

Thematic Group 1 Sustainable Rural Development & the Rural Attractiveness Project

Presented at Seminar, Helsinki, 12.12.2017
Michael Kull, Senior Res. Fellow @ Nordregio

Content of Presentation

- Very short on TG 1 – Sustainable Rural Development
- Rural Attractiveness Project
 - ✓ Some thoughts from TG members...and moving a bit further
 - ✓ Looking beyond the Pond - *Community Attractiveness Indicators for Newcomers Ontario* = now *Newcomer and Youth Community Indicators*
 - ✓ Issues to reflect before moving on and towards the index

TG 1 Sustainable rural development

Why?

Regional imbalances betw. urban & rural areas increase, e.g. population change, economic development, access to services, social outcomes etc.

4 major themes

- ☐ Ageing population & the Nordic welfare model
- ☐ Social innovation & entrepreneurship
- ☐ Competence need and supply
- ☐ Strengthening peripheral regions by cross-border cooperation & improved accessibility

Currently 3 projects

- ☐ Rural Norden in 2050: Demographic, economic, and geographic futures
- ☐ Spatial disparities, a rural perspective on education & employment outcomes
- ☐ Rural attractiveness

[People](#)

Rural Attractiveness in Norden



Photo: Anders Stenbakken

Towards a «Nordic Attractiveness Index»?



Photo: Oddleiv Apneseth

Young People & Families

...at the core of
attractiveness?



Photo: Leneisja Jungsberg

Healthcare



Source: <http://tervola.fi/sosiaali-ja-terveyspalvelut/terveyskeskus>

...reforms,
equality and
efficiency?



Education

Farming, Cultural Landscapes, Bioeconomy

...traditional
and new
sectors...



Photo: Nicolai Perjesi



Photo: Pipsa Salolammi



Photo: Simon Koecher



Photo: Johanna Feuk



Forestry, Cultural Landscapes, Bioeconomy

...traditional
and new
sectors...



Fishing & Aquaculture, Cultural Landscapes, Bioeconomy



...traditional
and new
sectors...



Photo: Andrea Morf



Photo: Vaida Razaityte



Photo: Ane Cecilie Blichfeldt



Lifestyle &
recreation

Photo: Oddrun Midtbø



Immigration, Integration & Outmigration

Photo: Johan Wildhagen



Photo: Mostphotos



Thematic Group meeting, 4-5 May 2017, Hamar

Topics	Specifics						
Ongoing Research	Kjell Vaagen intensively on Hedmark-Dalarna	Telemarks forskning on the concept	RegLab Denmark on middle-sized towns mostly a statistical analysis supplemented with a few case studies				
Attractiveness Topics	Seasonal variation	Faroe Island: story telling about the 'untouched'	Iceland: tourism; regional destination management plans	strengthen 'image' of the area	Integration	Quality of life, Loneliness / (lack of) social networks	Different for different age groups
Definition	No clear definition	Not the same for everyone	Coming closer to a definition	Possibly translate attractiveness to measures/indicators			
Indicators	Schools	Housing (size, price, location)	Job availability	Public services, local services	Social capital	Happiness index,	Finding indicators difficult
How & what to study	Storytelling: what made me move here / back?	Mapping demograph	Statistical analysis	Case studies	Stakeholder analysis	Definition & possibly translate to measures/indicators	

Beyond the Pond - *Community Attractiveness Indicators for Newcomers Ontario* =
now ***The Newcomer and Youth Community Indicators***



Photo found at:<http://www.muskokablog.com/2009/07/20/mary-lake-at-port-sydney-ontario/>

Towards a «Nordic Attractiveness Index»?

▪ **8 + 2 Indicator Sets**

- Economy
 - Education
 - Amenities
 - Access to Healthcare
 - Housing
 - Society
 - Innovation & Creativity
 - Youth
-
- Environment & Landscape
 - Democratic Engagement

(Potential) Economy & Education Indicators



Economy

Employment income per capita

Economic diversity

Proportion of creative class workers

Employment growth

Participation rate

Unemployment rate

Proportion of workforce travelling outside the city for work

Male & Female Employment



Education

Proportion of population with college education

Proportion of population with bachelors degree

Proportion of population with advanced degree

No. of elementary & secondary school teachers for school age population

University professors & college instructors per 1000 adult population

Growth of educated population

Travel time to post-secondary education (partially based on grids)

Travel time to vocational school (partially grids)

(Potential) Amenities & Housing Indicators



Amenities

Proportion of workforce employed in cultural industries

Proportion of workforce employed in tourism

No. Of seasonal dwelling per 1000 people

Travel time to libraries / no. Of per capita

Travel time to museums / no. Of per capita

Average distance to airport

Average distance to bus station or availability of public transportation

Recreation opportunities

Overnight stays (regional level 2008-2015)

Housing

Proportion of income spent on mortgage

Proportion of income spent on rent

Proportion of homes in need of major repair

Housing affordability

Individual data but big Q is harmonisation

(Potential) Youth & Society Indicators



Youth

Youth employment income

Youth unemployment rate

Proportion of youth not employed, in education or training = maybe at regional level

Proportion of self-employed youth

Proportion of youth with a highschool diploma

Proportion of migrants aged 15-19 per 1000 population (needs good definition)

Proportion of migrants aged 20-24 per 1000 population

Proportion of migrants aged 25-29 per 1000 population



Society

Proportion of population aged 25-39

Proportion of population foreign born

Success of foreign born population

Diversity of population

Proportion of population below income cut-offs

Gender income equality

Old age dependency

Youth dependency

Demographic Dependency

Fourth age

Female Ratio

Crude birth rate

(Potential) Innovation & Creativity and Access to Healthcare Indicators



Innovation & Creativity

Productivity (tricky at municipal level)

Productivity growth

Proportion of population employed in natural applied
dense occupations

Proportion of population employed in computer and
information systems occupations

Proportion of creative class workers (by place of work)

Graduates in Engineering, Math and Science per 1000
population

Proportion of businesses with 1-4 employees (tricky
because are they really operational)

Proportion of businesses classified as indeterminate

Access to Healthcare

No. Of specialist physicians per
100000 population

No. Of general practitioners per
100000 population

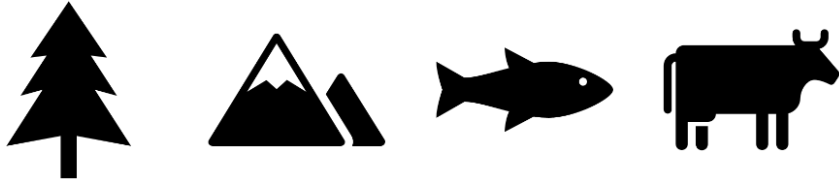
No. Of dentists per 100000
population

Proportion of population
employed in health care service
occupations

Even travel time / availability
within 30 min. drive!!

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(Potential) Environment & Landscape and Democratic Engagement Indicators



Environment & Landscape

Agri-environmental indicators (e.g. renewable energy, GHG emissions, water quality, soil erosion)

Landscape physical structure

Hemeroby index

Societal awareness of agrarian landscape

Forest Felling (2013-2015)

Land use (2012)

Regional Biogas Production (2015)

Fish landing (municipal 2016)

Aquaculture (produced fish / region 2016)



Democratic Engagement

Associations

Voter turnout

Volunteer rate for political activities

Civic Engagement

Gender Ratio in Municipal Boards

Issues to Reflect BEFORE MOVING ON

- **NO BLAME & SHAME!**
- BUT Provide communities with
 - information helping to **evaluate different aspects of their attractiveness** related to newcomers and youth
 - factual **comparative data to support planning efforts and decision making**
 - assistance in **co-creation of strategies for attracting newcomers and retaining youth**
 - An opportunity to **build on their strengths and overcome identified barriers**

NEXT POSSIBLE STEPS –

How we might move on

- **Feedback welcome:** indicator sets / indicators presented (is smth. missing, smth. superfluous, unrealistic?)
- **NR meets selected municipalities / municipal roof organisations** in each country > **discuss the plan / indicators** etc. (your opinion / would you like to suggest candidates?)
- Interviews in 5 municipalities / country > **what does attractiveness mean to you? who do you want to come & and to make a good argument & why that specific groups**
- Nordregio to **additionally survey people moving in & out**
- Utilising **NR in- & outmigration data set**
- **Case studies**
- **Focus on grid-level data, beyond project and TG**



Photo: Simon Koecher

KIITOS, TACK, DANKESCHÖN & THANKS!