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Interreg Europe



European Union  
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# City of Emmen Action Plan implementation

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Phase II final meeting.  
Emmen, 12th may 2021

# CONTENT

- ***Action Plan at a glance***

- within the sector Tourism / Leisure setting up a community of practice
- using the policy instrument of Innovation broker
- using the policy instrument of community of practice
- developing new projects and funding opportunities
- using all the experience from the chemical sector

- ***Critical***

- *For the implementation phase it was very important to find funding opportunities.*

# PROCESS

## *•What's been done*

- developing projects connected to Covid-19
- identifying funding opportunities (from OP North)
- submitting a project application called 'Blue zone innovation', contains € 495.000,- (Region Deal)
- This project (with involved all the aspects) generates the money to start the implementation.

## *•Results*

- The whole project is learning by doing and we made good progress in the relations between stakeholders

# RESULTS

- ***Results***

- We met the stakeholders by two digital sessions. The stakeholders involved were municipalities, province, universities and entrepreneurs from the region; We talked about innovation, cross-overs with other industries and the connection with universities and potential structures how to work together.
- A realized project plan. But a delay of 6 months because of the procedure to get an approval.
- For the second time submission of the project plan to the regional authority for approval. And it is approved now. So we can start with implementation.

# IMPACT ON POLICY CHANGE

- ***Impact on policy change***
  - There is not a direct impact, but more in an indirect way.
  - Tourism and Leisure aren't until now not key sectors to innovate, but we still succeed to bring this project into the board room (regional authorities).
  - We will go further to make also an project approval for EU funding.
  - There is a some political movement to give more attention to these sectors, because there is really a need to innovate, to be sustainable as sme.

# DIFFICULTIES

- It takes a lot of time to get an approval for this kind of projects – after all it isn't a very innovative sector
- To enlarge the awareness by the politicians and policy makers that this sector Tourism and Leisure is really important for the region (employment, business) takes also time and endurance. Although for the province Drenthe we speak about 1.1 billion euro's and 10% of the jobs.



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Thank you!

Questions welcome