

Masterplan, steps in SWOT analysis

Steps in building a regional SWOT:

Inventory phase

1. Form a steering group and have a start meeting
2. Organize meetings with province, municipalities and stakeholders
3. Write a first draft based on discussion, policy documents and available analysis

Carrousel discussions with stakeholders

4. Define regional stakeholders (entrepreneurs, NGO's, water board, associations of entrepreneurs, interest groups, professors, public officers, politicians, etc)
5. Split up the region in (for example 6) geographical parts with a geographical map of each part
6. Form *mixed* groups (of about 6 persons) around round tables, with a map on each table and
7. Discuss the strengths, weaknesses, opportunities and threats of that area,
 - a. write them on the map. (step 1)
 - b. handover your map to a next group and comment the map of a former group and enrich it (step 2)
 - c. repeat this a number of times (step 3 to ...)
8. Create a definitive outline of the masterplan



Writing of the masterplan

9. Structure results with adaptation of specialists and professionals and consultation of the steering group
10. Write a preliminary masterplan,
11. Consult the stakeholders and fine-tune the masterplan
12. Presentation and determination of the plan by all stakeholders