

# Google Opens Data Center in Winschoten to Help Power the AI Economy in The Netherlands

**WINSCHOTEN, The Netherlands – November 18, 2025** —Google today announced the opening of its state-of-the-art data center in Winschoten, Groningen. The facility will help meet growing demand for Google's AI-powered services like Google Cloud, Workspace, Search and Maps that people, businesses and public sector organisations around the world use every day. It will also strengthen the Google Cloud region in The Netherlands, part of the company's [global network](#) of 42 regions that delivers the high-performance and low-latency services that businesses and organizations use to build and scale their own AI-powered solutions. The opening of this new data center is yet another example of Google's deep commitment to Europe's long-term success, building on 25 years of investment and partnership.

"Digital infrastructure is the backbone of the digital economy, needed to fulfill the country's AI ambitions. Our continued investments in technical infrastructure, clean energy capacity and job-ready AI skills are directly ensuring that everyone in Winschoten and in The Netherlands remain at the cutting-edge of global tech opportunities," said **Marco Ynema, Google's data center lead in The Netherlands**.

## Energy efficiency

Google's data centres are among the most [energy-efficient](#) in the world. The company is committed to responsibly growing its infrastructure in line with its 24/7 carbon-free energy ambition, while applying AI to increase energy availability and resilience in the communities where it operates.

The site in Winschoten is equipped to support off-site heat recovery, meaning the waste heat it produces is available for any future district heating networks to help warm local homes, schools or businesses. The facility has solar panels on the roof and uses advanced air-cooling technology to limit water usage to domestic use.

To date, Google has supported more than 1 gigawatt of clean energy generation capacity in The Netherlands. For example, this year the company announced a first of its kind [power purchase agreement](#) (PPA) with Shell, making it the first time a corporate PPA will extend the lifespan of an offshore wind farm. Since Google began purchasing renewable energy in 2010, the company has signed carbon free energy agreements in Europe supporting more than 4.5 gigawatts of new clean energy generation capacity.

Beyond its operations, the company is [improving local watershed health](#) near its offices and data centers, with a goal to replenish 120% of the water it consumes, on average, by 2030. In 2021, Google invested €45 million in the construction of a [water treatment plant](#) that processes water from the Eemskanaal and supplies it to companies in the Groningen port areas for cooling, including Google's data center in the [Eemshaven](#).

## Boosting the digital economy in The Netherlands and Europe

The Netherlands has an incredible opportunity with AI. An Implement Consulting [study](#), commissioned in 2024 by Google, found that generative AI alone could boost The Netherlands' gross domestic product (GDP) by €80-85 billion, amounting to +9% GDP over ten years with widespread adoption. Another [study](#) by Implement Consulting, commissioned by Google in 2025, found that public administration in the Netherlands can unlock a €6 billion opportunity solely by adopting generative AI for administrative processes. Digital infrastructure is the engine behind this growing AI economy. Google has invested more than €3.7 billion in The Netherlands in digital infrastructure. According to a study by Deloitte, Google's historical data center investments in The Netherlands are estimated to have generated an average annual GDP contribution of €1.96 billion in GDP from 2022 to 2024, having supported an average of 12,600 jobs per year during that period.

"The opening of Google's new data center is a critical development for our operations and for the entire Dutch digital ecosystem. As a Google Cloud customer, this increased capacity, especially for AI-powered services, means we can innovate faster, maintain high performance, and scale our business with greater confidence. Moreover, Google's ongoing investment in digital infrastructure and clean energy directly supports the country's AI ambitions, making a tangible contribution to the growth and competitiveness of the Dutch economy overall," said Jan Baan, CEO, Omoda.

Google broke ground on the site in [December 2023](#). Already today, Google works with nearly 160 Dutch suppliers, including 77 from the province of Groningen, for its data center operations in the country. Google's data center facilities in The Netherlands, including the site in Winschoten, currently create jobs for approximately 700 people in full-time and contractor roles — from computer technicians to electrical and mechanical engineers, to security, catering and facilities management.

**Alderman Erich Wünker, Alderman for Economic Affairs and Land Development & Services for the municipality of Oldambt**, is proud of Google's location in Oldambt on behalf of the Municipal Executive. "It's a company with international appeal. Ultramodern, progressive in areas like sustainability, technology, and data centers. Not just for now, but also for the future." International, but also clearly linked to the region and Oldambt itself, according to Wünker, especially when it comes to

employment. "It involves several dozen structural jobs, in various roles; from technology to security." Wücker praises the contact and collaboration between the municipality of Oldambt and Google, such as the future Circular Center. "Google is clearly demonstrating that the company also cares about the local economy and takes responsibility for it."

### **Circular Center in Winschoten**

Google wants to be a good neighbour and support its data center communities, and has contributed over 2.5 million euros to the communities surrounding its Dutch facilities since 2018, supporting over 80 community initiatives across education, digital skilling and more.

Google is also announcing a partnership with the municipality of Oldambt, [WerkPro](#), [Afeer](#) and [Cosis](#), to develop a Circular Centre right across the data center site. This initiative aims to foster a circular economy by collecting, sorting, and reusing materials, while also serving as a social and educational hub. Key operations include repair services and the dismantling of electrical goods, both promoting social inclusion and employment. The project also integrates educational opportunities, guiding 12 students annually in practical, circular economy-focused learning. The modular shed, approximately 196 m<sup>2</sup> across two floors, will employ approximately 10 full-time workers and process 10 to 12 tons of material annually once fully operational..

Google's investments enable the advancement of AI and digital technologies creating significant opportunities for Europe to enhance economic competitiveness, productivity, and scientific progress in service of thriving and sustainable societies. Google is dedicated to playing a vital role in this journey by providing essential products and services, investing in critical infrastructure, supporting workforce upskilling, enhancing cybersecurity and safety, and collaborating throughout Europe to develop and deploy AI responsibly for the benefit of all.

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