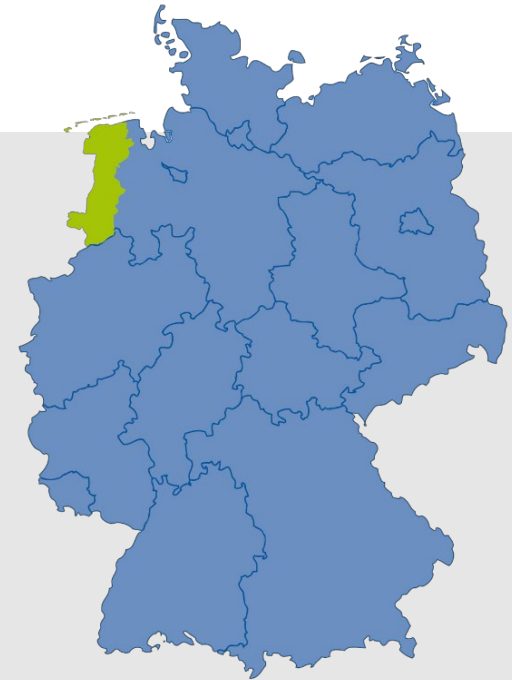


# Wachstumsregion Ems-Achse e.V.

OECD Local Development Forum; Cork (Ireland)

Teleworking strategies for local development



## Overview



founded 2006



aims



private consortium for local development in Lower Saxony



local employment and economic development



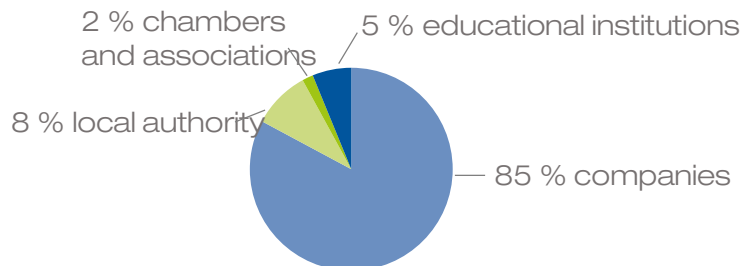
talent attraction and regional competitiveness



overcome national and international borders

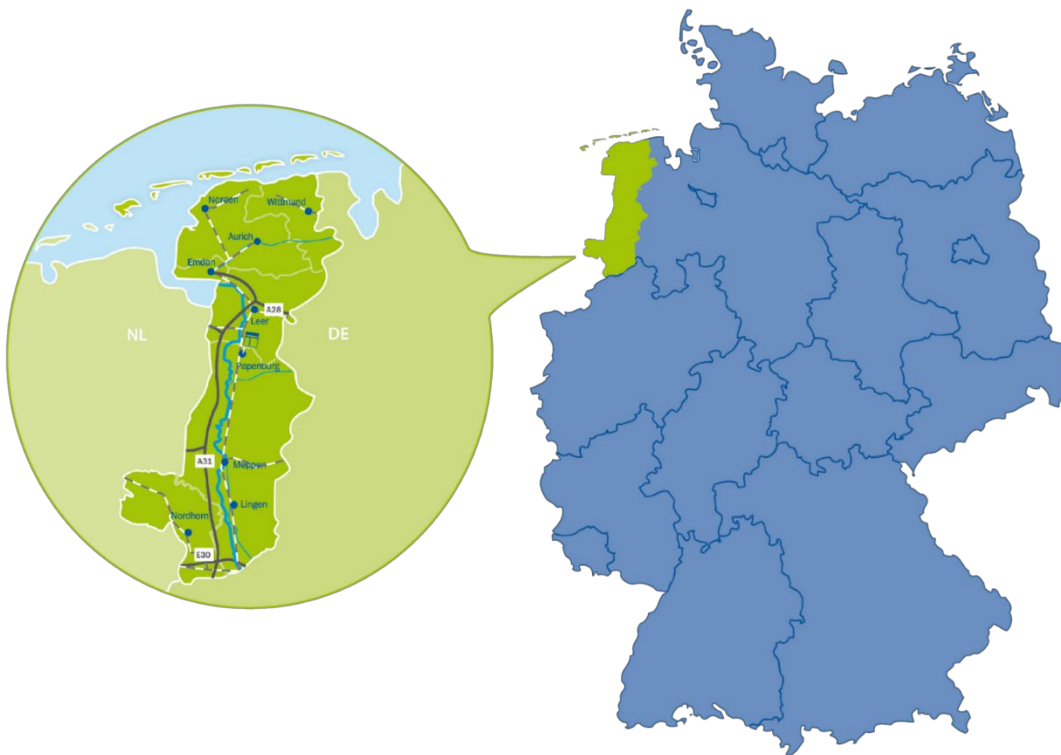


746 members



# Wachstumsregion Ems-Achse

Typical rural area in north-west Germany



peripheral position



926.693 inhabitants / 7.004 km<sup>2</sup> (132 residents / km<sup>2</sup>)



medium-sized centres up to 58.000 residents

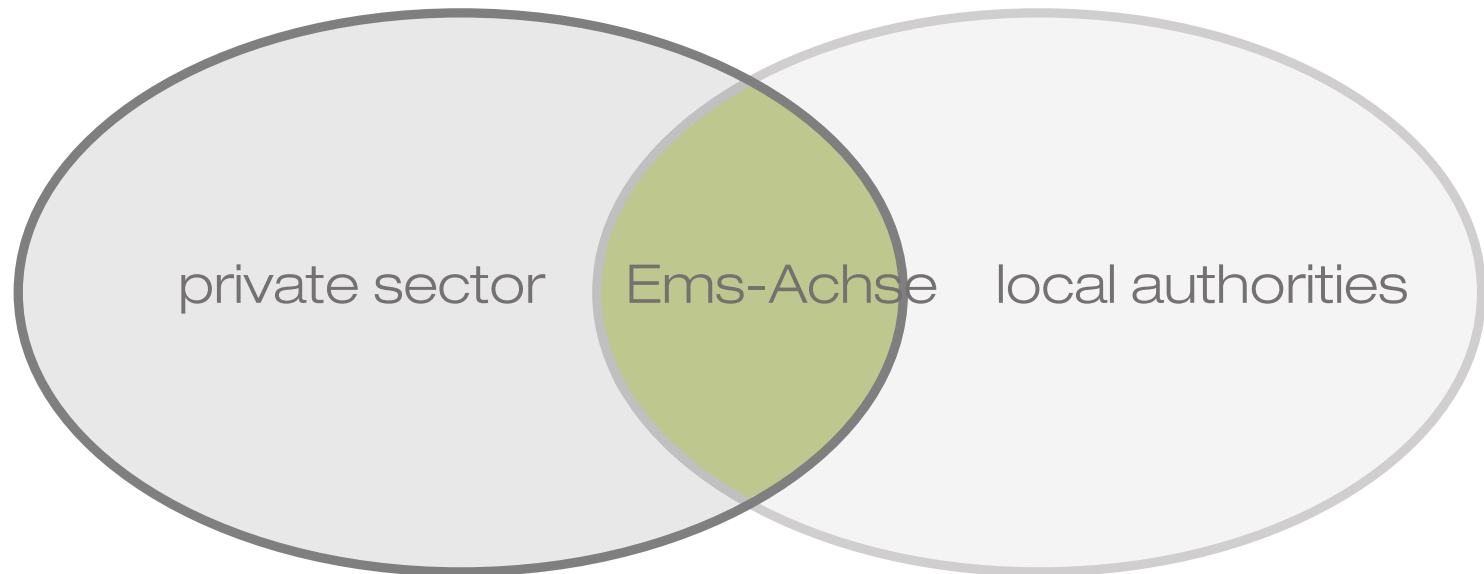


SMEs mostly family owned



2 universities of applied sciences (Emden / Leer and Lingen)

A strong network



→ Huge advantage to accomplish projects together

→ Ems-Achse won a lot of different awards during the last years

## Challenges

- Shortage of skilled workers as one of the biggest challenges



- Development towards a mobile working world



new challenges for  
companies



new concepts required to be able to  
meet this change proactively and  
innovatively



- Model project: TEA - Teleworking within the Ems-Achse
- Duration: 01.10.2021 – 30.09.2024
- Coordinator: Wachstumsregion Ems-Achse e.V., Britta Hasenbeck
- Cooperation partner: OECD
- Network partner: IT-Achse
- Financing: federally funded with 518.225,67 € (funding rate 90,00 %)
- Funding programme: regional development (Initiative: „Heimat 2.0“, 2. Staffel)



- Benefit from digitalization
- Teleworking as a tool for local development especially for rural regions
- Implementation of new concepts, promotion of telework and increase of teleworking share
  - ➔ strengthening our region
  - ➔ positioning our region as an attractive place to live and work
  - ➔ increase in competitiveness of our SMEs

## Goals of the project

- Focus on the possibilities of mobile working and the increase of the digital competence in the region
- Development of a teleworking platform on the Ems-Achse website
- Decoupling of living and working has many positive effects



- Risk of high teleworking share: people only live in the region and work elsewhere



## Obstacles



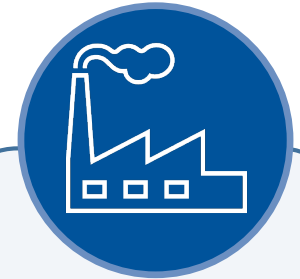
insufficient  
preparation  
and missing  
concepts



companies  
decrease  
share of  
teleworking



unawareness  
of the need to  
offer teleworking  
opportunities



implementation  
of telework in  
manufacturing

# Wachstumsregion Ems-Achse

TEA – Teleworking within the Ems-Achse

