Green transition in uncertain times – Attracting and training workers

Technical Regional Forum
12-13 March 2025
Region Gotland

Opening of the event

09:00 – 09:10

Speakers

Stefan Persson
Regional Development Director, Region of Gotland

Challenges and Opportunities for Gotland – Theme: Environmental Factors

Challenges

- Seasonality and sustainability of tourism
- Vulnerability to climate change and natural hazards
- Complex land use planning and sensitive environmental management issues – waste, water and sanitation

Opportunities

- Green economy and renewable sources of energy
- Natural resources and high levels of natural and man-made amenities
- Unique biodiversity and ecosystem

Region Gotland

Challenges and Opportunities for Gotland – Theme: Social and Institutional Factors

Challenges

- Ageing population, migration trends and ”brain drain”
- High cost of services
- Diseconomies of scale – higher unit costs for infrastructure and public services
- Expensive housing and poor access to housing for all stages of life

Opportunities

- High quality of life
- Close social ties and community support structures
- Territorial attractiveness with a rich cultural heritage and histories

Region Gotland

Challenges and Opportunities for Gotland – Theme: Economic Factors

Challenges

- Lack of critical mass – local market size and narrow production base
- Geographic isolation and transport costs
- Low level of innovation
- Lack of qualified labour and professional development

Opportunities

- Diverse tourism offers – natural, recreational, business, cultural, health and well-being
- High-quality and diverse food production
- Entrepreneurial spirit and ”can do” mindset
- The Blue economy

Region Gotland

Presentation of the OECD regional attractiveness compass – what are the key factors determining regional attractiveness?

09:15 – 09:45

Speakers

Margaux Tharaux

Expert on Attracting Talent for Green Transformation, OECD

Region Gotland

European Commission

Rethinking Regional Attractiveness

13 March 2025 – JTP Groundwork Technical Regional Forum

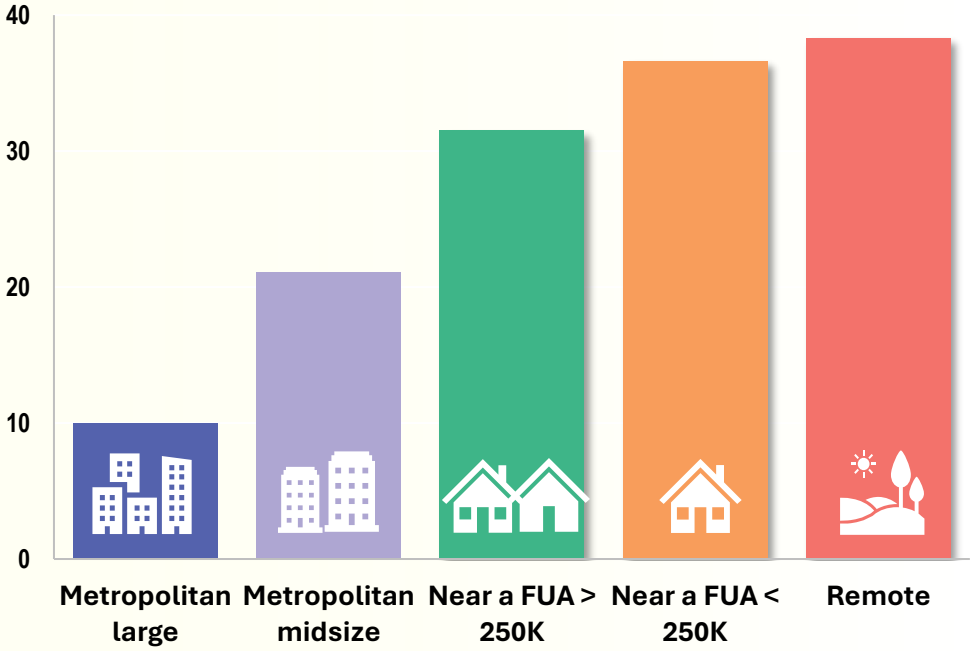
Margaux Tharaux
Policy analyst, Regional Attractiveness & Migrant Integration unit, margaux.tharaux@oecd.org
Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

I. Context

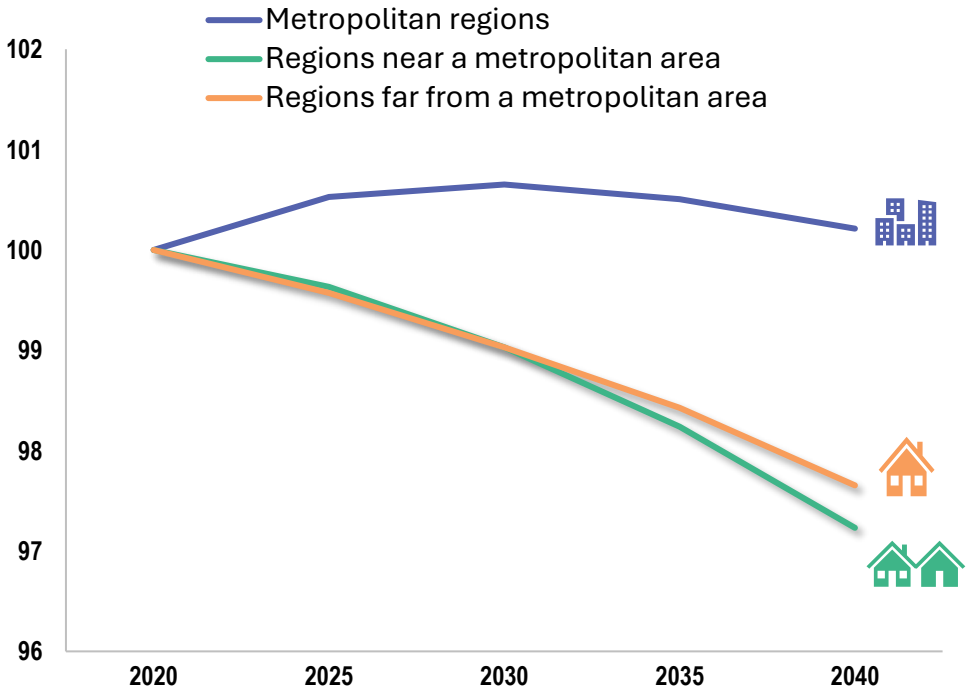
Demographic trends vary significantly within countries

OECD countries are facing increasing demographic decline & ageing. Over 1/5 of OECD countries (7 out of 38) have lost population since 2001, and 14 are expected to do so by 2060;

Yet all regions are not affected in the same way. Remote regions, and non-metropolitan regions far from cities experience more severe decline and ageing.



Share of regions that lost population (%), 2001-21



Projection of population 2020-2040 (2020 level = 100)

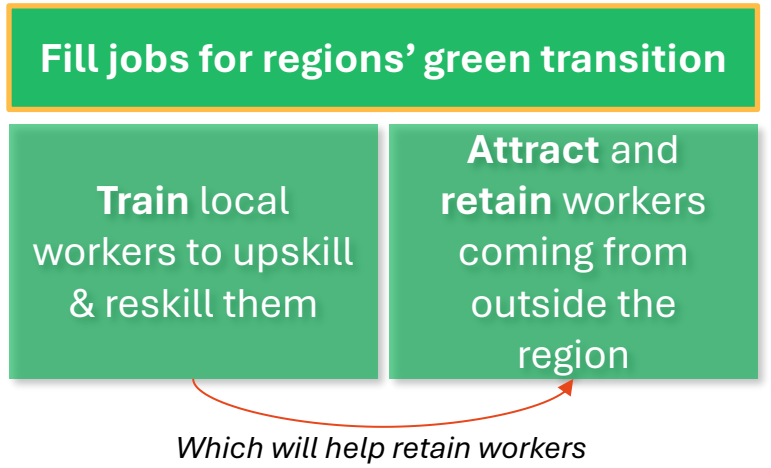
In parallel, environmental challenges are creating new labour demands

The green transition is reshaping labour demand. The EU green deal for example is estimated to generate up to 2.5 million additional jobs in the EU.

Talent shortages can slow this transition. In some countries and regions, the availability of skilled labour is now seen as the biggest barrier to advancing the green transition.

Training workers from declining sectors is essential, but it alone will not meet the full demand for workers in green jobs – including in Gotland. Because of demographic decline & ageing, labour mobility barriers, slowly adapting training systems, transition time/costs, etc.

Policy makers and their partners must increase labour mobility through place-bases attractiveness strategies. With declining fertility rates, immigration will in particular play a growing role in green workforce sustainability.



II. Rethinking regional attractiveness

Our approach

- The attractiveness of regions towards **talent, visitors, and investors** impacts their sustainable and inclusive development

- **Regional attractiveness depends on a multitude of factors**: 14 key dimensions across 6 domains

- Multi-stakeholder issue by nature – requires **appropriate governance**

- **A database of 65+ comparable indicators at TL2/NUTS2 level**

- **A database of 50 comparable indicators at TL3/NUTS3 level**

What we learned on attractiveness drivers

- Certain **factors** seem to particularly drive regions' attractiveness
- Many territories across the OECD have implemented effective **attractiveness strategies** that can serve as good practices

Investors	International talent	Visitors
Higher education institutions***	Affordable housing**	Entrepreneurship**
Internet access and speeds*	Broadband internet access**	Environmental quality***
Rail performance***	International student share**	International student share*
Access to flights***		

Note: The significance level is expressed as the stars added to each coefficient. The smaller p-value signifies higher statistical significance level: *p<0.1; **p<0.05; ***p<0.01; these findings are taken from various models that assess each dependent variable (investors, talent, visitors) independently of one another.

The OECD Rethinking Regional Attractiveness Community of Practice

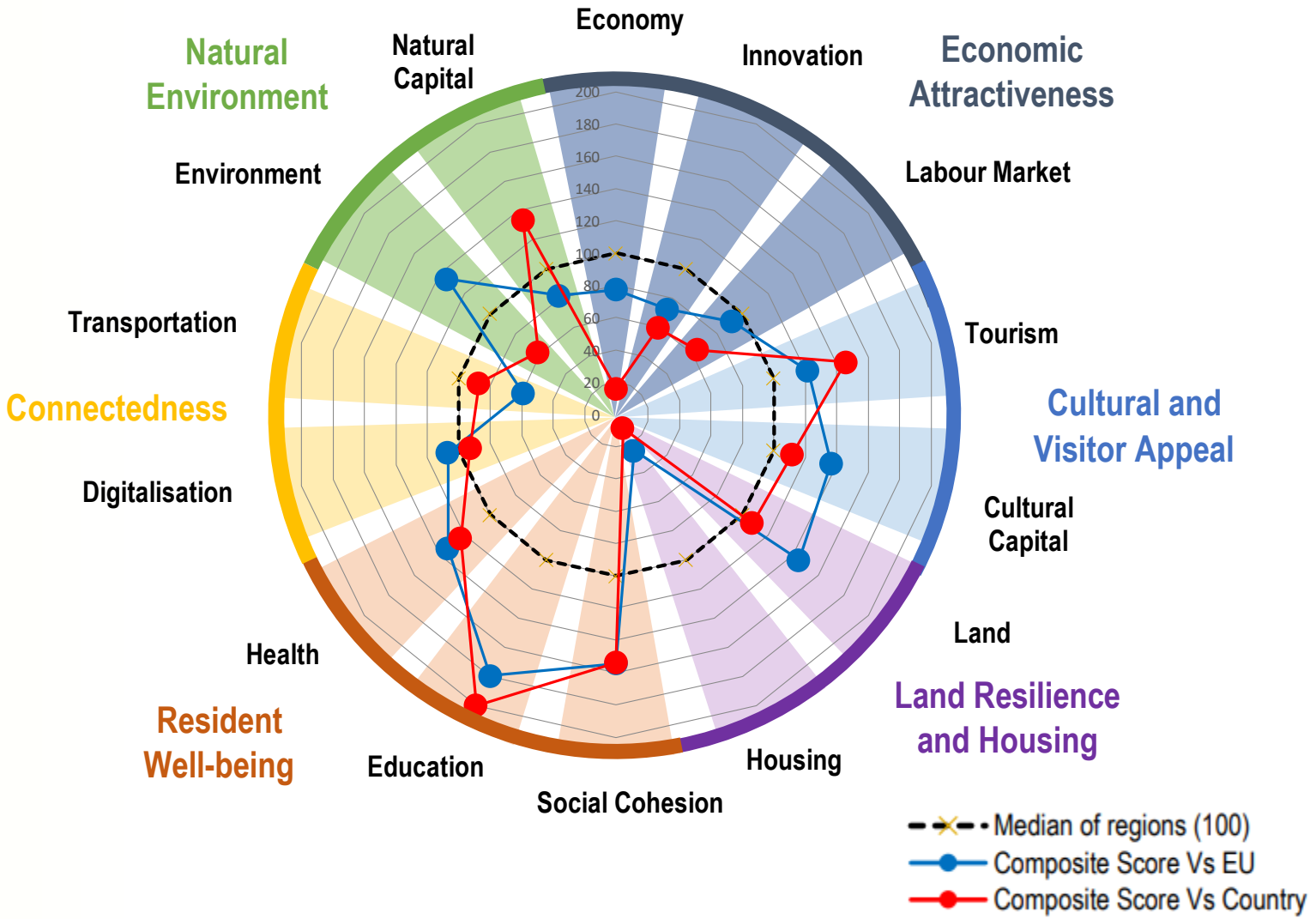
- **40 regions in 15 countries** (and counting) – including JTF regions, and islands

- **Regional case studies** provide:
  - ✓ Analysis of the region's attractiveness strengths and gaps
  - ✓ Policy and governance analysis
  - ✓ Considerations for public action + good practices from peer regions

- Online **workshops & dialogues** to help regions build on each others' best practices.

Regional attractiveness compass & analysis: Gotland

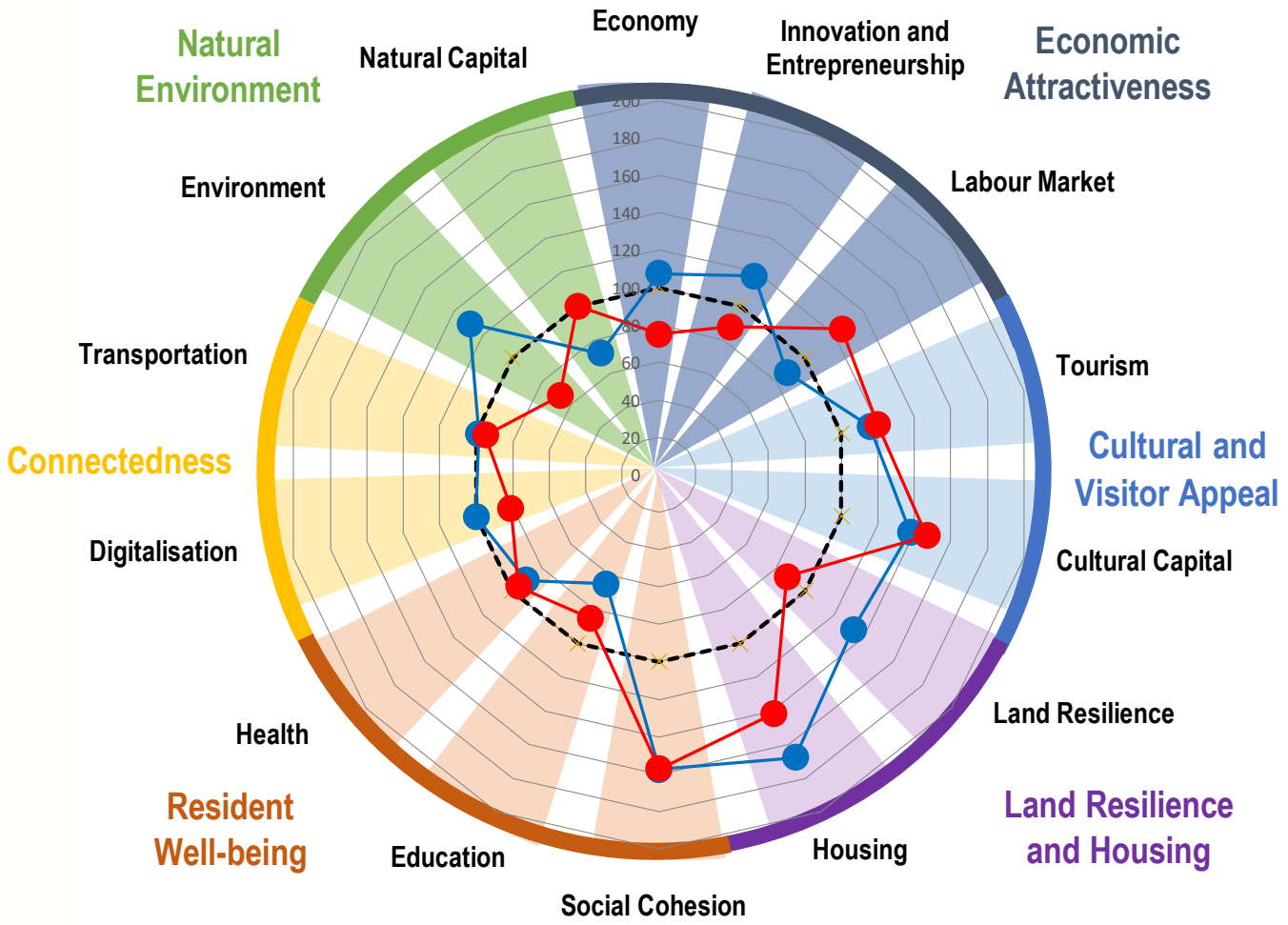
- **Regional attractiveness compass (NUTS-3 level)** from the attractiveness database
- Gotland's **attractiveness advantages** include good cultural capital, social cohesion and access to health & higher education
- **Challenges** include affordable housing, transports, natural capital preservation



Regional attractiveness compass : Småland with Islands region

- **Regional attractiveness compass (TL2/NUTS2 level)** based on our attractiveness database (67 indicators)

- TL2/NUTS2 attractiveness compasses for all OECD regions are available on our website.



Roadmap for implementing an effective regional attractiveness strategy

Step 1 – Adopt **convergent objectives:** Who to attract and why?

Step 2 – Identify the **strengths and weaknesses** of the territory.

Step 3 – Identify **stakeholders** and improve **coordination** between actors.

Step 4 – Design policies at **the right territorial scale**, going beyond administrative boundaries.

Step 5 – **Choose actions** and mobilise all available **funding**.

Step 6 – Strengthen the **capacities** of regional and local actors.

Step 7 – Develop a cohesive and consistent **territorial marketing** strategy.

Step 8 – Select **monitoring indicators** and conduct **evaluations** of actions.

Some existing good practices to attract and retain talent

- **Individual support programs:**
  - For **medical students & graduates** provided by the Aveyron & Loir-et-Cher counties, France
  - For **spouses** of new workers through the *Samarkand2015* and *Recruitment Hub Dalarna* public-private partnerships Dalarna, Sweden (job search, Swedish lessons, etc.); *Move to Piteå* city programme, Sweden
  - For **students** : study visits organised in Norrbotten,
  - For the **diaspora** : Spanish regions

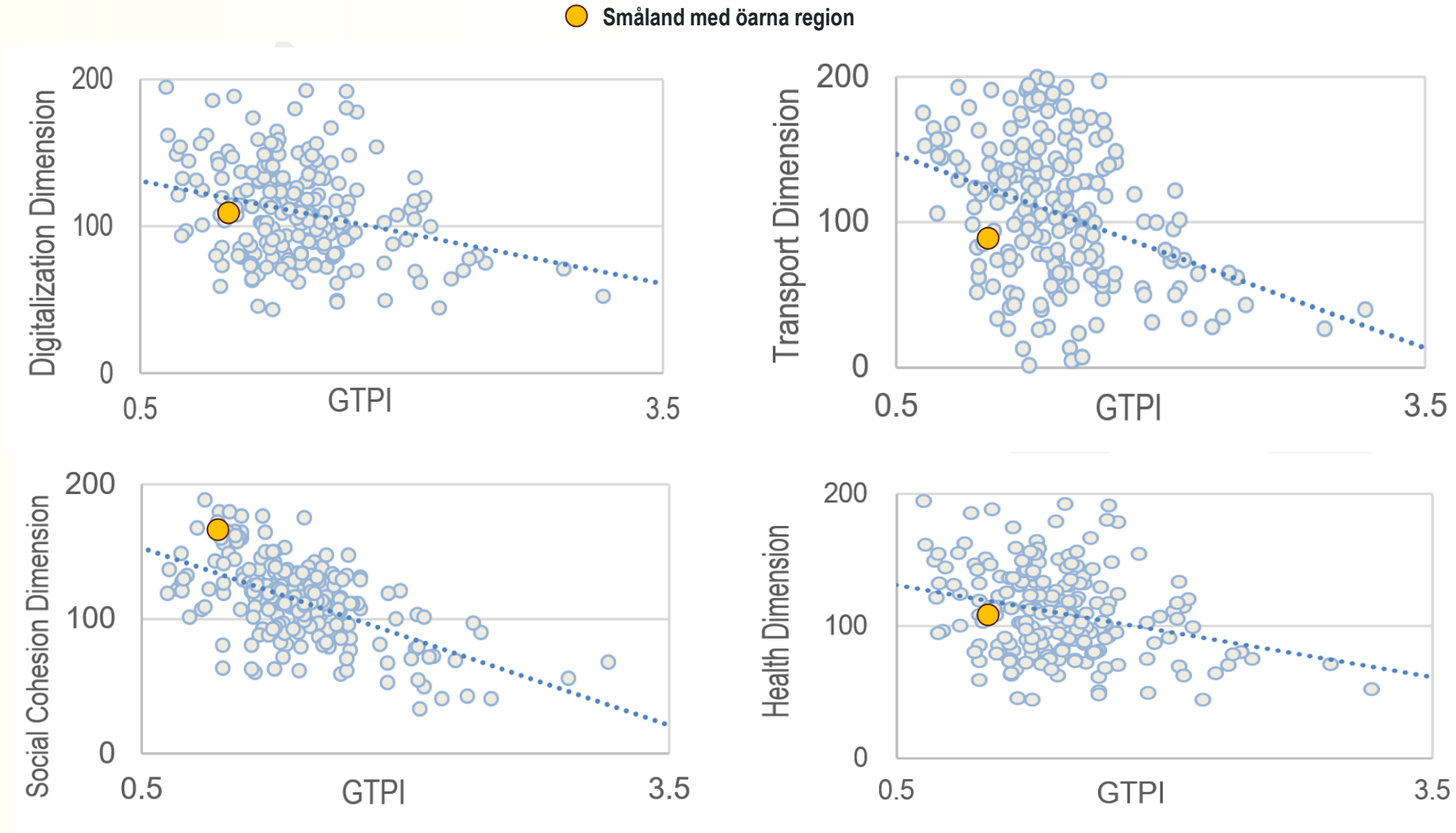
- **Acting on key attractiveness levers**
  - Free **childcare** service: Northland region, Norway
  - **International schools**
  - **Homeownership** programme: “Live Near Your Work” in Baltimore, USA
  - One-stop **healthcare** hub: Eure county, France

III. Ongoing work

Upcoming paper: How can regions attract and retain the talent they need for their environmental transformation ?

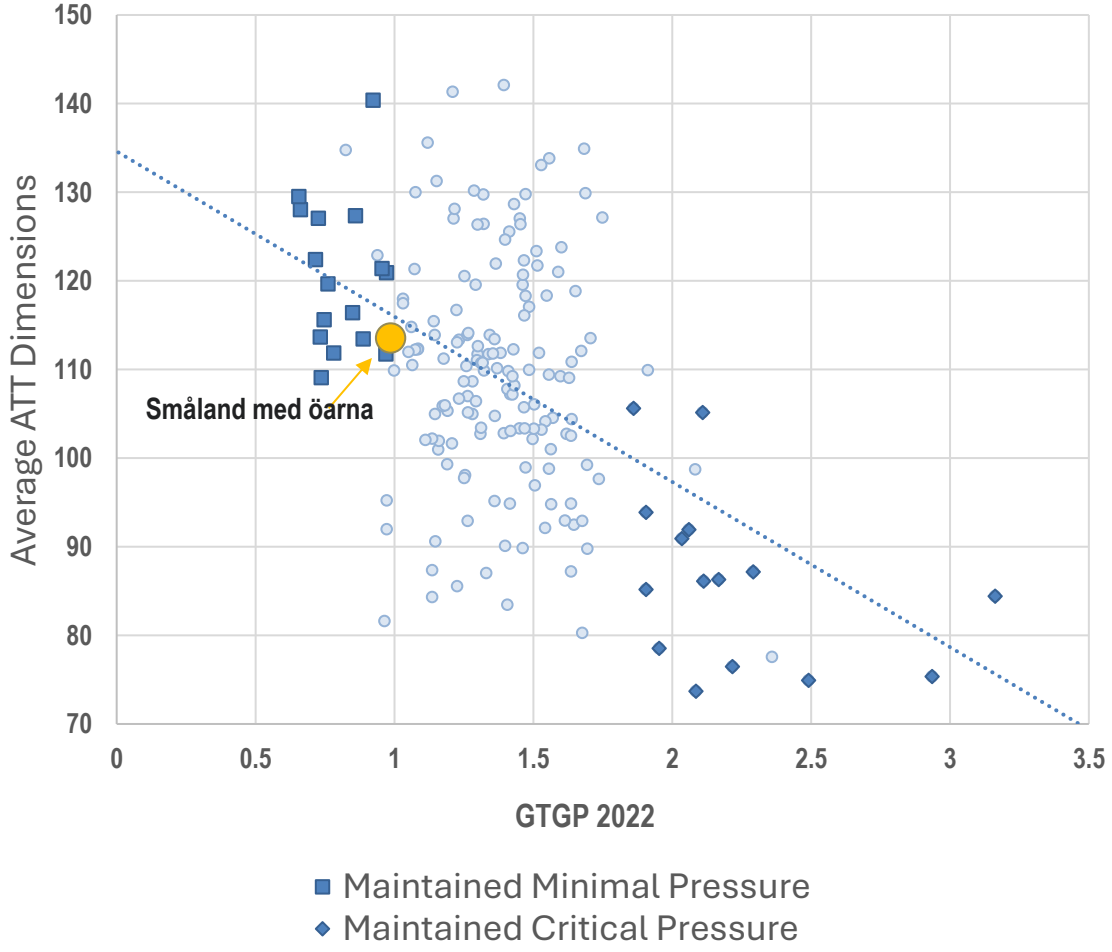
- A new indicator, the **Green Talent Pressure Index** (GTPI) to assess potential green talent shortages across OECD regions. Information on job postings and historical trends in the regional green labor market is used.
- When analysing data on the **Småland med öarna region**, the following observations are notable:
  - **The green labor market has been growing**, registering an increase of about 4 percentage points over the last 10 years of available data, reaching 22% of total employment in 2022—a significant figure compared to the OECD.
  - **The demand for green labor is rising even faster**. The share of green job postings increased by approximately 5 percentage points between 2019 and 2022.
  - Overall, the region presents a **well-balanced green labor market** when analysing demand pressure against the availability of talent. It is classified as a market with **minimal to low pressure**—an **outstanding performance** compared to the OECD

Multiple factors are correlated with imbalances on local green labour markets



Comprehensive attractiveness policies are needed to meet the increasing local demand for green labor

- **More attractive regions have better management of green talent demand.** Attractiveness shows negative correlation with the imbalances in the green labour market.
- This calls for **comprehensive attractiveness policies** rather than isolated interventions **just focusing on jobs**.
- **Education and Natural Capital** are dimensions with especially low performance in the region, threatening the attraction potential for green talent.



Thank you!

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Twitter: @OECD_local
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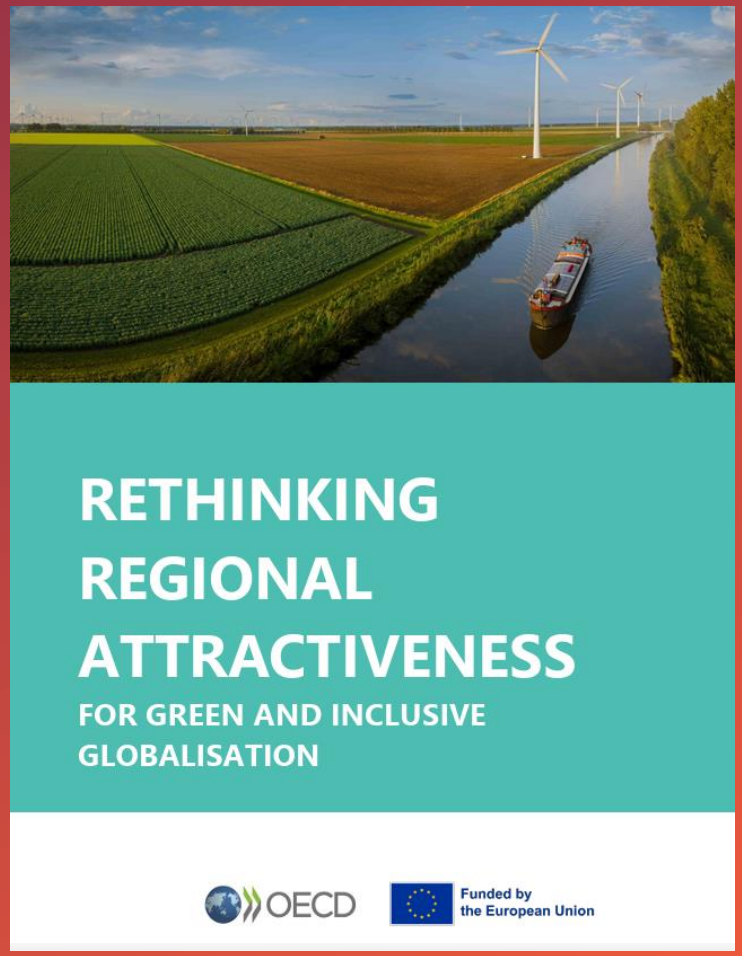
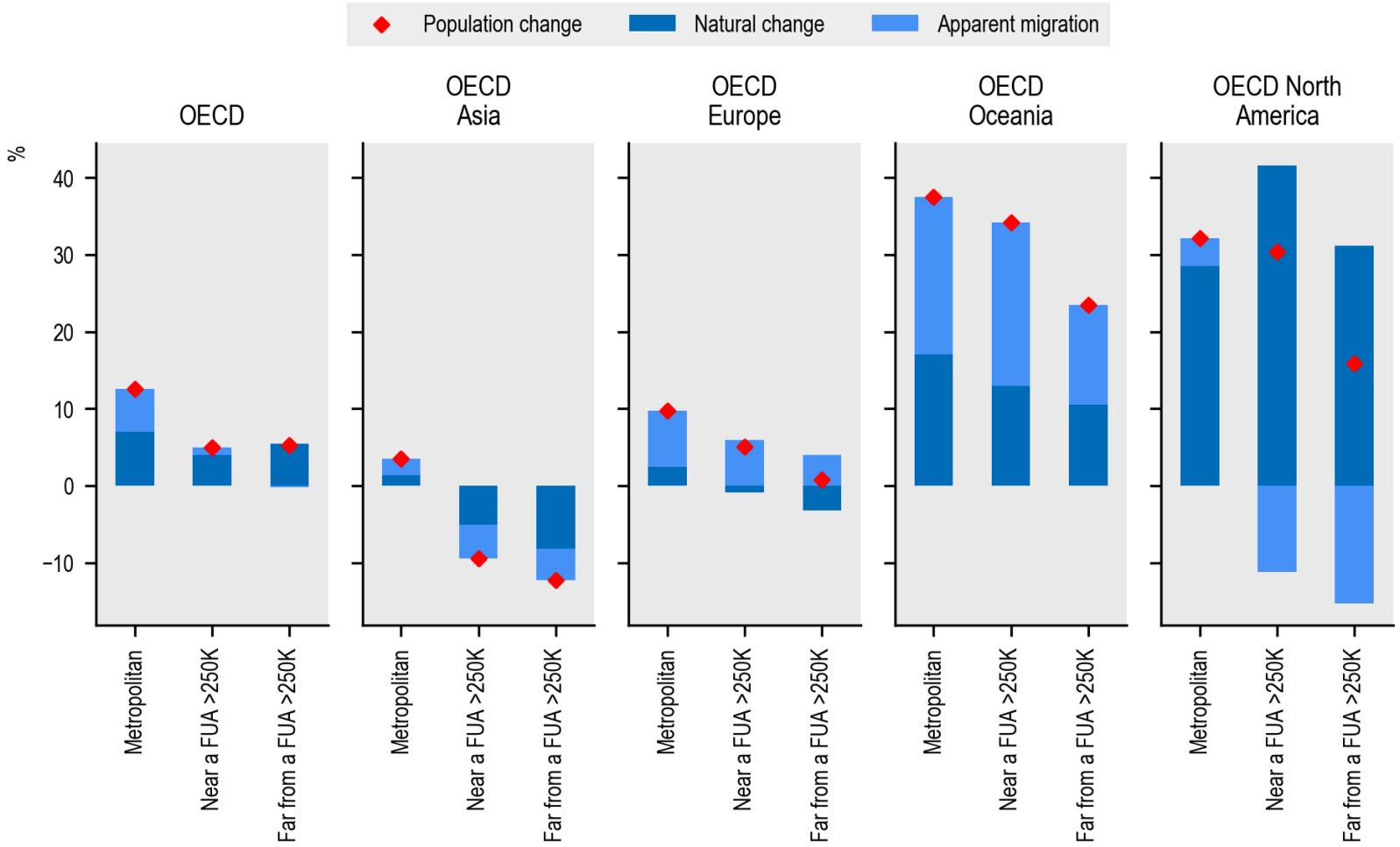
Website: www.oecd.org/cfe
https://www.oecd.org/fr/regional/globalisation.htm

OECD



Population has increased the most in metropolitan regions, driven by both positive natural change and positive migration

Population change and components of change in OECD small regions by access to city typology and by macro-regions, 1st January 2001 to 31st December 2020.



Note: Apparent migration is defined as the difference between population change and natural change. It approximates the difference between the number of people entering a country and the number of persons leaving it. Natural change refers to the difference between the number of births and the number of deaths. Source: OECD Regional Database (OECD, 2023[11]).

Key challenges for labour market development in the green transition with a focus on islands and peripheral regions

09:45 – 11:30

World Café on Challenges

Finding sufficient RES power to electrify the energy intensive industry

Housing and relocation services

Adapting and upscaling education opportunities, availability of multilingual kindergarten and schools

(Broader) Attractiveness of regions to attract and retain workforce

Region Gotland

European Commission

Speakers

Per Bech Grønning

Lolland, Denmark

Laila Gercane

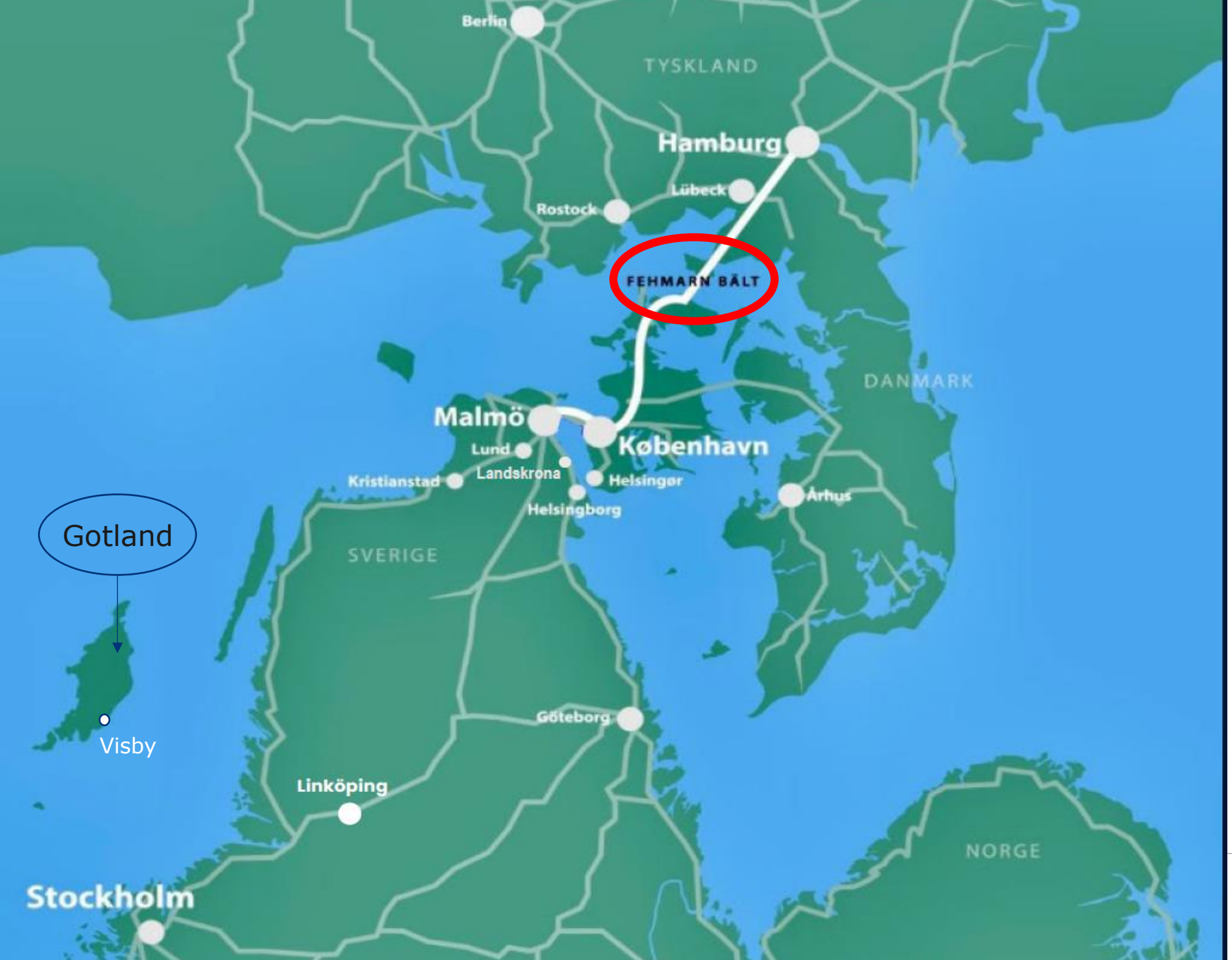
Vidzeme, Latvia

Leena Toivanen

Keski-Pohjanmaa, Finland

Region Gotland

European Commission



Fixed Fehmarn Belt link

Connecting Scandinavia and Central Europe

Largest immersed tunnel in the world (18 km)

Connecting Lolland - Fehmarn

More than 3.000 jobs
in Rødbyhavn -
and another 3.000
directly and indirectly by
Subcontractors

More than 1.000
subcontractors

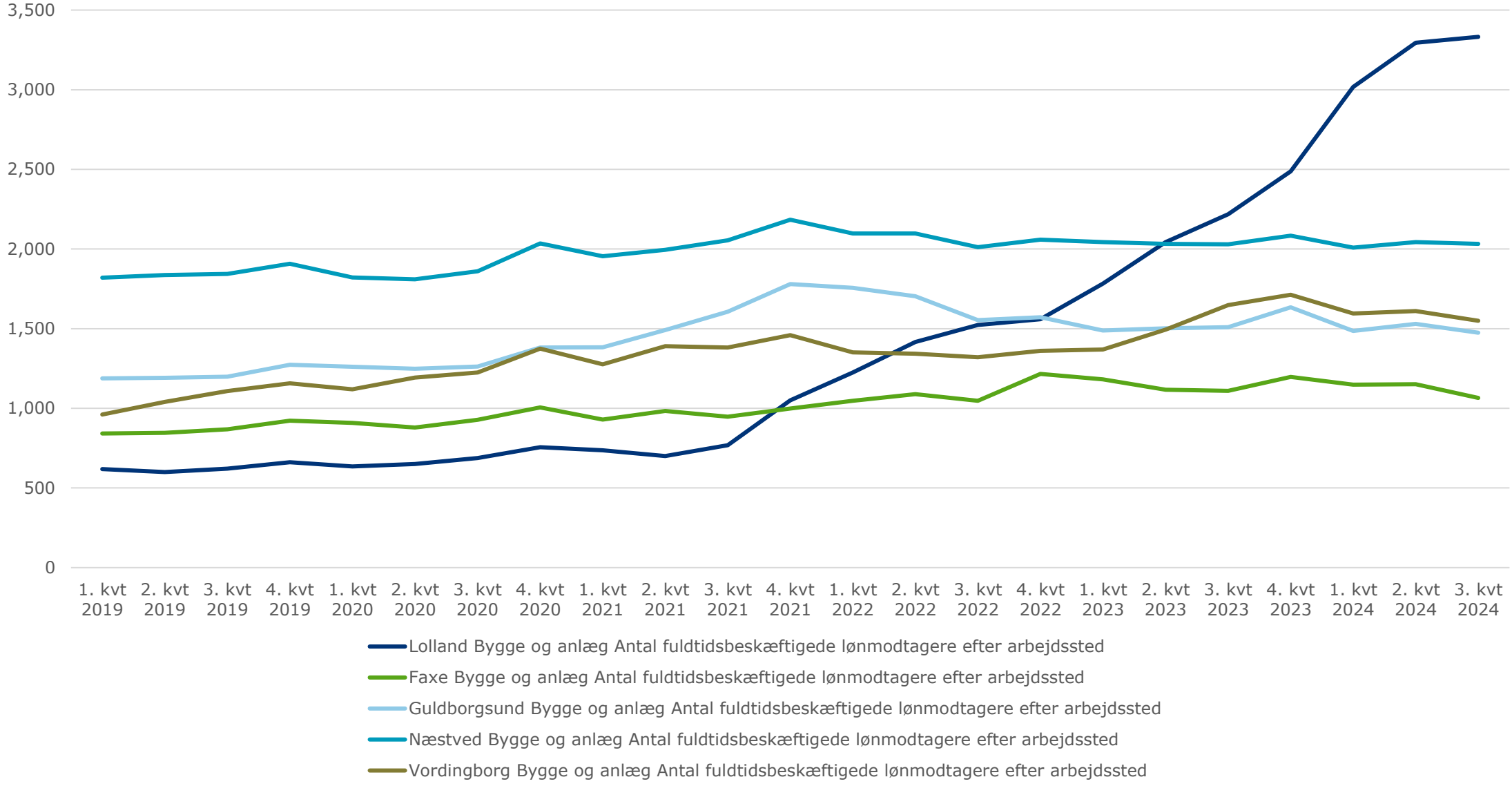
Per Bech Grønning

Head of Femern Agency

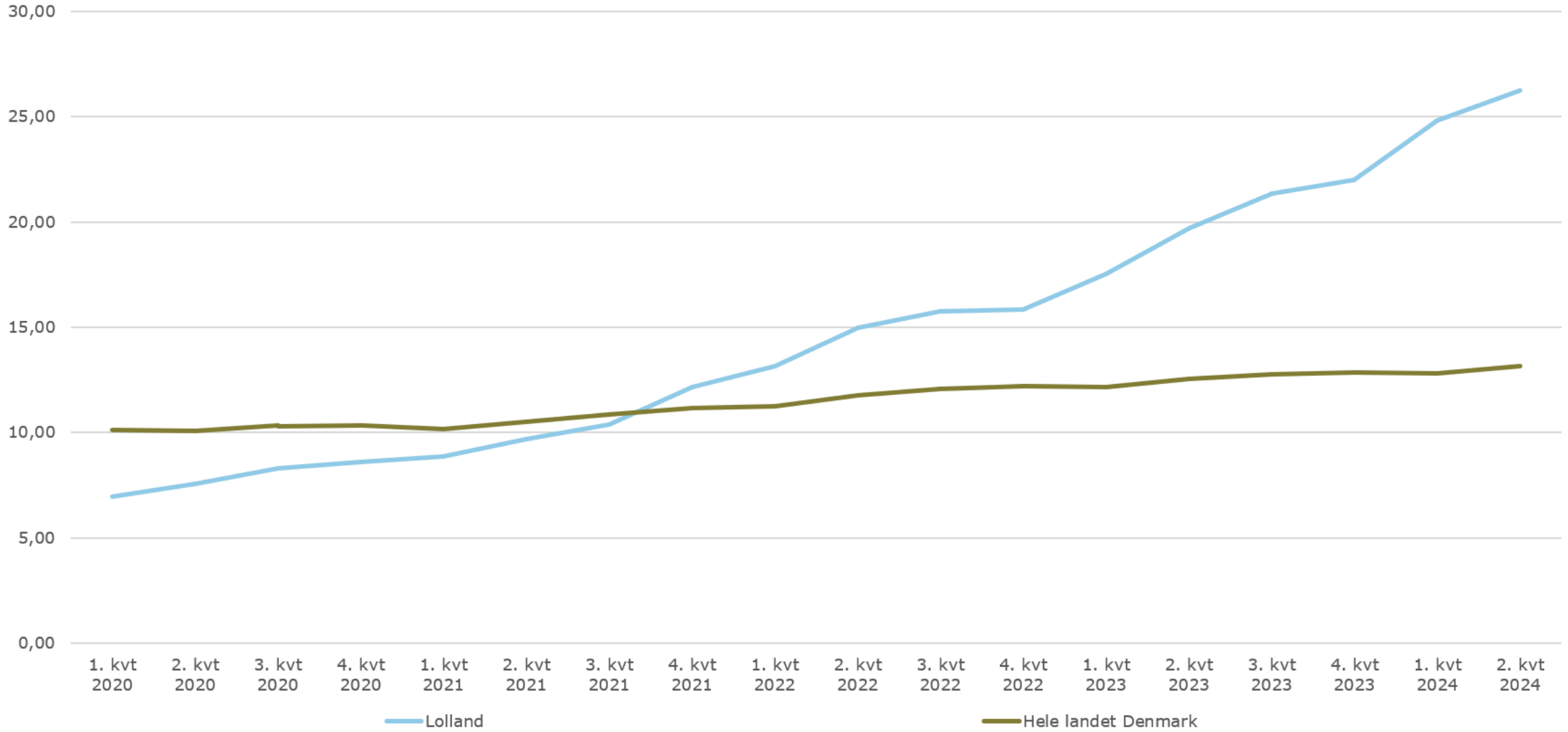
pebgr@lolland.dk

www.femernagency.dk

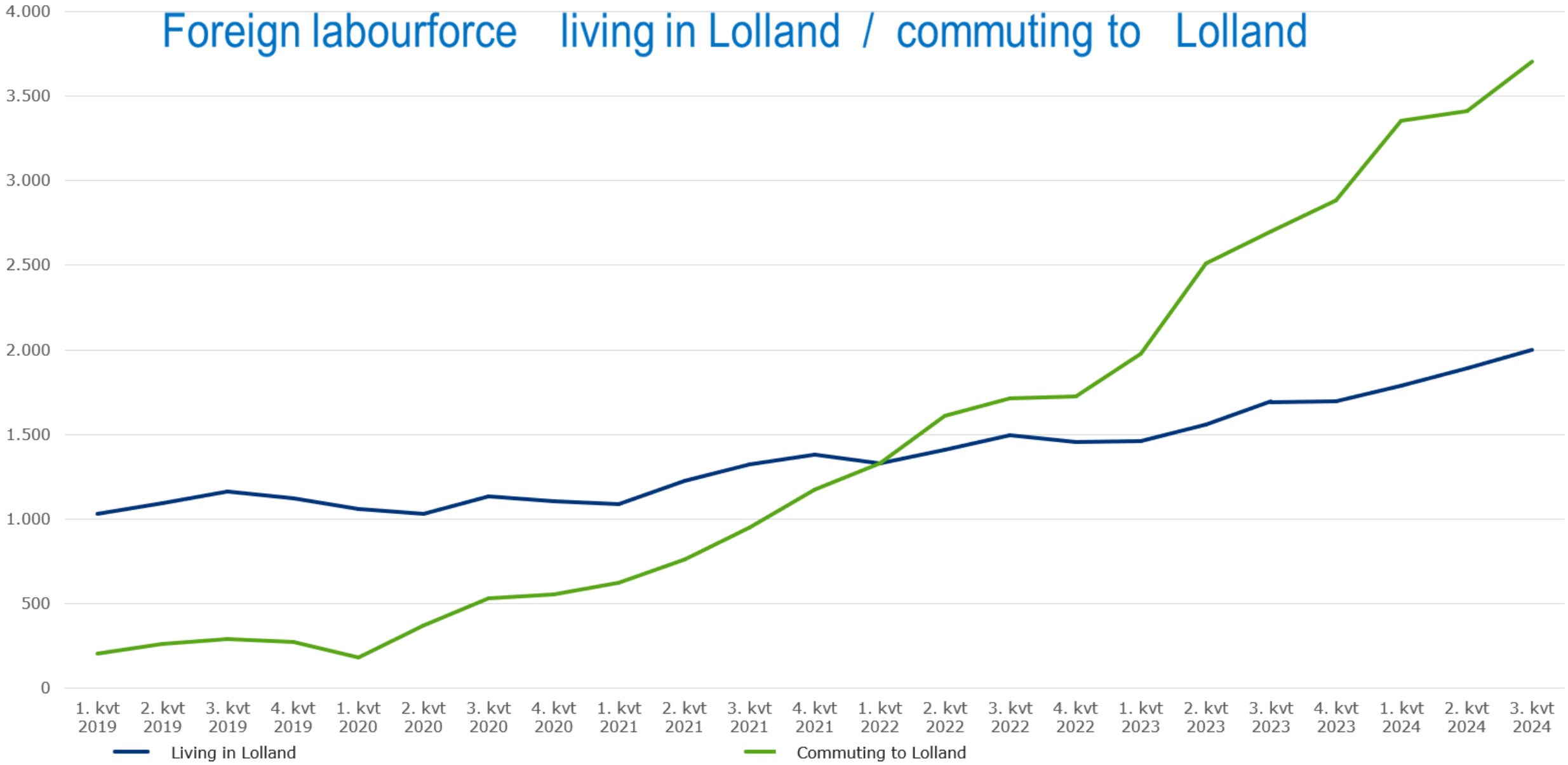
Jobs - Construction industry



Share of foreign labourforce



Foreign labourforce living in Lolland / commuting to Lolland



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Newcomers
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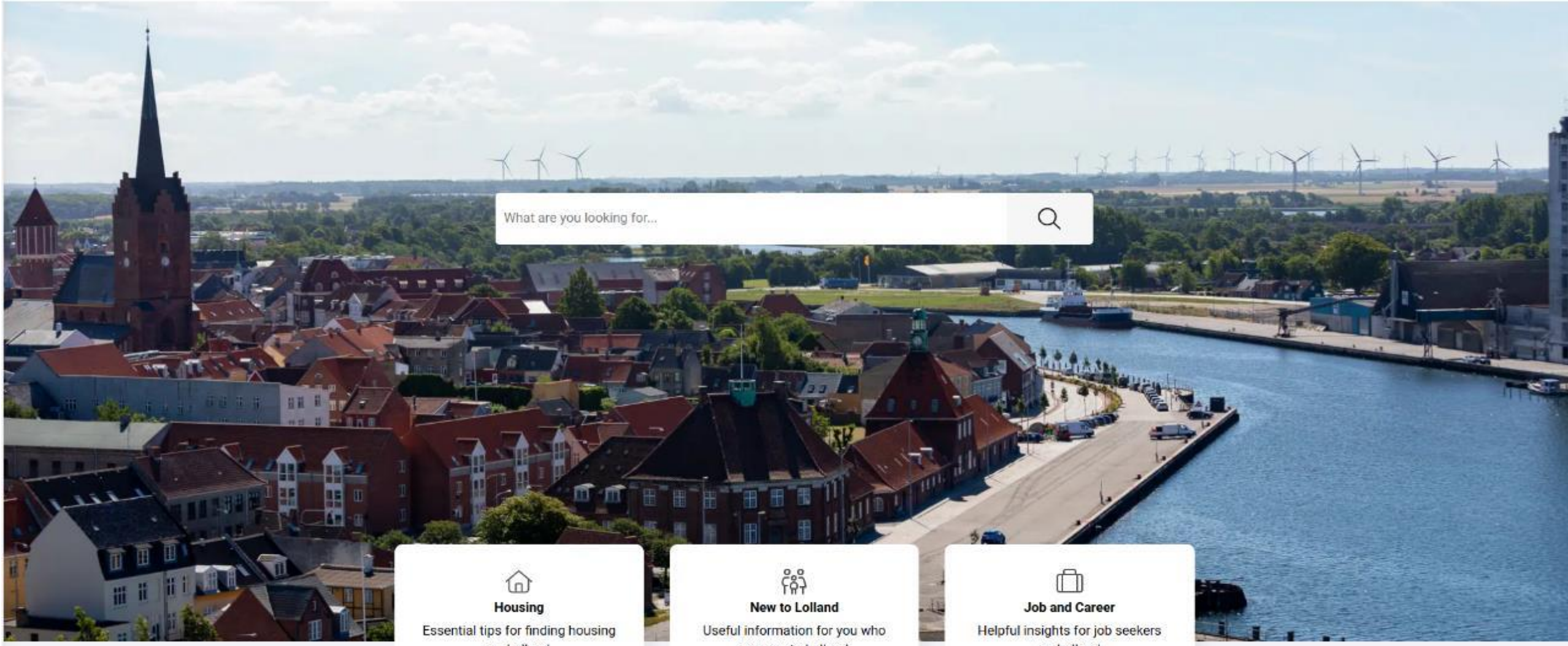


Housing
Essential tips for finding housing on Lolland

New to Lolland
Useful information for you who are new to Lolland

Job and Career
Helpful insights for job seekers on Lolland

Welcome to Lolland

Lolland International School
lollandkommune

Contact Menu

Welcome

About

Academics

Student Life

Admission

News

Santa Lucia

Every year on 13 December, Denmark glows with the warmth a...

Christmas Concert

Our first every Christmas performance was a true showcase...

Project Edison Success

We're thrilled to share that one of our talented teams from Lolland...

Language School

Lolland Language School is a municipal language school with branches in Nakskov and Maribo. We have 14 teachers and approx. 340 students spread over more than 30 nationalities, and there is room for you, too.

The schools main aim is to teach Danish language and culture. They offer courses at all levels, depending on how much Danish you already know and how easy you learn, the school will help you to choose the right level and course. The language school wants everybody to succeed and know how to understand, speak and write Danish on their own level and in their own speed.

On every level, you will have different learning goals and you will have to prove your skills in tests (understanding, reading writing and communication test) which will give you the required access to the next step in your Danish education.

Why learn Danish?

Learning Danish will give you a better understanding of Denmark, it will most likely make you feel more at home and you will be able to integrate at work and particularly in Danish society.

Internationalization of the municipality of Lolland

- Communication in English
  - Welcome material
  - Language school
  - International public school
  - https://newcomers.lolland.dk/
- Lolland International Welcome Fund
  - Financial support for social and cultural events and events targeted at international migrants
- International Network
  - International Community Lolland Falster
  - www.international-community.dk

Statistics

- Increase in house prices 2024:
  - Denmark 5,2 %
  - Lolland 23,3 %

- Increase in employment 2020 -2024:
  - Denmark 11,6 %
  - Lolland 26,5 %

Future after 2029:

Thank you

Per Bech Grønning

Speakers

Per Bech Grønning

Lolland, Denmark

Laila Gercane

Vidzeme, Latvia

Leena Toivanen

Keski-Pohjanmaa, Finland

Region Gotland

European Commission

RES Power to Electrify the Energy-Intensive Industry in Vidzeme region

Laila Gercane

Head of Development and Project Department

Vidzeme Planning Region

Vidzeme Region, Latvia

- One of 5 planning regions in Latvia (NUTS 3); 11 municipalities
- Largest region in Latvia – 1/3 (19809 km2 or 31 %) of the entire territory of Latvia;
- ~273 835 inhabitants* (14,6 % of the whole country)
- Lowest density 14* people/km2 (average in Latvia – 30*)
- 56 % of the territory covered by forests
- Strong tradition of minerals and field- and forest-driven economy
- Energy Vision 2050: includes goals for increasing energy efficiency, expanding renewable energy use, and achieving climate neutrality by 2050

* Central Statistical Bureau Republic of Latvia (2024)

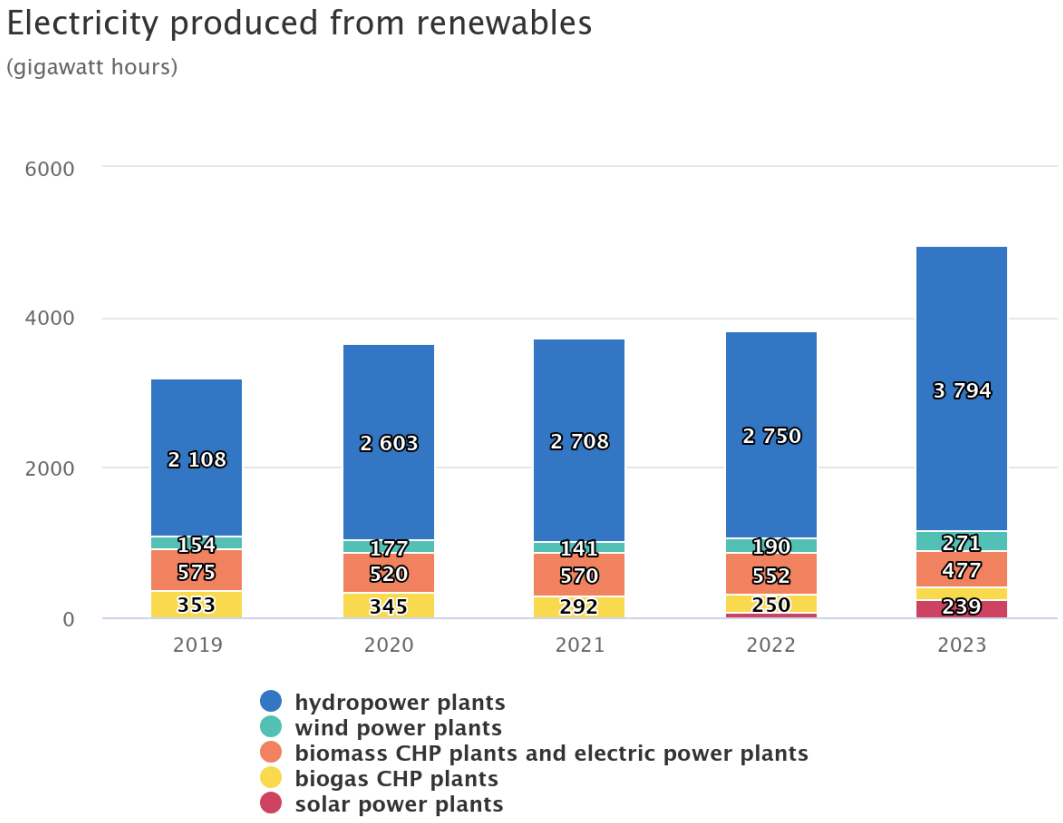
Energy consumption in Industry by sector

- **Wood products / wood processing account for 57%**
- Non-metallic minerals take the second place with 17% (cement clinker, also glass fibre)
- Traditional energy intensive industries (steel, petrochemical processing, others) less significant
- Regional variation: the role of wood industry in Vidzeme

https://data.stat.gov.lv:443/sq/24624

RES electricity produced in 2023

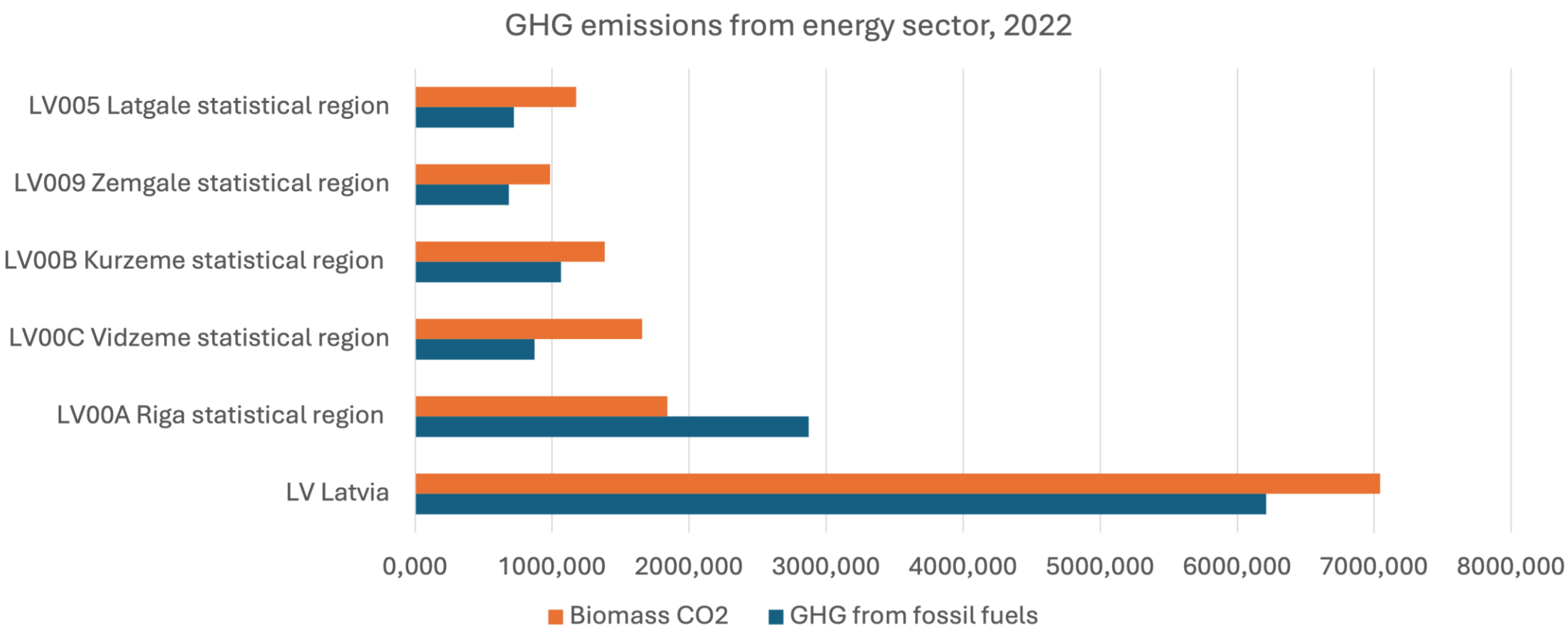
- Hydropower – also dominant in Vidzeme region
- Moderate growth of solar, decline in biomass / biogas CHP
- The impact of larger solar power plants more significant since 2024, growth will continue
- Need for more wind energy, no new parks built until 2026



Refer to the OSP database: ENA040

https://stat.gov.lv/en/statistics-themes/business-sectors/energy/press-releases/20939-consumption-renewable-energy

Vidzeme’s energy sector is the least fossil dependent but has a high share of biomass CO2 emissions



https://data.stat.gov.lv:443/sq/24626

Vidzeme hosts large-scale solar parks

- Some of the biggest solar parks recently opened in Vidzeme
- Picture: 20MW Cēsis park; biggest until 09/2024.
- Many enerterprises build solar parks for self-consumption, energy effiency grants available

Saules elektrostacija – Cēsu SES
Publicitātes foto.

https://www.la.lv/iespaidigi-skati-cesis-atklata-lielaka-saules-elektrostacija-latvija-33-500-saules-panelu

Challenges in Industry Transitioning to RES

- High Initial Investment Costs
- Inconsistency in Energy Production: Requires effective storage solutions
- Permitting and Approvals: Lengthy and complex processes
- Technological Challenges: Integration into existing industrial processes
- Efficiency: Meeting the high energy demand
- Social Factors: Acceptance by citizens

Speakers

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Vidzeme, Latvia

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Keski-Pohjanmaa, Finland

Region Gotland

European Commission

Attractiveness of regions to attract and retain workforce - Opportunities of remote business

Central-Ostrobothnia, Finland

Leena Toivanen, RDI-coordinator

Centria University of Applied Sciences

Attractiveness of the Region

Housing
Child care
Health care
Work placement for spouses
Services and entertainment
Third places and volunteering
Taxes and administration
General environment and athmosphere

These aspects are in the strategies and work plans of all regions already

Attractiveness of the Work Place

Values and sustainability
Remote work opportunities
Digital work place culture
Digital safety culture

Remote business development = Communication, innovation, sustainability and strategy

Challenges and Opportunities of a Peripheral Region

Culture…
Local specialities as a competitive advantage

Collaboration with education is streamlined…
but not all expert positions are possible to be filled with local people

Large industry investments and projects = prosperity, but only when the administrative factors are in ”place” (that might mean international)

TOP TIP: Differentiate yourself already on the job posting!

Even a physically small town can have a digitally big heart!

C4T

Community of Practice

Cohesion for Transitions

Calls for applications for C4T GROUNDWORK and C4T Working Groups

March 2025

C4T Community of Practice

C4T Community of Practice:

- Support to **effective expenditure** under Policy Objective 2 of EU Cohesion Policy - "A greener, low carbon transitioning towards a net zero carbon economy"
- For 2021-2027 period, minimum **30%** of investment of **ERDF** and **37%** of **CF in climate objectives** – more than in previous financing period
- **2014-2020 experience shows need for tailored support** to Member States, regional and local authorities to implement climate and environmental investments with Cohesion Policy
- **Communities of practice are a model of proven success** for improving implementation of funds

C4T GROUNDWORK 2025

Offers **tailored technical assistance** in **key areas** to help EU Member States, regions and local authorities **accelerate sustainability investments** under implementation of Policy Objective 2.

Offers **support** from **team of experts** to work closely with Member States and help advance and **implement sustainable transitions**

Call open to **managing and implementing authorities** of ERDF and CF programmes as well as **public authorities** involved in implementation of PO2

Key Thematic areas:

- ✓ Energy efficiency & renewable energy
- ✓ Climate adaptation & smart grids
- ✓ Water management & circular economy
- ✓ Biodiversity & green infrastructure

Key support services:

- ✓ Support for project calls
- ✓ Identification of financing/financing instruments
- ✓ Development of methods and tools
- ✓ Learning from peers/sharing best practices
- ✓ Training/Workshops
- ✓ Guidance and communication
- ✓ Analysis and benchmarking
- ✓ Project prioritization and concepts
- ✓ Stakeholder engagement

Apply now and save the date for the info session

C4T Community of Practice

Save the date for the info session:

19th of March 3-4PM CET

Submit your application

by following the link below:

https://ec.europa.eu/eusurvey/runner/C4T_TA_2025

How is the application and selection done?

C4T Community of Practice

Registration

Complete registration form by the **21st of March** by following the link in the QR code to the right

Eligibility check/ assessment

- Based in one of the **27 EU Member States**
- Be an **authority implementing PO2 investments**: managing authority; intermediate body; member of a monitoring committee or other authorities.
- Have at least a **C1 level in English**

Selection

- Balanced representation of **different types of regions**
- **Sector-specific knowledge** related to PO2 investments
- Cohesion Policy **implementation expertise** (managing or implementing funds)
- **General commitment** and ensuring **inclusion/gender balance**

Notification of applicants and set-up of Working Groups

Register here:

Follow our work in the C4T Community of Practice

Inforegio - Cohesion for Transitions (C4T) (europa.eu)

secretariat@cohesion4transitions.eu

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Thank you!

jtpgroundwork@justtransitionplatform.eu