

DC NOISE

Demographic change: New Opportunities in Shrinking Europe

It's your future!

Roos Galjaard
Transnational project leader



DC NOISE
demographic change



08-06-2010



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DC NOISE:

Demographic Change: New Opportunities In Shrinking Europe

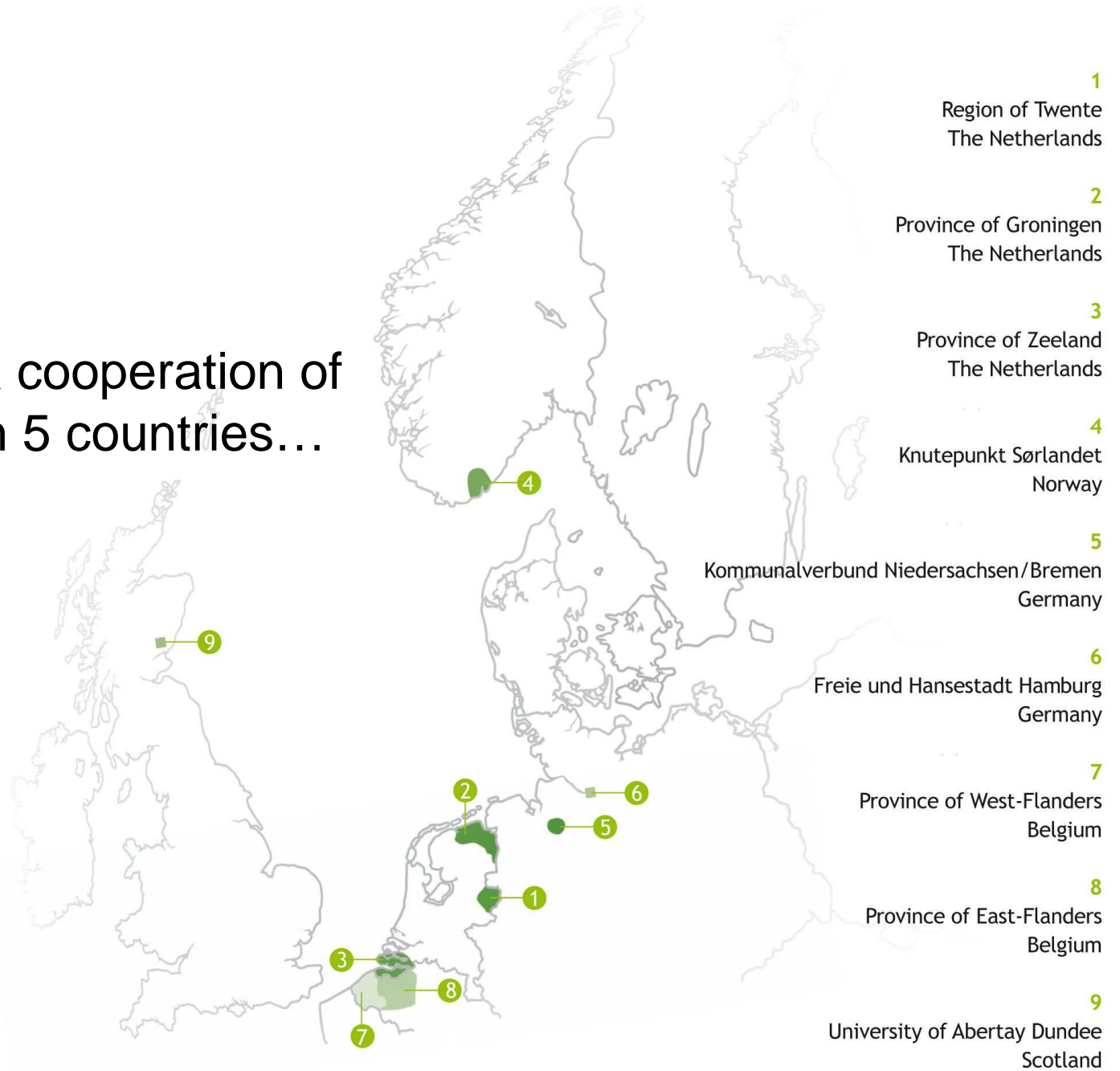
DC NOISE is an Interreg IVB North Sea Region project
Lead beneficiary is the Region of Twente, NL

DC NOISE started in June 2008 and finalises in June 2011
Total budget : more than 6 million Euro





DC NOISE is a cooperation of 9 partners from 5 countries...





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... all dealing with demographic change

- Population decline
 - Ageing
 - Changing households
-
- Diminishing number of young people
 - Decreasing labour force
 - Changing ethnic composition of population

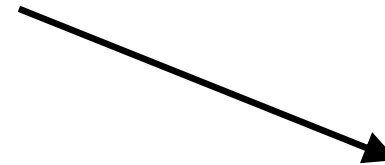




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....and sharing the same challenges





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DC NOISE objectives

- 1: To raise awareness amongst both private and public actors and involve these actors in the process.

- 2: To develop a better understanding of and find solutions for the consequences of demographic change in three themes:
 - labour market
 - services provision
 - innovative housing





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DC NOISE objectives

- 3: To implement strategies, demonstration projects and concrete actions to deal with these consequences of demographic change.
- 4: To communicate the outcomes and best practices of the DC NOISE project in such a way that also other regions in the NSR will be aware of the urgency and the consequences of demographic change in their policies and actions.





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What are the results up to now?



Spatial variation of demographic change in Hamburg

mentorordning
i Vennesla kommune





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Transnational Housing Atlas

(all partners)

- compilation of innovative approaches in housing
- each partner selected the most innovative examples
- further examples can be added to website continuously
- tool to spread good ideas and best practices

www.housing-atlas.eu



Pedestrian Circle in Wervik
Transnational Housing Atlas



New Housing projects in Berlikum
Transnational Housing Atlas





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Home

transnational housing-atlas

MAP OF PARTNERS

MODERNIZATION

NEW FUNCTIONS

NEW BUILDING

NEW HOUSING

DEVELOPMENT OF DISTRICTS

TECHNICAL AIDS

FINANCING

GLOSSARY

search...

A+ A- reset

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Transnational Housing Atlas

Part of the INTERREG IVb Project DC NOISE
Demographic Change: New Opportunities in Shrinking Europe

Demographic development changes many regions in Northern Europe. More people reach high ages. The number of young people is diminishing in many communities and municipalities. The way of living becomes more diverse and more individualistic.

These developments require new ideas and creative concepts, to support the attractiveness and quality of future living in the northern regions.

Overview and Information

In the transnational housing atlas the nine partner-regions of DC NOISE document projects that show, how the different regions deal with the challenges of demographic change in the field of housing.

On this website you can find a regional overview and comprehensive information to various projects. Central fields of action help to find projects dealing with certain challenges. If you need more detailed information you find the contact persons in the descriptions of the projects. At [downloads](#) you find further information about DC NOISE and the transnational housing atlas.

Use the transnational housing atlas as an informative and communicative medium and contribute to the project. The transnational housing atlas will be amended and developed continuously. If you know projects in the partner regions that fit with the atlas, please [contact us](#).





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Regional Housing Atlas (Bremen Region)

- compilation of innovative approaches in housing in Bremen Region
 - selection of projects through competition
- “future proof development of places”

www.regionaler-wohntlas.de

Start

REGIONALER WOHNATLAS

HOME LINKS DOWNLOAD KONTAKT IMPRESSUM REDAKTION kommunal vert
nied
brem

Der Regionale Wohnatlas

Ein Projekt des Kommunalverbundes Niedersachsen / Bremen e.V. im Rahmen des INTERREG IVb Projektes DC NOISE (Demographic Change New Opportunities in Shrinking Europe)

Die Region verändert sich. Immer mehr Menschen erreichen ein hohes Alter. Gleichzeitig leben immer weniger junge Menschen in den Gemeinden und Städten. Die Lebensformen werden vielfältiger und individueller. Diese Entwicklung erfordert neue Ideen und Konzepte, will die Region weiterhin attraktives und qualitatives Wohnen bieten.

Übersicht und Information

Im Regionalen Wohnatlas sind Projekte aus verschiedenen Mitgliedsgemeinden und -städten des Kommunalverbundes Niedersachsen / Bremen dargestellt. Die Projekte zeigen in unterschiedlicher Weise, wie sich die Region auf den demografischen Wandel vorbereitet. Sie finden eine regionale Übersicht und umfassende Informationen zu verschiedensten Projekten und die Möglichkeit, nach Interesse und Bedarf zu stöbern. Wenn Sie mehr Informationen benötigen, nehmen Sie Kontakt mit dem

Ein kommunikatives Medium

Nutzen Sie den Regionalen Wohnatlas als informatives und kommunikatives Medium. Die Inhalte zu den einzelnen Projekten wurden von den Projekten selbst oder von den Gemeinden zur Verfügung gestellt. Wenn Sie an mehr Informationen interessiert sind: Kontaktdaten finden Sie in den Projektbeschreibungen. Und tragen Sie auch dazu bei, dass der Regionale Wohnatlas aktuelle und für Alle interessante Projekte bietet. Falls Sie Projekte kennen, die bislang noch nicht im Regionalen Wohnatlas

Screenshot of the webpage 'Regional Housing Atlas'





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Revitalizing the housing market (Province of Zeeland & Groningen)

Housing ambassador:

- method to avoid vacancy and demolition
- improvement of public space
- lobby towards the national government

Ganzedijk:

- technical investigation on building qualities and investigation on financial capacity of house-owners
- plan made by residents: “Energiek Ganzedijk”
- new dialogue-structure
- regional housing plan: regional agreement
- attention for the region on national scale



Houses in Sluis &

Ganzedijk



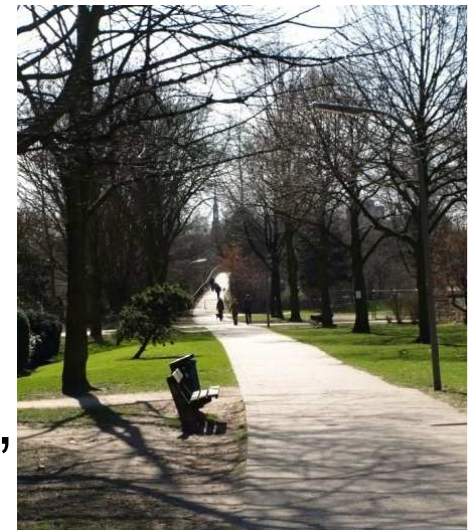


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Service provision

- identification of districts that are heavily affected by aging and poverty processes : e.g. Altona (Hamburg)
- multi-generational quarter (Martini Erleben, Hamburg)
- neighbourhood service centres (Hamburg, Groningen)



New Altona Green corridor





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House visits & senior advisors (Groningen and Province of East-Flanders)

- house visits to picture the needs of the elderly
- good instrument to fill in the lack of information elderly experience concerning facilities
- nightly visits as new services for the elderly
- check up on people and provide care
- relief of caretaking relatives and friends
- senior advisors for help with administration
- monthly meetings with senior advisors
- list with risk factors for elderly





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ICT solutions (Groningen & Zeeland)

- neighbourhood service centres offer computer courses for senior citizens
- ICT service point for senior citizens staffed by students
- introduction of a “touchscreen” as digital link
- ICT / video facilities for about 30 home-bound people
- improve welfare and opportunity for living in own house as long as possible
- linkage to social networking, housekeeping and commercial services

[FILM: WITH ICT I CAN DO MORE](#)





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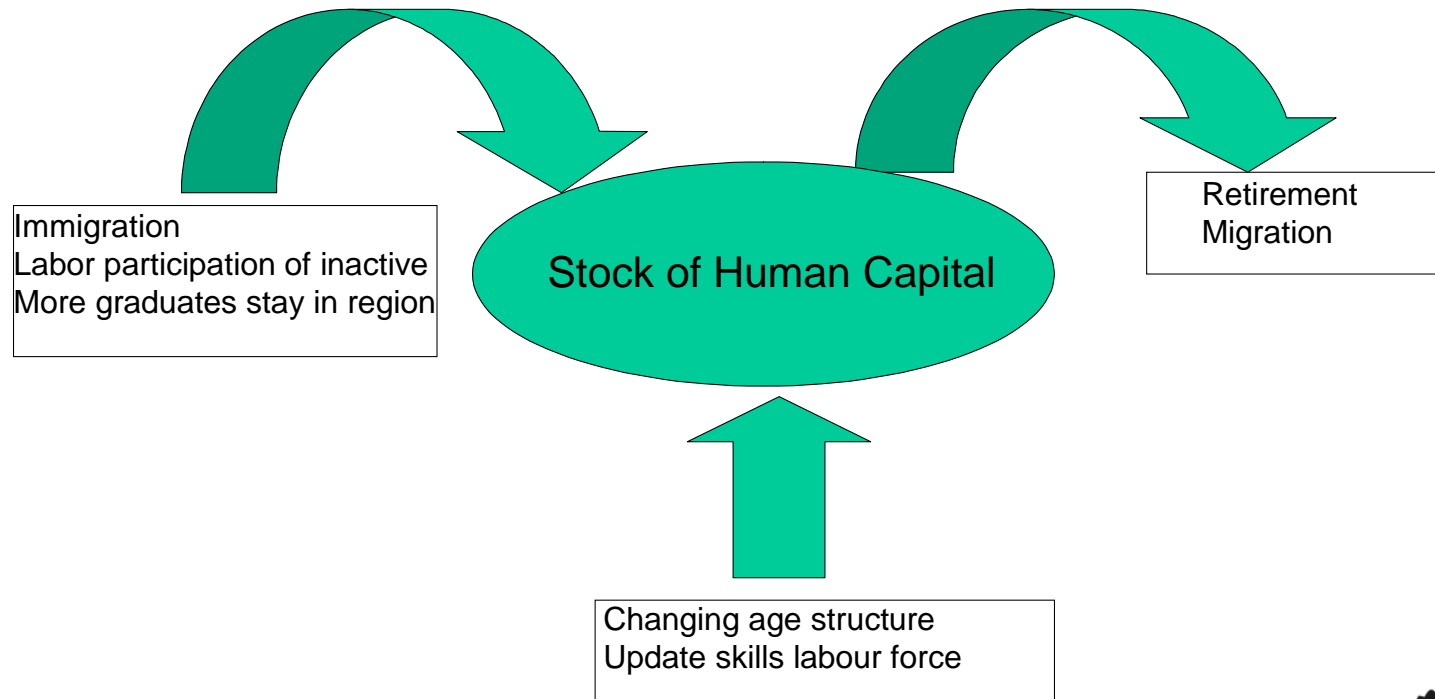


Demographic change and the labour market

- declining workforce (precedes) population decline
- ageing
- less young people
- loss of senior knowledge
- ethnic composition of the workforce
- regional and interregional push and pull factors
- regional ambitions
- the need for more higher educated and skilled people (Lisbon)



The human capital approach/ mechanisms that change the stock





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Specific problems related with the characteristics and size of a regional stock

- size of the workforce (too few people)
- demand of a certain economic or service cluster for a workforce of a certain size, age and education level
- mismatch in supply and demand
- loss of senior knowledge
- innovative capacity of the workforce (young, recently educated versus aging, risk avoiding workforce)





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Results

- Age and demographic scans (Twente and West Flanders)
- Make graduates aware of job possibilities in region (company visits) (Twente)
- Make students aware of job possibilities, for instance in the health care sector (East Flanders and Norway)
- Awareness for decision makers, research into specific problems, for instance factors that determine the employability of 50+ persons (Hamburg) or health (Groningen)





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- Keep older people in the workforce, tailor made solutions (wages, working hours, etc.) (Knutepunkt Sørlandet, West-Flanders)
- Make more young people interested in working in the care sector by using innovative solutions and knowledge and skills of older, experienced people (Groningen).
- Secure that the knowledge of employees stays in companies (Zeeland)
- Use silent workforce (inactive who are overlooked), e.g.:
 - Long term unemployed older people (Hamburg)
 - Part time working partners (Twente)
 - Immigrants (Knutepunkt Sørlandet, Flanders)





**Lengthening the retirement age
in the (near) future**





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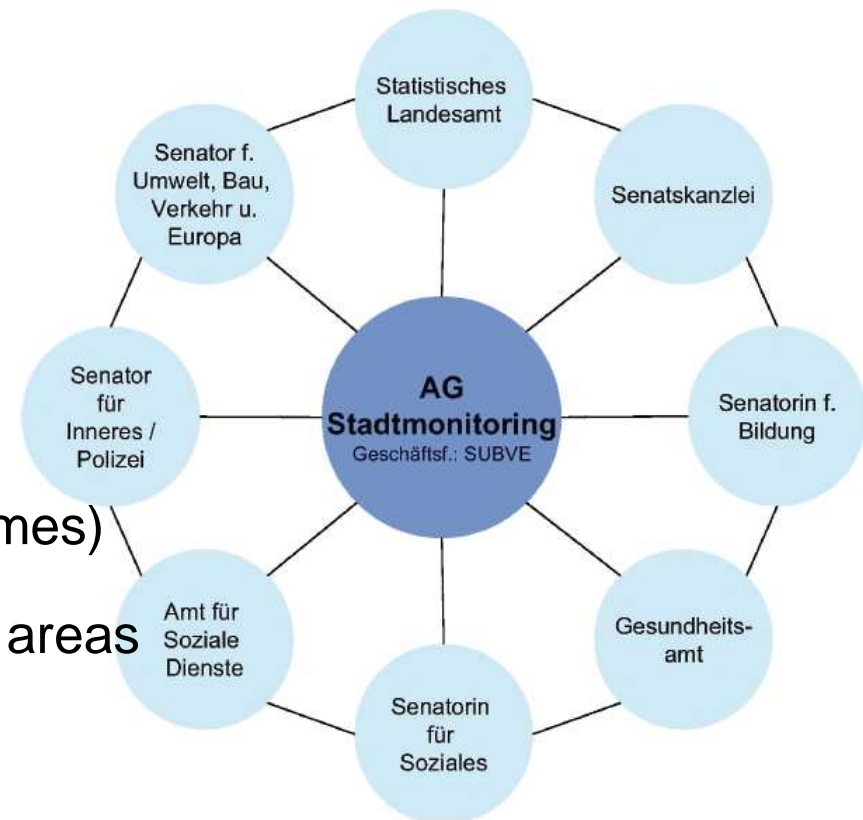
Monitoring

- University of Abertay Dundee (UAD): visualisation tools, communication and sensitizing
- Provinces of East- and West-Flanders: tailored empirical analyses, project monitoring, longitudinal monitoring
- Twente region: focus on strategic decision making, longitudinal data, (statistic downloads)
- Bremen region: social, demographic and spatial monitoring in urban context



Example: Monitoring System Bremen

- Network “Stadtmonitoring”
- Analysis of trends
(demography, poverty, etc.)
- Location planning
(schools, kindergarten, elderly homes)
- Studies for urban re-development areas



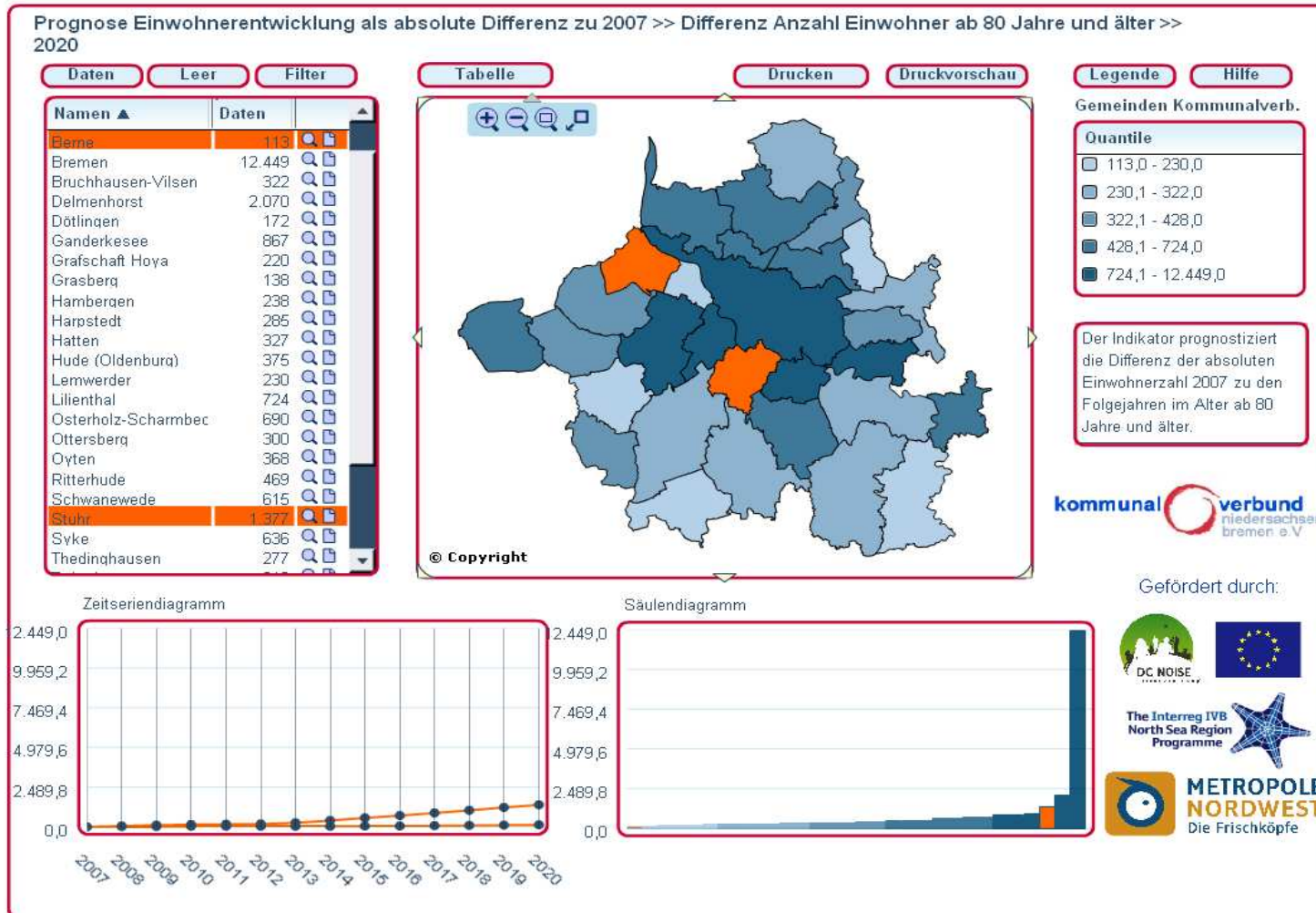


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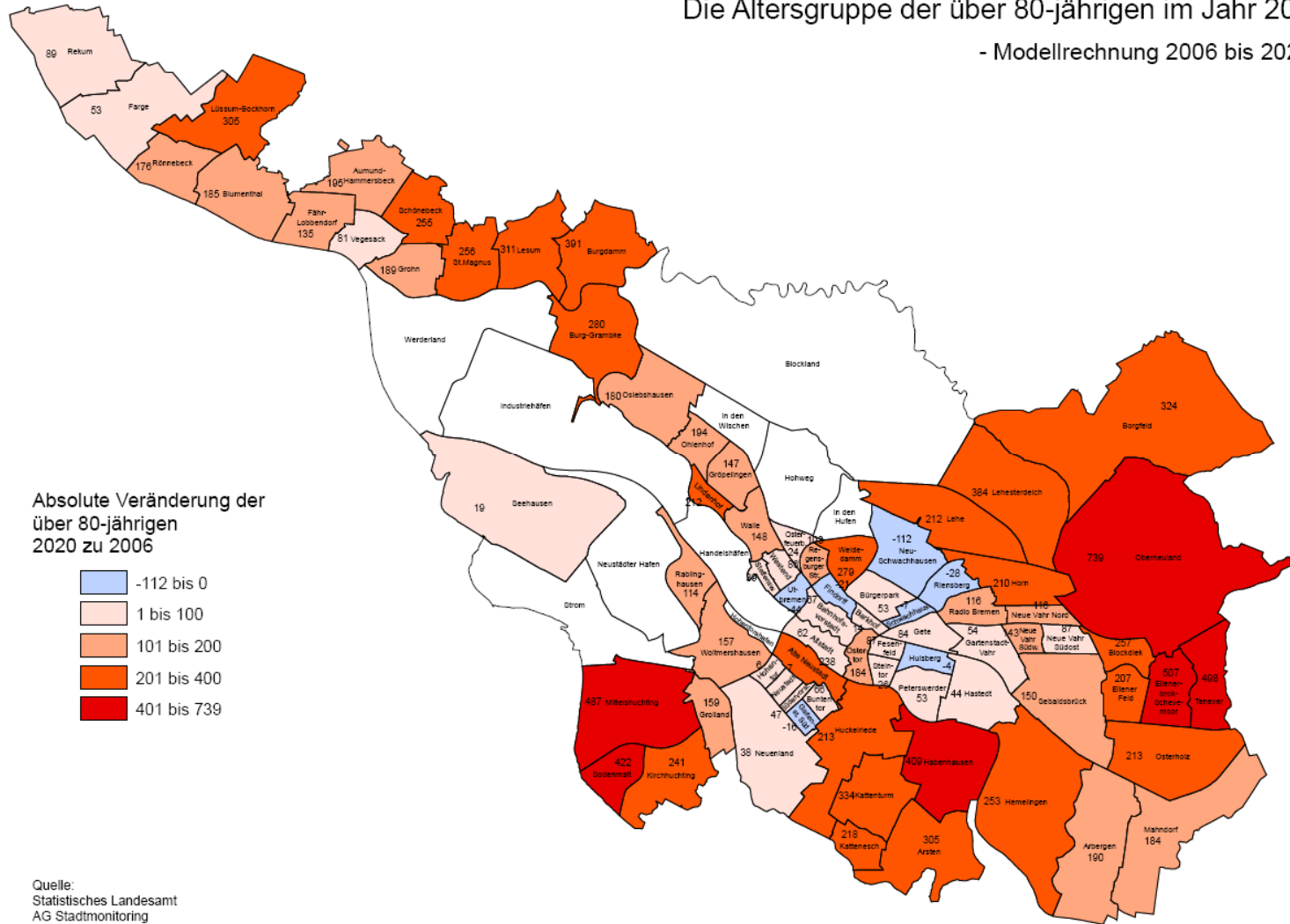


DC NOISE Monitoring

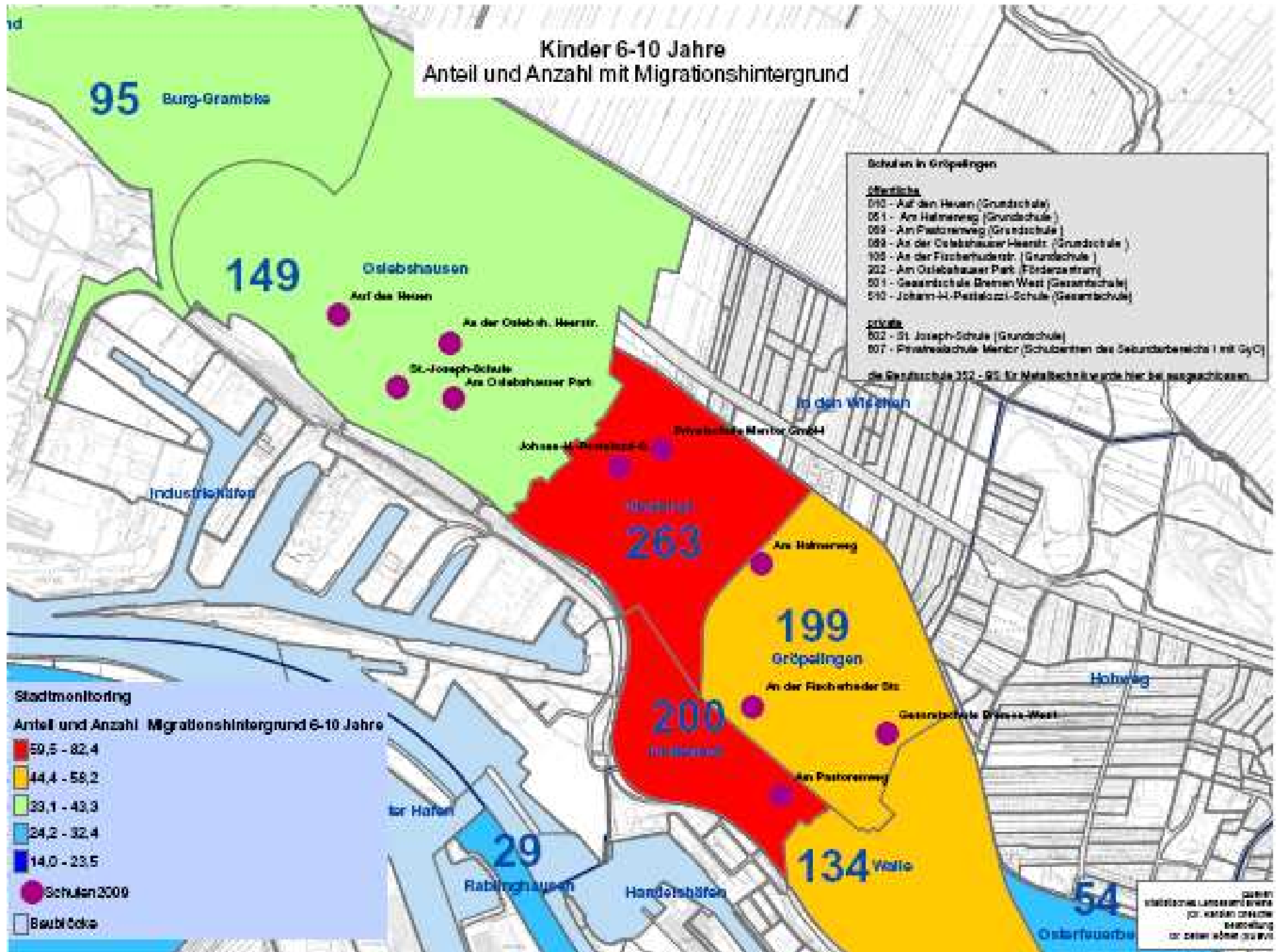


Demographic forecast

Die Altersgruppe der über 80-jährigen im Jahr 2020
- Modellrechnung 2006 bis 2020 -

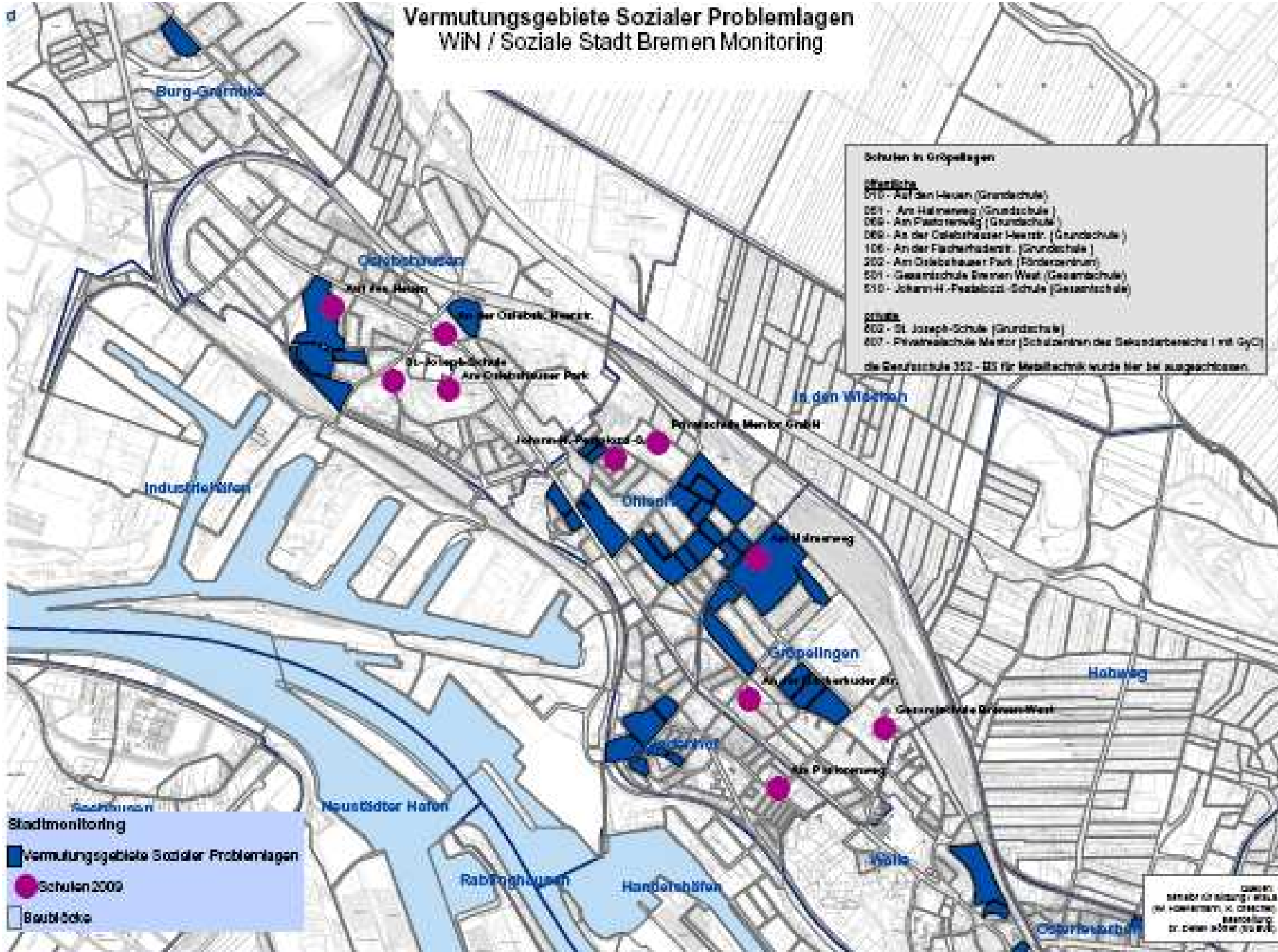


Kinder 6-10 Jahre Anteil und Anzahl mit Migrationshintergrund



d

Vermutungsgebiete Sozialer Problemlagen WIN / Soziale Stadt Bremen Monitoring



Schulen in Gröpelling:

öffentliche
 010 - St. den Heeren (Grundschule)
 001 - Am Halmenweg (Grundschule)
 000 - Am Pastorenweg (Grundschule)
 000 - An der Calabrothauer Heerstr. (Grundschule)
 100 - An der Fischerhaderstr. (Grundschule)
 202 - Am Orlowthauer Park (Förderzentrum)
 201 - Gesamtschule Bremen West (Gesamtschule)
 210 - Johann-H. Pestelock-Schule (Gesamtschule)

privat
 002 - St. Joseph-Schule (Grundschule)
 007 - Privatschule Mentor (Schulzentren des Sekundarbereichs I mit GyC)

die Berufsschule 352 - B5 für Metalltechnik wurde hier bei ausgeschlossen.

Stadtmonitoring

- Vermutungsgebiete Sozialer Problemlagen
- Schulen 2009
- Baublöcke

Quelle:
 Statistik der Bildung und Wissenschaft, K. Drechsel
 Bearbeitung:
 Dr. Peter Schöler (2010)



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DC NOISE results:

Easier for DC NOISE (sub) partners to cooperate:

- Network is strong and becoming stronger
- Methods and approaches are shared
- The first results are visible and therefore more recognizable

2010 and 2011:

- DC NOISE networks are strengthened: continue the good work: 'smart cooperation, also for the longer term'
- strengthen the cooperation with Vital Rural Area, Cities in Balance and Best Ager
- October 2010: the computer game will be online!
- 2011: an EU strategic paper on the labour market to influence EU policy and a transnational monitoring logbook





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More information?

The flyers



ost significant
Demographic
age, shrinking
population,
are!

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is in Europe. If
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ther regions is
is their policies



Activities

Implementation of activities within the field of the labour market, housing and service provision as well as raising awareness, monitoring and adaptation strategies for areas of significant population change are recognized by DC NOISE partners as the common priorities. Actions will function as triggers and good examples in the process. Through the implementation of 24 demonstration pilots and 3 transitional pilots several deliverables are expected.

For example:

- 50+ employment: senior policy, a job-seeker instrument, change in mentality towards retirement age, innovative methodology to transfer company specific core knowledge of older employees.
- Housing and (care) services: new housing concepts combined with care and quality of life of the elderly, measures to prevent suicides/accidents, analysis of ICT impact on day-to-day life.
- Novel communication strategies to effectively increase stakeholders awareness and understanding of demographic change, using a transferable visualisation tool to generate scenarios identifying effects of policy implementation.

You can find more information about the activities at www.dcnoise.eu



The website:

www.dcnoise.eu

DC NOISE final conference:
March 29 2011 in Bruges, Belgium.





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**Thank you for your attention
I wish you all a very inspiring conference!**

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