



Waterways for Growth

Business and product development



Inland waterways support many types of businesses. Typically these are recreation and tourism related; boat and equipment manufacture and sales, marinas, restaurants, cafes, pubs and shops.

They also provide opportunities for businesses in the transport and renewable energy sectors, whilst waterside industry and office developments benefit from proximity to a high-quality water environment.



Top. People now have greater leisure time and are looking for new experiences. Visitors tour the harbour by boat. Bremerhaven (Germany).

Middle. Waterways provide attractive places to live and work beside and waterside businesses can attract large numbers of customers. 'Waterside 'Café culture'', Edinburgh (UK).

Bottom. Water transport can be developed to provide a sustainable alternative to road and railways. The Karlstad Boatbus provides passenger services to visitors and commuters.

Waterways for Growth aims to:-

- encourage networking and contacts between businesses;
- investigate new products and technology solutions to support businesses and link businesses with customers;
- encourage the clustering of land and water-based activity;
- create new business models, such as social enterprises and the volunteer economy, and develop new markets.

www.waterwaysforgrowth.eu

