



VIDZEME

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Regional scenarios for Vidzeme region in Latvia

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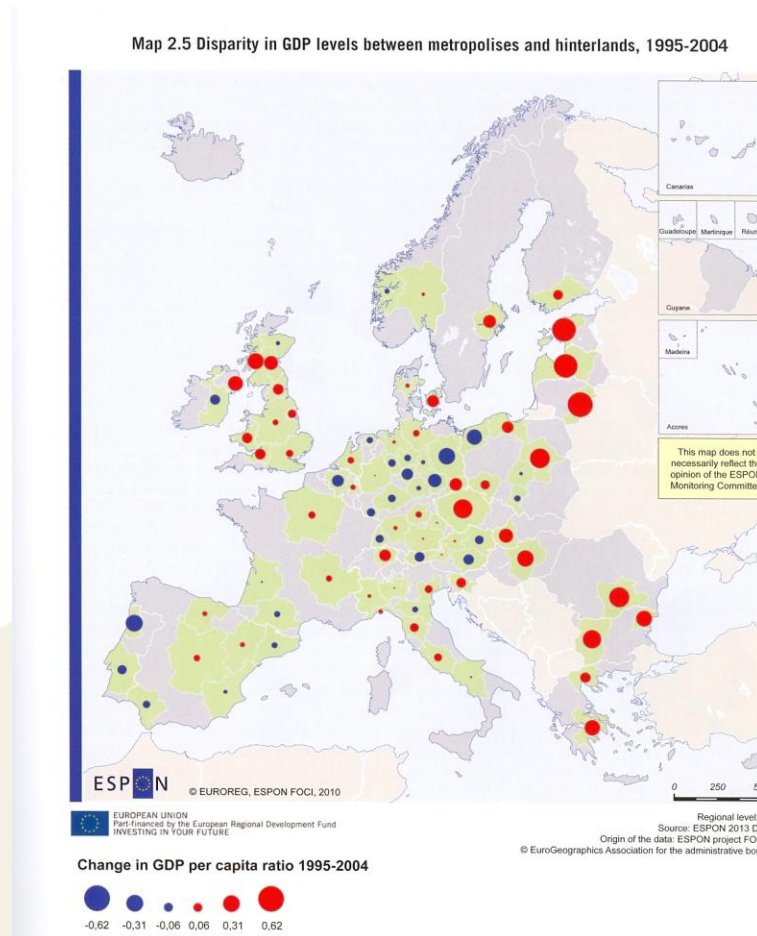
Innovation Circle Network IV Annual Conference

“Europe in Transformation. Focus on the future for communities and cities in rural regions,”

Jūrmala, Latvia, Dec 8-9, 2011



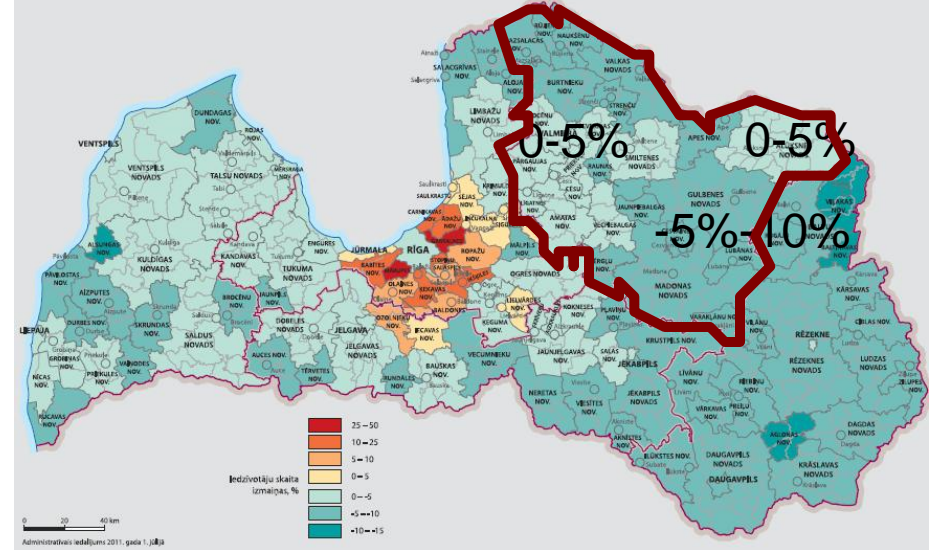
Need for cohesion



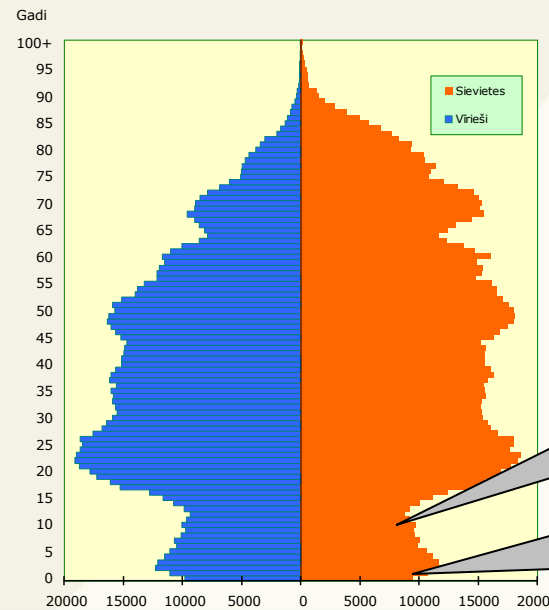
Disparity of GDP levels between metropolises and hinterlands, 1995-2004

About Vidzeme planning region

- **Largest region** – 23,6% from total territory of Latvia
- **Least populated region** - 231,067, or 10,4% from general population
- **Lowest population density** – 15,2 people/km², (Latvian average– 34,5 people/km²)
- **Depleting population** Largest population decline from 2006-2011 - 4,9% (Latvian average – 2,8%)
- **Ageing population** especially in rural areas
- **Poor accessibility.** Most territories outside 45 minutes reach from large urban areas
- **Agrarian economy** – 17,5% employed in agriculture and forestry. (Average - 8,8%)
- **Many employed in education** - 11,5% (on average– 10,2%)
- **Consists of 25 local municipalities, + Valmiera**
- **Large towns** – Valmiera (27,000), Cēsis (19,538) Smiltene (14,226).
- **Strong industries** –dairy products, forestry, wood processing, chemical industry and others
- **Industries with potential** - ICTs, creative industries, green energy, Vidzeme University of Applied Sciences in Valmiera



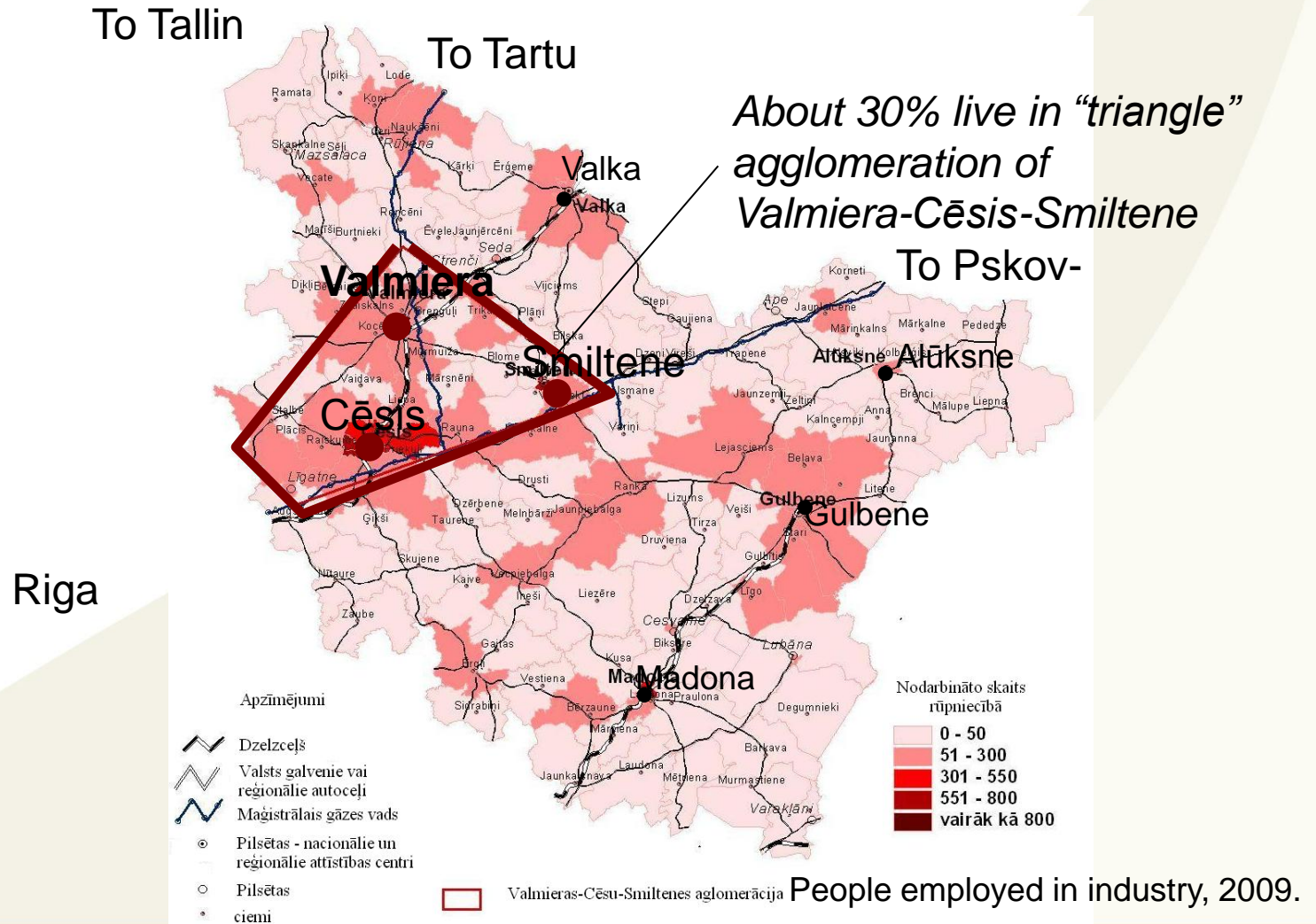
Population decline (2006-11)



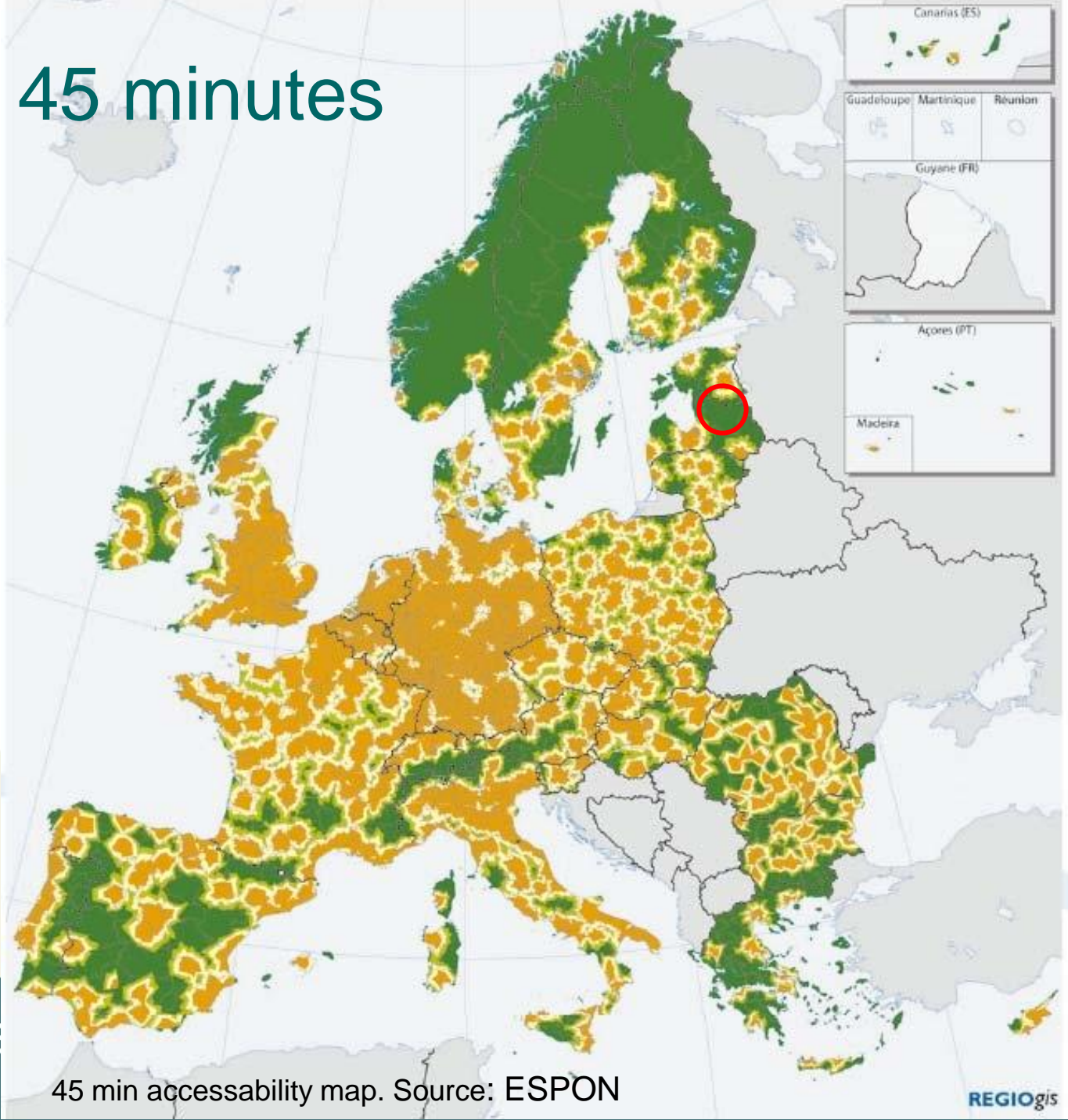
Decline in birth during 1990s

Decline in birth during recession

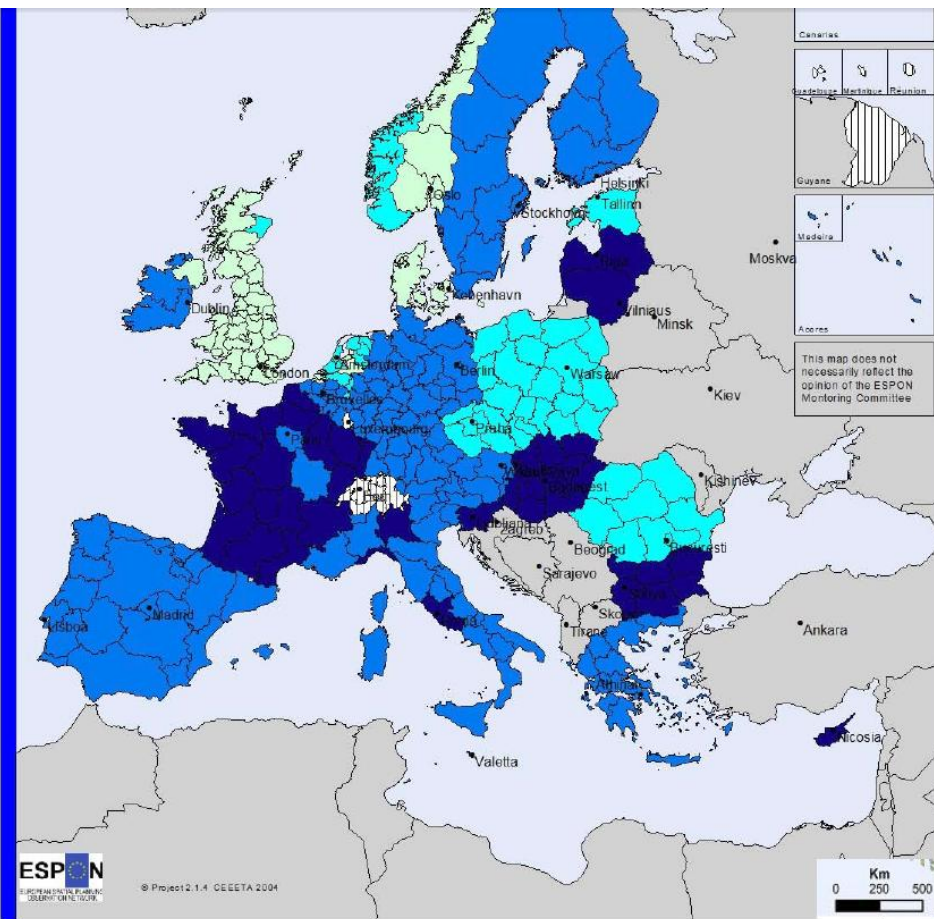
Internal territorial diversity



Outside 45 minutes reach...



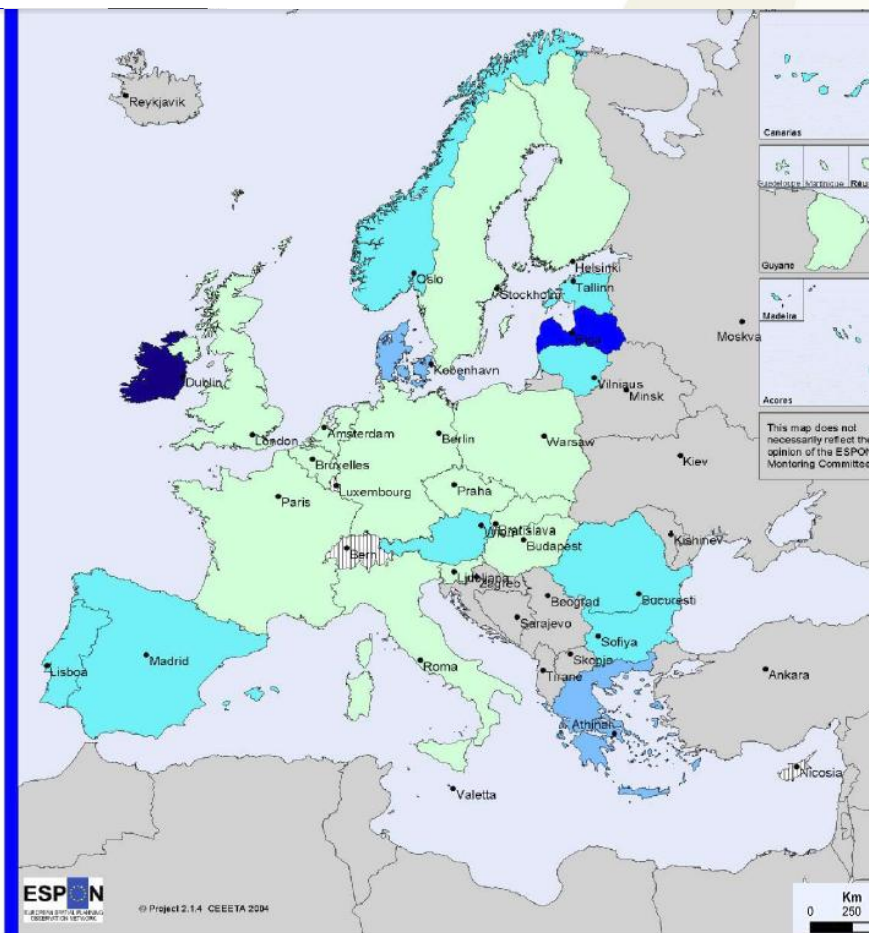
45 min accessibility map. Source: ESPON



Sensitivity to variations on energy prices and energy self-sufficiency © EuroGeographics Association for the administrative boundaries
 Source: Eurostat, National Statistics

- Light Green: Low Sensibility and High Self-sufficiency
- Light Blue: High Sensibility and High Self-sufficiency
- Dark Blue: Low Sensibility and Low Self-sufficiency
- Dark Blue: High Sensibility and Low Self-sufficiency
- White with black border: No Data

High sensitivity to variations in energy prices and energy self sufficiency



Wind & Biomass Potential / Final electricity consumption in 2002 (%) © EuroGeographics Association for the administrative boundaries
 Source: DGET, EUROSTAT, "Biomass availability in Europe" 2003, EWEA

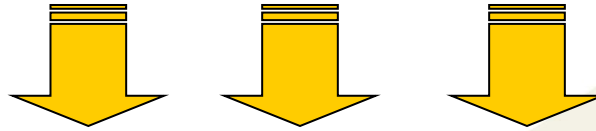
- Light Green: 15 - 58
- Light Blue: 56 - 97
- Medium Blue: 97 - 138
- Dark Blue: 138 - 179
- Dark Blue: 179 - 219
- White with black border: No Data

Rich wind and biomass potential

Scenario formula

Drivers

demographic situation, energy prices, technology innovation, climate change, value change
EU policies, state policies, regional and local governance



Territorial capital

- Nature and infrastructure
- Knowledge
- Human and social capital
- Identity

Strategy and capacity for change

- Proactive
- Adaptation
- Staying in game
- Passive – *status-quo*

Development values

- Competition
- Cohesion
- Optimal



Development values

Competition

Values

Individualism, competitiveness

Strategies

“Survival of the fittest”, “Stronger foot forward”, “new tigers”, “immediate gains”

Policies

Free market, privatization
 State subsidies are following people
 Service concentration
 Open borders
 Supporting competitiveness and excellence

Impact

Investment in perspective territories, industries, projects, people



Cohesion

Values

Community, cohesion

Strategies

“Reach out a helping hand,” stability, sustainability, long term gains

Policies

People’s rights to services guaranteed in places where they live
 Larger government
 Larger social budgets
 Higher regulation of industries

Impact

Redistribution of resources benefit less developed territories, industries, projects and disadvantaged social groups

Status-quo

The way is up, but people don't change



- Absence of action creates illusion of stability
- Municipalities addressing needs of elderly voters



- Lack of response towards negative changes

Impact

- Infrastructure developed in peripheral areas, but it is not sustainable because of declining rural population
- Traditional industries still strong, but losing competitiveness
- Short term place attractiveness campaigns based on knowledge of local elites
- Local municipalities - “small kingdoms.” Limited cooperation.
- Dependence on EU financing



Competitiveness

The way is up, but only for the strongest



Focused support for competitive industries and territories
More foreign investment

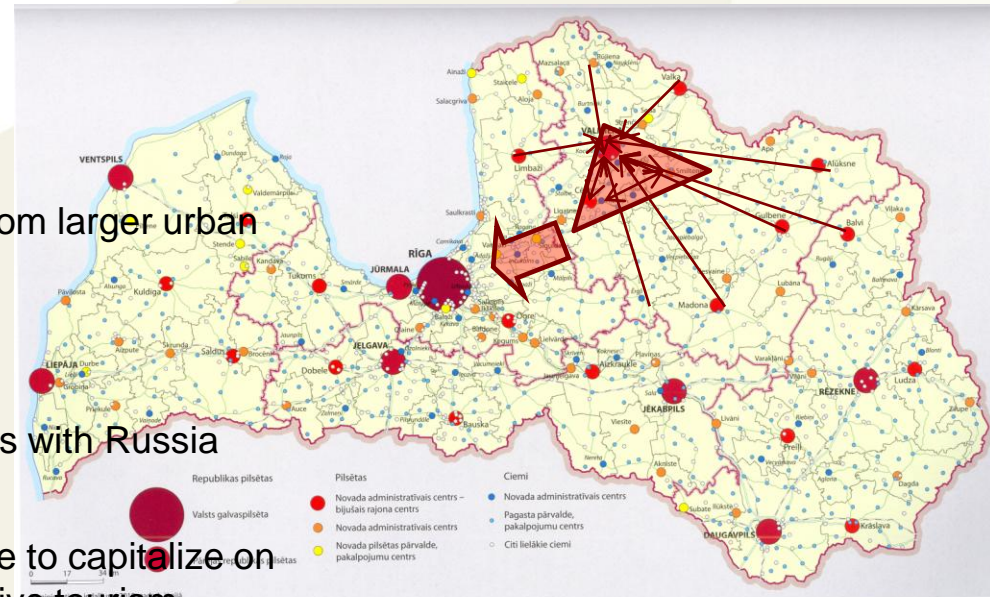
- Significant decline of rural population
- Increasing social exclusion
- Weak solidarity and cooperation

Impacts

- Increasing centre-periphery divide
- Individual campaigns for attracting residents from larger urban areas
- Attracting migrant workers
- Concentration of services
- More investment in cross-border transport hubs with Russia
- Larger towns - more attractive
- Small towns lack human capital and knowledge to capitalize on cultural and natural heritage and create attractive tourism destinations
- Natural diversity sacrificed



Maraton on the hills of Sigulda © Anatolijs Tarasovs



Valmiera – “Small Chicago”



Attracting young...

Kuršis priekšā



Novērtē attēlu



4 vērtējumi, vidējais vērtējums 4.0

Nesen Ansim Bērziņam uzticēta arī visu Latvijas novadu fondu kustības vadība. «Tāds prieks, ka viņš, jauns puisis, tik labi izprot un iedziļinās dažādu paaužu vajadzībās,» saka Zilākalna ciemata aktivistu biedrības vadītāja Inese Stepane.

Autors: Aleksejs Kozīņecs

Atstāj vīna kalnu 100 Valmieras draugu dēļ 9

Geida Liepiņa, 2011. gada 26. oktobris 08:30

Valmieras novada fonda (VNF) vadītājs Ansis Bērziņš ir 27 gadus vecs enerģisks censonis, kurš, lai gan dzimis un uzaudzis ilggadēju Sabiles vīna kalna kopēju ģimenē, pēc mazpilsētas vidusskolas beigšanas devās uz Ziemeļvidzemi, lai tur ar laiku aizsāktu ko pavisam jaunu. Vēl būdams Vidzemes Augstskolas (VIA) Komunikāciju un sabiedrisko attiecību nodaļas 3. kursa students, puisis aktīvi iesaistījās topošā Valmieras novada fonda izveidē un 2005. gadā kļuva par tā vadītāju.

Ansis (27) moved to Valmiera from Sabile in Kurzeme region to Study. Established local community foundation

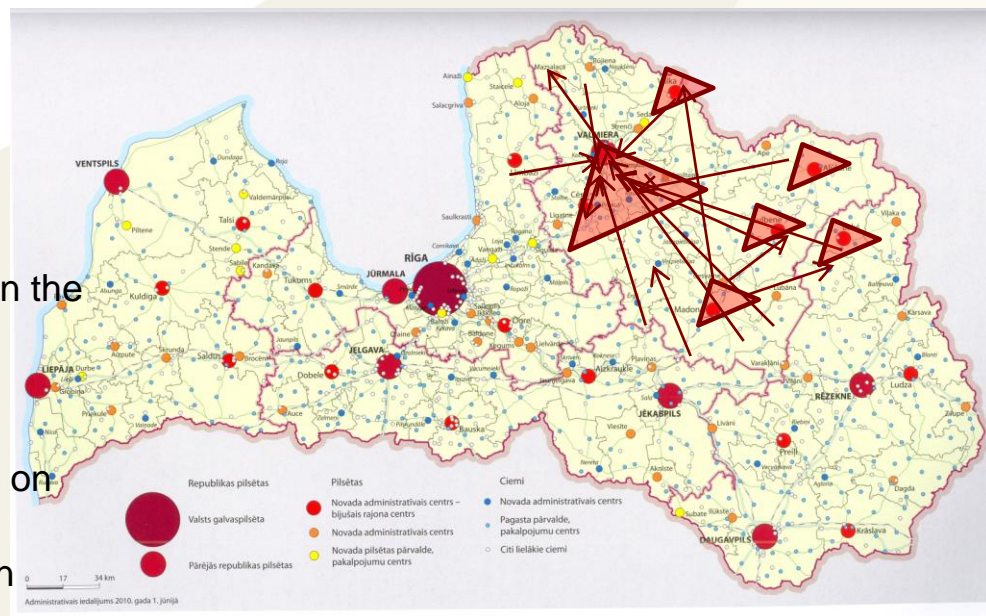
Cohesion scenario

The way is up, by reaching out a helping hand

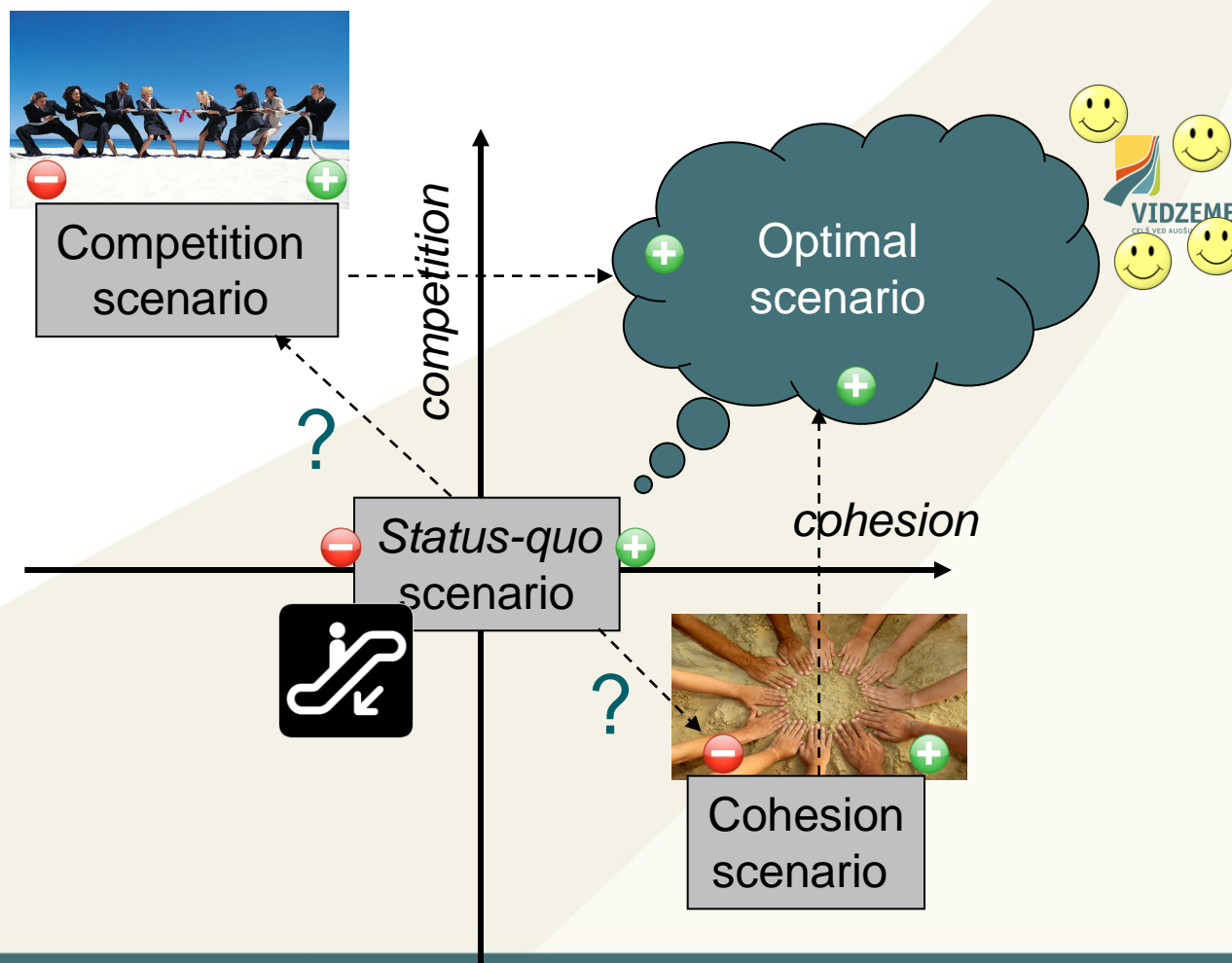
- Emphasis on self-subsistence economics
- Decentralized and inclusive development planning
- Territorial and social inequalities exist, but do not increase significantly
- Lower productivity and slower economic growth
- Distribution of resources in periphery does not benefit main development centers
- Increasing dependence on social systems

Impact

- Better coordination (coordinated cultural events in the region, branding objectives)
- Developed network of motor ways also between smaller towns
- Small scale diversified agriculture with emphasis on organic and green strategies
- Higher regulation of industries to ensure common standards and better protect local markets



Finding optimal mix



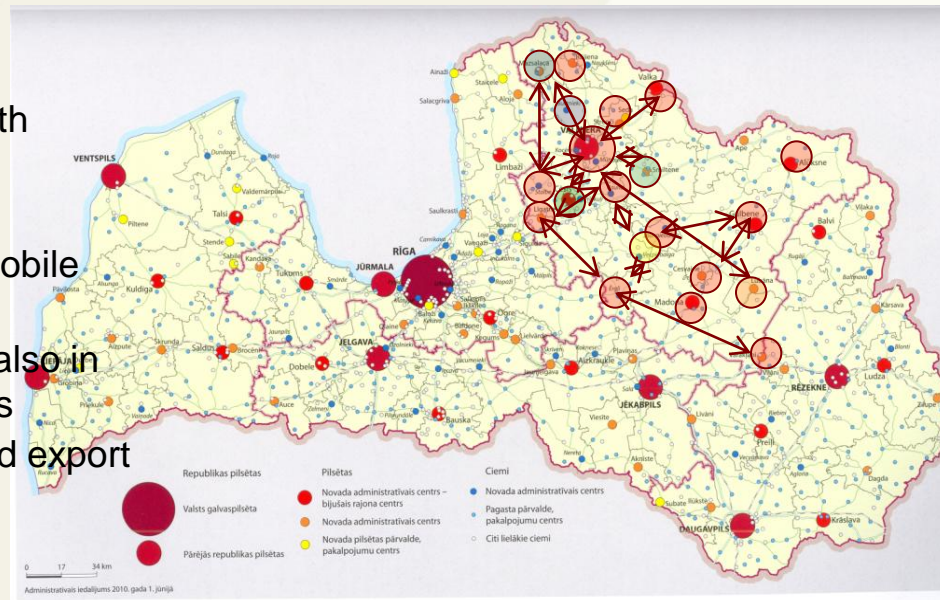
Optimal scenario

The way is up if we are continuing our trip together

- ➕
- Each territory finds it's own unique potential
- Balanced internal and external development approaches
- Adaptation strategy aimed towards reducing vulnerability to external shocks
- Aiming at higher productivity
- Networking and specialization strategies
- Less energy wasted in internal power struggles

Impact

- Focused place branding strategies coordinated with economic development programmes
- 10 specialized local tourism destinations
- Innovative provision of services (e-government, mobile teams)
- EU funding invested not only in infrastructure but also in establishing and supporting long term partnerships
- Incentives for increasing local competitiveness and export capacity
- Clusters



Optimal Scenario is about clusters

- **Healthy foods cluster initiative in Vidzeme**
[LatInnoFood](#)

Partners:

- Dairy product producers, brewery, and bakeries
- Universities and Professional associations



How can we reach optimal scenario?

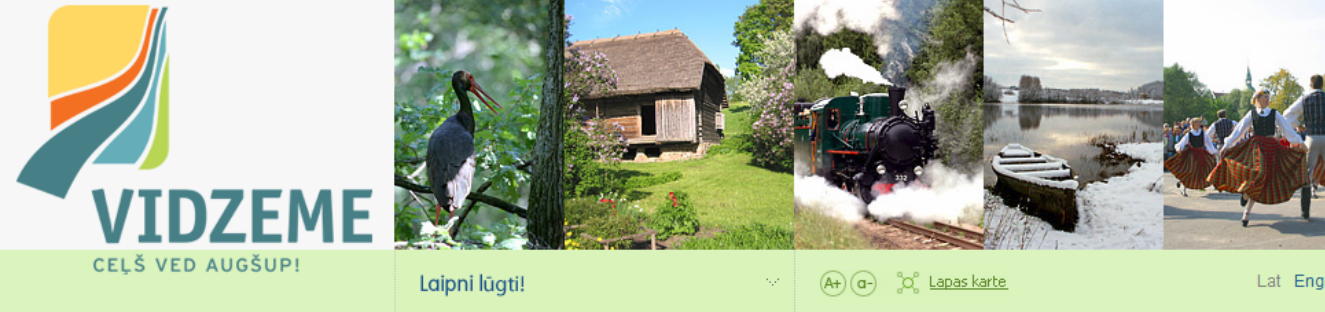
Focus on:

- **Territorial capital** – all dimensions (nature, infrastructure, knowledge, people, identity)
- **Integral development.** Focus on all aspects of human development - physical, intellectual and spiritual.
- **Concrete development objectives based on local potentials.** There are no underdeveloped territories in Vidzeme.

What is needed:

- **Stronger planning regions**
- **Place based** development approach
- **Local financial incentives** for local governments

Learn more...



VIDZEME

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Laipni lūgti!

(A+) (A-) Lapas karte

Lat Eng



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Notikumi

Augusts

P	O	T	C	P	S	Sv
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

VPR ilgtermiņa attīstības scenāriji

Ekonomiskā profila projekts

Pierakstīties jaunumiem

Sazinies ar mums

VPR runā

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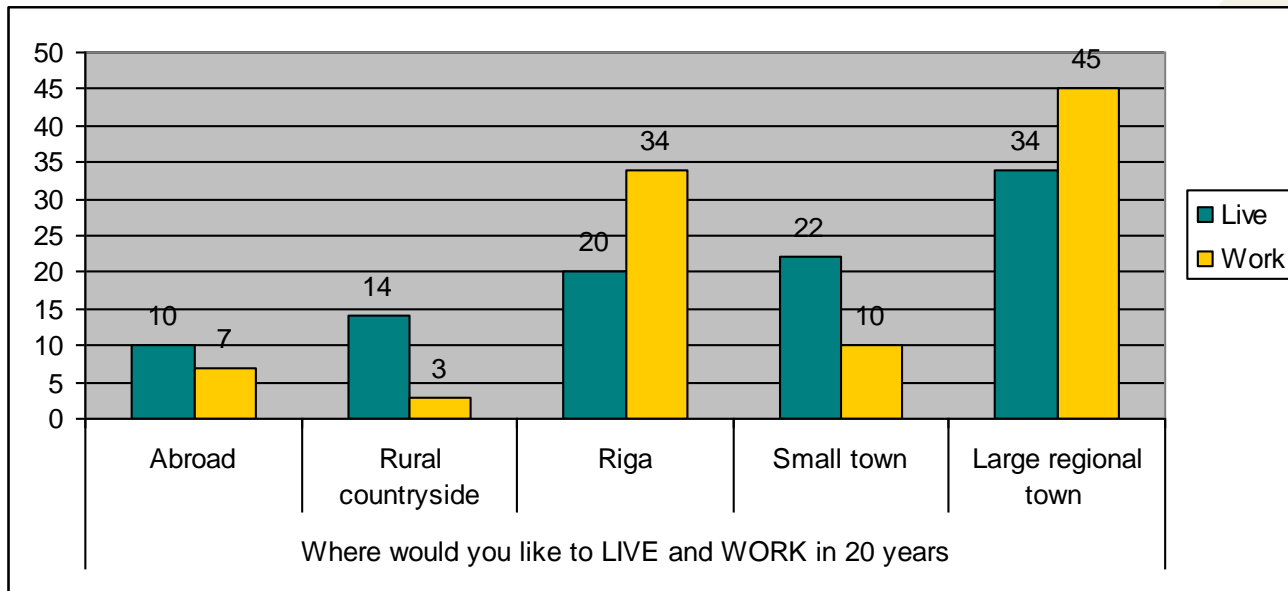
www.vidzeme.lv

- **Final Report**
- **Summary of Final Report**
- **Youth Survey of 4 towns**
- **Articles**
- **Scenario presentations (PPT, and video)**
- **Scenario workshop video**
- **Videos of Success Stories**

If you want to know your future, look at yourself in the moment, because this moment is cause for your future



Where would you like to live and work in 20 years?



	2011 (%)	2030 (%)
Abroad	10	... ↓
Rīga	20	... ↓
Large regional town	34	... ↑
Rural countryside	14	... ↑
Small town	22	... ↑

Set your
objective
here !

Development dilemmas in Vidzeme

- **Demography.** Closed “*silver hair economy*” or dynamic labour market with “*open borders.*”
- **Regional economy.** “*Strong foot forward*”, „*Support for new tigers*” or “*Reach out a helping hand*”
- **Energy.** Dependence on energy import or growing self-sufficiency?
- **Transport and accessibility.** Transport infrastructure as necessary condition or just one of conditions for development of territories
- **Climate change.** Delayed response or active adaptation?
- **Rural development.** Competitive large scale agriculture or self-subsistence farming ?
- **Governance** „*Divide and rule*” or “*let many flowers bloom*”
- **Place attractiveness.** Long term focused place branding efforts or uncoordinated short- term attractiveness campaigns?
- **Transformation of social and cultural values.** Divided or integrated society.