

# PADIMA

Policies Against Depopulation in Mountain Areas



## PADIMA: Territorial cooperation to improve attractiveness of European mountains

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

Supported by:



# Mountain people



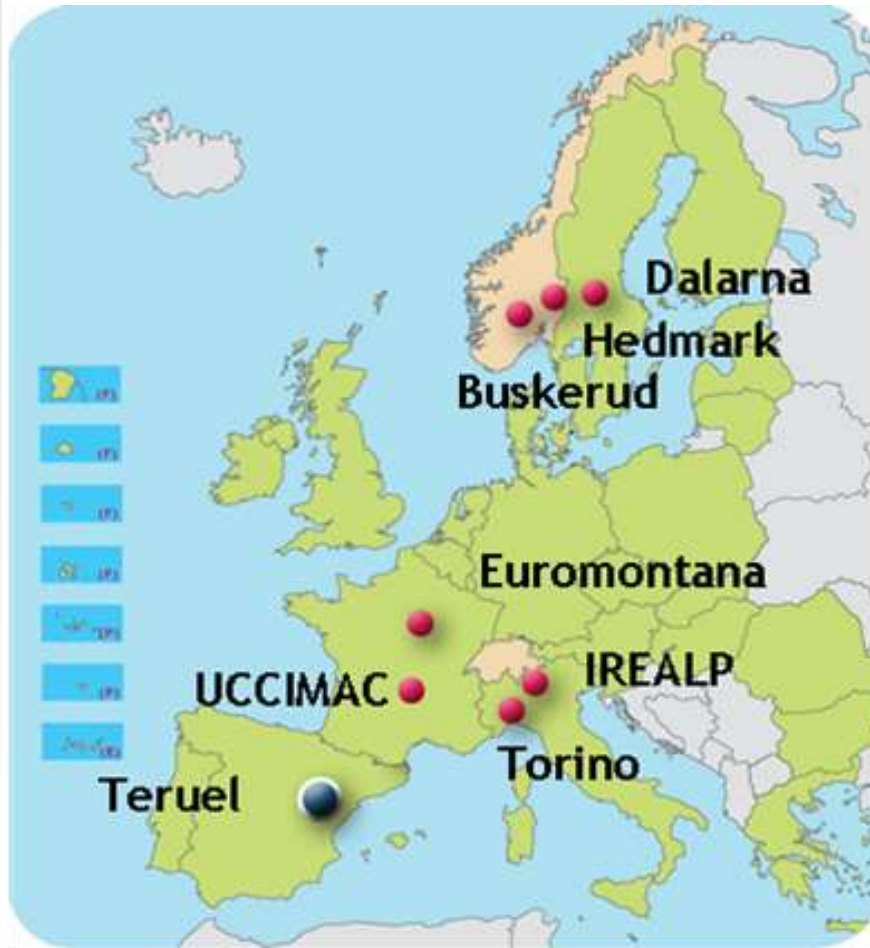
- Mountain people:
    - 13% of EU population
    - 17% of European population at large
  - Population movements :
    - Out-migration: young people, women, businessmen ...
    - In-migration: new inhabitants, migrants, people looking for a different quality of life
- Necessity to work on attractiveness

# 3 key levers to improve attractiveness and fight depopulation



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€

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Map: Interreg IV C Joint Technical Secretariat

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# Activities & outputs



Surveys

Data  
SWOT analysis

Staff with  
increased  
capacity

Exchange of  
good practices

Good practices  
sheets

Capitalisation

Analysis of  
transferability  
Interrelations



Inter-regional  
training sessions

GP & policy  
recommendations  
Guide

Improved  
PADIMAs


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# PADIMA timeline

2010

2011


2012

 Kick-off meeting, 16-18 Feb.  
Teruel, Spain


Education and training

 Seminar Torino, 24-26 Nov


Territorial marketing

 Seminar Hamar, Norway, 24-26 May

Economic diversification

 Seminar Clermont-Ferrand,  
France, 29-30 Nov

Integrated approach

 Final conf.  
Brussels

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# PADIMA target groups



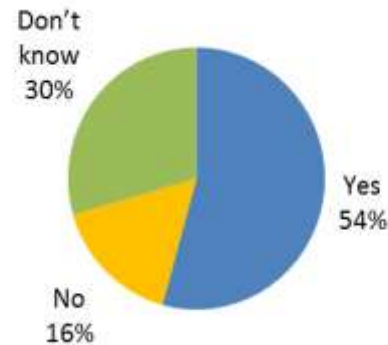
- Beyond the thematic approach, a transversal analysis for different groups:

PADIMA TARGET GROUPS		Gender	Origin		
			Local	Domestic	Foreign
Age	Young	M/F	Young pupils, students & workers		
			<i>Subgroup: Young migrants</i>		
	Working age	F	<i>Sub-group: Women</i>		
	Retired	M/F	Working age adults - domestic	working age adults -	
			Retired people		

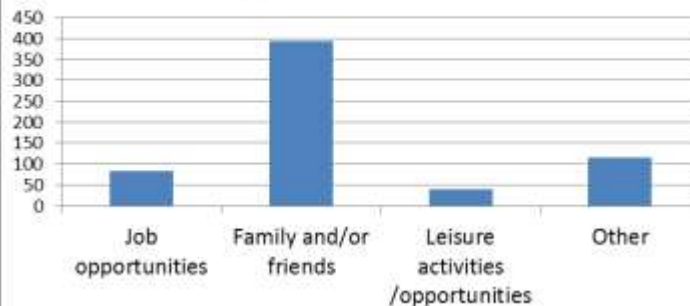
# Strategy - Young people



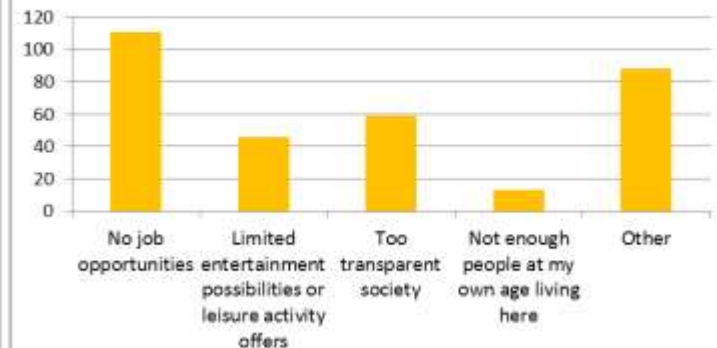
Would you consider living in your region when you have finished education?



If yes, what would be the most important reasons?



If no, what are your reasons?



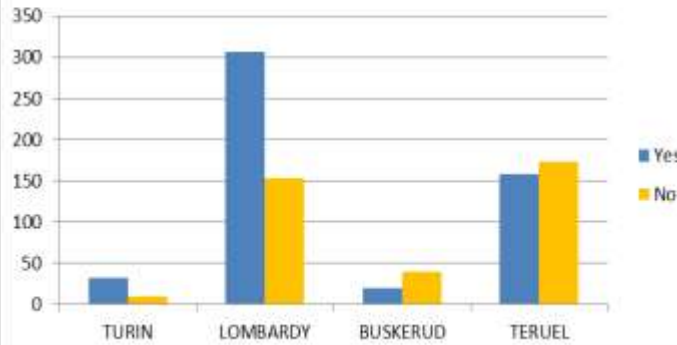
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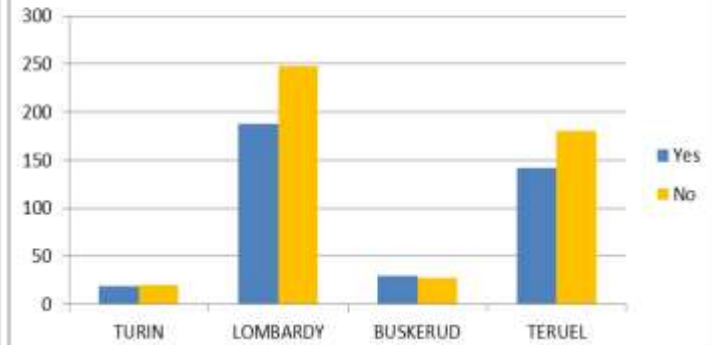
# Strategy - Young people



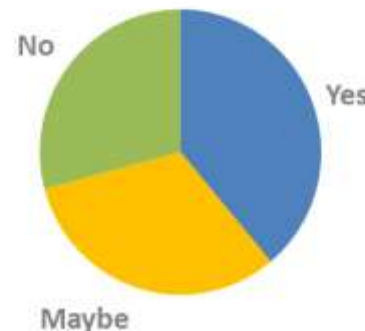
Is there a university or college within acceptable daily commuting distance?



If yes, does the university or college offer the course you would like to attend?



Are there work opportunities in your region in your future profession?



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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

# Strategy - Young people



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

Raise awareness on education possibilities and career prospects

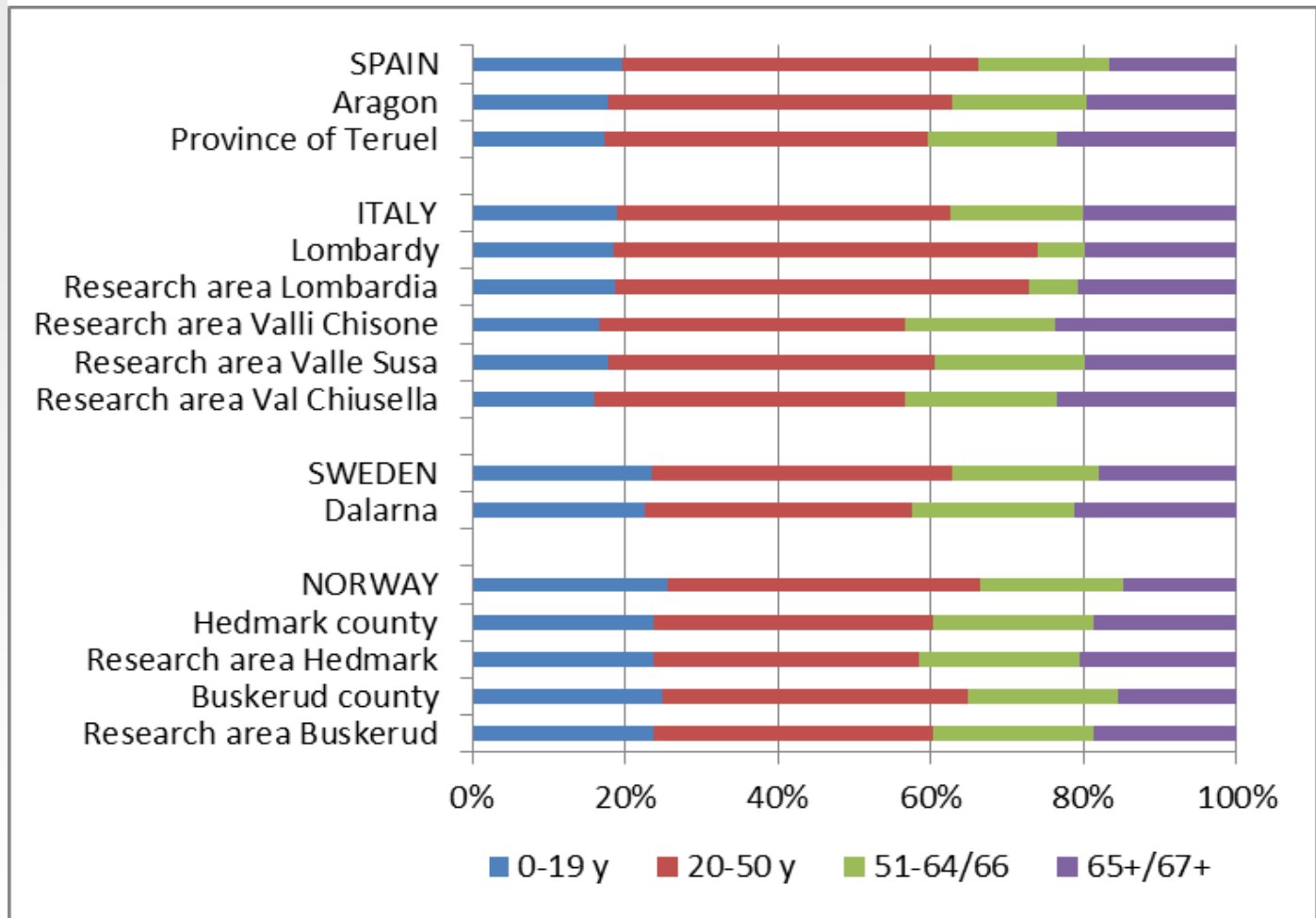
Improve the cultural and leisure offer

Improve connection between education and businesses

Advertise positions (web)

Favour young people entrepreneurship & innovation

# Strategy - Working age people



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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...)

# 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**

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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](http://www.padima.org)



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