Thematic Programme Capitalisation

Report on the workshop

Demographic Change

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Committee of Regions, Brussels

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December 17 2012, Bureau PAU, Groningen
1. **Introduction**

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

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Name of the project</th>
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<tr>
<td>DART</td>
<td>Declining, Ageing and Regional Transformation</td>
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<td>PEOPLE</td>
<td>Innovation for Societal Change</td>
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<td>CREATOR</td>
<td>Creative regional policies addressing economic development opportunities related to ageing societies</td>
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<td>DAA</td>
<td>Design led Innovations for Active Ageing</td>
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<td>CASA</td>
<td>Consortium for Assistive Solutions Adoption</td>
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<td>INN.O.V.Age</td>
<td>Eco-INNovation for smart hOme and independent iVing to increase the quality of life of Aging people</td>
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<td>PADIMA</td>
<td>Policies Against Depopulation in Mountain Areas</td>
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Two projects were not represented; these were ESF6 CIA and RTF.

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<th>ESF6 CIA</th>
<th>Capitalising Innovating Approaches towards Demographic Change</th>
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<td>RTF</td>
<td>Regional Telemedicine Forum</td>
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The workshop's objectives were:

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

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

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

Implementation of the thematic capitalisation

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

The timeline for implementation is as follows:

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

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

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

Europe's demography is similar to that of other developed regions in the world; Japan is an ageing frontrunner that continued to grow thanks to an increased participation of women and older people in the labour market. What matters more is countries in rapid decline (see the figure below). Countries that are both ageing and shrinking at rapid rates have the biggest challenges. And it is different from the internal migration of the 1950-1960 period; this time, countries with a high migration rate can hardly afford to lose their young adults.

![Population change, 2010-2030. Source: EU 1](image)
The crisis has provided for the political environment that has made pension reform possible. At the same time, the crisis had its value in that it alerted people to the perils of ignoring demography. Demographers have underestimated the growth of life expectancy throughout history. As an example of the difference this makes, life expectancy at age 0 in Italy or France is about 80. But, taking the expected progress in mortality into account, babies born in the 2000s have more than a 50 per cent chance of living beyond the age of 100. According to Marchetti, dependency ratios need not decline if workers remain employed longer. Currently, people retire around the age of 61. If the effective retirement age increases slowly (some 1-2 years every decade), the dependency ratio could remain constant.

Following Marchetti’s elucidation Roos Galjaard speaks about the universal processes related to the demographic transition on the one hand and economic geographic processes of concentration and urbanisation on the other, and that are leading to regional population decline in most European countries. Due to the universal nature of the underlying processes policies aimed at dealing with these processes share substantial similarities. At the same time, the regional context is very important as well. Each region is unique, with its history, culture, demography and economic structure. This specific regional context determines to a large extent population and other policies in these regions.¹

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

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

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

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

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

4. INTERREG IVC projects: approaches, best practices and recommendations

DART

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

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

DART partner regions exchanged experiences on three main topics:

- Economy
- Education
- Health and Social Services

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

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

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

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

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

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

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

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

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

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

The final report can be found on the website: [www.dart-project.eu](http://www.dart-project.eu)
**PEOPLE – Innovation for societal change**

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

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

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

PEOPLE works on six themes:

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

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

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

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

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

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

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

**E-health & independence**
- Wider implementation of telecare technologies
- Bridge the gap between the supply and demand

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

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

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

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

(For more information go to www.hel2.fi)

**INN.O.V.Age**

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

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

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

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

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

Some discussion takes place among the workshop participants about the difficulties of taking into account end-users needs, and to deal with elderly: who are they? There is no one definition of ‘elderly’ and it is important to distinguish. It would be good if exchange between Interreg projects could take place on this issue, e.g. CASA in Interreg IVC and iAge in Interreg IVB. In addition, the URBACT capitalisation project on demographic change focuses on the needs of the elderly.

As a last message Mrs Berionni mentions that we need a new governance model to support a society for all ages and to find innovative solutions that are sustainable and fair for all generations.

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

**CASA**

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

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

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

The participating regions are Flanders (Belgium) as lead partner, Noord-Brabant (the Netherlands), Kent County and Scotland (United Kingdom), the Veneto Region and Friuli-Venezia Giulia (Italy), Southern Denmark, Wielkopolska (Poland), Catalonia and Andalucia (Spain), Timis County (Romania), East-Sweden and the Region Halland (Sweden).
The intention is to formalise and ‘legalise’ the interregional CASA network for the long term and open it to a wider European platform.

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

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

On the basis of analysis, study visits and staff exchanges a Good Practice guide will be created, which will consists of a catalogue with good practices and descriptions of the 3 transfers.

Ultimately, the exchange of experiences needs to influence future Ambient Assisted Living (AAL) policies at European level. The activities will be placed on the website: www.casa-europe.eu

PADIMA

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

The first is education and training. To attract people to stay in mountain areas or to move to them, they need the opportunity to access education, not only for young children but also for teenagers, young adults, and adults in general. A diversified economy is important too. It should provide the types of jobs that people want in the 21st century. And the third is a positive and strong image and identity. To attract people or to encourage them stay it's necessary to demonstrate that the area is a nice place to live and work. These approaches are interrelated.
In short it means it is important to increase the human and social capital of an area. Other very important factors like accessibility, the availability of public services, access to culture, health etc. were addressed in a former Interreg IIIC project called Euromountains.

Kjell Vaagen explains how the PADIMA partnership worked on the exchange and transferability of best practices.

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

One of the best practices selected by PADIMA is the branding in the Dalarna region in Sweden. More good practices and the final report can be found on www.padima.org.
The last part of the presentation concerns preconditions for the successful delivery of regional policy:

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

CREATOR

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For more information see [www.creator7.eu](http://www.creator7.eu).
By Matthew Buck 2
5. Emerging results from the URBACT capitalisation project on shrinking cities and demographic change: Perspectives on proactive and reactive approaches taken by small and medium sized cities in Europe.

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

The analysis covers 4 issues:

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

The first emerging findings are:

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

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

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

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

6. Conclusions and planning

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

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

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

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

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

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

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