: 3 (Attractive Cities)

EDRF: € 1,249,516. -

Other Public: € 1,055,152. -

Private: € 819,122. -

Duration: 15th July 2009 until 15th September 2012

Website: [www.architectenweb.nl](http://www.architectenweb.nl)

## Creative Industry Jan Jongerius

**In cooperation with: Utrecht City Council,  
Friends of the Jongerius complex Foundation  
(Vrienden van het Jongeriuscomplex) and F.  
van Seumeren Holding**

The monumental villa and garden by the Merwede canal, together with the office situated behind it, form part of the so-called Jongerius complex. Entrepreneur Jan Jongerius built this complex in 1938. Jongerius's unique and personal approach led to the creation of a complex that is a mix of modernism and art deco building styles.

The renovation of the Jongerius villa and garden is the first step towards developing a meeting and development place for creative entrepreneurs in the Jongerius factory.

Many creative entrepreneurs live in Utrecht, but business space in the city is unfortunately limited and spread out. The Jongerius factory

aims to become a place where entrepreneurs in the field of arts, creative business services and media & entertainment can establish themselves and meet other entrepreneurs. The villa will house its own restaurant and diverse small multi-functional rooms. The 1st phase of this project is limited to these targets.

*"In this program use is made of the strong points of the Randstad economy  
(available knowledge and young start-up enterprises) to create opportunities for others"*

*Mw.M.K.M. Spit  
Utrecht Councilor*

Author: Syntens Foundation

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 3,240,164. -

Other Public: € 4,505,284. -

Private: € 354,750. -

Duration: 1st January 2008 until 31st December 2013

[www.kansenvoorflevoland.nl](http://www.kansenvoorflevoland.nl)

## Opportunities for Flevoland: Sustainable Growth through Innovation and Exchange of Knowledge

**In cooperation with: Chamber of Commerce Flevoland, Development Company Flevoland and Syntens Foundation**

Under the motto 'sooner, better, quicker', the Flevoland Chamber of Commerce and the Development Company Flevoland have designed a range of specific courses for the SME and entrepreneurs.

This project involves the following 5 courses:

1. Stimulating the collective sharing of knowledge
2. Stimulating individual business innovations
3. Stimulating knowledge bridges between knowledge institutions and SME
4. Active transferral of knowledge to SME, knowledge brokers and knowledge links
5. Coaching and supervising Technostarters

This project will enable entrepreneurs to access the necessary knowledge and capital more efficiently: sooner, better and quicker. Opportunities for Flevoland provides vouchers which enable an enterprise to buy knowledge at a specialized knowledge institution.

The project links in to the focus areas in Flevoland, such as ICT/new media, geomatics, water and navigation clusters, composites and light-weight materials, transport, logistics and trade, life science and medical technology and the production industry. Where possible companies will be actively linked to strong clusters and networks within the West and other parts of the Netherlands. The focus is on companies with more than 5 employees. However Technology Starters in the focus areas and target groups of Syntens, the Creative Industries and Human Health businesses with fewer than 5 employees will also be considered.





Author: [Development Company Flevoland Ltd](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 3,402,084. -

Other Public: € 4,169,707. -

Private: € 933,420. -

Duration: 1st August 2007 until 31st December 2013

Website: [www.omfl.nl](http://www.omfl.nl)

## Support for Innovative Enterprise Flevoland

**In cooperation with: Development Company Flevoland Ltd., Syntens, Chamber of Commerce and the Province of Flevoland**

The Development Company Flevoland, together with its partners, aims to give an impulse to the growth of the economy of Flevoland. Within the context of Opportunities for West, this project will be jointly carried out with the project “Durable growth through Innovation and Knowledge Circulation in Flevoland”

The project focuses on stimulating innovation, providing managerial support and generating cooperative links between companies and institutions for knowledge and education. It also focuses on the acquisition of foreign companies in the 8 most important sectors. These eight sectors are: material technology, water, tourism, ICT, energy, creative industry, life sciences & medical technology and geometrics.

The project aims to stimulate the growth of the Flevoland economy by financing companies, giving personal advice, providing information for entrepreneurs and increasing their awareness via collectives and by supervising and supporting starting entrepreneurs. Successful students and trainees from knowledge and education institutions can be stimulated to establish themselves as independent start-up entrepreneurs.

Author: Province of Flevoland

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 1,500,000. -

Other Public: € 2,412,899. -

Private: € 9,000,000. -

Duration: 1st January 2008 until 31st December 2015

Website: [www.flevoland.nl](http://www.flevoland.nl)

## Technological Environment Innovation Scheme 2008-2013 (TMI)

The TMI-scheme 2008-2013 stimulates innovation in small and medium-sized enterprises (SME) in Flevoland. The scheme is intended to help the SME in Flevoland who (at their own risk) are developing new technical products, working methods, systems or services which focus on saving energy, improving (or at least not damaging) the environment or promoting durability.

The scheme provides a basis subsidy of 20% of the eligible project costs, up to a maximum of € 200,000 per project. The applicants are industrial SME-companies. The main condition for this scheme is that the innovation should be “new for Flevoland”.

The arrangement will lead to more employment and increased turnover and related private investment. Applicants for the TMI-scheme must provide information about their actual FTEs, estimated operating budget and expected turnover growth.

Information must also be provided about private investment expected to be acquired as a result of the project. Progress reports and the final report must explicitly detail effects that have been realised. These data will then be recorded

in the monitoring system. The employment and turnover in the Flevoland business community is measured annually.







Author: **Development Company Flevoland Ltd**

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 1,050,000. -

Other Public: € 3,150.000. -

Private: € 0. -

Duration: 1st January 2007 until 31st December 2011

Website: [www.omfl.nl](http://www.omfl.nl)

## Continuation of the Techno Funds Flevoland Ltd

**In cooperation with: Development Company Flevoland Ltd, City Councils of Almere, Lelystad, Dronten and Noordoostpolder**

The Techno Funds started in 2000 with the provision of risk capital to young, high-quality, technologically focussed companies in sectors such as the ICT branch, Life Science, communication, Internet, robotics and back-up technology.

The project consists of providing capital against market conditions to high-quality (re) starting technologically/innovatively focused enterprises in the form of stock capital and (subordinated) money loans. The maximal initial participation sum is € 300,000, most of which is in the form of a money loan

During the period 2000 until 2007 over € 6.4 million was lent to more than 30 enterprises. All stockholders within the Techno Foundation have agreed that the capital provided by them does not need to be returned. Capital that becomes

freed up, for example by paying off loans, will be made available for new loans.

It is expected that an additional 19 enterprises will receive a total of € 4.2 million. This will enable new innovative enterprises to start up in Flevoland who will not only directly generate more jobs but will also indirectly contribute to a 30% increase in employment opportunities.

Author: Geomatic Business Park Foundation  
 Priority: 1 (Knowledge, Innovation and Enterprise)  
 EDF: € 1,926,350. -  
 Other Public: € 2,742,823. -  
 Private: € 1,232,627. -  
 Duration: 1st July 2007 until 1st September 2012  
 Website: [www.geovalley.org](http://www.geovalley.org)

## Geo Valley

**In cooperation with: Alkyon-Arcadis, Argeops, BMT ARGOS, Ecoflight, Infram, IMARES, ITC, NLR, SOVON, GBP Foundation, TNO, Technical University Delft, the University of Amsterdam and Geomatic Business Park Foundation**

More and more pressure is being put on our living environment. Up-to-date, worldwide geo-information is essential if the scarce space is to be well-managed and well-used, the consequences of intervening in society predicted and the risks of climate change minimised. The Geomatic Business Park (GBP) provides accommodation for companies and knowledge institutions in this innovative and quickly growing sector.

Geo Valley aims to provide innovative geomatic products and services based on data from space travel and so contribute to a clean and safe living environment. New economic business activity will also be developed.

Geo Valley consists of two sub-projects. The first is divided into 4 thematic clusters: Air, Space, Water and Geomatic Technology & Infrastructure. Within each cluster a number of companies and institutions actively develop

initiatives to satisfy the growing need for geo-information. Geo Valley also aims to improve the availability and accessibility of geo-information by creating Internet based facilities.

The second sub-project mainly focuses on generating added-value for all stakeholders, protecting the output targets, project management, positioning GBP as an international services centre for information about the vicinity and promoting synergy and quality.





Author: Practical Research Plant and Environment Ltd

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 800,000. -

Other Public: € 950,000. -

Private: € 4,360,490. -

Duration: 1st January 2008 until 31st December 2012

Website: [www.ppo.wur.nl](http://www.ppo.wur.nl)

## Energierijk “Rich in Energy”

**In cooperation with: PPO, ASG, Province of Flevoland, Eneco New Energy, Sea Fuels, BBO & AMCB and NWEA.**

Energierijk reinforces the competitive position by working together with businesses to develop and apply initiatives in the field of durable energy. Energierijk consists of the construction of a bio co-fermentation machine (to generate energy from animal manure and plants) that can be used on a farm.

The unique aspect of this test location is the connection between the co-fermentor and a bio-ethanol installation and an algae pond which enables even more energy to be generated from the bio mass.

This combination means that residual heat and other waste products can be well-utilized. Greenhouse gas emissions are reduced and bio-ethanol, electricity, bio-oil and possibly even

animal feed based on the residual products from the algae are produced in an environmentally friendly way.

The project consists of 5 smaller research projects. These are:

- co-fermentation techniques (processing manure in a bio-gas installation),
- developing bio-ethanol,
- algae production as an alternative for oil,
- transforming carbonaceous bio mass, for example grass to oil and
- developing a sun-lawn for the application of solar energy.

Author: [Lelystad City Council](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,075,000. -

Other Public: € 1,075,000. -

Private: € 0. -

Duration: 22nd August 2008 until 31st December 2013

Website: [www.lelystad.nl](http://www.lelystad.nl)

## Innovation Incentive Lelystad

### In cooperation with: Lelystad City Council and Province Flevoland

The location of Lelystad is unique with its central position between various regional and urban networks. Lelystad not only has close links with Almere and Amsterdam and therefore with the entire Randstad, but also with the urban networks in the North and East of the Netherlands. In short: Lelystad is the main link between the different parts of the country and functions as a regional interchange.

If Lelystad and Flevoland as a whole are to structurally develop it is important for the city to focus on increasing employment, improving its economic profile and increasing the number of (international) innovative SME.

Innovation Incentive Lelystad creates favourable conditions for innovative SME to grow and establish themselves in Lelystad. It is important to be able to offer companies who are unable to expand at their current location a good alternative in the outskirts of the area and so keep employment within the West Netherlands. An incentives scheme has been set up, the SME scheme Lelystad 2008, to stimulate the eco-

nomic and innovative development in Lelystad.

An investment impulse of 10% of the investment costs for land, business premises and durable business facilities that are part of the main process of the enterprise will be awarded to companies. The investment incentive impulse is based on one full-time job per € 10,000 subsidy and the realisation of at least 5 permanent jobs. The Lelystad Structural Plan includes an expected growth of the city to accommodate 80,000 inhabitants and provide 32,000 jobs by 2015.





Author: Ministry of Waterways IJsselmeer region

Priority: 2 (Attractive Regions)

EFRD: € 1,300,000. -

Other Public: € 5,200,000. -

Private: € 0. -

Duration: 1st January 2008 until 31st December 2011

Website: [www.iivr.nl](http://www.iivr.nl)

## Integral Design Veluwe Border Lakes IIVR-2

**In cooperation with: Ministry of Waterways, IJsselmeer region**

IIVR is the abbreviation for Integral Design VeluweRandmeren (Veluwe Border Lakes). The IIVR focuses on durable development of the Veluwe Border Lakes and their direct surroundings. The area must satisfy the targets laid down by Nature 2000 and people must be able to use the area for their livelihood and for recreation.

Within the IIVR various projects are being carried out: construction of a green interchange Nulderauw, deepening certain waters near Nulderhoek, construction of a coastal zone at Zeewolde, improving the possibilities for sailing/boating in Wolderwijd and development of the recreational area Bremerberg.

The Bremerbergse Hoek consists of a marina, a seasonal campsite and a small public beach. The beach in particular is in poor shape. This is partly due to waves eroding the sand but also

due to lack of use because the beach can only be reached by bicycle. The accessibility of the area will be improved by the construction of one robust structure (dyke, boulevard, beach) that will serve as the basis for opening up the Bremerbergse Hoek into a high quality, recreational area.

In the long run the image of the border lakes area will change from an area people simply pass through to an area where people would like to stay. By creating a more attractive area for sailing and boating, people will choose to come to the border lakes to practise water sports and will stay in the area for longer periods and spend more money, which in turn will lead to an increase in employment.



Author: Lelystad City Council

Priority: 3 (Attractive Cities)

EFRD: € 946,654. -

Other Public: € 3,542,194. -

Private: € 0. -

Duration: 1st January 2007 until 31st December 2010

Website: [www.lelystad.nl](http://www.lelystad.nl)

## Quality Impulse Development Coastal Zone

Although Lelystad would like to improve its reputation as a “city on the water” it is currently doing rather poorly. Developments along the coast should reverse this trend and will transform this part of Lelystad from a “dead” zone to a lively coastal city.

Lelystad City Council intends to design a new port area with 130 moorings so that it will attract boats. Events will be organised in the port. A new boulevard will also be constructed in the extension of the port. The boulevard will be developed to fit in with the quality and image of the marina and the surrounding houses. Special picnic areas will be designed and companies offering outdoor sports activities will ensure that people are attracted to the area.

The construction will take place in 2 phases. The first phase includes construction of the part of the boulevard by the marina. After that the rest of the boulevard running from the marina to Enkhuizerdijk will be constructed.

The coastal developments will follow each other in quick succession throughout the coming years. The area will become an attractive location for companies and new residents alike. A

new living environment on the water will be created which will contribute to reinforcing Lelystad as a “city on the water”.





Author: **Lelystad City Council**

Priority: 3 (Attractive Cities)

EFRD: € 2,000,000. -

Other Public: € 4,873,716. -

Private: € 960,000. -

Duration: 1st January 2007 until 31st December 2012

Website: [www.lelystad.nl](http://www.lelystad.nl)

## Atol Plaza – Driving Force for an Improved Living Environment

**In cooperation with: Lelystad City Council, GSB Resources, BDU constitution and Housing Association Centrada**

‘Atol Plaza’ will give the Atol neighbourhood in Lelystad a qualitative impulse by combining a multifunctional accommodation with developments in the outdoor public areas.

By physically placing two schools together under the same roof and including all other important neighbourhood facilities to create a ‘Market Place’, the local residents will be brought together in one central location in the neighbourhood. Cooperation between these facilities will improve and a location for all age groups in the neighbourhood will be created: a place for all.

Not only the building but also the outdoor public areas must meet the needs of customers and visitors. This will boost the liveability and vitality of the neighbourhood. This new facil-

ity focuses on the residents of the entire Atol neighbourhood, mirroring the various groups in the neighbourhood: children, youths, adults and the elderly regardless of origin and cultural background.

The design of the outdoor public areas will encourage people to visit the neighbourhood and even to move there. Opportunities for West provides subsidies for the multifunctional areas only.

Author: [Swimming Pool Hanzeborg Foundation](#)

Priority: 3 (Attractive Cities)

EFRD: € 350,000. -

Other Public: € 0. -

Private: € 895,035. -

Duration: 22nd December 2008 until 30th June 2010

Website: <http://www.hanzeborg.com/>

## Special Needs Swimming Pool Hanzeborg

**In cooperation with: Centrada, Home Care centres Flevoland and Swimming Pool Hanzeborg Foundation**

A swimming pool is an important facility for exercise, health care, therapy and recreation for elderly people and other specific groups. In short, a swimming pool enables many people to participate in society.

The multifunctional centre currently under construction in the HanzePark in Lelystad will include a special needs pool. The pool caters for special groups such as: the elderly, the physically and mentally handicapped, people convalescing or children suffering from ADHD.

The new special needs pool provides various valuable facilities for these specific target groups. The floor can be raised and lowered which will reduce the danger of drowning. The pool has portable steps, a hoist and the water can be heated to higher temperatures. The showers, changing rooms and toilets have also been adapted to suit the requirements of the users.

The multifunctional centre as a whole reinforces the liveability of the Hanzepark neighbourhood, the city of Lelystad and the surrounding region. It contributes to the sports, recreational, well-being and educational facilities in Lelystad and will increase employment.





Author: Syntens Foundation

Priority: 1 (Knowledge, Innovation and Enterprise)

EDRF: € 1,800,000. -

Other Public :€ 2,276,850. -

Private: € 423,150. -

Duration: 1st January 2008 until 31st December 2010

Website: [www.syntens.nl/kansenkanon](http://www.syntens.nl/kansenkanon)

## Opportunities Authority 2

### **In cooperation with: Syntens, Province North-Holland and Amsterdam City Council**

Innovation means investing in knowledge, time and money. The Opportunities Authority offers entrepreneurs in North-Holland a fast route to success by sharing investment, stimulating cooperation and helping entrepreneurs transform creativity into market value.

Opportunities Authority II aims to reinforce high potential clusters in North-Holland. Extra attention will be paid to SME with 5 to 50 employees and (techno) starters. Development, transfer and application of knowledge as well as innovation and cooperation will be stimulated in all clusters.

The Opportunities Authority is an innovative program focussing on the sectors Creative Industry, ICT & Multimedia, the Wholesale business, Logistics & Maritime, Food & Agriculture, Human Health, Industry and Construction.

The Opportunities Authority advises SME entre-

preneurs and puts them in contact with fellow entrepreneurs and knowledge institutions. The innovation program initiates and supervises cooperation and contributes to the costs of external specialist expertise. This speeds up and improves innovation!







Author: **Technology Transfer North-Holland Company**

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,015,658. -

Other Public: € 1,114,230. -

Private: € 857,342. -

Duration: 1st July 2008 until 30th June 2014

Website: [www.dowes.nl](http://www.dowes.nl)

## Dutch Offshore Wind Energy Services DOWES

**In cooperation with: Technology Transfer North-Holland Company, Province of North-Holland, ATO, ECN, TNO, AMC T&T and Peterson Offshore**

The Dutch Offshore Wind Energy Services (DOWES) project focuses on developing an innovative ICT system to manage offshore wind parks in the Den Helder region. This should lead to high availability at minimum cost. This ICT Service will be capable of reading the sensors on the wind turbines using remote control.

The system makes use of the most up-to-date knowledge that is available, and where necessary has been specially developed. It is possible to manage and maintain the offshore wind parks in various ways.

DOWES aims to safeguard the offshore wind parks from a distance so that the right people are timely informed of the state of the wind

turbines which will ensure that cost-effective choices can be made and maintenance carried out optimally.

In the long run the manageability of offshore wind parks will increase whilst maintenance costs are reduced. More wind parks will be created increasing the production of durable energy and decreasing emissions.

*"Opportunities for West is a good instrument for stimulating employment. The unions will ensure that it is brought to the attention of the regional platforms"*

*M. Laboui  
Trade Union Federation FNV*

Author: Technology Transfer Company North-Holland (ATO-NH)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 2,129,880. -

Other Public: € 2,514,049. -

Private: € 1,002,146. -

Duration: 15th May 2008 until 31st July 2013

Website: [www.grootcomposiet.nl](http://www.grootcomposiet.nl)

## Open Innovation-Alliance Large Composites North-Holland

**In cooperation with: ATO-NH, TNO, Technical University Delft, ECN and other research institutions**

The 21st century requires a sustainable economy. The unique characteristics of composites, their freedom of form, low maintenance, strength and light-weight, make them inherently environmentally friendly. Composites are a good alternative for products and semi-manufactured products that are presently being constructed out of steel, wood or other basic materials. Consider here products such as bridges and canal boats, partitions and hatches.

By supporting innovation and supervising all phases from design through industrial research and experimental development of composites, ATO alleviates technical and administrative bottlenecks. ATO improves the general climate of innovation by transferring and exchanging the knowledge that is necessary for development with the companies themselves and with the educational and knowledge institutions in the field.

This process needs management, cohesion and focus. The Open Innovation-Alliance mainly

focuses on technological innovation in the field of Large Composites in the maritime and civil sector.

Large Composites focuses on innovation, technology and development. The alliance is targeting a successful process of innovation by taking advantage of market opportunities and avoiding related problems.





Author: Zaanstreek First in Food Foundation

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 836,900. -

Other Public: € 1,030,349. -

Private: € 250,000. -

Duration: 1st July 2008 until 31st December 2010

Website: [www.firstinfood.nl](http://www.firstinfood.nl)

## House of Food

**In cooperation with: Zaanstreek First in Food Foundation, City Councils of Zaanstad, Wormerland and Oostzaan, Syntens, Region College, Province of North-Holland, Chamber of Commerce, Zaanstreek Entrepreneurs Circuit, SAN and the business community**

For as long as anybody can remember the Zaanstreek has been known for its successful food sector, the most important economic sector within the region. Unique to the Zaanstreek is the presence of the complete food sector chain structure. The initiative Zaanstreek First in Foods has been created to maintain this sector as a pillar of the economy and to further develop it.

This knowledge and business cluster focuses on increasing the innovative capacity of the sector. The Zaanstreek House of Food stimulates the exchange of knowledge between about 200 member companies. House of Food for example organises informal theme meetings,

symposiums and workshops, but also simply puts companies in contact with each other. The House of Food will develop a physical meeting place consisting of an Innovation Studio, a Food Laboratory, a Network Area and a Learning Factory.

A Learning Factory is a real company that manufactures commercial products but does not function in the same way as the 'normal' business world. The most important aspect of a learning factory is the production line, which is staffed from start to finish by students/pupils. The main difference to 'normal' production processes is that the process has been slowed down to allow the students/pupils to learn from it. Another difference is that the process is transparent and accessible. The House of Food learning factory will produce Smoothies. In addition to the production line other machines will be installed to provide insight into production methods, such as a kneader and a mixer.

Author: iMMovator Foundation

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,804,730. -

Other Public: € 2,493,319. -

Private: € 848,028. -

Duration: 1st September 2008 until 31st December 2012

Website: [www.immovator.nl](http://www.immovator.nl)

## Cross-Media Expertise centre

**In cooperation with: Province of North-Holland, Province of Flevoland, Province of Utrecht, Ministry of Economic Affairs, Syn- tens, Hogeschool (College) of Amsterdam, University of Utrecht, University of Amsterdam; City Councils of Haarlem, Amersfoort and Almere; and with coordinating bodies such as AIM, Taskforce Innovation, Almere Knowledge City and Waag Society**

Cross-Media refers to companies whose main task is to exploit information and who for this purpose make use of various media, such as radio or TV, publishing, entertainment and advertising. Creative designers and Concept developers also belong to the Cross Media.

The Cross-Media industry powerfully stimulates the economy in the northern wing of the Randstad. This project involves the design of a regional expertise centre for the cross-media sector within which the business community, the government, the education sector and the world of research can meet and work together.

Knowledge and skills come together in the Cross-Media Expertise centre. Companies come to the centre for advice, knowledge

and expertise. The expertise centre plays an important role in expanding the network. Making knowledge more accessible to parties in the sector is perhaps even more important than the knowledge itself. The centre encourages exchange of knowledge by both online and offline communication activities, by organising network meetings, congresses and workshops and by matchmaking.





Author: [Haarlem City Council](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,055,180. -

Other Public: € 1,450,000. -

Private: € 250,000. -

Duration: 1st June 2008 until 31st May 2012

Website: [www.haarlem.nl](http://www.haarlem.nl)

## New Energy in the Creative Axis

**In cooperation with: Haarlem City Council, iMMovator, Hogeschool (College) INHolland, Cross-Media Network, iMMovator Netwerk023, fSyntens Foundation, Fortress, Rabobank, Chamber of Commerce Amsterdam/Kennemerland and Innovation Platform Haarlem**

The Creative Axis is the axis in the Northern Wing that is formed if the creative industries in the Haarlem, Amsterdam, Almere, Amersfoort and Utrecht regions are linked. The creative industry in Haarlem has a potentially high economic value but is not being exploited sufficiently.

New Energy in the Creative Axis focuses on the development of a knowledge centre to stimulate innovation and enterprise within the creative sector in the Haarlem region. The grounds of the former Haarlem Energy Company will accommodate a centre for cultural and creative industry. It is hoped that a large number of companies

and institutions will establish themselves in New Energy, thus contributing to strengthening this sector.

The centre will stimulate cooperation between creative companies and it will also support entrepreneurs, the educational sector and research in the region Haarlem.

The project will lead to well-developed business services linked to the creative industry in Haarlem. Enthusiastic SME will develop many activities and events and the potential of the creative industry will be strengthened by powerful links between enterprises, education and research.



Author: [Tidal Testing Centre](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,720,269. -

Other Public: € 1,505,236. -

Private: € 1,075,168. -

Duration: 18th January 2009 until 31st October 2012

Website: [tidaltesting.nl](http://tidaltesting.nl)

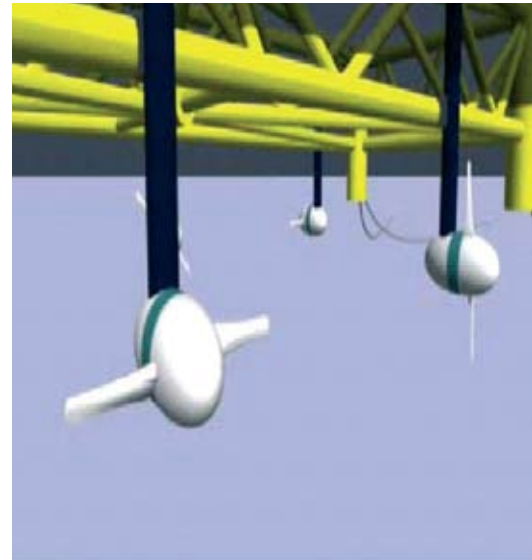
## Development of large-scale offshore tidal energy generation

**In cooperation with: Tidal Testing Centre, Tocardo, Bluewater, ECN, NIOZ, WL, MARIN, WMC and the Province of North-Holland**

The project stimulates the development of knowledge to counteract opposition to the large-scale use of offshore tidal energy turbines. A realistic pilot carries out tests. The project aims to research the possibilities for using seawater as a durable source of energy. In other words: a real experiment.

Placing tidal energy turbines in running open water can generate durable energy. These 'underwater windmills' will be anchored to floating or fixed frames in the sea. The Tidal Testing Centre together with industrial institutions (Tocardo International, Bluewater Energy Services) and research institutions (NIOZ, ECN, WMC, Marin, Deltares) aims to study 'offshore' centres in open sea areas. The impact of tidal energy on the environment as well as efficient installation and maintenance of the turbines will also be investigated. The aim of this project is to strengthen the centre's international position in the tidal energy market and to generate long-term employment.

North-Holland is surrounded by water which makes it a suitable area for research into tidal energy. The testing will take place at, amongst other locations, the tip of North-Holland by Den Oever and in the 'Marsdiep' near Texel. The Tidal Testing Centre links in with the future plans for the Afsluitdijk (IJsselmeer Dam), which will become a testing area for new forms of durable energy.





## Heat Matcher

**In cooperation: ZON Energy-Development Company Ltd, ECN, Development Company North-Holland Noord, DWA installation and energy advice and Hogeschool InHolland**

Can the heat from a sunny day be saved up and used for a chilly day? This is not yet possible: central heating systems only give off heat if a home is cold and there is a need for energy. Basically what is needed is an intelligent heating system that can predict when it will turn cold. The sun's energy on a warm day could then be gathered and saved for the next cold day. A regulating system is required to match available supply with tomorrow's demand: the Heat Matcher.

The Heat Matcher is a digital caretaker that knows exactly how much heat a durable energy system will need to produce the next day. This gives the system plenty of time to carefully prepare itself, thus saving energy. The energy

Author: [ZON Energy Development Company Ltd.](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,328,005. -

Other Public: € 914,750. -

Private: € 415,250. -

Duration: 20th August 2008 until 31st August 2013

Website: [www.heatmatcher.nl](http://www.heatmatcher.nl)

concept Heat Matcher is based on the combination of a heat pump, sun collectors and a ground energy storage system.

This project will involve extensive research and development before the still to be developed Heat Matcher can be applied to commercial products. The result of this project will be a commercial product that is fit for sale and can be applied on a large scale. A 25% reduction in CO2 emissions compared to the current system is anticipated.

Author: Zaanstad City Council

Priority: 2 (Attractive Regions)

EFRD: € 231,021. -

Other Public: € 396,153. -

Private: € 0. -

Duration: 11th December 2008 until 30th June 2011

Website: [www.walstroom.nl](http://www.walstroom.nl)

## Quayside electricity in North-Holland: sub-project District Zaanstad

### In cooperation with: Zaanstad City Council and the Province of North-Holland

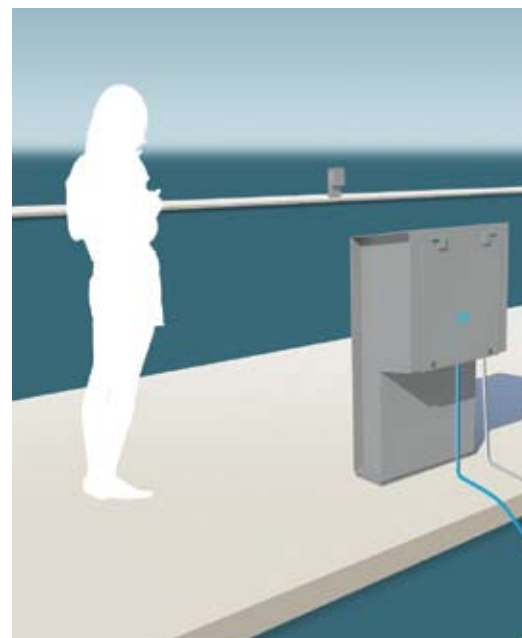
Installing quayside electricity at moorings and loading and unloading berths for canal boats in the inner cities is one of the measures being taken to improve the sustainability of the inland shipping sector. By using a standardised plug and special connection boxes canal boats can tap their electricity from the quayside.

The great advantage of quayside electricity is that boats no longer need to generate their own electricity using diesel generators or their main engine. In addition quayside electricity is generated using green energy. This project will provide eight quayside electricity installations with a total of 26 sockets.

The project focuses on improving the quality of the air. Once these quayside electricity points are installed their use will become compulsory which will maximise the reduction of emissions and mean that targets are reached more quickly and more efficiently. The larger the number of boats using quayside electricity instead of diesel generators, the larger the effect will be.

In addition, the project also aims to maintain and strengthen the economic position of the port of Zaanstad and the Zaanstreek district. Ports are becoming more and more important due to trends such as increasing containerisation and transit of oil products.

If more ports install this energy facility it will become easier to use the ports and the ports will become more attractive.





Author: [Practice Main Port Green Foundation](#)

Priority: 2 (Attractive Regions)

EFRD: € 1,235,048. -

Other Public: € 783,640. -

Private: € 1,699,800. -

Duration: 1st June 2008 until 30th April 2012

Website: [haarlemmermeer.nl](http://haarlemmermeer.nl)

## Green Carré South and West

Green Carré South and West will improve the quality of the living environment around Schiphol (Amsterdam airport). The Green Carré consists of 4 green recreational areas between Haarlem and Hoofddorp. The project also aims to create recreational and ecological corridors between these areas, the cities and other green zones such as those in Spaarnwoude and the Haarlemmermeer Woods. These areas will also be linked by cycle paths, footpaths and bridle paths.

Aeroplane spotting areas are also included.

Author: Haarlemmermeer District

Priority: 2 (Attractive Regions)

EFRD: € 3,754,344. -

Other Public: € 6,745,656. -

Private: € 0. -

Duration: 28th August 2008 until 31st December 2013

Website: [www.haarlemmermeer.nl](http://www.haarlemmermeer.nl)

## Bridging Haarlemmermeer Northwest

**In cooperation with: Province of North-Holland, the Government and Amsterdam City Council**

The project aims to expand the recreational areas and the network of recreational routes in the Greater Amsterdam region by linking the city of Amsterdam with the recreational area Spaarnwoude and Haarlem.

Expanding the recreational areas and the network of recreational routes will significantly reduce the shortage of public areas of natural beauty in the Amsterdam and Haarlem region. It will also help solve social problems such as the increasing recreational mobility and can help reduce the number of people using the car to visit existing recreational areas. This in turn will lead to a reduction in fine particles emissions and an improvement in liveability and public health.

This project consists of constructing bicycle bridges and creating green areas which will be linked to residential areas. In addition new connections to the existing recreational structures will be made, water storage facilities built and other amenities such as a basketball court, a mountain-biking course, an events ground,

waterways and environmentally friendly shores designed.

These activities will lead to an increase in the number of holidaymakers, an improvement in the liveability in Zwanenburg due to the new green recreational area, better regional accessibility via bicycle paths and an improvement in the business climate.







Author: [National Park-South Kennemerland](#)

Priority: 2 (Attractive Regions)

EFRD: € 3,171,750. -

Other Public: € 3,318,525. -

Private: € 1,439,101. -

Duration: 1st May 2009 until 30th June 2012

Website: [noord-holland.nl](#)

## Recroduct 'Zandpoort'

**In cooperation with: Province of North-Holland, P.W.N., Waternet (district Amsterdam), Waternet (in kind), National Park South-Kennemerland and Nature Monuments**

The Dutch coastal dunes as a whole are of great international importance to both nature and recreation. The ever-growing infrastructure is threatening to isolate nature reserves in general and these coastal dunes in particular. This will have a serious negative effect on the wildlife that live there.

Building a wildlife corridor over the Zandvoort-selaan to link the Amsterdam Waterleiding dunes with the National Park South-Kennemerland will connect two nature reserves. Plants and animals will then have a larger habitat which will make it easier for them to survive.

This wildlife corridor is also called a 'recroduct'. A recroduct is a combination of a wildlife corridor and recreational links, such as a footpath,

cycle path or bridle path.

The 'recroduct' will also enable cyclists, hikers and horsemen to cross safely. The project involves national and regional networks of cycle paths, foot paths and bridle paths, both North-South as well as between the coast and inland.





Author: **The Zaanse Schans Foundation**

Priority: 2 (Attractive Regions)

EFRD: € 887,551. -

Other Public: € 1,461,643. -

Private: € 1,730,486. -

Duration: 1st January 2009 until 30th June 2012

Website: [www.zaanseschansmuseum.nl](http://www.zaanseschansmuseum.nl)

## Touristic Development Zaanse Schans

**In cooperation with: The Zaanse Schans Foundation, Zaanstad City Council and the Province of North-Holland**

The Zaanse Schans is one of the 10 touristic top locations in the Netherlands. In the original design of the Zaanse Schans no thought was given to the practicalities of the neighbourhood receiving busloads of tourists every day or how hundreds of thousands of tourists would find their way around. Not surprisingly, the design did not take the growth of the neighbourhood into account when the parking lot and the Zaans Museum were being constructed.

Developing attractive arrangements and products for a larger target group, improving the position of the Schans and improving accessibility should encourage tourists to remain in the Zaanse Schans for a longer period of time and to spend more money there. In this way the Zaanse Schans will be better able to perform its task as information centre and transfer inter-

change for tourism in the region and so give the region an economic impulse.

The improvements consist of, amongst others, renovating and renewing existing facilities such as the current shipping wharf and turning it into a cooperage (barrel making workshop), realising new facilities, constructing trails and marked waterways in, for example, the Kalverpolder, developing new facilities such as an entrance pavilion and attractive activities and play areas for families with children. Developing clear marketing plans will significantly improve the international profile of the region.

*" Opportunities for West speed up the social economic and technical innovation for a sustainable economy"*

*F. de Jong  
Chairman of the executive for the Environment Federation*



Author: DWA installation and energy consultancy

Priority: 2 (Attractive Regions)

EFRD: € 1,241,308. -

Other Public: € 792,982. -

Private: € 1,125,518. -

Duration: 1st December 2009 until 31st December 2010

Website: [www.co2-servicepoint.nl](http://www.co2-servicepoint.nl)

## Fast Track to Innovation

**In cooperation with: DWA Installation and energy consultancy, Province of North-Holland, NHN, Development Company North-Holland North and the CO2 Service point, Vacpunt Housing, HiteQ, ESPEQ, INHolland, OTIB, SVE, Meer met Minder (More for Less) and ECN and many other construction companies.**

One third of the national annual energy consumption and CO2 emissions are due to the use of fossil fuels for heating, cooling, ventilating, lighting and using the buildings in built-up areas. However, many businesses in the construction sector seem especially reluctant to change to more durable, innovative techniques. During the coming years both national and regional government aim to rapidly make built-up areas more environmentally friendly. All parties in the chain from production, supply, installation and use of durable and energy saving techniques in built-up areas need to be motivated and well informed.

The project the Fast Track to Innovation stimulates durable built-up areas in the North-Holland region. The project focuses on introducing new

products to the market, developing knowledge, exchanging knowledge and introducing a certificate of quality. Almost 50 construction companies have already signed a cooperation agreement.

Working together is crucial if the construction sector is to become more sustainable. During the project various meetings for interested organisations will be organised. Pilot projects will be selected to ensure that experience is gained in sustainable building techniques. In addition Fast Track to Innovation aims to increase the level of knowledge in the area of sustainable construction by setting up a number of sub-projects for MBO (vocational education), HBO and professional education institutions.

After completion of the project, the knowledge that has been developed will continue to help the whole sector. The awareness of the importance of quality will be stimulated by the quality certification scheme. These combined will ensure that innovation will be implemented in the construction chain more quickly and efficiently.



Author: [Foundation Taskforce Innovation Utrecht Region](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,814,336. -

Other Public: € 2,201,029. -

Private: € 520,474. -

Duration: 1st January 2007 until 31st December 2011

Website: [www.ncsi.nl](http://www.ncsi.nl)

## Mankind + Knowledge = Business Activity

**In cooperation with: Taskforce Innovation Utrecht Region (TFI), Hogeschool Utrecht, Syntens and TNO, SME Nederland, Chamber of Commerce Utrecht, VNO-NCW, Utrecht Centre for Enterprise and Innovation (CVOI) and the Dutch Centre for Social Innovation (NCSI)**

The project aims to stimulate the growth and continuity of the SME in the province of Utrecht by developing, transferring and applying knowledge and reinforcing and safekeeping the knowledge infrastructure.

‘Mankind + Knowledge = Business Activity’ focuses on the construction & installation, business services (brokerage in particular), creative industry, production industry (focusing on metals), logistics, trade and health sectors.

The first step of the project is to take stock of the themes that play a part in Social Innovation and use a basis scan to identify bottlenecks in

the SME knowledge infrastructure. Entrepreneurs can apply for a subsidy to enable them to solve these bottlenecks by providing support, organising master classes and workshops or supporting joint ventures between businesses.

Social innovation refers to business innovation in the field of labour, organisation and management. In other words: the ‘soft’ side of innovation (compared to ‘hard’ technological innovation).

‘Mankind + Knowledge = Business Activity’ strengthens the economic position of the region as a centre of innovative and attractive SME and will increase trust in the region.



Author: [Amersfoort City Council](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 2,539,450. -

Other Public: € 3,413,175. -

Private: € 396,000. -

Duration: 22nd December 2008 until 31st March 2013

Website: [www.amersfoort.nl](http://www.amersfoort.nl)

## Amersfoort: Strong in Innovation

Amersfoort is an innovative and enterprising city, characterised by talent, knowledge and enterprise. The creative industry and ICT sectors are important driving factors within the Amersfoort and regional economies. The city council has chosen to apply an incentives policy to reinforce the local economy. One of the focal points of this policy is aimed at making maximum use of the potential of innovative business activity and ICT. The program 'Amersfoort: Strong in Innovation' aims to detail and determine the incentives that will form the impulse for the innovative industry and ICT.

The project 'Amersfoort: Strong in Innovation' focuses on strengthening the Creative Industry and ICT clusters and stimulating the use of broadband services in Amersfoort. In this way current employment will be given a boost and new jobs created.

In practice, this project will increase the number of local broadband services, improve access to knowledge and knowledge workers, increase the supply of and demand for broadband services, strengthen the innovative and creative profile of Amersfoort and further develop the business campus in the Oliemolen district as the

creative heart of the city.

The aim of the project Amersfoort: Strong in Innovation is to boost the creative industry and ICT in the region. More entrepreneurs will be able to make use of broadband and the image of Amersfoort as innovative magnet for businesses will be reinforced.





Author: [Amersfoort City Council](#)

Priority: 2 (Attractive Regions)

EFRD: € 1,600,000. -

Other Public: € 7,035,000. -

Private: € 0. -

Duration: 30th January 2009 until 31st December 2012

Website: [www.amersfoort.nl](http://www.amersfoort.nl)

## The Laak River zone Amersfoort

**In cooperation with: the City Councils of Amersfoort, Nijkerk and Bunschoten and the provinces of Utrecht and Gelderland.**

The urban outskirts of the new estates Vathorst (Amersfoort), Rengerwetering and Haarbrug (Bunschoten) extend to the Arkemheen-Eemland Nature Reserve through which the small river The Laak runs. The inhabitants mainly work in the services and consultancy sectors. The natural beauty of an area is an important factor influencing whether or not this group is prepared to live and work in a certain location. It is therefore important to expand recreational possibilities, without harming the natural beauty. This can be done for example by making the National Reserve more accessible or by expanding the sports facilities.

The project The Laak River zone aims to design the transition from city to rural area in the northern wing of Utrecht in such a way that the wishes of the inhabitants are met. The project

consists of various sub-projects. The Laak will be deepened and broadened, thereby creating a navigation route for boats. Cycle routes and footpaths will also be constructed. By separating the various paths as much as possible there will be something for everyone; trails for those seeking peace and quiet, as well as routes for those who like activity and bustle, for example near outdoor cafés and locks. The banks of the river will become more environmentally friendly and the infrastructure will improve. In the long-run the area will become more attractive, provide more employment and, most importantly, will meet the wishes of its residents; More scope for recreation while still preserving the natural beauty of the area.

Author: [Amersfoort City Council](#)

Priority: 3 (Attractive Cities)

EFRD: € 3,000,000. -

Other Public: € 9,042,240. -

Private: € 0. -

Duration: 1st May 2009 until 31st December 2012

Website: [www.amersfoort.nl](http://www.amersfoort.nl)

## Development Neighbourhood Axis Hogeweg

Over the coming years Amersfoort City Council intends to increase its population. The idea is to combine this with improvements in the inner city areas. The Hogeweg zone is one of areas under consideration in Amersfoort.

The project will construct a new physical link between two neighbourhoods. Effectively increasing the scale of the area will improve the economy and vitality of the neighbourhood and will create favourable conditions for new business activity and facilities in the area. The city council hopes to bind the locals and the business activity to the area and aims to reinforce social links by investing in the physical surroundings, creating new meeting places and making the green areas more accessible.

The neighbourhood axis consists of an elongated square bridging the Hogeweg. The overpass junction will preserve the central position of the neighbourhood axis. A large square will be constructed towards the end of the neighbourhood

axis. The square will be connected to cycle routes and links the neighbourhood axis with a park-like landscape. Later on a sports complex including swimming pool will be constructed by the meeting square. To make the location even more attractive space will also be reserved for other future amenities.





Author: BioPartner Academic Businesses Foundation

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 3,400,000. -

Other Public: € 2,957,086. -

Private: € 2,485,000. -

Duration: 1st January 2007 until 31st December 2010

Website: [www.biopartnerleiden.nl](http://www.biopartnerleiden.nl)

## BioPartner Accelerator

**In cooperation with: Ministry of Economic Affairs, Leiden City Council, University of Leiden and the Leiden University Medical Centre**

The project is an incubator for young companies who are not yet mature enough to participate in the commercial market. The building and facilities provide development possibilities for companies in the Life Sciences sector which have been active for 5 to 10 years and still need accessible and well-equipped accommodation.

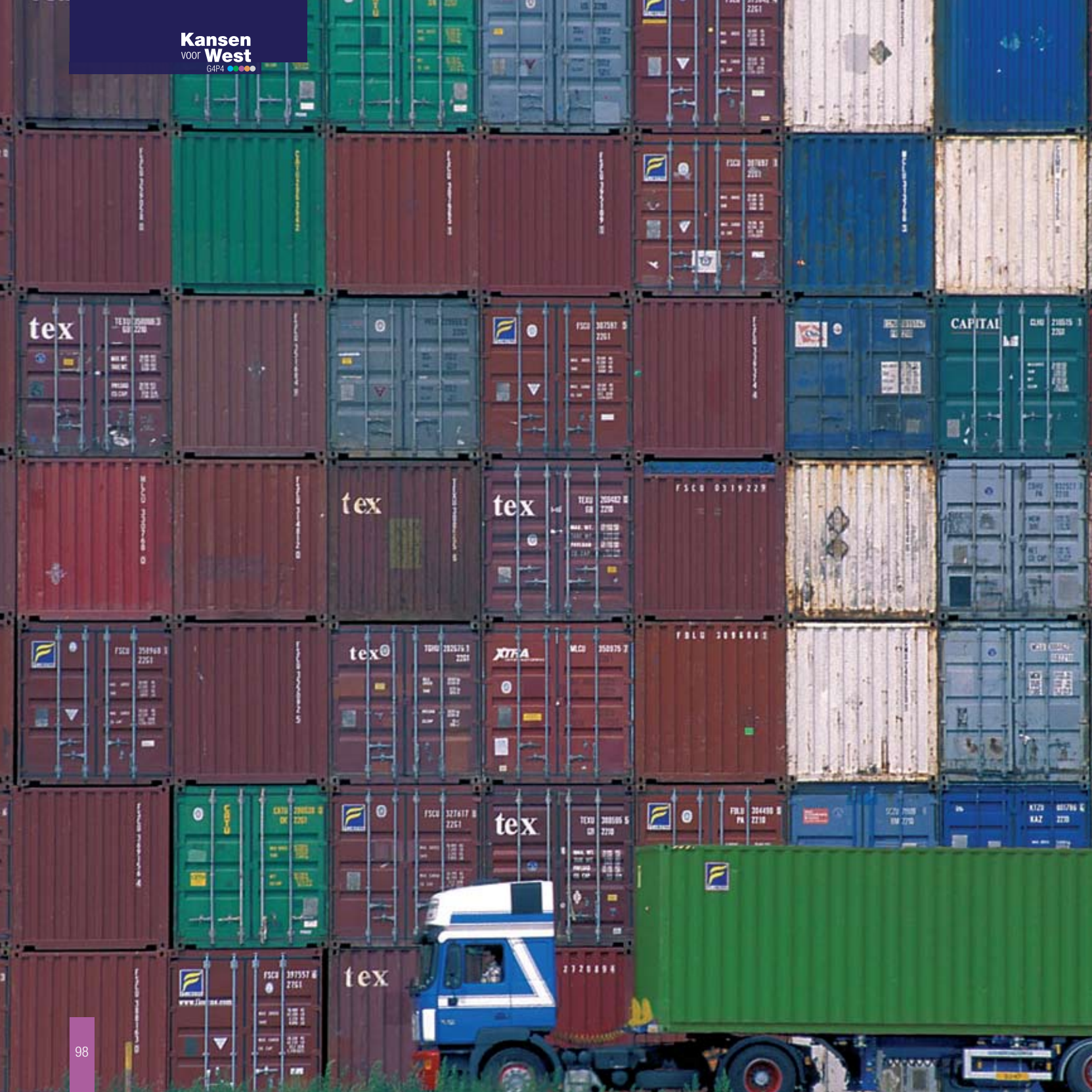
The Leiden BioPartner Centre provides accommodation for (re) starting life sciences businesses. In particular this involves flexible office and laboratory facilities for companies researching the development of medicines and vaccinations.

The Leiden BioPartner Centre is a foundation offering tenants a wide package of facilities, in addition to the actual working space. Leiden BioPartner Centre also stimulates cooperation

by creating a valuable business network of links between fellow tenants.

Currently the Centre occupies 6,300 m<sup>2</sup> of office space in the Leiden BioScience Park. The construction of the new BioPartner Accelerator building at the end of 2010 will increase the space available for rent to 10,000 m<sup>2</sup>. This will make the Leiden BioPartner Centre the largest business centre for starting enterprises in the red biotechnology sector in the Netherlands.









Author: Province of South-Holland

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 7,500,000. -

Other Public: € 7,500,000. -

Private: € 20,500,000. -

Duration: 1st January 2007 until 31st December 2012

Website: [www.zuid-holland.nl/kansenvoorinnovatie](http://www.zuid-holland.nl/kansenvoorinnovatie)

## Cluster Scheme South-Holland

The Province of South-Holland has created a subsidy scheme especially for the business community in the region. This Cluster Scheme South-Holland aims to (further) develop economically favourable clusters in the Province. This concerns larger products involving joint ventures between several companies and knowledge institutions. The focus is on increasing the value of the available knowledge in South-Holland.

The cluster scheme focuses on about 5 large projects in which 10 risk-bearing companies and institutions take part and on 15 basic projects each involving between 4 and 9 risk-bearing companies and institutions.

The scheme provides subsidises for joint ventures between businesses and between businesses and education and knowledge institutions. The greater the cooperation the greater the subsidy. The subsidy percentage that the businesses are entitled to depends on the number of businesses and institutions involved.

The province subsidises a minimum of 15% and a maximum of 50% of the costs that fall under the subsidy scheme. In the case of joint ventures involving more than 10 enterprises, it is possible that the maximum subsidy of 50% will be awarded. Joint ventures must involve at least three other parties.

The activities within the joint venture must be carried out under the conditions laid down by the Cluster Scheme. Companies working in the following four clusters are eligible for the subsidy: Green Ports, Life & Health Sciences, Transport & logistics and Water & Delta technology.

*"Opportunities for West enables us to devise innovative and energetic ideas. This creates more energy and reinforces the economy of the region"*

*F.J. van den Oever  
Councilor*

Author: *Ecoshape, Building with Nature Foundation*

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 760,000. -

Other Public: € 1,947,000. -

Private: € 0. -

Duration: 25th March 2008 until 31st December 2012

Website: [www.ecoshape.nl](http://www.ecoshape.nl)

## EcoShape - Building with Nature

**In cooperation with: Boskalis, Van Oord, Deltares, Imares, NIOZ, NIOO-CEME, Astron-Lofar, Witteveen and Bos, DHV, Haskoning, Technical University Delft, University of Wageningen, University of Twente, Shell Global Solutions, IHC-Holland, VBKO, RWS-Construction Services and Dordrecht City Council**

Ecoshape focuses on the development of a Top Institute for Hydraulic Engineering and Ecology in Dordrecht. This institute will provide a platform for discussions and the exchange of knowledge between all parties involved in the sector (government, business community and knowledge institutions). In addition, an extensive research program 'Building With Nature' will be carried out on the premises.

Ecoshape - Building with nature will focus on new ways to durably plan and design coastal, delta and river regions. This is known as eco-dynamic design: maximising ecological opportunities whilst still taking the infrastructure and economy into consideration.

The institute will carry out research and perform case studies to provide objective, scientific-

cally based knowledge and tools. The aim is to overcome impediments related to (environmental) legislation that currently hamper large hydraulic and infrastructural projects.





Author: Knowledge Alliance South-Holland Foundation

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,714,650. -

Other Public: € 1,685,530. -

Private: € 806,800. -

Duration: 1st January 2007 until 31st December 2012

Website: [www.kennisbruggen.nl](http://www.kennisbruggen.nl)

## Bridges of Knowledge

### **In cooperation with: Knowledge Alliance Foundation and Syntens**

Bridges of knowledge ensure that existing knowledge at various knowledge and education institutions becomes available to the SME. Much new knowledge is being generated in the Netherlands, but too frequently this does not find its way to the business community as a whole or to the SME in particular. Bridges of Knowledge links education institutions, businesses and graduates from a university or higher vocational college.

Bridges of Knowledge aims to stimulate technical and organisational developments within the SME by specifically making use of knowledge where required. Businesses are being challenged; students and professionals have the knowledge to meet these challenges.

Knowledge Gift is an incentive scheme whereby an expert solves a specific innovation or knowledge issue for an entrepreneur or SME. The issue may be either technical or organisational. Syntens helps the entrepreneur to precisely define the problem and to find a suitable source of knowledge. Bridges of Knowledge will com-

pensate a maximum of € 3,600.- of the costs. The entrepreneur needs contribute no more than € 400.-.

A website will be set up to identify the supply and the demand. Syntens and Knowledge Alliance will then match the two. The Knowledge Alliance aims to strengthen the knowledge economy of South-Holland by supporting concrete innovative projects, organising a knowledge and innovation network and developing knowledge about and insight into the regional knowledge economy.

A 'Bridges of Knowledge event' will be organised annually and an innovation prize will be awarded to the best and most innovative project. Knowledge institutions, workers and businesses involved in a specific theme will be brought together and stimulated to set up new initiatives and joint ventures.

Author: Province of South-Holland

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,700,000. -

Other Public: € 1,900,000. -

Private: € 740,000. -

Duration: 1st April 2008 until 31st March 2012

Website: [www.kennisalliantie.nl](http://www.kennisalliantie.nl)

## Knowledge networks and Innovation in clusters

### **In cooperation with: Province of South-Holland, Knowledge Alliance South-Holland Foundation**

Knowledge networks and Innovation in clusters focuses on creating innovation oriented networks and joint ventures and aims to strengthen the international market position of prominent clusters in South-Holland (Food, Life Sciences, Transport and Maritime). The prime targets are exchange of knowledge and stimulation of structural cooperation. The results will lead to strategic Research and Development programs as well as projects in the four sectors.

Knowledge networks and Innovation in clusters takes advantage of provincial policies. The project mainly focuses on strategic cooperation between companies and between companies and knowledge institutions. This will create a climate in which new products, services or product-market combinations provide opportunities for businesses in the clusters.

Knowledge networks and Innovation in clusters also targets cutting-edge innovation that enables clusters to tap new markets or system innovation to strengthen the competitive position of the clusters.





Author: **TU Delft**

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 922,640. -

Other Public: € 1,280,460. -

Private: € 103,500. -

Duration: 1st October 2008 until 31st December 2011

Website: [www.yesdelft.nl](http://www.yesdelft.nl)

## Techno-starters-New Business Development YES! Delft

**In cooperation with: Technical University Delft, Delft City Council, Province of South-Holland and entrepreneurs**

YES!Delft involves four themes: Inspiration, Education, Incubation and Growth. In the Incubation Centre, the breeding place for the YES!Delft companies, techno-starters are given support to help them set up or further develop their company. The help includes strategic advice, personal coaching and access to facilities in TU Delft to develop a prototype, product or process. The focus is on doing: on enterprise.

An international network of business contacts and potential business partners, investors and customers has been set up to support the Techno-starters. Master classes enable Techno-starters to improve their business finance, global sales and project management skills. Special meetings are also organised to enable fellow entrepreneurs to exchange knowledge in the most effective way possible.

The project New Business Development focuses on the growth of Techno-Starters into much larger-scale businesses because this is important for the development of the knowledge economy. New Techno-starters setting themselves up in this incubator can easily exchange information and knowledge.



Author: District Water Control Board of Delft  
 Priority: 1 (Knowledge, Innovation and Enterprise)  
 EFRD: € 315,292. -  
 Other Public: € 177,715. -  
 Private: € 295,224. -  
 Duration: 18th November 2008 until 31st July 2012  
 Website: [www.hhdelfland.nl](http://www.hhdelfland.nl)

## Tomatoes fed by wastewater

**In cooperation with: the district water control board of Delft, TU Delft, Delfluent Services, Rossmark Treatment of Water/ Veolia Water and Evides Industrial water**

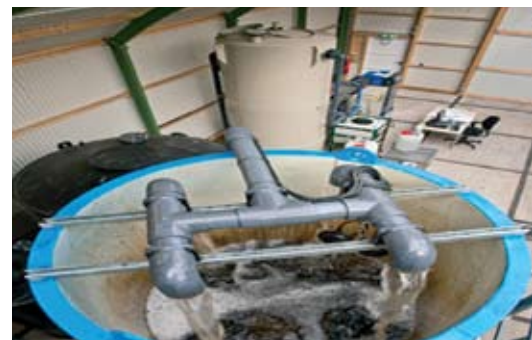
The Harnaschpolder wastewater purification plant (AZWI) purifies wastewater for over a million people and businesses in The Hague and the Westland (West Country). The purification process yields fresh water that is released into the North Sea.

The Harnaschpolder AWZI is situated in an area in which there are currently various developments taking place in the field of water management and infrastructure. 'Tomatoes fed by waste water' is a project that focuses on a more sustainable water cycle. A pilot study will be carried out to find out whether new technology can be used to make wastewater safe, clean and reusable.

This pilot will take four years and has been divided into various phases. The first phase consists of starting up the pilot installation in stages and initiating the purification steps. By the second phase the pilot installation will be completely operational so that the first innova-

tion line can be tested. Other options will be tested in the third phase. The aim is to study at least 5 different options, mainly focusing on the economic feasibility of commercial operation. The final phase will further research the best option. This information is important if the technology is to be installed on a larger scale.

The scientific knowledge will be published and available for others. The project will serve as a boost for new initiatives in the field of reusing water in the Netherlands.





Author: District Westland

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 1,377,131. -

Other Public: € 2,065,696. -

Private: € 0. -

Duration: 1st August 2008 until 31st December 2013

Website: <http://www.greenportwestland.nl>

## Taskforce Durability Green Port Westland-Eastland

### **In cooperation with: TNO, WUR, TU Delft and district Westland**

For the next few years until 2013 the Taskforce will occupy itself with reinforcing joint ventures in the Green Port. Actions will focus on increasing durability, particularly in the field of energy and water management, and ensuring that the knowledge needed for this is developed and made available. The Taskforce Green Port Westland aims to make greenhouse cultivation more sustainable and stimulate the setting up and development of projects that contribute to this.

The project is divided into a number of sub-projects, such as the development of an integral management system to combine irrigation water supplies with peak water storage, the development of a system that will allow market gardeners to choose how to make the best use of renewable energy sources and a transition management project for all projects in this field focusing on durability.

Annual congresses and interactive workshops will be organised whereby the participating parties contribute to making state-of-the-art knowledge available to the (market gardening) business community and knowledge institutions. The project hopes to make SME in the Green Port more aware of the need for durability to boost the economic achievements of the green house cultivation sector and more aware of the opportunities available for increasing durability in the field of energy and water.

Author: [Delft Real Estate Ltd.](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 3,342,826. -

Other Public: € 4,845,378. -

Private: € 0. -

Duration: 9th December 2008 until 31st December 2010

Website: [www.delta.tudelft.nl](http://www.delta.tudelft.nl)

## Technopolis Accelerator

### **In cooperation with: TU Delft and Delft Real Estate Ltd**

Over the last 10 years and more the TU Delft has helped (ex) student Techno-starters set up their own enterprises. However, the YES!Delft incubator, which was established in 2006, is now full. Many Techno-starters whose company is just starting to grow would like to remain in the incubator. To counteract this problem the TU Delft is currently building an accelerator, which will be able to accommodate more than 50 businesses.

The premises that were purchased for this purpose and are now nearing completion have been designed with certain special facilities. Examples of these special facilities are: an Innovation Lounge with Techno-starter products, a FabLab with 3D copy machines and a clean (pressurized) room. The latter will be used for industrial production or development in cases where the number of dust particles present in the air must be minimized.





Author: [TU Delft](#)

Priority: 1 (Knowledge, Innovation and Enterprise)

EFRD: € 4,645,000. -

Other Public: € 10,355,000. -

Private: € 26,500,000. -

Duration: 1st December 2009 until 1st November 2012

Website: [www.Tudelft.nl](http://www.Tudelft.nl)

## Bioprocess Pilot Facility (BPF)

**In cooperation with: Province of South-Holland, Delft City Council, TU Delft, CSM/Purac and DSM and other BE-Basic partners**

The theme for the coming decades will be the change from a 'fossil-based economy' to a 'bio-based economy'. However the step from laboratory-scale to industrial-scale is a major bottleneck when it comes to transforming bio-based residual products such as agricultural waste into raw material for the construction industry. The Bioprocess Pilot Facility (BPF) project is a testing facility in Delft. Companies and knowledge institutions can test their ideas to find out whether they are feasible on a larger scale.

The BPF makes it possible to identify and solve problems that do not occur in the laboratory but that do arise if the plan is applied on an industrial scale. This is necessary if a bio-based economy is to be realised in which biomass instead of environmentally unfriendly raw materials are used. The testing facility in Delft is the first of its kind in the entire world. The large size of the facility and its open character are unique. The Netherlands, and the southern wing of the Randstad in particular, will become European

leaders in the development of the bio-based economy.

The BPF project consists of separate modules, such as a bio-refining section, a bio-chemicals pilot installation, an advanced bioprocesses pilot installation and a separation technology installation. The users can create their own test process using the available modules. These include various methods for preliminary treatment of the biomass, fermentation, reprocessing and purification, as well as third generation bioprocesses. The testing facility is flexible and is suited to the most diverse sectors of industry, small and large, from chemical industry to equipment construction. The facility will also become a centre of expertise, providing students from lower vocational level up to a university level, as well as researchers and technologists the opportunity to study or follow training courses.

Author: Province Zuid-Holland

Priority: 2 (Attractive Regions)

EFRD: € 1,250,000. -

Other Public: € 1,875,000. -

Private: € 0. -

Duration: 1st October 2007 until 31st December 2011

Website: [www.walstroom.nl](http://www.walstroom.nl)

## Quayside electricity in South-Holland: Sub-project provincial waterways

**In cooperation with: Province of South-Holland, the Port of Rotterdam, Drechtsteden Region and the Port of Amsterdam**

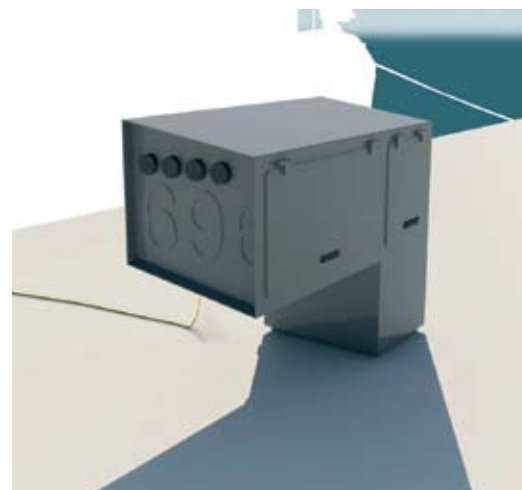
During the period 2008-2011 the Province of South-Holland installed one hundred innovative quayside electricity points along the provincial waterways to create a uniform network for the inland shipping sector.

Quayside electricity at moorings and loading and unloading berths for canal boats is one of the measures being taken to increase the sustainability of the inland shipping sector. If the boats can satisfy their electricity requirements using green electricity from a quayside socket they will no longer need to use air-polluting diesel generators.

The project will be carried out in 3 phases. On completion of the project the boats will be able to make use of these innovative quayside electricity facilities at ten to twenty different locations along the provincial waterways in South-Holland.

In 2008 five quayside facilities were installed and a further fifteen facilities were installed in 2009. There will be thirty additional quayside facilities in 2010 and a fifty more are planned for 2011.

In the long-term these quayside electricity facilities will directly affect the air quality and they will also have a positive effect on noise pollution. Diesel generators are extremely noisy; the quayside electricity units are silent. The green energy used for the quayside facilities will contribute to reducing climate change.







Author: Province of South-Holland

Priority: 2 (Attractive Regions)

EFRD: € 2,500,000. -

Other Public: € 1,025,000. -

Private: € 3,300,000. -

Duration: 1st January 2007 until 31st December 2010

Website: [www.zuid-holland.nl/aardgas](http://www.zuid-holland.nl/aardgas)

## Natural Gas Mobility

**In cooperation with: Province of South-Holland, Councils of Haaglanden, Vlaardingen and Drechtsteden, Environmental Services Holland Rijnland, Mid Netherlands.**

The expectations are that economic growth will lead to increased mobility. This in turn will lead to increased emissions of pollutants, which will negatively affect public health and will cause construction and infrastructure projects to stagnate. In short, both public health and the economy will suffer. The Province of South-Holland intends to stimulate the use of natural gas to fuel vehicles in an attempt to reduce emissions of pollutants.

The aim of the project is to speed up the introduction of durable fuels in South-Holland by creating a network of at least 22 fuelling stations. The project consists of three activities:

- An investment scheme to make it more attractive for entrepreneurs to set up a natural gas fuelling station
- Giving participating institutions and companies insight into the (im)possibilities of using natural gas as fuel for their fleet of cars
- A promotion/campaign to stimulate driving using natural gas.

Even though mobility will increase due to economic growth, it is likely that the quality of the air will still improve. In the long-run, more countries will switch to clean and durable fuels and will therefore be less-dependent on oil-producing countries.

Author: Drechtsteden Office

Priority: 2 (Attractive Regions)

EFRD: € 935,000. -

Other Public: € 1,406,400. -

Private: € 0. -

Duration: 21st March 2008 until 31st December 2011

Website: [www.walstroom.nl](http://www.walstroom.nl)

## Quayside electricity in South-Holland, sub-project Drechtsteden

Electricity boxes on the quayside provide electricity for boats so they no longer need to use their diesel generators. This is good for the environment, beneficial for the air quality and reduces noise pollution. Boats can easily switch the electricity on and off using their mobile phones or the Internet. Invoices are sent for the electricity actually used.

Sub-project Drechtsteden mainly focuses on improving the quality of the air. Establishing quayside electricity, and making it obligatory, will reduce the emission of nitrogen-oxide. Emissions of fine dust particles will also be reduced. The more boats replacing diesel generators with quayside electricity, the greater the effect will be.

At least 86 quayside electricity sockets will be constructed during this project. They will be installed in 5 locations in different ports of the Drechtsteden.

An umbrella project for South-Holland has been set up to combat air pollution over the whole region. The aim is to reduce air pollution in and around the ports in South-Holland and to switch to a more environmentally friendly electricity

supply for the moored boats. The entire inland shipping sector will become more durable, making it an even better alternative to transport by land.





Author: Schiedam District Council

Priority: 2 (Attractive Regions)

EFRD: € 2,500,000. -

Other Public: € 4,263,331. -

Private: € 0. -

Duration: 1st October 2008 tot 1st March 2015

Website: [www.schiedam.nl](http://www.schiedam.nl)

## Schieveste Glass Screens and Solar Panels

The area surrounding Schiedam Central Station will eventually be developed to become a multifunctional working and living area. Schieveste Glass Screens and Solar Panels is a sub-project within the master plan Schieveste. It focuses on the construction of screens.

Air quality and noise are issues which Schiedam District Council needs to pay serious attention to if the Schieveste is to fully develop because of its less than ideal location along the railway line and next to the A20 motorway.

A combination of measures should contribute to the successful economic development of the area around Schiedam Central Station. These measures include the construction of four glass screens between the buildings along the A20 motorway as well as the construction of a single screen with solar panels next to the railway line. Both these sets of screens will be constructed during phase 2 of Schieveste.

Due to the glass screen investments financed by Opportunities for West, a total of about 130,000 m<sup>2</sup> of real estate on 4.2 hectares of land will be realised during phase 2 of Schieveste. Part of this area is already used for offices which will need to be modernised. About 1,500-2,000 jobs will be created in phase 2. Without the glass screens, the planned development of Schieveste phase 2 would not be possible.

Author: Papendrecht District

Priority: 2 (Attractive Regions)

EFRD: € 1,575,000. -

Other Public: € 2,575,000. -

Private: € 0. -

Duration: 1st January 2009 until 30th June 2012

Website: [www.papendrecht.nl](http://www.papendrecht.nl)

## Reinforcing green, recreational structures in Papendrecht

### **In cooperation with the City Councils of: Papendrecht and Drechtsteden.**

The Papendrecht District is in the process of improving the green-blue qualities of the region in order to stimulate recreational use of the area. The project focuses on the following areas:

The Matenasche Scheidkade is the pivot of the new green corridor between Alblasserwaard and the Biesbosch. The existing pedestrian and cycle bridge over the A15 and the Betuwe Railway Line will be made more attractive by planting new vegetation and improving the lighting.

The Land of Matena will become part of the residential area consisting of the Oostpolder, the Land of Matena and West Baanbroek. The Land of Matena will form the link between the residential areas and the green corridor between the Biesbosch and the Green Heart. Cycle paths and footpaths will be constructed in the Land of Matena to link the various areas.

The Tiend zone is the rural zone between the historic line of dykes in Oosteind and Matena and the new residential-neighbourhood Oostpolder. The Tiendzone is being developed to

become a recreational hiking area, including a playing field, a play area for toddlers and a nature trail.

Noordrand Oostpolder, the elongated, narrow strip underneath the A15 motorway, will be re-designed with more vegetation and slow-traffic routes. Two endangered species, the moor frog and the loach, also inhabit this area. The area will be adapted to the demands of these animals.





Author: Vesta Group Foundation

Priority: 2 (Attractive Regions)

EFRD: € 401,378. -

Other Public: € 2,002.295. -

Private: € 2,405,510. -

Duration: 22nd January 2009 until 31st December 2013

Website: [www.vesta.nl](http://www.vesta.nl)

## Greenhouse Heat Hoogeland and the Naaldhorst

**In cooperation with: Vesta Group Foundation, Growers association Prominent and the housing corporation**

The Hoogeland area in Naaldwijk, consisting of about 50 ha, will become a residential area. About 1,200 homes will be built in addition to 150 nursing units, schools and 15,000 m<sup>2</sup> of office space. District Westland and Vestia are jointly researching the potential for using the residual heat produced by the greenhouses in the market garden sector in the surrounding area as a source of energy for the development of the Hoogeland. This project is one of the initiatives contributing to making greenhouse cultivation more durable.

In an age of increasing energy costs, climate change and geo-political tension related to the energy markets, saving energy and limiting CO<sub>2</sub> emissions benefits everybody.

It is difficult to ventilate a (semi) closed greenhouse properly. During the summer the greenhouse is used as a solar collector. The excess heat is stored in the ground and used during the winter. This can lead to a 35% decrease in the use of energy.

The new residential neighbourhood is situated about one kilometre away from the semi-closed greenhouse belonging to the growers association Prominent in the 'Westland'. The residual greenhouse heat can be used to heat the new neighbourhood. The heat will be exchanged for the cold in the nursing home and the houses during the winter months. The cold will then be used to cool the greenhouses in the summer. If successful, the project can be exploited on a large scale.



Author: Alblasserdam City Council

Priority: 2 (Attractive Regions)

EFRD: € 925,000. -

Other Public: € 2,072,316. -

Private: € 0. -

Duration: 1st July 2009 until 31st December 2012

Website: [www.alblasserdam.nl](http://www.alblasserdam.nl)

## The South Port Alblasserdam

### **In cooperation with the City Councils of: Alblasserdam and Drechtsteden.**

The Alblasserwaard is situated in the southern part of the Green Heart. This is a polder, characterized by a typical Dutch landscape with green fields, grazing cattle, windmills and historical farms. This area is in sharp contrast with the adjacent urban area. District Alblasserdam would like to become the centre for tourism and recreation in the area. Developing the South Port into an intersection and information centre for the regional touristic network will boost the national and international image of the touristic, recreational and cultural opportunities of the district, area and region. The project area will become a lively and attractive place combining living, shops, hotels, restaurants, cafes, business activity and cultural functions.

Various sub-projects will be carried out, including the creation of a jetty in the inland port and the renovation of the Bascule Bridge and the bridge master's house. The roads and paths in the port will also be redesigned; new footpaths constructed, roads resurfaced, lighting renewed and borders and parks laid down.

These sub-projects will help improve the quality of recreation around the South Port and along the routes towards Kinderdijk and the Green Heart. People will make more use of water transport, which will lead to an improvement in the air quality and the living environment. In addition these new recreational and tourist facilities will generate more employment.





Author: **Boskoop City Council**

Priority: 1 (Knowledge, Innovation and Enterprise) and 2 (Attractive Regions)

EFRD: € 384,000. -

Other Public: € 575,980. -

Private: € 0. -

Duration: 1st September 2009 until 30th June 2012

Website: [www.boskoop.nl](http://www.boskoop.nl)

## Pilot Durable Zuidwijk

**In cooperation with: Boskoop City Council, ornamental plant cultivation entrepreneurs, a water-engineers agency, the district water control board and knowledge institutions**

The Green Port Region Boskoop is the central Green Port for tree cultivation (arboriculture). About 70 entrepreneurs are located in the Zuidwijk-area and most of these businesses are in urgent need of modernisation. The land is severely split up, the area is not easily accessible, environmentally unfriendly working methods are still being used and there is a lack of cooperation between the various entrepreneurs. If these businesses are to remain competitive within the modern ornamental plant cultivation sector it is essential that the plots are enlarged and that the area becomes more accessible.

The aim of the pilot Durable Zuidwijk is to take stock of the potential in the area and to develop a sustainable production process using innovative techniques and based on a 'unified Green Port: one for all and all for one'. The results will be a universal approach.

The traditional cultivation in Boskoop is 'open ground' cultivation. Manure and pesticides

are used on a large-scale. Poisonous waste products drain into the surface water leading to wide-scale water pollution. Although the European Water guidelines propagate more durable cultivation processes the entrepreneurs have done very little about this. Part of the reason for this is the limiting structure of the plots. The redesign of the Zuidwijk-area will enable a more innovative and durable cultivation process to be developed. The partners will work together in the pilot project. They will use an innovative, closed system in combination with collective water supply. Irrigation water will be buffered and purified using a helophyte filter.

The enterprises participating in the pilot will make use of a public water buffer. The pilot will show other entrepreneurs in the Green Port that more environmentally friendly production processes are feasible.

Author: Zoetermeer City Council

Priority: 2 (Attractive Regions)

EFRD: € 2,000,000. -

Other Public: € 3,779,918. -

Private: € 0. -

Duration: 23rd September 2009 until 28th December 2012

Website: [www.zoetermeer.nl](http://www.zoetermeer.nl)

## Slow-Traffic Bridge between Westerpark and N3MP

**In cooperation with: Zoetermeer City Council,  
Province of South-Holland**

The Nieuwe Driemanspolder is currently being transformed from an agricultural area into an area for nature, recreation and water storage. Restructuring the Nieuwe Driemanspolder will create a green corridor, the Green Blue Chain (Groenblauwe Slinger). New bridges are necessary to link the Green blue Chain into a continuous area. The Leidschendamse Road (N469) and the Randstad Railway by the Westerpark in Zoetermeer unfortunately break up the chain.

The project "Slow-Traffic Bridge" will construct a bridge for cyclists and pedestrians to connect the green areas between Zoetermeer, Leidschendam and Delft. The residents and employees of the cities in the Southern Wing will then easily be able to walk or cycle from one green area to the next.

Developing the New Driemanspolder and opening up the Westerpark will increase the quality of the living environment. The slow-traffic bridge will create one unbroken green area: the Green blue Chain. This will turn the region into an attractive living area with room for recreation: an important factor when choosing where to live and work.





Author: **Green Port Region Boskoop Foundation**

Priority: 1 (Knowledge, Innovation and Enterprise) and 2 (Attractive Regions)

EFRD: € 776,968. -

Other Public: € 813,034. -

Private: € 352,418. -

Duration: 1st August 2009 until 30th June 2014

Website: [www.greenpointregioboskoop.nl](http://www.greenpointregioboskoop.nl)

## Knowledge and Innovation Impulse Green Port region Boskoop

**In cooperation with: University of Wageningen, the Wellantcollege, the district water control board Rijnland, district Boskoop, RPA Rijn Gouwe, Chamber of Commerce, PZH Green Active, Rijnwoude City Council, DLV Plant Ltd, Study club Region Boskoop, Foundation Project Office Tree Nursery, Foundation Trade Fair, the 'Kring' fund, Rabobank and accounting office Flynth**

The Green Port Region Boskoop is the central Green Port for Tree Cultivation and is home to a cluster of gardening businesses, suppliers and knowledge and research institutions. Although Green Port Boskoop is not very big it is responsible for 7% of the total land in Holland devoted to ornamental plant cultivation. This is equal to more than 30% of the entire turnover of ornamental plant produce.

The tree-cultivation sector in Boskoop is leading innovation in production technology. Since olden times these innovations have mainly been specific for each business itself and the knowledge remained within the own company. Plant breeders' rights applied to this knowledge. Now it is becoming more and more important to work together, for example by sharing costs, improv-

ing sustainability in the sector as a whole and reinforcing the strength of the entire cluster. An impulse is needed to encourage the sharing of knowledge.

Knowledge and Innovation Impulse Green Port Region Boskoop stimulates the sharing of practical knowledge and skills with other companies and employees. Links between education and the labour market is also being improved. Certain projects will involve the organisation of theme meetings, workshops and excursions.

Knowledge and Innovation Impulse Green Port Region Boskoop will lead to an active and effective network of knowledge and cooperation. Parties within the cluster will become aware of each other's strengths and the parties will continue to work together once this project has finished.

Author: Rotterdam Development Company (OBR)

EFRD: € 12,424,000. -

Other Public: € 12,424,000. -

Private: € 0. -

Duration: 1st January 2007 until 31st March 2017

Website: [www.kansenvoorwest.nl](http://www.kansenvoorwest.nl)

## Technical Aid, Opportunities For West

Technical Aid focuses on the organisational side of Opportunities for West. The main target is to ensure that the Opportunities for West program fits within the European framework for the cohesion policy.

The Technical Aid finances the managerial organisation and activities. This includes activities such as communication, supervision and evaluation, as well as the supervisory committee and the steering groups. The activities covered by Technical Aid help ensure that the Operational Program Opportunities for West is implemented. For example by providing personnel for the Management Authority, supported by the West-region program office and the G-4 program offices, where necessary calling in specialist, external expertise or support and financing material costs.

The overall result of the Technical Aid is the complete implementation of the Operational Program, ensuring that all projects satisfy the appropriate rules.

The cities themselves are responsible for the procedure, projects, communication and monitoring of the urban projects within the program.

