



European Union  
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# New investment plan for water tourism on Gauja River (LV) inspired by Rotterdam Tidal Park (NL)

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Europe Let's Cooperate | Environment and Resource Efficiency

# Success of Interreg Europe knowledge exchange between Latvia and The Netherlands

- ✓ Good stakeholder involvement methodology elaborated at the beginning of the project
- ✓ Smart and targeted selection of project stakeholders who have high interest and power
- ✓ Effective matching of learning needs and good practices



Visualisation: urbanisten.nl

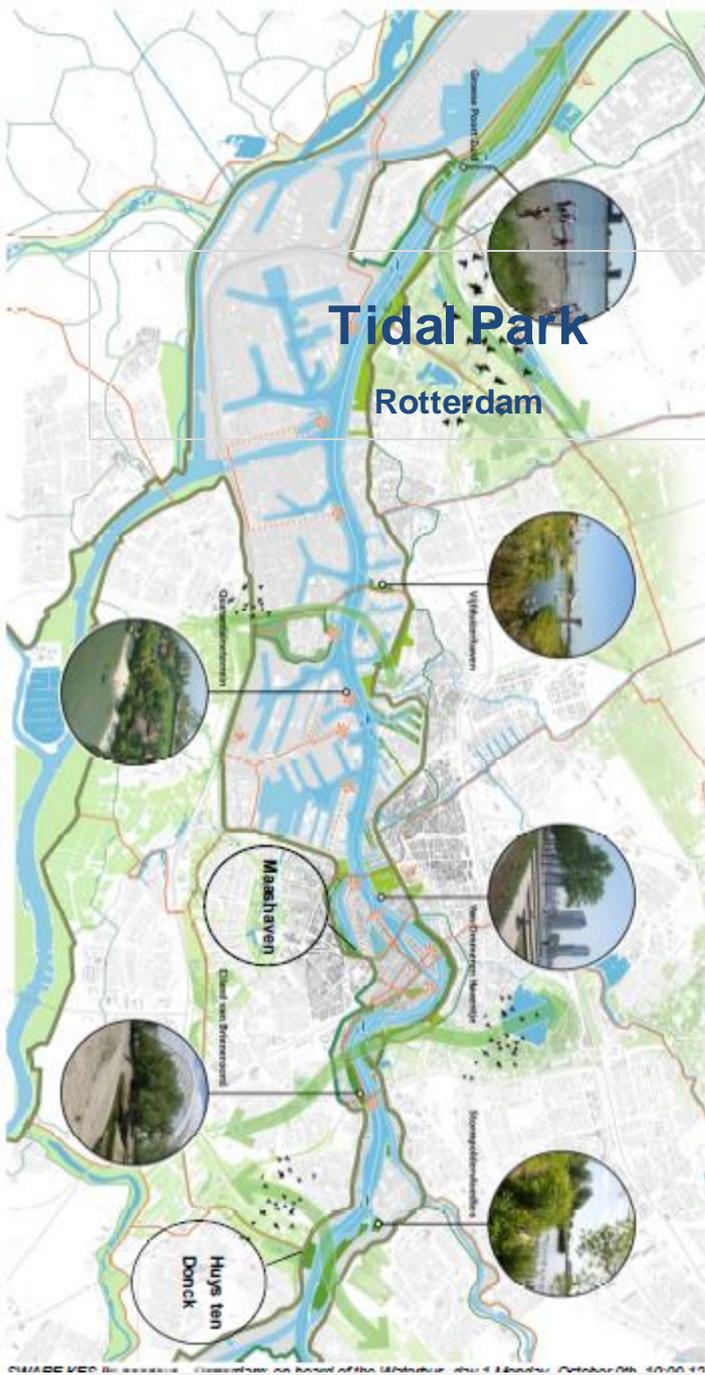


Foto: Vidzeme Planning Region



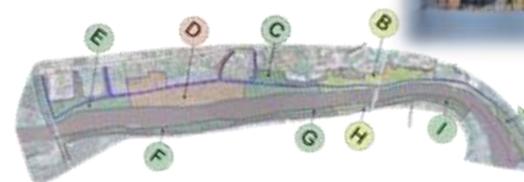
- Idea about a promenade along Gauja River in Valmiera, Latvia
- Encouragement and new perspective after SWARE knowledge exchange in The Netherlands
- Elaboration of a more integrated riverfront development plan
- Inclusion in the Municipal Development Programme 2022–2027 and in the Investment Plan
- Step-by-step implementation and integration with other initiatives and projects
- Looking for funding opportunities (-> application for LIFE programme)

# Example of good practice transfer



fluctuating water levels in the city

**Gauja Promenade**  
Valmiera



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- 20 (10+10) km of riverbanks
- Eco-corridor between two *Natura 2000* sites
- Integrated waterfront development with responsible zoning
- Increased attractiveness of the city and improved quality of life
- Gradual stages of development and the introduction of smaller initiatives as elements in a comprehensive context

# Gauja River Promenade

**VALMIERA**

**SWARE**  
Interreg Europe

Foto: Visit.Valmiera



Foto: Visit.Valmiera



Visualisation: «BM Projekts»



## Genius loci

Gauja River as 'central street' of the Valmiera city and symbolic landmark



## Accessibility & soft mobility network

Non-fragmented and accessible waterfront, increased functionality and contribution to the quality of life



## Environmental awareness

Integrated waterfront development respecting nature. Challenge for decision-makers and re-branding of the city.

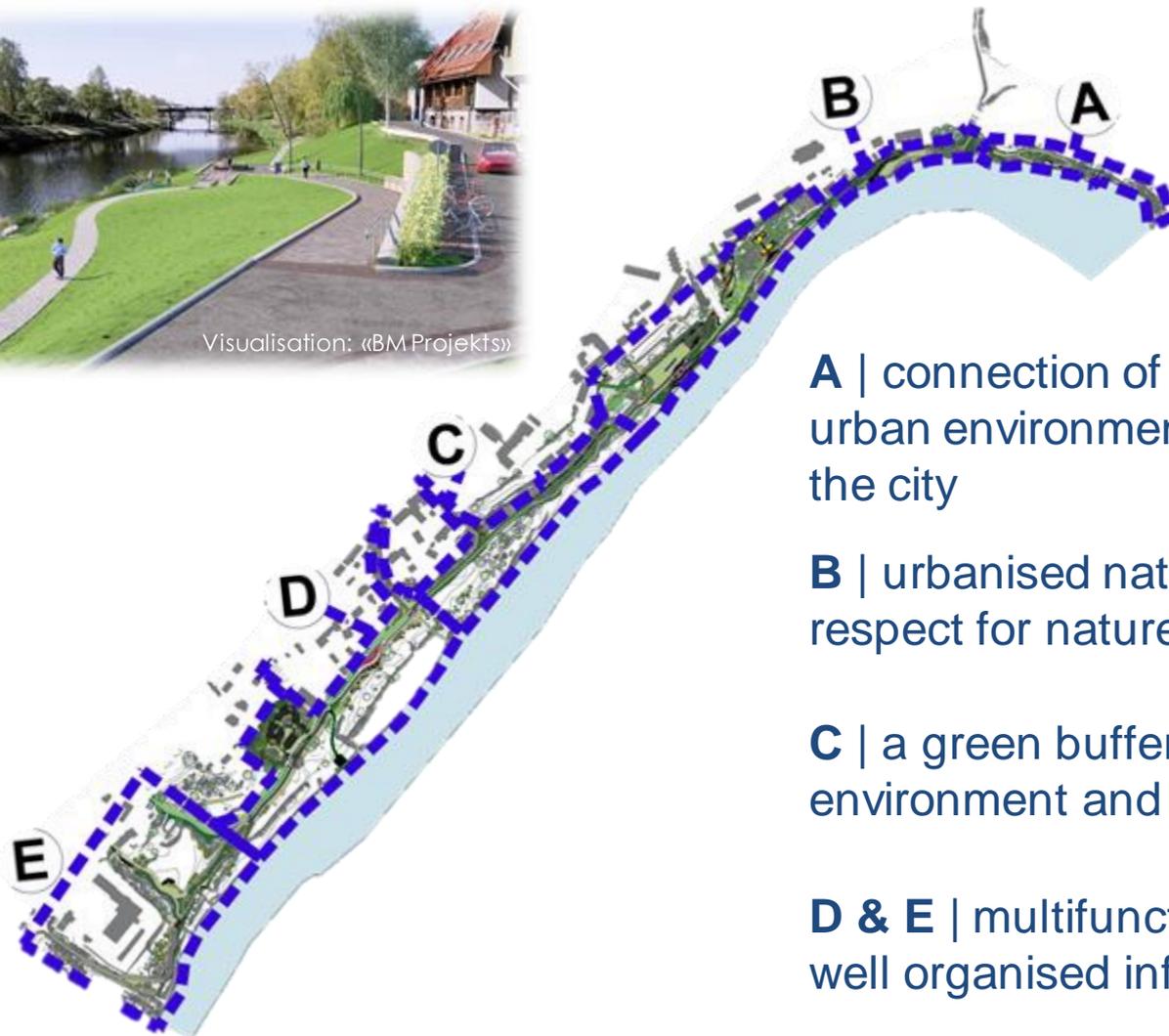
# Concept: not just human-centered, but integrated waterfront development



**VALMIERA**

- A well-managed and connected **network of green infrastructure**
- **Green corridor** connecting two *Natura 2000* sites, including direct access to the recreation options offered in these territories
- Extensive **biodiversity** in the urban environment; **eco-gardening**
- City's inhabitants can **access** the waterfront and enjoy the presence of nature
- No more than 30 min from any neighbourhood to the waterfront with the means of **soft mobility**
- Many **active and passive recreation opportunities** within the city
- **Climate change mitigation**: reduced urban heat and no need to travel by car for recreation purposes

# Spatial segmentation according to different interests and functionalities



**A** | connection of the recreation park with the urban environment, transition from nature to the city

**B** | urbanised nature – urban environment with respect for nature

**C** | a green buffer zone between the urban environment and recreation area by the river

**D & E** | multifunctional recreation area with well organised infrastructure

## Challenges

- Flood risks, rapid and unpredictable water level fluctuations
- Riverbank erosion & slope landslides
- Environmental accessibility options
- Spreading of invasive plants
- Covering the line of sight with a "green curtain"
- Disappearance of cultural heritage
- Private buildings close to the riverbank
- Industrial buildings on the riverbanks
- Costs and maintenance



Foto: Visit.Valmiera

Thank you!



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**Questions welcome!**



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*SWARE in social media*