





SIRR

WORKSHOP #1: APPROACHING AND ORGANISING YOUNG PEOPLE

Before we start:

-  Turn on your video
-  Mute yourself
-  Use the chat
-  Presentation will be shared





SIRR Project

”All onboard in rural societies for a fair future!

We create stronger, more resilient and sustainable rural areas with a higher ability to take advantage of local arisen innovation.

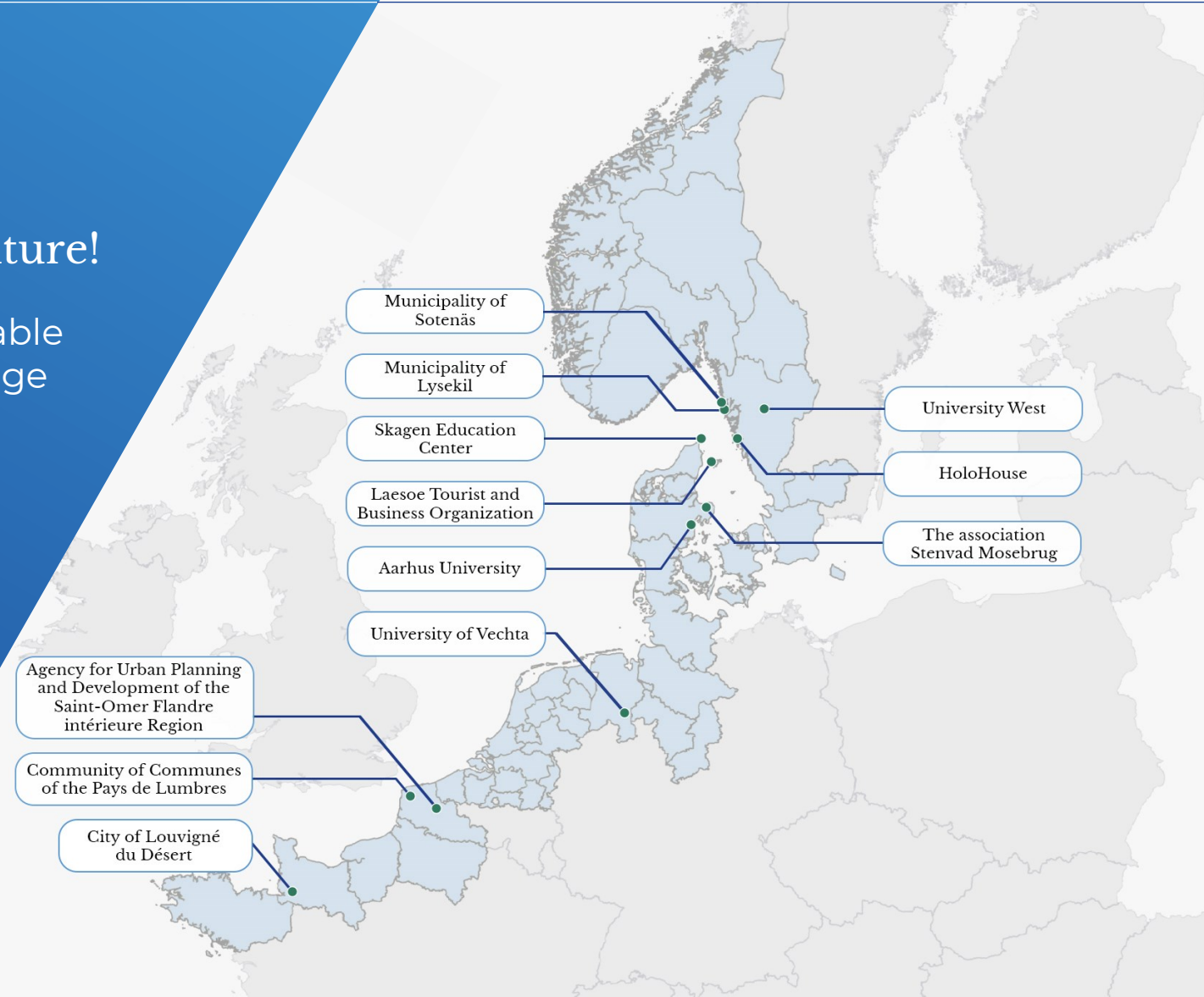
How?

- Strategic strengthening and developing of local hubs
- Networking and strengthening local collaborations
- Development of concepts, ideas and support

Project period: 01.10.2022 - 30.09.2027

Project partners from: DK, F, DE, SE

EU Interreg North Sea Region Project





Programme

9.15 – 10.00 LOCAL CHALLENGES IN RURAL AREAS

1. What are the challenges today? Short examples from the hubs in the project
2. What do we know in general about this topic?
3. Discussions and idea generation

10.15 – 11.00 PRACTICES AND CASES

1. What are the practices today? Short examples from the hubs in the project
2. What do we know in general about this topic?
3. Discussions - How to focus on the right actions?





9.15 – 10.00 LOCAL CHALLENGES IN RURAL AREAS

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LOCAL CHALLENGES IN RURAL AREAS

What are the challenges today? Short examples from the hubs in the project.

- 🌳 Laesoe Tourist and Business Association
- 🌳 Skagen Education Center
- 🌳 Community of Communes of the Pays de Lumbres





Laesoe Tourist and Business Association

Declining, aging population:

- Approx. 1800 inhabitants, with an average age of 53.6 years, approx. 50% are above 60 years.

Gap in age group representation: 15-30 years (the young people)

- No educational institutions past middle school.
- Young people are forced to move away from the island to the mainland to pursue education.
- Young people establish their networks and communities on the mainland and have little incentive to return to Læsø.
- Some people return with their families, as they want their children to grow up on the island.
- But there are very few academic jobs on Læsø and not enough social activities for young adults.

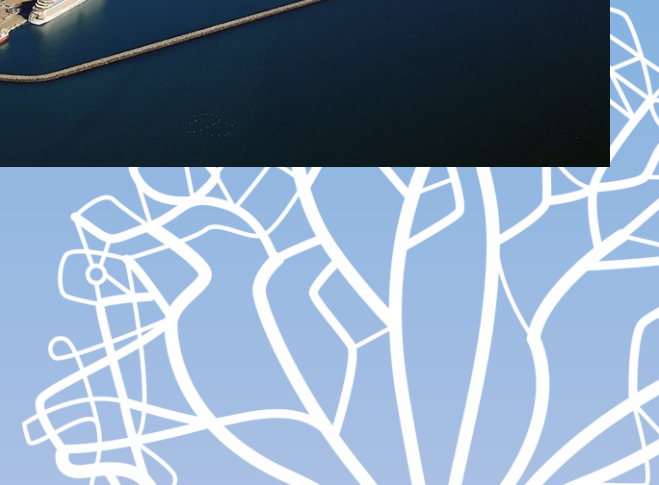


Skagen – 7.547 inhabitants (2023)

- The population of Skagen will decrease by 2,591 residents in 2051.
- There will be 302 fewer children aged 0-16.
- There will be 1,790 fewer residents in the working age group of 16-64, and 941 fewer residents aged 65-79.
- The only population group growing is residents over 80 years old - it is expected to have 442 more residents in this age group.



A multitude of not only challenges, but real problems!!!

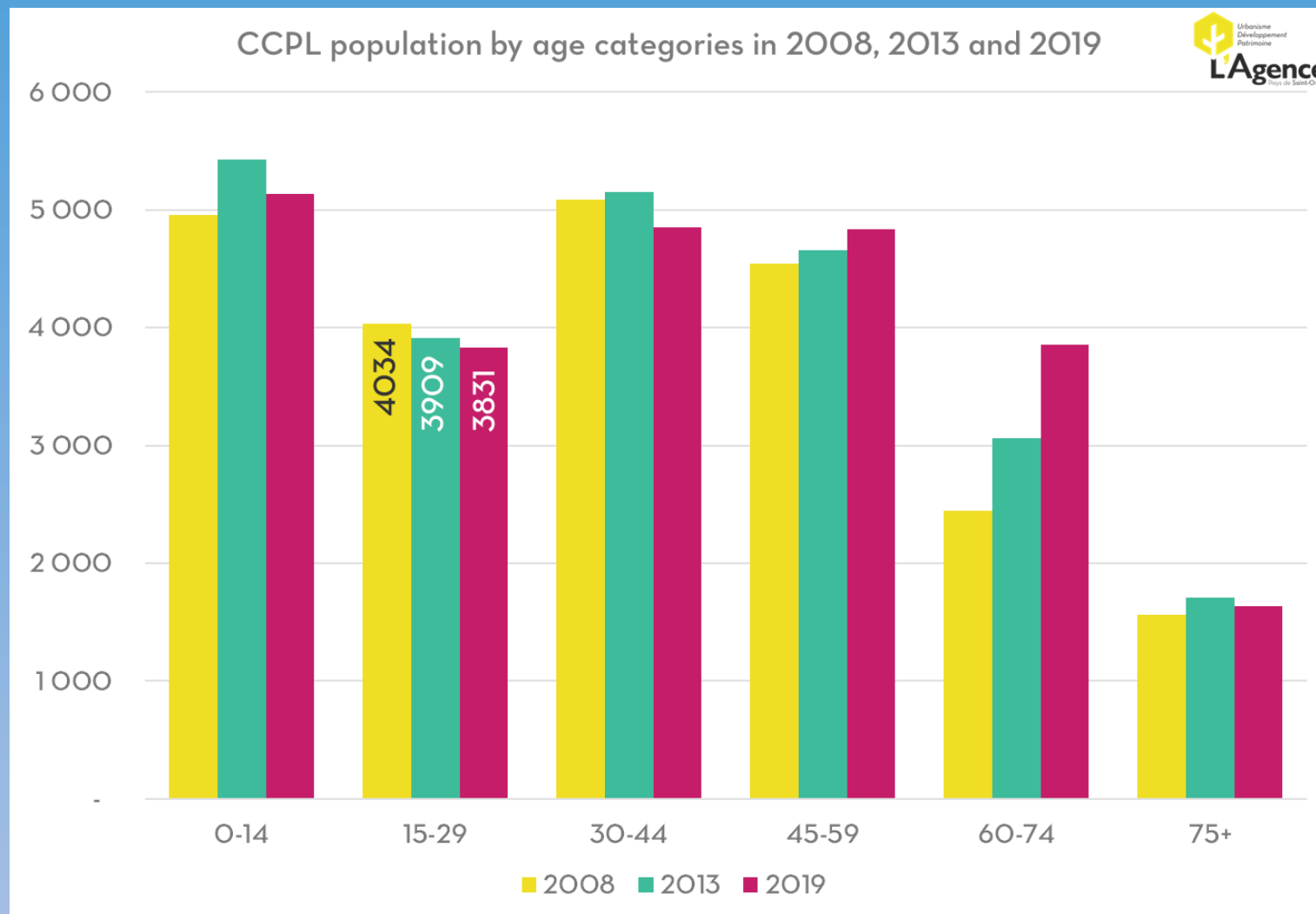


CCPL / AUD

17,8% of the population of the CCPL was 15 to 24 in 2008 / **15,9%** in 2019
In comparison, it's 17,5% in the department of Pas-de-Calais and in France, and 18,3% in the region Hauts-de-France

30% of the population of the Hauts-de-France aged 3 to 17 lives in a rural area, it drops to 22% for the 18-25

It makes it the third region with the least young people in rural areas after the Paris and Marseille regions

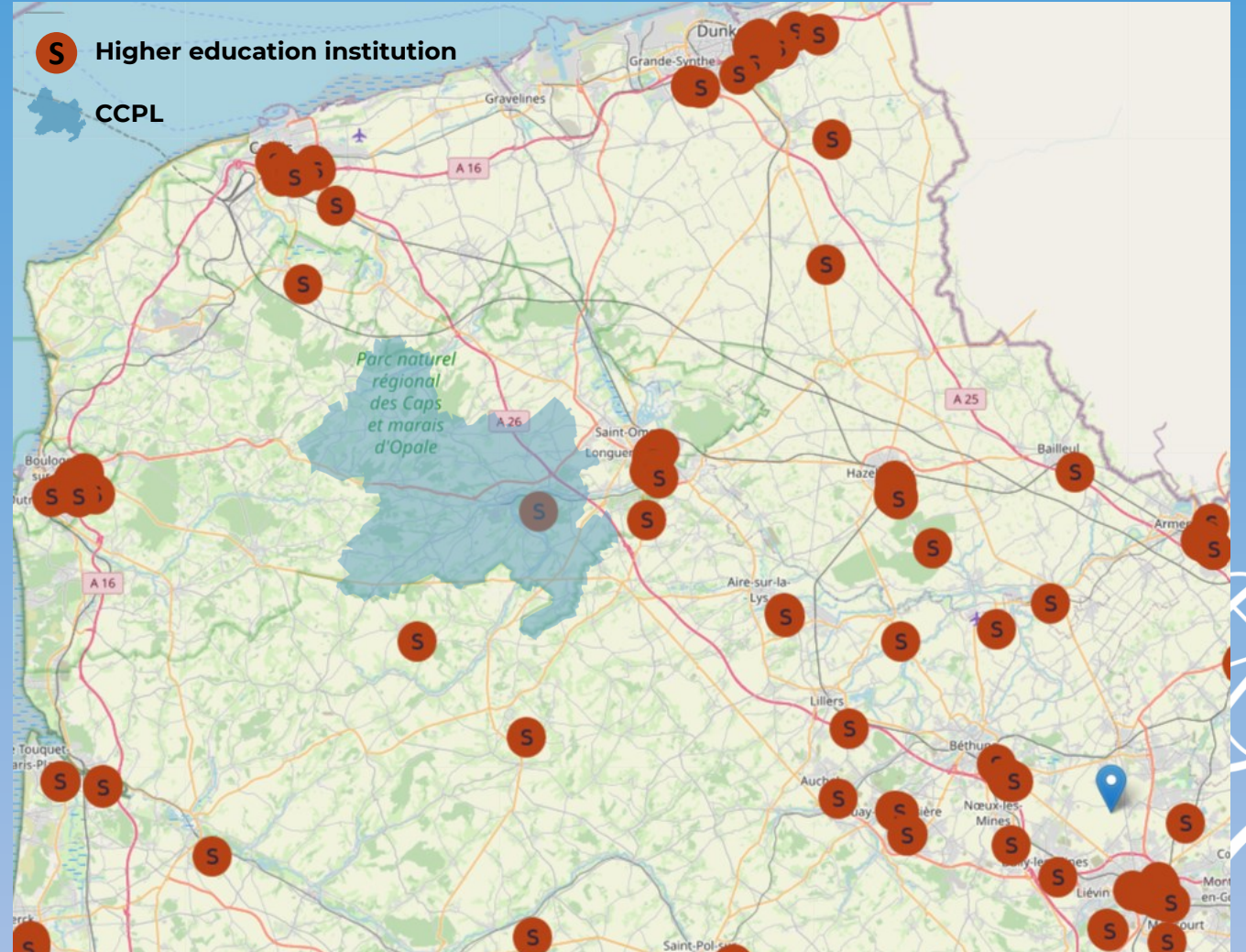




CCPL/AUD

Only one high school is located in the CCPL, which offers courses exclusively around construction and public works. To find a general education high school, youngsters have to go to Saint-Omer, and for most higher education, they have to go to a more urban area (on the coast : Boulogne, Dunkerque ; Lille, or further) where most of the universities are located. This often means moving out as there are not much public transportation available from the CCPL.

The young people who stay can also be in training but mostly for shorter diplomas (technical college, apprenticeship).



CCPL / AUD

Multiple challenges are also facing young people in rural areas in the north of France, including the CCPL:

- A higher poverty rate than in other age categories (21,3% for people under 30 / 15,2% in total population of the CCPL), mostly due to a lower qualification level and degraded economic conditions
- Difficulties to find a job, more so a local job
- Difficulties to find a solution for childcare

The CCPL has been launching multiple strategies to help face those challenges:

- Creation of an inter-municipality social comity that works in relation to all other social stakeholders to tackle issues such as childcare, employment search, training, healthcare, mobility, etc.
- A large strategy around alternative ways for mobility : car-sharing, cycling, etc.
- Experimentations to get young people more involved in local activities





LOCAL CHALLENGES IN RURAL AREAS

What do we know in general about this topic?

Internal migration, the movement of people from rural to urban areas within European countries, is influenced by various factors shaping individuals' decisions to relocate.





Economic opportunities, educational prospects, quality of life, urbanization policies, environmental concerns, and social networks play pivotal roles in determining migration patterns across Sweden, Germany, France, and Denmark.





Economic Opportunities

- Urban areas in all countries offer a diverse range of job opportunities, particularly in high-tech industries, services, and academia, attracting migrants from rural areas seeking employment prospects.

Educational Opportunities

- Higher education institutions and research facilities are predominantly located in urban centres, drawing students and young professionals from rural areas seeking educational advancement and career opportunities.

Quality of Life

- Urban areas are known for providing better healthcare, cultural activities, and public services compared to rural regions, contributing to a higher overall quality of life, which attracts individuals from less developed rural areas.



Urbanisation and Planning Policies

- Despite efforts to balance development across regions, urban areas continue to attract more internal migrants due to better infrastructure, services, and policies supporting urban growth.

Social Networks and Community Ties

- The role of social networks and familial connections is significant across all countries, providing support for new migrants and influencing migration patterns, particularly in terms of settlement choices within urban areas.



LOCAL CHALLENGES IN RURAL AREAS


Discussions and idea generation

Break out rooms







→ MIRO, link in the chat

→ Prepare a short statement

WORKSHOP 1: APPROACHING AND ORGANISING YOUNG PEOPLE
- How to engage and reach out to young people?



PART I: Local Challenges in rural areas - Discussions and idea generation

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Results from First Discussion, Local Challenges in Rural Areas

- Remote work
- Public transport
- Access to remote studies
- Perform a SWOT analysis to identify and utilise strengths
- House prices (?)
- Listen and include
- Co-working places
- Keep the history and culture alive and interesting to young people
- Give young people something to come back to
- Allow for differences in political decision making
- Mobility





Break 15 min





10.15 – 11.00 PRACTICES AND CASES

1. What are the practices today? Short examples from the hubs in the project
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PRACTICES AND CASES

What are the challenges today? Short examples from the hubs in the project

-  Community of Communes of the Pays de Lumbres
-  Sotenäs Municipality
-  Skagen Education Center





Community of Communes of the Pays de Lumbres

Experimentation of a participatory budget targeted for young people

- Open for all young people (15-25) living in one of the 36 municipalities of the CCPL
- One person or a group
- The project has to present a common interest related to ecological transition, climate change, or nature sports
- Minimum of 500€ / maximum of 5 000€
- Budget of 20 000€ total
- Projects then voted by the population

Despite efforts in communication via social media and presentations in different high schools, not many projects were submitted and most of them didn't fit the criteria (most of them were very "personal")



Sotenäs Municipality – School concept

Study visits at Sotenäs Marine Recycling Centre with grade 5 and 8.

- Part of ordinary curriculum – biology and social science
- Marine waste and used fishing gear
- Ghost fishing
- Recycle, upcycle and reuse
- Test bed for new products
- Circular design
- Possible career opportunities



Skagen Education Center

- Under 32 Group
- The myth of Skagen
- New communities
- A better world
- Alternative housing
- Meeting places
- How to break into closed circles





PRACTICES AND CASES

What do we know in general about this topic?

Attracting young people to rural areas in the North Sea region presents several challenges, which are being addressed through innovative initiatives.





One common challenge is the sustainability of transport, which cannot be solved by technical solutions alone but also requires significant behavioural changes.

Different projects are focusing on shared mobility solutions, such as car sharing, bike sharing, and ride sharing, to make transport more sustainable and improve the liveability and carbon footprint of these areas





Another broader set of challenges includes ensuring good connectivity, digital transformation, and the provision of appealing and sustainable living conditions.

Efforts are being made to drive efficient and sustainable transport networks, promote renewable energy, and enhance liveability and climate adaptation. These initiatives aim to create a green and sustainable future for the North Sea region, making rural areas more attractive to young people by improving the quality of life and ensuring a low carbon footprint.



PRACTICES AND CASES


Discussions - How to focus on the right actions?

Break out rooms


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→ Prepare a short statement


WORKSHOP 1: APPROACHING AND ORGANISING YOUNG PEOPLE
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Part II: Practices and cases. Discussions - How to focus on the right actions?


1. 

2. 

3. 

4. 

5. 

6. 

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Results from Second Discussion, ideas and how to focus on the right actions

- Social setting meetings point for different target groups
- Formalised collaborations with universities
- Highlight the possibilities and benefits of the local area
- Rapid actions and let young people do! Projects for young people where they take the lead
- Find ways of mixing young and old people – activities and meeting places
- Improve the attractiveness of the area
- Assess new technologies and their impact on young people
- Networks of young professionals etc.
- Look into the past



Thank you!

SIRR: Sustainability, Innovation and Resilience in Rural areas