

Rural brain drain: How can the Cohesion Policy help reverse the trend?

21st June 2022 - 09:00 – 11:00 (new time!)

European Parliament (ASP5G305 room, ASP Building) , Brussels

Brain drain of young people and ageing population are two critical problems in rural and mountainous areas. As evidenced by a 2022 [study by Euromontana](#), 66% of mountain youth would like to remain in mountains but name the lack of employment opportunities and dynamism as the main reasons for them to consider leaving. As result, the average age of mountain populations is higher than in other territories, with 4 out of the 6 top ageing regions in Europe being mountainous regions. 2022 was declared European Year of Youth by the European Commission, and International Year of the Sustainable Mountain Development by the United Nations. This conjunction of international pledges raises the question of how European policies, and in particular the 2021-2027 Cohesion Policy and the Next Generation EU, address the needs of youth in marginal areas, such as mountains. Are these policies ambitious enough to live up to the challenges faced by mountain areas and offer mountain youth the same opportunities as in other regions of Europe?

Event organised in the framework of the DG-REGIO funded [Montana174 project – How does the Cohesion Policy shape mountains?](#)

- (08:30 - 09:00) **Arrival and registrations**
Meeting point: Main entrance of ASP building ([map](#))
- (09:00 - 09:10) **Welcome and introduction**
Guillaume Corradino, Director, Euromontana
- (09:10 - 09:30) **Brain Drain – Brain Gain : assessing and boosting attractivity in South Tyrol**
Vesna Caminades, Director Liaison Office for the Autonomous Province of Bozen/Bolzano – South Tyrol
- (09:30 - 09:45) **Seizing the opportunities of the cohesion policy to increase the attractiveness of mountain areas**
Blandine Camus, Policy officer, Euromontana
- (09:45 - 10:15) **Q/A and coffee / tea break**
- (10:15 - 10:30) **How do cultural and educational offer reduce rural outmigration?**
Hannes Heide, Member of the European Parliament - Sozialdemokratische Partei Österreichs
- (10:30 – 11:00) **Conclusions and next steps**



This project has received funding from the European Union's Directorate General Regional and Urban Policy under Grant Agreement No 2020CE16BAT209