



Landvestors II

The region

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KRAFTRAUM
:terra nova

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What is the potential of Landvestors - companies and citizens who invest in our landscapes - in high tech regions?

We think they can accelerate existing visions and landscape-economic ambitions in the area, while they help to engage local stakeholders in large transitions and make urgent developments more financially feasible.

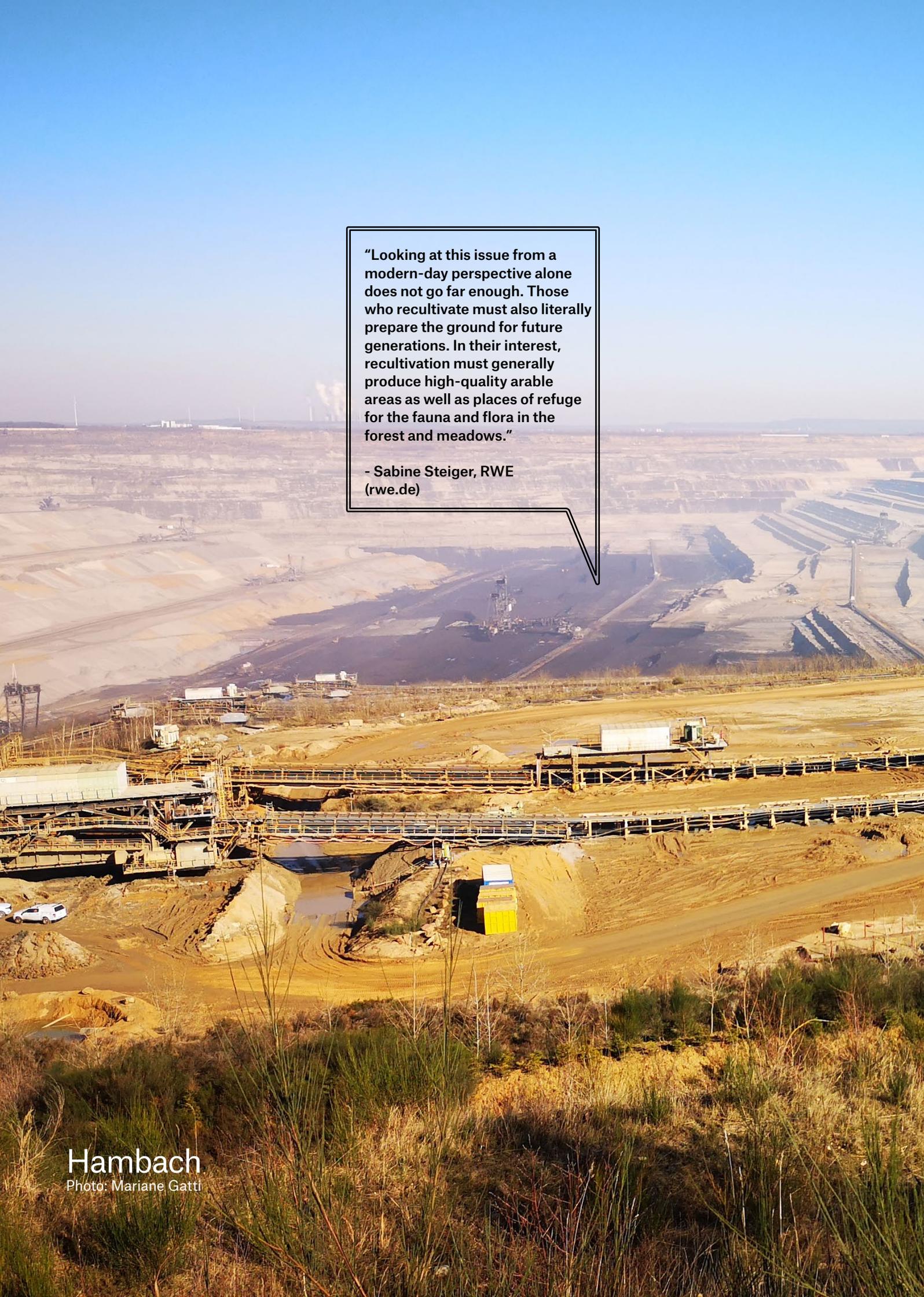
Trench of Peace

Land art work, designed by Marco Vermeulen, co-financed by nearby logistics company DPD
Photo: Merten Nefs, during the filming of Hightech Highgreen (2021)

"As a company you never really do well enough. We try to be among the front runners in our field. We owe that to our reputation and our employees. Given the landscape impact of large distribution centers, we need to be aware of the discussion and improve our surroundings when we can. In the future we will probably do more."

- Eric Dietz, CEO of DPD Netherlands





“Looking at this issue from a modern-day perspective alone does not go far enough. Those who recultivate must also literally prepare the ground for future generations. In their interest, recultivation must generally produce high-quality arable areas as well as places of refuge for the fauna and flora in the forest and meadows.”

**- Sabine Steiger, RWE
(rwe.de)**



Introduction

Introduction

Two pilot regions

Introduction

Landvestors, companies and citizens who develop and invest in landscapes, are an emerging topic in the Netherlands and abroad. In the first Landvestors publication (2020) we learned from best practices, about their motives, interests, methods, success factors and pitfalls. In this second publication, we describe our Landvestor experiment in two high-tech regions: Rheinisches Revier (Germany) and Brainport Eindhoven (The Netherlands). Our goal is to assess whether Landvestors can be a significant part of a regional strategy of landscape development and quality of life. What can designers, entrepreneurs and governments do to make that work?



From the 12 best practices in 2020 we learned that Landvestors are mushrooming rapidly in several countries, because companies and citizens become more aware of their responsibilities and interests in the landscape. They notice that governments increasingly struggle to get things done by themselves and that they would welcome private initiative. Despite the general consensus in values and motivation among Landvestors, the initiatives are very diverse - ranging from a network of outdoor workspaces, focused on the benefits of social and professional interaction, to nature-inclusive farmer cooperatives and multinational companies who either donate or see landscape as part of their business model. Because of this great diversity, the collective influence of Landvestors has remained unclear.

Our ambition in this publication is therefore to shift the focus from the individual Landvestor, to what Landvestors as an emerging group can achieve in the development of a region. High-tech regions, be it Silicon Valley or anywhere else, have many common challenges. They generally deal with large landscape-economic transitions, in which they need to adapt spatially to new (cleaner and more automated) production systems and to climate change (clean energy, water storage etc.). Often, the available industrial and other heritage provides inspiration for these transitions.

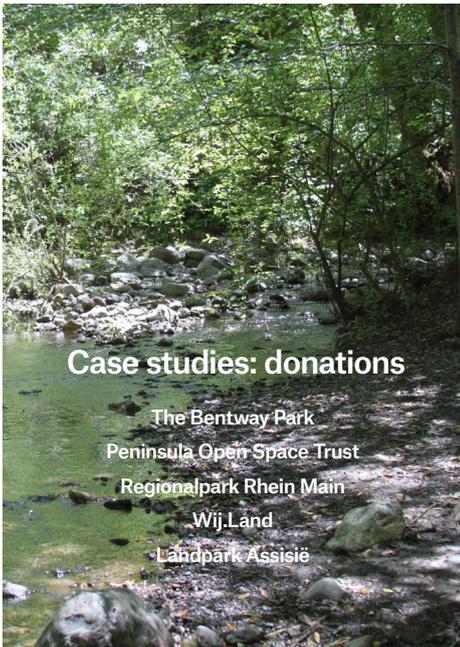
Furthermore, tech regions have a big challenge to attract and retain talent. And in the battle for talent, an attractive living environment is more and more considered a must-have. Even if a beautiful landscape is not on the top of the skilled worker's list (actually, it often is), a wrecked landscape without vitality certainly scares them away.

Companies have increasingly become interested in their surroundings, since landscape contributes to corporate identity and the attractiveness of business clusters. It helps to attract and retain talent, stimulates workers and keeps them mentally and physically healthy (and productive). For many companies, landscape is part of their efforts to become biobased or circular, their corporate social responsibility strategy (CSR), and compensation of CO₂ or other impacts. Landscape, in short, is part of the main infrastructure in a business area, no less than roads and fast internet are.

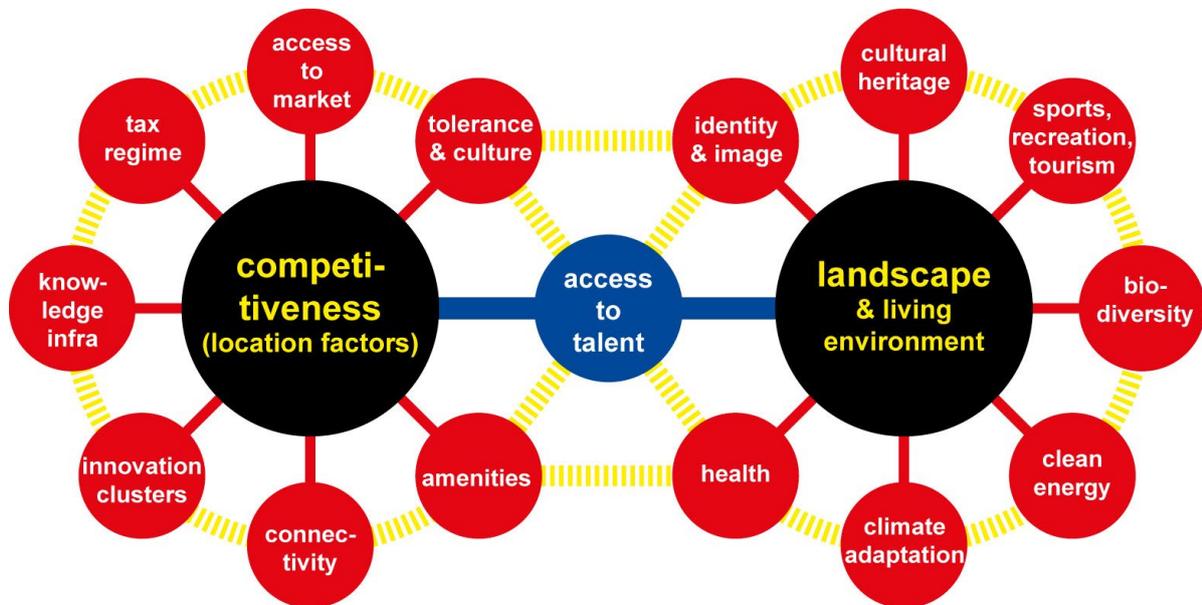
In the two pilot regions, our research-by-design sheds light on the potential of Landvestors as part of regional development strategies regarding landscape and economy. We deliberately don't make new visions or designs for these regions. Instead, we show how Landvestor-like propositions can accelerate existing visions and landscape ambitions in the area. Our multidisciplinary team has broken up landscape developments into palpable,

scalable and financeable elements, to demonstrate the Landvestor business case and governance. During the process, we have met with stakeholders of both regions to discuss their ambitions and their views on the Landvestor propositions. At the work conference Hightech Highgreen, part of Landscape Triennial 2021, both regions met and shared their insights in a Landvestor session.

The following parts of the publication show the challenges in the two regions and the fictitious yet realistic Landvestor propositions. These are all scalable, both in spatial elements and financing. Each proposition can start SMALL, in the current situation. In the following phase, MEDIUM, it scales up and relates to other initiatives in the area. The LARGE phase shows the ultimate potential of the Landvestor proposition, at which point it may become part of large government strategies and policies. The proposals have been elaborated with the real stakeholders of the area in mind, using the feedback of local authorities and experts. The publication ends with a discussion about the Landvestors' potential, as well as tips & tricks for designers, entrepreneurs and governments.



Three types of Landvestors, from the first publication (2020)



Landscape as a location factor, from 'Blind Spot - metropolitan landscape in the global battle for talent' (2016)

— "The old system centered around States, with no responsibilities for companies, no longer fits."

- Nicola Jägers, Professor Tilburg University (June 2021 at Follow the Money)

— We have to reinvent the concept of Ehrbahre Kaufmann (honorable merchant) and stimulate good practice of social, cultural and ecological values in large developments by private stakeholders. "

- Carola Hein, Professor TU Delft (April 2021)

— "With merely emphasizing the intrinsic value of nature, we can't keep her safe. The only chance for succes is to engage society, connecting nature to other interests."

- Marc van den Tweel, director Natuurmonumenten (June 2021)

— "We question new contributions in terms of greenwashing. "If a company for instance contributes to a river cleanup project, we expect them to show up too and put on their boots."

- Renske Visscher, director IVN Zuid (March 2021)

Two pilot regions

Rheinisches Revier (DE)

Focus area

KRAFTRAUM :terra nova

Main authorities

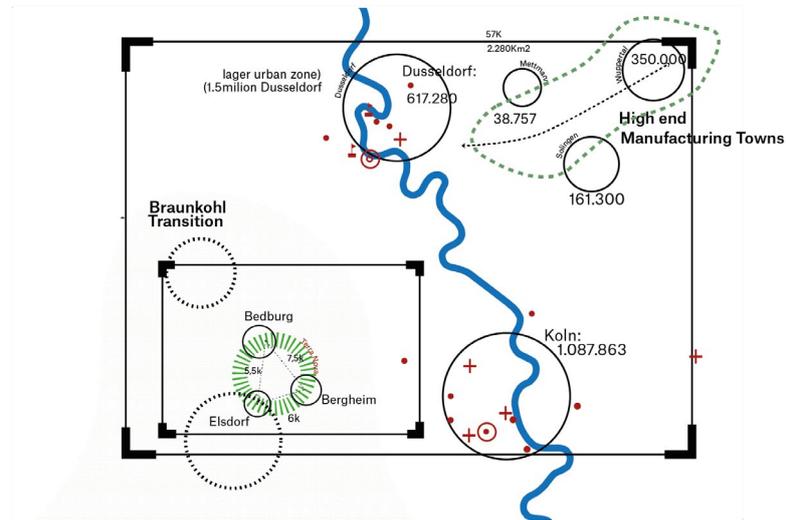
Bergheim, Elsdorf, Bedburg, Nord Rhein Westfalen and federal government

Large stakeholders

RWE

Main issues

Emerging green energy technology, brown coal and agricultural transitions, spatial strategy Köln-Bonn, Rheinisches Revier spatial vision, industrial heritage (open cast mining)



Brainport Eindhoven (NL)

Focus area

Green Corridor

Main authorities

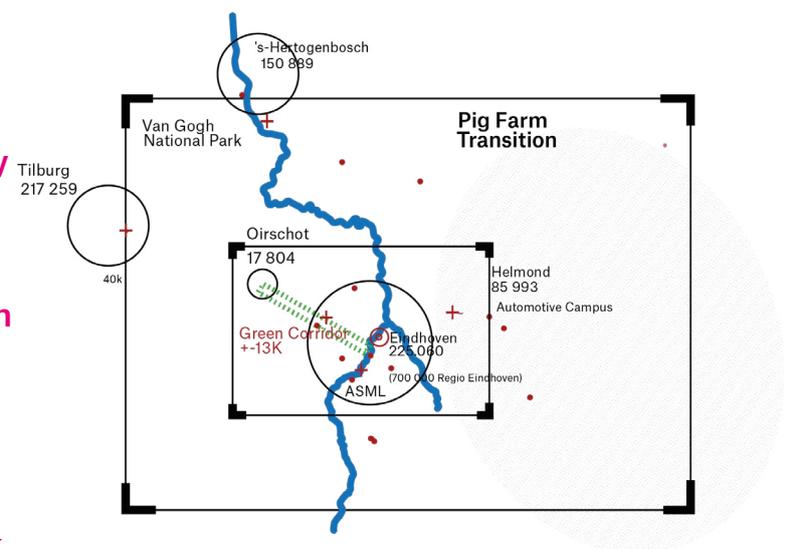
Eindhoven, Oirschot, Noord-Brabant, Ministry of Defense

Large stakeholders

Brainport Industries Campus, DPD, Eindhoven Airport, ASML

Main issues

Hightech ecosystem Brainport, mobility, agricultural transition (pig farming), climate adaptation (drought), Van Gogh National Park, Dommel Valley, industrial (Philips) and military heritage





"Tagebauhambach Elsdorf at Forum :terra nova | bar + restaurant" by kehrseite is licensed with CC BY 2.0.



Braunkohle-Tagebau Garzweiler, Creative Commons



Trenches for Peace, Studio Marco Vermeulen



DPD HUB Eindhoven, Emerge Logistics



Sophienhöhe, ecological development near Hambach

Photo: Marianne Gatti

region

Rheinisches Revier



Rheinisches Revier

Rheinisches Revier is among the regions with the largest imaginable transitions, in both landscape and economy. In the coming decades it will move from open cast browncoal mining to renewable energy technology. The large ambitions regarding the business climate, biodiversity and quality of life, are projected over a long period of time.

Despite the importance of local cities in these large developments, these involve a great influence from the federal government (providing the main transition budget) and one private stakeholder, energy giant RWE (largest land owner in the region). The idea of Landvestors may provide an additional way of developing, which gives local entrepreneurs, planners and residents the opportunity to invest and decide together on spatial elements they find important on the short and medium term, in their living environment. In this way, acceleration of the regional ambitions goes hand in hand with more influence by the existing and new inhabitants as well as businesses.

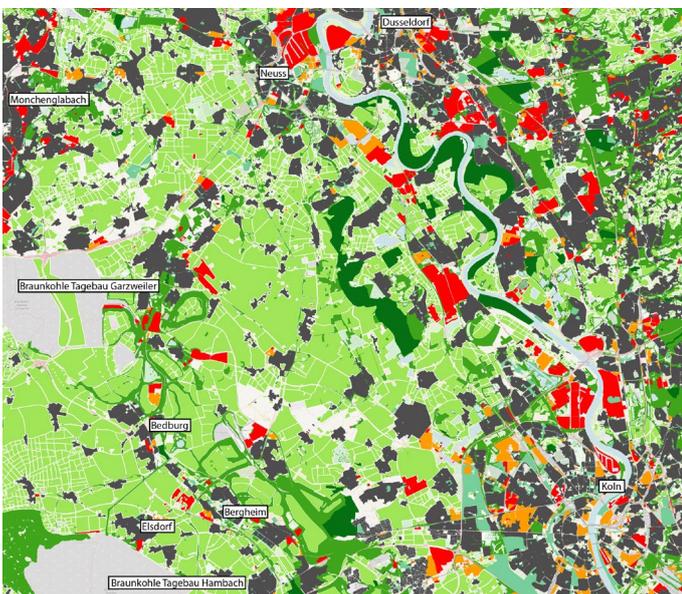
In our Landvestor pilot, we focus on the Krafraum area, adjacent to three main mining sites, including Hambach, which will close in 2038 (instead of 2050, to reduce greenhouse gases faster). The cities Bergheim (65.000), Elsdorf (22.500) and Bedburg (25.000) officially work

together and form a community of about 112.500 inhabitants. The region, which already struggles with unemployment, will need to replace a large number of jobs related to the mining itself and the suppliers: together more than 9.000 jobs in Krafraum, almost 100.000 in the whole region. The ambition is to create jobs in new industries, such as clean energy technology. Several challenges will have to be overcome, not in the least the physical transformation of soil heaps and mining pits, as well as a shortage of land for new urban developments. Despite the low population density, heavy competition for space is expected among industry, farming, nature and housing for the growing number of residents. Elsdorf, for instance, will lose a third of its surface to lake development, while legislation (Bergrecht) blocks developments near the mining site.

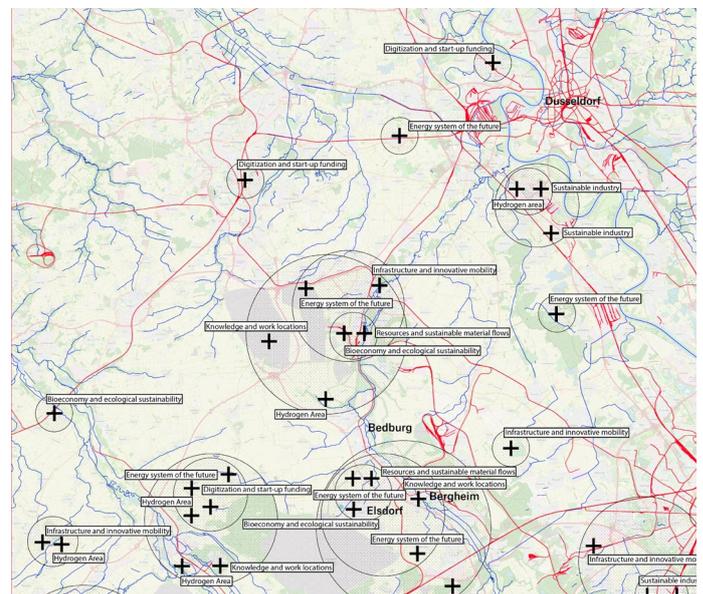
The main context of the transitions in Rheinisches Revier is the spatial strategy (Agglomerationskonzept)

of the Köln-Bonn region. Krafraum is part of the polycentric urban structure in this region, with the potential to accommodate part of the housing and industrial developments, as well as part of the regional green corridors (Strukturbild 2040+, Region Köln-Bonn, 2020). The Innovationsregion Rheinisches Revier published a vision for the transition towards a new economy in 2016, sketching the opportunity to connect to surrounding regions and the inevitable landscape transformations. In the region, several relevant visions and cross-border collaborations are being developed, including the recent vision for Zukunftsterrassen by City of Elsdorf (design by MUST urbanism), an international vision and agricultural renewal project (Setup Foodstrip) by RWTH Aachen and an ongoing spatial vision by Urbanista and Lola Landscape Architects.

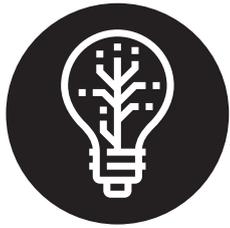
To generate the quality of life that fits the desired new economy, while making use of the impressive industrial heritage, the cities



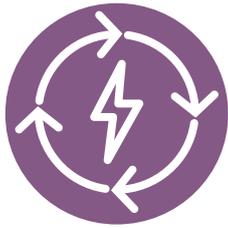
Large scale landscapes surrounded by patchwork of cities, rivers and forest areas



New economy in Rheinisches Revier: clean energy and knowledge based



New tech valley



Energy transition



Mobility and Urban development



Space for nature

launched the KRAFTRAUM :terra nova strategy in 2020. Terra nova proposes numerous projects and strategies including business innovation sites, such as INKA, Kraftwerk Bergheim-Niederaussem, Schloss Campus Bergheim-Paffendorf, Energy HUB Nord and the Food Campus in Elsdorf. The ambition is to connect some of these sites by new green infrastructures, such as tramways, a green speedway for bicycles, as well as a shuttle to the train station. Another important element is a lake shore park – Zukunftsterrassen, along the mining pit that will slowly fill up with water

after 2038. FORUM :terra nova, the famous lookout point of the mining region, is a precursor of that quality. There are also ambitions to develop an education site at Bergheim-Paffendorf castle and a digital university. The lakes in the region may become touristic destinations, and green infrastructures (see the increased biodiversity at Sophienhöhe in the West corner of Hambach). Much is still uncertain in these ambitions, but what is certain is that they will take decades.

In the following paragraphs we will assess the potential of Landvestors

in accelerating, enriching and strengthening these ambitions. Dr. Ruth Laengner, Strukturwandel und Klimaschutz Kreisstadt Bergheim formulates this uncertainty clearly: “With time we will see if we will gain more than we lose... until then, we want to make our efforts and every aid count!” Businesses in the region will join government initiatives, she hopes, for example in case of the shuttle connections, so business locations can be reached better by employees and clients.

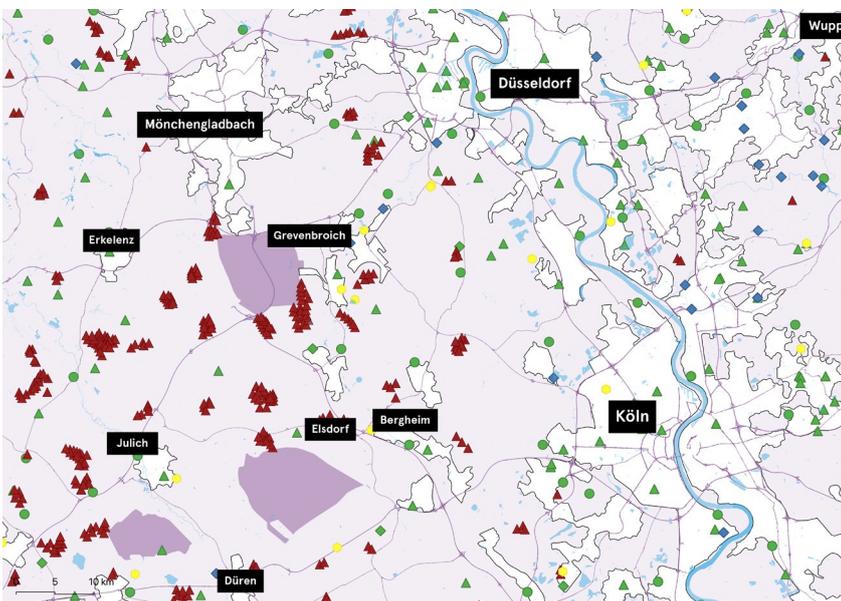
Wohnraum als regionales Thema

Landes-Rechnung: Köln braucht 50 000 Wohneinheiten bis 2020

Es ist eine extreme Zahl, die Michael von der Mühlen per Beamer an die Wand wirft. bis 2020 in Köln benötigt. Zwar betont der Staatssekretär im NRW-Baumministerium, dass es sich um eine Modellrechnung handelt. „Aber die Grundannahmen halte ich für ausgesprochen realistisch“, so von der Mühlen beim Immobilien-Dialog Köln einem Treffen von Immobilien- und Finanzwirtschaft sowie Verwaltung. Grundzüge dieser Rechnung sind die Prognosen von IT.NRW, dem Landesbetrieb Technik und Information. Neben der Zuwanderungs-Tendenz in die Großstädte wurde berücksichtigt, dass es künftig auch Flüchtlinge mit Bleiberecht in die beliebten Städte zieht. Das Land gebe davon aus, dass 2013/2016 rund 250 000 Flüchtlinge eine Bleibeperspektive in NRW haben werden. Mit Familienanzug würden mittelfristig 300 000 Menschen in NRW eine Wohnung suchen. Dafür würden rund 200 000 Wohnseinheiten benötigt. Köln habe zwischen 2010 und 2014 aber gerade einmal 2000 Wohnungen pro Jahr fertiggestellt. „Ohne regionale Zusammenarbeit wird es nicht gehen“, sagt von der Mühlen. Das Land wolle daher im 2. Quartal des Jahres über Regionalkonferenzen durchzuführen auch eine in Köln. „Dabei möchten wir Strategien regionaler Zusammenarbeit erarbeiten“. Kölns Baudekretament Franz-Josef Häng stimmt zwar zu, dass diese gigantische Herausforderung eine regionale Anspielbarkeit ist. Allerdings stellt er verschiedene Annahmen der Modellrechnung dem Landes in Frage. Zum Beispiel die Prognose von IT.NRW, die deutlich über die von der Stadt prognostizierten Zahlen liege. „Wir haben ermittelt, dass wir in Köln Flächen haben, auf denen wir 50 000 Wohnungen unterkriegen können“, sagte er. Viele Flächen befänden sich im privaten Eigentum. „Stellt sich die Frage, welche Instrumente wir haben, um solche Flächen zu aktivieren“. Ob in Köln oder auf Regionalbene – das Ganze sei eine Mammutaufgabe. Mit einer Erschließung müsse auch die Infrastruktur synchronisiert werden. „Es bringt nichts, wenn der Bahnanschluss erst zehn Jahre oder die Kita erst fünf Jahre nach der Erschließung kommt“, tröstet

Der Speckgürtel wird teuer

In den Großstädten am Rhein tendieren die Kosten für Immobilien zum Unbezahlbaren. Immer mehr Familien weichen aus, ziehen in Umland-Kommunen wie hier in den Hennefer Siegbogen und nehmen weite Arbeitswege in Kauf. Themen des Tages Seite 2



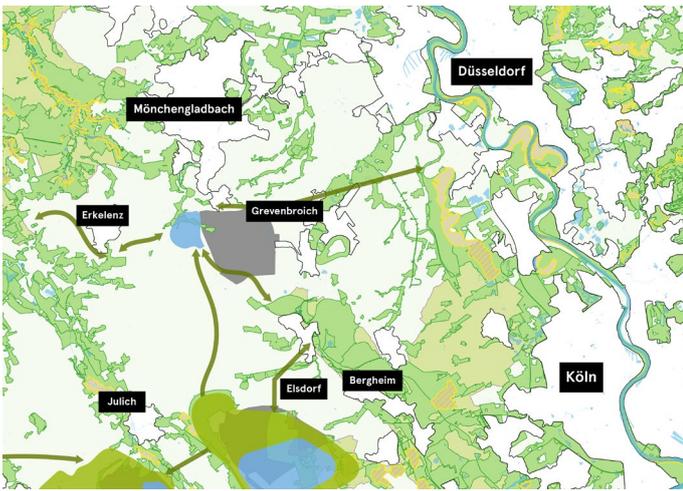
Energy transition: wind and hydrogen overtaking brown coal

Land/Region

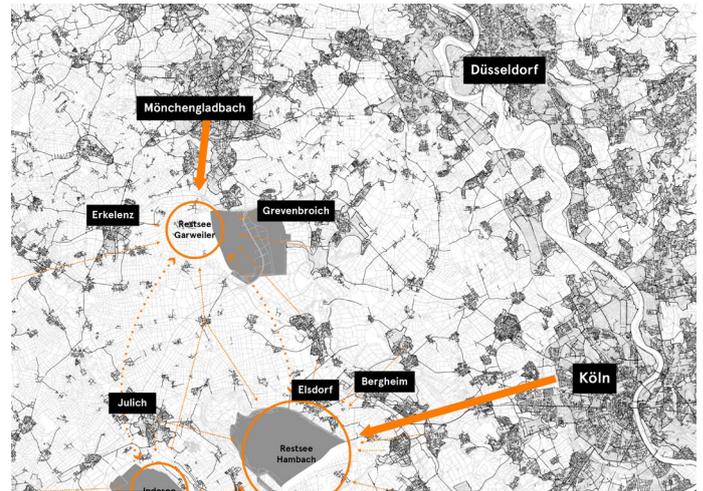
08

„Die Region investiert Milliarden ohne Ziel vor Augen“

Statt auf den Verkehr, tolle Züge, erprobende Mieten, leere Flächen, Trümmen zieht es immer mehr Menschen an den Rhein. Wird es hier Jobs und Perspektiven gibt. Der Kommunalverbund Region Köln thematisiert ein Liegendes für diese Probleme.



Nature and landscape development, lakes and urban waterfronts



Infrastructure development, New regional mobility concepts

Potential of Landvestors

Landscape is usually developed when larger projects and especially funding programs are involved, explains Laengner, such as Regionale 2010 or due to recultivation of former coal mines. The Speedway cycling trail, for example, is a project from the Regionale 2010, while the Sophienhöhe or Fortunafeld are landscapes formed by excavated earth. Although RWE usually has a leading role being the main land owner, citizens are also involved, for example during the development of the Stadtentwicklungskonzept STEK 2035, in which landscape is mentioned as a key aspect of the development of Bergheim. Laengner: "In the extended region, people are also organized to preserve the Hambacher Forst and villages around the coal mines. These initiatives were able to attain not only huge attention but achieved contractual assurances that the remaining forest should be saved."

Boris Linden, director of Strukturentwicklungsgesellschaft (SEG) Hambach, highlights that in the Rheinisches Revier region, recultivating open-cast mines is a strong ambition that leads to land consolidation (Flurbereinigung - the process of reorganizing the parcel and ownership structure of the land, and investing in infrastructure). He affirms that RWE is a strong player in the field of research and cultivation of landscapes: "the company owns the biggest land pool (Ausgleichsflächen) in the Rheinisches Revier, and with this ownership comes a strong

responsibility for the recultivation and transformation challenges in the region".

In the planning process of the landscape framework, different actors in the region have been invited to participate in the transformation. "Also, the SEG-Hambach development agency, which was formed by surrounding cities and communes around the mine (Elsdorf, Jülich, Kerpen, Merzenich, Niederzier and Titz). Such a guest-status makes it possible to lobby for the interests of the inhabitants, and influence the financial and technical decisions of the landscape development."

What could be the role of Landvestors? Laengner believes "Landvestors could raise attention for new possibilities, and nudge the status quo via best practice examples. To gain landscapes of quality for people, plants and animals, in an area where these are being lost, is a very complex task. For the region, Landvestors would mean a new way of thinking and developing projects of all kinds."

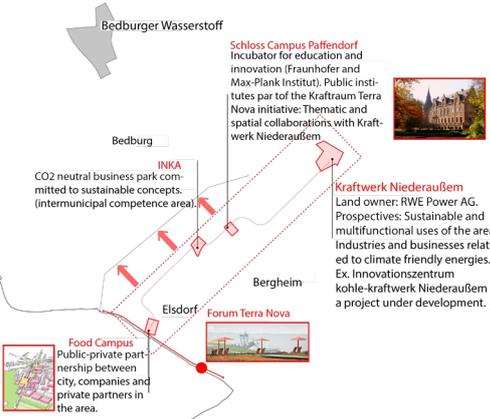
Linden has good expectations of the crowdfunding model, which is rather new compared to business models and donations. It activates the citizen's motivation to get concrete things done on their own terms in the context of larger regional plans, which are rather abstract. He believes "the potential could be in delivering smart ideas for short- and middle-term implementation (quick-wins), positively shaping the landscape

transformation process." Such 'add-on initiatives' to the already existing plans and projects create a more action-oriented planning culture. This can be stimulated by boosting entrepreneurship and start-up initiatives in and around the communes, allowing interim solutions (Zwischenlandschaften) on transformation sites and developing showcases, such as the Hofladen store for regional agricultural products. "Landvestors, and co-funding in general, could eventually become part of regional project frameworks, such as the Zukunftsterrassen Elsdorf."

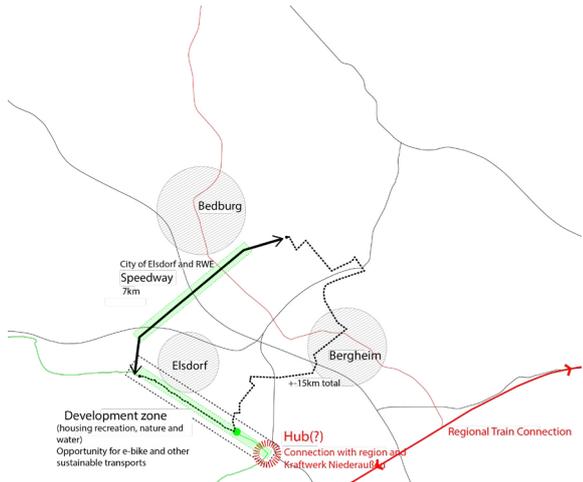
Rheinisches Revier already has initiatives of landscape development including private stakeholders. For example, the Setup Foodstrip (www.foodstrip.eu) promotes the transformation towards sustainable agriculture and involves farmers, governments and large corporations such as RWE. Innovation Valley (www.innovation-valley.de) is another example.

Landvestor experiment

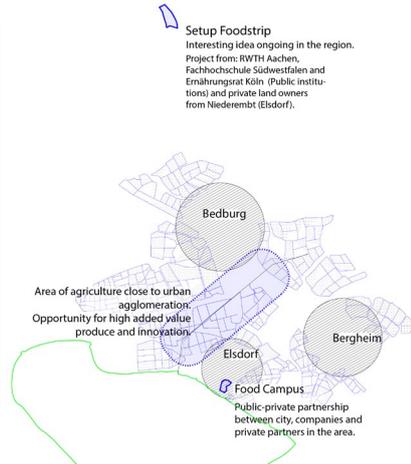
In Rheinisches Revier we imagined three propositions, which link to the large transitions and ambitions in the region, and might empower the existing involvement of the broader public in landscape development: the Foodway, Landscape Office Forum Terra Nova and Innovation Ecosystem at Krafraum. For each proposition we imagined a fictitious, yet realistic, group of stakeholders (Landvestors).



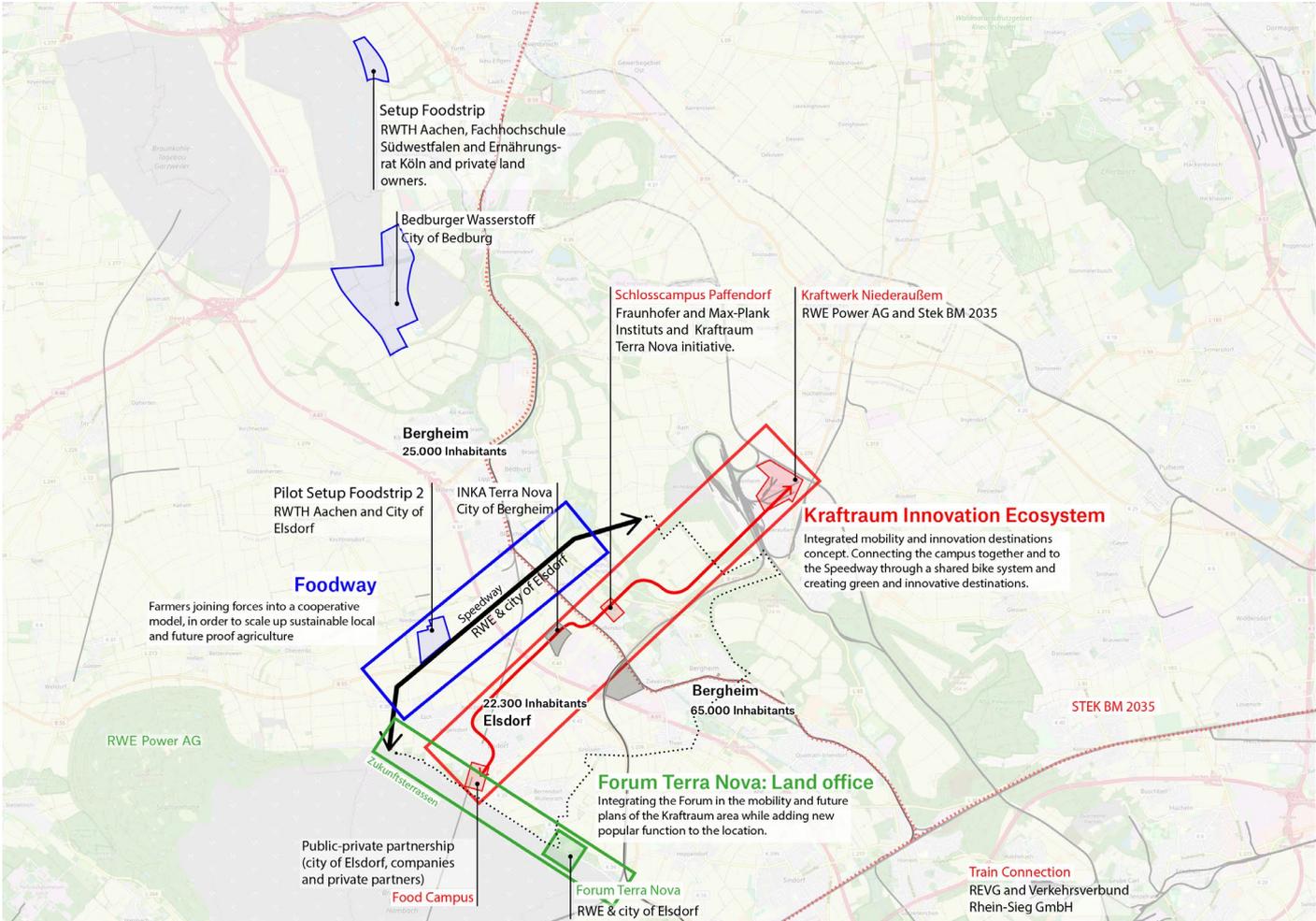
Innovation Ecosystem at Krafraum Terra Nova



Disconnected sustainable mobility opportunities at Krafraum Terra Nova



Food Innovation at Krafraum Terra Nova



Landvestor proposals and main stakeholders at Krafraum Terra Nova

— “The unique topography of the Garzweiler mining landscape provides chances for development of an Innovation Valley, with green development and smart mobility.”

- Werkstatt 2020 Innovation Valley 2035+



Weisweiler Glaublech

Photo: Marianne Gatti

Foodway

**Landvestor proposal: Sustainable local
food culture - by farmers & citizens**



Foodway

"We are a group of innovative farmers in the Krafraum area. We understand that the agricultural transition is not only necessary in the light of climate change, and to maintain the rich agricultural traditions in the region for next generations. It is also what many citizens in the region expect from us, and they are our business model. We want to farm with sustainable techniques such as permaculture or agroforestry, and sell our products more directly to customers throughout the region."

The Foodway cooperative will improve the sustainable food entrepreneurship climate in the Krafraum area. It makes it feasible for us to transform our farming practice and remain here on the long term, while complementary businesses can accompany us. It will improve quality of life in the Krafraum area, including an attractive and accessible countryside, a vibrant food culture and sustainable healthy production. This will help to strengthen the identity of the region, keeps us farmers in business and in control, and creates awareness with both inhabitants and visitors. The Foodway relates to an existing idea in the Krafraum area, a cycling trail called the Speedway.

Scaling up

SMALL - Foodway can start tomorrow, with two farmers working together in a cooperative, to spread risk and invest in common facilities. The cooperative (partly) switches from monocultures to horticulture stripcropping with high added value and direct local selling. The cooperative is complementary to existing public projects, such as the Krafraum :terra nova initiative to develop farmer's markets (Hofladen) and a Food Campus, recreational projects and destinations (food court) in neighboring areas along the proposed cycling Speedway and Zukunftsterrassen. The initial Landvestment can be small, around 37 thousand euros, raised by crowdfunders, a subsidy from the EU Common Agriculture Policy (CAP) and the farmer's own business model.

MEDIUM - After proving its initial success, the cooperative could grow to around 15 farms, with a larger variety of products, which can partly be processed in a common facility (yoghurt, cheese, soups, juices etc.). The fresh and processed products are sold in a farmer's market and online as Fresh Boxes, distributed by e-bike in the Krafraum area. The Landvestments are still a mix of crowdfunding and subsidies,

but increasingly possible from the cooperative's own surplus.

LARGE - In the future, the Foodway can become much larger than a cooperative of farmers. By working together with government programs and long-term visions, Foodway could accelerate and expand the Freiräume, a network of hybrid landscapes where food production meets biodiversity, water management and recreation. It could also attract a large food supplier and convince them to test new ways of producing food. Of course, all of this would contribute to the image and (re)development of our own region Rheinisches Revier.

Proof of concept and inspiration

There is a growing number of international practices regarding the branding, organization and distribution of local food. We can learn from existing projects such as Belgian local food platform CRU, mixing gastronomy with quality products and a webshop, and online food platform Foodlogica, using phone apps and bicycle delivery. And nearby Setup Foodstrip in Garzweiler has proved that good profits can be combined with sustainable and diverse agriculture. Also in the Netherlands, there are community supported agriculture initiatives such as Herenboeren,



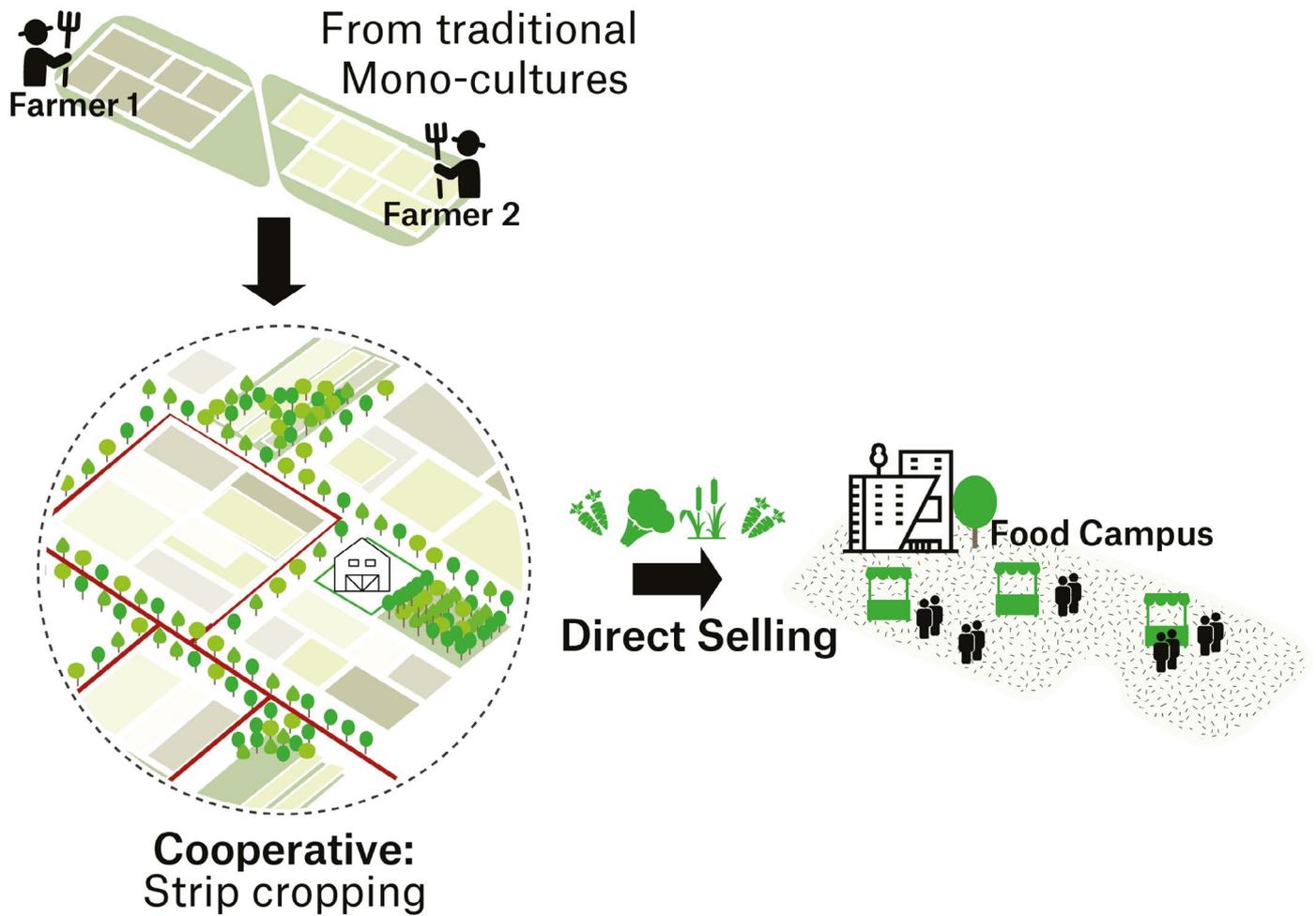
nature-inclusive farming cooperatives such as Boeren van Amstel, organic farming land trusts such as Land van Ons, and local food distribution channels such as Rechtstreeks and Landwinkel (more information in the Dutch Region). According to Ulrich Eckhoff, agricultural expert near the Krafraum area, "private stakeholders and their new business models are key in making the shift to sustainable food production." A product in between organic and traditional farming may concur the local consumer market, he believes, "but we also need a few good laws".

"What we need is to convince farmers to join the Foodway cooperative and to transform their land and practice step by step. A regional subsidy (from dedicated EU Common Agriculture Policy funds) could help us to kickstart the logistics, while we expand our client base in the neighboring towns and villages. Adequate cycling infrastructure will help our cycling couriers to deliver our products, making the Farmer's market and Food Court better accessible for inhabitants and visitors, showcasing our region's food culture. A local food label, with sustainability certificate, can further enhance the prosperity and identity of own region."

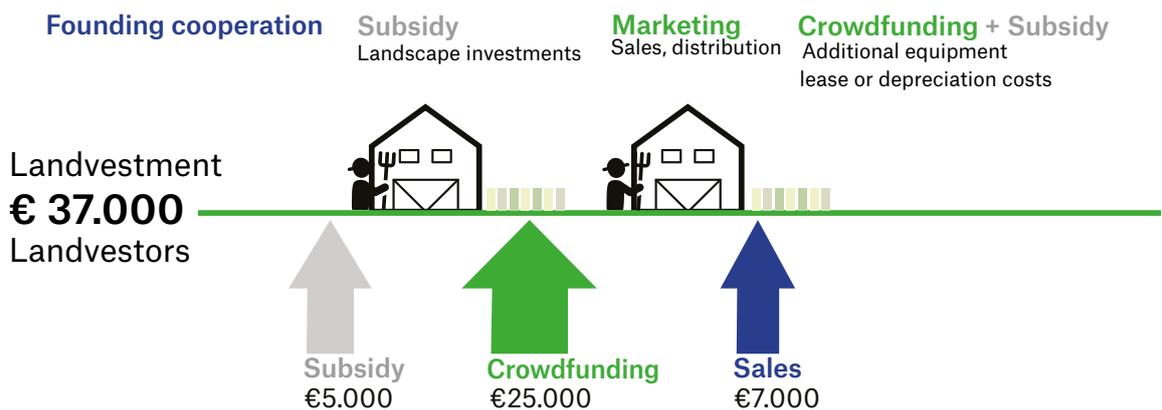


Foodway

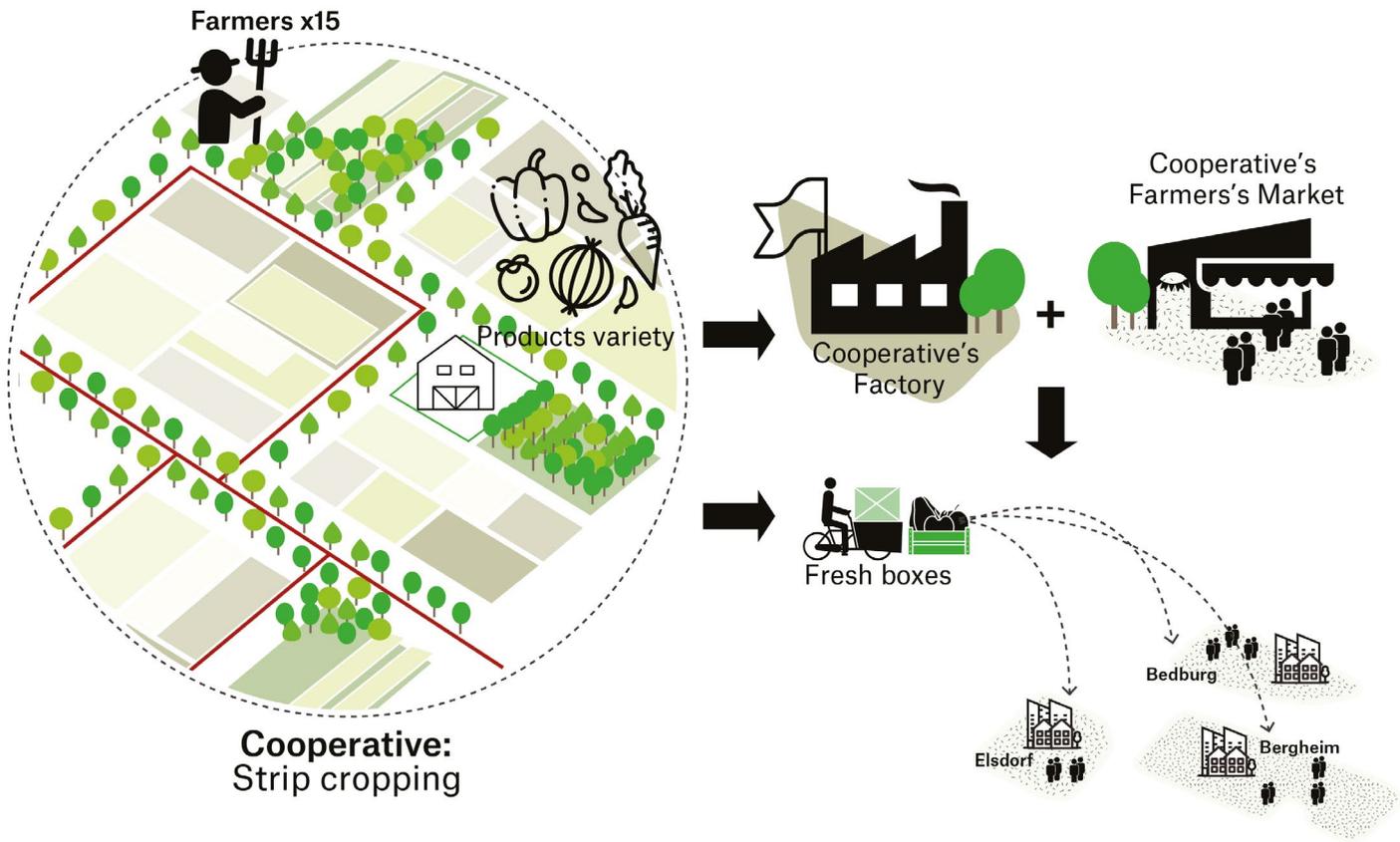
design proposal - SMALL



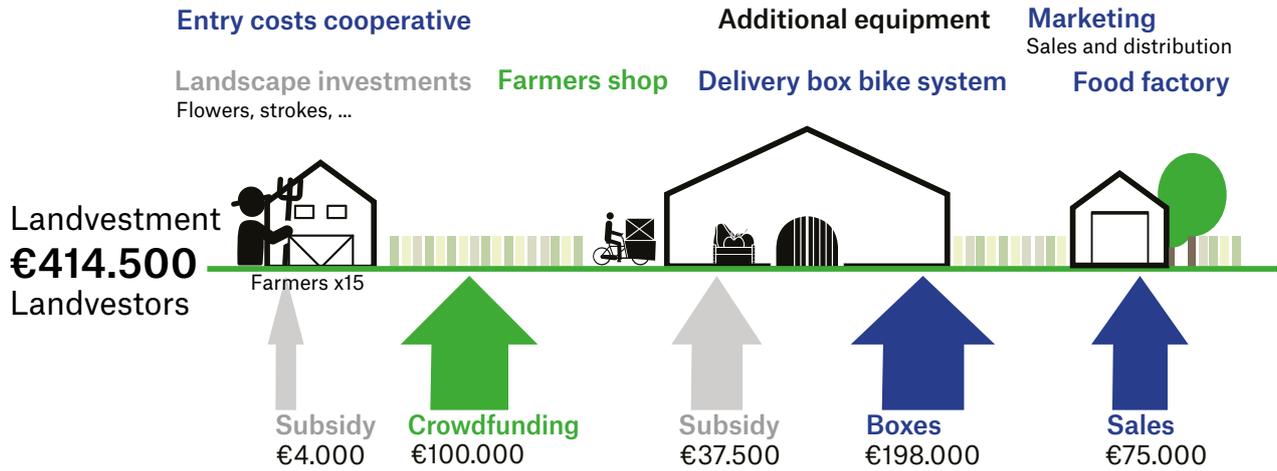
financial proposal - SMALL



design proposal - MEDIUM

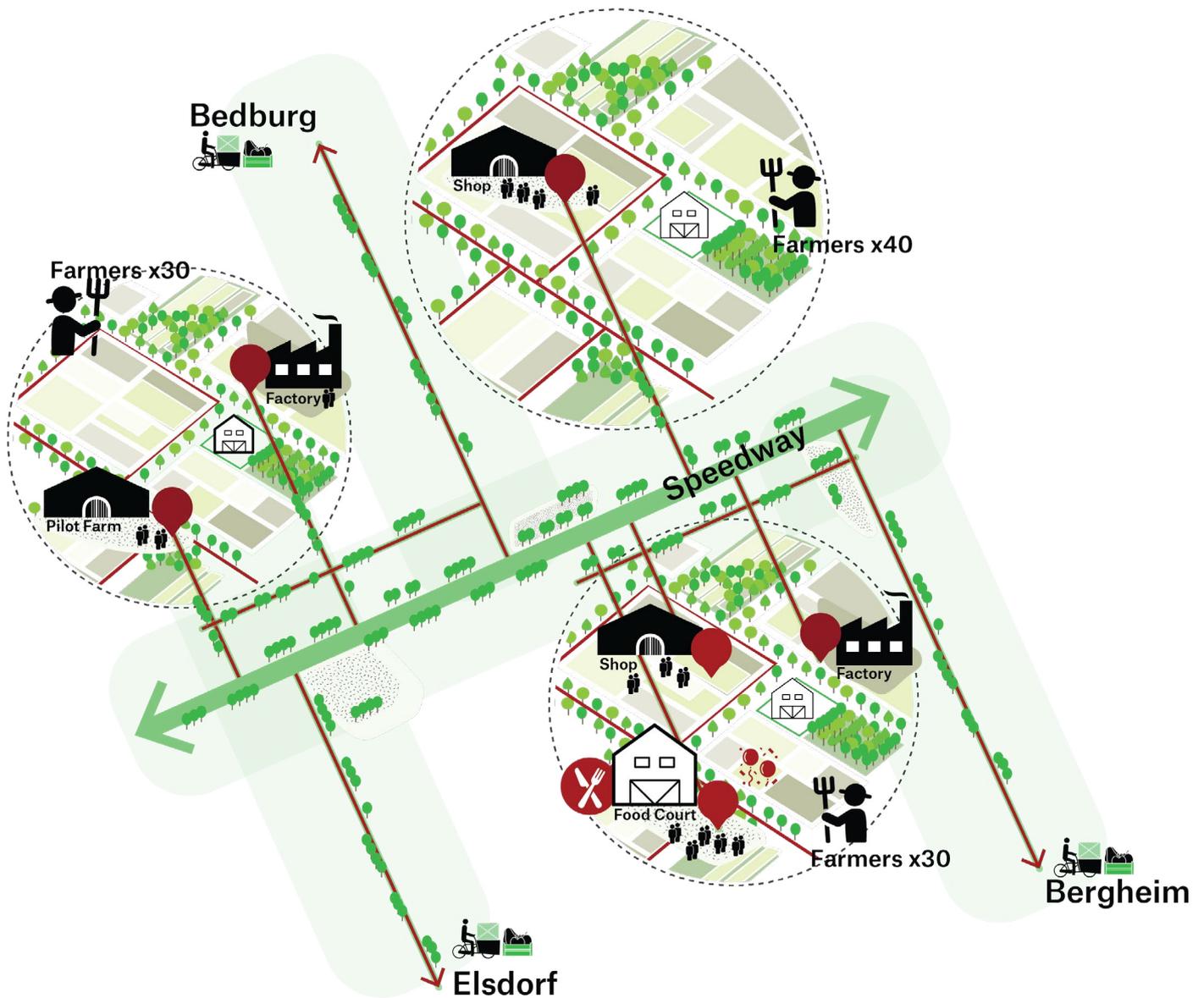


financial proposal - MEDIUM



Foodway

design proposal - LARGE



financial proposal - LARGE

Business to business

Electric/Hydrogen delivery vans

Marketing

Sales and distribution

Farmers shop

Additional equipment

Delivery

Fresh boxes system

Freiraum

Landscape investments

Food Court

Building and equipment

Entry costs cooperative

85 new members

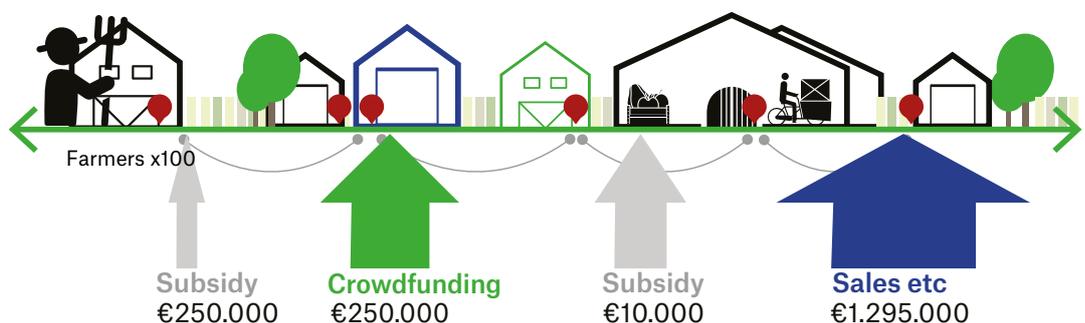
Crowdfunding

Pilot Farm

Food factory

€ 100.000

Landvestment
€ ?
Landvestors



SMALL

Cooperative with 2 farmers

Financing

Number of farmers	2	yearly
Additional EU-subsidy (greening)	€ 5.000	
Crowdfunding (start-ups)	€ 25.000	250*100 stakeholders
Additional net margin sales	€ 7.000	additional revenue compared to traditional sales
Total	€ 37.000	Involved stakeholders receive a reduction on price sales (10%)

Costs

Founding cooperation	€ 2.000	lease or depreciation costs of bought equipment
Depreciation costs new equipment	€ 20.000	No additional labour needed
Marketing, sales, distribution	€ 8.000	
Landscape investments	€ 3.000	Products prices just at/just above supermarket levels
Total	€ 33.000	

Profit € 4.000 € 2.000 per farm

MEDIUM

Cooperative with 15 farmers

Financing

Number of farmers	15	yearly
Additional EU-subsidy (greening)	€ 37.500	yearly
Local government subsidy	€ 4.000	yearly
Crowdfunding for farmers shop	€ 10.000	1.000*100 stakeholders
Delivery boxes margin	€ 198.000	subscription system and one-off sales
Additional net margin farmer shop	€ 40.000	
Additional net margin other sales	€ 35.000	additional revenue compared to traditional sales
Total	€ 414.500	

Costs

Entry costs cooperative	€ 13.000	Economies due to cooperative's equipment sharing
Depreciation costs new equipment	€ 100.000	
Marketing, sales, distribution	€ 20.000	
Landscape investments	€ 15.000	
Farmer shop depreciation	€ 20.000	
Delivery box/bike system	€ 40.000	
Food factory depreciation	€ 100.000	only depreciation of additional investment
Capital costs	€ 65.000	no difference between external and internal capital
Total	€ 308.000	

Profit € 106.500 € 7.100 per farm

LARGE

- Cooperative with 100 farmers
- Subsidies from EU and local government, regarding the Freiraum structure and sustainable farming practice
- Crowdfunding for the creation of a Food Court
- Overall more operating revenues (Food Court, Business to Business channel, Food Factory, Delivery box, etc.)
- Stable income for the farmers joining the cooperative



Terra Nova, Hambach
Photo: Mariane Gatti



Land Office Forum Terra Nova

Landvestor proposal: Business park and lakeshore promenade - by entrepreneurs and citizens

Land Office Forum Terra Nova

“We are the entrepreneurs of Krafraum. Our area has already begun to shift from traditional mining to renewable energy technology. Our startup and scale-up companies focus on this emerging sector, as well as related services and design. We still lack the dynamic and innovative workplaces where our companies can settle, collaborate and attract others. The FORUM :terra nova site on the edge of the open cast mine is the most iconic and exciting spot to begin.”

Landscape Office FORUM :terra nova establishes a unique and symbolic work environment, with a stunning view over the ending mining operations and the next generation energy producers. The quality of ‘worth a visit’ makes the location attractive for growing companies, who want to exchange ideas and reach out to the world to establish partnerships. And occasionally for companies in Cologne, Aachen and Düsseldorf who require a special location for a workshop week, business retreat or event. As a pleasant side-effect, the site becomes a recreational destination and meeting place for neighboring residents and workers, one which will help to create awareness for the energy transition in Rheinisches Revier.

Scaling up

SMALL – The Landscape office starts by realizing lightweight modular offices between the existing Forum and the lookout point at the edge of the open cast mine. In the direct vicinity of each office unit, small landscape elements are installed for comfort, such as decks with picnic benches for outdoor meetings and lunch breaks, and trees and light roofs for shade and shelter. These are open for all users and visitors after office hours, including wi-fi. The units have PV cells on the roof and function mostly off-the-grid, using the sanitary facilities of the Forum. A first stretch of the cycling/ pedestrian path is crowdfunded, accompanied with a line of trees. The lightweight offices can start by crowdfunding and continue with their own business model if there is sufficient demand.

MEDIUM – After a period of pioneering, the Landscape Office has gained visibility and has become a popular site for informal outdoor events. If demand for office space increases, the temporary office units can now be expanded into more permanent ones and served by other flexible facilities, for example food trucks, a small semi-permanent event space and a site for a large tent and podium in case of special events. In this phase, the planting and

public space development of another stretch of the Zukunftsterrassen shore boulevard starts, supported by the business community (5% of the office development value) as well as crowdfunders. RWE and the governmental organisations could take care of the rest. The Mobility Hub is inaugurated as part of the Zukunftsterrassen vision, connecting the site to the train station by a frequent shuttle service. Later, in 2038, the citizens and entrepreneurs of Elsdorf, Bedburg and Bergheim gather on the boulevard to celebrate the end of the mining operations and witness the slow flooding of the new lake.

LARGE – The new lakeshore continues to be a unique business location for tech and other firms – including RWE, and a monument for the energy transition. While local startups can still use the affordable temporary office units, scaled-up firms now settle in building developments along the Zukunftsterrassen and on the Hafensinsel site. To enhance and safeguard the high quality of the business climate, companies co-invest with the local and federal authorities in the landscape and ecological quality of both lake and shore. While real estate developments can continue to play a role in financing the landscape of the



lakeshore, Landvestors should stay aware to guarantee the public access to the lake.

Proof of concept and inspiration

The idea of starting new businesses in a post-industrial setting is well-known. “New ideas need old buildings”, Jane Jacobs wrote in *The Life and Death of American Cities*. Heritage creates a bridge to the past, identity and belonging, also industrial heritage such as mines. Examples such as Zeche Zollverein and C-Mine Genk show how mining sites can become nuclei of culture and the new economy. In the words of Gerd Hachen, chairman of the Revierkonferenz: “Through the awareness of our history, we take on the future.”

Often, large buildings are used to house new companies, such as the NDSM shipyard and Sugar Silos in Amsterdam, or the RDM Campus and Creative Factory in Rotterdam. The Landscape Offices at FORUM :terra nova, however, need to pioneer and colonize the new lakeshore. Innovative modular building concepts, built with sustainable materials, can be an inspiration here, such as Urban Beta – a startup from Berlin. Seats4Silence (see Landvestors I) provides an interesting model to rent workspaces in the landscape to city dwellers. The

initiative promotes an entrepreneurial network for the sharing of knowledge and ideas, which maintains a network of (co)workspaces near the city: green, inspiring and silent for concentration.

“We need to form an initial group to use the first Landscape Office units,

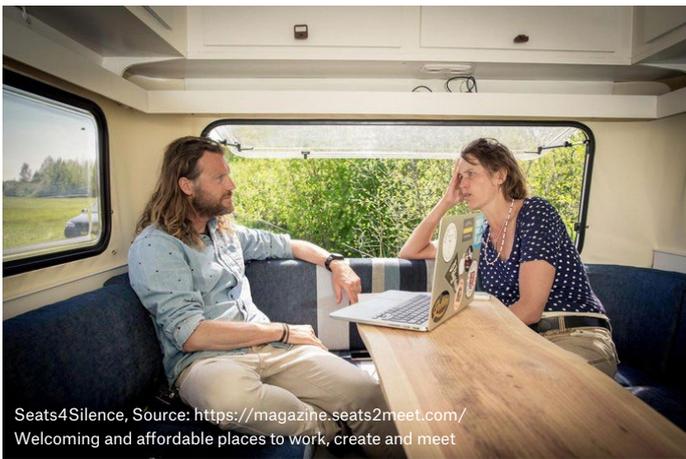
in collaboration with the Forum. This group would need a good modular building concept and volunteers for the installation. From the local government, a subsidy and temporary building permit would be required. It makes sense to involve RWE as main sponsor of the project.”



Furnace No 5 at Landschaftspark Duisburg-Nord (Landscape Park Duisburg North) at night. Source: Tuxyso / Wikimedia Commons / CC BY-SA 3.0



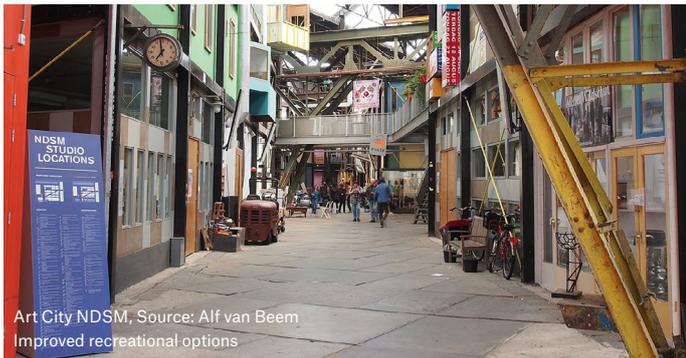
C-Mine Genk The former coal mine is now an exhibition center. Source: Majobas2, Creative Commons Attribution 4.0 International



Seats4Silence, Source: <https://magazine.seats2meet.com/> Welcoming and affordable places to work, create and meet



Creative Factory, Rotterdam, Region's identity at the forefront Source: G.Lanting, Creative Commons Attribution-Share Alike 4.0 International



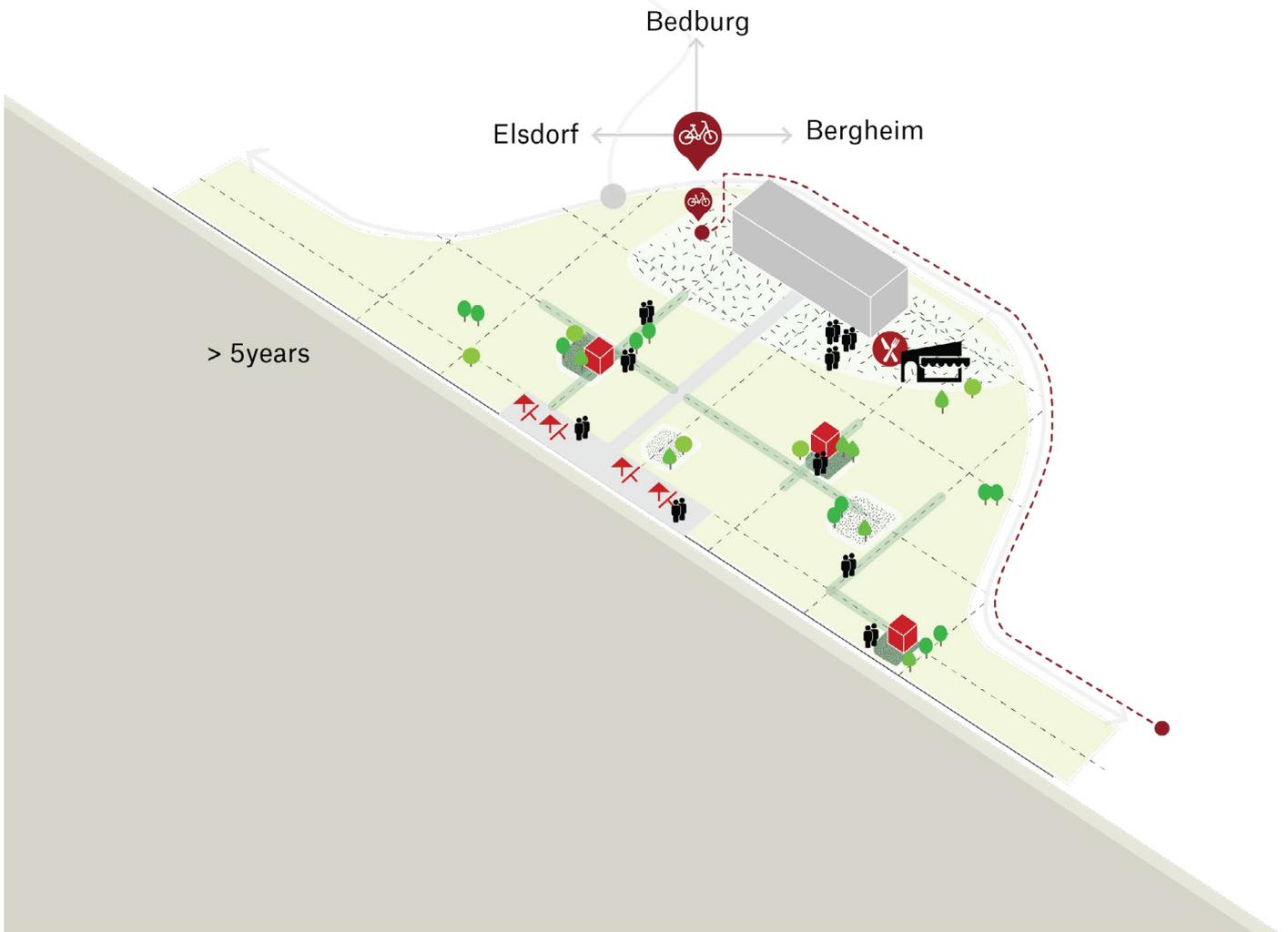
Art City NDSM, Source: Alf van Beem Improved recreational options



Urban Beta, Berlin. Source: <http://www.urban-beta.de/> Lightweight low-carbon structures for events and work

Land Office Forum Terra Nova

design proposal - SMALL



financial proposal - SMALL

Entrepreneurs
1+6 Small temporary offices
(1-4 workplaces) short term flexible

RWE + Subsidy
5km of cycle and walking paths

Crowdfunding
A tree line on each side of paths

Landvestment
€ 1.291.500
Landvestors



Crowdfunding
€67.000



Entrepreneurs
€175.000



Subsidy
€524.750

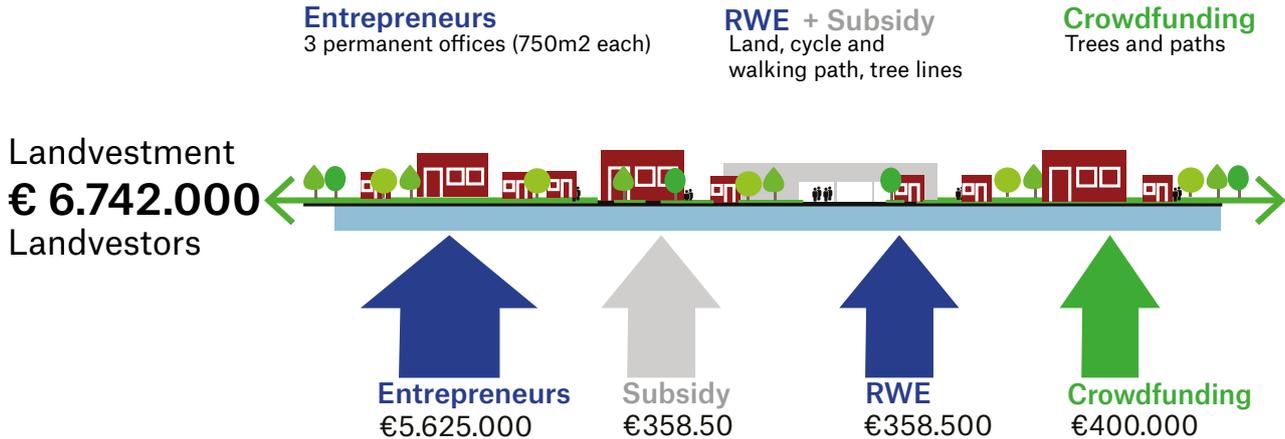


RWE
€524.750

design proposal - MEDIUM



financial proposal - MEDIUM



design proposal - LARGE



financial proposal - LARGE

Crowdfunding
Larger offices and routes

RWE + Subsidy
Park Development of business sites/offices

Entrepreneurs
Connection to mobility hub

Landvestment
€ ?
Landvestors



SMALL

7 offices

Financing

Workplace/Office rent	€ 17.550	10 workplaces
Crowdfunding trees	€ 67.500	2.000 people, 170 companies
RWE	€ 524.750	RWE and local/regional government, each 50% remaining costs
Subsidy	€ 524.750	
Total	€ 1.292.000	

Costs

7 temporary offices (S)	€ 175.000	175m ² , €1.000/m ²
Tree line, cycle path *5km	€ 300.000	60.000m ² , €50.000/ha
Cycle and walking path gravel	€ 750.000	5km, €150/m
5km of two sided tree lines	€ 67.000	10km, €6.700/km, maintenance not included
Total	€ 1.292.000	

MEDIUM

10 offices

Financing

More workplaces/Office rent	€ 270.000	2250m ²
Crowdfunding trees/paths	€ 400.000	4.000 people, 400 companies
RWE	€ 358.500	RWE and local/regional government, each 50% remaining costs
Subsidy	€ 358.500	
Total	€ 1.117.000	

Costs

3 permanent offices	€ 5.625.000	ca. €2.500/m ² , 3x750m ² , 30-50 workplaces per building
Tree line, cycle path +5km	€ 300.000	60.000m ² , €50.000/ha
Cycle and walking path gravel	€ 750.000	5km, €150/m
5km of two sided tree lines	€ 67.000	10km, €6.700/km
Total	€ 1.117.000	5% contribution of the office development cost to landscape

LARGE

- Further development of business site/offices with combination of landscape improvement and real estate development
- Park development
- Connecting to regional mobility systems
- Increasing citizen involvement (cooperative) for guaranteed public accesses to the lake



Schloss Paffendorf

Photo: schlosspaffendorf.de



Innovation Ecosystem at Kraftraum

Landvestor proposal: Green campus and
cycling network - by knowledge institutes

Innovation Ecosystem at Krafraum

“We are the upcoming campus initiatives in the Krafraum area, including the Food Campus Elsdorf, Kraftwerk Niederaussem, Digital University and Schloss Campus Paffendorf. Knowledge and skills are crucial in the transition to a new economy in the Rheinisches Revier region, and so are the physical places for education and innovation. Although each of our campus initiatives can in itself become an attractive site, they are also limited in scale and focused on specific sectors. Like other tech-valleys in the world, the knowledge ecosystem at Krafraum is more than the sum of its parts.”



The ambition of Rheinisches Revier is to shift from a mining region to high-tech and other knowledge-intensive industries. To attract new businesses, students and professionals, the region needs an attractive business and working environment, with excellent internal connections between its urban cores, recreational landscapes and knowledge centers. The Innovation Ecosystem at Krafraum connects knowledge centers and business locations, offering a pleasant healthy, green work environment. The network starts to form immediately, when the campuses start their developments. Besides educational collaborations, also physical landscape connections are built.

The main qualities of the Campus Network are:

- 1) green mobility lanes between the campuses and the Krafraum cities, featuring a tree canopy and safe cycling infrastructure, separated from car traffic;
- 2) green campus sites, with green outdoor facilities and bike sharing and e-bike charging stations;
- 3) a joint research project which develops the state of the art cycling strategy (including connections to public transport and transfer from automobile to bike) while learning from it – the Speedway Network.

Scaling up

SMALL – When the first campuses start developing – probably the Food Campus (by Elsdorf) and Kraftwerk Bergheim Niederaussem (by RWE Power AG) – these form the Speedway Network research project, co-funded by the local authorities. The campuses invest in the landscape elements at their own premises, as well as e-bike loading poles and bike storage. Meanwhile, the Speedway Network project launches a cycling pilot for the connections between the campuses and Krafraum cities, involving small adaptations in the street layout, and

a small number of shared bicycles comparable to the Parisian Vélib system. A crowdfunding campaign and local bicycle shop could increase public involvement in this startup phase.

MEDIUM – After some time, the campuses become livelier and cycling becomes a preferred way of transportation for visitors and staff in the area: healthy, no traffic jams, and aware of the developing surroundings. Step by step, the campuses increase their facilities, including event and canteen venues. The local governments work together to realize the separated cycling lanes, possibly with help from RWE. The Speedway Network looks for crowdfunding and donations to plant the trees along the cycling lanes, and to improve the bike-sharing and e-bike charging stations. Bike user fees help to pay for maintenance of the system, as well as leisure companies who may benefit from the increasing number of cyclists in the area.

LARGE – The cycling network becomes a carrier of the recreational and business traffic in the area, with mobility hubs as entry

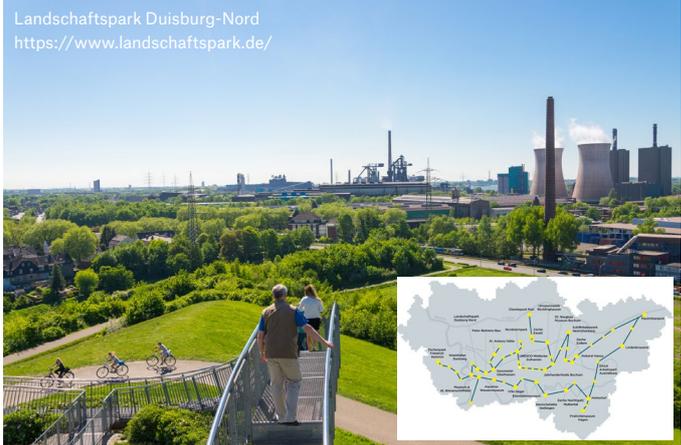
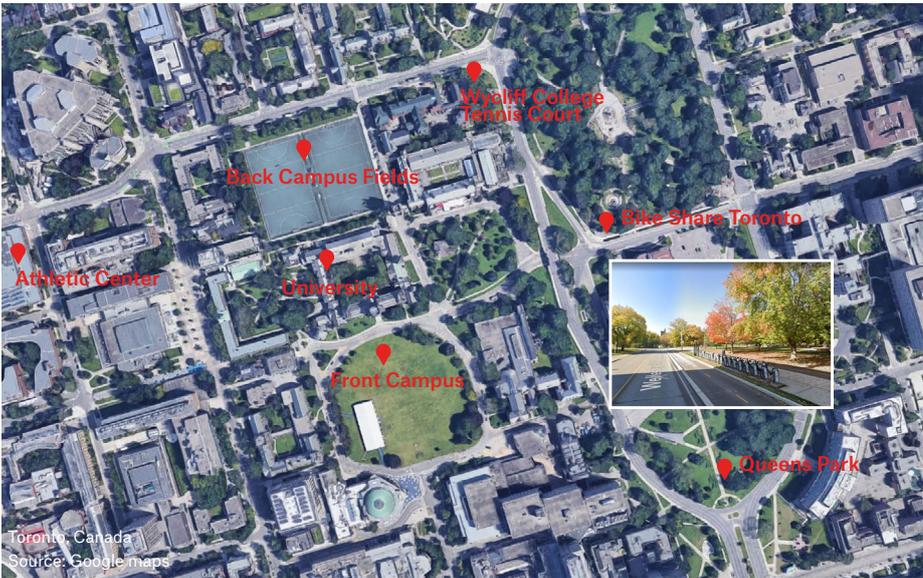
points. Highspeed e-bikes take over part of the medium-distance automobile traffic. The Speedway Network finishes its research phase and becomes an independent organization with its own business model based on bike-sharing services, owned by the campuses and municipalities. Its services expand to the entire Krafraum area, including the foreseen Speedway Lane near Bedburg. The Schloss Campus Paffendorf starts development, in collaboration with a renowned knowledge partner, for example the Fraunhofer & Max Planck Institute.

Proof of concept and inspiration

The combination of regional high-tech strategies and concrete projects for green campuses and cycling networks is not new. In Toronto, the McMaster university campus has focused on a healthy work environment, combining parks and sports facilities (such as running trails) in the campus layout. The campus is connected to the Toronto-wide bike sharing system. Some Dutch campuses are following similar ideas, for instance in Delft and Utrecht. In Silicon Valley, landscape conservation is combined with the construction of a large cycling

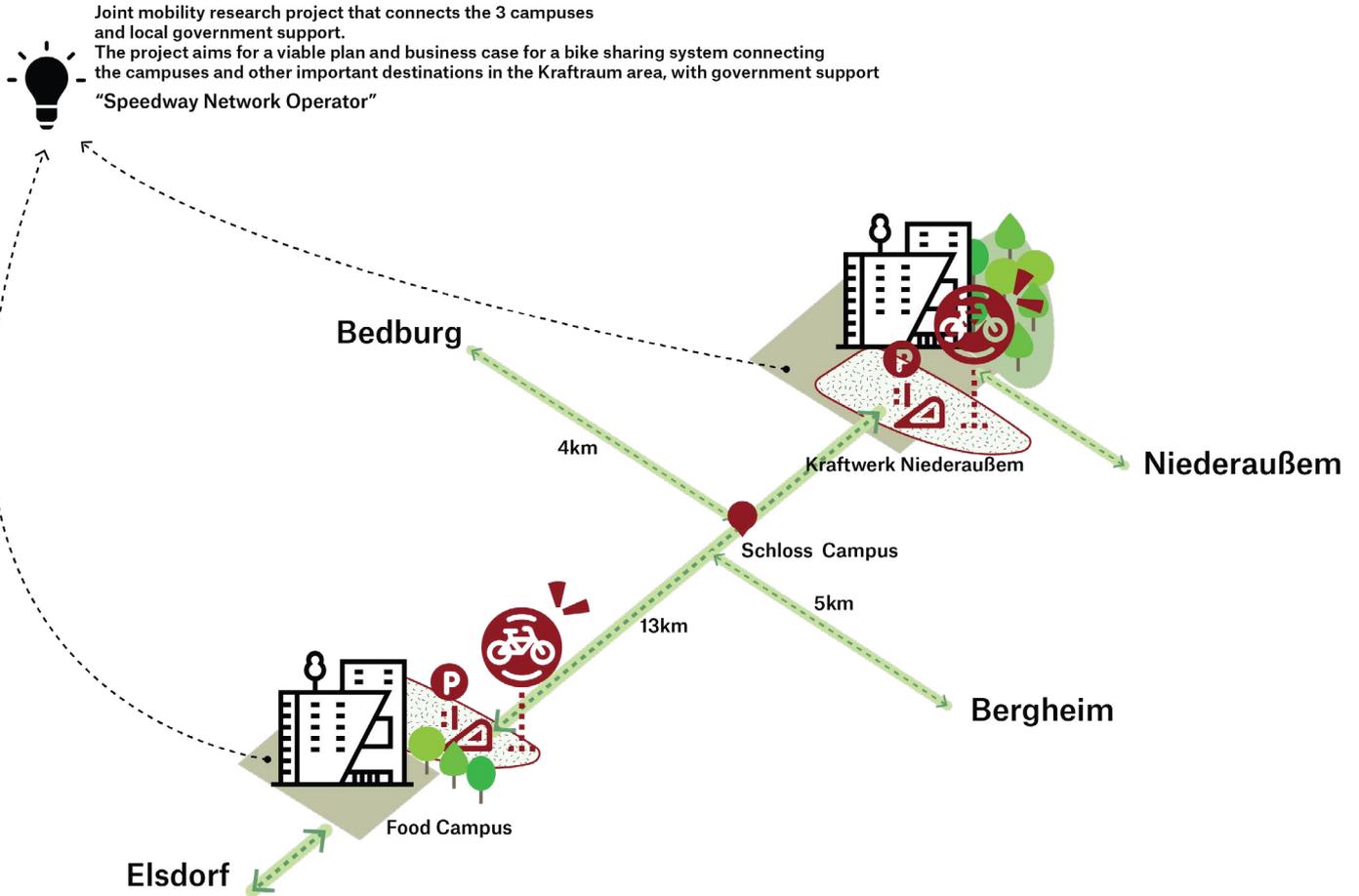
network around the entire bay – the San Francisco Bay Trail. Donating tech companies participate in such projects through Land Trusts (e.g. the Peninsula Open Space Trust), in collaboration with local governments and NGOs (e.g. the Greenbelt Alliance). Germany is developing its own best practices regarding cycling infrastructure and innovation campus environments, for example the Route der Industriekultur in the Emscher Landschaftspark – connecting icons of industrial heritage.

“To make the Krafraum Campus Network a success, we need commitment from (other) knowledge institutes and business partners. We need space for experimentation in public space, as well as subsidies from the local authorities. And we count on the participation of the other citizens of Krafraum, shifting towards green mobility, and spending some of their money on trees and bike-sharing and a little less on cars.”

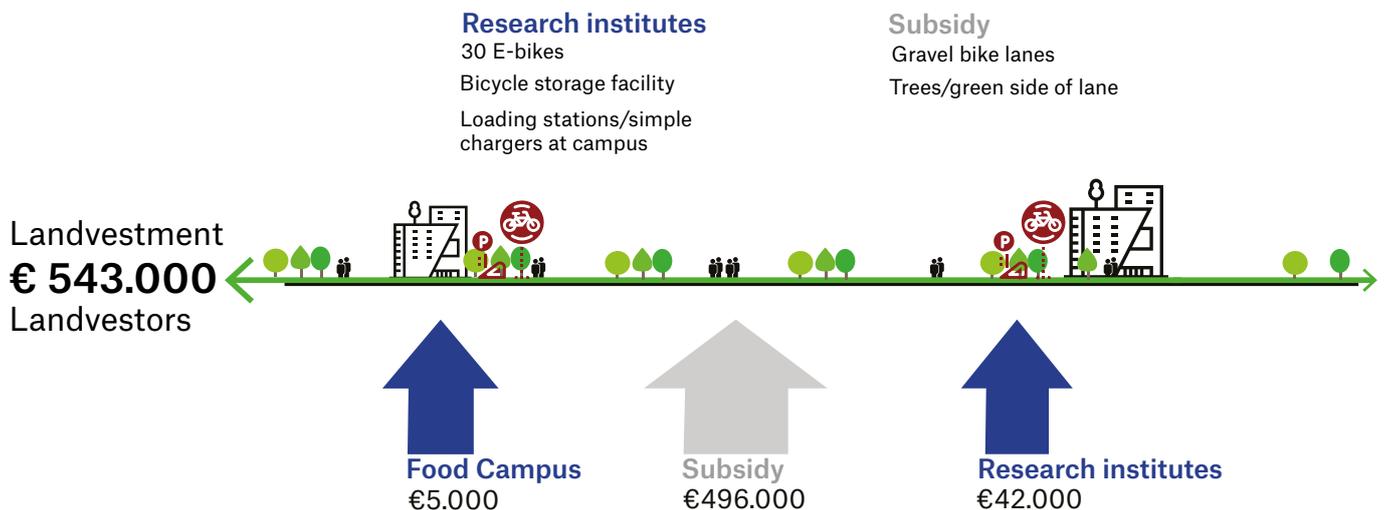


Innovation Ecosystem at Krafraum

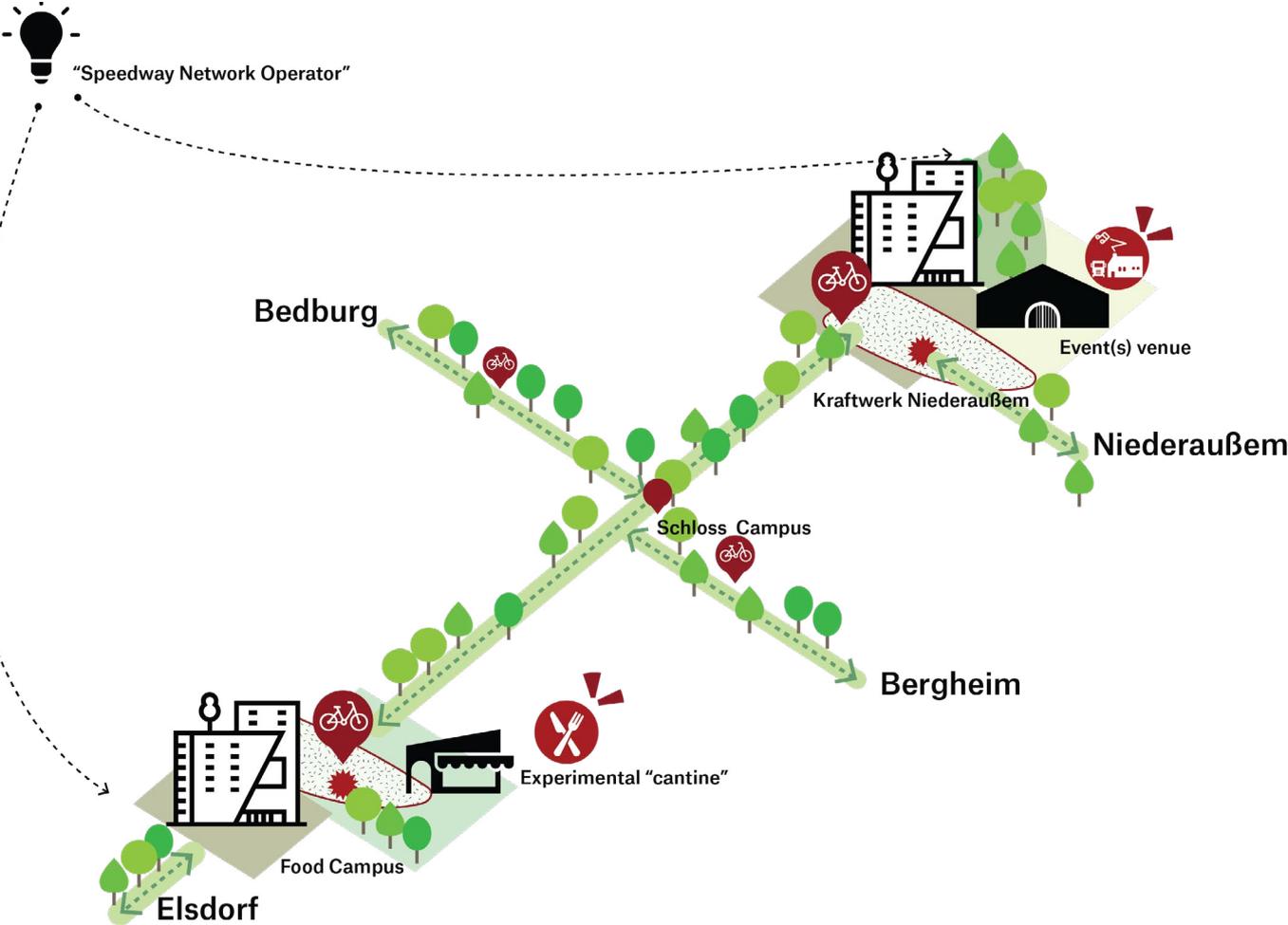
design proposal - SMALL



financial proposal - SMALL

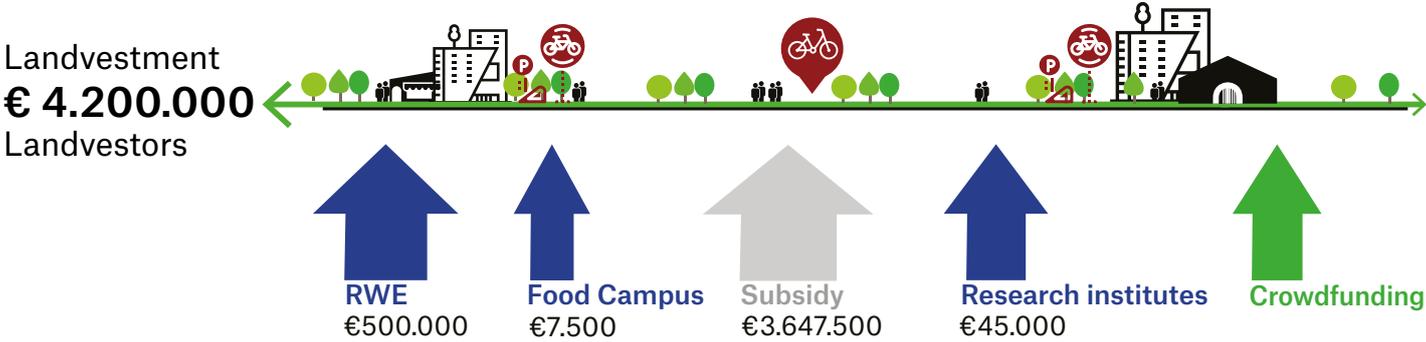


design proposal - MEDIUM

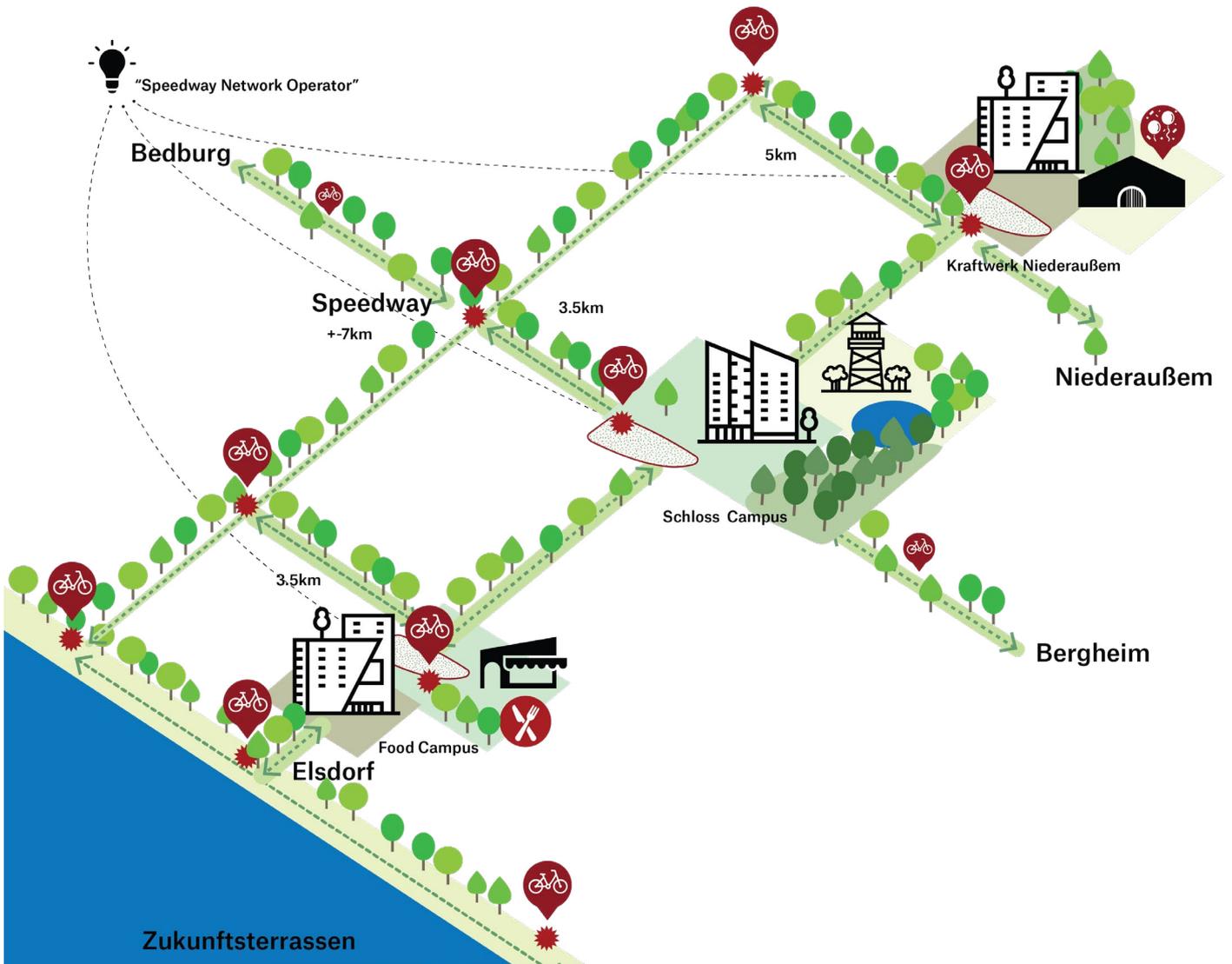


financial proposal - MEDIUM

- Research institutes**
 50 E-bikes
 Loading stations/new programs
 Bicycle storage facility
- Subsidy**
 Two-sided bike lanes (fast)
 Trees/green sides of lane
- Crowdfunding**
 Trees
- RWE**
 Sponsorship



design proposal - LARGE



financial proposal - LARGE

Research institutes

E-bikes
Bicycle storage facility
Loading stations/new programs

Subsidy

More 2-sided bike lanes (fast)
More trees/green two sided (lane)

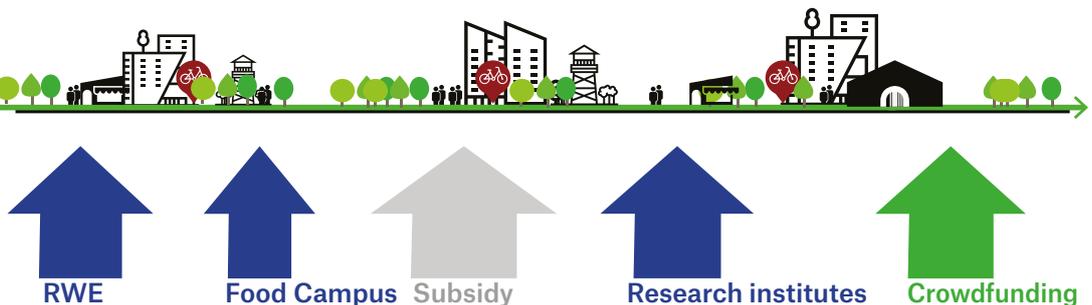
Crowdfunding

Trees

RWE

Sponsorship

Landvestment
€ ?
Landvestors



SMALL

7 offices

Financing

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MEDIUM

10 offices

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LARGE

- Further development of business site/offices with combination of landscape improvement and real estate development
- Park development
- Connecting to regional mobility systems
- Increasing citizen involvement (cooperative) for guaranteed public accesses to the lake



Green Corridor in Oirschot

Photo: Merten Nefs

Region

Brainport Eindhoven



Brainport Eindhoven

Brainport Eindhoven is known for its high-tech companies, start-ups and scale-ups, and for its attractive landscape of forests, heath and agriculture. The fast growth of housing, livestock farming, distribution centers and other activities, has put the Brainport area under high pressure. More room for nature is needed to deal with declining biodiversity and the effects of climate change, most importantly draughts. At the same time, landscape quality and recreation have become a crucial asset in the battle for talent – the tech sector needs to attract and retain many highly skilled workers.

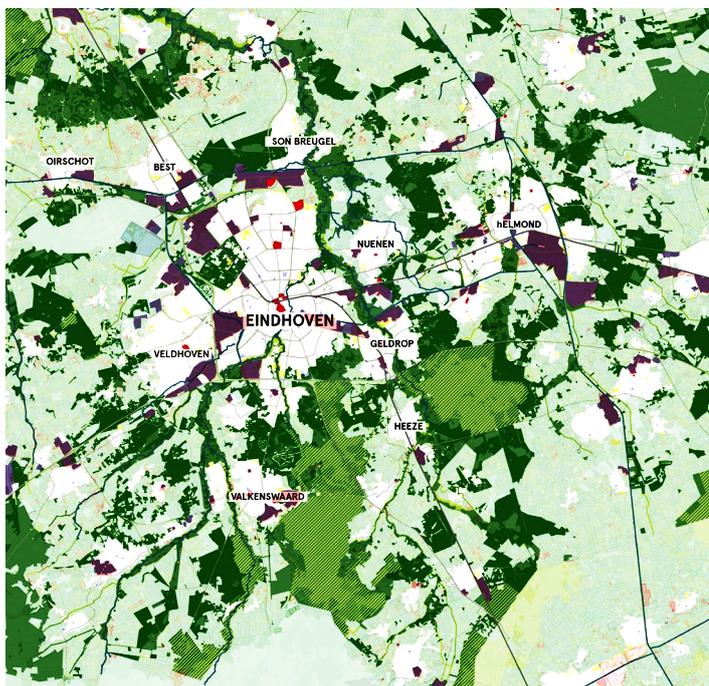
Van Gogh National Park in development (VGNP, www.vangoghnationalpark.com) is an attempt to combine the worlds of nature and economy, government and private sector. The idea of Landvestors already resonates in VGNP and other regional initiatives, and may provide local entrepreneurs, planners and residents with the opportunity to start small and realize landscape ambitions on the short and medium term. On the long run, Landvestors may become part of the region's culture of doing business, in which companies take their share in maintaining the landscape quality that fits the 'smartest region in the Netherlands'.

In our Landvestor pilot, we focus on the Green Corridor, a strip of about 15 kilometers between Oirschot and central Eindhoven. The history

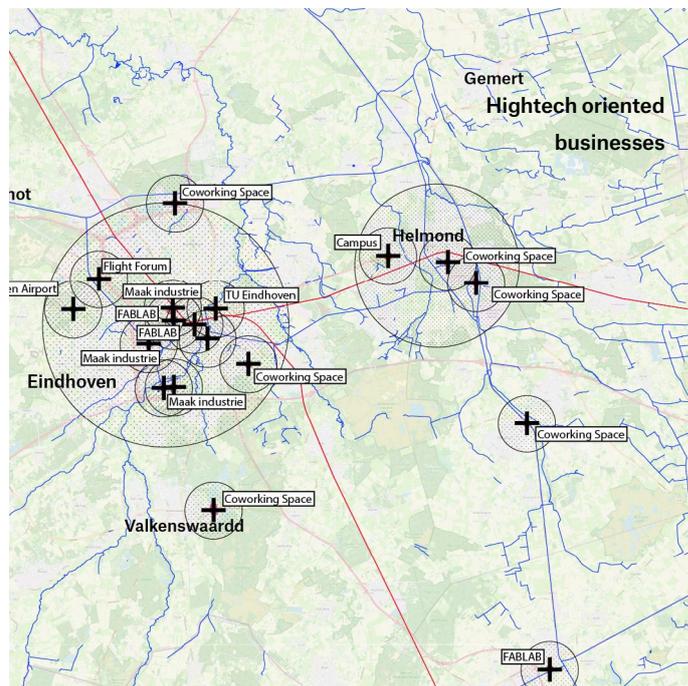
of the corridor is strongly linked to the Philips Company, whose owners developed factory complexes, but also public parks, facilities for employees and housing estates in the 20th century. From 2014 the corridor is being developed, by the two municipalities and Brabants Landschap, as a slow traffic axis (cycling, walking, skating) with several new campuses and business estates along the way. In the direct vicinity of the corridor (1km) there is a population of 45.000, and in the wider region (within 5km) about 300.000. Compared to the region, the Green Corridor concentrates more jobs, and a younger population with more expats. The role of companies in the development of the Brainport landscape has shown great potential, but is at times challenging, for instance in the case of air pollution by livestock farms and the

airport, or large logistic companies blocking the view. Both Oirschot and Eindhoven have plans to expand the industrial sites (Westfields and Brainport Industries Campus - BIC), build houses and improve the landscape quality of the Green Corridor.

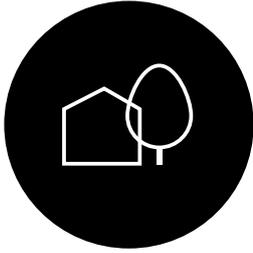
The main context of the transitions in the Brainport is the Regional Agenda of the Eindhoven Metropolitan Region, program BrabantStad - Next Landscape and the recent Masterplan of Van Gogh National Park. These emphasize the unique constellation of the region, "the combination of valuable nature, high-end culture and leading economy in one of the smartest regions in the world", in which "the collaboration between cities, villages and landscape is unique and should be strengthened". In



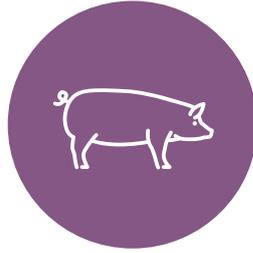
Patchwork of cities, villages and landscapes



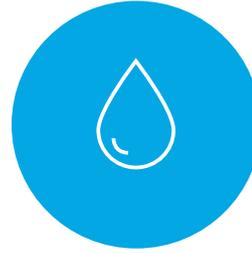
Hightech oriented businesses



PLEASANT LIVING
AND WORKING
ENVIRONMENT



AGRICULTURAL
TRANSITION



CLIMATE
CHALLENGES



ROOM
FOR NATURE

practice, these ambitions lead to densification projects in the urban core of Eindhoven, mixing housing and small businesses in former industrial sites, and expanding innovation campuses such as Brainport Industries Campus. Landscape investment has also increased, for example focusing on restoring the brooks water network (projects Levende Beerze and Mozaïek Dommelvallei). In this setting, the Green Corridor, being one of the three green wedges of Eindhoven, could form a connection between city and countryside, with recreational destinations, high-end businesses and multifunctional agriculture mixed with housing. In the middle of the corridor there is a large area of heath and forest, in use by the military for training. Part of the site, the historic army camp King William I, will be used for both tourism and training after restoration.



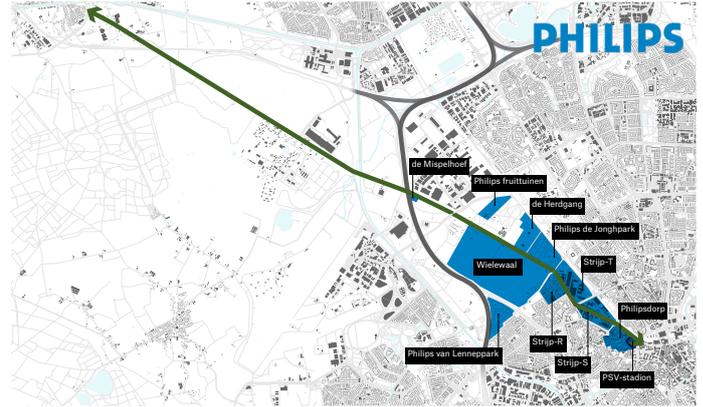
One of the green wedges of Eindhoven. A connection between city and countryside with recreational destinations, high-end businesses and multifunctional agriculture.



The Green Corridor concept, drawn up by West8 in 2014



Pachwork of functions around the Green Corridor



Developments by Philips in eastern part of the corridor

Potential of Landvestors

There is an increasing focus on landscape development in Brabant and the Brainport region, for example in the Green Bid, in which five municipalities plan to invest in forests and recreational infrastructure beyond their administrative boundaries. However, there is a consensus that only public investment is not sufficient to realize all the ambitions of Van Gogh National Park in development, and force the transition to sustainable agriculture. Cooperation with farmers, high-tech companies and citizens is fundamental. In a way it's going back to how things worked in the 19th century, before the large governmental landscape transformations of the 20th century. See the map showing the complexity of stakeholders and developments on the next page. Alderman Piet Machielsen (Oirschot) thinks that "in the 21st century, we will see the economic powers in the landscape once again, in partnership with the government." At the same time, it will have to work radically different from before. While Van Gogh in his time still saw the countryside as pure and idyllic, we now know that our wealth has had a large impact on ecosystems and agriculture needs to regain its balance with nature. The landscape as a place to escape the busy city life is more urgent than ever, since the Covid-19 pandemic. Frank van den Eijnden, operational director of VGPN: "The rat race of work now largely takes place

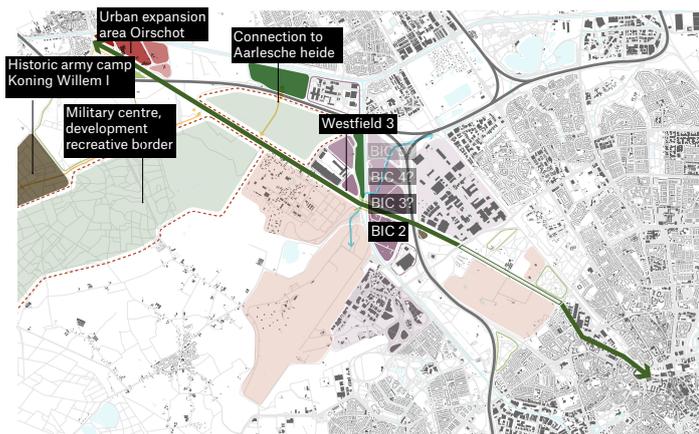
online, which makes us want to go outside, and more aware of our direct surroundings, while the 'wow-factor' of exotic travel is being postponed by the lockdowns."

Erik van Merriënboer, former deputy Provincie Noord-Brabant, affirms that landscape has become a key element of the Brainport's battle for talent. In his experience, large high-tech companies such as ASML increasingly hear from their employees how important nature and sports are, especially since the Covid-19 pandemic. Van Merriënboer: "Expats stay for seven years or more. Brainport Eindhoven is just a link in the immense chain of international jobs, where the quality is a package deal of an inspiring work and living environment, especially for young couples and families. So don't listen only to the captains of industry, but rather to the workers." Nature volunteer organization IVN notices a similar interest of companies and, especially, among high-tech employees. IVN South director Renske Visscher: "With ASML we started collaborating on Project Landing, in which expats learn about the stories of the Brainport through the landscape, so they can root better in the region."

Along the Green Corridor, the first signs of private initiative in landscape developments have become visible, for example the Philips Fruit Garden and the nearby International School. Since 2002, the Brainport Park

Cooperation attempts to raise the standards of the outdoor spaces for employees, clients and inhabitants. Among its members are Eindhoven Airport and Novotel. The cooperation invests in the local green grid, new business models to maintain the landscape, and organizes routes and activities. Multinational parcel company DPD recently built a large sorting center along the Green Corridor. CEO Eric Dietz and director Logistic, Strategy & Development Rick Pardoel, mention that contributing to the concept of the corridor is attractive. Not only is there a need for a local 'license to operate', considering the discussion on the 'boxification' of the landscape. "As large logistic player, we need to keep our employees happy. That is only possible in a high level environment. [...] Around our building there has to be more than just asphalt and a tidy lawn." The new generation of employees is proud of how the company co-financed a local land art project 'Trench of Peace' (near the military base), and built a pond for water buffering, with a semipublic leisure area.

Green Development Fund Brabant, a provincial nature development organization, also receives more calls from companies and other private stakeholders, who seek help to develop for example a food forest (a forest that generates fruits, nuts and other products). Director Mary Fiers: "Since 2014 we have realized half of the targeted 10.000



New developments in the Green Corridor.



Leisure and sports areas, historically linked to the urban cores

hectares of nature in 2027, of which 20% are combinations with some business model such as recreation. [...] Investing in nature turns out to be a solution to many problems, such as climate change, draughts and air quality."

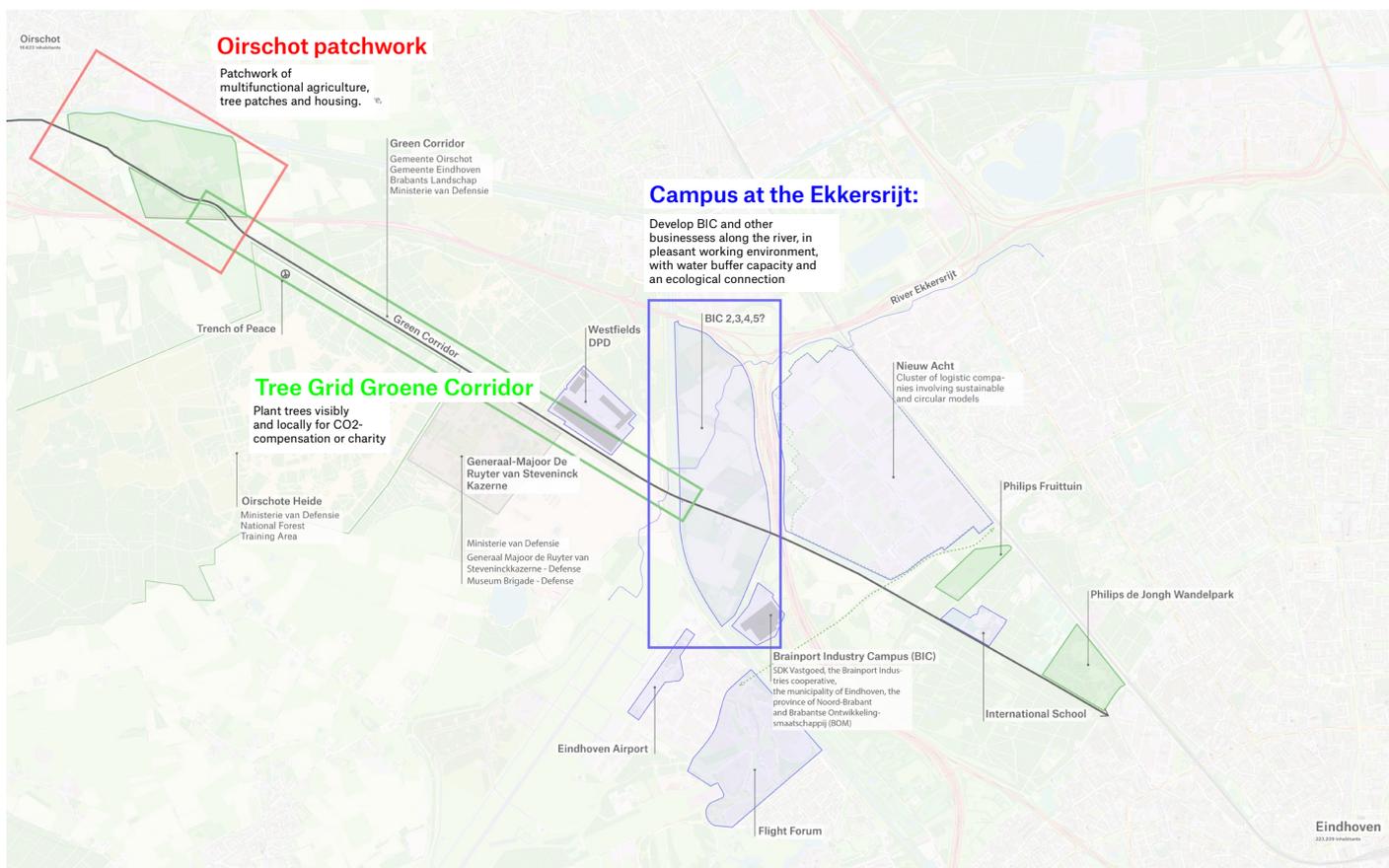
Landvestor experiment

In Brainport Eindhoven we imagined three propositions, which link to the

large transitions and ambitions in the region, and might empower the existing involvement of the broader public in landscape development: the Tree Grid, Oirschot Patchwork and Campus at the Ekkersrijt. For each proposition we imagined a fictitious, yet realistic, group of stakeholders (Landvestors).

— "Workers of a high-end chip factory are in their core still hunter-gatherers. They become enthusiastic when they can pick apples in their own environment."

– Carlos Faes, entrepreneur Philips Fruittuin



Landvestor proposals and main stakeholders in the Green Corridor



Green Corridor in Eindhoven

Photo: Merten Nefs



Tree Grid

Landvestor proposal: Green structure by
companies and inhabitants
of the Green Corridor

Tree Grid

"We, the companies and inhabitants of the Green Corridor, want to plant of a grid of trees, and develop forest patches, park areas and facilities along those trees. We plant trees visibly and locally for CO₂ compensation or charity."

The Tree Grid will improve the business climate in the corridor, making it attractive for us to stay here on the long term, and for other (high-tech) companies and talented workers worldwide to settle with us. It will improve quality of life in the corridor, especially the recreational options and air quality. This helps to retain talent in the region, keeps us healthy and makes our business models more sustainable.

Scaling up

SMALL - We can start tomorrow, by planting trees, as a birthday present, or company donation. The planting of one tree is a very tangible yet affordable way to invest in landscape, accessible to almost anyone.

MEDIUM - The Tree Grid is complementary to many existing public projects, to plant trees and develop artworks and recreational facilities along the Green Corridor. There is masterplan for the Green Corridor, including the sites where trees are to be planted as well as clearings. If we participate, we can make these changes happen faster and with more social engagement. The Tree Grid helps existing strategies to defragment the ecological and recreational networks. Inspiring existing project include the ambition to plant rows of trees along the corridor, the realization of mixed funded land art such as the 'Trench of Peace', and the planting of tens of thousands of trees by the Groene Woud organization.

LARGE - In the future, the Tree Grid can become much larger than the corridor itself. For example, by working together with tree nurseries to turn Brabant into the 'Versailles of the North', or by making regional CO₂ compensation possible for the airport and other businesses.

Proof of concept and inspiration

The collective care of 'wild' areas, such as heathland for grazing sheep, is part of the regional history, as is collective water management. This type of collaboration could work very well with regard to reforestation too.

The experience from existing projects makes the Tree Grid imaginable, for example the crowdfunding phone app TreeTime; the CompensatePlus site that calculates your impact and offers ways to compensate CO₂; and the certificate of Trees for All, which guarantees the planting of trees in the Netherlands and abroad. A promising combination is trees with agriculture (agroforestry), which is becoming popular worldwide. Many companies and citizens are currently looking for a place and method to plant trees, as CO₂ compensation for business or family air travel. Recently, an entrepreneur from the Wageningen area set up a walnut tree planting system with local chicken farms, who would like to combine walnuts in their business model. The Dutch National Forest Service (Staatsbosbeheer) operates a fund for private investment in trees - including maintenance - as well, the so-called Buitenfonds. Green Development Fund Brabant recently started an initiative of citizen forests (Burgerbos).



"What we need is the possibility to plant the trees of the grid on the government-owned land, as planned, plus some help with the logistic process. We want to the planting of a tree to be as easy as possible: pay online, schedule a time, and wait for it with a shovel and gloves to help putting it in the ground. The more enthusiastic companies and citizens should be able to participate as volunteers in the public-private organization that promotes and accelerates the Tree Grid. We also need new flexible regulations to get the Tree Grid up to speed, to scale it up, and eventually realize CO₂ compensation certificates rooted in our own region."

— "We want to be a 'good neighbor' and part of the landscape, so we feel co-responsible for the development of Van Gogh National Park and the Green Corridor. [...] Hopefully we can start soon to compensate our CO₂ in our own region."

- Roel Hellemons, CEO
Eindhoven Airport



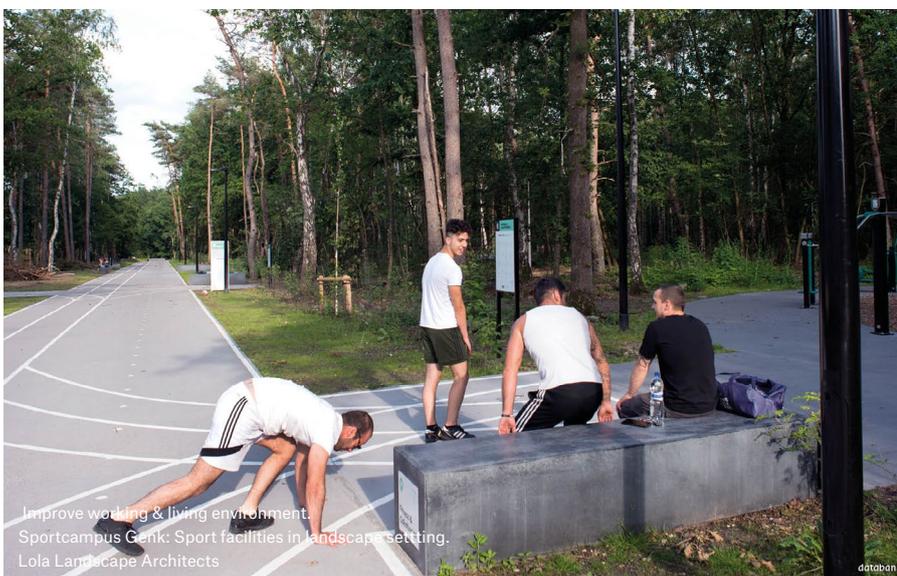
Lookout tower in a Forestry center, University of Minnesota research center. Source: Tlkremer, Creative Commons Attribution-Share Alike 4.0 International



Contribute to sustainability goals like CO2 compensation. Source: Alex Indigo / Creative Commons Attribution 4.0 Generic



Improve quality of life in the greencorridor the recreational options (identity, food, culture and sustainable production) Source: De Groene Corridor, de huidige Oirschotsedijk, <https://www.ed.nl/>



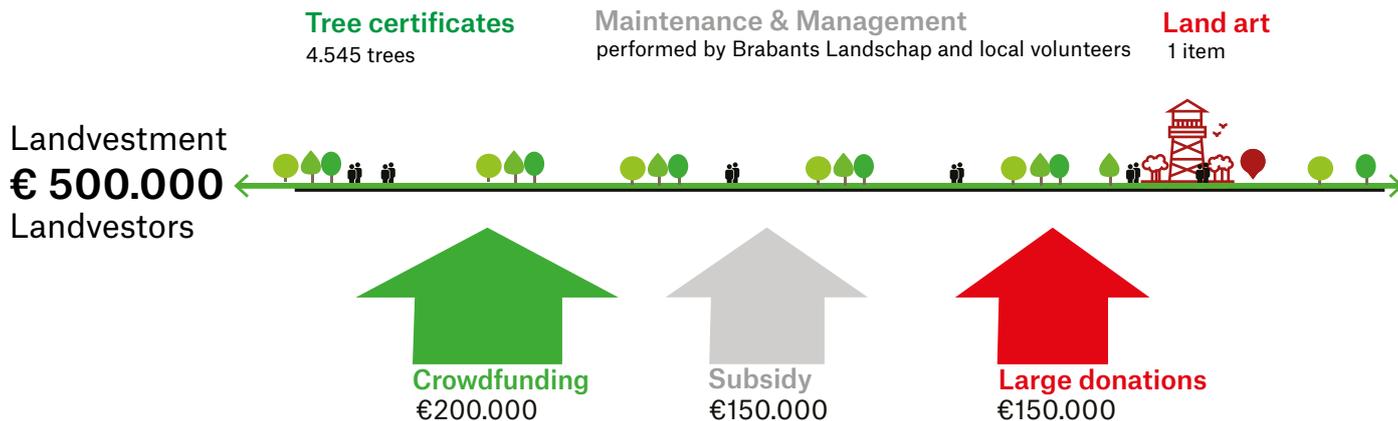
Improve working & living environment. Sportcampus Genk: Sport facilities in landscape setting. Lola Landscape Architects

Tree grid

design proposal - SMALL



financial proposal - SMALL



design proposal - MEDIUM



financial proposal - MEDIUM

Tree & corridors certificates
600 trees incl. land

Maintenance & Management
performed by Brabants Landschap and local volunteers

Land art
5 items

Landvestment
€ 2.000.000
Landvestors



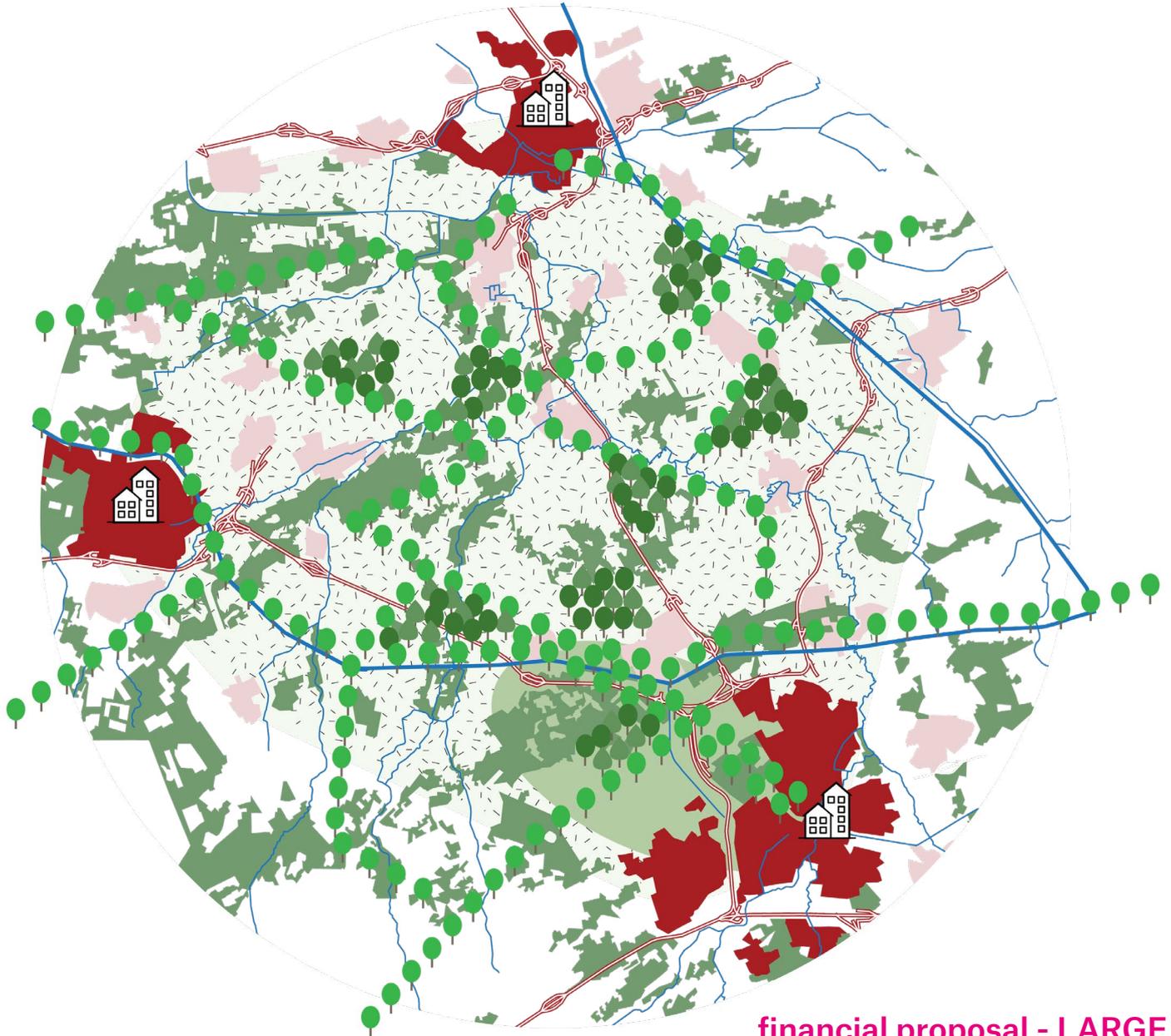
Crowdfunding
€300.000

Subsidy
€700.000

Large donations
€1.000.000

Tree grid

design proposal - LARGE



financial proposal - LARGE

**Regional structure
Versailles of the North**
2.000 trees incl. land

**Maintenance
& Management**
performed by Brabants Landschap
and local volunteers

**Large structure
and land art**
5 items

**Regional structure
Versailles of the North**
40.000 trees incl. land

Landvestment
€ ?
Landvestors



Crowdfunding



Subsidy



Large donations



Carbon credits

SMALL

Financing

Large companies donation	€ 150.000	3 companies x €50.000
Subsidy (province, municipalities)	€ 1500.000	100 S/M companies x €500
Crowdfunding campaign	€ 200.000	3.000 people x €50
Total	€ 500.000	

Costs

Tree certificates	€ 200.000	4.545 trees on public land x €55
Land art	€ 150.000	1 item x €150.000
Maintenance & management	€ 150.000	by Brabants Landschap and local volunteers
Total	€ 500.000	

MEDIUM

Financing

Large companies donations	€ 500.000	5 companies x €10.000
Brainport organization donation	€ 500.000	
Subsidy (previous ones + UE)	€ 700.000	300 S/M companies x €500
Crowdfunding campaign	€ 300.000	3.000 people x €50
Total	€ 2.000.000	

Costs

Trees & Corridor certificate	€ 300.000	1.200 trees incl. land purchase
Large structures & Land art	€ 1.000.000	5 items x €200.000
Maintenance & management	€ 700.000	by Brabants Landschap and local volunteers
Total	€ 2.000.000	

LARGE

- Yearly financing through “Carbon credits” for companies
- Donations, subsidies and crowdfunding is increasing
- The project evolves in a regional structure: Versailles of the North
- Increasing amount of planted trees, mini-forests, green chambers and land art



Herenboeren community-supported agriculture, Boxtel

Photo: Herenboeren



Oirschot Patchwork

Landvestor proposal: community
supported agriculture



Oirschot Patchwork

"As inhabitants, companies and farmers of the Green Corridor, we want to join forces to speed up the agricultural transition. The combination of nature and farms is the key quality of Van Gogh National Park and the Brainport landscape. Our goal is to make this combination future-proof. We want to buy local food, support the business case of local farmers and improve the biodiversity and landscape development in our region on the long term."



The Oirschot patchwork is a perfect place to start, because several developments coincide in this area – new housing, nature and (high-tech) business sites. The concept is similar to other existing initiatives in Brabant and other parts of the world; what makes it unique is the involvement of expats and the high-tech sector.

Scaling up

SMALL – The Oirschot patchwork starts in a single patch of land. The starting point is an enthusiastic farmer who wants to change her/his business model, and/or a farmer who wants to retire and sells the land to a new entrepreneur. The patch becomes a countryside destination for the inhabitants of Oirschot and Eindhoven. They can subscribe to a weekly vegetable box, visit the farm in the weekend and do volunteer work to get their hands dirty and relax after a day at the office. Companies in the Green Corridor sponsor the farm – in return they can use part of the farm as a meeting and training location.

MEDIUM – Step by step a network of farms emerges, with organic production methods; with food, care and education services, and an important role in landscape

maintenance. The farms pool resources and their products end up in the local shops and supermarkets, as well as in local canteens of companies, municipalities and healthcare institutes. The patchwork collaborates with existing projects, such as the Philips Fruit Garden. Small-scale housing projects are woven into the patchwork, in such a way that they add to the landscape development and keep as much of the ground surface for public use. Oirschot has plans to realize about 1.000 units on this side of town, while the type of housing is still unclear. Companies in the corridor benefit from the enhanced quality of life to profile themselves internationally and attract and retain talent.

LARGE – Eventually, the Oirschot patchwork can join other similar initiatives and become a regional network of nature-inclusive farming, in between the cities Eindhoven, Den Bosch and Tilburg. Not this entire triangle needs to become part of the patchwork, but rather the parts closer to the urban cores and in places where farmers already start the transition by themselves. The advantage of a larger network is that it can produce a greater variety of products and deliver with more certainty to supermarkets and other

outlets. Citizens and companies in the region may buy bonds, to contribute to the sustainable agricultural practice and compensate farmers' loss of income in the process if necessary. Farmers may also participate through a nature-inclusive food cooperation.

Proof of concept and inspiration

Although there is no tradition of rural estates in the region, land consolidation (ruilverkaveling) is part of its history. In the past, the Philips company invested in its own village, to attract workers from Drenthe. There are several examples of nature-inclusive agricultural practices, with varying business models, many of which still need further development. Combining some of them in the Oirschot Patchwork will contribute to these efforts. The concept of Herenboeren, for example, was initiated nearby in Brabant and has spread to other locations. A group of 150-200 households invest an amount of ca. 2.000 euros in a farm and pay a weekly fee in exchange for a box of products – not more expensive than buying in the supermarket. The members contract a farmer for the production, help out voluntarily with the harvest, and decide together on what to produce. Hoge Born is an

— **"Imagine that employees in the Green Corridor get their box of locally produced fruits and vegetables delivered in the parking garage of the high-tech company. This way consumers are linked to the caretakers of the landscape, a win-win situation for both."**

- Mary Fiers, director Green Development Fund Brabant

— **"I can image a fund, through which high-tech companies contribute directly to the transition towards sustainable agriculture on fields of farmers in their own surroundings, by compensating their loss of revenues during the transition."**

- Frank van den Eijnden, operational director VGNP

example of an independent farm who sells weekly vegetable boxes. Akkervarken is a nature-based pig farm with meeting and party facilities. Another initiative nearby, the Philips Fruit Garden, arose from a 1929 employment and food picking project of the tech company. It is now in the hands of an entrepreneur who runs the orchard partly with volunteers, sells local products in a Landwinkel, and depends highly on the high-tech workers for its business model (business meetings, catering, company and educational fruit picking days, fruit juice pressed for companies, fruit beer etc.). Farmers also experiment with recreational business models such as camp sites. Nearby recreation park Stille Wille

aims to allow year-round habitation and invests in the landscape in and around the site, with help of the municipality. There are also regionally operating initiatives. Boeren van Amstel and Weerribben Zuivel are examples of nature-inclusive farming cooperative (dairy products in this case), the first one with their own brand of milk and yoghurt near Amsterdam. Mariënwaerd is a café in Utrecht with a store for organic products, produced in a historical rural estate in the region. In Veghels Buiten, new rural housing typologies are imbedded in a part of the countryside where rural vacancy was becoming a challenge. Land van Ons is a crowdfunding project to buy land and

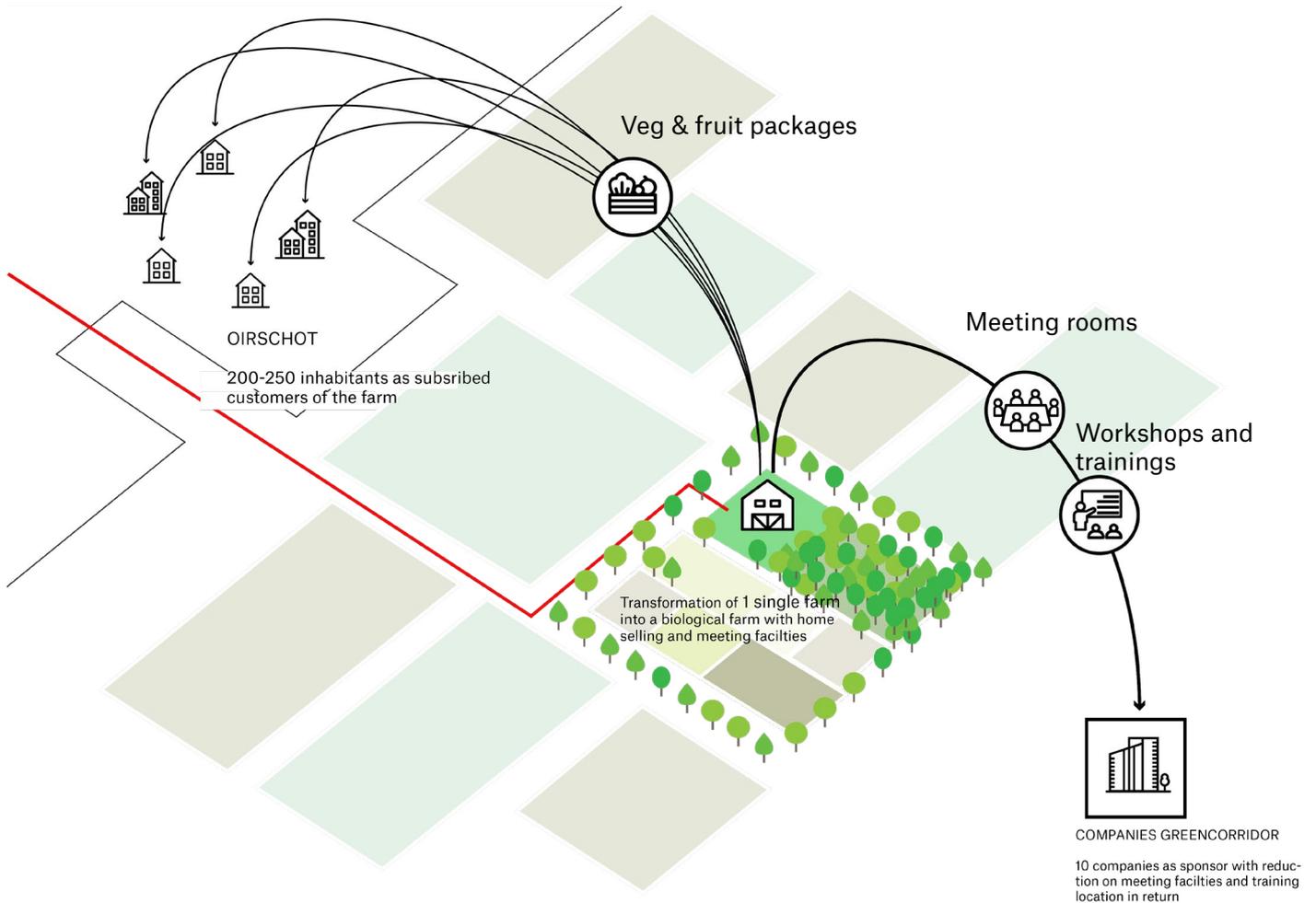
lease it back to farmers who want to farm organically, in combination with landscape maintenance. Aardpeer similarly acquires land for sustainable farming, in this case through periodical sale of bonds. Green Development Fund Brabant supports farmers who want to produce more locally, process their own food (cheese for example) and open a bed & breakfast. More inspiring projects are found in the Landbouw Pilots by the Board of Government Advisors.

“We need the other citizens, farmers, businesses and local government officials of the Green Corridor to join us, buy and eat local, and scale the Oirschot Patchwork up.”

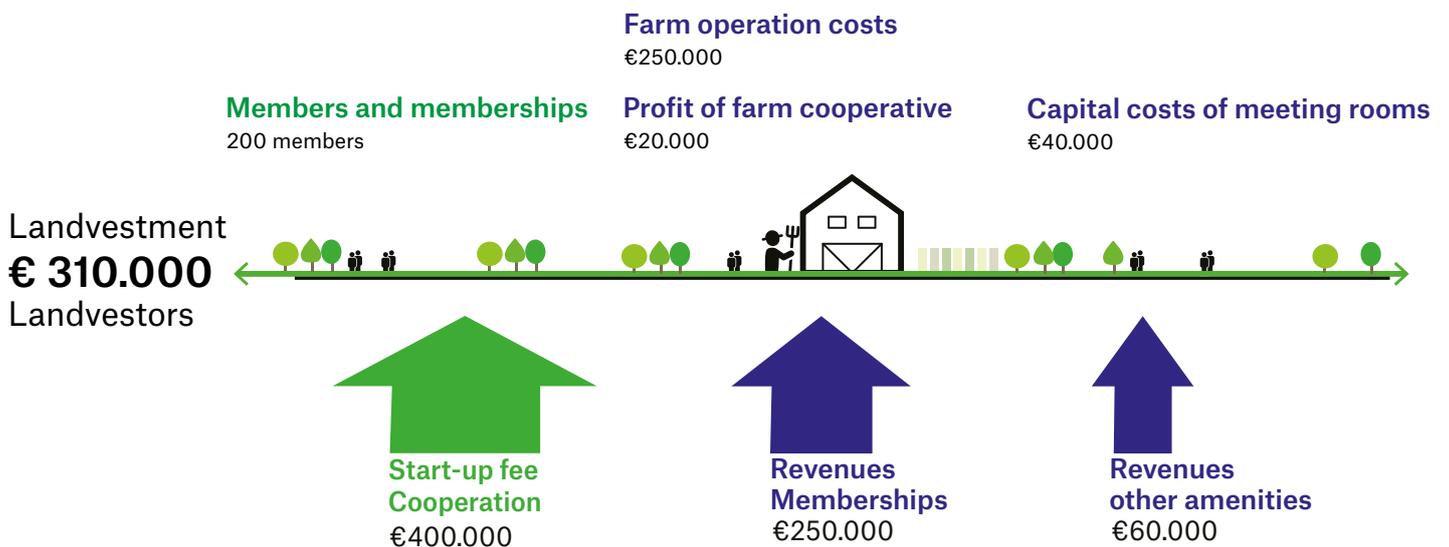


Oirschot Patchwork

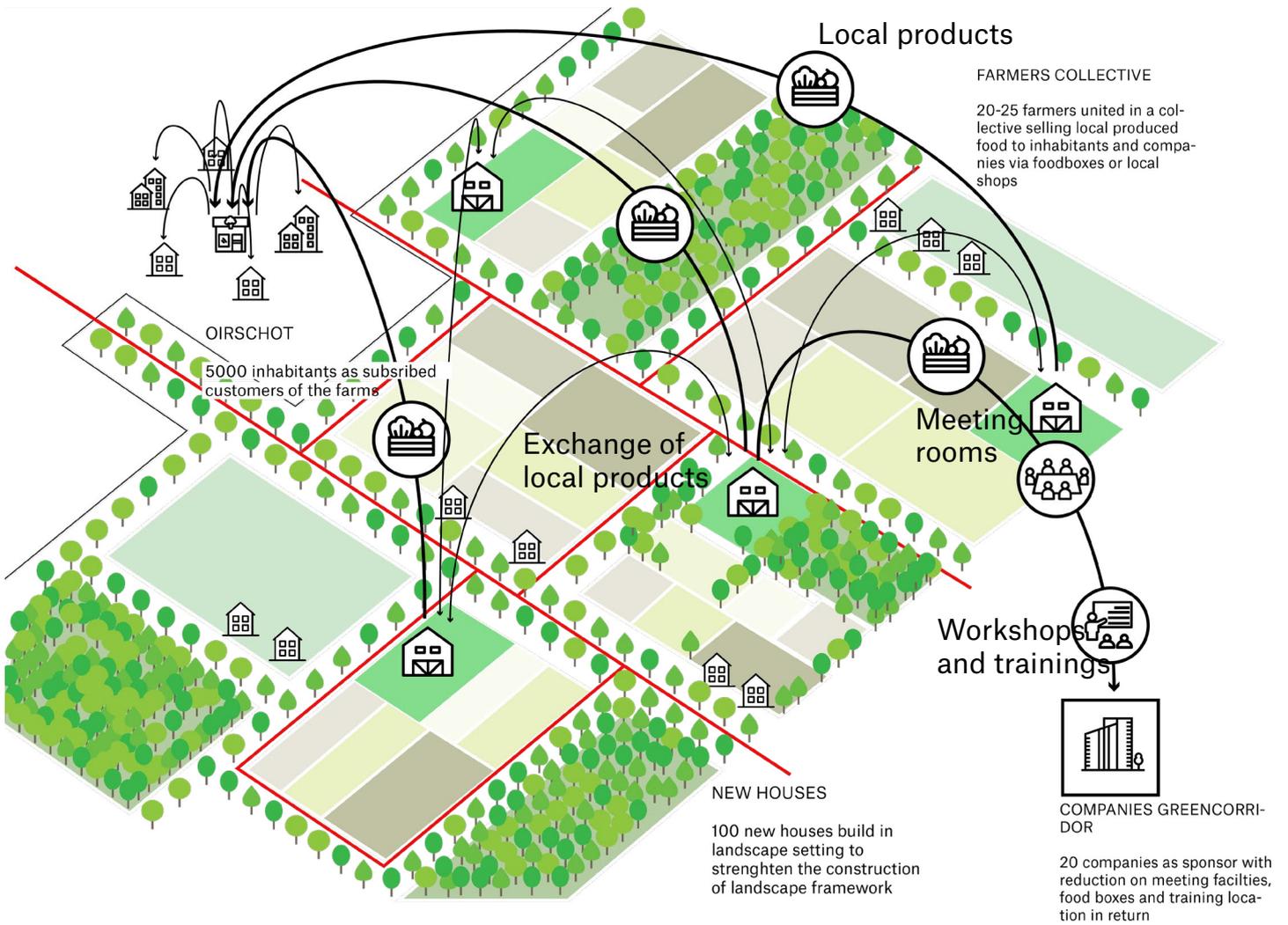
design proposal - SMALL



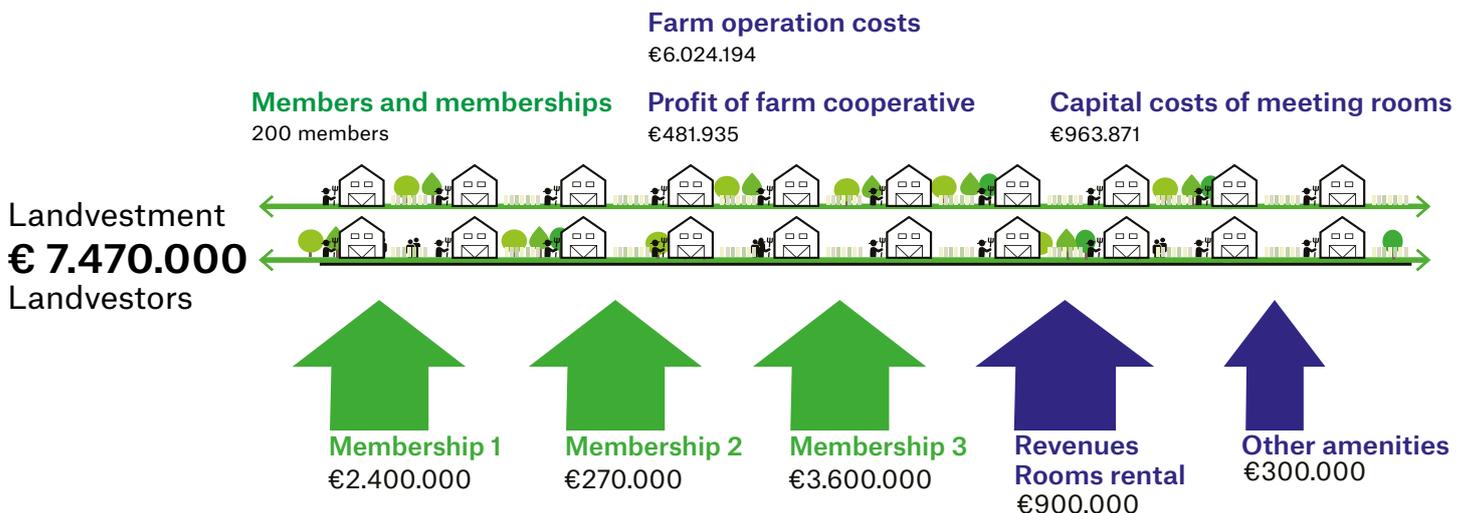
financial proposal - SMALL



design proposal - MEDIUM



financial proposal - MEDIUM

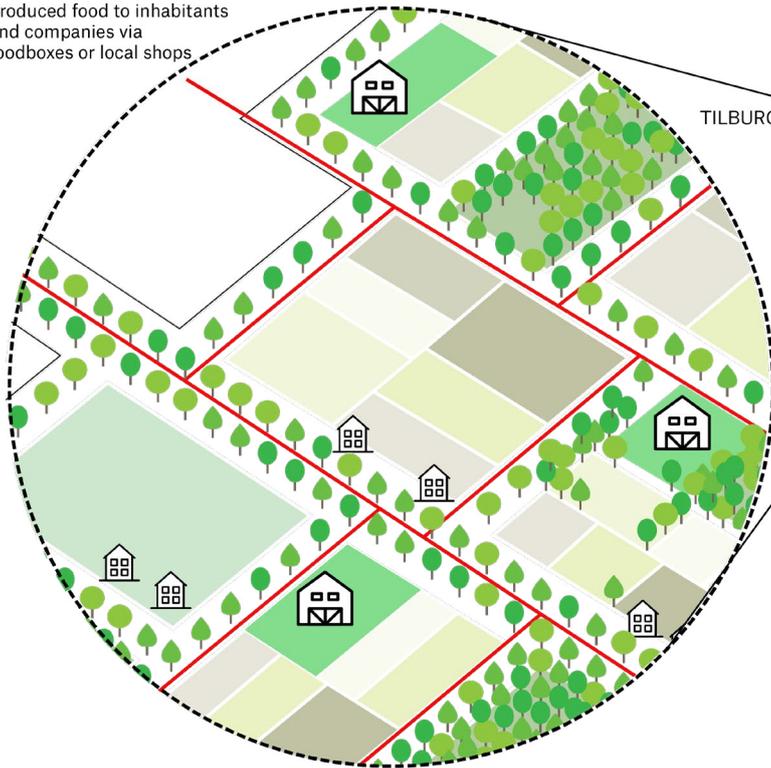


Oirschot Patchwork

design proposal - LARGE

LARGE SCALE FARMERS COLLECTIVE

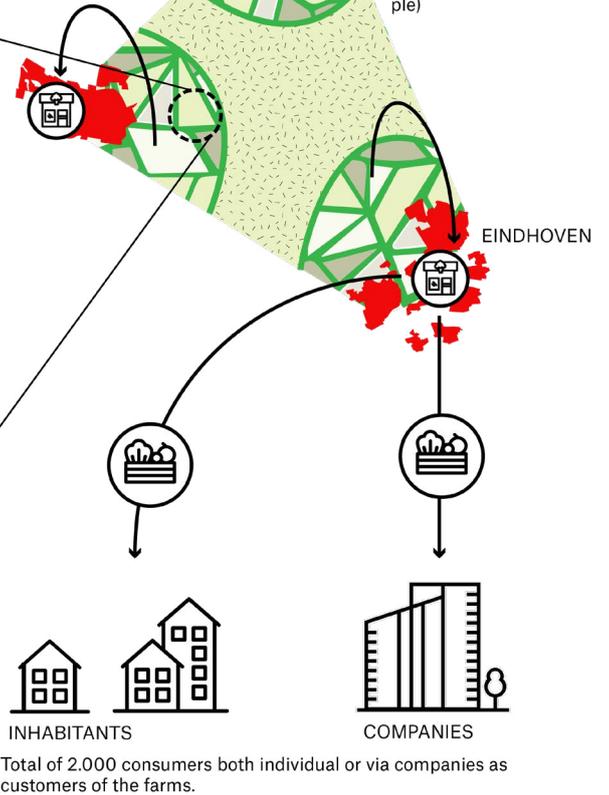
160 farmers united in a collective selling local produced food to inhabitants and companies via foodboxes or local shops



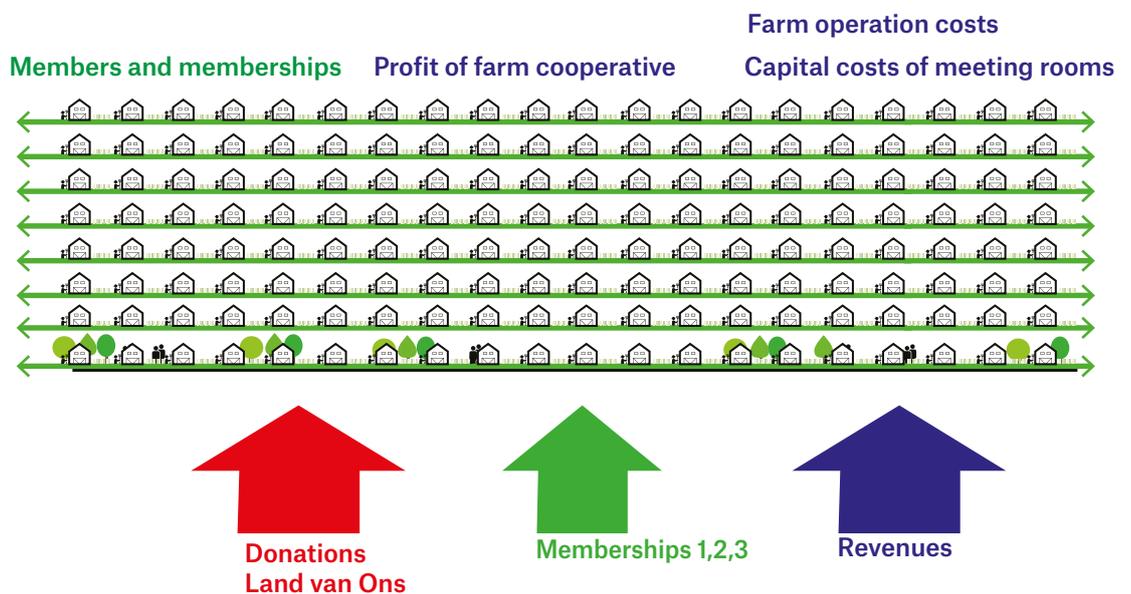
'S-HERTOGENBOSCH

LANDSCAPE TRANSFORMATION

transformation of ca. 4.000 ha land by donations and obligations (Land-van-ons principle)



financial proposal - LARGE



SMALL

1 Farm

Financing (yearly)

Start-up fee	€ 400.000	200 members, €2.000 covering one-time concept fee*
Food packages	€ 250.000	200 members, 2.5 person/household, x €10 per package/week
Meeting rooms rents	€ 45.000	300 half-day rents (3x365=1095) x €150 per half-day
Lunch packages and catering	€ 15.000	
Total	€ 310.000	yearly

Costs

Farm operation costs	€ 250.000	Lease or capital costs at purchase, seeds, rent or depreciation of machinery, farm labour costs
Capital costs of meeting rooms	€ 40.000	
Profit of farm cooperative	€ 20.000	
Total	€ 310.000	* Herenboeren concept fee and some capital costs. Herenboeren concept needs a farm with land willing to make the shift, on average 16ha.

MEDIUM

20 Farms

Financing

Regular membership Herenboeren	€ 2.400.000	50 weeks, €12 per package, x 4.000
Neighbourhood membership	€ 270.000	50 weeks, €12 per package, x 450
Companies membership	€ 3.600.000	50 weeks, €12 per package, x 600
Meeting rooms rental	€ 900.000	
Other amenities	€ 300.000	
Total	€ 7.470.000	

Costs

Farm operation costs	€ 6.024.194	20 Herenboer cooperatives (ca. 4000 members). The different cooperatives in the area enrich each others food variety.
Capital costs of meeting rooms	€ 963.871	
Profit of farm cooperative	€ 481.935	
Total	€ 7.470.000	Herenboeren neighbourhood with 150 housing units. House purchase includes participation in Herenboer cooperative; housing revenue used for additional landscape development in vicinity

LARGE

- Ambition of transformation agricultural area (25% of total area Van Gogh National Park)
- Nature-inclusive food cooperatives and Herenboeren (20 cooperatives of ca. 200 members)
- Land van Ons land trust (crowdfunding with fiscal discount)
- 160 Farms



Brainport Industries Campus, Eindhoven

Photo: BIC

Campus Ekkersrijt

Landvestor proposal: co-funded riverside business
campus for public use



Campus Ekkersrijt

“As new companies and employees along the green corridor, we want to invest in an attractive and sustainable working environment. The Brainport Eindhoven region competes with other high-tech regions worldwide in the battle for talent. Attracting and retaining highly skilled makers and thinkers requires a top-of-the-bill working environment. Companies and their employees can play a more important role than they used to.”



The riverside campus Ekkersrijt aims to create a pleasant and attractive working environment, by using the potential of the preexisting brook (small river) Ekkersrijt. The proposition is quite similar to the existing plans for the Brainport Industries Campus expansion. However, it focuses more on the landscape in between the buildings as a business infrastructure and an asset for the surrounding population. And on the role of private stakeholders in the area to make this happen.

The riverside campus stimulates interaction between companies in the central green area, featuring sport facilities, recreational paths and spots to retreat during or after worktime. Additionally, it offers the possibility to use the productive and regenerative capacities of the landscape for water treatment and Greentech experiments on a small scale. The landscape backbone of the campus blends into the regional green structure of the Brainport, potentially connecting all tech campuses.

Scaling up

SMALL – From the start of the Ekkersrijt campus development, companies agree to invest individually in facilities for their employees, such as a pond with seating arrangements, a sports route or tiny business forest. The first park infrastructure is built collectively by the companies under the umbrella of a campus cooperative or park management organization, including trails and pedestrian bridges. In collaboration with the local authorities, an ecological zone is established as backbone of the emerging campus. Employees contribute with volunteer work to make and maintain sports routes and maintain parts of the ecological zone. The campus landscape can be used by all people living nearby.

MEDIUM – In the mature campus, companies collectively invest in

a trail network, facilities such as picnic spots, and park elements such as bushes and ponds. Employees collectively help in the maintenance and organize sports and cultural events in the area. Some of the companies develop test fields or landscape filters, for example to grow biomaterials and energy crops (such as Miscanthus), or to filter waste water from the buildings, in order to reach their company's sustainability goals. Such fields are consciously integrated in the landscape plan.

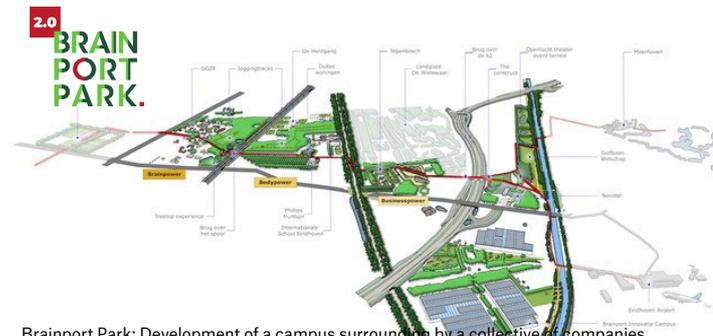
LARGE – Ultimately, the riverside campus concept can be extended and connected to other existing campuses. Some of the other campuses already make use of the river and landscape, such as the Hightech Campus Eindhoven, and they could be stimulated to go one step further. A Brainport campus network with landscape as a backbone provides the opportunity to connect all sites via a Slowlane for pedestrians and cyclists. This would improve the connection between the campuses and improve the innovation capacity and work experience of many knowledge workers. Additional productive facilities for food and materials, filters and small forests, could flank the new campus ring. At this scale, it wouldn't be financed privately, but rather as a group of privately funded campus landscapes (of the Medium scale), connected by municipality and other government bodies with public means.

Proof of concept and inspiration

Various aspects of the riverside campus Ekkersrijt are already common practice in some campus locations. Combining them and shifting the focus to private initiative would make it innovative. In the Sportcampus Genk, Belgium, for example, sport facilities are linked to route structures in the landscape. The example of McMaster University (Toronto) has a more urban setting, and the San Francisco Bay Trail covers the regional scale needed for the campus ring. The nearby High-tech Campus Eindhoven already features a central space for nature and relaxation for the high-tech workers along the river Dommel, with bridges and decks. The Brainport Park cooperation, in which various companies of the Brainport share the park development in between the companies, is an example of how the Ekkersrijt campus could be organized. The cooperation already grows Miscanthus in some experimental fields. Ponds with vegetation are successfully used near the NIOO-KNAW building at the Wageningen University campus, for water retaining and purification. The Slowlane, a wide asphalt connection exclusive for pedestrians, cyclists and skaters, is already an approved concept in the Eindhoven region. The Bijenkorf department stores, also present in Eindhoven, have recently started an initiative of bee-friendly measures and bee counting with companies and citizens.

In general, concrete and palpable landscape projects are perfect for business sites in the Green Corridor, Renske Visscher (IVN) believes. "These can be realized on the short term and do not get stuck in long term policy processes. It is a way to get more out of the 20.000 hectares of business sites in Brabant, in terms of wellbeing, biodiversity, social cohesion and climate adaptation. Landscape is then not a cost, but an investment with great return." She observes a growing attention for tiny business forests and allotment gardens for employees on new and existing business sites. These can often be made possible by reviewing the (excessive) car parking arrangements. Eindhoven Airport

CEO Roel Hellemons is considering sport routes for employees and inhabitants near the airport, and involving local farmers in part of the (flight) catering service. Alderman Machielsen (Oirschot) has the ambition to go a step further and secure structural funds for long term maintenance of the landscape, via business area taxes and charging traffic fees from logistic and other companies. Another way to achieve this, are organizations such as the Peninsula Open Space Trust, which buy and develop land for nature and recreation, comparable to Natuurmonumenten in The Netherlands, yet with more business members instead of individuals.



Brainport Park: Development of a campus surrounded by a collective of companies
Source: <https://brainportpark.nl/>



Sportcampus Genk: Sport facilities in landscape setting.
Lola Landscape Architects

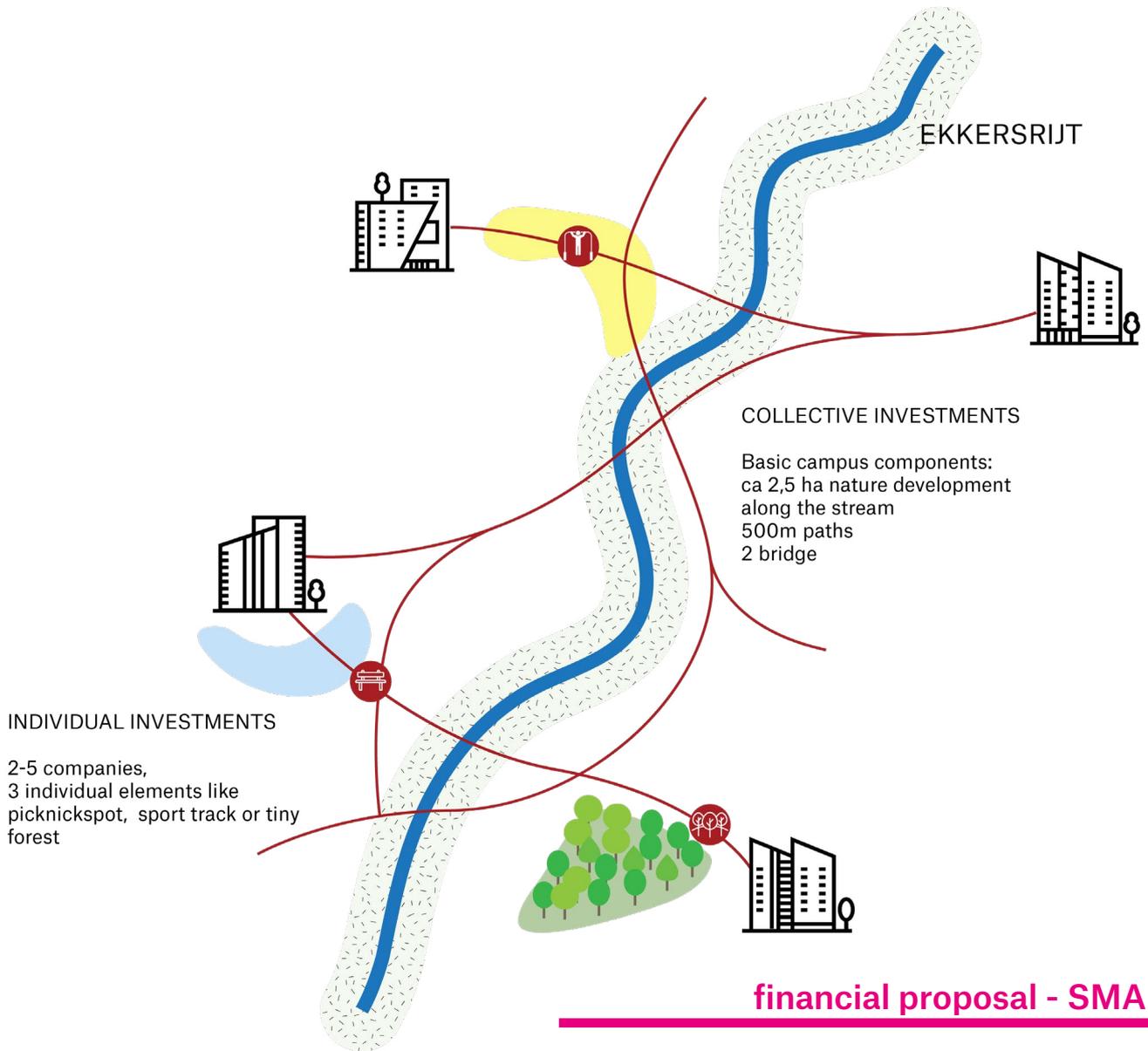


Peninsula Open Space Trust
Source: <https://openspacetrust.org/>

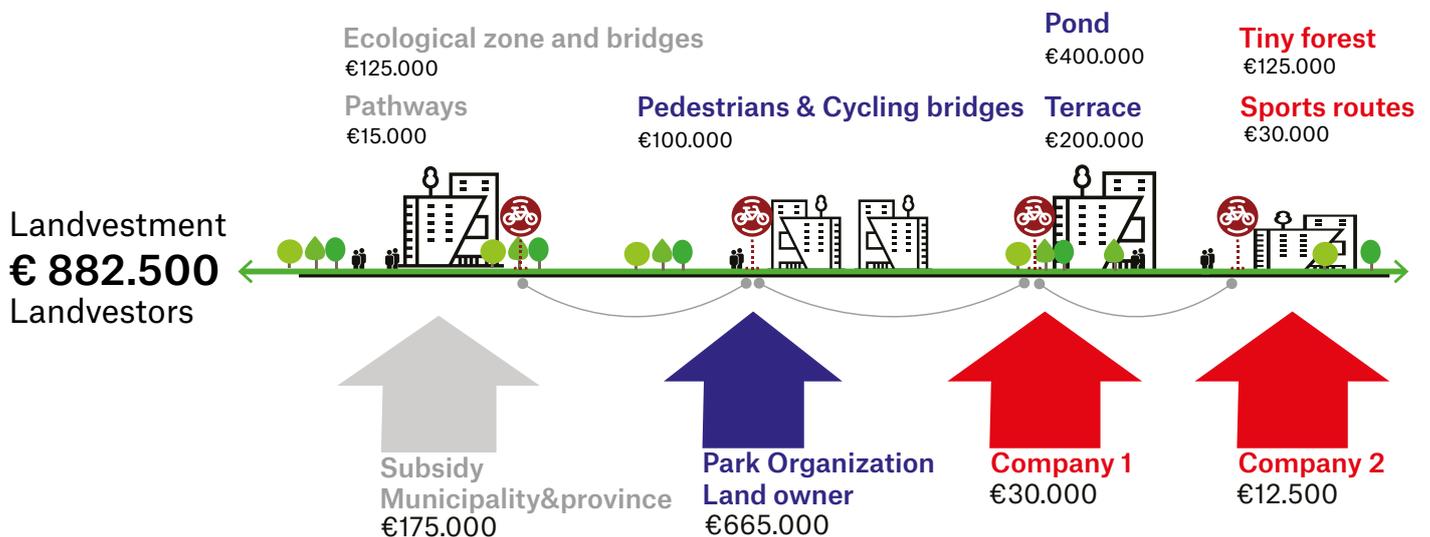


Slowlane (Eindhoven)
bicycledutch.wordpress.com

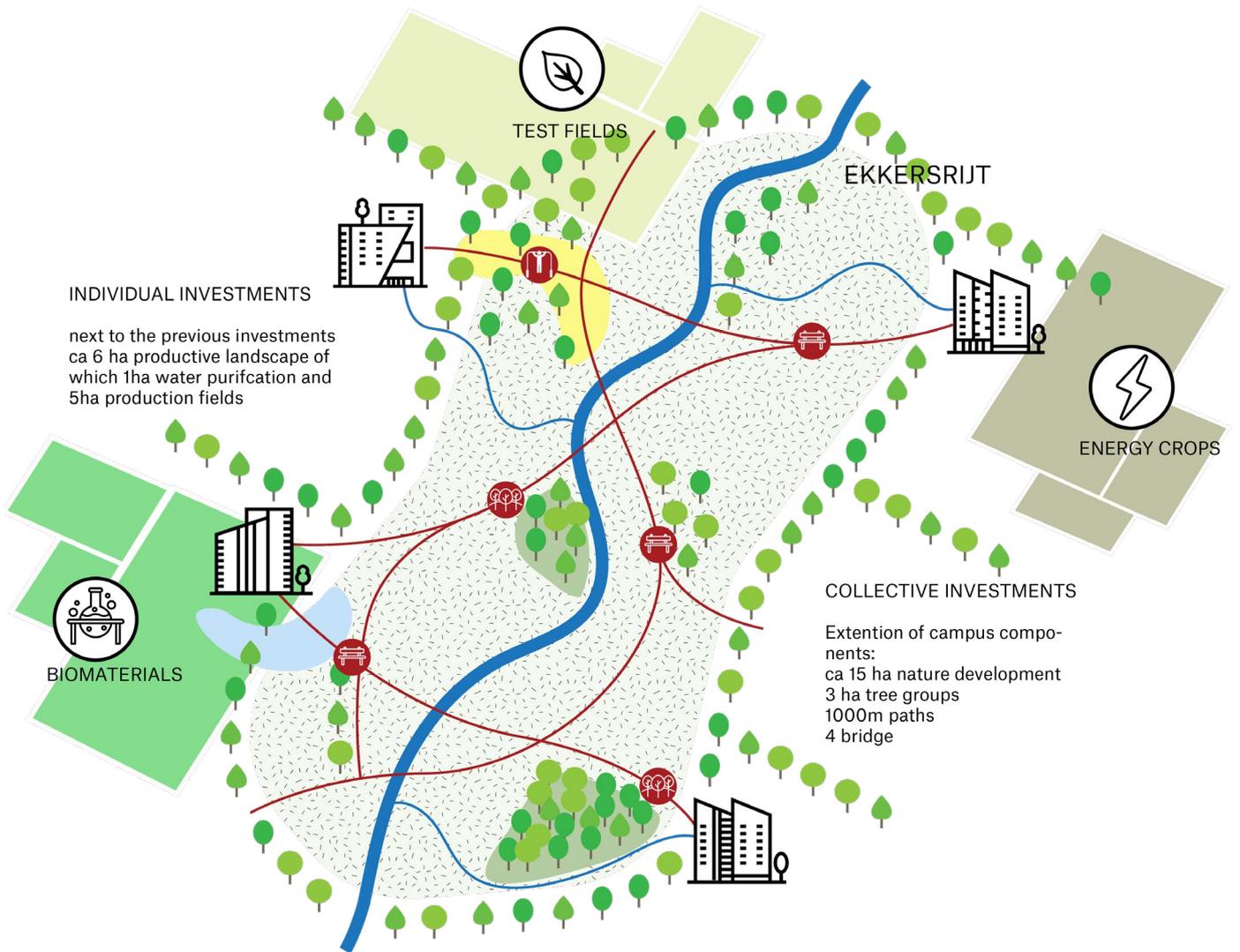
design proposal - SMALL



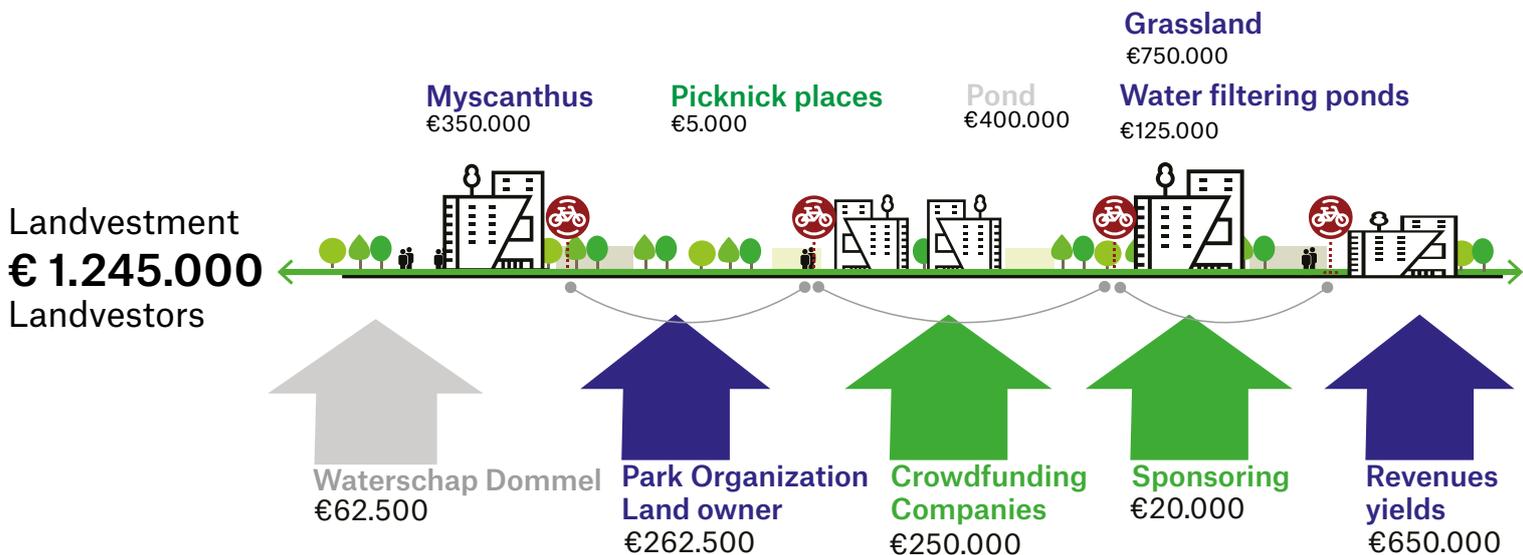
financial proposal - SMALL



design proposal - MEDIUM

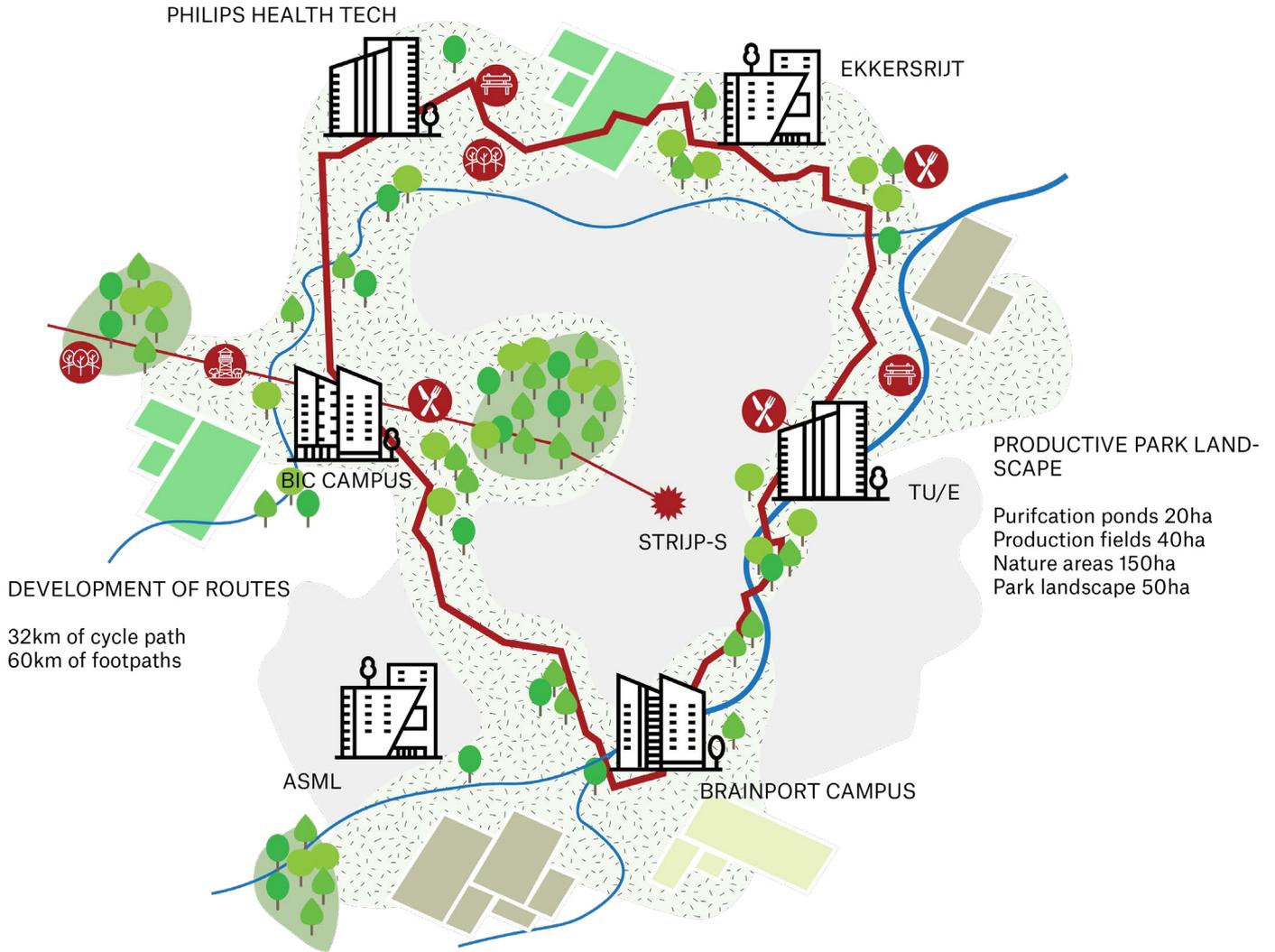


financial proposal - MEDIUM



Campus Ekkersrijt

design proposal - LARGE



financial proposal - LARGE

production fields

nature areas

Cycling routes

recreational stops

pedestrian paths

park landscape

Landvestment
€?

Landvestors



Large subsidy

Business model

Crowdfunding

Donations

SMALL

Financing

Municipality & province	€	175.000	Subsidy for: ecological zone and bridges
Park organization/land owner	€	665.000	Business contribution for: paths, ponds and bridges
Company 1	€	30.000	Sports route (donation)
Company 2	€	12.500	Tiny forest (donation)
Total	€	882.500	

Costs

Pathways	€	15.000	500m x €30 based on Staatsbosbeheer Leader shell granulate paths
Pedestrians & cycling bridges	€	100.000	2 lines x €50.000
Ecological connection zones	€	125.000	2.5 ha x €50.000
Pond	€	400.000	1.000m ² x €400
Terrace	€	200.000	1.000m ² x €200
Sports route	€	30.000	10 'stations' x €3.000
Tiny forest	€	12.500	0.5ha x €25.000
Total	€	882.500	

MEDIUM

Financing

Waterschap Dommel	€	62.500	raised with taxation
Park management/land owner	€	262.500	conservative estimate capitalization for 10 year net value
Crowdfunding companies	€	250.000	conservative estimate capitalization for 10 year net value
Grassland yield	€	150.000	1ha of myscanthus yields about €10.000 worth of energy
Myscanthus yield	€	500.000	
Sponsoring paths and picnic	€	20.000	
Yield water purification	€	0	
Total	€	1.245.000	

(In addition to SMALL)

Costs

Pathways	€	15.000	robust benches
Grassland	€	750.000	purchase of 1ha, ground work and vegetation
Picnic places	€	5.000	
Water filtering ponds	€	125.000	
Myscanthus	€	350.000	purchase of agricultural land, cheap planting
Total	€	1.245.000	

LARGE

- Integrated productive landscape (purification ponds, production fields, nature areas, park landscape)
- Development of routes connecting 6 campuses (cycle paths, footpaths)
- Larger subsidy systems (regional, national, organizations) as the project is growing.

Conclusions

Conclusions
Lessons Learned

Conclusions

In this publication, we explored the potential of Landvestors – companies and citizens who invest in landscape – in two tech regions: Rheinisches Revier (DE) and Brainport Eindhoven (NL). We zoomed into the Krafraum :terra nova area, and the Green Corridor. Through conversations with stakeholders, design research and rudimentary business models, we imagined three fictitious Landvestor initiatives for each area, based on the real ambitions and existing stakeholders. We discussed some of them in a public debate during the work conference Hightech Highgreen, part of the Landscape Triennial 2021.

What did we learn? Can Landvestors be part of a regional landscape-economic strategy? And how can we increase its potential?

While the idea of Landvestors is already becoming embedded in the Brainport region and its park organizations, stimulating the business community and avoiding greenwashing remain challenges. In Rheinisches Revier, Landvestors could improve the balance between local stakeholders, governments and multinational companies, with the help of local authorities. In both regions, the agricultural transition represents a large challenge and Landvestor opportunity, while in both areas this remains a very sensitive topic for concrete action. In the next section we dive deeper into the regional lessons. Overall, we find that the successful impact of Landvestor projects is highly influenced by scalability, roots in regional ambitions and visions, sharp framing and broad learning.

Scalability

Landvestors have the ability to start very small and concrete, for example the planting of one tree. They are by definition better connected to the population and businesses in the region. This makes Landvestors a relevant new ingredient in regional landscape policies. The small scale of initial Landvestor projects is also their Achilles heel: their impact is often more symbolic than game changing. From this we learn three things.

1. Even though Landvestors accelerate and improve the quality of landscape development, they cannot substitute government spending on landscape. Subsidies and public investments remain crucial. Landvestors do not release the government from its landscape

responsibilities.

2. If Landvestors want to make a significant contribution to a region's ambitions, they need to scale up, spatially and financially. The scaling up from SMALL to MEDIUM is important and challenging, since not everyone will have the strong passion and intrinsic motivation of Landvestors in the SMALL scale. Landvestors in the MEDIUM scale can be stimulated by making things easy, plug-and-play, with a choice of formats, clickable online deals and social media campaigns. An iconic example also helps to increase a landscape crowdfunding initiative. For instance, when the Dutch Markerwadden project was funded years ago, by the National Lottery, few people knew anything about it (www.natuurmonumenten.nl/projecten/marker-wadden). The second phase of the project is much easier to fund, because of the great success of Markerwadden I. The tangible concept of Plan Ooievaar (<https://edepot.wur.nl/266814>) is another example.

3. Scaling up Landvestors also has a limit: at a LARGE spatial scale and organizational complexity, Landvestors cease to have that personal quality of the grassroots and become just another large project like any other. The added value of the Landvestor approach is highest when there is proximity, local/regional involvement and a kind of 'ownership' (legal, conceptual or moral).

Roots in the region

It appears that Landvestor initiatives can only be successful when they point in the same direction of the widely accepted regional ambitions,

regarding landscape and economic development. In our two pilot regions, this means for example that Landvestors add to quality of life, competitiveness and sustainability transitions.

There can be friction between Landvestors and the regional vision development process. On one hand, governments seek for inspiration and confirmation of their strategies in concrete private projects. On the other hand, grassroots projects rarely do exactly what government officials intended, on precisely the location and in the precise shape and timeline. For instance, an organic farming initiative depending on a Landwinkel may be at odds with a municipality's policy to protect the town retail center and avoid sprawl. In both pilot regions we have seen examples of sensitive issues and locations, which need to be discussed with caution. Friction can also occur with big regional companies and land owners. These play a key role in the development of landscape and economy, where they can form

— **“Our research in Utrecht shows that for the landscape ambitions of the region, roughly a 1.000 euros per inhabitant are required in the coming years. This big investment may become more realistic when part is realized as Landvestor-like initiatives. [...]”**

I found it difficult to estimate precisely how many people would invest in landscape, without having any concrete gain.”

– Joosts Hagens, spatial economist
Bureau Buiten

Advice for Landvestors

— Do not make visions but relate to them, use clear framing and make initiatives 'plug-and-play', think of scalability in the life cycle of an initiative – considering the role of subsidies and eventually institutionalization.

Advice for interdisciplinary collaboration

— Understand your role and the others'. Recognize and enhance the 'iconic'. Financial literacy will help designers chose more viable paths, while design can inspire economists to realize societal goals in new ways.

Advice for governments

— Stimulate Landvestor practice through an open attitude towards initiatives (saying 'yes, unless', instead of 'no, unless'), co-finance to help succesful Landvestors scale up, organize a transparent and inclusive setting for discussion and learning, convince powerful stakeholders and hold them accountable.

an obstacle and represent vested interests. For example, big farmers and RWE in the Krafraum area and the ministry of Defense in the Green Corridor may have sympathy for Landvestor initiatives in their area, while they cannot oversee the consequences for there operations and employees. This insecurity is an important reason to maintain a certain status quo. The government can play a key role to convince such stakeholders. When these large stakeholders do come on board, they become real game changers. Involving local business heroes or (the right) celebrity as a mascot can also help to engage a broader public. While Landvestors have an important signal role, showing what has value for citizens, governments have an important role as multipliers, doubling (or more) the efforts and investments.

Framing

The stakeholders in the Krafraum area and the Green Corridor emphasize the need for clear palpable proposals, something we already noticed in our first Landvestors publication (2020). Not only the relation with the regional ambitions and forces, as mentioned above, is important here. A successful Landvestor proposal employs a different type of language, which frames the initiative in terms of tangible short-term benefits, clear steps and forms of engagement by citizens and companies, rather than focusing on abstract long-term goals and complex processes. They have the form of a deal, which you can accept with a small number of choices, they are 'plug-and-

play'. As such, a good Landvestor project communicates well towards government officials – showing its importance in the bigger picture; and it communicates well towards your neighbor - fellow citizens and companies, who may endorse it or even participate.

Learning

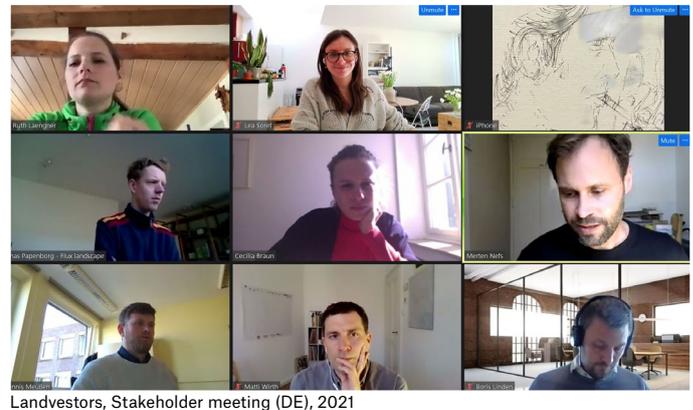
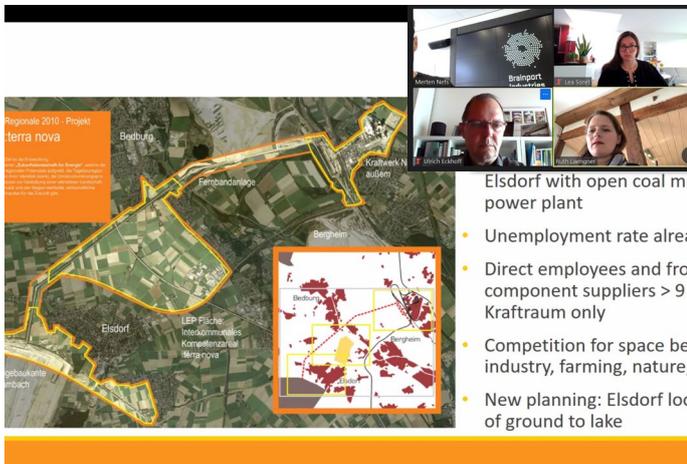
Stakeholders, private and public, from the Rheinisches Revier and Brainport Eindhoven regions, are enthusiastic about learning: from best practices of Landvestors worldwide, from the stakeholders in their own region, and from the government strategies regarding landscape and economy in the other region. Citizens, professionals and governments do not need to start from scratch: there are many cases available, which can be adapted with some creativity. Finding best practices, however, can be better facilitated by regional governments and Landvestors themselves. Although practical insights for financing, organizing and communicating Landvestor initiatives are available in regional social and professional networks, they are hardly findable for outsiders. The sharing of insights, regarding Landvestors, is not only useful and necessary to realize the desired transitions. The encounters during the Landscape Triennial have also shown that it can be inspiring and fun.

Critical notes

Overall, the idea of Landvestors is very appealing. It appeals to many (local) governments who have

higher ambitions than their funding allows to realize, and to companies and citizens who want to engage in landscape development. It also becomes increasingly clear that in most economic developments, margins are large enough to allow for landscape development. At the same time, a critical debate continues regarding the growing influence of companies and other private stakeholders in public affairs, such as landscape. Also, there are cases of questionable use of philanthropic initiatives to push political or business agendas. Recently in a Dutch municipality, local authorities were confronted with a solar field developer who could 'save the hospital', if he got a permit for a 250 ha development (NRC, 2021). In a recent article, Rutger Claassen (Utrecht University) discards Friedman's neoliberal idea that each stakeholder in capitalism plays its own separate role: governments plan for the public good, citizens fight for their own benefits and companies make money for the shareholders. In practice, companies have always had a stake in public affairs through lobbying, big business decisions that affect society, and philanthropy. Recent court cases even confirm the responsibility of companies such as Shell in the transition to a sustainable society. The question is then: how can we stimulate a more democratic, transparent and accountable role of companies and other – small and large - stakeholders in landscape development?

Lessons learned



Landvestors, Living lab, Landschaft Triennial 2021

Rheinisches Revier (DE)

To make Landvestors work in Rheinisches Revier, some obstacles need to be overcome, and further conceptual development is necessary. First of all, existing power relations and planning regulations currently limit the playing field of potential Landvestors. Ruth Laengner (Kreisstadt Bergheim) mentions the key role of RWE, as large stakeholder and land owner in the Krafraum area: "Without RWE, any concept would be hard to implement. However, this could also be an advantage: the moment RWE is on board, ideas may soon become large scale projects." Despite good contacts, it seems difficult for local/regional governments to influence large actors such as RWE, since their interests and decision-making take place on an (inter)national level. The company's website clearly shows an interest in organizing a sustainable image for the broader public (www.rwe.com/en/responsibility-and-sustainability). Possibly, Landvestor projects are a way for local stakeholders and governments to tap into their decision making process. Boris Linden (SEG Hambach): "the highest obstacle to make Landvestors work in our region is the scarcity of space. Land for testing ideas and experimental projects is hard to find, for two reasons: most land is economically used, for example for

farming, and around the cast-mines specific laws apply (Bergrecht) which impede many activities." He believes public private partnerships (PPPs), with the help of Landvestors, could be a way to force developments on the short- and middle-term in this highly regulated transformation area.

A second obstacle is the current fragmentation of stakeholders in Krafraum. To be successful, a Landvestor idea would need to be made very clear and supported by both the private and public stakeholders, who are not always on the same page. Laengner: "It has to be clear what could be gained for the companies and the private investors down to the single citizen. The Rheinisches Revier is composed of several local authorities that each have their own focus points. A mutual vision on which actions can be based might be hard to achieve."

To make Landvestors work, this new and unfamiliar concept needs to become known and easy to grasp. Laengner: "From Landvestors discussions, I had a whole new view especially on cooperative models and best practice examples, for example in The Netherlands, and how projects could be developed." Linden also thinks that the idea of Landvestors, and learning from foreign case-studies can influence developments

in Krafraum, particularly in the case of the Zukunftsterrassen Elsdorf, "when the programming phase is reached and tasks need to be defined, budgeted and realised with innovative methods.

The action-oriented approach of Landvestors can inspire new ways of working, such as developing a cooperative among young farmers in the region to commonly develop a store with regional products (e.g. Honey from Hambacher forest, tomatoes from Neurather Gärtner), and bringing RWE on board as a potential partner/investor."



Landvestors, Stakeholder meeting (NL), 2021



Landvestors, Living lab, Landschap Triennial 2021

Brainport Eindhoven (NL)

To make Landvestors work in Brainport Eindhoven, several pitfalls of working with companies need to be avoided, and stories and ambitions need to be made more concrete and tangible. The region has a unique quality of life, which can only be maintained when growing and densifying cities become better connected to the landscape. The most exciting challenge in VGNP, Van den Eijnden believes, is “to maintain a balance between landscape and economic development in the – by definition – mixed area.” Several quick wins are being realized, such as the connection of a Van Gogh cycling route to an airplane spotters’ site, financially supported by Eindhoven Airport. Logistic company DPD invested in land art project and has the ambition to develop bootcamp routes in collaboration with the neighboring military base. At the same time, some stakeholders in the area question whether the large logistics development should have been allowed in the first place, and if it is currently being greenwashed.

The visibility of the investments has been a key factor, to engage the private sector in landscape developments, for example the Philips Fruit Garden and Brainport Park. This asks for a lot of creativity. Planting trees near an airport for

instance, seems an obvious idea, while it is not recommended for flight safety (trees attract birds) and planting them farther away makes them less tangible. The certification of regional CO₂ compensation would mean a lot in this case. Eindhoven Airport currently compensates its emissions in a biogas project in Uganda. Investing even a small percentage at home would mean a directly visible result.

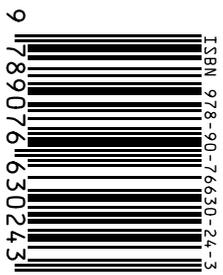
The three discussed proposals, like in Rheinisches Revier, were inspired by existing ambitions or initiatives in the region. A frequent feedback by the stakeholders was that new initiatives may conflict with ongoing and sensitive processes, such as the purchase of agricultural land for housing and leisure development. Besides an open attitude, therefore, governments would need to do a good screening of, and positioning with, emerging Landvestors.

It takes effort to go beyond the pleasant phase of quick wins and engage the private sector in long-term commitment. Companies are reluctant to co-invest beyond their own campus, affirms Van Merrienboer. Understandably, high-tech companies want to focus on research and development, so they are very selective on which projects they engage in. Companies will listen

to a sharp story, and if it concerns their employees, these should be involved directly. “The employees are the key”, Fiers thinks, “management of large companies has other things on their mind, and sometimes there is a tendency towards frugality and greenwashing. The initiative of the workers is then crucial, for example when they want to do nature maintenance volunteering or compensate CO₂ of business flights. Especially the group of young expats is very aware and focused on a healthy low-carbon lifestyle.”

— **“The landscape strategy is not like a fast-food restaurant, where you can pick what you please anytime. I have high expectations regarding the collaboration with companies, when it is long-term, robust and proportional. Companies can often do more than they do now, and when there is high visibility, greenwashing is often a risk.”**

– Rik Thijs, alderman Eindhoven



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