

Creating attractive communities

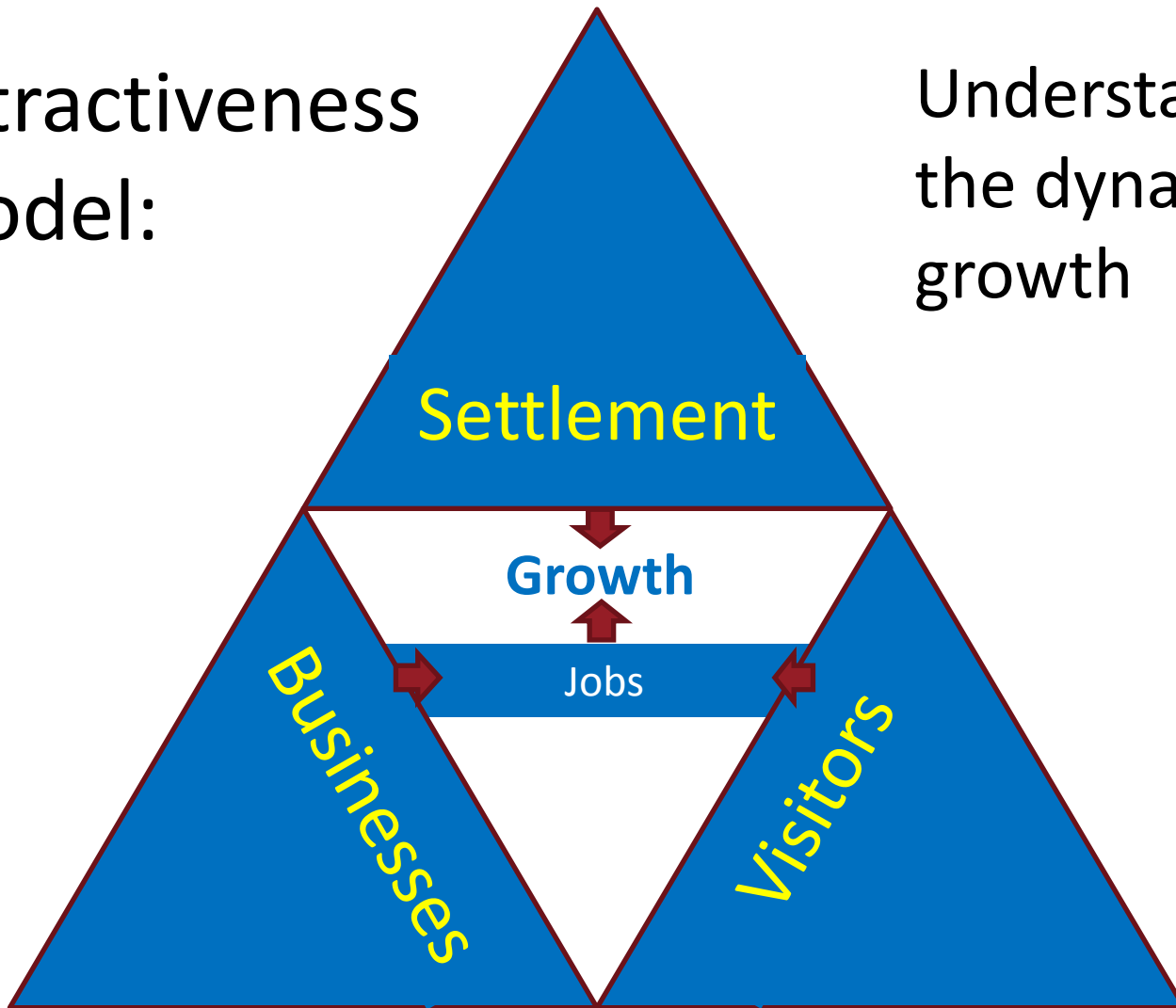
Stockholm 23. april 2015



*Why do places
grow?*

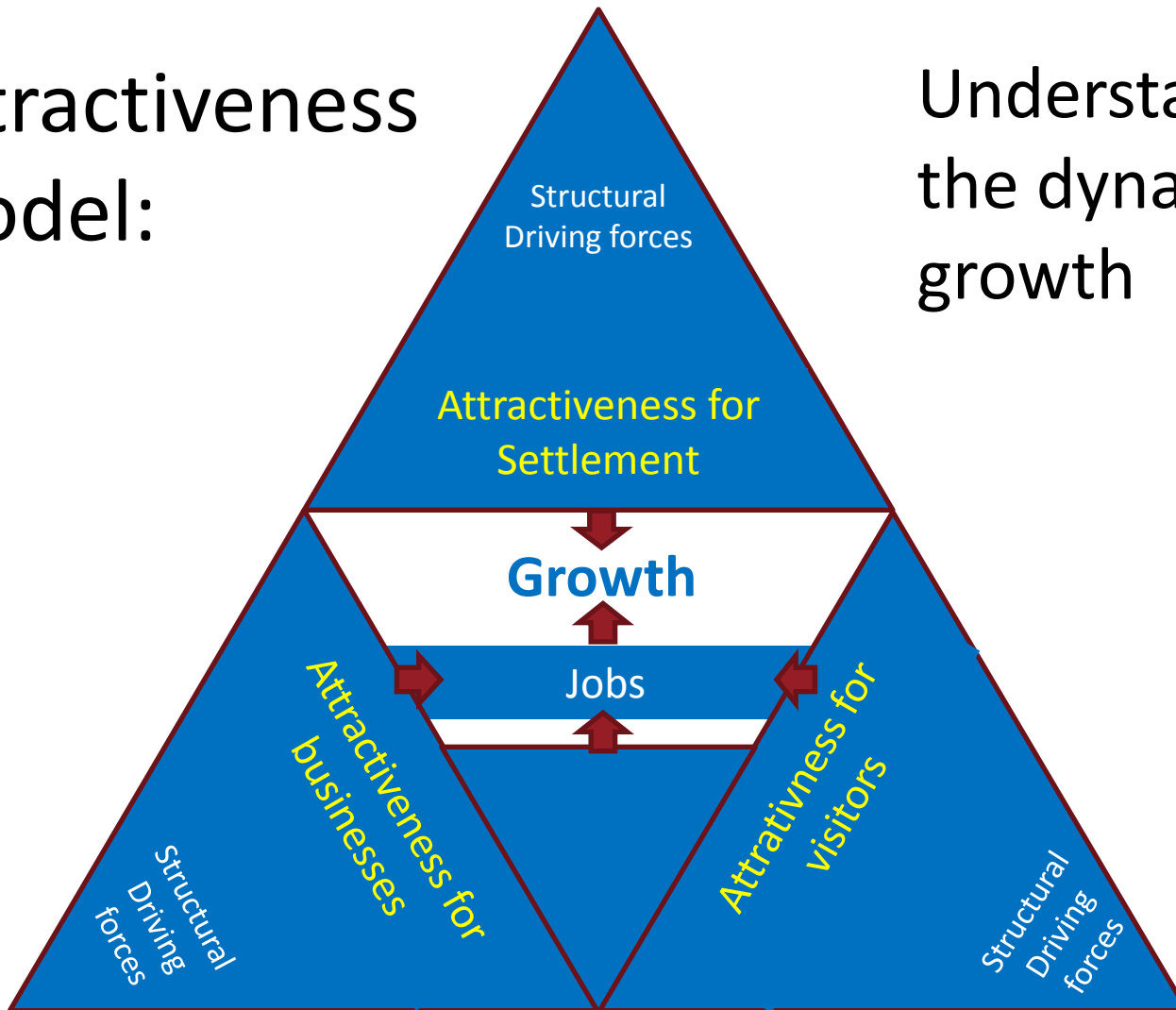
Attractiveness
model:

Understanding
the dynamics of
growth



Attractiveness
model:

Understanding
the dynamics of
growth



Structural driving forces:

Forces that affect the development and growth in a place, that is outside of local control

Attractiveness:

The contribution to development and growth in a place that is created from within

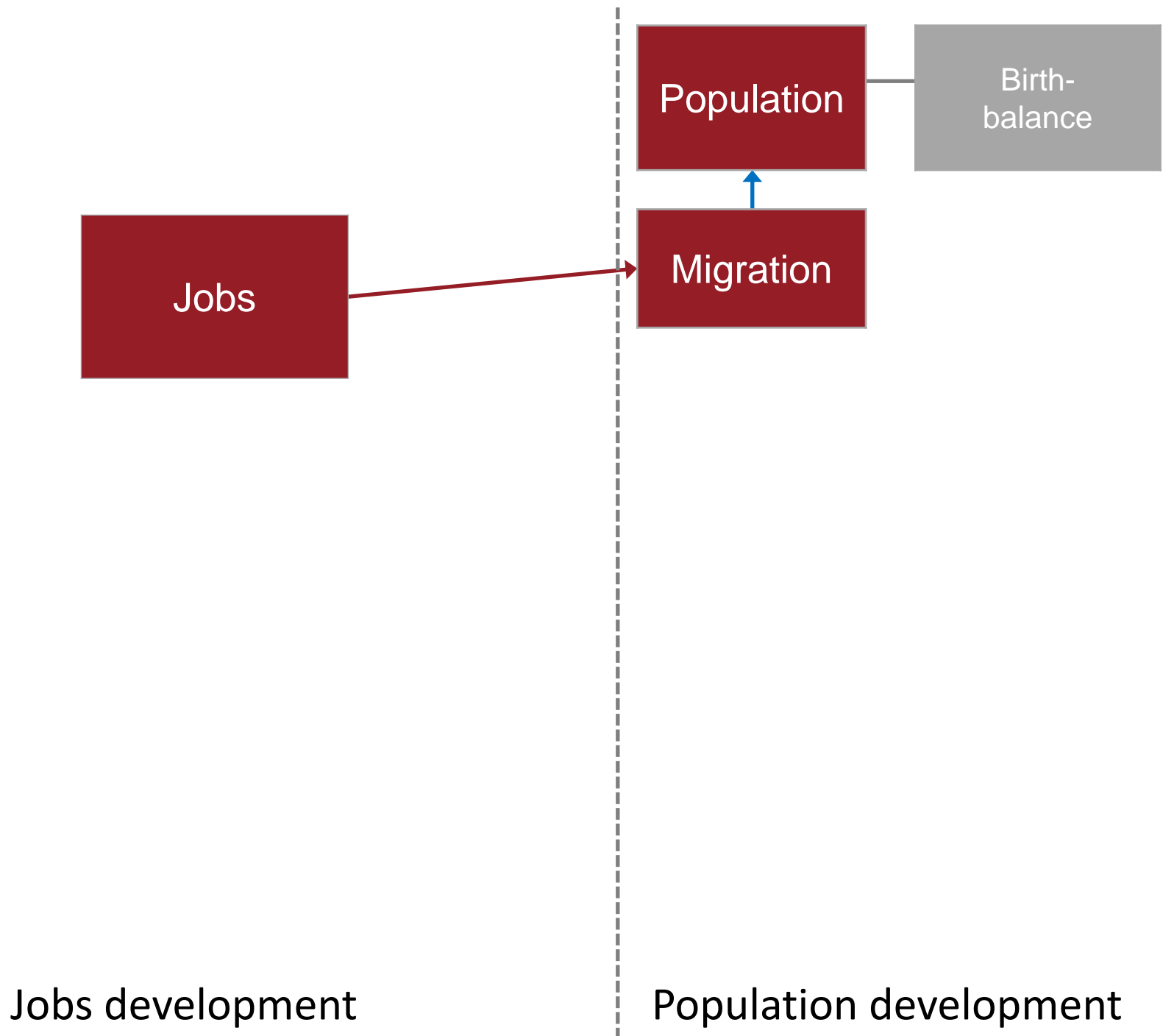
- An attractive place has higher growth than expected from a prognosis based on its structural conditions
- An attractive place develops in a statistically unnatural way.

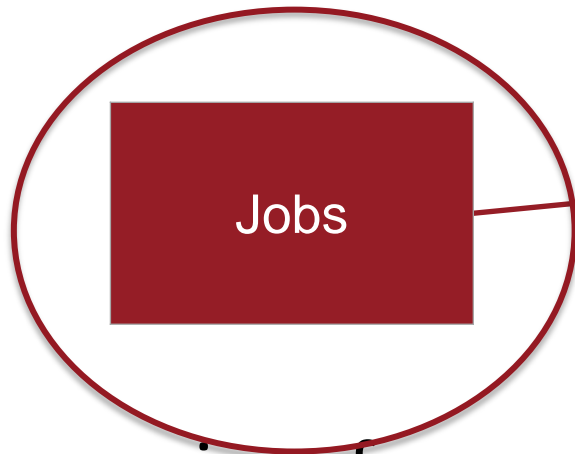
Jobs

Population

Job development

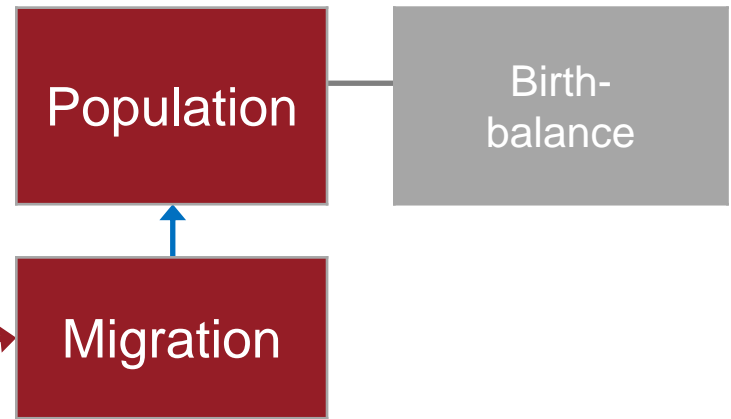
Population development



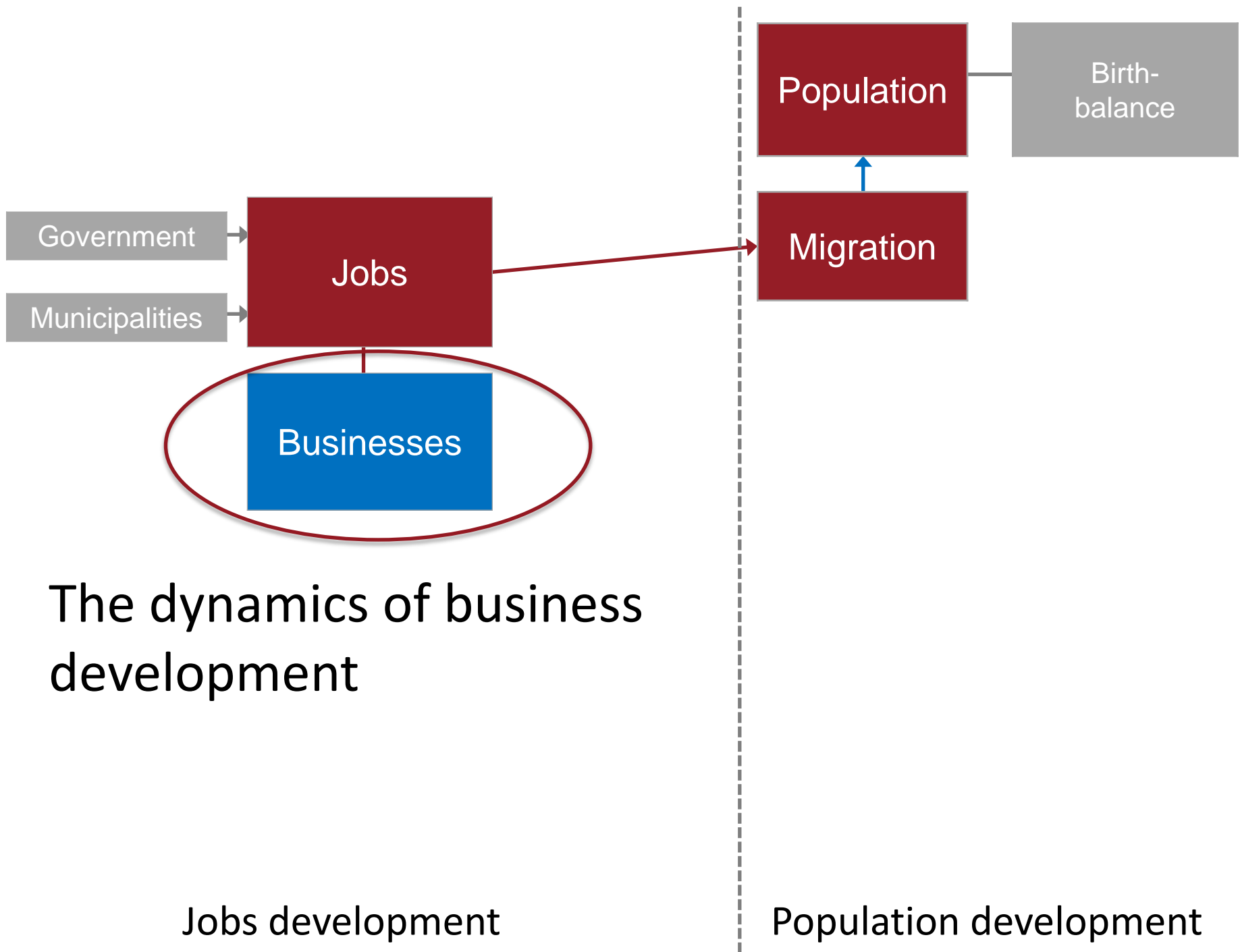


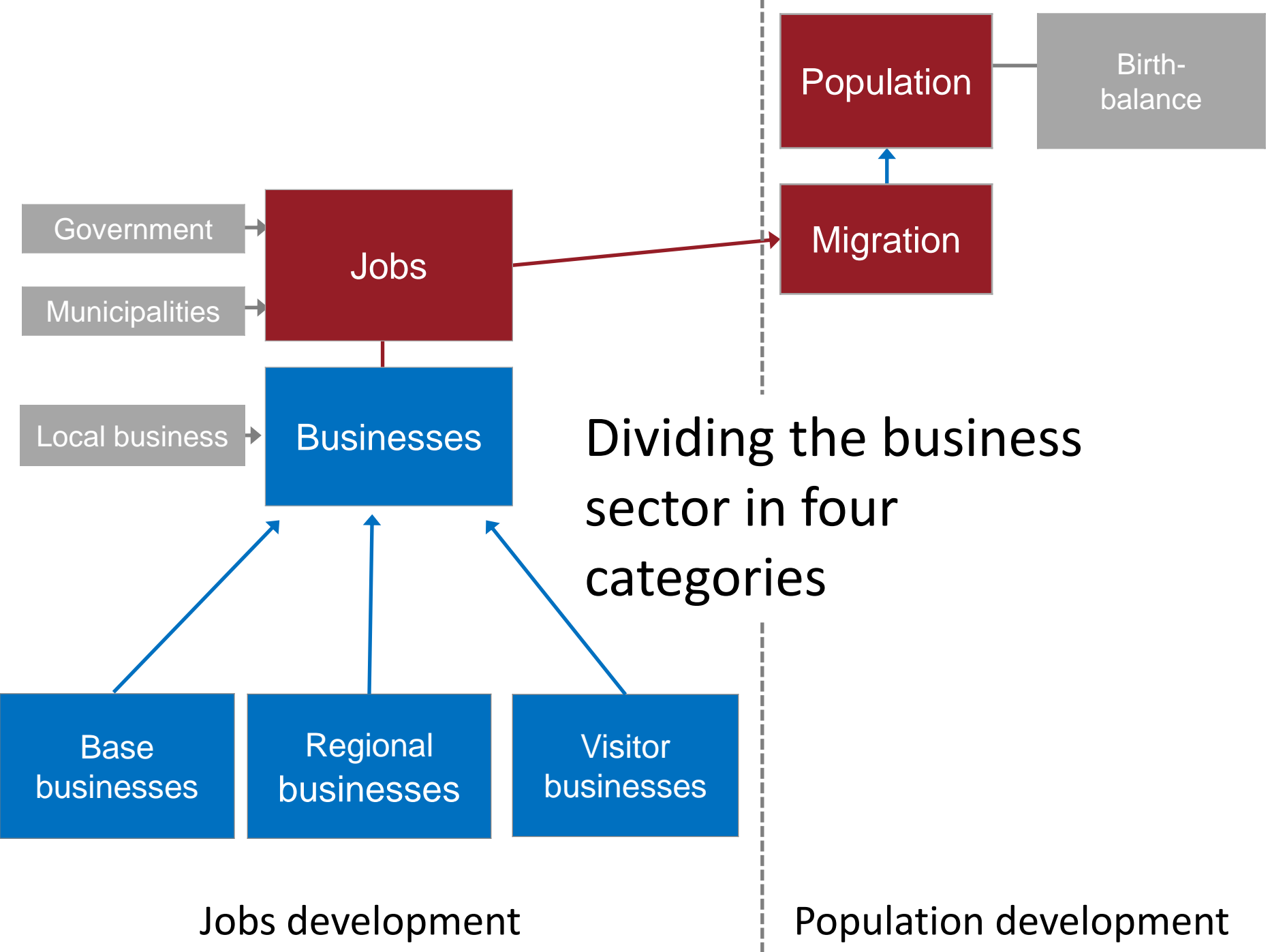
The dynamics of economic growth – the development in the number of jobs in a place

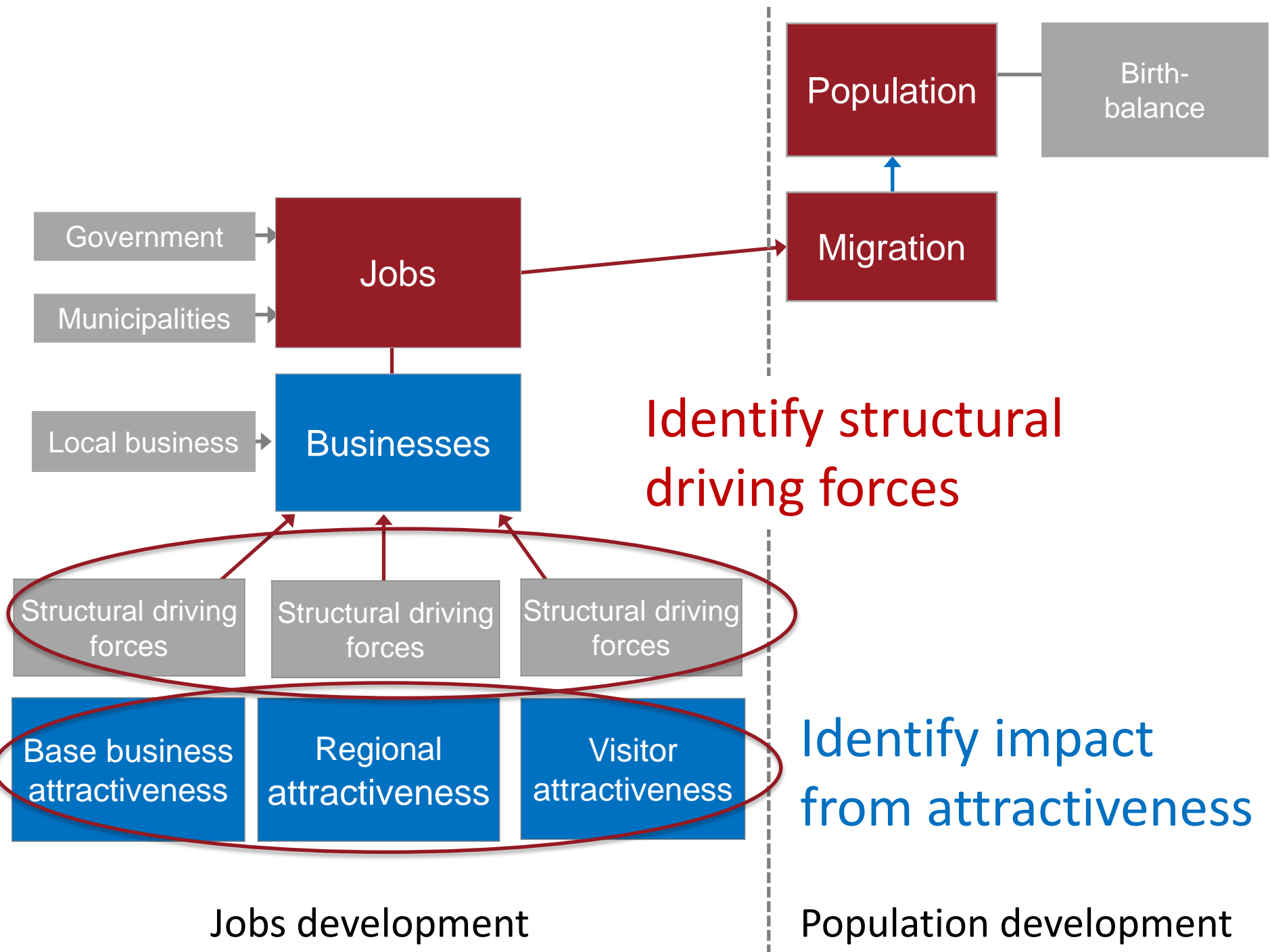
Jobs development

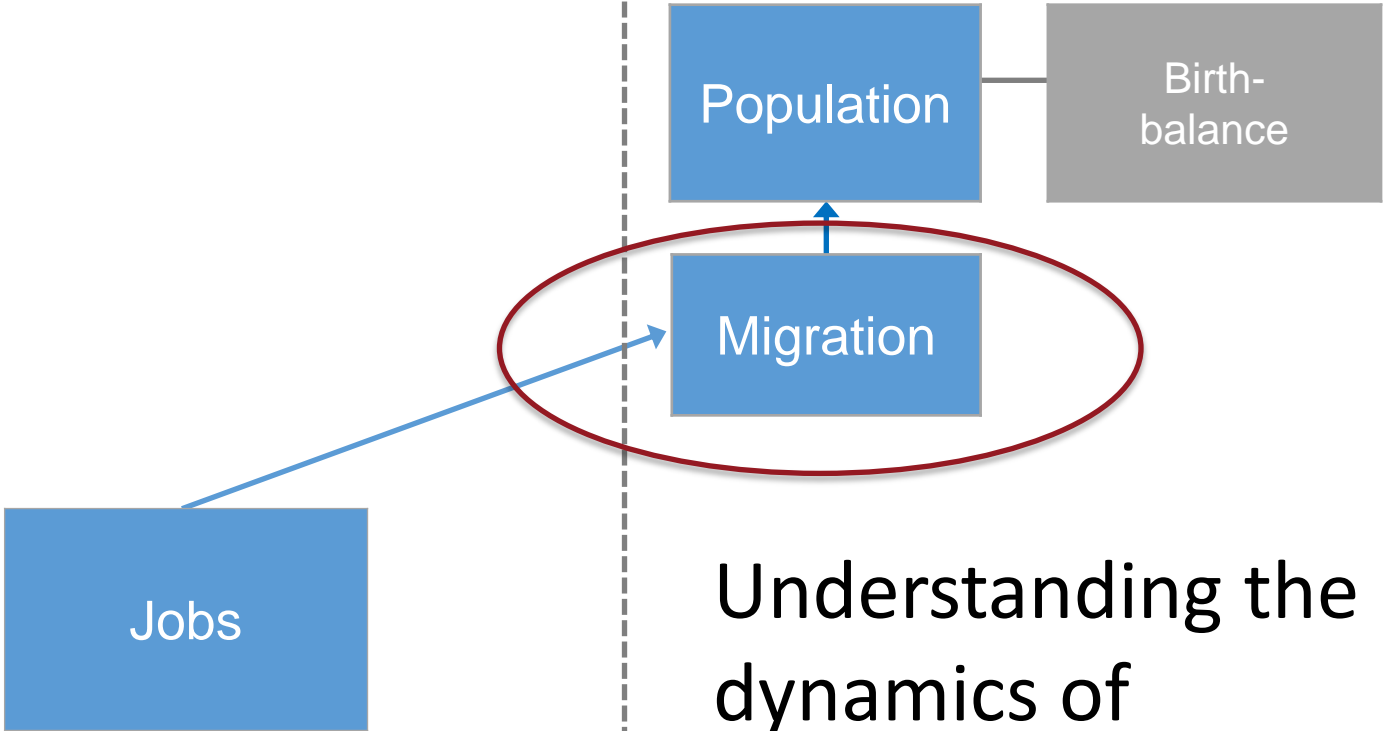


Population development





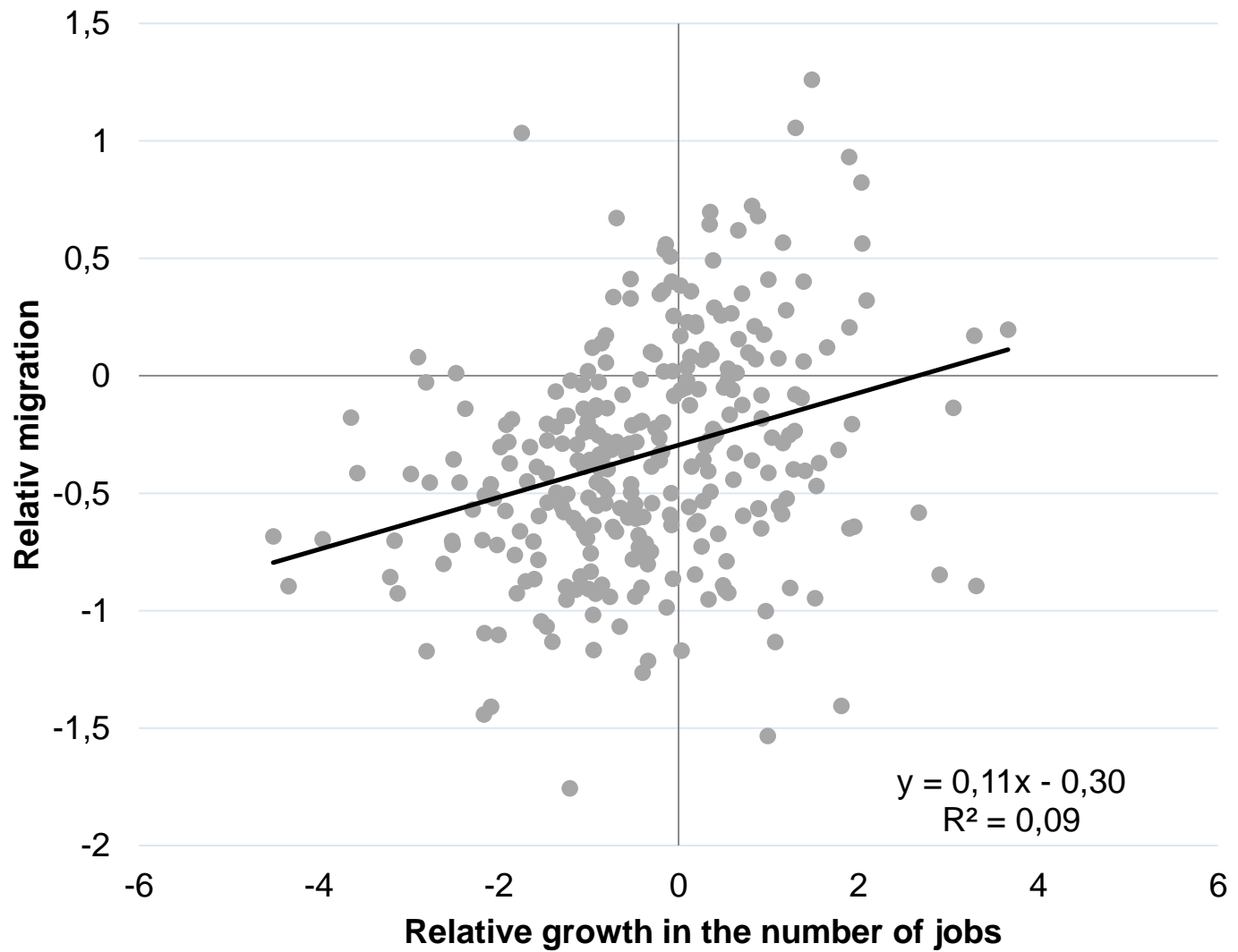


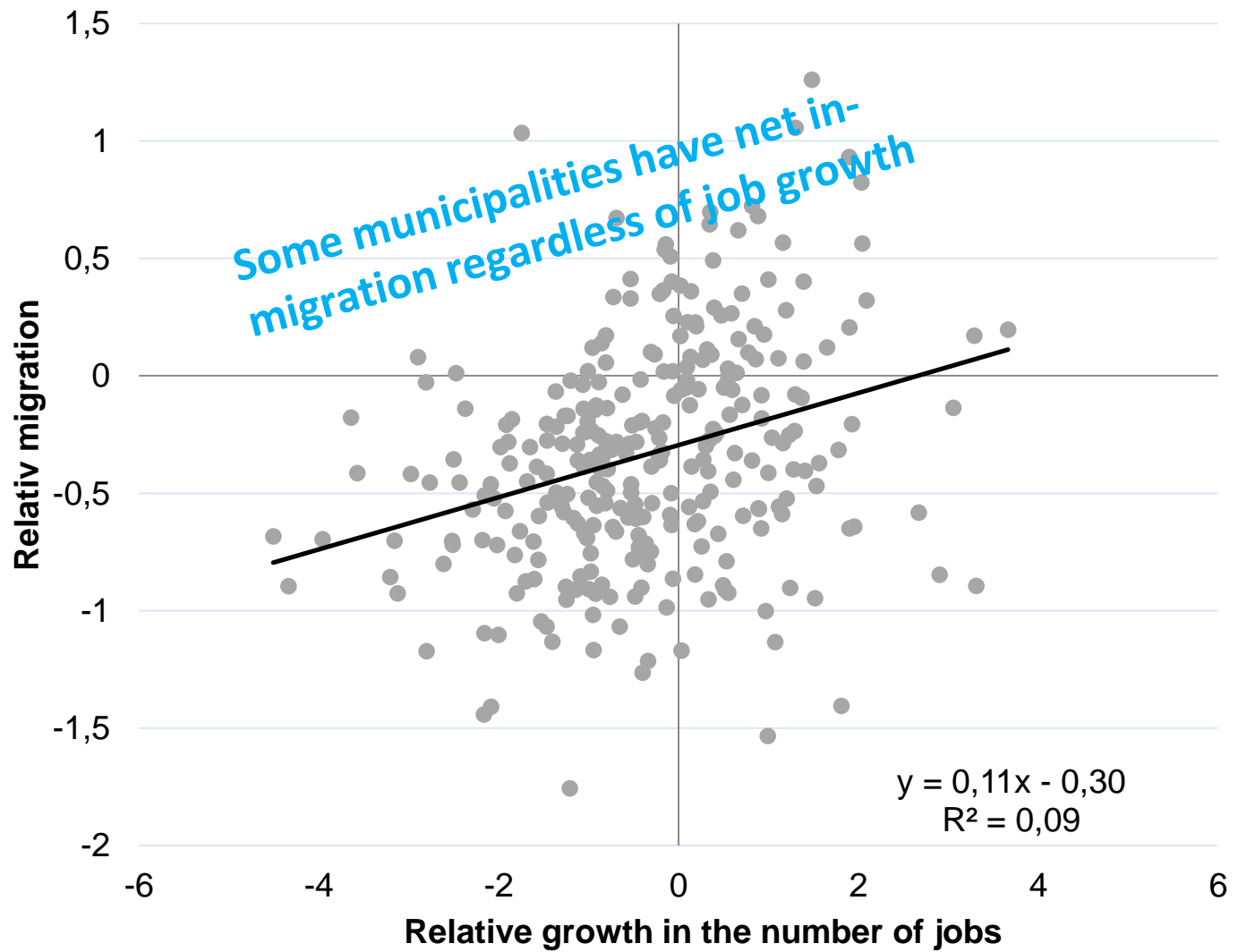


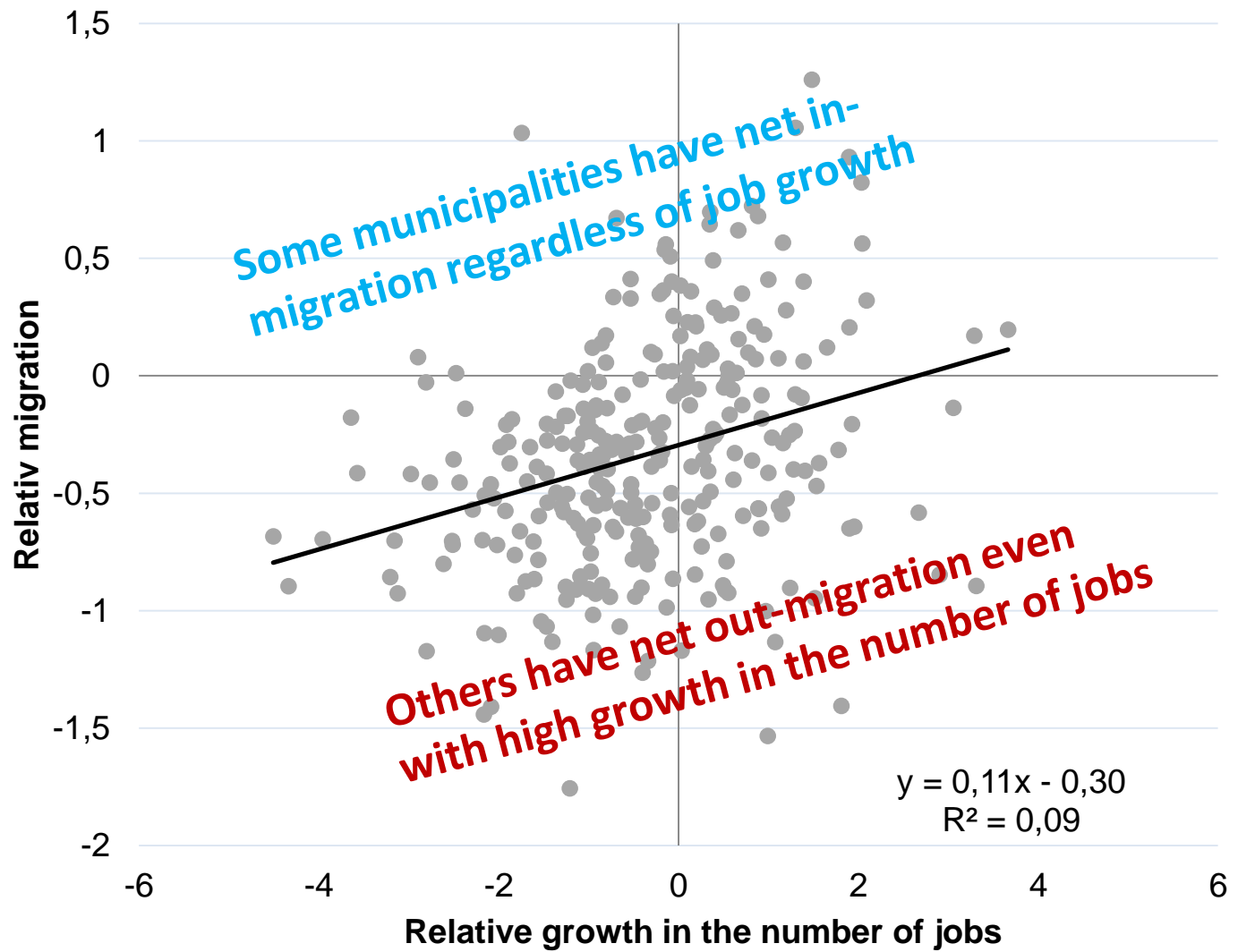
Understanding the dynamics of migration

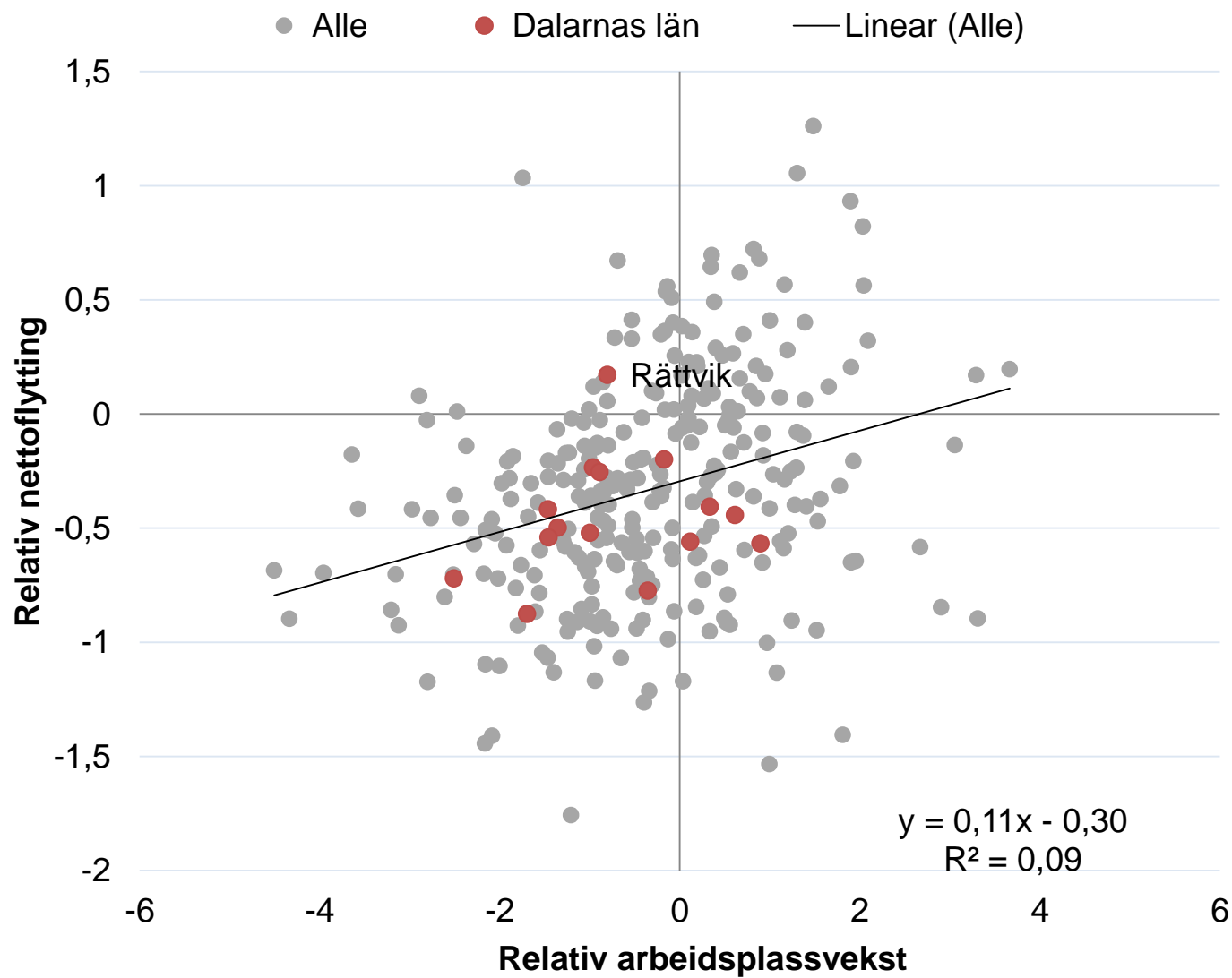
Jobs development

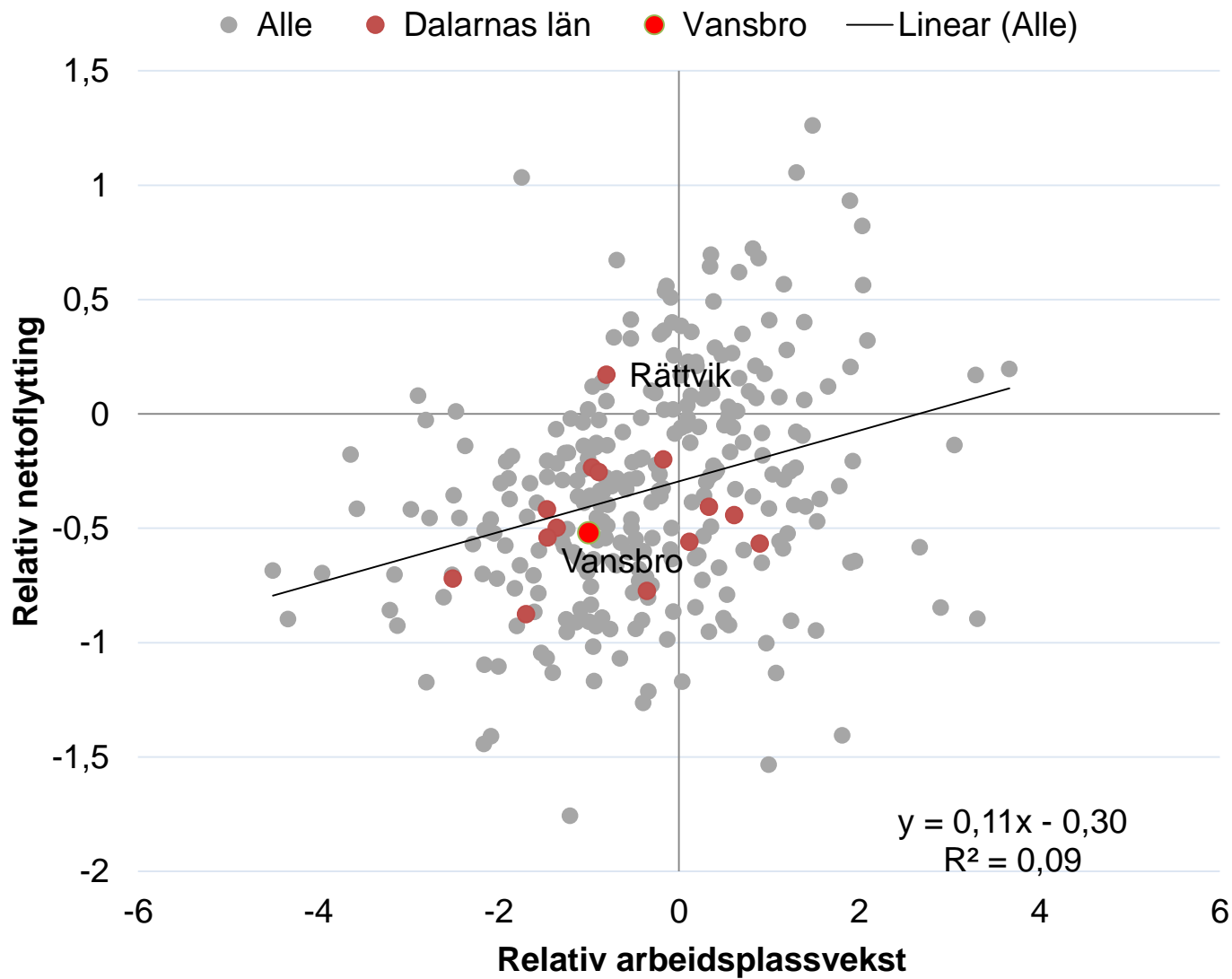
Population development

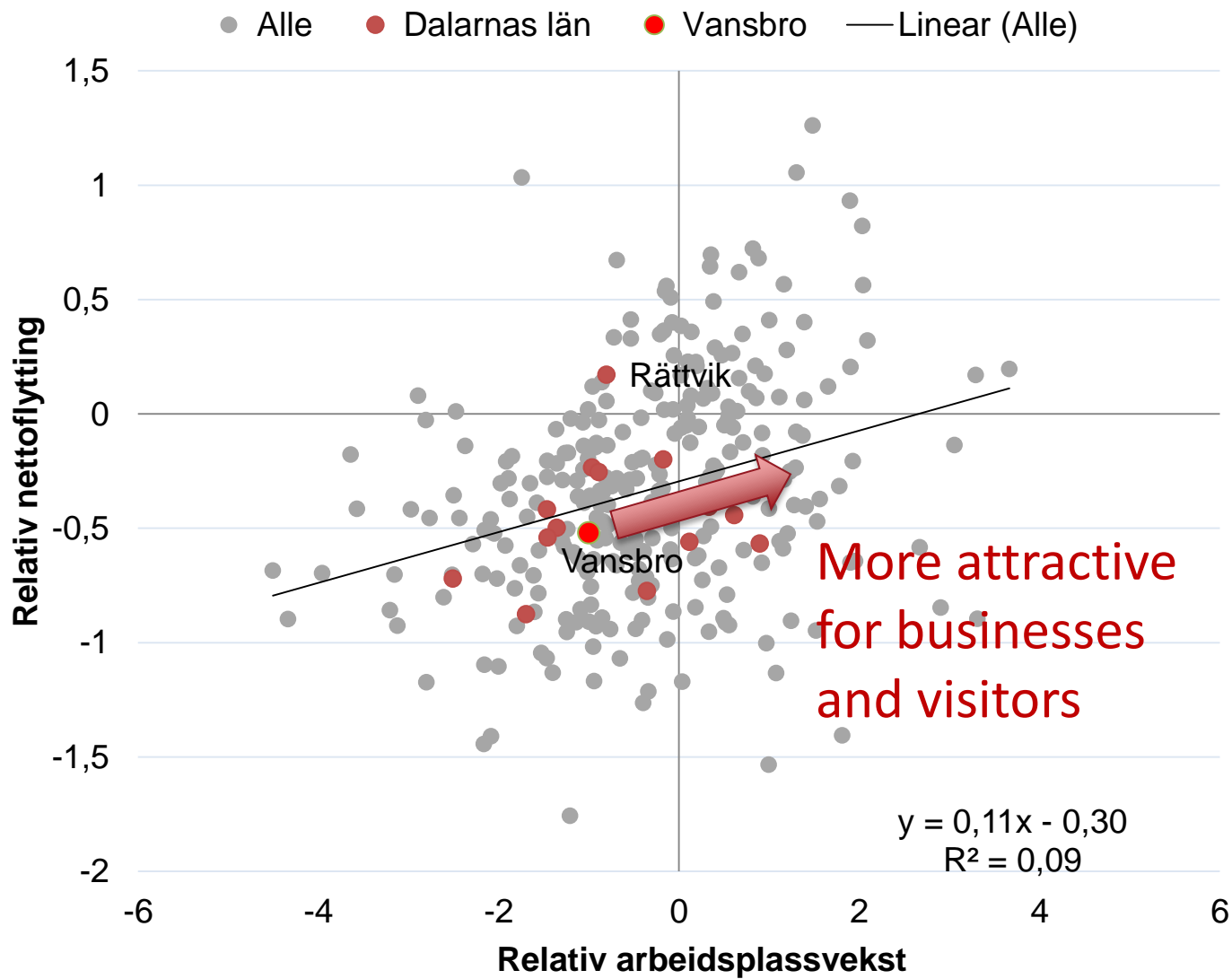


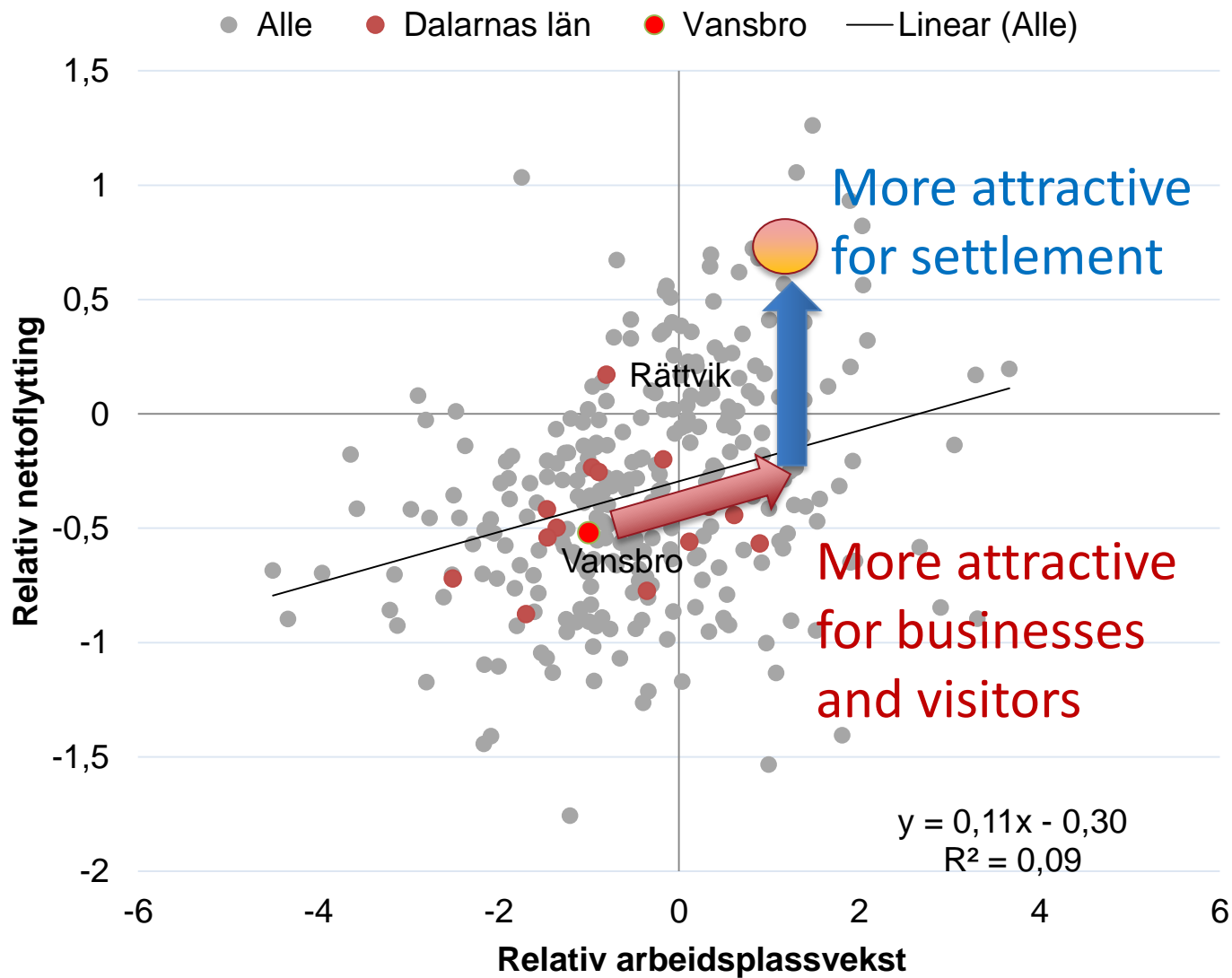


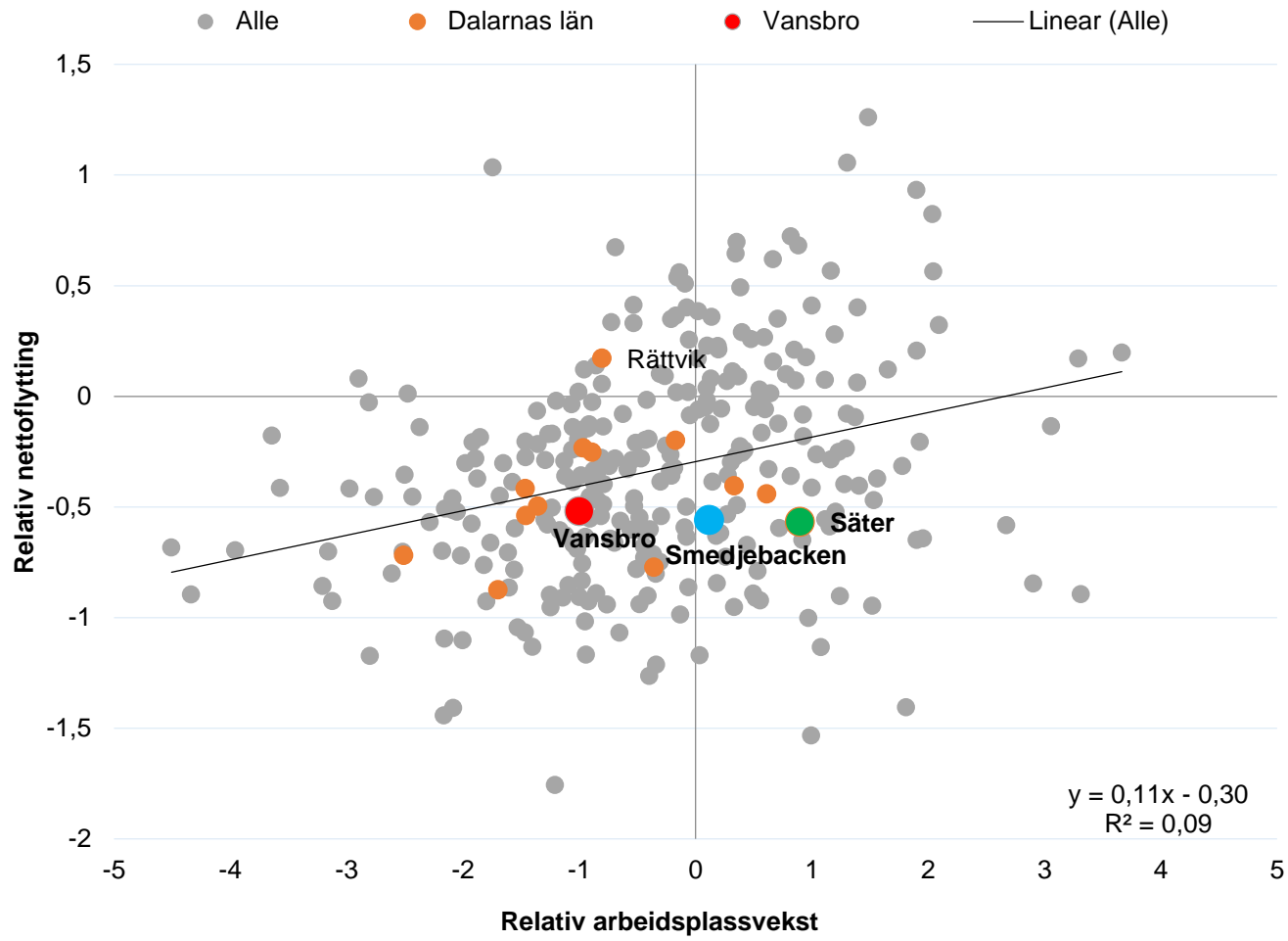


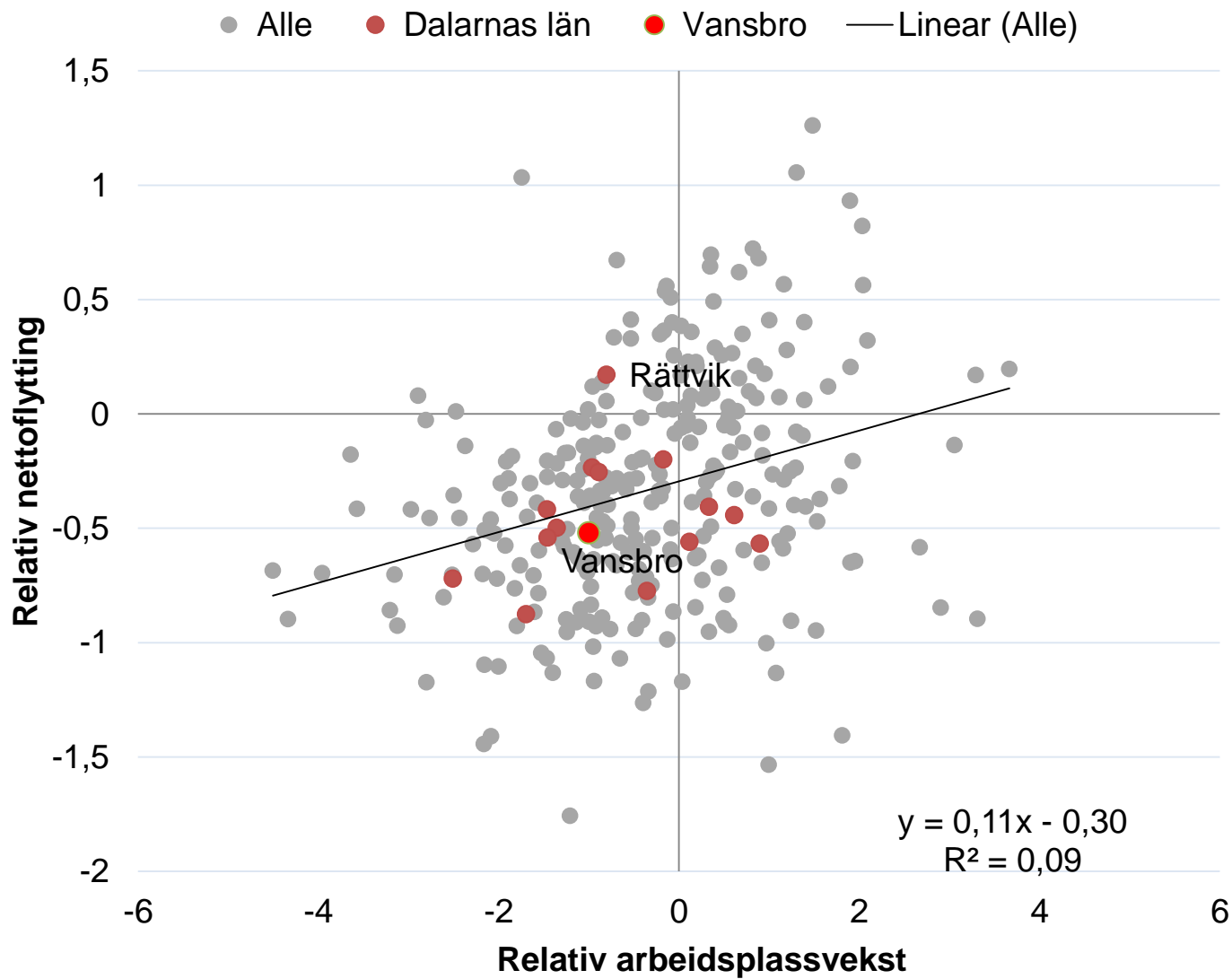


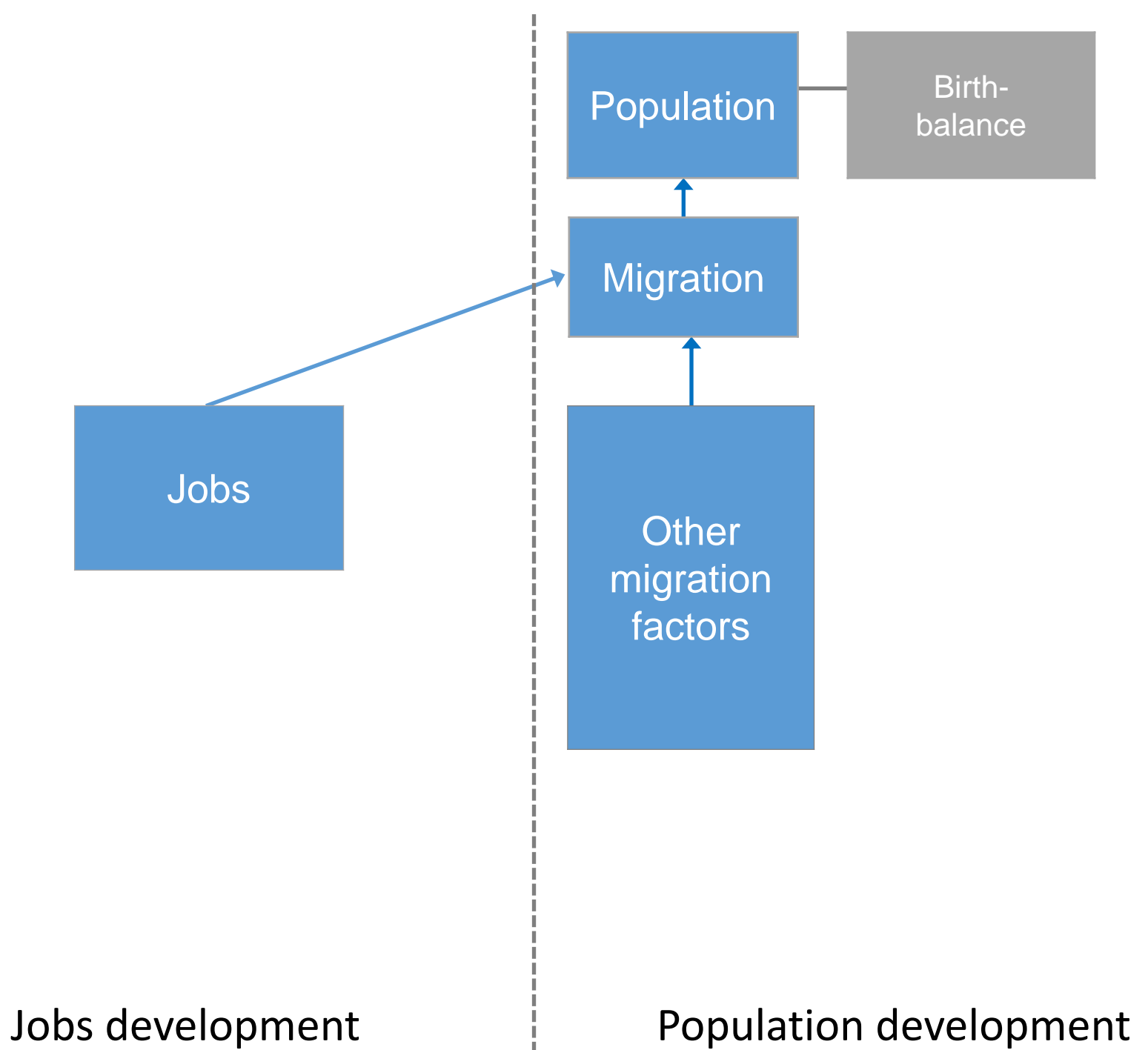


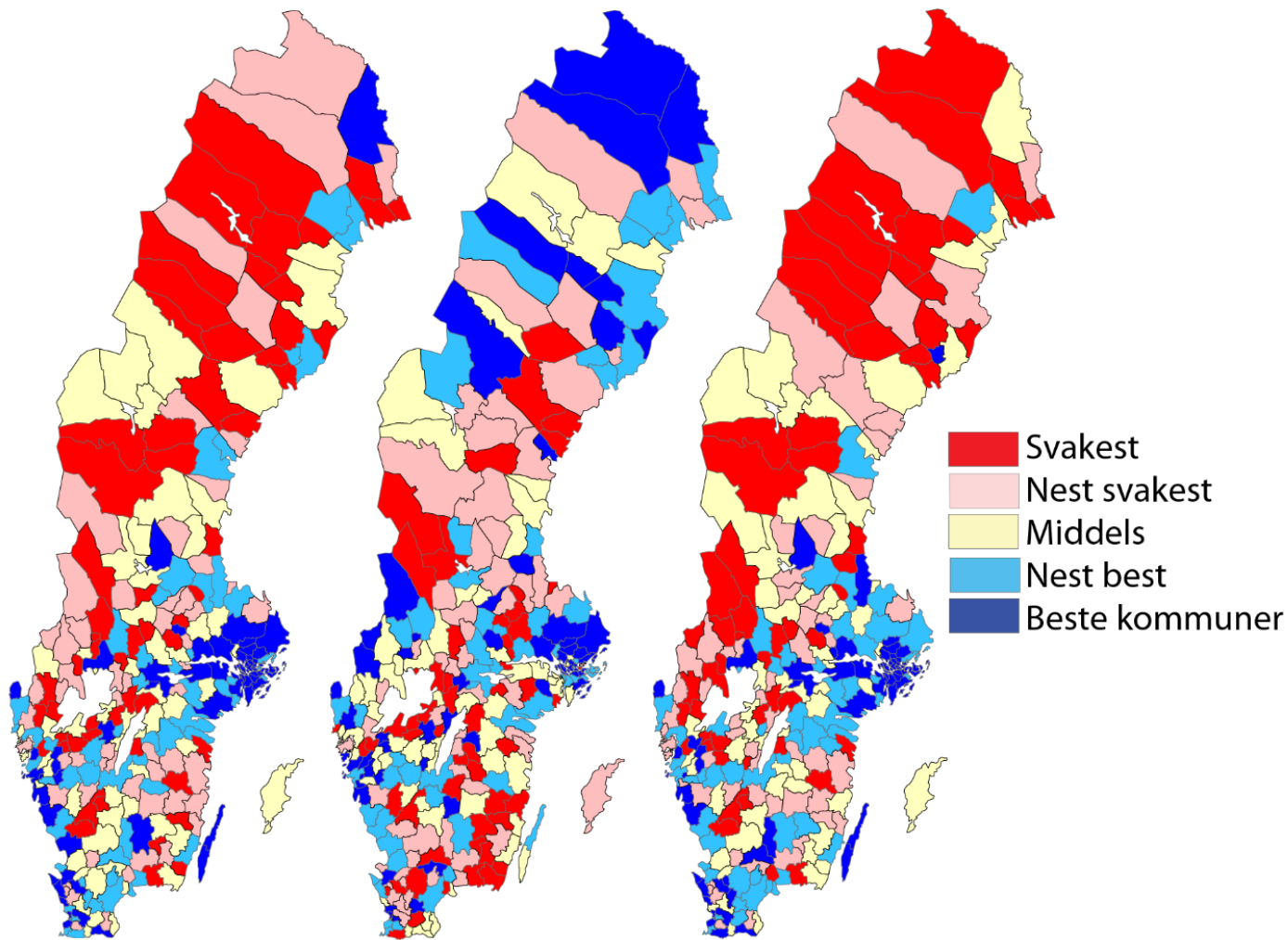








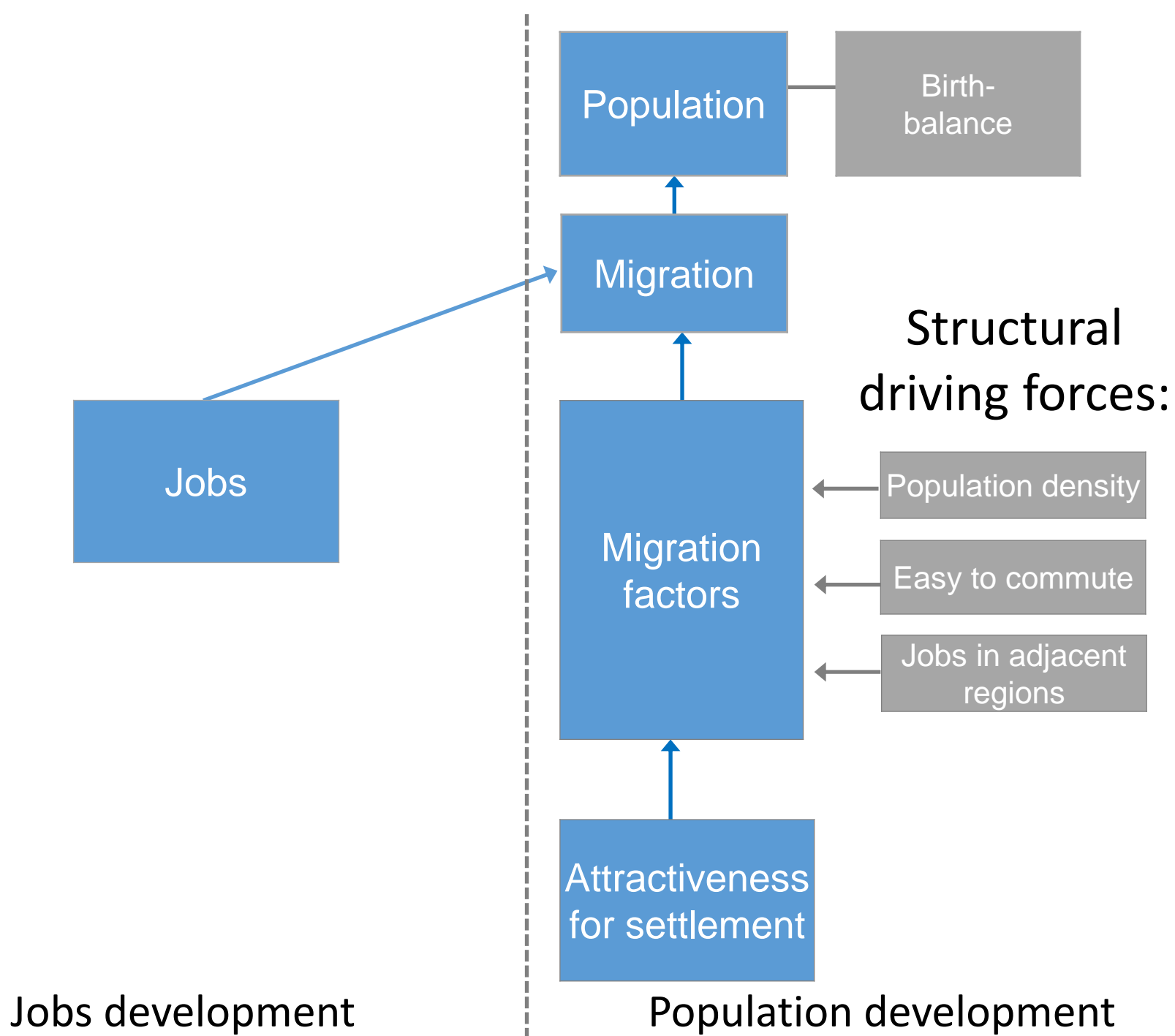


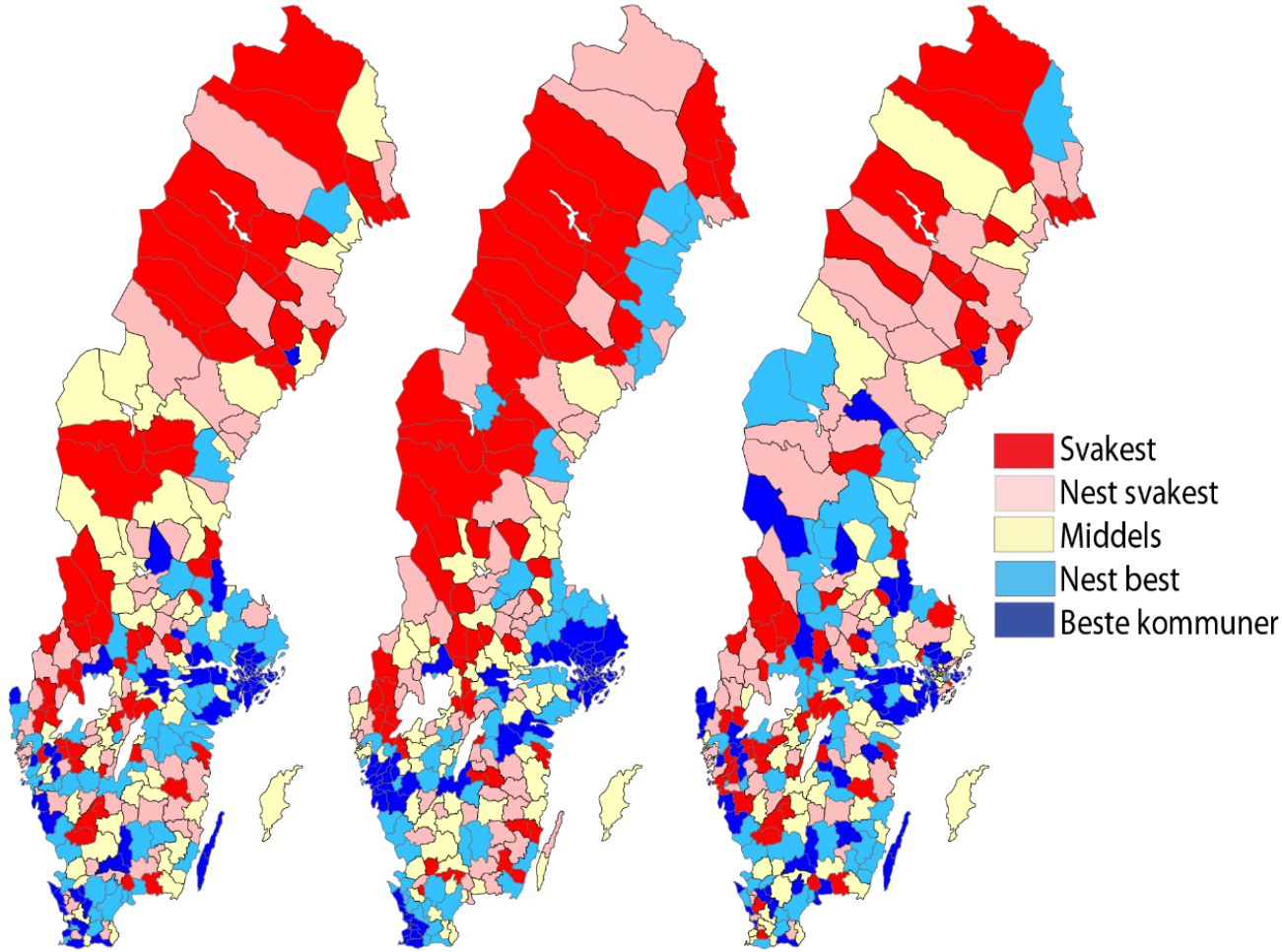


Net migration

Growth jobs

Unexplained migration



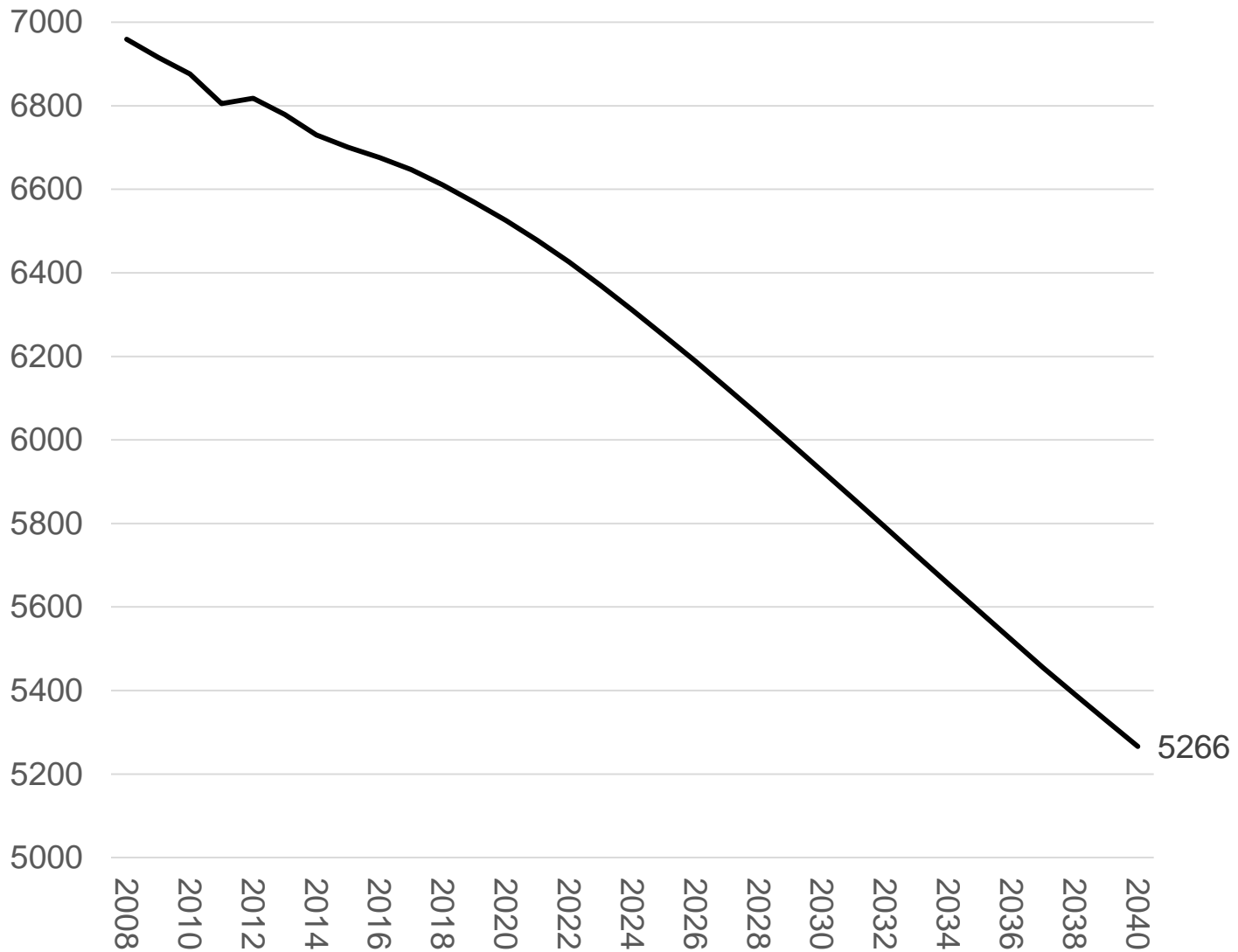


Unexplained migration

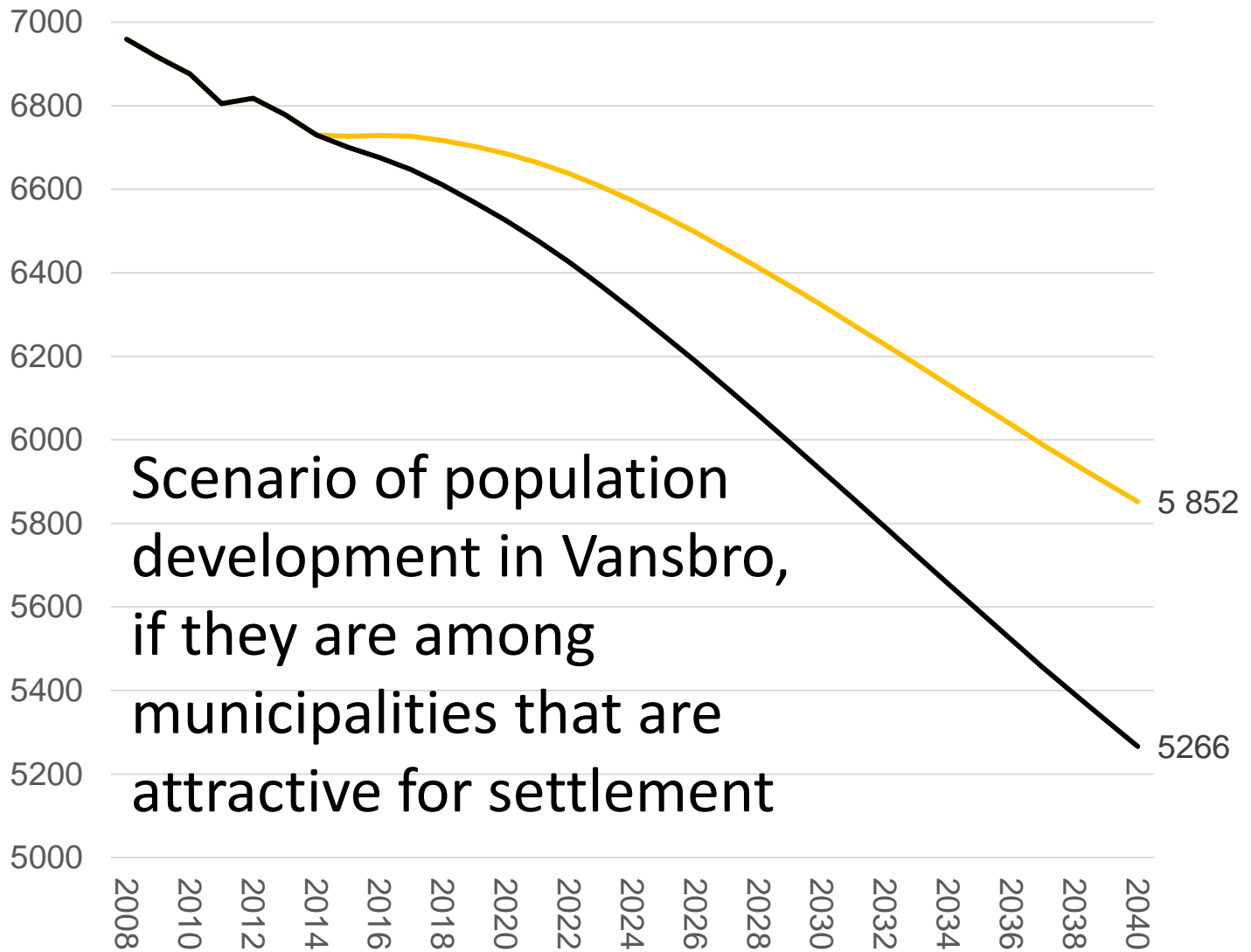
Structural forces

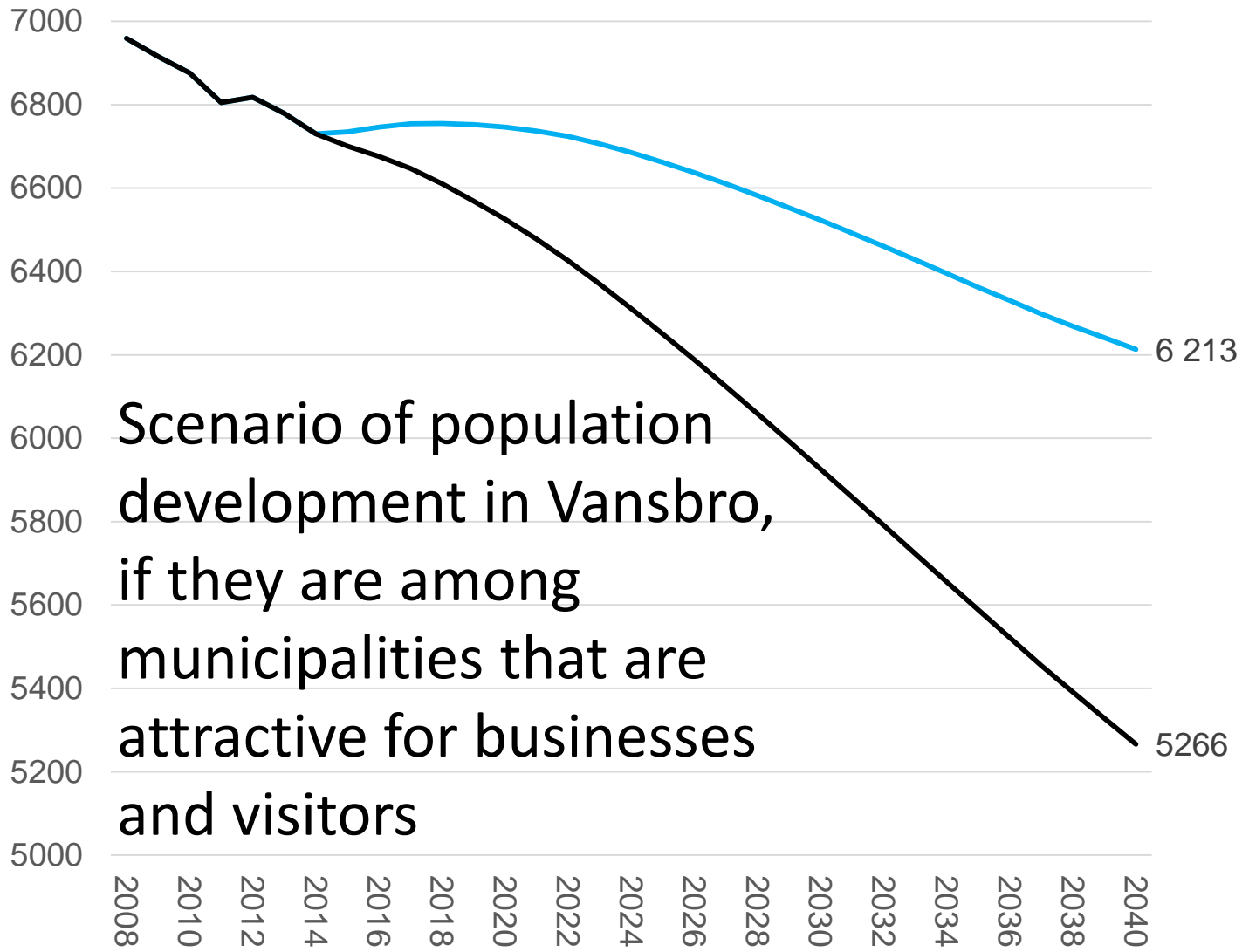
Attractiveness for settlement

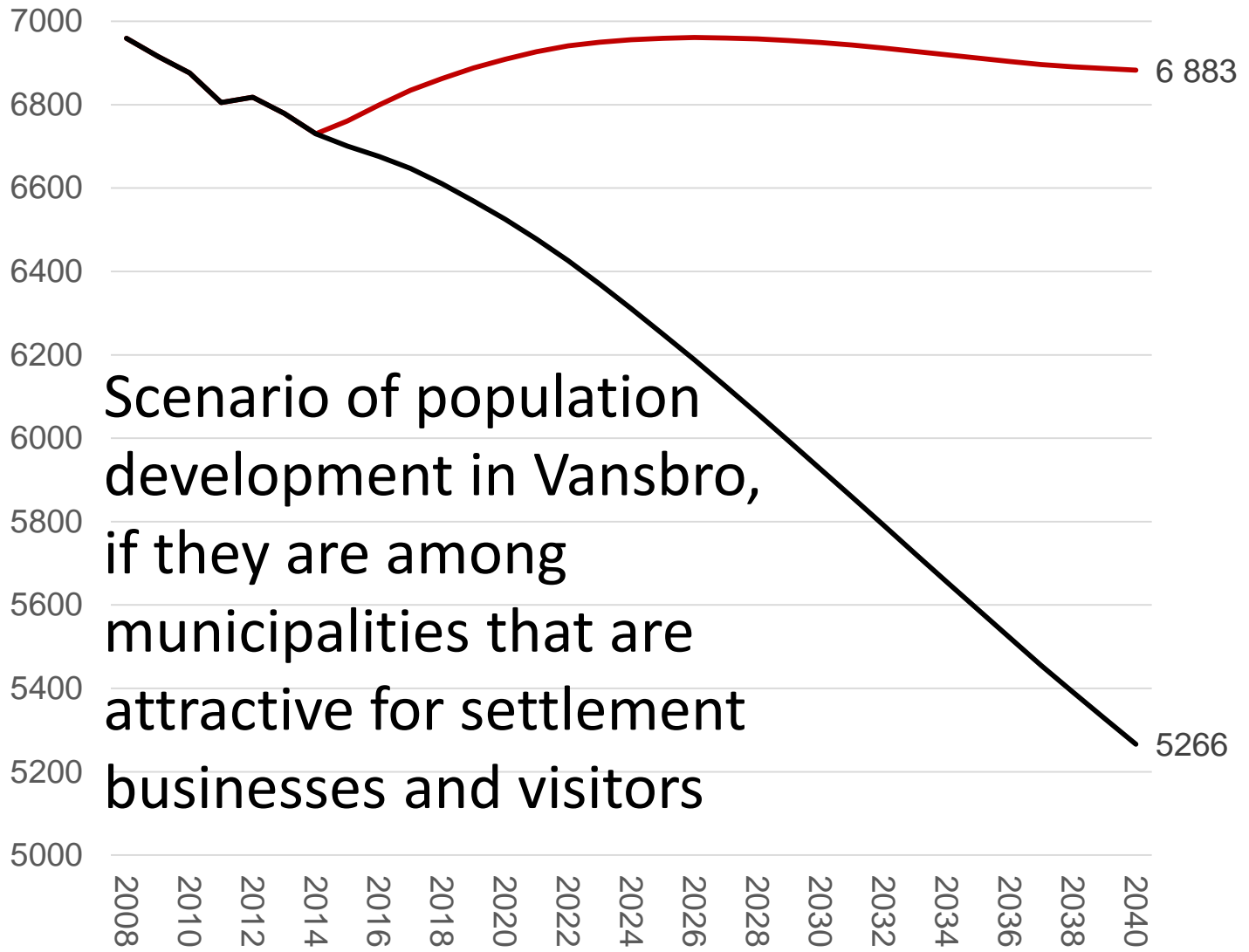
Attractiveness scenario model



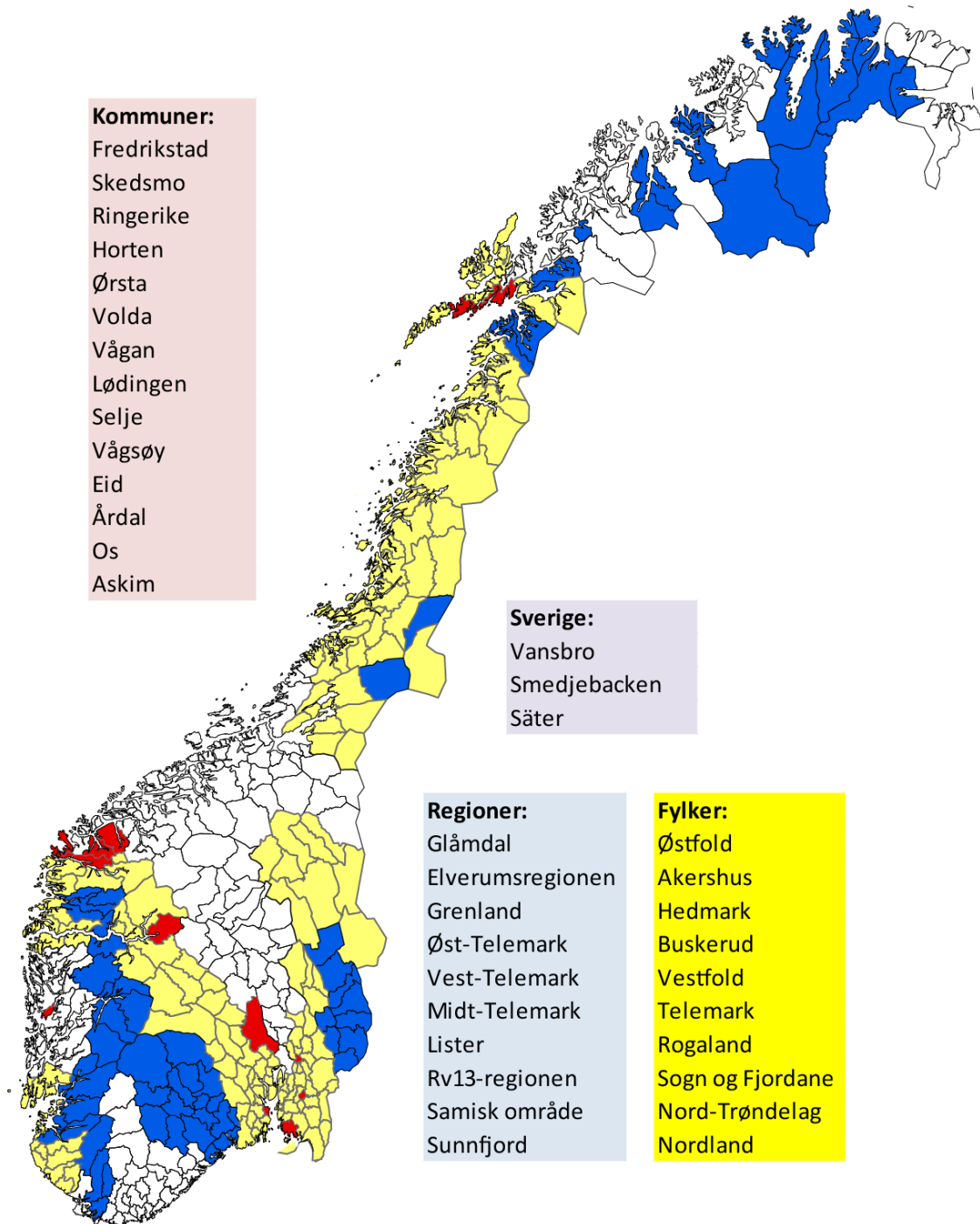
Prediction of population development i Vansbro







38 regional analyses last year



What do the analyses show?

Detect the driving forces behind the development of the number of jobs and migration, divide them into structural forces and attractiveness.

Scenarios of future development, bases on the structural conditions but with different levels of attractiveness

How to make your place attractive



There is no universal recipe for creating place attractiveness

Every place is unique, with different culture, history, business structure, nature...

Attractiveness is relative. What other places do matters

Times are achanging:
What was attractive before is not necessary attractive today

Attractiveness is complex, a product of many different factors

Chest of drawers to sort out the numerous factors that can affect attractiveness



organize areas and stimulate building for businesses, visitors and settlement

Ensure amenities for settlement and visitors and business

Create an open and positive hospitable culture

Ensure that the qualities are marketed and made known to others

Reputation

Land and buildings

Amenities

Local identity and culture

A culture for change and cooperation

Create local identity and commitment so that all actors are mobilized to make changes that give attractiveness

To be attractive a place must:

Do more or work smarter than
before

Do more or work smarter than
other places

Change, improve or invent many
things, continuously

Thanks for listening!

Knut Vareide