

Regional collaboration on the theme of migration/demographics for maintaining employment and tax base

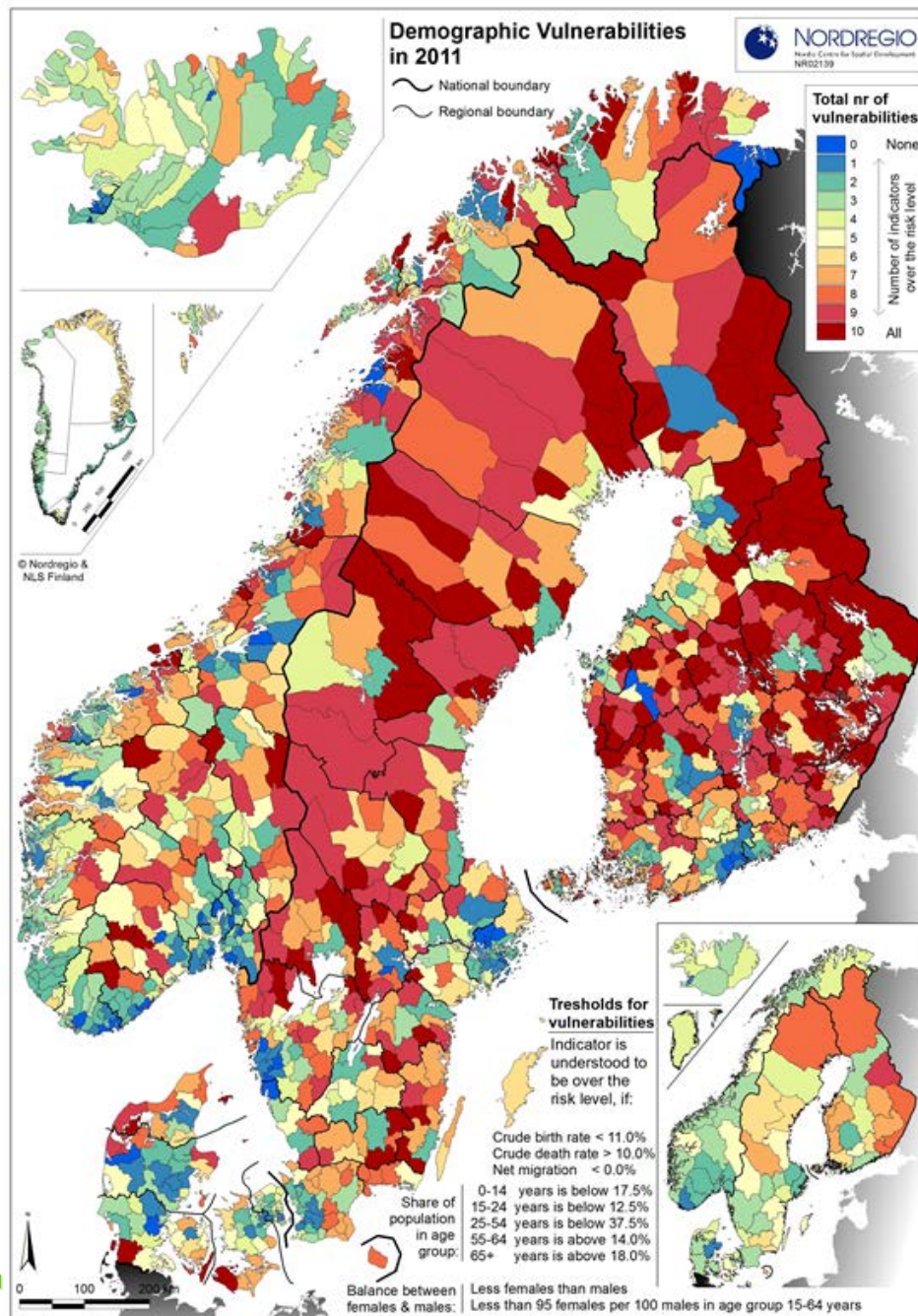
Project partners:

- Region of Jämtland Härjedalen/Sweden
- Regional Council of Kainuu/Finland
- Fjordungssamband, Vestfirðinga/Iceland

Jämtland Region and other sparsely populated regions in Europe face a number of challenges.

Unless the trend of **negative population growth**, a **reduced work force**, and the **increase of older people** is broken, welfare and service to the population due to decreased taxation levels will be hard to maintain.

There is a need to increase the immigration to the region and work to make young people stay.



Project aim

The project aims to take a **holistic approach** to break the population decline for maintaining tax-funded welfare for citizens and an attractive business environment.

The approach includes a **political commitment** from politicians and policies, a **sound methodology** including regional/municipal stakeholders and continuous analysis and **statistical follow-up** of the work.

Target groups

- People from other regions in the country: attract more people from the own country to move to our region
- International migration: attracting people from abroad to move to the region and starting businesses.
- Integration: people who move for reasons other than the category of international migration can be offered the opportunity for early entry into the labor market.
- Students: Students at the University Centre and at the University of Applied Sciences in the region and at other post-secondary education are potential migrants.

Working method - "Stuprör och hängränna"

Regional level

- Region of Jämtland, municipalities, regional organisations

National (Nordic) level

- Regions and national (nordic) organisations.

EU and the international level

- Regions in EU, institutions and networks.

Results so far, Key Workpacks

WP Inventory *Work with inventory and surveys in the partner regions*

- Pinpointing areas of interest, **attitudes, marketing, communication**
- **Connection** of regional and municipal key-stakeholders
- Specific needs of **target groups**

WP Development of tools

- **Web portal**, database, suggestions of solutions,
- **Statistics** follow up, pinpointing relevant questions.

WP Regional cross sectorial platform

- Search of a **common regional platform** for objectives and target groups

The Nordic perspective

The value of this project is to incorporate the different initiatives into **a common methodology that can be used to solve problematic development in the participating regions**, the challenge is both to have an attractive environment for visitors and tourists, and also have something to offer in terms of job, schools and healthcare to make people move.

Thank you

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