Thematic Programme Capitalisation
Report on the workshop
Demographic Change

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Committee of Regions, Brussels

Roos Galjaard

Thematic capitalisation expert on demographic change
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1. Introduction

Within the framework of the Thematic Programme Capitalisation initiative of the Interregional Cooperation Programme INTERREG IVC 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 were invited, and in addition EU experts in the thematic field of demographic change. 16 project partners from 7 different Interreg IV C 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.

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<thead>
<tr>
<th>Acronym</th>
<th>Name of the project</th>
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<td>DART</td>
<td>Declining, Ageing and Regional Transformation</td>
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<td>PEOPLE</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>PADIMA</td>
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Two projects were not represented; these were ESF6 CIA and RTF.

| ESF6 CIA | Capitalising Innovating Approaches towards Demographic Change |
| RTF      | Regional Telemedicine Forum |

The objectives of the workshop 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 be relevant also 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 Magdalini Anagnostou, Capitalisation officer, and Erika Fulgenzi, Project Officer of the Interreg IVC Programme about the Capitalisation exercise and its objectives. They explain why thematic programme capitalisation is taking place and how the implementation is structured.

They also tell the participants what the experts will 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 the implementation is as follows:

- June 2012: Launch of initiative; 26 experts selected
- November 2012: 12 Thematic workshops: Discuss with projects and EU experts
- February 2013: First outcomes of the analysis
- April 2013: Draft analysis report for 12 topics
- June 2013: Final analysis report & publication for 12 topics!

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 capitalization 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 be useful for other projects as well.
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 are accustomed to is changing a lot: changing family structures have effect on fertility rates and in life time career terms “everybody is moving toward being a woman” in the sense that life time careers are less standard, more complex. Nevertheless social protection systems are still based on standard (“men”) lives. Secondly, pension systems are changing, we have to work longer, we are confronted with strained budgets. Ageing is currently mainly driven by the retirement of the baby-boomers. Until recently, cohorts of about 1 million people were coming of age (60 until 2008, 65 until 2013); now, it's more like 2 million and this will continue for the next 20 years.

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

The crisis has provided for the political environment that has made pension reform possible. At the same time the crisis has its value in that it alerted people to the perils of ignoring demography. Demographers have been underestimating life expectancy growth 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 50 per cent chance to live 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 urbanization on the other that lead to regional population decline in most European countries. Due to this 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, its history, culture, demography and economic structure. This regional specific context determines to a large extent population and other policies in these regions.¹

International cooperation (like in the Interreg IVC Programme) can be the start of mutual European adjustment in policy answers to demographic change. Joining an international project means a possibility to exchange ideas, best practices and new policies and strategies on topics that are relevant in shrinking regions in Europe. It helps to bring the subject on the agenda of national and regional authorities and gives financial support, thereby creating the necessary conditions for experiment, finding creative solutions and new strategies, and be ready for the future.

The 9 Interreg IVC projects that are tackling the consequences of demographic change have as main focus points:

- economic diversification,
- independent and assisted living,
- innovation in elderly healthcare,
- market development 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 to increase her knowledge of the content of the projects. In the following part of the workshop the partners of the 7 projects present their activities, results and recommendations. Projects just started mainly focus on their aims and activities, while project finished or nearly finished elaborate on results and recommendations.

4. Approaches, best practices and recommendations by Interreg IVC projects

**DART**

DART (Declining, Ageing and Regional Transformation) focusses on meeting the demographic challenge with fortification of human capital (education, lifelong learning) and maintaining public services (health care, social and technical infrastructure). It is an Interreg IVC - Regional Initiative Project in Priority 1: Innovation and the knowledge economy with sub-theme: Employment, human capital and education. With 14 partners, from 13 regions in 11 countries it's a well-covered project. It is a three year project that finalised in December 2012.

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 draw political recommendations for the development of an integrated approach and a long-term strategy. At the same time it contributes to the development of funding programmes on regional, national and European level.

DART partner regions exchanged experiences in three main topics:

- Economy,
- Education,
- Health and Social Services

Four workshops were organised to discuss good practices in the 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 of good practices in all regions were cooperation, ICT applications, projects for old and young 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 shows the limitations as follows:

- Transfer needs time
- As a general rule: no direct one-to-one transfer of good practices possible
- Regions must analyse good practice, consider legal preconditions, convince decision makers, find funding/financing
- Whole process of transfer of good practices incl. implementation and evaluation within the lifecycle of an European project 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 DART. 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 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 executed 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 level, but 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 political recommendations of the project.

Pertti Hermannek recommends that regional actors dealing with the consequences of population decline and demographic change should adapt national and regional spatial planning through consider cities/towns and rural areas together, define demographic change as a cross-sectorial topic, take action to prevent the negative impact of demographic change, include the future demographic developments in the regional development strategy and to prevent and mitigate the negative effects of the ageing process while maintaining a quality of life at the same time. This is not easily done since success in the political debate is equalised 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 to secure or create a sufficient number of jobs, to create value in the region to provide necessary infrastructure, to reach social cohesion and inclusion and generally to create a liveable environment for a social community.

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

- Change of policy understanding necessary
  - => policy orientated on growth, regions need to adapt their development plans
  - => does not mean invest less, but different
- Coexistence of growth and shrinkage calls for flexible and tailor-made solutions
- Regional-oriented and differentiated strategies are needed
  - => Consider cities/towns and rural areas together
- Demographic change is a cross-section theme, all stakeholders need to accept demographic change as an irreversible structural fact
  - => integrated strategies are vital
- Identify positive driving forces
- No competition between regions in demographic change
- Transferred pilot projects must fulfill 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 for 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: Andalucia (Spain), South East England (UK), Venezia (Italy), Noord-Brabant (Netherlands), Malopolska (Poland), Stockholm (Sweden) and Timis (Romania). The PEOPLE project started the end of 2008 and had it’s final conference in November 2011. It is also a Regional Initiative Project within priority 1 (Innovation and the knowledge economy) with 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:

- Reconciliation of work and private life
- E-health and Independence
- Silver economy
- Social and e-inclusion
- Social entrepreneurship
- Civil society empowerment
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 life-styles faced by most European regions. Seven sub-projects were approved for funding, covering the six themes under PEOPLE. A sub-project, in order to be eligible is 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 to address some of the consequences of the demographic changes in Europe. Relating to the six PEOPLE themes they were explored and discussed during the PEOPLE policy forum, but not transferred.

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

**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

For more information go to [www.peopleproject.eu](http://www.peopleproject.eu).
The Design led Innovations for Active Ageing 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 had its kick off meeting in May 2012 and will continue until 2014. The city of Helsinki is lead partner.

Mrs Iina Ollinki, senior advisor international relations from the city of Helsinki and Philipp Züllich from the International Design Centre in Berlin give a presentation which shows the approach and some first 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. The method for innovation creation in DAA 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 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 main outputs 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/daa.
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 Marche Region authority in Italy, explains about 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.

Recognizing the important role of ICT in dealing with these challenges, it focuses on the end user through three themes:  

- **Eco-Innovation**
  - SMART AND SUSTAINABLE SOLUTION FOR HOME

- **Independent Living**
  - Helping older people to live independently for longer in their homes, increasing their autonomy and assisting them in carrying out their daily activities

- **Governance**
  - RESEARCH - INNOVATION DRIVEN CLUSTER (R&IDC)
    - New way of design policies
    - New integrated and coordinated approach

Despite the potential of independent living and relative 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 coordinate stakeholders and actions related to eco innovation applied to elderly independent living and smart home. The Innovation Hub’s mission is to promote the socio-economic development and competitiveness of INN.O.V.Age regions through innovation by fostering the triple helix model, favouring company’s conversion from traditional sectors to a new line of production related to eco-independent living through specific workshops, training, incentives for mitigating and adapting to economic crisis, enhancing the cooperation between industry, government, academic and research institutions and by enhancing synergy between ERDF, EU, national and regional funding opportunities related to eco innovation”.

The approach used by INN.O.V.Age to transfer good practices is threefold: development of new approaches towards the R&IDC, interregional training sessions to policy-decision makers, and through pilot actions. It is not yet defined 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. It is planned 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 the governance according to 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 not one 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. Also the URBACT capitalisation project on demographic change targets elderly needs.

As a last message Mrs. Berionni mentions that we need the necessary changes to achieve a 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 through [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 around the up scaling of innovative ICT and services for independent living. 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. CASA is part of the Community of Regions for Assisted Living (CORAL) in which a few dozen European regional governments collaborate. With 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 14 participating organisations from 13 European regions interact on the topic of policy development to give a boost to the implementation of AAL solutions. CASA organises study visits, exchange of good practices, secondments and a final conference in the period 2012-2014. Mr. Fabian Dominguez of the Flemish Government, Department for Welfare, Health and Family, represents the Lead Partner of CASA and shows the planned deliverables for CASA:

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

Participating regions are Flanders (Belgium) as leadpartner, Noord-Brabant (the Netherlands), Kent County and Scotland (United Kingdom), 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 formalize 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) is set up to supervise a cross regional SWOT analysis on current offer and policy 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, 3 Good Practices transferred. On the basis of analysis, study visits and staff exchanges a Good Practice guide will be created, which consists of a catalogue with good practices and the demonstration of 3 transfers.

In the end 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 Mr 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 attractiveness of European mountains through territorial cooperation. This is done through 3 different approaches:

The first one is education and training. To attract people to stay in mountain areas or to move to mountain areas, 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 one is a positive and strong image and identity. To attract people or to make 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, availability of services of general interest, access to culture, health etc have been addressed in a former Interreg IIIc project called Euromountains.net.

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 first PADIMA tried to conduct surveys and gathered data to try to characterise the study areas and define 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 capitalises the results and will produce a good practice and policy recommendation guide for a broad dissemination. In addition, PADIMA reflects in every partner region on how to improve the policies. This is supported by inter-regional training sessions where knowledge will be made available in a more detailed way to people really in charge of developing the actions on the ground. The final goal is to increase the capacity of people who have the difficult task to improve the policies on the ground and to actually get better regional policies against depopulation in mountain areas.

One of the best practices shown 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 bit of the presentation concerns some preconditions for successful implementation of regional policy:

- Good collaboration with local actors (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 program started in January 2010 and it will go on until December 2013. CREATOR sees the ageing population as an opportunity for regional economic development. New opportunities can for example be related to increasing co-operation between private and public sector or to creating new products or services.

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

- BIO-LIFE: needs of the ageing population regarding food
- SILHOUETTE: active and social lifestyle of seniors around the concept of health safety, novel communication and out of home support
- RECO: best practices regarding the service to elderly people between public authorities and other organisations
- EFFECT: a better customer orientation in wellbeing service for elderly people

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

- SILVER ECONOMY: new challenges related to population ageing, especially regarding technology services for wellbeing and health monitoring such as robotic assistant, electrical mobility or health sports, including health tourism and green care.
- ENSURE: elderly as active members of the society emerging businesses, business ideas brought them close to provide an opportunity to participate actively – according to their own needs – in helping the direction of a company in product or service development.
- GENERATIONS: permanence/reinsertion of elderly workers, generational transfer of skills and competences, innovative instruments supported by local PAs, networking initiatives on active age-
ing.

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 practices and policies already existing in each regional authority concerning the key topics. Questions asked were: What are the main impacts of CREATOR at the midterm of the implementation of the project? In that sense, 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 authority take up in the near future?

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

For more information go to the website www.creator7.eu.
5. **Emerging results from the URBACT capitalisation project on shrinking cities and demographic change:** Perspectives on pro-active and re-active 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 led by Hans Schlappa, Project leader URBACT Capitalisation on Demographic Change.

The analysis takes place on 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
  - Re-active approaches accelerate spiral of decline

- **Many shrinking cities have assets they do not see**
  - Enormous scope for experimentation and innovation
  - Leadership, innovation and pro-active 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

As emerging recommendations from the capitalisation exercise Hans Schlappa mentions:

- **Global economic and demographic cycles shape development trajectory 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
A thematic report will be ready in early 2013. Keep an eye on the website [www.urbact.eu](http://www.urbact.eu) for results.

### 6. Conclusions and next steps

One of the conclusions of the workshop is that there is a lot to win by sharing experiences. Especially the projects that are still running should continue with the exchange of experiences and knowledge on the content, but also in relation to the approach chosen how to transfer good practices. Recommendations from DART, PADIMA and PEOPLE can also be used very well, since these projects have finished their activities.

In the workshop it became clear that all projects deal with the universal processes related to the demographic transition. This means dealing with a structural low fertility on the one hand and economic geographic processes of concentration and urbanization on the other hand. This results in regional population decline in most European countries and often causes socio-economic decline as well. It is harder to maintain core services, and there is a lack of resources to respond to emerging needs. Other important effects are the under-investment in key infrastructures and the vacancy of buildings and land. At the same time it effects the social structure of society and the labour market.

The Interreg IVC projects dealing with the issues and processes of the demographic transition share substantial similarities in their search for solutions and best practices to deal with population decline, ageing and shifting labour markets. Similar activities and policies can be found in the field of economic diversification, independent and assisted living, innovation in elderly healthcare, market development for regional SMEs, silver economy and more general employment policies, human capital (education, lifelong learning), (social) e-inclusion and maintaining public services. Not surprisingly the impact of the ageing society returned in each of the projects presentations. Issues related to population ageing and maintaining quality of life are at the core of most projects. The solutions chosen show different approaches though, ranging from telemedicine to design led innovations for active ageing and from smart home and independent living to lifelong learning and encouraging entrepreneurship of the 55+. The ageing population is also seen as an opportunity for regional economic development.

At the same time, the regional context differs and makes transferability of policies and best practices a challenge, which is encountered within most projects as well. Each region is unique, its history, culture, demography and economic and political structure. This regional specific context determines to a large extent the policies in these regions. Nevertheless, a first analysis of the Interreg IVC projects involved reveal some general key policy messages and recommendations which account for most regions in Europe dealing with demographic change:

- Coexistence of growth and shrinkage calls for flexible and tailor-made solutions;
- Develop regional-oriented and integrated strategies including both urban and rural areas;
- Try to avoid competition between regions in demographic change through shared perspectives and raising awareness (increase the knowledge);
- Regions with a strong population decline focus on stabilisation and adaptation (‘Shrink Smart’)
- A strategic approach is needed, starting with an analysis, choosing the approach, then followed by action.
- Include SMEs and local stakeholders in all phases of policy development;
- Find the positive drivers in your region to take the lead and offer a (new) perspective;
- Do not ONLY focus on physical restructuring: most successful policies are innovative and collaborative efforts aimed at increasing wellbeing and integrated with social restructuring;
- Increase cooperation between organisations, horizontally and vertically;
- Focus on realistic economic development, not focussing on quantity, but on quality.

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2 This is also the case for Regional Telemedicine Forum, but because the project was not represented during the workshop it is not taken into account in this workshop report.
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 best practices
- Recommendations

This will lead to main outcomes 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 helping to organise the workshop.

For more info, go to: [http://www.interreg4c.net](http://www.interreg4c.net)

For questions and remarks, please contact Roos Galjaard: Galjaard@pau.nl.

7. Evaluation of the workshop

After the workshop an evaluation form was sent to all participants asking for feedback on the Capitalisation Workshop Interreg IV-C ‘Demographic Change’. 5 project representatives replied. Most of them chose moderate or very useful for the presentations. One respondent found the workshop less useful because the project is already finished and to her the workshop came to late. Another representative though, of the same project found it still interesting to share knowledge, approaches and best practices, also for future use and projects. Interesting to see is that several projects have now planned to cooperate more during the lifetime of their projects.

Besides the filled in evaluation form, some specific comments were given by e-mail:

“Thank you for your professional managing of the capitalisation seminar. In my opinion this was a very successful capitalization seminar and I both learned some very useful new approaches and got new contacts which it may be possible to exchange more information and cooperate with in the future”.

“After the capitalization workshop INNOVAge, CASA and DAA have started a fruitful discussion about a joint event and initiatives to be organized during the 2013 and 2014 (e.g. during the Open Days).”

“Overall I liked this workshop, also due to the networking possibilities. As to the presentations of the projects: overall it was useful to see the followed approach. Indeed the hunger stays as to see what it really changes, but I understand that will always be a big challenge to demonstrate what the remaining effects are of co-operations between regions”.

In general the workshop offered interesting and inspiring information and knowledge and possibilities for exchange between participants and the issues they have in common. Another goal of this workshop was to provide information for the expert about the content of the project. In general this goal was achieved although the level of recommendations was sometimes very general and for many project partners it was difficult to discuss on the level of the content. Participants rather exchanged difficulties they encounter on the process level. The workshop has resulted in valuable contacts between the projects and the capitalization expert and several follow up activities have been planned for.