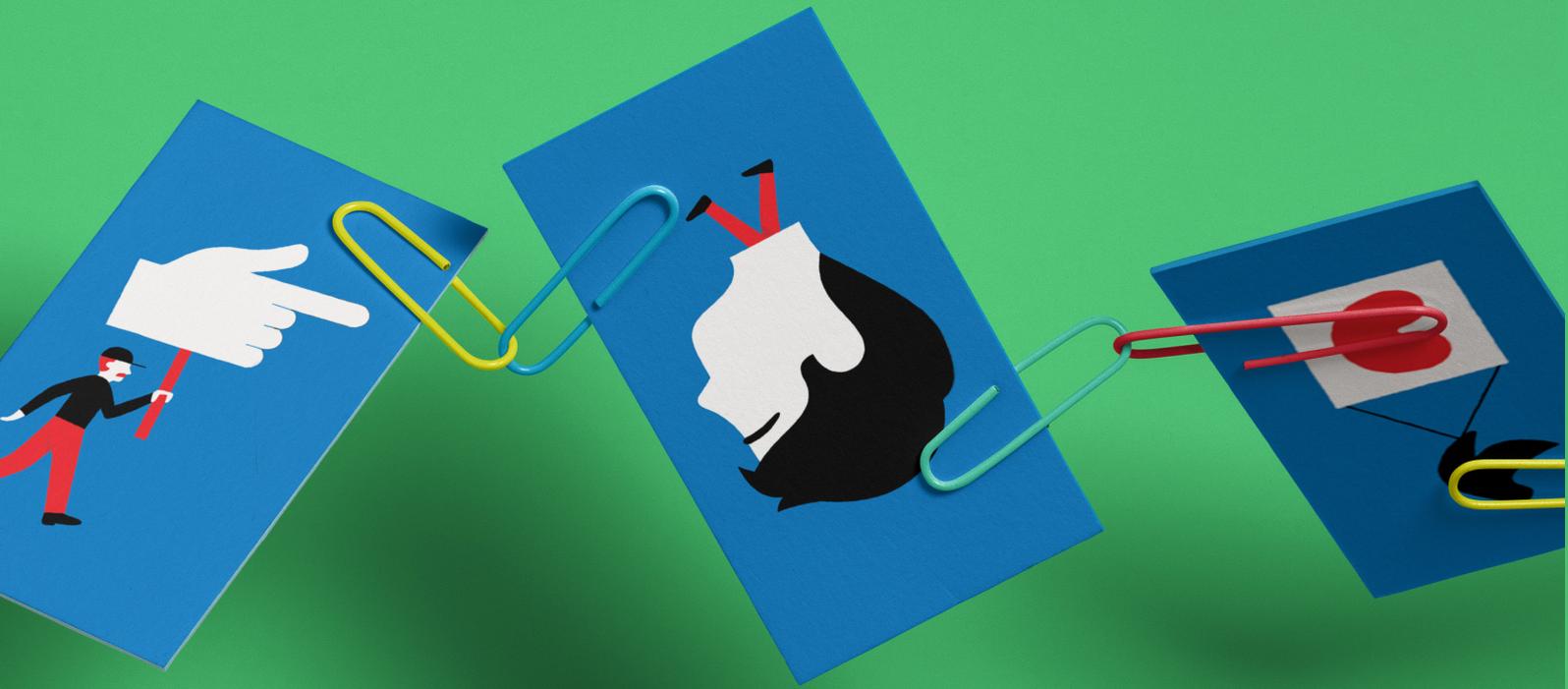


FINAL ASSESSMENT LF2018 RESEARCH RESULTS



› INTRODUCTION

The bid book that won Leeuwarden-Fryslân the title of Cultural Capital of Europe 2018 contains 32 key performance indicators (KPIs). 32 goals to contribute to this year. The LF2018 Foundation convinced the jury with its broad interpretation of art and culture. From the central theme of “Iepen Mienskip” (open community), the Cultural Capital year was used to promote participation, decrease differences, enhance the quality of life and strengthen the image of Leeuwarden and Fryslân as the leading region in agriculture and water, as well as an attractive destination, particularly for the cultural and experiential tourist.

In this final assessment, the results of all the studies done to obtain the KPIs have been combined. Conclusions cannot yet be drawn for all the KPIs. Some of the goals require more time. In the bid book, a longer period for achieving the KPIs was therefore taken as a basic premise. This applies to, for example, the job growth in the agriculture and water sectors that must be achieved by 2025. The bid book also assumes there will be development over

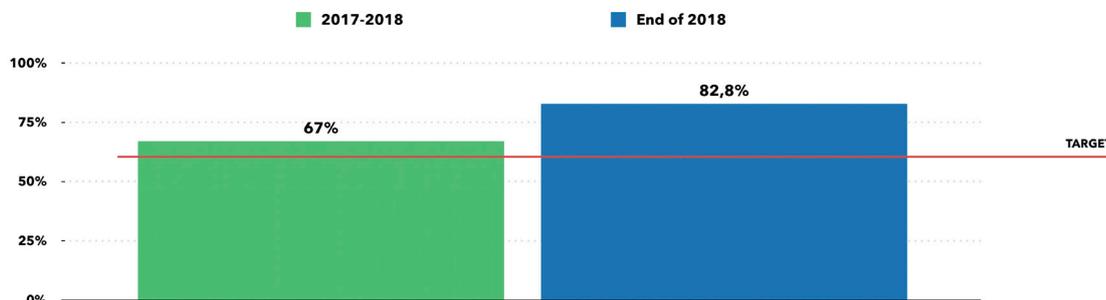
several years with respect to the increase in the number of students. A positive trend has been established for all these KPIs, but only time will tell if the goal will be reached.

For most of the KPIs, however, the results must be measurable at the end of the Cultural Capital year. Several studies are still being completed. This may provide some additions to the conclusions of this final assessment but will not affect the results presented in this final assessment. We can therefore conclude now that most of the goals have been achieved. This applies to the economic KPIs, such as the number of visitors, the revenue from the main program and the prospective repeat visits, but also to the indicators of the intended change to be effected by LF2018. The most striking example of this is that the Mienskips projects together ended up as no. 1 on the list of events that attracted the most visitors. The increasing appreciation of LF2018 through the year and the increased participation among residents that had little affinity for culture, shows that the Cultural Capital really started something.

Reading guide

This final assessment was compiled by the independent work group Monitoring and Evaluation of the province of Fryslân and the municipality of Leeuwarden. The KPIs are included in English here, as they are in the interim assessments, in order to be as close as possible to the text from the bid book. The conclusions are based on many sources and studies (in Appendix 1, you will find an overview of the sources used). In addition, the information provided by the main and sub-events of the main program was used. Due to the minor variations in the number of events, which answered the various questions, this information was incorporated in the conclusions in percentages. Research from the Fries Sociaal Planbureau (Frisian Social Planning Bureau) was also used. These studies are public and can all be found at: www.fsp.nl.

› 60% OF THE CHILDREN BELOW THE DUTCH POVERTY LINE PARTICIPATE IN EVENTS



The number of schools that participate in Kultueredukaasje mei Kwaliteit or go through a process with Keunstwurk (Fryslân) or participate in the Kunstmenu (Art menu) van Kunstkade (Leeuwarden).

Creativity and innovation are the skills of the future. Leeuwarden and Fryslân wanted to use Cultural Capital to prepare children for new job opportunities.

In several events, children and youth, including those from poorer families, played a major role, for example, at the Oranjewoud festival and At the Watergate in Sneek.

In addition, there were two focussed ways in which we worked on collaborating with schools throughout the year. Keunstwurk promoted the expertise of teachers and managers outside of Leeuwarden (Kultueredukaasje mei Kwaliteit, KEK). KEK finished with the *Symposium 2018 x Onderwijs* mid-November. Schools, collaborating with artists, figured out how the harvest of 2018 can be used as seed for the future. In Leeuwarden, schools, together with Kunstkade and cultural institutions, have brought cultural education into the classrooms.

In addition, all the elementary schools in Fryslân were invited to organize their own story evening or afternoon around the campfire, during the final week of LF2018 (*Ferhalefjoer*). 33 schools participated in this. 98 PABO students told stories at internship schools. To determine if the goal was reached with this – 60% of the children on or below the poverty line

participate in events – information was gathered to see how many schools in Fryslân were approached by Keunstwurk and how many schools offered cultural education. For children from low-income households this is often the only way to get in touch with culture, because at home there is no money for cultural activities (poverty monitor CBS/SCP).

Conclusion

Fryslân had a total of 395 elementary schools and 35 schools for special education in 2018 (source: DUO open data schools in primary education). Not counting Leeuwarden, there are 374. 300 of these had been approached by Keunstwurk by the end of 2018.

In Leeuwarden, all 56 elementary schools (50 elementary schools and 6 schools for special education) participated in the Kunstmenu (Art Menu), completely in the spirit of LF2018. 100% of the schools participated in the big circus theatre project 'Adje Lambertz' by Kunstkade.

This means that by the end of 2018, 83% of all Frisian elementary schools was reached. It may thus be assumed that the ratio of children from low-income families was achieved, which means the goal was reached.

- › 50% INCREASED PARTICIPATION OF DIRECT TARGET GROUPS
- › 25% PARTICIPATION FROM GROUPS WITH TRADITIONALLY LITTLE AFFINITY TO CULTURE

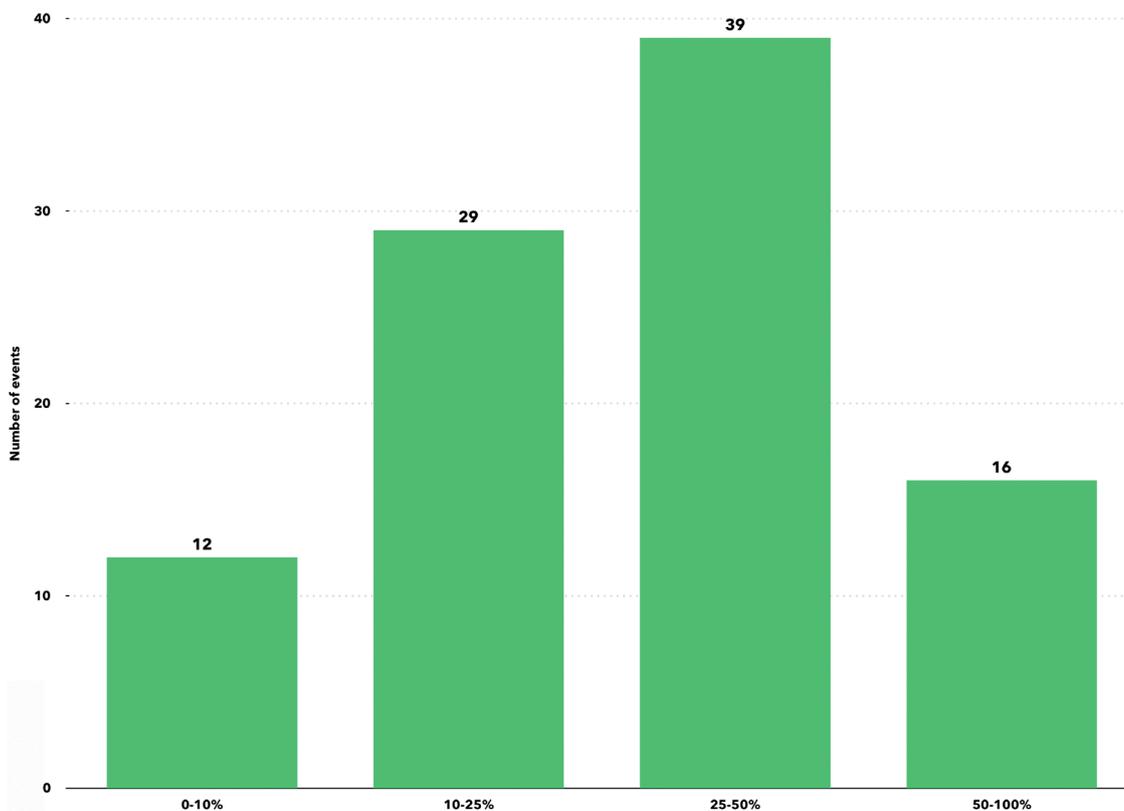
Participation in cultural activities is an indication for full participation in society. That is why LF2018 was aiming for 25% participation by people who traditionally have little affinity for culture: people with low income, a low level of education, limited access to cultural activities and a limited social network.

To determine if this goal was achieved, the LF2018 foundation asked event organizers to provide an estimate of the percentage of visitors that has less affinity for cultural activities.

The estimate was 34% of visitors from the target group. Half of the event organizers indicated they put in special effort to attract visitors from the target group to their event.

For example, along with Toegankelijk Leeuwarden (Accessible Leeuwarden), they ensured that people with physical limitations were able to participate in the events.

The special collaboration with Talant en Wil also deserves a mention here. This enabled nearly 2500 people with a mental disability to be involved with LF2018, either as a visitor or a volunteer. »



Event organizers were asked to give an estimate of the percentage of visitors from the direct target groups.

In addition, adult residents of the municipality of Leeuwarden were asked about theatre, film, festival and museum visits, in the District Surveys in 2016 and 2018. In 2018, they also asked how many people were actively involved with LF2018 and how many people visited a festival.

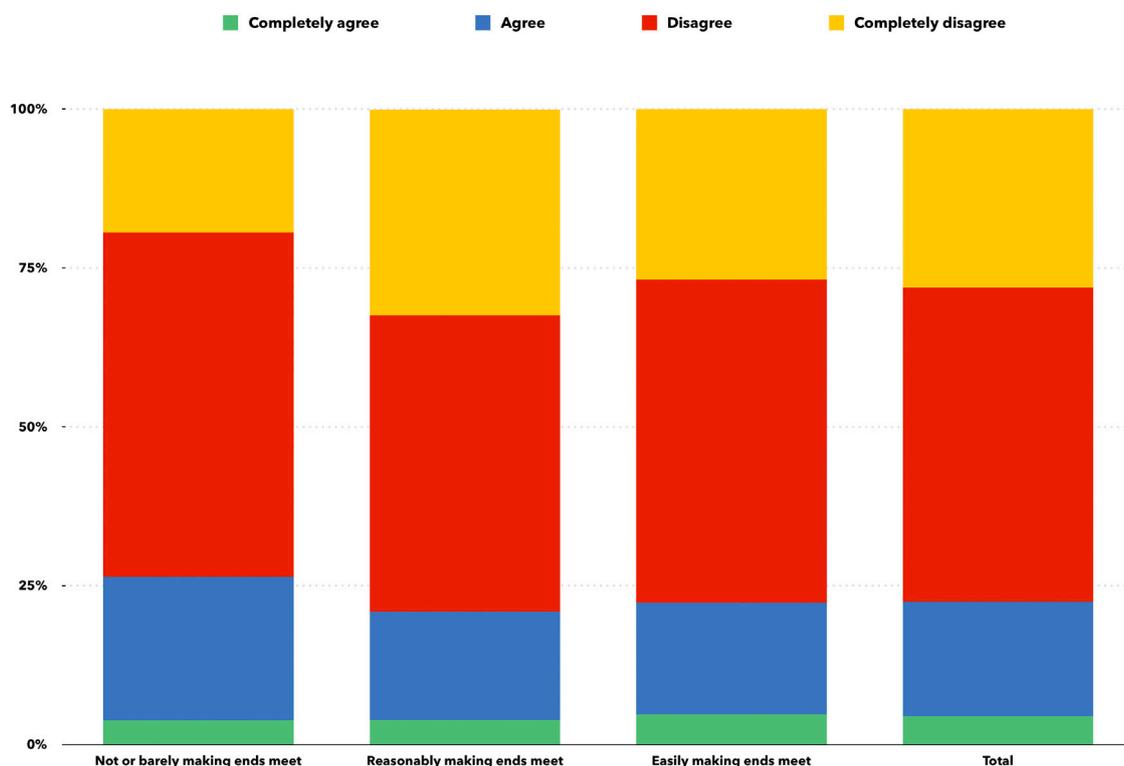
Participation in events

The District Survey showed that 71% of all residents of the municipality of Leeuwarden between the ages of 18 to 84 visited the Reuzen (Giants). Among the people who are not or barely making ends meet, this was 64% and for people with a low level of education, it was 65%. 63% of social assistance recipients saw the Reuzen. For the Escher exhibition in the Fries Museum, the percentages were respectively 26, 20 and 27 vs. 32% of all residents of the municipality.

The number of adult residents of the municipality of Leeuwarden that never or rarely participated in cultural activities (theatre film, festival or museum) decreased from 37% in 2016 to 33% in 2018. For people who were not or barely making ends meet, the percentage decreased from 63 to 54 and among people with a low level of education, there was a 5% decrease; from 64 to 59%.

Conclusion

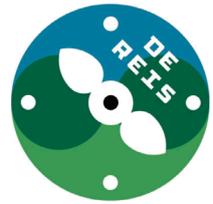
The main goal of 25% participation by people with less affinity for culture has been achieved. The 50% increase of target groups is also considered to be feasible, based on this information.



I am (have been) actively involved with Cultural Capital, related to making ends meet.



De Reuzen
ROYAL
DE LUXE



8stcDAG



Escher

- › 4 MILLION VISITORS IN 2018 AND 5% INCREASE EACH YEAR BETWEEN 2015-2023
- › 79 MILLION EURO INCOME THROUGH VISITORS
- › 90% OF VISITORS STATE THAT THEY WOULD COME BACK [2019]

LF2018 set the bar high. Four million visitors (defined as a visit to an event put on by Cultural Capital) had to generate at least 79 million Euro in revenue for Leeuwarden and Fryslân. In addition, 90% of the tourists had to consider a repeat visit after 2018. The charts below show that these three goals were achieved.

Visitors

The events of the main program counted 4.5 million visitors all-together. The actual number was even higher, because visitors to the 11 Fountains were not included in this, even though these sites were noticeably busier than they had been in the past.

With 800 thousand physical visitors, Lân fan Taal was the best-attended main event. In addition, another 248 thousand visitors visited

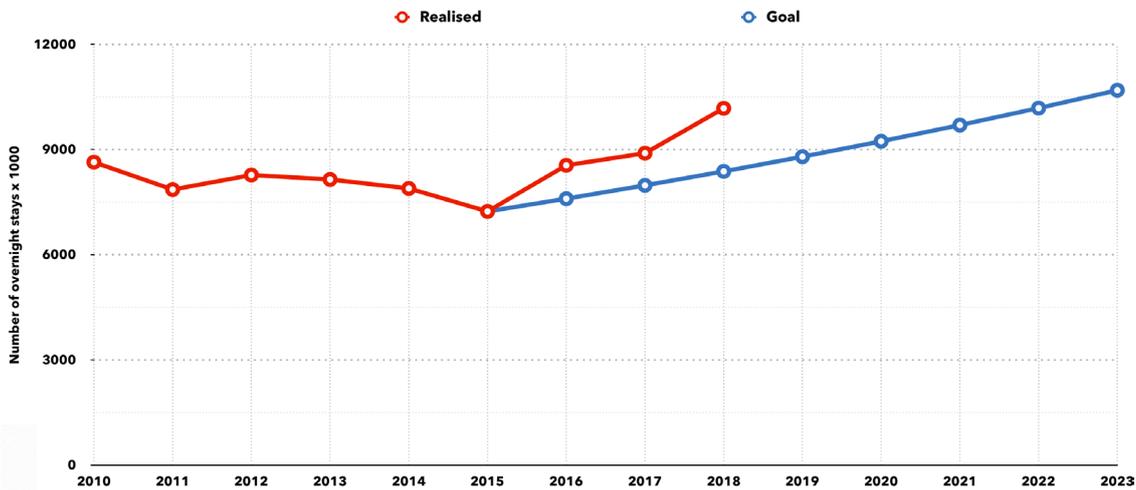
the digital sub-projects Friezen om utens and *Grut Frysk Diktee* by Lân fan Taal. Other events with a lot of visitors were the Fries Museum (507 thousand), the Reuzen (430 thousand) and the Tall Ships in Harlingen (335 thousand). Projects in other countries that LF2018 was involved with, such as Silence of the Bees and Farm of the World, were not included in the calculations, but were visited 838 thousand times.

The Mienskips program had many hundreds of events. Of 140 events, it is known that together they had about 800 thousand visitors.

Visitor surveys have shown that the number of visitors from outside of Fryslân varied per event. The Fries Museum attracted 67% visitors from outside the province, The Stormruiter 46%, the Reuzen 37% and Tall Ships 32%.

Event	Visitors (x1000)
Lân fan Taal (excluding digital visitors)	800
Fries Museum (Escher/Mata Hari/Alma Tadema)	507
De Reuzen van Royal de Luxe	430
Tall Ships Harlingen	335
Oerol / Sense of Place (2014-2018)	260
Groninger Museum (Romantiek/de Ploeg)	215
Waterconnecting 2018 (incl. Waterpanorama and Waterlicht)	185
Wad	139
Iepen Up	122
De Stormruiter	105
Luna Festival	100
Other projects	1.324
TOTAL Main program	4.523
Mienskips program	800
TOTAL LF2018	5.323

Plus projects abroad (Farm of the World/Silence of the Bees): **838.000**



The figures of the tourist overnight stay in Fryslân show substantial growth. This growth was the same for domestic and foreign visitors.

Expenditures

At 11 events that expenditures were inquired about, visitors spent an average of 36 Euros. The total expenditures at these events add up to 58.3 million Euros. These events attracted a fair number of out-of-province visitors. Because people tend to spend more according to how far from home they are, spending for the other main events was assumed to be around 18 Euros and for the mienskips projects, around 10 Euros. The events outside the Netherlands and the digital projects were not included, because they did not generate any revenue in Fryslân. The total expenditures come to 119 million Euros.

Repeat visitor

Nearly half of the people that were on vacation in Fryslân in 2018 indicated in the Continu Vakantie Onderzoek (Continuous Vacation

Study) by the NBTC-NIPO that they intended to certainly return within five years, and more than one-fifth assumed they will probably visit the province again. Only 3% expected to probably not return, but they were not sure.

Conclusion

With 4.5 million visitors to the main events and 800,000 visitors to the mienskips projects, the goal of 4 million visitors was more than achieved.

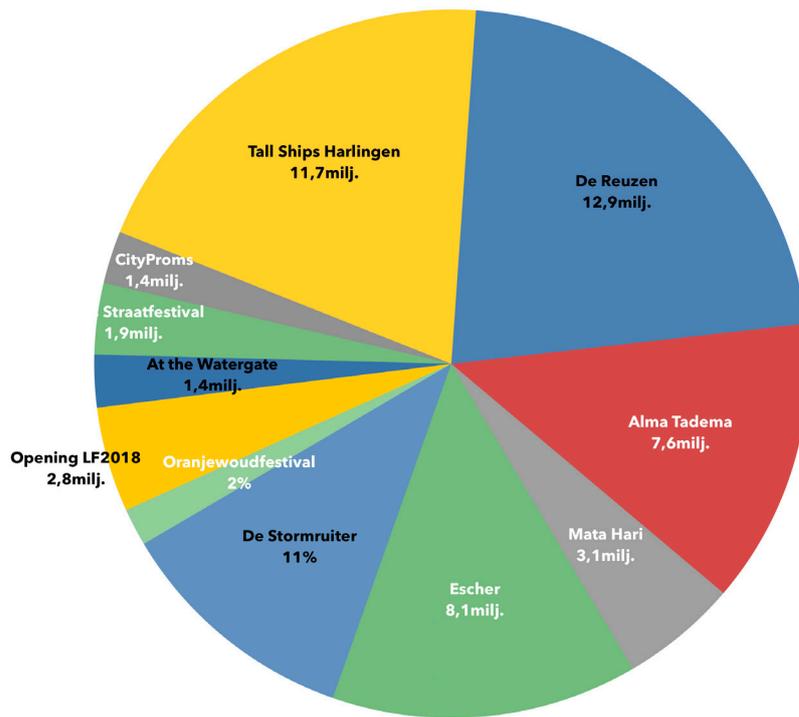
The expenditures are estimated to be 119 million Euros. The goal of 79 million Euros in revenue from visitor has been exceeded.

When asked if they expected to visit Fryslân again within the next five years, only 3% indicated they would not consider it. The goal of 90% of visitors indicating they will come for a repeat visit was reached.

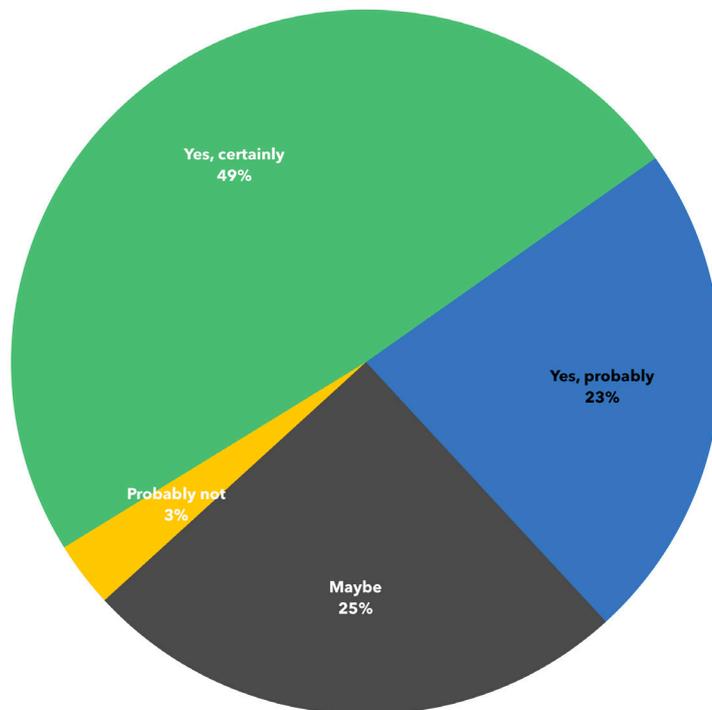
Type of project	Expenditures per person in Euros	Visitors (* million)	Expenditures (million Euros)
11 reviewed events	36	1,6	58,3
Other events in main program	18	2,9	52,5
Mienskips projects	10	0,8	8,0
Total		5,3	118,8

Expenditures in various program components.

Total expenditures (5.4 million Euros)

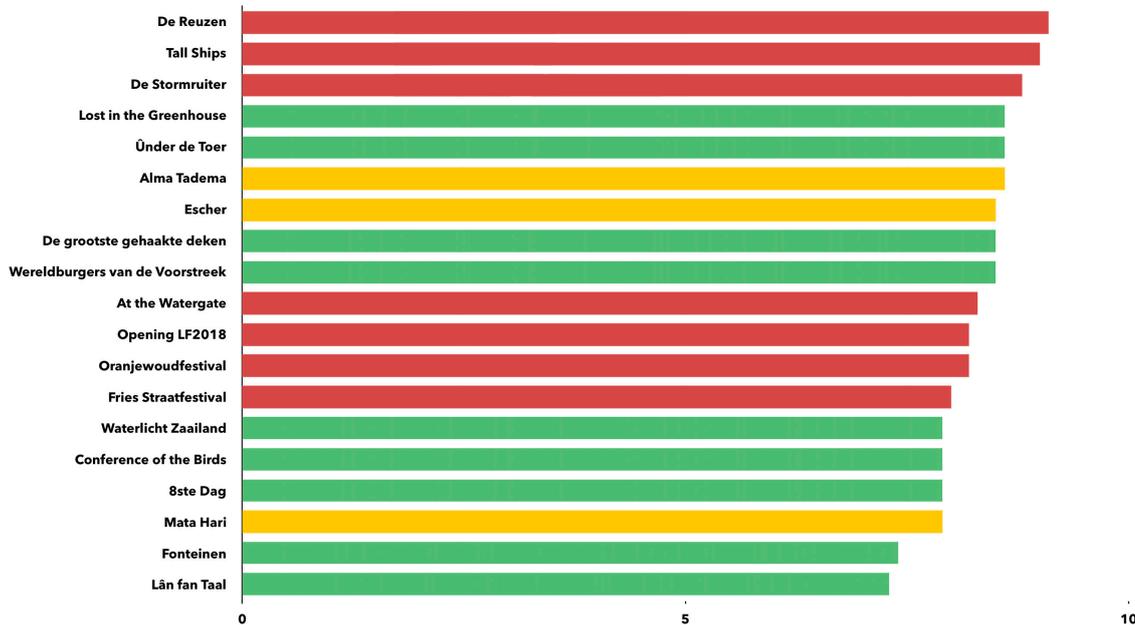


Expenditures per event.



Answer to the question 'Would you consider visiting Fryslân again in the next 5 years?'

› IMPROVED TOURISM, ESPECIALLY CULTURE TOURISM AND EXPERIENCE TOURISM



Appreciation of events.

Sources: ■ Leeuwarder Courant ■ Fries Museum ■ M&E Work group

Fryslân traditionally scores high in appreciation surveys among vacationers. With LF2018, the province specifically wanted to improve the quality of the available cultural and experiential tourist events.

To determine if this goal was reached, we looked at the results of the Continu Vakantie Onderzoek by the NBTC-NIPO and the appreciation for the events by LF2018, using street interview and the outcome of the survey by the Leeuwarder Courant.

The events by LF2018 were all positively appreciated, without exception. Most of the events scored between 7.9 and 8.6 (out of 10). Not one event scored less than 7.3. And this score, obtained by the main event with the most visitors Lân fan Taal, appears to be less easy to compare to other main events, due to the year-round program. The most appreciated events were the Stormruiter (8.6), Tall Ships (9.0) and the Reuzen (9.1).

Vacationers gave their vacation in Fryslân in 2018 an average score of 8.5. This score is

higher than in previous years. The services, accommodations and price level in the hospitality sector and shopping got a score between 7 and 8. A lot of cultural tourism events have been strengthened and/or expanded for LF2018, including the Blokhuispoort with city library, the Planetarium, Agriculture Museum, Natural Museum, Fryslân and Ceramics Museum Princessehof.

Conclusion

The cultural events attracted a lot of extra visitors. The appreciation for these events was high. Several projects created a permanent cultural tourism offer, such as the 11Fountains, art in public spaces in Drachten, Taalexperience OBE and Sense of Place, which wants to realize further land art projects in the next few years. This will also contribute to the cultural infrastructure in the coming years. This has improved (the quality of) the offer of cultural and experiential tourism and so that goal was also reached.

› INCREASED ATTRACTIVENESS OF THE CITY, RESULTING IN MORE QUALIFIED LABOUR

A city that is considered attractive as a place to live because of its facilities and cultural climate, can attract more residents with higher education and higher occupational levels. Has LF2018 made Leeuwarden more attractive in that sense?

To determine whether this goal was reached, the average education and work levels of all residents of Leeuwarden had to be considered. In addition, the residential attractiveness index from the 'Atlas voor gemeenten' (Atlas for municipalities) was followed over a period of six years. In the top 50 of the biggest municipalities in 2018, Leeuwarden was no. 34 in 2018 with respect to residential attractiveness. The location plays an important role in this. If it is not included, Leeuwarden goes up about 20 spots.

The Atlas had a cultural index for the first time in 2018. Leeuwarden got third place in the top 50 of the biggest cities here, after Amsterdam and Maastricht. Leeuwarden scored particularly well in performing arts (6th), heritage (5th) and visual arts (7th). In terms of the number of performances per 1000 residents, Leeuwarden was in the no. 18 spot for theatre, 17 for pop and 9 for classical. As no. 34 in the

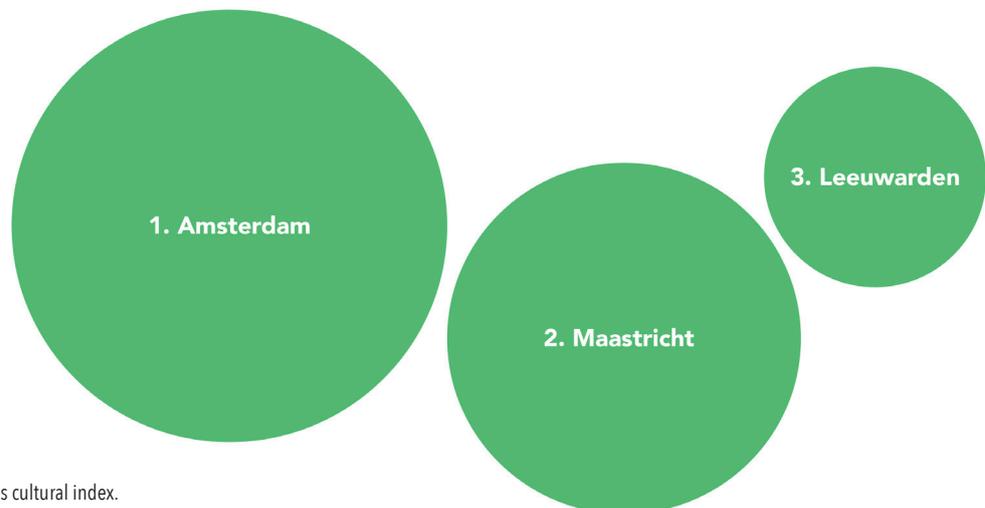
top 50, Leeuwarden is about as attractive as it was in 2012. In the interim years, however, a considerable initial decline was changed back into an upswing.

The same trend is visible in the composition of the labour force (here based on figures from qualified labour from the CBS) and the number of working professionals. With nearly 40% employed, higher educated residents, Leeuwarden is at about the national average. A quarter of the people that are employed work at the highest professional level. This is less than in the rest of the country.

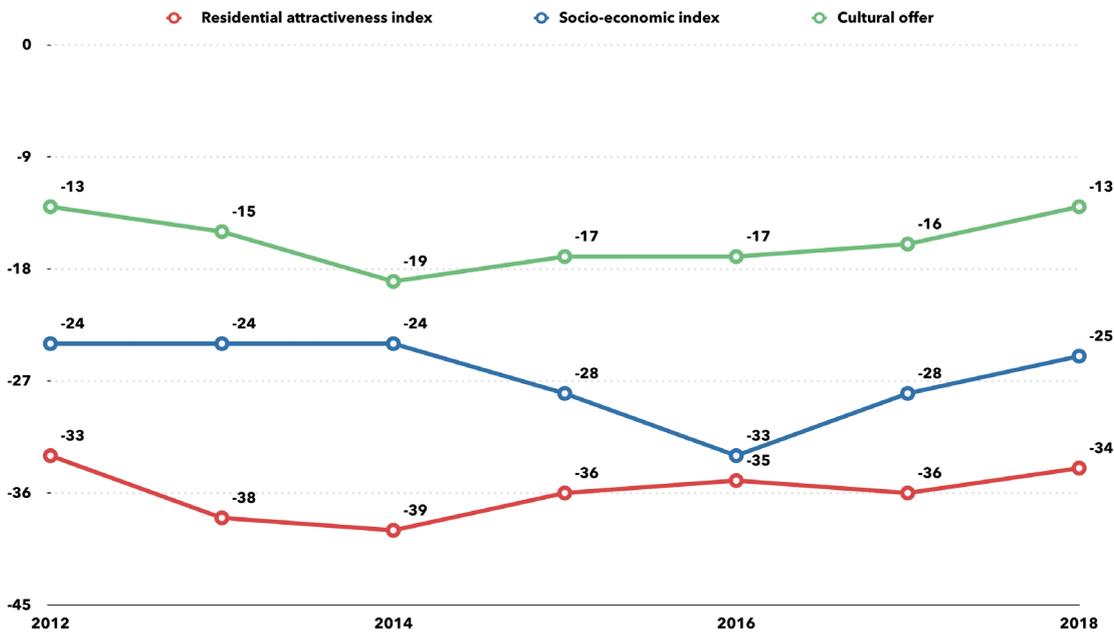
Both percentages declined in 2014 and in 2015. This may be the result of the economic crisis. After 2016, the percentage of residents that work at the highest professional level goes up again. This also applies to the percentage of employed, highly educated residents, although this seems to fluctuate more.

Conclusion

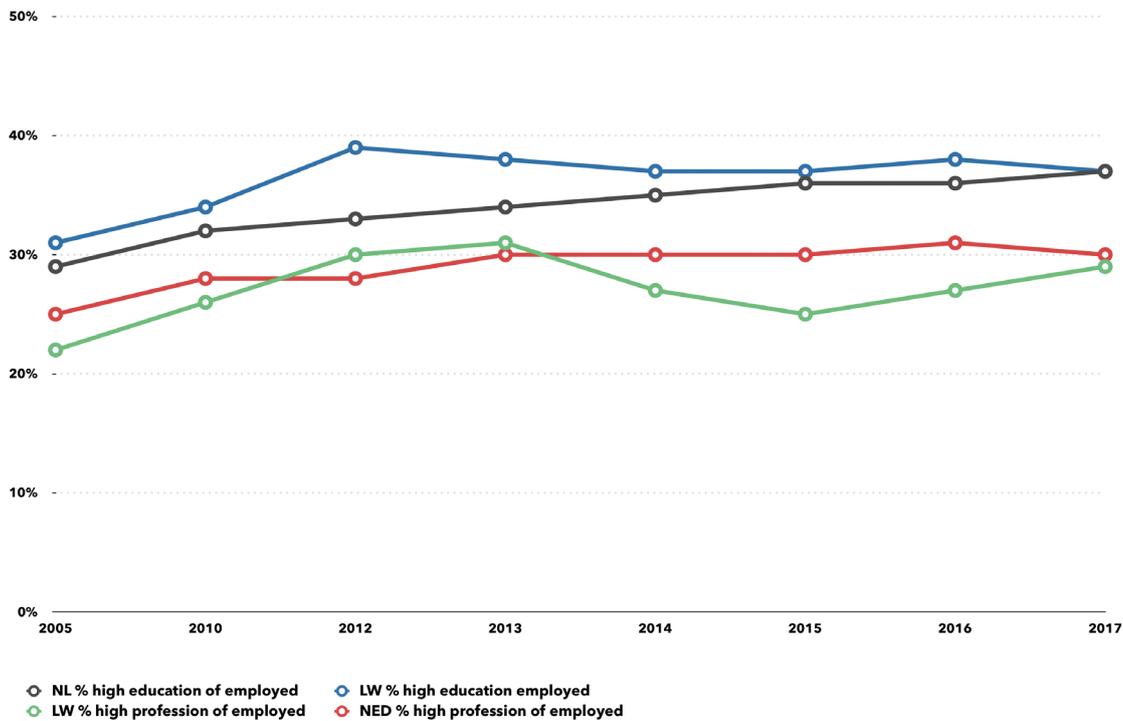
With a rise on the residential attractiveness index, the goal of making the city more attractive has been reached. The percentage of residents that are employed at the highest professional level is also increasing.



Top 3 cities cultural index.



Position of Leeuwarden in the residential attractiveness index.



Employed Leeuwarden residents and Netherlands residents according to educational level.

› EUROPEAN LEADERSHIP ON ECONOMIC SECTOR WATER 7500 ADDITIONAL JOBS

Leeuwarden and Fryslân want to be profiled as the Water Capital of Europe. As the goal for 2025, this should lead to an increase of the total number of jobs in water technology and in the related agrifood and sustainable energy sectors.

LF2018 has reinforced the leading position of Fryslân and Leeuwarden in the European water network. In addition, LF2018 was used to get young people interested in water as a future field of employment for well-educated water technicians during the expected upcoming shortage.

In 2014, Bureau BeleidsOnderzoek and Grontmij did a study on the number of jobs in water technology in Fryslân based on data from 2012. In 2018, Bureau BeleidsOnderzoek repeated this study based on data from 2017. This showed that both the number of companies and the number of jobs has increased. The number of jobs has grown by about 20%, both by start-ups and due to the growth of existing companies.

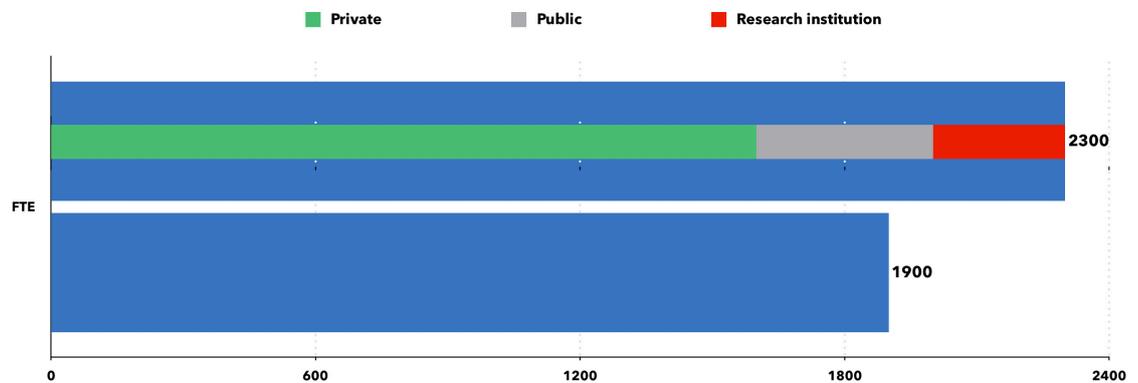
The WaterCampus is seen as one of the growth campuses in the Netherlands, according to the study done in 2018. It suggests that

Wetsus and the Water Alliance definitely have an effect at the national and international level and that the WaterCampus is a hub for collaboration between national and international companies, research institutions and authorities in the water technology sector. Nearly 250 companies and research institutions are connected to the Water Campus. With the demo sites and projects in the region, the campus is an innovation ecosystem in which the entire innovation chain has been brought together: from the first idea to commercial international project.

Conclusion

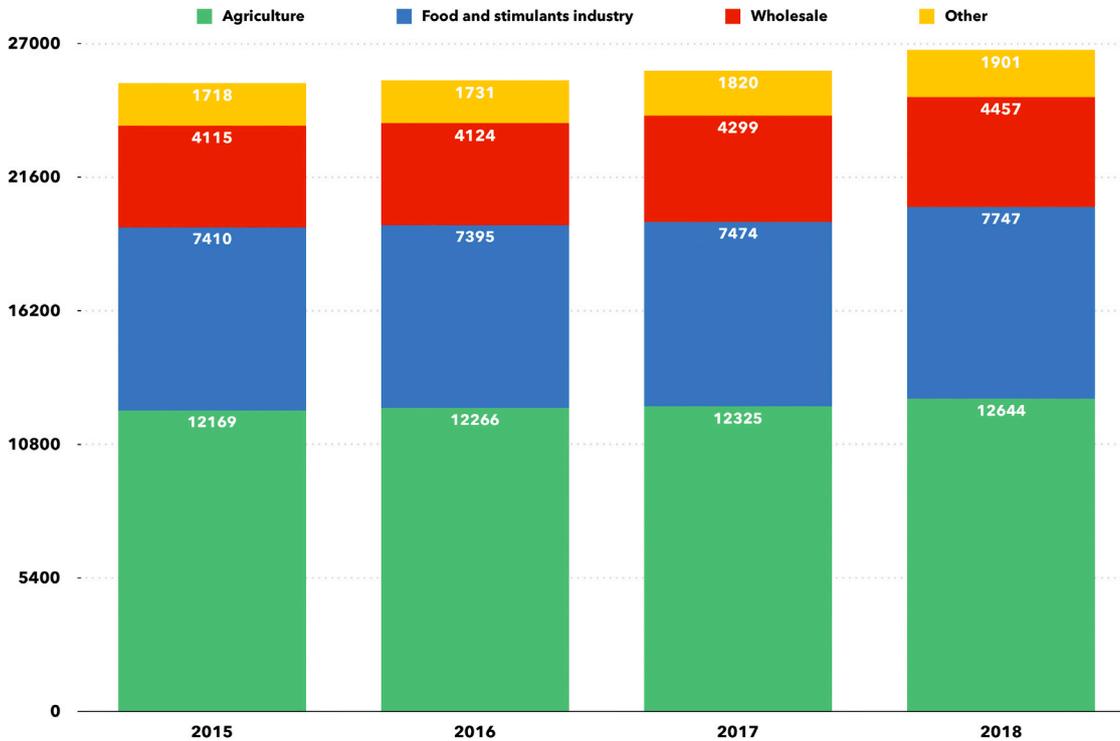
The job growth in water technology shows a positive trend and has grown by about 450 FTE (period 2011-2017) to 2300 FTE. In agrifood, the number of jobs grew by 1300 (2015-2018). And in the sustainable energy sector, the number of jobs grew by 745 (2012-2017) to 2480 jobs.

Future assessments will show whether the intended ambitious objective will be reached in 2025.



Number of jobs in water technology sector in Fryslân.

> EUROPEAN LEADERSHIP ON ECONOMIC SECTOR AGRI-FOOD 1500 ADDITIONAL JOBS



Number of jobs of 15 hours/w or more, per sector.

Rural Fryslân had a prominent place in LF2018’s program. Fryslân wanted to present itself as one of the main players in the agrifood sector. The objective of this was to create 1500 extra jobs in this sector.

The provincial job opportunities register (LISA) provides insight into the number of jobs of at least 15 hours a week and the number of companies in the agrifood sector in all of Fryslân. This was used to determine whether the goal was reached.

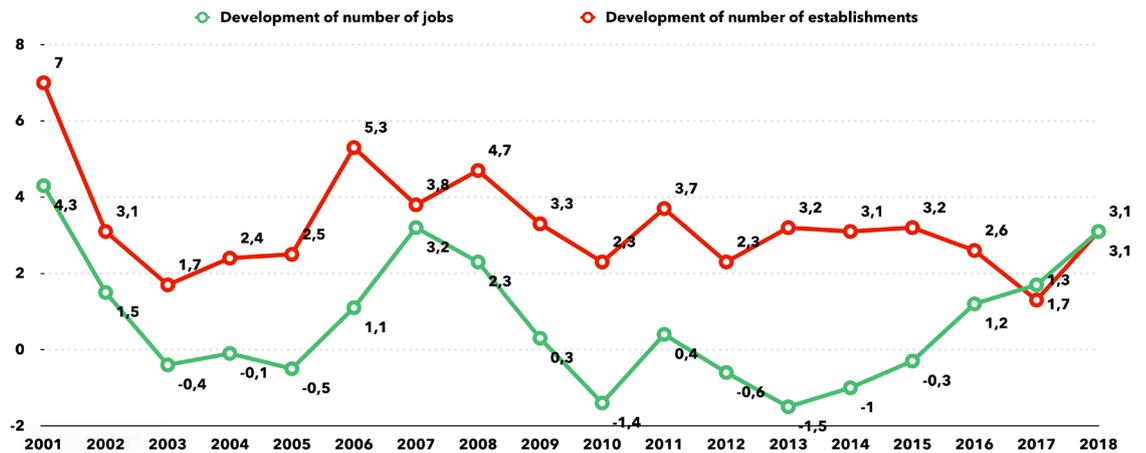
The product value of the Dutch dairy industry is 6.6 billion Euros. The product value of the dairy farm is 4.3 billion. Fryslân plays an important role in this. The dairy chain is represented here from grass to glass. In 2017, Dairy Valley was founded; a collaboration between the province of Fryslân, several municipalities and

research institutions. A major goal is to make the sector sustainable through innovation. With Kening fan 'e Greide, LF2018 has contributed to this. The program brought farmers, scientists, artists and the public together and thus provided a significant impetus for nature-inclusive agriculture.

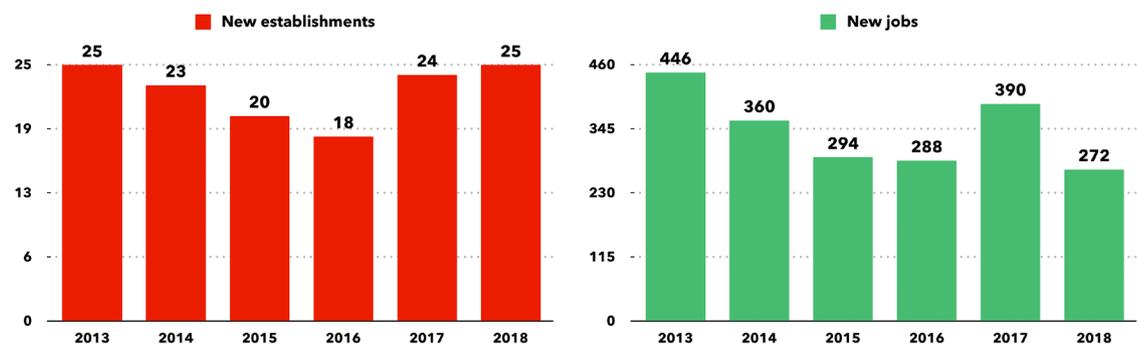
Conclusion

Since 2015, the number of jobs in the sector increased by more than 1300, most of which were in agriculture. In the category 'other', the wholesalers show the biggest increase. The number of business establishments in the agrifood sector also greatly increased by 280 in 3 years. Two new dairy companies were added in Heerenveen. This shows that 1500 new jobs in 2025 seems feasible.

> 25 NEW COMPANIES IN THE CITY AND COUNTRYSIDE



Percentage growth of number of establishments in Fryslân (5 employees or more, minimum 15 hrs/week) and jobs in Fryslân.



Number of new establishments that have existed for 3 years and have at least 5 employees and the number of jobs in the municipality of Leeuwarden in 2018.

25 new companies in Leeuwarden and the rest of the province, which have been in existence for at least 3 years. LF2018 must ensure new job opportunities with this.

To determine if this goal has been reached, we looked at the number of companies in Fryslân with at least five employees that work at least 15 hours a week. Government, health care and education have not been included in this. Because it is about companies that have been established for at least three years, the assessment started in 2014. The actual number of new companies may be a bit lower, because some may be company take-overs or relocations.

After 2012, the growth of the number of establishments in Fryslân decreased, while the

number of jobs increased. In 2018, both the number of jobs and the number of establishments in Fryslân grew by 3.1% as compared to 2017.

Conclusion

In Leeuwarden, the number of establishments and jobs grew a lot in the past few years. In 2018, there were 25 companies with at least 5 employees that work at least 15 hours a week that were established in the municipality for 3 years at that time. In total, this provided nearly 300 jobs. In all Fryslân there were more than 100 establishments with about 100 jobs. This means that the goal of 25 new companies was reached. *schoolts gehaald.*

> 5% MORE STUDENTS EACH YEAR AT THE EDUCATIONAL INSTITUTIONS 2017-2023

The business sector needs well-trained people. One goal LF2018 had was to increase the number of students at universities and other educational facilities in Fryslân. This means NHL, Stenden (since 2018 NHL-Stenden), Van Hall Larenstein and the RUG/Campus Fryslân.

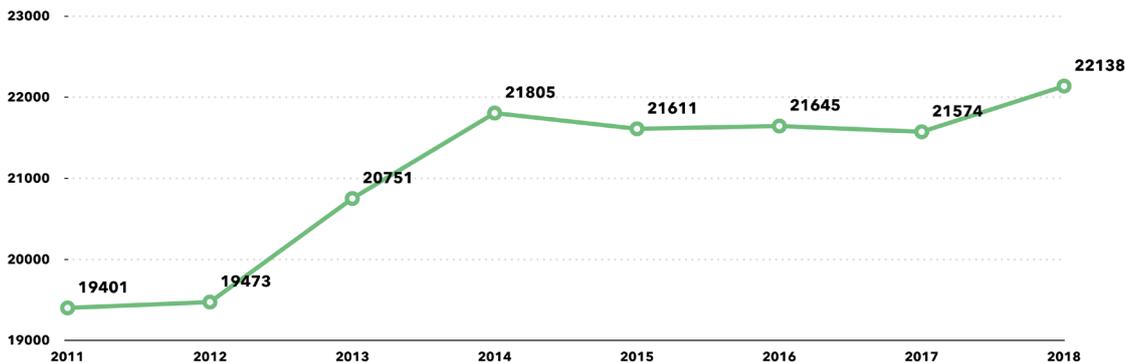
To determine if this goal was reached, the data provided by the registration offices of the educational institutions and their annual reports were used.

In 2013, the RUG acquired a new campus in Fryslân (RUG/Campus Fryslân). This campus should grow to 1000 students in the coming

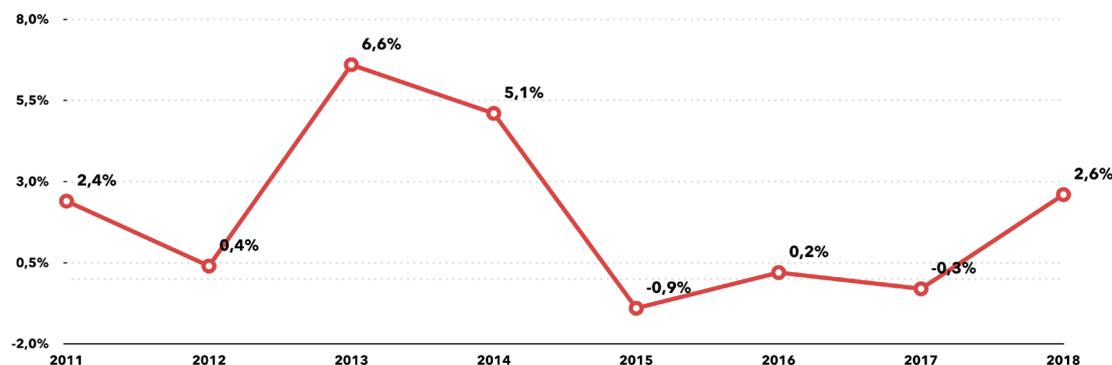
years. In 2015, 2016 and 2017, the number of registrations at the universities was stable (after a growth in the previous years).

Conclusion

For the academic year 2018/2019, there was an increase in student registrations. The positive appreciation in the HBO selection guide is a good indication that there will probably be an increase next year as well. We cannot yet determine whether a growth of 5% more students will be reached in 2023, but there is certainly a positive trend.



Number of students.



Growth of number of students.

- › 60% OF THE 13-20 YEAR OLDS CONSIDER COMING BACK AFTER STUDYING ELSEWHERE
- › 30% OF STUDENTS AT THE UNIVERSITIES IN LEEUWARDEN-LJOUWERT CONSIDER STAYING IN THE AREA IF THEY CAN FIND A JOB

Fryslân is dealing with a brain-drain. The goal of 2018 was to get young people to commit to Leeuwarden and Fryslân, so that in 2025 there can be a brain-gain.

Research in 2015 showed that about half of the youth outside of Fryslân wants to go to university and 18% considers coming back after graduating.

Of all 23 to 35-year-olds in the municipality of Leeuwarden, 63% were born in Fryslân. 11% of them lived outside the province before they settled in Leeuwarden. This means that they are taking the step to return. It is difficult to determine how many young people are considering this, however.

Both for the living environment in city and province and for the business world, it is important that people with higher education stay in the region. The goal was to bind graduates to Leeuwarden and Fryslân to keep the educated youth in the region.

In 2015, students in Leeuwarden were asked if they would consider staying in Fryslân if they could get a job here. 61% of the students from

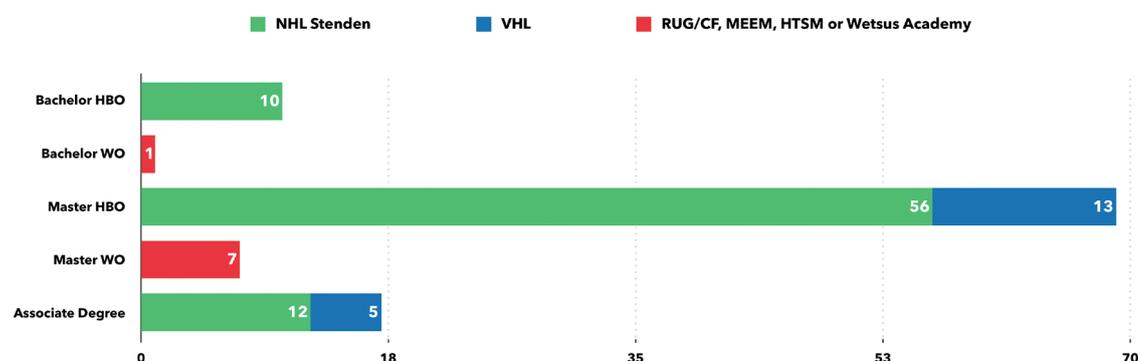
Fryslân considered this, and 28% of students from outside of Fryslân said they would consider it. On average, over a third of the students would consider staying in the province.

Conclusion

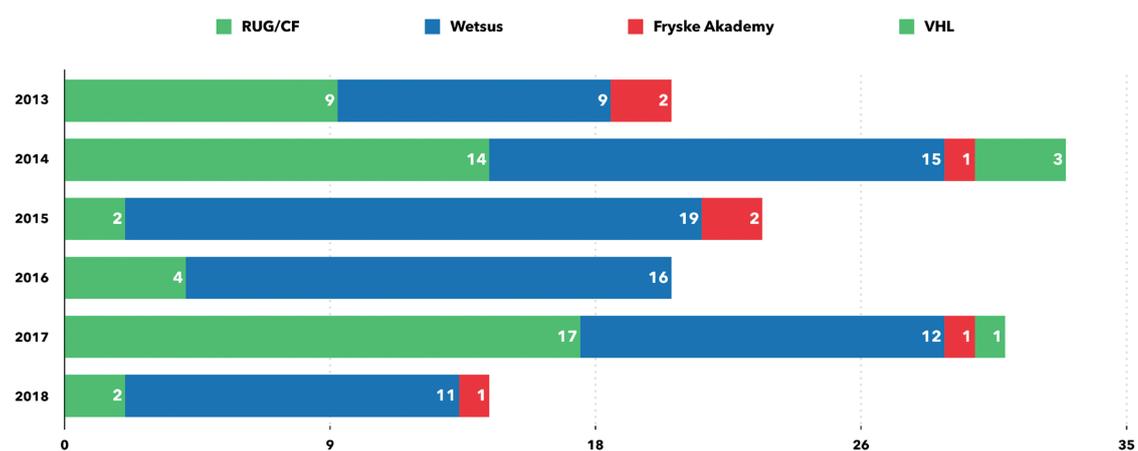
It was already known from earlier research that more students stay in Leeuwarden after their studies than people born in Leeuwarden will attend one of the (then 3) universities (5 as opposed to 15%). This means that in Leeuwarden there is a brain-gain. But we also know that more graduates move to the west of the Netherlands than people that come from there. Of the HBO students in Leeuwarden, 52% already lived in Fryslân at the age of 16. Of all the graduates, 46% still lived in Fryslân after graduating; 43% are employed. The province as a whole is therefore experiencing a brain-drain. Especially for academically trained people, a departure from the province seems permanent. Whether this will no longer be the case in 2025 cannot yet be determined.



> NEW ACADEMIC OPPORTUNITIES AND INVOLVEMENT OF MORE BACHELOR, MASTER AND PHD STUDENTS



Number of offered educational programs to degree in Leeuwarden, 2018/2019.



Number of PhD students in Leeuwarden, to start year.

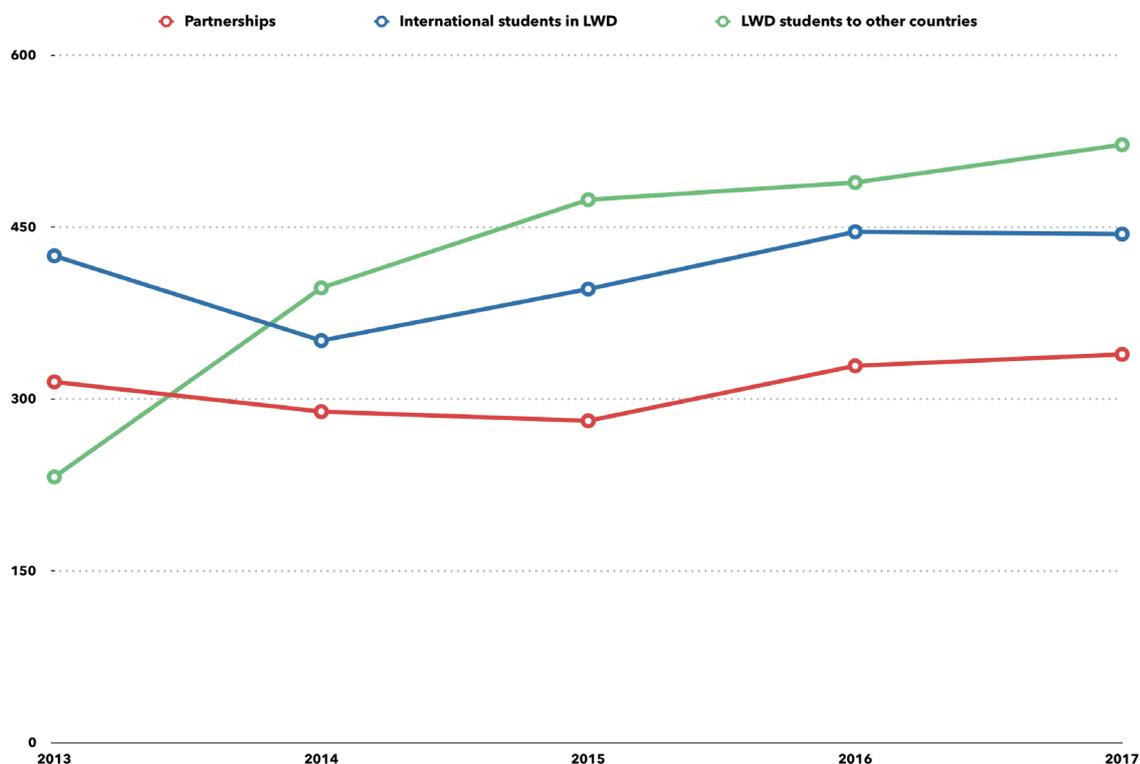
Improving the educational level in Fryslân was one of the three priorities for 2018. Strengthening the academic climate by increasing the number of educational programs and PHD students directly contributes to this.

To determine whether this goal has been reached, the figures were requested from the NHL, Stenden (now NHL-Stenden), Van Hall Larenstein and the RUG/ Campus Fryslân. The educational programs that are offered both fulltime and parttime, have been counted once. Wetsus and the Fryske Akademy were also included in the number of PHD students.

Conclusion

In December of 2018, there were 89 unique PHD students in Leeuwarden. Some of them have graduated by now. Some of them are connected to different institutions and therefore occur twice in the graphics. The number of educational programs in Leeuwarden is increasing. RUG/Campus Fryslân is still being developed and will be offering more educational programs in the coming years. The goal has been reached.

› INCREASED PARTNERSHIPS WITH FOREIGN UNIVERSITIES AND EXCHANGE STUDENTS



Number of partnerships and exchange students at the three universities in Leeuwarden.

International exchange is an indication of the quality of education. Were the educational institutions of Fryslân able to expand their network during and through the Cultural Capital?

We are using the figures requested from NHL-Stenden and Van Hall Larenstein and the annual reports of 2013 through 2017 (for Van Hall Larenstein the figures could not always be split into the Leeuwarden and Velp sites). The number of partnerships is counted per educational program. Multiple educational programs may have a partnership with the same foreign partner institution.

RUG/Campus Fryslân was started recently and its international network is being built. For example, RUG/CF is working on a network of

branch campuses in Sweden, Brazil and Indonesia.

It is clear that internationalization is an important topic for the universities. This is also part of their policy. Not only students, but also the people working at the universities are participating in the internationalization.

Conclusion

Both the number of partnerships with foreign partner institutions and the number of international students are increasing. This applies to students from other countries that come to study in Leeuwarden and to Dutch students at the universities that are taking some of their education abroad. The goal has been reached.

› 20% HIGHER MOBILITY WITHIN THE PROVINCE FOR CULTURAL ACTIVITIES

Culture is in the genes of Fryslân. Much of the cultural participation plays out locally. LF2018 gave cultural associations and institutions the opportunity to increase the interest and participation of Frisians, including those from outside their own city or region. The goal was 20% more mobility of Frisians for cultural activities in Fryslân.

It was not easy to get insight into the mobility for cultural activities. Few cultural institutions, associations and festivals track where their visitors come from. The data from a few institutions only provides an indication of the range of effect. What has been shown from the visitors' survey around 10 big LF2018 events and other research is that LF2018 set the Frisians in motion.

The survey by the Leeuwarder Courant showed that of the Frisians that were interviewed, Frisians visited an average of nearly 5 events (7 in Leeuwarden 7 and 4 outside of Leeuwarden 4). These would not have been only events in their own surroundings. 12,000 Frisians went to Lost in the Greenhouse; most of them not from the immediate vicinity of Sexbierum. 150,000 Frisians from outside Leeuwarden visited the Reuzen and the same

number of non-Harlingen Frisians visited the Tall Ships. 20 thousand Frisians from outside Sneek visited the Watergate. On average, half of the visitors were from Fryslân and of them, on average about 60% were not from the region.

Conclusion

LF2018 has set the Frisians in motion. The events attracted many visitors from throughout the province. The goal was reached in that sense. The visitors survey (as far as available) showed that the permanent cultural institutions, particularly the museum succeeded in attracting more Frisian visitors from outside their own region, both in the absolute and in the relative sense. For the Fries (Frisian) Museum and the Scheepvaart (Maritime) Museum this was over 20%. The smaller museums too, especially the one in the immediate vicinity of one of the 11 fountains, attracted more Frisians from outside their own regions. For the venues, festivals and theatres, this is certainly the case in the absolute sense due to the increase in the number of visitors (also see KPI 18), but not yet in the relative sense.

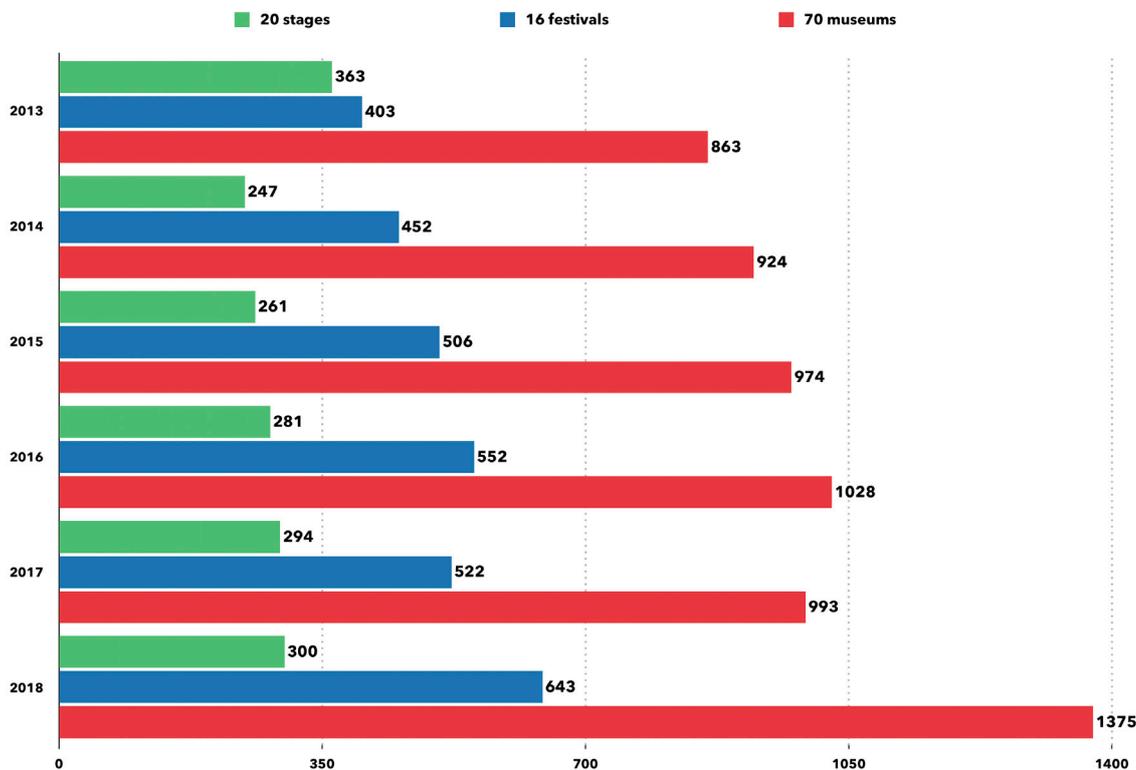
Institution/event	Average 2013-2017	Portion 2018
De Harmonie, Leeuwarden	40%	39%
De Koornbeurs, Franeker	18%	18%
Fries Museum, Leeuwarden	54%	67%
Scheepvaartmuseum Sneek	47%	78%
Welcome to the Village	33%	22%
Neushoorn	32%	37%

An impression of the shifts in Frisian visitors from outside the region.

		Number of visitors	Portion of Frisian visitors	Portion of Frisians from outside the region
Opening LF2018	Lwd	60.000	82%	48%
At the Watergate	Sneek	55.000	72%	51%
Fries Straatfestival	Lwd	60.000	78%	47%
Cityproms	LWd	40.000	78%	49%
Oranjewoud	Heerenveen	40.000	75%	47%
Tall Ships	Harlingen	335.000	60%	75%
De Reuzen	Lwd	430.000	60%	58%
De Stormruiter	Lwd	105.000	53%	81%
Lost in the Greenhouse	Sexbierum	17.800	68%	90%
Escher	Lwd	256.000	22%	unk
Mata Hari	Lwd	93.000	34%	unk
Alma Tadema	Lwd	158.000	23%	unk

Origin of visitors to LF2018 events.

> 30% MORE VISITS TO MUSEUMS, THEATRES, CONCERTS, ART EXHIBITIONS AND LITERATURE EVENTS 2016-2023



Stages, festivals and museums; visitor numbers * 1000.

LF2018 has the goal to structurally attract more visitors to cultural events and institutions. This increases the support and makes a quality impetus of the cultural offer possible.

Using the existing registrations of the CBS (performance arts on 20 Frisian stages) and of the Museumfederatie Fryslân (70 museums) it was assessed whether the goal was reached. In addition, the visitor numbers to annually recurring paid and free festivals were tracked. Small-scale art exhibitions were not included, because there was not enough data on them.

Conclusion

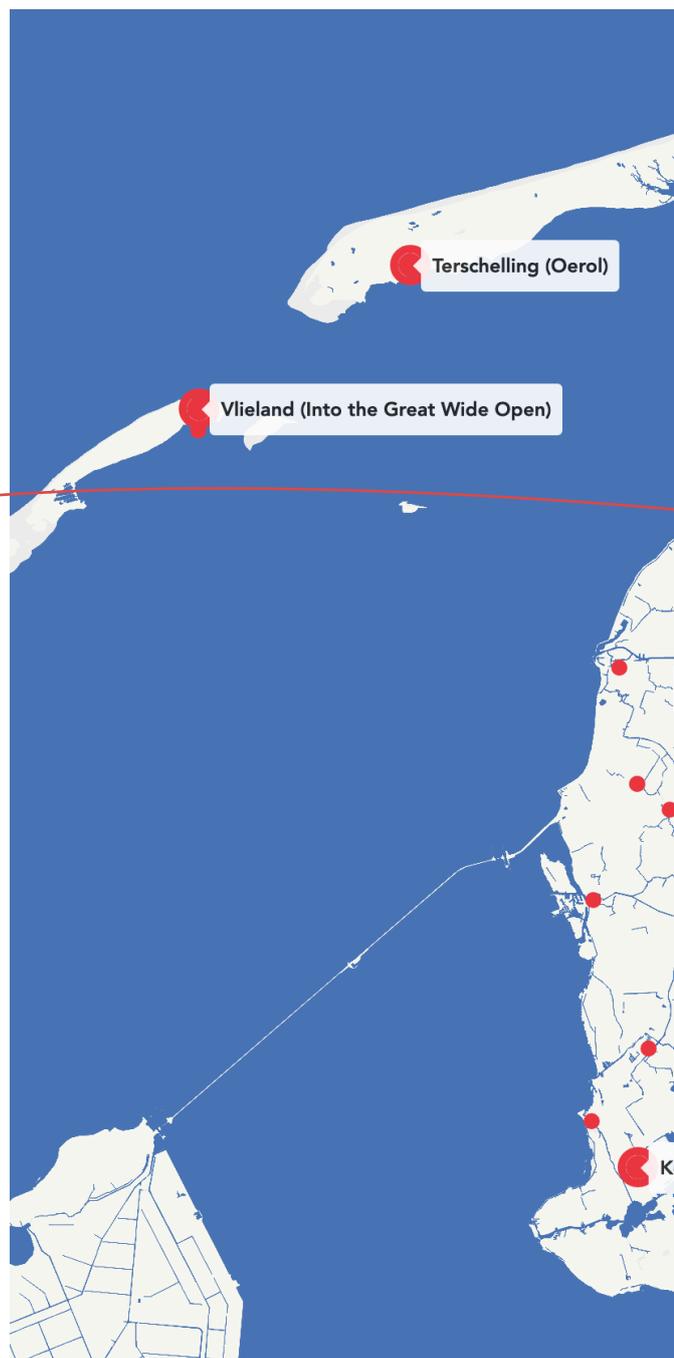
The museums succeeded in realizing 30% growth in 2018. With 1.375 million visitors, they attracted 34% more people than in 2016.

Some museums even showed double the number of visitors, including the Fries Museum, the Grutterswinkel in Leeuwarden and Museum Houtstad in IJlst. During the opening weekend, many museums opened their doors for free for *2018ferhalen*. This event was experienced as one of the highlights. The fountains attracted extra visitors to some of the museums.

The stages and festivals showed an increase, but not by the intended percentage. The stages attracted a total of 7% more visitors with 10% more performances. The 16 festivals combined had 634,000 visitors. This is an increase of 17% compared to 2016. It should be noted though, that a portion of these festivals cannot or does not want to grow due to space restriction, financing or licenses.

> NEW BREEDING GROUNDS FOR CREATIVE INDUSTRIES IN 35% OF THE VILLAGES IN OUR REGION

Leeuwarden:
 Grendel Games
 Frisian Design Factory
 D'lab
 Recycle Boulevard
 WttV/DORP
 DORP
 Innoquarter
 Floris Verster Ateliers
 It Erfskip
 Kanselarij
 Asteriks
 H47
 Up North

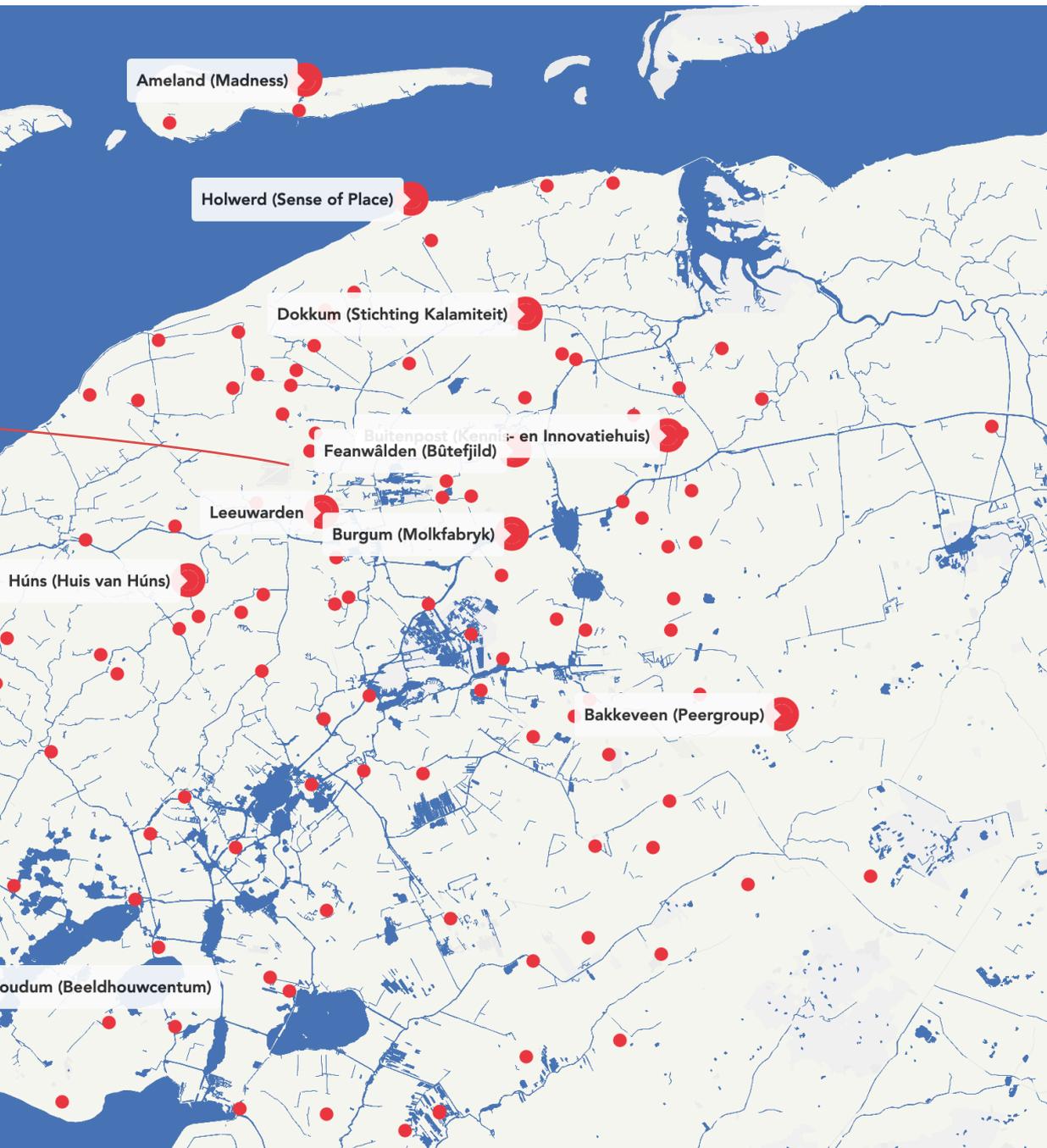


In a creative/innovative breeding ground, old and new economy meet. LF2018's goal was an increase in the number of breeding grounds, in order to create a structure of innovative hubs.

A breeding ground is defined here as a physical place, with usually a (creative) leader and is a place for creation and cross-pollination.

Some breeding grounds have clear links to art and culture, but this is not a condition.

Breeding grounds are not always steady; some appear around an event and disappear again. For permanent breeding grounds to realize at least 35% of the 419 villages in the province, turned out not to be feasible. However, within the framework of the Mienskip program, LF2018 organized one or more events in many villages.



This makes for a lot of temporary breeding grounds in Fryslân in 2018. There is also an insight at more and more municipalities that breeding grounds can foresee a need and ask for a specific policy. This is also because in some places the search for a new user for characteristic unoccupied premises led to initiatives for a breeding ground.

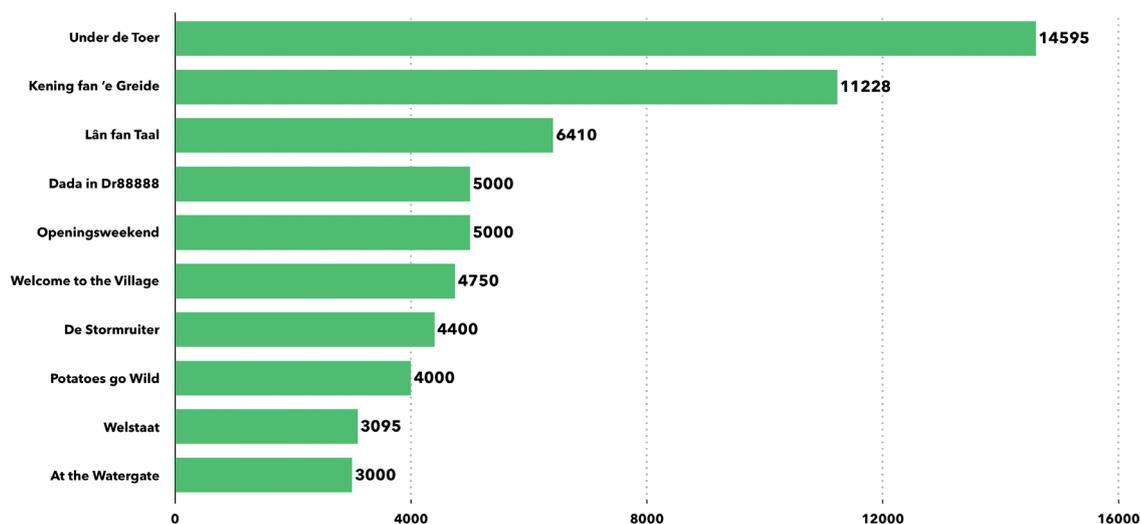
Conclusion

In 2018, Fryslân had about 150 breeding grounds. Thirty of these have a permanent character. Most of them are concentrated in Leeuwarden, but a lot happens outside of Leeuwarden too. With 150 breeding grounds spread out over the province, the goal has been reached.

Mienskips projects

- Aduard Akkrum Alde Leije
- Aldeboarn Allardsoog
- Ameland Hollum Ameland Nes Arum Augustinusga Baard Bakkeveen
- Balk Bantega Bears
- Beetsterzwaag Bolsward
- Boornbergum Britsum
- Broeksterwald Buitenpost
- Burdaard Burgum Burum
- De Hoeve De Veenhoop
- Dokkum Drachten Drachtstercomagnie Driezum
- Drogeham Dronryp
- Earnewald Easterlittens
- Easterwierum Feankleaster Feanwalden Feinum
- Ferwert Fochtelo
- Franeker Garyp Gorredijk
- Goutum Greonterp Grou
- Gytsjerk Hallum Harkema
- Harlingen Heech Heeg
- Heerenveen Hemrik
- Hijum Hindeloopen
- Holwerd Houtgehage
- Hurderyp IJlst Jirnsum
- Jorwert Joure Jubbeega
- Koarnjum Kollum Kollumerpomp Kootstertille
- Kubaard Leeuwarden
- Lemmer Makkinga Makrum Marrum Marssum
- Mildam Moddergat Nieuwehorne Nij Beets Nijega
- Nijetrijne Nijhuizum
- Oldeberkoop Opeinde
- Oude Bildtzijl Oudega
- Oudemirdum Pingjum
- Rottige Meenthe
- Ryptsjerk Scherpenzeel
- Schiernonnikoog Sint Jacobiparochie Sint Nicolaasga Sloten Sneek
- Stiens Surhuisterveen
- Swichum Terherne
- Tsjukemar Tytsjerk
- Uitwellingerga Ureterp
- Vlieland Vrouwenparochie Walterswâld Warten
- Westernijtsjerk Westhoek
- Wierum Wirdum Witmarsum Wolvega Wommels
- Workum Woudsend
- Zwarte Haan

› 30.000 VOLUNTEERS CARRY THE EVENTS, INCLUDING A CORE GROUP OF 1500 VOLUNTEERS



Top 10 main events with the most volunteer services.

The goal was to set up LF2018 using volunteers and at the same time create a basic structure for the future use of volunteers for the mienskip, with special attention for people who have been not been employed for some time.

Project Frij Stiper was created for people with poor job projects. The participants in this project received support and training from the social district teams during their volunteer work. This project will run through 2019. A total of 511 volunteers participated as Frij Stiper. Most participants are excited about what they were able to do and about what the experience means in their search for work and participation.

To determine whether the goal has been reached, a distinction is made between volunteers (the core group) and services. For services, one person works for a maximum of one day. If someone works on two separate days, this counts as two shifts.

During the main LF2018 program a total of 90,000 shifts were worked by 16,159 registered volunteers. That is 2% of the population of Fryslan.

In the Leeuwarder Courant survey, 21% of the respondents indicated to have been involved with the LF2018, as organizer, volunteer or actor.

This corresponds with the District survey 2018, in which 22% of the residents of Leeuwarden indicated they were actively involved with LF2018. If the same percentage was involved in the province, it amounts to 100,000 residents. That would mean that nearly 84,000 volunteers were involved with the Mienskip program. The core group consists of volunteers that worked at at least two events for a longer period. No data is available about this.

Conclusion

If we consider both the main events and the mienskip program, the goal of 30,000 volunteers was exceeded.

> STRONG NETWORKS AND POSITIVE EXPERIENCES BETWEEN CULTURAL OPERATORS

Another goal the LF2018 had was to improve the quality and productivity of the cultural sector. The budget cuts during the economic crisis have fragmented the sector and made it less productive.

LF2018 wanted to turn this movement around in 2018 and strengthen networks and cooperation within the sector.

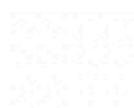
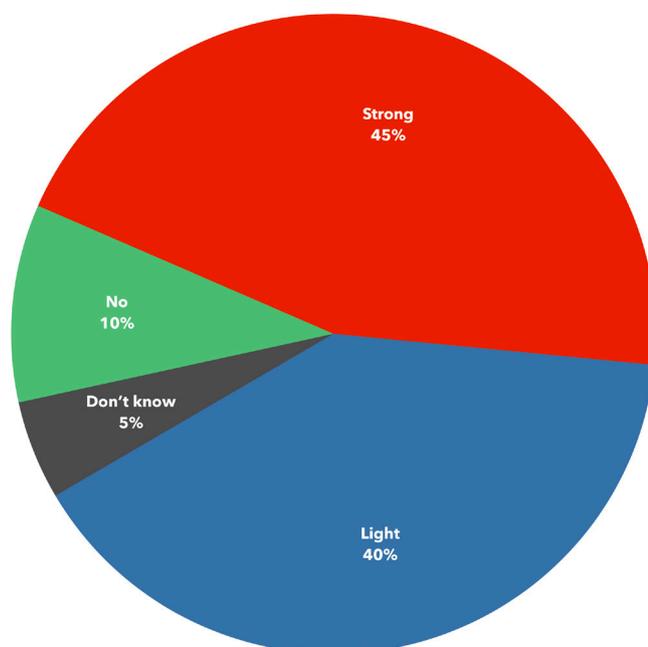
The LF2018 Foundation has organized several meetings to bring the people involved together and help projects along. There were producers' meetings where producers and participating organizations made agreements about how they could support each other on the organizational level. In addition, there were greide sessions in which initiators helped each other to improve their projects and fund meetings, which brought projects and funds together.

The LF2018 Foundation has strengthened the cooperation between cultural producers and organizations in all events.

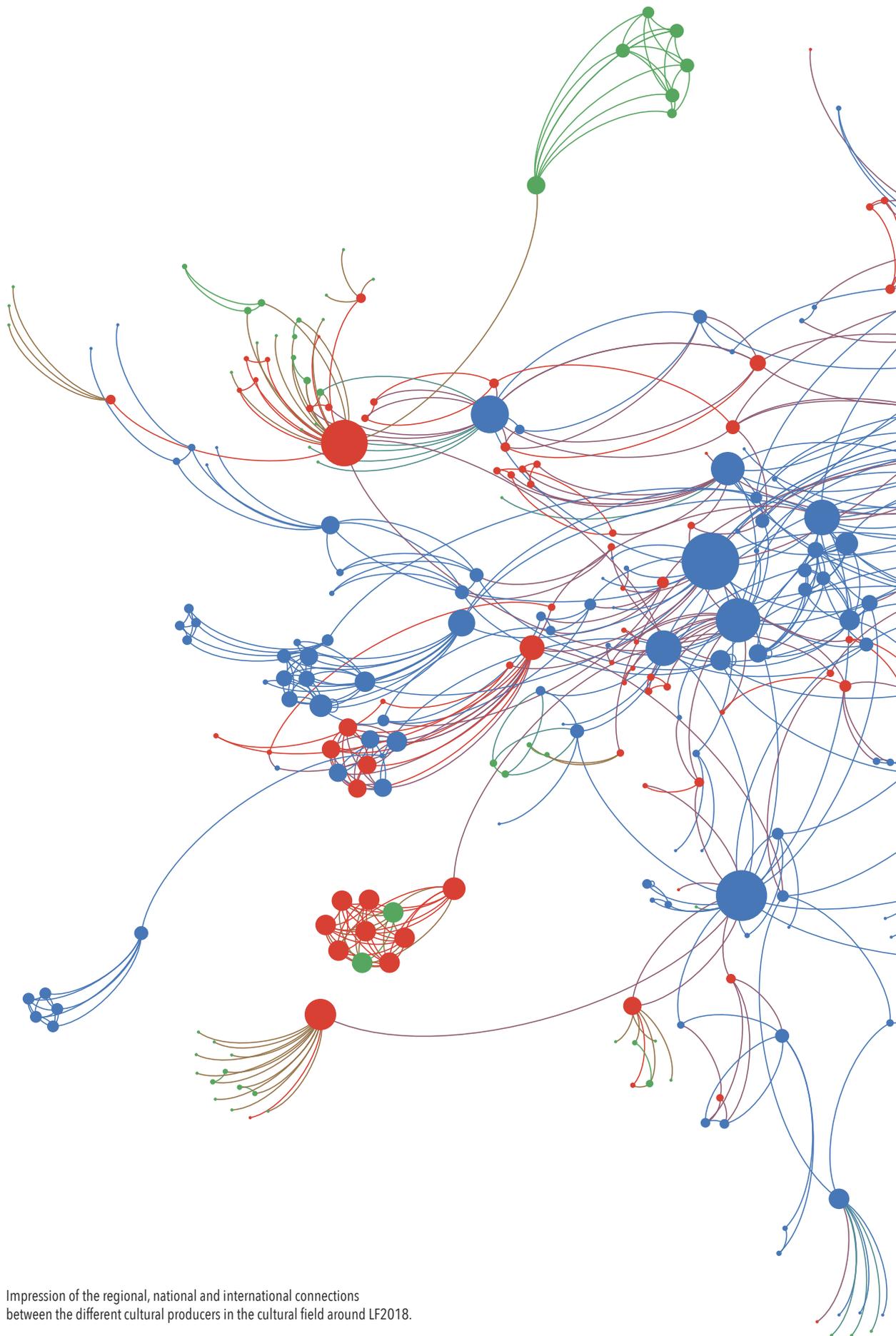
In addition, the (new) networks were around a number of projects and themes were developed.

Conclusion

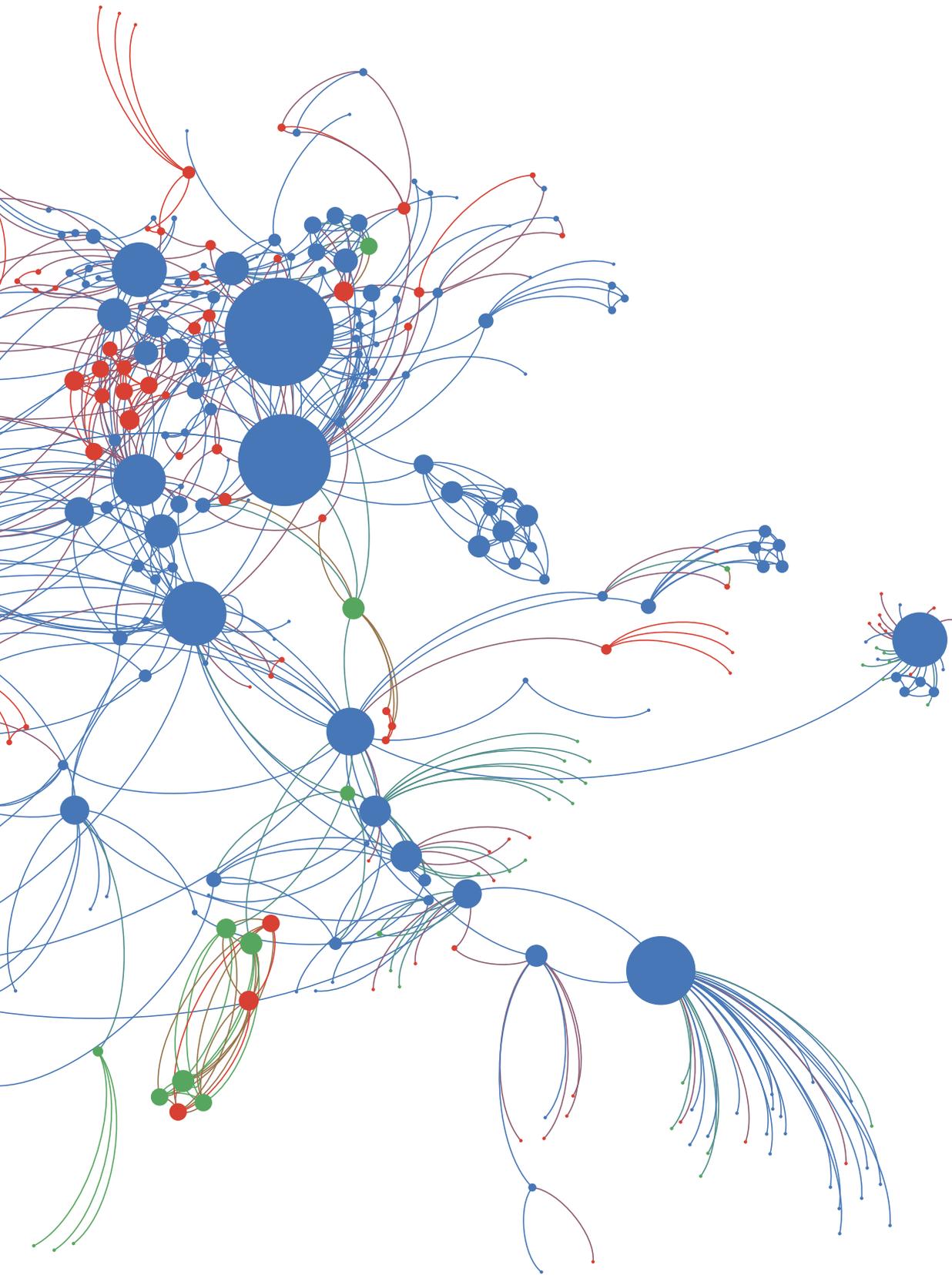
About 85% of the event organizers indicated that LF2018 strengthened the cooperation with co-workers and other organizations. For just over half of them, this applies to a large degree. Only 10% found that the cooperation had not been strengthened. The new cooperation is characterized as valuable and sustainable.



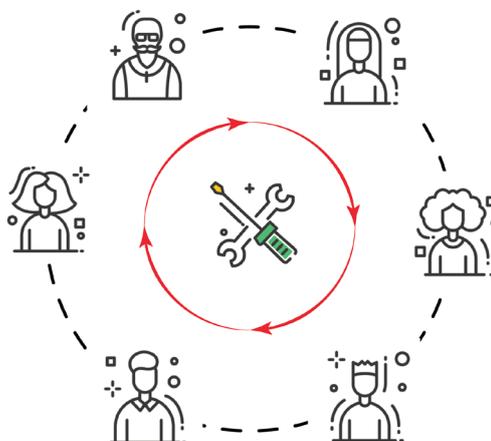
Strengthen assessment with other cultural producers or cultural organizations.



Impression of the regional, national and international connections between the different cultural producers in the cultural field around LF2018.



› 25% OF THE 65-80 YEAR OLDS ARE ACTIVE IN TRANSFERRING THEIR KNOWLEDGE OF ART CRAFTSMANSHIP TO OTHER GENERATIONS



Traditional crafts are part of the culture. Scythers, mowers, furniture-makers, bakers of *oranjekoek*, beer brewers, sail and rope makers and thatchers have expertise that deserves to be passed on. Because this expertise may be valuable for current and future issues. One of the goals of LF2018 was that seniors could pass on their knowledge.

To determine whether this goal was achieved, an inventory was made of the activities that were specifically geared to this goal. It entails various networks around crafts, such as the network of the Friese Milieu-federatie (the Frisian Environmental Federation), the network around the Nationaal Vlechtmuseum and the Museum Joure Museum, It Erfskip, which combines traditional crafts with now technology, the special program about crafts at the Friesland College (Claim your Future) and the network around Keunstwurk (crafts in the context of Design). The Frisian Design Academy, Friese Poort and the province have stimulated the development of the networks.

One important LF2018 event for this goal was the Crafts Day on 10 October (Sustainability Day), a symposium by the Friesland College about sustainability, circular and craftsmanship. The preparation by students took place under the name Craft your Future.

In addition to the activities where crafts

were central, the craftsmanship was passed on during a number of other events, including Under de Toer, Farm of the World, de Grootste Gehaakte Deken, Meester-Gezel in mienships project Kunst van het landschap (Landscape art) and activities for knowledge development, such as the greide sessions.

The Museumfederatie Fryslân has formulated a crafts mission and ambition, which different museums participated in. The first concrete project took place in November of 2018.

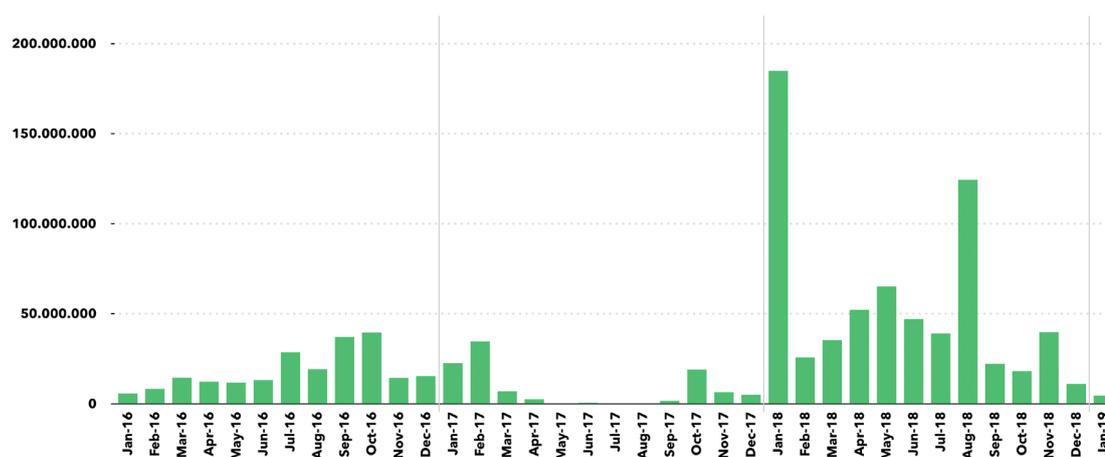
Conclusion

During 78% of all the events there was cooperation between the different generations to come to an exchange of knowledge. In nearly one third of the cases even to a great degree.

In total, within the main program, 4,247 people over 65 passed on knowledge in the areas of carpentry, furniture-making, set designs, making clothes, music, theatre, dance, story-telling, history and knowledge about nature. A quarter of the 16,159 was 65 years of age or older.

It has not been determined whether the goal was reached for all of Fryslân.

- › 50 MILLION PEOPLE IN EUROPE HAVE HEARD ABOUT LEEUWARDEN IN FRYSLÂN
- › WE CONTACT 30 MILLION PEOPLE IN EUROPE



Cross-media reach, number of contacts.

The goal was for 50 million Europeans to have heard of Leeuwarden in Fryslân after 2018. Another objective was contact with 30 million Europeans, in order to attract more tourists and commercial visitors.

To determine whether the goal has been reached, the online monitoring tools Clipt and Meltwater were used. Both map the media reach of activities by LF2018. This answers the question of how many people could potentially be reached with a message. It also gives an idea of the media value of the publicity. All media were added together, so someone who used different kinds of media may have been counted more than once.

The number of contacts is kept track of via the L2018 Foundation's own portals. Think of Friesland.nl, 2018.nl, 2018verhalen.nl, applf2018, number of followers on Facebook, reach via Facebook and Adwords.

Conclusion

The goals set were exceeded. Leading up to 2018, the exhibitions Alma Tadema, Mata Hari and DADA/De Stijl already drew a lot of media attention. In 2018, it was the Open-

ing weekend, the Escher exhibition and the Reuzen.

Clipt and Meltwater show big differences in outcome. In addition, Clipt is more conservative in the assessments. Clipt therefore has smaller numbers: 219 million in 2016, 100 million in 2017 and 665 million in 2018 at respectively 300 million, 1.2 billion and 2.8 billion for Meltwater. Both monitoring tools show that well over 50 million Europeans were reached.

The cross-media reach at Clipt corresponds with respectively 2015, 2016, 2017 and 2018 5, 7, 4 and 18 million Euros in media value (the equivalent of what the notification would have cost, if it had to be purchased). For Clipt it was a total of 34 million Euros for the period from 2015 through 2018. Meltwater estimates the media value in the period of 2013 through 2018 to be over 59 million Euros for the online media and 9 million Euros for all other publications (printed articles, radio, television). Total 68 million Euros.

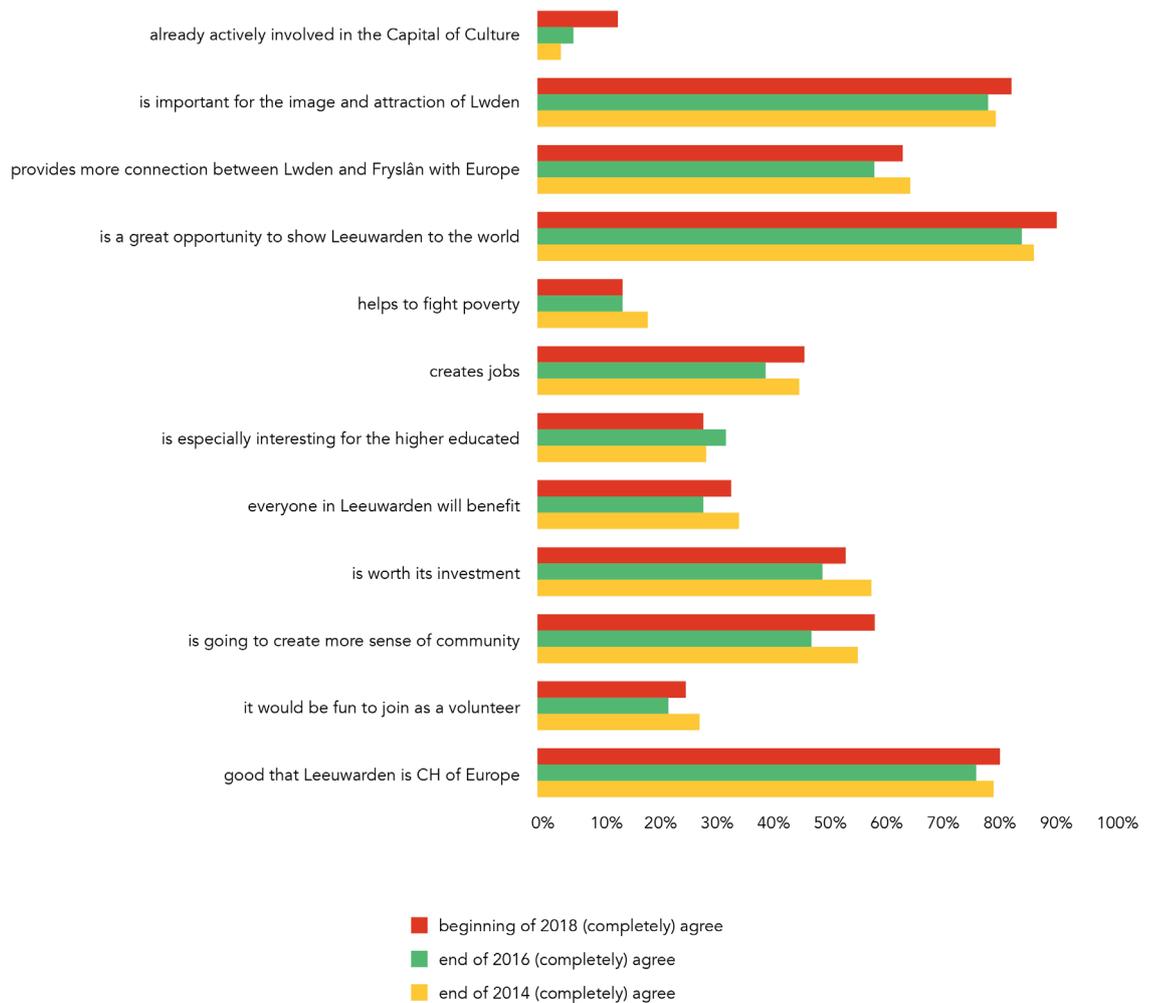
The portals and Adwords show that there was contact with Europeans 51,800,000 times. The goal of 30 million contacts in Europe was exceeded.

› 60% OF CITIZENS SAY LF2018 DEVELOPED MORE PRIDE, JOY, SOCIAL COHESION AND OPTIMISM FOR THE PEOPLE BY 2019

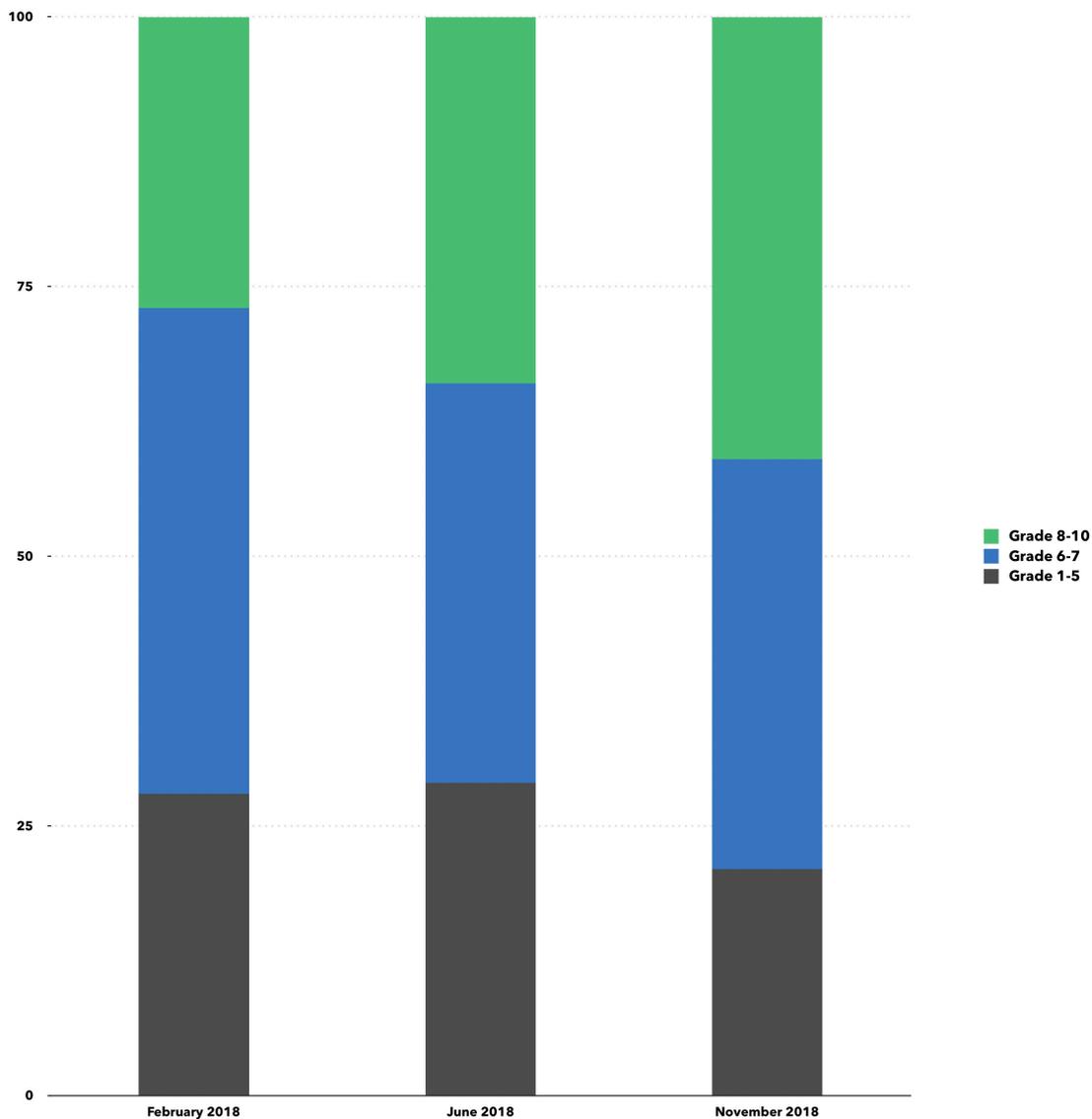
The goal was for the residents of Fryslân in 2019 to say that Cultural Capital brought more pride, fun, social cohesion and optimism. This should translate into more initiative for work, schooling or creativity.

Whether this goal was reached cannot be determined until 2019. The tone of the notification was checked in 2018. Was it negative, neutral or positive about the activities and LF2018?

The analysis tool Clipt Media Monitoring was used for this. In addition, the District survey in Leeuwarden included several questions about the experience of LF2018 and in the lepen Mienskip Monitor of the Fries Sociaal Planbureau (Social Planning Bureau) (FSP) and the province there were extra questions about social cohesion. Finally, relevant information from the Panel Fryslân of the FSP was included.



The District survey in the municipality of Leeuwarden shows that the residents are positive about the opportunities of LF2018 for the image of Leeuwarden, but less for socio-economic improvement.



Appreciation of LF2018 in 2018.

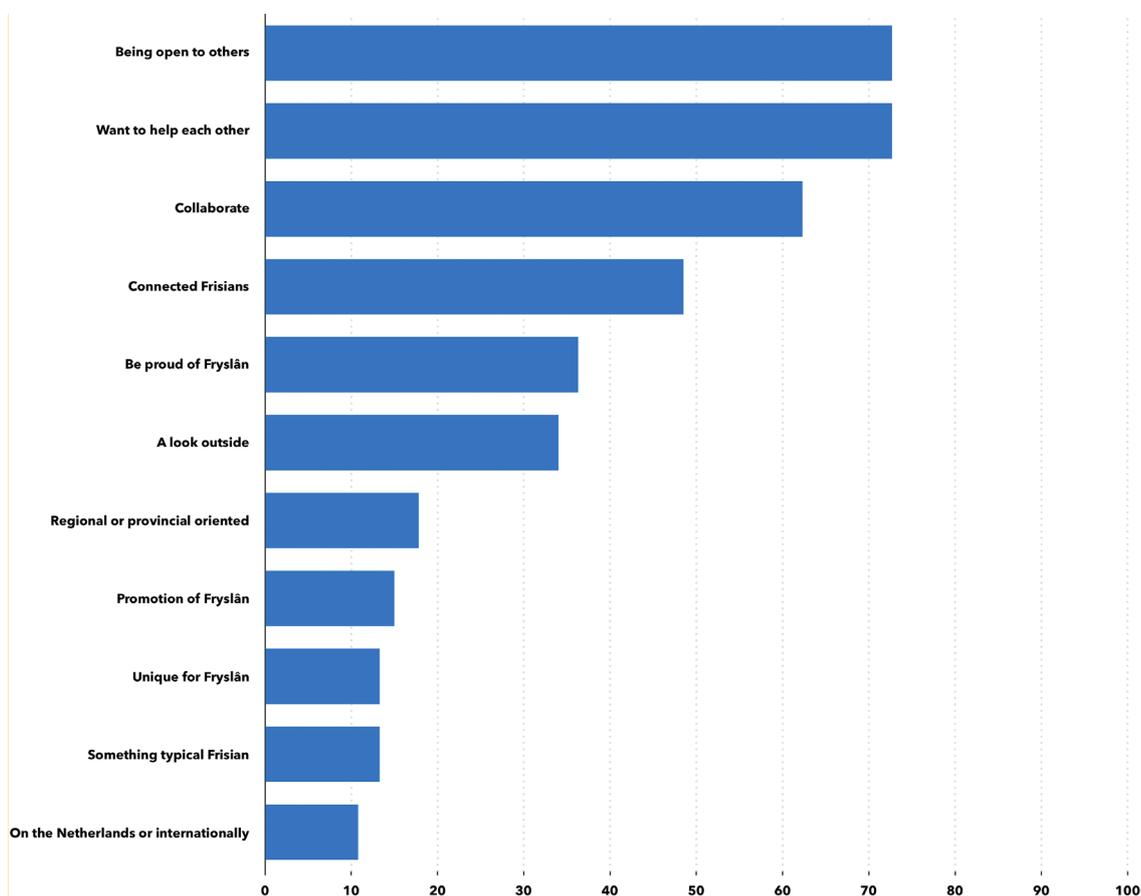
Conclusion

The two surveys among the residents of Leeuwarden and Fryslân showed that the appreciation of LF2018 became more positive during the course of the year. In the Iepen Mienskip Monitor, LF2018 often scored a 6 or 7 at the beginning of February and in June the residents gave it an 8 or 9 more often. This positive trend was also observed in the reporting. At the start, 29% of the reports were positive and at the beginning of September it was 42%. An average of 4% of reporting is negative in nature with the occasional low score (for ex-

ample during the opening of the singing road, which caused a lot of negative reactions about noise pollution). For the rest, the reporting has a neutral tone.

The District survey showed that the residents of Leeuwarden see LF2018 as a great opportunity for the city and that it is good that Leeuwarden-Fryslân was the Cultural Capital of Europe. They are less convinced about the positive effects of LF2018 on, for example, poverty. The results of the Panel Fryslân showed that people give LF2018 a higher score as they become more aware of the activities.

> 35% OF CITIZENS KNOW WHAT IS MEANT BY OPEN MIENSKIP AND THEY PUT IT INTO PRACTICE IN THEIR DAILY LIVES



In the Iepen Mienskip Monitor people were asked which part they think are part of the concept of 'iepen mienskip'.

The goal is for 35% of the residents of Fryslân to know what is meant by 'iepen mienskip' and to apply it in their daily lives.

Iepen Mienskip is defined here as *the power of the Frisians, their mutual connectedness. With an outward gaze to the rest of the Netherlands and Europe. Open and focussed on cooperation.* (source: 2018.nl).

To determine whether this goal was reached, an Iepen Mienskip Monitor was set up. 1900 residents indicated in this that they were familiar with the concept of Iepen Mienskip; they know what it entails and what it consists of. The survey was conducted twice; in

2016 and in November of 2018 with different panels.

Conclusion

Familiarity with the concept of Iepen Mienskip barely changed between 2016 and 2018. In both years, over half of the respondents were familiar with the concept. Around a third indicated in both years that they had heard of the concept but didn't know anything about it and respectively 13 and 11 % were not familiar with the concept. The goal for familiarity was reached.

› NATIONAL SURVEYS AND MEDIA COVERAGE SHOW THAT FRYSLÂN IS NOT CONSIDERED PERIPHERAL AGRICULTURAL-TOURISTIC AREA BUT IS ALSO RELATED TO CREATIVE OPEN INNOVATION PROCESSES

LF2018 wanted to add creative, open and innovative to the image of Leeuwarden and Fryslân as peripheral, agricultural and touristy with Cultural Capital. A different image should make the city and the province more attractive to companies and people.

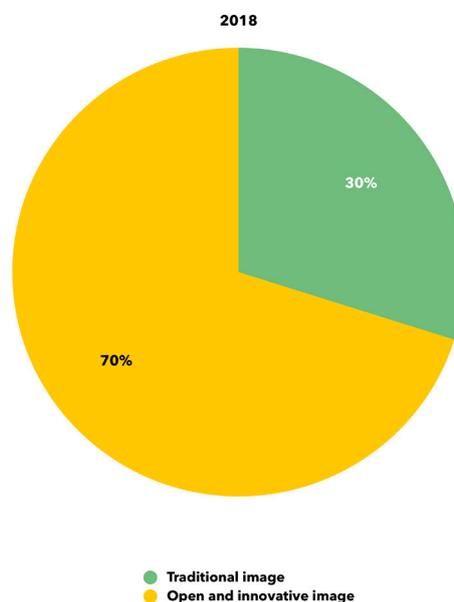
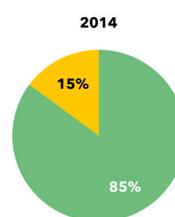
To determine whether the goal was reached, a number of concepts related to Leeuwarden and Fryslân were monitored with Clipl media analyses. In addition to search terms that confirm the existing image, they looked at search terms like creative, innovative and concepts related to these.

Use of the term 'LF2018 and/or Cultural Capital' exploded from 800 mentions in 2014 to 85,000 in 2018. The number of negative-sounding mentions in social media decreased from nearly 8% to nearly 5% during that period. The number of positive-sounding mentions also decrease from 58% to 36% during that period, however.

The fact that the public and experts saw that innovation and creativity could be found in Fryslân is shown by the large number of prizes that events and artists and scientists connected to events have been winning. Claudy Jongstra was proclaimed to be the artist of the year. Theunis Piersma received the Spinoza prize and Inno- fest the European Enterprise Promotion Award. Plus, Fryslân was named the best circular region (BT Circular Economy Awards) in 2017 and the Elfwegentocht won the de Galjaard prize for the best communication project in the public domain.

Conclusion

About 85% of social media messages were related to the traditional Frisian image both in 2014 and in 2018, and 15% to an 'open and innovative' image. The use of social media of concepts around culture has exploded during and leading up to LF2018. In addition, Fryslân is in the news a lot with prizes and awards in the field of innovation. The goal has been reached.



The number of messages about Leeuwarden has greatly increased. The number of messages that Leeuwarden associates with non-traditional themes increased.

› IMPROVED INTERNATIONAL PROFILE OF THE CITY AND REGION IN THE FIELD OF THE WATER AND TECHNOLOGY SECTOR

The goal of improving the international profile of Leeuwarden and Fryslân with respect to improving water and technology is closely related to the position of Leeuwarden in this sector (KPI 9). This goal is about interaction: the familiarity of the Frisian (water) technology outside of the Netherland and other countries that are contributing to the image of Frisian water technology.

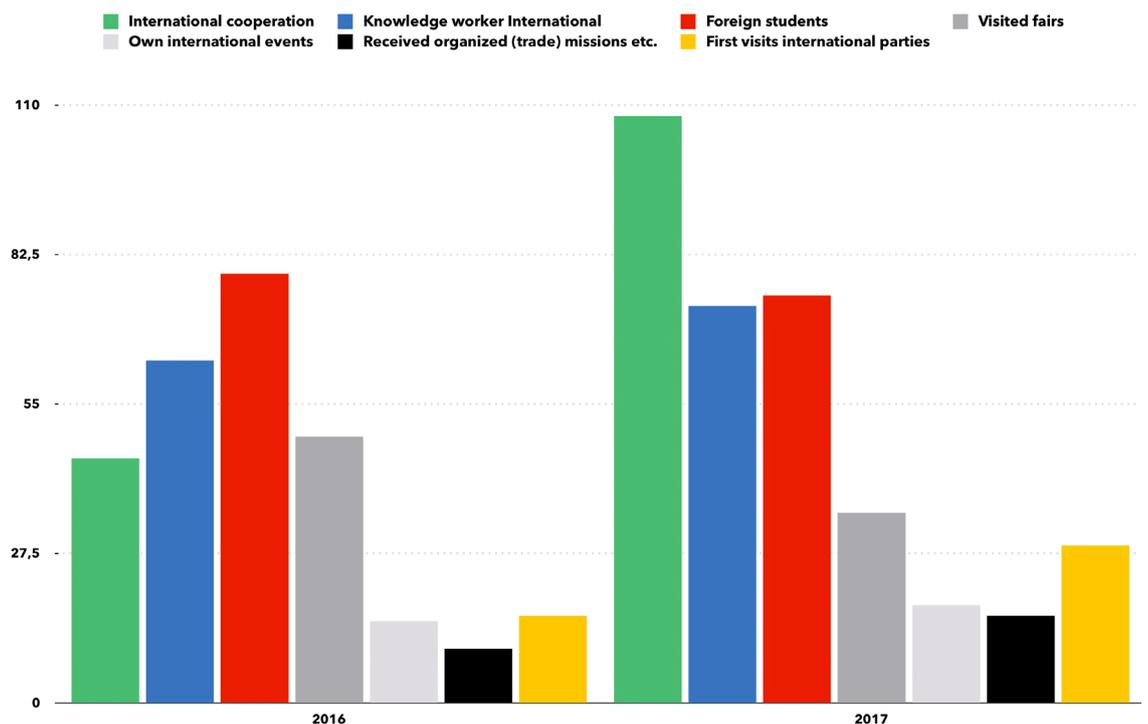
To determine whether this goal has been reached, the degree of internationalization of the WaterCampus based on seven parameters was checked, based on seven parameters.

Because the municipality and province want to be independent of fossil fuels by 2050, attention was given, during the LF2018 year, in all kinds of ways to technological updating and room was provided for new initiatives related

to energy provision, such as the Elfwegentocht. Modern technology, computer science and robotics were important elements at the Media Art Festival and during the European Water-Tech week there was a lot of attention for innovations in technology. That attention also applied to the Young Solar Challenge and Solar Sport One solar boat race. This event focusses on sustainability, technology education and inspiring each other.

Conclusion

A considerable increase was seen on 5 of the 7 parameters. The number of international alliance partners doubled, and linked to this, the number of 'first-time' visitors also doubled. Only the number of foreign students stayed virtually the same. The goal was reached.



> 15% OF THE CULTURAL PROJECTS IN OUR REGION IS FINANCED BY OR THROUGH INTERNATIONAL AND EU FUNDS AND GRANTS

European subsidies are a good indication for the international added value of project and events. The goal was therefore for 15% of the projects to be made possible (in part) by using international financiers.

The team European projects of the province of Fryslân played a key role in the application for the international financing. This team successfully submitted applications for LF2018 projects to a total of 7 European funds: European Fund for Regional Development, Interreg A Nederland – Germany, Interreg B North Sea Region, Leader, Creative Europe, Erasmus+

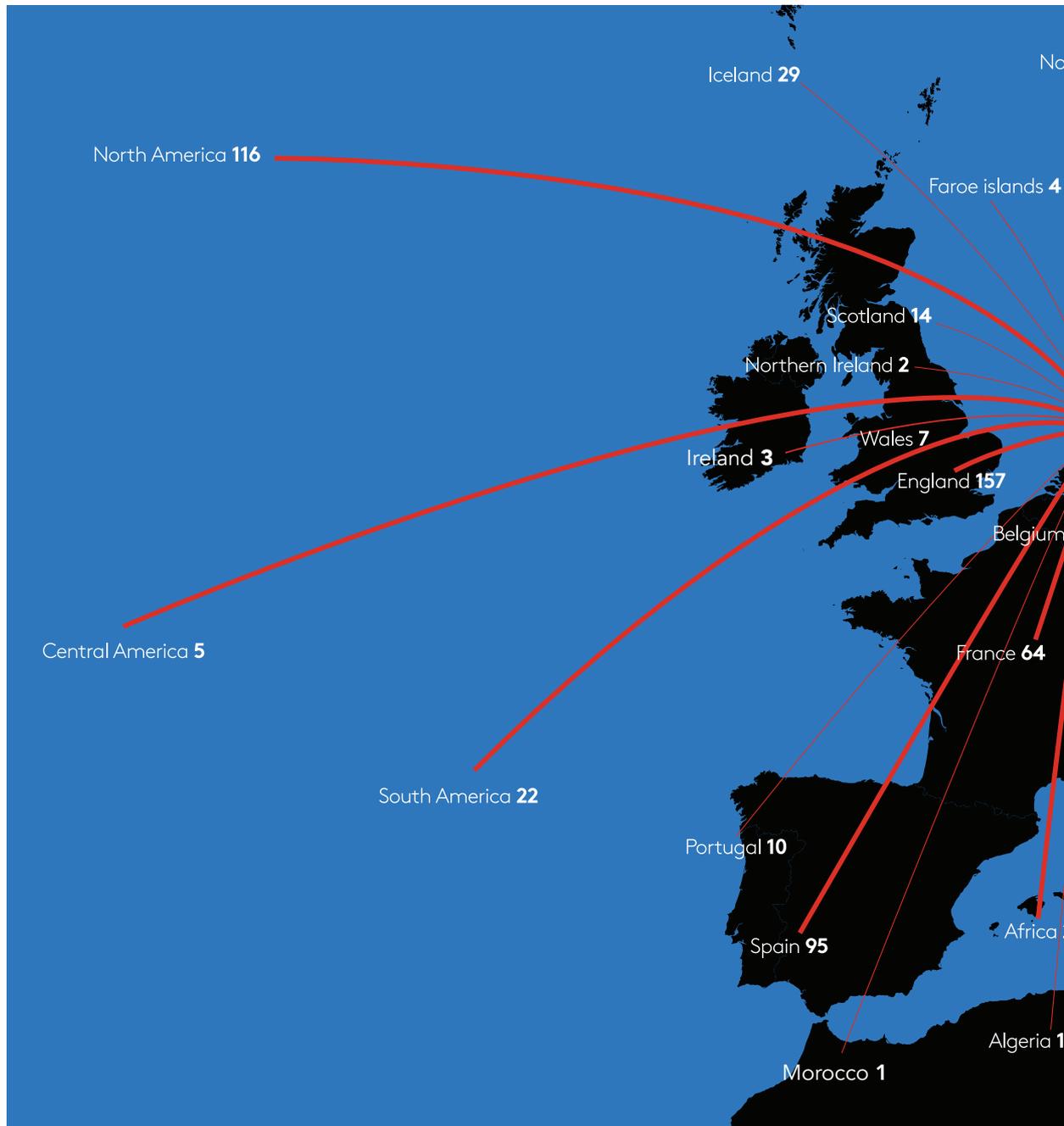
and Pice/Movilidad. In total, international financing was found for 42% of the main projects. Projects include Sense of Place, Potatoes go Wild, De Reis 2.0, Lân fan Taal and Silence of the Bees. In total, this was 16.5 million Euros. On average, 63% of the financing was European and 37% regional.

Conclusion

The goal of 15% co-financing by international and European financial flows was therefore exceeded.



› **THERE IS COHERENCE BETWEEN EXISTING INSTITUTIONS PROMOTING A HIGHER QUALITY OF LIFE IN 2019 AND IMPROVED SYNERGY WITH OTHER EU-PROJECT**



Better cooperation and more coherence between existing institutions will lead to more effective policy, more effective performance and therefore to added value for the residents involved. This goal focussed on the promotion of the quality of life (also in a European context).

To determine whether this goal was reached, the European cooperation of organizations and people were described in the context of LF2018. In 2018, nearly 1600 international contacts with institutions were maintained, of which 76% were with institutions in EU countries.



Most of the contracts were with Germany, (254), followed by the British Isles (178), Belgium (99), Malta (98), and Spain (95). Outside the EU, the top-five were the United States (106), Switzerland (33), Japan (27), Norway (25), Russia (25) and Australia (18).

Conclusion

The cooperation with and between international, existing institutions has intensified and expanded considerably due to the organization of Cultural Capital. This improved the mutual cohesion. At this point it may now be stated that this goal has been reached.

- › **CULTURE POLICIES IN THE BROADER FRISIAN AREA (CROSS-BORDER NL-DE-DK) USE THE BROAD DEFINITION OF CULTURE THAT IS USED IN THE LF2018 APPLICATION**
- › **GOVERNANCE OF THE CULTURAL SCENE, ESPECIALLY CROSS-BORDER IS FOCUSED ON PARTICIPATION AND DEVELOPMENT WITH THE CITIZENS BY 2016**

If good culture policy considers the improvement of living conditions and offering opportunities and if culture is about who we are and how we trade, this means more participation and possibly a contribution to positive developments in people’s lives. In the District survey, this broad definition of culture was an important point of departure. The goal was for cultural institutions that shape the cultural policy to start collaborating with citizens – nationally but particularly also internationally – to increase the participation and so increase opportunities for people. This is not about individual participation like KPIs 1, 2, 3, 17 and 20.

Earlier research had shown that local and regional governments in Denmark, Lower Saxony and the Netherlands often use ‘culture in the broad sense’. The definition has some differences. The emphasis was on ‘art in the strict sense’ only in Sleeswijk-Holstein. This also applied to national governments.

The LF2018 Foundation paid several visits to local and regional governments in Germany and Denmark in 2018 to explain the interpretation of the broad definition during LF2018. In the advisory role the artistic director of LF2018 currently has in Hannover, that wants to be a candidate for Cultural Capital, passing on the definition also plays an important role.

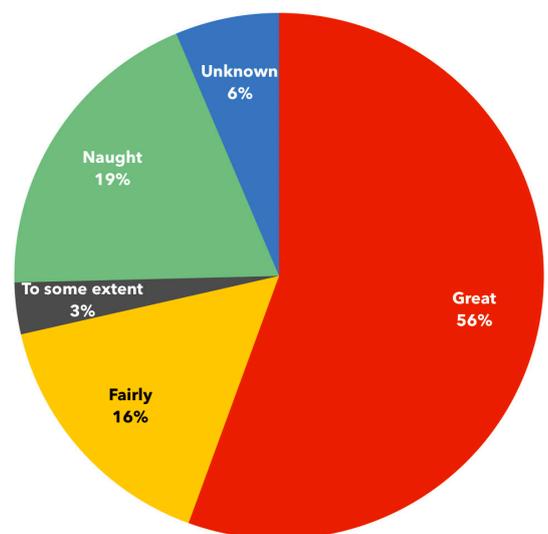
This earlier study also revealed that institutions have not yet fully embraced the definition of culture as broad, inclusive and focussed on (the development) of the municipality. Research on the main projects has shown that the broad definition can be achieved in practice.

Conclusion

Citizens are involved in 71.4 % of the projects and there was a development of citizens. The question is whether this was set up from the managing and executing institutions or was picked by citizens themselves. The high degree of participation fits in with the long tradition that Fryslân has in this.

LF2018 also wanted to motivate managers in the culture field to include more culture in their policies and to focus more on the participation and involvement of citizens. This was revealed only to a limited degree in the earlier assessment.

The broad definition was brought across the border by personal contacts from LF2018. Because most of the government already had a basic premise of culture in the broader sense, the goal was already reached.



The degree to which projects had citizen participation.

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