



# Amsterdam Rural Forum

11 & 12 May 2016



© "Vreten voor de stad", Han Jansen.

# Welcome

We are delighted to welcome you to the Amsterdam Rural Forum and 5th NRN meeting. The programme has a range of workshops and performances in store for you. We hope it will inspire you and help you with your future work.

The Network Support Unit of the Dutch National Rural Network  
The ENRD Contact Point

Find us on social media.

Facebook: Amsterdam Rural Forum

Twitter:ww #ARFAM

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From left to right: Frank van de Ven, Jan Hartholt, Kees Anker, Mirjam Bont, Brenda Vrieling and Annemiek Canjels

**Wednesday, May 11**

Timing	Programme	Location
10:30-11:00	Registration of participants	Foyer
11:00-11:30	The Amsterdam Rural Forum and Rural Development: the frame of the meeting - Jan Hartholt	Blauwe zaal
11:30-11:45	Plenary Opening	Blauwe zaal
11:45-12:30	Key-note speech “Ingredients of an agro-ecological and social transformation” Erik Mathijs, Professor in Agricultural and Resource Economics, University of Leuven	Blauwe zaal
12:30-13:30	Lunch & POP-up Milksalon	Foyer
13:30-15:00	Round 1 workshops	Room 2, 5, 6 & 7
15:00-15:20	Coffee break	Foyer
15:20-16:00	Plenary session: Food Cabinet & POP-up Milksalon Helen Kranstauber & Sietske Klooster	Blauwe zaal
16:00-16:30	Coffee break, refreshment	Foyer
16:30-18:00	Round 2 workshops & excursion	Room 2, 5 & 6
18:00-20:00	Drinks and dinner Performance Bright O. Richards	The Beach, Notweg 38

**Thursday, May 12**

8:30-9:00	Registration of new guests	Foyer
9:00-9:30	Introduction to Day 2 (capturing the key messages from Day 1)	Blauwe zaal
9:30-11:00	Round 3 workshops & excursion	Room 2, 5 & 6
11:00-11:30	Coffee Break	Foyer
11:30-13:00	Performance: Lucas de Man, Theater-performance “We, Pig Country”	Blauwe zaal
13:00-13:45	Lunch	Foyer
13:45-15:15	Round 4 workshops	Room 2, 5, 6 & 7
15:15-15:30	Coffee break	Foyer
15:30-16:00	Plenary session: Food Cabinet & POP-up Milksalon Helen Kranstauber & Sietske Klooster	Blauwe zaal

## round 1

13.30-15.00

Wednesday, May 11

### Revitalize villages

Room 2

About the revitalisation of Kimsverd (NL) and Selde (DK), with examples of the benefits to villages and farmers.

Speaker: Edina Ocsko TBC  
 Creators: Sjoerd Wagenaar (Kimsverd NL), Birgitte Kristensen & Lene Noer (Selde (DK), Claudia Woolgar (Leeuwarden 2018)  
 Moderator: André Schaminée



### Farmers Collectives and Citizens' Initiatives for Nature Conservation

Room 5

About the management of natural resources by collectives of farmers and examples of how farmers and citizens work together.

Speaker: Gérard Peltre (F)  
 Creator: Manon Martin (F)  
 Moderator: Jan-Willem van der Schans



### Rural Routes

Room 6

About the use of cultural interventions in the practice of development in remote rural areas of Europe.

Speaker: Gérard Peltre (F)  
 Creator: Manon Martin (F)  
 Moderator: Jan-Willem van der Schans



### How to work with teenagers and youth on RDP themes

Room 7

How to involve young people in rural development, sustainable development and food production.

Speakers: Bilingual High school students (13/14 years old)  
 Creator: Sjoerd Bootsma (festival Welcome to the village)  
 Moderator: Paul Bos



## round 2

16.30-18.00

### Social inclusion: Refugees at the country side

Room 2

How do rural areas cope with the influx of refugees and how to use culture for a better connection between the refugee camp and the surrounding villages.

Speaker: Leontien Kompier, Mayor of Vlagtwedde  
 Creators: Jana Svobodova (Archa theatre, CZ) & Bright O. Richards (New Dutch Connections)  
 Moderator: André Schaminée



### The future of Agri-CULTURE

Room 5

Ideas and examples on Agri-Culture and the importance of involving arts for the future of rural Europe.

Speaker: Ian Hunter (UK)  
 Creator: Fernando Garcia Dory (ES), Paul Chaney (UK), Deirdre O'Mahony (IRL)  
 Moderator: Ton Duffhues



### Sustainable development of villages and cities

Room 6

How to meet, to share and to inspire people in the villages on the issue of sustainability.

Speaker: Sustainable Villages Network TBA  
 Creator: Lucy Neal (UK) (Transition towns)  
 Moderator: Jan Willem van der Schans



### Excursion (by bike) to "The Farmer who moved to the city" (fruit cultivation)

Wil and Lisan Sturkenboom moved their fruit farm from the Flevopolder to Amsterdam. Why did they do this?

Speakers: Wil and Lisan Sturkenboom  
 Moderator: Diana krabbendam



**round 1**  
09.30-11.00

<p>Rediscover the rural Room 2</p>	<p>About bringing together farmers, bankers and creative minds to explore new ways to provide the city of food in a sustainable way.</p>	<p>Speaker: Paul Bos Creator: Susanne de Boer (Rabobank) Moderator: André Schaminée</p>
<p>EIP-AGRI: Cross-over Food &amp; Health Room 5</p>	<p>About a cross-over between food and health, with new businesses for farmers and how to measure healthy ingredients in food.</p>	<p>Speaker: Annemiek Canjels Creator: Gaston Remmers and Herman Peppelenbos (WUR) Moderator: Ton Duffhues</p>
<p>Strong city, Strong countryside Room 6</p>	<p>About the possibilities of constructing innovative cooperation concepts in the mutual interest of city &amp; countryside.</p>	<p>Speakers: Giep Hagoort &amp; John Huige Creators: examples from Member States Xavier Delmon/ Coralie Meurice, Wallonia Dr. Marie Mahon (&amp; Dr. Maura Farrell), Ireland Moderator: Jan-Willem van der Schans</p>
<p>Excursion (by bike) to “The Farmer who moved to the city” (fruit cultivation)</p>	<p>Wil and Lisan Sturkenboom moved their fruit farm from the Flevoolder to Amsterdam. Why did they do this?</p>	<p>Speakers: Wil and Lisan Sturkenboom Moderator: Diana Krabbendam</p>

**round 2**  
13.45-15.15

<p>Rural Values Room 2</p>	<p>What do we value in rural life and what does it mean to the present urban and volatile consumer?</p>	<p>Speaker: Ton Duffhues Creator: Nynke Rixt Jukema (Feel the Night) Moderator: André Schaminée</p>
<p>EIP-Agri: New entrants into farming Room 5</p>	<p>What are the advantages of new entrants in agriculture and how to promote this.</p>	<p>Speaker: Andries Visser Creator: Jan Wieringa Moderator: Kees Anker</p>
<p>Short Supply Chains Room 6</p>	<p>Can short food supply chains increase farmers' income and reduce impact on the environment? Several examples of short supply chains will be presented.</p>	<p>Speaker: Jan-Willem van der Schans Creator: Mark Frederiks (webbased solutions) Moderator: Paul Bos</p>
<p>ENRD-workshop: Taking away innovative ideas for on-the-ground work of NSU's/NRNs Room 7</p>	<p>This workshop is primarily targeted at Network Support Unit (NSU's) representatives.</p>	<p>Speakers: NRNs Creator: Fernando Garcia Dory Moderator: ENRD CP</p>



### Erik Mathijs

May 11, 11.45-12.30

Professor Erik Mathijs (Professor of Agricultural and Resource Economics at the University of Leuven) will deliver the keynote speech in which the overarching narrative for the Amsterdam Rural Forum will be presented. Mathijs: “To succeed in the transition to a sustainable society, we have to bridge an ecological, social and cultural divide”.



### Food Cabinet

May 11, 15.20-16.00

Food Cabinet supports organizations who want to contribute to a better food system by promoting new forms of cooperation, communication and organization. Helen Kranstauber, creative brain of Food Cabinet, will illustrate the connection between urban and rural by presenting some projects. Sietske Klooster is a designer and explores milk as a cultural product. With “milk tasting sessions” she brings farmers and citizens together to discover the values of milk.



### Bright O. Richards

May 11, after dinner

Bright O. Richards was a famous actor in Liberia when the war broke out. He fled to the Netherlands in 1991. As a trainer he inspires and helps young asylum seekers on their way to social participation and economic independence. Besides that, he makes theater performances. Together with musician Oleg Fateev, Bright will do a short performance in which he tells his refugee story and about his new existence in the Netherlands.



### Lucas de Man “We, Pig Country”

May 12, 11.30-13.00

The solo theatre performance of Lucas de Man tells about Stijn, a 30-year old boy that returns to his native country after travelling around the world for 12 years. His parents were pig farmers, his brother took over the farm. In the performance Lucas uses the world of the farmer as a metaphor for our current changing world, and his quest for his own part in it.

# Social and Green

Designing for social and sustainable innovation is a new playing field for designers. At the core of The Beach' activities in Amsterdam Nieuw-West is designing situations that allow for the shaping of new meanings and new relationships. New perspectives on social and organisational issues are urgently needed. While we explore possible figurations of the new social landscape we meet people who are committed to work together. To find answers to complex societal issues, with a focus on 'social and green city making' that very often includes food and landscape.

## Green connects

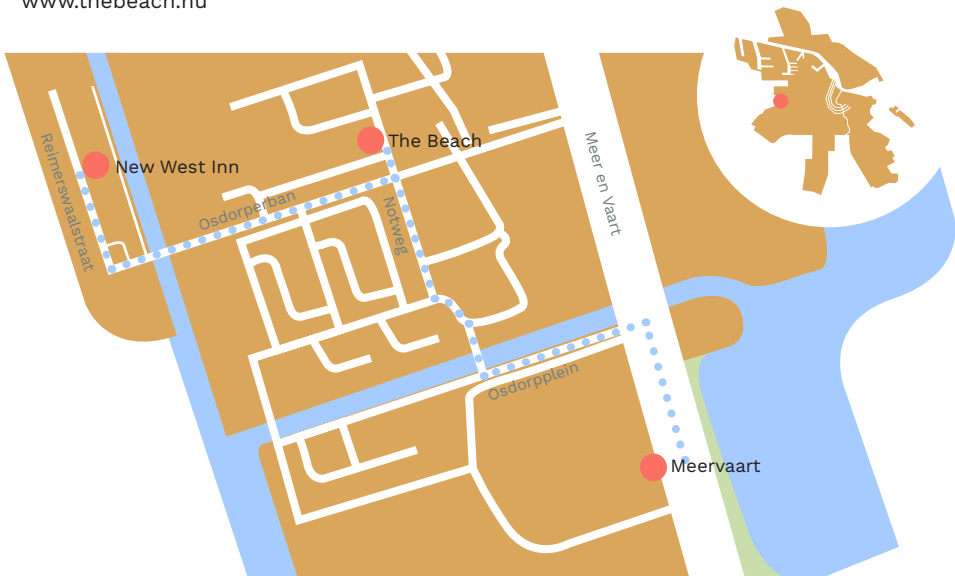
Green and open space characterises the Amsterdam Nieuw-West area. In the thirties city planner and architect Cornelis Van Eesteren's aim was to create green structures that equals the built infrastructure of roads and buildings. Van Eesteren's AUP plan (General Expansion Plan) was developed in the early twentieth century as an answer to the explosive urbanisation of the nineteenth century. According to Van Eesteren areas cannot flourish when separated. He arranged the various areas of the city in an "organic" and "functional" manner, like the various functions of the body.

## A new era

Nowadays, in a new era, city making is more and more initiated by local citizens instead of institutions. At local hubs a mixture of citizens with divers cultural backgrounds and a wide community of artists, students and innovative entrepreneurs meet and co-create. Results include, amongst many others, bio based energy production using leftover bread, co-operative cafés, local craft workshops, edible gardens, mobile kitchens and various festivals around crafts, food and circular city making.

The "organic" city making continues by creating new meaning for an era that embraces values like localism, sharing, connectedness and proportionality.

Diana Krabbendam  
[www.thebeach.nu](http://www.thebeach.nu)



walking route Amsterdam Rural Forum

## Getting around

The public transport chip card (OV-chipkaart) is used for travel on trams, buses and metros. The most convenient option for visitors is a disposable one-hour card or day card. One-hour tickets can be bought from the conductor or driver on the tram or bus (cash). More info: [www.9292ov.nl](http://www.9292ov.nl) or call a cab: 088-7777777.

What else:

### May 10, The Beach Lokaal, 19.00 – 21.00

At this day the Beach Lokaal will open their doors for the attendents from Amsterdam Rural Forum. You are welcome to have a drink near to the Amsterdam New West Inn Hotel. Garage Notweg, Notweg 38, 1078 EW Amsterdam

### May 11, The Beach Lokaal, 19.00 – 23.00

The Beach will host a social and sustainable diner prepared by two local chefs together with their team. At 18.00 we start with drinks in the Lucas Tuin. and the diner will start at 19.00 at The Beach Lokaal. Garage Notweg, Notweg 38, 1078 EW, Amsterdam.

### May 12, Rolling Kitchens, 13.00 – 23.00

Dozens of mobile kitchens and food trucks descend upon this culinary festival in the west of Amsterdam, to create an enormous open air restaurant.

Westergasfabriek, Polonceau-kade 27,1014 DA Amsterdam.

## Fabcity Campus

FabCity is a temporary and freely accessible campus for urban innovators in the city's Eastern Harbour District with approximately 50 innovative pavilions, installations and prototypes. The head of Java Island, Amsterdam.

The city of Amsterdam is a vibrant city to visit. It's only by exploring a little further afield that you'll get to know the real Amsterdam. More events: [www.lamsterdam.com](http://www.lamsterdam.com)

## Meervaart, 1st floor

Theatre de Meervaart in Amsterdam, Meer en Vaart 300, 1068 LE Amsterdam

