

Project-ID: 1,258

Title: **Creative ideas for a 'regional food strategy'- master plan in Twente**

Assignment: At the moment several municipalities in Twente – like Enschede and Borne – are interested in developing a regional food strategy. Different entrepreneurs in Twente are also searching for ways to sell their products in the area nearby. However, there is no match-making between all the initiatives in the area: individual entrepreneurs are working on their own regional products, there is a local working group focussing on a physical space for the distribution of regional products ('experience-, processing- and distribution centre') and the municipality of Enschede wants to have a city farm.

On the basis of the case 'Viermarken' we want to ask the students to unite all the different initiatives in Twente in a 'regional food strategy' master plan. Viermarken – a care farm with lots of possibilities – is looking for a new financial model. They see many opportunities in the area, although they don't know where to start. All of these opportunities have a link with current activities in Twente, such as regional food products (including the distribution), the city farm in Enschede and collaboration with other partners in the area. Besides this, Viermarken has its own objectives, like coaching immigrants, supporting early school leavers, healthy food and education.

Students are asked to elaborate on the opportunities of Viermarken and link these opportunities to other initiatives in Twente:

- What are the future opportunities for Viermarken? What are the chances and what is feasible?
- How to connect these opportunities to other activities in the region? Like the experience-, processing- and distribution centre, the city farm and other regional food strategy initiatives? How can this knowledge be shared with other actors in Twente?

Background information:

Several stakeholders are involved in this project:

- Viermarken (commissioner)
- Local working group 'Experience-, processing- and distribution centre': together with the municipality of Borne entrepreneurs VerTweenz and Scholtenhof are working on a 'fresh route' for regional food products in Borne. They are interested in creating a logistic system to stimulate the growth of regional food products in Twente. They have a stake in involving enough producers and customers to collaborate in the area.
- Municipality of Enschede: they want to have a city farm in Enschede
- Other entrepreneurs in Twente who are focussing on regional food products, like Buffalo Mozzarella farm, Sint Jans Rogge etc.
- Groene Kennispoort Twente ('Green Knowledge Gate Twente'): a network of fourteen municipalities in Twente, two water boards and province of Overijssel. Together with several knowledge institutions they are working on regional development in Twente

Commissioner: **XXX** is the commissioner on behalf of Viermarken (**e-mail + telefoon**)
Support regarding process and contact with other stakeholders: Dagmar Essing (Groene Kennispoort Twente), d.essing@groenekennispoort.nl, +31 648952722

Literature: **Is er achtergrondinformatie?**

Confidential: No

Specially of interest for students with a background in:

- Supply chain (MME)
- Management and economics (MME)
- Marketing (MME)
- Rural Development (MID, MIL)
- Collaboration between different stakeholders (MCS, MID, MIL)
- Other opportunities in this project are: urban farming/city farming (MOA, MPS (agronomy), MAS), education, healthy food (MHN), cooperation (MME), welfare/society (MCS)

At least three Dutch speaking students are required.