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Mid conference Bautzen
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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
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 Netherlands

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?)
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
Logic will get you from A to B.
Imagination will take you everywhere.
- Albert Einstein
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’

IM SÜDEN DER NIEDERLANDE ARBEITET MAN AN SCHNELLEN GRENZÜBERSCHREITENDEN BAHNVERBINDUNGEN

Es wird intensiv an einer attraktiveren Gestaltung des Bahnverkehrs in der Euregio gearbeitet. Die Bahnanlagen 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.
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 bouwbord 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.
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
**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
Producing active online content that will be picked up by the media.
Producing active online content that will be picked up by the media.
Logic will get you from A to B. Imagination will take you everywhere.
- Albert Einstein