PADIMA: Territorial cooperation to improve attractiveness of European mountains

Maria Grazia Pedrana - ERSAF
PADIMA Final conference
Brussels, 27 June 2012
Mountain people

- Mountain people:
  - 13% of EU population
  - 17% of European population at large

- Population movements:
  - Out-migration: young people, women, businessmen ...
  - In-migration: new inhabitants, migrants, people looking for a different quality of life

→ Necessity to work on attractiveness
3 key levers to improve attractiveness and fight depopulation

- Education and training possibilities
- A good territorial image
- A diverse and lively economy

Policies against depopulation in mountain areas

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Policies against depopulation in mountain areas

8 Mountain partners

- Teruel: LP
- 5 county/regional councils
- Union of chambers of commerce and industry
- One research institute
- A European Coordinator
- Budget: €1.4 M

Map: Interreg IV C Joint Technical Secretariat

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Activities & outputs

- Surveys
- Exchange of good practices
- Capitalisation
- Inter-regional training sessions

Data
- SWOT analysis
- Good practices sheets
- Analysis of transferability
- Interrelations

Actions
- GP & policy recommendations
- Guide
- Action plan for integration of GP

Policies against depopulation in mountain areas

Staff with increased capacity

PADIMA Final Conference

PADIMA Seminar Education & Training – Torino – Nov 2010

PADIMA Final Conference – Brussels – 27 June 2012
PADIMA timeline

2010
- Kick-off meeting, 16-18 Fev. Teruel, Spain
- Seminar Torino, 24-26 Nov
- Seminar Hamar, Norway, 24-26 May

2011
- Education and training
- Territorial marketing
- Seminar Clermont-Ferrand, France, 29-30 Nov

2012
- Economic diversification
- Integrated approach
- Final conf. Brussels

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PADIMA target groups

- Beyond the thematic approach, a transversal analysis for different groups:

<table>
<thead>
<tr>
<th>PADIMA TARGET GROUPS</th>
<th>Gender</th>
<th>Origin</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Local</td>
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<tr>
<td>Young</td>
<td>M/F</td>
<td>Young pupils, students &amp; workers</td>
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<td></td>
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<tr>
<td>Working age</td>
<td>F</td>
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<tr>
<td>Retired</td>
<td>M/F</td>
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<td></td>
<td></td>
<td>Working age adults - domestic</td>
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<td></td>
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<td>working age adults -</td>
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</tbody>
</table>
Strategy - Young people

Would you consider living in your region when you have finished education?

- Yes: 54%
- No: 16%
- Don't know: 30%

If yes, what would be the most important reasons?

- Job opportunities
- Family and/or friends
- Leisure activities /opportunities
- Other

If no, what are your reasons?

- No job opportunities
- Limited entertainment possibilities or leisure activity offers
- Too transparent society
- Not enough people at my own age living here
- Other

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Strategy - Young people

Policies against depopulation in mountain areas

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Strategy - Young people

- The situation:
  Young people are positive about living and working in mountains!
  BUT
  - they are interested in “modern” sectors
  - education too far, not diversified enough
  - mismatch between businesses needs and education offer
  - the leisure offer is too masculine
  ➔ Young people leave at 14-16: will they return?
Strategy - Young people

• Strategic objectives:
  - Prevent selective out-migration
  - Provide an education offer aligned with young people expectations
  - Use the education system as:
    - a vehicle to prepare young people to enter and develop the local economy
    - An attraction for students from elsewhere
  - Raise awareness on career opportunities
  - Improve and promote quality of life as a reason to live in mountain areas
Diversify the offer of education:
- University branches
- ICT for distant learning

Policies against depopulation in mountain areas

Strategies:
- Raise awareness on education possibilities and career prospects
- Improve the cultural and leisure offer
- Improve connection between education and businesses
- Advertise positions (web)
- Favour young people entrepreneurship & innovation

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Strategies - Working age people

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- Spain: Aragon, Province of Teruel
- Italy: Lombardy, Research area Lombardia, Research area Valli Chisone, Research area Valle Susa, Research area Val Chiusella
- Sweden: Dalarna
- Norway: Hedmark county, Research area Hedmark, Buskerud county, Research area Buskerud

0-19 y 20-50 y 51-64/66 65+/67+

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Strategy - Working age people

• The situation:
  - A lower proportion of working age people in mountain areas
  - A potential of people willing to move in:
    • Quality of life
    • Warm communities
    • Job opportunities
  - Some obstacles:
    • Quantity and diversity of job offers
    • Access to services (childcare, ICT...)
    • Long distances, accessibility
Strategy - Working age people

- **Strategic objectives:**

  - **“Domestic”**
    - retain and attract working age people by enhancing the quality of life they can get in these areas
    - provide adequate training and job search support
    - Support business creation
    - provide them with services they need

  - **“Foreigners”**
    - Support integration (language, housing, social integration...)

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Strategy - Working age people

→ Childcare services

→ Diversify the offer of training: On site targeted courses, ICT
→ Language courses

→ Welcome policies: facilitate integration
→ Promote the place as nice place to live and work: marketing campaigns
→ Strengthen links with the diaspora

→ Connect training with businesses needs
→ Advertise positions (web)
→ Accompany partner job search
→ Favour business creation entrepreneurship & innovation

Policies against depopulation in mountain areas

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Strategy - retired people

• The situation:
  - Retiring people attracted by good quality of life especially right after retiring
  - Ageing more pronounced as result of selective out-migration of young people
  - Insufficient health & care sector

→ A challenge but also an opportunity:
  • Potential market for health and care services
  • “young” retired people: skilled and available
  • Potential for volunteering
Strategy - retired people

- Strategic objectives:
  - Take full advantage of economic opportunities arising from a high proportion of elderly people:
    - development of related economic sectors (health, care and everyday services)
    - volunteering
Strategy - Retired people

- Qualify young and working age people for health and care services
- Use skilled retired people in education and training

- Promote the place as nice place to live: marketing campaigns
- Emphasize availability of services

- Favour innovation in the health and care sector
- Favour volunteering in different economic sectors
What’s next?

- **Further presentations:**
  - Deeper understanding of the depopulation problem
  - Practical examples from partner regions

- **Policy discussion:**
  - What can we learn from PADIMA?
    - Presentation of our policy recommendations
  - How can PADIMA be used for future successful programming?
    - Round table debate on recommendations and practical tools to be produced by PADIMA

- **After the conference?**
  - Development of communication tools
  - Transfer of good practices in partner regions
On to our next session!

For more information visit www.padima.org

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