

The miners and steel workers  
ensuring future production of  
phones, vehicles and machinery





The farmers adding to the new  
biogas plant while delivering  
quality food to consumers






# The electricians at the pumps for the carbon capture drill holes

Photo: Mads Schmidt Rasmussen / norden.org

# Is there an urban-rural divide in the green transition?






Are people being left behind or forced to be part of a transition?

Or could there be opportunities to take part in steering the direction of the green transition?



Our new report  
looks into  
these issues



 Nordregio  
**STRATEGIES TO  
ADDRESS NORDIC  
RURAL LABOUR  
SHORTAGE**

# Existing workforce in Nordic rural regions

Traditionally, the idea of rural areas has been that rural areas are lacking jobs.

A more accurate image of rural areas is, however, a combination of

- lack of jobs
- lack of labour (too few persons)
- lack of skills and the right competence

Not all rural regions, variations are huge.



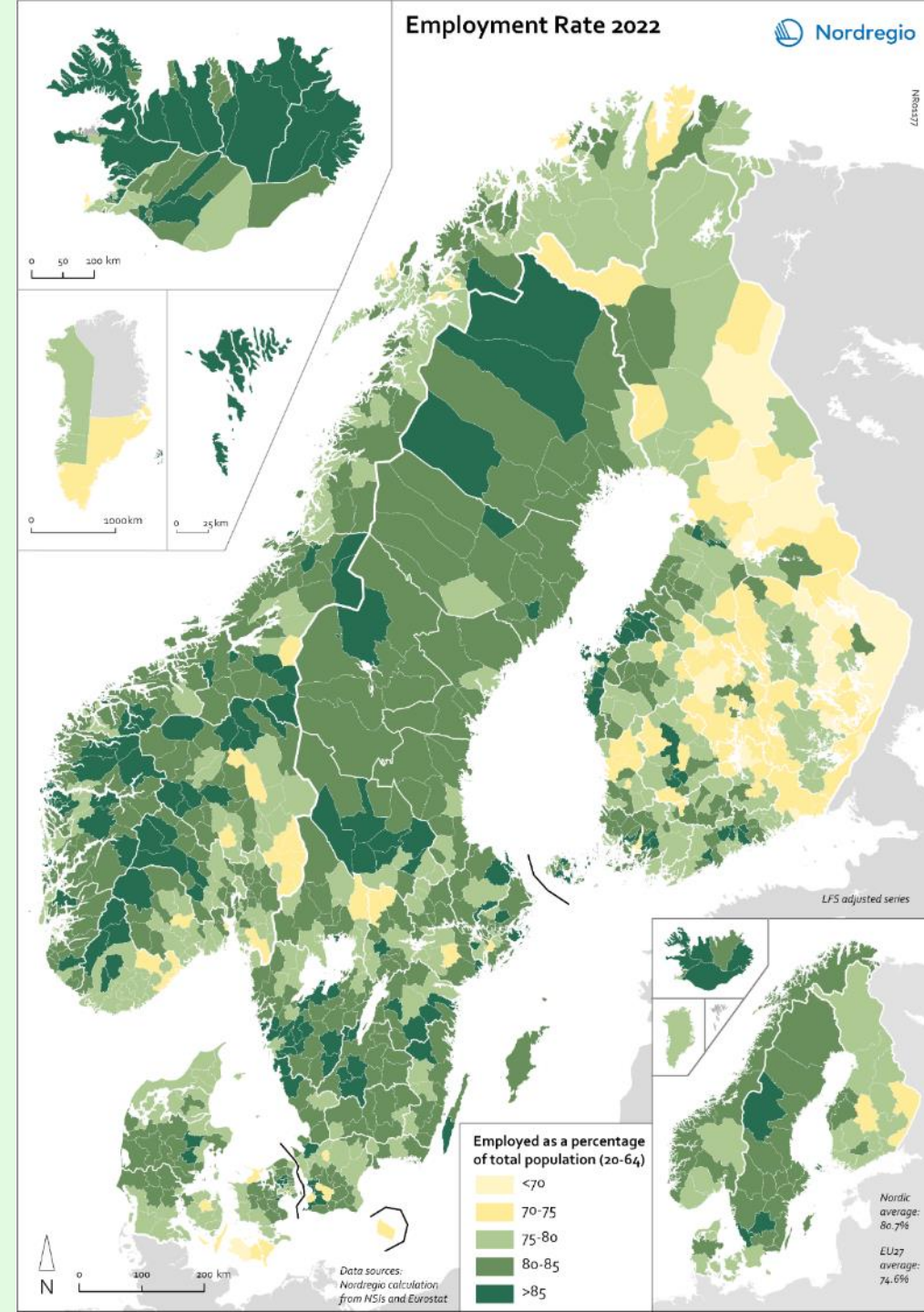


# Regional variations in employment rate

**Employment rate:** on average, slightly higher in rural areas (81.3%) than in urban areas (80.2%)

**Rural municipalities:** the highest *and* the lowest employment rates

- **Highest:** Faroe Islands, Iceland, Åland, Trøndelag & Vestland (NO)
- **Lowest:** Pohjois-Savo, Kainuu, Pohjois-Karjala (FI) and Lolland (DK)





# Sectors with labour shortage = future possibilities





# Work more proactively



Regional and business **policies** adapted to **rural economies**



Dare to **test policy initiatives** (experiences as learning opportunities)



Regionally adapted public **leadership** & collaboration



No quick-fixes: **catalogue of strategies** as inspiration for continuous work and local adaptation



# Catalogue of strategies to address rural labour shortage and lack of skills

- 1 Nurture **place attractiveness** and ensure thriving living environments
- 2 Provide **education** for life-long learning, and **vocational training** for the unemployed
- 3 Encourage interregional and international **migration**
- 4 Facilitate **collaboration** between a broad set of stakeholders
- 5 Pursue **hybridity, mobility and flexibility** (innovations, digital solutions, travelling teams, consultancies)
- 6 Engage with the **silver economy** (hiring retirees, pension reforms)



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NORDREGIO REPORT 2024:23

# New report out now: **Strategies to address Nordic rural labour shortage**



Slätmo, E., Norlén, G., Dzhavatova, K., Carstensen, M.B., Vihinen, H., Hammeken, B., Sölvi Kristjánsson, A., Aarsæther, N., Eriksson, R.H., Johansson, L., and Lundberg, T. (2024). Strategies to Address Nordic Rural Labour Shortage. Nordregio report 2024:23. <http://doi.org/10.6027/R2024:23.1403-2503>