

# The Arnhem Approach to Urban Forestry



## The Sonsbeek Method Social Cohesion in the Green

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# The Sonsbeek Method $E = Q \times A$

What is necessary?

- Vision
- Quality
- Commitment





# The Sonsbeek Method $E = Q \times A$

## Vision

### Know your park

- Four values  
(nature, recreation, health, economy)
- Users
- Opportunities

Materialise the VISION with a clear objective!



# The Sonsbeek Method $E = Q \times A$

Quality



This is the foundation



Carefully arrange  
your basic quality

Footpaths  
Park benches  
Litter bins









# Visitors Centre Sonsbeek



bezoekers  
centrum  
**SONS  
BEEK**  
witte  
water  
molen







# The Arnhem Approach $E = Q \times A$

The most important tool for the visitors centre is communication







# The Sonsbeek Method $E = Q \times A$

## Commitment



Involve your stakeholders:

- Hikers with a good knowledge and appreciation of the park
- Sounding-board groups
- Expert group, national expertise and authority
- Colleagues



# The Arnhem Approach $E = Q \times A$

## How:

- Park tours
- Face to face
- Meetings: Green / History / Walking
- Publishing
- Activities
- Support other organizations









# The Sonsbeek Method $E = Q \times A$

Guaranteed  
Vision  
&  
Quality?

Then comes  
commitment





# The Sonsbeek Method $E = Q \times A$

How does one organize commitment?

1. Identify your stakeholders
2. Form groups
3. Determine your relationship with them
4. Select means of communication

Then start working









# The Sonsbeek Method $E = Q \times A$

How can you continue to measure the process?

$$E = Q \times A$$

E = effect

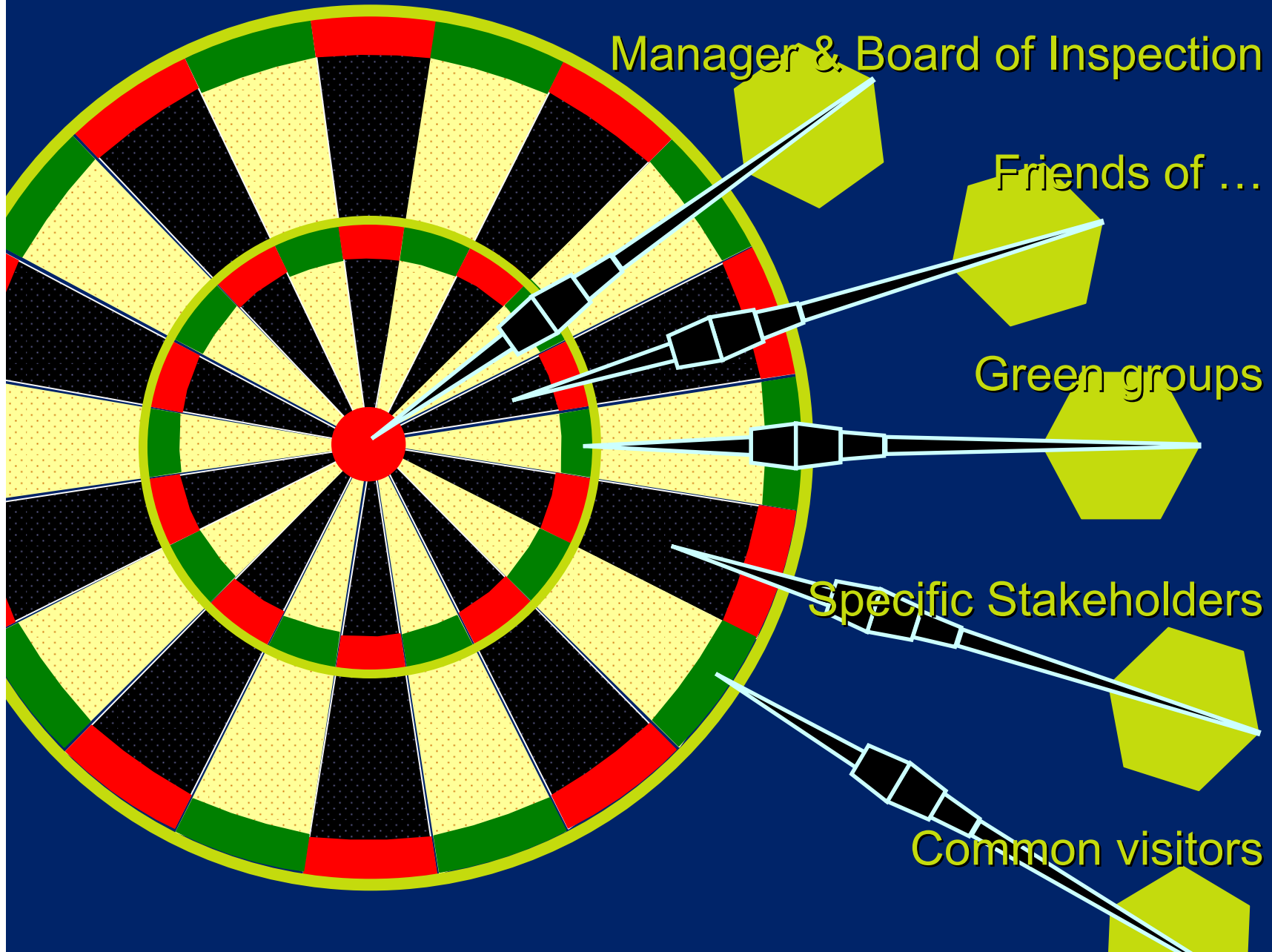
Q = quality

A = acceptance =  
communication

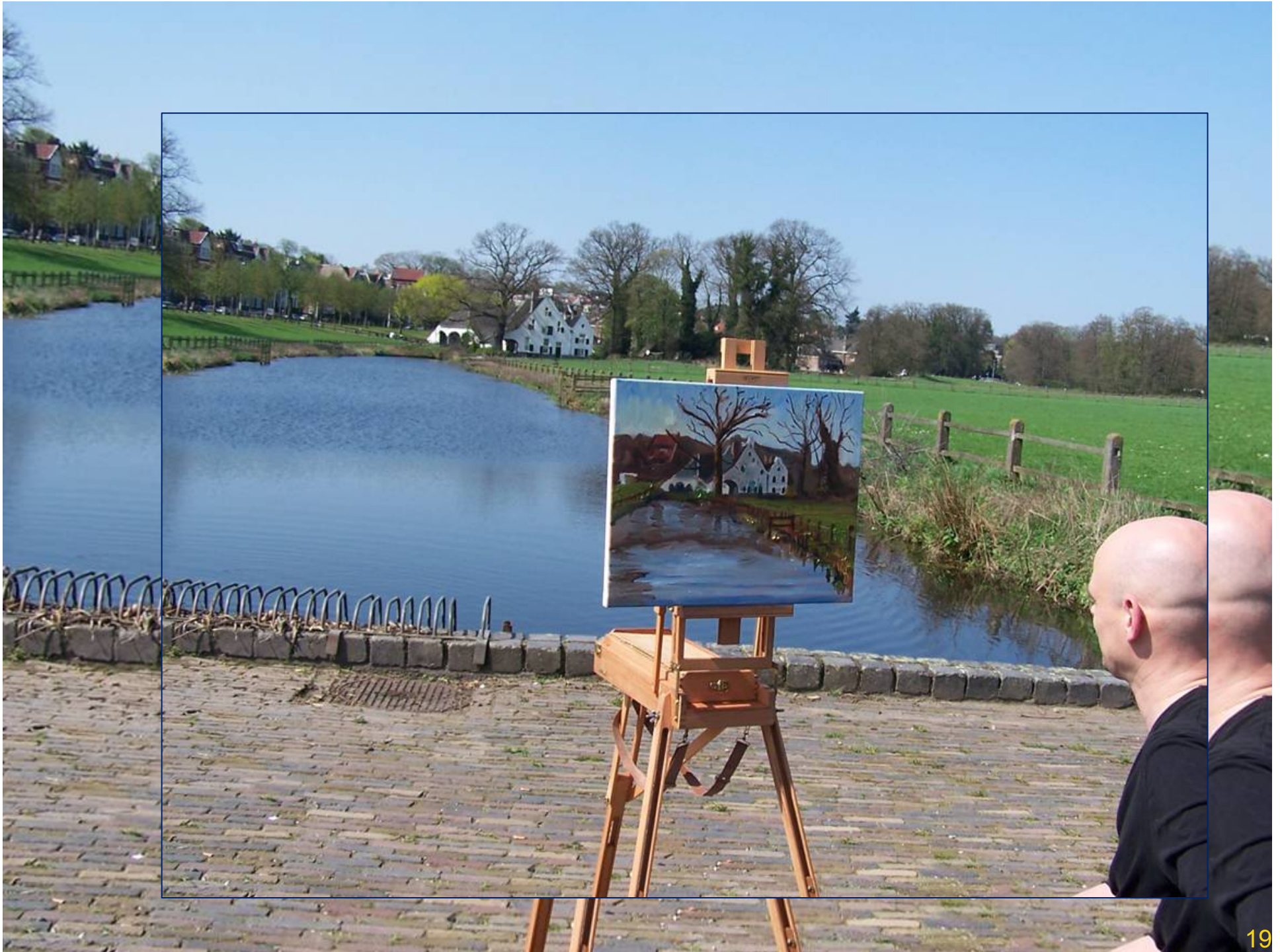
Communication is the  
lubricant



# The Sonsbeek Method $E = Q \times A$







The Sonsbeek Method  $E = Q \times A$

# Communicating with Stakeholders







# The Sonsbeek Method $E = Q \times A$

## Communication through

- Meetings
- Excursions
- Announcement boards
- Communication instructions for contractors
- Newspaper announcements
- Websites
- Personal contact
- Visitors information centre





# The Arnhem Approach $E = Q \times A$

## Contentment of Stakeholders

- Is the council concerned about the park?
- Does the management do a good job?
- What about activities in the park?
- Can trees be in the way in a park?









# The Sonsbeek Method $E = Q \times A$

Are stakeholders informed about the planned green activities?

Only then will there be commitment

=

acceptance



# The Arnhem Approach $E = Q \times A$

## Communication with:

- Local citizens
- Other visitors
- Green groups
- Local authorities





# The Arnhem Approach $E = Q \times A$

## Internal organization of Sonsbeek Visitors Centre



- NGO & City administration
- Board of Governors
- Volunteer groups:

- Park guides
- Catering
- Information desk
- Exhibit and Activity Group
- Organization  
(administration,  
maintenance, publicity)
- Water mill



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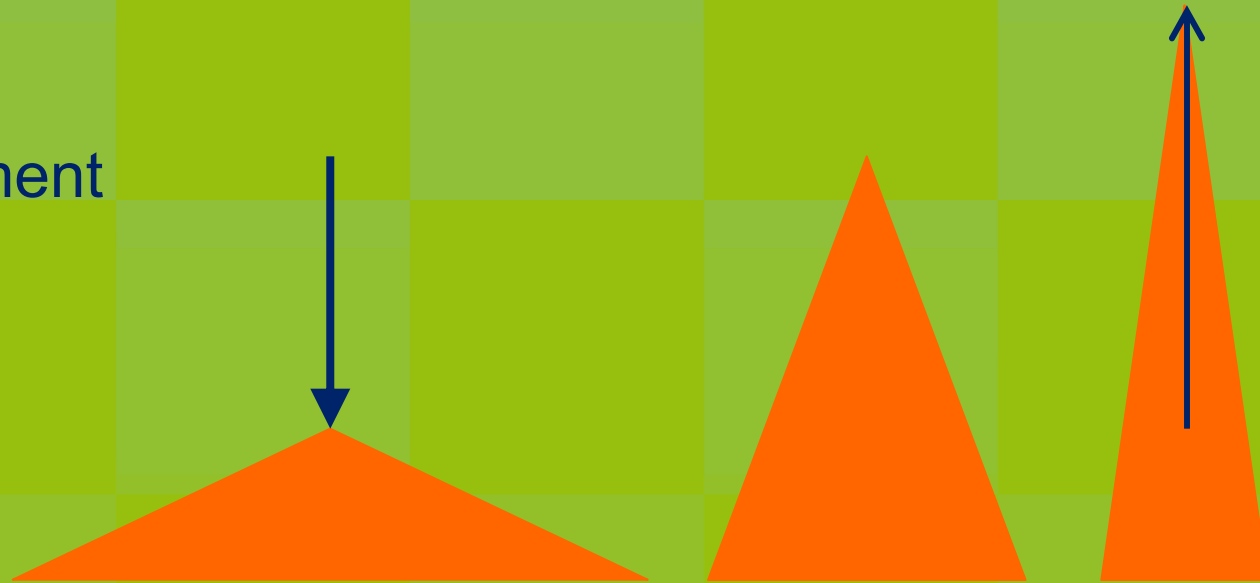


# The Arnhem Approach $E = Q \times A$

Managing internal communication

Management

Basis



# The Sonsbeek Method $E = Q \times A$

## Relations with users:

- Establish relationships based on mutual trust
- Communication based on your knowledge
- Use your knowledge to listen to others
- Share your knowledge with users







# The Sonsbeek Method The Arnhem Approach

$$E = Q \times A$$

## Stakeholders

- Hikers
- Plant lovers
- Bird watchers
- Dog walkers
- Homosexuals
- Picnickers
- Ethnic minorities
- Volunteers
- Theatre lovers
- Students and schoolchildren
- Sheltered workplaces
- Nordic walkers
- Rotarians
- Voluntary guides
- Restaurant customers
- Joggers
- Parents with children





# The Sonsbeek Method $E = Q \times A$

Know your participants:

- Hikers
- Groups of friends
- IVN (Educational Nature Preservation Institute)
- KNNV (Royal Dutch Society for Natural History)
- Bat group
- Kingfisher group
- Monuments and historic buildings
- Water Board
- Forestry College
- ISS Landscaping
- Inspection groups
- Catering
- National and local authorities



# The Sonsbeek Method $E = Q \times A$

The public recognizes . . . . .

- . . . . . the park manager
- . . . . . the garbage collector
- . . . . . the lawn mower

The workers are . . . . .

- . . . . . recognizable and approachable
- . . . . . well informed about the work
- . . . . . communicable
- . . . . . capable of making referrals







# The Arnhem Approach $E = Q \times A$

What does the park manager do in the visitors centre?

- Meets
- Informs
- Talks
- Supports





# Conclusion

$$E = Q \times A$$

- The forest management takes the citizens and their involvement seriously.
- The expertise of the stakeholders is used as much as possible.

- Decisions are taken on the base of mutual trust and expertise.
- The Sonsbeek Visitors Centre and its volunteers are involved to the full extent.



The Arnhem Approach  
The Sonsbeek Method

$$E = Q \times A$$

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Thank you for your attention !

Subject

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