

PADIMA

Policies Against Depopulation in Mountain Areas



ERSAF
ENTE REGIONALE PER I SERVIZI
ALL'AGRICOLTURA E ALLE FORESTE



Regione Lombardia

Decentralized ospitality in Ornica village

Trysil 24-05-2011

Maria Grazia Pedrana, ERSAF

Supported by:



European Union

European Regional Development Fund

Some words about the area



M
L



Community Valle Brembana,



ORNICA village

Policies against
depopulation in
mountain areas

What was the problem?

Depopulation due to
low job opportunities

Women unemployment

Marginalization of the
area

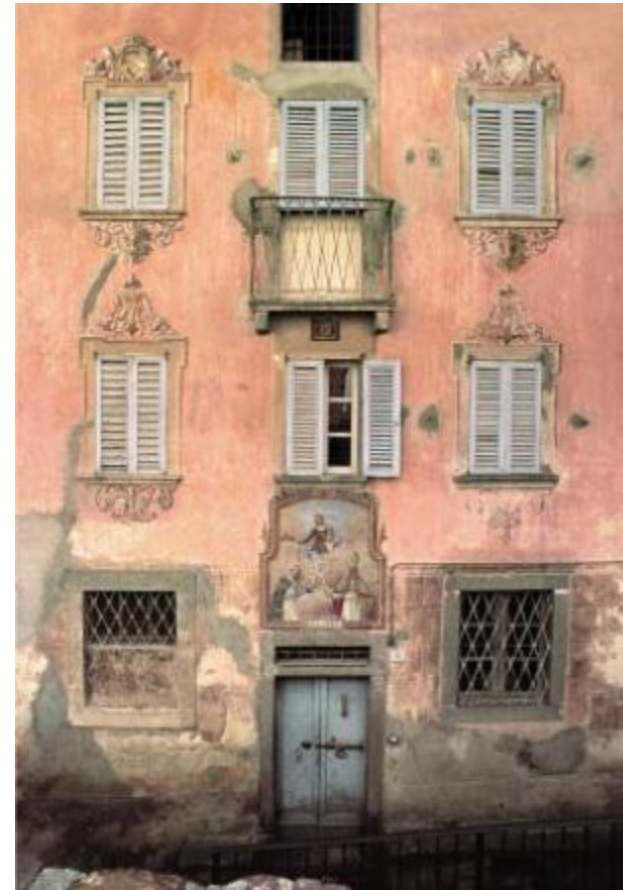


Policies against
depopulation in
mountain areas

What?



- Renovation of traditional houses to “build up” a decentralized hotel
- The rooms has located in various parts of the old village, though with a single reception area



Policies against
depopulation in
mountain areas

How long?

- Since 2009
- From a decreasing tourism to 1500 overnights in 2010



Who got involved?



- “Mountain women Cooperative Company” >> 17 women
- Ornica Municipality



How did we do?



- Sharing of the idea and collection of joinings
- Creation of the Cooperative Company
- Planning of the hotel in the old village
- Renovation of buildings
- Start up and marketing

How much did it cost?



- Contribution to the Cooperative for the territorial marketing and organisation >> 1.000 € per members
- Renovation costs >> in charge of each owner



Policies against
depopulation in
mountain areas

Problems?



- At the beginning, give concreteness to the concept of “decentralized hospitality” >> creation of a common vision
- Stimulate the interest of the institutional level
- Organize the events with a common vision

Does it work?



- Revitalisation of the touristic sector
- Induced activities >> environmental education, cultural event, promotion of local products
- job opportunities >> 7 women part time, seasonal workers

Policies against depopulation in mountain areas



Single initiative/Strategy?



- Bottom up approach
- Sensibilisation of the institution towards a new territorial marketing
- Lack of support to become an integrated strategy
>> next steps?



Policies against depopulation in mountain areas

Transferability to other areas



- Transfer the cooperative approach and the management model
- Integration of tradition and innovation



Policies against
depopulation in
mountain areas

Contacts

Maria Grazia Pedrana

mariagrazia.pedrana@irealp.it

Lisa Garbellini

lisa.garbellini@irealp.it

THANK YOU FOR YOUR ATTENTION!