

European Regional Development Fund  
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European Territorial Cooperation  
Interregional Cooperation Programme  
INTERREG IVC

**INTERREG IVC programme** provides funding for interregional cooperation, its aim is to promote exchange and transfer of knowledge and best practices across Europe. It is implemented under the European Community territorial co-operation objective and financed through the European Regional Development Fund (ERDF). The overall objective of the INTERREG IVC Programme is to improve the effectiveness of regional policies and instruments. A project builds on the exchange of experiences among partners who are ideally responsible for the development of their local and regional policies.



**PARTNERS**

- ▶ **LP** - Municipality of Eindhoven, The Netherlands
- ▶ **P2** - Trans-Tisza Region Environmental, Nature Protection and Water Inspectorate, Hungary
- ▶ **P3** - University of Debrecen Centre for Environmental Management and Policy, Hungary
- ▶ **P4** - Municipality of Imperia, Italy
- ▶ **P5** - University of Genoa, Italy
- ▶ **P6** - Bremerhaven Municipality, Germany
- ▶ **P7** - City of Copenhagen, Denmark
- ▶ **P8** - Municipality of Sofia, Bulgaria
- ▶ **P9** - Aveiro Region Intermunicipal Community, Portugal
- ▶ **P10** - University of Aveiro, Portugal
- ▶ **P11** - Greater Lyon, France



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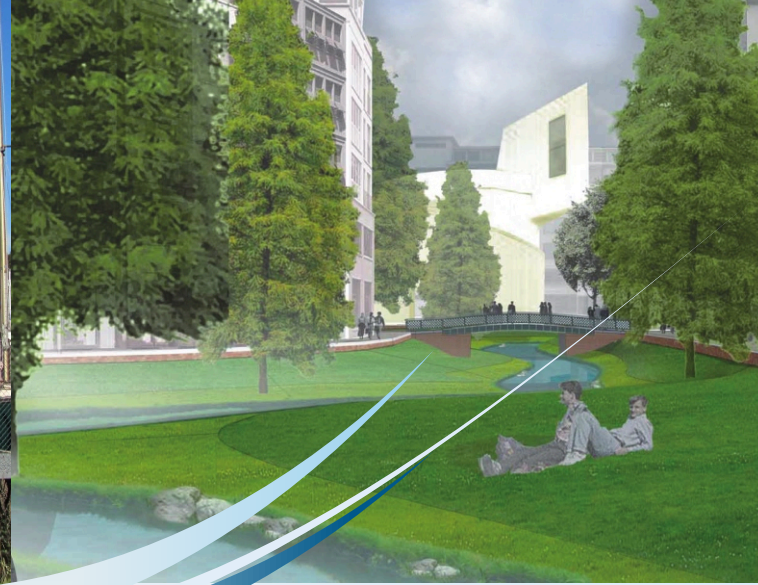
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**aqua**  
**add**

**Deploying the added  
value of water in  
local and regional  
development**







## INTRODUCTION

European regions and cities face important challenges related to water management: storage and discharge after (heavy) rainfall, quality, periodic water stress, etc. To address these challenges, it is evident that water must become an integral part of spatial development policies and their implementation. However, until now, water management issues are often secondary. Water issues compete with other public concerns resulting in insufficient public and political support. The general thinking is that incorporating water in spatial development costs money.

Aqua-add partners observe that stakeholders in the public area are often not aware of the added value that efficient water management can bring to spatial developments. While it may bring added cost, it also allows areas to be better protected against flooding and becoming more attractive. It brings economic benefits and contributes to quality of life.

## OBJECTIVES

The main objective of the project is to better deploy the potential of 'water' (economically, socially and environmentally) in urbanised landscapes and to improve the implementation of water measures in local and regional spatial development.

The most important method is the exchange of experiences and good practices, including soft testing on:

- stakeholder involvement
- added value of "blue space" in urbanised landscapes, achieving better informed decision making
- practical and successful business models for 'water-projects'.

## ACTIVITIES

Aqua-add exchanges strategies for solid and fruitful cooperation of stakeholders (spatial planners, real estate developers, traffic department, politicians) and water experts.

Aqua-add will collect, analyse and promote the specific functions, services and values of water/blue spaces. Decision Support Tool will be applied to show the (potential) social, environmental and economic impact of water measures and to facilitate the planning process with several stakeholders.

The implementation of plans is often difficult due to lack of funding or uneven distribution of costs and benefits among stakeholders, so Aqua-add will explore suitable business models, such as public-private arrangements and cost management of investments and maintenance.