

DC NOISE

Demographic change: New Opportunities in Shrinking Europe

It's your future!

Roos Galjaard
Transnational project leader





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North Sea Region
Programme



DC NOISE:

Demographic Change: New Opportunities In Shrinking Europe

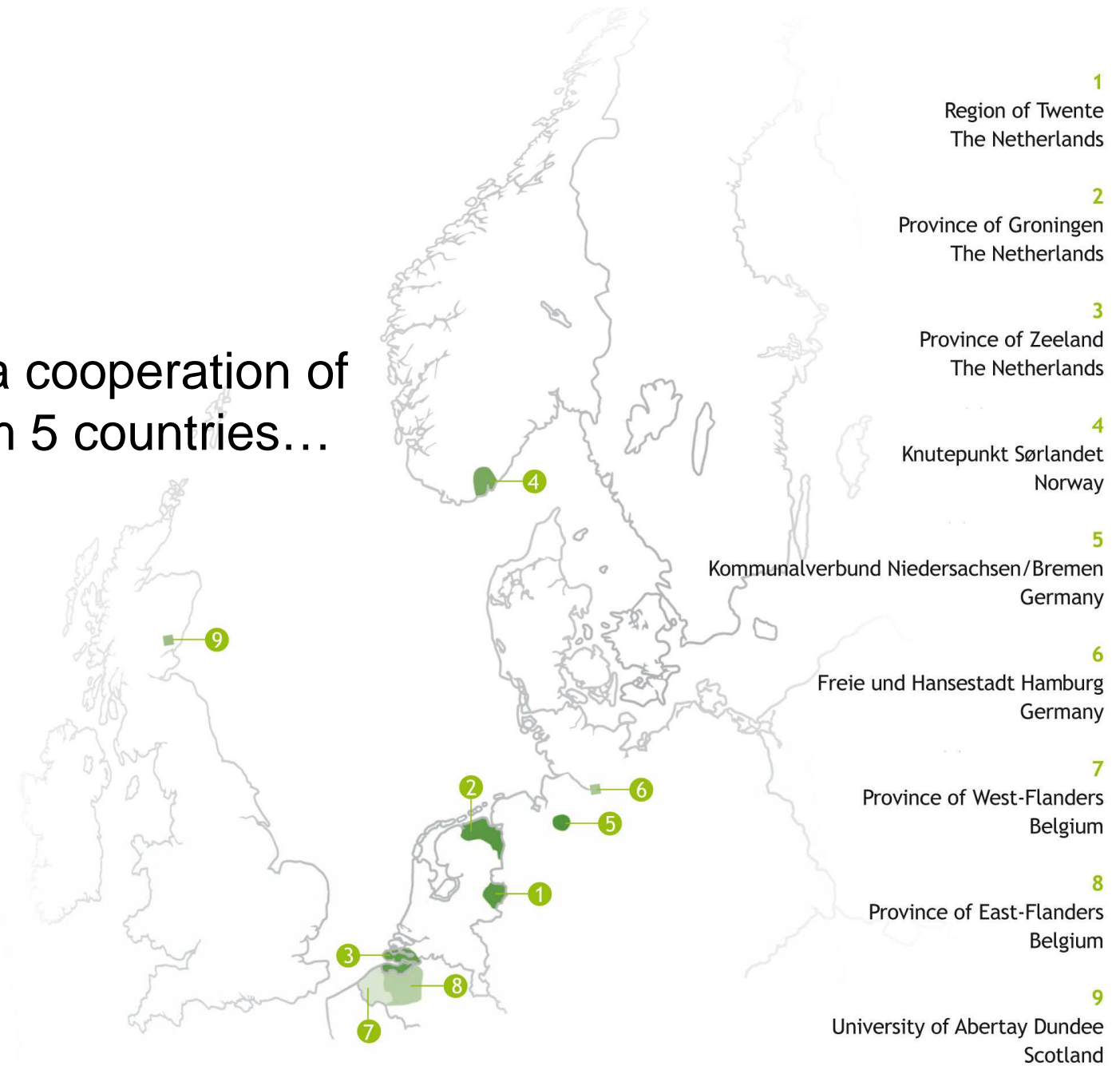
DC NOISE is an Interreg IVB North Sea Region project
Lead beneficiary is the Region of Twente, NL

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...

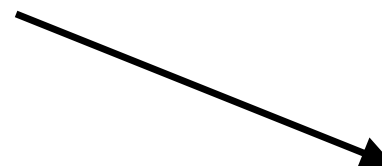


... all dealing with demographic change

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



....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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A lot of results already...



Spatial variation of demographic change in Hamburg

mentorordning
i Vennesla kommune



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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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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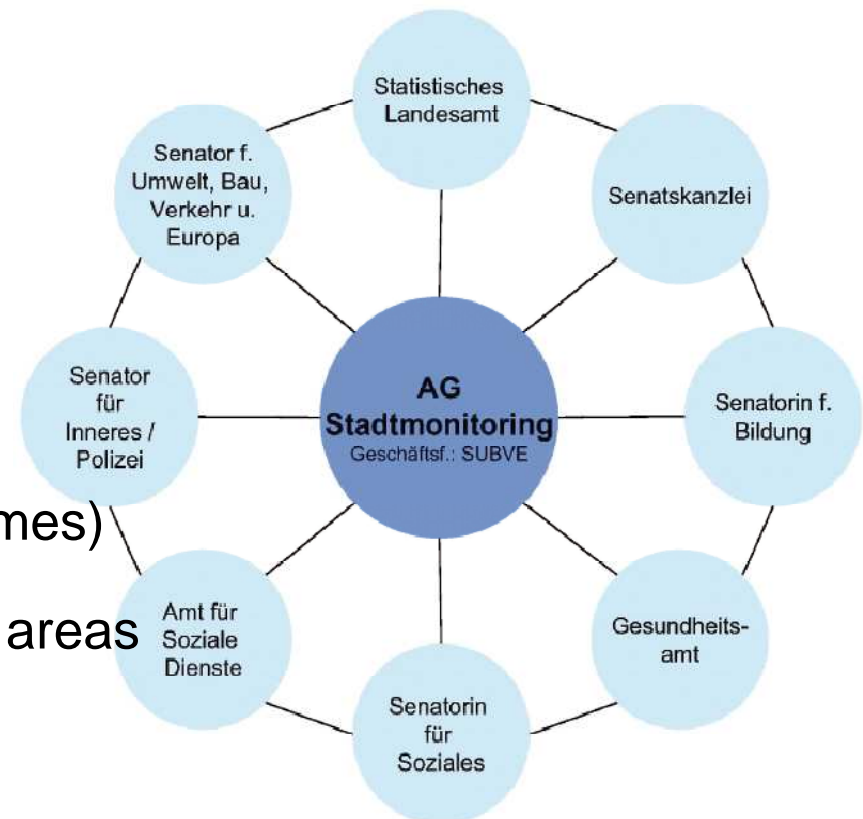
Monitoring

- 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





DC NOISE
demographic change

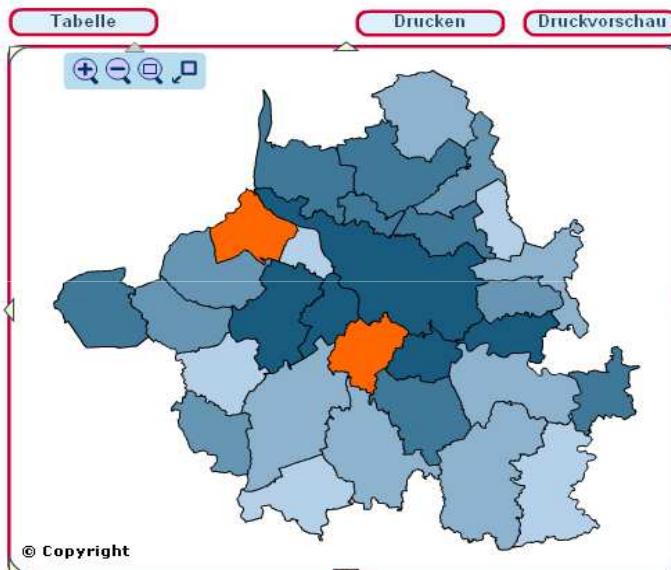
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DC NOISE Monitoring

Prognose Einwohnerentwicklung als absolute Differenz zu 2007 >> Differenz Anzahl Einwohner ab 80 Jahre und älter >> 2020

Namen ▲	Daten	
Berne	113	
Bremen	12.449	
Bruchhausen-Vilsen	322	
Delmenhorst	2.070	
Dötlingen	172	
Ganderkesee	867	
Grafschaft Hoya	220	
Grasberg	138	
Hambergen	238	
Harpstedt	285	
Hatten	327	
Hude (Oldenburg)	375	
Lemwerder	230	
Lilienthal	724	
Osterholz-Scharmbeck	690	
Ottersberg	300	
Oyten	368	
Ritterhude	469	
Schwanewede	615	
Stuhr	1.377	
Syke	636	
Thedinghausen	277	



Legende	Hilfe
Gemeinden Kommunalverb.	
Quantile	
113,0 - 230,0	
230,1 - 322,0	
322,1 - 428,0	
428,1 - 724,0	
724,1 - 12.449,0	

Der Indikator prognostiziert die Differenz der absoluten Einwohnerzahl 2007 zu den Folgejahren im Alter ab 80 Jahre und älter.

kommunalverbund
niedersachsen
bremen & V

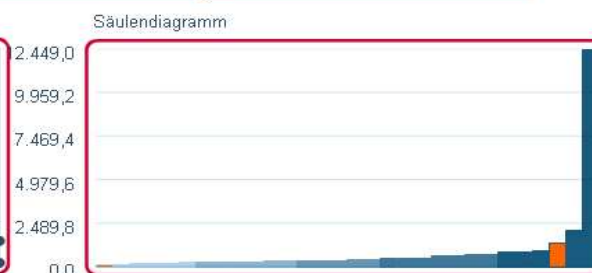
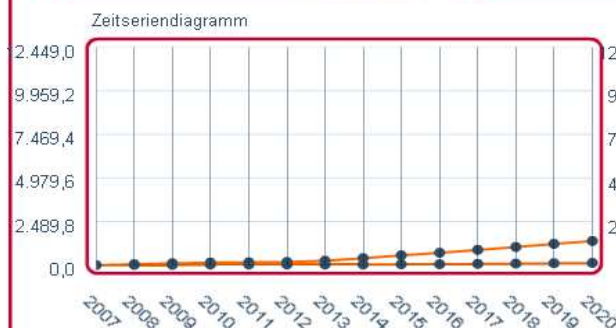
Gefördert durch:



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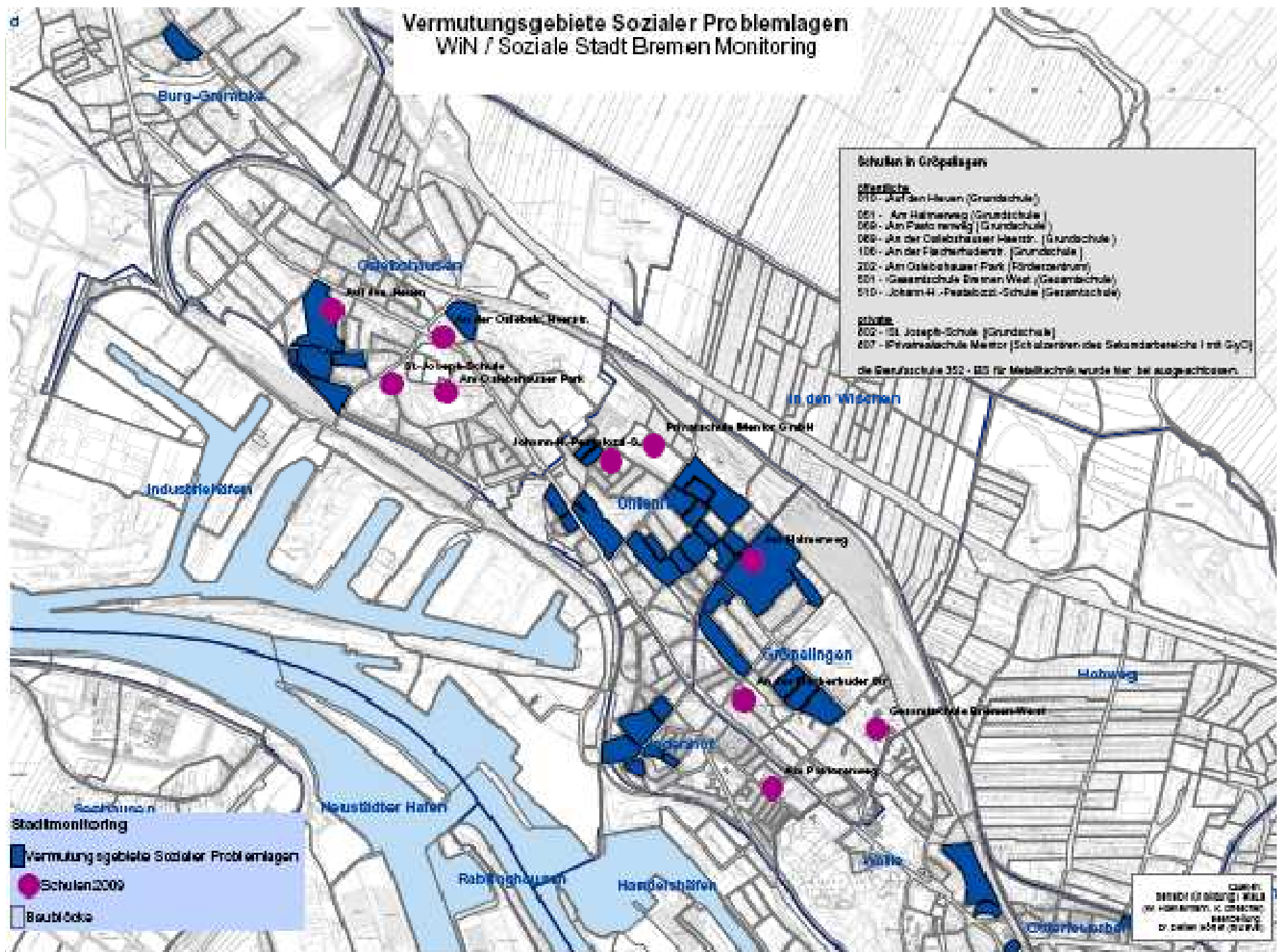


**METROPOLE
NORDWEST**
Die Frischköpfe



- Modellrechnung 2006 bis 2020 -





Service provision

House visits & senior advisors

- house visits to picture the needs of the elderly
- nightly visits as new services for the elderly
- 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

- neighbourhood service centres offer computer courses for senior citizens
- ICT service point for senior citizens staffed by students
- 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





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Labour market

- Age and demographic scans (Twente and West Flanders)
- Make graduates aware of job possibilities in region (company visits) (Twente)
- Secure that the knowledge of employees stays in companies (Zeeland)
- Keep older people in the workforce, tailor made solutions (wages, working hours, etc.) (Knutepunkt Sørlandet, West-Flanders)





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





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- Make more young people interested in working in the care sector by using innovative solutions and knowledge and skills of older, experienced people (Groningen).
- Use silent workforce (inactive who are overlooked), e.g.:
 - Long term unemployed older people (Hamburg)
 - Part time working partners (Twente)
 - Immigrants (Knutepunkt Sørlandet, Flanders)
- Awareness for decision makers, research into specific problems, for instance factors that determine the employability of 50+ persons (Hamburg) or health (Groningen)



Re-Integration of longterm unemployed elderly into the labour market

Research by: Anne Mörbitz & Berit Martens
PlusPunkt GmbH Hamburg



Investigation of the project mitnmang
-Initiative für Arbeit 50 plus –
Federal employment project
since 2005



Support of Mitnmang

- Develop personal abilities and vocational skills
- Building peer groups
- Working out a realistic job perspective
- Support in developing a professional behaviour in the application process



Attitude of jobseekers as the most important factor:

- Personal identification with working in general
- Self confidence
- Positive work experience
- There is a discrepancy between the positive attitudes of the employers and the real employment situation on the German labour market
- The lack of involvement with demographic change is not the only reason
- 2/3 would consider hiring 50 + people with government grants





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Service provision and mobility of the elderly - Hamburg

Demographic Change and Planned/Supported Urbanity -
University of Hamburg, Institute of Geography

Research questions

1. Do different urban settings have an impact on spatial behaviour?
2. What could/should be done by urban professionals in order to improve the living conditions of elderly people?

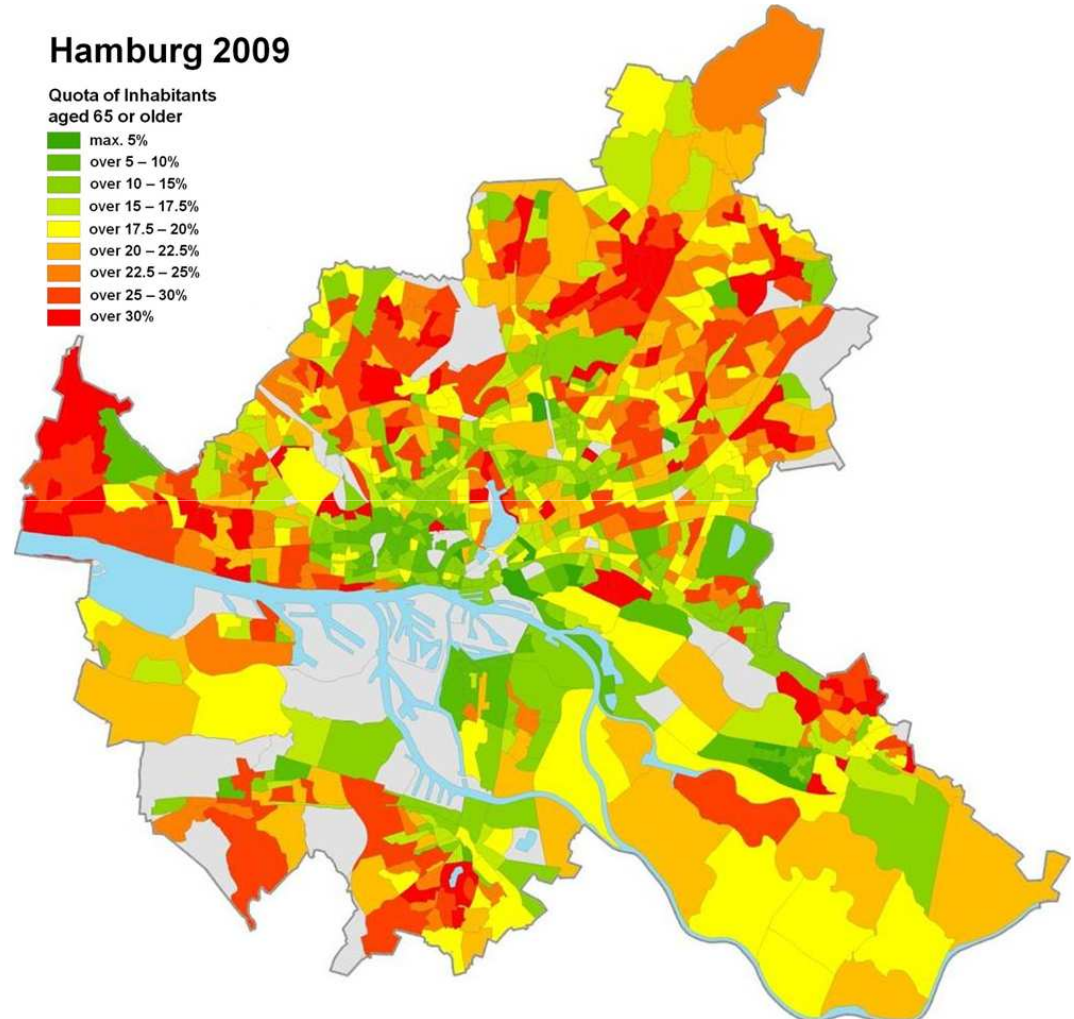


Preliminary results

- Concentration of the elderly in the monofunctional suburban districts
- The mobility of the elderly is concentrated on the home environment
- Growing importance of local facilities (e.g. medical service, shopping opportunities) in these areas

Hamburg 2009

Quota of Inhabitants
aged 65 or older



Mobility for older people in the New Altona green corridor Hamburg, Altona-Altstadt

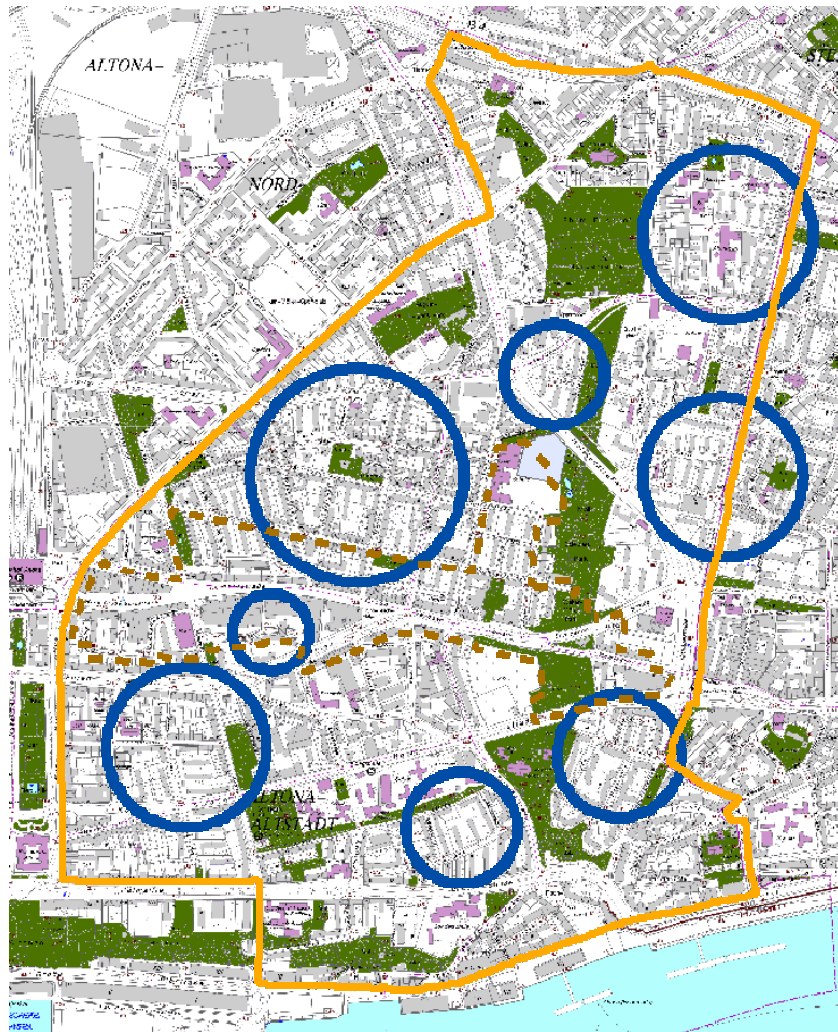
Apart from suitable housing the elderly in urban areas need:

- diverse surroundings with attractive and accessible public open space (for strolls, cycling, play, movement and sociability)
- supply facilities within easy reach for daily needs (shopping, visiting the doctor, public transport, local cultural facilities)
- reliable neighbourhoods (communication, sociability, support)





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- The needs of elderly people regarding public open space will be identified by means of public consultation.
- Measures and priorities for implementation will be developed further in co-operation with the elderly and institutions. Multi-generational aspects are considered.





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Final remarks



General lessons learned:

- Raising awareness takes time, but necessary to create carrying capacity to be able to actually implement the activities.
- EU umbrella makes it easier for politicians to cross regional borders (also mentally).
- Creating commitment through showing the urgency, have appealing leaders, visualise.

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





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Prospects for 2011

Prolonging DC NOISE until Dec. 2011.

DC NOISE networks are strengthened: continue the good work: 'smart cooperation, also for the longer term'

DC NOISE computergame online
EU strategic paper on the labour market
A transnational monitoring logbook

Strengthen the cooperation with Vital Rural Area, Cities in Balance and Best Agers





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More information?

The flyers



ost significant
Demographic
age, shrinking
opposition,
are!

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n 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 transnational 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 loneliness/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:
SEPTEMBER 2011 in Bruges, Belgium.



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**Thank you for your attention
I wish you all good luck with your projects!**

contact:
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