

The logo for 'manage+' features the word 'manage' in a lowercase, sans-serif font, followed by a blue square containing a white plus sign.

Sustainable management and operation  
of major regenerated sites



[www.manageplus.eu](http://www.manageplus.eu)

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## Dear manage+ partners and friends,

We look back on a successful cooperation during which our joint activities to develop sustainable management solutions for regenerated sites started to bear fruit.

Now, as the manage+ cooperation is coming to an end, it is time to share and discuss results with you.

### manage+ final conference in Herten

Our final conference in January 2015 is the perfect place for a common discussion. Together with our partners and experts from Germany, Belgium, Netherlands and UK we will discuss ways to operate and maintain re-developed sites. Venue of the conference will be the Revue Palast located just next to the management centre Hoheward on the site of the former coal mine Zeche Ewald. The Revue Palast demonstrates nicely what manage+ is about – transforming post industrial sites into attractive business and tourist destinations.

You will have the opportunity to visit “Halde Hoheward – Europes largest slag heap” as one example how such a management can look like.

On the day after the conference RVR invites you to a guided tour “Emscher Park”, where highlights of the Emscher Park development can be visited.

For more details for the conference please see [www.manageplus.eu](http://www.manageplus.eu)

The registration form will be online soon.



Venue of the conference: The Revue Palast in Herten

The sundial at Halde Hoheward - Europes largest slag heap

Venue of the conference: The Revue Palast in Herten

## Management center in Hoheward opened

RVR concluded a five year cooperation contract with the public partners Herten and Recklinghausen in January 2013 for the operation of the management center. This resulted from an intensive partnership development process which helped to keep the running cost low. The visitor center is now open. Public and private partners carry out different activities on the site. The management center helps to coordinate activities and delivers a better promotion of the site and the region. Touristic service have already increased by the management center. Furthermore the management centre is responsible for the exhibition on the site.

manage+ has significantly influenced the development and ensured the development of a long-term viable solution. For further information please see: [www.landschaftspark-hoheward.de](http://www.landschaftspark-hoheward.de)



Involved Stakeholders at Management Centre Hoheward



Opening of exhibition on Horizon Astromony in November 2014

## Stakeholder involvement is a key success factor

*manage+* has developed new management models by initiating a process of stakeholder involvement already in the very beginning planning phase, to give stakeholders the chance to influence the site development. The integration of stakeholders into the management of touristic sites leads to a more sustainable management in terms of economic viability due to the fact that costs will be shared between various parties. Moreover, especially private stakeholders can influence site development according to their needs. Consequently, social and also environmental impact of the touristic development can be optimised.

## Public-private marketing experience in Germersheim: *Germersheimer Weintage*

In *Germersheim*, a small charming town located at the Rhine river in southern Germany, a cooperation

composed of the city of *Germersheim*, the city marketing, representatives of the tourism sector, a Bank and selected wine cellars created the successful event *Germersheimer Weintage*. This year 51 regional and national growers and wineries presented their products at the fascinating historic fortification in Germersheim – not far from the Weißenburger Tor, where the new management center is located. The event is already considered as one of the touristic highlights during the summer season as it attracts citizens and hundreds of regional visitors. Besides increasing income opportunities through an increasing number of visitors for the city itself also the wine sector in the region is fostered.

The Weißenburger Tor tourist information, visitor and management center is more and more well known in the town and in the region. It offers space for the tourist office, the exhibition and, especially the multifunctional room, for any kind of events like meetings, conferences (different themes), seminars, workshops, courses, weddings (civil marriages nearly every week). It is also in use for official events (touristic, cultural, PR, marketing). Staff from the management center is furthermore responsible for city marketing and events on the fortress site – like the Weintage.



Germersheimer Weintage  
2014



Germersheimer Weintage  
2014



Germersheimer Weintage  
2014



## Foundation of entrepreneurs as management organisation in the Netherlands

In the Netherlands a foundation was created composed of various private actors who are running the forts of the former military defence line, *New Dutch Waterline*. The foundation stimulates and facilitates cooperation between the various forts belonging to the *New Dutch Waterline* and thereby leads to synergy effects through joint activities in the fields of marketing and promotion, organization of events, purchasing common goods, exchange of knowledge, fundraising and networking.



Networking event for entrepreneurs of the New Dutch Waterline



Networking event for entrepreneurs of the New Dutch Waterline

## Training courses all over North-West-Europe initiated

To share experience and to ensure manage+ results will be considered also beyond the project, in Belgium, UK and Germany training courses on different aspects of site management will be organised by manage+. The training courses will enable planners and developers from public authorities to rethink their projects and make them more profitable and valuable for the region.

You are more than welcome to participate!

For more information see [www.manageplus.eu](http://www.manageplus.eu)

The registration form will be online soon.

In this sense, please enjoy reading our newsletter!

With best wishes

Frank Bothmann



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