Empower your planning by mobilizing local energy
The best way to realize plans is to mobilize local energy. Sketch 'n Match is a highly interactive method which helps you to do just that. Whether you are dealing with sustainable village improvement, developing scenarios for flood-water retention or aiming for synergy between urban and rural development, Sketch 'n Match allows you to develop ambitious and realistic plans.
Bye to tedious processes
Usually planning entails making plans for others. Preparatory studies are carried out and consultation rounds held to secure public support. Organized meetings result in long discussions, tedious processes and in the end: dull reports. These processes often do not bring participants together. The result is a gap between planning and realization. Sketch ’n Match offers the alternative.

So forget about:
Long and dull meetings Thick reports
Traditional policy making Low commitment
Endless processes Lack of energy

Sketch ’n Match - ‘pressure cooking’ method to solve any problem or challenge in spatial development: high speed ‘haute cuisine’.

Ingredients Our recipe
- People - Short and focused sessions
- A creative setting - All stakeholders around the same table
- Images - Intrinsic qualities of the area as a starting point
- Drawing table - Many different disciplines combine forces
- Full commitment and create synergy
- Local energy - A shared vision indicates the direction
- ‘To the point’ - Energy is mobilized and decisions are taken
- and a lot of inspiration

Shared images are the key!
Images tell stories and stimulate creativity. By creating images, planning becomes inspiring and fun! Sketch ’n Match leads to images, on paper and in the mind. Discussions lead to new ideas and the atmosphere is about ‘yes we can’ rather than ‘no you can’t’. The meeting table becomes the drawing table. This results in full use of local knowledge, emphasis on real urgencies and creative synergy from the start.

Real participation
Sketch ’n Match is about real participation. Across language boundaries, despite diverging planning processes and beyond different cultures, Sketch ’n Match has proven that people make the difference. Mobilizing energy means active involvement at an early planning stage. Not by discussing an already developed plan or concept, but by helping people to develop their own plan, together. Experts and landscape architects have a supporting rather than a leading role: the participants are in the driving seat.

A proven method
The roots of Sketch ’n Match lie in the Netherlands, our home country. Through international partnerships and projects, the method has now been tested and developed in other countries and cultures as well. In the past three years, Sketch ’n Match sessions have been held in Turkey, Rumania, Latvia, Georgia, Ukraine, Egypt and Ethiopia. Everywhere it has been successful and a vast and solid experience has been built.

Cost and benefits
Of course, Sketch ’n Match comes at a cost. The cost of engaging a landscape architect and specialist and the cost of arranging a venue and drawing materials. The benefits outweigh the cost by far. The result is commitment and understanding of all stakeholders, from different government bodies to the local farmer, instigated by actually working together. Energy is sparked, co-operation and efficiency ensured. It widens people’s views, and stimulates new, innovative solutions and long term quality.

At your service...
The Dutch Government Service for Land- and Water management (DLG) has developed a vast experience and expertise to facilitate Sketch ’n Match.
A professional taskforce has been organized to facilitate projects worldwide, in time on demand and to the point:
- By organizing and facilitating Sketch ’n Match itself
- Through capacity-building for your people through a practical education

We want to share and develop this experience and we are confident that Sketch ’n Match will have a huge impact on your regional planning and implementation practice. Consider it a guarantee for success in dealing with spatial and development challenges.

Your ambitions, initiatives and projects deserve nothing less!
For more information please contact W. Oliemans, phone: +31 (0)6 5240 1328, e-mail: w.j.oliemans@minlnv.nl

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