PADIMA: Policies Against Depopulation in Mountain Areas

What strategies to increase the attractiveness of mountain areas for youth?

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Supported by: INTERREG IVC European Regional Development Fund
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
8 Mountain partners

- Teruel: LP
- 5 county/regional councils
- Union of chambers of commerce and industry
- One regional development agency
- A European Coordinator
- Budget: 1,4 M€
3 key levers to improve attractiveness and fight depopulation

- Education and training possibilities

- Human and social capital
  - A good territorial image
  - A diverse and lively economy
Activities & outputs

- Surveys
- Data SWOT analysis
- Exchange of good practices
- Good practices sheets
- Capitalisation
- Analysis of transferability Interrelations
- Inter-regional training sessions
- GP & policy recommendations Guide
- Action plan for integration of GP

Policies against depopulation in mountain areas
99 Good Practices

Education and training
42

Territorial marketing
28

Economic diversification
29

Policies against depopulation in mountain areas

European Mountain Convention - Chambéry - 2012
• 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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<tbody>
<tr>
<td></td>
<td></td>
<td>Local</td>
</tr>
<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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<td><strong>Subgroup: Young migrants</strong></td>
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<tr>
<td>Age</td>
<td></td>
<td>F</td>
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<tr>
<td>Working age</td>
<td>M/F</td>
<td>Working age adults - domestic</td>
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<td>Retired</td>
<td>M/F</td>
<td>working age adults -</td>
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<tr>
<td></td>
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<td>Retired people</td>
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</tbody>
</table>
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
Strategy - Young people

Diversify the offer of education:
- University branches
- ICT for distant learning

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

Policies against depopulation in mountain areas
On to our next session!

For more information visit www.padima.org

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