

DC NOISE

Demographic change: New Opportunities in Shrinking Europe

It's your future!

Roos Galjaard, projectmanager!





The Interreg IVB
North Sea Region
Programme



DC NOISE

or...

**...transnational cooperation to deal with
transnational issues resulting in
transnational solutions!**





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DC NOISE:

Demographic Change: New Opportunities In Shrinking Europe

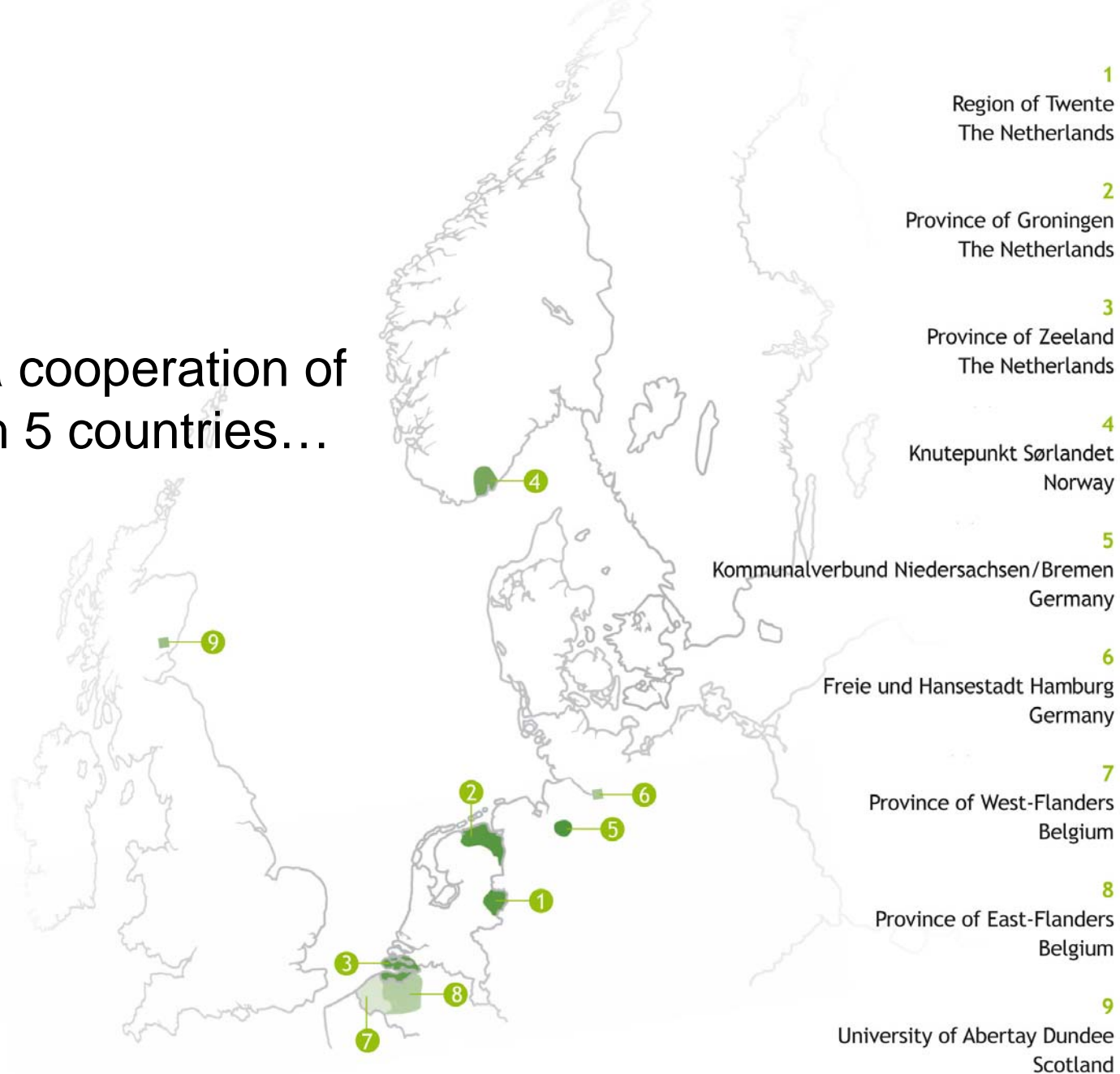
DC NOISE is an Interreg IVB North Sea Region project
Lead beneficiary is the Region of Twente, NL

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



Focus on shared transnational issues/ challenges in DC NOISE:

Politicians and policymakers are used to make decisions on a base of growth, not decline.

The challenge is to **raise awareness** of the consequences of demographic change and switch to an increased focus on quality instead of quantity.



Focus on shared transnational issues/ challenges in DC NOISE:

Ageing and a shrinking labour force will demand both public and private employers to innovate their 'production'. At the same time human capital is lost.

The challenge is to find solutions for the negative effects of demographic change on the **labour market**.



Focus on shared transnational issues/ challenges in DC NOISE:

The need for health care is growing,
while the labour force is declining
The ageing society has changing
needs and demands.

The challenge is to maintain
liveability and quality of life, including
an adequate **service provision**, also using ICT-solutions.



Focus on shared transnational issues/ challenges in DC NOISE:

First 'losers' will be the nowadays already
less attractive and peripheral regions.
Profits from new housing developments
are limited in declining regions.
Financial resources are harder to find.



The challenge will be to find **innovative housing** concepts
to cope with the new reality.





The aim of DC NOISE

The central aim of the project is to ensure that the North Sea Region is ready to cope with the new demographic future.

That means both dealing with the negative effects of demographic change and at the same time taking advantage of the chances offered by this process.



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



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.



DC NOISE is a boost to the process of change!

But how??



DC NOISE transnational cooperation:

- A. In the process: development of strategies, raising awareness, participation, cooperation with stakeholders.

- B. Through demonstration pilots on labour market, innovative housing and service provision

- C. Through transnational pilots:
 - integrated monitoring system and scenario-logbook
 - transnational innovative housing atlas
 - Strategic EU labour market document





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- University of Abertay Dundee: Novel communication strategy to increase awareness and understanding of demographic change using a transferable visualisation tool - identifying effects of policy implementation.
- Province of West-Flanders: DC-Test to make policies 'demographic change'-proof and to help the authorities to adapt their policies towards de demographic changes.

EXCHANGE of data, indicators, experiences.

RESULT: increased awareness, DC Test for the NSR, visualisation tool available for other regions



Transnational pilot: Transnational innovative housing atlas

A compilation and internet platform with best practices of innovative approaches in housing, reflecting the changed demographic situation

Elderly home



ECO VILLA for 4 extended families, young and old,

But how?

- Mail and phone!
- Conferences and meetings, using peer review system
- Website (including extranet!)
www.dcnoise.eu
- DVD, newsletters, flyer, etc.
- Cooperation with other Interreg projects (BSR: The Best Ager, NWE: Cities in Balance)



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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 business 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



Mid-term conference: Feb. 2010, Hamburg





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Thank you for your attention....

www.DCNOISE.eu

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