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Picture on cover: DAA project

"The contents of this work reflect the views of the author(s) and do not represent the position of the INTERREG IVC programme. The authors are entirely responsible for the facts and accuracy of the data presented."
Foreword: Capitalising on achievements

Over the last seven years, with the goal of improving regional policies, more than 2,000 public institutions across Europe have been learning from each other through cooperation in 204 interregional projects supported by the INTERREG IVC territorial cooperation programme.

Hundreds of individual examples now exist of how a region or city has built on the experiences of their counterparts elsewhere to enhance their own policy and delivery strategies. For example, inspired by the approaches taken by the ECO Centre in Wales (UK) and an Educational Centre of the city of Sittard-Geleen (in the Netherlands), the Hungarian city of Vecsés developed activities on renewable energy and sustainability for its schoolchildren. In another example, based on lessons learnt through dialogue with Paterna (Spain), the Daugavpils City Council in Latvia upgraded its infrastructure for industrial parks, which had been active during the Soviet era but which also have great potential today. In a final example, after exchanging information with the Cypriot authorities the Region of Crete in Greece invested in water recycling and re-use schemes, applying the Cypriot models.

The sheer scale of the knowledge shared in the INTERREG IVC Programme is impressive: almost 5,000 staff involved in regional policy have improved their skills, and more than 250 policies have been improved. With such a wealth of experience, the programme was eager to go a step further and harness the knowledge that has been collected or generated at project level.

Policymakers across Europe are searching for evidence to support their actions – and even more so during this period of financial instability. Local and regional authorities don’t necessarily have the resources to try out different policy practices without the assurance that they have worked elsewhere.

Over the course of the past year, 12 teams of experts in different fields have been analysing the project results and benchmarking the knowledge they have accumulated. This report is the fruit of their work. It showcases the tried-and-tested practices exchanged - and policies improved - by INTERREG IVC projects, and will be of interest to all EU regions. Synergies and complementarities within the projects are identified as well as links with other EU initiatives. Policymakers and practitioners at all levels - regional, national and European – will find theme-specific recommendations tailored for them.

There is no longer a need to look project by project and policy by policy to understand the key regional policy issues and potential solutions in the field of demographic change. You will find in this report an organised ‘repository’ of the valuable knowledge gained by the INTERREG IVC projects working in this important area, to help you to shape the policies of tomorrow.

Michel Lamblin
Programme Director

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Executive Summary

This report draws on a comparative analysis of approaches and practices identified in nine INTERREG IVC projects. It presents the analysis and key findings of the capitalisation exercise focusing on nine demographic change projects supported by the INTERREG IVC Programme. Capitalisation is the collection and analysis of innovative, interesting and useful practices and policies developed or implemented in these projects. The aim of analysing approaches to, and practices concerning, demographic change is to encourage policymakers to learn from such practices, to become inspired, to connect with other regions in Europe and to develop effective policies at regional, national or European level.

The nine INTERREG IVC projects that have been analysed are:

- CASA: Consortium for Assistive Solutions Adoption
- CREATOR: Creative regional policies addressing economic development opportunities related to ageing societies
- DAA: Design led Innovations for Active Ageing
- DART: Declining, Ageing and Regional Transformation
- ESF6 CIA: Capitalising Innovating Approaches towards Demographic Change
- INN.O.V.Age: Eco-INNovation for smart hOme and independent liVing to increase the quality of life of Aging people
- PADIMA: Policies Against Depopulation in Mountain Areas
- PEOPLE: Innovation for Societal Change
- RTF: Regional Telemedicine Forum

Demographic change results from changing birth rates, mortality (death) rates and migration rates. These rates are influenced both by socio-cultural developments such as individualisation and emancipation, and by economic developments such as labour migration by young people, and may lead to imbalances between age groups in regions that are economically less prosperous and, eventually, to local depopulation. Many of the effects of demographic change only become visible after a long period of time and are therefore not easy to pinpoint. That is why it is so important to raise awareness on, and monitor the consequences of, demographic developments.
The Europe 2020 Strategy highlights the fact that Europe is facing challenges concerning ageing and depopulation in several regions, including rural and peripheral ones. The recession in the last couple of years has not diminished the commitment of Member States to respond to demographic change. Despite the bleak outlook for public finances, the European Commission is convinced that the demographic dimension deserves to be fully taken into account by Member States when they are formulating their exit strategies from the current recession.

At the heart of this analysis report lie the lessons that emerged from the INTERREG IVC projects and the recommendations derived from them. They show:

- The most important themes these projects have been working on;
- Common challenges and interesting or innovative practice or policies;
- The usefulness of certain projects for other regions and projects in Europe.

The interregional approach of the INTERREG IVC programme covers the whole territory of the European Union plus Norway and Switzerland and enables project partners to share methodologies across the participating regions all over Europe. As each region is unique, solutions have to be specific and tailored to the situation. The exchange of good practice or policies within the INTERREG IVC programme is therefore not a copy-and-paste exercise: the benefits are primarily to be found in reflection, inspiration and adaptation. Cooperation in INTERREG IVC provides an opportunity for regions that are lagging behind to learn from the frontrunners. Similarly, more advanced partners can act as consultants in the process of transferring practices that have proved to be effective.

The involvement of politicians in the exchange activity has a positive effect on the success for transferring solutions and strategies. It creates a higher degree of political commitment and offers opportunity for continuation, including after the project itself has ended. With a subject such as demographic change, which touches upon so many policy fields, this is of great value.

Thematic Analysis

The nine INTERREG IVC projects address the consequences of demographic change, centring on four common themes:

- Education, lifelong learning and the labour market;
- Economic diversification;
- Social- and (health) care services;
- Independent living.

The figure below shows the themes that are addressed by each INTERREG IVC project.
In the context of an ageing population and a reduction in the younger working age group, it is becoming increasingly important that older workers continue to work for a longer period. As people can expect to live 20 to 30 years beyond their retirement, extending working lives is not only an economic necessity, there is also evidence to show that continuing to work can improve older people’s social, mental and physical well-being.

Several good practices have been identified within INTERREG IVC projects that aim to address these challenges. Flexible working arrangements can help address identified skills shortages by encouraging a greater pool of talented people, including women returning to work after their maternity leave, those with care responsibilities, disabled people and skilled older workers wishing to remain in the workforce. Other aspects addressed by INTERREG IVC projects are self-employment and tackling gender inequalities.

The ESF6 CIA project developed the European Best Practice Guidelines related to the employment of older workers. It was set up along three key themes: employment transitions, working hours and work/life balance, and work organisation and workplace design.

Particularly in shrinking societies, maintaining a high-quality education system is a two-fold challenge: a challenge to realise the educational innovation needed for lifelong learning and long distance learning (e-learning), and a challenge to tackle the mismatch between supply and demand on the labour market.

In the DART project, Slovenia and Limburg developed Centres for life-long learning. Regions dealing with a population decline due to decreasing numbers of pupils/students and the accompanying shrinkage of the potential workforce need to offer a sound investment climate and create or maintain attractive living conditions for their populations.

Economic Diversification

Economic diversification is regarded as an important theme for regions dealing with demographic change, especially for those dealing with population decline. The PADIMA project states in its final report on economic diversification: “Diversification of products, economic activities and markets is one of the key factors for regional and local economic development and for demographic growth.”

A good example is the Agrischool for Infancy, identified by the PADIMA project. In the Province of Torino, Italy supported child care farms that offer day care for children aged 0 to 6 years, offering services in less favoured areas where essential services are not guaranteed. At the same time, it increases economic competitiveness and improves farmers’ incomes.

The long-term trend of a progressively ageing regional population creates new economic development opportunities as well. For example, an increasing demand for leisure activities for people over 50 results in new opportunities for entrepreneurs. Similarly, innovations in technology, ICT, housing and public-private partnerships in the area of senior care, all create economic activities and increase Europe's potential competitiveness.

The Active 50+ Fair organised in Poznań, Wielkopolskie, Poland (CREATOR) promotes products, services and projects for people over 50. The Fair presents companies that focus on the elderly and recognise the expectations of elderly consumers. It includes products and services in the field of health, work and education, travel, sports, beauty and lifestyle, passions, new technologies and media, and finances.

Social and (Health) Care Services

In recent decades rural, mountainous and peripheral areas have in general experienced a decreasing access to services, while the opposite trends are evident in urban agglomerations. The impact on services is negative as a consequence of imbalances between age groups, shrinking economies and significant environmental problems – negative driving forces that reinforce each other. Due to low profitability, private actors are hesitant to invest and operate in sparsely populated areas. However, services are also under pressure in regions with a strongly ageing population, as a growing number of people need access to (health) care and services. Against the backdrop of the ageing societies in all
EU Member States, the topic of eldercare services increasingly registers at the European level as well, where several policy initiatives are being discussed. The huge number of available demographic strategies shows how important ‘eldercare’ services are.

A good example in the field of social services is the Citizen buses and future trends pilot from the DART project implemented in the Brandenburg region in Germany. The main aim was to maintain mobility in sparsely populated areas with the help of voluntary engagement. Transport solutions like citizen buses, grocery pick-up and drop-off services as well as ‘combi buses’ were developed, which can be used for passenger transport, post- and parcel services, banking, etc. Citizen buses covered the official line structure of the local public transport network.

CREATOR identified the Health exercise model for elderly people in Hämeenlinna, Finland as a good practice to increase elderly people’s exercise in and near their homes and living environment. Thanks to this programme, most of the elderly residents started exercising and improved their physical condition. At the same time, the residents were given the opportunity to get to know each other better.

Independent Living

In 2020, the demographic share of those over age 65 will have risen to 28 per cent. This will change the housing market and require new forms of housing to be developed. The majority of the elderly want to remain in their familiar environment and to live as independently as possible, even when in need of assistance and care. Many local authorities are already investigating the use of telecare systems to help support people to continue living safely and independently at home. To give an example; the exchange of experience of the RTF project has resulted in the identification of 20 examples of regional good practices, and the transfer of these good practices to six participating regions has helped them to adapt ongoing development and to organise new telemedicine services. Besides this, it has helped to improve the planning of new telemedicine services for chronic patients with COPD, diabetes or CVD and to establish new centres of excellence in this field.

As one of the partners in the INN.O.V.Age project, which aims to implement new policies for eco-independent living, the South East Health Technologies Alliance (SEHTA) has launched a UK Healthcare Innovation Hub – a centre of excellence where high-tech entrepreneurs, academics, researchers and policymakers can meet, network and develop new and innovative healthcare concepts. The purpose of the UK Innovation Hub is to act as a catalyst for bringing together people with the common interest in helping elderly people to live independently. A further goal is to ensure that the cost of healthcare is reduced while improving the levels of care that individuals receive.

The CREATOR project focuses on the use of ICT technologies to support the activities of elderly people. The Nordic Regions of Häme and Västerbotten developed the smart cooking appliance Menumat: meal preparation equipment comprising a combination of a convection oven, a freezer, an intelligent shelving system and a control and steering unit. Meals are pre-ordered from the Menumat catering menu. Menumat identifies what kind of meal is carried by each case. The oven automatically identifies the meal and heats it up accordingly. The machine is equipped with a speaker and announces when the meal is ready. The oven shuts itself down automatically.

Key Policy Messages

In the final section, we summarise the key policy messages emerging from the INTERREG IVC capitalisation exercise on demographic change.

In all EU policies and actions of the EU Commission, demographic change developments should be the starting point. The European Demography Report that is developed every two years and current EU policy initiatives concerned with demographic change and active ageing can offer a useful starting point for policies addressing the challenges related to population decline and ageing.

Linked to this the main messages are:

- More attention should be paid to declining and strongly ageing regions within the EU;
- Policies should be developed to enhance green and silver economies;
- It is recommended to have more financial instruments specifically dedicated to active ageing: it is important to invest in competences of the older population as a source of specific competitiveness of the EU;
• Population decline requires a public debate about minimum standards of (social) services and infrastructure, taking financial viability and sustainability into account;
• Enhance creativity, innovation and entrepreneurship, at all levels of education and training;
• Increase efforts and measures for lifelong learning, especially by utilising ICT and e-learning;
• Enhance innovations in technology, ICT, housing and public-private partnerships in the area of senior care to create major potential for Europe’s competitiveness;
• To increase good practice and solutions in relation to demographic change, networking between regions in Europe should be encouraged and processes of exchange improved.

In the case of demographic change, it is important to realise its cross-sectoral character; it touches upon social policies, spatial planning, healthcare, child care and elderly care, but it also relates to legal issues and economic development. Some more generic recommendations in this respect are:

• Involve all stakeholders and stimulate cooperation between different levels of governance;
• Improve relationships and build partnerships between businesses, schools, training centres and universities;
• Foster the use of ICT and promote Internet connectivity to enhance social inclusion and access to the labour market, lifelong learning and new types of services;
• Local and regional government should facilitate and support the development of innovative services by adapting the legal framework and implementing well-defined regional strategies;
• Implement a regional innovation strategy: the regional smart specialisation strategies may offer good starting points;
• Encourage the elderly to participate as experts in projects;
• Raise awareness on social participation and the value of people over 50;
• Develop and maintain good demographic databases.

For the 4 identified themes, some of the most important recommendations are:

• Foster the use of ICT and promote Internet connectivity to enhance social inclusion and access to the labour market, with a special focus on elderly people with reduced mobility;
• Create the right conditions for a better work-life balance and more flexible working opportunities;
• In line with the European 2020 Strategy on smart, sustainable and inclusive growth, it is essential to allow the full exploitation of regions dealing with population decline or ageing through maintaining high-level qualitative education and knowledge creation and innovation;
• Regions with high levels of unemployment need to step up active labour market measures, such as training for the unemployed and individualised job-search advice;
• Provide incentives for fostering employment of the elderly;
• Introduce age-management principles in the strategies of public and private sectors;
• Monitor the working conditions of workers approaching retirement age to determine the factors that may lead to their early exit from the labour market;
• Allocate more efforts/resources to investigate the potential of the silver economy;
• Improve access to broadband, since it has proved essential to a lot of the good practices developed and it is especially important for peripheral and rural areas;
• Place more emphasis on innovation hubs or labs where companies, research institutes and the government can build on new entrepreneurial opportunities;
• Policies must seek to support diversification from traditional activities towards new products or new activities. The European Innovation Partnerships offers a good platform;
• Develop healthcare towards a more comprehensive, integrated system, whereby all important stakeholders cooperate to deliver services of high quality;
• Provide customer-oriented, flexibly responsive and economically sustainable social services;
• Build up partnerships and networks to support citizen’s participation and community action;
• Plan facilities and services according to people’s needs and choices;
• Involve the stakeholders, including the service designers and the users, at an early stage;
• Improve the role of technology in the field of elderly care and effectively integrate it in the planning and delivery of care and assistance services.
1. Introduction and Methodology

This report draws on a comparative analysis of approaches and practices identified in nine INTERREG IVC projects dealing with the consequences of demographic change. It presents the analysis and key findings of the capitalisation exercise focusing on nine demographic change projects supported by the INTERREG IVC Programme. Capitalisation is the collection and analysis of valuable, innovative, interesting and useful practices and policies developed or implemented in these projects. This report aims to help policymakers and practitioners draw on this practice to develop effective policy recommendations at regional, national and or European level.

The nine projects that have been analysed are:

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASA</td>
<td>Consortium for Assistive Solutions Adoption</td>
</tr>
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</tr>
<tr>
<td>PEOPLE</td>
<td>Innovation for Societal Change</td>
</tr>
<tr>
<td>RTF</td>
<td>Regional Telemedicine Forum</td>
</tr>
</tbody>
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Annexe 2 of this report contains fact sheets for each of these projects, showing the start and end date, partners in the projects and the website address.
1.1 Methodology

The nine analysed INTERREG IVC projects include 98 partners, representing 22 Member States and Norway. Altogether, they addressed 105 local/regional policies and identified good practices.

The first step in the analysis was the collection of data provided by the INTERREG IVC Programme (application form, progress reports, final report if available) and all relevant information provided by the projects (details on good practices, policies addressed). The next step was to check the thematic homogeneity and relevance of the selected projects that contribute to the topic of demographic change. The collecting of data and the screening of thematic content was executed by desk research.

The primarily results of the analysis were used as input for an interactive workshop. The capitalisation expert showed the progress made and gave the possibility to reflect on this. But the main aim was to start an exchange process among the projects dealing with similar issues in particular through a brief presentation of each project, to discuss interesting practices and policies available within the regions involved in these projects, to discuss the notion of the specific topic and clarify the different possible approaches, and to identify innovative approaches that could also be relevant to other regions in Europe.

Project (lead) partners were asked to give a brief presentation of their project, thereby focusing on challenges and difficulties, but also on successes and good practices. Has a project contributed to regional or national policies? What aspects could be useful for the other projects or for other local/regional authorities? Specially invited speakers for this workshop, Ettore Marchetti, Economic analyst from DG Employment and Hans Schlappa, Project leader URBACT Capitalisation on Demographic Change, contributed in relation to Europe 2020 and population decline in urban areas. After the workshop, the expert drew up the conclusions of the thematic workshop and delivered a short workshop report (see Annexe 5).

After the first collection of data, interesting practices and the first possible lessons learnt were identified. The screening of the thematic content was a first step towards the selection of the common themes of the nine INTERREG IVC projects dealing with demographic change issues. On the basis of this knowledge and an up-to-date literature review, the added value and the themes most relevant to be transferred to other regions in Europe were identified.

Special attention was given to the themes that contribute to Europe 2020 and more specifically to the EU Commission report on Demographic Change, as well as referring to active ageing, health systems and employment and the use of ICT.

In addition, a request for additional information through a questionnaire was sent by e-mail to several of the project lead beneficiaries, taking into account that this process should not represent too much of an additional burden to the projects. For the interviews, a qualitative approach was used. To deepen certain aspects of the analysis, two project visits were organised. In March, the expert visited the CASA lead beneficiary in Brussels and the PEOPLE project in Seville, Spain.

The expert also reflected upon the analysis by using the experiences of other European initiatives and programmes, such as INTERREG IVB projects dealing with the consequences of demographic change, like DC NOISE, iAge, Cities in Balance and Best Agers.
1.2 Some Definitions and Description of Demographic Change

Demographic change is the result of changes in the birth rate, mortality (death) rate and the migration rate.

According to the OECD/LEED (2012) there are two reliable indicators of demographic change, usually available at the 'local level': population trajectories and ageing indexes. These indicators are useful in describing the demographic situation in a particular area, but they do not explain why the situation has occurred nor do they provide strategies about what can be done about it. In order to define the extent of demographic change important indicators are: population change, fertility rates, youth population and ageing population (OECD/LEED 2012).
Some Demographic Indicators (1)

The **Crude Birth Rate** (CBR) and **Crude Death Rate** (CBR) are statistical values that can be utilised to measure the growth or decline of a population. The Crude Birth Rate and Crude Death Rate are both measured by the rate of births or deaths respectively in a population of 1000.

The Crude Birth Rate (CBR) is ‘crude’ because it relates births to total population without taking the age or sex composition of that population into consideration.

Birth rates above 30 per 1000 are considered high. Western European countries have a birth rate of 8 to 9 per 1000 inhabitants. Birth rates of 18 or less per 1000 are considered low. This includes all of Europe, including Russia.

The **Total Fertility Rate** (TFR) represents the number of children that would be born to a woman if she were to live to the end of her childbearing years and bear children in accordance with current age-specific fertility rates.

Crude Birth Rates may display regional variability because of differences in age and sex composition or disparities in births among the reproductive-age, rather than total, population. The TFR is a more accurate statement than the birth rate in showing the amount of reproduction in the population.

Population statistics are then used to plan actions, monitor and evaluate programmes in a number of important policy areas in the social and economic fields, such as:

- the analysis of population ageing and its effects on sustainability and welfare;
- the evaluation of fertility as a background for family policies;
- the evaluation of the economic impact of demographic change;
- the calculation of ‘per capita’ indicators that, like regional GDP per inhabitant, which influence the allocation of structural funds to economically less advantaged regions;
- the development and monitoring of harmonised immigration policies and a common asylum system in the EU;
- lastly, as a key input for the EU decision-making process, as population defines the weight of each Member State in the Qualified Majority Voting of the Council of the EU.

What effects these rates have is determined by both socio-cultural (for example individualisation and emancipation) and economic developments: because it is young people in particular who move in search of work while the share of elderly in the economically less prosperous regions increases. Socio-cultural, economic and demographic developments are inter-related, and therefore the relationship between the developments is complex. In addition, spatial planning policies may also have an impact on the regional development and migration patterns (Verwest 2011).

Some Demographic Indicators (2)

Population change – the difference between the size of the total population at the end and the beginning of a period.

Natural change – the difference between the number of live births and the number of deaths during the year. The natural change (or natural decrease) is negative when the number of deaths exceeds the number of births. The natural change (or natural increase) is positive when the number of births exceeds the number of deaths.

Net migration – the difference between the number of immigrants and the number of emigrants from a given region during the year (net migration is therefore negative when the number of emigrants exceeds the number of immigrants).

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Net migration including statistical adjustments – a general estimation of the net migration based on the difference between population change and natural change between two dates. In different countries, net migration including statistical adjustment may cover, besides the difference between inward and outward migration, other changes observed in the population figures between 1 January for two consecutive years which cannot be attributed to births, deaths, immigration or emigration.

Source: EUROSTAT

In the next paragraphs, we will have a closer look at the two developments affecting regions in Europe the most: ageing and population decline.

### 1.2.1 Ageing

In the second half of the twentieth century, the progressive decline to low levels of fertility and lower mortality rates among the elderly resulted in population ageing in Europe. The old age dependency ratio\(^2\) in the EU27 is projected to increase from 26 per cent in 2010 to 53 per cent in 2060 (see figure 1.1). In other words, there would be only two persons aged 15 to 64 for every person aged 65 or more in 2060, compared with four persons to one in 2010. The old age dependency ratio is projected to be 60 per cent or more in Bulgaria, Germany, Latvia, Poland, Romania and Slovakia, and 45 per cent or less in Belgium, Denmark, Ireland, Luxembourg and the United Kingdom (Eurostat population projections 2010-2060).

This affects labour market and healthcare services. Although the health conditions of the elderly may be expected to continue to improve, the rapid increase in the ‘oldest-old’ is likely to present a challenge to social security systems.

![Figure 1.1: Old-Age dependency ratio, EU 27 (%), 2015-2060](source: Eurostat)

### 1.2.2 Population Decline

From the 1970s, the fertility level fell below the required reproduction level. At the same time, the increase in life expectancy resulted in a continually ageing society. Many of the regions involved in the INTERREG IVC projects deal with the consequences of a decreasing number of 0 to 20 year olds and an increase in the proportion of people over 65. This change in population is particularly visible in Germany and countries like Poland and Romania, resulting in population decline.\(^3\) Estonia, Latvia and Lithuania and the majority of regions in Bulgaria, Romania, Germany, Hungary, Poland and Slovakia are expected to have a lower population by 2030 (see figure 1.2).

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\(^2\) The population aged 65 years and older divided by the population aged 15 to 64.

\(^3\) Population decline in this context refers to a long-term population decline typically caused by low fertility rates and a net migration rate that fails to compensate the excess of deaths over births. It does not refer to population decline related to the actual economic crisis in countries like Greece, Spain and Portugal.
Figure 1.2: Number of regions with decreased/increased population between 2008 and 2030

Source: Eurostat, regional EUROPOP2008
1.2.3 Inter-related Developments

While ageing and population decline are often closely inter-linked, regional population decline as such is not just a demographically driven development, but can only be understood in view of a number of worldwide developments in the position and role of regions in the global economy.

“The global economy today is very different from what it was in earlier decades. . . . societies are far more interconnected via transportation technologies, supply chains and information technology than in previous eras, and people are increasingly mobile and less tied to particular localities. On the one hand, this technology connectedness contributes to a much greater degree of globally distributed knowledge and learning, and for more deeply integrated and sophisticated supply systems. At the same time, it also ensures that local and regional impacts increasingly depend on external events taking place in other parts of the world.” (McCann, 2011).

Globalisation, the costs of communication, the rise of the knowledge economy and selective migration are the fundamental processes that affect regions in very diversified ways, as a result of which some regions experience high population growth, whereas others have to cope with population decline.
2. Policy Context

This chapter elaborates on the policy context in which demographic developments take place and shows the EU policy framework in this context. The last paragraph describes some examples of other EU programmes and initiatives that could be interesting for INTERREG IVC projects to learn or seek inspiration from.

To start with, demographic change, in addition to climate change and globalisation, is now recognised as one of the most significant challenges facing Europe and its regions. Europe’s demography is similar to that of the world’s other developed regions, such as Japan. Countries that are ageing fast and shrinking fast are being confronted with the biggest challenges.

The Territorial Agenda 2020\(^4\) highlights that Europe is facing challenges with regard to ageing and depopulation in several regions, including rural and peripheral ones. The EU population is ageing at a varying speed. Populations that are currently the oldest, such as Germany’s and Italy’s, will age rapidly for the next 20 years, then stabilise. Some of the populations that are currently younger, mainly in the eastern part of the EU, will age at an increasing speed and will have the oldest populations in the EU by 2060 (Demography Report 2010, EU Commission, 2011).

As the population ages, the contribution of people over 50 to economies and communities has to be reassessed. The impact of this trend differs from city to city and from region to region, but it will influence nearly every sphere of life: the labour market, housing, social security systems, infrastructure, urban/spatial planning, education, budgets and finances (Active Age Final report 2012).

Due to ageing, public expenditure on pensions is projected to rise, exerting a heavy strain on public finances. In most EU countries, government policy priorities are focused on reforms to the pension system, to improve its financial viability, to raise the employment rates of, especially, women and older workers, and to further reduce the public debt. According to the EU Commission (Ageing Report 2012), the key challenge for policymakers in the EU will be to transform the European social models in such a way that the implications arising from an ageing population will become manageable.

The recession in the last couple of years has not diminished the commitment of Member States to respond to demographic change. The commitment even appears to have been reinforced. Despite the bleak outlook for public finances, the European Commission is convinced that the demographic dimension deserves to be taken fully into account by Member States when they are formulating their exit strategies from the current recession.\(^5\)

2.1 EU Policy Framework

2.1.1 Lisbon Strategy

The Lisbon Strategy for growth and jobs was launched in 2000 as a response to globalisation. The idea is for the EU and its Member States to cooperate on reforms aimed at generating growth and more and better jobs by investing in people’s skills, the greening of the economy and innovation.\(^6\) The Lisbon Strategy included labour market strategies to increase the quota of elderly people working and lifelong learning objectives to help people adapt to a changing job market. It also took the first steps towards an increased focus on small and medium-sized businesses. One of the results was a decreasing unemployment rate throughout the EU, but the economic and financial crisis reversed the situation and the focus came to lie on more structural reforms.

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\(^4\) The strategy sets out to reorient existing policies from crisis management to medium- and longer-term goals to promote growth and employment and ensure the future sustainability of public finances. The latter is a precondition for sustainable social cohesion in the EU.

\(^5\) Demography Report 2010: Older, more numerous and diverse Europeans, 2011.

2.1.2 Europe 2020 Strategy

The objective of the Europe 2020 Strategy is smart, sustainable and inclusive growth. It highlights that Europe is facing challenges concerning ageing and depopulation in several regions, including rural and peripheral ones.

Demographic change is tackled through the Employment Guidelines of the Europe 2020 Strategy (follow-up of the Lisbon Strategy), which aims to increase the employment rate of the population segment aged 20 to 64 to at least 75 per cent, for instance by increasing the involvement of older workers. As one of the flagships of Europe 2020, the ‘agenda for new skills and jobs’ aims to modernise labour markets and empower people by developing their skills and improving flexibility and security in the working environment. This includes lifelong learning and e-skills.

The Europe 2020 strategy also promotes the active inclusion in society and the labour market of the most vulnerable groups, and the provision of decent housing for everyone in the flagship ‘European Platform against poverty and social exclusion’.

With an ageing population and strong competitive pressures from globalisation, Europe’s future economic growth and jobs will increasingly be dependent on innovation in products, services and business models. This is why innovation has been placed at the heart of the Europe 2020 strategy for growth and jobs. In relation to ageing, a prominent focus of the flagship ‘Innovation Union’ is on ‘Active and healthy ageing’ to mobilise players across the innovation sector in order to speed up innovative solutions to societal challenges. This is necessary, since the need for healthcare is growing, while the labour force is shrinking. The role of healthcare and long-term care and ensuring access to high-quality social services is therefore a main challenge. The European Commission put forward the concept of European Innovation Partnerships (EIP) to promote breakthroughs to address societal challenges and gain competitive advantages. One of them is the European Innovation Partnership on Active Healthy Ageing (EIP-AHA).

Another flagship in Europe 2020 is the Digital Agenda. In the Digital Agenda for Europe, the European Commission acknowledges the widespread usage of telemedicine services as an opportunity for citizens and a driver of great economic impact. The ‘I4MS’ initiative (ICT for Manufacturing SMEs) has been recently launched, which aims to help 200 SMEs across Europe ‘who are either attempting to reduce the risks involved in using advanced technology which is still in its infancy, or are trying to cross the so-called ‘valley of death’ that separates the development of an innovative prototype from a successful product in the market. It targets suppliers and users of ICT solutions and covers innovation in four areas: advanced robot solutions, high performance cloud-based simulation services, intelligent sensor-based equipment and innovative laser applications. SMEs across Europe will benefit in three ways: direct financial support to improve their products or manufacturing processes; acquisition of new technologies and knowledge; access to new markets and partners outside their local ecosystem.

Horizon 2020 is the financial instrument implementing the Innovation Union and is the follow-up programme of the 7th Framework Programme (also see 2.2.3). Horizon 2020’s objective is to tackle societal challenges “by helping to bridge the gap between research and the market by, for example, helping innovative enterprise to develop their technological breakthroughs into viable products with real commercial potential” (http://ec.europa.eu/research/horizon2020). One of the proposals is to provide funds to help address major concerns shared by all Europeans, such as climate change, developing sustainable transport and mobility, making renewable energy more affordable, ensuring food safety and security, and coping with the challenge of an ageing population.

Although many of the initiatives tackle demographic change, it might be questioned if this strategy focusing on growth and competitiveness is realistic for strongly declining regions and cities in Europe. Growth is still regarded as progress, while shrinkage has a negative association. National and regional programmes in line with European policy support urban development, and it is difficult to reward decline strategies. In addition, tax systems are still based on rewarding growth rather than a more coherent system whereby quality is maintained through solidarity between regions.

Europe 2020⁸ is the EU’s growth strategy for the coming decade. In a changing world, we want the EU to become a smart, sustainable and inclusive economy. These three mutually reinforcing priorities should help the EU and the Member States deliver high levels of employment, productivity and social cohesion. Concretely, the Union has set five ambitious objectives – on employment, innovation, education, social inclusion and climate/energy – to be reached by 2020. Each Member State has adopted its own national targets in each of these areas. Concrete actions at EU and national levels underpin the strategy.

José Manuel Barroso, President of the European Commission

2.1.3 The 2012 Ageing Report

Already in 2001, the Stockholm European Council emphasised the need for the Council to “regularly review the long-term sustainability of public finances, including the expected strains caused by the demographic changes ahead”. The European Commission (Directorate General for Economic and Financial Affairs – DG ECFIN) together with an appointed Ageing Working Group (AWG) prepared a joint report on economic and budgetary projections for the 27 EU Member States (2010-2060) on the basis of a new population projection by Eurostat (EUROPOP2010), feeding into the Europe 2020 strategy for smart, sustainable and inclusive growth and the analysis on the impact of ageing populations on the labour market and potential economic growth (EU Commission 2012).

2.1.4 Demography Reports

Every two years since 2006, a European Demography Forum has taken place to enable policymakers, stakeholders and experts to share knowledge and to discuss how to address demographic change. To feed into these debates, the Commission publishes a European Demography Report setting out the main facts and figures on demographic change and discusses policy responses. The third European Demography Forum in 2010 tackled the Demographic Dimension of the Europe 2020 Strategy. The European Demography Report 2010 deals with a population that is larger, older and more diverse than ever. One of the outcomes of the Demography Forum 2010 was the launch of the European Year for Active Ageing and Solidarity between Generations in 2012. The goal was to raise awareness of the contribution that older people make to society. It was strongly focused on getting policymakers and relevant stakeholders to take action and create opportunities for active ageing.

⁸ http://ec.europa.eu/europe2020
⁹ “Growing old in good health and as a full member of society, feeling more fulfilled in our jobs, more independent in our daily lives and more involved as citizens” – from http://europa.eu/ey2012/. 


2.1.5 Active Ageing and Solidarity between Generations

The objectives of the European Year of Active Ageing and Solidarity between Generations in 2012 were to highlight the useful contributions that older people make to society and economy, focussing on three main areas:

- Creating better job opportunities and working conditions for older people;
- Helping older people play an active role in society;
- Encouraging healthy ageing and independent living.

The political momentum was acknowledged and followed by a Council Declaration\(^\text{10}\) to sustain a positive life course approach that focuses on the potential of all generations and particularly of older age groups. The Declaration is a step towards a political legacy built upon the achievements of the European Year 2012. It addresses the necessity to create conditions that “permit older people to achieve more independence that will allow them to take better charge of their own lives and to contribute to society, enabling them to live in dignity as full members of society” (p. 3).

The Active Ageing Index (AAI) presented at the European Year 2012 closing conference in Cyprus (and now available online) offers national and European policymakers “a tool to measure the untapped potential of older people for active and healthy ageing across countries. It measures the level to which older people live independent lives, participate in paid employment and social activities as well as their capacity to actively age.”\(^\text{11}\) The website includes a special introductory policy brief, information on the AAI conceptual framework, methodology and results. It also provides potential users with access to an Excel file that contains detailed data sets on the AAI for the EU Member States. The AAI is a product of a joint project undertaken in 2012 by the European Commission Directorate General for Employment, Social Affairs and Inclusion together with the Population Unit of the UNECE and the European Centre for Social Welfare Policy and Research in Vienna.

2.1.6 Strategy for Equality between Women and Men 2010-2015\(^\text{12}\)

In the light of ageing and a shrinking working-age population, it is important to get older people to work longer. Similarly, increasing the number of women on the labour market helps to increase the labour force and reduce the strain on public finances and social protection systems, contributing to the Europe 2020 objective of a 75 per cent employment rate for women and men. Another objective of this strategy is the promotion of female entrepreneurship and self-employment, necessary for economic sustainability.

2.1.7 Cohesion Policy

In the conclusions to the Fifth Cohesion Report the Commission, stressed the importance of demographic change. Member States and regions are encouraged to draw on the structural funds to develop tailor-made strategies. Projects on dealing with the consequences of demographic change are co-financed under the European structural policy. In their operational programmes for the 2007-2013 programming period, the Member States allocated some €30 billion to measures in this field.

Regional policy is therefore a key instrument in tackling demographic change. For the 2014-2020 programming period the effects of demographic change can be tackled through a number of thematic objectives, for example:

- Research and innovation;
- Information and communication technologies (ICT);
- Competitiveness of Small and Medium-sized Enterprises (SMEs);
- Sustainable transport and removing bottlenecks in key network infrastructures;
- Employment and supporting labour mobility;


\(^{11}\) http://www1.unece.org/stat/platform/display/AAI/Active+Ageing+Index+Home

• Social inclusion and combating poverty;
• Education, skills and lifelong learning;
• Institutional capacity building and efficient public administrations.

Particular attention will be paid to areas with specific natural or demographic features, with a specific additional allocation for the outermost and sparsely populated regions.

In the European Parliament resolution of 15 November 2011 on demographic change and its consequences for the future cohesion policy of the EU (2010/2157(INI)), the EU Parliament calls on the Commission to produce a compilation of best practices, analyse them and share them with Member States and the regions so that they can be used as an example in devising policy to meet demographic challenges. It also calls on Member States and regions to exchange experience, best practices and new approaches to preventing the negative consequences of demographic change. It stresses that the ERDF and ESF can contribute to the task of addressing the challenges, namely the increase in the number of older people and the decline in the young population.

2.2 Other EU Initiatives

There are other EU initiatives and programmes dealing with the consequences of demographic change. Several, but not all, of the initiatives are listed below, including information on their objectives and results.\(^{13}\)

2.2.1 INTERREG IVB programmes

INTERREG IVB North Sea Region

The North Sea Region includes regions in Sweden, Denmark, Germany, the Netherlands, Belgium, Norway, England and Scotland. The INTERREG programme sets strategies, priorities and socioeconomic analyses for the North Sea Region (NSR) for 2007-2013. The aim of the programme is to make the North Sea Region a better place to live, work and invest in.

DC NOISE: Demographic Change: New Opportunities in Shrinking Europe was implemented by nine European partners in the North Sea Region working together to deal with the issue of demographic change. The partnership focused on the themes of innovative housing, service provision, monitoring and the labour market with the aim to raise awareness concerning population decline in the North Sea Region. DC NOISE developed several tools to monitor population change, to secure knowledge and experiences of older workers in organisations, to share strategies to maintain levels of qualitative social services and housing and organised several meetings and conferences to facilitate discussions and raise awareness. For more information see: www.dcnoise.eu.

Another interesting project in the INTERREG IVB NSR Programme worth mentioning here is the project iAge: e-inclusion in ageing Europe. iAge is a project conducted by ten partners in six countries around the North Sea and will run until the end of 2014. Its objectives are to:

• Increase active participation and productivity of the elderly in relation to the labour market;
• Increase and promote the use and accessibility of ICT in relation to lifelong learning;
• Implement transnational strategies, demonstration pilots and concrete actions to increase the economic and social e-inclusion of the ageing population;
• Communicate the iAge project and its outcomes to other ageing regions in and beyond the NSR.

Now halfway, the first results are showing, for example in the field of Lifelong Living, iAge partners have started to joint test the user-friendliness of ICT apps and display techniques for the elderly end users being investigated by the University of Abertay, Dundee, in terms of visualisation and understanding the use of current technology. The Wirtschaftsakademie Schleswig-Holstein (WAK) analysed existing online portals for elderly employees and entrepreneurs in the region of Northern Germany and implemented an online recruiting platform for retired professionals. The platform will be

\(^{13}\) See chapter 3.2.6 for possible synergies between these projects and INTERREG IVC projects
developed further within the iAge project to increase and improve employment opportunities for older people. More information can be found on the iAge website: www.iageproject.eu.

**INTERREG IVB North West Europe**

This programme co-finances projects that strengthen the NWE region in an economic, environmental and social sense. In relation to demographic change two projects are given as examples: in the project Cities in Balance, the focus lies on services that improve the quality of life of seniors and help to enable them to live independently. For example, the partner in Edinburgh, Scotland, tested how the provision of actual and virtual incubation for people over the age of 50 can assist them to develop businesses, particularly around crafts and encouraging co-operatives and social enterprises. Please have a look at their website for more interesting results: www.cib-online.eu.

Similarly, the project Senior Enterprise encourages a greater involvement with enterprise by those over the age of 50. Senior Enterprise was cited in the EU 2020 Entrepreneurship Action Plan published by the European Commission on 9 January 2013. The Initiative was recognised as an example ‘which Europe could take inspiration from’. For more information see their website: www.seniorenterprise.ie.

**INTERREG IVB Baltic Sea Region**

The INTERREG IVB Baltic Sea Region Programme has two projects that are particularly interesting for some of the INTERREG IVC projects. The first project worth mentioning in this respect is Best Agers, which tried to find creative ways of disclosing and utilising the hidden potential of people in the prime of their lives – the so called ‘Best Agers’ (defined in the project as people of 55 and older) as a reaction to demographic change and the economic crisis. Best Agers produced a final report with policy recommendations and shows that keeping older workers can be economically beneficial for employers. Best Agers has now been followed up by the ‘Best Agers Lighthouses’ project, which focuses on age management interventions in selected small and medium-sized enterprises (SME) and public organisations. The website www.best-agers-project.eu provides more information.

Another project in the Baltic Sea Programme is ICT for Health, which is about strengthening social capacities for the utilisation of e-Health technologies in the framework of an ageing population. During the project period the participating regions compared and exchanged their national, regional and local strategies for improving the ability of the public and medical professionals to utilise e-Health technologies for better prevention and treatment in the context of an ageing population. The project ended in December 2012 and published a final report, which can be downloaded at www.ictforhealth.net. The Region of Southern Denmark, lead partner of the INTERREG IVC project RTF, was also involved as a partner, which created good possibilities to exchange knowledge and good practices between the two projects, whereby RTF’s objective is to initiate new initiatives in relation to telemedicine at regional level that can improve health service delivery as well as the involvement of regional SMEs.

**INTERREG IVB Central Europe**

The INTERREG IVB Central Europe programme encourages cooperation among regions of nine central European countries: Austria, the Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia and Ukraine. One of the themes in this programme is ‘demographic change and knowledge development’. One of the outstanding projects in this regard is the Q-Ageing project, which has produced a Toolbox of Tested Solutions that promote active ageing at a local level. The Senior Capital project originates from the Q-Ageing Central Europe project, initiated by the Municipality of Újbuda, Hungary. In line with Q-Ageing’s final recommendations, Senior Capital has shifted from promoting active ageing to establishing a stronger economic role for senior citizens. It looks at the economic potential of an ageing population while creating opportunities for businesses. The HELPS project promotes innovative housing and homecare solutions by, for example, improving the access to information on available services that support active and independent living for the elderly but also through best practices on adopting ICT solutions to

2.2.2 AAL Programme

The objective of the Ambient Assisted Living (Joint) Programme is to create a better quality of life for the elderly and to strengthen the economic opportunities in Europe through the use of information and communication technology (ICT). Like the INTERREG IVB Programmes, it co-finances projects in which at least three countries are involved. Another criterion for funding is the involvement of small and medium enterprises (SME), research bodies and user’s organisations (representing the elderly). One of the aims is to support the development of innovative ICT-based products, services and systems for ageing well. Besides creating a favourable environment for the participation of SMEs, the programme is working on a coherent European framework for developing common approaches. Each year, an Ambient Assisted Living Forum is organised with a full programme and exhibitions to show practices and insights on Ambient Assisted Living from all over Europe. The programme itself has funded almost 130 projects since 2008, and several of them are now beginning to show results and demonstrate real market potential. For a description of the projects, please check the AAL website: www.aal-europe.eu.

2.2.3 7th Framework Programme

The 7th Framework Programme for Research and Technological Development has been the EU’s main instrument for funding research in Europe between 2007 and 2013 (in the period 2014-2020 the research programme will be called Horizon 2020). The programme includes topics related to health and SMEs. Specific ICT research is conducted in the fields of sustainable high-quality healthcare, demographic ageing, social and economic inclusion, and governance. It also supports cooperative activities targeting developing and emerging countries, focusing on their particular needs in various fields, including health. One example is the JADE project, including partners from INN.O.V.Age, PEOPLE, DAA and CASA. The JADE project focuses on independent living services and telecare: www.jadeproject.eu.

2.2.4 URBACT

URBACT is part of Europe’s social cohesion policy and is financed by the European Regional Development Fund (ERDF). Its main aim is to ‘enable CITIES to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes’.14 This programme also initiated capitalisation as the production of new knowledge, building on existing experience and knowledge. One of the capitalisation work streams is ‘shrinking cities: challenges and opportunities’, which focuses on the development of sustainable strategy options for shrinking cities. A final report was published in June 2013. One of the most important conclusions of the report is that “shrinking cities should not rely on national or European institutions to arrest the shrinkage process. Developing a realistic forward strategy must come from within the shrinking city because meaningful and deep collaboration between public agencies, businesses and citizens has been found to make all the difference between the success and failure of strategies designed to change a city’s fortunes.” Explaining this, it says: “... policies appear to be pursuing interests which do not reflect the challenges and opportunities shrinking cities encounter, for instance the Europe 2020 strategy framework which emphasises growth and economic competitiveness.” The report points to the OP-ACT Thematic Network as a good practice. This network developed ideas on how to tackle shrinkage in a holistic and integrated way. The two objectives in this project are: providing attractive social and living conditions to attract new inhabitants and satisfy the needs of the current inhabitants; and building a sustainable city image through “cooperation within the city between culture and tourism or education facilities and local enterprises”. Conclusions and recommendations have been published in the final report, which can be downloaded at: http://urbact.eu/en/projects/active-inclusion/op-act/our-outputs/.

14 http://urbact.eu/
kindergartens, etc. Yet, this development can also be seen as an opportunity to solve environmental problems and to build a new quality of life for the inhabitants. Renewal can be the starting point to make a city more green, more sustainable and compact.

OP-ACT Final report, results and recommendations P.53.

2.3 Why participate in an INTERREG IVC project?

International cooperation can be the start of mutual European adjustment in policy answers to demographic change. Joining an international project means a possibility to exchange ideas, best practices and new policies and strategies on topics that are relevant in shrinking and ageing regions in Europe. It helps to put the subject on the agenda of national and regional authorities and gives financial support, thereby creating the necessary conditions for experiment, finding creative solutions and new strategies to maintain a quality of life in the whole of Europe. The effects of demographic change are not easy to pinpoint; the effects are often only visible after a longer period of time. That is why it is so important to raise awareness and monitor the consequences of these new developments.

The interregional approach of the INTERREG IVC programme covers the whole territory of the European Union plus Norway and Switzerland and enables project partners to share methodologies across the participating regions all over Europe. It also enables them to adapt and change the original approach based on feedback from other partner regions. Because each region is unique, solutions have to be specific and tailored according to the situation. Exchange of good practice or policies within the INTERREG IVC programme is therefore not a copy-paste exercise, but benefits are primarily to be found in reflection, inspiration and adaptation. The financial resources that are brought in through participation in INTERREG IVC are important, but the international cooperation and development of the network throughout Europe is a key factor for, for example, the generalisation of telemedicine and support for SMEs.

Acknowledging that regions are at different stages helps to build the structure around the implementation and the transfer of good practices and policies. Some regions or organisations can act as mentors, while others are the ‘receivers’. Cooperation in INTERREG IVC thus provides an opportunity for those regions that are lagging behind to learn from the frontrunners. Similarly, more advanced partners can act as consultants in the process of transferring those practices that prove effective.

Another aspect of INTERREG IVC that has proven to be very positive in comparison with other EU programmes is the involvement of politicians in the exchange activity, which has a positive effect on the success for transferring solutions and strategies. It creates a higher degree of political commitment and offers opportunity for continuation, including after the project itself has ended. With a subject like demographic change, which touches upon so many policy fields, this is of great value.

And last but not least, the relatively fast access to know-how from all over Europe increases the capacity of local and regional authorities to deal with pressing issues in relation to demographic change and to be ready for the future.
3. Analysis

This chapter sets out the INTERREG IVC contribution to tackling the consequences of demographic change in Europe. It presents the most important themes these projects have been working on and explores the policies and good practices implemented by them. It highlights common challenges and interesting or innovative practices or policies identified during the capitalisation work with special attention for those that are useful to other regions and projects in Europe dealing with demographic change. It ends with some recommendations that will be useful for policymakers at regional, national and European levels. More detailed information on the individual projects can be found in Annexe 2.

Table 3.1 shows the nine INTERREG IVC projects dealing with the consequences of demographic change and includes the aim of each project, the Lead Partner organisation and the status. Five projects have been finalised\textsuperscript{15}, and four are still running.

Table 3.1: Selected INTERREG IVC projects dealing with demographic change

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Aim of the Project</th>
<th>Lead Partner</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>DART</td>
<td>To develop strategies to maintain the quality of life in declining and ageing regions.</td>
<td>Investitionsbank des Landes Brandenburg (D)</td>
<td>Completed</td>
</tr>
<tr>
<td>ESF6 CIA</td>
<td>To capitalise on innovative approaches to demographic change and older workers.</td>
<td>Aufbauwerk Region Leipzig GmbH (D)</td>
<td>Completed</td>
</tr>
<tr>
<td>PEOPLE*</td>
<td>To create opportunities for new employment and reinforce cohesion and well-being.</td>
<td>Junta of Andalucia (ES)</td>
<td>Completed</td>
</tr>
<tr>
<td>CREATOR*</td>
<td>To address economic development opportunities (for SMEs and in care services) that emerge from new needs of an increasingly ageing population.</td>
<td>County Administrative Board of Västerbotten (SE)</td>
<td>In progress</td>
</tr>
<tr>
<td>DAA</td>
<td>To combine design with social innovation to support innovative solutions for senior care.</td>
<td>City of Helsinki (FI)</td>
<td>In progress</td>
</tr>
<tr>
<td>CASA</td>
<td>To support innovative health solutions for the care of the elderly.</td>
<td>The Flemish Community, Brussels (BE)</td>
<td>In progress</td>
</tr>
<tr>
<td>INN.O.V.Age</td>
<td>To improve independent living of elderly people through eco-innovation.</td>
<td>Marche Regional Authority (IT)</td>
<td>In progress</td>
</tr>
<tr>
<td>PADIMA</td>
<td>To develop policies and strategies to prevent depopulation in mountain areas.</td>
<td>Province of Teruel (ES)</td>
<td>Completed</td>
</tr>
<tr>
<td>RTF</td>
<td>To develop policy recommendations addressing the main barriers that hinder the wider use of telemedicine.</td>
<td>Region of Southern Denmark (DK)</td>
<td>Completed</td>
</tr>
</tbody>
</table>

\textsuperscript{*}mini-programme

The nine INTERREG IVC projects that are tackling the consequences of demographic change within the INTERREG IVC programme focus on issues like economic diversification, independent and assisted living, innovation in elderly (health) care, market development for regional SMEs, employment and silver economy, education and lifelong learning, (social) e-inclusion and maintaining public services and more in general on raising awareness.

In the further analysis these main themes have been combined in four common themes or main challenges in relation to dealing with demographic change: lifelong learning and the labour market, economic diversification (including SMEs), (new technologies for) independent living and (healthcare) services.

\textsuperscript{15}ESF6 CIA, PADIMA and PEOPLE have been formally wound up. DART and RTF are in the process of closing down at the time of writing.
3.1 Solutions and Good Practices

This section explores some of the solutions and good practices from the selected INTERREG IVC projects. It is structured around four interlinked themes:

- Education, lifelong learning and the labour market;
- Economic diversification;
- Social services and healthcare;
- Independent living.

Figure 3.1 shows the themes that are addressed by each INTERREG IVC project on demographic change.

The following paragraphs describe a short introduction to the theme and provide a few examples of Good Practices from the nine INTERREG IVC projects. The themes also form the basis of the thematic analysis in chapter 3.2.

3.1.1 Education, Lifelong Learning and the Labour Market

In the context of an ageing population (figure 3.2) and a reduction in the younger working age group, it is becoming increasingly important that older workers continue to work for a longer period. As people can expect to live 20 to 30 years beyond their retirement, extending working lives is not only an economic necessity, there is also evidence to show that continuing to work can improve older people’s social, mental and physical well-being.

Many good practices (see annex 3 for an overview) have been identified in INTERREG IVC projects that aim to address these challenges. Flexible working arrangements can help address identified skills shortages by encouraging a greater pool of talented people, including women returning to work after their maternity leave, those with care responsibilities, disabled people and skilled older workers wishing to remain in the workforce. Other aspects addressed by INTERREG IVC projects are self-employment and tackling gender inequalities.

Fig. 3.2: Population by age group – EU 27 (%), 2010-2060

In the context of the INTERREG IVC programme, a Good Practice (GP) is defined as an initiative (for example methodology, project, process) undertaken in one of the programme’s thematic priorities which has already proved successful and has the potential to be transferred to a different geographic area. A good practice has proven to be successful when it has provided tangible and measurable results in achieving a specific objective.
A good example concerning gender inequalities is the equality in businesses programme **IGUALEM**, which aims to incorporate the principle of equal opportunities for women and men in companies, fostering new ways of planning work. Implemented within the PEOPLE mini-programme, the Women Institute of Andalusia, Spain organised training and seminars for companies to teach them how to implement the Equality Plan. The plan itself consists of several steps that are easy to adapt to be used in any region in Europe that wants to tackle gender inequalities. The figure below shows the steps that need to be taken to reach the equality plan.

Measures taken are, for example, ‘flexitime’ (in starting and finishing times) to make working hours compatible with school and nursery timetables, financing the expenses of caretaking (children, parents) during work that takes place outside working hours, and offering paid leave for medical visits and for accompanying children or dependent relatives.

Another example from the PEOPLE mini-programme is the sub-project **Silver Academy**, which focuses on the development of the local SME sector by providing a real enterprising alternative for those over 50; developing new business models and addressing unemployment among people over 50. The Silver Academy is implemented by Polish and UK partners in the project and has managed to develop new levels of engagement between universities and business networks for the benefit of people over 50. For example, South East England Chambers of Commerce together with the University of Surrey offered Silver Academy training programmes. Part of the strategy used was business mentoring, peer-to-peer mentoring and networking but also online and telephone support. It helped to direct individuals to the services and support materials available. The Silver Academy
project in the UK resulted in 20 new businesses, and at least 13 existing businesses became more successful, while in Poland 8 new businesses were set up.

Particularly in areas of Europe where the population is shrinking, it is a huge challenge to maintain high-quality education systems. The objective is to increase educational innovations. These are needed for lifelong learning, long distance learning (e-learning) but also to tackle the mismatch between supply and demand on the labour market. One of the good practices on education comes from the Kainuu region in Finland developed in the DART project. It developed e-learning strategies in sparsely populated areas. Its aim was to promote the use of ICT in labour force training. Its focus is on implementing e-learning in degree-based training, improving e-learning skills and spreading good practices. Kainuu Vocational College succeeded in creating support models for e-learning that are now implemented in everyday practice. Enterprises are also involved, offering training places. In the same project Slovenia and Limburg developed centres for lifelong learning. In regions dealing with a population decline and a decreasing number of pupils/students and a shrinking labour market population, it is important to offer a sound climate for investors and to create or maintain attractive living conditions for the inhabitants. In the transition of a region with labour intensive industries towards a knowledge economy, it is essential to have an infrastructure for lifelong learning. In the Gorenjska region in Slovenia the aim was to give people a chance to gain, update and renew knowledge in an informal way. Various short education programmes and workshops are free of charge for participants and are adapted to different levels of education. They are run by qualified mentors, lecturers and counsellors. In Limburg an e-portfolio and criteria for effective active career/job management was developed and tested.

CAWA (Creative Approaches to Workforce Ageing, ESF6 CIA capitalisation project) developed the European Best Practice Guidelines related to the employment of older workers. The best practice guidelines were set up along three key themes complementing existing literature: employment transitions, working hours and work/life balance, work organisation and workplace design. Each partner selected several employment sectors and geographical regions and then engaged with the relevant employers, employment associations, trade unions and other bodies. In Austria for example, this was the metal industry and hotels, restaurants and tourism, while in the UK, CAWA looked at London bus drivers, gas engineering and public health care. The internal and external evaluation that was conducted showed significant differences at sectoral, regional and national levels and implied that solutions have to be specific and tailor-made according to the nature of local, regional and national labour markets as well as sectors. In addition, the practice highlighted the importance of introducing and promoting schemes for older workers developed in cooperation with trade union support.

3.1.2 Economic Diversification

Although not that many of the selected INTERREG IVC projects (see annexe 3) focus on economic diversification as such, it is regarded as an important theme for regions dealing with demographic change, especially for those dealing with population decline. The PADIMA project states in its final report on economic diversification: “Diversification of products, economic activities and markets is one of the key factors for regional and local economic development and for demographic growth. Territories should aim at diversifying their economic structure, rather than focusing exclusively on one or few sectoral specialisations in order to widen and multiply the opportunities of economic growth and to benefit from the several external economies arising from the presence and proximity of different kinds of economic activities.”

There is a differentiation to make here: at the single firm level, diversification is the introduction of new products and the access to new markets; at aggregate level, diversification refers to the sectoral composition of the economy (new/different sectors). In the latter case, it includes “businesses and entrepreneurs, both currently operating entrepreneurs and ‘new generation’ of entrepreneurs; decision-makers and politicians, whose strategies and decisions can better drive and stimulate the diversification process.”

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17 PADIMA project; ECONOMIC DIVERSIFICATION Final report and policy recommendations, 2012.
Maybe one of the most well-known examples is ‘green care’. The main objective is to promote the economic development of the agricultural sector by focusing on new services (health and care services). Within the PADIMA project, Buskerud County in Norway supported farmers to diversify their services and economy and the Province of Torino, Italy supported childcare farms that were initiated by COldiretti Torino (an organisation of agricultural entrepreneurs), called Agrischool for Infancy. The farm offers day care for children of 0 to 6 years old, and services in less favoured areas where essential services are not guaranteed. At the same time, it increased economic competitiveness and improved farmers’ incomes. Three farms were set up and several others are in process of being set up.

(Photo: Province of Torino, Padima project)

Another example is a good practice from Romania (DAR T project) that aims to stimulate the craft sector in the rural areas of the Centru Region. It financed investments in specific equipment and various promotion actions to support hand-made products, regional traditions and the active involvement of elderly people in the traditional economy market. The traditional economy sector is under pressure and without proper promotion and marketing action, it is impossible for artisans to maintain a living through their work.

What has not yet been mentioned here, but is of importance for economic diversification, is the fact that the long-term trend of a progressively ageing regional population also creates new economic development opportunities. Life expectancy after work now makes up a quarter of the years lived. Seniors of today are healthier and wealthier than ever, and are therefore consumers to be reckoned with. For example, leisure activities for people over 50 are on the increase, resulting in new opportunities for entrepreneurs. The Active 50+ Fair organised in Poznań, Wielkopolskie, Poland (sub-project RECO, CREATOR) promotes products, services and project for people over 50. The Fair presents companies that focus on the elderly and recognise the expectations of elderly consumers. It includes products and services in the field of health, work and education, travel, sports, beauty and lifestyle, passions, new technologies and media and finances. The ‘Active 50+’ fair is also a space for local and regional NGOs and public bodies that carry out projects for seniors and people over 50 in various areas such as home care, education, physical activity, culture and art, voluntary work, etc.

(Photo: Active 50+ fair, Poznan city, Poland, www.centrumis.pl)

In addition, the growing demand for healthy ageing and people wishing to stay at home, and in general for home e-health combined with the general use of IT and Internet, offers new opportunities for SMEs. In the RTF project the partnership’s objective was to foster the involvement of SMEs and, through that involvement, to stimulate the deployment of telemedicine as well as stimulate economic
growth and employment. One of the good practices was the **OPI-LAB laboratory** for public-private innovation in the field of e-health and assisted living in Denmark. Danish regions, the national board of social services, several municipalities, research institutions and private enterprises cooperated to develop new e-health and assisted living technologies, collect experiences and new knowledge as a basis for new public-private collaboration models, and exhibit and demonstrate the opportunities offered in this field.

The method for **innovation creation** in the DAA project, which started in 2012, is to combine the expertise of senior care specialists in cities with the expertise of service designers. The DAA project recognises that ‘innovations in technology, ICT, housing, procurement processes and public-private partnerships in the area of senior care all create major potential for Europe’s competitiveness’.

More good examples in relation to (care) services and independent living will be elaborated on in the following paragraphs.

“The silver economy (referring to the elderly workforce) and the white economy (referring to the economic opportunities of healthcare) could be new sources of growth together with opportunities from green economy activities, but there is a need to create an enabling environment by providing appropriate support to local governments and business” (OECD 2012).

### 3.1.3 Social and Healthcare Services

In recent decades, peripheral (often rural) areas have in general experienced decreasing accessibility to services, while the opposite trends are evident in urban agglomerations, although cities in, for example, Eastern Germany, northern France and parts of the UK have also experienced a strong population decline resulting in services under pressure. Private stakeholders are hesitant to invest and operate in such areas due to low profitability. But in regions with a strong ageing population services are also under pressure with an increasing number of people needing access to (health) care and services. Against the backdrop of the ageing societies in all EU Member States, the topic of eldercare services increasingly registers at the European level, where several policy initiatives are being discussed. The huge number of demographic strategies available show how important eldercare services are.

As figure 3.1 shows, seven of the nine INTERREG IVC projects focus on social and care services and try to tackle related problems.

In the field of social services the good practice **Citizen buses and future trends** from Brandenburg, Germany (DART project) might prove to be a good example. The main objective of this project was to maintain mobility in sparsely populated areas with the help of voluntary engagement. This was done through offering transport solutions like citizen buses, grocery pick-up and drop-off services and also 'comribuses', which can be used for passenger transport, post and parcel services, banking, etc. Citizen buses operate along the local public transport routes.

In Poznan, the capital of Wielkopolska, Poland, and partner in CREATOR, **The bridge** was identified as a good practice. The bridge is a construction that helps less mobile elderly citizens to board or alight public transport. Poznan created a universal metal bridge, which can be operated both electronically and manually and installed directly underneath the door in buses in order to bridge the gap between a bus and the pavement at the bus stop. The gap between pavement and bus is a challenge for many older people and causes them to stop using public transport. Also by CREATOR, the **Health exercise model** for elderly people in Hämeenlinna, Finland was identified as a good practice. The model increases elderly people’s exercise in and near their homes and living environment. Through this programme, most of the elderly residents started exercising and improved their physical condition. At the same time, the residents benefited from an opportunity to get to know each other better. Some rural and sparsely populated areas of Asturias, Spain receive services from the **breaking distance** programme which delivers care to elderly in need of assistance and their families (home assistance, domestic services, accessible transport) and promotes social participation (for example library, workshops to promote active and healthy ageing) and volunteer work.
3.1.4 Independent Living

In 2020, the share of the population of those over age 65 will rise to 28 per cent. This will change the housing market and require new forms of housing to be developed. Or, as the CASA project phrases it on its website: “Demographic changes make it necessary to organise the care and housing of senior citizens and chronically ill in a smarter way, including the use of ICT. This also gives opportunities for innovative companies to develop new tools and services.”

Because people are living longer, there is a growing need for smarter homes that are better adapted to their needs. At the same time, individuals are increasingly suffering from long-term conditions, such as heart disease, diabetes and hypertension. Rather than keeping people in hospital or care homes, there is a growing realisation among many that it is better for individuals to remain in the comfort of their own homes. To give an example: the exchange of experience within the RTF project has resulted in the identification of 20 examples of regional good practices, and the transfer of these good practices to six participating regions, which have helped them to adapt the ongoing development and organisation of new telemedicine services. Besides this, it has helped to improve the planning of new telemedicine services for chronic patients with COPD, diabetes or CVD and to establish new centres of excellence in this field.

The majority of the elderly also want to remain in their familiar environment and to live as independently as possible – even if they need assistance and care. The Projects DAA, INN.O.V.Age, CASA, PEOPLE, CREATOR and RTF have or are still searching for smart solutions to deal with these matters.

As one of the partners in the INN.O.V.Age project, which aims to implement new policies for eco-independent living, the South East Health Technologies Alliance (SEHTA) has launched a UK Healthcare Innovation Hub – a centre of excellence where high-tech entrepreneurs, academics, researchers and policymakers can meet, network and develop new and innovative healthcare concepts. The purpose of the UK Innovation Hub is to act as a catalyst for bringing together people with the common interest of helping elderly people to live independently. A further goal is to ensure that the cost of healthcare is reduced while improving the levels of care that individuals receive. The good practice that is being implemented by SEHTA in INN.O.V.Age, the ICE-T model, targets SMEs with near-market solutions who are willing to match-fund their further development. The ICE-T model is a functional model for project specification, funding, evaluation and commercialisation, thereby enabling more rapid introduction into the products and services market.

Similarly, in SILHOUETTE, one of the sub-projects of CREATOR, the focus is on the use of ICT technologies to support the activities of elderly people. SILHOUETTE identified over 50 uses of ICT for the support of elderly people and for making people of this age group more aware of ICT. The Nordic Regions of Häme and Västerbotten offered and developed the most advanced solutions. These included smart cooking appliances such as Menumat. Menumat meal preparation equipment is a combination of a convection oven, a freezer, an intelligent shelving system and a control and steering unit. The control unit is a Linux machine with a wireless Internet connection. Meals are pre-ordered from the Menumat catering menu once a week or every second week. The meal equipment identifies what kind of meal is carried by each case. Meals can be selected by manually pulling out the appropriate case or choosing it from the list. The oven automatically identifies the meal and heats it up accordingly. The machine is equipped with a speaker and announces when the meal is ready. The oven shuts itself down automatically.
3.2 Thematic Analysis

This section presents an analysis of the lessons emerging from the INTERREG IVC projects and explores the implications for policies in European regions, taking into account the consequences of demographic change. The universal processes related to the demographic transition to structural low fertility on the one hand, and economic geographic processes of concentration and urbanisation on the other, lead to regional population decline in most European countries. Due to this universal nature of the underlying processes, solutions and practices aimed at dealing with these processes share substantial similarities, but different approaches can also be found.

The analysis is structured around the core questions at the heart of the capitalisation exercise, which were posed by the INTERREG IVC Joint Technical Secretariat (see introduction). The following paragraphs will look at common challenges among the INTERREG IVC projects, similar good practices and different solutions and interesting practices, policies and results that could be useful for other regions dealing with demographic change.

3.2.1 Common Challenges

Some common challenges encountered by the analysed projects are listed below.

Quality of Life

Regional population decline and ageing affect public services, housing and public infrastructure, but are difficult to adapt to quickly, leaving some people excluded. The main challenge is to maintain the liveability of areas and the quality of life for inhabitants even when in a situation of transition from growth to decline. To rise to the challenge, the Asturias region in Spain (CREATOR) developed a best practice guide on care homes for the elderly. It described a quality model for person-centred assistance, which focuses on moving from a system based on the person’s limitations to one centred on the person’s capacity and self-determination to improve his or her quality of life. Another example is the idea of the service manager in the DAA project. Services in the future will be produced more and more outside of the existing public service delivery network by private and third-sector service providers. A ‘service manager’ will mediate between client and services and integrate many new roles. In this way, the service manager will actively try to improve customers’ everyday lives.

Legal Challenges

It is well known that the use of modern information technologies in healthcare leads to numerous legal challenges, and sometimes legal issues are considered barriers to the development of telemedicine and e-health. But in other sectors, too, it might not be so easy to implement good practices. For example, the project ‘Agrischool for Infancy’ in Torino, Italy, had to overcome certain legal obstacles. The time to adapt the initiative within the current legislative framework was long. It succeeded because the project was local and all the stakeholders were involved (health agencies, farmers, public authorities, etcetera).

Technical Challenges

Some more advanced solutions and services have been piloted, but did not take off after the pilots mainly due to technical problems. There is still quite a lot of room for improving the use of well-being technologies in elderly care. Projects dealing with telecare or telemedicine such as RTF, CREATOR, INN.O.V.Age and PEOPLE (TCares) are also confronted with the conservatism of many healthcare providers and patients, who may fear the technology, thinking it decreases contact between patient and doctor.
Economic Challenges

From an industrial point of view, the lack of a clear economic model poses a challenge, and especially the economic conditions for the day-to-day use of telemedicine. This situation is clearly described in the French Auvergne Region’s Good Practices Guidelines for telemedicine market development facilitation for SMEs at regional level: “All stakeholders agree that telemedicine needs innovation and the acceptance of risk, and that SMEs are capable of being the frontrunners in this regard, leading the way for other larger companies that would know how to expand the market. Yet an unstable market environment implies a high-level of risk for SMEs and, as a result, is an obstacle for the development of the telemedicine market. This is why the RTF proposal to produce a guide for involving SMEs in the telemedicine market is crucial, both for business development per se and for the development of the telemedicine market in general.”

Organisational Challenges

Organisational and political changes in recent years have made it difficult to keep to initial plans. Constant changes and challenges in the ‘real world’ situation combined with bureaucratic rules on all government levels makes it difficult to adapt to changing ‘real world’ situations. The project PADIMA for example, was built on the opportunities that come with exchange within a European project but also on the assumption of steady economic growth in the European Union. The financial and economic crisis have however been a setback as implementing new methods is often dependent on the availability of investment.

In Europe, there are many different ways of organising healthcare. Some systems are organised at a national level, although most countries organise their healthcare at the regional level. These different organisational traditions mean transferring good practices among partners can be challenging. In addition, according to RTF, while there are many knowledge professionals in the field of telemedicine, decision-makers often lack adequate knowledge.

Lack of Time and Funding

The selection of good practices is often carried out using a very good integrative method. Problems arise, however, during the implementation phase because of a lack of time and funding. The same is true for the transfer of the good practices and policies, although some projects anticipated such problems at an early stage and took precautionary measures, such as holding transfer meetings with experts (DART) or working with a Transfer Task Force (CASA).

3.2.2 Similar Good Practices

Similarities can be found in all four main themes. Comparable good practices in the field of education, lifelong learning and the labour market, for example, are those in which the potential of the ageing workforce is employed. Older people and in particular ageing baby-boomers can look forward to many more years of healthy life, and they possess valuable skills and experience. More opportunities for active ageing will allow them to continue to contribute to society, even after retirement. DART, PEOPLE, CREATOR and ESF6 CIA include practices related to the ‘silver economy’: economic opportunities related to population ageing, especially regarding (technology) services for well-being and healthcare; and support the development of the local SME sector by providing a real enterprising alternative for people over 50. The good practice that is relatively easy to transfer to other regions is the Silver Academy, which offers free, expert support for the over-50 age group in setting up and making a success of running their own businesses: “the Silver Academy is helping this under-represented group to bring their valuable expertise and experience into the business world, motivating them to achieve their goals and develop new businesses” (PEOPLE). The Silver Academy is still running in the UK and Poland and has been transferred to Northern Hungary, where it has been selected as a good practice in one of CREATOR’s sub-projects (SILHOUETTE): Network of Elderly Experts in Northern Hungary. The main goal in the case of Northern Hungary is to “organise professional training programmes in as many fields of study as possible in order to offer multidisciplinary qualifications to the active over 50 citizens seeking further qualifications (e.g. computer science, European studies, social policy, environmental policy and well-being or

18 The partner in RTF responsible for new market opportunities brought by telemedicine for local SMEs.
healthcare). And by doing this to “create new levels of motivation through supporting materials, networking, or business mentoring”. The city of Wrocław (Poland), started the Third Age University in the DART project to educate elderly people in the field of foreign languages, new technology, general knowledge, health, gerontology and the history of the region, with the aim of promoting a healthy lifestyle and the development of skills. In the Lower Silesia Region (Poland), unemployed women are encouraged to return to the labour market through the be a successful woman project (DART). In the ESF6 CIA project (FILES), Western Greece provided vocational training for unemployed people, and in particular to women, and assisted them afterwards with finding a new job.

In DART, PEOPLE and CREATOR, opportunities for elderly people to improve their computer and ICT skills were identified as good practices. In PEOPLE, the Abruzzo region (Italy) selected the Informatics without borders project, which offers basic instruction in using and working with computers. In the CREATOR project, the Hämeenlinna region (Finland) offers free of charge or fee-based computer training schemes, which are tailored to the needs of the target group, while in Poznan (Poland), the Online Grandmas offers a two month computer course. In Central Bohemia (Czech Republic), people who are 40 years of age or older are offered computer skills for job seekers to improve their chances on the labour market, and in Galicia (Spain) computing skills and ICT training is provided as part of the active silver project (DART).

Many good practices for economic diversification were identified by PADIMA, which related to tourism, agriculture, art and culture, and regional branding. One example is the cultivation of truffles in the Valbrembana valley in the municipality of Bracca (Lombardy, Italy). This small rural village of only 750 inhabitants was at risk of depopulation due to a lack of job opportunities, especially for young people and women. At the same time, it was recognised that there was a strong potential for gastronomic tourism because of the rural traditional economy of cultivating truffles. The project’s aim was therefore to improve truffle cultivation to sustain this local economic sector. Promotional initiatives (in partnership with local restaurants), truffle cultivation (in partnership with local farmers) and education resulted in a business opportunity for the local community. In addition, using and promoting traditional local products is also part of a wider policy to promote the whole Valley of Valbrembana as a tourist destination.

DART also identified good practices related to traditional economy sectors like arts or handicrafts. Examples are the National multiannual programme for supporting artisans and craft activities in the Centru Region (Romania), the Against tide project for economic regeneration in Kiltimagh (Ireland) and the good practice Fit for taking over the management of a handicraft enterprise in Brandenburg (Germany). The latter tackles the problem of a mismatch between young, well-educated and skilled people who are leaving their region in search of a good job and a quick career in other parts of Germany or Europe and the growing number of owners of small handicraft enterprises who are looking for a successor. The Association of Craftsmen Niederlausitz District was confronted with the situation of more than 3 000 handicraft enterprises in Brandenburg facing a generation change. This project offers young craftsmen additional structured training to improve their skills to enable them to take over a handicraft enterprise.

(Photo: Young and older handicraftsmen in Brandenburg region, DART project)
Similar good practices in economic diversification focusing on new products and services for the elderly can be found in RTF, INN.O.V.Age and CREATOR (also see Annex 3). To give an example, the international Innovation Centre of Excellence in Telehealth and Telecare (also see Annex 3) as part of DALLAS (Delivering assisted living lifestyles at scale) from the RTF project and initiated by the NHS 24 service in Scotland is similar to the ICE-T project from INN.O.V.Age. The Centre in Scotland focuses on research, innovation and exploitation by attracting both industrial and academic funding sources. In this way, it hopes to build a critical mass for international research and its exploitation. The research relates to policy, implementation, innovation and support for entrepreneurship. A key focus for the Innovation Centre will be on “the creation of new economic models that aim to synergize the public, private and voluntary sectors to create new opportunities for economic growth and job creation.” Since its launch, the International Centre for Excellence in Telecare (ICE-T) in the UK, a market-led approach to telecare and telehealth, has proven to be successful, with a dynamic network of more than 1,500 contacts in companies, medicine and academia in the UK and internationally. The initiative has also helped to raise more than £1.5 million for innovative businesses involved in the development and delivery of telecare and telehealth products and services.

DAA, INN.O.V.Age and CASA have just started to implement their projects but are already producing interesting methods. One of them is design-led innovations for senior care and active ageing from the DAA project. The method for generating innovation in DAA is to combine the expertise of senior care specialists in cities with the expertise of service designers. Similarly, e-inclusion of the CREATOR sub-project SILHOUETTE includes users in the design of new technology in order for them to be active and to direct the design to ensure a result that matches the elderly generation’s needs and priorities. It also ensures a result that is easy to use and does not require much learning and shows the elderly how to use technology.

In relation to independent living and social and (health) care services INN.O.V.Age, RTF, CREATOR, DART and PEOPLE identified several good practices on telecare and social services for people of all ages in regions dealing with population decline and pressure on these services. In TCares (PEOPLE), the Andalusian Service of Tele-assistance was identified as a good practice to improve the quality of life of elderly people using telecare services by providing them with company, security and rapid attention. Similar practices are identified in Asturias (Spain) and Hämeenlinna (Finland) in the SILHOUETTE sub-project of CREATOR. In INN.O.V.Age health services in a smart home for the daily care of the elderly after an operation are being developed by the Cyprus University of Technology together with the Paphos Chamber of Commerce and the Geroskipou Municipality. In relation to housing the Clúid Housing Association was formed as a direct response to the challenges arising from the changing demographic profile and growing proportion of older people in Ireland. Clúid has been developing housing for older people since the late 1990s in the form of sheltered purpose-built accommodation for elderly people who want to live independently in their own apartments or bungalows, yet benefit from a secure environment and visiting staff. Clúid ensures that alternative housing options are available to elderly people who have difficulty maintaining their previous accommodation, or are at risk of being inappropriately put into residential care.

3.2.3 Different Solutions to the Same Issue

Besides focusing on the 50+ employee, the ESF6 CIA project tackled the consequences of demographic change for the development of the labour market by focussing on the employers. Their work consisted of identifying what policies employers and employment related organisations need to adopt in order to extend the labour market participation of older workers. CAWA (Creative Approaches to Workforce Ageing) was carried out by four European partner institutions based in Spain, Austria, Sweden and the UK with further input from Bulgaria. The project partners had strong links to trade unions, employer organisations and regional authorities, facilitating multi-layered debates related to raising awareness of demographic change among policymakers and developing best practice guidelines. The result of the study was a conceptual framework to gain understanding of the push and pull factors associated with workforce ageing. The CAWA results conclude that the debate on an ageing workforce needs to focus on a deeper understanding by employers and policymakers of
the work- and non-work-related identities of older workers.\textsuperscript{19} This type of action has recently been taken up by the PEOPLE mini-programme.

In relation to gender inequalities, the IGUALEM programme (PEOPLE mini-programme) worked on the incorporation of equal opportunities for women and men in companies by introducing flexible working times. ESF6 CIA and the GENERATIONS sub-project of CREATOR is also tackling aspects of working hours and work/life balance but in relation to the ageing workforce: “As workers grew older, the desire to match personal interests and family commitments with the need or desire to continue in work became apparent among workers in all sectors.”\textsuperscript{20}

The pilot being implemented in Västerbotten, (Umeå municipality, Sweden) in the GENERATION sub-project of CREATOR is a departure survey sent to all permanent employees who have recently left their employment. One of the questions is whether the person is interested, for a shorter or longer period, in returning to Umeå municipality to work. The comments from the survey can be used to help the company to improve business activities and become a more attractive employer. This study is valuable because it gives the employer feedback that can contribute to a better working environment for current employees, who then may be willing to work longer. The practice is set up along with an enhanced annual meeting with employees between 57 and 62 years old where values, motivations and attitudes about continuing to work until the age of 67 are discussed. The aim is to become an attractive employer and solve some of the future recruitment needs.

Numerous different solutions to the growing need for healthcare services in the ageing society can be found among the nine INTERREG IVC projects. Some of them focus on the shrinking labour force in care-related sectors, others focus on innovative solutions in the provision of care and some promote healthy ageing and prevention. One of the questions is whether the person is interested, for a shorter or longer period, in returning to Umeå municipality to work. The comments from the survey can be used to help the company to improve business activities and become a more attractive employer. This study is valuable because it gives the employer feedback that can contribute to a better working environment for current employees, who then may be willing to work longer. The practice is set up along with an enhanced annual meeting with employees between 57 and 62 years old where values, motivations and attitudes about continuing to work until the age of 67 are discussed. The aim is to become an attractive employer and solve some of the future recruitment needs.

Regarding the development of SMEs within the field of ICT: RTF contributed to facilitating the development of the telemedicine market for regional SME’s. This involved the exchange of experience on initiatives that tackle barriers, such as procurement challenges and better access to finance for SMEs. The INTERREG IVC mini-programme CREATOR stimulates innovative, technology-intensive SMEs to develop specific products and services that meet the needs of an increasingly ageing population. Senior Act is a programme to help food companies develop new products for the elderly, while the Agnes project supports daily activities and social interaction through user-sensitive systems, providing opportunities for social innovation and new business opportunities.

3.2.4 Some innovative practices that are of interest to other regions

During the interviews with the project lead partners of the analysed INTERREG IVC projects, it became clear that some of the identified good practices could be of interest to the project partners and that some good practices could also attract further funding from the managing authorities. Although not always suitable for transferring to another region, innovative practices may function as triggers or inspiration for other European regions. In this section some of these good practices are discussed in more detail.

\textsuperscript{19} “Demographic change and implications for workforce ageing in Europe: raising awareness and improving practice”, Dr Andrea Winkelmann-Gleed, Working Lives Research Institute, WLRI WORKING PAPER 5. Partner in CAWA – Creative Approaches to Workforce Ageing – Good Practice from ESF6 CIA.
\textsuperscript{20} See footnote 18.
\textsuperscript{21} http://www.creator7.eu/sub-projects-2/bio-life
Due to its innovative character **Glasade Gången**, a day centre in Sweden (PEOPLE), generated a lot of interest both in Sweden and in and outside the EU. It also received numerous study visits. Glasade Gången is a day centre with activities for adults with learning disabilities. It consists of a restaurant and conference facilities. The model is based on the development of a public-private social cluster supported by the active participation of the City of Stockholm. Glasade Gången is expanding its operation and now also has a café and produces chocolate.

**The Care Academy Parkstad** in Limburg (the Netherlands) was one of the pilots in the DART project aimed at solving regional labour market problems in healthcare. It is a unique cooperative project between education and healthcare institutions in the fields of innovation in care, innovation in education for healthcare workers and strategic employment policy. The Care Academy is a multi-stakeholder initiative involving a Medical Centre, a Care Group, and three major schools in the region of South Limburg, a vocational school, the Zuyd University of Applied sciences and the Open University of the Netherlands. It is the fruit of local and regional authority plans for an innovative care industry. Its objectives include providing tailor-made educational programmes; realising and speeding up innovation in the care industry, as well as in educational programmes; knowledge sharing between systems used in education and between companies and education; and a research programme. The concept has now been applied to several regions in the Netherlands.

The Hedmark region in Norway (PADIMA) is in great need of new inhabitants and new jobs. A project was launched to make this mountainous region of Norway the ultimate ‘horse’ destination, with a yearly horse festival, facilities for travelling by horse, horse-related occupations, riding arenas/halls, and an Agricultural College as a centre for horse related courses and education. One of the goals was to attract and keep women in the region. The horse project has increased the number of new inhabitants and has created new jobs for seasonal workers and for the owners to expand their businesses. Among other things, this has also brought advantages to veterinaries, fodder producers and teaching personnel. **Horses as Driving Forces for Settlement, Occupation and Quality of Life** shows how a cluster of excellence in tourism and animal breeding can create new economic prospects, financially supported by a public-private partnership.

In Saxony, Germany, the **Supermarkets of generations** project (DART) facilitates the independent living of the elderly through a fully accessible supermarket. Especially in ageing towns or areas with a high share of older people, retail trade companies should meet the needs of the ageing population. The German Retail Trade Association (Handelsverband Deutschland, HDE) implemented a certificate for ‘generation-friendly shopping’ in 2010 on the basis of this idea.

With regard to social services, the good practice **Citizen buses and future trends** from Brandenburg, Germany (DART) should be mentioned again (see 3.1.3), since the solution for local public transport in an area with a sparse population is of high interest: the citizen buses are driven by volunteers, which makes the project stand out, although over the last couple of years similar initiatives have been initiated throughout Europe.

**The design-led innovations for senior care and active ageing** from the DAA project should also be mentioned again here. Combining design with social innovation is a novel approach, and by doing so, the project contributes to creating innovative products and services with new opportunities for EU businesses. The partners learn from established innovative services and solutions, improve the innovation capacity of their city administrations, and improve public sector policies.

(Photograph: **SILHOUETTE, a CREATOR sub-project**)

In the field of independent living the **SILHOUETTE** sub-project (CREATOR) looks for methods that facilitate and enhance the ability of elderly people to continue to live in their own homes as long as possible. The region of Lorraine (France),
one of the partners in SILHOUETTE, has a well-established practice called carephone. The telecare for home safety connects the user to a network of close and trusted people as well as to emergency services. The contact between the client and the centre’s staff is led by a specialised operator from a hotline centre. The client can call the hotline centre at any time by simply pressing a trigger button (on a necklace or a wristwatch, as desired by the client). The client is then connected to an operator who listens and identifies his or her needs in order to provide the most appropriate response. Depending on the need, someone from the personal network (friends or family) and/or the patient’s doctor is informed. If necessary, or in case of a lack of available people in the network, emergency services, for instance an ambulance, can be directly alerted.

**Neighbourhood care** (Buurtzorg) from Noord-Brabant (PEOPLE, DIVERSIA sub-project) is the development of an innovative, small-scale concept for home nursing and care in the Netherlands. It reintroduces the district nurse, in reaction to homecare being all about production, protocols and administration. It started out on a small scale, but the organisation Buurtzorg Nederland has expanded to 250 independent teams throughout the entire country. Buurtzorg Nederland is an organisation in which district nurses and district healthcare workers themselves have the authority. “Every team is responsible for its own clientele and is in close contact with family doctors and families. The teams are also responsible for their own financial results. The supporting office in Almelo is just that: supporting.” The Buurtzorg teams work from simple locations and the nurses, not the managers, are the pillars of the organisation.

The **Campus for Generations** in Brandenburg (Germany) is intended to help highly qualified elderly people improve their chances on the job market. But its objective is also to raise awareness of demographic change and the economic consequences, the professional situation and potential of the elderly and of well-educated unemployed people. The project addresses unemployed graduates that are at least 50 years old and who are citizens of the federal state of Brandenburg. How does it work? Together with students from the University of Potsdam, the participants are included in scientific and project work at the university. They work jointly in mixed groups of elderly and young people on innovative projects in collaboration with SMEs from Brandenburg. At the start of the qualification the strengths and motivations of all chosen participants are analysed. Based on the results and the participants’ job experience, the taskforce is connected with the regional companies. For small- and medium-sized enterprises in particular, such participation offers the possibility of discovering and using the potentials of the 50+ generation.

### 3.2.5 Interesting results useful for other regions dealing with demographic change

In this section, examples are given of projects that achieved particularly interesting results in terms of good practices transferred or policies improved that could be useful to the other projects dealing with demographic change and more generally to other local/regional authorities dealing with that topic.

From the limited list of good practices that have actually been transferred or policies actually improved (most of the projects are still in the process of identifying them), there are several interesting solutions that have been transferred between partners. These are just examples and do not give the complete picture of all transfers that took place. In the further analysis of the capitalisation on demographic change, this part will be extended in its analysis and elaborated upon in more detail and with many more examples.

Within the DART project, **the service centre for lifelong learning** from the Limburg region and the Campus of Generations project from Potsdam exchanged ideas together with the University of Innsbruck. As a result, the DART project developed a concept for the University of Potsdam for a Service Centre for education and lifelong learning within the Campus of Generations initiative (see also the previous paragraph).

The ESF6 CIA capitalisation project managed to transfer several good practices between regions, or managed to achieve the level of acceptance of developed action plans. One example is the **Vocational training seminars for women and special target groups**, which tries to match demand and supply on the labour market through the provision of training for unemployed people, in particular women, and assisting them afterwards in finding a new job. This good practice was transferred from

http://www.nieuworganiseren.nu/cases/buurtzorg-nederland/
Western Greece to Catalonia, Bulgaria and Saxony. In Catalonia, funds were allocated to implement similar pilots. In Bulgaria a ‘back to work’ grant scheme was set up by the Bulgarian Management Authority.

A couple of new EU initiatives have a similar focus to that of RTF both on the policy level and on the exchange of good practices in the field of eHealth. In contrast to their previous work, the RTF partnership focused on the development of policy recommendations for European regions to help them in their efforts to realise the potential of a wider implementation and deployment of telemedicine services at regional level; thereby improving patient care and healthcare system efficiency, as well as developing the market for regional SMEs. The policy recommendations were developed after identifying and analysing barriers at clinical, evaluation, strategy and market levels, and have been disseminated through different sources and via other projects across Europe. What is important to stress is that the project addresses the strategic challenges for regional health authorities instead of testing technological equipment, and how politicians need to think about a large-scale deployment of telemedicine services. One of the good practices in RTF, the telemedicine service of the Region of Southern Denmark in the field of COPD (the Patient Briefcase), allows hospitals to carry out consultations with COPD patients at home via Internet, mobile phone networks or via satellite technology. The patients are monitored for one week using daily 15 to 30 minute consultations, including measurements. Feedback to the service has been very positive – the technology is easy to use, while the service is personalised and flexible.

On the issue of improved policies, the Malopolska region offers a good example. The region published a White Paper entitled Challenges for Malopolska in the context of demographic change on the basis of an interregional cooperation with regional experts from PEOPLE. This White Paper is a strategic document featuring indicators and policy recommendations to be undertaken by the region of Malopolska to address the challenges of their ageing population. The PEOPLE Report on regional ageing in Malopolska, drafted and approved in September 2011, became the basis for setting up the Malopolska Regional Ageing Strategy. This has been one of the most significant outputs of PEOPLE in the Malopolska Region. The document was translated into English and presented to the PEOPLE partnership.

Another good example provided by the PEOPLE project is that the Romanian Government adopted the introduction of a Health Card system, an ICMed good practice that has been promoted since 2009 through the PEOPLE project.

The Online Monitoring System that was developed by the PEOPLE project’s lead partner, the Ministry for Equality and Social Welfare of the Regional Government of Andalusia, was adopted by the General Directorate for Social Services and Attention to Drugs Addiction for monitoring the activities and certification of social programmes.

3.2.6 Synergies

In this section, possible synergies among the nine INTERREG IVC projects and initiatives undertaken in other EU programmes is discussed in more detail. This is done first for the INTERREG IVC projects that have been completed. Because they are completed, the discussion mainly describes the relationships with other projects during the lifetime of the project itself and the projects that might have emerged from it. It then goes on to consider the possible synergies among the projects that are still running. Sometimes partners participating in several of these projects are mentioned by name. It is by no means a complete overview. Please refer to the map in Annexe 1 that shows all of the partners involved and cross-linkages in the nine projects.

Completed Projects:

DART

At the DART midterm conference the INTERREG IVC-project CREATOR and the INTERREG IVB-project Best Agers played an active role in presenting their projects and joining a panel discussion, especially in regard to developing, promoting and disseminating strategies to face new challenges related to the ageing population. Best Agers focused on the inclusion of people over 50 in the labour

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market (including lifelong learning and business set-ups), and CREATOR focused on aspects such as the silver economy and the active and social lifestyle of seniors, including the use of ICT. Through these activities the partners found many relevant contacts for future cooperation.

DART’s experiences were used as input for setting up and establishing objectives for the INTERREG IVC Project TOURAGE (developing Senior Tourism in Remote Regions). In addition, one of DART’s partners, the Veneto Region, shared DART’s best practice collection with the Treviso province that was involved in the Q-Ageing project (INTERREG IVB Central Europe project) in particular on ageing and social services and is now implementing activities in HELPS – Housing and Home-care for the Elderly and vulnerable people and Local Partnership Strategies in Central European Cities.

DART’s overview of good practices and final report with specific thematic recommendations in the fields of economy, education, health and social services may be worthwhile to read and use as input for the projects still running and for those regions planning to set up new projects in the next programming period 2014-2020.

**ESF6 CIA**

Some good working practices related to the management of an ageing workforce were developed under a previous European Social Fund Article 6 funding stream and the two-year ESF6 CIA project built on these. During its lifetime, ESF6 CIA cooperated with the INTERREG IVB project DCNOISE, especially through involvement of the RESOC-SERR in Flanders, with its focus on raising awareness among employers regarding the employment of people over 50.

**PEOPLE**

During the project’s lifetime, PEOPLE did not exchange extensively with other INTERREG IVC projects, but the networking with regional organisations beyond the partnership resulted in more contact and partnerships. Part of the CASA partnership is a result of the PEOPLE project, and their activities are also closely related. CASA is part of the European Community of Regions for Assisted Living (CORAL), which relates to Ambient Assisted Living. This network became very active during the European Year for Active Ageing and Solidarity between Generations. Another INTERREG IVC project that emerged from PEOPLE is the MESSE project. This project shares the aim to improve the effectiveness of regional development policies for social entrepreneurship in Europe. The Veneto region (also partner in DART) is the lead partner of this project.

**PADIMA**

PADIMA is able to share a wealth of knowledge and good practices with projects dealing with population decline in the fields of education and training, place marketing and economic diversification. On the basis of the findings on the three themes, PADIMA worked on improving regional policies against depopulation in mountain areas, including recommendations for integrated policies for other European regions. The final reports deliver a lot of input and suggestions for further cooperation, including for non-mountainous regions.

PADIMA partner Hedmark County Council (Norway) exchanged knowledge and experiences with two other IVC projects: I-Speed, which addresses the efficient use of ICT-based services, and Brain Flow, a mini-programme on measures and tools that minimise brain-drain while fostering brain-gain in border regions. One of the other PADIMA partners, the province of Torino (Italy), is also lead partner of DANTE: Digital Agenda for New Tourism Approach in European Rural and Mountain Areas.

**RTF**

The focus on telemedicine was shared with the sub-project of the PEOPLE project, TCares, and also with INN.O.V.Age and DART with regard to e-health solutions. The examples of Centres of Excellence (for example from the NHS 24 service, Scotland) provided input for the INNOHUBS pilots in INN.O.V.Age. There were also good opportunities to exchange knowledge with the INTERREG IVC IMMODI project which also brought in good practices and recommendations on e-health, like the exchange among health specialists through common electronic systems and the possibility to share and access patient’s electronic health records. The Regional Council of Auvergne, partner in RTF, also participated in IMMODI, ensuring the exchange of knowledge between the two projects.

24 [www.mess-project.eu](http://www.mess-project.eu).
Several RTF partners participated in the CASA project, such as National Health Service 24 (Scotland) and the region of Southern Denmark. The latter, as RTF’s lead partner, also participated in the project Renewing Health (funded under the ICT Policy Support Programme) implementing large-scale real-life test beds for the validation and subsequent evaluation of innovative telemedicine services, using a patient-centred approach for the telemonitoring and treatment of chronic patients suffering from diabetes, COPD or CVD diseases.

**Ongoing Projects:**

**CREATOR**

There are synergies between the sub-projects SILHOUETTE and RTF in the field of ICT. RTF recommendations could be used to improve policies and the implementation and transfer of good practices. In relation to contributing to regional economic development, the Good Practices Guideline for the development of the telemedicine market for SMEs could also be shared. In addition, the INTERREG IVC project Health4Growth (with the participation of PADIMA partner the Province of Turin) could deliver valuable input to new approaches to improving cooperation between all health sector stakeholders and can offer solutions for regulatory problems that hinder the commercialisation of new technologies. Health4Growth is also working on finding options to make it easier for SMEs to access financing and to improve their management skills, creating good opportunities to share knowledge between the projects.

Several CREATOR partners, such as the Wielkopolska Region in Poland, are also involved in the CASA project.

**DAA, CASA and INN.O.V.Age**

As the projects themselves are well aware, a clear synergy exists between DAA, CASA and INN.O.V.Age. These three projects all started in 2012 and all deal with the consequences of an ageing society and are looking for smart solutions. The projects have been cooperating and sharing agendas since the capitalisation workshop in 2012 and are now organising a workshop together on innovative policies and solutions for Active Ageing at the Open DAYS 2013. Their objective is to exchange good practices and discuss innovative ways to respond to the challenge of an ageing population. Some partners, like the South East Health Technologies Alliance (SEHTA) participate in each of these projects.

Besides this relationship, some aspects of the CREATOR mini-programme could also be shared, especially those on independent living and services. DART has many valuable good practices and policy recommendations on health and social services that could deliver input and should be taken into account.

The ongoing projects mainly focus on the consequences of ageing, which is also the theme of the Ambient Assisted Living (AAL) Joint Programme, certain projects supported by the INTERREG IVB programmes (see also Chapter 2) and the Information Communication Technologies Policy Support Programme (ICT-PSP), which includes ICT for health, ageing and inclusion. For example, the earlier mentioned project Renewing Health has gained enormous experience by assessing the impact of 21 telehealth services in nine European regions. On the theme of independent living, the following projects are worth looking at: Home Sweet Home, CommonWell (including integrating ICT based services) and the project DREAMING, which provides “solutions based on video, sensors, mobile communications and personal contact, to help the elderly and patients needing continuous care to live safely and independently in their homes instead of being in a care institution or hospital.” Several partners from DAA, CASA and INN.O.V.Age also participate in the Jade project (7FP), which gives them the opportunity to share results from a more scientific angle.

Last but not least, the potential synergies with the capitalisation exercise on demographic change within the URBACT programme should be mentioned here. The final report gives insight into strategies in the context of population decline in urban areas. The topics that it includes and that could

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25 South East Health Technologies Alliance was partner in PEOPLE (TCares) and participates in CASA and INN.O.V.Age delivering expertise in the field of telecare and telehealth.


be shared are: active citizenship and local leadership & adapting services and learning and employment issues. The Good Practice ‘Campus for Generations’ from the recently completed DART project is discussed in the URBACT final report, which also provides other good examples that may interest the INTERREG IVC projects presented in this study.

3.2.7 Specific Recommendations for the Projects

In this section, we make general recommendations applicable to all projects and specific recommendations to individual projects.

First of all, the main priority is to raise awareness of the consequences of demographic change before implementing the solutions. Is the problem shared among all stakeholders? Is the solution prioritised in regional plans? In the case of demographic change, it is important to realise it affects almost all policies: social, spatial, health, child and elderly care, but it also relates to legal issues and economic development. And it links with education and even place marketing. Integrating demographic change into all of these policies means stakeholders should first of all realise and accept that demographic change is an irreversible and structural process. Intensive communication to increase awareness of this is therefore of the utmost importance.

The next step is to involve a broad range of stakeholders; right from the beginning. What is perhaps most important in this respect is strong involvement of local stakeholders, both public and private (public-private partnership); regions must identify positive driving forces and look for support in the region to gain acceptance. In the development of a regional strategy, a combination of a top-down and bottom-up is a promising way to find good solutions. What needs to follow is strong cooperation among relevant partners, including the business and voluntary sectors.

To ensure that the regional strategy is implemented, strong ownership among the politicians is indispensable. There needs to be dialogue with the stakeholders that have the ability to actually implement the strategy, they must be kept informed and better still, involved from the outset. Strong compatibility with existing policies at local and supra-local level is a huge advantage – making implementation much easier.

It is also necessary that citizens and other users have a clear picture of the aims. The overall objective might be to prevent and mitigate the negative effects of the ageing process and maintain high standards of living, but in communication, it must be clear what this means for the user, the citizen or the entrepreneur. It means communication with well-targeted groups, such as female entrepreneurs, end-users, unemployed people over 50, etc.

Another prerequisite is to start with a detailed analysis of demographic statistics and of existing legal, administrative and financial preconditions. Is there sufficient financing from public and private funds (economic sustainability)? What are the legal barriers to developing technology? And so forth.

Regular, systematic evaluation and monitoring of the projects is important. PADIMA developed and implemented a systematic approach for evaluating project development, impact and dissemination of experiences and lessons. This must be developed in a very effective way, taking into account the specific characteristics of each project.

The DART project developed an indicator set and a regional observation monitor (demographic ‘early warning system’ DART monitor). These were tested with suitable demographic and social data from the various sub-regions, illustrating basic demographic changes in European regions over the course of time. The aim was to measure, to extrapolate and to compare regions and demographic change processes with each other. With these small-scale and highly condensed indicators for both demographic ageing and population decline (and selected indicators of social participation and quality of life), an accurate description of demographic change can be provided and can lead to practical and effective local policy measures in dealing with the consequences of demographic change.

For projects dealing with ageing in their regions, we recommend involving more active ageing experts but also more seniors, especially in the needs analysis phases (CREATOR, DAA).
4. Key Policy Messages and Conclusions

In this final section we summarise key policy messages emerging from the INTERREG IVC capitalisation exercise on demographic change. These messages primarily come from the completed projects that have been able to experience the effects of their good practice transfer or the improvement or implementation of policies, but which have also sometimes experienced a lack of success in doing so; failures sometimes provide clearer lessons than successes. Projects that are still running or have just started are often follow-up projects with partners that already have experience of participating in an INTERREG IVC project. Sometimes, previous experiences and lessons learnt are implemented in the new project and taken a little further or used as ‘mentor’ projects for regions less far in their development of a certain strategy or policy. These lessons or innovative approaches sometimes result in valuable policy recommendations, as will be shown in the paragraphs below.

The first section starts with more general recommendations for the EU level, followed by generic policy recommendations for regional strategies on demographic change – the level of the INTERREG IVC project partners. In the last sections, the focus is on specific recommendations to help policymakers deal with the consequences of demographic change, these are presented per theme, as identified in the analysis in Chapter 3. Of course these messages are not exhaustive (demographic change impacts many policy fields), but they are regarded as some of the most important ones from the nine studied INTERREG IVC demographic change projects.

4.1 Recommendations on demographic change at EU level

In all EU policies and actions of the EU Commission, demographic change developments should be the starting point. The European Demography Report, which is generated every two years, and current EU policy initiatives concerned with demographic change and active ageing might offer a useful starting point for policies addressing the challenges related to population decline and ageing.

Linked to this the main messages are:

- Awareness of demographic change should be raised through long-term awareness-raising programmes and measures (DART);
- More attention should be given to declining and rapidly ageing regions within the EU;
- EU programmes and policies should increase their focus on reorganising and eliminating existing services and facilitate the provision of new ones;
- Policies should be developed to enhance green and silver economies;
- It is recommended to have more financial instruments specifically dedicated to active ageing: it is important to invest in the skills of the older population as a source of specific competitiveness for the EU (CREATOR);
- With increasing globalisation, more research at EU level is needed to conceptualise the correlations between labour migration and demographic change and its effects on sending and receiving countries (ESF6 CIA);
- Population decline requires a public debate about minimum standards of (social) services and infrastructure, taking financial viability and sustainability into account;
- Enhance creativity and innovation, including entrepreneurship, at all levels of education and training (DART);
- Increase efforts and measures for lifelong learning, especially by utilising ICT and e-learning;
- Enhance innovations in technology, ICT, housing and public-private partnerships in the area of senior care to create major potential for Europe’s competitiveness (DAA);
- Motivate governments to use social media tools in their communications and policies and enhance the participatory processes to let citizens be part of local decisions (PEOPLE);
- Give more power to regional stakeholders in order to create a sustainable economic future;
- And last, but not least, in order to increase good practice and solutions in relation to demographic change, networking between regions in Europe should be encouraged and processes for exchange should be improved.
4.2 Recommendations for Regional Strategies for Demographic Change

In the case of demographic change, it is important to be aware of its cross-cutting character; it impacts social policies, spatial planning, healthcare, child care and elderly care but it also relates to legal issues and economic development. It is important for educational policies and even place marketing. Strategies should therefore always integrate demographic change. At the same time, strategies have to be specific and tailored according to the unique situation of each region. Some more generic recommendations in this respect are:

- Involve all stakeholders and stimulate cooperation between different levels of governance;
- A multidisciplinary approach with a long-term perspective is crucial and all stakeholders (government, social partners, community organisations, etc.) need to share responsibilities;
- Policies must seek to support diversification from traditional activities and must seek to encourage entrepreneurship development and the creation of new types of businesses;
- Improve relationships and build partnerships between businesses, schools, training centres and universities;
- Foster the use of ICT and promote Internet connectivity to enhance social inclusion and access to the labour market, lifelong learning and new types of services;
- Local and regional government should facilitate and support the development of innovative services by adapting the legal framework and implementing well-defined regional strategies;
- Implement a regional innovation strategy. The regional smart specialisation strategies may offer good starting points;
- One model does not fit all, the transfer of knowledge should be tailored to each regional scenario, taking into consideration the failures and successes of other regions (INN.O.V.Age);
- Encourage the elderly to participate as experts in projects (CREATOR);
- Raise awareness of social participation and the value of people over 50 (PEOPLE);
- Develop and maintain good demographic databases (DART).

4.3 Recommendations in Relation to Education, Lifelong Learning and the Labour Market

The European Union is facing unprecedented demographic changes. In the light of these challenges, it is important, both at EU and national levels, to review and adapt existing policies and practices. One way to tackle these demographic challenges is to try to boost employment through more jobs and longer working lives of better quality.

The nature of local, regional and national labour markets is fundamental. Policymakers need to create the right incentives, practices and legislation.

- Foster the use of ICT and promote Internet connectivity to enhance social inclusion and access to the labour market, with special focus on elderly people with reduced mobility;
- Establishing business and industry clusters is increasingly important;
- Keep promoting programmes to develop skills and employment;
- Adapt working environments and working conditions for all employees, not just the elderly, to ensure that everyone will be able to work longer;
- Patience is needed, since sensitising actions/awareness-raising cannot result in an immediate change of people’s ideas on longer careers. Nevertheless, these actions are necessary to create a new mind-set (ESF6 CIA);
- Create the right conditions for a better work-life balance, more flexible working opportunities (ESF6 CIA, PEOPLE);
- In line with the European 2020 Strategy on smart, sustainable and inclusive growth, it is essential to allow the full exploitation of regions dealing with population decline or ageing through maintaining high-level qualitative education and knowledge creation and innovation in the pursuit of smart growth (PADIMA);
- Regions with high levels of unemployment need to step up active labour market measures, such as training for the unemployed and individualised job-search advice;
- Provide incentives to encourage the employment of older people (CREATOR);
- Introduce age-management principles in the strategies of public and private sectors (PEOPLE);
- Monitor the working conditions of workers approaching retirement age to determine the factors that may contribute to their early exit from the labour market (ESF6 CIA);
• A more individualised approach – combining flexible working hours, mentoring activities, entrepreneurship and other innovative employment models – should prioritise the individual preconditions, needs and wishes of people in the prime of their lives. In addition, the employment of older people must be encouraged in companies. In many European countries, relevant government initiatives are still urgently needed in this regard.  

4.4 Recommendations in Relation to Economic Diversification

We propose the following recommendations for dealing with demographic change through economic diversification:

• More efforts and resources should be allocated to investigate the undiscovered potential of the silver economy (DART);
• Access to broadband has proved essential to many of the good practices developed and it is important especially for peripheral and rural areas since ICT has the strongest distance-shortening effect. Existing and potential entrepreneurs have better access to a range of services that are useful for developing and improving their businesses (remote working, the creation of new companies, business use of the Internet, etc.) (PADIMA);
• With regard to the food industry, BIOLIFE (sub-project in CREATOR) recommends that SMEs could innovate their products by focusing on the needs of the elderly and by taking into account the clarification and readability of the information on labels, the nutritional needs of the elderly and the overall design for the development of new products;
• More emphasis should be given to innovation hubs or labs where companies, research institutes and the governments can build on new entrepreneurial opportunities (DART and INN.O.V.Age);
• It is not sufficient to rely on policymakers to stimulate change. Other stakeholders, such as industry, care professionals and end users must be involved in the design of policy and new types of services (INN.O.V.Age);
• Policies must seek to support diversification from traditional activities towards the creation of new products, supply chains or new activities and different marketing strategies. The European Innovation Partnerships offers a good platform.

4.5 Recommendations in Relation to Social Services and (Health) Care

With regard to social and healthcare services, we strongly recommend developing healthcare towards a more comprehensive, integrated system, whereby all important stakeholders cooperate to deliver services of high quality; to support cost-efficient models in healthcare and to support dynamic health systems and new technologies, including e-health solutions.

With its strong economic incentives, the business sector is a proper place for the evaluation, adjustment and designing of profitable and efficient e-health models and systems, including telemedicine. But local and regional governments should facilitate and support the development of innovative services by adapting legal frameworks and through policy action (RTF).

In relation to the above, it is recommended to:

• Provide customer-oriented, flexibly responsive and economically sustainable social services throughout declining and ageing regions (DART);
• Build up partnerships and networking to support citizen’s participation and community action (DART);
• Plan facilities and services accordingly to people’s needs and choices (DART);
• The development of both assisted living and smart homes requires progress on a number of technical, financial and organisational fronts at the same time. This requires policymakers in health, social care and housing to work together with a shared objective and a common goal (INN.O.V.Age);
• Involve the stakeholders, including the service designers and the users, at an early stage. In this way the political, economic, social, technological, legal and environmental key areas with

28 The Labour Market and demographic change in The Baltic Sea region: Study results and recommendations of the Best Agers project 2012.
their traditions, practices and cultures that are difficult to change can be analysed and necessary steps can be taken. The process should be bottom up and not top down (DAA);

- Narrow the gap on the operational level between health and social services (CASA);
- Improve the role of technology in the field of elderly care and effectively integrate it in the planning and delivery of care and assistance services (CASA).

4.6 Recommendations in Relation to Lifelong Living

ICT helps older people to live independently longer, by making use of telecare services and social media opportunities. Therefore, an important recommendation is to foster the use of ICT and promote Internet connectivity to enhance social inclusion, with special focus on elderly people with reduced mobility (CREATOR). Some recommendations in this respect are:

- To make independent living more economically sustainable, monitoring and prevention should also be parameters in the financial system of the healthcare sector (CASA);
- Improve patients’ independence by training the patient and caregivers in how to use telemedicine services, and make sure to also communicate these benefits to informal caregivers (RTF);
- Shorten the decision-making process and procurement rules that hinder innovation;
- Apply an end-user needs approach;
- Foster better synergy between SMEs working on telemedicine projects and local and regional economic development policies (RTF);
- When developing home and assisted living equipment, software and services, explore new domains, as it is necessary to consider techniques but also potential beneficiaries’ behaviour, organisational problems, and social and cultural aspects (RTF).

4.7 Conclusions

The two developments affecting regions in Europe the most are ageing and population decline. While ageing and population decline are often closely interlinked, regional population decline as such is not just a demographically driven development but can only be understood in view of a number of global developments in the position and role of regions in the world economy. Local and regional impacts increasingly depend on external events taking place in other parts of the world. Each region being unique, solutions have to be specific and tailored according to the situation. Exchange of good practice or policies within INTERREG IVC is therefore not a copy-paste exercise, but benefits are primarily to be found in reflection, inspiration and adaptation.

International cooperation such as that within INTERREG IVC projects creates a possibility to exchange ideas, best practices and new policies and strategies on topics that are relevant in shrinking regions in Europe. Within INTERREG IVC, regions may experiment, find creative solutions and new strategies. Involving politicians in the exchange activity has a positive effect on the success of transferring the solutions and strategies. It creates a higher degree of political commitment. Similarly, more advanced regions can act as consultants in the transfer process, which has proven effective.

All nine INTERREG IVC projects on demographic change had and have the potential to influence regional policies and their implementation. The real effect relies on the ability to transform new knowledge into new or improved practices, to remove administrative constraints and to mobilise the right form of funding.

Because demographic change is important for social policies, spatial planning, healthcare, child care and elderly care, legal issues, economic development, education and even for place marketing policies, solutions to deal with the consequences of demographic change should always take an integrated approach. At the same time, strategies have to be specific and tailored according to the unique situation of each region.
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Mikel Landabaso, DG Regional Policy, Head of Unit. Thematic coordination and innovation in Maßnahmeplan Demografie Region Leipzig (ESF6 CIA Action plan).


PADIMA project; ECONOMIC DIVERSIFICATION Final report and policy recommendations, 2012.


### Annexe 1: Demographic Change Projects Factsheet

**Nine Projects:**

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<th>Project acronym</th>
<th>Project name</th>
<th>Detailed topic</th>
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<td>CASA</td>
<td>Consortium for Assistive Solutions Adoption</td>
<td>The care of the elderly - Deployment of assistive living solutions</td>
</tr>
<tr>
<td>CREATOR</td>
<td>Creative regional policies addressing economic development opportunities related to ageing societies</td>
<td>Exploiting economic development opportunities related to ageing societies</td>
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<tr>
<td>DAA</td>
<td>Design-led Innovations for Active Ageing</td>
<td>Innovation and public-private partnerships with SME involvement in the area of senior care</td>
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<td>DART</td>
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<td>INN O V Age</td>
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</tr>
<tr>
<td>PADIMA</td>
<td>Policies Against Depopulation in Mountain Areas</td>
<td>Increasing the appeal of mountains areas to maintain and increase population</td>
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<tr>
<td>PEOPLE</td>
<td>Innovation for Societal Change</td>
<td>Adapting the labour market to the changes related to population age and family structure</td>
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<tr>
<td>RTF</td>
<td>Regional Telemedicine Forum</td>
<td>Promoting a telemedicine network between regions, SMEs and healthcare services</td>
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<tr>
<th>Project acronym</th>
<th>Number of partners</th>
<th>Country of the LPs2</th>
<th>ERDF funding (£)</th>
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<th>Starting date</th>
<th>Ending date</th>
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<tbody>
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<td>2,002,154</td>
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<td>01/01/2012</td>
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<td>31/01/2013</td>
<td>RIP</td>
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1. Representing 22 Member states + Norway
2. LP: Lead Partner
3. RIP: Regional Initiative Project
4. CAP: Capitalisation Project
### Indicators - as of Summer 2012

<table>
<thead>
<tr>
<th>Project acronym</th>
<th>End date</th>
<th>No. of regional / local policies and instruments addressed</th>
<th>No. of good practices identified by Regional Initiative Projects</th>
<th>No. of regional / local policies and instruments improved or developed</th>
<th>No. of good practices successfully transferred within Regional Initiative Projects</th>
<th>No. of staff members with increased capacity awareness / knowledge / skills resulting from the exchange of experience at</th>
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<td>13</td>
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<tr>
<td>DIAD</td>
<td>30/06/2014</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>13</td>
<td>8</td>
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<tr>
<td>ESRI C3A</td>
<td>30/06/2010</td>
<td>3</td>
<td>12**</td>
<td>2</td>
<td>8**</td>
<td>52</td>
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<tr>
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<td>20</td>
<td>1</td>
<td>0</td>
<td>26</td>
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</table>

* Projects (RP) do not always result in the transfer of good practices, but they always have to identify good practices with a view to improving policies.

* * No. of good practices already identified and made available to regional and local actors involved in capitalisation projects.

* ** No. of action plans developed under capitalisation projects.

---

**Partner legal status**

- Bodies governed by public law: 41%
- Public Authorities: 59%

**Public Authorities Governance level**

- Local Public Authority: 69%
- Regional Public Authority: 28%
- National Public Authority: 3%

---

**Number of partners per country**

- Italy: 13
- Spain: 11
- France: 9
- Germany: 8
- Sweden: 7
- Belgium: 6
- Poland: 5
- Greece: 5
- Denmark: 4
- Finland: 4
- Ireland: 4
- Lithuania: 3
- Latvia: 2
- Malta: 2
- Other countries: 1

---

* Bodies governed by public law: e.g. Regional and local development agencies, Public universities etc.
Annexe 2: Map of Demographic Change partnerships
Annexe 3: Demographic Change Analysed Projects

3.1 The care of the elderly - Deployment of assistive living solutions

CASA
Consortium for Assistive Solutions Adoption

<table>
<thead>
<tr>
<th>PROJECT DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority: Innovation and the knowledge economy</td>
</tr>
<tr>
<td>Theme: the Information Society</td>
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<table>
<thead>
<tr>
<th>TYPE OF INTERVENTION</th>
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<tbody>
<tr>
<td>Type of intervention: Regional Initiative Project</td>
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<tr>
<td>Duration: 01/01/2012 - 31/12/2014</td>
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<tr>
<td>Website: <a href="http://www.casa-europe.eu">www.casa-europe.eu</a></td>
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<tr>
<td>Total budget: €2,635,999</td>
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<tr>
<td>ERDF contribution: €2,002,154</td>
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<table>
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<td>Spain</td>
</tr>
<tr>
<td>Sweden</td>
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<tr>
<td>Sweden</td>
</tr>
</tbody>
</table>

Lead partner: The Flemish Community
Koning Albert II-laan 35, bus 30
1030 Brussels
BELGIUM
3.2 Exploiting economic development opportunities related to ageing societies

CREATOR
Creative regional policies addressing economic development opportunities related to aging societies

PROJECT DETAILS

Priority: Innovation and the knowledge economy
Theme: Employment, human capital and education

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project
Mini-programme: Yes
Duration: 01/01/2010 - 31/12/2013
Website: www.creator7.eu

BUDGET

Total budget: €4 926 000
ERDF contribution: €3 821 300

PARTNERSHIP

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<th>Institution, Town</th>
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<tr>
<td>1</td>
<td>Sweden: County Administrative Board of Västerbotten, Umeå</td>
</tr>
<tr>
<td>2</td>
<td>France: Regional Council of Lorraine, Metz, Cedex</td>
</tr>
<tr>
<td>3</td>
<td>Finland: Regional Council of Hame, Hämeenlinna</td>
</tr>
<tr>
<td>4</td>
<td>Poland: Marshal Office of the Wielkopolska region, Poznan</td>
</tr>
<tr>
<td>5</td>
<td>Italy: Province of Brescia, Brescia</td>
</tr>
<tr>
<td>6</td>
<td>Hungary: Regional Development Agency of North Hungary Non-Profit Cooperation, Miskolc</td>
</tr>
<tr>
<td>7</td>
<td>Spain: Regional Development Agency of Asturias, Llanera</td>
</tr>
</tbody>
</table>

Lead partner:
County Administrative Board of Västerbotten
Storgatan 718
SE-901 86 UMEA
SWEDEN
3.3 Innovation and public-private partnerships with SME involvement in the area of senior care

DAA

Design led Innovations for Active Ageing

**PROJECT DETAILS**

**Priority:** Innovation and the knowledge economy
**Theme:** Innovation, research and technology development

**TYPE OF INTERVENTION**

**Type of intervention:** Regional Initiative Project
**Duration:** 01/01/2012 - 30/06/2014
**Website:** dev.daaproject.eu.glue01.priorweb.be

**BUDGET**

**Total budget:** €2 022 701
**ERDF contribution:** €1 366 133
**Norwegian contribution:** €117 000

**PARTNERSHIP**

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<td>Finland City of Helsinki, Helsinki</td>
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<tr>
<td>2</td>
<td>Belgium Design Flanders, Brussels</td>
</tr>
<tr>
<td>3</td>
<td>Sweden Norrumberland District Administration, Stockholm</td>
</tr>
<tr>
<td>4</td>
<td>Belgium Care Company Antwerp, Antwerp</td>
</tr>
<tr>
<td>5</td>
<td>Finland Culminatum Innovation Ltd, Espoo</td>
</tr>
<tr>
<td>6</td>
<td>Bulgaria Sofia Development Association, Sofia</td>
</tr>
<tr>
<td>7</td>
<td>Norway Municipal Undertaking for Social Service Buildings, Oslo</td>
</tr>
<tr>
<td>8</td>
<td>Germany IDZ</td>
</tr>
<tr>
<td>9</td>
<td>Poland City of Warsaw, Warszawa</td>
</tr>
<tr>
<td>10</td>
<td>Spain Barcelona Design Centre, Barcelona</td>
</tr>
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</table>

**Lead partner:**
City of Helsinki
P.O.Box 1
Pohjoisplanad 15-17
99 City of Helsinki
FINLAND
3.4 Strategies to face the ageing population

DART
Declining, Ageing and Regional Transformation

PROJECT DETAILS

Priority: Innovation and the knowledge economy
Theme: Employment, human capital and education

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project
Duration: 01/01/2010 - 31/12/2012
Website: www.dart-project.eu

BUDGET

Total budget: €2 050 098
ERDF contribution: €1 574 341

PARTNERSHIP

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<tr>
<td>2</td>
<td>State of Brandenburg represented by the State Chancellery, Potsdam</td>
</tr>
<tr>
<td>3</td>
<td>Free State of Saxony represented by the State Chancellery, Dresden</td>
</tr>
<tr>
<td>4</td>
<td>West Regional Authority (WRA), Galway</td>
</tr>
<tr>
<td>5</td>
<td>Central Bohemia Region, Prague</td>
</tr>
<tr>
<td>6</td>
<td>Regional Council of North Karelia, Joensuu</td>
</tr>
<tr>
<td>7</td>
<td>Joint Authority of Kainuu Region, Street address: Kauppakatu 1, 87100 Kajaani</td>
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<td>8</td>
<td>Regional Government of Galicia, Autonomous Ministry of Labour and Welfare, Santiago de Compostela</td>
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<td>9</td>
<td>Province of Limburg, Maastricht</td>
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<td>Veneto Region, Venezia</td>
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<td>BSC - Business Support Centre Ltd., Kranj</td>
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<td>14</td>
<td>Centru regional development agency, Alba Iulia</td>
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</table>

Lead partner:
InvestitionsBank des Landes Brandenburg
Steinstraße 104-106
14480 POTS DAM
GERMANY
3.5 Innovative approach to face the ageing population

ESF6 CIA
Capitalising Innovative Approaches towards Demographic Change

PROJECT DETAILS

Priority: Innovation and the knowledge economy
Theme: Employment, human capital and education

TYPE OF INTERVENTION

Type of intervention: Capitalisation Project
Fast track: Yes
Duration: 01/07/2008 - 30/06/2010
Website: www.esf6cia.eu

BUDGET

Total budget: €1 445 248
ERDF contribution: €1 124 016

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<td>8</td>
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<td>Italy Region Abruzzo, L’Aquila</td>
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<td>Bulgaria Ministry of Labour and Social Policy, Sofia</td>
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Lead partner:
Aufbauwerk Region Leipzig GmbH
Otto-Schill-Straße 1
4109 LEIPZIG
GERMANY
3.6 Eco-independent living for elderly - The important role of ICT

INN.O.V.Age

Improving the effectiveness of regional development policies in eco-INNovation for smart hOme and independent liVing to increase the quality of life of Aging people

PROJECT DETAILS

Priority: Innovation and the knowledge economy
Theme: Innovation, research and technology development

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project
Duration: 01/01/2012 - 31/12/2014
Website: www.innovage-project.eu

BUDGET

Total budget: €2 466 687
ERDF contribution: €1 949 741

PARTNERSHIP

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<td>Regional Management of Social Services – Junta de Castilla y León, Valladolid</td>
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<td>Finland</td>
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3.7 Increasing the appeal of mountains areas to maintain and increase population

PADIMA
Policies Against Depopulation in Mountain Areas

**PROJECT DETAILS**
- **Priority**: Innovation and the knowledge economy
- **Theme**: Employment, human capital and education

**TYPE OF INTERVENTION**
- **Type of intervention**: Regional Initiative Project
- **Duration**: 01/01/2010 - 31/12/2012
- **Website**: [www.padima.org](http://www.padima.org)

**BUDGET**
- **Total budget**: €1 445 304
- **ERDF contribution**: €787 874
- **Norwegian contribution**: €197 402

**PARTNERSHIP**

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<td>Stockholm Region, Stockholm</td>
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<td>Province of Noord-Brabant, s-Hertogenbosch</td>
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<td>Timis County Council, Timisoara</td>
</tr>
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<td>Sweden</td>
<td>Stockholm Region EU Office, Stockholm</td>
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</table>

**Lead partner:**
Avenida de Hytasa, 14
41071 SEVILLA
SPAIN
3.8 Adapting the labour market to the changes related to population age and family structure

PEOPLE
Innovation for societal change

PROJECT DETAILS

Priority: Innovation and the knowledge economy
Theme: Employment, human capital and education

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project
Mini-programme: Yes
Duration: 01/10/2008 - 31/03/2012
Website: www.peopleproject.eu

BUDGET

Total budget: €3 856 320
ERDF contribution: €2 942 936

PARTNERSHIP

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<td>Romania</td>
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<td>Sweden</td>
<td>Stockholm Region EU Office, Stockholm</td>
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Lead partner:
Government of Andalusia
Ministry for Equality and Social Welfare
Avenida de Hytasa, 14
41071 SEVILLA
SPAIN
3.9 Promoting a telemedicine network between regions, SMEs and healthcare services

RTF
Regional Telemedicine Forum

**PROJECT DETAILS**

Priority: Innovation and the knowledge economy
Theme: the Information Society

**TYPE OF INTERVENTION**

Type of intervention: Regional Initiative Project
Duration: 01/01/2010 - 31/01/2013
Website: [www.regional-telemedicine.eu](http://www.regional-telemedicine.eu)

**BUDGET**

Total budget: €1 977 831
ERDF contribution: €1 359 723
Norwegian contribution: €101 500

**PARTNERSHIP**

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<td>2 Spain</td>
<td>Ministry of Health of the Catalan Government, TicSalut Foundation, Mataró</td>
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<tr>
<td>3 Estonia</td>
<td>Estonian eHealth Foundation, Tallinn</td>
</tr>
<tr>
<td>4 France</td>
<td>Regional Council of Auvergne, Chamalières</td>
</tr>
<tr>
<td>5 United Kingdom</td>
<td>Scottish Centre for Telehealth, Aberdeen</td>
</tr>
<tr>
<td>6 Sweden</td>
<td>County Council of Norrbotten, Luleå</td>
</tr>
<tr>
<td>7 Poland</td>
<td>Malopolska Region, Krakow</td>
</tr>
<tr>
<td>8 Norway</td>
<td>University Hospital of North Norway, Tromso</td>
</tr>
<tr>
<td>9 Italy</td>
<td>Local Health Trust N°9 Treviso, Treviso</td>
</tr>
<tr>
<td>10 United Kingdom</td>
<td>National Health Service 24, Glasgow</td>
</tr>
</tbody>
</table>

Lead partner:
Region of Southern Denmark, OUH
Sdr. Boulevard 29
Indbo 216, Stuen
5000 ODENSE C
DENMARK
Annexe 4: Share of Good Practices per Theme

education, lifelong learning & labour market

- CASA
- CREATOR
- DAA
- DART
- ESF6 CIA
- INN.O.V.Age
- PADIMA
- PEOPLE

economic diversification

- CASA
- CREATOR
- DAA
- DART
- ESF6 CIA
- INN.O.V.Age
- PADIMA
- PEOPLE
- RTF
DAA and CASA have not yet identified Good Practices, but they are working on solutions in the field of the themes of independent living, social and (health) care services and economic diversification.

* DAA and CASA have not yet identified Good Practices, but they are working on solutions in the field of the themes of independent living, social and (health) care services and economic diversification.
Annexe 5: Questionnaire

1. Can you name the challenges/difficulties you encountered in your project?

2. What do you consider successes in your project?

3. What do you consider to be good practices? What method(s) did you use to transfer these practices to other regions? What aspects could be further disseminated for the benefit of other regions?

4. Did you find different solutions to the same issue as partner regions in your project? If yes, what are these?

5. Did you find that your region has a particularly interesting or innovative practice or policy that would deserve to be made available to other regions in Europe?

6. Did your project achieve a particular interesting result (for example in terms of good practices transfer or policies improved) that could be useful for other projects with the same topic and more generally for other local/regional authorities dealing with that topic?

7. Can you identify prerequisites for a successful implementation of your regional policy in the domain tackled?

8. Did you find possible synergies among INTERREG IVC projects and initiatives undertaken in other EU programmes as far as you are familiar with them?

9. Can you provide specific thematic recommendations (based on the results of your project)?

10. Which overall lessons can be learnt?

11. Could you draw up policy recommendations that could be useful for policymakers at regional, national and/or European levels?
Annexe 6: Demographic Change Workshop Report

Thematic Programme Capitalisation

Report on the workshop

Demographic Change

Wednesday 7 November 2012

Committee of Regions, Brussels

Roos Galjaard

Thematic capitalisation expert on demographic change

December 17 2012, Bureau PAU, Groningen
1. Introduction

As part of the Thematic Programme Capitalisation initiative a targeted thematic workshop on Demographic Change was organised on the 7th of November. The workshop took place in Brussels and regions participating in the INTERREG IVC Projects, as well as EU experts in the thematic field of demographic change, were invited. 16 project partners from 7 different INTERREG IVC projects participated in the workshop. The represented projects were: PADIMA, DAA, DART, CREATOR, CASA, INN.O.V.Age and PEOPLE. The table below shows the full name of the projects.

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Name of the project</th>
</tr>
</thead>
<tbody>
<tr>
<td>DART</td>
<td>Declining, Ageing and Regional Transformation</td>
</tr>
<tr>
<td>PEOPLE</td>
<td>Innovation for Societal Change</td>
</tr>
<tr>
<td>CREATOR</td>
<td>Creative regional policies addressing economic development opportunities related to</td>
</tr>
<tr>
<td></td>
<td>ageing societies</td>
</tr>
<tr>
<td>DAA</td>
<td>Design led Innovations for Active Ageing</td>
</tr>
<tr>
<td>CASA</td>
<td>Consortium for Assistive Solutions Adoption</td>
</tr>
<tr>
<td>INN.O.V.Age</td>
<td>Eco-INNovation for smart hOme and independent liVing to increase the quality of life</td>
</tr>
<tr>
<td></td>
<td>of Aging people</td>
</tr>
<tr>
<td>PADIMA</td>
<td>Policies Against Depopulation in Mountain Areas</td>
</tr>
</tbody>
</table>

Two projects were not represented; these were ESF6 CIA and RTF.

<table>
<thead>
<tr>
<th>ESF6 CIA</th>
<th>Capitalising Innovating Approaches towards Demographic Change</th>
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<tbody>
<tr>
<td>RTF</td>
<td>Regional Telemedicine Forum</td>
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</table>

The workshop’s objectives were:

- to present the state of play at EU level, in relation to regional policy
- to present the benefits of the Capitalisation initiative and its progress
- to start an exchange process among the projects dealing with similar issues in particular through a brief presentation of each project
- to discuss interesting practices and policies available within the regions involved in these projects
- to discuss the notion of the specific topic and clarify the different possible approaches
- to identify innovative approaches that could also be relevant to other regions in Europe

Specially invited speakers for this workshop were: Ettore Marchetti, Economic analyst from DG Employment and Hans Schlappa, Project leader URBACT Capitalisation on Demographic Change.
2. The Thematic Capitalisation on demographic change – programme perspective

The workshop starts with a presentation by Erika Fulgenzi, Project Officer of the Interreg IVC Programme about the Capitalisation exercise and its objectives. Erika Fulgenzi explains why thematic programme capitalisation is taking place and how the process is structured.

Implementation of the thematic capitalisation

She also told the participants what the experts analyse:
- content of projects
- good practices identified and transferred
- policies addressed and improved
- common features / challenges
- links within the projects and with other EU programmes
- state-of-the-art standards and innovative approaches
- benefits for other regions
- policy recommendations

The timeline for implementation is as follows:

After the introduction by the INTERREG IVC Programme on the objectives of the thematic capitalisation the expert for the capitalisation on demographic change, Roos Galjaard, introduces herself. Because of her extensive knowledge and experiences with demographic change in international research and cooperation Mrs. Roos Galjaard is selected by the Interreg IVC Programme to carry out the thematic programme capitalisation on demographic change. In the workshop she informs the project partners about her background, expertise and experiences in relation to demographic change and pays special attention to the (INTERREG IVB) projects DC NOISE (www.dcnoise.eu) and iAge (www.iageproject.eu) and her research on demographic change policies in Europe, experiences that might also be useful for other projects.
3. **Demographic change in Europe: where do we stand, where are we heading to?**

Demographic change is, besides climate change and globalisation, now recognised as one of the most significant challenges facing Europe and its regions, and the implications of this are already apparent.

Ettore Marchetti, Economic analyst of DG Employment speaks about this development and mentions that what we have become accustomed to is now changing radically: changing family structures have an effect on fertility rates and in respect of lifetime careers “everybody is moving toward being a woman” in the sense that lifetime careers are less standard, more complex. Nevertheless, social protection systems are still based on standard (‘male’) lives. Secondly, pension systems are changing, we have to work longer, we are confronted with strained budgets. An important characteristic of the changing age pyramid is the retirement of the baby-boomers. Until recently, cohorts of about 1 million people were coming of age (60 up to 2008, 65 up to 2013); now, it's nearer to 2 million, and this will continue for the next 20 years.

Europe's demography is similar to that of other developed regions in the world; Japan is an ageing frontrunner that continued to grow thanks to an increased participation of women and older people in the labour market. What matters more is countries in rapid decline (see the figure below). Countries that are both ageing and shrinking at rapid rates have the biggest challenges. And it is different from the internal migration of the 1950-1960 period; this time, countries with a high migration rate can hardly afford to lose their young adults.
The crisis has provided for the political environment that has made pension reform possible. At the same time, the crisis had its value in that it alerted people to the perils of ignoring demography. Demographers have underestimated the growth of life expectancy throughout history. As an example of the difference this makes, life expectancy at age 0 in Italy or France is about 80. But, taking the expected progress in mortality into account, babies born in the 2000s have more than a 50 per cent chance of living beyond the age of 100. According to Marchetti, dependency ratios need not decline if workers remain employed longer. Currently, people retire around the age of 61. If the effective retirement age increases slowly (some 1-2 years every decade), the dependency ratio could remain constant.

Following Marchetti’s elucidation Roos Galjaard speaks about the universal processes related to the demographic transition on the one hand and economic geographic processes of concentration and urbanisation on the other, and that are leading to regional population decline in most European countries. Due to the universal nature of the underlying processes policies aimed at dealing with these processes share substantial similarities. At the same time, the regional context is very important as well. Each region is unique, with its history, culture, demography and economic structure. This specific regional context determines to a large extent population and other policies in these regions.

International cooperation (such as in the Interreg IVC Programme) can be the start of mutual European adjustment in policy responses to demographic change. Joining an international project means an opportunity to exchange ideas, best practices and new policies and strategies on topics that are relevant in shrinking regions in Europe. It helps to put the subject on the agenda of national and regional authorities and brings financial support, thereby creating the necessary conditions for experimentation, finding creative solutions and new strategies, and preparing for the future.

The 9 Interreg IVC projects that are tackling the consequences of demographic change have the following main foci:

- economic diversification,
- independent and assisted living,
- innovation in elderly healthcare,
- developing the market for regional SMEs,
- employment/silver economy,
- human capital (education, lifelong learning),
- (social) e-inclusion,
- maintaining public services.

Roos shows the aim and objectives of her analysis and the strategy she will use to include the results of the projects.

The workshop is a good opportunity for her to learn about what the projects are doing. In the following part of the workshop the partners of the 7 projects present their activities, results and recommendations. Those that have just started mainly focus on their aims and activities, while those that have finished or have nearly finished present their results and recommendations.

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DART

DART (Declining, Ageing and Regional Transformation) focuses on meeting the demographic challenge through investing in human capital (education, lifelong learning) and maintaining public services (healthcare, social and technical infrastructure). DART is an Interreg IVC - Regional Initiative Project under Priority 1: Innovation and the knowledge economy in the sub-theme: Employment, human capital and education. It has a wide geographic scope with 14 partners, from 13 regions in 11 countries. It is a three year project that ends in December 2012. The budget is a little more than 2 million Euros, with an EFRO contribution of 1,579,941 Euros.

The project director of DART, Mr Pertti Hermannek explains that DART partners have a joint understanding and concern related to the challenges that are faced in declining or ageing regions. They want to find and share qualitative solutions, innovative answers and new ways to boost integrated approaches as well as involve regional stakeholders. They all share a strong commitment to European interregional cooperation. Cooperation is needed to prevent the downward spiral. Although there are plenty of projects and experiences on demographic change, it is important to exchange these experiences and good practices, to learn from each other and to relate these to standards and indicators. The aim is to be able to make policy recommendations for the development of an integrated approach and a long-term strategy. At the same time it contributes to the development of other funding programmes at regional, national and European levels.

DART partner regions exchanged experiences on three main topics:

- Economy
- Education
- Health and Social Services

Four workshops were organised to discuss good practices in these main topics, combined with study visits. In addition, one conference was organised for each main topic. This resulted in a database of 89 good practices. Some common trends in the good practices in all regions were cooperation, ICT applications and projects for older and younger people. From the good practices the best practices were selected through a voting system. One of the criteria used was that it should have relevance for other regions. There is a limitation though, for the transfer of good practices. Pertti Hermannek describes the limitations as follows:

- Transfer needs time
- As a general rule: no direct one-to-one transfer of good practices is possible
- Regions must analyse good practice, consider legal preconditions, convince decision makers, and secure funding/financing
- Whole process of transfer of good practices incl. implementation and evaluation within the lifecycle of an European project is not possible when good practices are identified during the project

He concludes that (European exchange programmes) need to reconsider the transfer idea to improve it. An idea is to define transferable good practices in the application phase and see the transfer process as a pilot action within the implementation phase of the project? Transfer of policies or policy concepts maybe even more relevant/sustainable.

In DART no transfer took place within the lifetime of the project. But the organisation of transfer meetings with experts seems to be a success. DART also influenced regional policies. Examples mentioned are the Gorenjska region in Slovenia. Demographic change is now a priority for the new funding period. In the Brandenburg region in Germany DART contributed to the justification for lobbying for transition regions for the new funding period and last but not least in Northern Karelia, Finland, conclusion to strengthen ICT applications.
In addition, DART undertook an indicator study in which common indicators were defined to measure demographic change and shrinkage in European regions in line with the Lisbon Strategy and Europe 2020. These indicators allow the analysis and comparison of data from different regions. Indicators are a prerequisite for analysis and evaluation of demographic change. Data are usually available on NUTS 1 or 2 levels, but are needed on a smaller scale. Compilation of data from all participating regions in the three thematic fields.

=> for the first time primary data from sub-regions were collected, compared and analysed. The result was a practicable and application oriented set of tested demographic and social indicators and an Excel-based monitoring tool that can be used in every region. It was the first time an overview of regional and national standards on the topics of the project were produced. The results are part of the report’s policy recommendations.

Pertti Hermannek recommends that regional stakeholders dealing with the consequences of population decline and demographic change should adapt national and regional spatial planning by:

- considering cities/towns and rural areas together,
- defining demographic change as a cross-sectorial topic,
- taking action to prevent the negative impact of demographic change,
- taking future demographic developments into account in the regional development strategy,
- preventing and mitigating the negative effects of the ageing process while maintaining quality of life.

None of this is easily done since success in the political debate is equated with growth. Quality seems to be taken less into account. Therefore, regional decisions must consider real needs and see clear possibilities/limitations. Since shrinking regions cannot generate growth there is a need for stabilisation and deconstruction. Declining regions can be successful if they succeed in securing or creating a sufficient number of jobs, in creating value in the region so as to provide the necessary infrastructure, ensure social cohesion and inclusion and generally create a liveable environment for the community.

Hermannek ends his presentation with several conclusions drawn from the DART project:

- Change of policy understanding necessary
  ⇒ policy orientated to growth, regions need to adapt their development plans
  ⇒ does not mean invest less, but differently
- Coexistence of growth and shrinkage calls for flexible and tailor-made solutions
- Regionally-oriented and differentiated strategies are needed
  ⇒ Consider cities/towns and rural areas together
- Demographic change is a cross-cutting theme, all stakeholders need to accept demographic change as an irreversible structural fact
  ⇒ integrated (joined-up) strategies are vital
- Identify positive driving forces
- No competition between regions in demographic change
- Transferred pilot projects must fulfil legal framework conditions, especially for mainstreaming ⇒ maybe need for adapting rules/laws
- Look for regional supporters to gain acceptance
- Combine top-down and bottom-up
- Intensive communication to strengthen awareness of the challenges
- For successful transfer: balance of professionals and regional coordinators (for political support)

The final report can be found on the website: www.dart-project.eu
PEOPLE – Innovation for societal change

The PEOPLE project is presented by Mrs. Gema Ocaña from the Junta de Andalucía, lead partner of this European mini-programme involving seven European regions: Andalucía (Spain), South East England (UK), Venezia (Italy), Noord-Brabant (Netherlands), Malopolska (Poland), Stockholm (Sweden) and Timis (Romania). The PEOPLE project started at the end of 2008 and held its final conference in November 2011. It is also a Regional Initiative Project under priority 1 (Innovation and the knowledge economy) in the sub-theme Employment, human capital and education.

The aim of PEOPLE is to explore opportunities for new forms of employment and for improving well-being and cohesion in the context of demographic and societal changes. This way, PEOPLE will contribute to reinforce the cohesion and social welfare in the participating regions and find solutions to address some of the consequences of the economic downturn.

The PEOPLE project aims to support regional and national policy efforts and responses to demographic and societal change and tries to influence policy makers at local, regional and national levels.

PEOPLE works on six themes:

- Reconciling work and private life
- E-health and Independence
- Silver economy
- Social and e-inclusion
- Social entrepreneurship
- Empowering civil society

The PEOPLE programme was launched on 17 June 2009 with a call for proposals inviting local and sub-regional stakeholders to participate with innovative ideas and solutions to respond to the challenges brought about by changing demographics and different lifestyles faced by most European regions. PEOPLE approved seven sub-projects for funding, covering the six themes. In order to be eligible a sub-project must be performed by a cluster of public entities from a minimum of three participating regions.

In addition, the PEOPLE partnership selected 20 good practices, ranging from telecare to social entrepreneurship and broadband. The practices represented innovative experiences addressing some of the consequences of demographic change in Europe. The six PEOPLE themes were explored and discussed during the PEOPLE policy forum, but not transferred.

Mrs Gemma Ocaña ends her presentation with recommendations, connected to the PEOPLE project’s six main themes:

(For more information go to www.peopleproject.eu)
The Design led Innovations for Active Ageing (DAA) project consists of a network of cities that focus on economic and innovative yet sustainable solutions for senior care. Each participating city brings forward a best practice in the field of senior care and a need for a change of policy in that area. This project held its kick-off meeting in May 2012 and will continue until 2014. The lead partner is the city of Helsinki.

Iina Oilinki, senior international relations advisor from the city of Helsinki and Philipp Züllich from the International Design Centre in Berlin give a presentation which shows the approach and some initial activities. Innovations in technology, ICT, housing, procurement processes and public-private partnerships in the area of senior care all create major potential for Europe’s competitiveness. DAA’s method for generating innovation is to combine the expertise of senior care specialists in cities with the expertise of service designers. Combining design with social innovation is a novel approach and by doing this the project contributes to creating innovative products and services with new opportunities for EU businesses. The partners learn from established innovative services and solutions, improve the innovation capacity of their city administrations, and improve public sector policies. The main outputs include:

- EU legal framework promoting work-life balance
- Public actions based in the Barcelona Targets
- Cross-cutting measures

- Wider implementation of telecare technologies
- Bridge the gap between the supply and demand

- Introduce age-management principles in the strategies of public and private sectors
- Issue guidance on different forms of employment support sensitive to older people
- Raise awareness on social participation and value of people over 50

- Governments should integrate the use of social media tools in their communications and policies
- Governments have to facilitate the empowerment of civilians
- Common integrated model of resources and programmes for homeless people

- Improvement of legislation on social enterprises
- Regulate standard inclusion of social clauses in public procurement

- Equal access to ICT
- Participatory processes to let citizens be part of local decisions
- System of non-monetary incentives to promote the social and cultural value of activities such as volunteering
of the project include 8 city implementation plans, a guidebook on Design Led Innovations on Active Ageing and a set of strategic and service design procurement guidelines for the public sector.

(For more information go to [www.hel2.fi](http://www.hel2.fi))

**INN.O.V.Age**

The aim of the Interreg IVC project INN.O.V.Age is to increase the effectiveness of regional development policies in the field of eco-innovation applied to independent living and smart home solutions for elderly people. The project started in 2012 and will gather best practices until 2014.

Mrs Adele Berionni, from the lead partner, the Marche regional authority in Italy, explains the aims and objectives of INN.O.V.Age. Ageing poses significant challenges for traditional political and economic systems, for sustainable public finances and for healthcare and pensions. Together with 14 partners from 14 EU regions the Marche region recognises the important role of ICT for tackling the challenges posed by an ageing society. At the same time it offers opportunities for research and businesses.

Recognising the important role of ICT in dealing with these challenges, it focuses on the end user through three themes:
Despite the potential of independent living and related eco-innovation solutions, its benefits and technical maturity are still limited. To give this a boost the core activities in INN.O.V.Age are organised through so called Innovation Hubs: “InnoHubs are regional offices dedicated to coordinating stakeholders and actions related to eco-innovation in the field of elderly independent living and smart homes. The Innovation Hub’s mission is to promote the socio-economic development and competitiveness of INN.O.V.Age regions through innovation. This is achieved by fostering the triple helix model, to enable the conversion of business from traditional sectors to a new line of production related to eco-independent living. In practical terms this involves dedicated workshops, training, incentives for mitigating and adapting to economic crisis, enhancing cooperation between industry, government, academic and research institutions and enhancing the synergy between the ERDF, EU, national and regional funding opportunities for eco innovation”.

The approach used by INN.O.V.Age to transfer good practices is threefold: develop new approaches towards the R&IDC, provide interregional training sessions to policy-decision makers, and pilot actions. It is not yet been decided how this will be done, but the definition of a good practice in the context of the INN.O.V.Age project is a Research & Innovation Driven Cluster already existing with running initiatives in that specific EU region. INN.O.V.Age plans to have an overview of good practices ready in 2013. In the INN.O.V.Age network there are mentoring and learning groups that exchange experiences and transfer good practices.

Mrs Berionni then gives the participants of the workshop some key messages to think about:

- Rethink the ageing society as an opportunity
- Redefine governance according to an integrated and multidisciplinary approach (R&IDC model)
- Find solutions together: work in partnership at local and EU levels
- Apply an end user needs approach – to take on board elderly needs
- Put innovation at the heart of regional development strategies

Some discussion takes place among the workshop participants about the difficulties of taking into account end-users needs, and to deal with elderly: who are they? There is no one definition of ‘elderly’ and it is important to distinguish. It would be good if exchange between Interreg projects could take place on this issue, e.g. CASA in Interreg IVC and iAge in Interreg IVB. In addition, the URBACT capitalisation project on demographic change focuses on the needs of the elderly.
As a last message Mrs Berioni mentions that we need a new governance model to support a society for all ages and to find innovative solutions that are sustainable and fair for all generations.

The INN.O.V.Age project can be followed at [www.innovage-project.eu](http://www.innovage-project.eu) and study visits and workshops are open for interested organisations.

**CASA**

The European Interreg IVC project CASA is about the development of regional policy and exchange of knowledge on the upscaling of innovative ICT and services for independent living. Demographic changes make it necessary to organise the care and housing of senior citizens and the chronically ill in a smarter way including the use of ICT. This also gives opportunities for innovative companies to develop new tools and services. CASA is part of the Community of Regions for Assisted Living (CORAL) in which a few dozen European regional governments collaborate. Through the CORAL network they build a sustainable connection between their innovation clusters in the field of Ambient Assisted Living and Active & Healthy Ageing. Ambient Assisted Living (AAL) is a complex field across Europe: a more structured approach is needed to accelerate the uptake and roll-out of new technologies in parallel to development and review of policies.

In the CASA project (2012-2014) 14 participating organisations from 13 European regions are collaborating to boost the implementation of AAL solutions. CASA organises study visits, exchange of good practices, secondments and will hold final conference. Mr. Fabian Dominguez of the Flemish Government, Department for Welfare, Health and Family, represents the Lead Partner of CASA and shows CASA's planned deliverables:

- Events and seminars to provide opportunities for demonstrating and sharing good practices amongst the partnership:
  - 9 study visits
  - Speaker at conferences (e.g. Open Days 2012)
  - Regional SWOT analysis
  - 13 local dissemination events
  - 2 Knowledge Transfer Conferences
  - Final ministerial conference in Brussels
  - Regional implementation plans
  - Transfer Task Force

The participating regions are Flanders (Belgium) as lead partner, Noord-Brabant (the Netherlands), Kent County and Scotland (United Kingdom), the Veneto Region and Friuli-Venezia Giulia (Italy), Southern Denmark, Wielkopolska (Poland), Catalonia and Andalucia (Spain), Timis County (Romania), East-Sweden and the Region Halland (Sweden).

The intention is to formalise and 'legalise' the interregional CASA network for the long term and open it to a wider European platform.

For the transfer of good practices a Transfer Task Force (TTF) has been set up to supervise:

- A cross regional SWOT analysis on the current offer and policies on the use of AAL technologies in health and welfare,
- 28 staff secondments (2 staff members from each partner to another country for a period of 2 weeks),
- A Good Practice guide,
- The transfer of 3 Good Practices

On the basis of analysis, study visits and staff exchanges a Good Practice guide will be created, which will consists of a catalogue with good practices and descriptions of the 3 transfers.
Ultimately, the exchange of experiences needs to influence future Ambient Assisted Living (AAL) policies at European level. The activities will be placed on the website: www.casa-europe.eu

PADIMA

After the CASA presentation Kjell Vaagen from the Hedmark County Council in Norway and partner in the PADIMA project shares final results with the other participants. PADIMA aims to improve the attractiveness of European mountains through place cooperation. This is done through 3 different approaches:

1. Education and training possibilities
2. A good territorial image
3. A diverse and lively economy

The first is education and training. To attract people to stay in mountain areas or to move to them, they need the opportunity to access education, not only for young children but also for teenagers, young adults, and adults in general. A diversified economy is important too. It should provide the types of jobs that people want in the 21st century. And the third is a positive and strong image and identity. To attract people or to encourage them stay it's necessary to demonstrate that the area is a nice place to live and work. These approaches are interrelated.

In short it means it is important to increase the human and social capital of an area. Other very important factors like accessibility, the availability of public services, access to culture, health etc. were addressed in a former Interreg III C project called Euromountains.

Kjell Vaagen explains how the PADIMA partnership worked on the exchange and transferability of best practices.
PADIMA is organising the exchange of knowledge on what the different partners have done successfully or less successfully in the three themes of activities that we have depicted. Experience cannot be analysed outside of its context so PADIMA first conducted surveys and gathered data to define the study areas and analyse their strengths and weaknesses (SWOT analysis). Good practices were collected from the different partner regions and were analysed in relation to their interest for other regions and their potential transferability: are there interrelations between the different themes and practices resulting in synergies or conflicts between potential actions? PADIMA will communicate widely on the results through a good practice and policy recommendation guide. In addition, in every partner region PADIMA is reflecting on how to improve policies. This is supported by interregional training sessions where knowledge will be made available in a more detailed way to stakeholders who are actually responsible for developing action on the ground. The final goal is to increase the capacity of people who have the difficult task of improving the policies on the ground and to actually deliver better regional policies to tackle depopulation in mountain areas.

One of the best practices selected by PADIMA is the branding in the Dalarna region in Sweden. More good practices and the final report can be found on www.padima.org

The last part of the presentation concerns preconditions for the successful delivery of regional policy:

- Good collaboration with local stakeholders (municipalities, organisations)
- Promote the work in your network
- Identification of priorities in a bottom up-approach
- Attitudes and commitment
- Communication
CREATOR

Last but not least Mr Mats-Rune Bergström and Mr Dominique Lorrette present the CREATOR mini-programme from a partnership of seven rural or sparsely populated European regions. The programme started in January 2010 and it will go on until December 2013. The total budget is €4,926,000 of which more than 3 million is allocated to sub-projects. CREATOR sees the ageing population as an opportunity for regional economic development. New opportunities can, for example, be related to increasing cooperation between the private and public sectors or to creating new products or services.

In CREATOR’s first call for sub-projects the following were approved:

- BIO-LIFE: the dietary needs of the ageing population
- SILHOUETTE: active and social lifestyle of seniors around the concepts of health, communication and out-of-home support
- RECO: best practices regarding services to elderly people from public authorities and other organisations
- EFFECT: a better customer-based approach to wellbeing services for elderly people

In the second call three additional sub-projects were approved:

- SILVER ECONOMY: new challenges related to an ageing population, especially regarding technology services for wellbeing and health monitoring such as robotic assistant, motorised mobility or health sports, including health tourism and green care.
- ENSURE: the elderly as active members of the society, emerging business opportunities, business ideas that provide an opportunity for the elderly to participate actively – respecting their own needs – helping companies to realign their products or services to make the most of these opportunities.
- GENERATIONS: permanence/reinsertion of elderly workers in the labour market, generational transfer of skills and competences, innovative instruments supported by local PAs, networking initiatives on active ageing.

To make sure exchange takes place between the participants of the sub-projects workshops are organised. For example, in Poznan, in March 2012, the participants focussed on what are the main existing practices and policies in each regional authority relevant with respect to the key topics. Questions asked were: What are the main impacts of CREATOR at the midterm of the implementation of the project? How could regional policies be changed, improved or created in the later stage of CREATOR?

In October 2012 the workshop focussed on: By exchanging practices and needs between regional partners and subproject participants, how should the regional policies be improved and which challenges should regional authorities take up in the near future?
Recommendations from the workshop were as follows:

- **Encourage active and healthy ageing** (for example encourage and propagate the culture of mentors playing active role in the labour market)

- **Bottom-up approach** (for example engage end-users from the beginning of development of a new product…)

- **EU Framework-programme dedicated solely to the demographic challenge** (R&D, Human resources – education and lifelong learning; support investments; smaller projects as study visit…)

- **Increase cooperation between organisations – both horizontally and vertically**

- **Cultural and mental change in Public Authority and the private sector, increase cooperation public/private**

- **Include SMEs and relevant stakeholders in all stages**

- **Encourage ICT use and promote internet connectivity.**

In the coming months CREATOR will focus on the transfer of good practices and the final sub-project workshop in Lorraine in April 2013 and selection of most relevant recommendations. In the autumn the political manifesto and technical sourcebook will be produced.

For more information see [www.creator7.eu](http://www.creator7.eu).
5. Emerging results from the URBACT capitalisation project on shrinking cities and demographic change: Perspectives on proactive and reactive approaches taken by small and medium sized cities in Europe.

URBACT is a European exchange and learning programme promoting sustainable urban development. The focus of work stream 1 in the URBACT capitalisation is Shrinking Cities and Demographic Change and is led by Hans Schlappa, Project leader URBACT Capitalisation on Demographic Change.

The analysis covers 4 issues:

- Exploring two core challenges for Europe
  - Socio-economic decline of cities
  - Services for older people in shrinking cities
- Physical infrastructure
  - Under-investment in key infrastructures
  - Underused buildings and land
- Services
  - Cities struggle to maintain core services
  - Lack of resources to respond to emerging needs
  - How do shrinking cities integrate physical and service adaptations?

The first emerging findings are:

- Complacency and denial are key barriers to change
  - Resignation among politicians, officers and residents
  - Former sources of wealth obscure vision for future development opportunities
  - Reactionary approaches accelerate spiral of decline
- Many shrinking cities have assets they do not see
  - Enormous scope for experimentation and innovation
  - Leadership, innovation and proactive approach needed
  - Residents must be engaged and supportive
- Approach to change physical and social environments is fragmented
  - Life-cycle proof neighbourhoods is a good concept, but shrinking cities respond to short-term pressures
  - “Is it a luxury to focus on older people?”
- Regional level support is essential for smaller cities that are shrinking
  - Land-cycle management takes 30 years
  - Service-cycle management also requires long-term programmes and strategies – not just projects
  - Smaller cities provide essential services to rural communities

Hans Schlappa notes the following emerging recommendations from the capitalisation exercise:

- Global economic and demographic cycles shape the development trajectories of cities
  - The majority of European towns and cities need to establish where they are in the cycle
- Cyclic management reflects contemporary challenges
  - Linear planning as a paradigm might be out of date
  - Land and life cycles must be brought together
  - There are well established land-cycle management concepts – do we have a concept for ‘service-cycle’ management?
- Shrinking cities need to regain their balance
  - Stabilise and then ‘Shrink Smart’
  - Strategic approach needed: Analysis, choice, action
• Municipalities and citizens need to improve their adaptability
  • Demographic action plan for all shrinking cities
  • Land use planning and service planning at project, programme and strategy level
  • EU regional policy has key role to play
  • Societal discourse to enhance adaptability of citizens would facilitate change

A thematic report will be ready in early 2013. Keep an eye on the website www.urbact.eu for results.

6. Conclusions and planning

The main conclusion of the workshop is that there is a lot to gain by sharing experiences. In particular, the projects that are still running should continue with the exchange of experiences and knowledge on content, but also in relation to the approach chosen regarding how to transfer good practices. Recommendations from DART, PADIMA and PEOPLE can and should be used, since these projects have finished their activities. Roos Galjaard, expert on demographic change, hopes she can be helpful in this as well by integrating the results into her analysis. The follow up of the work is as follows:

• Further collection of data and analysis
• Site visits
• Interviews
• Selection of best practices
• Recommendations

This will lead to key project outputs in February and at the end of the road:

• April 30: draft analysis report and publication
• June 22: final analysis report and publication

Roos Galjaard concludes with thanking all the participants of the workshop for their input, the cartoonist Matthew Buck (Drawnalism.com) for his fantastic cartoons and Erika Fulgenzi and Magda Anagnostou for their cooperation and help with organising the workshop.

For more info, go to: http://www.interreg4c.net

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