

FROM CONCERN TO SOLUTIONS

BORDER REGIONS FACING DEMOGRAPHIC CHALLENGES



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#widzimyswiatsocjo_logicznie



PURPOSE OF THE PRESENTATION

**Presenting
and discussing
the idea of cross-border
cooperation in the field of
innovative social
services, in the face
of socio-demographic
challenges**

TOPICS

I Lubuskie Voivodeship Demographic Adaptation Plan – piloting new services

II Vision of a Common Connection Area – from exchange of experiences to cross-border services

III Co-Organization of a Session as Part of the Week of Regions and Cities in Brussels – October 2026 – Searching for a Cooperation Model

DEMOGRAPHIC ADAPTATION PLAN AND THE POTENTIAL OF THE REGION



**1. PLAN AS A
DISTINGUISHING FEATURE
OF THE REGION**



**2. PLAN AS AN OFFER
FOR RESIDENTS**



**3. PLAN AS A
DEVELOPMENT IMPULSE**

The Plan's goal:

Ensuring an adequate
quality of life for residents
in a situation of rapid
demographic change
by adapting regional
and local public policies
to changing needs and
potential

**DISTINGUISHING
FEATURE**

OFFER

IMPULSE

How can we ensure an **adequate quality of life** for residents of shrinking communities in times of depopulation?



SPECIFIC OBJECTIVES

**1. PROMOTING
RESIDENT-FRIENDLY
SOLUTIONS**

**2. INCREASED ACCESS
TO HIGH-QUALITY
SERVICES**

**3. ANCHORING
YOUTH
IN LUBUSKIE
COMMUNITIES**

**4.
STRENGTHENING
PARENTING
MOTIVATION**

**5. ACQUIRING
NEW RESIDENTS**

I PLAN AS A FEATURE OF THE REGION



1. The first regional demographic adaptation plan in Poland
2. A systemic approach to the problem of depopulation (priority, diagnosis, plan, representative, team, think-tank, periodic events)
3. A regional offer for residents – Lubuskie's competitive advantage over other regions
4. Involvement of all stakeholders in program work
5. Compliance with the Voivodeship Development Strategy, the European Commission's approach, and the assumptions of the New Balance Strategy
6. Testing various solutions within pilot programs (evidence-based policy)
7. Preparation for the implementation of government and European projects in the field of demographic adaptation
8. Capacity for international cooperation in the exchange of good practices and joint research and development projects

LUBUSKIE APPROACH TO THE PROBLEM OF DEPOPULATION

- POSITIVE
- RELATIONAL
- **EVIDENCE-BASED**
- ADAPTIVE
- PARTICIPATORY
- DYNAMIC
- LONG-TERM
- SYSTEMIC



PLAN AS AN OFFER FOR RESIDENTS



TARGETS. The plan focuses on the needs of four categories of beneficiaries: current residents, future residents, family communities, and local communities.

INTEGRATION OF INITIATIVES. The plan presents and integrates regional and local initiatives that serve to improve the quality of life of residents, thereby supporting demographic adaptation and mitigating the effects of depopulation.

PRIORITY IMPACT TOOLS. The plan prioritizes the following tools: developing housing solutions, promoting services, and increasing the capacity to connect potentials (relationships, community).

NEW OFFER FOR RESIDENTS. The plan includes a concept for six new programs that create a new offering for residents.

REGIONAL OFFER - It's worth living here
IT IS ADDRESSED TO BOTH CURRENT AND FUTURE RESIDENTS AND
THEIR LIVING COMMUNITIES



**CURRENT
RESIDENTS**



**FAMILY
COMMUNITIES**



**LOCAL
COMMUNITIES**



**FUTURE
RESIDENTS**

PROGRAMS AND EXPECTED OUTCOMES

Friendly Lubuskie

MUNICIPALITIES ABLE TO SOLVING POPULATION PROBLEMS

This is a great place to live

MUNICIPALITIES ATTRACTIVE THANKS TO THEIR HOUSING OFFER

CHEERS PARENTS!

IMPROVING THE LIFE SITUATION OF
YOUNG PARENTS

A SPACE
FOR YOUNG PEOPLE

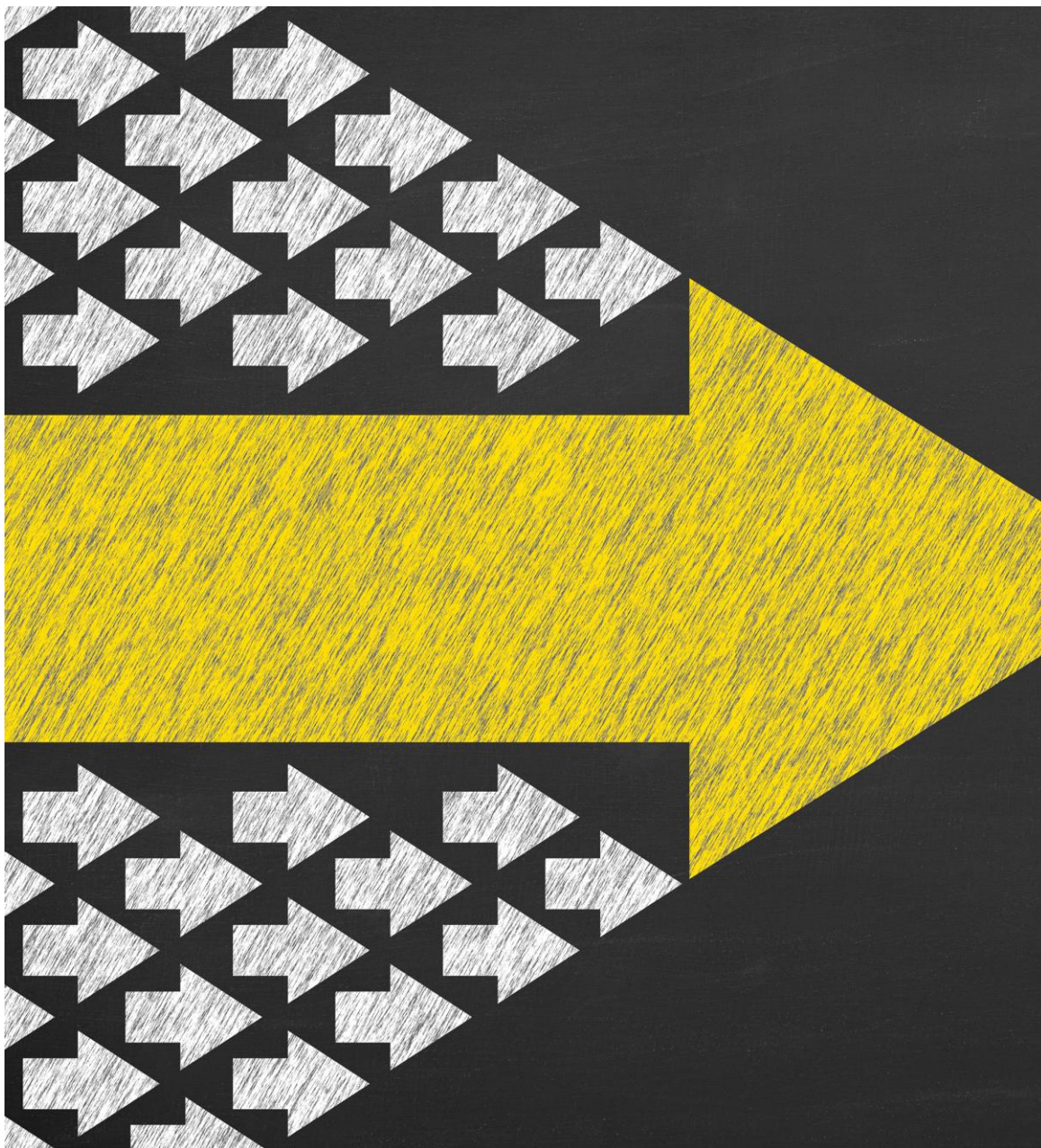
IDENTIFICATION OF CHILDREN AND YOUNG
PEOPLE WITH THEIR PLACE OF RESIDENCE

Nowolubuscy

INCREASE IN THE NUMBER OF
PEOPLE SETTLING IN LUBUSKIE

BETTER CONNECTED

STRENGTHENING COMMUNITIES
AT RISK OF DEPOPULATION



Przyjazne Lubuskie

CEL PROGRAMU

**UPOWSZECHNIENIE KOMPLEKSOWYCH
ROZWIĄZAŃ W PRZECIWDZIAŁANIU
DEPOPULACJI WE WSZYSTKICH
LUBUSKICH GMINACH**

OFERTA

**KONKURS DLA GMIN
Przyjazne Lubuskie**

LUBUSKIE

Tu się mieszka

CEL PROGRAMU

**ZWIĘKSZENIE ATRAKCYJNOŚCI GMIN
DZIĘKI OPRACOWANIU
I UPOWSZECZNIENIU REGIONALNEGO
PAKIETU USŁUG MIESZKANIOWYCH DLA
RÓŻNYCH KATEGORII MIESZKAŃCÓW
(MŁODZI, SENIORZY, LUKA CZYNSZOWA,
NOWOLUBUSCY, OSOBY O SPECJALNYCH
POTRZEBACH)**

OFERTA

- **LUBUSKA INICJATYWA
MIESZKANIOWA**





WIWAT RODZICE!

CEL PROGRAMU

**UPOWSZECHNIENIE POZYTYWNEGO
WIZERUNKU RODZICIELSTWA -
MACIERZYŃSTWA I OJCOSTWA ORAZ
PARTNERSKICH RELACJI W RODZINIE**

OFERTA DLA RODZICÓW

LuBON

LUBUSKI BON LOKALNY

LUBUSKA INICJATYWA MIESZKANIOWA

**WIWAT RODZICE! – promocja
medialna**



PRZESTRZEŃ DLA MŁODYCH

CEL PROGRAMU

**PODNIESIENIE ATRAKCYJNOŚCI
LUBUSKICH MIEJSCOWOŚCI DLA DZIECI
I MŁODZIEŻY ORAZ ZACHĘCENIE ICH
DO ZWIĄZANIA SWOJEJ PRZYSZŁOŚCI
Z REGIONEM**

OFERTA DLA MŁODYCH

**Lubi-MY – LUBUSKIE
STYPENDIA DLA
MŁODYCH**

RE-WIZJE PRZESTRZENI



LEPIEJ POŁĄCZEN

CEL PROGRAMU

**WZMOCNIENIE POTENCJAŁÓW GMIN
NAJBARDZIEJ ZAGROŻONYCH
DEPOPULACJĄ I POPRAWA SYTUACJI
ŻYCIOWEJ ICH MIESZKAŃCÓW**

OFERTA

LuBON

LUBUSKI BON LOKALNY

**LUBUSKIE INICJATYWY
MIĘDZYPOKOLENIOWE**

MIĘDZYGMINNE USŁUGI MOBILNE

**CENTRA USŁUG
SPOŁECZNYCH**



Nowolubuscy

CEL PROGRAMU

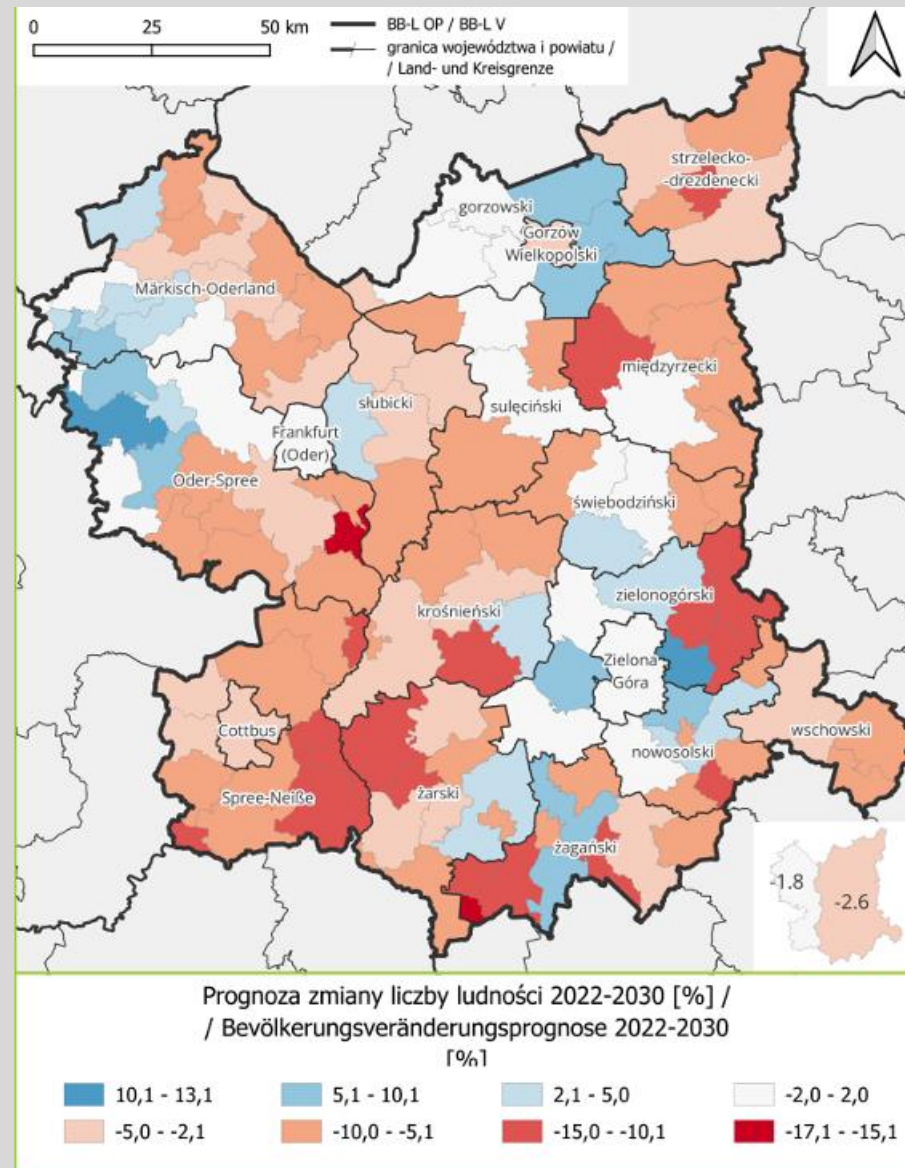
**ZWIĘKSZENIE LICZBY STAŁYCH MIESZKAŃCÓW
GMIN LUBUSKICH DZIĘKI SYSTEMOWI ZACHĘT
DO OSIEDLANIA SIĘ W WOJEWÓDZTWIE
I SYSTEMOWI WSPARCIA DLA OSÓB I RODZIN
W PIERWSZYCH MIESIĄCACH PO OSIEDLENIU SIĘ**

OFERTA

APLIKACJA: Nowolubuscy

PRZEWODNIK DLA Nowolubuskich

LUBUSKIE INICJATYWY MIESZKANIOWE DLA
Nowolubuskich



FROM CONCERN TO SOLUTIONS

STEP 1 - FROM CONCERN TO PLAN

From concern about the region's future to evidence-based action

From a proactive approach to a multifaceted approach

From a focus on numbers to a focus on quality of life

STEP 2 - FROM PLAN TO PILOT - POWIAT (COUNTY)

KROSNO ODRZAŃSKIE

From distributed to integrated projects

From traditional to participatory research

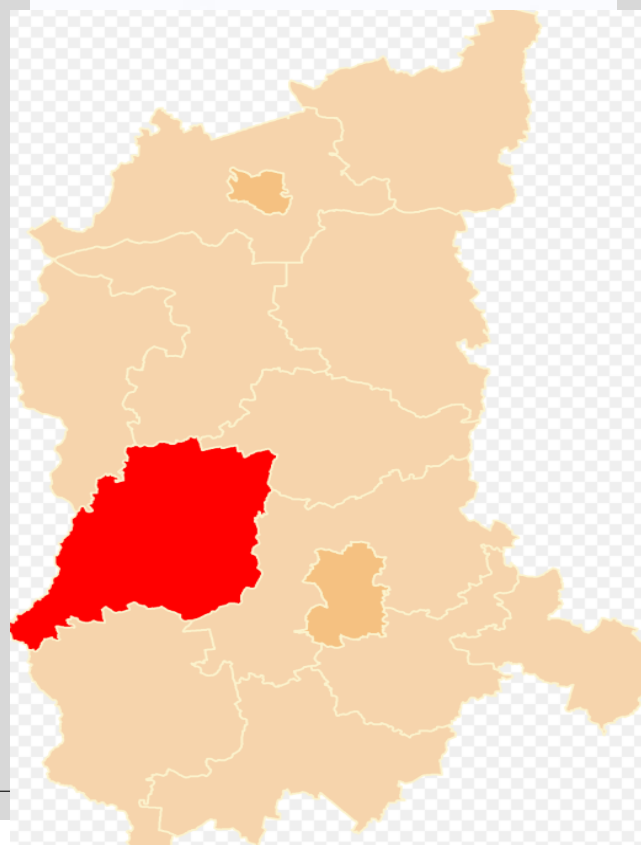
From a collective to a personalized perspective

STEP 3 - FROM PILOT TO SYSTEM

From intuition to "knowledge in action"

From formal structures to functional connections

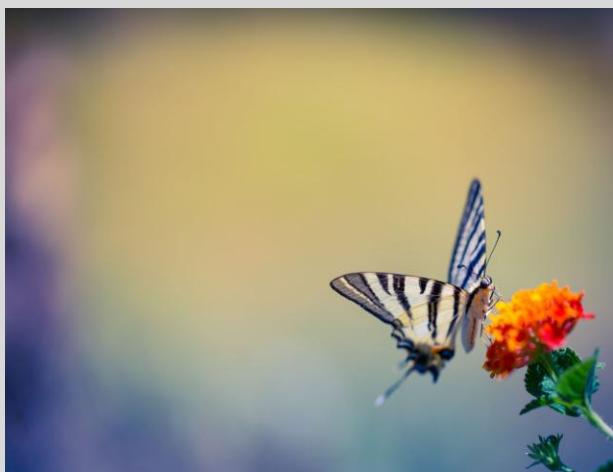
From local to regional and cross-border solutions



INNOVATIONS TO BE TESTED IN A PILOT

- **SOCIAL SERVICE CENTERS** instead of traditional social welfare centers
- **INTERMUNICIPAL SOCIAL SERVICES** - regional support for services provided by stronger municipalities to residents of smaller municipalities
- **MOBILE SOCIAL SERVICES** - an alternative to placing seniors in large, expensive facilities
- **MOBILE PARENTS' CLUBS** - an offer for parents of children aged 0-3 from peripheral villages
- **RE-VISIONS** - a new approach to involving young people in local community life
- **NOWOLUBUSCY** - a program for acquiring new residents through the use of a special application

WHAT CAN WE DO TOGETHER?



1. CREATE A TEAM FOR INNOVATIVE SOLUTIONS

2. EXCHANGE EXPERIENCES

3. WORK TOGETHER ON A MODEL FOR MOBILE AND INTERMUNICIPAL SERVICES

4. PLAN A JOINT SESSION DURING THE WEEK OF REGIONS AND CITIES IN BRUSSELS (OCTOBER 2026)

5. INVITE OTHER CROSS-BORDER REGIONS OR REGIONS AFFECTED BY DEPOPULATION