



MEETING THE CHALLENGE OF THE URBAN – RURAL DIVIDE

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Urban millenium

(Source: GTZ- Services for Sustainable Urban Development))

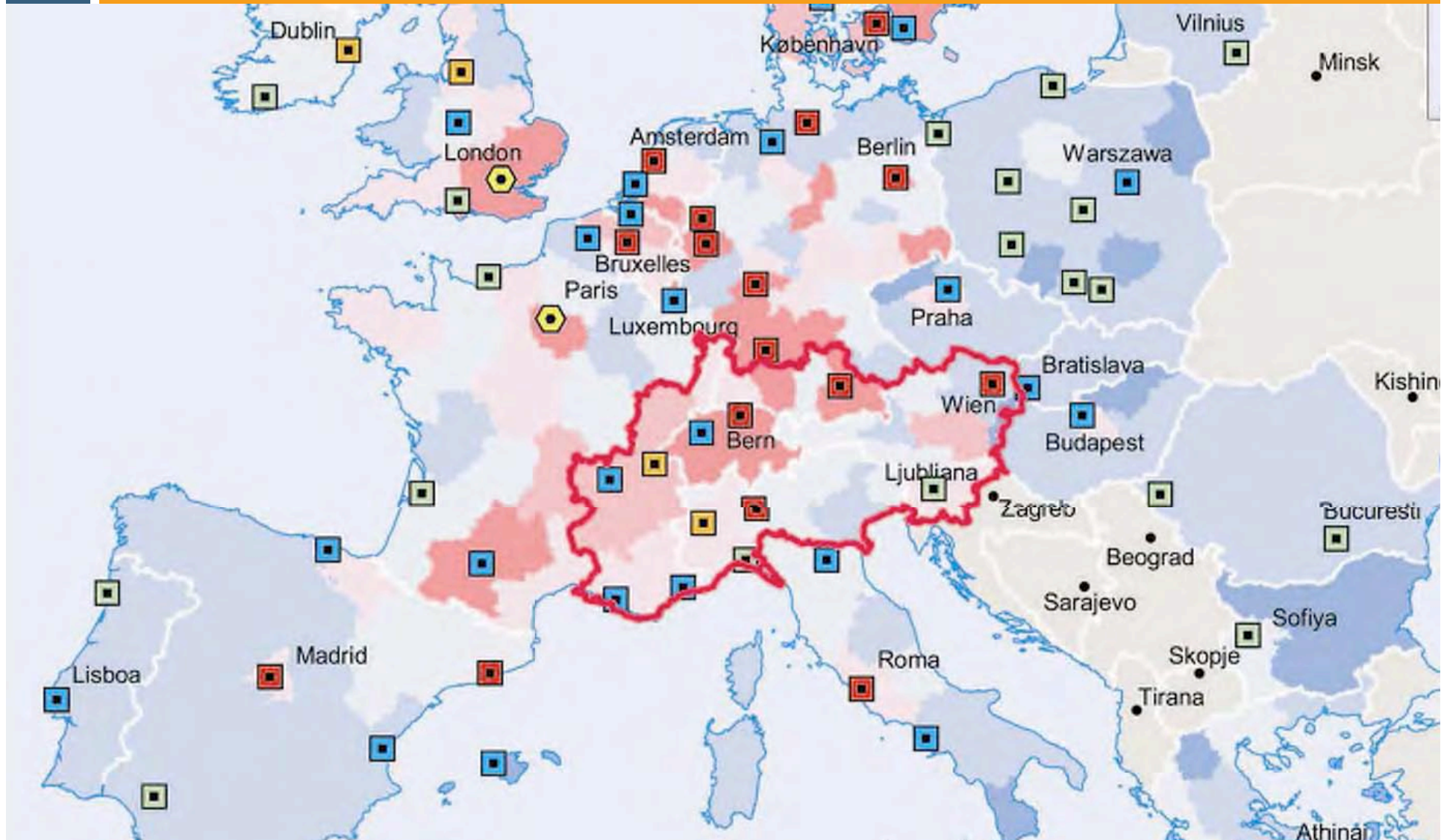
- Today 3 billion of people lives in towns and cities
- Every day 180.000 more
- By 2030: 4,98 billion of people

Urban areas are centres of

- knowledge and growth (80% of GDP)
- pollution (air, soils, CO₂,..) and consumption of natural resources

Metropolitan Growth Areas all around

(Source: ESPON Database)



Urban – rural divide: experience from Slovenia

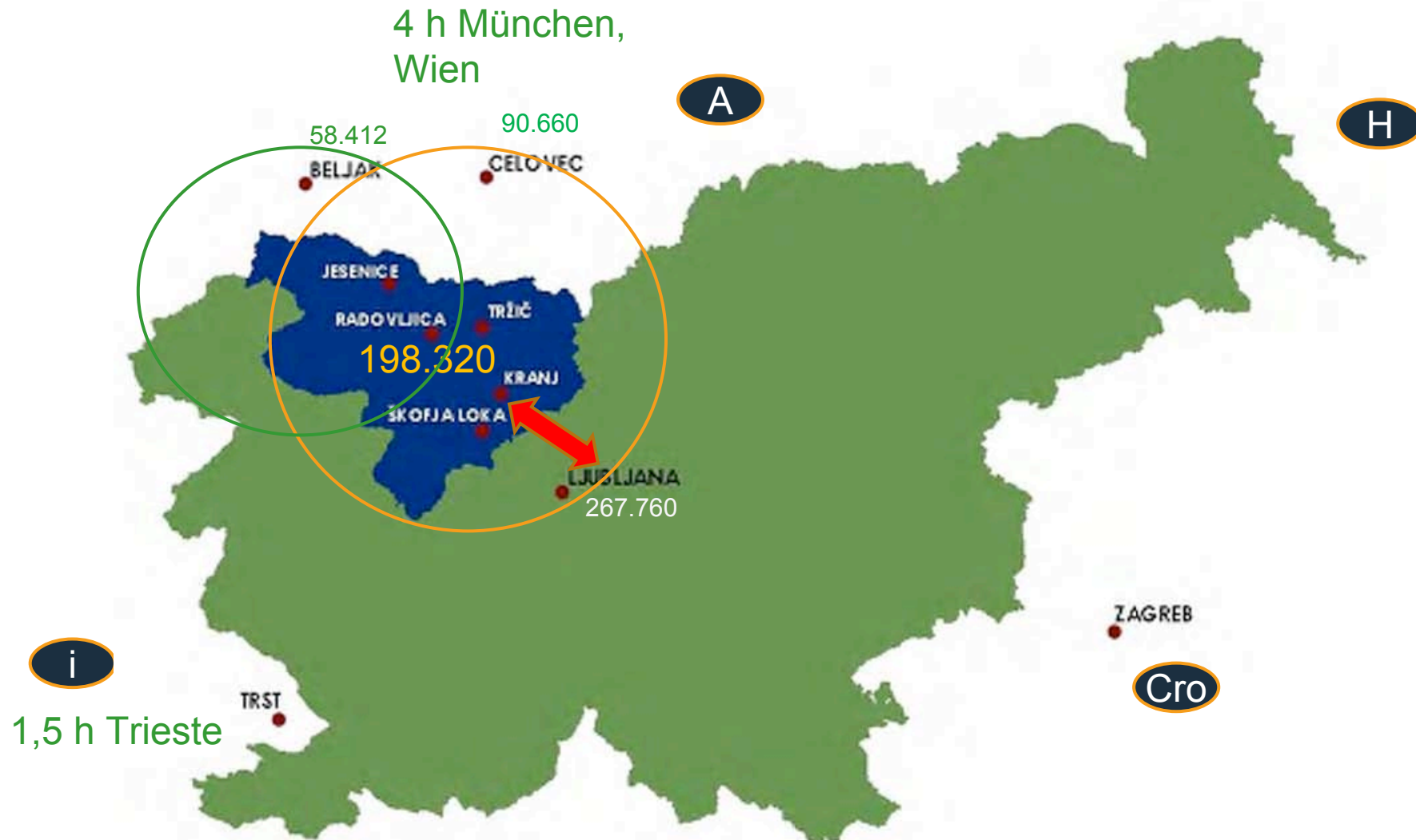


- **Gorenjska region, Slovenia:** changes, pressures and opportunities accelerated after accession to the EU
- **Trends and major gaps**
- **Challenges for the future**

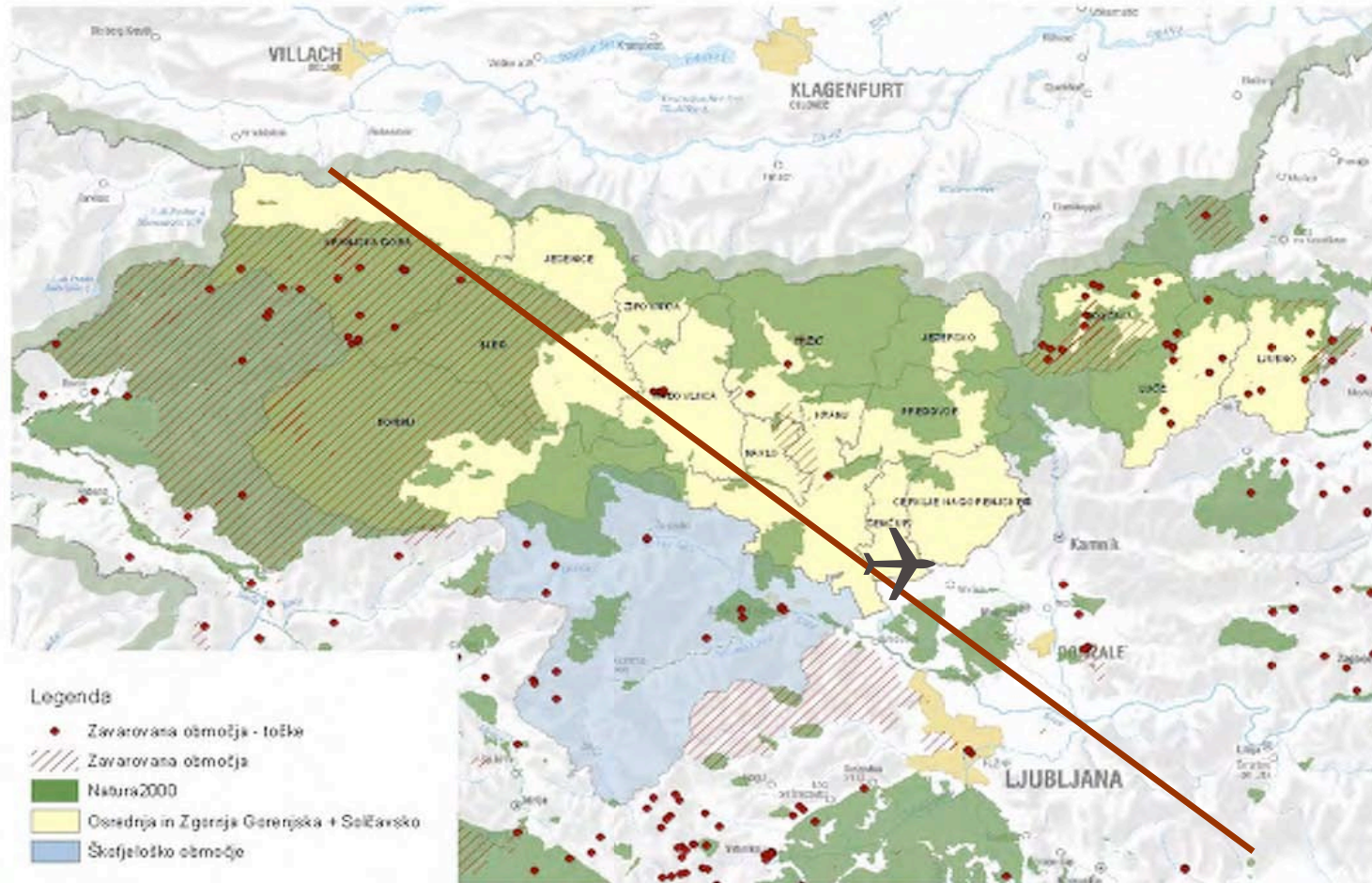
Gorenjska: 4 hrs from MGA, 1h to Ljubljana

■ GDP per capita: 10.338 EUR

■ 40% urban



Gorenjska: green garden between urban centres



- 46% forests
- 44% NATURA 2000
- 40% over 1000 m

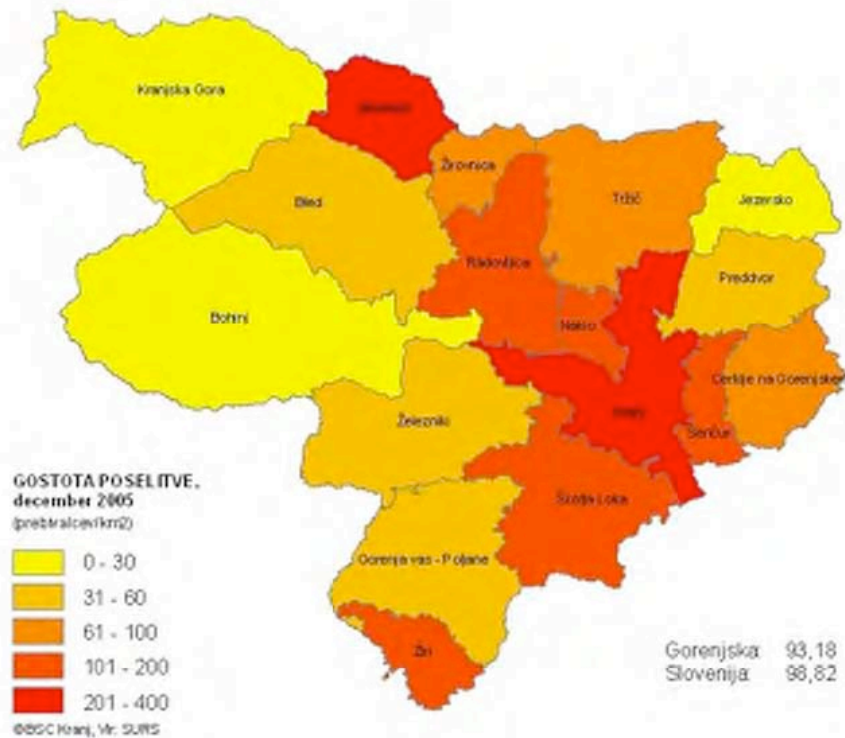


Gorenjska:

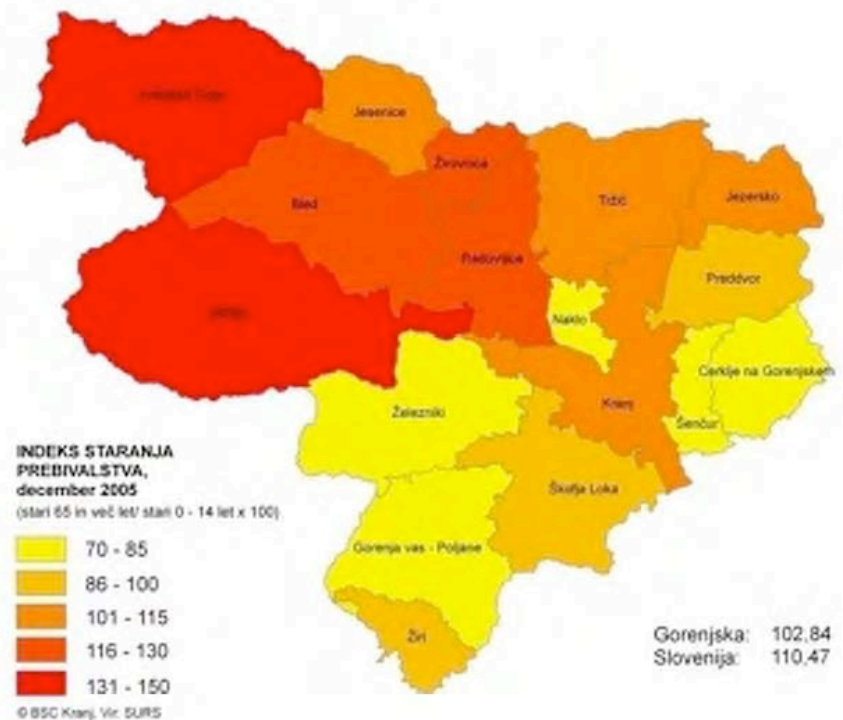
Ageing in small towns & mountain areas.

(Exception of Škofja Loka rural area)

Gorenjska: Population density, 2005



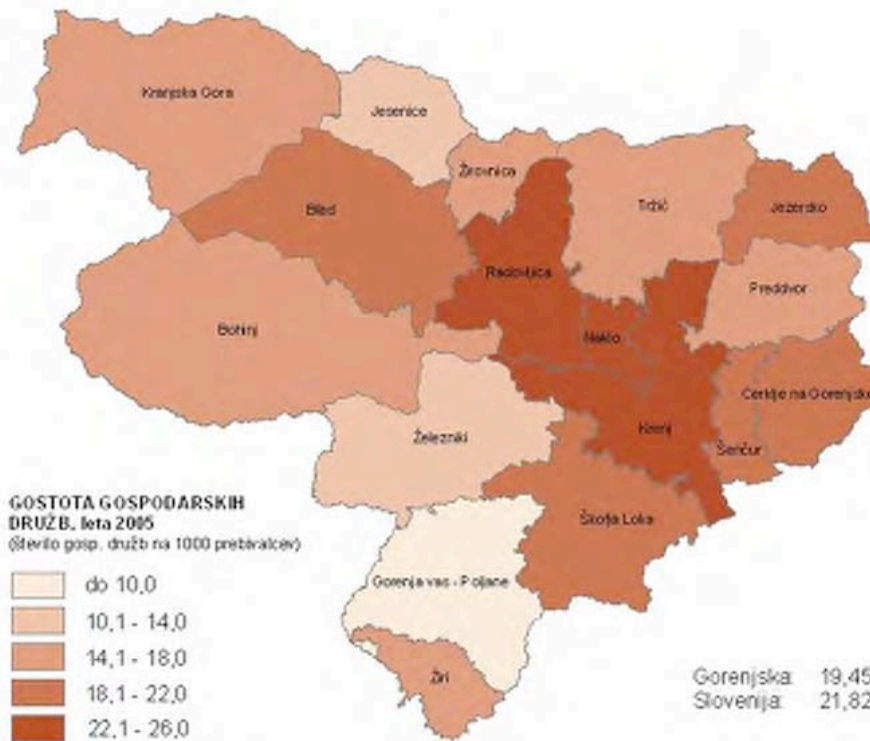
Gorenjska: Age index, 2005



Gorenjska: Economic & HR underperformance of mountain areas.

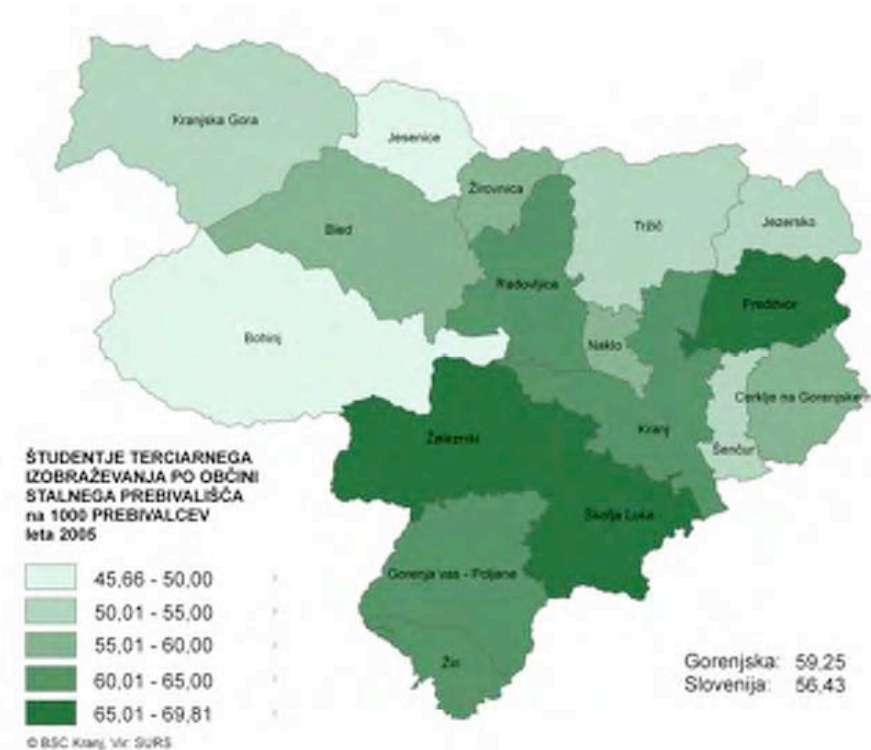
Gorenjska: Business density

Number of companies/1000 inhabitant,
2005



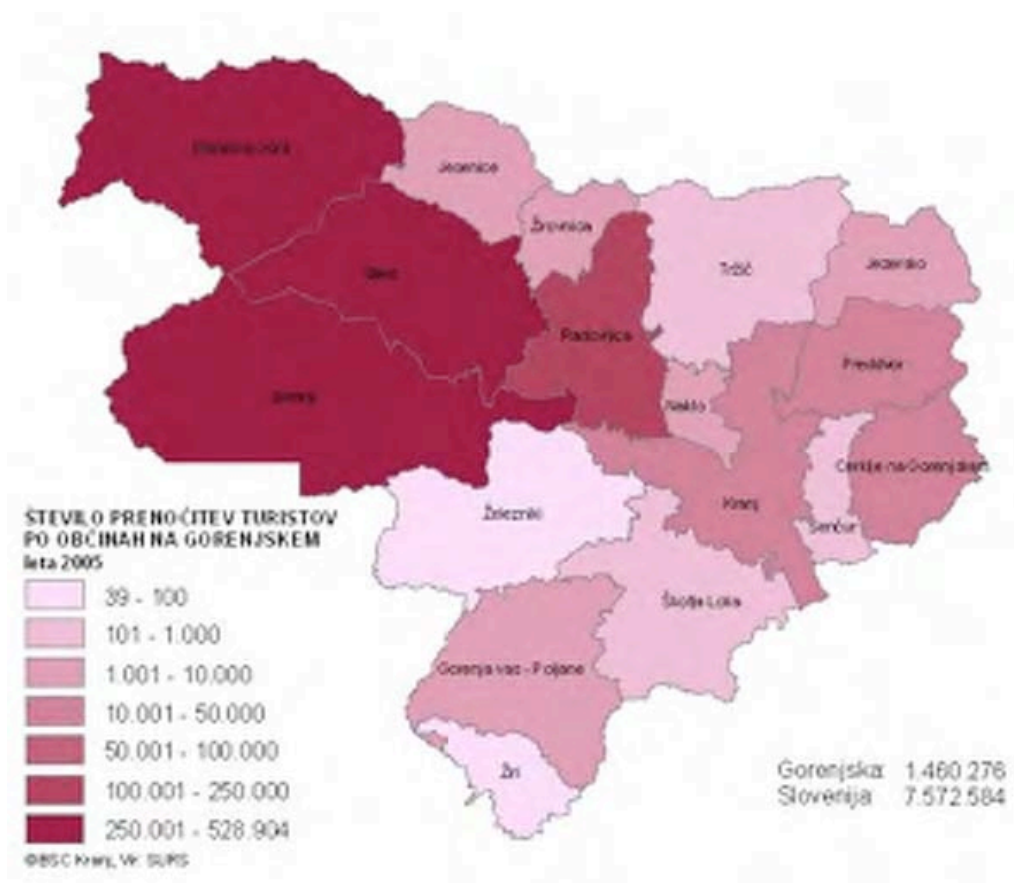
Gorenjska:

Students/1000 inhabitants, 2005



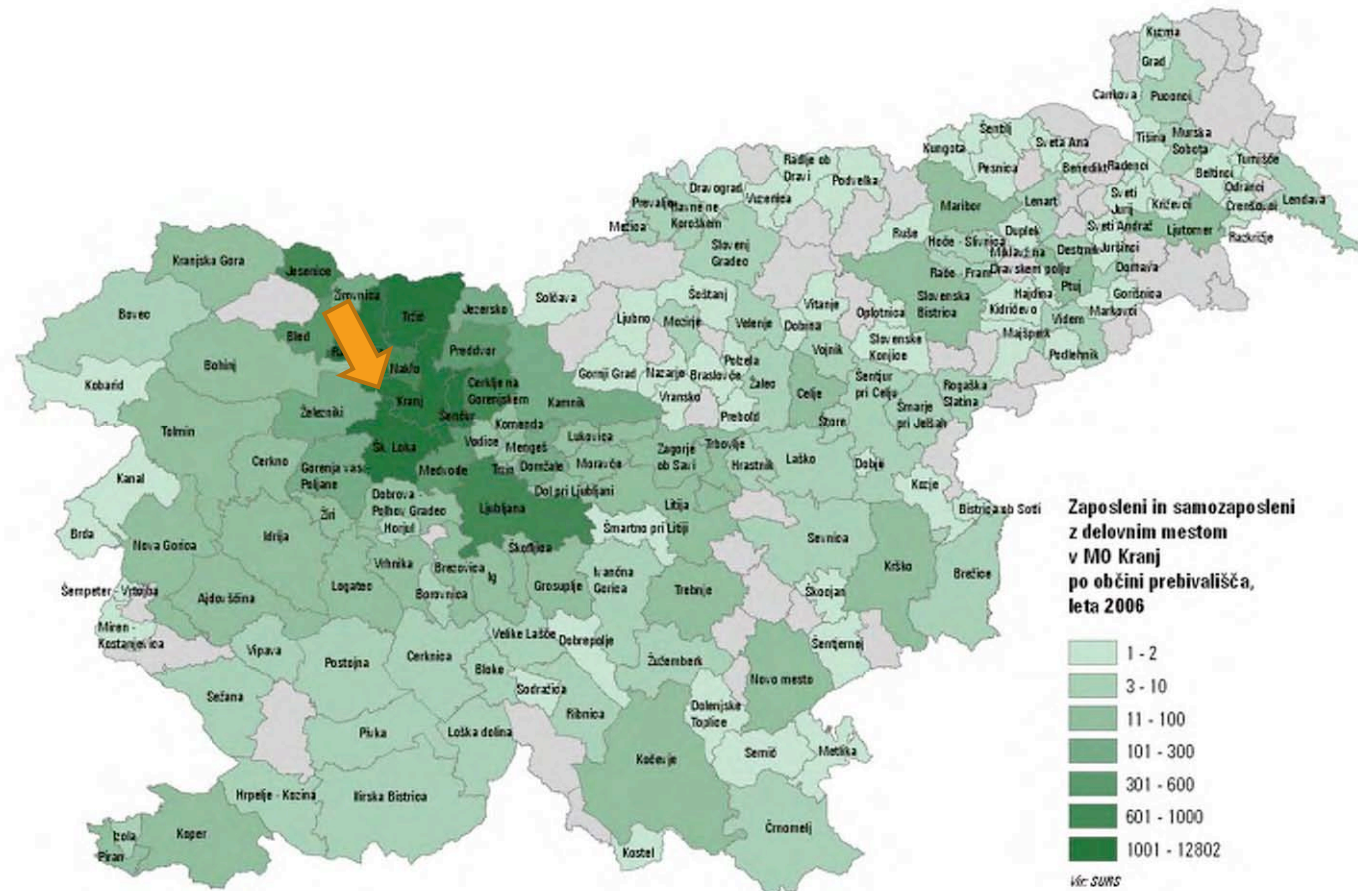
Gorenjska: concentration of tourism in nature parks and mountain areas

Gorenjska: Tourists overnights, 2005



Gorenjska: daily rural – urban migrations

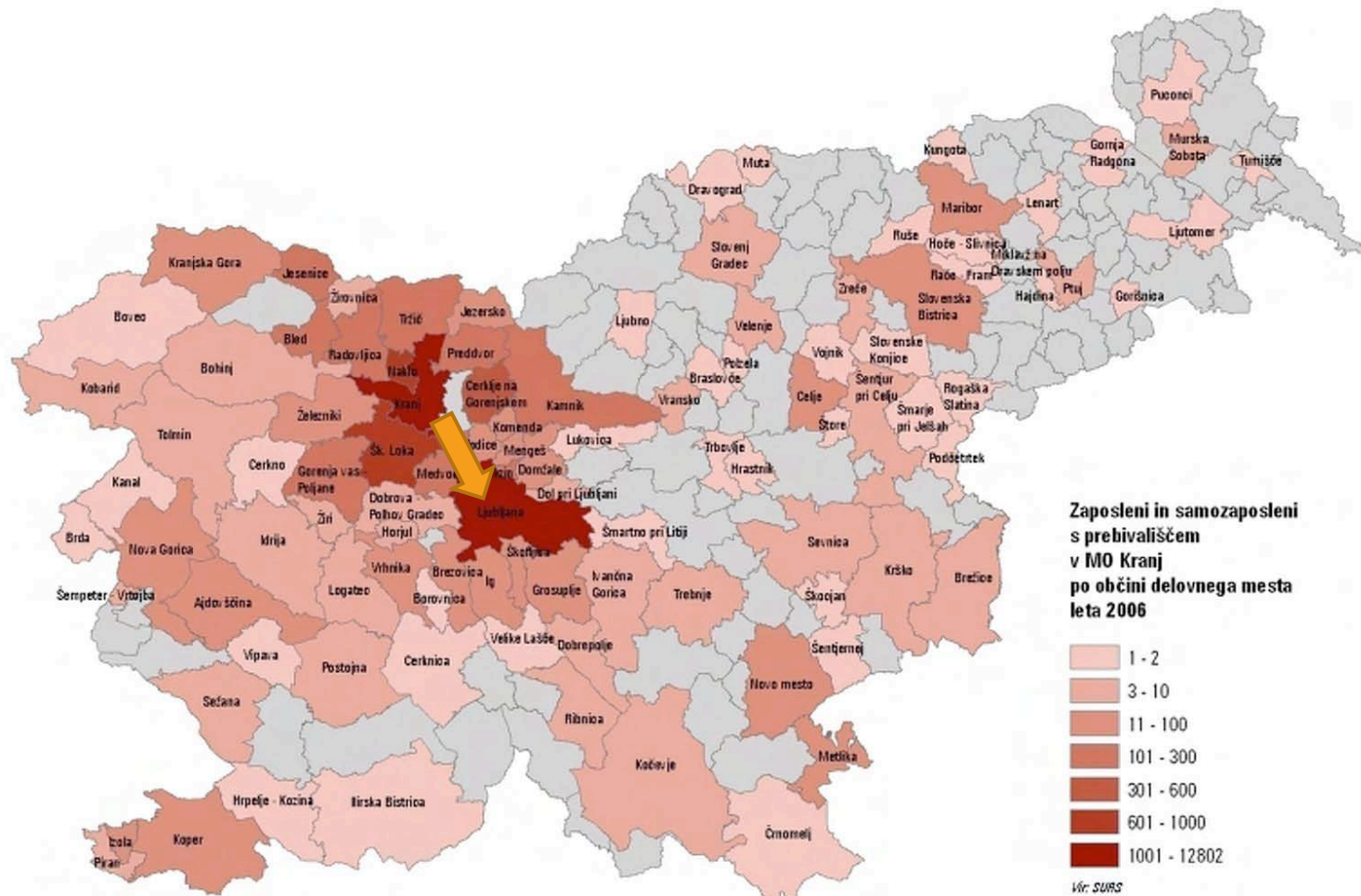
Kranj: inward job commuters



Gorenjska: daily town – city migrations

Kranj: outward job commuters

12.000 daily commuters to Ljubljana; majority with higher education



Kranj (53.000 ; regional capital): people's perspective



fears

- **Sleepy town – without perspective**
- **Periphery of Ljubljana**
- **Social segregation and alienation**
- **Dying of old town centre**
- **Pollution and uncontrolled spatial development**
- **Commercial shopping centers**
- **Unemployment**
- **Migration (loosing young people)**

desires

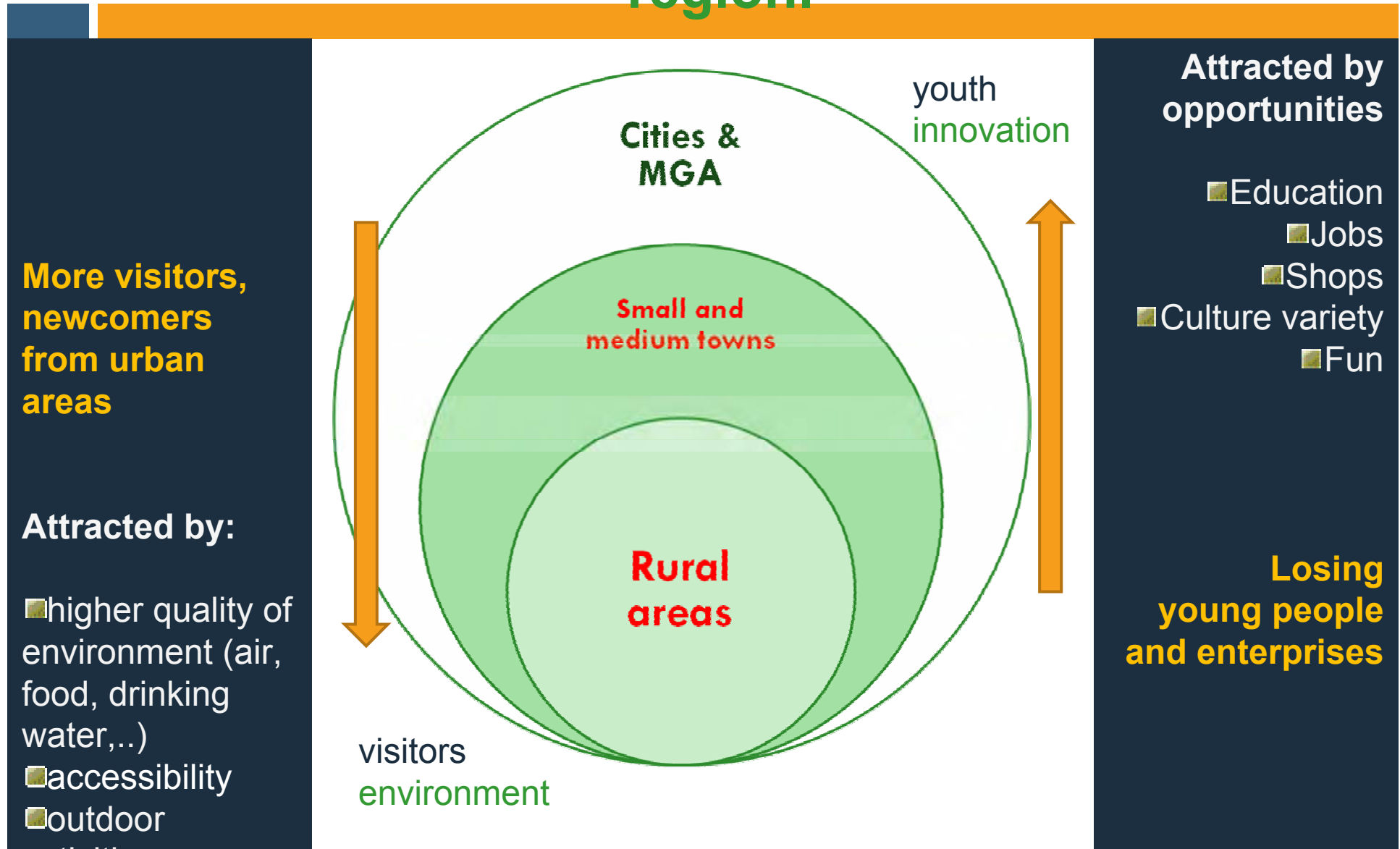
- **Dynamic, high tech economy**
- **Apartments for young people**
- **Healthy town**
- **Entertainment**
- **Sport & leasure amenities**
- **Green city**
- **Multicultural city**
- **Relationships & Values**

Urban – rural divide: experience from Slovenia



- **Gorenjska region, Slovenia**
- **Trends and major gaps in urban – rural divide**
- **Challenges for the future**

Threat: Ljubljana urban area is influencing rapid changes on Gorenjska region.



More visitors, newcomers from urban areas

Attracted by:

- higher quality of environment (air, food, drinking water,..)
- accessibility
- outdoor

youth innovation

Attracted by opportunities

- Education
- Jobs
- Shops
- Culture variety
- Fun

Losing young people and enterprises

visitors environment

Trends: rural areas and small towns

IN: Visitors, newcomers

Pressure on environment and spatial planning

- ❑ from agriculture to sleeping areas or week-end houses
- ❑ increased prices of properties
- ❑ high pressure of investors on spatial planning in smaller rural municipalities
- ❑ lack of infrastructure capacities and social services

OUT: Brain drain

Losing the capacity

- ❑ for entrepreneurship
- ❑ for introducing innovation and new technologies
- ❑ to support sport and tourism
- ❑ for inter-generation cooperation
- ❑ for sustainability of the community

Urban – rural divide: experience from Slovenia



- **Gorenjska region, Slovenia**
- **Trends and major gaps**
- **Challenges for the future**

Challenges for the sustainable future

- **Keeping small and medium towns alive**
 - Rural areas depend on small and medium sized towns (public services, SMEs,..)

- **Youth: Innovation capacity of rural areas shall be based on young people**
 - Make rural areas attractive for young people (fun - sport)

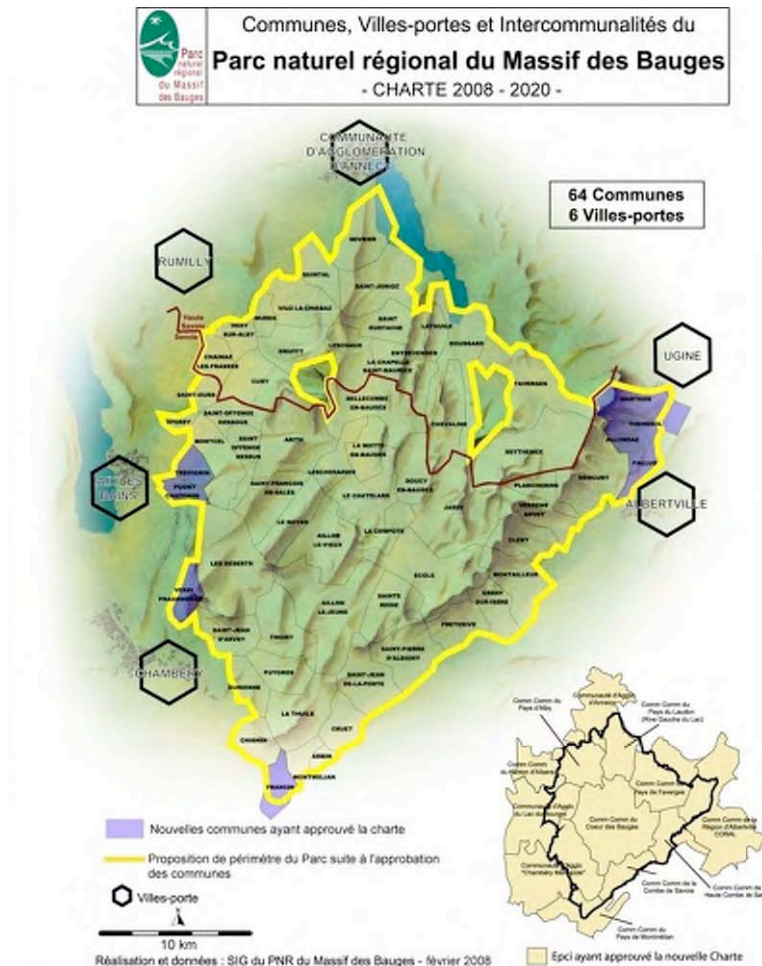
- **Integrated rural – urban spatial planning:**
 - Spatial planning to be able to manage the increased tourism flow and investments vis a vie nature protection
 - Spatial planning to be able to address enhanced urbanisation of rural areas

- **Rural areas to take advantage of new values and trends**
 - environment awareness, food & health, decreasing of consumption, flexicurity, inter-generation cooperation,..



Jointly integrated rural – urban planning process

Best practice from nature park Bauges Massif, France



- 14 rural municipalities at the heart of the massif surrounded by 4 low valley urban areas
- Integrated local urban development of the agricultural produce, leisure products, education of primary and secondary school ,.. introduces
- Operational Cooperation between PNRs and Gateway Towns
- Combining Competences and Means to Control Urban Sprawl



“Rural responsibility of cities”

- MGA to pay back
- **Joined integrated rural – urban planning process**
 - example of nature park in Bauges Massif, France:
 - urban megacentres shall consider their impact on rural areas
- **Rural areas and small towns as a business locations for new types of jobs**
 - Re-distribution of business locations: quality of life as location factor
 - Renewable energy, food & health, leisure & sport business, social care of old people,...
- **Promote “rural – urban” exchange and cooperation (win-win)**
 - culture - food
 - R&D – “innovation transfer” from urban to rural areas

Thank you.



Rural area is a precious garden of any city.

A city needs to take care of it

