

# Establishing New Urban-Rural Partnerships: Regional and Individual Approaches

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## Approach in the New Bridges

- Conceptualisation of the QL approach
- Positioning macro (planning) level and micro (individual) level
- Comparison of individual preferences of QL to existing policies and strategies and their implementation
- Meaningful definitions and approaches of QL in various urban-rural contexts

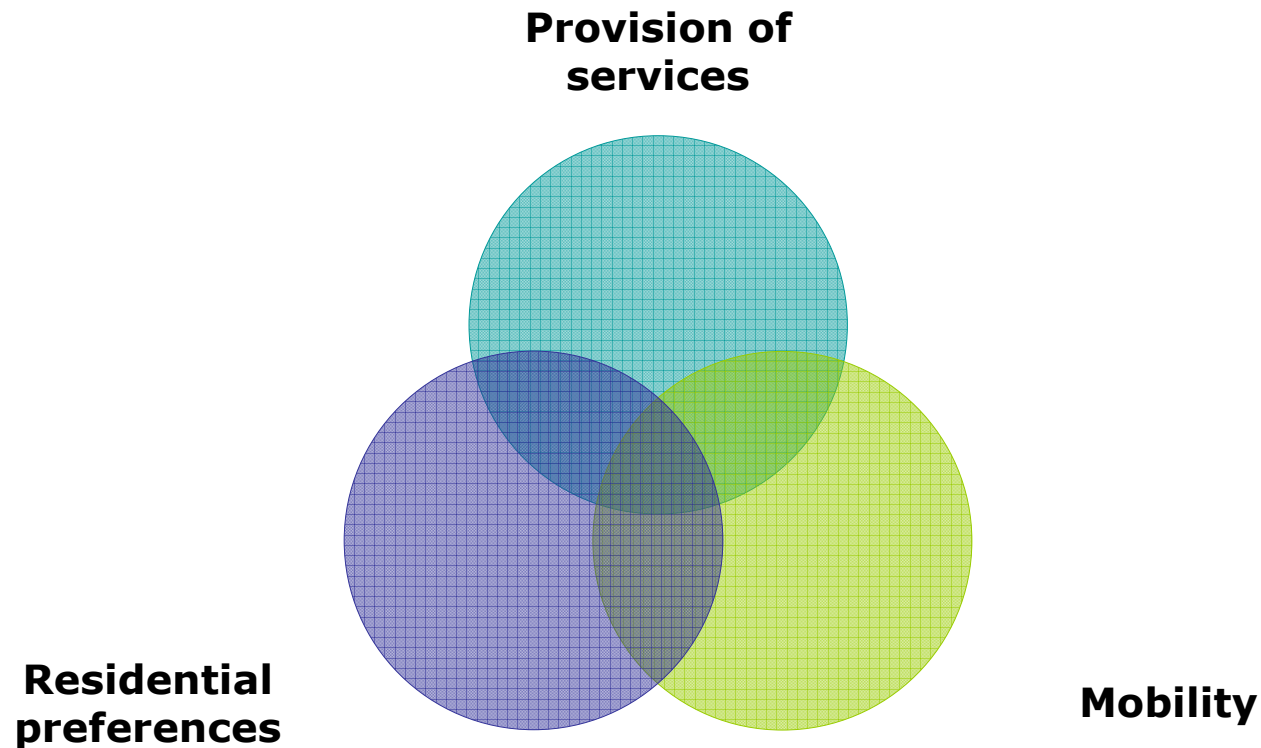
## Increasing Interest to QL

- QL is not directly related to material wealth
- Awareness of the other factors influencing individual well-being
- Relationship between individuals and everyday living environment
- Individual perceptions and appraisals in the centre of debate

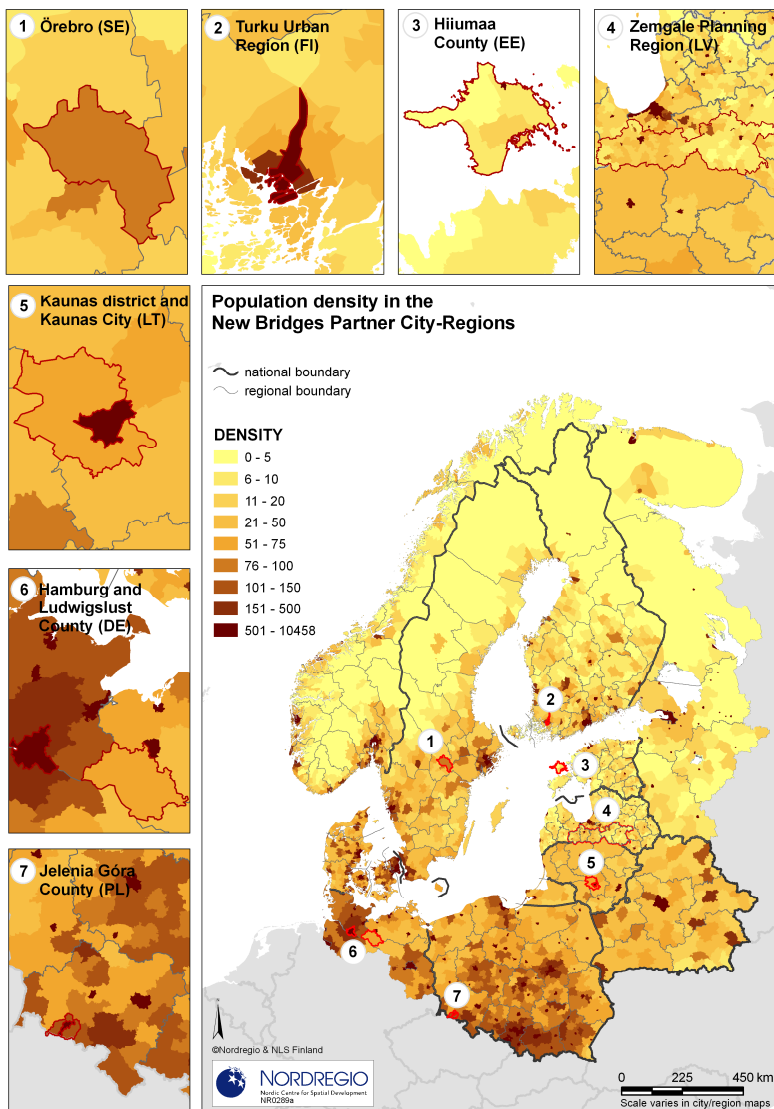
# Quality of Life and Challenges in Policy Making

- Broadly used by general public and policy makers
- Important dimension in various policy fields
- Requirement to pay closer attention to QL
- Managing QL in the frameworks of urban-rural interaction have been rather limited

## Three elements of QL in the NEW BRIDGES -project

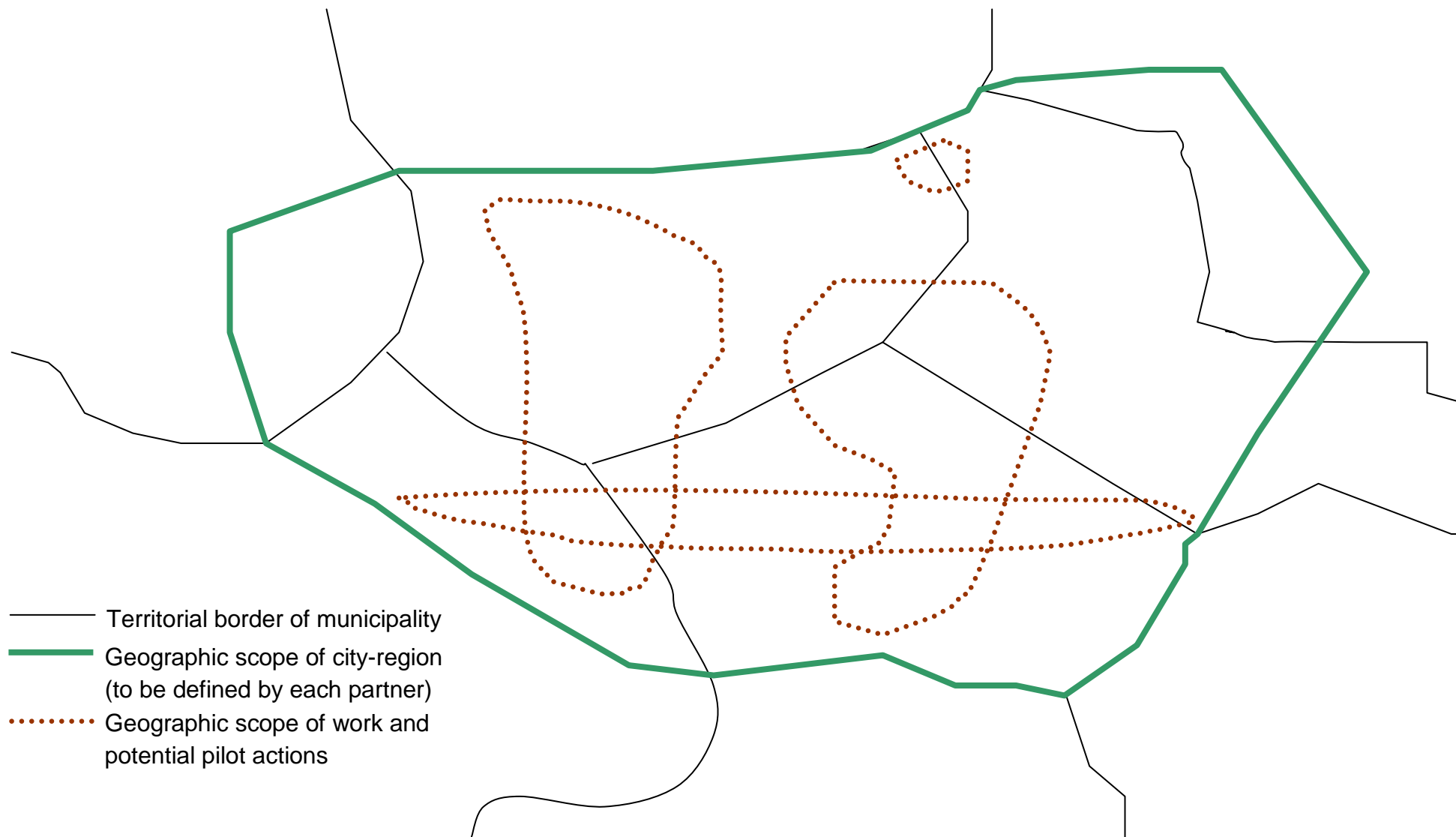


## Participating City-Regions



- Diversified city-regions
- Common features exists
- There are concepts and policies to match

## Territorial Scope



## Individual Aspects and Policy Making

- QL reflects the public interest – strengthening by involvement of individuals (urban - rural)
- Individual aspects tend to be drowned in regional plans and strategies
- “Planning machine” does not contain coherence modes of policies (urban – rural)
- Effects of “relative vulnerability” of QL
  - on the well-being of the people (as being consumers, entrepreneurs etc.) living in these city-regions
  - on the attractiveness of the city-region as such to e.g. attract further inhabitants, business, capital



## Strengths and Weaknesses

- Diversified approaches between urban-rural areas, in some cases may be opposing, e.g. local identity
- Provision and accessibility of services in urban areas/ in rural areas
- Transport infrastructure weak in rural areas, well-functioning in urban areas → more efficient urban-rural connection needed
- Typical lacks: Integrated Strategies, common policies, communication and cooperation in order to tackle problems

## Crucial Questions

- Vital is to map and understand dimensions of quality of life
- Emphasise the mixture of factors effecting Quality of life
- Investments in quality of life will improve the prerequisites for economic growth
- New urban-rural lifestyles
- Comprehensive quality of life in city-regions

**THANK YOU FOR YOUR ATTENTION**

**Questions & Comments**



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## Making QL as a Policy

- Choices are reflections of QL
- Choices are based on interpretations and preferences
- Challenge is to enable people to make “right” choices
- Choosing own individual lifestyle



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