KICK-OFF MEETING OF AQUA-ADD PROJECT HELD IN EINDHOVEN

Taking place at Eindhoven in the Netherlands, on 29 March 2012, the Kick-off meeting provided the floor to officially launch the Aqua-add project.

Aqua-add is a European project focused on knowledge development and exchange in the field of urban water management. The city of Eindhoven, lead partner of the project, hosted on March 29 the representatives of the participating cities, regions and universities for a kick off meeting.

The participants of Aqua-add water all face a similar task. That task is: the realization of measures to improve the water system, such as improving water quality, increase storage of rainwater and reduce heat stress (the warming of urban areas). That challenge is increased by climate change effects. Water Measures requires space. And space costs money. But if these measures are implemented smart, they deliver ecological, economical and social benefits. For example, research shows that property near surface water is worth more and sells better.

Project purpose
In the project, together with the stakeholders the added value of water is made visible. Stakeholders include developers, residents, corporations and other disciplines that affect the structure of the (public) space. To have insight in the value of water in urban areas, a model will be developed and applied to eight different case studies. In Eindhoven that will be the area around the Nieuwe Gender, an inner city area of approximately 2.4 km long that cuts through two development locations. Aqua-add will also examine funding models with the aim to bring together costs and benefits and distribute these between the various stakeholders involved. The project will last 3 years.

Participants
On March 29, all eleven participating regions, cities and universities came together to share experiences and exchange knowledge. Besides Eindhoven, the following cities participate: Copenhagen (Denmark), Grand Lyon (France), Bremerhaven (Germany), Sofia (Bulgaria), Imperia (Italy). In addition, the regions Trans-Tisza (Hungary) and Aveiro (Portugal) and the Universities of Genova (Italy), Aveiro (Portugal) and Debrecen (Hungary) take part.

Interreg IVC
Aqua-add is an Interreg IVC project. Interreg IVC is a Europe-wide subsidy program aimed at knowledge exchange. In December 2011, to 82 projects a grant has been awarded. Aqua-add is one out of three projects on water management and the only Dutch water project.

AQUA-ADD is co-financed by the European Regional Development Fund along with each of the 11 partners and made possible by the INTERREG IVC programme.

More information is available at www.aqua-add.eu

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Photo caption:

Frank van Swol, project manager of the Aqua-add project

Participants of the Kick-off meeting of the Aqua-add project at the on-site visit in Eindhoven

Notes to editors:

- AQUA-ADD stands for Deploying the added value of water in local and regional development
- AQUA-ADD is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme.
- AQUA-ADD is a partnership of 11 partners from 8 EU regions
- The aim of the AQUA-ADD programme is to share knowledge and experience between the project partners, 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.

Aqua-add project partners

LP - Municipality of Eindhoven, The Netherlands - www.eindhoven.nl

P2 - Trans-Tisza Region Environmental, Nature Protection and Water Inspectorate, Hungary - http://tiktvf.zoldhatosag.hu

P3 - University of Debrecen Centre for Environmental Management and Policy, Hungary - www.envm.unideb.hu

P4 - Municipality of Imperia, Italy - www.comune.imperia.it

P5 - University of Genoa, Italy - www.unige.it

P6 - Bremerhaven Municipality, Germany - www.bremerhaven.de

P7 - City of Copenhagen, Denmark - www.kk.dk

P8 - Municipality of Sofia, Bulgaria - www.sofia.bg

P9 - Aveiro Region Intermunicipal Community, Portugal - www.regiaodeaveiro.pt

P10 - University of Aveiro, Portugal - www.cesam.ua.pt

P11 - Greater Lyon, France - www.grandlyon.com