

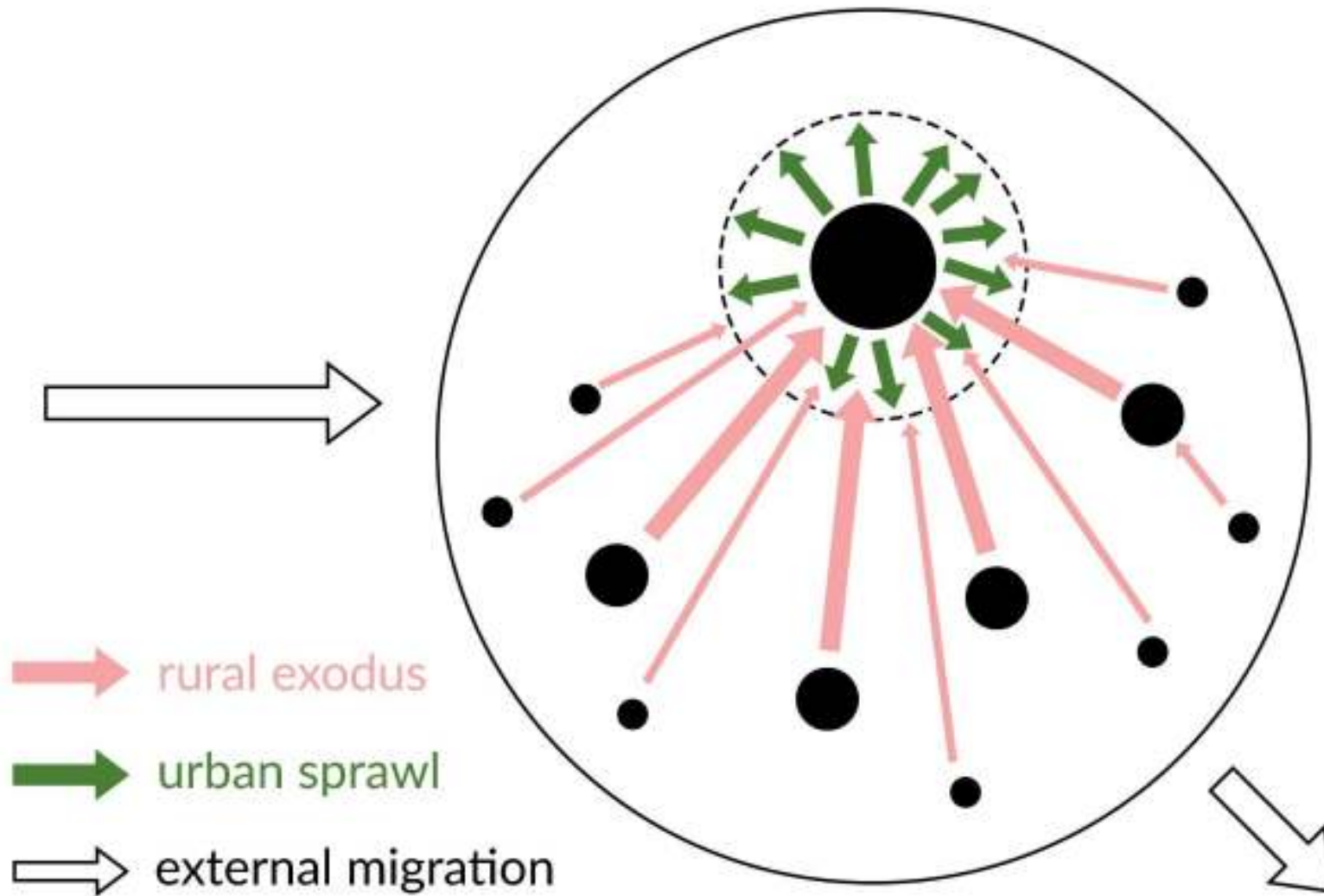


ProtoTowns

Helping rural areas find their **star!**

Inta Jansone | Konstantin Jerosin | Sten Juur | Szymon Król

Problem description- RURAL EXODUS



Actors:

- people staying in rural areas
- people living in and moving to metropolitan regions
- local and state governments
- entrepreneurs and service providers

REASONS for the rural exodus

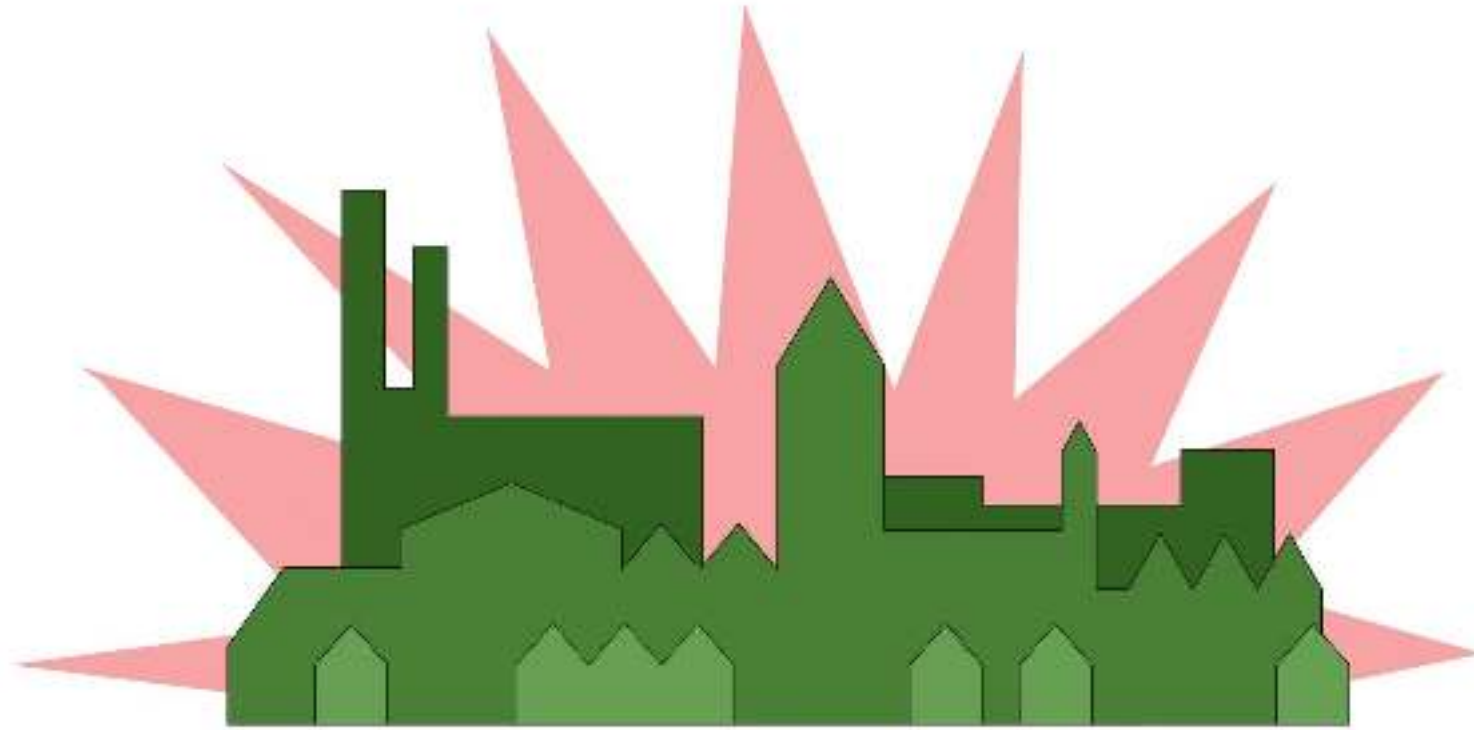


Photo by: A. Ufartas

Unemployment
Lack of services
No perspective



Settlements and
communities losing
a sense of purpose



ProtoTowns – helping rural areas find their star!

A clearly stated goal that helps the town discover a new meaning for itself.



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

LOCAL SCALE – case study of Prienai



Photo by: Prienai Municipality

Basic information:

- 100 km from Vilnius and 39 km from Kaunas
- Past economic profile: paper industry & aviation
- Population change:

2011 – 9 867

2018 – 8 610

(- 1297 people in 7 years)

LOCAL SCALE – case study of Prienai



Photo by: E. Genis

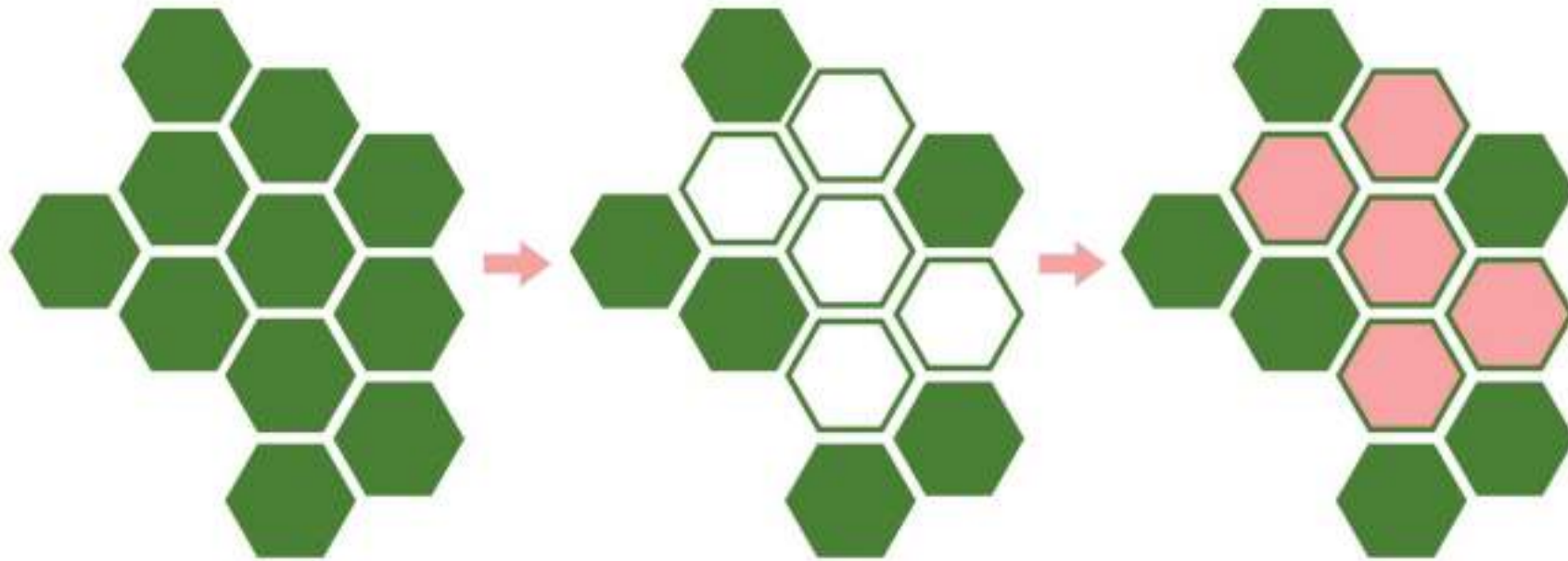
Analysis

- Economical profile
- Statistics
- Consultations
- Town hall meetings

Goal:



LOCAL SCALE – case study of Prienai



Next steps:

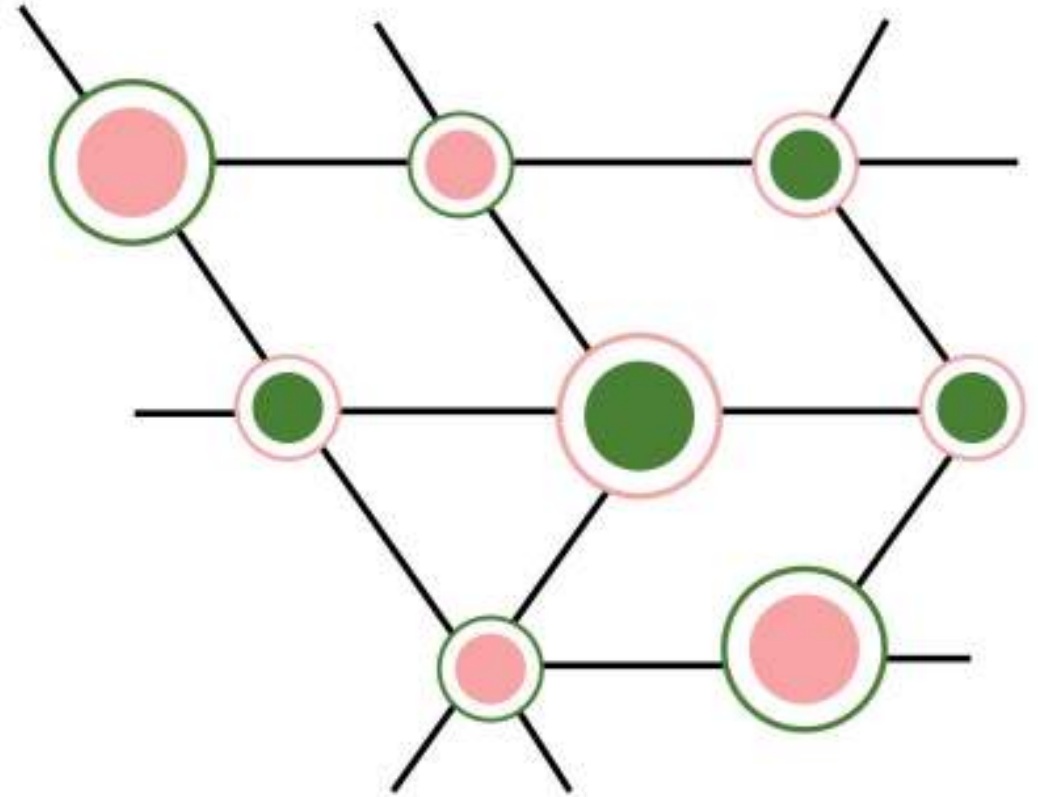
- Optimisation (existing resources)
- Investment (external funds)
- Regeneration (re-use of abandoned space/infrastructure)

LOCAL SCALE – case study of Prienai



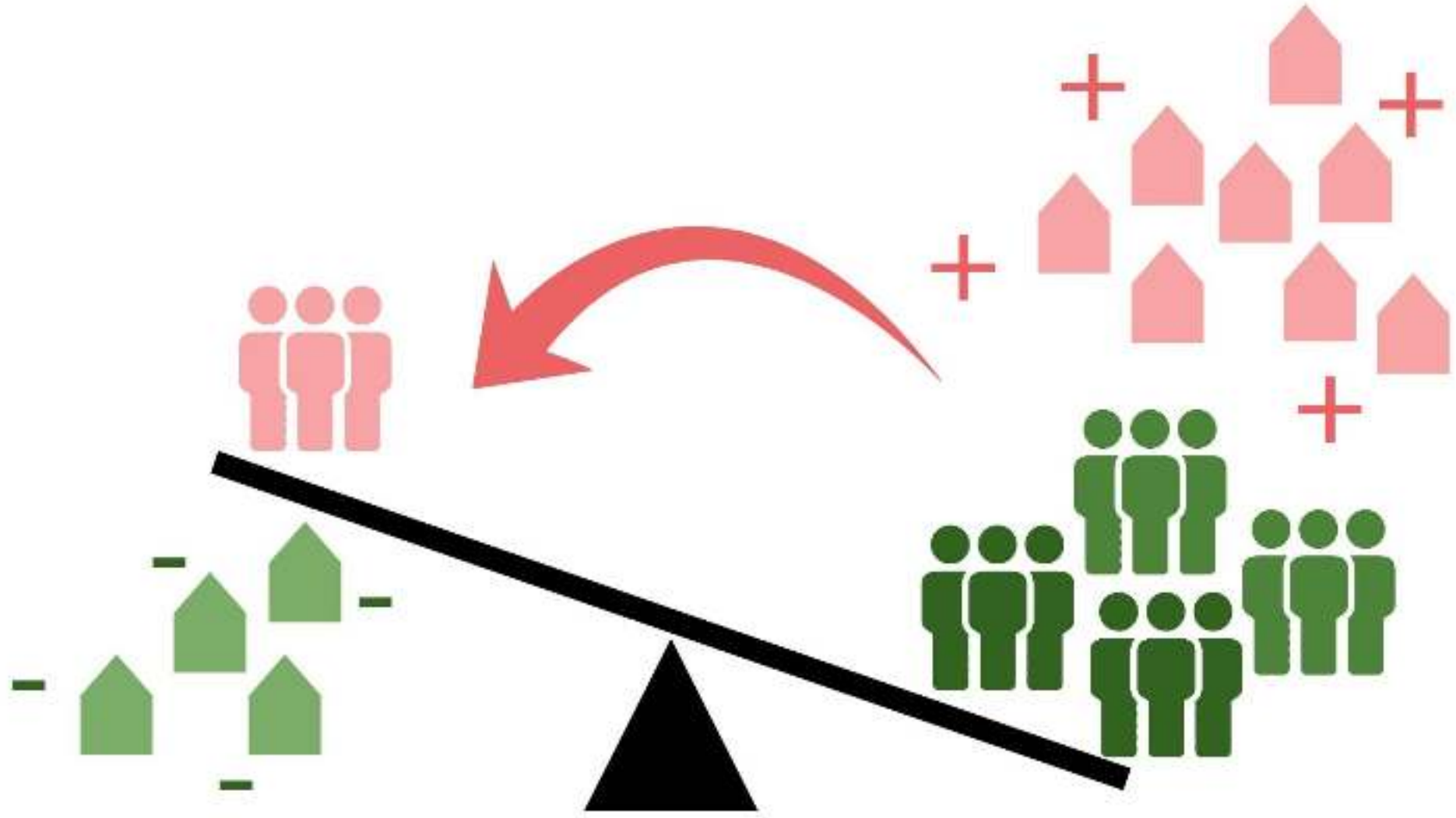
... and, of course, **evaluation!**

MACRO-SCALE actions

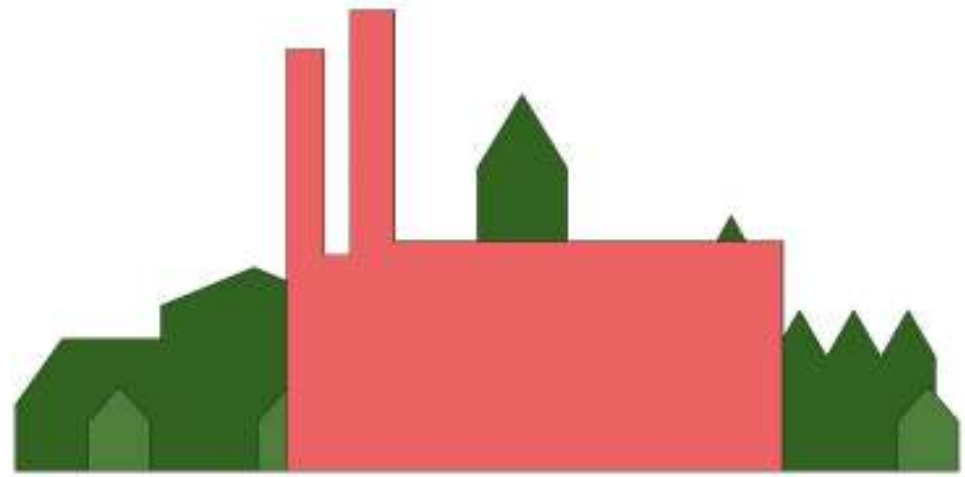


- Supporting regional policies
- Creating network of ProtoTowns

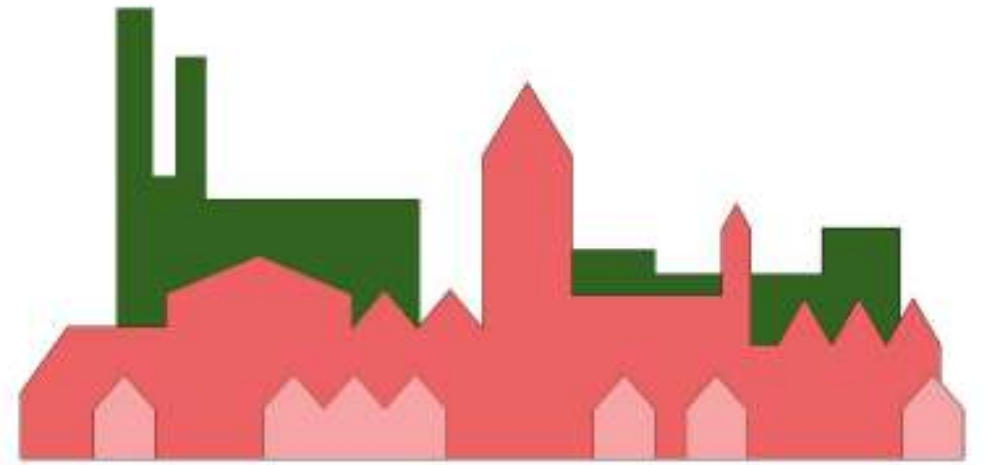
Effect: regaining BALANCE



What makes the project DIFFERENT?




MonoTowns



ProtoTowns


Inta Jansone (Latvia)
Konstantin Jerosin (Lithuania)
Sten Juur (Estonia)
Szymon Król (Poland)

Konstantin Jerosin(LT)
Inta Jansone(LV)
Sten Juur(ES)
Szymon Król(PL)


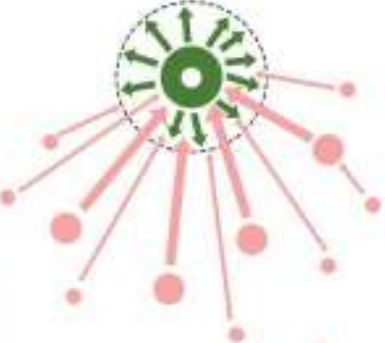


ProtoTowns


Helping rural areas find their star



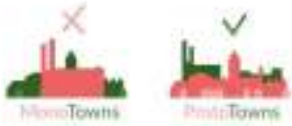
rural exodus: urban sprawl



Can the balance be restored?




A town with a vision



HomoTowns ProtoTowns



Rural network -
of ProtoTowns
in 2028



Original Depopulated Regenerated

Thank You very much
for Your attention!