

# Sustainable Development Strategy 2030 and Development Plan 2020 of Kurzeme Planning Region

## Processes and Results

02.10.2014. Riga, Latvia

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# KURZEME 2030

content of presentation

1. INTENTIONS - methodological approaches
2. DRAFTING - problems and solutions
3. THE RESULT - in the process
4. WHAT'S NEXT - the next steps



# INTENTIONS – methodological approaches

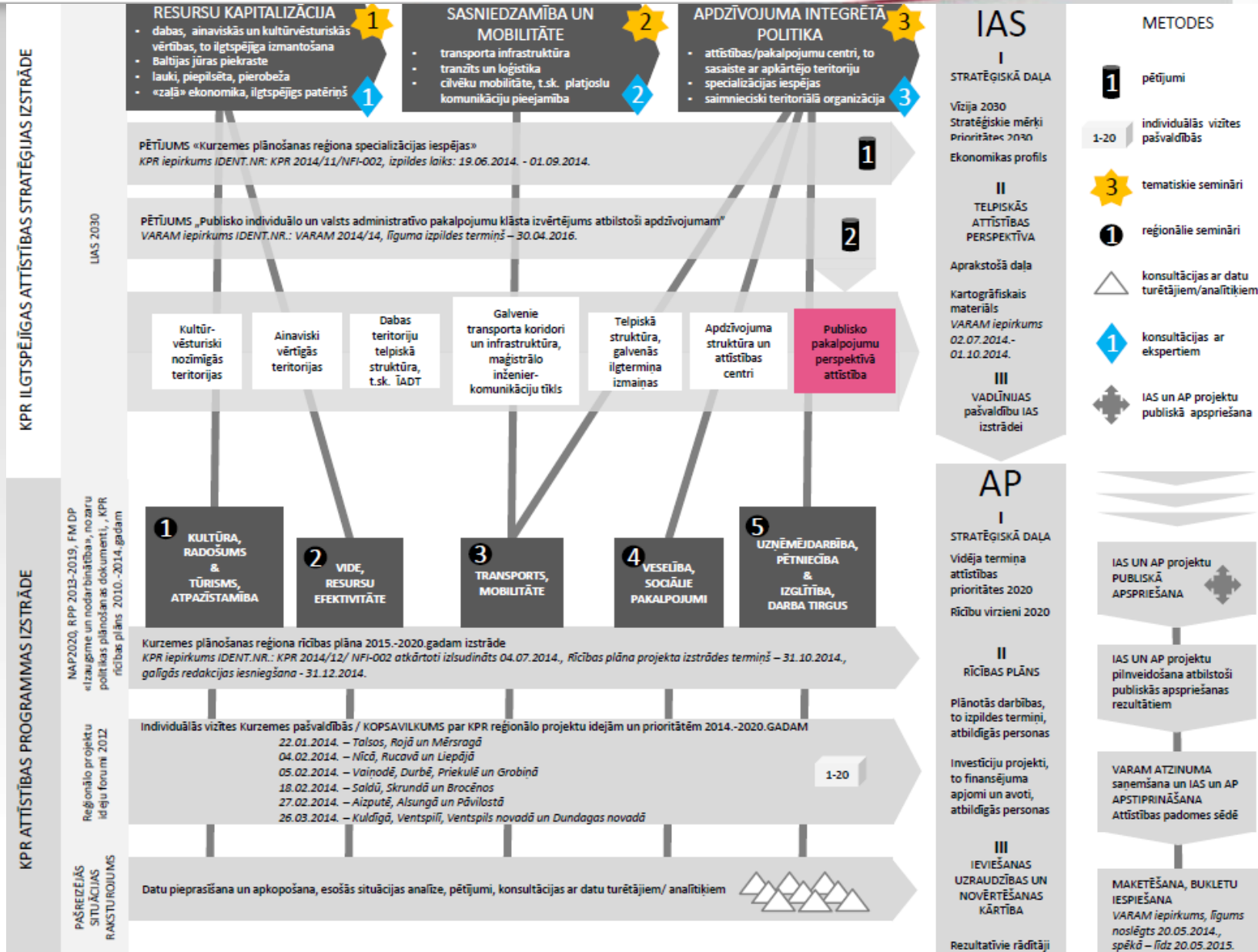
- Active communication with target groups
- Credibility of the document and acceptance in the region
- Higher labor input, administration resources





# INTENTIONS – methodological approaches

## • Planning of activities





# THE RESULT – in the process

What has been done...

- Consultations with local governments and stake-holders, field experts
- Outreach activities - including - students and seniors
- Analysis of the current situation
- Studies - Specialization
- Action Plan
- Local government and direction of development assessment
- Thematic Seminars
- Spatial Strategy Seminars
- Development scenarios
- Prepared drafts of documents



# THE RESULT – in the process

Draft Strategy

## Draft - of 4 PARTS

### PART I STRATEGIC

1. Development Scenarios
2. Drivers Development - opportunities and risks
3. Region Economic Profile
4. Long-term development vision
5. Strategic objectives and priorities
6. Directions of long-term actions



# THE RESULT – in the process

## Draft Strategy

## II SPATIAL DEVELOPMENT PERSPECTIVE

7. The Existing Spatial structure and the main functional areas

8. Preferred Spatial structure

8.1. Population structure and development centers

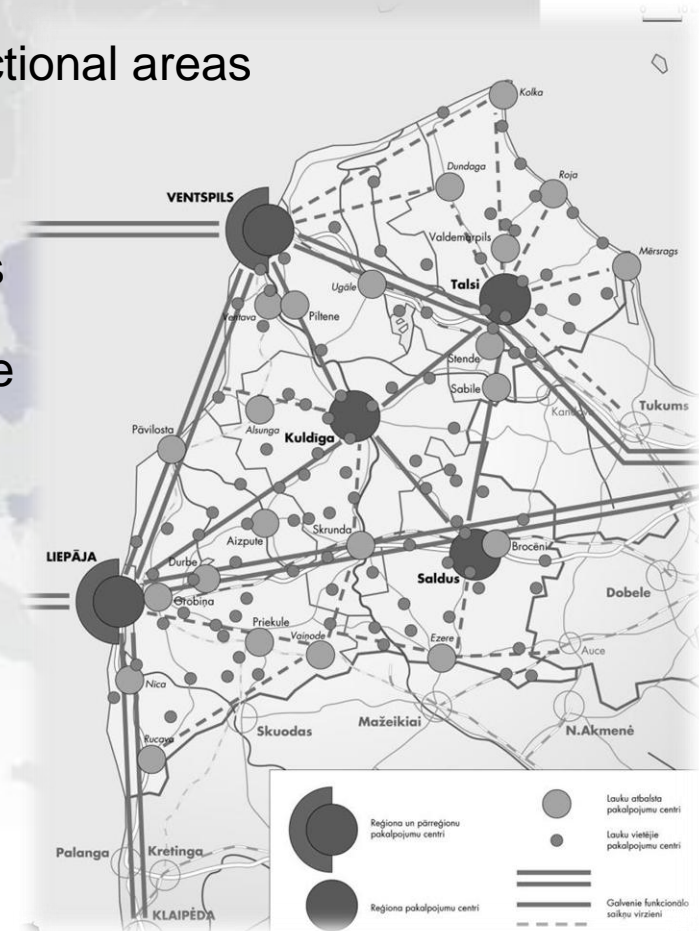
8.2. The main transport corridors and infrastructure

8.3. Spatial structure of natural areas

8.4. Culturally important areas

8.5. Valuable landscape areas

8.6. Other special areas





# THE RESULT – in the process

## Draft Strategy

### **III GUIDELINES FOR DEVELOPMENT PLANNING**

#### **9. General Guide**

- 9.1. Urban Space and Settlements
- 9.2. Mobility and Transport
- 9.3. Rural and Natural areas

#### **10. Guidelines for Specific Areas**

- 10.1. Coast
- 10.2. Border area
- 10.3. Cultural and Historical areas
- 10.4. Landscapes
- 10.5. Infrastructure
- 10.6. Management





# THE RESULT – in the process

Draft Strategy

## IV STRATEGY IMPLEMENTATION AND MONITORING PROCEDURE

- 11. The indicators implementation of Strategy
- 12. Arrangements for monitoring
- 12. Integrated Regional Development Programme



# THE RESULT – in the process

## Scenarios and choices

3 Scenarios: **"Degrowth Development"**

**"Smart Development"**

**"Engines of growth"**

4 Strategic choices based on natural resources, positioning, knowledge and human resources

- High value-added manufacturing/ services
- Mass creativity
- Efficient management of resources
- High-tech



# THE RESULT – in the process

specialization study

## The study “Opportunities for Kurzeme Planning Region specialization”

- developed in August 2014
- work out within the framework of the NFI project activities
- the aim of the study: to draft recommendations for **long-term direction of specialization**
- integration with developing region’s Strategy and Development Plan



# THE RESULT – in the process

specialization study

## Conclusions:

1. Comparative competitive advantages are in fisheries, apparel manufacturing and tourism
2. The advantage of the natural resources – the sea, coast and forests
3. Innovation infrastructure is not conducive to relatively competitive sectors



# THE RESULT – in the process

specialization study

## Recommendations for actions:

1. The development of marine and coastal territories
2. Technological competences
3. Creative resources
4. Cooperation between government, business and research institutions
5. To develop transport and communications infrastructure



# THE RESULT – in the process

specialization study

## Specialization fields:

- Woodworking
- Food Industry
- Apparel Manufacturing
- Tourism
- Fishing
- Metalworking
- Transport and Logistics

**more  
+  
added  
value**



# THE RESULT – in the process

specialization study

## Regional strategic functions:

1. Regional innovation system management
2. Tourism marketing
3. Investment attraction
4. Business support services



# THE RESULT – in the process

strategic setting

**Kurzeme 2030 - smart, creative, green,  
internationally competitive and attractive  
region of the Baltic Sea (vision)**

## **The strategic objectives:**

M1 Smart Economy

M2 Attractive Living Environment

M3 Global Relevance and Openness





# THE RESULT – in the process

strategic setting

## M1 Smart Economy -

aims to change thinking and behavior, which can be achieved through investments in education, science, changing societal environment, developing entrepreneurial thinking.

## Long-term priorities to achieve M1:

Knowledge

Responsability /manage risks

Support infrastructure



# THE RESULT – in the process

strategic setting

## **M2 Attractive Living Environment -**

focuses on the life and activities of environmental change, which can be achieved through targeted changes in living and working environments focusing on location-oriented development.

## **Long-term priorities to achieve M2:**

- A livable place
- Available for work
- Energy and eco-efficiency



# THE RESULT – in the process

strategic setting

## M3 Smart Economy -

focused on the region, places, individuals open to global opportunities, which can be achieved through changes in management, aimed at cooperation.

## Long-term priorities to achieve M3:

Cooperation and competitiveness

Place identity



# THE RESULT – in the process

strategic setting

## The place-oriented change strategy components:

Culture – creativity  
and resilient

Health –  
wellbeing

Learning –  
necessary

Environment –  
part of inclusion

Energy, transit,  
infrastructure -  
support

Participation,  
collaboration

Responsibility

Capitalisation



# THE RESULT – in the process

## Draft Development Plan

### **I SUMMARY OF CURRENT SITUATION**

- 1.1. The region's profile
- 1.2. Available resources and benefits
- 1.3. Trends and forecasts

### **II PLANNING FRAMEWORK**

- 2.1. Planning Documents
- 2.2. Consistency and continuity
- 2.3. Issues of common concern

### **III STRATEGIC PART**

- 3.1. Strategic setting
- 3.2. Medium-term priorities and action directions
- 3.3. Tasks and indicators

### **IV IMPLEMENTATION OF PLAN**

#### APENDIXES

Description of the current situation

The Action Plan 2015-2020

Indicative Cooperation project ideas list



# THE RESULT – in the process

## Action Plan

- Started – July 2014
- Developed in collaboration with the company «AC konsultācijas»
- **Term of draft of Action Plan – Oct. 31/ 2014**



# THE RESULT – in the process

## Action Plan

### Methodology:

1. Analysis of Current Situation
2. Thematic seminars – working groups
3. Public Participation/ main target groups:
  - local authorities
  - sectoral associations
  - regional authorities
  - non-governmental organizations



# THE RESULT – in the process

## Action Plan

### Thematic workshops

- |  |          |   |
|--|----------|---|
| 1. Health and Social Services                                | Sept. 5  | ✓ |
| 2. Environment and Resource Efficiency                       | Sept. 11 | ✓ |
| 3. Culture and creativity, tourism and place identity        | Sept. 30 | ✓ |
| 4. Transport and mobility                                    | Okt. 9   |   |
| 5. Entrepreneurship and research, education and labor market | Okt. 17  |   |





# THE RESULT – in the process

## Action Plan

### Thematic seminar course methodology

- STEP 1** National Policy - national settings and the future development
- STEP 2** The current situation - trends, opportunities and resources
- STEP 3** Region's strategic setting
- STEP 4** Group work - discussion of project ideas and tasks



# THE RESULT – in the process

## Action Plan

**PLACE** of the seminar - according to the theme



05.09.2014. Health and Social Services – **SALDUS HEALTH CENTRE**



# THE RESULT – in the process

## Action Plan

**PLACE** of the seminar - according to the theme



11.09.2014. Environment and Resource Efficiency – **PEAT LIELSALAS**  
Peat mining company SIA „Pindstrup Latvia”



# THE RESULT – in the process

implementation of documents

- Daily work
- Formal planning procedures - guidance, coordination, supervision ...
- Informal action - unwritten rules
- *Extraordinary work* - to place oriented action
- Coordination, promotion of cooperation, regular meetings, joint actions at different activation levels, projects, regional marketing, lobbying ...
- All this need support



# DRAFTING – problems and solutions

1. New process – experience
2. Short time
3. Procurement requirements - time shift
4. Changes in the budget - the possibilities of additional studies
5. Reliance on project-driven change process towards the development of logic and time framework
6. Solutions - job parallelism and logic shift
7. Combination of measures
8. Adding procurements measures to the required procedures
9. Benefit - you save money, the loss - time shift



# WHAT'S NEXT

## NEXT STEPS

...

- **Public discussion Nov. – Dec. 2014**
- Draft is incomplete - a chance to improve!
- Meetings that explain, discuss, modify, .... an active process
- **National level research integration**
  - Public Service study/ procurement – just begun
  - Spatial plan for Baltic Sea coastal area/ procurement - not started
  - Public security and rescue plan in coastal area/ start Oct. 1

**Thank you for attention!**

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