OP-ACT WORK STRUCTURE

Local Support Group

WP 1
Governance & New Narratives

→ Adapt the strategic direction according to the situation caused by shrinking or stagnation

1.Stabilise the financial situation in the city, develop new financial strategies, figure out funding structure
2. Update the city image through new branding and marketing ideas
3. Promote communication, co-operations and public-engagement.

WP 2
Social Inclusion

→Integration of disadvantaged groups into the labour market through adaption of their qualifications
→Manage qualified immigration through promotion of young migrants
→Adapt urban structures to the needs of the ageing population

1. Training of skilled work force in co-operation with education facilities, the labour market and companies in the private sector.
2. Focus on the promotion of young people and self-entrepreneurship.
3. Definition of requested qualifications, analyse demand.
4. Integration of elderly people into work life.

WP 3
Economic Growth

→Consolidation of the economic basis of the city

1. Developing methods to attract new companies
2. Promoting entrepreneurship especially for new companies
3. Improve the framework conditions for existing companies
4. Upgrade the service sector
5. Special focus on tourism and culture

WP 4
Living Conditions

→ "Reurbanisation"

1. Improve housing sector (urban renewal, compatible densification, tailored offers for individual customers, etc.)
2. Adapt infrastructure to the challenges of shrinking or stagnation (social and technical infrastructure, public transport supply of goods and services, open spaces, etc.)
3. Improve living conditions in disadvantaged neighborhoods.

WP 5
Site Advantages

→ Combine the (existing) site advantages with the development strategy
→ Replace regional competition through regional co-operation

1. Profit through local and regional synergetic effects.
2. Find and promote advantage on having a higher education facility on site.
3. Find loop holes and filter additional site advantages you are probably have not been aware of.

Local Action Plan
Knowledge
Other projects and experiences