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My journey from the Netherlands to Belgium









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Context: Southern part of Netherlands



- Inhabitants: **3,5 million**
- The Southern Netherlands has more borders with Germany and Belgium (**351 km**) than with the Netherlands (113km)
- Favourable location between Rhine-Ruhr area, Flemish Diamond and the Randstad conurbation
- Export-orientated & innovative economy
 - 35% of all Dutch exports come from this region
 - Focal point for High-Tech systems & chemicals, Lifesciences and Agrofood.
 - Big businesses such as ASML, Océ, DSM, NXP, Philips & VDL
 - Topflight universities (TU Eindhoven) and universities of applied sciences



Relationship between Germany and the Netherlands

- Germany is the number two trading partner for the Netherlands, behind China, and as such the number one European trading partner.
- For NRW, the Netherlands is the most important trading partner. In 2017, NRW exported goods worth 20 billion euro to the Netherlands.
- The Netherlands delivered goods worth 37.6 billion euro to NRW. A rise of 18% as compared with 2016.



History of public transport: concession

- **2016**
 - One tender of public transport in Limburg
 - Tender extended with two more decentralized train lines
 - All train and busses (except intercity trains)
 - In accordance with the national government
 - An open contract, flexible with possibilities for further developments and improvements
 - Duration: 15 years
 - Tender won by Arriva

History of public transport: cross border

4th Railway package:

- Open railway market
- EU rail traffic should not be obstructed by:
 - National borders
 - Technical issues
 - Safety regulations and procedures
- Chances for cross-border





eurekairail



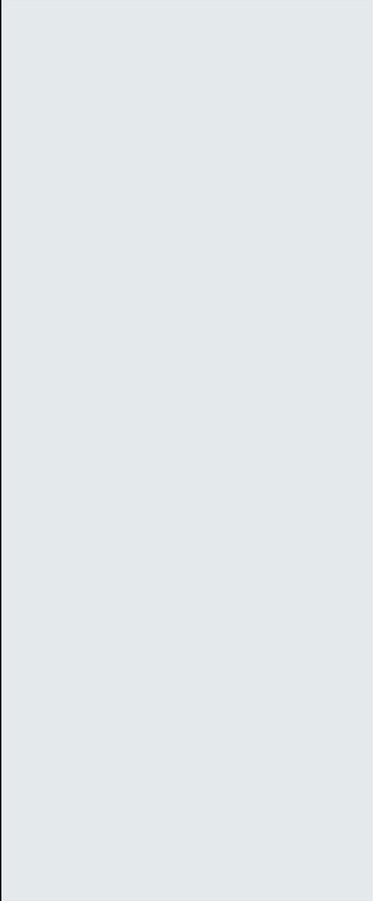
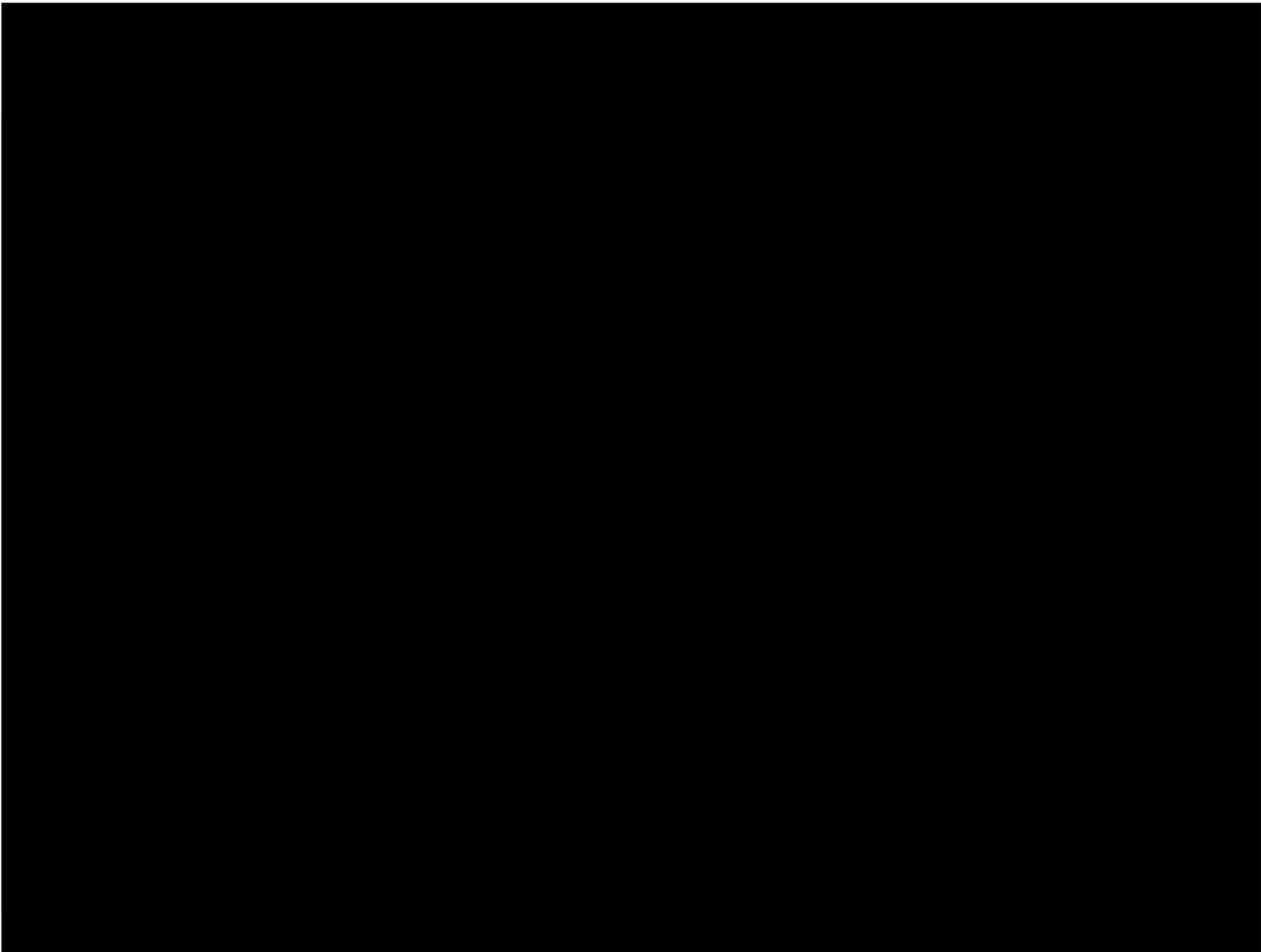
What is EurekaRail?

EurekaRail consists of several parties that are jointly working to address the issue of cross-border rail traffic in the south of the Netherlands. No easy task, but not impossible.

Partners are:

- the provinces of Limburg and Noord-Brabant
- the Dutch Ministry of Infrastructure and Water Management
- the German partners Nahverkehr Rheinland, Aachener Verkehrsverbund und Rhein und Ruhr Verkehrsverbund

EurekaRail is co-financed by the European Union





What do we want to achieve with EurekaRail?

1. Improved cross-border train travel in the Euroregion Germany, Belgium and the Netherland
2. Solution for 5 simple rail infrastructure bottlenecks and introduction of cross-border travel on 1 ticket at 1 price
3. So that residents of the Euroregion in Germany, Belgium and the Netherlands can travel between these countries more easily, more comfortably and more frequently.



What is the benefit?

1. Direct, international connections
2. Shorter, more comfortable travel times
3. Economic growth
4. Reduced CO2 emissions; better for the environment
5. Boost to knowledge interchange between universities and institutes



European Grant Agreement

Study project

- Study costs: € 9,515,000
- €4,757,500 grant (50% of costs)
- Project period: 16-11-2015 through to 15-11-2018
- Contribution from Province of Limburg €4,757,500
- Contribution from the Ministry of Infrastructure & Water Management, NVR and VRR public transport operators ≈ € 1 million

Implementation

- Dual track, electrification, measures in Germany
- Project costs: € 71.2 million
- 40% grant: € 28.48 million
- Completion before 2021



Current status: Germany – The Netherlands links

Eindhoven – Venlo – Düsseldorf

- Letter of Intent signed between VRR and Dutch Ministry of Infrastructure and Water Management
- Aim to establish 1x per hour direct link from 2025 onwards
- End of 2018: agreements to be signed between VRR and Noord-Brabant and Noord-Brabant and the Ministry of Infrastructure and Water Management
- Twin tracks between Dülken – Kaldenkirchen for 2 x per hour service

Current status: Germany – The Netherlands links

Amsterdam - Eindhoven – Heerlen – Aachen – Cologne

- Letter of Intent with NVR, Dutch Ministry of Infrastructure and Water Management and Province of Limburg, autumn 2018
- EU grant awarded for infrastructure between Heerlen and Aachen (€28.6 million)
- 2 cross-border trains per hour





Current status: Belgium - Netherlands links

Maastricht – Liège – Louvain – Brussels

- Studies concluded
- Belgian parties are focused on domestic operations

Antwerp – Hamont – Weert

- Studies concluded
- CEF application Infrabel accepted
- NL coalition government programme: 'In line with the Belgian investment on the Antwerp-Hamont line, the connecting section Hamont-Weert will be reactivated for passenger trains, with co-financing by regional government'

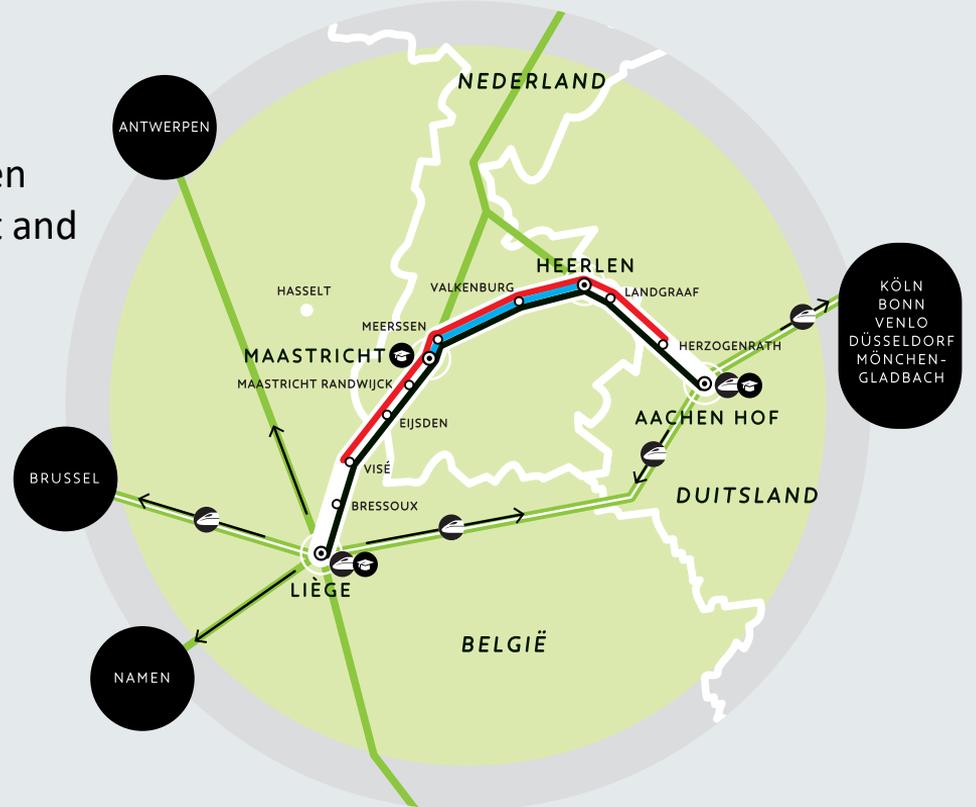
Still to be done:

- Product evaluation by ProRail and Ministry of Infrastructure and Water Management
- Market consultation for operators

Three-country train

Objective:

- comfortable passenger transport between the cities of Aachen, Heerlen, Maastricht and Liège
- with high-quality rolling stock
- frequent scheduled operations
- ease of payment
- with a single ticket valid in Germany, the Netherlands and Belgium





Current status: Three-country train

Aachen – Maastricht

- Electrification completed on German and Dutch territory in December
- 1 train per hour between Maastricht and Aachen and Aachen and Maastricht
- Operated by Arriva, subsidiary of Deutsche Bahn

Maastricht – Liège

- Discussions with concession awarders Federal Government (Belgium) and Ministry of Infrastructure and Water Management (NL)
- Discussions with NMBS, NS and Arriva (operators)

Essential conditions are:

- Administrative support
- Technical feasibility
- Financial viability

Current status: single ticket

- Two promising strategies
 - Prepaid (Barcode)
 - Post-paid (IDBT/ABT)
- Pilots:
 - VRR - SwiSwo: Smartphone, GPS, no infrastructure
 - AVV- ETC: Token-based, accounts, (smartphone?)

Prepaid

- Barcode tickets
- Handy
- Online ticketshop und IPSI integration



Prepaid

- Barcode tickets
- Handy
- Erweiterung VRR app und IPSI integration



Post-paid (Account based)

- ID-registration
- Handy
- Erweiterung ETC (AVV) mit ABT/IDBT (NL)



Post-paid (Account based)

- ID-registration
- Handy
- Erweiterung Nextticket VRR kombiniert mit Pilotprojekt - NL Swipe & Go





EurekaRail: lessons learned

- Quality process and safeguarding Grant Agreement
- Active lobby at international, national and regional level
- Provide the right decision makers
- Decisive approach by senior administrator
- Responsibility for the Grant Agreement conditions shared with agencies and partner organisations
- Governance essential for the project
- Contacts with INEA are essential
- A cross-border approach: empathy, listening to others, sensitivity
- Use of a logo with the power to combine stakeholders, and active communication in multiple languages
- Active joint media strategy



Approach to communication

- Integrated communication strategy: corporate, media and public
- Multiple target groups: from authorities to local residents
- From study project to inspirational story in words and pictures
- Clear recognisability for all stakeholders
- Offline and online approach, including
 - Eurekarail.net in 4 languages
 - Monthly newsletter: 3 languages
 - Flyers and brochures
 - Active participation at events and trade fairs, including TEN-T days Ljubljana
 - Joint media strategy in 3 countries



INTERNATIONAL RAIL CONNECTIONS



SHORTER TRAVEL TIME, GREATER COMFORT



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Logic will get you from A to B.
Imagination will take you everywhere.
– Albert Einstein

provincie limburg



Provincie Noord-Brabant



Medegefinancierd door de Europese Unie
De financieringsfaciliteit voor Europese verbindingen

Stories in words and pictures: who for



Vanaf Keulen CS sta je met de S-bahn binnen 5 minuten in mijn rugkliniek
Waarom nog niet snel én gemakkelijk met de trein van Nederland naar Keulen? En weer terug

ASIF SHAFIQ KHAN, STUDENT RWTH AACHEN: 'VERBAZINGWEKKEND DAT ER GEEN GOEDE TREINVERBINDINGEN ZIJN'

MAANDAG 30 OKTOBER 2017

Na zijn bachelor Techniek in Pakistan volgt Asif Shafiq Khan sinds september 2016 een 2-jarige masterstudie Electrical Power Engineering aan de Rheinisch-Westfälische Technische Hochschule in Aachen. "Ik wil internationale ervaring opdoen en kreeg de kans om in Duitsland te gaan studeren. Ik koos voor Aachen omdat het een goede universiteit is, maar vooral ook vanwege de ligging: centraal in Europa en op het snijvlak van 3 mooie landen". Eén ding valt hem tegen: treinreizen!





Stories in words and pictures: in 4 languages



IM SÜDEN DER NIEDERLANDE ARBEITET MAN AN SCHNELLEN GRENZÜBERSCHREITENDEN BAHNVERBINDUNGEN

Es wird intensiv an einer attraktiveren Gestaltung des Bahnverkehrs in der Euregio gearbeitet. Die Bahnnetze in den Niederlanden, Belgien und Deutschland müssen also besser aufeinander abgestimmt werden.

Ziel ist es, dass Pendler einfacher mit der Bahn zur Arbeit im Nachbarland gelangen können, die Einwohner eher den Zug nehmen (z. B. zu Verwandtenbesuchen im belgischen oder deutschen Grenzraum) und dass Studenten problemlos zwischen den verschiedenen Universitäten und Fachhochschulen in dieser Region reisen können.

Stories in words and pictures: in 4 languages

deutsch

GIUSEPPE SAITTA, DEUTSCHER HOTEL- UND GASTSTÄTTENVERBAND: DÜSSELDORF IST MEHR ALS VORBEREITET AUF MEHR NIEDERLÄNDISCHE GÄSTE

07/23/2018

Das Düsseldorf als Einkaufs- und Ausgeh-Stadt bei Niederländern beliebt ist, ist bekannt, ebenso, dass diese zu feiern wissen. Mit der neuen Direktverbindung sind dann noch mehr Gäste in Düsseldorf zu erwarten - haben Sie schon in Altbier-Aktien investiert? Ist die Stadt vorbereitet auf mehr Gäste aus dem Nachbarland?



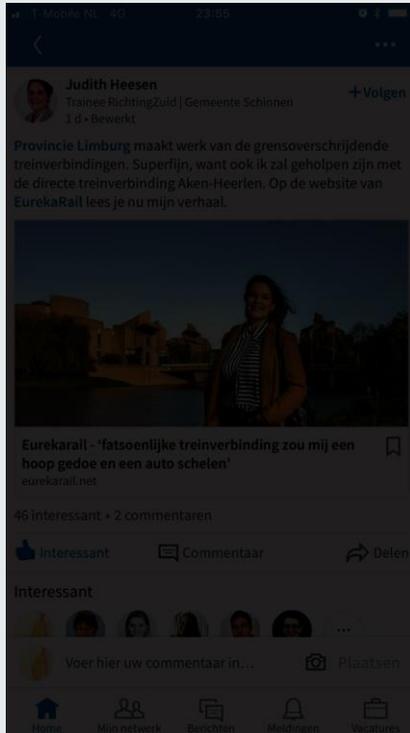


Celebrating
common
milestones
With partners on
both sides of the
border.

Hubert Mackus, Heiko Sedlaczek
en Jan Mulder onthulden op 17
april het bouwboard voor
station Landgraaf

FOTO: WOUTER ROOSENBOOM

Social media



Own LinkedIn and Twitter account, and Province of Limburg Facebook. This strategy was chosen to profit from use of existing platform with high follower numbers.



Events



Active attendance at conferences, congresses and organising and creating our own moments: Benelux Parliament in Maastricht, Landtag in Düsseldorf





European Commissioner for Transport Violeta Bulc at the EurekaRail stand.

FOTO: WOUTER ROOSENBOOM



Media

N Het Nieuwsblad

Benelux wil gemeenschappelijke railagenda

24/11/2017 om 16:56 Bron © BELGA



(FOTO: BELGA)

De regeringen van België, Nederland en Luxemburg zouden uiterlijk tegen mei een taskforce moeten oprichten voor de Benelux-railagenda die streeft naar 'seamless travel' tussen de diverse grensgebieden. Ook moeten ze onderzoeken of de invoering van een kilometerheffing voor personenwagens zinvol is en streven naar een harmonisering van de milieunormen.



Internationale Taskforce moet reizen over de grens bevorderen

Gepluimd op 22-11-2017 om 19:30

NS dreigt monopolie op Eindhoven-Düsseldorf te verliezen

Intercityverbinding De provincie Limburg wil de lijn tussen Eindhoven en Düsseldorf openbaar aanbesteden.

✎ Jos Verlaan ⌚ 27 november 2017 om 19:51



Directe treinverbinding tussen Weert en Brussel in zicht

14-07-2018 om 06:20 door Paul Bots

Print



Producing active online content that will be picked up by the media.

De Vereniging Treinreizigers Vervoer, kortweg vTv, ziet een lang gekoesterde wens bijna uitkomen: de directe spoorverbinding tussen Antwerpen en Weert. Alleen over de laatste negen kilometers op Nederlands grondgebied moet nog een definitieve beslissing vallen. "Wij rusten niet voordat die trein rijdt."



Jean Pauwels, Peter Couwenberg, Ludo Dewit en Rogers Vissers van de vereniging Treinreizigers vervoer op het nieuwe station van Hamont, op 300 meter van de Nederlandse grens en negen kilometer van Weert.

Snellere trein tussen Eindhoven en Düsseldorf: wat moet er nog gebeuren?



Twee dingen vallen op aan het nieuws dat er een snellere verbinding komt tussen onze Brabantse Brainport en Düsseldorf. **Waarom moeten we nog tot 2025 geduld hebben?** Geertje van Engen, medeopsteller van de EurekaRail-nota over dit onderwerp, legt het uit. Ook **duikt ze in de psyche van de reiziger** om te verklaren dat 'slechts' een kwartier winst op dit traject van krap twee uur ongeveer veertig procent extra reizigers kan opleveren.

Producing active online content that will be picked up by the media.



HOME BUS TREIN METRO TRAM PERSONEEL SPECIALS VACATUREBANK



Geertje van Engen (foto: Nina Albeda Jelgersma)

'Directe trein Eindhoven-Düsseldorf op korte termijn haalbaar'

Gepubliceerd op 21-08-2018 om 09:08

Een directe treindienst tussen Eindhoven en Düsseldorf leek ruim twee jaar geleden nog ver weg. Maar onlangs is door de betrokken partijen in Nederland en Duitsland een akkoord bereikt over een voorkeursalternatief. Vanaf 2025 zal hier eens per uur een grensoverschrijdende trein rijden, door de huidige treindiensten tussen Düsseldorf en Venlo en tussen Venlo en Eindhoven aan elkaar te knopen. "Een directe treindienst Eindhoven-Düsseldorf is op relatief korte termijn haalbaar", aldus Geertje van Engen van EurekaRail.



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