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Citizen activation in South Savo region

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Citizen Activation in Shrinking rural areas for Place-based policies to Enhance Resilience

- As demographic shrinking leads to decreasing services, it further encourages the outflow of population, and entire regions become stigmatized as 'declining' and 'shrinking'.

- Citizen activation offers co-ownership of local development, enhanced legitimacy, accountability of decisions and measures, and opens possibility to learn from rather than be put off, by potential failure.

- It enhances place-basedness of policies, brings in diverse perspectives, contributes to integrated territorial development, and

- strengthens a sense of purpose, self-esteem, belonging, local identity – which are also important population retaining aspects.
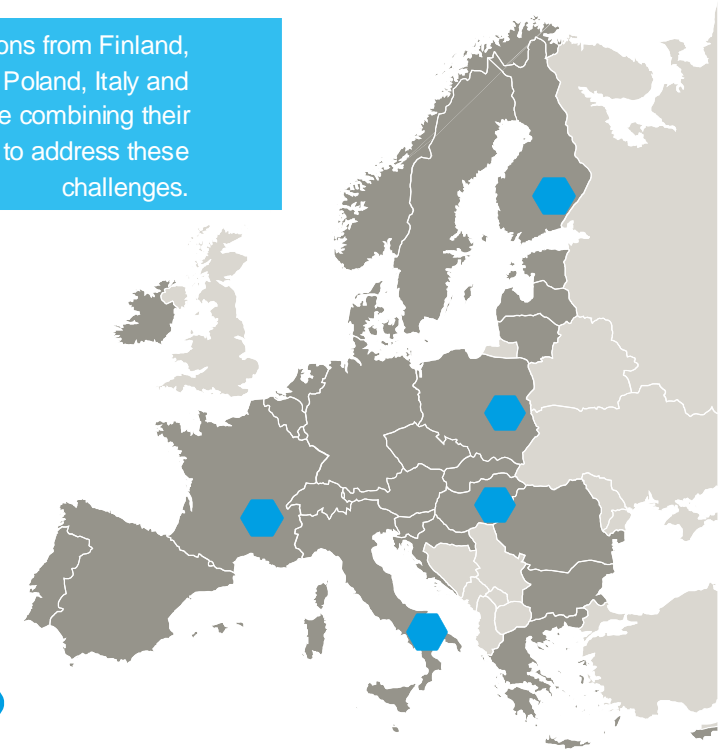
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Five regions from Finland, France, Poland, Italy and Hungary are combining their policies to address these challenges.

TOTAL
1.6 MEUR

WHAT & WHY:

Starting point: even with decreasing populations our region may in fact thrive on many indicators of quality of life (well-being), making them attractive for people to stay or even (re)settle in – to foster our regions' vitality, special know-how and cultural heritage.

Target group: all municipalities (9) in South Savo

Mission:

- letting at least particular groups of citizens participate more directly in political decisions and policies that affect their lives

- Find specific place-based needs for implementing innovative actions = project proposals
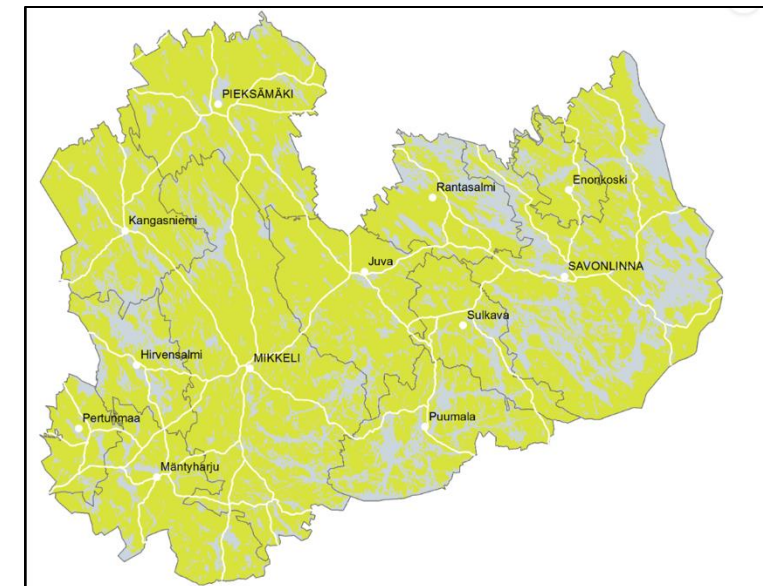
HOW:

SERVICE DESIGN

- Service design is a human-centered approach to creating and improving services to make them valuable for users and efficient for organizations.

- By understanding customer needs and designing seamless paths, it ensures services are effective and enjoyable.

- Service design covers a variety of methods that are applied based on specific needs.

- These methods aim to identify real problems and provide solutions for them.

- At its best, the result is an engaging and memorable experience.

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The Service Design process

- Research & Empathy: Understand user needs, behavior, and core problems.

- Define the Problem: Analyze findings to identify the core challenge.

- Ideation: Generate creative solutions through brainstorming and collaboration.

- Prototyping: Create quick prototypes to visualize ideas and gather feedback.

- Testing & Iteration: Test prototypes with users and refine based on feedback.

- Implementation: Launch the solution and integrate it into operations.

- Evaluation: Monitor performance and improve the service over time.

Case: Sulkava-house

Case: Rantasalmi

Jean from France is visiting Rantasalmi

- 10 reasons to fall in love with Rantasalmi

- Imagine what kind of person Jean is? How he travels from Paris to Rantasalmi? What does he do here, how he enjoys himself and how he feels returning to Paris? Or will he return?

- You will get a sack of magic dust. By sprinkling magic dust, you can change anything in Rantasalmi – on one condition: it must make Rantasalmi more attractive and more communal.

Thank you!

The project CASPER is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

www.interregeurope.eu/CASPER