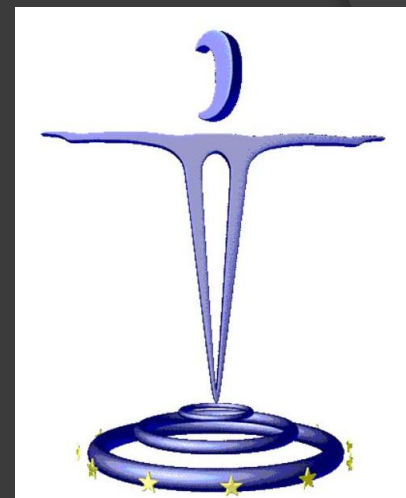


VILNIUS 29 November 2010

CREATING ATTRACTIVE COMMUNITIES

IC = Networking through transnational projects, events and meetings



Mission for IC

“The Innovation Circle network is an international association **working for the benefit of smaller and medium sized places in Europe**, aiming at making such places sustainable and more attractive.

The network will strengthen transnational cooperation and enhance awareness about cultural diversity, political and religious traditions.

The network will bring decision makers, specialists, business people, voluntary workers and youths from different countries together into development projects and events. “

5 strategies for development of rural regions within Baltic Sea Region



Strategy 1

National programs to stimulate natural population growth and increase fertility rate, family oriented measures

Strategy 2:

Become more attractive for immigration of skilled and creative labour and foreign investment, open up for other cultures

Strategy 3

National allocations targeted and tailor made to fit needs of smaller towns and medium sized cities

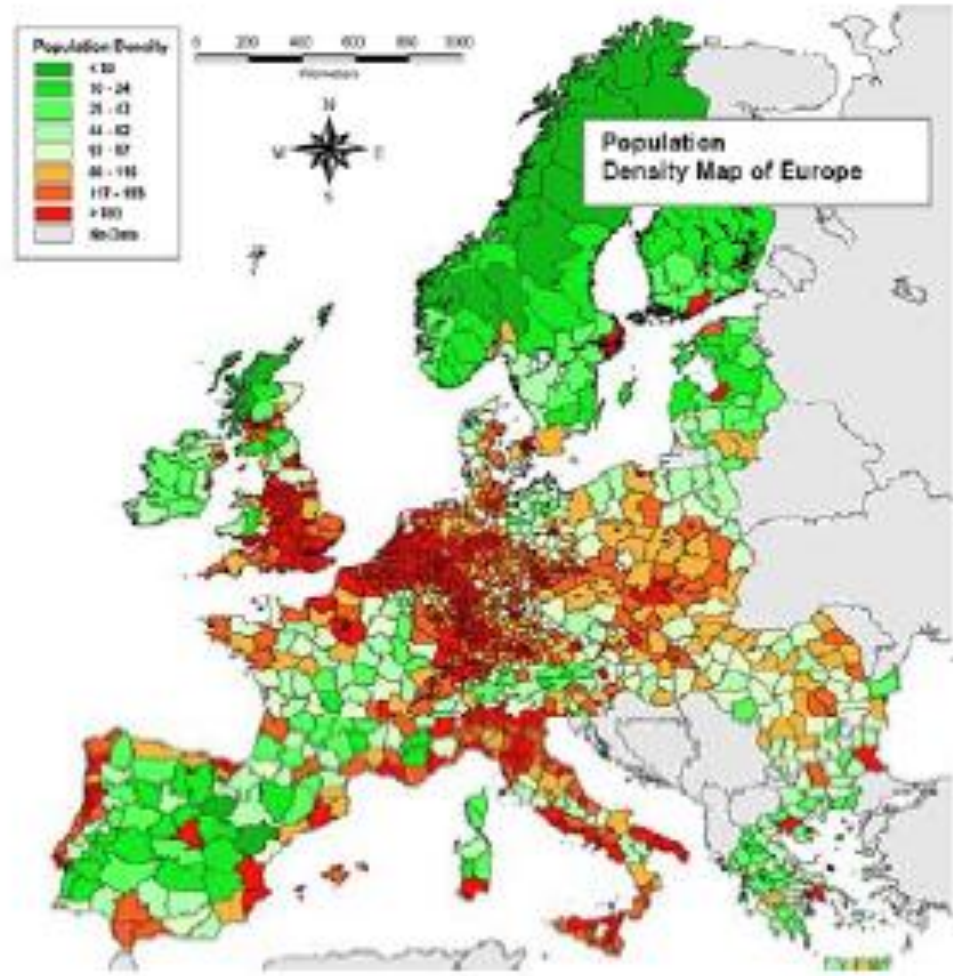
Strategy 4

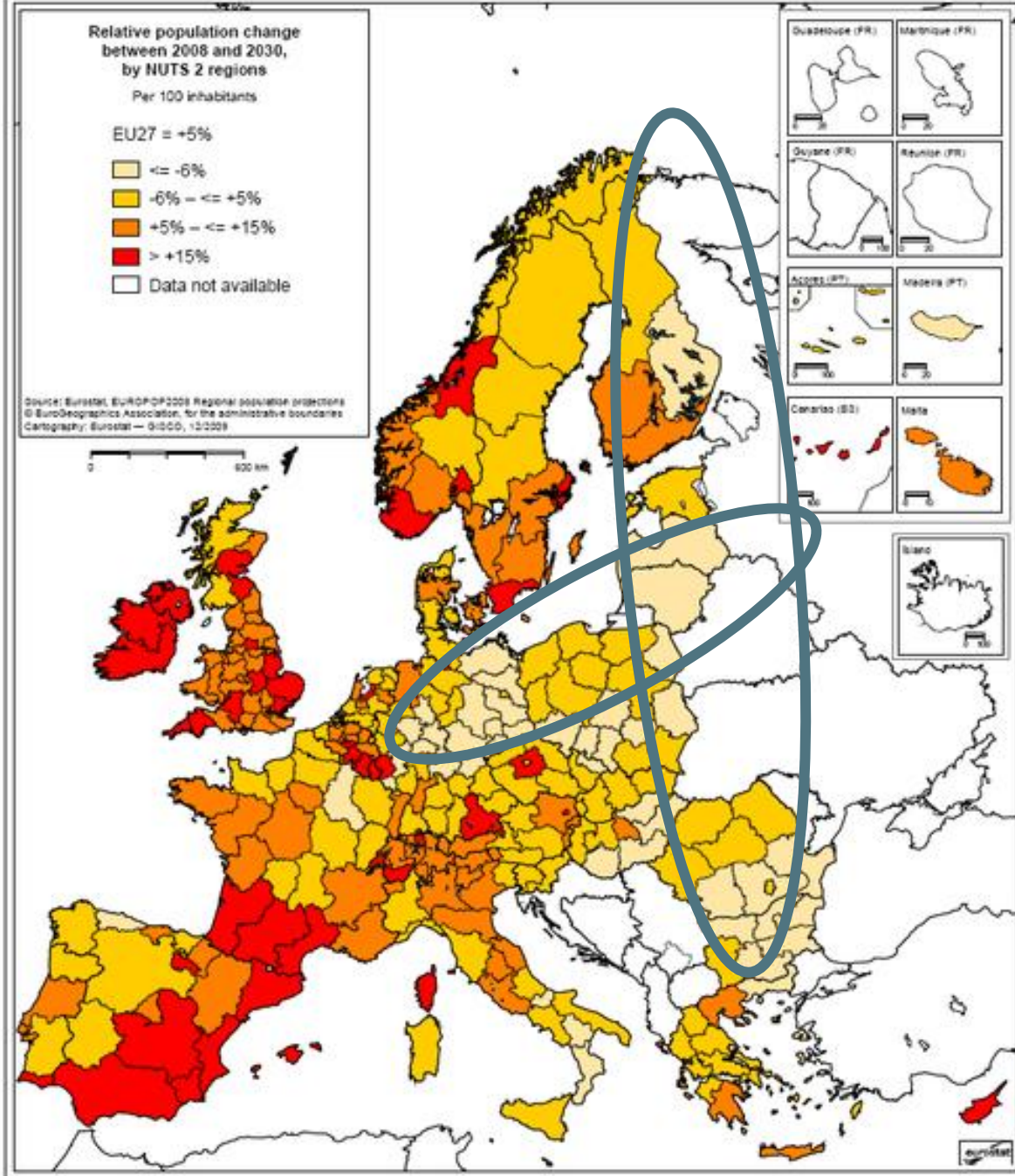
National and transnational competitive infrastructure also in rural regions to stimulate tourism and service production,(post industrial businesses)

Strategy 5

Stimulate and grow local and regional innovation all over BSR and connect rural regions to leading international networks

Population Density



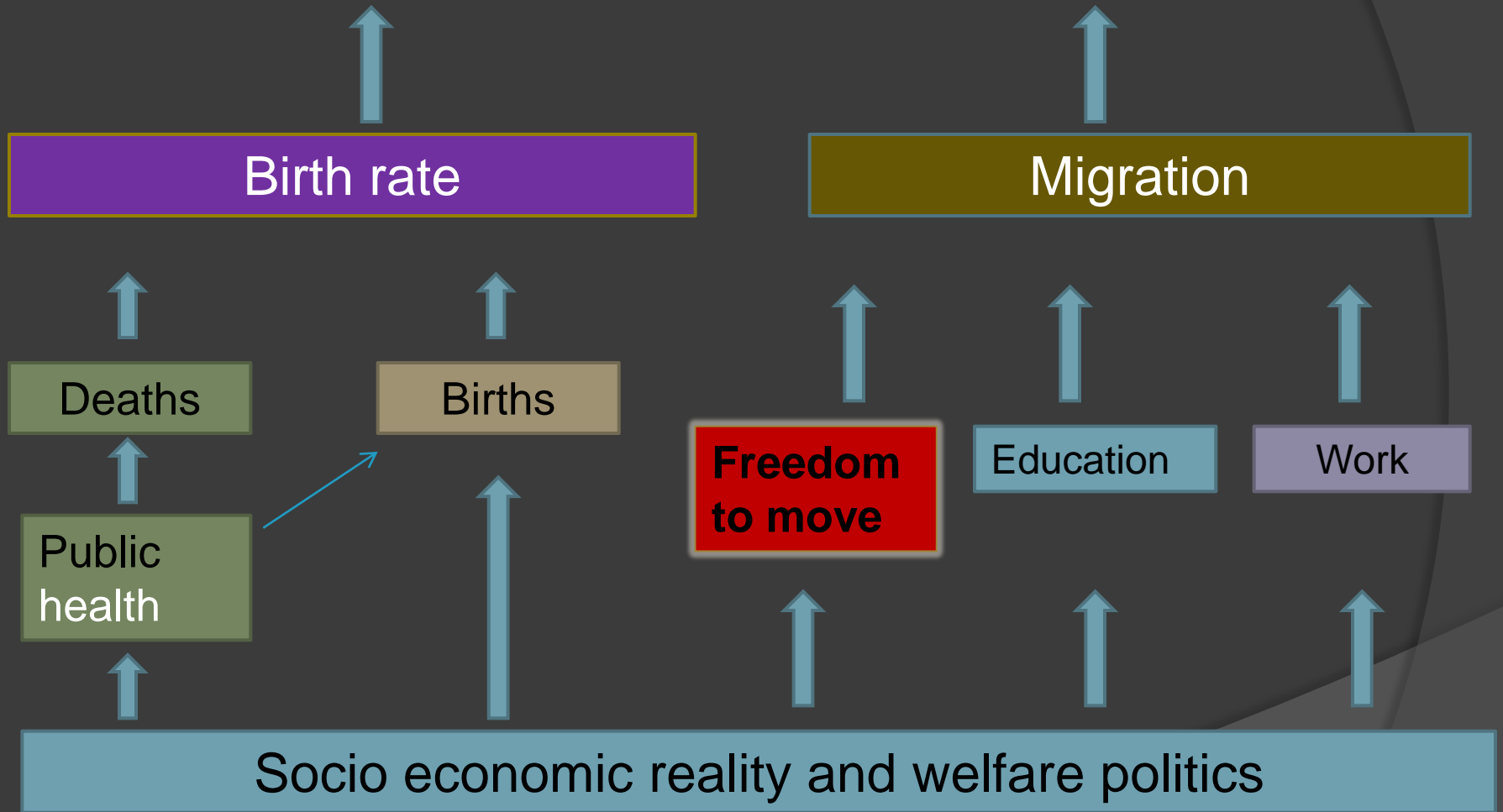


Population change from 2008-2030

While the total EU population is projected to **rise by 5 %** between 2008 and 2030, there is considerable variation between the 281 regions in the Member States, Norway and Switzerland.

Estonia, Latvia and Lithuania and the majority of regions in **Bulgaria, Romania, Germany, Hungary, Poland and Slovakia**, however, are expected to have a lower population by 2030

Possible reasons for demographic change



Young professionals are looking for jobs, career, innovative clusters and romantic partners



Young
women
are leaving
the dull
places



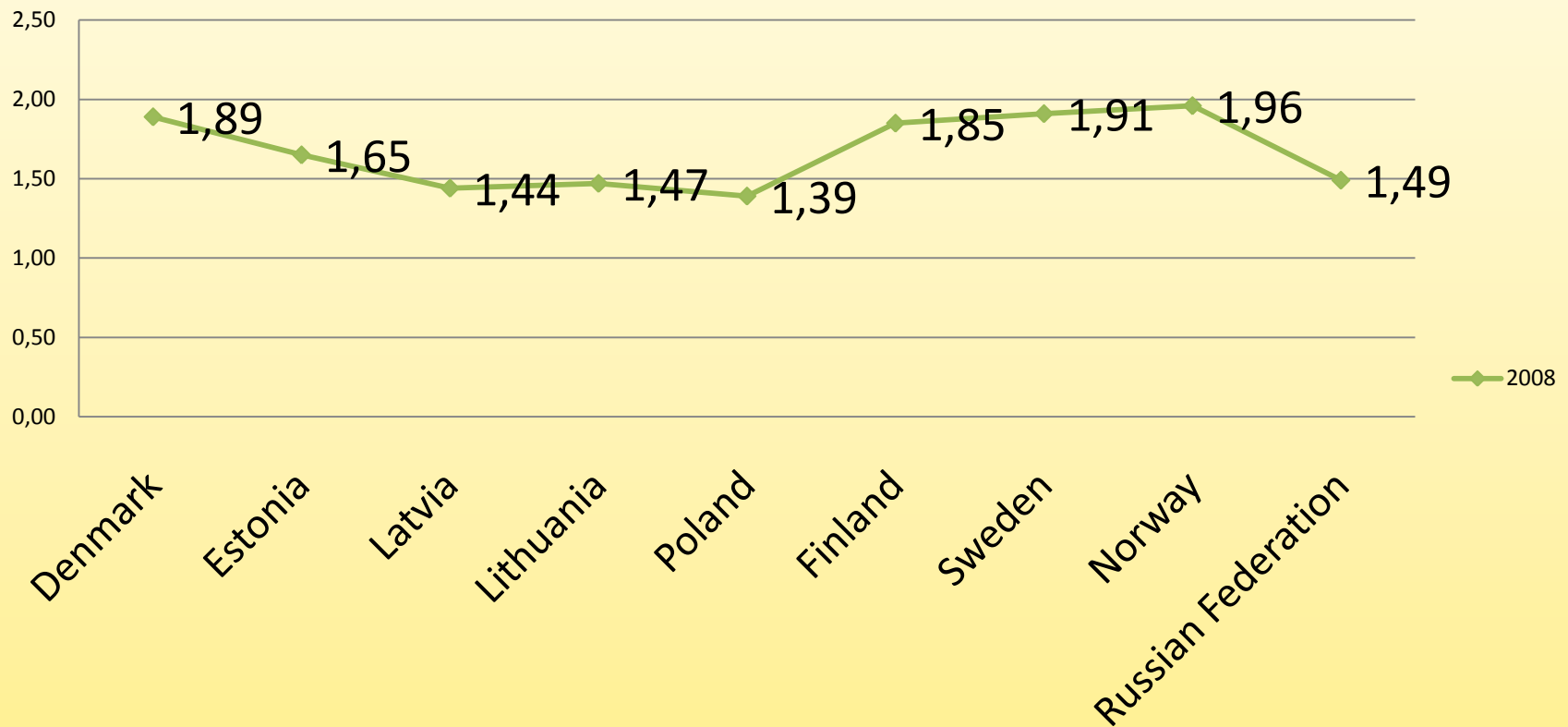
Families
are
searching
for
a good
life



Many children are leaving
and never returning !

Fertility in BSR countries

2008

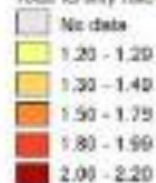


Fertility in Europe

Total fertility rate 2006

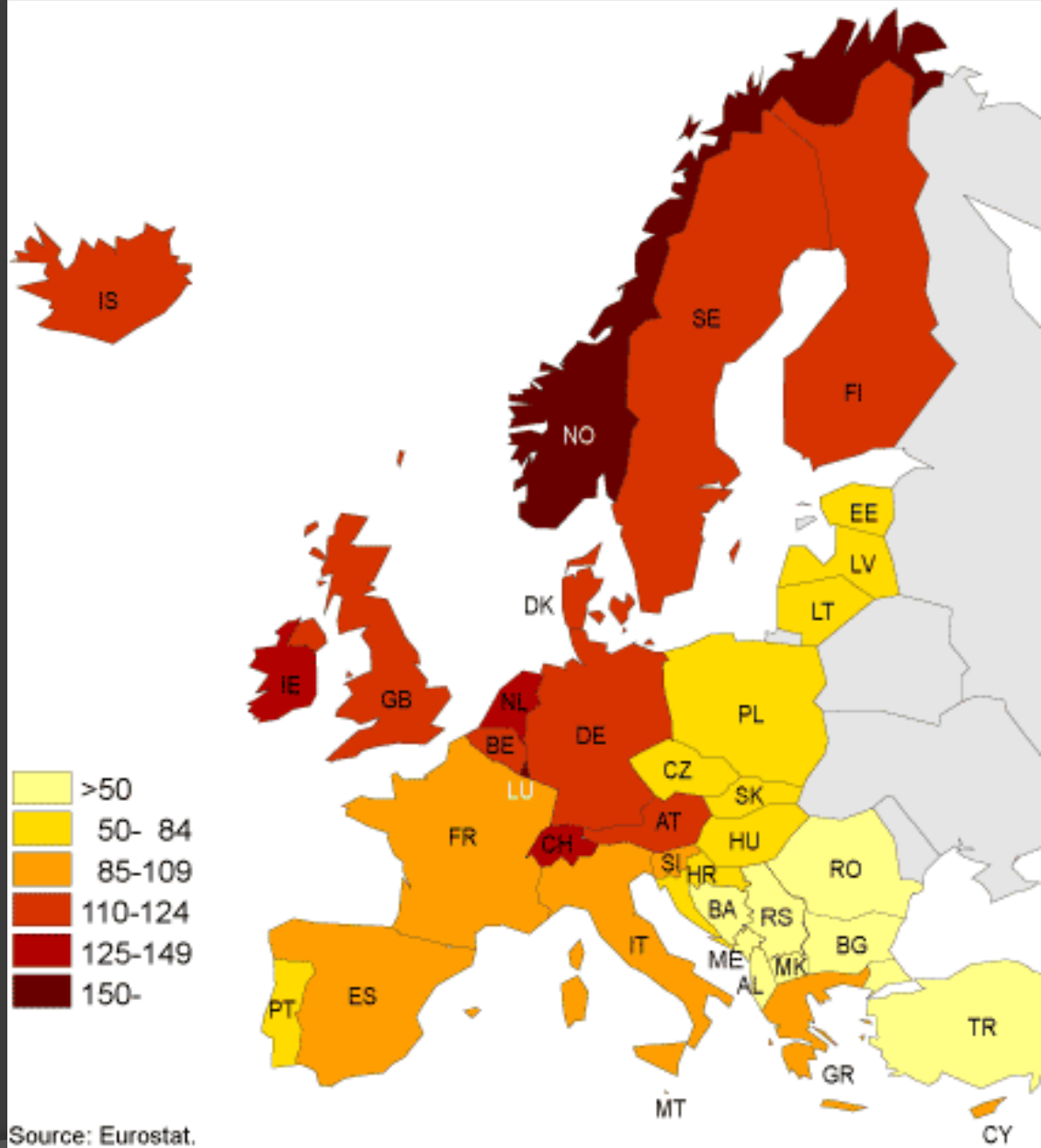


Total fertility rate 2006



Source: Unicef and Eurostat
Copyright: Norwegian Mapping Authority

Volume indices for GDP per capita, price level adjusted.
Preliminary estimates 2008. EU27=100



Source: Eurostat.
Map data: Norwegian Mapping and Cadastre Authority.

Østfold analyse
Fylkesmannen i Østfold

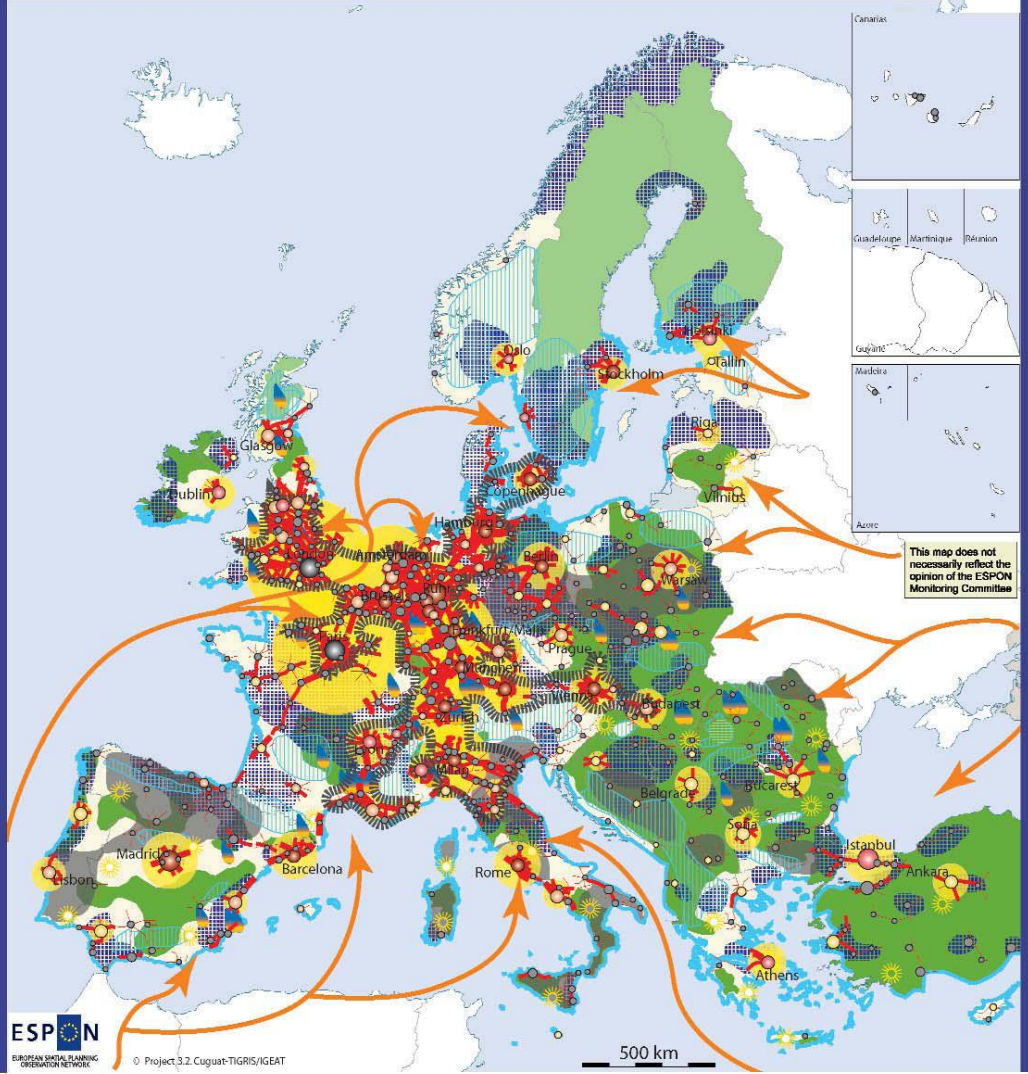
Fertility in Europe

Total fertility rate 2006

Total fertility rate 2006

Color	Rate Range
Light Yellow	1.20 - 1.29
Yellow	1.30 - 1.39
Orange	1.40 - 1.49
Dark Orange	1.50 - 1.59
Red	1.60 - 1.69
Dark Red	1.70 - 1.79
Very Dark Red	1.80 - 2.20

Source: United and Eurostat
Copyright: Norwegian Mapping Authority



Map 10
Competitiveness-Oriented
Scenario – Final Image 2030

Urban typology: ● Global City ● European Engine ● Strong MEGA ● Potential MEGA ● Weak MEGA ● Regional/Local City

Attraction and polarisation potential of metropolitan areas

Level of polycentricity

Risk of rural marginalisation

low

medium

high

very high

Severely ageing areas

Risk of declining industrial activity

medium

high

very high

Migration

High potential for tourism and retirement

Resulting impacts of natural hazards

Recurrent drought and fires

low high

Recurrent floods

low high

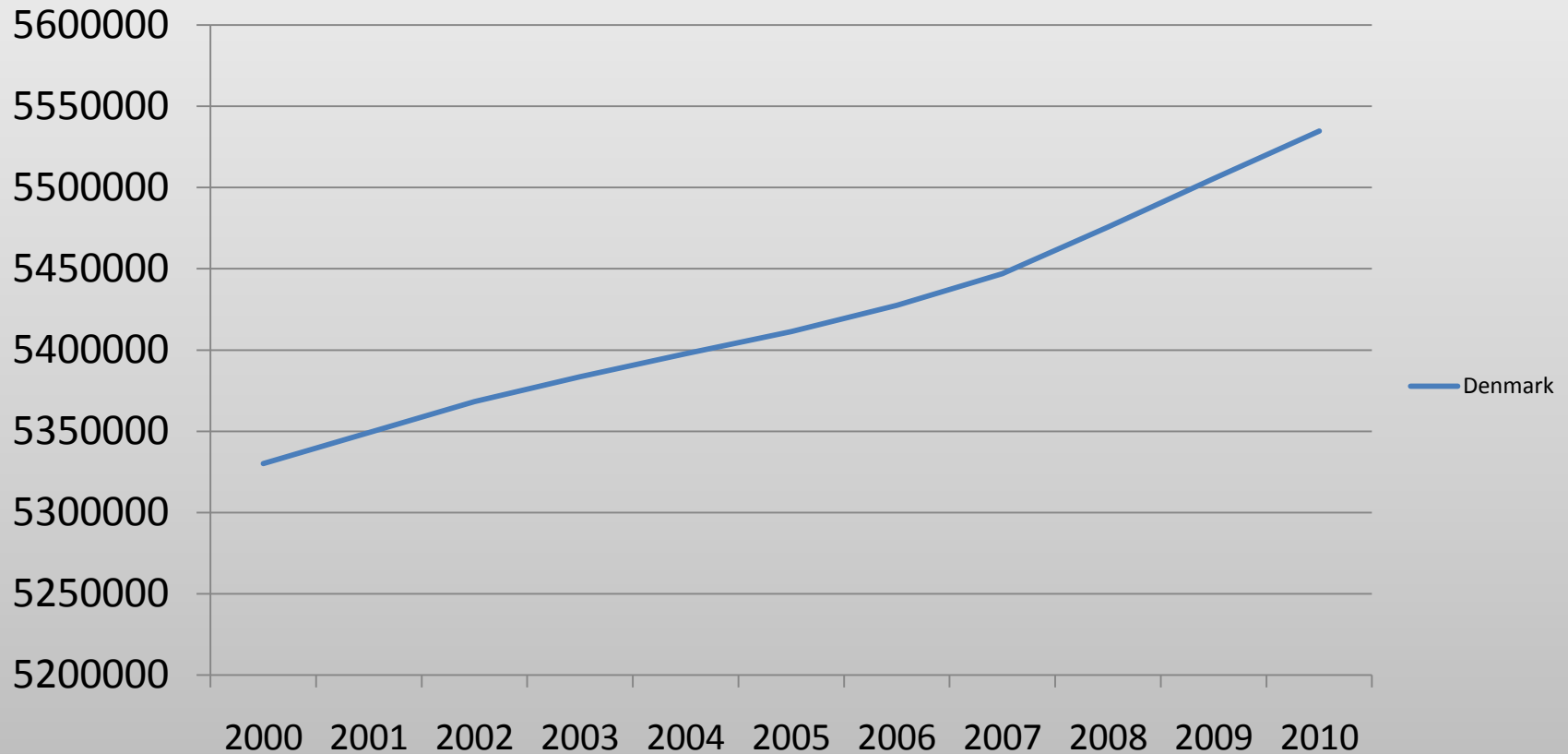
Area of concentration of flows and activities

DATA SOURCE: EUROSTAT

POPULATION ON THE 1ST OF JANUARY

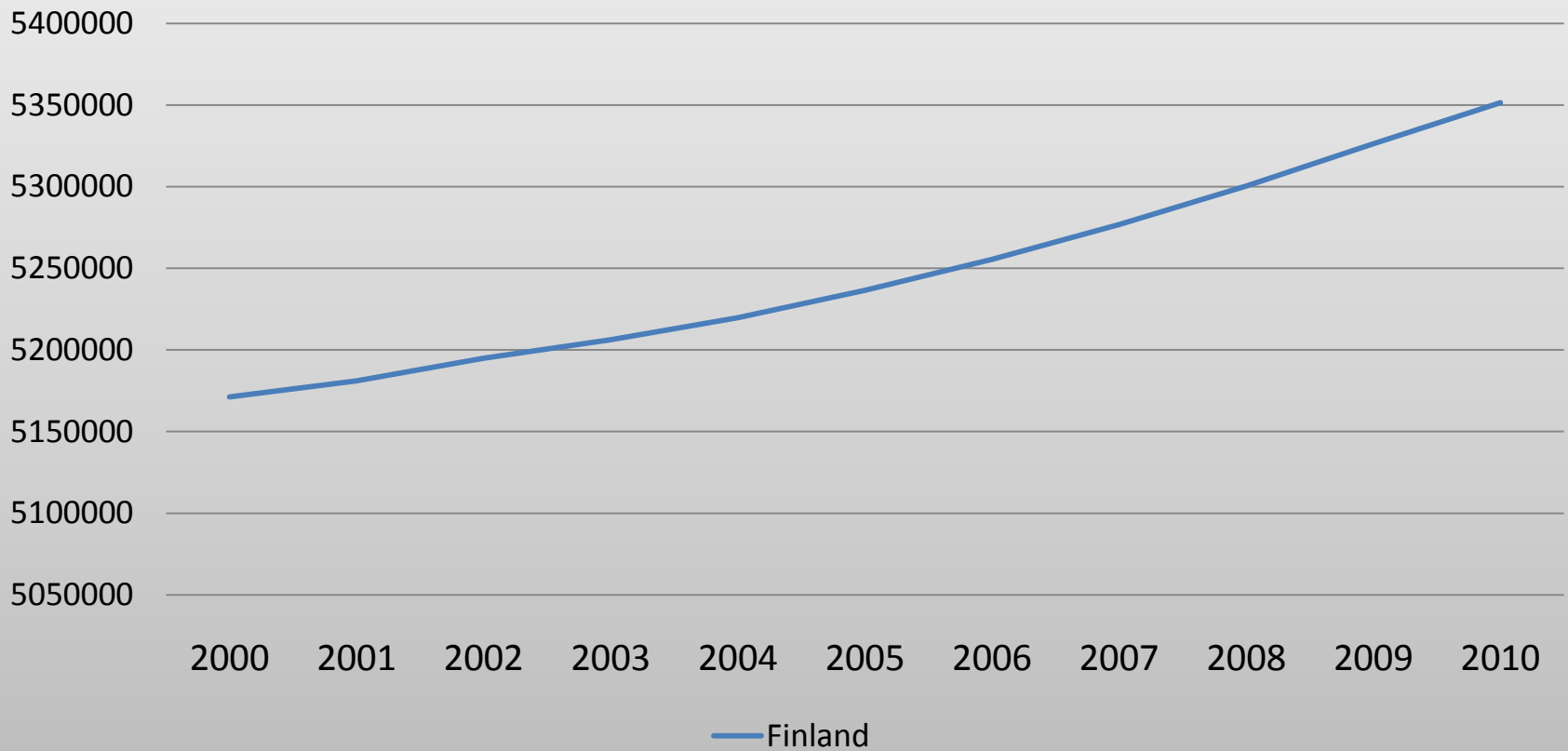
POPULATION ON THE 1ST OF JANUARY

Denmark



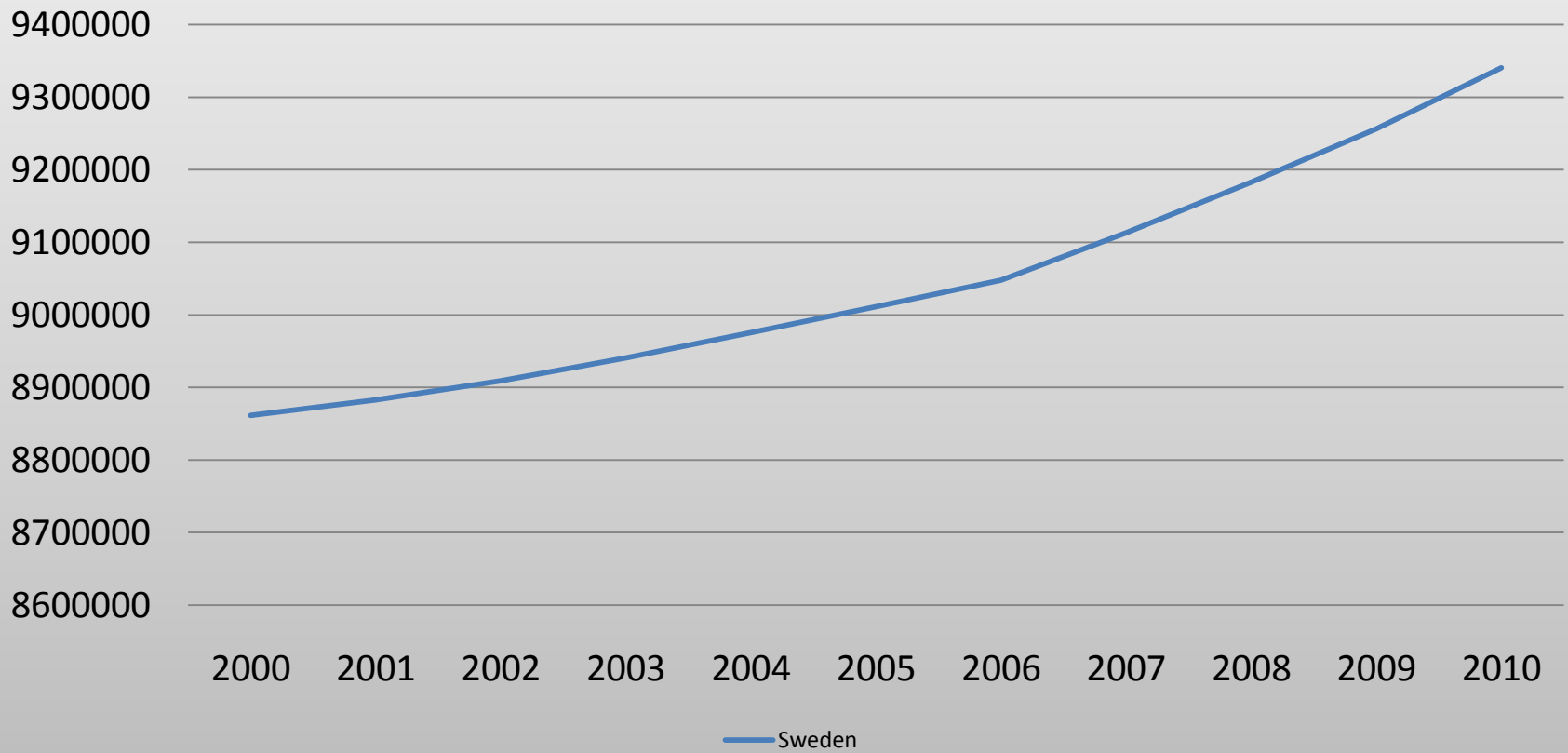
POPULATION ON THE 1ST OF JANUARY

Finland



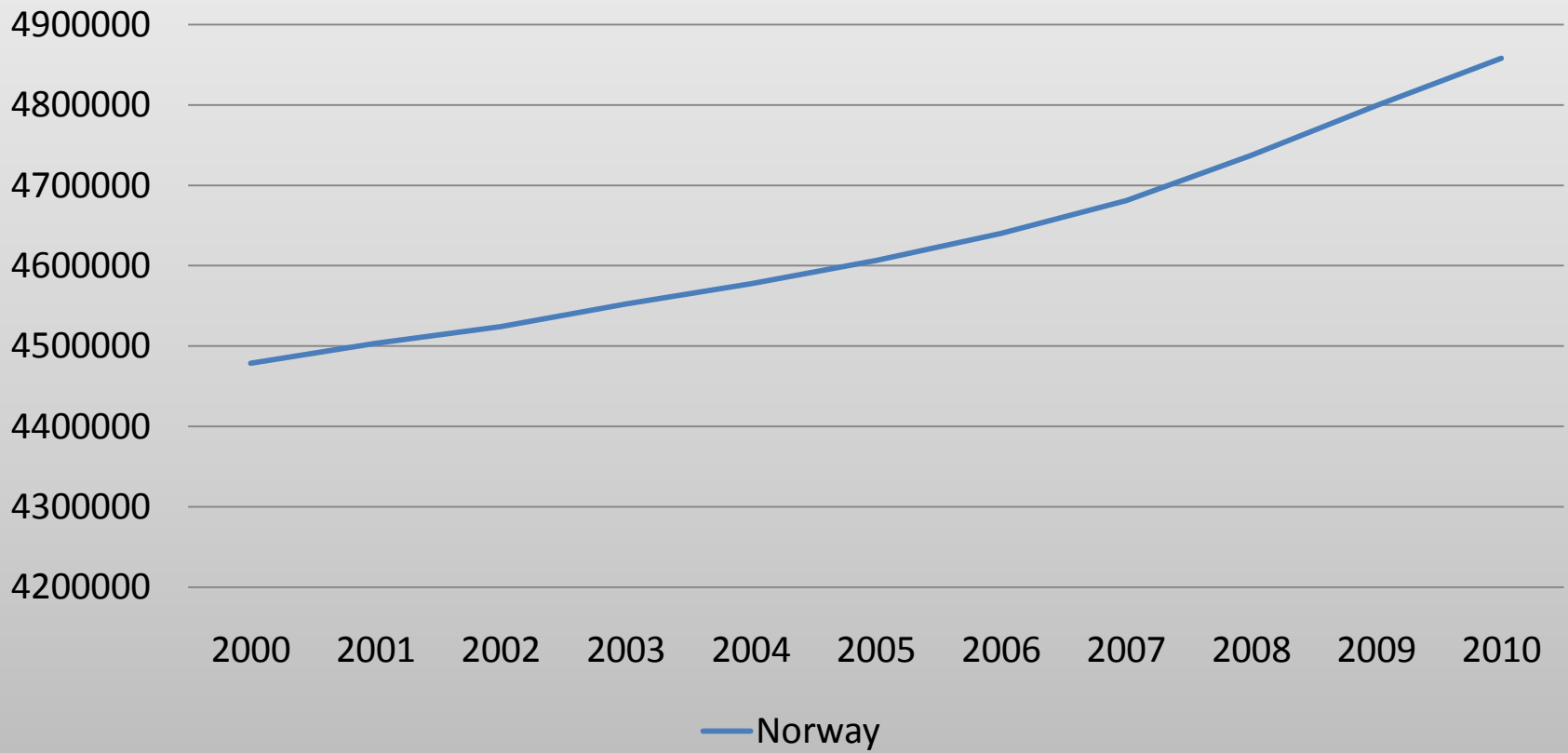
POPULATION ON THE 1ST OF JANUARY

Sweden

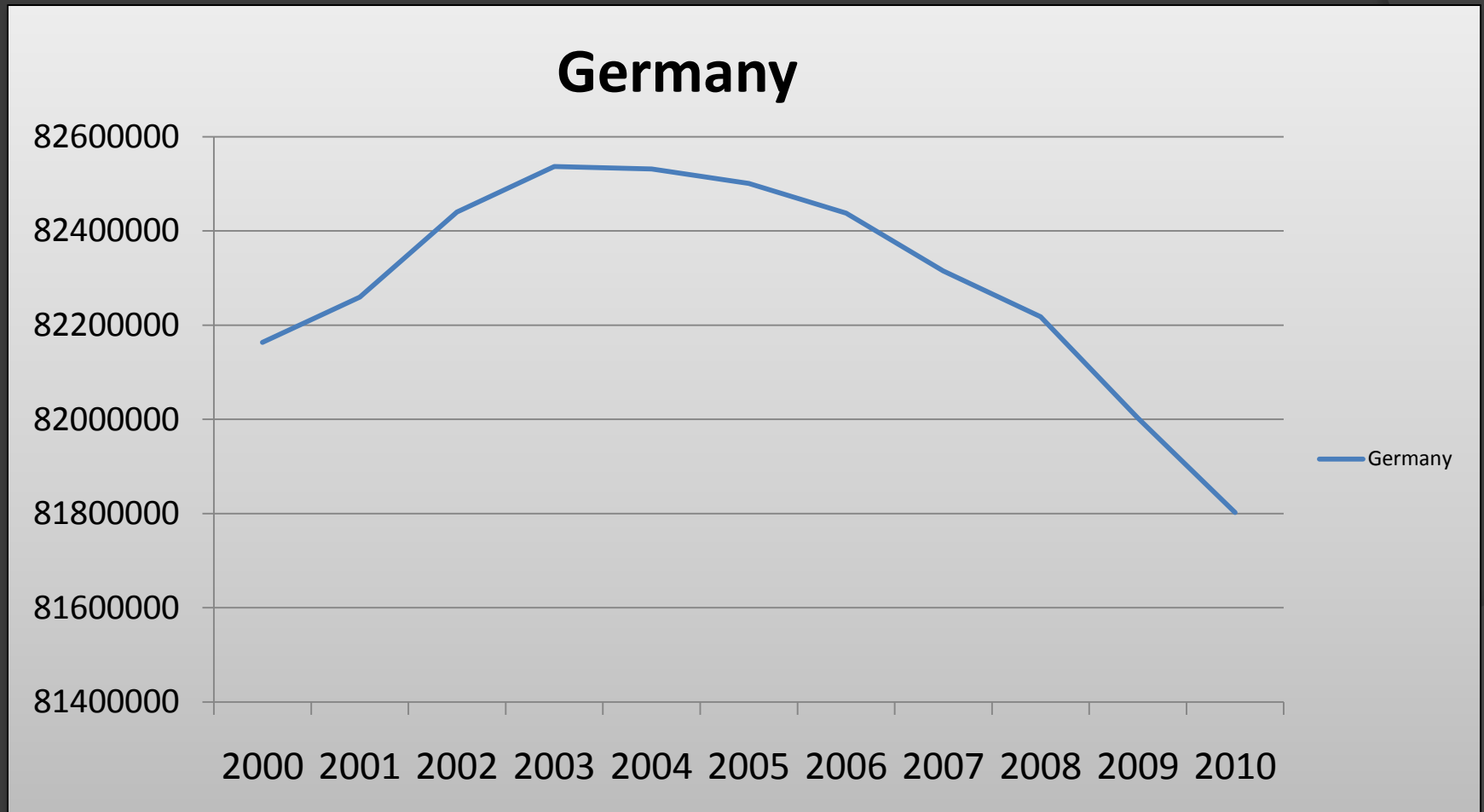


POPULATION ON THE 1ST OF JANUARY

Norway

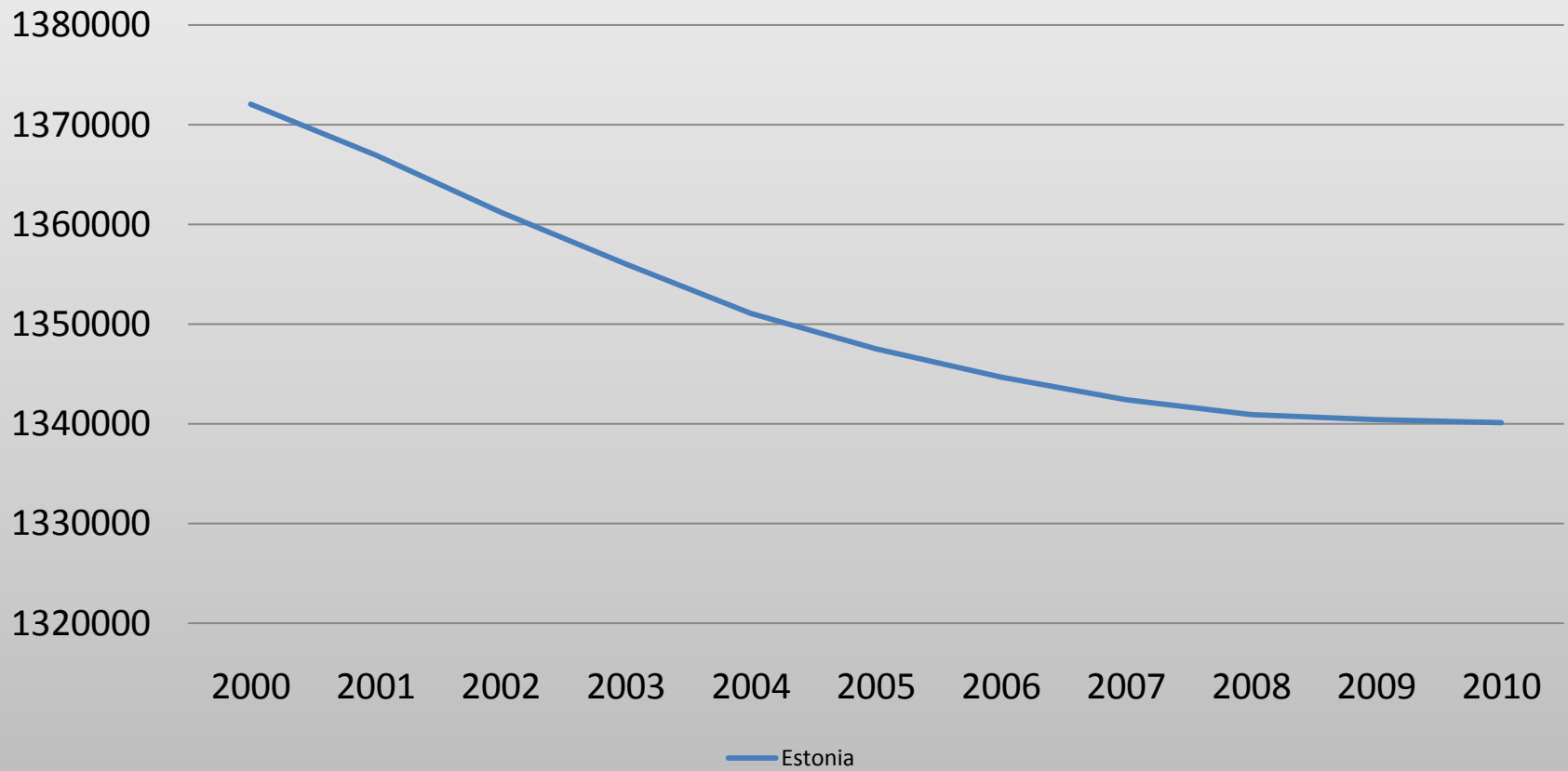


POPULATION ON THE 1ST OF JANUARY



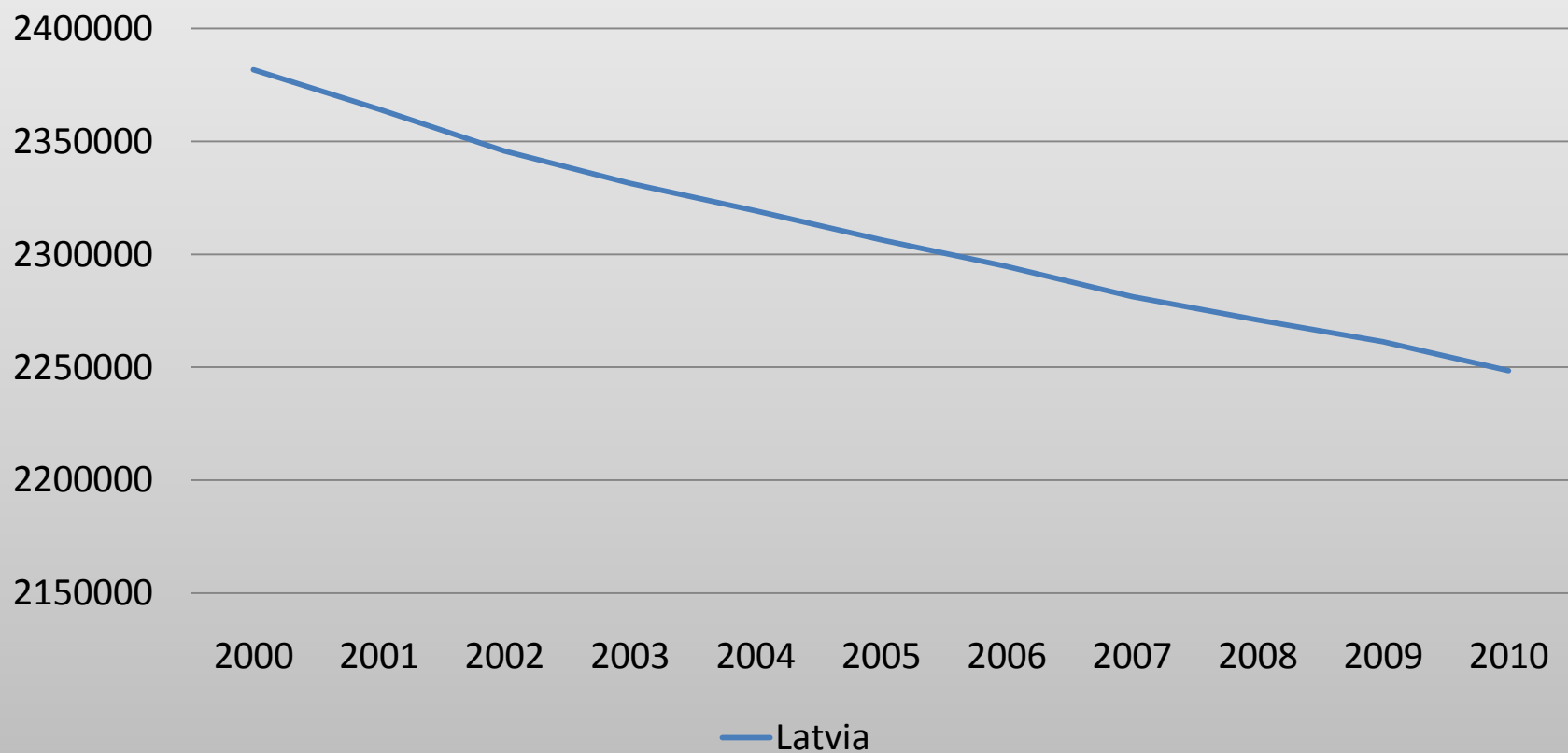
POPULATION ON THE 1ST OF JANUARY

Estonia



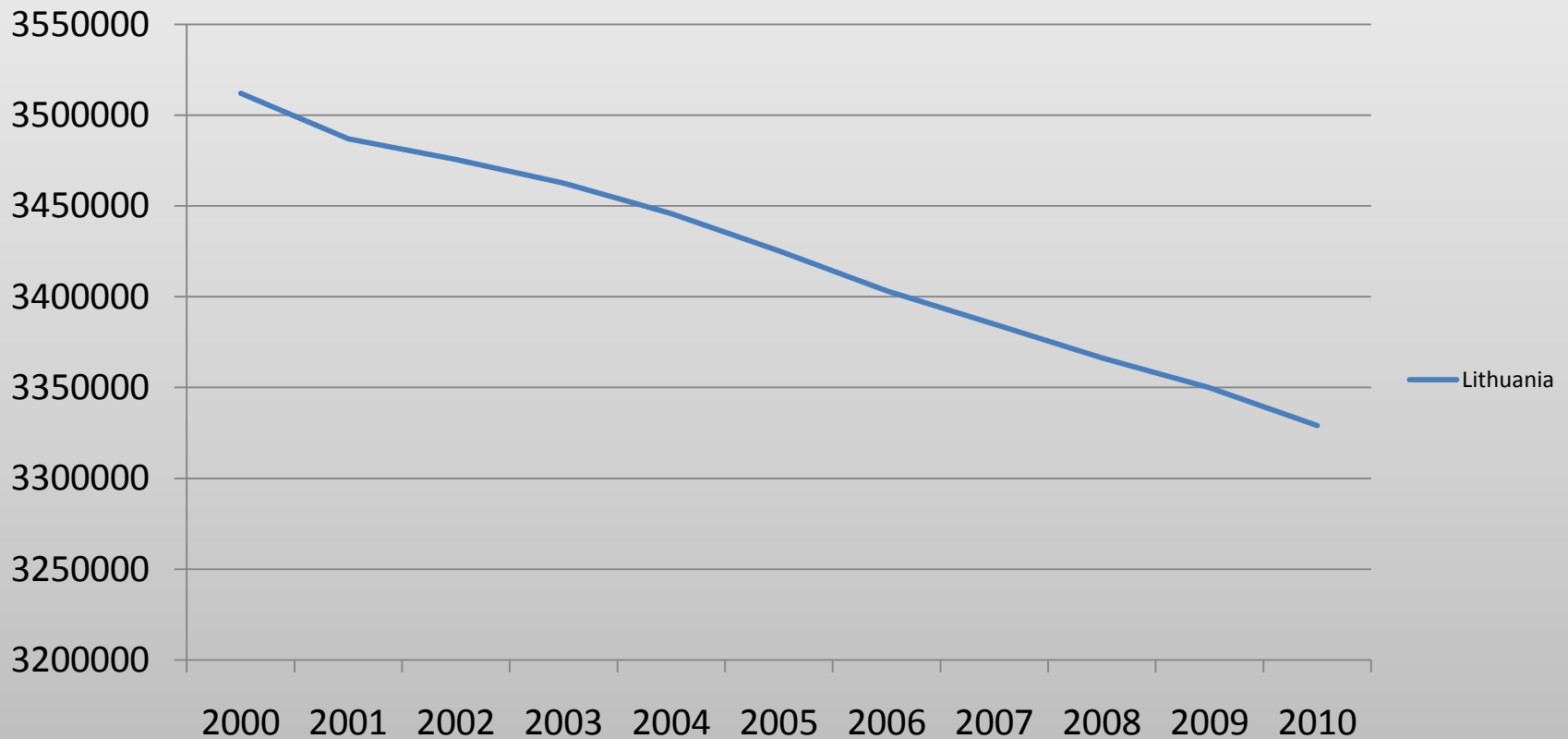
POPULATION ON THE 1ST OF JANUARY

Latvia



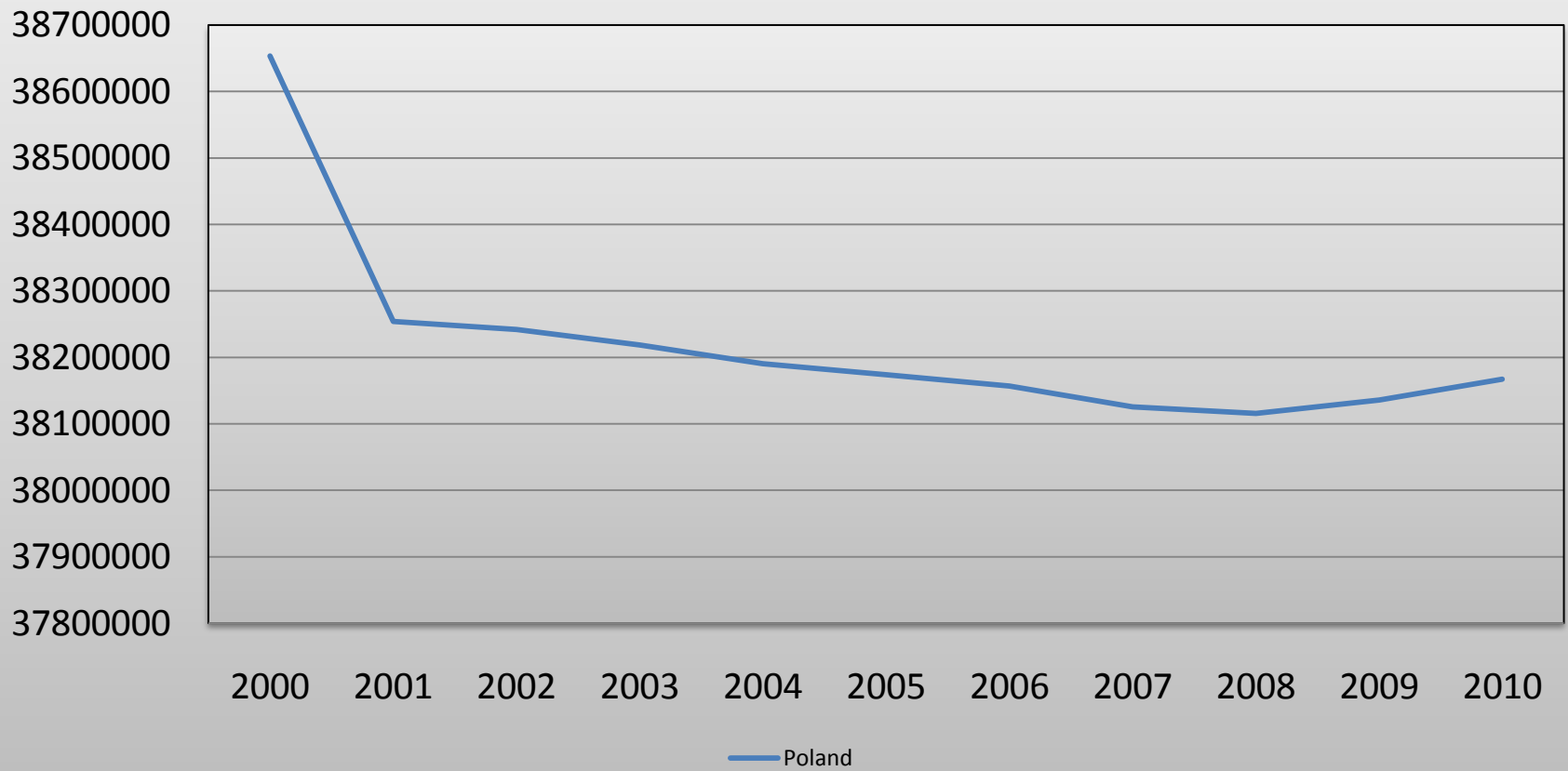
POPULATION ON THE 1ST OF JANUARY

Lithuania



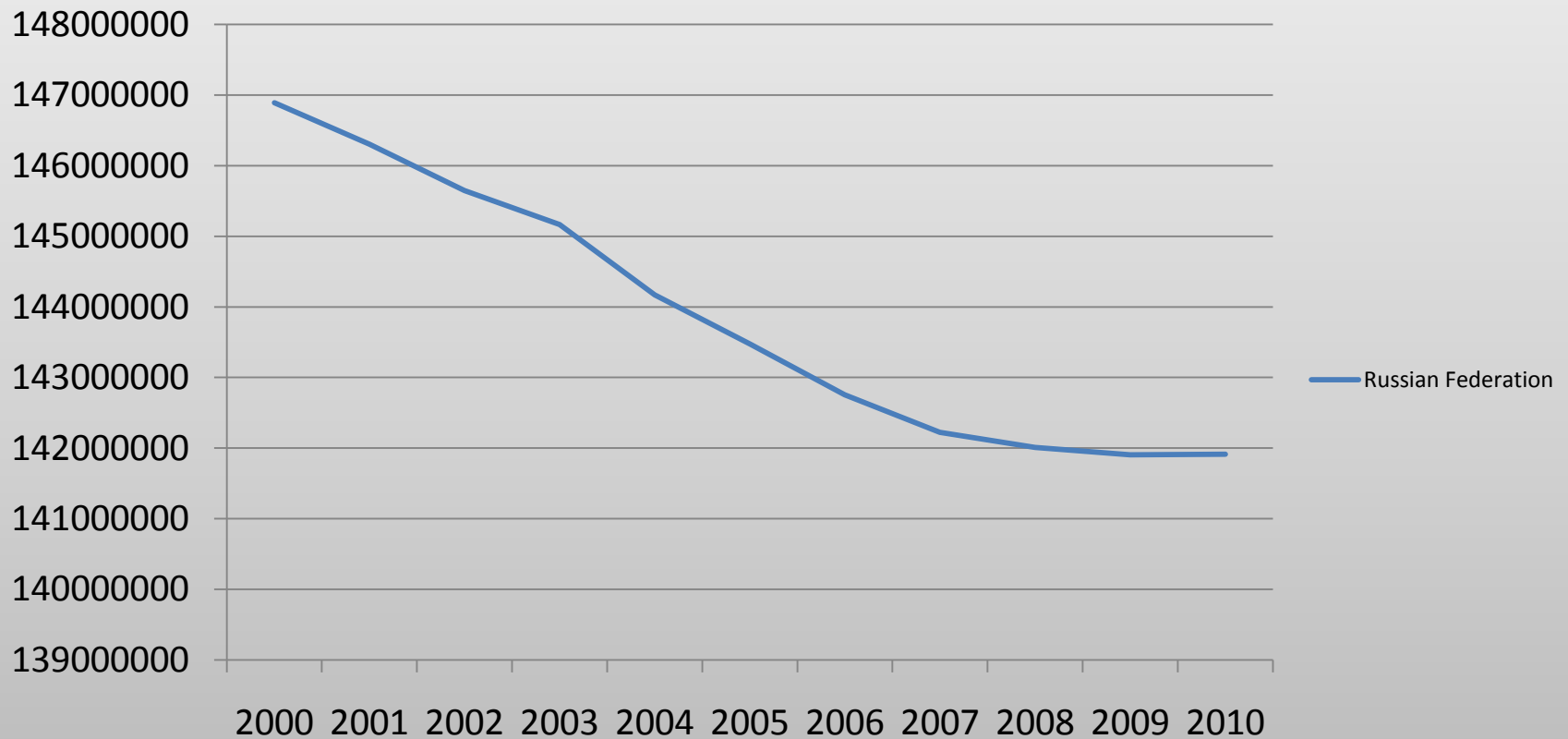
POPULATION ON THE 1ST OF JANUARY

Poland



POPULATION ON THE 1ST OF JANUARY

Russian Federation



Young people are migrating...

	Total Immigrants (persons)	Immigration by age (% of total immigration)										
		<15	15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Belgium (1)	81 913	:	:	:	:	:	:	:	:	:	:	:
Bulgaria	:	:	:	:	:	:	:	:	:	:	:	:
Czech Republic	68 183	5.5	36.0	18.1	14.5	11.3	9.6	7.5	4.1	2.0	0.6	0.7
Denmark	56 750	14.0	36.0	18.2	10.7	7.0	4.8	3.2	2.1	1.6	1.3	1.1
Germany	661 855	8.5	25.3	17.5	12.1	10.2	8.1	6.6	4.6	2.6	1.3	2.1
Estonia	:	:	:	:	:	:	:	:	:	:	:	:
Ireland	103 260	:	:	:	:	:	:	:	:	:	:	:
Greece (2)	86 693	12.3	19.4	17.5	14.7	11.1	8.3	7.0	5.0	2.9	1.1	0.8
Spain	840 844	14.4	23.1	17.3	12.9	9.5	6.6	4.8	3.4	2.7	2.2	2.9
France (3)	182 390	:	:	:	:	:	:	:	:	:	:	:
Italy (1)	440 301	10.0	19.1	20.5	16.2	11.2	8.3	6.0	3.7	1.8	1.3	2.0
Cyprus	15 545	6.0	19.8	19.4	13.7	11.3	9.1	5.9	4.0	3.8	3.6	2.6
Latvia	2 801	24.8	12.4	9.2	8.5	7.5	5.4	5.5	3.0	4.4	3.2	16.0
Lithuania	7 745	11.3	21.5	19.4	12.9	8.9	8.1	7.1	3.5	2.7	1.4	3.2
Luxembourg	14 352	16.4	17.8	18.3	14.8	10.9	8.2	5.2	3.3	2.2	1.1	1.7
Hungary	21 520	21.0	20.8	15.3	10.2	7.7	5.3	4.8	3.6	3.5	3.4	4.4
Malta	1 829	:	:	:	:	:	:	:	:	:	:	:
Netherlands	101 150	14.7	24.9	18.9	13.1	9.6	6.5	4.3	2.8	2.0	1.2	2.0
Austria	100 972	11.5	26.4	17.2	12.1	9.5	7.1	5.3	3.7	2.7	2.0	2.7
Poland (4)	10 802	14.4	15.3	15.0	10.3	7.1	6.9	8.2	7.9	6.3	3.4	5.3
Portugal (2)	27 703	22.4	18.6	14.3	13.6	10.3	7.9	5.6	3.0	1.9	1.1	1.5
Romania (2)	7 714	10.0	13.1	11.9	14.9	15.4	11.4	8.4	6.5	4.2	1.9	2.3
Slovenia	20 016	7.9	25.0	16.6	12.9	11.2	9.4	7.3	4.4	2.2	1.2	2.0
Slovakia	12 611	8.7	22.1	14.1	13.1	11.4	8.7	6.7	5.6	4.2	2.4	3.1
Finland	22 451	18.1	20.6	17.5	13.0	8.9	6.5	4.4	3.5	2.7	1.9	2.9
Sweden	95 750	20.0	20.5	17.5	12.7	9.4	6.5	4.3	2.7	1.9	1.5	2.0
United Kingdom (5)	529 008	4.1	31.5	24.4	12.5	7.8	4.7	3.0	1.9	0.4	0.7	0.8

(1) 2003.

(2) Excluding nationals.

(3) Excluding nationals and EU-15 foreigners.

(4) Immigrants for permanent stay only.

(5) Excluding flows from Ireland; data by age, 2005.

Source: Eurostat (migr_immic12)

Young people are on the move around Europe





Away from the small town blues ?

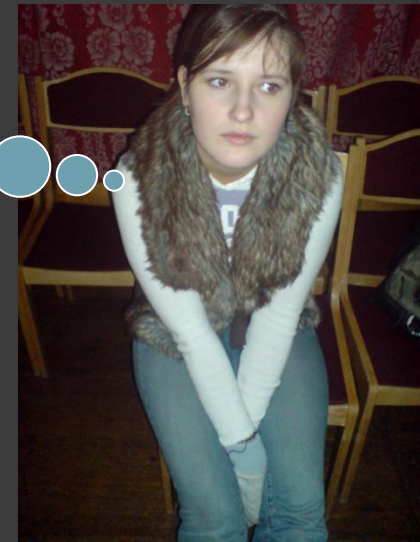


Они считают, что Мурманск бесперспективен
и здесь нечего делать...

Some think that Murmansk has no perspectives
& there is nothing to do there...

...каааак
скуууучно....
...hooow
duuuull...

Куда бы
мне
пойти?...
Where can I
go out?...



ВСЁ!!
УЕЗЖАЮ!
It's enough!!
I'm leaving...!!

To the cities which
never sleeps ?



Will they settle down in your neighbourhood ?



What can you offer them ?

How attractive is your town?



Can you offer
nice cafes
and public
meeting
places ??



Места для отдыха и общения
Is there places for people to meet and communicate ?



Has your town
main focus on
private cars ?



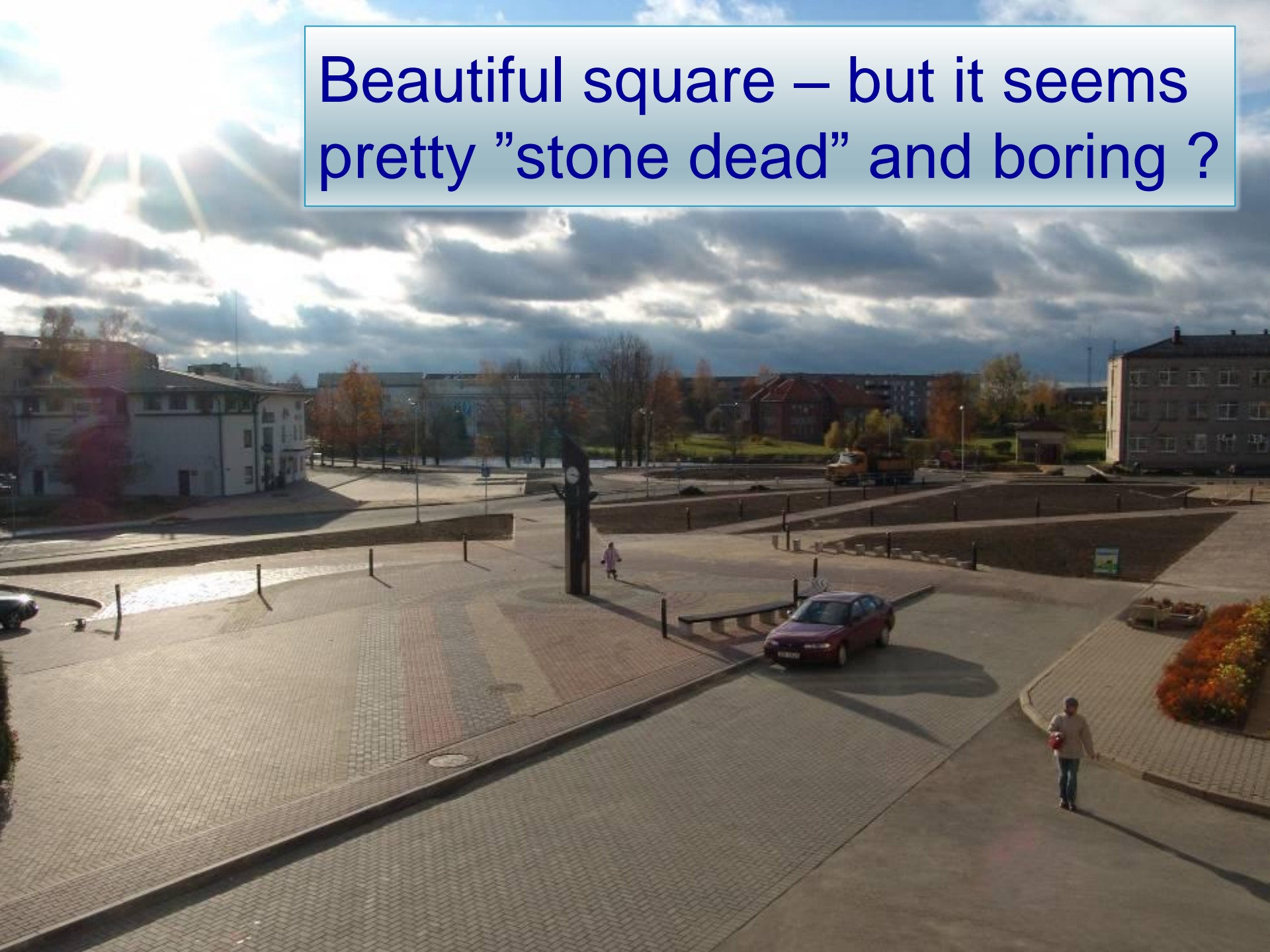


Bad public service ?



Public spaces with poor quality !
Is this what you offer ???

Beautiful square – but it seems pretty "stone dead" and boring ?





**”Hello !!!
Is there anybody out there ?”**

Has your town just another shopping center to offer ?





Swedish small towns are nice and tidy....



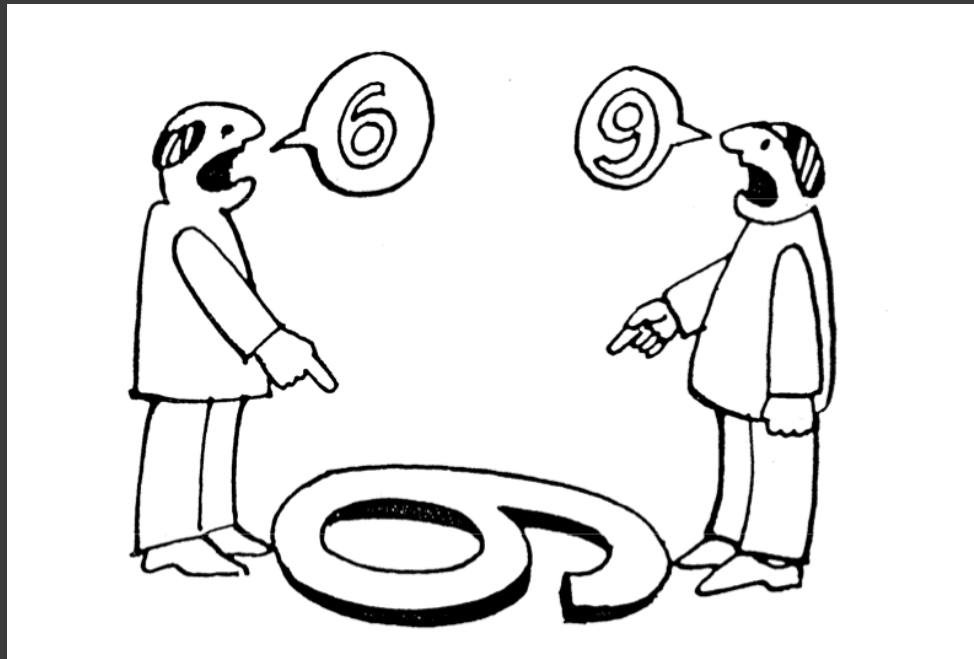
but isn't
Something
missing ???



Is there anything interesting going on in your town ?



Are the town leaders old fashion
or open minded ?



Are the leaders grabbing the citizens' tax money ???

Can leaders be trusted ?

Do leaders proactively involve the civic society in making of the future town plans ?

Is the town open for
innovation and new forms ?



The Guggenheim Museum Bilbao, seen here in 1997, draws an estimated one million visitors to the city every year. (Santiago Lyon/Associated Press)

Is your town open for young spirits
with new ideas ?



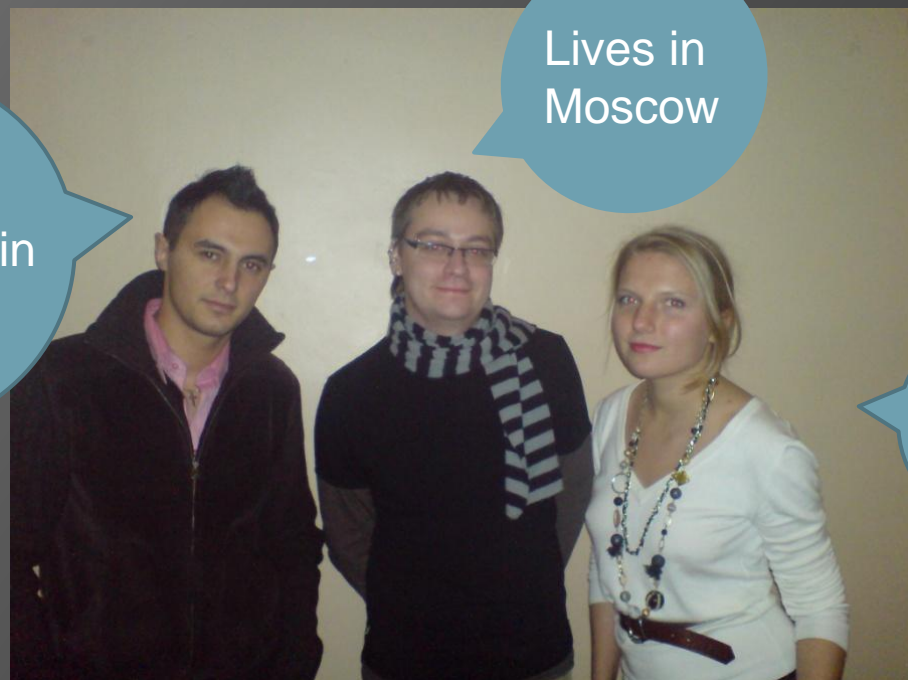
Is it a place to
return back to ??

Is it a good place for children ?



Люди, которые уехали из города и люди, которые вернулись.
People from Murmansk who left the city and people who returned.

Moved to
Oslo, back in
Murmansk



Lives in
Moscow

Lives in
Brussels

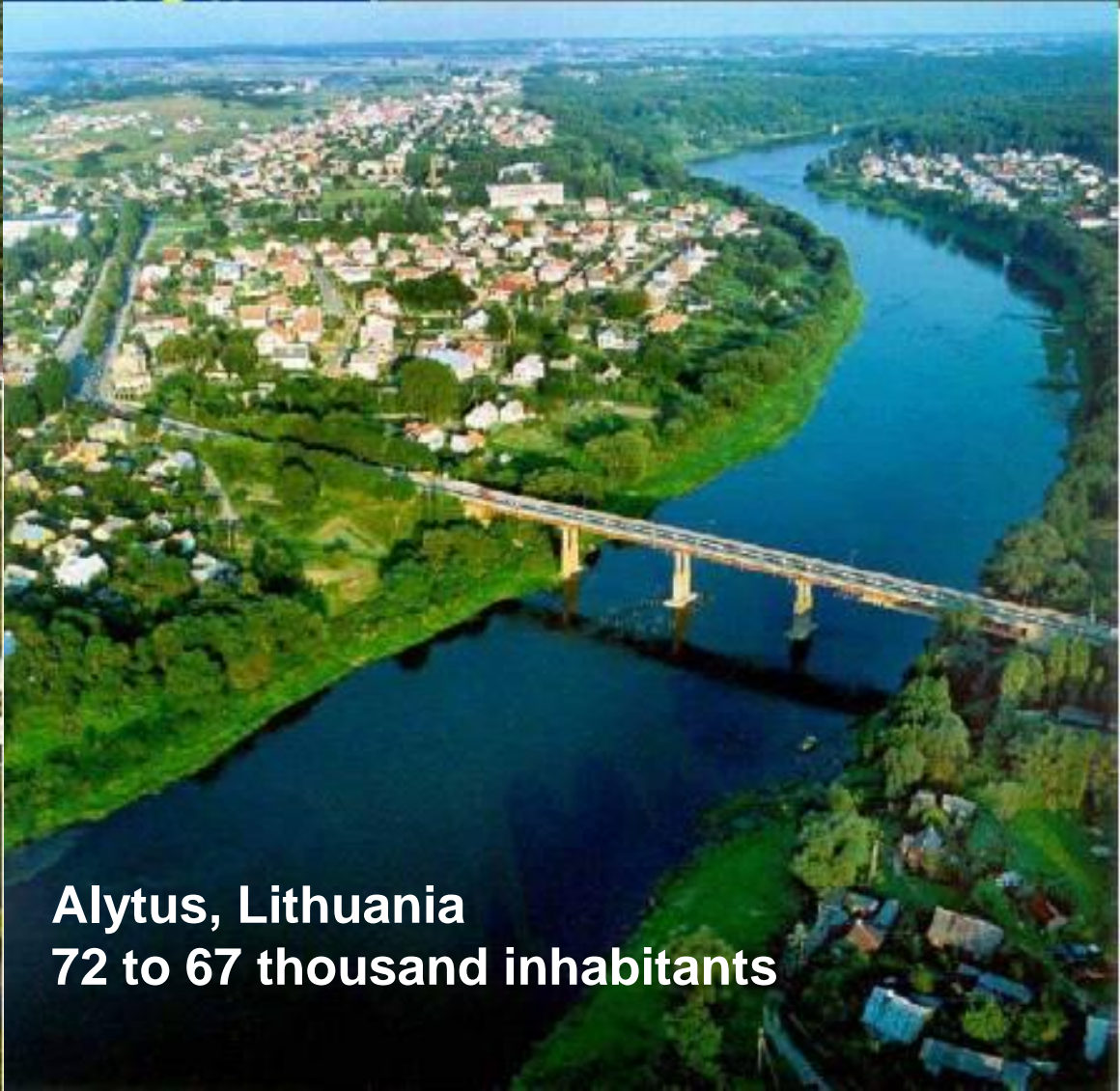
Even being far away from Murmansk we remain its **CITIZENS** !
Everyone has a good reason to leave, but we believe that they
will always look for a good reason to return !



Alytus –
a medium
sized city
in Europe

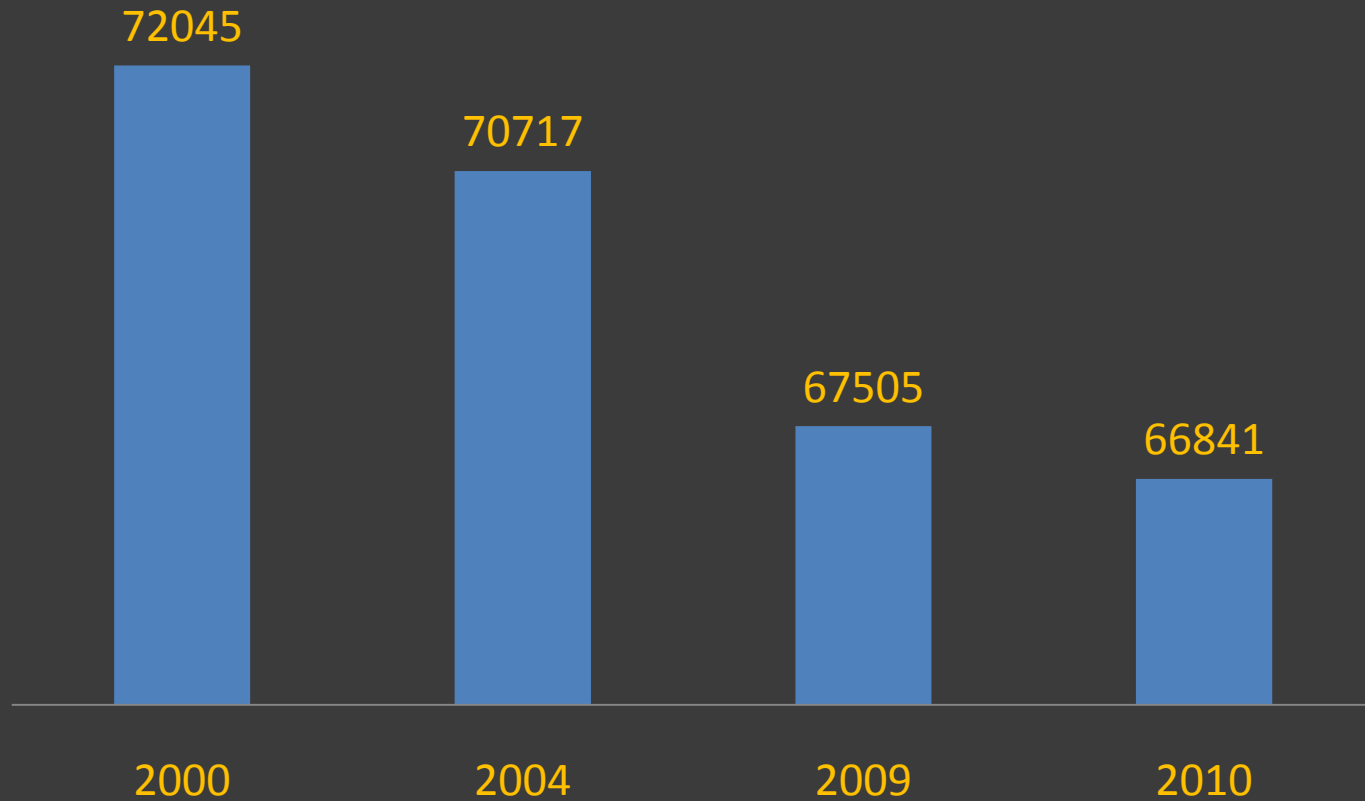


Five thousand people have moved from this city the last nine years.



**Alytus, Lithuania
72 to 67 thousand inhabitants**

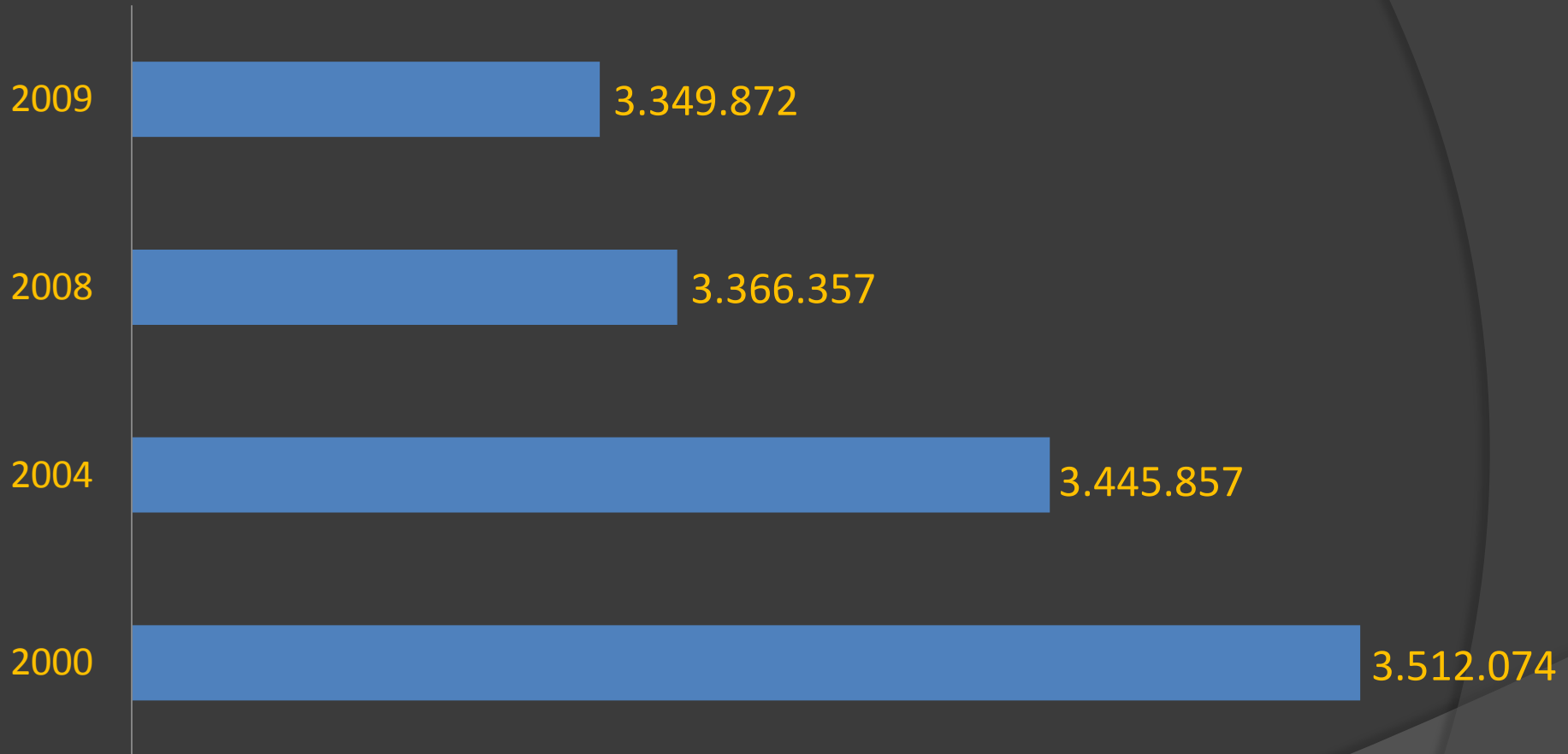
POPULATION ALYTUS



Decline 00-09: =5.204 =7,2 %

This city has a critical
problem !

POPULATION LITHUANIA



Population decline 00-09: = 162.202 = 4,6 %

ŠIAULIAI – “The Sunshine City”

Population 129 000

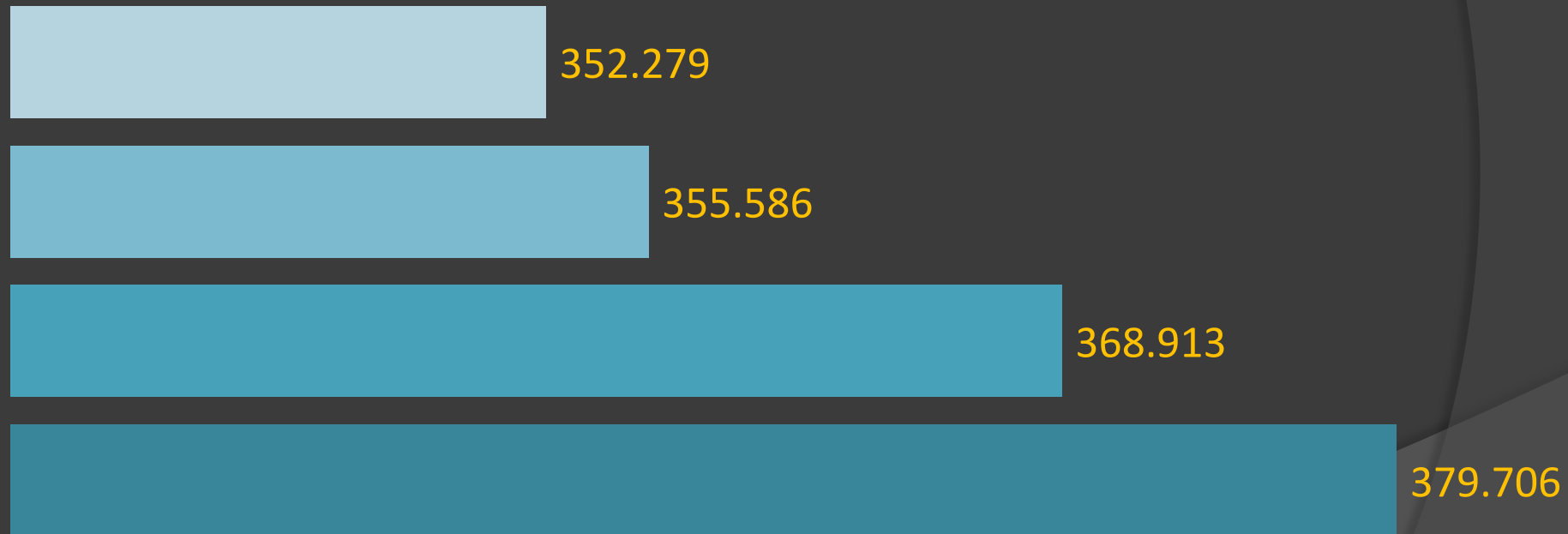


Demographic characteristics of Šiauliai

- In the period of 2001-2008 the official number of Šiauliai city population decreased by **approx. 5%**.
- 2007 working age population increased by 0.7% but from 2007 until 2008 it decreased by 0.5%.
- **Children age population decreased by 13%.**

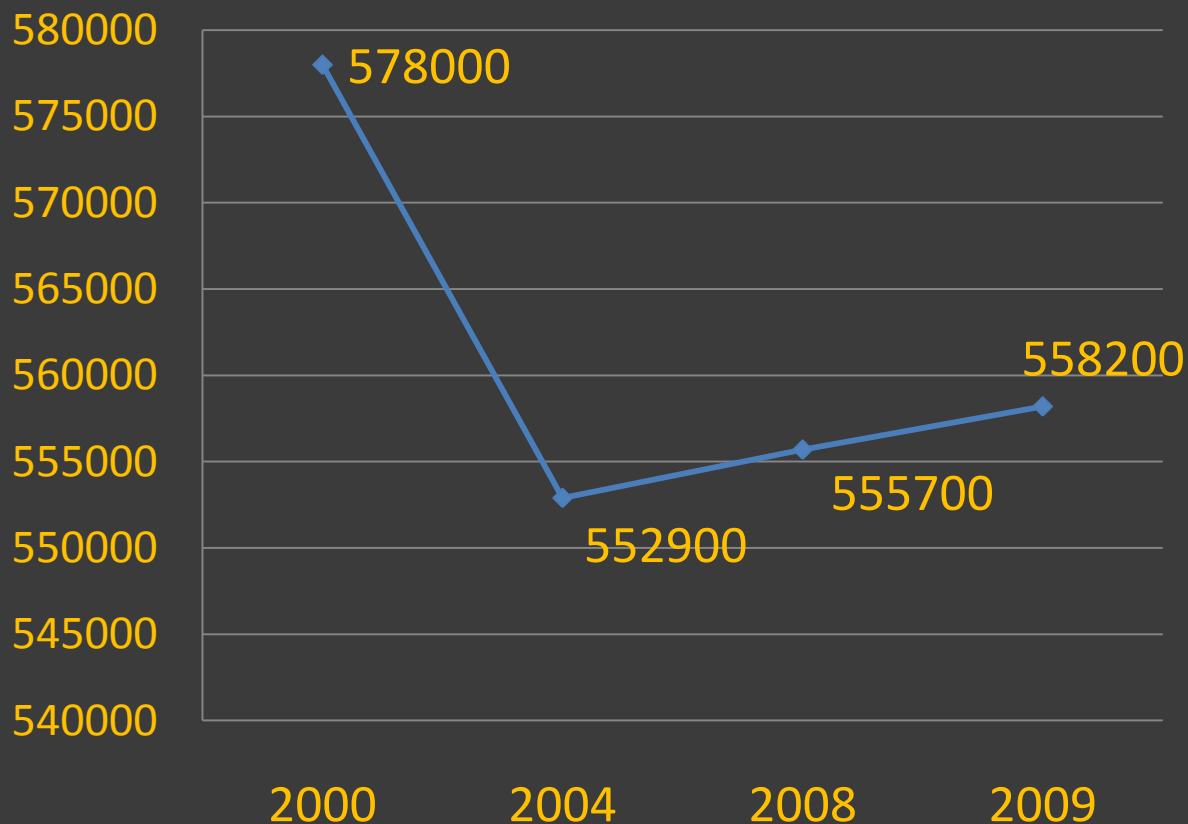
Population: Kaunas (LT)

2009 2008 2004 2001



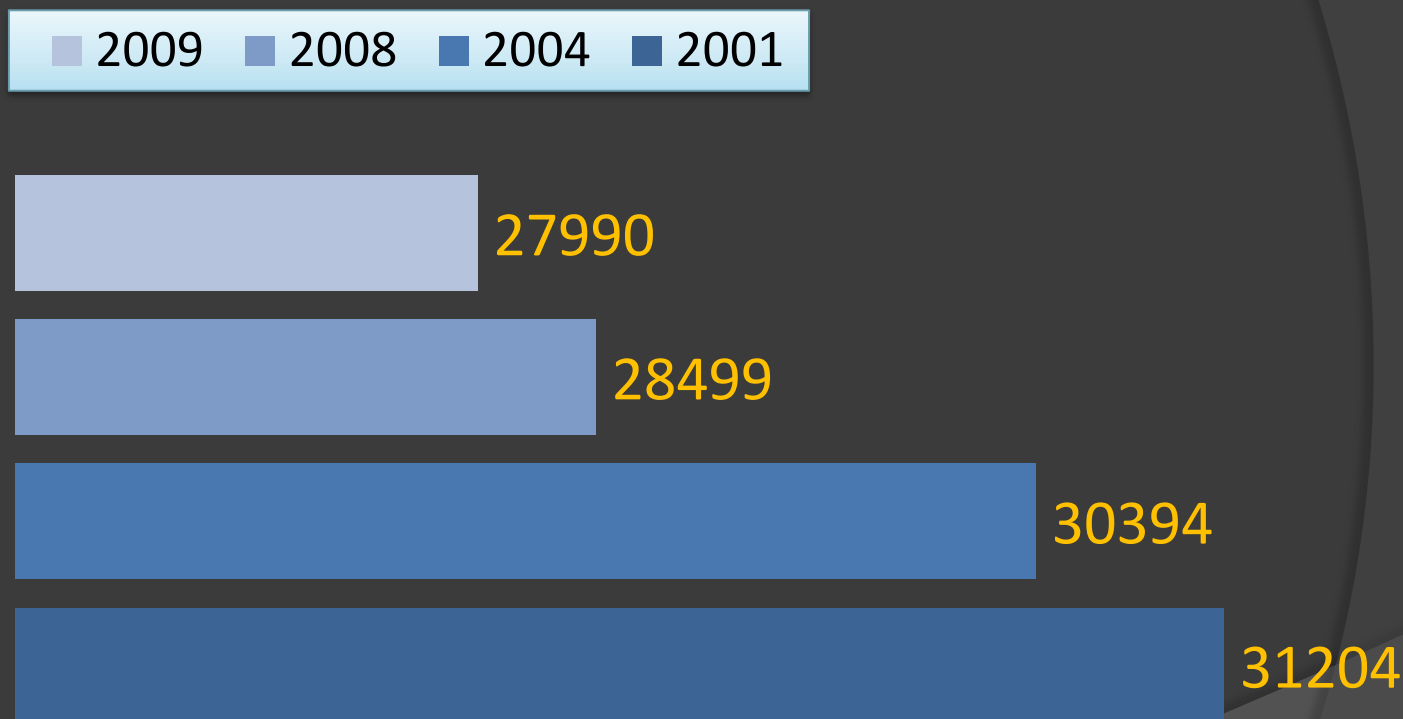
Decline 01-09: = 27.427 = 7,2 %

POPULATION VILNIUS

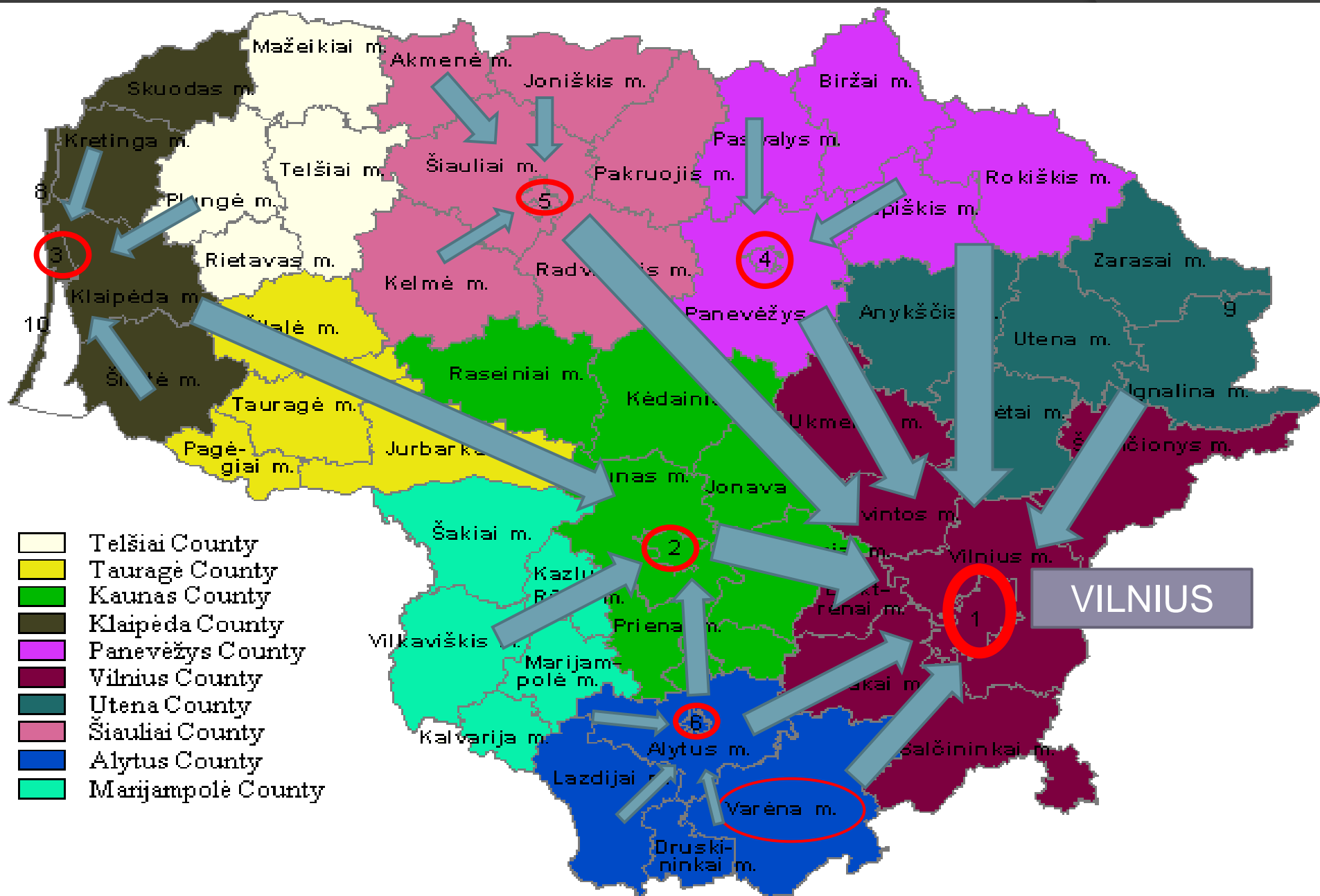


Decline 00-09: =19.800 =1,2 %

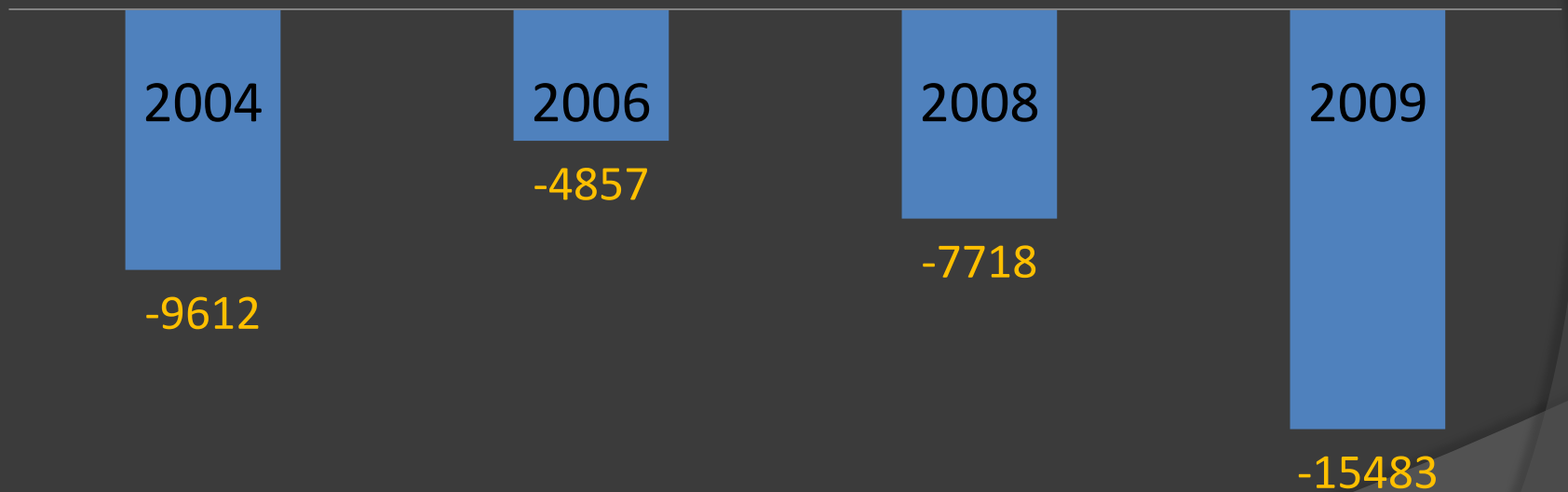
POPULATION VARENA (LT)



Decline 01-09: = 3214 = 10,3 %

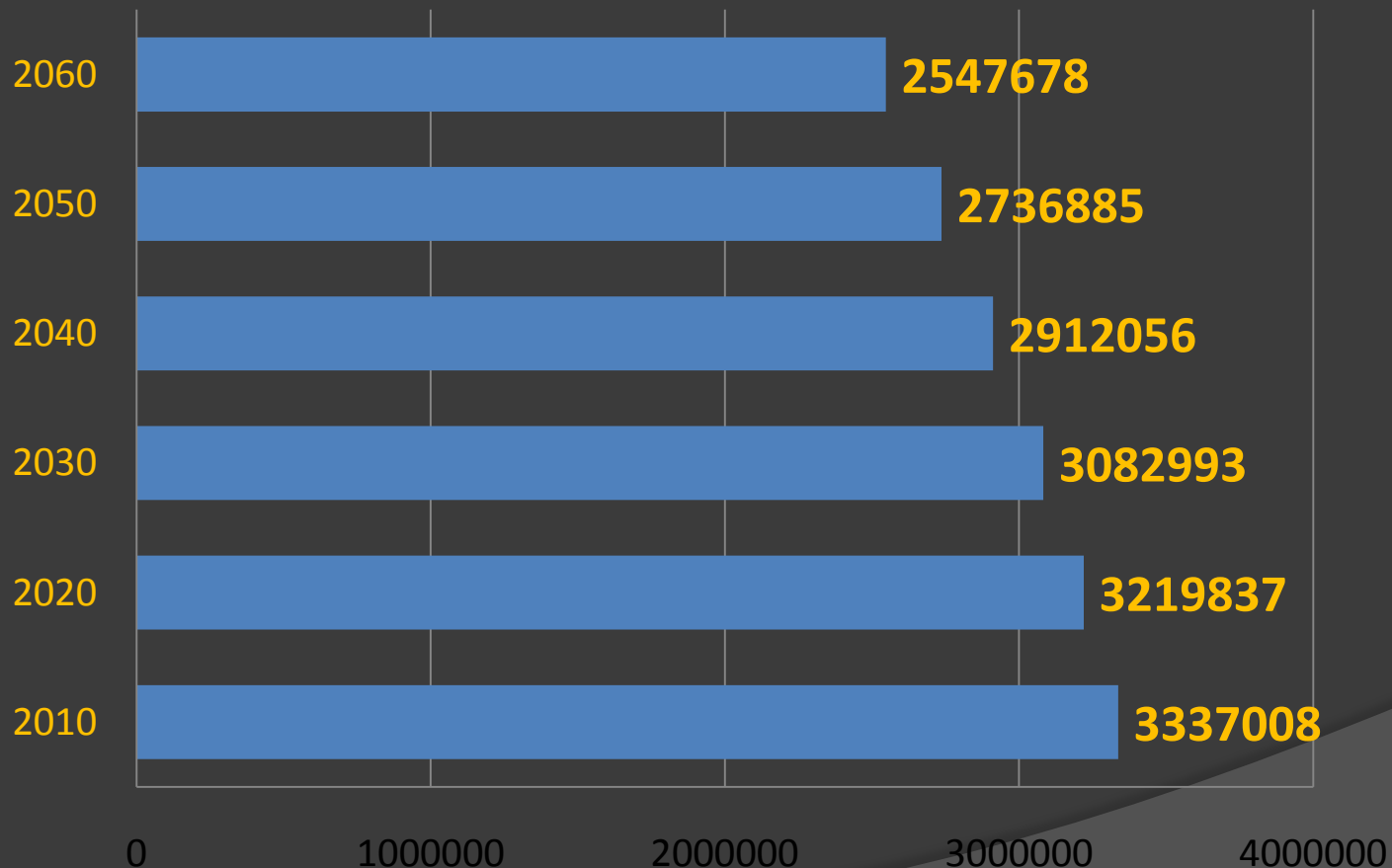


NET MIGRATION LITHUANIA



Lithuania, population projections

Decline 2010-60: 789.330 = 23,7 %





Possible development:

700.000 people less in Lithuania
during next 50 years !

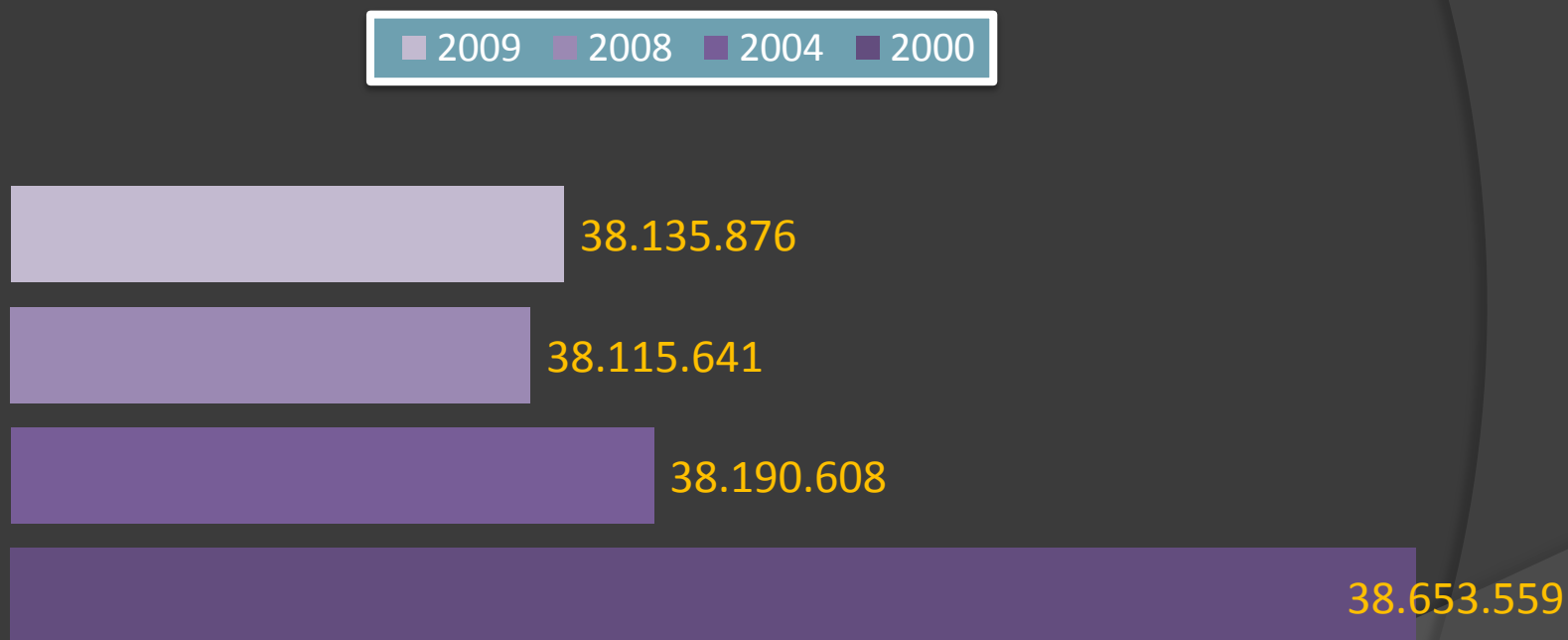
Smaller and medium sized towns can
risk to lose **40-50%** of their population
next 50 years !



Wake up Lithuania – it's time for change !

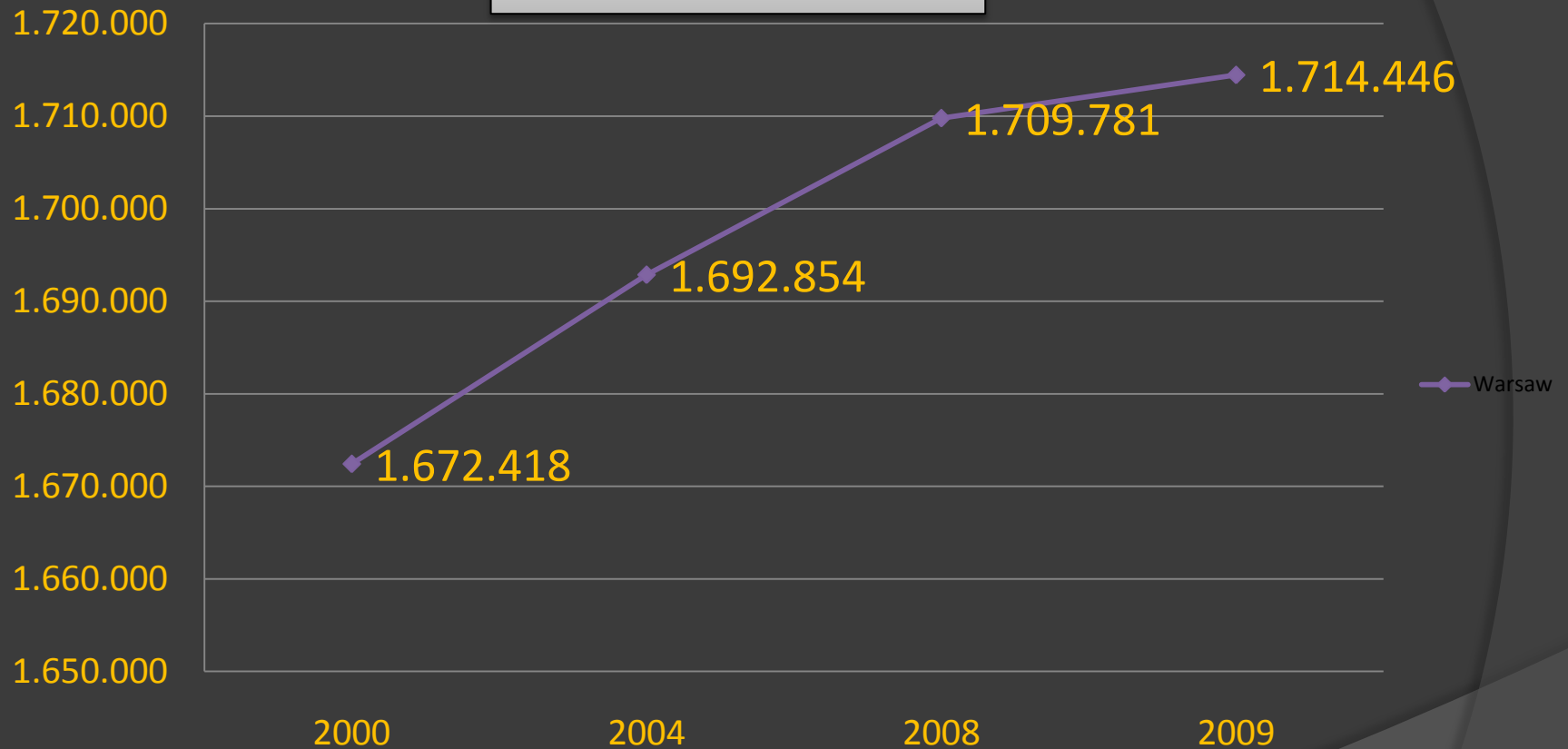
POLAND

POPULATION POLAND



Decline 00-09: 517.683 = 1,3 %

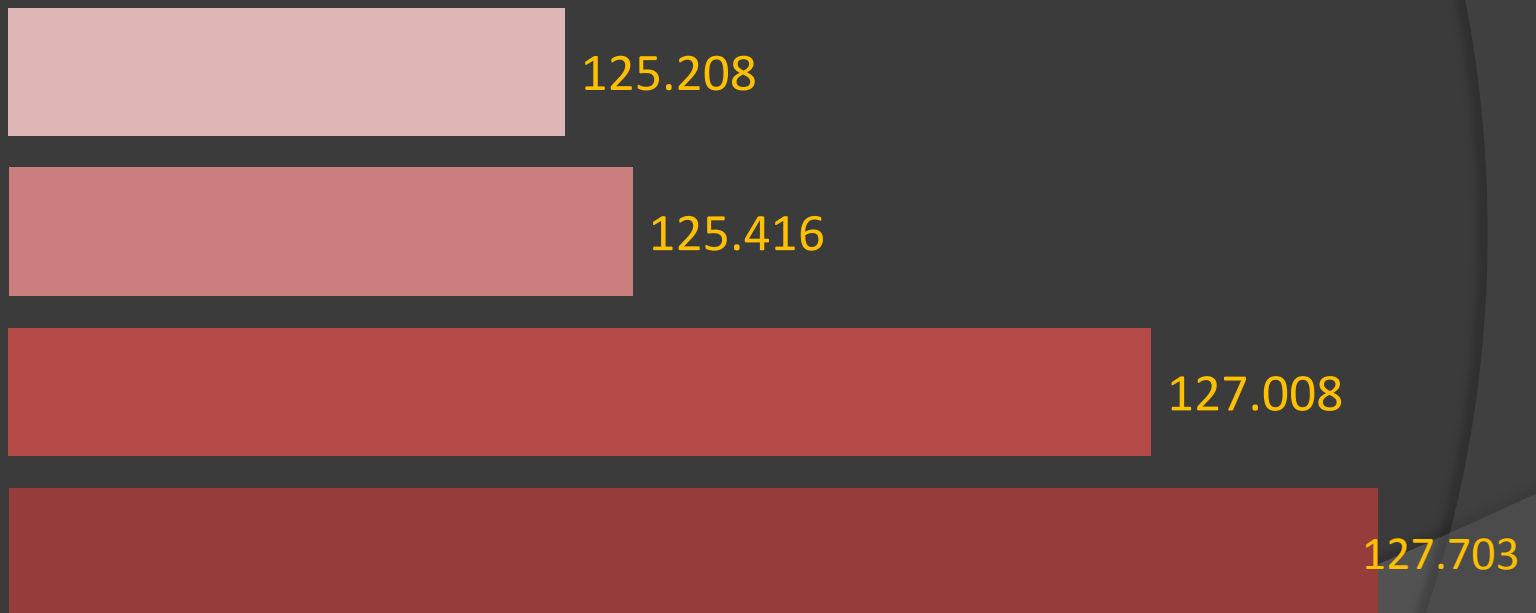
Warsaw, PO



Growth 42.028 = 2,5 %

Population: Płock, PO

2009 2008 2004 2000



Decline: 2.495 = 2,0 %

RUSSIA



MOSCOW, May 15 2006 (RIA Novosti)

- President Vladimir Putin called the decline in Russia's population - which he said was **falling by 700,000 people a year** - the country's biggest problem in his May 10 state of the nation.

Tackling Russia's demographic crisis will become a mega-project that will connect the country's four priority national projects, the first deputy prime minister has said.

Actions taken by Russian government

In 2008-2010, the country plans to invest almost 500 billion rubles (\$19.3 billion) in socio-demographic programs. Maternity incentives, including payouts of about \$9,500 for the birth of two or more children, were introduced in early 2007 following a presidential initiative announced in May 2006.



2009 the number of marriages and births in Russia went up for the first time in years

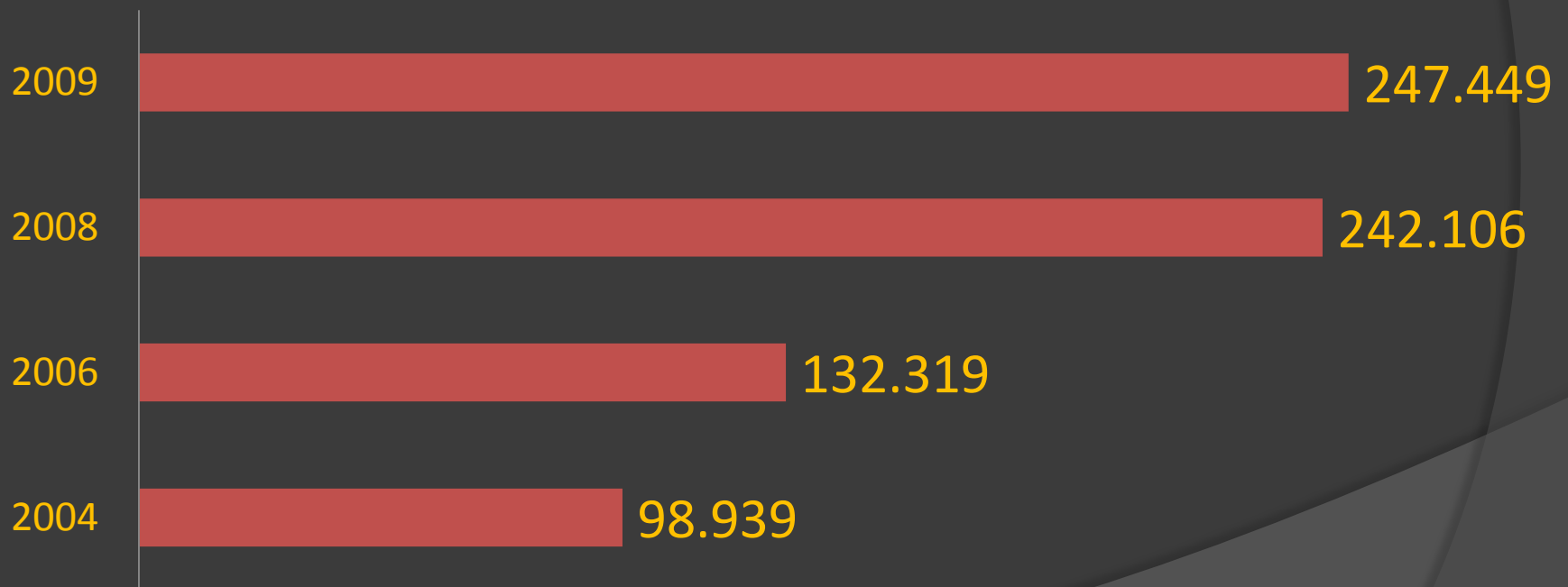
MOSCOW, December 30 2009 (RIA Novosti)

Despite Russia's natural population decline, **immigrants ensure the country's overall growth**, the health and social development minister said on Thursday.

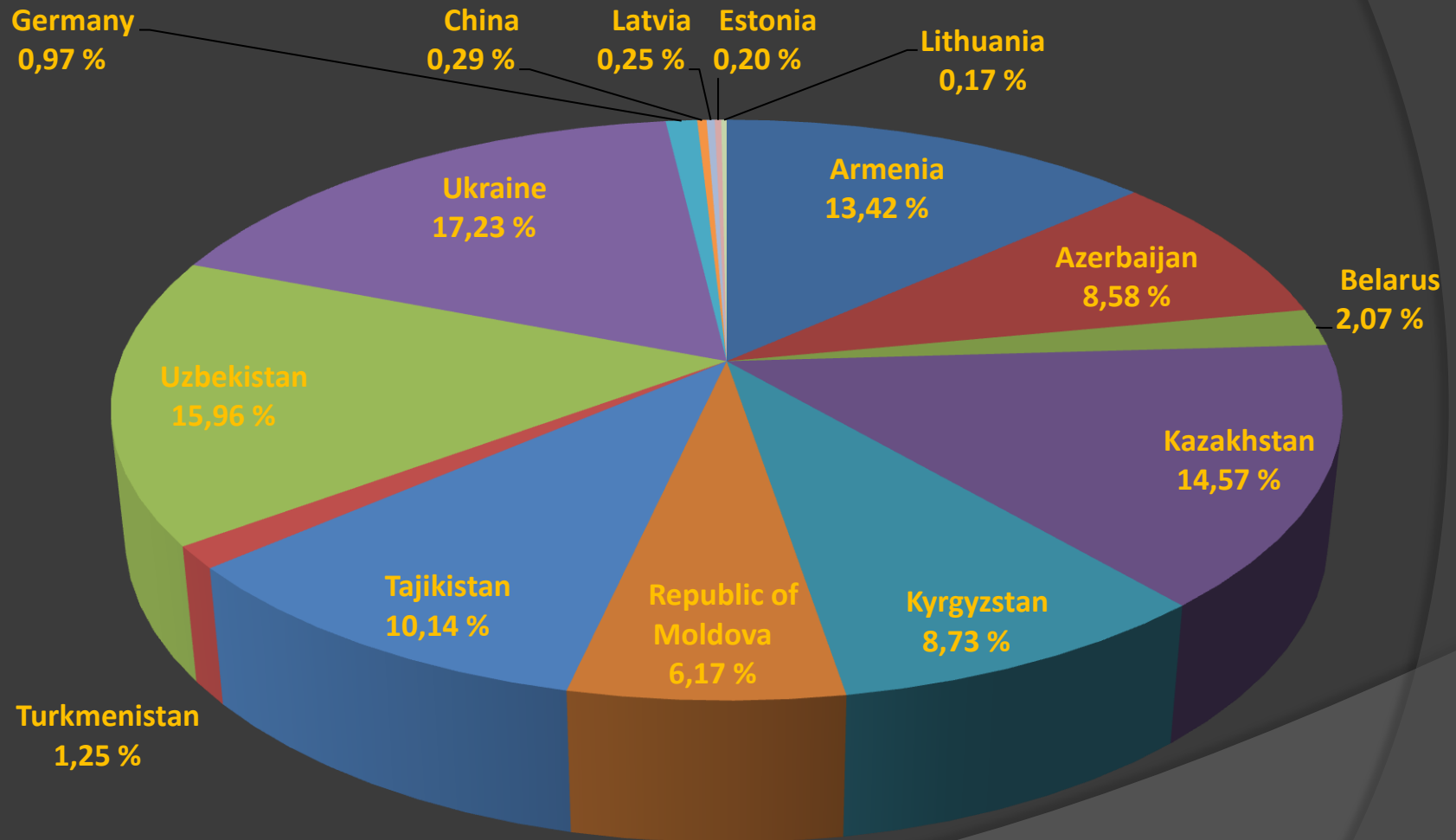
According to the Russian Federal Migration Service, **333,474 foreign nationals and stateless individuals received Russian citizenship in January through November 2009.**

Net migration

Russian Federation



IMMIGRATION TO RUSSIAN FEDERATION 2009



CAPITALS



Population in Moscow, RU

2009

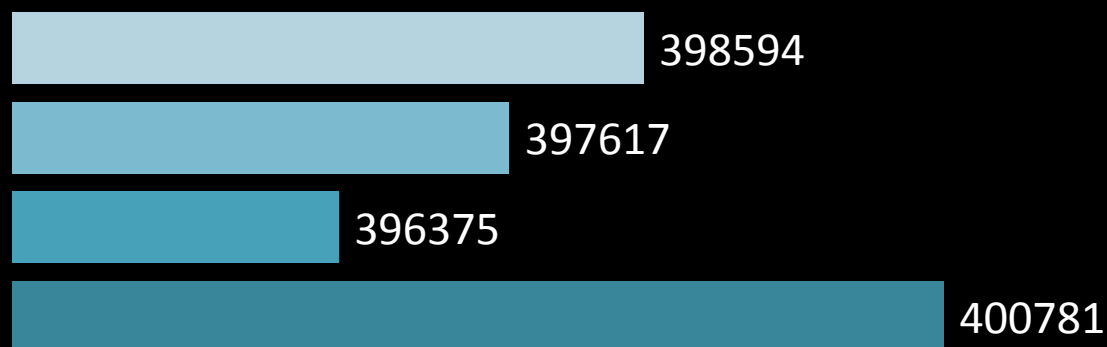
10.535.100

2004

10.406.600

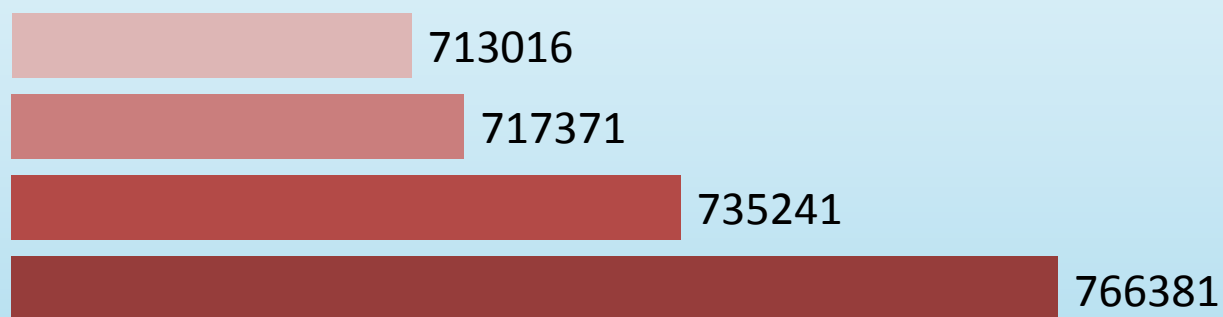
Population in Tallin, EE

■ 2009 ■ 2008 ■ 2004 ■ 2000



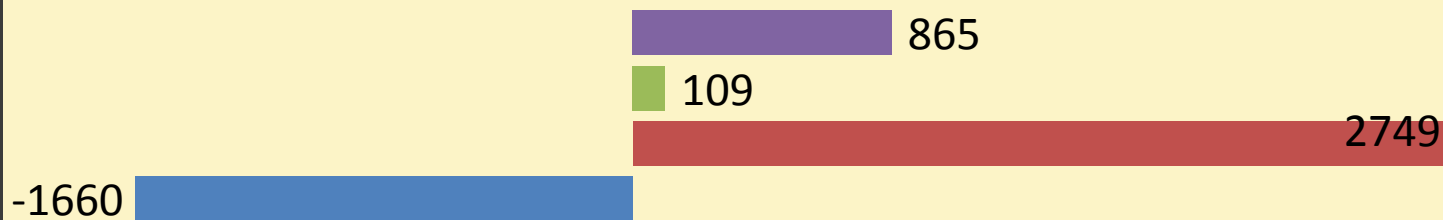
Population in Riga, LV

■ 2009 ■ 2008 ■ 2004 ■ 2000



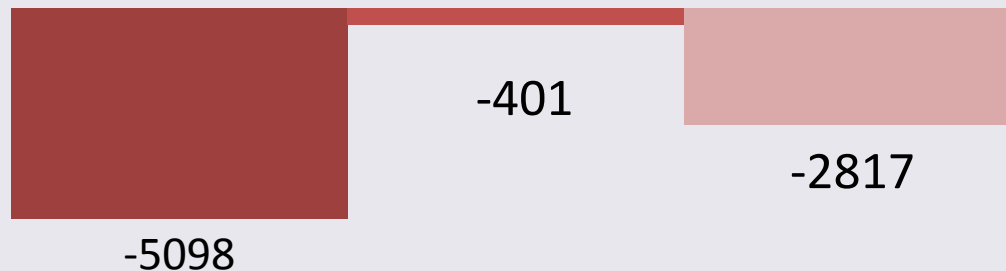
Net migration: Tallin, EE

2009 2008 2004 2000

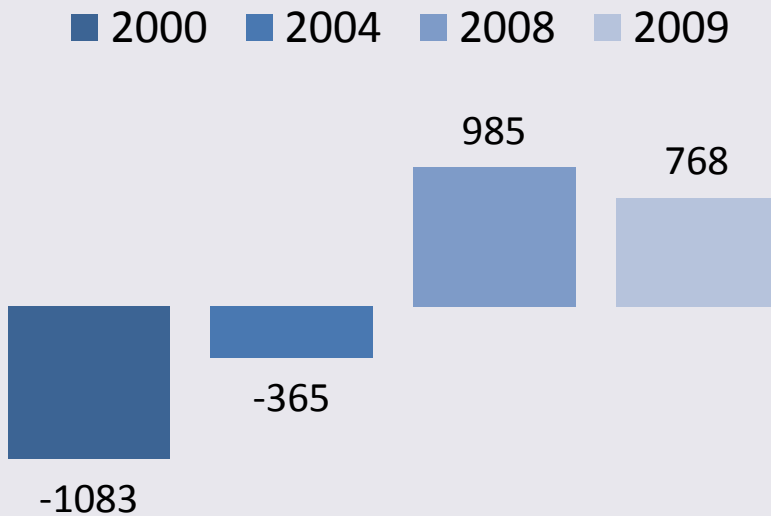


Net migration: Riga, LV

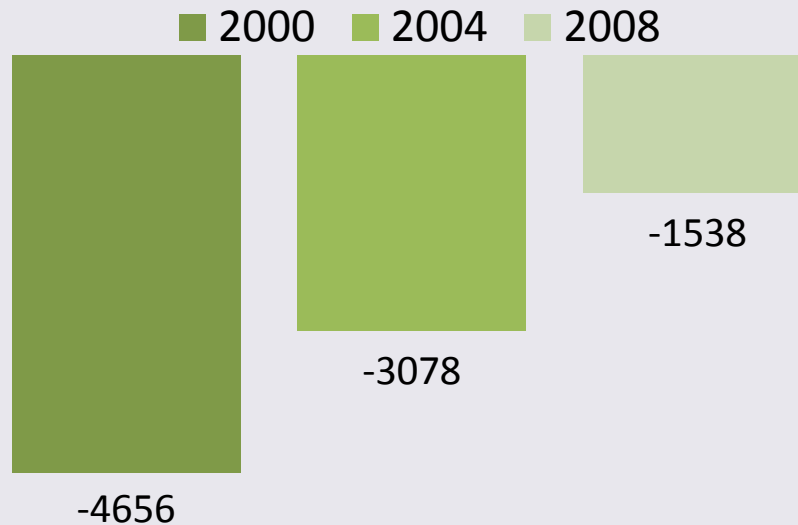
2000 2004 2008



Natural increase: Tallin, EE



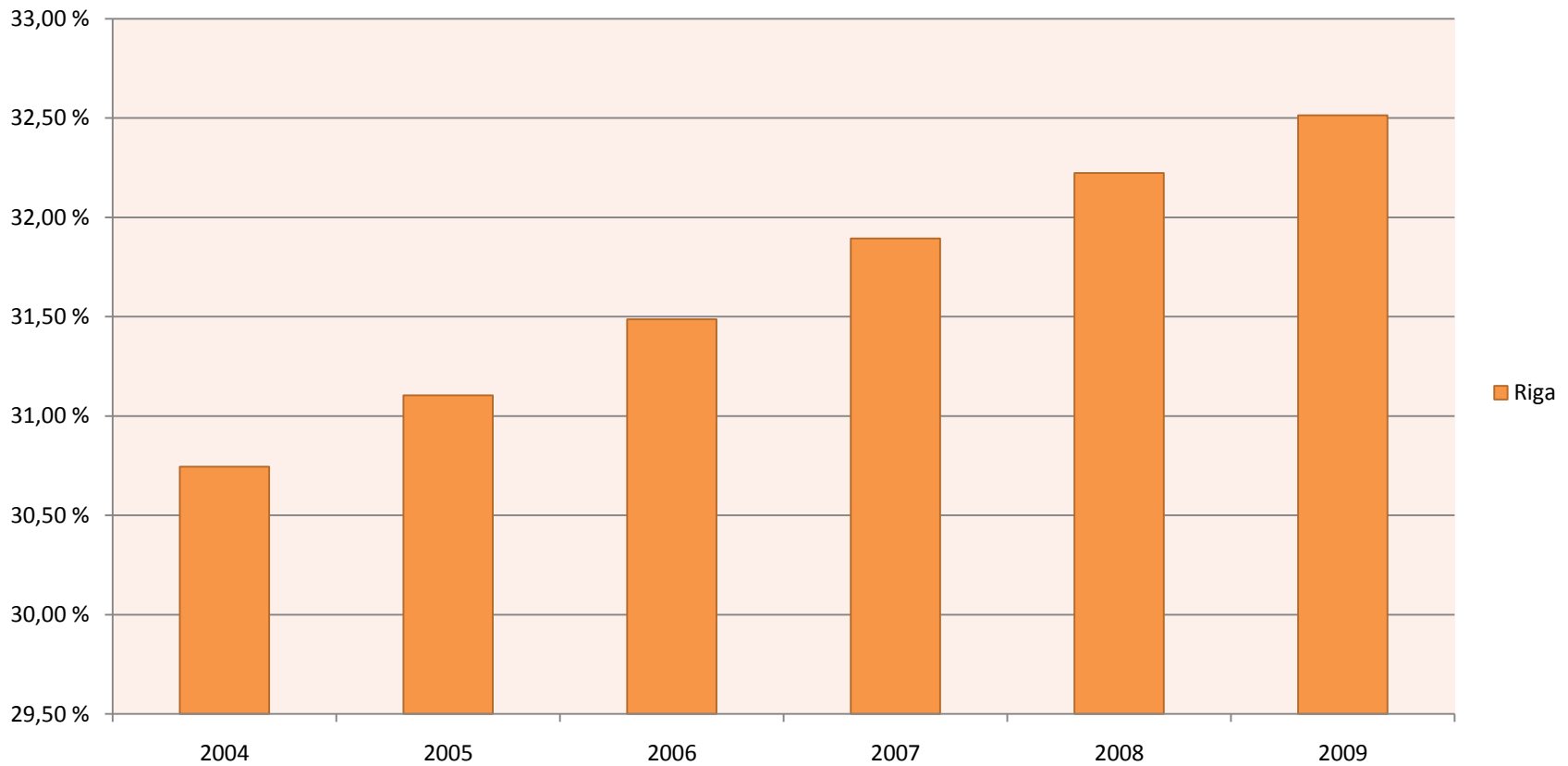
Natural increase: Riga, LV



POPULATION:
CAPITAL'S SHARE % OF TOTAL POPULATION

CAPITAL'S SHARE OF TOTAL POPULATION, %

Riga

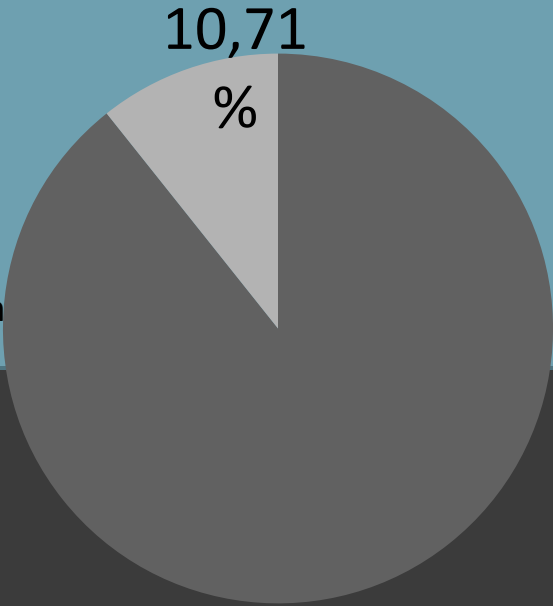


2009

Stockholm



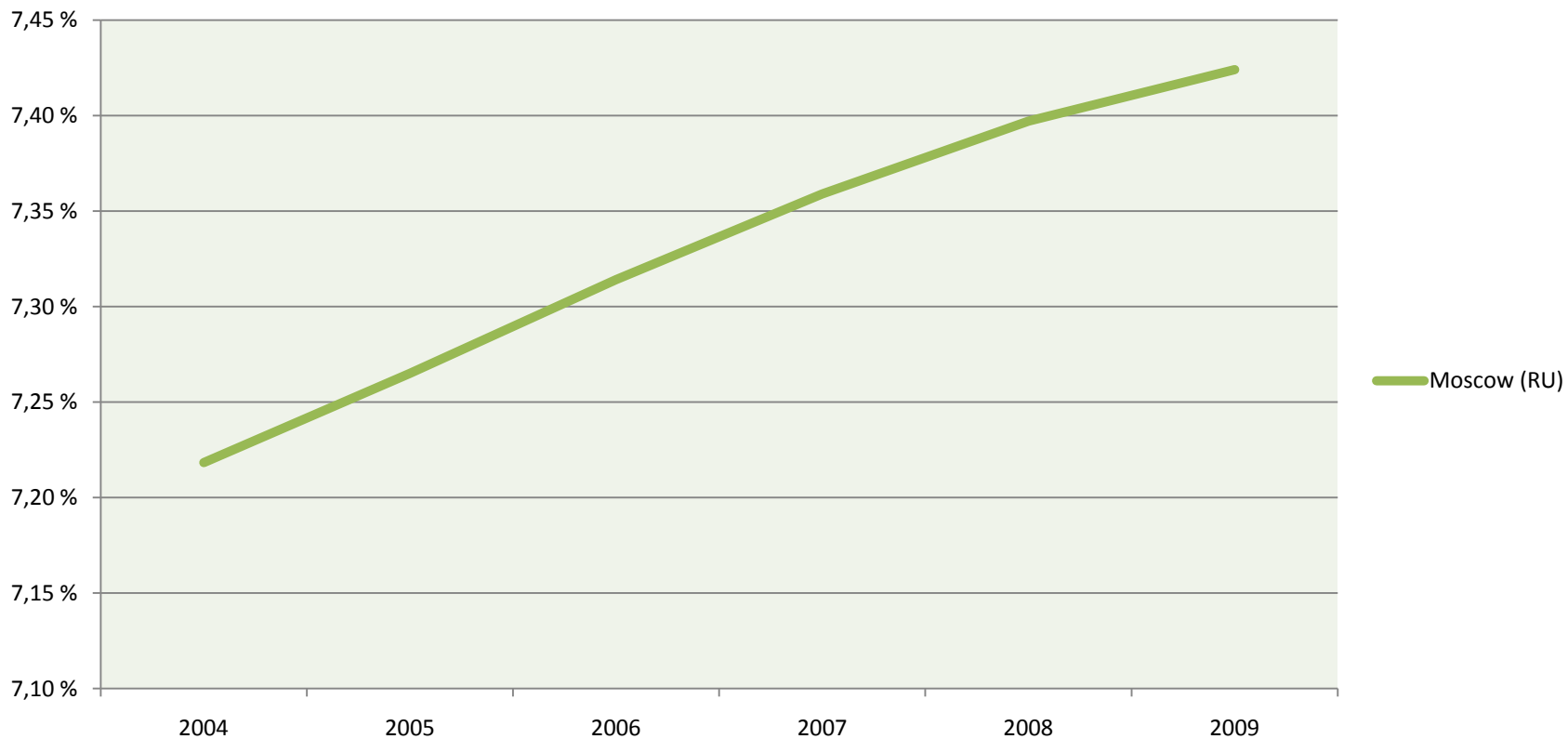
Oslo



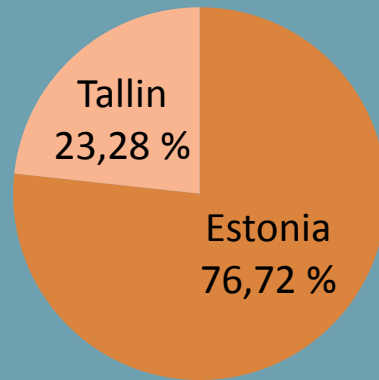
- Sweden
- Stockholm

CAPITAL'S SHARE OF TOTAL POPULATION, %

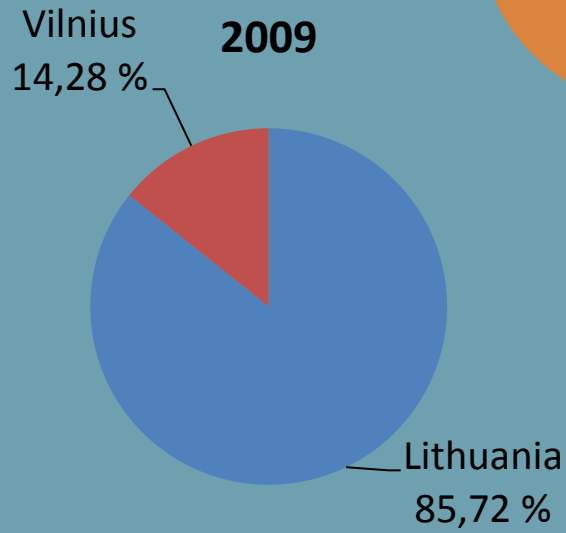
Moscow (RU)



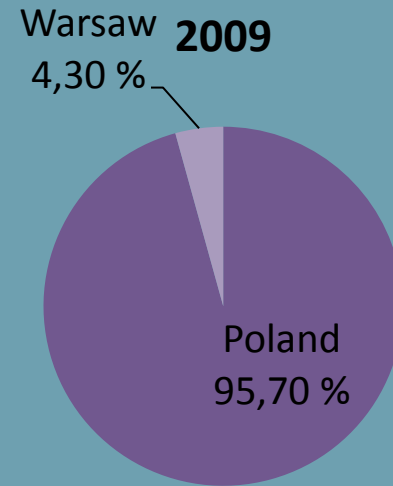
2009



2009

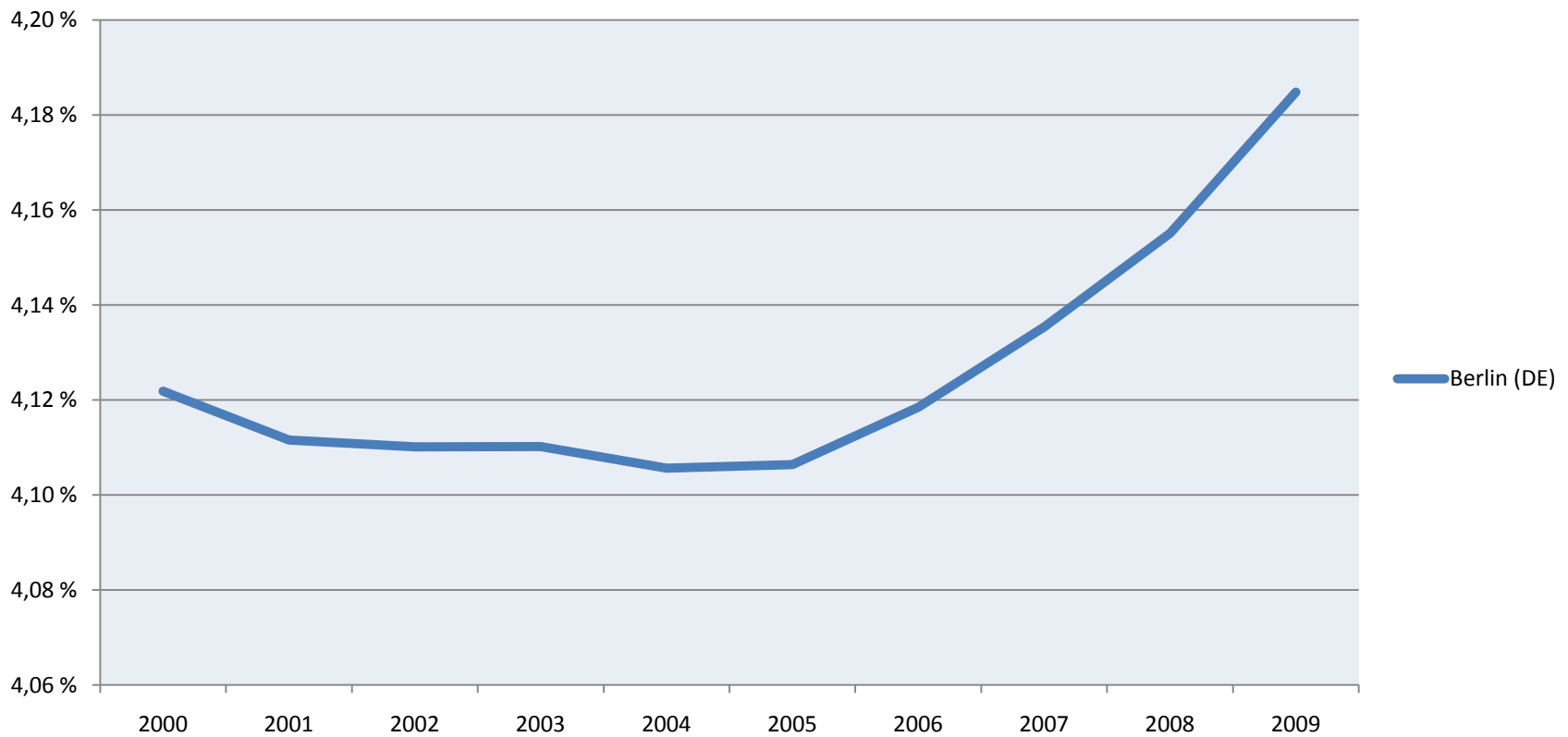


2009

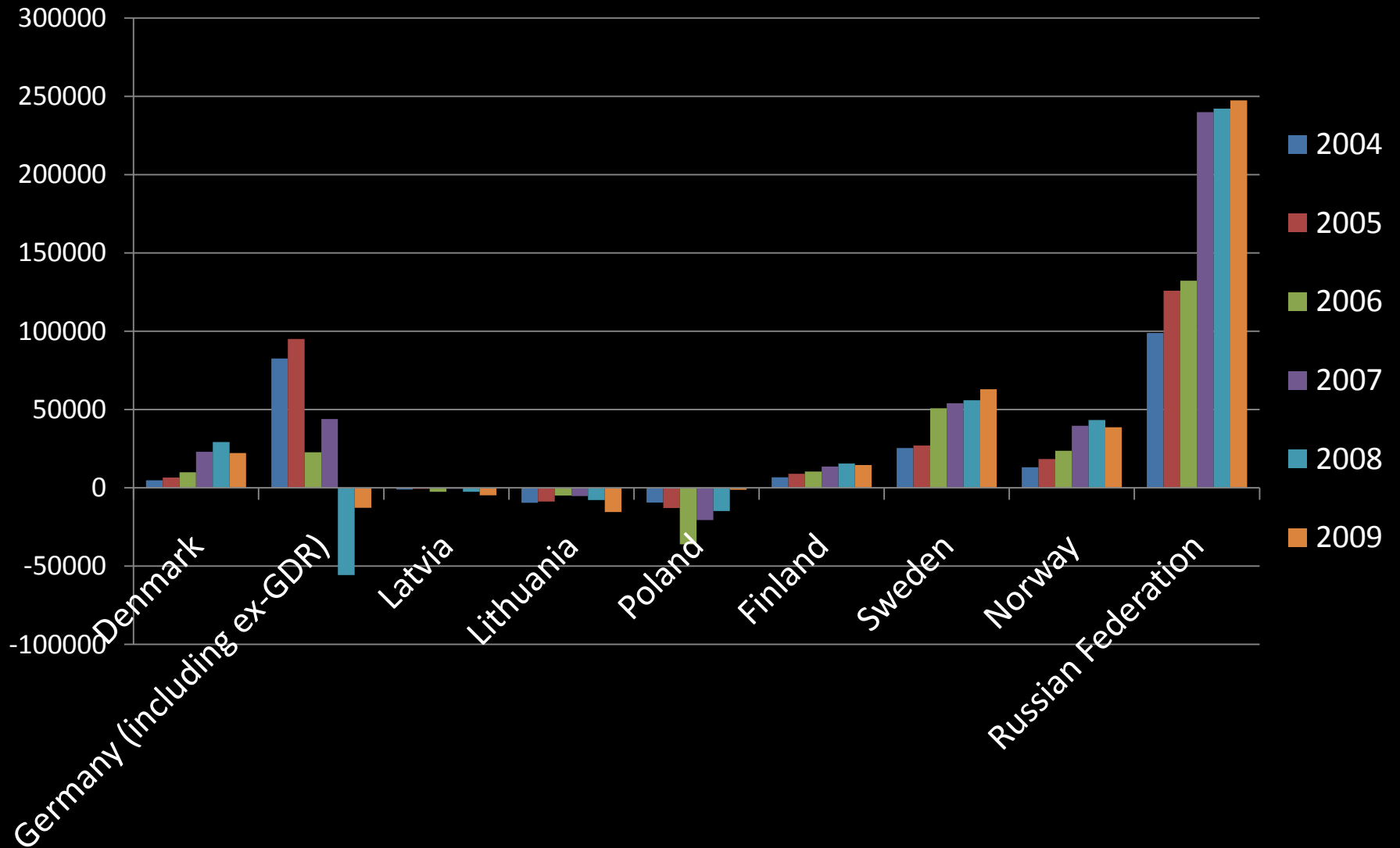


CAPITAL'S SHARE OF TOTAL POPULATION, %

Berlin (DE)



NET MIGRATION BSR COUNTRIES



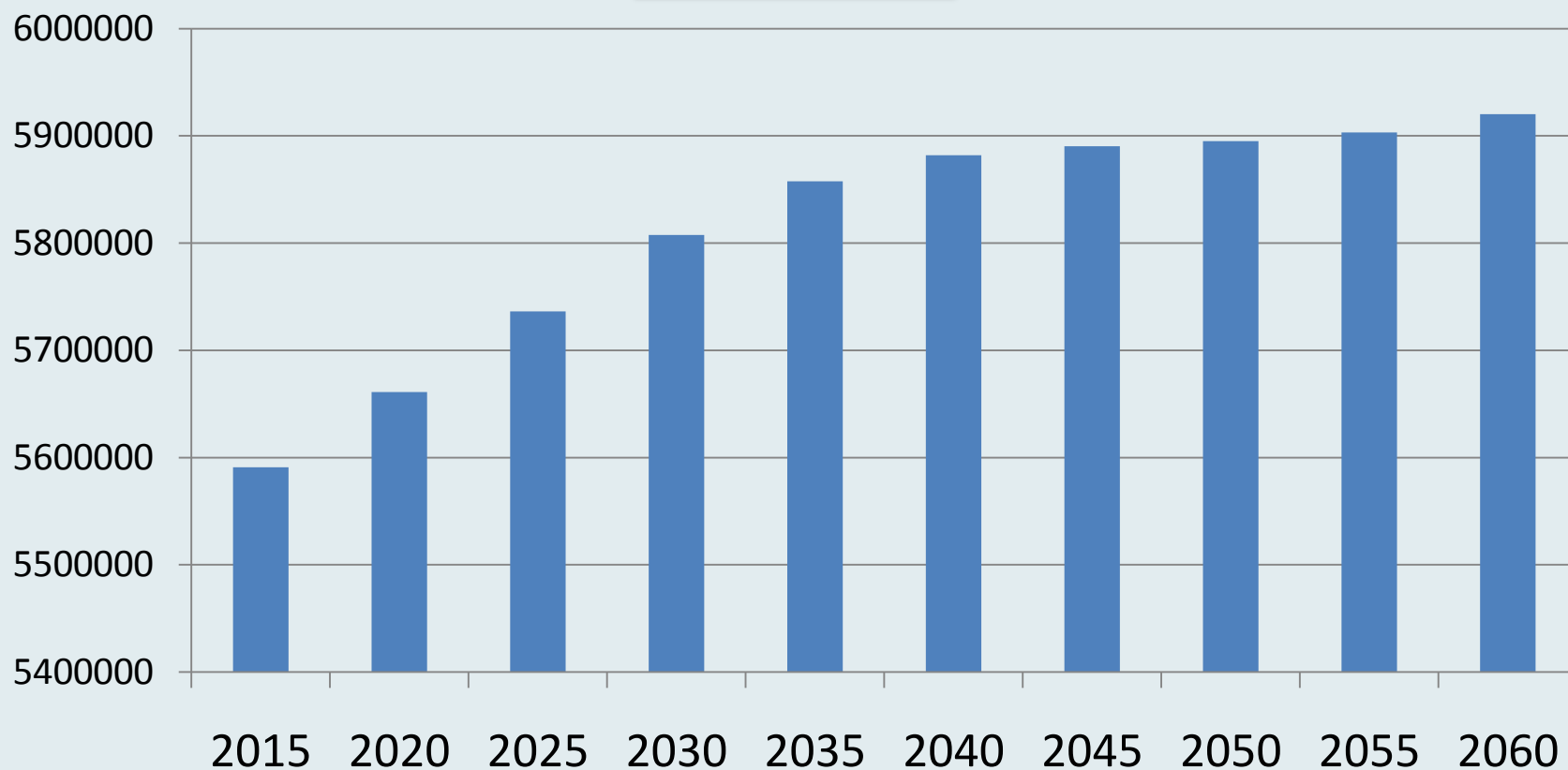
What about the future ?

DATA SOURCE: EUROSTAT

**POPULATION ON THE 1ST
OF JANUARY:
PROJECTION**

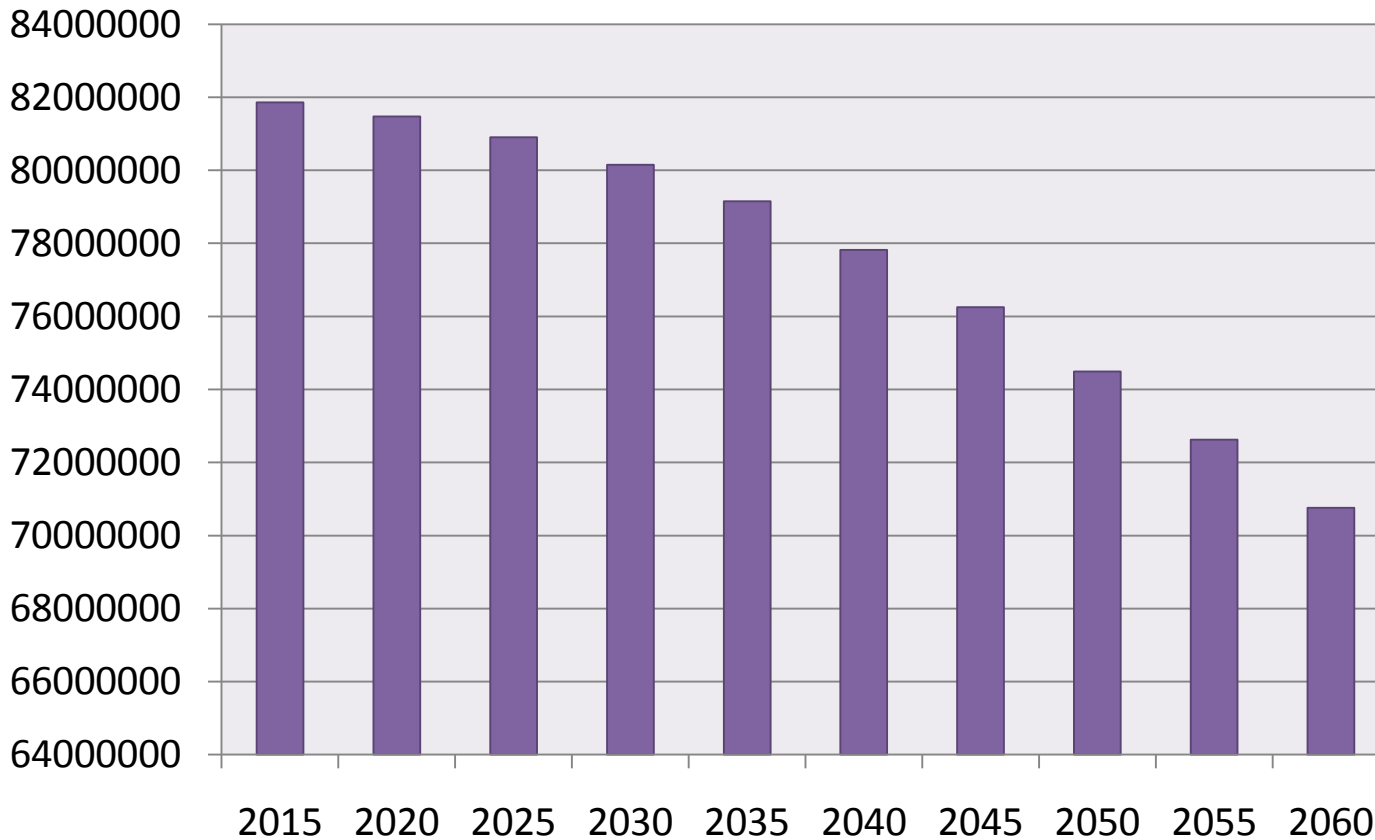
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Denmark



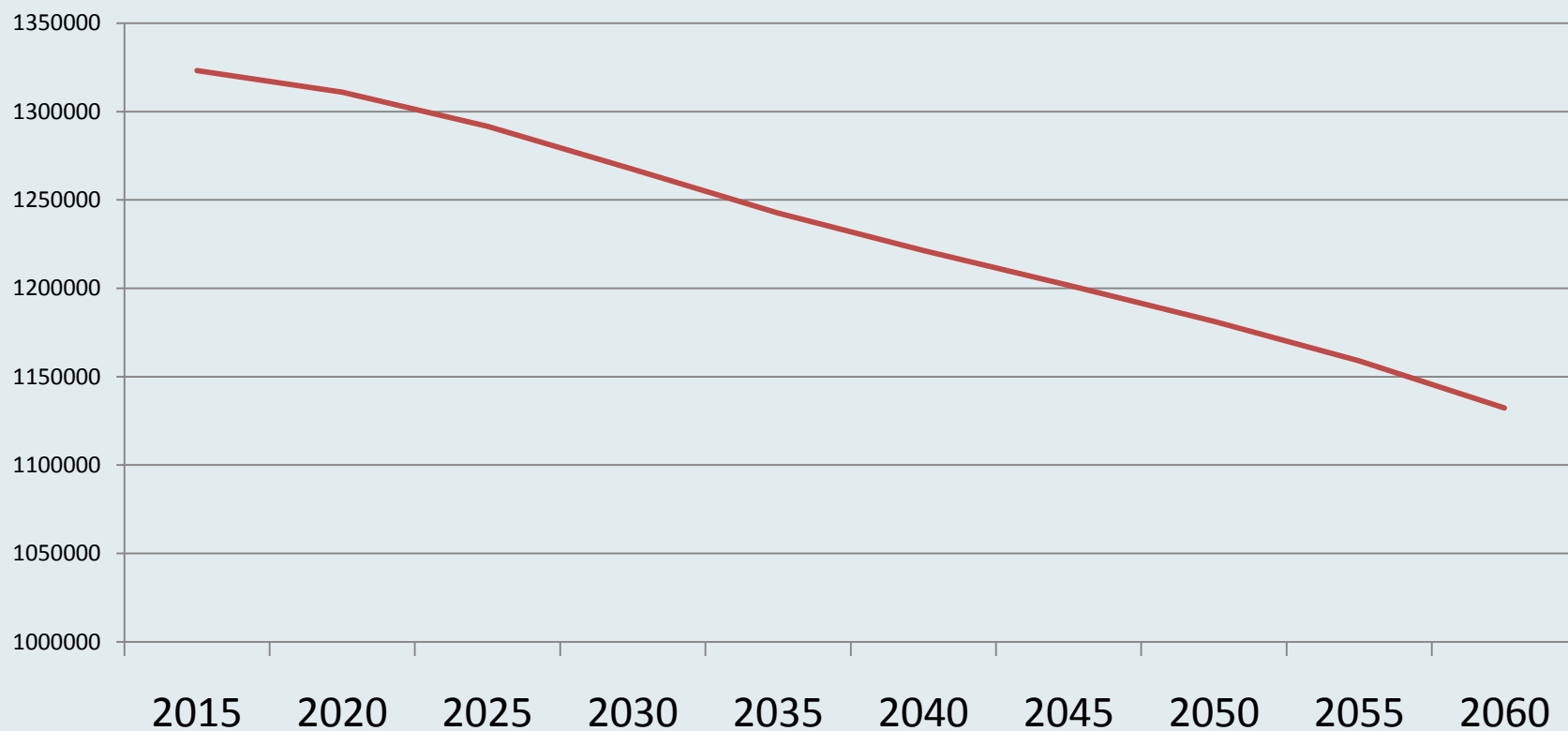
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Germany (including ex-GDR from 1991)



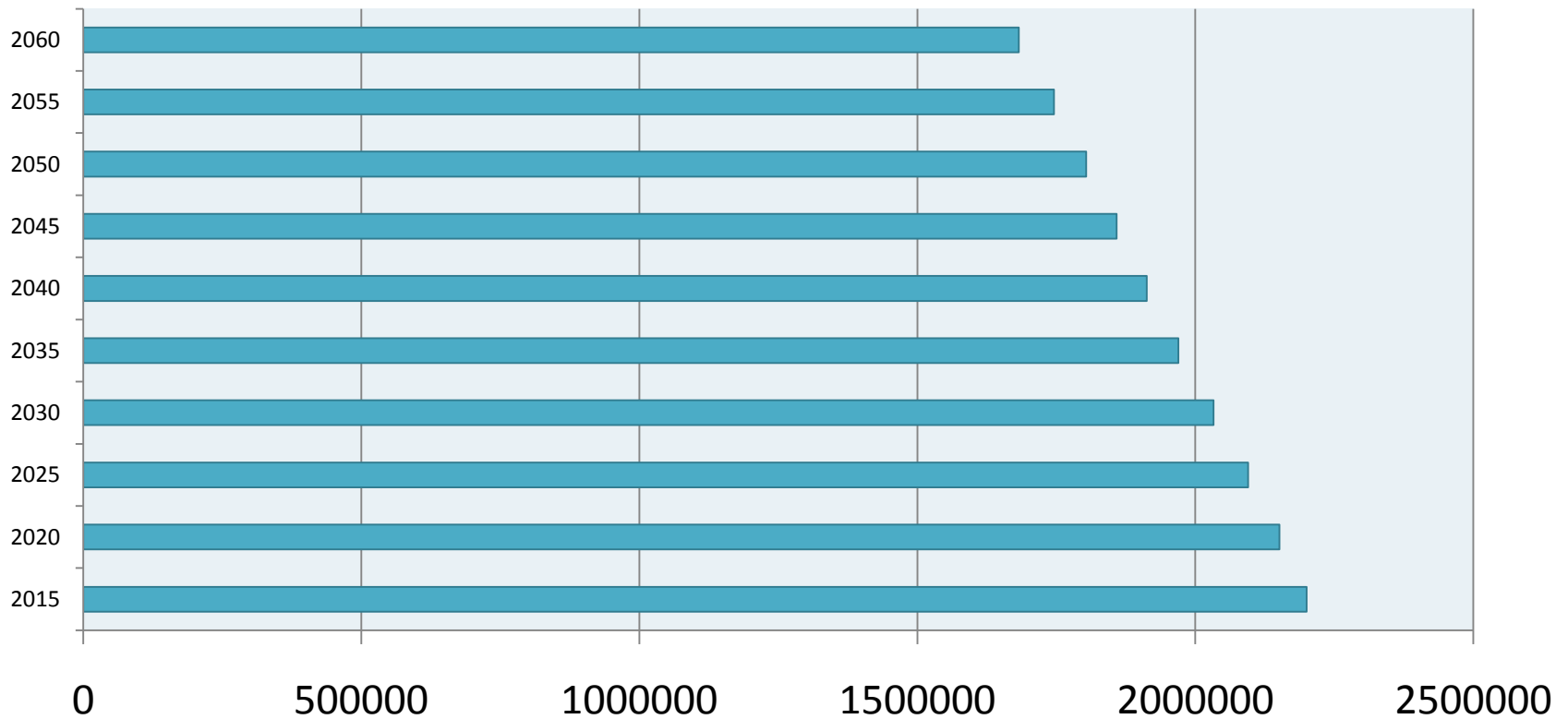
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Estonia



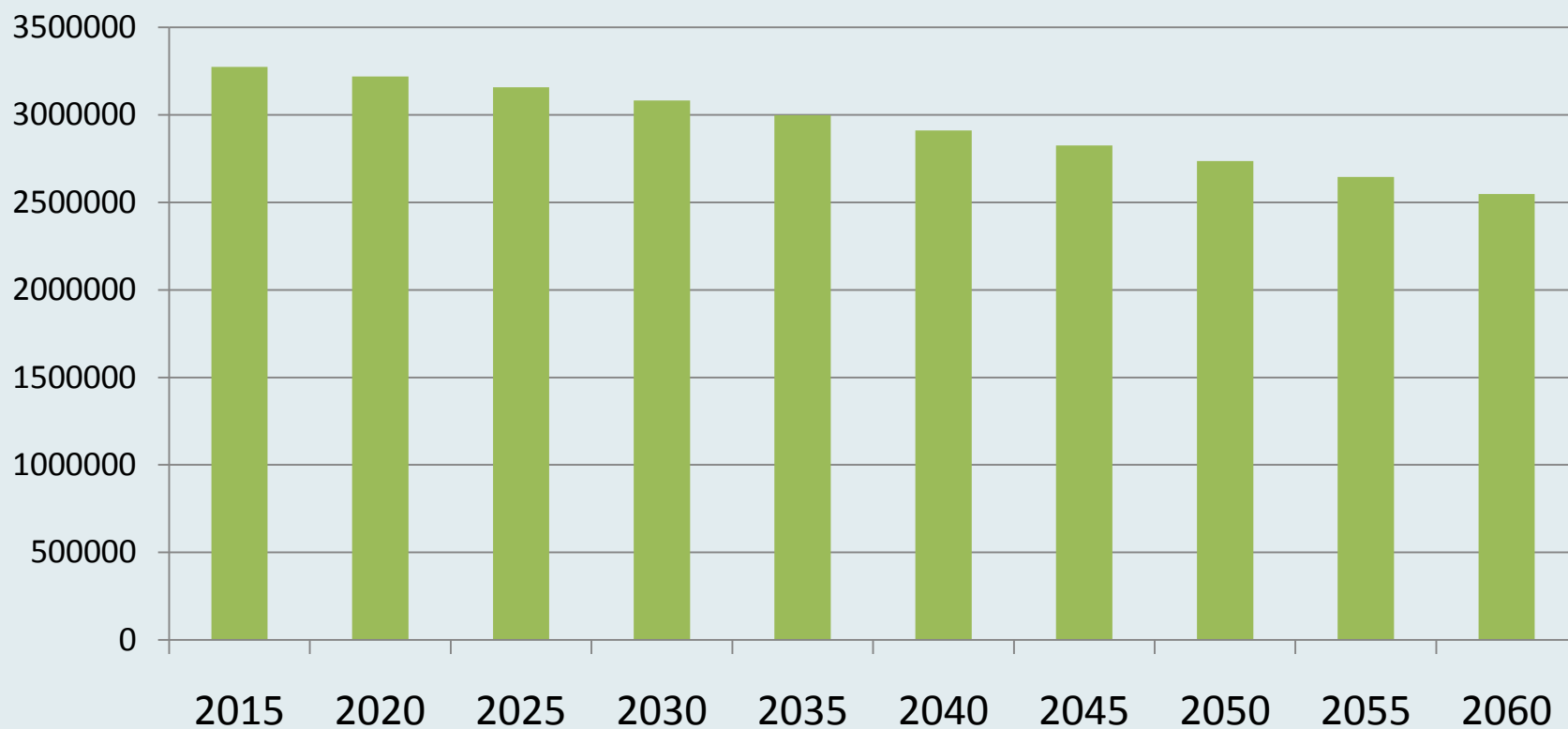
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Latvia



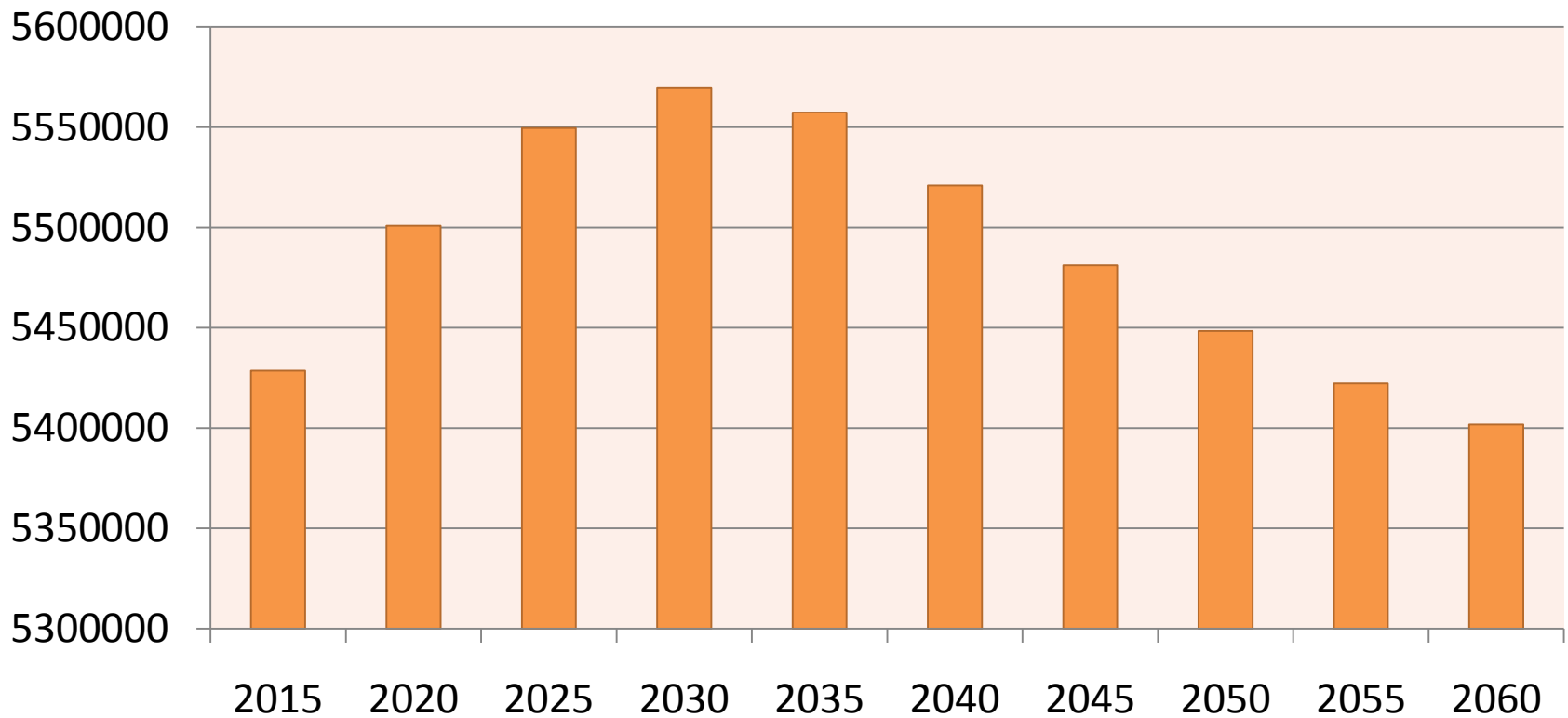
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Lithuania



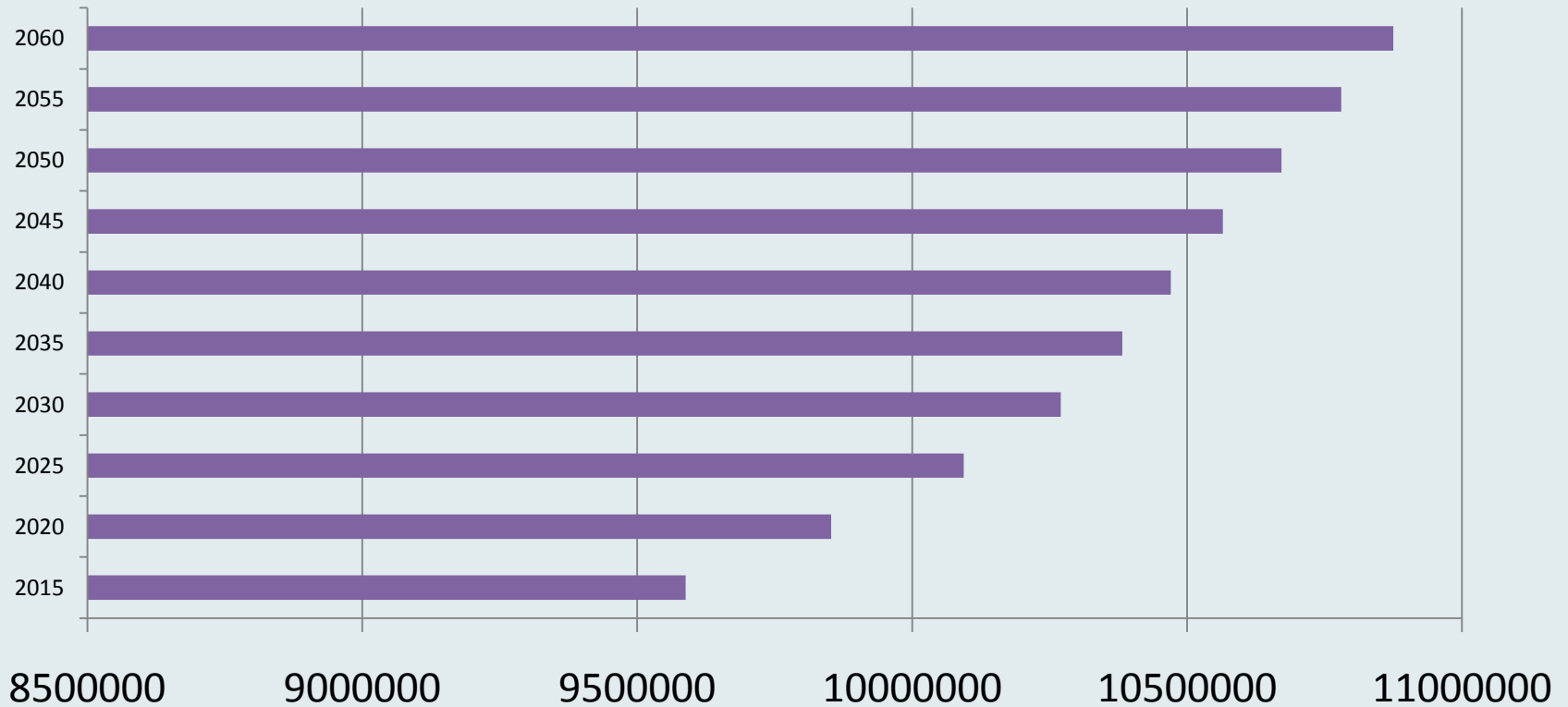
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Finland



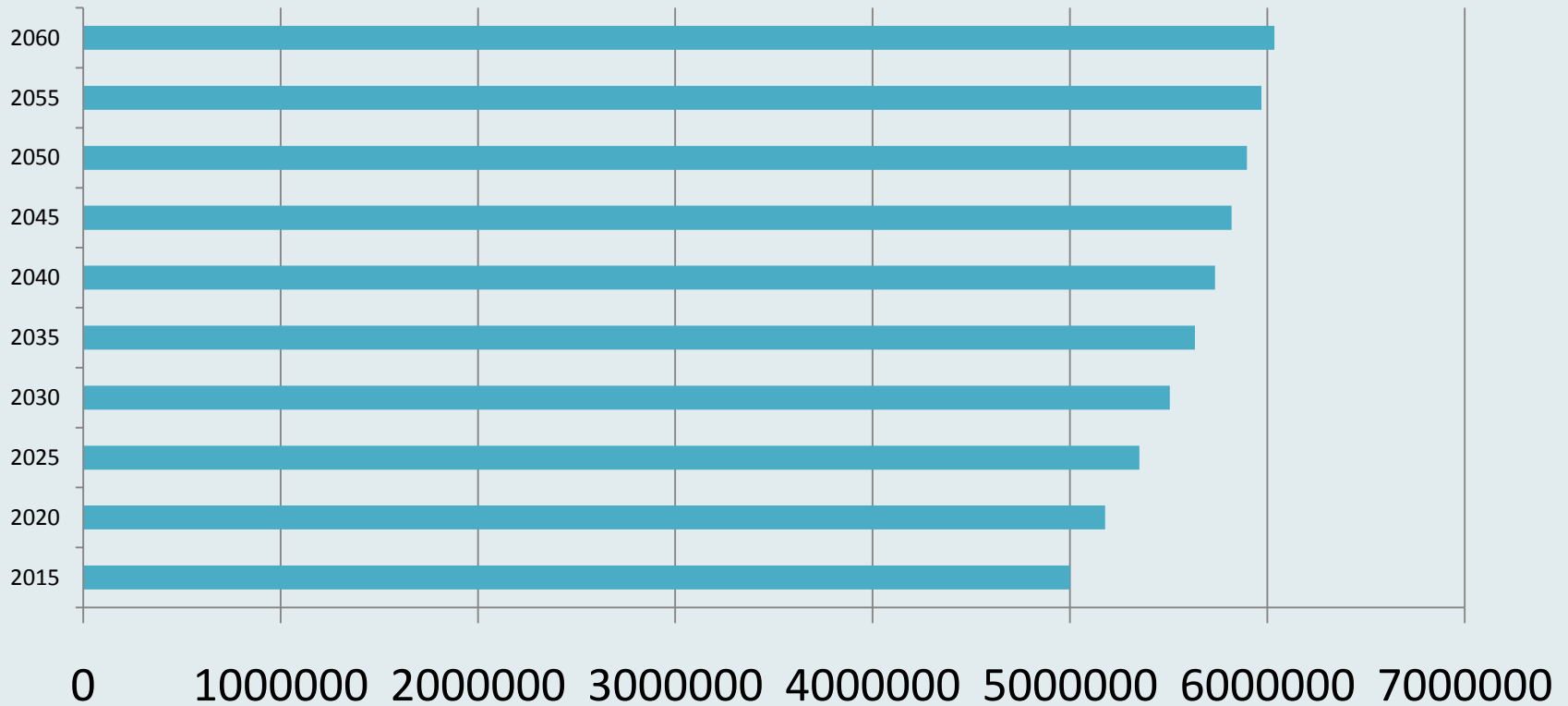
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Sweden



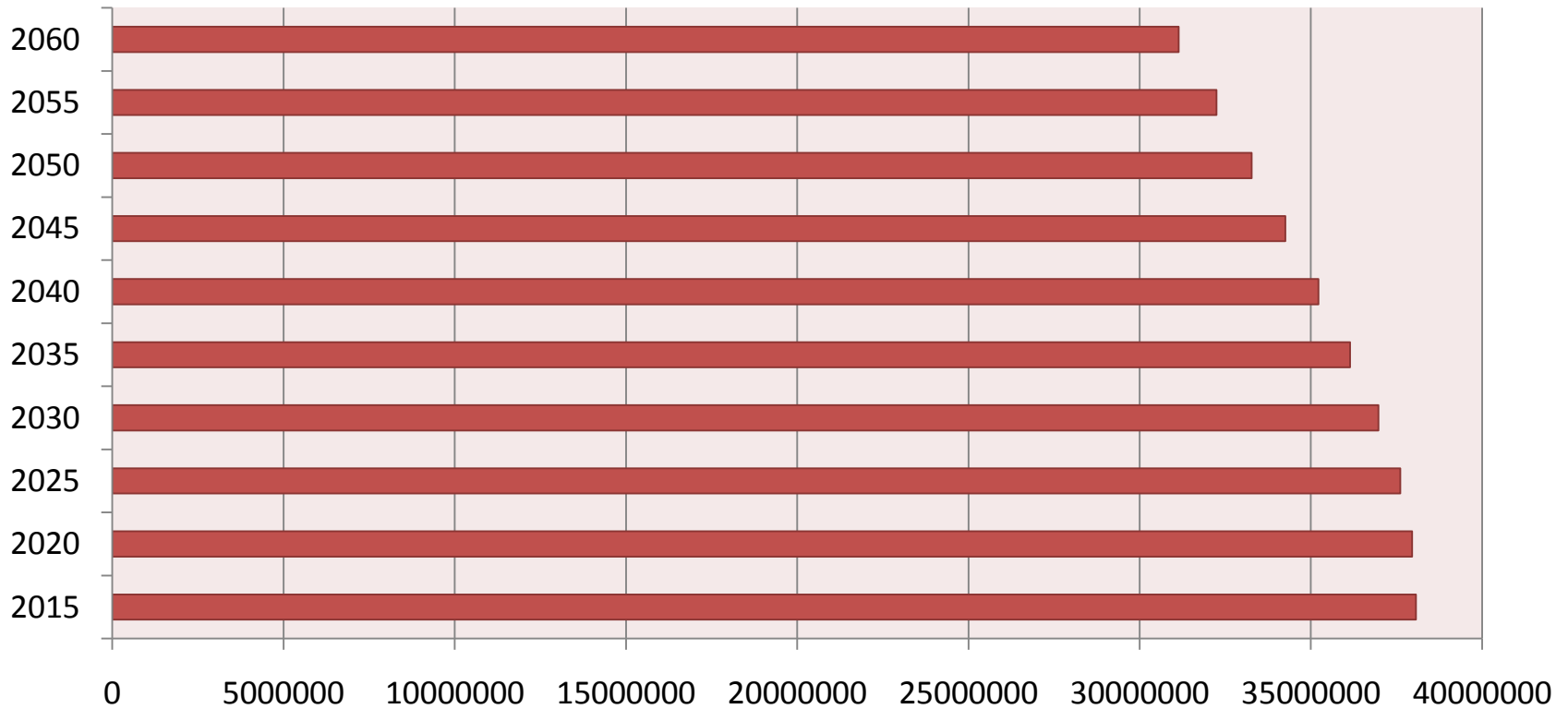
POPULATION ON THE 1ST OF JANUARY: PROJECTION

Norway



POPULATION ON THE 1ST OF JANUARY: PROJECTION

Poland



Who are the winners in the competition about skilled labour and young people ?

Arrivederci, Italia

The economy's stagnant and the job market discriminates against youth. Is it any wonder so many young Italians are building their lives abroad?

BY STEPHAN FARIS/ROME

IT'S NOT THE TYPE OF ADVICE YOU WOULD USUALLY expect from the head of an elite university. In an open letter to his son published last November, Pier Luigi Celli, director general of Rome's LUISS University, wrote, "This country, your country, is no longer a place where it's possible to stay with pride ... That's why, with my heart suffering more than ever, my advice is that you, having finished your studies, take the road abroad. Choose to go where they still value loyalty, respect and the recognition of merit and results."

The letter, published in Italy's *La Repubblica* newspaper, sparked a session of national hand-wringing. Celli, many agreed, had articulated a growing sense in his son's generation that the best hopes for success lie abroad. Commentators point to an accelerating flight of young Italians and worry that the country is losing its most valuable resource. And with reforms made all but impossible by Italy's deep-rooted interests and topsy-turvy politics—a schism in the ruling coalition seemed this summer to threaten Silvio Berlusconi's government once again—many are starting to wonder if the trend can be reversed. "We have a flow outward and almost no flow inward," says Sergio Nava, host of the radio show *Young Talent* and author of the book and blog *The Flight of Talent*, which covers the exodus.

The motives of those leaving haven't changed much since the last wave of economic migrants struck out to make their fortunes a century ago. But this time, instead of peasant farmers and manual laborers packing themselves onto steamships bound for New York City, Italy is losing its best and brightest.

Silvia Sartori, 31:
Escaped Italy, moved to Shanghai and running a 3 mill\$ business

Silvia Sartori, 31

OCCUPATION: Project manager

LOCATION: Shanghai

REASON FOR LEAVING: After spending four years in China, Sartori returned to Treviso and invested an entire year in search of work. Finding few opportunities for a young professional woman in Italy, she returned to China, where she now runs a \$3 million green-



What's wrong with Italy ?



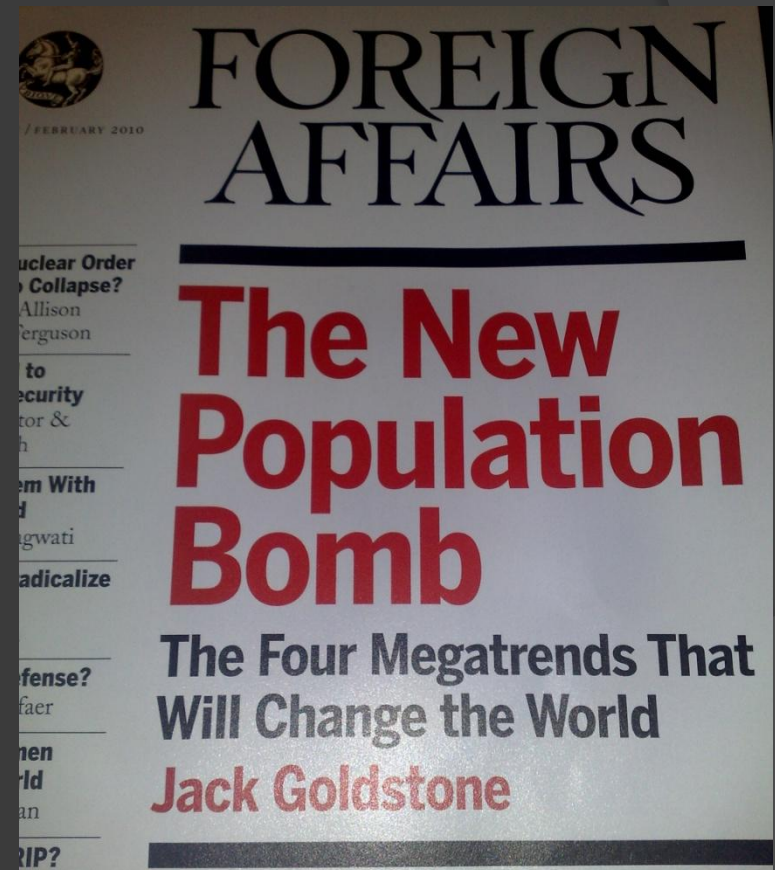


When is Wen taking over European economy ??

Global trends

Jeff Goldblum: The New Population Bomb

- The portion of global GDP produced by Europe, USA and Canada in 2050 will be less than 30 percent, smaller than in 1820. (In 1950 it was 68 percent)



Global trends

- Europe is expected to lose 24 % of working age population(120 million workers) by 2050
- 60 -and-older population in Europe will increase by 47 % by 2050, compared to 2005.

Global trends

- World Bank: In 2030 the middle class people in the developing world will be 1,2 billion, a rise at 200 % since 2005. (more than total population in Europe, Japan and USA)
- Main driver of global expansion and consume will be middle class in i.e. Brazil, China, India, Indonesia, Mexico and Turkey

Attractive places will win !



INTERESTING TO VISIT



WORTH TO INVEST AT



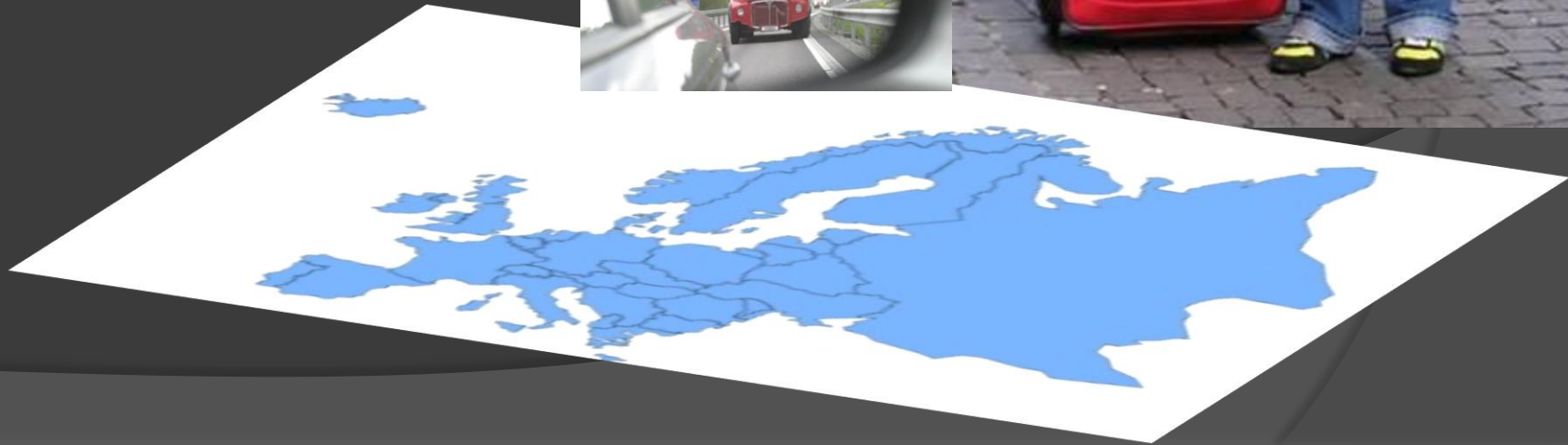
COMFORTABLE FOR FAMILIES



FUN TO MEET FRIENDS



Where will
she settle
down ?



Thank you for the attention !