



Annual Report 2021

Summary



International
Welcome Centre



Utrecht Region



The Welcome Centre

2021 was a successful year for the International Welcome Centre Utrecht Region (IWCUR). We expanded our services and were delighted to see an increase in the number of visitors at all our counters. Large numbers of internationals visited our centre to arrange their residence permit, register with the municipality, and receive information about living, working and studying in Utrecht Region. In total, we helped 6,244 internationals at our desks: this is an increase of 62% compared to 2020.

- 1,679 internationals collected their residence permit or endorsement sticker at the counter of the Immigration and Naturalisation Service (IND). From mid-2021, internationals are able to make an appointment with the IWCUR to have their

fingerprints and photograph (known as 'biometric information') taken.

- 3,098 internationals registered with their municipality at our Civil Affairs desk, including large numbers of students and residents of the municipalities of Amersfoort, Woerden, and Oudewater.

- 872 internationals received information in English about life in Utrecht Region at our information desk staffed by the volunteers of ACCESS. Another 55 internationals were helped during online consults and 540 via email.

78% of the visitors were (very) satisfied with the services of our centre and a whopping 87% would recommend the IWCUR to friends and colleagues.



Informing & Connecting

The IWCUR plays a vital role in informing and connecting the local international community. We make information available in English and organise events to help internationals settle in. And our statistics show that more and more people now know where to find us.

Marketing and Communication

- The traffic on our website grew 113% to 36,865 visitors in 2021. We also improved and honed our website to provide different types of visitors with relevant and valuable information during the various phases of the relocation process.
- Through our bimonthly newsletter, we provided a growing number of internationals with information. The number of subscribers increased to 624 and the newsletters were well received with a relatively high average open rate of 47% and click rate of 22%.
- Our social media channels showed significant growth. Compared to 2020, the number of followers increased by 50% on LinkedIn, 60% on Facebook and 98% on Instagram. We also reached 212,473

potential international students and highly skilled migrants with the international campaign '[Achieve your ambitions in Utrecht Region](#)'.

- The positive results of 2021 can partially be attributed to the promotion of our centre. We made a [video](#), distributed brochures, welcome bags and promotional items, and placed advertisements in magazines and on billboards throughout Utrecht.

Events

Last year, we organised several events to bring internationals in contact with each other, our partners, and the IWCUR. We informed internationals about life in Utrecht Region in an accessible way through well-attended webinars and theme weeks. And we offered them the chance to get to know each other and the Dutch language and culture via (online) networking sessions, Dutch Conversation Nights and our [King's Day Event](#).



Collaborations

Regional municipalities

The IWCUR is a regional centre: all international residents of Utrecht Region are welcome. In 2021, we realised that international residents of Amersfoort, Woerden, and Oudewater can register with their own municipality at the IWCUR. This gives all newcomers the opportunity to complete formalities and receive information in one central place. We also explored the possibilities of cooperating with other municipalities.

Partners

The IWCUR collaborates with organisations and foundations to better serve the international community, and support partners in attracting and helping international talent. In 2021, our number of partners increased to 65.

Regional, national and international

The IWCUR is actively involved in regional, national and international initiatives to support internationals and to put Utrecht Region and the Netherlands on the map for its favourable business climate. Last

year, we worked with organisations like Utrecht Marketing and the Regionale Ontwikkelingsmaatschappij on a regional level, with welcome centres on a national level, and with colleagues in Munich on an international level.

Social issues

The IWCUR works on combating loneliness and on creating equal access to services and information for different societal groups. In 2021, we signed the covenant Utrecht Omarmt (Utrecht Embraces) to contribute to reducing loneliness and we cooperated with various organisations to better serve labour migrants.



For more information, visit our website



welcome.utrechtregion.com

Founding partners of the International Welcome Centre Utrecht Region

