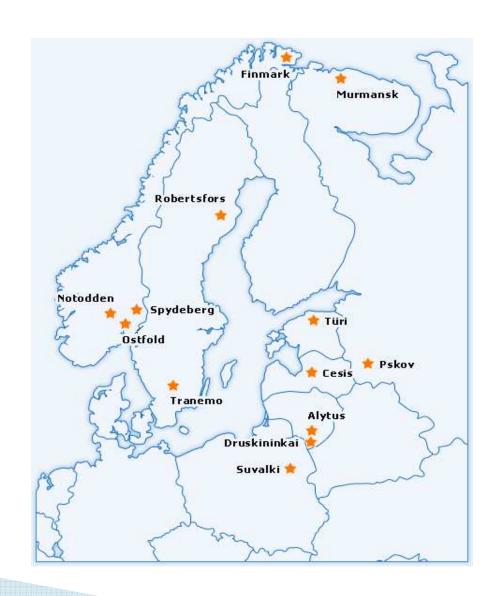
Innovation Circle project 2005–2008



Presentation by Alf S. Johansen (Project manager)



The IC partners were small and medium cities and rural regions

The target groups of Innovation Circle

Generators of new ideas and initiatives

(Governance partners)



What was the IC project all about?

- Applying a holistic approach to development of the places, not a single solution strategy for community/city
- Mobilising local and external human and financial resources. Building winning networks
- Working and learning together with neighboor countries...places with quite similar challenges
- Promoting a more innovative and sustainable governance
- Delivering new ideas and concrete good examples
- Reaching out to the next generation

What did we do?

Innovation Forum conferences

Kick-off - 162 Mid-term - 134 EXPO - 226

Innovation Academy

Pack1 - 78
Pack2 - 88
Pack3 - 92
Pack4 - 87
Pack5 ~ 80

Youth Summer Camp Druskininkai - 116 Sigulda - 130 Pskov – 67



Other local and international workshops: > 100

13 Future Charters
63 local/transnational actions
About

10 newsletters,

20 videos,

60 types of brochures,

30 TV/radio programs, reportages

4 publication in The Baltic Times

40 newspaper articles

2'479'584 <u>www.innovationcircle.net</u> website hits during the last year



Robertsfors fick guld för entreprenörsprojekt

UTMÄRKELSER Robertsfors har fått två utmärkelser för projekt de genomfört inom det internationella samarbetsprojektet Innovation Circle.

Kommunen kammade hem ett guld och ett silver i två av tretton kategorier i konkurrens med 53 andra projekt.

Priserna fick kommunens representanter under projektavslutningen som genomfördes i Litauen i för ra veckan.

Syftet med projektet som pågått under två år har varit att utveckla kommunerna, bygga nätverk och inspirera till innovativa lösningar.

Guldet fick Robertsfors för projektet Entreprenörskap i skolan där fokus har legat på aktiviteter för att öka kreativiteten i under-

visningen. Motivet till guldplaceringen var att kommunen inkluderat många målgrupper i aktiviteterna, både elever, lärare och kommunal administration.

Silvret fick kommunen för "bästa koncept" för att de arbetat med ett antal ak-



Britt-Inger Yängbo, projektledare för Entreprenörskap i skolan, Marianne Wikström, barn- och utbildningsnämndens ordförande, Lars Bäckström, kommunalråd och Carin Elofsson, näringslivsutvecklare, var några av dem som tog emot priserna i Litauen.

tiviteter och förbättringsåtgärder för att nå Robertsfors vision om att bli Sveriges bāsta kommun.

Som exempel kan nämnas renoveringen av parken i Ånäset, aktiviteter för att öka inflyttning, satsningar på Countryveckan och fokus på byautveckling.

I projektet ingår tolv kommuner från sju länder, Sverige, Norge, Estland, Lett-



den police over

FOTO: ROBERTSFORS KOMMUN takker own-red-wording lamestage for J-4-quibles-

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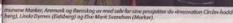
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Alytus – a medium sized city in Europe





Eurostat:

The population in the Baltic states will decrease as much as 25 % until 2060 if nothing will change the trend.









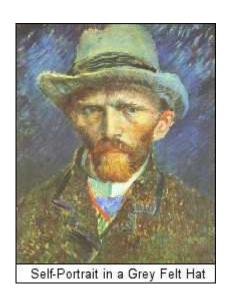


Depopulation is most significant at smaller places

How to change the trend?

How to make smaller places more attrcative?





"Great things are done by a series of small things brought together."

Vincent Van Gogh

Why can not traditional industry turn the trends and sustain population in rural areas and smaller/medium cities in the Baltics?

Because traditional manufactoring industry can not give enough jobs and interesting enough lives for 21th century generations.

80 % of all jobs in advanced countries is today created within the service sector.

Where are the interesting jobs for young and well educated people and young ladies in particular?





Infrastructure should support new service industries and living cities



Cities and regions as products

- What is the product?
- What needs have the target groups?
- How good are we compared to the competitors?

How attractive is the city?



Young People – the youth – must be involved in discussions – AND their ideas and proposals MUST be respected and implimented



Creativity knows no boundaries





Sex, color, nationality. It's universal.

This is why, the places that are seeing their economies growing are places that are open and tolerant...

....to people and exciting architecture

Architecture and design matters!

Arena Park will be the "greenest" housing development in Arendal Centre





TRENDS:

- Economic activity is also re-concentrating into fewer and fewer places around the world.
- Cities are growing bigger and bigger and bigger.
- Creative people must cluster together in order to be productive.

The IC Network is a cluster

IC NETWORK PARTNERS

Norway





















Sweden

Latvia

Poland

















Finlan



Estonia























Public Institutions, Commercial and NGOs











Baltic Innovation Group



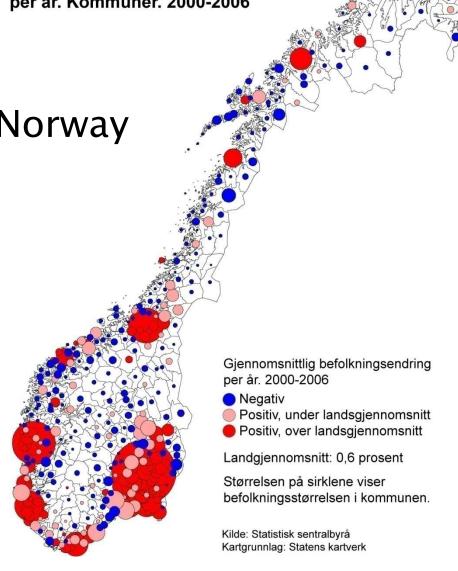


Gjennomsnittlig befolkningsendring per år. Kommuner. 2000-2006

One example from Norway

Blue is negative population dev.

Red is positive population dev.







"We want young clever people to return back and to find Alta an exciting place for their work an lives. The possibilities for joining international activities within a network like IC is an argument itself for staying in Alta."

"In order to keep a high quality level at all this it is necessary to gain experiences, ideas and learning from an environment bigger than ourselves. This goes both for the facilitators and for the performers. The IC network is such an arena for learning and inspiration"



"A dream you dream alone is only a dream. A dream you dream together is reality."

John Lennon