



VIDZEME

CEĻŠ VED AUGŠUP!



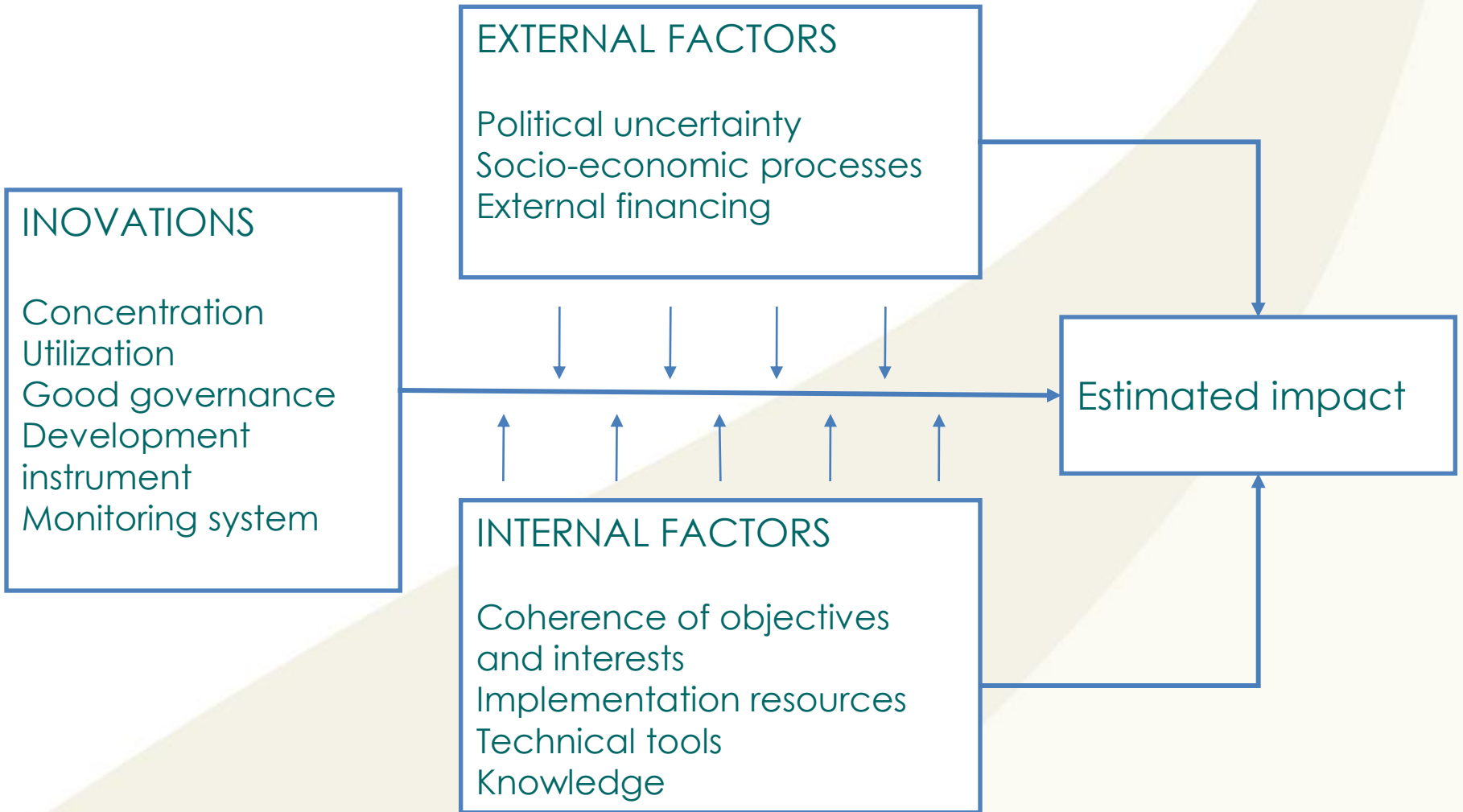
VIDZEME DEVELOPMENT PRIORITIES

Ieva Kalniņa
Krišjānis Veitners
Vidzeme planning region

Basic data:

- NUTS 3 region
- Largest region 23,6% from the whole country
- Least populated 220 280, or 10,1% from general population
- Lowest density 14,4 people/km² (LV average – 33,8 people/km²)
- 26 Municipalities 25 + 1 city
- University Vidzeme University of Applied Sciences
- Largest towns Valmiera (24 228), Cēsis (16 099) Gulbene (8 095)
- Depleting population -7,51% 2007-2014 (LV on average -4,2%)
- Ageing population especially in remote rural areas
- Agrarian economy 17,5% employed in agriculture and forestry
- Key industries dairy products, forestry, wood processing, chemical industry
- Industries with potential: ICTs, media, green energy, functional food

Evaluation of the current programming documents
Factors of internal / external influence
Existing situation analysis
Development indicators
Thematic working groups
Smart specialization areas
Strategic part
Action plans
Monitoring system
1st draft – mid October
Public consultations





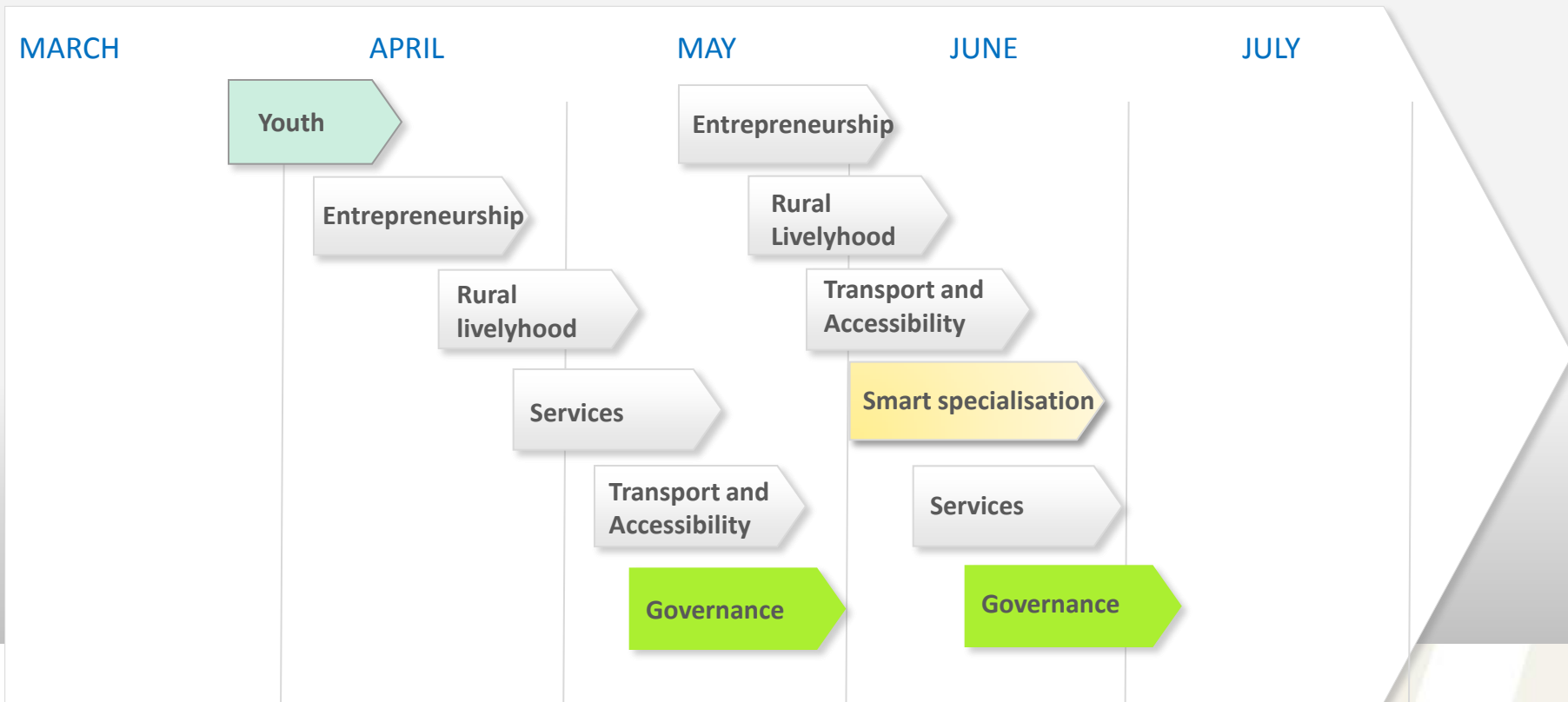
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PUBLIC ENGAGEMENT

THEMATIC WORKING GROUPS



-  Development Council
-  Youth
-  Local governments – politicians, administration, area experts
-  Entrepreneurs, research institutions

Lesson: 1 Using methods that engage young people

“One-day in a life of...”
Youth
Workshop

Making photo collage posters on theme “One day in a life of imaginary characters of guy named “Kaspars” and girl named “Liene”

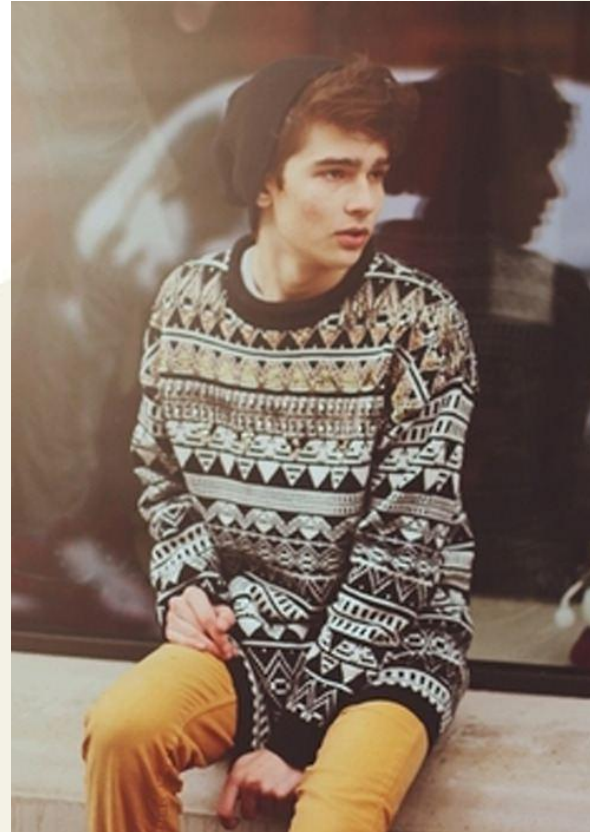
Benefits:

- listening to youth concerns
- adopting life event and person centered perspective
- using and practicing easy language

Youth workshop participants were asked to
“Present a story about a day in the life of
Liene (14) and Kaspars (16) in 2020...”



Liene (14)



Kaspars (16)

Two scenarios



Lesson: 2 Come prepared !

Participants were asked to map preferred social, economic, cultural, educational, services in the workshop using previously designed tables and maps where existing services were shown





Participatory mapping based on previously prepared material

Benefits:

- Updating current information about available services in different areas to avoid mistakes
- Saving time of participants
- Providing structured discussions
- Using rotating groups to work on specific group of services

Services workshop participants were asked to update information about different services and their accessibility...



Type of service	Admin. Level of Service delivery (smallest center of settlement where service has to be provided)	Service Delivery Type			Financing	
		Stationary service 	Mobile service 	E-service 	Publicly financed	Privately financed 
	Every parish	X			X	X
	Centers of municipal significance	X			X	
	Centers of regional significance	X		X	X	
	Centers of National Significance			X	X	X

Circulating
workshop
material to
stakeholders

Lesson: 3 Provide Feedback

After each workshop participants received a written summary of workshop results with a deadline of comments and suggestions.



Benefits:

- Updating current information about available services in different areas to avoid mistakes
- Saving time of participants
- Providing structured discussions
- Using rotating groups to work on specific group of services

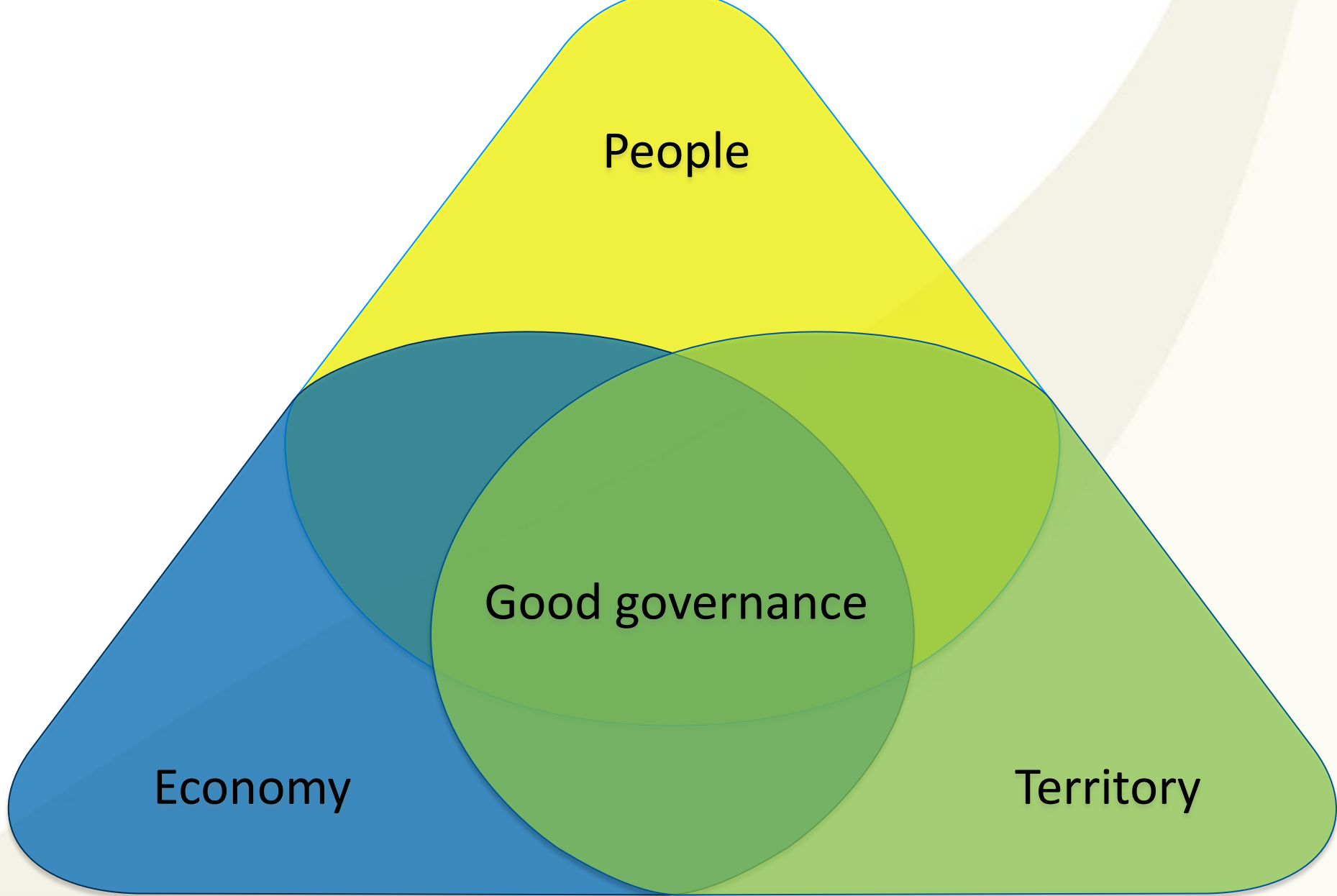


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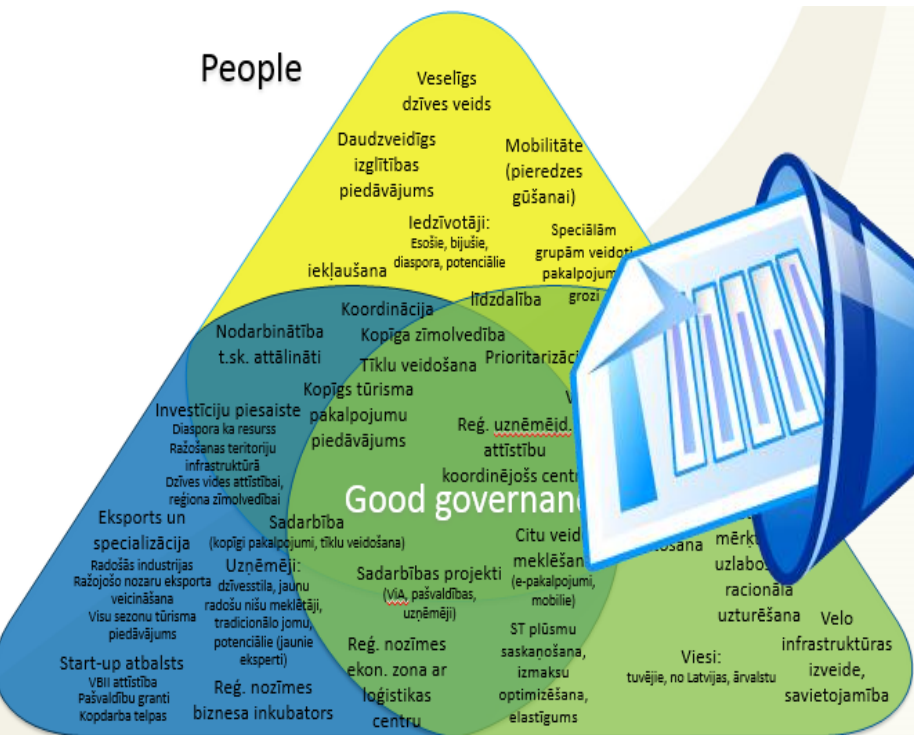
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PRIORITY SELECTION



People



Agenda

Cooperation

Specialization

Involvement

Long term priorities

PEOPLE

IAS1: High quality, accessible and multi-faceted education

IAS2: Social security and health

ECONOMY

IAS3: Sustainable business and innovation environment

IAS4: Sustainable economy

TERRITORY

IAS5: Accessible region

IAS6: Place attractiveness

Economy

Territory

AGENDA

Consistency with regional, national and international agenda

COOPERATION

Issue affects more than one municipality / solves joint or common problem

SPECIALIZATION

Focused on development of potential smart specialization areas

INVOLVEMENT

Focused on involvement of different parties and groups / knowledge transfer at different levels (national, regional, local)



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SMART SPECIALIZATION

National specialization areas

Vidzeme regional specialization areas

Knowledge intensive
Bio-economy

High value added wood products

Production of healthy food and drinks

Biomass for chemical conversion and production of energy

Biomedicine, medical technologies, biopharmacy and biotechnology

Rehabilitation and health care

Smart materials, technology and engineering

Smart materials

ICT

ICT

Smart energy

Recreation and sustainable tourism

Creative industries

Distance professional services

Strategic goals	Smart specialization areas
<p>1. To promote high value added production (including niche products) in traditional branches of the regions</p>	<p>High value added wood products Production of healthy foods and drinks Recreation and sustainable tourism</p>
<p>2. To diversify economy of the region by developing entrepreneurship in the existing specialization areas</p>	<p>Rehabilitation and health care Biomass for chemical conversion and production of energy Smart materials</p>
<p>3. Development of new forms of entrepreneurship in knowledge economy branches</p>	<p>Information technologies Creative industries Distance professional services</p>



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PRIORITIES

People

SOCIAL
SECURITY
AND HEALTH

EDUCATION

Good
governance

PLACE
ATTRACTIVENESS

SUSTAINABLE
BUSINESS AND
INNOVATION
ENVIRONMENT

SUSTAINABLE
ECONOMY

ACCESSIBLE
REGION

Economy

Territory

People

EDUCATION

SOCIAL SECURITY AND HEALTH

Health

Employability (skills) and entrepreneur-ability

Social security

Business and innovation support instruments

Good governance

Sustainable and attractive living environment

PLACE ATTRACTIVENESS

Thematic networks and knowledge transfer

Energoplanning and access to energy

Convenient and accessible public transport

Low carbon economy

SUSTAINABLE BUSINESS AND INNOVATION ENVIRONMENT

SUSTAINABLE ECONOMY

Transport and communication infrastructure

ACCESSIBLE REGION

Strategic partnerships and external markets

Economy

Territory

PEOPLE

Long term priorities

IAS1: Education

IAS2: Social security and health

Medium term priorities

AP1.1 Development of employability (skills) and entrepreneuriality

AP2.1: Health

AP2.2: Social security

ECONOMY

IAS3: Sustainable business and innovation environment

IAS4: Sustainable economy

AP3.1: Thematic networks and knowledge transfer

AP3.2: Business and innovation support instruments

AP3.3: Strategic partnerships and external markets

AP4.1: Energopanning and access to energy

AP4.2. Low carbon economy

TERRITORY

IAS5: Accessible region

IAS6: Place attractiveness

AP5.1. Transport and communication infrastructure

AP5.2. Convenient and accessible public transport

AP6.1: Sustainable and attractive living environment

People



Economy



Territory

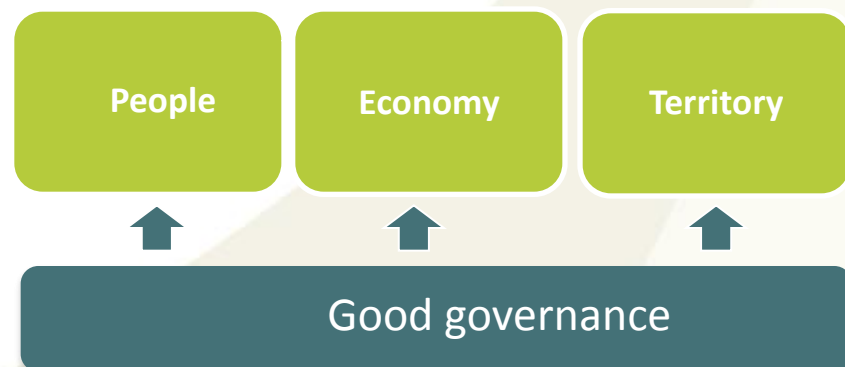


Good governance

Smart specialization

Accessibility

*“Regional administration provides **supporting competence** for efficient and innovative public administration solutions mobilizing different stakeholders and institutions for joint actions, encouraging effective coordination, creating integrated solutions, as well as stimulating systematic accumulation and transfer of knowledge necessary for regional development”*



- Mobilization of parties and resources for joint action
- Joint representation of interests
- Solutions and models for regionally coordinated actions
- Creation and support for networks
- Systematic accumulation and transfer of necessary knowledge