

Meetjesland composed a 'Future Group' of 20 people who would be involved in the process 'Meetjesland 2020' for 2 years. This Future Group layed the foundations for the strategic plan in several sessions:

- a SWOT analysis: contains a lot of qualitative statements
- a star diagram: the result of quantitative analysis and qualitative appreciations of 50 stakeholders. Click here on the [complete star diagram](#) .
- an exercise on 'current identity'. Method: each member puts forward one word that describes the identity of the region. The discussion reveals some important key elements.
- an exercise on 'desired identity': each member puts forward one picture that contains elements of the identity that we want the region to have in 2020. The discussion reveals certain elements (trends, values, ... ) that everybody finds extremely important for the future.

The reports of these sessions were completed with information from scientific literature and from a bench mark with other regions.

[To view the complete schema of the process click here.](#)