

LAG South East Friesland in the Netherlands is looking for a partner LAG to have an exchange with. They would like to visit a Leader area and see different projects for inspiration for their own regional development.

Could you help us find this LAG a partner to have an exchange with?

The important themes in the LEADER area S-E Friesland are:

1. Region Branding / Marketing, we are working on developing an attractive profile of South Friesland as a tourist destination. Strong assets are the beautiful environment, cultural heritage, sustainability, local food, quietness, etc. The concept of "Citta Slow" has been an inspiration as well.
2. Culture, cultural history and heritage: a major project restoring the Frisian Waterline, a defense line that that will be made visible again, e.g. in the form of a replica of the Bekhofschans.
3. Environmental quality, green services & sustainability

They would like to find a partner LAG where they focus on similar themes, but more specifically on region marketing. Maybe you could give us a list of LAG's that focus on similar themes and who would like to have a LAG from Holland visit them. I know some areas in Sweden are strong in region branding, such as Värmland and Dalarna, maybe this is also reflected in some LEADER projects. The purpose of this exchange is mainly a visit to a LAG to exchange knowledge and see best practises. It is not so much about looking for a trans-national cooperation project.

Could you please let me know if you can be of any help,

Kind regards,

Huub Kwantes

Dutch National Rural Network

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