

WInschoten



Project idea:
Regional Treasure
hunting to develop
diamonds

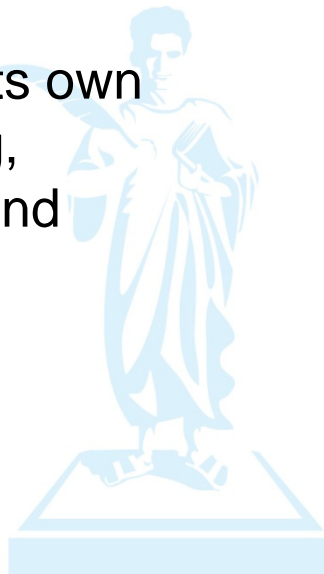
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Short introduction of Winschoten

- The municipality of Winschoten is located in the Northern part of the Netherlands.
- Winschoten has around 18.500 inhabitants who live in the countryside and in (smaller) towns. Winschoten is a modern town, with a rich history.
- Winschoten has an important function in the region (+/- 80.000 inhabitants) concerning public and local services.
- Ambition to develop as an attractive town and region for its own inhabitants and for visitors. This means attractive housing, employment opportunities and attractive tourist facilities and activities.
- Strong network relation with northern part of Germany.



Background of the project (1)

Many rural areas face a vicious circle of decline:

Declining industry -> ageing population & out-migration -> declining levels of services -> declining attractiveness of regions -> out-migration -> etc.

Rural areas have also several strengths like:

space, quietness, cultural heritage, regional based products



Background of the project (2)

Strengths are the key to the breakthrough of the vicious circle, especially in the view of the common trend of recognition of the importance of regional identity

Focus on 'Experience Economy'



What is 'Experiency Economy'

An economy in which:

- Inhabitants are proud of own region;
- The region more attractive to live/work/visit;
- Tourist sector has an important role in economic development

Which is based on the characteristics of regions, like:

- Cultural heritage
- Space and quietness
- Regional-based products

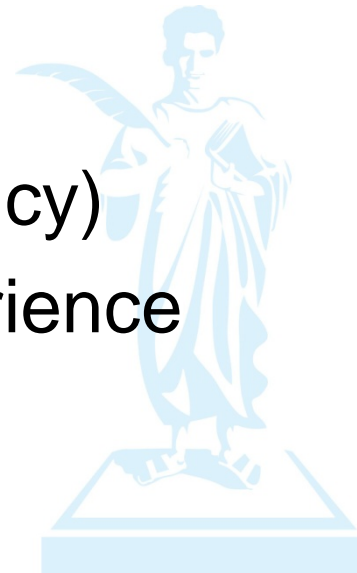


Aim and objectives

Central aim: to develop an European approach to stimulate economic development towards an experience economy.

Objectives:

- To stimulate economic development towards an experience economy (policy)
- To stimulate SME's towards an experience economy (tools)



Activities (1)

WP 1: develop regional policy methodologies/ approaches

Main issue: How can regional/local authorities cooperate to stimulate economic development?

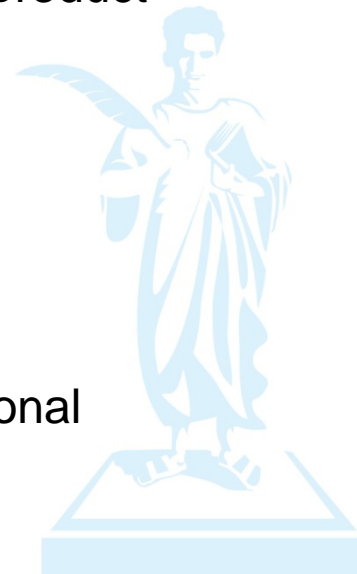
WP 2: stimulation entrepreneurship

A: Supporting clusters of SME's in capacity building and new product development

B: Supporting Woman Entrepreneurship

WP 3: promoting regional strengths

Developing new marketing approaches for (cross border) regional marketing

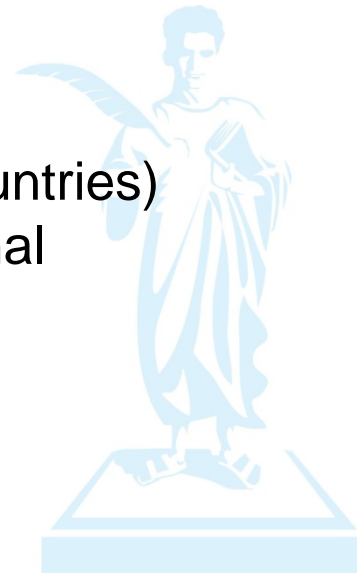


Partners

Interested partners:

- Municipalities of Winschoten, Reiderland & Scheemda (NL), Stadt Leer (DE);
- Strategische Projectenorganisatie Kempen (BE);
- Center for Tourism and Culture Management (DK).
- Chamber of Commerce Groningen (NL), Chamber of Commerce Emden (DE)

Still looking for different kind of partners (in other countries) like: universities, SME's or SME associations, regional authorities, etc.



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Questions

