

**TRANS IN FORM**

Kick-off conference

17 – 19 February 2010

Trakai, Lithuania



Transforming rural regions by launching scenarios, new narratives and attractive urban design.

Regions and medium size cities in the Baltic Sea Region periphery are threatened by migration. In some rural areas, cultivated landscape and settlements are abandoned. At the same time world population is growing and cities are growing with an increasing number of problems. Rural regions, smaller towns and cities need to become attractive for labour, for young families and investments. This means the identity of these areas, i.e. transforming business life, city structures and governance need to be redesigned. Therefore, better planning tools, new development strategies and joint community projects are needed.

The project “Trans in Form” aims to introduce competitive development concepts for rural regions, smaller towns and cities. It will raise awareness among both policy makers and citizens about regional attractiveness and potential.

“Trans in Form” will design an Attractivity Barometer as a tool to analyse the situation in all regions, look further at regional scenarios and perspectives, population and labour market (SME’s). The project will make a toolbox for Regional Scenario Planning and guidelines for New Narratives and storytelling. “Trans in Form” will study best practice and produce regional improvement plans and furthermore carry out an investment pilot, evaluated by partners and professionals, which could demonstrate a possible way of redesigning and creating more interaction in public spaces. The elaboration of diverse toolboxes for analysing rural BSR, with regards to attractiveness, will give guidelines for new approaches to scenario planning together with good governance practices.

# PROJECT IN KEY WORDS

**Competitive development concepts**

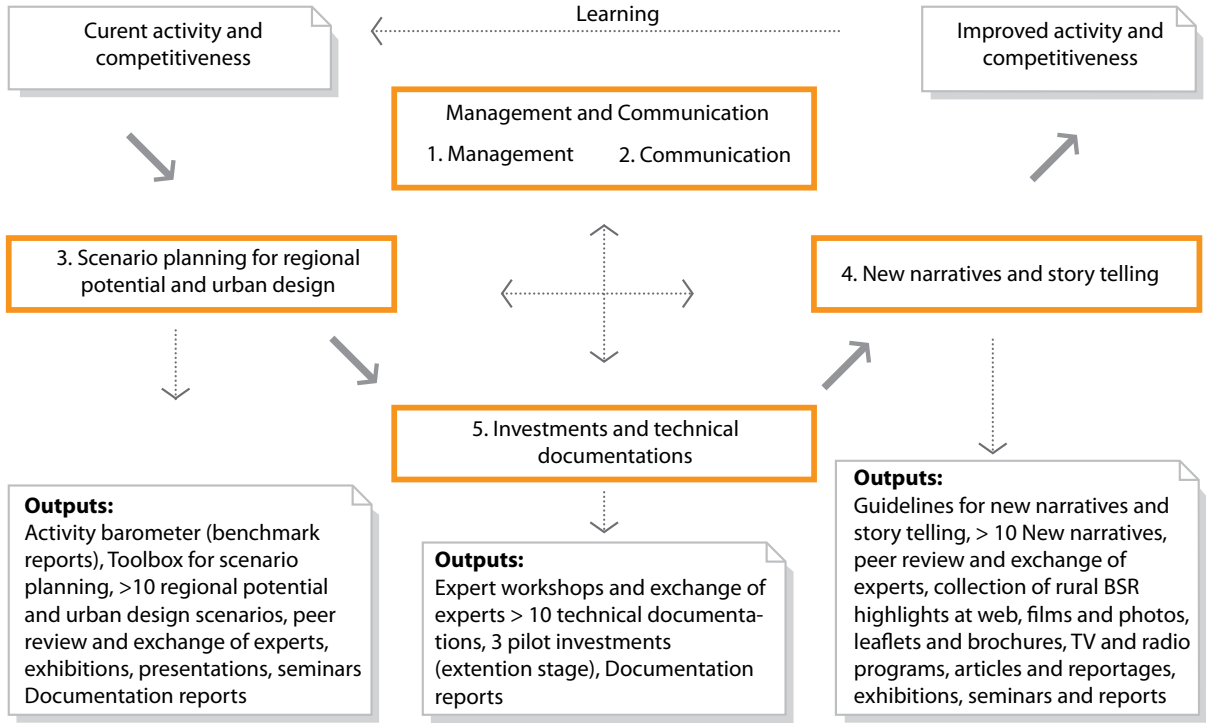
**new planning tools and guidelines**

**new narratives and storytelling**

**new urban design**

The graphic consists of two horizontal arrows pointing to the right. The top arrow is orange and contains the text 'TRANSFORMATION ACTION OVERVIEW' in white, bold, uppercase letters. The bottom arrow is gray and is shorter than the orange one.

# **TRANSFORMATION ACTION OVERVIEW**



# Havelland-Fläming

**History potentials for story  
telling, marketing, future visions**





# Østfold County (Askim)

Moving in or out?



# Jelgava Local Municipality

**What story of the place could be interesting to the world?**

# Suwałki

How to know if the city is alive?  
You can simply feel it.



# Vidzeme Planning Region (Nauksene)

**Seeking to define and exploit possibilities**





# Indre Østfold Region

**Transnational cooperation builds bridges  
for learning, sharing and improving**



# Tranemo

How high would the place be on the Attractivity barometer?

# Notodden

City centre is a  
business card for a place





# Alytus County

What identity you can see?



# Telemark County

What is the target group of your place?



<b>Number of partners</b>	11
<b>Lead partner</b>	Municipality of Notodden
<b>Approximate total budget</b>	1.6 million €
<b>ERDF funding</b>	1.1 million €
<b>Norwegian funding</b>	0.5 million €
<b>Duration</b>	39 months (November 2009 – February 2013)

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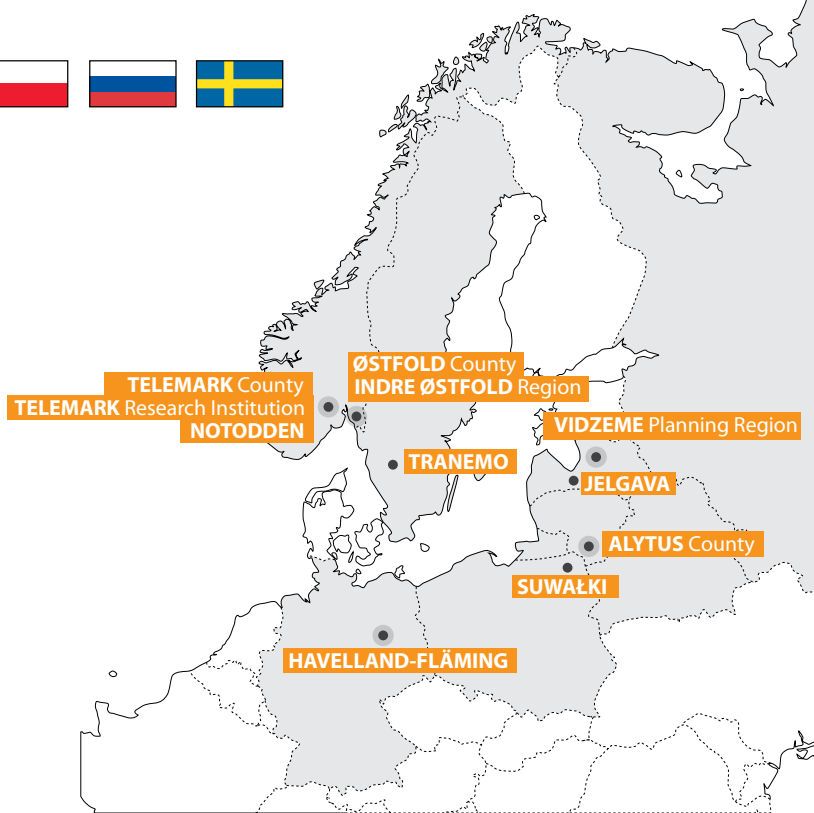
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**Baltic Sea Region**  
Programme 2007-2013

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