




Aabenraa
Kommune



Aabenraa Municipality
wants to attract more
residents by 2025

For several years, Aabenraa Municipality has made an effort to make the municipality a good place to reside, live, work and conduct business in. The results are many, amongst others urban development, development projects in local communities, a fully developed regional emergency hospital, new schools and day care centres, a new campus for students, the new Arena Aabenraa as well as the establishment and sales of datacentre locations.



We would like to attract more citizens

It has succeeded because Aabenraa Municipality, led by the municipal council, works strategically for development and growth based on the growth strategy Healthy Growth 2018-2030 (Vækststrategi Sund Vækst 2018-2030) and its mission for The Good Life (Det Gode Liv). A mission that makes us able to offer a lot to our residents, and which functions as base for our Newcomers strategy. This is what 59,000 citizens in our municipality daily take pleasure in.

We would like to attract more citizens to Aabenraa Municipality


We would like to attract more citizens. Our workplaces can use additional employees in production, in the health sector, in development and innovation areas, in finance and administration, in our educational institutions and in agriculture. This Newcomers strategy paves the way for our work of attracting, receiving and keeping new residents.

We took a starting point in the newest knowledge of the Danes' moving patterns and living conditions, and analysed our demographics, population development and commuter conditions. We have been in dialogue with real estate agents, employers, banks and educational institutions across Aabenraa Municipality; we interviewed newcomers and sought inspiration in other municipalities. We have included relevant forecasts, which show a stagnating or declining population due to the demographic development in our region.

The overall goal of the strategic settlement effort is to attract more citizens to Aabenraa Municipality by 2025. More specifically, we aim to increase the amount of newcomers by 5 percent within a five-year-period. If we realise this goal, Aabenraa Municipality will have a plus of 150 newcomers by the end of 2024. Considering the declining demographic development and the fact that most Danish municipalities work for attracting more residents as well, this is an ambitious goal.

Target groups for the Newcomers initiative

We aim to attract more residents. They contribute to the growth of our population and The Good Life, making Aabenraa Munic-



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ipality a better place to reside, live, work, and conduct business in. Everyone is welcome, but our analyses show that there are some target groups that we should make an extra effort to attract:

- Commuters, as 10,000 people commute to Aabenraa Municipality for work on a daily basis
- Students, which is a growing group in the municipality, especially in regards to educational programmes for nurses and health care assistants
- Citizens, who moved away from Aabenraa Municipality to study or work, and who might be likely to move back to be closer to their families and friends
- Newly-Graduates; those who have been educated in our own municipality and who we seek to retain; as well as candidates who are educated in university cities and who are demanded by our public and private workplaces
- Big-City-toddler-families; as this target audience can contribute to population growth in our towns, local societies as well as rural areas.
- Foreign workforce; as our companies use foreign workers to a high degree, and more than 1,600 workers in the municipality are daily cross-border commuters.



We operate with three categories of actions

Action catalogue

We have developed an action plan for the years 2020-2021 which point out the activities for attracting, receiving and keeping more residents. We operate with three categories of actions:

- Actions to attract, receive and keep residents and that can be applied within a short or long period of time and that are targeted at one or more target groups
- Actions that focus to market more knowledge about Aabenraa Municipality, our potential newcomers and those who are moving again
- Actions that focus on stronger branding which contributes to increased residential growth

The action catalogue is dynamic and will be revised biennially on a continuous basis, ensuring that our commitment always reflects the demand of potential newcomers as well as political priorities.

Below are examples of specific actions:



Strengthened personal service

Personal, handheld service is key for the dialogue with potential newcomers. Personal service can make a difference for the individual newcomer when choosing which municipality to move to, when he/she has gained interest in educational programmes, job opportunities or the advantages of moving to Southern Jutland. As part of the Newcomers Strategy, Aabenraa Municipality will strengthen personal service by establishing a permanent Newcomers and Branding Team in 2020.



Partner-job trial arrangements

Interviews with newcomers as well as company meetings indicate that arrangements like PartnerJob and Job-for-two (Job til to) are important for the recruitment of workforce in public and private companies. As a trial, the Aabenraa Municipality Jobcenter will appoint a partner job consultant for app. 20 – 50 conversations per year for partners of potential and actual newcomers. Our Newcomers and Branding Team will refer suitable newcomers to the partner job consultant.



Commuter campaigns

Every day, over 10,000 people commute to a workplace in Aabenraa Municipality. These commuters build an important target audience for the Newcomers initiative. In 2020 and 2021, several campaigns will be developed and implemented for attracting more commuters to relocate to the municipality. We will collaborate with interested companies amongst the largest workplaces.



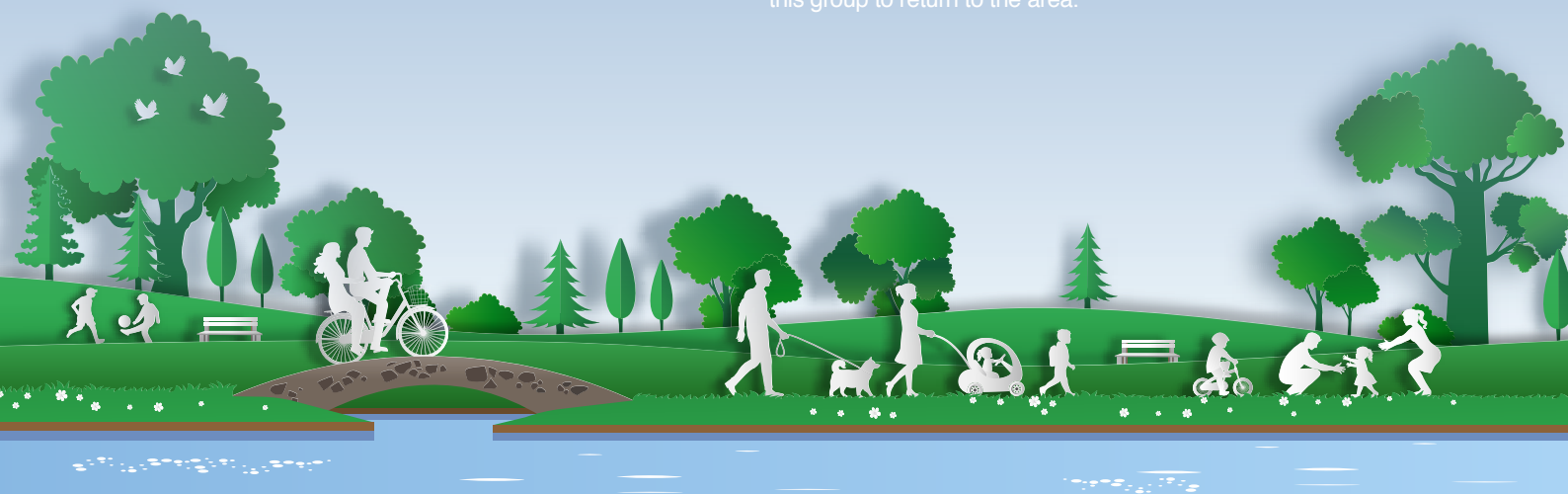
Informational materials / check list for foreign newcomers

Our newcomer meetings, interviews with newcomers as well as dialogues with companies show a demand for a practical step-by-step guides explaining foreign newcomers which steps to take when moving to our municipality. In 2020, this guide will be elaborated.



More knowledge and better data on Citizens, who moved away

Citizens who moved away are an important target group. During 2020, we want to obtain more knowledge about this target group by purchasing data on and sending questionnaires to people who have moved from the municipality. This knowledge shall be the base for deciding if an "Exile-South-Jutes Club" should be implemented. A club that aims to improve the chances for re-attracting this group to return to the area.





Joint branding of the four municipalities in Southern Jutland

The four municipalities in Southern Jutland have a joint interest in branding Southern Jutland as a destination for education, work and living. In 2020, we will investigate if the municipalities support a joint initiative.



Strategic newcomer corporation with educational institutions

We want to support the strategic dialogue with educational institutions which are important partners for the Newcomer Initiative. We work for more educations as well as more students moving to the municipality. From 2020, joint challenges in regards to newcomers will be deliberated in strategic partnerships and forums such as the Campus council (Campusråd) and the Educational Council (Uddannelsesråd). In addition, newcomer data will be collected and joint stakes will be researched, based on the student residence research.



Branding of local communities and rural areas

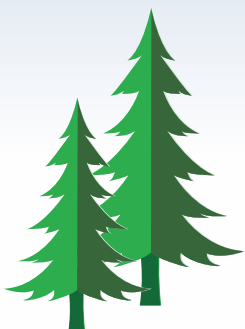
Aabenraa Municipality is surrounded by unique nature and ranges over several very attractive local communities and rural districts, all playing an important role for the Newcomer Initiative. During 2020 and 2021, some local branding videos will be produced for highlighting these qualities e.g. showing living areas, schools, shopping areas, leisure facilities, nature environments and infra-structural conditions.

Collaboration with local boards, societies and volunteers for receiving and retaining newcomers in local communities

Along the lines of 'Attractive local communities in Aabenraa Municipality', the municipality's action plan for the local communities in 2019-2023, a dialogue will be initiated with The United Development Council (Den Fælles Udviklingsråd). This shall further the collaboration for 'The Good Welcome' and support local volunteer initiatives that may retain foreign and Danish newcomers in rural areas. These initiatives could include:

- Focus meeting on 'The Good Welcome'
- Local welcoming ambassadors as well as local welcome packages and offers
- Local initiatives for joint dinners
- Local language cafés run by volunteers

In addition, the strategic collaboration with local societies will continuously focus on sharing 'the good stories' across the local societies.



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