

# Regional collaboration on the theme of migration / demographics for maintaining employment and tax base

Project partners:

- Region of Jämtland Härjedalen/Sweden
- Regional Council of Kainuu/Finland
- Fjordungssamband, Vestfirðinga/Iceland

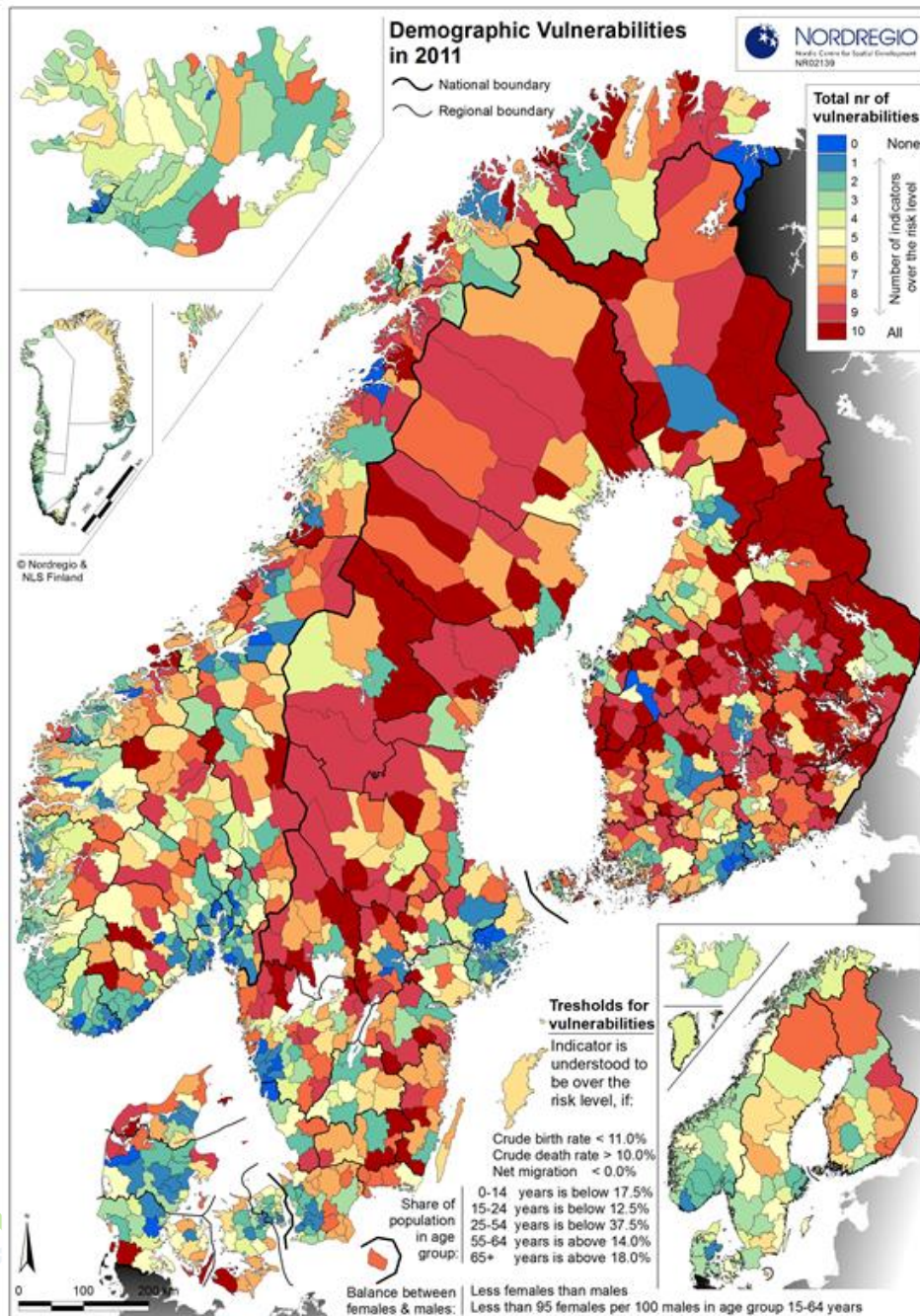


# Project aim

The project aims to take a **holistic approach** to break the population decline for maintaining tax-funded welfare for citizens and an attractive business environment.

The approach includes a **political commitment** from politicians and policies, a **sound methodology** including regional/municipal stakeholders and continuous analysis and **statistical follow-up** of the work.





# Work Methodology

## Meetings

- Monthly meeting with delegates from the municipalities
- Meeting with regional actors

## Inventory

- local, regional and other public and private stakeholders
- former projects and programmes

## Interviews and questionnaires

## Partner communication



# Results: the Nordic perspective

- Huge amount of **unemployment**, especially long term
- Need for more involvement and actions from **employees**.
- **Youth unemployment** : Need for more accessibility of information and job vacancies.
- Need for **increasing integration** and make the information more accessible to international public.
- Promote the area as an **attractive places**
- **Specifics tools and training** to tackle the demographic challenge (web and statistics)

# Results: improvement

There is a need for **increasing and improving cooperation and communication** in a regional stakeholders cooperation group to:

- Maintain exchanges of experiences, dissemination of information and create inspiration.
- Allow for emergence of long term strategies and policies.
- Take advantage of former solutions, working methods and tools instead of creating many new ones.
- Free electrons must be avoided as they restrain an effective cooperation work and weaken communication between the different stakeholders in demographic

# Long term effect of the project

**Cooperation and communication** have been identified as a **key tool** so far that in the partner regions.

Long term local project groups have been created and aims to establish and implement plans of actions in order to address demographic challenges.



# The Challenges

“peripheral and remote communities on the northern margins of Europe” (NPA-Programme)





# The Challenges

Dealing with global trends, national policies  
and regional attitudes



# Conclusions

- Providing the people with **good living environment**
- **Promoting** of the area by establishing an effective marketing process and social network.
- Make **working information**, job vacancies or professional opportunities more accessible/visible
- Creation of group composed of **local and regional stakeholders** that would be involved and dedicated to address the demographic challenges
- Create and **fund a single desk** that will be responsible for new residents moving to the region

# Aiming for the future

The value of this project is to incorporate the different initiatives into **a common methodology that can be used to solve problematic development in the participating regions**, the challenge is both to have an attractive environment for visitors and tourists, and also have something to offer in terms of job, schools and healthcare to make people move.



# Thank you

