

Nord + course - Smart shrinking as a development approach (5 ECTS)

Applying smart shrinking approaches to Kitee and Jõhvi developments

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1. Introduction

Declining and ageing population, as well as loss of local services, are a reality for many rural regions and communities in Nordic and Baltic countries. Usually, this situation is accompanied by a drop in their economic performance. Often municipalities and regions try to cure the situation by aiming for new growth, especially in terms of population, but these re-growth approaches are in most cases wishful thinking and not realistic. However, the depopulation and shrinkage in the area don't automatically lead to decline (Makkonen 2022) and aiming for growth is not the only way to approach the situation.

An alternative way to approach the situation of depopulating regions is the smart shrinking approach. In this approach, the reality of region and community is accepted and the demographic reality is a key part of the development strategies. In smart shrinking, the high quality of life and good living environments are retained despite the shrinkage and depopulation and it is a smart way of acting as the ignorance of reality often leads to bad planning and wasted resources (Makkonen 2022).

Our report focuses on two cities that are facing depopulation. One of them is a town called Kitee in North Carelia in Finland and the other one is called Jõhvi in Ida-Viru county in Estonia. The population in each city is around 10 000. In Kitee our focus was on the municipality, but in the Jõhvi case, our main focus was on the Malmi-Pargi area new to the downtown of Jõhvi. The aim of our research in both towns was to find ways how to apply smart shrinking approach in the development of the areas. To answer that question we conducted interviews with different actors operating in the area and analysed written material from the internet.

2. The current situation in Kitee

2.1 Geographical features and population

Kitee city is located in Eastern Finland and is part of the North-Karelia region. It is an independent municipality with a population of 9876 people (Tilastokeskus, 2022). Kitee area is 1,254 km² and the population density is 7,87 inhabitants per square kilometre. The town is located on the shore of Kiteenjärvi and Kitee municipality has the neighbouring municipalities that are called Parikkala, Rääkkylä, Savonlinna and Tohmajärvi. There are 38 villages in Kitee municipality.

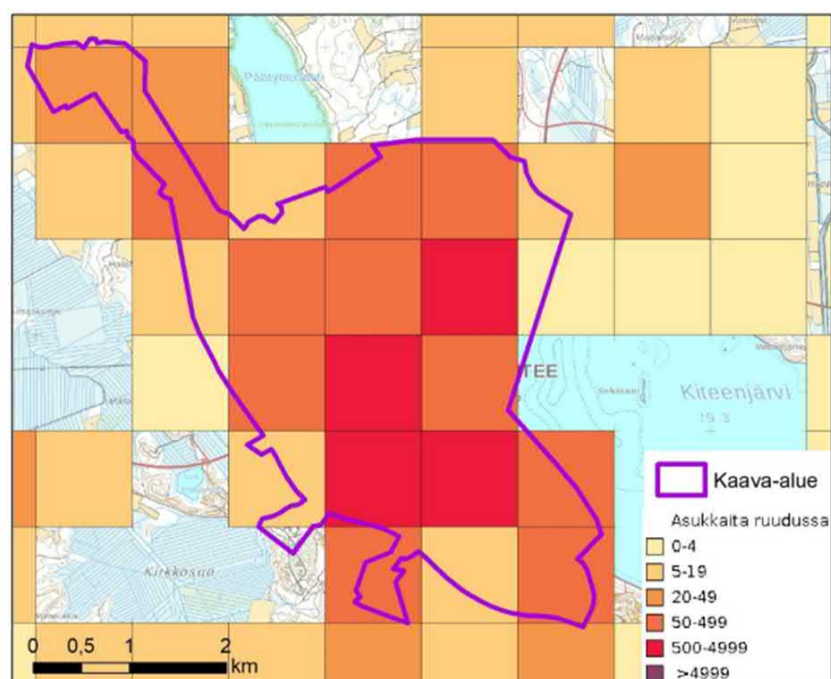


Figure 1. Kitee city concentration of population (Kiteen kaupunki, 2021)

The population divides almost exactly in half regarding the genders. Starting from the 1990s the population has decreased by almost 4637 citizens. As we can see in figure 1, today the demography of the municipality shows that almost 38% of the population living in Kitee is older than 65 years. Children make up about 14% of the population.



Figure 2. The age structure of Kitee municipality (Citypopulation, 2022)

Regarding the older population, the age group 60-69-year-olds take up the biggest part of the population (See figure 2). Understandably the smallest age group is the elderly who are over 90 years old. The age group of 20-29-year-olds is also as there are only 494 people of that age group living in Kitee.

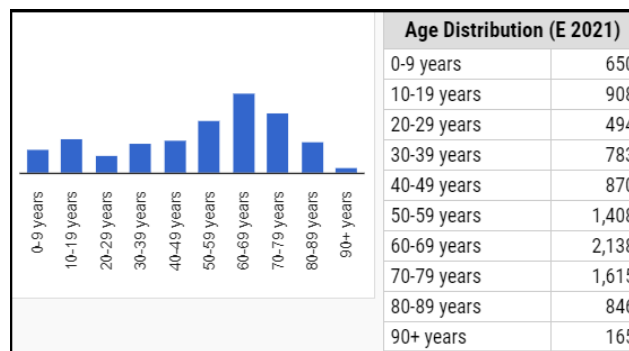


Figure 3. The age structure of Kitee municipality (Citypopulation, 2022)

Over half of the Kitee population lives in the downtown area (Figure 3). The area consists of the main street, which has the services like shops, restaurants and governance buildings.

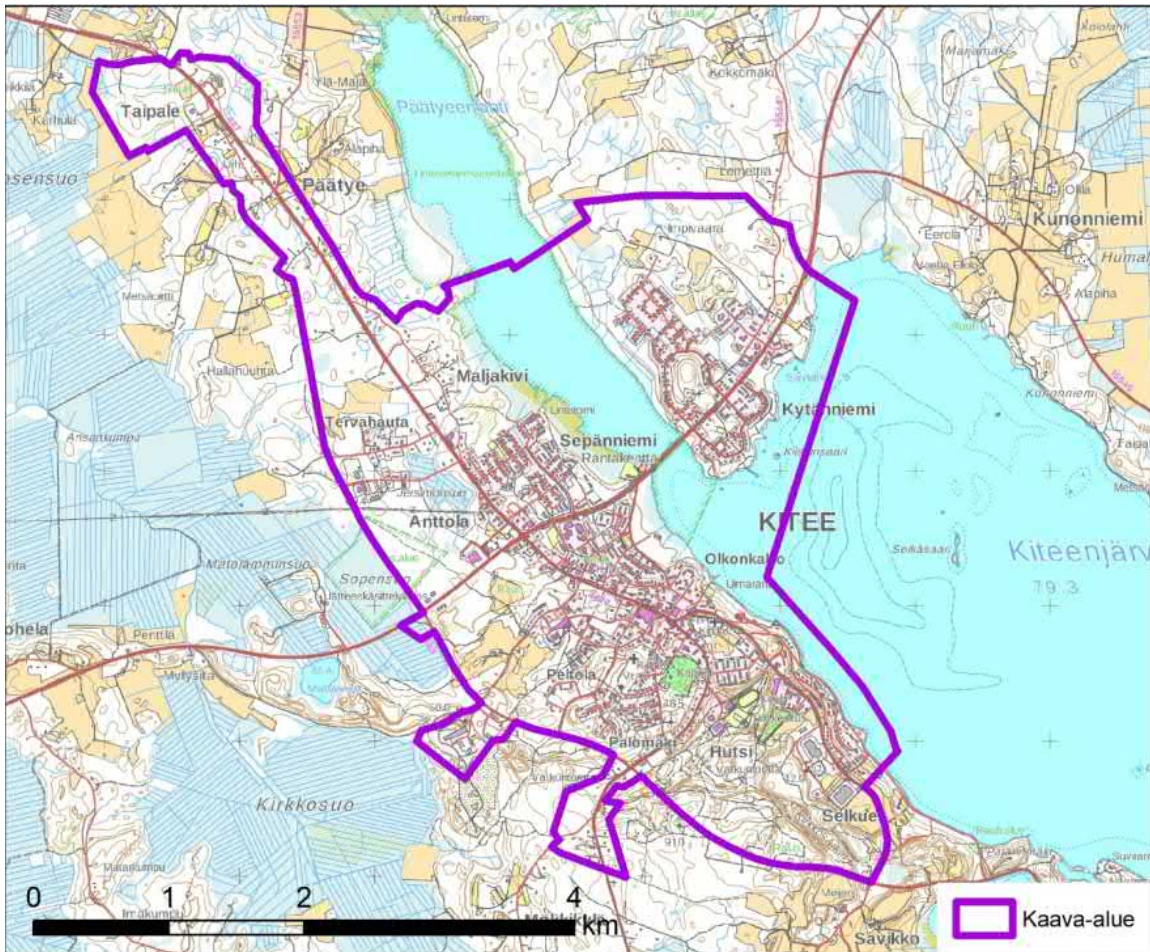


Figure 4. Kitee city area (Sitowise, 2020)

2.2 Services

In the education sector, Kitee municipality provides the region with 4 schools in the city and there is also 1 school that is in the village called Puhos. There are also 4 public kindergartens and one private kindergarten in Kitee municipality. The schools that are located in the city are Arppen School which is a middle school with classes of 1-9, Kitee upper secondary school, Huts School which is an elementary school with classes of 1-6 and a private school called Evangelical Folk High School of Kitee. The schools which are located in the countryside are Puhos elementary school. In recent decades, there have been some smaller schools in the villages in Kitee municipality that have been closed due to the lack of students. One of which is the Ruppovaara school. The school was closed in the autumn of 2010 even though the local community was against the decision and tried to convince the municipality to change the decision (Kiteeseura, n.d).

Kitee city has many different shops that are mostly located in the downtown area. There are big shops with all the necessities and a good quality selection.

Kitee also has a clinic that offers a wide range of medical services from vaccinations, orthopaedics to physiotherapist.

Educational institutions	Type of educational institution
4 Kindergartens + 1 Private kindergarten	
Huts School (Hutsin koulu)	Comprehensive school (1-6 grades)
Arppen School (Arppen koulu)	Comprehensive school (1-9 grades)
Kitte upper secondary school (Kitten Lukio)	Upper secondary school

2.3 Transportation

It is possible to reach Kitee by route and railway from other cities. Highway number 6 passes through the municipality as well as the Helsinki-Joensuu -railway connection. The highway is about 7 kilometres away and the railway stop is 8 kilometres away from the Kitee downtown. (Kiteen keskustaajaman... 2020: 6.) There is also a harbour in the Puhos conurbation. From the port, it is possible to access the Gulf of Finland through the Saimaa canal. The closest airports are in Joensuu and Savonlinna and the distance to those is 80 kilometres. (Kiteen liikenteelliset... 2022.)

According to the survey conducted in 2018, in the towns of Eastern Finland about half of the journeys between 1-5 kilometres are travelled by car. The goal of Kitee is to increase the number of people using walking and cycling as their travel mode. The network of sidewalks and bike paths is already quite comprehensive in the downtown area as well as along the roads. (Kiteen keskustaajaman... 2020: 5,8.)

The public transportation in Kitee is in the form of so-called “service traffic” in which the taxi picks up people from their front door to order. The service traffic operates on weekdays between 7.30 and 16.00 in sparsely populated areas and between a sparsely populated area and the city centre. (Palvelu- ja asiointi... 2022.)

2.4 Industries and enterprises

In 2019, there were 3372 jobs in the Kitee area. About 11 % of them were in primary production, 25 % in processing and 62 % in services. The amount of jobs in the area has almost halved during 1987-2019 and especially in the processing sector the amount of jobs

has decreased significantly. (Tilastokeskus 2021.) The biggest employers in the town include for example grocery stores, forest- and wood industry actors, glue industry and the manufacture of equipment for different industries (Suurimmat työnantajat 2022).

2.5 Spatial planning

There are 4 general zoning plans in place for Kitee city. These are:

- Not-in-force *Keskustaaajama-Tolosenmäki* (1987),
- Legally non-binding change to *Keskustaaajama-Tolosenmäki* (1995)
- **Partial master plan for the vicinity of Kiteentie (2006)**
- Legally binding **Meijerinranta partial master plan (2013)**

Approximately 40% of the Kitee city is covered has been zoned. There are 54 detailed plans in the Kitee zoning area and the partial master plan for the vicinity of Kitee and Meijerinanta partial master plan are displayed in Figure 5.1. Currently, 54 town plans (Asemakaava) are in force in the Kitee zoning area. The oldest is in force since 1975. Not all town plans have been implemented (1).

The current “master plan” for Kitee city also takes into account several more localised plans and surveys, such as Palomäki neighbourhood zoning amendments in 2017; Tuomela area survey in 2015 and corresponding amendments and Kytänniemi neighbourhood survey (2015) (1).

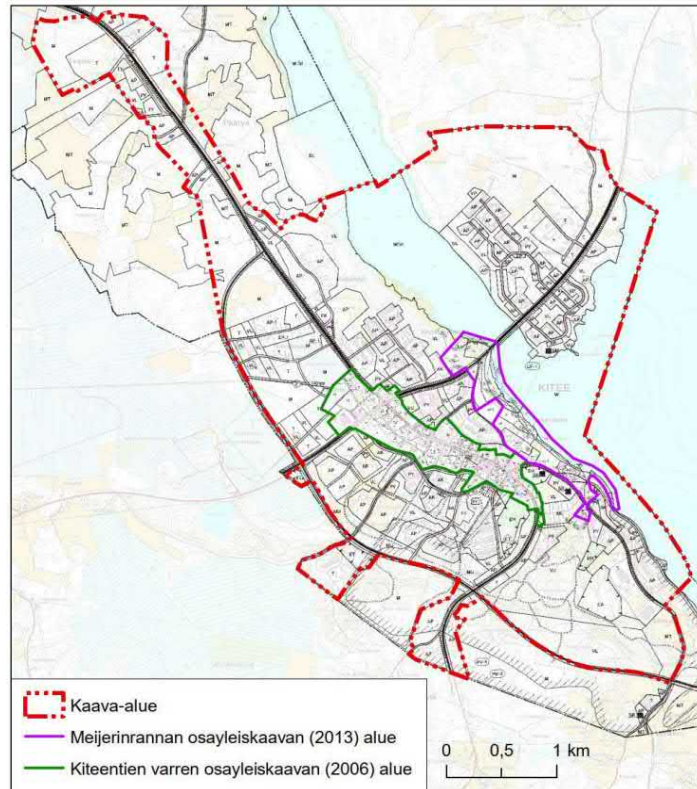


Figure 5.1. Combination of legally binding zoning plans. Red boundary represents extend of the zoning area. Purple boundary - Meijerinranta partial master plan; Green boundary - Partial master plan for the vicinity of Kiteentie (2006).

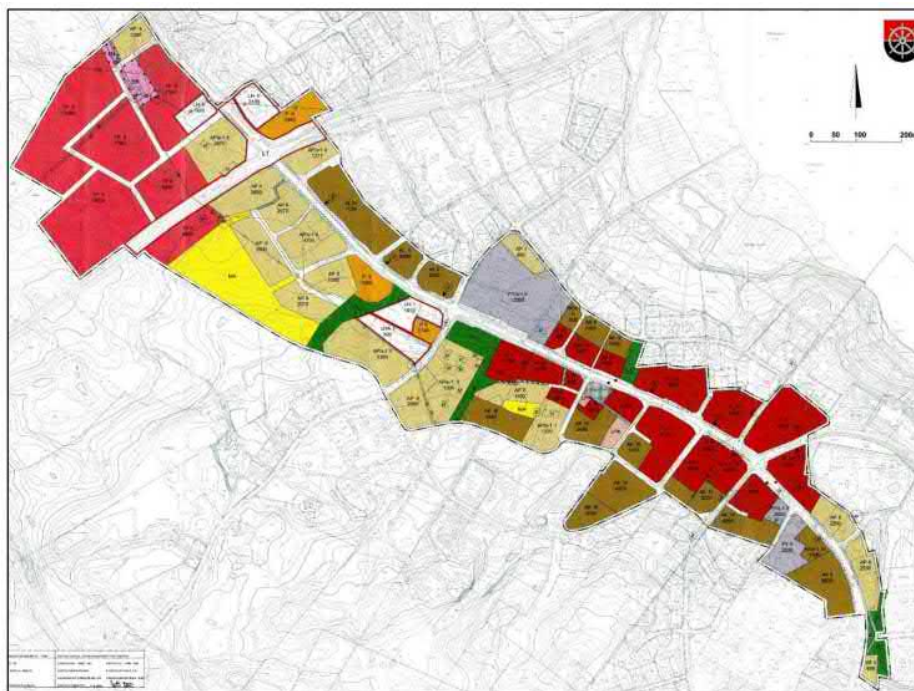


Figure 5.2. Partial master plan for the vicinity of Kiteentie (2006)

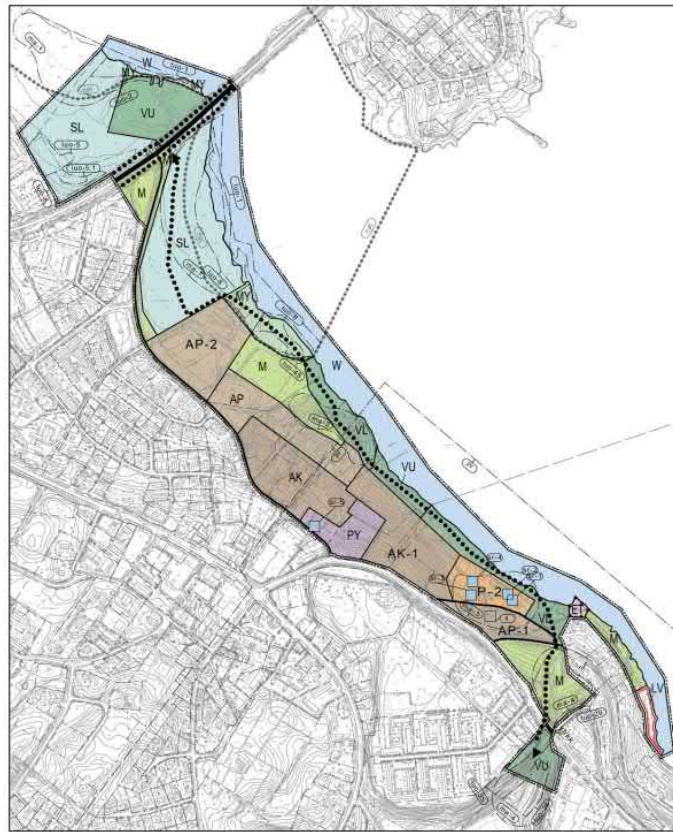


Figure 5.3. Meijerinranta partial master plan (2013).

Notice for general change for the master plan was first introduced in the City Review for 2015. The first draft results of the new Kitee city centre partial master plan (thereafter - KCC PMP) were published on September 13th, 2017 for public review.

The new KCC PMP takes into account national laws for land-use objectives. The solution, therefore, aims to use the land to achieve functioning communities and sustainable mobility, an efficient transport system, a healthy and safe living environment, vibrant natural and cultural environment. KCC PMP also takes into account the region of North Karelia objectives that are set in its Provincial Plan for 2040, as well as Kitee City Strategy 2017-2020 objectives that include increasing the number of jobs, reversing population decline and making the city centre more urban. The strategy also sets Kitee city centre as easily accessible, comfortable and environmentally friendly.

3. The aim of the analysis - Kitee

The population in Kitee is declining and getting older and it is likely that the decline in population will continue also in the next decades. Despite the depopulation, it is possible to maintain the high quality of life and good living environments (Makkonen 2022) but for a smaller population. The aim of our research is to find out how local actors in the Kitee region see the area and its development and how a smart shrinking approach could be used in the development of the municipality.

4. Methods and materials used in Kitee research

To understand the features and development of Kitee municipality, we conducted four semi-structured interviews with actors operating in the area. Interviewees included the municipality's town planner, a representative of the Nightwish exhibition centre and local history museum as well as a person working in the Central Karelia development company. Moreover, we had an opportunity to hear views from a local consortium of several companies. Each interview lasted from half an hour to 90 minutes. In addition, we conducted observations in the town's downtown area. The interviewees and observation were carried out on 5th and 6th of May 2022.

5. Results

5.1 Cultural identity and belonging to Kitee

For decades, Finnish baseball and moonshine liquor have been a strong part of the Kitee people's identity. Kitee has succeeded in national baseball competitions over the years and the municipality is also developing the circumstances for the sport by developing the baseball stadium. Moonshine culture was at its peak from the 1950s to the 1970s when the production of liquor was almost an industry in the region, even though it was illegal. Even though those days are behind, the moonshine identity of the region is still there.

The metal band Nightwish can be seen as the third element of cultural identity in Kitee. The band was founded in the 1990s in Kitee and it has gained popularity around the world. A local homeland association has run a Nightwish exhibition in the Kitee downtown for two years and the exhibition has attracted visitors from all over the world and also locals. The representative of the Nightwish exhibition said that it is shameful to be a Kitee resident if one has not visited the exhibition. The band is an important thing for the Kitee people, and they are proud of it and proud of the baseball and moonshine heritage as well.

Other aspects of the local heritage and history are displayed in the Kitee's local history museum (Kiteentie 23, 82500 Kitee). At the time of fieldwork, the Nightwish exhibition and Kitee's tourism information centre's staff had to also perform Local History centre's functions. Since both locations are some distance apart, it creates a feeling the museum is permanently closed.

5.2 City space of Kitee

The city space in Kitee is facing changes in the next few years. The main street of Kitee downtown will get new traffic arrangements and the bus station area along the street will be transformed into an activity park. The aim of the activity park is to attract locals and visitors from all age groups to spend time together in a multifunctional park area. In the drafts, it is presented that the park could include for example a parkour area, petanque field and playground.

The local entrepreneurs have a positive attitude towards the development of the downtown as they think that the outlook of the city space needs improvement and refreshment. The market square along the main street is of little use with few regular salespersons and few events.

Now, there is no permanent event platform on the market square, but the plan is to include one in the activity park.

5.3 Kitee's business ecosystem

The advantages of Kitee are its variety of services, as well as its status as a centre of the municipality. This gives employers the ability to access the local workforce better and cooperate with other service providers to increase the workforce's capabilities and use state-supported assistance to raise productivity and quality of the company.

What potential private investors need to have a proper business environment, access to the workforce, as well as the right connections. To attract more investors it is necessary to have a positive image, a quick decision-making system and cooperation opportunities, as well as a good infrastructure. The local government has done a lot to improve these aspects, however, more needs to be done.

Kitee's cultural and tourism resources may attract investments. Cultural events, based on the Nightwish band's heritage, or sporting events, based on Kitee's baseball traditions, could attract tourists. These tourists are likely to use additional services, such as catering, accommodation etc.

A serious risk to Kitee's businesses is currently imposed sanctions and isolation of the Russian Federation. These sanctions have affected several enterprises in Kitee. Almost 15% of investments planned by local companies for business with Russia have now been cancelled. The most serious problems are to companies that had direct links with Russian firms, e.g. component parts or raw materials for products. These sanctions also impacted the tourism sector, which used to rely on Russian tourists, whose numbers will decline. Importance of an open border is well illustrated in Figure 6. If the border is open, there are clients, and if there are clients, there is growth. If the border is closed, there are few clients, therefore business activity also flounders. It is likely that the further sanctions last, the worse it will get. At the time of writing the report, there are no significant government financial support schemes, however, Central Karelia Development Company, KETI Ltd, is offering support, such as finding new markets and marketing in these markets (Keski-Karjalan kehitysyhtiö Oy).



Figure 6. Image of the city's activity with a closed border and an open border (Keti-Uutiset 2016).

Another important factor for business success is cooperation. There are some indications that businesses in Kitee are cooperating. The clearest example is Liikekeskus Lumous, a business centre, started by 7 local women with their own enterprises. The centre unites a cafe, a hairdresser, a bookstore, a massage service and more. They previously worked separately but decided to unite and move their businesses to a single building to strengthen the sense of community and support each other. Liikekeskus Lumous is, however, an exception. There is no widespread systematic cooperation in the Kitee area, especially among small family businesses. There are several reasons for that: 1) attitude and way of life of working alone and being in competition, 2) lack of time - as business owners are usually too busy running the business and taking care of family. To encourage at least some cooperation, KETI is regularly organising networking events between different business sectors.

Finally, another issue is workforce availability. Some businesses cannot find matching employees. The steadily decreasing population is one factor, however, the second factor is a mismatch between employees' skills and employers' requirements. This is important because that fosters unemployment, thus incentivizing emigration and decreasing quality of life. One way to counter this is to utilise educational institutions in Kitee, such as a vocational training centre called "Riveria" (Keski-Karjalan kotoutumisopas n.d: 14).

6. Solutions for the development of Kitee

To ensure that the quality of life remains unchanged under a decreasing population, it is important to maintain the quality of life for the remaining citizens. This means maintaining the quality and availability of a variety of services, and, probably, employment opportunities.

For Kitee, there are two main directions of action to ensure this. First, it is to strengthen the cultural identity of Kitee and thus create a strong sense of belonging to Kitee. The second direction is to bolster the local business ecosystem of Kitee, fostering cooperation and resilience through mutual support.

Ultimately, if this policy succeeds it might even make Kitee attractive enough to live in, thus fostering immigration into the city. However, it is important to understand that population growth can only be treated as a secondary and an “organic” outcome.

6.1 Strengthening Local Business Ecosystem

Activity Nr. 1.1. Organise experience exchange trips

Description of the activity: At least once a quarter, the municipality or KETI organises a trip for local business people and municipal and KETI responsible officers to visit other local businesspeople in the places, where they offer their services and/or products, to experience them.

Aim of the activity: To foster an exchange of information, form new connections and develop existing ones, gain inspiration and foster communication between local government and regional development company, KETI, staff.

Reasons for activity: Lack of systematic cooperation.

Examples elsewhere: Ogre Municipality in Latvia ([article](#) in Latvian).

Activity Nr. 1.2. Create topical workshops and networking events

Description: There should be at least 2 events (e.g. conferences and happenings). These events should be topical and have authoritative speakers giving inspiring keynotes and running workshops on a variety of business-related topics. Events may also include matchmaking and hackathons. In the case of hackathons, a prize fund should be provided.

Aim of the activity: To encourage knowledge transfers and foster inspiration, thus increasing resilience and competitiveness. Events should also foster the development of professional

relationships and connect job seekers to the right employers. Finally, events should also facilitate new products and services that can be further developed.

Reasons for activity: Lack of systematic cooperation, little job diversity.

Examples elsewhere: TechChill in Riga, Latvia, Latitude 59 in Tallinn, Estonia.

Activity Nr. 1.3. Create or re-use existing infrastructure to foster cooperation.

Description: Spaces for collaboration should be created. These can be existing buildings that are not in use, as well as brownfield sites. These spaces should allow co-working and a variety of business events. If possible, collaboration spaces should be created as private-public partnerships. Collaboration spaces should be located in easily accessible locations, preferably in the centre of the town or in the centres of the city's neighbourhoods (e.g. Kytänniemi).

Aim of the activity: To encourage collaboration between different business entrepreneurs and facilitate development of new products and services.

Examples in Kitee: Meijerinranta [[Source](#)] and Liikekeskus Lumous [[Source](#)]

Examples elsewhere: Creative Industries Quarter in Kuldīga [[Source](#)], Depoo toidutänav [[Source](#)] and Telliskivi Creative City [[Source](#)] in Tallinn.

Additional activities may include introduction of a mentorship system, where one entrepreneur mentors the other entrepreneur, who is usually more junior and less experienced; fast tracking decision-making on a local level, and further strengthen local workforce capabilities through joint vocational programmes run by local educational institutions and local entrepreneurs that require additional labour.

6.2 Strengthening Cultural Identity of Kitee and Belonging to Kitee

By strengthening the cultural identity of Kitee and belonging to Kitee, it is possible to maintain the quality of life among Kitee people. This could be done for example by different kinds of events that reflect the cultural identity and heritage of the area. The three main pillars of cultural identity among Kitee people include baseball, moonshine liquor and, of course, Nightwish.

By organising a variety of cultural and sporting activities, an active and interesting cultural and sporting life may develop. Focus on existing traditions will likely aid in forming a lasting identity for the city of Kitee. This identity may also facilitate developing a sense of belonging. This occurs through the engagement of citizens in local groups and in events. Engagement is likely to lead to stronger relationships. Strong relationships are likely to disincentivize leaving. Even if a person has emigrated from Kitee, it is probable that this person will return later on. Of course, such claims may stand only if services remain the same and available job variety increases.

Kitee's name may also be used to raise interest in the city. Its pronunciation in English is strongly associated with kittens. Since kittens are often trendy thing on social media, associating kittens with Kitee may bring much-needed attention to the city and even a desire to visit it. Of course, a visit to the city means usage of its services, which for private businesses mean income.

A key challenge is to overcome seasonality. Seasonality is important because it means portion of services are available only during summer when demand for them is present. That may be achieved through events and installations as it has happened in, for example, in Salacgrīva (festival "Positivus") [[Source](#)], in Ropaži (lighting decorations in the local church) [[Source](#)] and in many other places during Home Cafe Days [[Source](#)].

Activity Nr. 2.1. Organise more events using Kitee's cultural heritage

Description of the activity: Organise at least 1 event a month, utilising elements of Kitee's cultural heritage (the Moonwish group and the moonshine liquor etc.). Events should be diverse from concerts to workshops, from festivals to markets and from activities in the city space to activities on the social media. It is essential to involve the local history museum, the Nightwish tourism centre and local culture groups (such as musicians, singers, artisans etc.) and support their initiatives as much as possible within reasonable bounds

Aim of the activity: Strengthen sense of community through diverse cultural programs and encourage networking between city's inhabitants, as well as enable the local community.

Reasons for activity: Lack of belonging to city of Kitee and lack of identity

Examples elsewhere: Lamprey and Lamprey Festival in Carnikava, Latvia [[Source](#)], Slow Food Market in Straupe, Latvia [[Source](#)]

Activity Nr. 2.2. Organise more events using Kitee’s recreational resources and sporting traditions and heritage

Description of the activity: Organise at least 1 event a month, utilising Kitee’s recreational resources, including nature resources, as well as Kitee’s sporting heritage and traditions (for example, baseball traditions). These events should also be diverse and may include workshops, weekly Nordic walking training, hikes, races etc. It is essential to involve local sporting organisations and recreation service providers, as well as citizens of different age groups.

Aim of the activity: Strengthen sense of community through a variety of sporting activities, enable the local community, as well as maintain a healthy and active local community.

Reasons for activity: Lack of belonging to city of Kitee and lack of identity.

Examples elsewhere: Basketball club “Žalgiris” in Kaunas, Lithuania [[Source](#)].

Activity Nr. 2.3. Draw international attention to Kitee through kitten-related activities and marketing

Description of the activity: Activities may include social media campaigns, merchandise, pop-up art, kitten-themed festivals, shows, concerts and exhibitions and so forth. It is essential to enrol Kitee’s inhabitants into the marketing campaign as organisers, performers and participants. Other cuddly animals may also be used in marketing activities, but it is preferable to stick to kittens. Cooperation with Finland's tourism agencies, operators and main tourism promotional body, as well as KETI, to promote this image is highly recommended. It would be also preferable to support the local community’s initiatives on this matter within reasonable bounds.

Aim of the activity: To facilitate a positive and lovely international image of the City of Kitee, encouraging visits by foreign tourists; to bring together Kitee’s community and foster its creative intentions; to create a sense of belonging to Kitee.

Reasons for activity: Lack of belonging to the city of Kitee and lack of identity.

Examples elsewhere: Gorilla tourism in Bwindi Impenetrable National Park, Uganda [Duim et al. 2014].

Activity Nr. 2.4. Reinvigorate the Kitee International Music and Art Festival

Description of the activity: Given the event's potential and Kitee's association with metal band "Nightwish", the Kitee International Music and Art Festival (KIMAF) could be the main cultural event in Kitee. If the main organisers or idea authors of KIMAF agree, the Festival may be expanded to include different forms of arts, such as films, paintings, sculpture exhibitions etc. Support to the organisers should be provided within reasonable bounds. Support services for the KIMAF, such as accommodation and catering, as well as additional services, such as a boat ride in Kitee's lake, should be sourced from local entrepreneurs. The City should investigate whether a larger concert venue is needed in Kitee to accommodate KIMAF needs.

Aim of the activity: Attract domestic and international artists and tourists to Kitee and provide income opportunities for local entrepreneurs.

Examples elsewhere: Festival "Summer Sound" in Liepāja [[Source](#)].

7. Current situation in Jõhvi

7.1 Ida-Viru county

Ida-Virumaa county for the past decade has experienced a steady decline in population and in the economic field. The biggest challenges have been the lack of economic structure diversity and low entrepreneurial activity. The most important challenge has been coping with the transition to a climate-neutral economic model and replacing the declining oil shale sector with diversified employment in order to offer equal wages and coverage (Arengukavad 2022).

To do more cooperation at the county level Ida-Virumaa has several different cooperation clusters. For example, one of these is Ida-Viru tourism cluster that works under the Ida-Viru enterprise centre. One of the reasons for the founding of the tourism cluster was that Ida-Virumaa has had a bad reputation and image of being very industry-based, polluted and has had high crime rates and low rates of people who speak Estonian. (IVEK, n.d) There are also clusters for education and for the creative sector which are also both running under the Ida-Viru enterprise centre (Programmid, n.d).

7.2 Geographical features and population

Jõhvi is a city located in Eastern Estonia, roughly in the centre of Ida-Virumaa county. It's also the county capital of Ida-Virumaa. The population of the municipality of Jõhvi is 11 306 of which 9471 live in the city of Jõhvi (Jõhvi statistics, 2022). According to the 2022 data, in Jõhvi 36 % of the people are over 60 years old and 18 % are children. The smallest age group are people between the ages of 19-30 which is only 8% of the population. The population is 34.5 % Estonian and 55.7 % Russian. The population density in Jõhvi municipality is 97 people per square kilometre. There are also 11 villages in Jõhvi municipality. It's estimated that the population of Jõhvi drops every year by a hundred people.

Jõhvi municipality is closely connected to the Kohtla-Järve municipality which surrounds Jõhvi. The Kohtla-Järve municipality has a total of approximately 33,5 thousand inhabitants which of roughly 15,5 thousand people living in the Ahtme city-region that is located next to the Jõhvi town (Statistikaamet, 2022). Jõhvi is a centre for around 55 thousand people who live within a 15-kilometre radius from its centre(Jõhvi development strategy(2022).

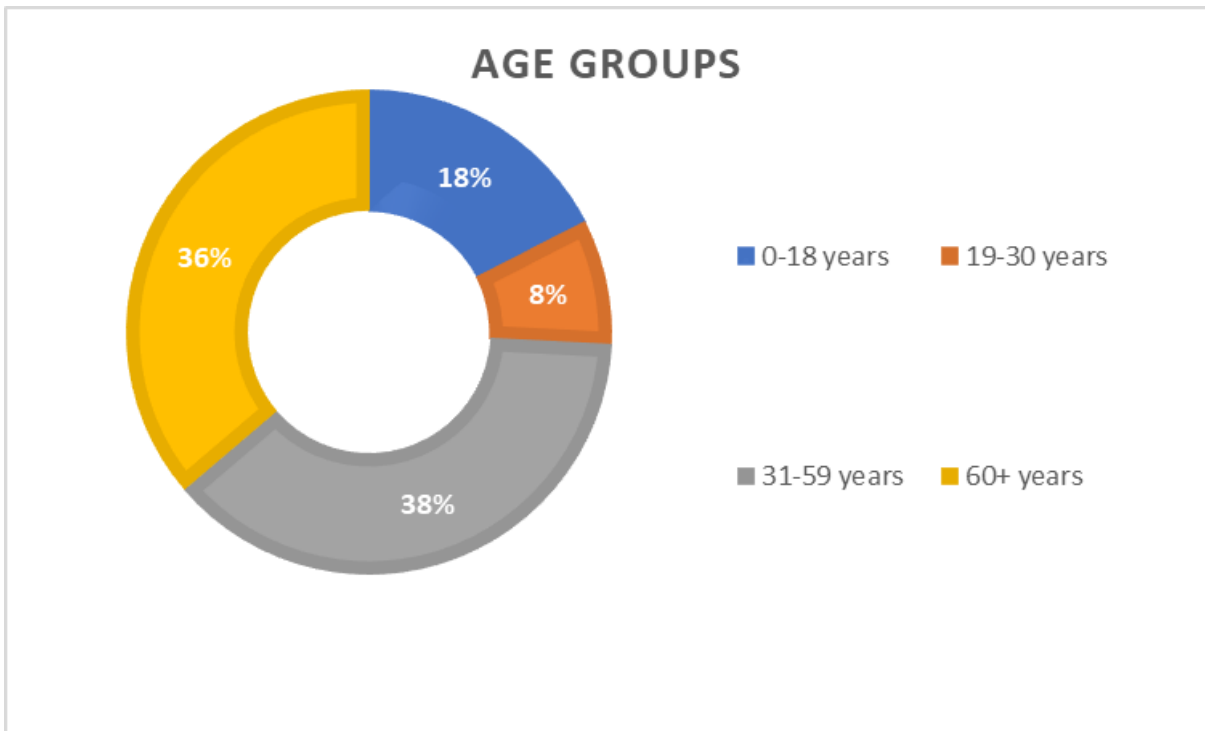


Figure 7. Age structure of Jõhvi (data: Jõhvi statistics 2022)

7.3 Services

Jõhvi has the most services you'd think a city of that size would have and even more. It has 2 primary schools, with one being for Russian speakers. Jõhvi also has a state-funded Gymnasium and a vocational school. There are also 3 types of informal schools such as music school, art school and sports school. Jõhvi has only one kindergarten, but it operates in three different buildings. In the same building as the art school, there is also the youth centre which provides many activities to the youth aged 7-26 (Jõhvi statistics, 2022). Last but not least, Jõhvi also has a Concert hall. It's also predicted that the construction of the new IT school will be finished later this year.

Jõhvi has multiple fairly sizable supermarkets that are speckled in different parts of the city. The newest and biggest one, the Pargi shopping mall, was opened in November 2019 close to the centre of the city. There are multiple cafes and restaurants, some of them with Asian themes. Jõhvi has 3 hotels and a few private apartments that are used to accommodate people, however, the conditions of these hotels and private apartments are sometimes to be desired (Booking, 2022).

In terms of medical services, Jõhvi has a health centre where you can make appointments with family doctors. The closest hospital to Jõhvi is the Ida-Viru central hospital in Ahtme which is 4 kilometres away from Jõhvi.

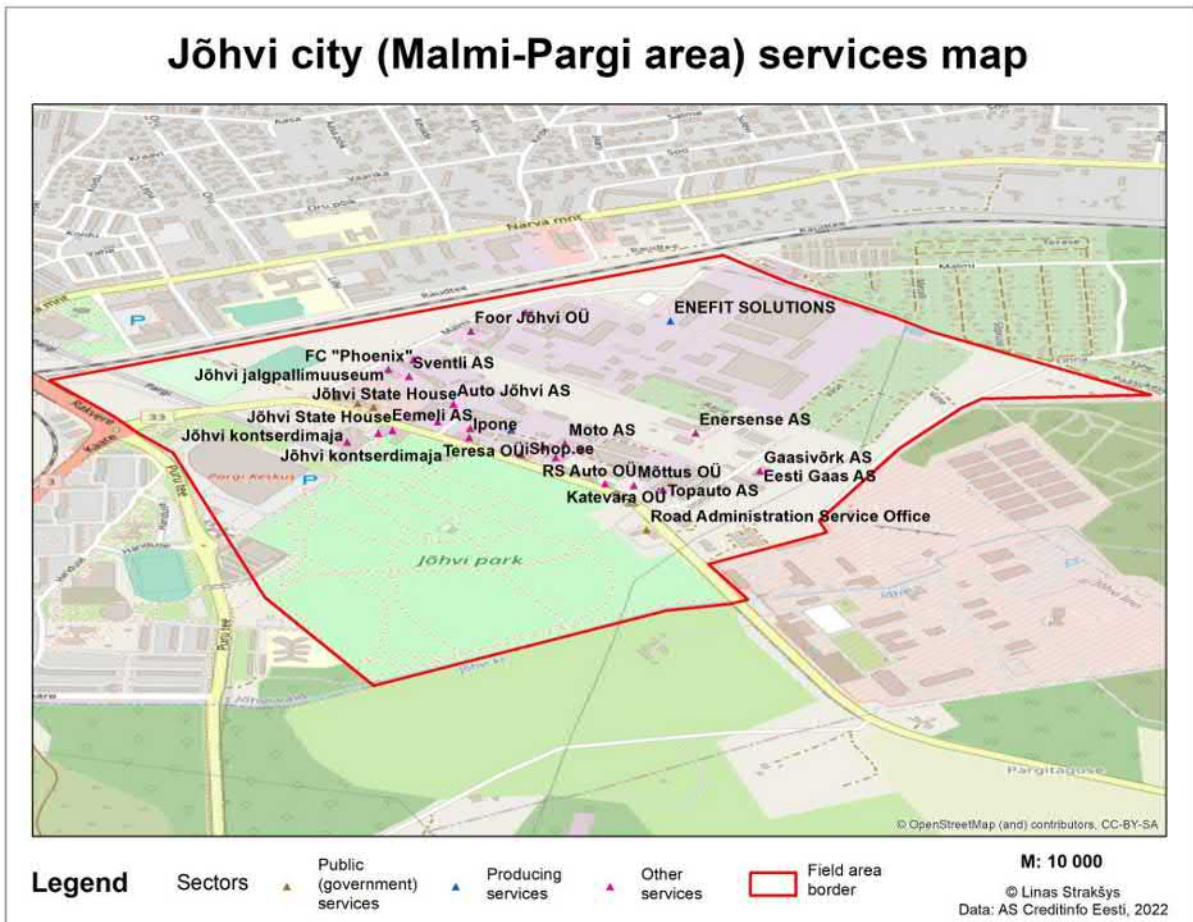


Figure 8. Services in the Malmi-Pargi area (Data: AS Creditinfo, 2022)

7.4 Transportation

Jõhvi is in a good position at the intersection between Tallinn-Tartu-Narva. A train line goes between Tallinn and Narva and it takes around 2 hours to get from Tallinn to Jõhvi. Public transport with a bus is free inside the county. Because of the proximity to Kohta-järve, public transport from there also goes through Jõhvi and a separate bus transport is also organised by the municipality to cover the public transport needs between the villages. There are also plenty of roads for pedestrians who also have the ability to use the Bolt scooters. There is also an airstrip which is next to the hospital in Ahtme but it's not in active use (Jõhvi airstrip, 2020).

7.5 Current situation in planning

The spatial planning in Jõhvi is regulated by the master's spatial plan. Planning in Jõhvi involves developing a competitive environment that values people, which would strengthen Jõhvi as a regional centre able to attract investors and meet the population's expectations. The focus is also on improving transportation between Tallinn so it takes less time to come to Jõhvi. Jõhvi municipality is also part of the Ida-Virumaa municipality association which has its own goals and strategies (Arengukavad 2022). There are 4 active development plans that are active which are Jõhvi municipal development plan 2022-2030, Jõhvi road management plan 2019-2022, Jõhvi-Kohtla-Järve strategy and action plan for sustainable urban development and Ida-Viru county development strategy and action plan 2019-2023 and action plan 2020-2024. (Arengukavad 2022)8. The development in the Malmi-Pargi area

8.1 The disadvantages of the area

Malmi-Pargi is an area close to the city centre which is an industrial, seemingly abandoned, out of order area. With quite a few run-down and ruined buildings and garages (Figure 9), it's a less than ideal place near the city centre. It is also next to the Jõhvi prison, the military base and incredibly close to the Pargi shopping centre. The bus, train stations and the schools are around a 5-minute car drive away from it. People often cross the train track and use Malmi street to get to the Pargi shopping centre. Because of its location, local planning is looking for a way to improve this area if possible.

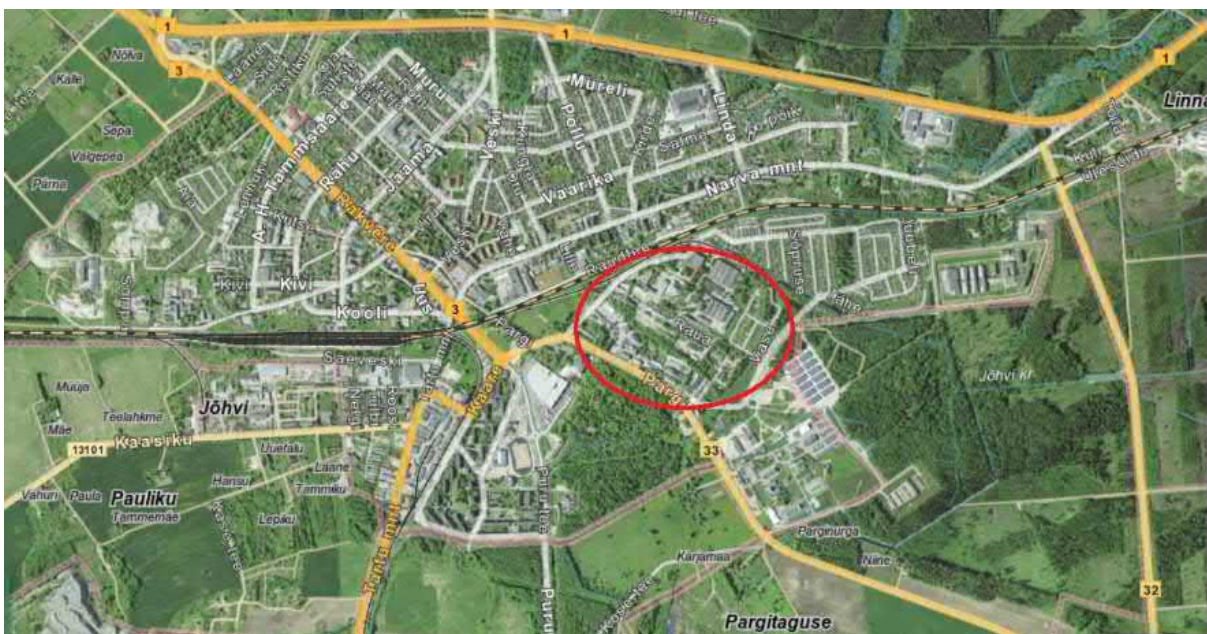


Figure 9. The area of Malmi-Pargi. (Source: Maaamet)

8.2 The aim of the report

The aim of this report is to find the best solutions to creating a well-functioning city space in the Malmi-Pargi area that would best fit the needs of the population and developments of Jõhvi municipality. The solutions have been based on the results of the research that was conducted during the time period 10th until the 14th of May. When creating the solutions we focused on the smart shrinking approaches to implement the different ideas in the Jõhvi town. We have tried to keep in mind the biggest challenges that Jõhvi municipality is facing as the population is declining and the average age is getting higher within the population.

9. Methods and materials used in Jõhvi research

To understand the features and development of Jõhvi municipality, we conducted nine semi-structured interviews with actors operating in the area. Interviewees included people from town planning and GIS departments, previous municipal council members and work-group members. To get a more overall view of the county's strategic plan we also interviewed an expert from Ida-Viru counties enterprise centre. We did some more interviews with locals, to get their perspectives and also an interview with a young entrepreneur who is from the region but has moved away a few years ago and has started enterprises in other counties since then. To have more of an insight into the specific Malmi-Pargi area we did an interview with one of the entrepreneurs who has his business in the area and who is also planning on doing some more construction work. Regarding the new IT school that is being built in Jõhvi, we also interviewed a person from the school administration. The length of the interviews varied from 30 minutes to 2 hours. In addition, we conducted observations in the Malmi-Pargi area. The interviewees and observation were carried out on the 11th, 12th and 13th of May 2022.

10. Results

When describing the result we have used the information collected via interviews, observations and the research.

10.1 Malmi-Pargi district

10.1.1 Property in the Malmi-Pargi area

Regarding the property located in the Malmi-Pargi area, there are many different plots and owners who have their businesses, land or property there. As can be seen in Figure 10, 5 different categories for the ownership of the land. In the figure - we have also taken into the field area the park which is owned by the municipality and the Concerthaal and Pargi ostukeskus. The reason for that is to have a broader look at the perspectives and understand the aspects that are involved in the city space.

We can see that the area is surrounded by the fields from the south, Military services and properties from the east, and summer- and greenhouses(dacha) area from the northeast. In the north of this area, there is the railroad and further north is the city centre with some shopping malls, restaurants, coach station and housing.

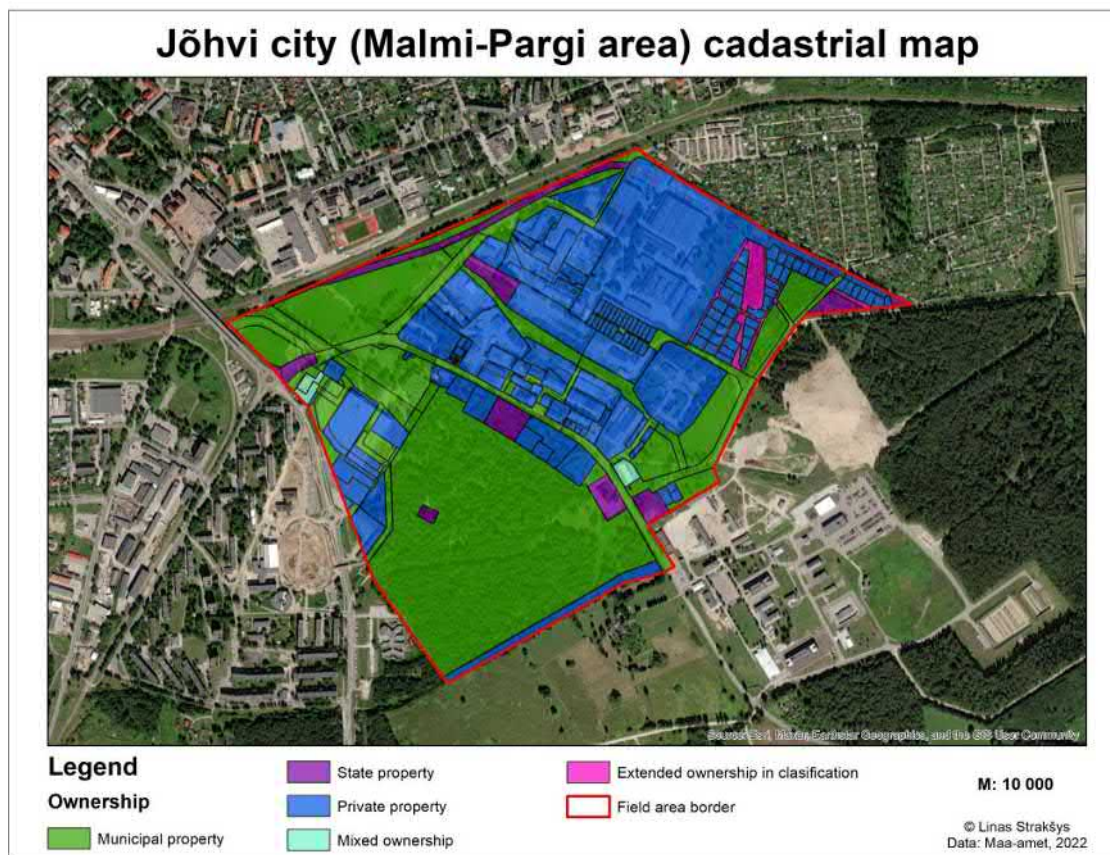


Figure 10. Jõhvi city (Malmi-Pargi area) cadastral map. (Data: Maa-amet, 2022)

When we leave out the city park area then the biggest proportion of the land is owned by private owners. The measures of the private plots vary from really small ones as the dachas or garages to bigger ones that are owned by big enterprises as the Enefit solution property. The railroad is owned by the state but the green corridors and the roads are mostly owned by the municipality of Jõhvi.

The zoning of the Malmi-Pargi area has several different uses. The biggest area again is the city park area. In the park, there are pathways for pedestrians, children's playgrounds and ski tracks in the wintertime. A big proportion of the area is in the public building land. For example, the Jõhvi Concert hall and the musical square are located in this zone. The land that is surrounding the main road - Pargi street, consists mostly of the commercial, service and office building land and additionally apartment building land (Figure 11). A big proportion of the land is also set for the production land and the mixed construction land. The production land is located more in the northern part of the area and the mixed construction land is in the centre of the area.

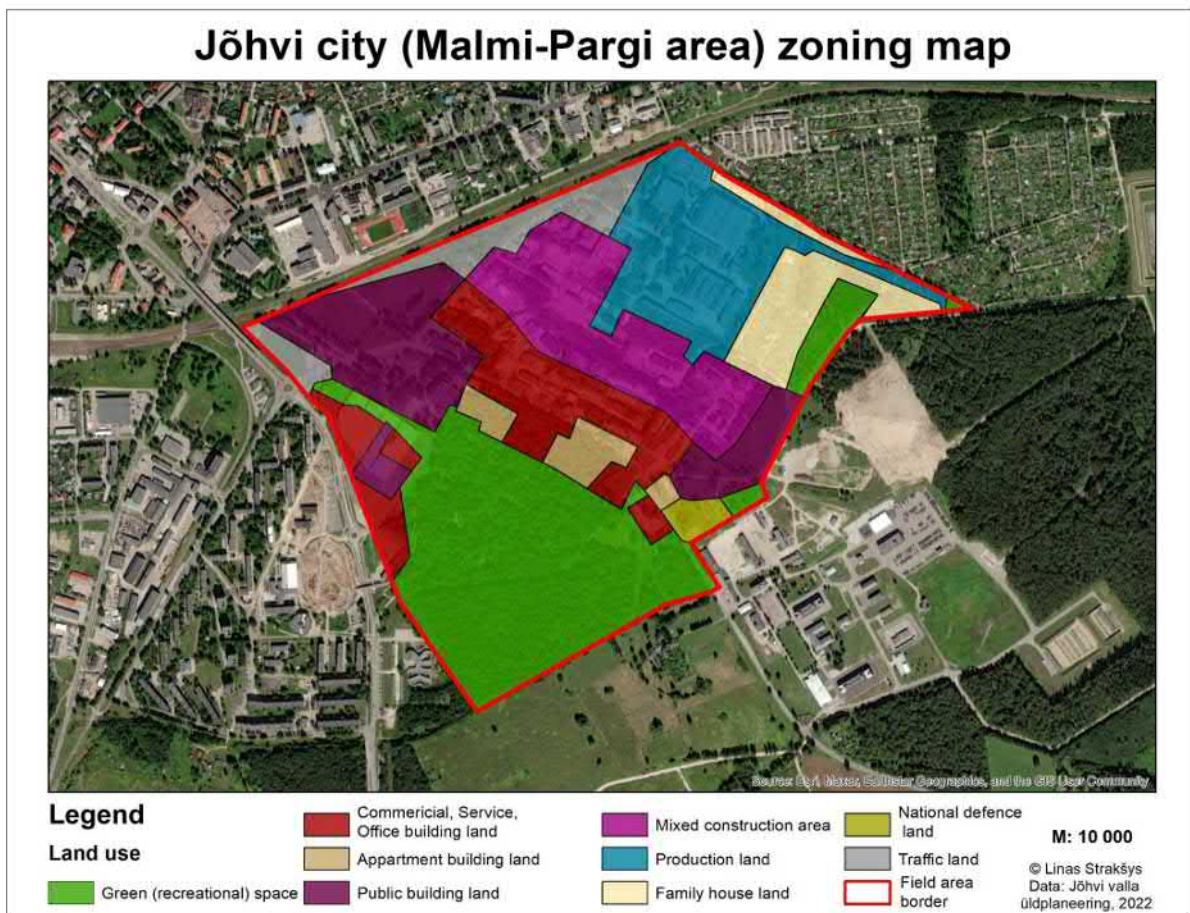


Figure 11. Malmi-Pargi area zoning map. (Data: Jõhvi valla üldplaneering, 2022)

10.1.2 People's connections to the area and the visual observation

It is evident that from the interviews we could understand that the area doesn't have too much activity right now. The area was described as a city part that is in a bad condition and bad image. The main things that are being highlighted are the old garages which are in a bad condition and ruins that haven't been taken down (Figure 12). The main associations are regarding the smaller businesses which are car and motor-related services.



Figure 12. The garages in the area of Malmi-Pargi. (Source: Raagmaa, 2022)

The entrepreneur that we interviewed brought out that the positive aspect for businesses is that the location is good. It is accessible by car and there is some good infrastructure. On the negative side, the roads for pedestrians aren't in a good condition and there are some troubles with water supply. But there is the infrastructure for electricity and some bigger roads. The business that is being held there is for the customers who know already the service providers and who go to the area with specific needs or a plan.

In our observation, we also indicated that even with big, beautiful and lively landmarks being close by this area does look outdated and neglected. We also saw that the pathways for pedestrians are in a bad condition, there is a lot of trash and ruins in this area and even though

is very close to the city centre we didn't experience lively usage of this area and the building. Of course, there are many different businesses there which some are in good condition, but the overall wretched landscape overshadows the positive aspects.

10.2 Impact of Koodikool

One of the biggest new investments or projects coming to the region is the new IT school that will be operating in Jõhvi starting from October 2022 if the construction work ends by then. The Koodikool concept is about having practical education for IT students. The student profile consists of people who are from different backgrounds, nationalities and age groups. The students are older than 18 and can do their studies on-site or remotely. For the upcoming years, the school is aiming to get even more students and for the year 2023, they hope to get 400 students for the new course and add the 200 students who are already studying in the school the approximate number of students would reach 600 students.

The school is going to have dormitories and the students who are staying in Jõhvi will be possible accommodated in the city. The reason why this school is located in Jõhvi is for the region to have a socio-economic impact on the region. In addition to implementing education possibilities, the school also focuses on the living quality of the students. They work on creating the students a program and possibilities for adding value to the students' free time when they are not studying.

Four of the interviewees brought out that the students and the people that are involved in the school could use a co-working space in Jõhvi and there is a need for accommodation in apartments, dormitories or hotels. The entrepreneur from the Malmi-Pargi region brought out that there should be some research to be done on the factors that could help the students to get involved in the community and more connections to the Jõhvi town. The strategical planning expert that we interviewed also saw the potential of creating better living conditions to potentially have some of the students permanently move to Jõhvi or the region.

11. Solutions in Jõhvi

When creating the solutions it is important to keep in mind the current situation in Jõhvi which we have talked about in the chapter above. The main factors that are going to impact the Jõhvi town development are the change in the demographics. As we have already stated then the population of Jõhvi will evidently get older and decline in numbers. The same trend also illustrates the population in Ida-Viru County. Regarding the Jõhvi town, it is also important to keep in mind that the town of approximately 10 000 people is serving as a centre for over 55000 people living in the nearby municipalities like Kohtla-Järve and Toila.

There are people in Jõhvi that are the so-called “5-day citizens” which means that there are workers who come to the town for the workweek but are not actually written into the municipality and don’t have their families here in Jõhvi. As the public transportation and connections to Tallinn and Tartu are in good shape then it is easy to make the commute. These workers can be working in the military, prison or other state-led organisations.

We have also taken into count that starting from October 2022 there will be a new IT school in Jõhvi. This means that there will be approximately 600 people studying in the Koodikool which of the half could be living and working at the site according to the interview made with the Koodikool personnel. This would lead to an impact on the community of Jõhvi city and the average age of people living in the town. It can’t be expected that the students would register themselves into the municipality right away but as it did come up in the interviews as well, these students should be addressed and there should be found some solutions on how to get them connected to Jõhvi and to the Ida-Viru region. This would be necessary to use the full potential of having these mostly young and smart people in the region. One of the priorities of the new school is to have a sense of the community and do different activities with the local people to get connections and social capital.

11.1. Directions of action

There are several action directions that should be taken to revitalize the Malmi-Pargi area. Activities mentioned in Table 1. are further expanded in the section.

Table 1. Directions of action to improve the Malmi-Pargi area

Nr.	Action Direction	Activity
1.	Malmi-Pargi - a clean and reinvigorated former brownfield site	1.1. Transform the former railway line closest to Pargi street into a linear park with a pathway. 1.2. Facilitate demolition or renovation of ruined buildings and apparently vacant sites. 1.3. Improve public infrastructure in Malmi-Pargi area (repair Malmi street)
2.	Malmi-Pargi - a space for cultural and leisurely events	2.1. Support organising a variety of cultural events in Malmi-Pargi and in the neighbouring park area (e.g. graffiti festival) 2.2. Create spaces for activities (for example, a dance studio, a graffiti wall).
3.	Malmi-Pargi: A space for living and collaborating.	3.1. Create collaboration spaces in the Malmi-Pargi area 3.2. Facilitate building living spaces in the Malmi-Pargi area. 3.3. Facilitate trust-building with owners of the “dacha” 3.4. Create a mobility point close to Pargi Keskus and the Promenade.
4.	Malmi-Pargi: A space to invest in.	4.1. Invest and encourage private investment into services in the Malmi-Pargi area.

11.1.1. Malmi-Pargi - a clean and reinvigorated former brownfield site

11.1.1.1. Transform the former railway line closest to Pargi street into a linear park with a pathway

Description of the activity: Clear out the former railway line (addresses: Malmi tänav T1 and Malmi tänav T2, Pargi tänav L13, Pargi tänav J13, Pargi tänav J14) by clearing bush vegetation and trash. Once that is done, build a pathway, install lighting and benches with

trash cans. It would be preferable to have video cameras installed in locations that are easily accessible by cars. Trees and bushes that are common in the urban space and not related to brownfield sites should be planted along the pathway. In order for the place to conform with its industrial settings, neighbouring building walls may be used for artwork if the owner allows it. If not, additional walls may be installed and used for the artwork. The artwork should be the result of a street art competition.

Aim of the activity: Revitalize the Malmi-Pargi area by constructing a public pathway and preventing its inappropriate use (e.g. trash disposal site) and to encourage neighbouring private property owners to tidy up their properties and offer new services.

Reasons for activity: The area is currently derelict and abandoned, and thus has accumulated a lot of shrubs common to the urban wasteland. This is a symbol of an incredibly unattractive area.

11.1.1.2. Facilitate demolition or renovation of ruined buildings and apparently vacant sites.

Description of the activity: Property owners, whose property has abandoned or derelict buildings, as well as ruins, should be encouraged to either renovate them or remove them. Use of a variety of encouragement tools is recommended. Encouragement tools may include the application of a specific land tax regime for properties with derelict, abandoned buildings, as well as ruins, small subsidy to co-finance demolition or renovation etc.

Aim of the activity: Remove ruins and renovate derelict buildings to increase the attractiveness and sense of safety of the Malmi-Pargi area.

Reasons for activity: Ruined buildings and abandoned sites that are private property are significant obstacles to fully utilise the area's strategic advantages and increasing attractiveness, as well as the price of the property.

Examples elsewhere: Legislative measures - Riga, Latvia [[Source](#)], Forced demolitions - Valga, Estonia [[Source](#)]

11.1.1.3. Improve public infrastructure in Malmi-Pargi area

Description of the activity: Primarily this activity concerns improving Malmi street by repairing the main road and adjacent pavements, widening them, carriages, and building additional pavements. Part of the main road in Malmi street may be dedicated to cyclists and scooter drivers. Given the idea that Malmi street could have some catering services, it would be recommended to add communications and make land improvements so that these services can properly operate.

Aim of the activity: Improve accessibility to several sites along Malmi street and create conditions for leisurely services.

Reasons for activity: As observed during the fieldwork, certain sections of Malmi street should be repaired as potholes have formed there. There were no cyclist lanes observed. The pavement was present mostly on the railway-side of the street and was quite narrow and appeared to have declined. Adjacent to Malmi tn 8 no pavement was observed.

11.1.2. Malmi-Pargi - a space for cultural and leisurely events

11.1.2.1. Support organising a variety of cultural events in Malmi-Pargi and in the neighbouring park area

Description of the activity: Support should be provided to organisers of various cultural events, both private and public. Support may come through streamlining bureaucratic procedures and allowing occasional exceptions, small subsidies for organisers, and offering administrative and technical assistance. Amount of support should be reasonable but at the same time enough to achieve the aim of the activity.

Aim of the activity: Increase variety and frequency of cultural events aimed at different age and social groups, thus increasing area's attractiveness and offering its users richer cultural experience. If the area is more frequently visited, it could serve as an impetus for businesses to move in and offer support services (such as catering, accommodation etc.).

Reasons for activity: One of the issues that many interlocutors mentioned is the lack of things to do in Jõhvi that prevents them from fully committing to live in the area or its vicinity.

11.1.2.2. Create spaces for activities

Description of the activity: Spaces may include small squares, buildings, areas with small improvements. They may also be areas for collaborative projects (e.g. installations, exhibitions). It would be preferable to create these spaces in collaboration with local stakeholders via public-private partnerships.

Aim of the activity: Reinvigorate the Malmi-Pargi area and make it more attractive to different stakeholders.

Reasons for activity: Perspective area for creative and leisurely activities due to proximity of the Concert Hall building, the Promenade and educational institutions.

11.1.3. Malmi-Pargi - a clean and reinvigorated former brownfield site

11.1.3.1. Create collaboration spaces in the Malmi-Pargi area

Description of the activity: Collaborative spaces are buildings, parts of buildings, squares etc., where coworking can take place and where meetings, networking, conferences and deal-making can happen. It would be preferable to attract private investment to larger projects. Private-public partnerships are advisable. This activity is aimed at existing derelict buildings that are not actively used.

Aim of the activity: Encourage collaboration between different local stakeholders to create new partnerships, products and services.

Reasons for activity: Lack of collaborative spaces and Johvi's positioning in the center of the larger Idu-Viru region.

Examples: VEF Kwartāls in Riga, Cyber City in Vilnius and Depoo toidutānav in Tallinn.

11.1.3.2. Facilitate building living spaces in the Malmi-Pargi area.

Description of the activity: Living spaces are generally to encourage investments in housing for largely non-permanent residents such as tourists, business people, students and workers. Some of the former industrial buildings in Malmi-Pargi should be modified, renovated into living spaces by attracting private investment and supporting these investments by

streamlining the bureaucratic procedure and using other tools that municipalities have. Private-public partnerships are advisable.

Aim of the activity: To increase the number of visitors to Johvi, and increase time of stay in the Johvi city that could facilitate use of other services nearby.

Reasons for activity: Lack of living spaces.

11.1.3.3. Facilitate trust-building with owners of the “dacha”

Description of the activity: Meetings with “dacha” owners or owner associations should be made to discuss future developments of Malmi-Pargi area and address key needs of the owners.

Aim of the activity: To build trust between owners and the municipality, so as to steadily create conditions for further cooperation, and, thus, development of the “dacha” area.

Reasons for activity: Unwillingness for “dacha” owners to cooperate.

11.1.3.4. Create a mobility point close to Pargi Keskus and the Promenade.

Description of the activity: Mobility point should have an electric scooter, electric bicycle and an electric car rental point. This activity is mostly aimed towards the parking lot on Pargi tn 40. It is preferable to create mobility points via private-public partnership.

Aim of the activity: To increase short-distance mobility for different stakeholders of the area, as well as longer distance mobility for tourists and businesspeople wishing to do business in the area. To reduce reliance on private cars to travel short distances.

Reasons for activity: Not enough independent mobility opportunities for visitors of the Malmi-Pargi area to explore Johvi city and wider area.

11.1.4. Malmi-Pargi - A space to invest in.

11.1.4.1. Invest and encourage private investment into services in the Malmi-Pargi area.

Description of the activity: This activity primarily concerns actions that would encourage private investment into Malmi-Pargi so that an active and quality creative and leisure service

sector may grow from currently dominating vehicle maintenance and equipment renting and production industries, collaboration may take place and living opportunities are provided. This means marketing and lobbying activities, as well as streamlining bureaucratic processes. Municipality may also invest a portion of its funds to be the initiator of change.

Aim of the activity: Facilitate shift to tourism, creative and leisurely businesses in the Malmi-Pargi area, as well as to encourage new building and renovation projects so that the area becomes reinvigorated and is attractive for locals and tourists alike.

Reasons for activity: Underinvestment in the Malmi-Pargi area has resulted in some abandoned, poorly maintained buildings and sites that are decreasing attractiveness to the area and acting as a symbol of the area's decline.

11.2 Future planning proposals

Green (recreational) space: This solution will create more green spaces in Malmi-Pargi area. Green space connections will increase the percentage of these zoning areas. These places make important recreation areas for urban residents in Johvi city. The green connection concept is perfect for covering residential areas from other purpose areas.

Commercial areas: In the future, Malmi-Pargi commercial areas will drive revitalization and an increase in property value in surrounding neighbourhoods. New co-working places are a very important factor in this area. By the way, a new co-working spaces in this areas is good to create a new work opportunities by bringing numerous professionals together. These areas, as they generate market demand for retail, incorporate walkable environments. It is a great places to invest.

Commercial/Residential area: This area revitalization will create a cozy environment to live and get many services in one place. Therefore, a new co-living buildings is great example for people who lives in other Estonian cities or abroad and works here.

Residential area: The main solution will be applicable for “dacha” owners for future. Main goal is to develop the infrastructure for a new residential areas of Malmi-Pargi area. It also can be a new co-living buildings, new private houses.

Public building area: Residents of Jõhvi city will get convenient access to public services in this area. This area is strategically convenient.

Leisure area: This area will create meaningful and cultural value for Jõhvi city community. This leisure area can bring different facilities for various leisure activities, such as sports, culture, and places where you can meet other people.

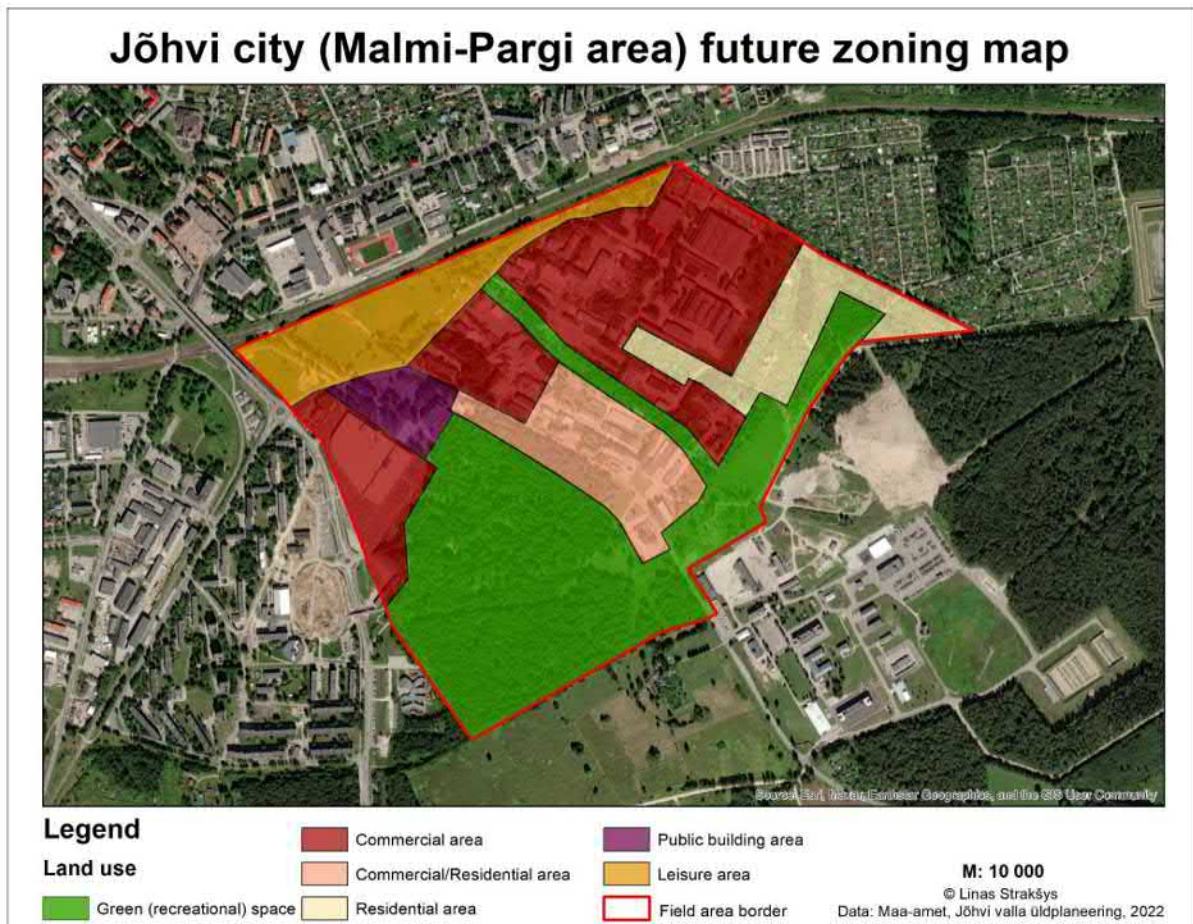


Figure 13. The future zoning map of Malmi-Pargi area. (Data: Maa-amet, Jõhvi valla üldplaneering, 2022)

11.3 Action scenarios

11.3.1. Positive scenario

The positive scenario of developing the Malmi-Pargi area would mean that the municipality will implement the solutions that were written above. The first impact would be that municipality would clean and change the landscaping and improve the pathways for pedestrians. This would change the outlook of the area and improve the life quality of the people who use this area for bypassing. Bringing in the bigger solutions and investments like the dog park, co-working space and some kind of infrastructure for dance events would lead to having more people in the area which would prevent the misuse of the city space. These solutions would be directed to the people already living in Jõhvi and could be used by various different generations. This would lead to a stronger community and the integration of the newcomers as well.

The actions that the municipality would take will have an impact on the entrepreneurs who are already in the area or in the Jõhvi region to start new projects in the area. With the help of the municipality, the bureaucracy and misunderstanding of the area will be cleared. There projects and plans that are under discussion will get developed. There would be also hotels or airbnb apartments coming to the area if the demand changes. These accomodation sites could host the people who are doing business in the Jõhvi town or who are visiting the Koodikool. It also would help to achieve the goals of the Ida-Viru tourism cluster where Jõhvi municipality is also a member.

The change in the city space will bring people to this city part to walk, hang out and participate in the cultural activities during the nighttime. In the daytime, older generations can have the room for some community events and for dwelling. The co-working space will be open for usage 24/7 so during the daytime there will be students and remote workers who will use the space to do their work. The new traffic of people in the area will attract new services(cafes, restaurants e.g.) to the area.

The changes in the city space will lift the property value in the area and make the living environment better. This will attract investors and developers to build new housing in the area. This vision also goes together with the county level strategy of renewing the housing stock in the county.

Implementing the idea of having a wall for graffiti and international contests for example in cooperation with Tartu graffiti events. This will make the urban space more attractive and

also will give the town a new tourist sight that people that are passing the region and are going shopping in Pargi mall will be attracted to visit the Malmi-Pargi area for seeing the art on the walls. It also would help to achieve the goals of the Ida-Viru tourism cluster where Jõhvi municipality is also a member.

11.3.2. 0 - scenario

According to the 0-scenario the city municipality doesn't take any actions in this area or takes the bare minimum that is mandatory by the law as in taking care of the important infrastructure. The companies that are already in the area would still stay in the area. As the needs for services changes throughout the years then the firms that have been concentrating on clients with cars will lose their clients over time. There will not be new businesses moving into the area.

The overall look of the area will get worse as there is no motivation for the plot owners to clear up their properties which are already in a bad shape. Regarding construction work on the railway crossing for pedestrians and the new set-up of having fences to manage the crossing there will be more pedestrians walking in the neighbourhood to access one part of the town to the other part.

As the property value won't change in the neighbourhood then there will not be new housing developments in the area or the ones that will be developed won't make a profit out of it. As there is a decline in the population and the average age of citizens is getting higher as well there will not be any new housing to attract younger, more educated young people and families to buy property in the region. This will make it harder to keep the young IT specialist connected to the Jõhvi town and they will probably leave this region after their studies. The absence of new-desirable housing and dormitories can also lead to more students doing their studies remotely.

11.3.3. Negative scenario

The negative scenario of developing the Malmi-Pargi area would mean that there are some actions and investments done by the municipality, but they turn out to be the wrong investments or they won't have a desirable impact on the area. This could mean that when the municipality will try to change the urban environment, then it will not fit the actual users of the space. As there already is a problem with trash then the newly developed city space could be also trashed. The green linear park area could be used for storage and that would not lead people to use it for its purpose.

When the city environment doesn't get better then the investors won't get their money back, and they will not be willing to do new investments in the area. This would mean that the area will fall out of the use or be very fractioned. There wouldn't be any pressure on the property owners to take care of the ruins or demolished them and the visual part of the area would get even worse. If there would be the infrastructure set up in the area but there wouldn't be too much traffic in the area then the area would be isolated. This would give the opportunity to misuse the infrastructure and for the people to do conveniently illegal actions in the neighbourhood. For example, it could develop into a city space where minors will start drinking.

12. Conclusions for Jõhvi

The geographical aspects of the Jõhvi town and also the Malmi-Pargi area are favoring the development of this region. Even though the population in Jõhvi is declining and getting older it is important to keep a high quality of life for the citizens. As there is a section of people who do live in Jõhvi for some part of their week but are not registered in the municipality then it is important to take them into account as well and understand what kind of an asset they are to the Jõhvi town and to the community. Even though it is unrealistic to think that the municipality will raise the number of citizens they have registered then it is still important to attract the people who are already partly in the region to stay in Jõhvi or to move actually with their families to the municipality.

This Malmi-Pargi area could also serve more people from all over the county when it takes off. There isn't this kind of creative sector and small businesses kind of atmosphere in any other Ida-Viru county towns. We can see from Tallinn and Tartu that the IT sector and creative sector can be very well combined.

It is important to keep in mind that in addition to the projects and investments that the municipality should do there are investments and efforts that should be put into the area by local entrepreneurs, investors and the community as well. With the right kind of approaches to get the people involved the development will be quicker and the area will change into a more high-quality city space.

13. Further research for Malmi-Pargi area

Our recommendations for the next steps for the research of Malmi-Pargi area in Jõhvi include studies related to the feasibility of the ideas, actors opinions and studies to investigate the datcha area in Malmi-Pargi.

We recommend the municipality to continue the work of interviewing different actors operating in the Jõhvi area to get a comprehensive view of the possibilities for the development of the area. It would be good to hear ideas and standpoints for example from the representatives of Jõhvi Concert Hall and the creative sector cluster should be involved in the discussions to find out what they could do and how they could help for the development of the area. Moreover, it is important to have discussions with the Koodi Kool to find out what kind of investments they could get to the co-working space and dormitories. In addition, it would be good to continue the interviews with the entrepreneurs in the Malmi-Pargi area. Also it is recommended that the local residents and communities are actively involved in the planning process and they have the channels to tell how they would like the area to look like. To get the local community ready for the development, it should be known by the locals what kind ideas there are on the table and what are the aims of the development plans.

The municipality should also make sure that the municipality owned infrastructure is in sufficient condition. For example, there are some development plans that are stuck because the water hydrant system has not been approved by the fire department even though the municipality has approved it. This is a situation where development can't go further. Also there is needed further investigation about the datcha areas conditions and infrastructure in order to make improvements in the area.

This report gives a variety of ideas on how to develop the Malmi-Pargi area with the principles of smart shrinking. However, a feasibility study is needed to understand whether or not the proposed plan should go forward and are the ideas doable and practical. The detailed feasibility study could identify for example the strengths and weaknesses as well as opportunities and risks of the plan. Also an analysis of the costs of the project could be included in the study.

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