**STAKEHOLDERS**

**Stakeholders + financial picture:** financial damages/gains (previous disasters, forecast for changing location, tourism profit increase, money saved by water board for incentives?)

**Stakeholders** (directly affected, indirectly affected)

* Hoogheemraadschap Hollands Noorderkwartier (water board)
* Farmers (agriculture, livestock)
* Tourism industry (holiday parks, investment firms, businesses, tourists)
* Residents (living in residential areas, not farmers, no relocation/water changes)
* Natuurmonumenten (nature reserve authority) 🡪 land in southern tip

**Hoogheemraadschap Hollands Noorderkwartier**

Site: https://www.hhnk.nl/

**General:** “We are a government agency with a democratically elected board and our own tax system. Our administrative organization is very similar to that of a municipality. The big difference is that we have a limited, functional task. We are working on:

* dikes: we protect residents against flooding;
* water: we provide sufficient and clean surface water;
* roads: we manage and maintain rural roads.”

**Motivation:** simplification and improved control of existing system, does not want to repeat previous flooding disaster, improving relationship/clarity with farmers (and having better overview of existing systems and modifications by farmers)

**Influence:** high, responsible for enacting any changes to the system (client, in this case)

**Financial considerations:** maintaining simpler system should be less expensive (either saving with respect to equipment, or with respect to working hours/employees needed for monitoring/maintenance). Avoidance of extreme flooding or droughts will also save money.

**Reasons to adopt plan:** Simplification of the system makes it easier/cheaper to manage and control and could also lead to better relationship with farmers (not so many conflicting needs, or un-sanctioned modifications to the system?). With improved water storage, the occurrence of a significant flood or drought events could be avoided.

**Farmers**

**Motivation:** want to maintain livelihood, continue growing as they do, and continue with the same/higher profits as currently. Do not want to be exposed to flooding or droughts that might be detrimental to their yields. Have specific desired water levels, which are currently (in some cases) achieved via independent actions (installation of own pumps, weirs, etc.). These water levels are based on agricultural activities of the farmer (i.e., what types of flowers/crops grown).

**Influence:** medium-high, farmers’ participation is necessary for the enaction of any system modifications (otherwise, they’ll simply continue to change system independently to meet their needs). Maintaining a good relationship with the farmers is important for the water board.

**Financial considerations:** estimated worth of 1 hectare of flower fields (general): ~ 400,000 euros. See financial analysis for more details on costs + savings + revenues.

**Reasons to adopt plan:** Potentially relocating their farms or adjusting to a new water level should be beneficial in the long run as flood/drought events will be avoided and the system will operate more efficiently. Farmers may also benefit financially from an increased tourism presence in the area (either directly via leasing/selling land to holiday parks, or indirectly via strengthened local economy). ***Farms should not be moved too far from central area, because seeing the tulip fields is a big draw for tourists.***

**Holiday Parks (Roompot, general)**

**General:** Owns theQurios park since summer 2021, containing 92 holiday lodges in Callantsoog. Owned by US American investment firm KKR. “Second-largest operator of vacation parks in Europe. It directly owns and operates 33 parks in the Netherlands, Germany, and Belgium and has exclusive agreements with more than 100 third-party park operators.” Valued at $1.12 billion with revenue of 400 million euros/year. (https://www.cfo.com/corporate-finance/2020/06/kkr-to-buy-dutch-vacation-company/#:~:text=Roompot%20has%20revenue%20of%20nearly,by%20the%20COVID%2D19%20pandemic.)

**Motivation:** Callantsoog is a lucrative area for tourism and Roompot wants to continue making money in the region. They most definitely do not want to lose land, or access to areas that guests enjoy (beaches, dunes, nature park).

**Influence:** medium, do not necessarily have a direct impact on what the water board does but do likely have some sort of power in the area (e.g., if holdings are affected, could take legal action, and certainly has enough money to affect change).

**Financial considerations:** Cost of transferring holiday park lodging *might* be outweighed by increased revenue due to proximity to beach and town center.

**Reasons to adopt plan:** If the plan moves their designated area closer to the sea, this could be a huge benefit for their guests. In the end, does their allotment of land increase or decrease?

**Local businesses/economy**

**Motivation:** Want to continue experiencing influx of tourists and revenue from them. Want to maintain prime retail areas (close to the coast, in “town center”?) near the holiday parks/beach. Do not want any flooding risk that might affect their business holdings.

**Influence:** low, could enact change through local government (?), but have no direct impact on planning, nor the financial power to take huge legal action.

**Financial considerations:** Could experience increase in revenue if the land re-allotment results in more tourism closer to local businesses (or just more tourists in general).

**Reasons to adopt plan:** Don’t have any reasons necessarily to *not* adopt the plan, as long as they will not need to physically relocate or lose customers.

**Natuurmonumenten**

Link: https://www.natuurmonumenten.nl/over-natuurmonumenten

**General:** “Dutch nature conservation organization, founded in 1905, which purchases and manages nature reserves in the Netherlands. In 2021, the association managed 112,422 hectares and almost 3000 buildings, hundreds of which are provincial or national monuments.”

"The aim of the association is to preserve and manage areas in the Netherlands that are important from a natural scientific and landscape point of view, with the cultural heritage located thereon. This is done both for the sake of nature itself and for the benefit of the spiritual and physical well-being of man."

“Its aim is partly to promote:

the conservation and restoration of nature and landscape;

the purity of water, soil and air as well as the protection of silence;

the realization that man bears responsibility for this.”

**Motivation:** preserve its holdings in the area: Zwanenwater (large park south of region of interest) and Uitlandse Polder (just north of the Zwanenwater, is in the region of interest). Continue to regulate the water levels in the polder, so that the Zwanenwater receives enough water.

“The Uitlandse Polder is not only beautiful, but is also the saviour of the adjacent Zwanenwater nature reserve. Because Natuurmonumenten can regulate the water level in the Uitlandse Polder, the Zwanenwater is prevented from drying out. Dehydration is a major threat to Zwanenwater. Rare plant and animal species could disappear.” (https://www.natuurmonumenten.nl/natuurgebieden/uitlandse-polder)

**Influence:** medium, given the importance of nature in the area and the size of the organization, Natuurmonumenten surely has resources to protect its areas and affect local policy.

**Financial considerations:** management of the Uitlandse Polder should not become more difficult/expensive due to water level changes. Otherwise, since the organization is donor-based, it doesn’t necessarily have a financial investment in the area.

**Reasons to adopt plan:** Simplification of the system and redistribution of land-uses might benefit the nature areas in the south (could better supply the water they need or bring more people to explore and enjoy the areas). ***Cycling and walking paths should be preserved (another draw for tourism).***

**Residents**

**General:** “Callantsoog has 2505 addresses, of which 1141 have a residential function and 1082 a lodging function. The number of second homes may soon exceed the number of residential homes. This translates into a declining population. Less every year. Callantsoog is also aging rapidly. More than half of the 2385 inhabitants are older than 45 years.” (2021, article: https://noordkopcentraal.nl/column-roompottiseert-callantsoog/).

**Motivation:** Their local economy seems to depend largely (entirely?) on tourism, so it’s desired that the tourism industry continues to thrive (and that the system simplification does not change this). Residents do not want to be exposed to flooding or droughts, and probably want continued access to nice natural areas in their surroundings.

**Influence:** low

**Financial considerations:** Should remain financially unaffected by system changes.

**Reasons to adopt plan:** Could benefit from any increase in tourism, as well as the risk reduction for flowing and droughts.