



The Interreg IVB NSR project DC NOISE (Demographic Change: New Opportunities In Shrinking Europe) started in June 2008 and now shows its first results

Besides climate change and globalisation demographic change is recognised as one of the most significant challenges facing Europe and its regions. In DC NOISE 9 partners are experimenting with new approaches and share best practices throughout the North Sea Region.

These partners are the Region of Twente (Lead beneficiary), Province of Zeeland and the Province of Groningen in The Netherlands. The Province of West- and East-Flanders in Belgium, Knutepunkt Sørlandet in Norway, the City of Hamburg and Bremen region in Germany and the University of Abertay Dundee in Scotland.

### Awareness

The 9 European regions in DC NOISE have reached the phase in which prognoses of demographic decline are made available and can be discussed. Several partners successfully increased the awareness of demographic change by organizing regional conferences and dialogues. As a result, the topic moved into popular debate on a regional and national level. One conclusion so far is that a coordinated policy is not yet existing and that demographic change can not solely be tackled on the local policy level.



Banner used by West-Flanders.  
How do I keep knowledge/competences in the company?

### Labour market

A major theme in DC NOISE is the issue of 50+ employment and future labour market shortages. To gain more insight in the processes concerned several DC NOISE partners organized interviews, risk analysis, braindrain prevention and pilot activities.

Partners in Norway, Flanders and the Netherlands focus especially on health care related challenges, because of the decrease of the number of (young) people available to work in the health care sector and also with the aim to keep elderly in their familiar environment as long as possible. Activities involving developments in ICT (helpdesk, domotica) and founding regional service structures (i.e. meals, transport, nightly checks) for elderly relieve the burden of caretaking relatives and friends.

### Monitoring

The DC NOISE partners develop a common definition of monitoring and share experiences concerning demographic change, while stressing the importance of finding suitable indicators for each regional context. One of the findings of the VUB (Free University of Brussels) learned that in most cases internal migration is a major factor in regional demographic change. The visualisation tool which is being developed by the University of Abertay Dundee to allow stakeholders to understand, interact with and influence decisions in response to demographic change is transnationally applicable. Through the use of a novel computer gener-ated 3D model, scenarios identifying different effects of demographic change policy imple-mentation will be developed to communicate complex data to wider stakeholders.



Novel communication tool developed by the University of Abertay Dundee.



### Housing and service provision

Several DC NOISE partners search for solutions to deal with population decline. This is clearly revealed in the issue of innovative housing. Strong ageing processes need solutions to accommodate elderly with special needs. To avoid pauperization in neighbourhoods with a decreasing number of inhabitants, several experiments have been implemented. For example: a housing ambassador in Sluis (Zeeland), neighborhood planning competition and workshops in Bremen and best examples on a transnational scale have been gathered and are presented through the transnational housing atlas ([www.housing-atlas.eu](http://www.housing-atlas.eu)).

A woman uses the innovative facilities in DuViTo Service Centre in Kristiansand, Norway.

More results are disseminated through the website [www.dcnoise.eu](http://www.dcnoise.eu) and a DC NOISE computer game which will be online in September 2010.



# our way towards a better future

## FIRST RESULTS

Demographic Change: New Opportunities in Shrinking Europe



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