INTERREG IVC
analysis report

Demographic change
Credits

Expert for thematic capitalisation on demographic change:

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“The contents of this work reflect the views of the author(s) and do not necessarily 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 cooperative policy learning in 204 interregional projects supported by the INTERREG IVC territorial cooperation programme.

The programme can now point to hundreds of examples of how a region or city has built on the experiences of their counterparts elsewhere to enhance their own policy and delivery strategies.

A few examples:

- Inspired by the approaches taken by the Welsh ECO Centre and an Educational Centre in the Dutch city of Sittard-Geleen, the Hungarian city of Vecsés developed educational activities on renewable energy and sustainability for its school children;
- After consulting the Spanish city of Paterna, the Latvian Daugavpils City Council was able to successfully modernise its soviet-era industrial parks, giving a major boost to business development;
- After consulting the Cypriot authorities, the Greek Region of Crete invested in water recycling and re-use schemes, applying the Cypriot models.

The policy learning enabled by the INTERREG IVC Programme is not just a paper exercise: it has helped, through 204 projects, almost 6,000 staff involved in regional policy to acquire new skills and capabilities, and it has led directly to the improvement of more than 400 policies. The programme was therefore determined to go a step further and share its tremendous wealth of policy experience and know-how even more widely.

The programme therefore asked 12 teams of experts covering 12 different fields of policy to analyse the achievements of its projects and to report back on ‘what works’. This report, which focuses on Demographic change, is the fruit of their work. It showcases a selection of tried-and-tested policies and practices in demographic change that have been shared through the INTERREG IVC programme, and which will be of interest to all EU regions. Policymakers and practitioners interested in this topic – whether working on regional, national or European scales – will also find policy recommendations tailored to them.

Cooperative policy learning makes sense. It makes sense because, in an era of tight budgetary constraints, local and regional authorities are seeking best value for money, and robust evidence can enhance the chances of policy success by eliminating the risks and costs of trial and error.

To take forward the programme’s key strategic task of sharing policy know-how, the new programme for 2014-2020, INTERREG EUROPE, is developing ‘Policy Learning Platforms’ which will stimulate a process of continuous policy learning among all interested regional policy stakeholders around Europe.
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Executive Summary

This report presents the analysis and key findings from a capitalisation study into 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. Its aim is to encourage policymakers to learn from such practices, to become inspired, to connect with other regions in Europe and to develop more effective policies at regional, national or European level.

The nine core INTERREG IVC projects analysed in this report 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

In the second phase of the capitalisation process the Interreg IVC project IMMODI was included in the analysis. This project is not entirely focused on demographic change but mainly on the Information Society, whereby certain practices deal with demographic change issues.

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 the labour migration of young people. These developments 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, especially the 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 in the design of 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 we have 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. Because 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. Benefits can 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.

**Thematic Analysis**

The 9 INTERREG IVC projects address the consequences of demographic change, centring on four common themes:

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

The figure below shows the themes that are addressed by each INTERREG IVC project.
Education, Lifelong Learning and the Labour Market

Maintaining a high-quality education system, particularly in shrinking societies, is a twofold 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, for example, Slovenia and Limburg developed Centres for lifelong 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.

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 wellbeing.

An example comes from the ESF6 CIA project which 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.

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 same project. In the Province of Torino, Italy supports child care farms that offer day care for children aged up to 6 years, with 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, Poland from a partner in the CREATOR mini-programme 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 Services and Health Care

Due to low profitability, private companies are hesitant to invest and operate in sparsely populated areas. At the same time, services are also under pressure in regions with a fast 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 Citizen buses and future trends 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 problems for passenger transport, postal and parcel services, banking, etc. were tackled by developing solutions such as citizen buses combined with grocery pick-up and drop-off services. Citizen buses covered the official public transport routes.
In the Veneto region (Italy), CASA develops strategies for the integration of health and social care which at the same time strengthens the role of the municipalities in managing their services. This multi-dimensional and cross-sectoral approach is centred on the end-user and the existing needs. Integration takes place in the field of housing and accessibility, ICT and social innovation, integrated home-care and community development.

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. Already many local authorities are 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 during the RTF project resulted in the identification of 20 examples of regional good practices, and the transfer of these good practices to six participating regions 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, for example, COPD or diabetes and to establish new centres of excellence in this field.

A Health Care Innovation Hub launched by the South East Health Technologies Alliance (SEHTA), one of the partners of the INN.O.V.Age project, now allows high-tech entrepreneurs, academics, researchers and policymakers to meet, network and develop new and innovative health care 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 health care is reduced while improving the levels of care that individuals receive.

Recommendations

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

We would urge all EU policymakers and the EU Commission to consider demographic change developments first. The European Demography Report that is developed every two years could be useful in this respect, and current EU policy initiatives concerned with demographic change and active ageing offer examples for policies designed to address the challenges related to population decline and ageing.

In addition, it is important to fully grasp the cross-sectoral character of demographic change; it touches upon social policies, spatial planning, health care, child and elderly care, but it also relates to legal issues and economic development. Our analysis showed that to be able to implement or change policies with regard to demographic change, it is of the utmost importance to involve all regional stakeholders and stimulate cooperation between different levels of governance. To increase the access to the labour market, one way is to foster the use of ICT and promote Internet connectivity. This also accounts for enhancing social inclusion, improving lifelong learning and the development of new types of services. Regional smart specialisation strategies may offer good starting points for implementing a regional innovation strategy, and bringing stakeholders together. But, one model does not fit all! Therefore we recommend tailoring the transfer of knowledge to each regional scenario, taking into consideration the failures and successes of other regions. We advise regions to develop and maintain good demographic databases to help them shape demographic change-proof strategies.

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

- Several projects in the evaluation took steps to create the right conditions for a better work-life balance and more flexible working opportunities, resulting in more 50+ people and women at work;
- Our findings show that schools, universities and training institutes should offer education in a much bigger variety of sectors, as this will permit more young people to be educated locally and to find work in their home region, which will partly prevent out-migration;
- To include the elderly in social and work life it is recommended to foster the use of ICT and promote Internet connectivity. This will enhance social inclusion and access to the labour market, especially for elderly people with reduced mobility.
Some Recommendations in Relation to Economic Diversification

- Access to broadband has proved essential to many of the developed good practices and it is important especially for peripheral and rural areas, since ICT has the strongest distance-shortening effect. Our advice, therefore, is to increase the access to broadband significantly and to support remote working, the start-up of new companies and professional use of the Internet;
- The recommendation from the CREATOR project that SMEs could innovate their products by focusing on the needs of the elderly, is fully supported by the capitalisation exercise;
- We would like to stress the importance of innovation hubs or labs where companies, research institutes and the government can build on new entrepreneurial opportunities;
- The analysis shows that 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;

Recommendations in Relation to Social Services and Health Care

- We believe it might help to provide customer-oriented, flexibly responsive and economically sustainable social services to mitigate the pressure on social and public services in declining and ageing regions;
- Plan facilities and services accordingly to people’s needs and choices;
- 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;
- The analysis highlights that it is important to involve stakeholders, also service designers and users, at an early stage;
- Similarly, we advise to increase the role of technology in the field of elderly care and effectively integrate it in the planning and delivery of care and assistance services.

Recommendations in Relation to Independent 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;
- In order to bring telecare to a broader range of users, it is important to foster synergy between SMEs working on telemedicine projects and local and regional economic development policies;
- We recommend the exploration of new domains of home and assisted living equipment, software and services, considering both techniques as well as potential beneficiaries’ behaviour, organisational problems, and social and cultural aspects;
- To integrate research and innovation on independent living, we recommend that the cluster model as implemented by INN.O.V.Age partners be explored. This model is considered an efficient way to accelerate research, development and market deployment of innovations to tackle major societal challenges, pool expertise and resources, and boost the competitiveness of EU industry, including the area of healthy ageing;
- Nevertheless, the encountered legal, moral, ethical and practical considerations of using social technology for independent living call for a much wider debate.

Conclusion

One conclusion resulting from the analysis is that raising awareness of the consequences of demographic change is of the utmost importance to be able to implement the proposed solutions successfully. Social innovation is identified as a key factor in tackling the negative effects of demographic change. At the same time it should be noted that demographic change not only represents challenges, it also provides the possibility to bring about a positive change for citizens of all generations. That is, only if appropriate measures to deal with this issue are taken on time. Through the exchange of experiences and the sharing of knowledge, policies can be adapted in such a way that European regions can become more competitive and provide for yet better quality of longer lives.
1. Introduction and Methodology

This report presents the analysis and key findings of the capitalisation exercise which focused on nine demographic change projects supported by the INTERREG IVC Programme. The aim of this exercise was to analyse, benchmark, and capitalise on the wealth of knowledge generated by these projects and to find valuable, innovative and useful practices and policies. We hope policymakers and practitioners at regional, national and European level find it useful to draw on this practice to develop effective policy recommendations.

The nine projects that have been analysed are:

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>CASA</td>
<td>Consortium for Assistive Solutions Adoption</td>
</tr>
<tr>
<td>CREATOR</td>
<td>Creative regional policies addressing economic development opportunities related to ageing societies</td>
</tr>
<tr>
<td>DAA</td>
<td>Design led Innovations for Active Ageing</td>
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<tr>
<td>DART</td>
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<td>ESF6 CIA</td>
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<td>INN.O.V.Age</td>
<td>Eco-INNovation for smart hOme and independent iLivng to increase the quality of life of Aging people</td>
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<tr>
<td>PADIMA</td>
<td>Policies Against Depopulation in Mountain Areas</td>
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<tr>
<td>PEOPLE</td>
<td>Innovation for Societal Change</td>
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<tr>
<td>RTF</td>
<td>Regional Telemedicine Forum</td>
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In the second phase of the analysis the project IMMODI\(^1\) was included.

Annex 2 of this report contains fact sheets for each of these projects, providing information about the start and end date, partners in the projects and the website address.

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\(^1\) The main objective of IMMODI, *implementing digital development in mountain areas*, is to improve the access to and development of E-government and E-health services in mountainous and rural regions of the EU.
1.1 Methodology

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 carried out through desk research.

After the first collection of data we identified interesting practices and the first possible lessons learnt. We screened the thematic content which was a first step towards selecting 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, we identified the added value and the themes most relevant to be transferred to other regions in Europe.

In addition, we sent a questionnaire by e-mail to several of the project lead beneficiaries to collect additional detailed information, taking into account that this process should not represent too much of a burden to the projects. For the interviews, a qualitative approach was chosen. To deepen certain aspects of the analysis we also visited the final conferences of CREATOR and DAA and organised meetings with CASA and PEOPLE within the two years of the capitalisation exercise.

The primarily results of the analysis were used as input for a first interactive workshop with a view to starting an exchange process among the projects dealing with similar issues. Each project presented interesting practices and policies available within the regions involved. The group discussed the specific topic, clarified different possible approaches, and identified innovative approaches that could also be relevant to other regions in Europe.

After the first year we wrote a first year’s analysis report which was presented on the Interreg IVC website and at several occasions. To discuss the report we organised a second workshop and invited all the project partners again to validate the findings from the capitalization and gather further information, particularly regarding interesting practices and policies. Another goal was to create synergies, interactions, networking and mutual learning among the projects. At both workshops we also invited key note speakers. For example, Ettore Marchetti, Economic analyst from DG Employment spoke about demographic change developments in Europe, while Hans Schlappa, Project leader of the URBACT Capitalisation on Demographic Change, contributed with a speech on population decline in urban areas. Pia Laurila, Policy Officer at DG Research and Innovation gave a presentation on the Smart Specialisation Strategy and demographic change and Anna Torelli from the Marche Region in Italy, showed us how the Marche region has developed Smart Specialisation.

To be able to reflect upon the analysis we also considered the experiences of other European initiatives and programmes. For example, other INTERREG IVB projects dealing with the consequences of demographic change, like DC NOISE, iAge, Cities in Balance and Best Agers proved very useful in this respect.

Illustration made during the capitalisation workshop (© M. Buck).
1.2 Some Definitions and a Description of Demographic Change

Demographic change can be defined as the process of population ageing and population decline; the overall decrease in a region's population over time. Although there are strong variations across Europe (see the map below) and contrasts between rural and urban communities, the implications of demographic change often have a negative impact on public services, housing, the labour market and governance structures. Demographic change is acknowledged by Europe to be one of the major challenges for now and increasingly so in the future.

Fig 1.1 Population change in Europe, by NUTS 3 regions (per 1000 inhabitants)

Source: EUROSTAT 2013

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 (CDR)** 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 inhabitants 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 level of reproduction in the population.

**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.

Source: EUROSTAT

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

- the analysis of population ageing and its effects on sustainability and welfare;
- evaluating fertility as a basis for family policies;
- the evaluation of the economic impact of demographic change;
- the calculation of ‘per capita’ indicators, 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;
- 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.

The rates are determined by both sociocultural (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. Sociocultural, economic and demographic developments are interrelated 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).

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In the next paragraphs we take a closer look at the three developments affecting regions in Europe the most: ageing, population decline and migration.

1.2.1 Population Decline

Since the 1970s the fertility level has fallen 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, Poland and Romania, resulting in population decline. 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).

Figure 1.2: Number of regions with decreased/increased population between 2008 and 2030

Source: Eurostat, regional EUROPOP2008

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4 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.

5 http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/IT/IT_OFFPUB/IT/IT_OFFPUB/IT_001/EN/IT_OFFPUB/IT_001-EN.PDF
1.2.2 Ageing

In the second half of the twentieth century, the progressive decline in levels of fertility and the lower mortality rates among the elderly result in population ageing in Europe. The old age dependency ratio\textsuperscript{6} in the EU27 is projected to increase from 26 per cent in 2010 to 53 per cent in 2060 (see figure 1.3). 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 \textit{(Eurostat population projections 2010-2060)}.

This affects labour market and health care services. Although the health conditions of the elderly may be expected to continue to improve, the rapid increase in the oldest-old (85+) is likely to present a challenge to social security systems.

\textbf{Figure 1.3: Old-Age dependency ratio\textsuperscript{*}, EU 27 (shown as a %), 2015-2060}

\begin{figure}[h]
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\includegraphics[width=\textwidth]{figure1.3}
\caption{Old-Age dependency ratio\textsuperscript{*}, EU 27 (shown as a %), 2015-2060}
\label{fig:old-age-dependency}
\end{figure}

\textsuperscript{*} Population aged 65+ in relation to the population aged 15-64; projections, 2015-2060.

1.2.3 Migration

In many European regions demographic growth or decline is strongly influenced by migration flows, both intra-European migration and extra-European migration. Because of declining birth rates, many regions in Europe will certainly experience population decline over the next decades without migration. Still many regions are able to increase their population figures with immigration from other parts of the EU and beyond, but at the same time regions are likely to see their population decline because of out-migration. According to the ESPON and EUROSTAT available data many regions in Southern, Central and Eastern Europe will continue to lose population (see figure 1.4). Within some European countries, like France, Czech Republic, Poland and Bulgaria, population growth and decline occurs at the same time and rather significantly. This may pose particular concern in relation to balancing regional development inside these countries.

Many of the declining regions in Europe now realise that immigration can only partly compensate the impacts of ageing and low fertility. It is unclear whether immigration improves economic performance. Policymakers hoping to attract people to their village or town might be wasting their resources or only experience positive effects on the short-term not solving long-term demographic problems.

\textsuperscript{6} The population aged 65 years and older divided by the population aged 15 to 64.
1.2.4 Interrelated Developments

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 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 much diversified ways, as a result of which some regions experience high population growth, whereas others have to cope with population decline.

2. Policy Context

In this chapter we elaborate on the policy context in which demographic developments take place: the EU policy framework and examples of other EU programmes and initiatives that could be interesting for INTERREG IVC projects to learn or seek inspiration from. In the last paragraph we describe why we think it is an added value for regions in Europe to participate in an INTERREG IVC project.

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 and shrinking fast simultaneously are being confronted with the biggest challenges in this respect.

The Territorial Agenda 2020 highlights that Europe is facing challenges with regard to ageing and depopulation in a growing number of regions, in particular in rural and peripheral areas. 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.

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. 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 contained 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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8 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.

9 Demography Report 2010: Older, more numerous and diverse Europeans, 2011.

2.1.2 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).

2.1.3 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.11

2.1.4 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 Declaration12 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

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11 “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/.
capacity to actively age.\textsuperscript{13} 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.

\textbf{2.1.5 Strategy for Equality between Women and Men 2010-2015}\textsuperscript{14}

In the light of an ageing and a shrinking working-age population, it is important to get 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.

\textbf{2.1.6 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:

\begin{itemize}
\item Research and innovation;
\item Information and communication technologies (ICT);
\item Competitiveness of Small and Medium-sized Enterprises (SMEs);
\item Sustainable transport and removing bottlenecks in key network infrastructures;
\item Employment and supporting labour mobility;
\item Social inclusion and combating poverty;
\item Education, skills and lifelong learning;
\item Institutional capacity building and efficient public administrations.
\end{itemize}

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.

\textbf{2.1.7 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

\textsuperscript{13} \url{http://www1.unece.org/stat/platform/display/AAI/Active+Ageing+Index+Home}
segment aged 20 to 64 to at least 75 per cent, for instance by increasing the involvement of older workers and reducing youth unemployment. As one of the flagship initiatives 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 flagship initiative ‘Youth on the Move’ addresses young people’s education and employability. It aims to reduce high youth unemployment and to increase the youth-employment rate.

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 initiative ‘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 stakeholders across the innovation sector in order to speed up innovative solutions to societal challenges. This is necessary since the need for health care is growing, while the labour force is shrinking. The role of health care 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 initiative 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 which 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 challenges presented by 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 fast 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 and not aimed at quality based on solidarity between regions.

In recent years social innovation has been given a more prominent position in the EU2020 agenda, due to the consequences of globalisation and rapid technological changes. On top of this, the crisis has increased the need for social innovation in terms of unemployment and poverty.

16 New ideas (products, services and models) that simultaneously meet social needs (more effectively
Europe 2020 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

2.2 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.

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 IVB 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.

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.

Interesting results are showing: for example in the field of Lifelong Living, iAge partners have started to joint test the user-friendliness of ICT apps. Display techniques for the elderly end users are 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 is developed further within the iAge project

\[\text{http://ec.europa.eu/europe2020}\]

\[\text{See chapter 3.2.6 for possible synergies between these projects and INTERREG IVC projects.}\]
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 economic, environmental and social terms. In relation to demographic change two projects can be 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 (see the website for more interesting results: www.cib-online.eu).

Similarly, the project Senior Enterprise encourages a greater involvement in 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. During the project period the participating regions compared and exchanged their 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 that 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. 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 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 this 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 strengthen self-sufficiency and sustainable and efficient care systems. For more information see the respective websites: http://www.q-ageing.eu, www.seniorcapital.eu and http://www.helps-project.eu/. The Programme also executed a thematic study.
on demographic change and knowledge development which can be found on the website: http://www.central2013.eu/.

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 which now 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/ Horizon 2020

The 7th Framework Programme for Research and Technological Development was the EU’s main instrument for funding research in Europe between 2007 and 2013. The programme included topics related to health and SMEs. Specific ICT research was conducted in the fields of sustainable high-quality health care, demographic ageing, social and economic inclusion, and governance. It also supported cooperative activities targeting developing and emerging countries, focusing on their particular needs in various fields, including health. One example is the JADE project, which focuses on independent living services and telecare: www.jadeproject.eu. In the period 2014-2020 the research programme is called Horizon 2020. Part of the research and innovation (R&I) under the Horizon 2020 is aimed at keeping older people active and independent for longer. It supports the development of new, safer and more effective interventions and also contributes to the sustainability of health and care systems. For more informative please check: http://ec.europa.eu/programmes/horizon2020/en/h2020-section/health-demographic-change-and-wellbeing.

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’.

This programme also initiated capitalisation 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/.

19 http://urbact.eu/
2.2.5 ESPON

The aim of the ESPON research project Demographic and Migratory Flows affecting European Regions and Cities (DEMIFER) was to assess future changes in population growth, the size of the labour force and the ageing of the population in European regions, and to explore different policy options aiming at regional competitiveness and territorial cohesion. The project was carried out by a consortium of seven European research institutes led by NIDI. The project started in July 2008 and was completed at the end of 2010. The main conclusions of DEMIFER were that regions in Europe will be affected in different ways by ageing but increasingly in all regions. In addition, 35 to 40 per cent of all NUTS2 regions will face labour force decline. According to the researchers migration is beneficial for affluent regions, whereas poorer regions will lose population. Similarly, migration reduces the level of ageing in affluent regions and increases it in poor ones. Following this line of thinking migration thus increases regional disparities. Migratory developments pose serious challenges to the policy context in Europe as has been addressed in the Territorial Agenda 2020 and the Europe 2020 Strategy.

2.3 Why participate in an INTERREG IVC project?

The international cooperation which occurs in the Interreg IVC Programme can be the start of mutual European adjustment in policy answers to demographic change. Joining such a 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. In this way it creates possibilities for experiment, to find creative solutions and new strategies to maintain a quality of life. The effects of demographic change are not easy to pinpoint; 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. Participating in an Interreg IVC project offers opportunities to do this.

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’ and learn from their ‘mentors’. 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.

Due to the differences between regions, there is a lot to win by sharing experiences because common lessons can be drawn from the cooperation. As the projects all share similarities in the search for solutions and best practices to deal with demographic change, similar activities and policies can be found in the field of economic diversification, independent living, education, lifelong learning, the labour market, and social and (health) care services.

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 Annex 2.

Table 3.1 shows the nine INTERREG IVC core projects and one satellite project which deal with the consequences of demographic change. The table includes the aim of each project, the Lead Partner organisation and the status. Seven projects are finalised, and three 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 wellbeing.</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>Completed</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>
<tr>
<td>IMMODI</td>
<td>To capitalise results and good practices in the field of e-government and e-health, which strongly contribute to the development of mountain and rural areas.</td>
<td>Association TECLA (IT)</td>
<td>Completed</td>
</tr>
</tbody>
</table>

*mini-programme

The nine analysed INTERREG IVC projects include 98 partners, representing 22 Member States and Norway. All together they addressed more than hundred local/regional policies and identified 338 good practices.

The nine INTERREG IVC projects all tackle the consequences of demographic change. Their focus differs and ranges from issues like economic diversification, independent and assisted living, innovation in elderly (health) care, market development for regional SMEs, employment and silver economy, territorial marketing, education and lifelong learning, (social) e-inclusion and maintaining public services to 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.

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20 IMMODI is thoroughly analysed in the thematic capitalisation topic of e-goverment as carried out within the programme.
21 ESF6 CIA, PADIMA, DART, RTF, CREATOR, IMMODI and PEOPLE have been formally ended. DAA had its final conference at the time of writing.
3.1 Main Themes and Examples of Solutions

The four interlinked main themes in the analysis are:

- Education, lifelong learning and the labour market;
- Economic diversification (including SMEs);
- Social services and health care;
- (New technologies for) independent living

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

Fig. 3.1 INTERREG IVC project on demographic change and themes addressed

In the following paragraphs we present a short introduction to the theme and provide a few examples of Good Practices22 from the nine INTERREG IVC projects. The themes are also 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 and a reduced younger working age group (see figure 3.2), 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, but there is also evidence to show that continuing to work can improve older people’s social, mental and physical wellbeing.

A good example addressing unemployment among people over 50 comes from the PEOPLE mini-programme. The subproject Silver Academy focuses on the development of the local SME sector by providing a real enterprising alternative for those over 50 and developing new business models. The Silver Academy is implemented by Polish and UK partners in the project and 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 offer Silver Academy training programmes. Part of the strategy is business mentoring, peer-to-peer mentoring and networking, but also online and telephone support. It helps 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 eight new businesses were set up.

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22 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.
Other target groups in relation to this theme are women, young and disabled people. For example, several INTERREG IVC projects focused on flexible working arrangements to encourage a greater pool of talented people. These include women returning to work after their maternity leave, or people with care responsibilities, disabled people or skilled older workers wishing to remain in the workforce.

Other aspects of the labour market that have been addressed are self-employment and tackling gender inequalities. 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. 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 taking care for children or parents during work that takes place outside working hours, and offering paid leave for medical visits and for accompanying children or dependent relatives.

Particularly in areas of Europe where the population is shrinking, it is a huge challenge to maintain high-quality education systems. Educational innovations 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. Companies are also involved, offering training places.

Similarly, PADIMA focused on education and training as methods to tackle depopulation in mountain areas. For example the Secondary School in San Blas, Spain, gives training in nature management in an area with a highly-valued landscape to create properly educated people, who can make their living in the region.

With regard to lifelong learning the DART project provided useful examples for our analysis. DART partners in Slovenia and the Netherlands developed Centres for Lifelong Learning. In regions dealing with population decline and a decreasing number of pupils or students and a shrinking labour market population, it is important to offer a sound climate for investors and to create or maintain attractive living

23 Online data codes: demo_pjanind and proj_10c2150p
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. The workshops are run by qualified mentors, lecturers and counsellors. In Limburg, the Netherlands, 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.

The IMMODI project identified the Rayuela Platform as an innovative approach. The ‘Rayuela Platform’ is an educational platform that concentrates all the services related to education in the Estremadura region (Spain): academic and administrative; organisational; technical; and education and social services. Currently this platform has more than 4 000 registered users. Investing in educational ICT via the platform is part of a regional strategy to tackle the consequences of a low population density.

3.1.2 Economic Diversification

Although not many of the selected INTERREG IVC projects (see annex 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 sectorial 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).

(Photo: Province of Torino, PADIMA project)

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.’ 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

24 PADIMA project; ECONOMIC DIVERSIFICATION Final report and policy recommendations, 2012.
guaranteed. At the same time, it increased economic competitiveness and improved farmers’ incomes. Three farms have already been set up and several others are in the process of being set up.

Another example is a good practice from Romania (DART 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 today are healthier and wealthier than ever, and are therefore consumers to be taken into account. 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 (subproject 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.

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.

In Flanders the programme Flanders’ Care is an example of integrated policy with respect to innovation in care. One of the results is a living lab Care where innovations are tested or co-created together with the users. The improvement of the quality of care next to the finding of an appropriate business model is important.

Also 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’.

3.1.3 Social Services and Health Care

In recent decades peripheral (often rural) areas have in general experienced decreasing accessibility to services, while the opposite trends are evident in many urban agglomerations. At the same time, many cities in Europe are struggling with population decline and often these shrinking cities tend to have a high proportion of older people in the population (Schlappa, 2013). 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 other services. Against the backdrop of the ageing societies in all EU Member States, the topic of eldercare services is increasingly registering 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 we show in figure 3.1, seven of the nine INTERREG IVC projects focus on social 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) proves 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 by offering transport solutions like citizen buses that combine grocery pick-up and drop-off services and also ‘combi buses’ 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, 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.

In the Veneto region (Italy), CASA develops strategies for the Integration of Health and Social Care which at the same time strengthens the role of the municipalities in managing their services. This multi-dimensional and cross-sectoral approach is centred on the end-user and the existing needs. Integration takes place in the field of housing and accessibility, ICT and social innovation, integrated home-care and community development. The home-care consists of both formal care and informal care. By combining stakeholder experience with service designer expertise, DAA aims to contribute to social innovation and public sector transformation in the area of senior care. It contains human-driven design thinking which takes the needs and requirements of users as its starting point.

We believe that the Health exercise model (also from CREATOR) highlights the importance of social participation for elderly people. This model was identified as a good practice in Hämeenlinna, Finland. The model increases the levels of exercise among elderly people 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 had 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 (PEOPLE mini-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 libraries, workshops to promote active and healthy ageing) and volunteer work.

Nurse Gudrun from the IMMODI project aims to increase accessibility to care services and provide effective community services in the region of Blekinge, Sweden. Blekinge County Council is setting up a lab for the testing of IT solutions in real-life nursing and care environments. The tools and technology are developed in the lab prior to being made available for use. Also research related to nursing and care is conducted here. The project wants to find and influence the factors and circumstances that contribute to positive health development.

3.1.4 New Technologies for Independent Living

The increase of the share of the population of those over age 65 (28 per cent in 2020) also affects the housing market and requires 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.’ The latter refers to the ‘White economy’: products, services, and activities related to health care and care including the dependent, disabled and the elderly.
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 improved the planning of new telemedicine services for chronic patients with COPD or diabetes 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 found smart solutions to deal with these matters.

The INN.O.V.Age project aims to implement new policies for eco-independent living. One of the project partners, the South East Health Technologies Alliance (SEHTA), launched a UK Health Care Innovation Hub – a centre of excellence where high-tech entrepreneurs, academics, researchers and policymakers meet, network and develop new and innovative health care 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 health care 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 that 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 subprojects of the mini-programme 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 through 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 off automatically.

The Check-up Care practice deployed in the IMMODI project results in home health care providing capabilities for self-management in the context of the regional health service systems in the region of Blekinge, Sweden. This new solution is to make it possible for the patients themselves to perform certain medical tests in their own home or at the care centre. It is easy-accessible and adaptable and makes it possible to deliver independent nursing/medical service at a distance.
3.2 Thematic Analysis

In the following section we present an analysis of the lessons that emerged from the INTERREG IVC projects. We explored the implications for policies in European regions, taking into account the consequences of demographic change. As stated in an earlier study25: “The universal processes of 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 regions”. Due to this universal nature, many solutions and practices which are developed to deal with these processes share substantial similarities. At the same time regional differences as a consequence of differences in history, geography, demographic developments and migration patterns cause approaches to be very different as well. These similarities and differences are analysed among the collected good practices.

This chapter begins with some of the common challenges encountered by the INTERREG IVC projects when dealing with demographic change issues. The following paragraphs will then show similar good practices as well as different solutions. In the last paragraphs we will look at several 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

As we explained before population decline and ageing affect public services, housing and public infrastructure. But these are difficult to adapt to quickly, which may leave 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. Many Interreg IVC projects have taken steps to reach this goal. To give an example, 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’ can mediate between client and services and integrate many new roles. In this way the service manager actively improves customers’ everyday lives.

Legal Challenges

The use of modern information technologies in health care leads to numerous legal challenges, for example regarding privacy of users, 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 legal obstacles with regard to the safety of children. The time to adapt the initiative within the legislative framework was long. It succeeded because the project was local and all the stakeholders were involved (health agencies, farmers, public authorities, etc.).

Technical Challenges

Some more advanced solutions and services may be piloted, but might not take off after the pilot phase due to technical problems. There is still quite a lot of room for improving the use of wellbeing 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 health care providers and patients, who may fear the technology, thinking it decreases contact between patient and doctor.

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Economic Challenges

One of the economic challenges encountered by declining and ageing regions in Europe is the brain-drain of young and well-educated people. Decreases of population cannot be isolated from regional economic development. To reduce brain drain it is generally acknowledged that it is important to attract competences, match local skills with business needs and develop human capital.

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’s26 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.”

Governance

Demographic decline and ageing form a complex system of interactions involving economic, social, political and environmental aspects and it is therefore impossible to take a sectoral approach to the problem. It is difficult to plan for or steer shrinkage because under the conditions it produces, governance arrangements become more unstable.

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 the availability of investment.

The INN.O.V.Age partnership shared the idea demographic challenges demand a new policy governance and integrated/multisectorial approach for independent living for elderly, based on innovation driven cluster model and on local strategic partnership concepts. Structural reform in the traditional governance model are needed in order to reverse the growing pressure that demographic change is placing on public accounts.

It is increasingly important to come up with innovative and strong policies to deal with the impact of shrinkage and "the governance of shrinkage, which may involve de-industrialisation, de-investment and the loss of functions" (Haase et al 2012). This means involving all stakeholders and stimulate cooperation between different levels of governance and working towards a regional innovation strategy whereby the regional smart specialisation strategies may offer good starting points since smart specialisation aims to foster innovation via entrepreneurship, technological adaptation and governance innovation.

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.

In Europe, there are many different ways for organising health care. Some systems are organised at a national level, although most countries organise their health care at the regional level. As a result, 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.

26 The partner in RTF responsible for new market opportunities brought by telemedicine for local SMEs.
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 did anticipate 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 and Knowledge Transfer Conferences (CASA).

3.2.2 Similar Good Practices

We found similarities among all four main themes of the projects. Comparable good practices in the field of education, lifelong learning and the labour market are those in which the potential of the ageing workforce is employed. DART, PEOPLE, CREATOR and ESF6 CIA include practices related to the ‘silver economy’: economic opportunities related to population ageing. Examples are (technology) services for wellbeing and health care or supporting the development of the local SME sector by providing a real enterprising alternative for people over 50.

A 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 subprojects (SILHOUETTE): Network of Elderly Experts. 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 health care)’. By doing so it creates ‘new levels of motivation through supporting materials, networking, or business mentoring’.

The city of Wroclaw (Poland), started the Third Age University in the DART project to educate elderly people in foreign languages, new technology, health or the history of the region, with the aim of promoting a healthy lifestyle and the development of skills. In the same project the Lower Silesia Region (Poland) encouraged unemployed women to return to the labour market through the Be a Successful Woman project. In quite an identical way 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 also 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).

PADIMA and DART share good practices where the traditional economy is the main focus in order to diversify the economy. In PADIMA good practices were identified dealing with 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 is 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 proves the successfulness of this type of initiatives. 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 where more than 3,000 handicraft enterprises in Brandenburg were 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.

(Provide: Young and older handicraftsmen in the Brandenburg region, DART project)

Also related to economic diversification are the good practices showing similarities in developing new products and services for the elderly. Good practices can be found in RTF, INN.O.V.Age, DAA, CASA, IMMIDI and CREATOR. To give an example, the international **Innovation Centre of Excellence in Telehealth and Telecare** 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.

The **Service Design** approach of the DAA project aims at deliver services that meet the needs and the demands of users. The method acknowledges humans as drivers of service innovation and focuses on gaining insight from users. Similarly, e-inclusion in the CREATOR subproject 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: it does not require much learning and shows the elderly how to use technology.

Home automation systems and telecare are gaining more and more ground as tools to extend the time of elderly persons living in their preferred environment with an increased autonomy, self-confidence and mobility. 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 Hameenlinna (Finland) in the SILHOUETTE subproject of CREATOR. In the INN.O.V.Age project the Cyprus University of Technology together with the Paphos Chamber of Commerce and the Geroskipou Municipality developed **Health Services in a Smart Home** for the daily care of the elderly after an operation. In addition, INN.O.V.Age identified the **MONAK2 Cluster** in Lithuania as a good practice for smart homes for elderly. In this cluster a group of construction companies work together to develop new products. They invited ICT companies and researchers and together developed smart home solutions specifically for the elderly in close collaboration with international partners for international markets.

**The Clúid Housing Association** was formed as a direct response to the challenges arising from the changing demographic profile 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. Because of its focus on independent living the association’s work was identified as good practice in the DART project. The city of Oslo, one of the partners in the DAA project, focused on service design to enable Welfare Technologies to help senior citizens to live longer at home or in an adapted house. In this case the designers documented a typical day in the life of an elderly person to find the specific needs and technologies already in use. This process of need mapping helped them to take steps in the implementation of new technologies in homes.

3.2.3 Different Solutions to the Same Issue

To tackle the consequences of demographic change in relation to labour market developments, the ESF6 CIA project focussed on the 50+ employee, but also on the employers. Their work consisted in 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 aspects with regard to older workers.27

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 subproject of CREATOR are 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.’28

The pilot being implemented in Västerbotten, (Umeå municipality, Sweden) in the GENERATION subproject 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 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 together 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 health care 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. To give some examples, the PADIMA project identified the Health and Social Care College as a good practice. This college, situated in Dalarna (Sweden) was set up to attract more people to pursue education within the health and social care sector, thereby increasing employment possibilities and also improving the skills of those already working in the health care sector. Partners in Spain, Finland, Sweden, Poland and France are cooperating in the subproject BIOLIFE (CREATOR) where good practices have been identified to tackle challenges in relation to the needs of the ageing population regarding food. A nutritious daily diet is one factor that may assist the 55+ to maintain optimal levels of health and to prevent diseases. BIOLIFE break down this need in into a series of discrete items: food

27 ‘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.

28 See footnote 19.
safety, food intake, nutrition, packaging, food delivery, eating and home service.\(^{29}\) In Kainuu, Finland (DART) personal physical activity and nutrition counselling is combined in the TELIRANE project.

Within the programme Flanders’ Care (CASA project) a key goal is to enforce the transition of intramural to care that is more focused on home care and prevention of needing care. Innovation is used to catalyse this transition. Doing it in this way creates opportunities for entrepreneurs, active in for example assistive technologies. For this purpose demonstration projects are started and a living lab for care was installed. In order to create the necessary common ground for the necessary changes, a “care innovation platform” - where different stakeholders are gathered – has been organised. In this way the different stakeholders (entrepreneurs, care sector, government and knowledge institutions) can give input to the policy makers. One of the results was a synergy between the organisation of integrated care and the medical devices/assistive technology sector.

Regarding the development of SMEs within the field of ICT: RTF contributed to facilitating the development of the Telemedicine Market for Regional SMEs. 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 innovative practices are discussed in more detail.

Glásade 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. Glásade Gången offers 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. Glásade 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 health care. It is a unique cooperative project between education and health care institutions in the fields of innovation in care, innovation in education for health care 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) aims at attracting new inhabitants and new jobs. A project was launched to make this mountainous region of Norway the ultimate destination for a horse-themed lifestyle, 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 urban 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.

In our view the good practice Citizen Buses and Future Trends from Brandenburg, Germany (DART) is worth a closer look (also see 3.1.3). 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, and we see similar initiatives throughout Europe in the last couple of years.

The Design-led Innovations for Senior Care and Active Ageing from the DAA project combines design with social innovation. The method for innovation creation in this project, is to combine the expertise of senior care specialists in cities with the expertise of service designers. Service design puts people at the centre of its approach. Taking this approach ensures that solutions are suited for everyday life and meets the needs and demands of the users. Not only the customers or end-users, but also, for example, staff who provide the services. In our opinion this 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.

The SILHOUETTE subproject (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 Care Phone. 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) (PEOPLE, DIVERSIA subproject) is the development of an innovative, small-scale concept for home nursing and care from Noord-Brabant in the Netherlands. It reintroduces the district nurse, trying to give an answer to the focus on production levels, protocols and administration; which have been experienced as a burden, leaving little time for the caring tasks. It started out on a small scale, but the organisation Buurtzorg Nederland has now expanded to 250 independent teams throughout the entire country. Buurtzorg Nederland is an organisation in which district nurses and district health care 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.

30 http://www.nieuworganiseren.nu/cases/buurtzorg-nederland/
The **Campus for Generations** in Brandenburg (Germany) is intended to help highly qualified elderly people improve their chances on the job market. 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. First of all, the strengths and motivations of all chosen participants are analysed. Based on the results and the participants’ job experience the participants are connected with the regional companies. For small- and medium-sized enterprises in particular, such participation may offer the possibility of discovering and using the potentials of the 50+ generation.

**Senior Well-being** is a project from Sweden (INN.O.V.Age) focusing on understanding elderly needs and possibilities for eco-sustainable living by displaying technology and services for healthcare. Through the project elderly, politicians, relatives and staff are informed about technological solutions and approaches to well-being and independence and a dialogue is started among these stakeholders. It turned out very successful because it increased the understanding of elderly people’s needs and interests and the cooperation of companies in the building sector, sensor networks, mechanics, information infrastructure and ICT, regional authorities and other existing structures ensured the promotion and development of the region’s attractiveness.

Looking at the regional level, one of the best practices that PADIMA collected and which has been object of a very big level of interest from partners is **Welcoming Policies**. Welcoming policies are an integrated set of measures implemented by one region to attract new inhabitants and ease the process for these new inhabitants to get settled, find a house, find schools for the children, find a job, start a business or take over an existing one which is about to close as the entrepreneur retires, integrate with the local people, learn the language if needed. The region employs a “welcoming” officer who assists new inhabitants. Because of the welcoming policy for example the Auvergne region in France was able to reverse population decline.

### 3.2.5 Examples of Transferred Practices, Methodologies and Improved Policies

In this section, examples are given of projects that achieved particularly interesting results in terms of good practices transferred, specific methodologies used 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, there are several interesting solutions that have been transferred between partners. These are just examples and do not give the complete picture of all the transfers that have taken place.

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 paragraph 3.2.4).

The ESF6 CIA capitalisation project managed to transfer several good practices between regions and to achieve acceptance of their 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 assist them afterwards in finding a new job. This good practice was transferred from 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.

In the IMMODI project the **Cybercantal Telecentre** delivers services for the citizens in the region of Auvergne, France. The telecentre (Maison de Services) is a tailor-made area designed to create new job opportunities for citizens, through the creation of micro-enterprises, the revitalisation of the local economy, and the attraction of new workers. The telecentre targets teleworkers who are employees or self-employed, offering office space and equipment, a pooled secretarial facility, and access to meeting rooms, video-conferencing and free training to project leaders who want to set themselves up for
teleworking. Clearly stated political will and technical support are the fundamentals of its success. The good practice has been exported to the Provincial Council of Badajoz, Extremadura region, Spain and to the Blekinge region, Sweden. The region of Badajoz decided to import this practice because of the high impact it has on social services and policies in rural mountainous areas with a low population.

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 deployment of telemedicine services at regional level; thereby improving patient care and the efficiency of the health care system, as well as developing the market for regional SMEs. The policy recommendations were developed after identifying and analysing barriers in clinical, evaluation, strategy and market levels, and have been disseminated through different sources and via other projects across Europe. It is important to stress that the project addresses the strategic challenges for regional health authorities instead of testing technological equipment. It looks into how politicians need to think about 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 of their health situation. Feedback to the service has been very positive – the technology is easy to use, while the service is personalised and flexible.31

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 in Spain for monitoring the activities and certification of social programmes.

PADIMA has successfully worked on improving regional policies to mitigate depopulation in mountain areas. The PADIMA partnership stated that it is important to raise young people’s awareness of education and career prospects in their home area. In this way the partners encourage young people to remain in their home area or make it easier for them to return after some years working or studying outside their home region. For example in Hedmark, the Regional Youth Enterprise Organisation (Ungt Entreprenørskap) created a networking opportunity for high school pupils and regional enterprises in order to inform the pupils about job opportunities in the area. Young people are also informed about training and education provided locally. In the region of Dalarna in Sweden this is part of the regional strategy to promote the territory. The Dalarna Branding Strategy includes a specific programme dedicated to young people, highlighting education and training available in the different municipalities. Another policy is to invest in education and training facilities that take the best advantage of local resources: Aragon in Spain offers Training in Nature Management in an area with a highly valued landscape; the Ecomuseum in a small valley of Taleggio (Spain) trains ecoguides as part of a local development trying to increase the value of the region. A course for mechanics at Zognos High School responds to the needs of the main industries, which require a workforce with specific skills.

In the CREATOR project, the regional Council of Lorraine decided to improve its own regional policies based on the experiences of other CREATOR partners. For example, Lorraine supports a greater

number of projects aiming at improving the lives of the ageing population, such as combatting loneliness among the elderly by improving access to culture and leisure or the availability and accessibility of services for people dependent on care. Because of its experiences in CREATOR, the regional council of Lorraine also developed a new regional strategy taking into account the demographic changes. This new regional strategy (called the \textit{Lorraine pact}) aims to structure the ‘silver economy’ market by supporting the development of new ICT solutions for the elderly, new nanomaterial products, e-health processes and inter-firm networks in order to design new products for the elderly.\textsuperscript{32}

As mentioned before, the service design methodology of the DAA project to innovate senior care could be used by other regions in Europe, also for other topics. Another methodology that could be useful to transfer to other regions is the way of working within INN.O.V.Age whereby ‘learning regions’ and ‘mentoring regions’ develop activities together. In INN.O.V.Age, existing well-functioning clusters are linked with developing clusters and less innovative regions. The mentoring regions have the knowledge and experience on developing ‘Research-Innovation Driven Clusters’ (R&IDCs) in the field of eco-innovation applied to independent living and smart homes. Clusters are not static, therefore INN.O.V.Age introduced a \textit{Clusters Lifecycle Model}, including financing, marketing and internationalisation. Pilot actions in the INN.O.V.Age framework represent the opportunity to transfer the R&IDC model. The mentoring region has the opportunity to improve and boost the cluster, due to the networking opportunities offered in the interregional arena. Cooperation with other R&IDCs improves benchmarking and internationalisation of the SMEs and key players involved.

CASA organised \textit{Knowledge Transfer Conferences}. In Timisoara, Romania the aim was to showcase selected good practices from the CASA partner regions and to find ways of supporting the integration into a new policy plan suited to the local context, stimulating the development of ICT-based products and services and the uptake of AAL solutions.

\textbf{3.2.6 Cross-linkages Among Projects}

In this section possible synergies among the nine INTERREG IVC projects and initiatives undertaken in other EU programmes are discussed. It describes the relationships with other projects during the lifetime of the project itself and the projects that emerged from it. Sometimes partners participating in several of these projects are mentioned by name. It is not a complete overview. Please refer to the map in Annex 1 that shows all of the partners involved and cross-linkages in the nine projects.

In the second part we recommend other capitalisation topics (within the Interreg IVC Programme) and other ETC Capitalisation initiatives that we think are worth looking at in order to encourage mutual learning.

\textit{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 engaging in 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 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 developing objectives for the INTERREG IVC Project TOURAGE (developing Senior Tourism in Remote Regions). In addition, one of DART’s partners, the Veneto Region, shared the good practices 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.

\textsuperscript{32} Action 9 in the Strategy: “Developing the health industry in Lorraine and make it a reference territory in e-health and silver economy sectors”
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 sensitising 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**

In our opinion the PADIMA project 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 its findings, 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 subproject 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.

Several RTF partners participate 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 or COPD.
CREATOR

There are clear linkages between the subprojects SILHOUETTE and RTF in the field of ICT. Mutual learning could lead to improved 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. In particular, INN.O.V.Age, DAA and CASA stimulate close collaboration of the key stakeholders (end users, country council, municipality, academia, politicians and companies) in clusters which focus on demographic challenges or smart building solutions to develop innovative solution for elderly people in order to live longer at home. The projects have been cooperating and sharing agendas since the capitalisation workshop in 2012 and organised a workshop together on innovative policies and solutions for Active Ageing at the Open Days in 2013. Their objective was 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.

When considering other EU programmes the theme of the Ambient Assisted Living (AAL) Joint Programme could be of interest. There are several projects supported by the INTERREG IVB programmes that deal with the consequences of ageing (see also Chapter 2) and the ICT Policy Support Programme (ICT-PSP) 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 (all implemented under the EU ICT Policy Support Programme), 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.

**Other capitalisation topics and initiatives**

Demographic change is a cross-cutting theme, touching upon many issues relevant in all regions in Europe. Therefore many of the initiatives we highlight in this analyses show links with projects in other capitalisation topics within the Interreg IVC Programme or in other ETC Programmes. In this paragraph we show a few examples, but we can heartily recommend to also investigate the outcomes of the other capitalisation topics and programmes.

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34 The Open Days are held each year in October in Brussels
35 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.
37 The Jade project had its final conference in December 2013. Information about the Jade project can be found via the website: www.jadeproject.eu
**e-government**

Within the thematic capitalisation on the topic of e-government both CASA, DAA and RTF have been taken on board as satellite projects and analysed with regard to e-government\(^{38}\). In the same way as CREATOR, DAA, CASA or RTF the DLA, eCitizen II, OSEPA, I-SPEED, PIKE, IMMODI, DC, E-Create, EuroPROC and DANTE projects support the transition to a new generation of open and flexible e-government services to respond to the needs of citizens and businesses. Both IMMODI and DANTE look at ICT solution for mountainous areas which links with PADIMA very clearly.

**Rural development**

One of the projects covered by the experts for thematic capitalisation on rural development is RURALAND. This project focused on regional rural development policies which aim at economic diversification in rural areas. Especially three thematic areas show potential for mutual learning:

- Competitiveness and the promotion of investment in rural areas.
- The economic valorisation of natural and cultural assets in rural territories
- New jobs, services provided to society and information and communication technology (ICT).

We encourage projects to read the final publication of RURALAND via the website: [www.ruraland.eu](http://www.ruraland.eu).

Some partners of PADIMA and CREATOR also participate in another project analysed in the rural development topic. This is the DANTE project: Digital Agenda for New Tourism Approach in European Rural and Mountain Areas. Especially useful is the Good Practices Guide which lists some good solutions how to use Information and Communication Technologies supporting tourism in rural mountainous areas.

**Innovation capacity of SME’s**

One of the projects that could be of interest to INNO.V.Age, DAA or CASA is the INNOHUBS project, which has been analysed in the Capitalisation topic Innovation capacity of SME’s. INNOHUBS is about the creation of an ‘innohub’ which is defined as “an open counselling, advising and mentoring resource staffed by local experts from the academia and business environment, available for private persons as well as businessmen and other entrepreneurs, for commercializing ideas from start to finish, from an invention to an innovation”. It aims to support and guide entrepreneurs-to-be in the process of setting up a new company. In practice the main focus has been on supporting existing SMEs in their business development and internationalisation efforts. Similar to the project on demographic change it shares the clustering of innovation related organisations and individuals to enhance innovation to tackle societal challenges and to increase employment.

**ESPON**

Although the ESPON research project Demographic and Migratory Flows affecting European Regions and Cities (DEMIFER) is already finalised some years ago we think it is worthwhile to look into the study results\(^{39}\). DEMIFER recommends to policy makers to find ways to cope with challenges of demographic change through new fiscal and social policies to keep regions prosperous (maintaining competitiveness) and to avoid worsening of inequality (maintaining cohesion).

**URBACT II Capitalisation**

Last but not least, we would like to recommend the capitalisation exercise on demographic change within the URBACT programme. The final report\(^{40}\) gives insight into strategies in the context of population decline in urban areas. The topics that it includes and that could 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

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\(^{38}\) “E-government is about using tools and systems made possible by Information and Communication Technologies (ICT) to provide better services to employees, businesses and citizens.” This definition is used by the Digital Agenda for Europe and was regarded most useful by the Interreg IVC Capitalisation expert on e-government.

\(^{39}\) [http://mapfinder.espon.eu/?p=905](http://mapfinder.espon.eu/?p=905)

\(^{40}\) From crisis to choice: re-imagining the future in shrinking cities. Dr Hans Schlappa and Professor William J V Nell. May 2013.
3.2.7 Recommendations for Successful Implementation of Policies and Solutions

In this section we describe some pre-requisites for successful implementation of regional policy or solutions in the domain of demographic change. These can be regarded as recommendations for current Interreg IVC projects and future INTERREG EUROPE projects aiming at tackling the consequences of demographic change in all fields.

First of all, the main priority is to raise awareness of the consequences of demographic change before implementing the solutions. Are the consequences known and the problems 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: not only 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. An 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 approach 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 make sure the regional strategy is implemented, a strong feeling of 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 be involved from the outset. High 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.

The concept of assisted living is familiar to every regional care authority. However the implementation and use of assisted living products and services is not always supported by regional policies. The reasons for this are many and varied and can be cultural and organisational as well as technical. The development of both assisted living and smart homes requires progress on a number technical, financial and organisational fronts at the same time. This requires policy makers in health, social care and housing to work together with a shared objective and a common goal.

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, CREATOR and DAA recommend involving more active ageing experts but also more seniors, especially in the needs analysis phases.
On project level regular, systematic evaluation and monitoring is important. PADIMA developed and implemented a systematic approach for evaluating project development, impact and dissemination of experiences and lessons. If developed in an effective way, taking into account the specific characteristics of each project it works out very convenient.

### 3.2.8. Shaping Smart Specialisation Strategies

In order to have access to 2014-2020 European Regional Development Funding, European regions must adopt a Research and Innovation Strategic Policy Plan for Smart Specialisation (RIS3) to leverage private research and innovation expenditure. The RIS3 approach is relevant to all three priorities of Europe 2020, that is smart, sustainable and inclusive growth. Smart Specialisation matters for the future of Europe because the development of an economy based on knowledge and innovation remains a fundamental challenge for the EU as a whole. Secondly, smart specialisation is relevant to achieving sustainable growth, as an important innovation effort and a considerable investment is required to shift towards a resource-efficient and low-carbon economy, offering opportunities in domestic and global markets. It contributes to inclusive growth between and within regions by strengthening territorial cohesion and by managing structural change, creating economic opportunity and investing in skills development, better jobs and social innovation.

Smart Specialisation is not about becoming increasingly specialized, but is rather about deepening the linkages within the region and between regions (‘relatedness’) with the greater potential for long-lasting scale effects, while at the same time helping regions to diversify and link up in high potential competitive networks.


The following question is pertinent: Do the prerequisites that we found in the analysis as mentioned in paragraph 3.2.7 also help regions to shape their Smart Specialisation Strategies?

A Smart Specialisation Strategy is an exercise that deals with policies developed by local, regional and national authorities (as well as EU policy). This multilevel dimension of policy implies that the governance mechanisms need to include stakeholders and decision-makers from these various levels, which might be the most difficult challenge in the process as some regions have very complicated governance structures. It also implies that links must be established between strategies for research (usually decided at national level) and strategies for innovation (usually under the responsibility or developed in coordination with regional authorities). They may also use different delivery instruments while they need to look at common outcomes, such as for example the prioritisation of public investment in research, education and innovation in the region. This process enables the identification of the most adequate policy mix to use. In this way shaping a Smart Specialisation Strategy might link research and innovation with economic development in novel ways, such as the entrepreneurial process of discovery and the setting of priorities by policymakers in close cooperation with local stakeholders.

In this context we investigated whether the Smart Specialisation Strategy implemented in the Marche Region (lead partner of the Interreg IVC project INN.O.V.Age) proved to be a real tool for raising awareness of the consequences of demographic change. The Marche region is challenged by many young people leaving the region (brain drain) and a growing number of older people. At the same time the manufacturing sector is diminishing. Therefore, the Marche region set in motion a transition from the traditional manufacturing sector to smart clustering with a focus on sustainable manufacturing, mechatronics, home automation and health and wellbeing. Priorities are R&D, SME development, international networking, innovative new business, innovative services and an ICT platform.

The experiences in the Marche Region show that the strategy is a step in the right direction to prevent regions from trying to ‘reinvent the wheel’. It turned out that governments in the Marche Region are already very much aware of the ageing population and smart solutions have now been put in place. Since elderly people prefer to stay at home as long as possible, the idea for Living Labs was born to test new prototypes for elderly people for which the methodology set out in the RIS3 Guide is very helpful. Another important prerequisite is the role of the regional government in concentrating publicly available resources to promising areas of specialisation and facilitating the collaboration between clusters within the region and between complementary regions. The experiences in the Marche Region have shown us that the change in public administration may be very slow and difficult; changing culture takes time. Setting up focus groups with regional stakeholders is very important to be able to realise the
strategic vision: apart from the necessity of developing an RIS3, it is essential to make all stakeholders aware of what is going on in the region and the focus groups help to create this awareness. Most difficult in that respect is to reach micro-enterprises (craftsmen).

3.2.9 Contribution to Europe 2020

As mentioned in paragraph 2.1.7, the objective of the Europe 2020 Strategy is ‘Smart, Sustainable and Inclusive Growth’. Smart growth focusses on education, research and innovation (creating new products/services that generate growth and jobs and help address social challenges) and the digital society, while sustainable growth aims mainly at building a more competitive low-carbon economy that makes efficient, sustainable use of resources, and protecting the environment. To face the challenges of an ageing population, high youth unemployment and global competition, the EU2020 Strategy aims at ‘inclusive growth’ with a strong emphasis on job creation with a target of raising the employment rate of 20 to 64 year olds to 75 per cent by 2020.

Smart, Sustainable and Inclusive growth is addressed by seven flagship initiatives:

- Digital Agenda for Europe
- Innovation Union
- Youth on the Move
- Resource Efficient Europe
- An Industrial Policy for the Globalisation Era
- An Agenda for New Skills and Jobs
- European Platform against Poverty

Several of these flagships tackle demographic change. For example, 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. A prominent focus of the flagship initiative ‘Innovation Union’ is on ‘Active and healthy ageing’ to mobilise stakeholders across the innovation sector in order to speed up innovative solutions to societal challenges. To promote breakthroughs in addressing societal challenges, the European Commission launched the European Innovation Partnership on Active Healthy Ageing (EIP-AHA). 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 flagship initiative ‘An 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 flagship initiative ‘Youth on the Move’ focusses on young people’s education and employability. Its aim is to reduce high youth unemployment and to increase the youth-employment rate.

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 project ‘European Platform against Poverty and Social Exclusion’.
4. Recommendations and Conclusions

This final section is the summary of the key policy messages emerging from the INTERREG IVC capitalisation exercise on demographic change. These messages primarily come from completed projects that have experienced the effects of their good practice transfer or the improvement or implementation of policies. Some projects experienced a lack of success in doing so, but failures sometimes provide clearer lessons than successes. Projects are often follow-up projects with partners that already have experience of participating in a previous 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 may result in valuable policy recommendations, as will be shown in the paragraphs below.

The first section starts with some generic policy recommendations for regional strategies on demographic change – the level of the INTERREG IVC project partners. In the following sections the focus is on specific recommendations to help policymakers deal with the consequences of demographic change 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 the most important ones from the nine studied INTERREG IVC demographic change projects. And finally, a number of more general recommendations are provided for EU policymakers and organisations working on the EU level to take into account when drafting their policies and activities.

4.1 Recommendations for Regional Strategies for Demographic Change

It is important to fully grasp the cross-sectoral character of demographic change; it impacts social policies, spatial planning, health care, 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 take an integrated approach. At the same time, strategies have to be specific and tailored to the unique situation of each region. Some more generic recommendations in this respect are listed below.

- Our analysis showed that to be able to implement or change policies with regard to demographic change, it is of the utmost importance to involve all regional stakeholders and stimulate cooperation between different levels of governance;
- We advise the use of a multidisciplinary approach with a long-term perspective, whereby the stakeholders (government, social partners, community organisations, etcetera) are aware of their shared responsibilities;
- To create viable communities, we believe that policies must seek to support diversification from traditional activities, and encourage the development of entrepreneurship and the creation of new types of businesses;
- To match the labour market with the needs in the region, we would like to stress the importance of building partnerships between businesses, schools, training centres and universities;
- To increase the access to the labour market, the analysis shows that one way is to foster the use of ICT and promote Internet connectivity. This also accounts for enhancing social inclusion, improving lifelong learning and the development of new types of services;
- Adapting the legal framework and implementing well-defined regional strategies could be a way for local and regional government to facilitate and support the development of innovative services;
- Regional smart specialisation strategies may offer good starting points for implementing a regional innovation strategy, and bringing stakeholders together;
- One model does not fit all! Therefore we recommend tailoring the transfer of knowledge to each regional scenario, taking into consideration the failures and successes of other regions;
- Especially with regard to ageing strategies, our analysis reveals that the elderly should be encouraged to participate as experts in projects;
- We advise regions to develop and maintain good demographic databases to help them shape demographic change-proof strategies;
• It is important to stay in touch with the people who have moved out of a region: they might return. And while they are away, they will talk about the region. For both these reasons, it is important to develop ‘institutionalised’ relations with the diaspora: keep people informed about developments in the area, education, working opportunities and new projects.

4.2 Recommendations in Relation to Education, Lifelong Learning, 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 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. In the light of the above analysis we think the recommendations as listed below could be supportive of this goal.

• It is highly recommended to keep promoting programmes that develop skills and employment for both young and old;
• We ask for special attention for lifelong learning and transnational mobility, to improve knowledge of future caregivers;
• We support the adaptation of working environments and working conditions for all employees, not just the elderly, to ensure that everyone will be able to work longer. Several projects in the evaluation took steps to create the right conditions for a better work-life balance and more flexible working opportunities. This resulted in more 50+ people and women at work;
• Patience is needed, since sensitising actions cannot result in an immediate change of people’s ideas on longer careers. Nevertheless, these actions are necessary to create a new mindset;
• In line with the European 2020 Strategy on smart, sustainable and inclusive growth, our analysis points to maintaining high-level qualitative education and knowledge creation in regions faced with population decline or ageing;
• The analysis provides evidence that it is increasingly important to establish business and industry clusters to enhance innovation and to create more jobs;
• 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;
• To strengthen the local economy, regions could increase their focus on the prevention of selective out-migration of women. To permit women to become professionally accomplished, their involvement in the local economy needs to be fostered. For example, partner regions in PADIMA supported the development of niche sectors in which women could get a job or start a business;
• Our findings show that schools, universities and training institutes should offer education in a much bigger variety of sectors, as this will permit more young people to be educated locally and to find work in their home region, which will partly prevent out-migration;
• It is clear that in many regions there is a mismatch between the education offer and enterprises’ needs. Regions could try to facilitate the communication between these parties to harmonize their activities and create a better match. We believe that this will enhance the economic development and the quality of life in the region;
• We would also recommend incentives to encourage the employment of older people. One way could be to introduce age-management principles in the strategies of public and private sectors;
• We advise taking a more individualised approach – combining flexible working hours, mentoring activities, entrepreneurship and other innovative employment models – and prioritising the individual preconditions, needs and wishes of people;
• Further research is needed to monitor and determine the factors that contribute to the early exit of workers from the labour market;
• To include the elderly in social and work life it is recommended to foster the use of ICT and promote Internet connectivity. This will enhance social inclusion and access to the labour market, especially for elderly people with reduced mobility;
• In many European countries relevant government initiatives are still urgently needed. It is also necessary to develop initiatives that make it attractive for the elderly to start up new enterprises.
4.3 Recommendations in Relation to Economic Diversification

Diversification – of products, economic activities and markets – is one of the key factors for regional and local economic development, and it mitigates the effects of a decreasing number of people or a growing number of elderly in a region. Diversifying the economic structure offers opportunities for economic growth and benefits from the several external economies arising from the presence and proximity of different kinds of economic activities. On the basis of the analysis we have listed several recommendations we think are most relevant in this context.

- Although we have observed that it is taking place, we nevertheless think it is necessary to allocate more resources to investigate the potential of the silver economy;
- Access to broadband has proved essential to many of the developed good practices and it is important especially for peripheral and rural areas, since ICT has the strongest distance-shortening effect. One of the positive effects is that existing and potential entrepreneurs will have better access to a range of services that are useful for developing and improving their businesses. Our advice, therefore, is to increase the access to broadband significantly and to support remote working, the start-up of new companies and professional use of the Internet;
- The recommendation from BIOLIFE (subproject in CREATOR) that SMEs could innovate their products by focusing on the needs of the elderly, is fully supported by the capitalisation exercise. SMEs could, for example, take 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;
- We would like to stress the importance of innovation hubs or labs where companies, research institutes and the government can build on new entrepreneurial opportunities;
- The analysis shows that 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;
- Diversification strategies can target the provision of new products by companies or expand their activities beyond their traditional sector. Therefore we strongly advise to draw policymakers’ attention to support diversification from traditional activities towards the creation of new products, supply chains or new activities and different marketing strategies;
- We therefore fully support the statement by the OECD (2012): ‘The silver economy (referring to the elderly workforce) and the white economy (referring to the economic opportunities of health care) 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.’

4.4 Recommendations in Relation to Social Services and Health Care

Our analysis of project results revealed that there are many good examples to maintain or develop social services even in the context of population decline and ageing. Nevertheless, it also showed that there are still many barriers and difficulties to overcome, especially to prevent some of the most vulnerable citizens in Europe from becoming excluded from services.

In relation to the above, we advise taking a closer look at the following recommendations:

- We believe it might help to provide customer-oriented, flexibly responsive and economically sustainable social services to mitigate the pressure on social and public services in declining and ageing regions;
- It is important to build up partnerships and networks to support citizens’ participation and community action;
- Plan facilities and services accordingly to people’s needs and choices.

With the demographic developments at hand and the rising costs within the current health care system we recommend the development of health care towards a more comprehensive, integrated system, whereby all important stakeholders cooperate to deliver services of high quality; to support cost-efficient models 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.

- 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;
- The analysis highlights that it is important to involve stakeholders, also service designers and users, at an early stage. In this way the political, economic, social, technological, legal and environmental key areas with their traditions, practices and cultures that are difficult to change can be analysed and necessary steps can be taken. This process should preferably be bottom-up and not top-down;
- We would like to emphasise the importance of narrowing the gap on the operational level between health services and social services;
- Similarly, we advise to increase the role of technology in the field of elderly care and effectively integrate it in the planning and delivery of care and assistance services.

4.5 Recommendations in Relation to Independent 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. Some recommendations in this respect are:

- Monitoring and prevention should also be parameters in the financial system of the health care sector, in order to make independent living more economically sustainable;
- We urge the improvement of patients’ independence by training the patient and caregivers in how to use telemedicine services and making sure to also communicate these benefits to informal caregivers;
- Shorten the decision-making process and procurement rules that hinder innovation;
- Apply an end-user needs approach;
- In order to bring telecare to a broader range of users, it is important to foster synergy between SMEs working on telemedicine projects and local and regional economic development policies;
- We recommend the exploration of new domains of home and assisted living equipment, software and services, considering both techniques as well as potential beneficiaries’ behaviour, organisational problems, and social and cultural aspects;
- To integrate research and innovation on independent living, we recommend that the cluster model as implemented by INN.O.V.Age partners be explored. This model is considered an efficient way to accelerate research, development and market deployment of innovations to tackle major societal challenges, pool expertise and resources, and boost the competitiveness of EU industry, including the area of healthy ageing;
- Nevertheless, the encountered legal, moral, ethical and practical considerations (e.g. privacy aspects) of using social technology for independent living call for a much wider debate.

4.6 Recommendations on Demographic Change at EU Level

Our analyses shows that EU policies and actions of the EU Commission should take demographic change developments into account. 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.

Having said this, we advise the different EU stakeholders to consider the following:

- It is important to continue to support long-term programmes and measures that raise awareness of demographic change in European regions;
- More attention should be paid to those regions within the EU that are confronted with a fast declining and/or rapidly ageing population;
• EU programmes and policies could increase their focus on reorganising and eliminating existing services while facilitating the provision of new ones;
• We are happy to see that European stakeholders are increasingly encouraging the development of green, white and silver economies;
• Our analysis demonstrates the necessity 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;
• With increasing globalisation, further research is needed to conceptualise the correlations between labour migration and demographic change and its effects on sending and receiving countries within the EU;
• Population decline requires a public debate about minimum standards of (social) services and infrastructure, taking financial viability and sustainability into account;
• To mitigate the regional disparities within Europe, we would like to draw EU policymakers’ attention to the need for creativity and innovation, including entrepreneurship, at all levels of education and training;
• To increase efforts and measures for lifelong learning, we stress the importance of utilising ICT and e-learning in Europe;
• Our analysis underscores the benefits of innovations in technology, ICT, housing and public-private partnerships in the area of senior care to create major potential for Europe’s competitiveness;
• We recommend that governments use social media tools in their communications and policies and enhance the participatory processes to let citizens be part of local decisions;
• In order to increase good practice and solutions in relation to demographic change, we recommend networking between regions in Europe and improving processes for exchange within the different programmes that are available;
• Social innovation is crucial and could combine, for example, social or labour inclusion and care services with active ageing or transport.

4.7 Conclusions

The three developments affecting regions in Europe the most are ageing, population decline and migration and they are often closely interlinked. Regional population decline as such is not just a demographically driven development. Local and regional impacts increasingly depend on external events taking place in other parts of the world and the position and role of these regions in the world economy. Solutions have to be specific and tailored to the situation of each unique region. Exchange of good practice or policies within INTERREG IVC is therefore not a copy-paste exercise, but benefits are to be found in reflection, inspiration and adaptation.

European regions differ from each other in many ways. They compete in excelling in different products, they possess different strengths and weaknesses, and they provide different possibilities for growth and development. One of the conclusions of the capitalisation is that tailor-made solutions should be proposed; regional policies should be tailored to the specific regional context for firms and people to accomplish higher welfare. It is not always economic growth that is the most important drive; in many cases the quality of life or preventing a further population decline can be valued over economic growth.

To be able to reduce differences between regions in Europe and to ensure growth across Europe, the strategic approach to economic development put in place by the European Commission, ‘Smart Specialisation’, will be an *ex ante* conditionality in the new programming period (2014-2020). It envisages integrated strategies based on multilevel, cross-sector governance capacities and multi-stakeholder partnerships with an emphasis on the regional ownership of the process (and therefore highlights each region’s uniqueness). Although the name might suggest this strategy focuses on specialisation, it is rather about economic diversification by combining local knowhow and assets into new innovations that are related to existing areas of strength.

It is important to fully grasp the cross-sectoral character of demographic change; Strategies and solutions aimed at dealing with demographic change should therefore always take an integrated approach, while being specific and tailored to the unique situation of each region.
At the same time, and also due to the differences between regions, there is a lot to win by sharing experiences, because common lessons can be drawn. As the projects all share similarities in the search for solutions and best practices to deal with demographic change, similar activities and policies have been found in the field of economic diversification, independent living, education and the labour market, and social services and health care.

Another conclusion resulting from the analysis is that raising awareness of the consequences of demographic change is of the utmost importance to be able to implement the proposed solutions successfully. Social innovation is identified as a key factor in tackling the negative effects of demographic change. Social innovation requires a change in mindset of all stakeholders involved. (Social) innovation and collaborative efforts aimed at increasing wellbeing and integrated with social restructuring will result in the most successful policies.

However, at the same time it should be noted that demographic change not only represents challenges, it also provides the possibility to bring about a positive change for citizens of all generations. That is, only if appropriate measures to deal with this issue are taken on time. Through the exchange of experiences and the sharing of the knowledge obtained, policies can be adapted so that European regions can become more competitive and provide for yet better quality of longer lives.

International cooperation such as that within INTERREG IVC projects creates a possibility to exchange ideas, best practices, to find creative solutions and to implement new policies and strategies on topics that are relevant in shrinking regions in Europe. 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 have influenced and will continue 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.
5. Annexes
Annexe 1: Demographic change projects overview

9 Projects:

<table>
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<tr>
<th>Project acronym</th>
<th>Project name</th>
<th>Detailed topic</th>
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<tr>
<td>CASA</td>
<td>Consortium for Assistive Solutions Adoption</td>
<td>The care of the elderly - Deployment of assistive living solutions</td>
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<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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<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>
<td>Declining, Ageing and Regional Transformation</td>
<td>Strategies to face ageing population</td>
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<td>ESF6 CIA</td>
<td>Capitalising Innovating Approaches towards Demographic Change</td>
<td>Innovative approach to face ageing population</td>
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<td>INN.O.V.Age</td>
<td>Improvement the effectiveness of regional development policies in eco-INNovation for smart hOme and independent liVing to increase the quality of life of Aging people</td>
<td>Eco-independent living for elderly - The important role of ICT</td>
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<td>PADIMA</td>
<td>Policies Against Depopulation in Mountain Areas</td>
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<td>PEOPLE</td>
<td>Innovation for Societal Change</td>
<td>Adaptation of labour market to the changes about population age and family structure</td>
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<td>RTF</td>
<td>Regional Telemedicine Forum</td>
<td>Promotion of telemedicine network between regions, SMEs and healthcare services</td>
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98 16 928 221 22 826 187

$^{41}$ Representing 22 Member states + Norway
$^{42}$ LP: Lead Partner
$^{43}$ RIP: Regional Initiative Project
$^{44}$ CAP: Capitalisation Project
Projects do not always result in the transfer of good practices, but they always have to identify good practices with view to improving policies.

<table>
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<th>Project acronym</th>
<th>End date</th>
<th>No. of regional / local policies and instruments addressed</th>
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<th>No. of regional / local policies and instruments improved or developed</th>
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* Projects do not always result in the transfer of good practices, but they always have to identify good practices with 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

* Bodies governed by public law: e.g. Regional and local development agencies, Public universities
Annexe 2: Demographic change project partners Map
Annexe 3: Demographic change project factsheets

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

CASA
Consortium for Assistive Solutions Adoption

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

TYPE OF INTERVENTION
Type of intervention: Regional Initiative Project
Duration: 01/01/2012 - 31/12/2014
Website: The domain name has been registered: www.casa-europe.eu. The site is currently under development

BUDGET
Total budget: EUR 2,635,999
ERDF contribution: EUR 2,002,154.39

PARTNERSHIP

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<td>United kingdom South East Technologies Alliance (SEHTA), Maidstone</td>
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<td>United kingdom NHS 24/Scottish Centre for Telehealth and Telecare, Glasgow</td>
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<td>Poland The Regional Centre of Social Policy in Poznań (ROPS), Poznań</td>
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<td>Romania Timis County Council, Timisoara</td>
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<td>Spain Foundation IAVANTE. Public Foundation for the Technological Advancement and Professional Development, Seville</td>
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<td>Sweden New Tools for Health Association (East Sweden), LINKÖPING</td>
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Lead partner:
The Flemish Community
Koning Albert II-laan 35, bus 30 B-1030, Brussels
BELGIUM
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: EUR 4,926,000
ERDF contribution: EUR 3,821,300

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<td>Hungary Regional Development Agency of North Hungary Non-Profit Coperation, Miskolc</td>
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<td>Spain Regional Development Agency of Asturias, Llanera</td>
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Lead partner:

County Administrative Board of Västerbotten
Storgatan 71B
SE-901 86, Umeå
SWEDEN
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:** [www.hel2.fi/DAA/index.html temporary website under the Lead Partners website until the Component 2 leader- Design Flanders has finished the project website](http://www.hel2.fi/DAA/index.html)

**BUDGET**

**Total budget:** EUR 2,022,701  
**ERDF contribution:** EUR 1,366,133.15  
**Norwegian contribution:** EUR 117,000

**PARTNERSHIP**

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Lead partner:  

City of Helsinki  
P.O.Box 1 (Pohjoisesplanadi 15-17)  
99, City of Helsinki  
FINLAND
Strategies to face 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: EUR 2,050,098
ERDF contribution: EUR 1,574,341.5

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<td>3 Germany</td>
<td>Free State of Saxony represented by the State Chancellery, Dresden</td>
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<td>Regional Council of North Karelia, Joensuu</td>
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<td>7 Finland</td>
<td>Joint Authority of Kainuu Region, Street address: Kauppakatu 1, 87100 Kajaani</td>
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Lead partner:
InvestitionsBank des Landes Brandenburg
Steinstraße 104-106
14480, Potsdam
GERMANY
Innovative approach to face 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](http://www.esf6cia.eu)

**BUDGET**
Total budget: EUR 1,445,248
ERDF contribution: EUR 1,124,016

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Lead partner:
Aufbauwerk Region Leipzig GmbH
Otto-Schill-Straße 1
4109, Leipzig
GERMANY
Eco-independent living for elderly - The important role of ICT:

**INN.O.V.Age**

Improvement 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:** EUR 2,466,687

**ERDF contribution:** EUR 1,949,741.58

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**Lead partner:**

Marche Regional Authority
Via Tiziano,44
60125, Ancona
ITALY
Increasing attractiveness 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

BUDGET
Total budget: EUR 1,445,304
ERDF contribution: EUR 787,874.99
Norwegian contribution: EUR 197,402

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Lead partner:
Provincial government of Teruel
Plaza San Juan 7
44071, TERUEL
SPAIN
Adaptation of labour market to the changes about 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: EUR 3,856,320
ERDF contribution: EUR 2,942,936

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Lead partner:
Avenida de Hytasa, 14
41071, Sevilla
SPAIN
Promotion of 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:** EUR 1,977,831  
**ERDF contribution:** EUR 1,359,723.25  
**Norwegian contribution:** EUR 101,500

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<td>United kingdom Scottish Centre for Telehealth, Aberdeen</td>
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<td>Norway University Hospital of North Norway, Tromso</td>
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<td>Italy Local Health Trust N 9 Treviso, Treviso</td>
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**Lead partner:**

Region of Southern Denmark, OUH  
Sdr. Boulevard 29, Indgang 216, Stuen  
5000, Odense C  
DENMARK
Annexe 4: 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 5: References

Active Age final report 2012.


Best Agers: The labour market and demographic change in The Baltic Sea region: Study results and recommendations of the Best Agers project 2012.


Data on ‘Population statistics’


Data from the 9 Interreg IVC projects: final reports, publications, good practices overviews, etc.


Demography Report 2010, Older, more numerous and diverse Europeans, 2011


Mikel Landabaso, DG Regional Policy, Head of Unit. Thematic coordination and innovation in Maßnahmeplan Demografie Region Leipzig (ESF6 CIA Action plan).


Thissen, M., Oort, F. v, Diodato, D., Ruijs, A (2013). Regional Competitiveness and Smart Specialisation in Europe. Edward Elgar, UK.

INTERREG IVC Thematic Capitalisation

- Innovation systems
- Innovation capacity of SMEs
- Eco-Innovation
- Creative Industries
- Entrepreneurship
- E-government services
- Demographic change
- Rural development
- Climate change
- Energy efficiency
- Renewable energy
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