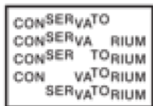


Towards a new future for rural estates

Bert De Roo and Sylvie Van Damme



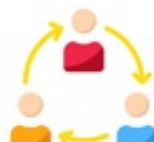
WHAT IS INNOCASTLE?

Innocastle is an Interreg Europe funded project focused on improving policy instruments governing Historic Castles, Manors and Estates (HCME) in four partner regions from Romania, the Netherlands, Belgium and Spain.

Each partner will develop an action plan to improve their policy instrument.

The National Trust from the UK will act as knowledge partner throughout the process and support all partners in remodeling their policies.

SPECIFIC OBJECTIVES



GOVERNANCE AND PARTNERSHIPS

INNOCASTLE increases cross-sectoral governance (local, regional, national, European levels) and collaboration (public, private, research and society sectors). It also facilitates transdisciplinary partnerships (heritage, tourism, leisure, landscape) and works on regional development priorities (a.o. climate and fragmentation).



FINANCE AND INVESTMENTS

INNOCASTLE generates know how on meaningful, integrated and durable transformation of HCME and sustainable business models. Key themes are taxation systems, subsidies systems, and regional economy and business cases.



PROMOTION AND VISIBILITY

INNOCASTLE assists with branding & communication activities and develops know-how for local and regional actors to better promote and facilitate HCME through storytelling, cultural routes and sustainable tourism, and product development.



DISSEMINATION AND CONTINUATION

INNOCASTLE opens a European-wide discussion about the current and future role of HCME in our society, as an important testimony of our shared European identity.



BASELINE SURVEY

All partners will analyse the policy instruments in-depth, based on a joint methodology. Several learning cases will be selected in each region.



STUDY VISITS

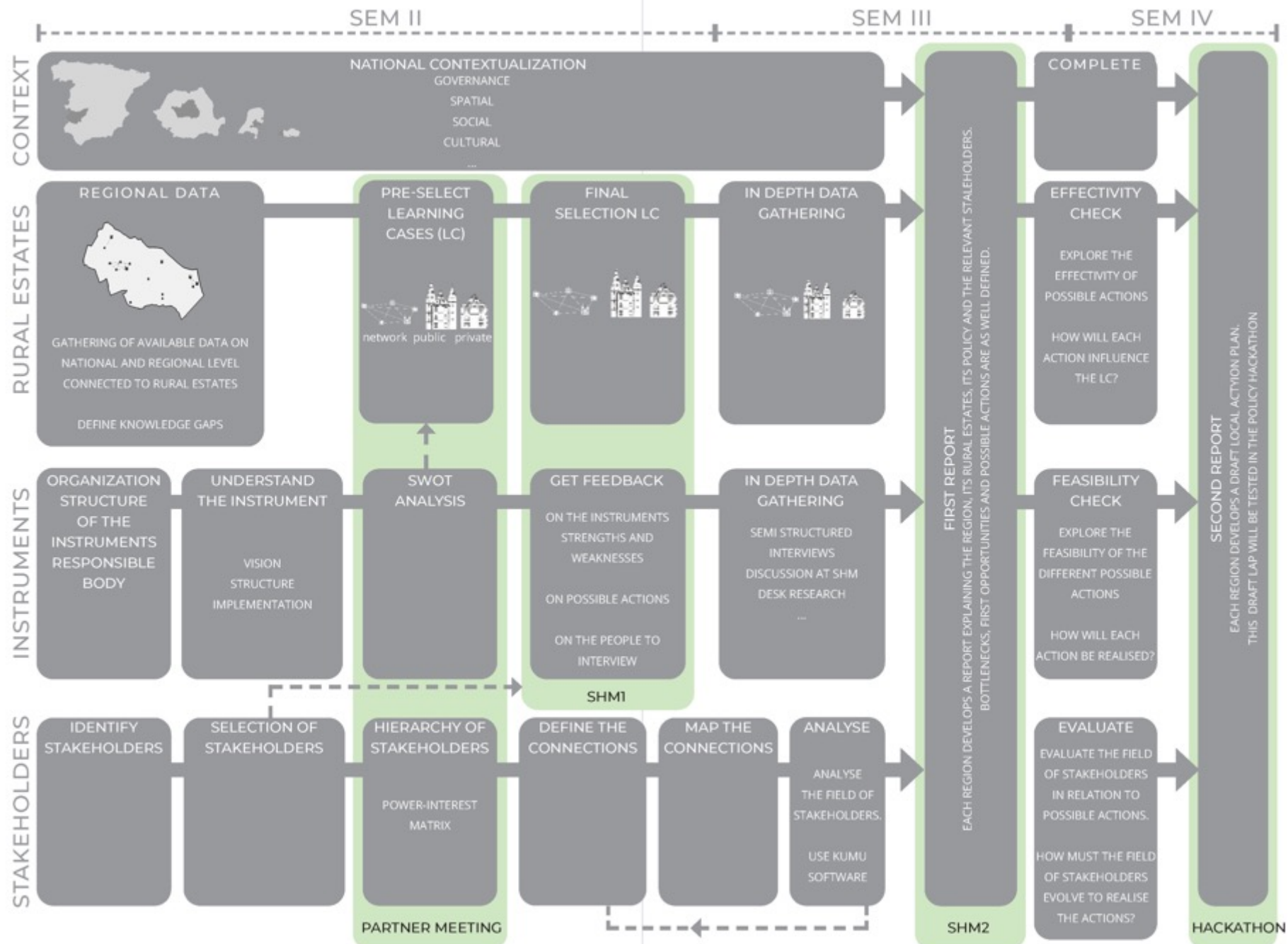
Partners and stakeholders will visit each partner region and exchange best practices. Different thematic topics will also be explored during the visits.



ACTION PLANS

Together with the local stakeholders, each partner will develop an action plan to improve the addressed policy instrument. Each partner will organise three stakeholder meetings.

WHAT DOES IT MEAN IN PRACTICE?







Standing on the first floor terrace of this residential estate everybody felt the relationship with landscape and building. Our redevelopment should activate that relationship, and create a connection between all involved actors.





A rural estate is
a historical, multifunctional,
rural or peri-urban entity
composed of different parts
which was historically managed as a unity
and incorporated living quarters.

Common ground

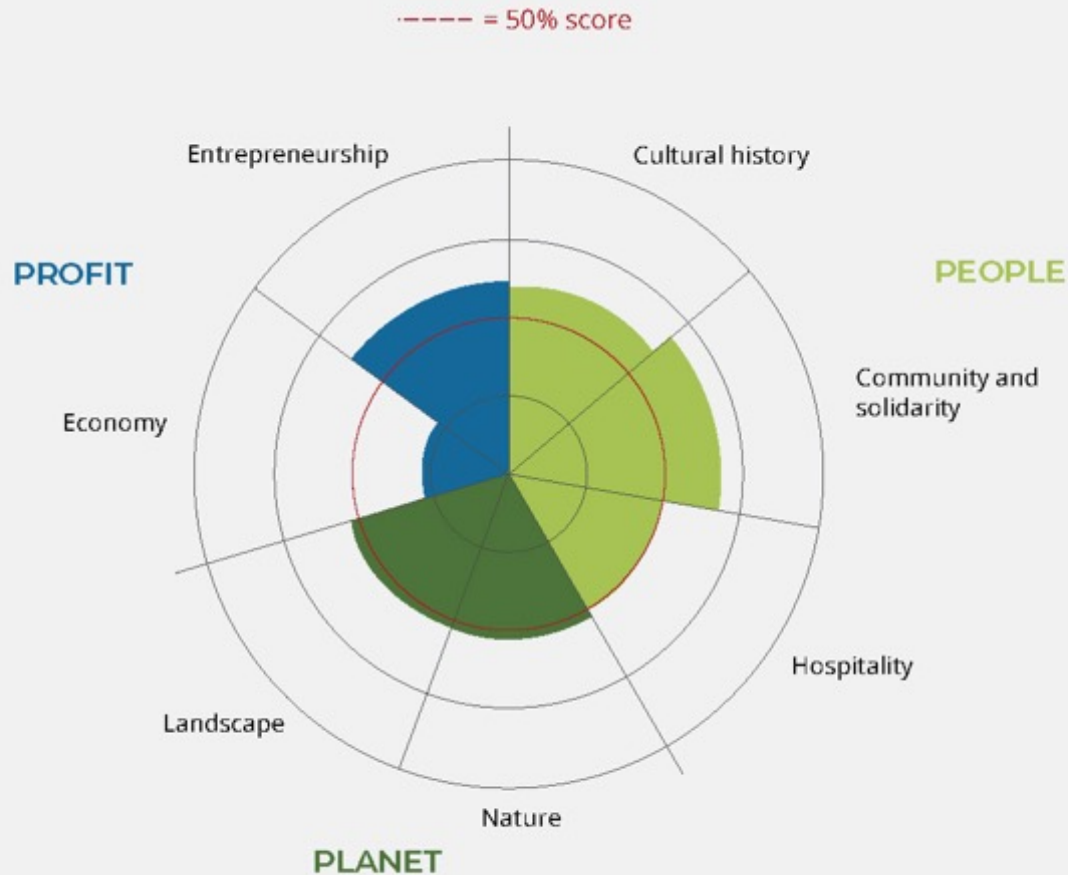




Relationship with the landscape



Development of rural Europe



Understanding the multifunctionality of a rural estate is important in the management of the estate.

The 'landgoedvenster' is an exploratory tool developed in the Netherlands by the PPO of Wageningen University & Research agricultural business unit amongst others. Through a questionnaire it identifies the quality of an estate relating 7 topics roughly grouped along a People / Planet / Profit diagram. The inherent multifunctionality of rural estates is translated in the objective to have a balanced score on all topics.

Multifunctional



Multiple scales



Combining local and global

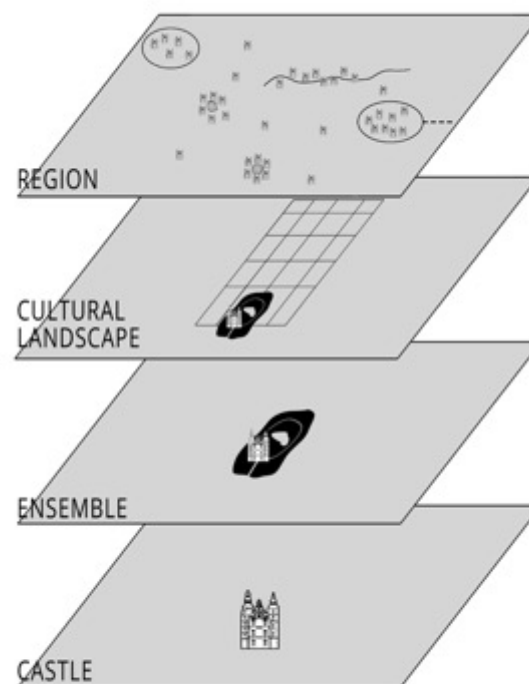
Policy recommendations

“What struck me in this area was the combination of really big and interesting castles and this incredible landscape”.

During the study visit to Badajoz Paul Thissen from the Province of Gelderland is mesmerized by the connection between the rural estates and surrounding landscape. Explaining and making explicit that link will increase visitors' interest in rural estates.

“How can we use the parks for our communities? The estates in Romania have a lot of parks as well, but they are not used at all. It would be interesting to explore how to actually make money out of the parks in order to maintain the buildings.”

– Irina Leca, Arché Association.



Look beyond the castle



KARAKTERISTIEKEN EN AMBITIES ARNHEM, RENKUM, RHEDEN, ROZENDAAL, WAGENINGEN



See rural estates as levers for regional development



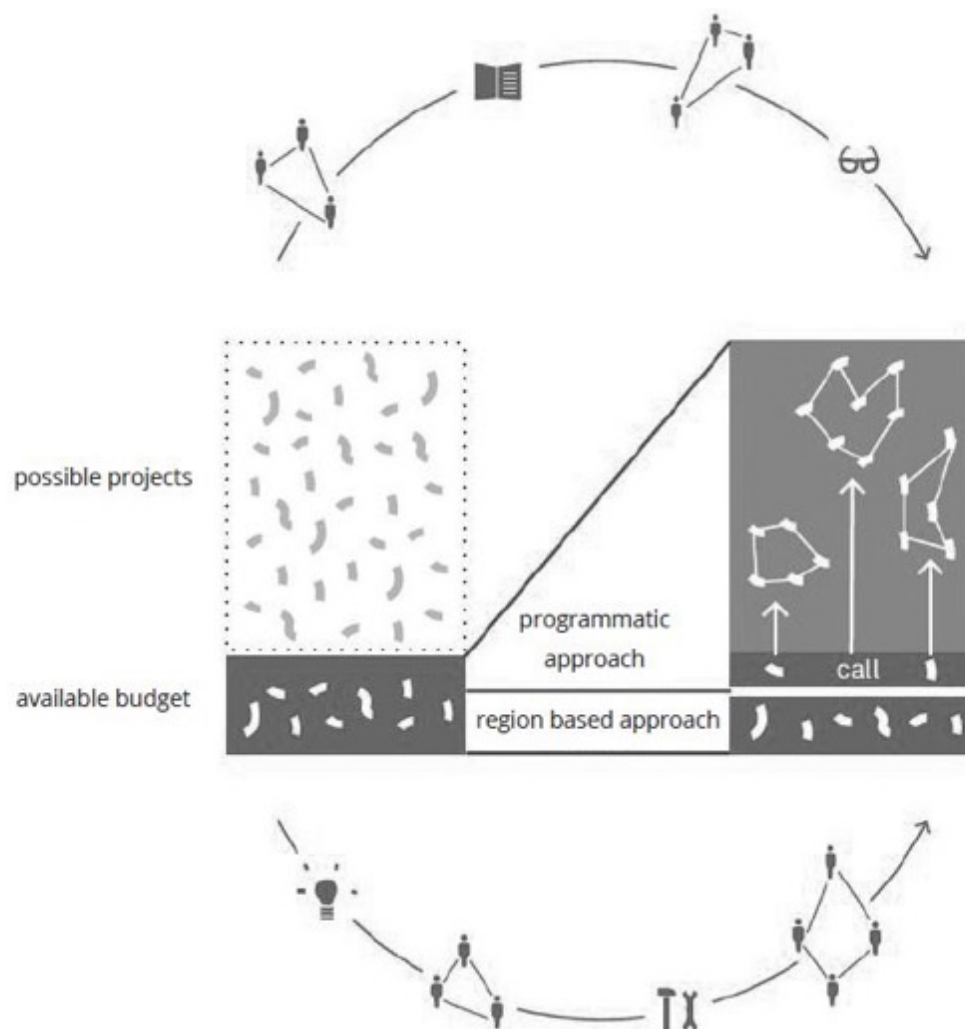
See rural estates as levers for regional development



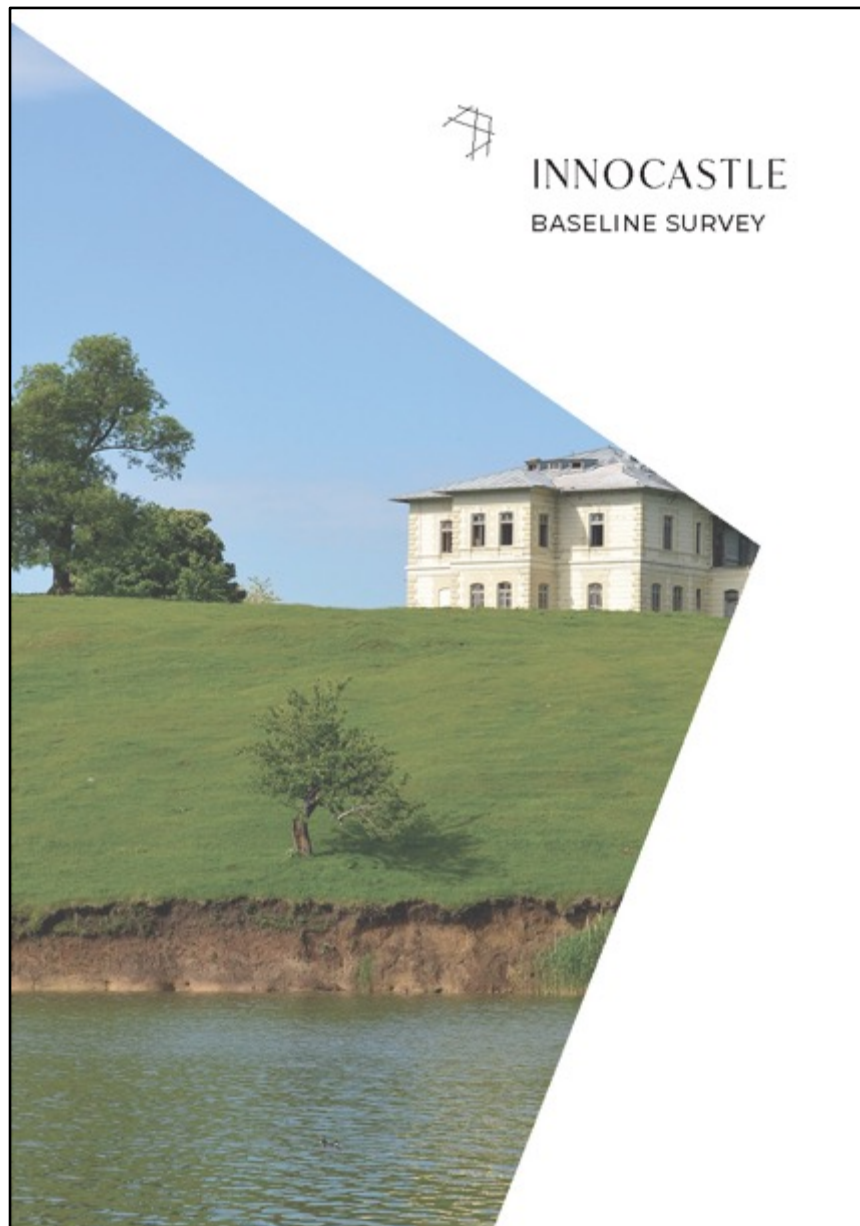
Stimulate a shared ownership



Stimulate a shared ownership



Introduce cross sectoral funding



<http://tiny.cc/InnocastleBaselineSurvey>



European Union
European Regional
Development Fund

Thank you!

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Questions welcome