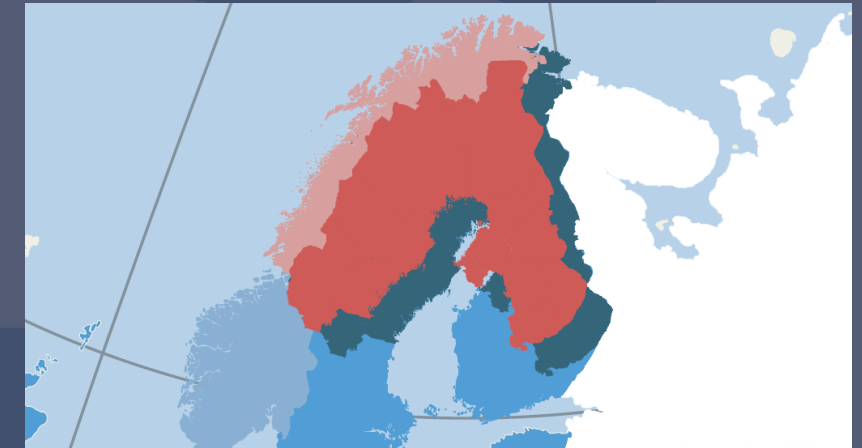




WG 4: ARCTIC ATTRACTIVENESS

Attracting competence - The importance of attractive NSPA regions

NSPA Forum 2022 March 24-25



ATTRACTING COMPETENCE

MAKING THE NSPA APPEALING

Challenges

Harsh climate, ageing population, young people moving, long distances to markets, lack of infrastructure and on some places lack of basic community services...

Advantages

Good digital infrastructure, high degree of gender equality, often a non-hierarchical culture at work, good social welfare systems, one of the worlds best water and air quality, close to nature; which offers genuine experiences !

The role of the tourism industry

Supporting the tourism sector as the NSPA have world leading tourism which can promote the attractiveness of places and attract people to move

SUPPORT TO UNLOCK THE POTENTIALS

NSPA - EU'S TICKET TO THE ARCTIC

One leading region in the EU when it comes to the green transition

Whether societies face new industrialisation or not, the NSPA struggles with lack of competence

Northern Europe wants to deliver the EU Green Deal

Are there any obstacles?

What do the NSPA need?

How can the EU contribute as a facilitator?

CROSS-BORDER & EU PERSPECTIVES

OBSTACLES AND POSSIBILITIES

The OECD-report from 2017 and the coming study

Policy recommendations to establish a work programme and addressing shared opportunities/challenges, and a common competence platform to promote labour mobility over borders.

- Did the NSPA follow up on these recommendations? If not, will it be relevant for the coming OECD study?

The Arctic joint communication

The EU plans to invest in the future of people living in the Arctic, stimulate better education, sustainable growth and jobs, and support an inclusive development, focusing on the needs of indigenous peoples, women and young. EU will also contribute to cooperation between Arctic cities.

- What does the NSPA think that EU should do to promote attractive societies and thriving societies?

Any other EU initiatives or policy you want to discuss?

QUESTIONS TO TAKE FURTHER: FOR EXAMPLE IN A NSPA DIALOGUE GROUP?

- How support the tourism sector more which contribute to the attractiveness of places and might inspire people to move to the NSPA?
- Create a common northern vision about how we put forward an attractive and good life in an Arctic life environment?
- How do we avoid the issue with fly-in-fly-out labour?
- How do we ensure thriving communities in the European Arctic and its closest neighbors as the geopolitical tension rises in Europe?
- What are the factors that make a region or community attractive: can we learn from each other in the NSPA on this point?
- Can we work more cross-border and even beyond NSPA borders?
- How do we use the potential of Arctic attractiveness to attract foreign labour?
- Are there any obstacles and how can the EU contribute as a facilitator?
- Did the NSPA follow up on OECD's recommendation about establishing a work programme ?

THANK YOU!

DON'T HESITATE TO CONTACT US



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