



## Better management of urban-rural interactions – why is it important?

*Urban-rural interactions are directly linked to the every-day life of people and on people's understanding of their quality of life! These links are especially important within:*

- 1. residential preferences*
- 2. mobility & accessibility and*
- 3. provision of services*

How these elements are taken into account and organised not only on urban areas, but also at regional level, has a major impact on people's satisfaction and on their choices regarding the place to live and work in. If the city-region can not ensure the diverse living environments that sustainably meet the expectations and lifestyles of different people it can hardly call itself as an attractive or competitive place to live and work in!





# NEW BRIDGES

## Strengthening of Quality of Life through Improved Management of Urban Rural Interaction

Each city and its development is dependent on both urban and rural areas and interactions between these different settlements. These interactions and movement between urban and rural areas seldom limit to the municipal borders but go beyond them covering wider city-regions.

In addition, the understanding and definitions of *urban* and *rural* and their *interactions* differs a lot among different people, countries, planning and policy cultures in the Baltic Sea Region (BSR). But no matter what size of settlement or what kind of administrative structure we are talking about, there is one thing in common to the urban rural interactions throughout the BSR:

*Better management of urban rural interactions have the potential to increase the attractiveness and competitiveness of cities and regions!*

### How to do this?

The NEW BRIDGES project including 12 partners from 8 countries has objectives:

- to improve the management of urban rural interactions
- to introduce the concept of quality of life to the urban rural planning
- to evaluate the potential for more sustainable urban rural interactions in several case study regions across the BSR
- create and test management model corresponding to the needs, values and lifestyles of the people living in the BSR
- to involve the individual and different stakeholder perspectives to the regional planning
- to build up new urban rural partnerships
- to contribute to the city-regions' attractiveness and competitiveness

NEW BRIDGES –partners will achieve these objectives by **linking together the individual perspective and the planning and policymaking**. In other words - better management of urban rural interactions requires a systematic involvement of the people concerned; the people living and working in that specific city-region!







## Outputs

- handbook on concepts of quality of life on
  - » residential preferences,
  - » provision of services and
  - » mobility and accessibility
- management plans for urban rural interactions in the city-regions
- set of policy and practice recommendations
- pilot actions
- new planning tools and models for better management for urban rural interactions

In the first phase of the project the preferences of various social groups (e.g. families, entrepreneurs, retirees) and other stakeholders (e.g. business associations, NGOs, Public Transport Companies) will be analysed and compared to existing policies and practices. Based on these results the project will define pilot actions in partner city-regions.

In the second phase of the project the implementation of these pilot actions will be prepared further by making use of master plans, consultation of stakeholders, and workshops.

In the third phase the pilot actions will be implemented in the partner city-regions. Each partner will also develop a plan for better management of urban rural interactions in their city-region.

Finally the whole project consortium will together produce a set of policy recommendations for the regional and national levels in the BSR and beyond.





## Contact us

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## Project partners

- Union of the Baltic Cities (UBC) (FI)
- Nordregio (SE)
- ECAT-Lithuania (LT)
- Regional Council of Southwest Finland (FI)
- City of Turku (FI)
- Freie und Hansestadt Hamburg (DE)
- Region of Lower Silesia (PO)
- Municipality of Kaunas district (LT)
- Zemgale Planning region (LV)
- City of Örebro (SE)
- Hiiumaa County Government (EE)
- Triangle region (DK)

## Associated partners

- Finnish Ministry of Environment
- Latvian Ministry of Environment
- Estonian Ministry of Economic Affairs and Communication
- Innenministerium des Landes Schleswig-Holstein
- Baltic Sea States Sub-regional cooperation (BSSSC)
- SOG Baltic 21
- City of Salo (Southwest Finland)
- Urban Studies Network – Centre for Urban and Regional Studies and Department of Architecture
- Helsinki University of Technology
- Hafencity Universität -Hamburg Germany
- Ludwigslust County Germany
- German Federal Office for Building and Regional planning
- Kärda Town Municipality, Hiiumaa Cooperation Network

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Photos: Lower Silesia; big photo and small photo (main page), at the fountain and folk dance (middle), Nordregio; waterfront (middle), city of Turku social services; car mat (middle), city of Turku; potatoes, train, child, allotment (middle), and UBC EnvCom rubber boots (back).