

# It's your future!

## Startconference DC NOISE

Demographic change: New Opportunities in Shrinking Europe



08-10-2008

# Welcome and Introduction

Ank Bijleveld-Schouten

State Secretary for the Interior and Kingdom Relations



08-10-2008

# Introduction of the programme

Adrian Healy

Chairman Startconference DC NOISE



08-10-2008

# DC NOISE ambitions

Karel Loohuis

Regio Twente



08-10-2008



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# DC NOISE

- What is DC NOISE?
- What is Twente?
- Why DC NOISE in Twente
- The partners in DC NOISE
- Demographic change in the North Sea Region
- The challenges in DC NOISE
- The aim, objectives and activities





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## WHAT IS DC NOISE??

DC NOISE:

Demographic Change: New Opportunities In Shrinking Europe

DC NOISE:

is an Interreg IVB North Sea Region project, implemented by 9 European regions facing demographic changes.

DC NOISE:

Started in June 2008 and finalises in June 2011. It has a total budget of more than 6 million Euro and is subsidized by the EU.





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# The region of Twente is the Lead Beneficiary of DC NOISE





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# What is TWENTE?

early 20th century:

- explosion of industry
- continuous population growth

1970s decline of industry:

- socio-economic relatively backward
- decline employment in agriculture

21st century:

- tourism and innovation industry
- 620.000 inhabitants, Enschede > 150.000 inhabitants
- 14 municipalities with many small, but strong towns
- beautiful landscape







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# Why DC NOISE in Twente?

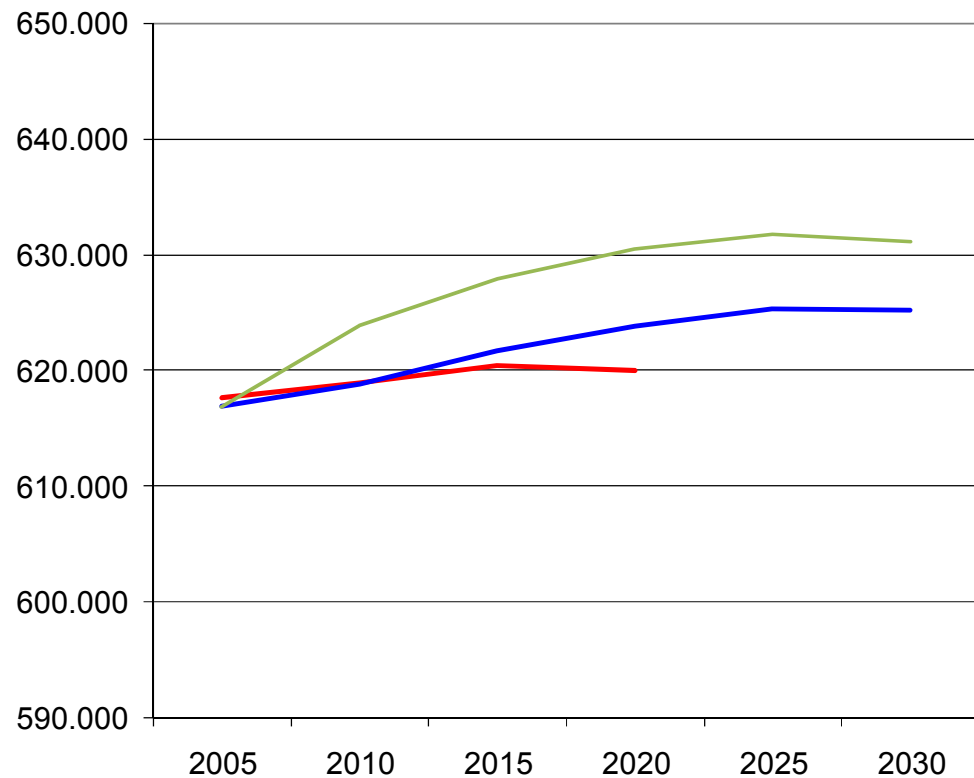
Twente faces big changes in its population development:

- Diminishing growth, stagnation around the year 2020
- Aging: more elderly people, fewer young people
- Shrinking labour force





# Population development Twente



— Primos 07 — Primos 05 — Provinciale beleidsprognose

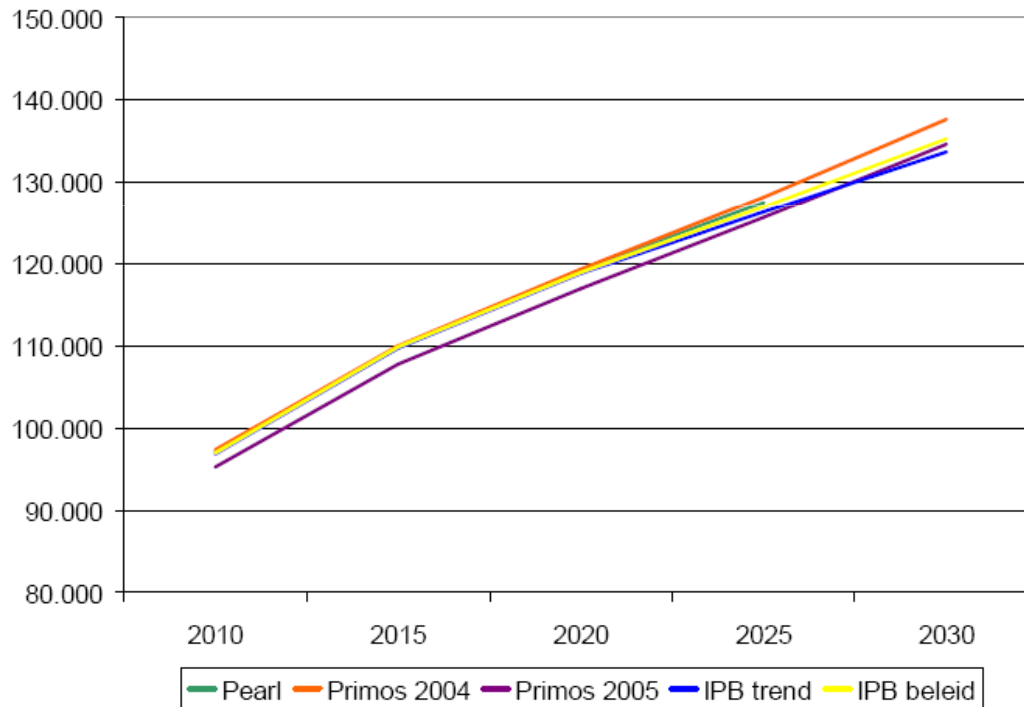




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## Ageing Twente

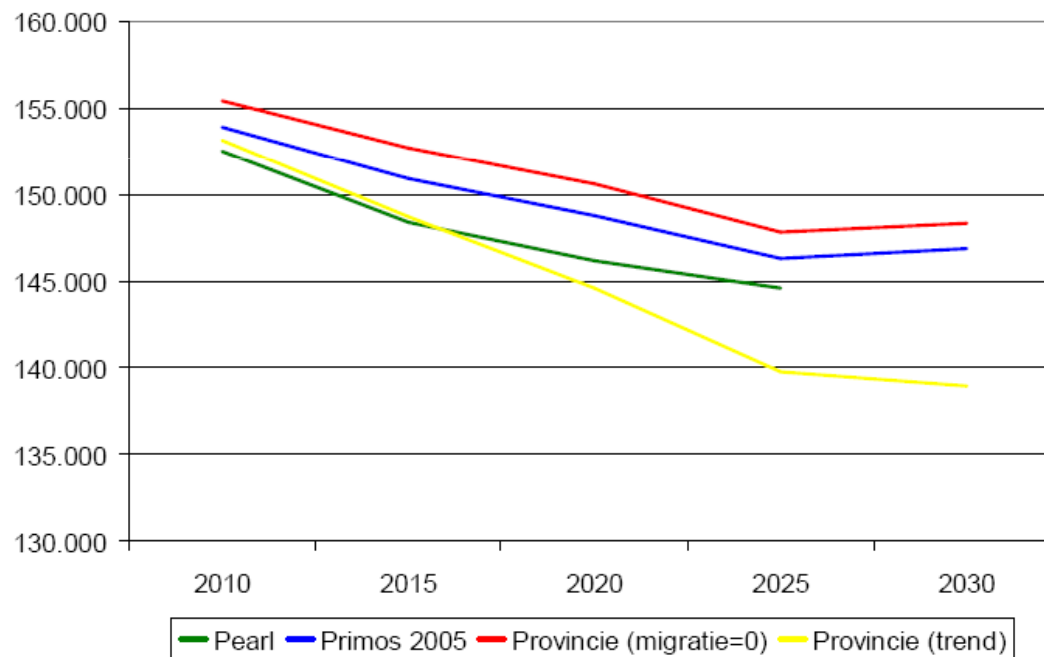




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## Less young people





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# Why DC NOISE in Twente?

Twente wants to act:

Twente wants to know

> monitoring, forecasts

Twente wants to learn

> EU- an NL- Regions

Twente wants to be prepared

> consequences

Twente wants to take action

> strategies and policies

Twente wants support

> national and EU-policy

DC NOISE is a boost to the process of change





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# BUT HOW??





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The Regional Council of Twente decided on the next steps:

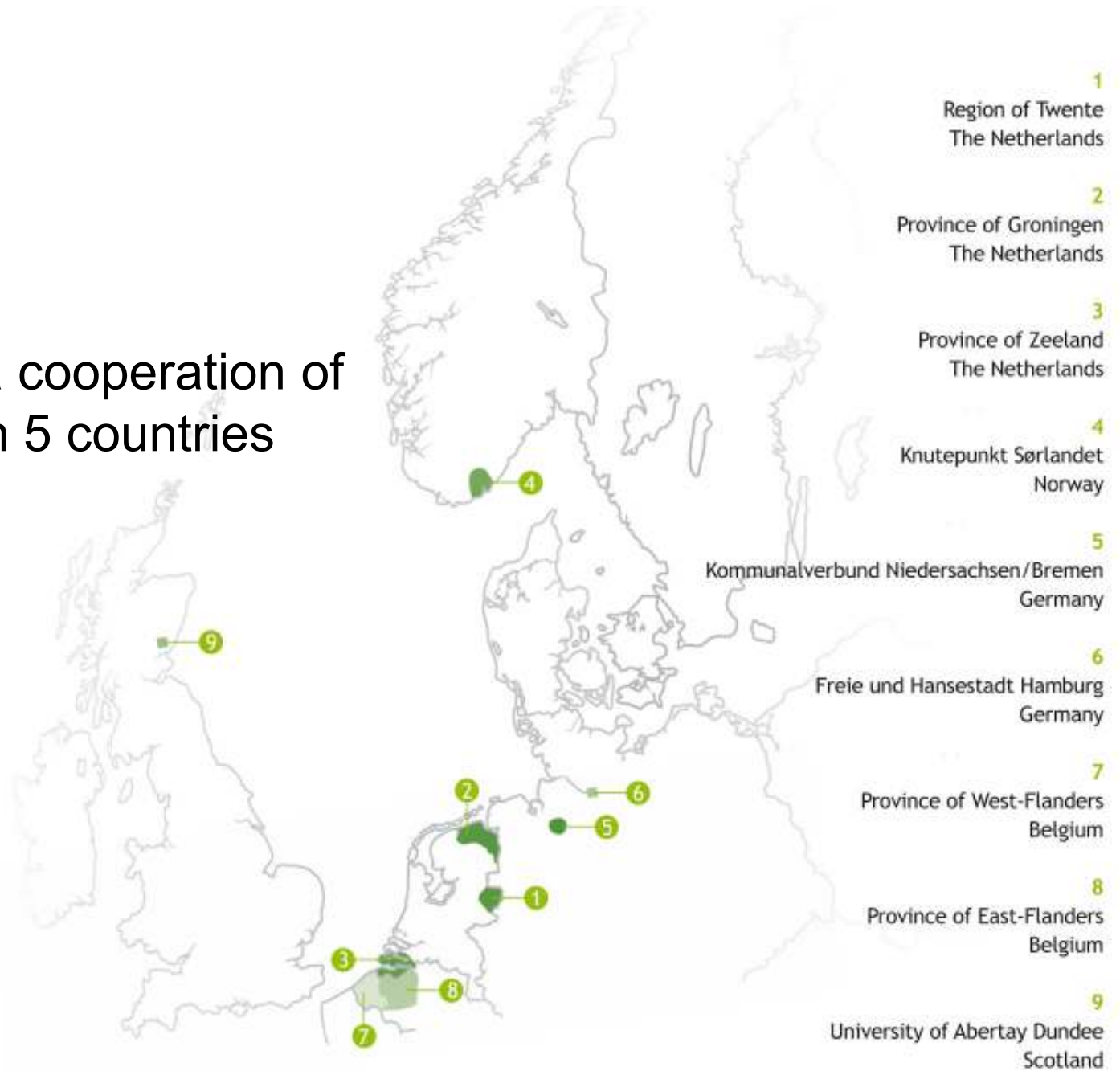
- Raise awareness on the consequences of demographic changes
- Include many stakeholders and create involved networks
- Develop different scenarios, based on demographic projections
- Create an integrated monitoring system and a database
- Cooperate with other (declining) regions in the Netherlands
- Involve national government in the process of finding solutions
- Work together with other European regions dealing with the same issues to find solutions

**= DC NOISE!!**





DC NOISE is a cooperation of 9 partners from 5 countries





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## Demographic Change in the NSR:

- Total population decline
- Ageing society
- Changing households  
(growth of single households)
- Diminishing number of young people
- Decreasing labour force
- Changing ethnic composition of population





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# What are the shared challenges in DC NOISE?

## 1. Awareness and perception

- Politicians and policymakers are used to make decisions on a base of concepts and strategies that cope with growth
- The challenge is to raise awareness of the consequences of demographic change and ...
- Switch to an increased focus on quality instead of quantity.





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# What are the shared challenges in DC NOISE?

## 2. Employment and education

- Growing mismatch between the competences and the educational level of the labour force and the needs of private enterprises and public institutions.
- Ageing and a shrinking labour force will demand both public and private employers to innovate their 'production'.
- Human capital is lost.





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## What are the shared challenges in DC NOISE?

### 3. Services and sustainability

- Maintain liveability and quality of life
- Keep up public services
- The need for health care is growing, while the labour force is declining





## What are the challenges in DC NOISE?

### 4. Solidarity

- 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.





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## 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.





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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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## DC NOISE activities

- Development of strategies, raising awareness, participation, finding solutions with partners, ...
- Demonstration pilots in the 9 DC NOISE partner regions on labour market, innovative housing and service provision
- Transnational pilots:
  - integrated monitoring system
  - transnational innovative housing atlas, showing best practices
  - policy paper to influence the EU labour market policies





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## Some examples:

- 50+ employment: senior policy, a job-seeker instrument, change in mentality towards retirement age.
- Housing and (care) services: new housing concepts combined with care, ICT solutions for improved quality of 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.





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## What else?

- Conferences and meetings
- Website (including extranet)
- DVD, newsletters etc.
- Cooperation with other  
Interreg projects



[www.dcnoise.eu](http://www.dcnoise.eu)





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**AND....**

We'll try to convince the national authorities that dealing with the consequences of demographic change is a serious challenge!

Let's cooperate and find solutions together!





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**Thank you for your attention....**

