

# PADIMA

## Policies Against Depopulation in Mountain Areas



**Movehere!**

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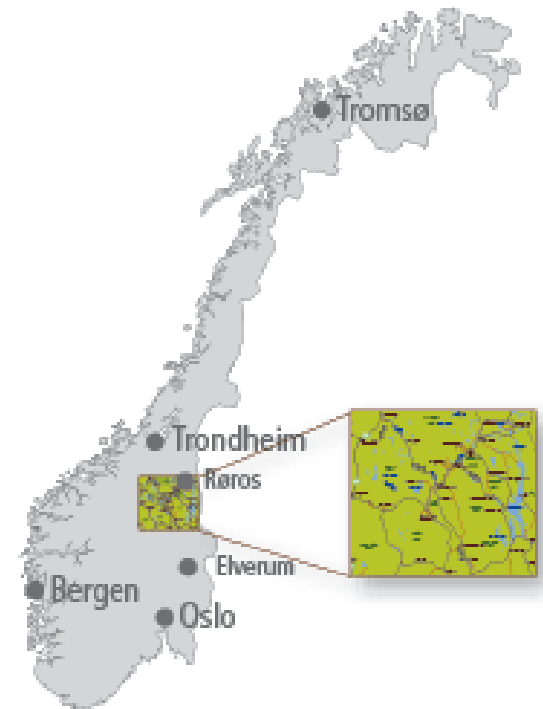
Supported by:



**European Union**

European Regional Development Fund

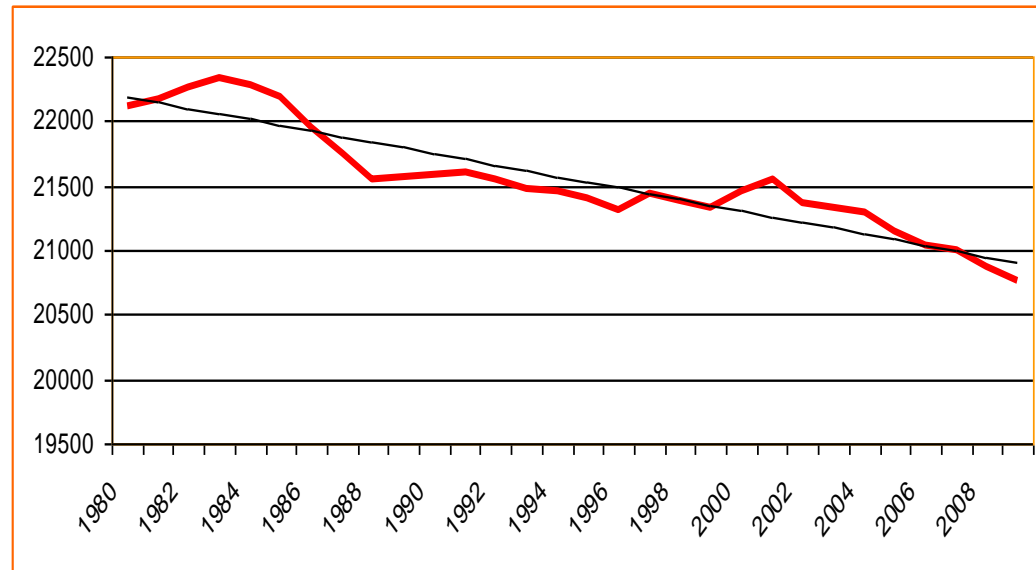
# Some words about the area



- 20.000 inhabitants
- Seven municipalities
- Two regional centres
- 200 km from north to south in the region.
- Common labour market.
- Many people live in one municipality and work in an other
- More than two hours to the nearest city.

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# What was the problem?



- Young people moved out for education. Too few moved back.
- We thought that our region is a good region for living and working. We needed to tell it!

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# What?

- Movehere = campaigns and good service

- Newcomer hosts in each municipality
- Regional website with information about vacant jobs, advertised positions, cultural activities
- Marketing campaigns against different target groups

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# How long?



2001-2011

- Three project-periodes.
- This last periode from 2008-2011



# Who got involved?



- The project is owned by the Fjellregionen regional council which is a cooperation by the seven municipalities and two county councils
- Also business and voluntary sector has been involved.

# How did we do?



## Municipal hosts - our key to success

*The best stories are  
created by those who  
encounter surprisingly good  
service!*

**Movehere!**  
– and be warmly received!

Guide to our municipal host  
programme for newcomers



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# How did we do?

## The First Class Campaign 2005



Oslo-families with small children were invited to move to Fjellregionen on «first class».

Radio, TV and newspaper told our story.

Several families moved.



# How did we do?

## Do you miss anyone? 2008 and 2010

We used postcards and telephone to contact hundreds of persons with roots in the region.

Some of them have moved.

Many of them are discussing to move.

*It feels good to hear that someone miss you!*



# How did we do?

## Start Here! Hunting for heroes 2010

Lokal entrepreneurs were used to inspire others to establish companies in our region.



*«In our region the real heroes are those who create new business.»*

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fjellregionen.no

# How much did it cost?



- The last project periode (2008-2011) has a total budget of about EUR 750.000
- 50% financed by the Norwegian state. 50% by county councils and the municipalities.
- Some of the local financing have been given as working hours from people employed in the municipalities and in local business.
- One person (project manager) has been working full time in the project for 3 years.

# Problems?



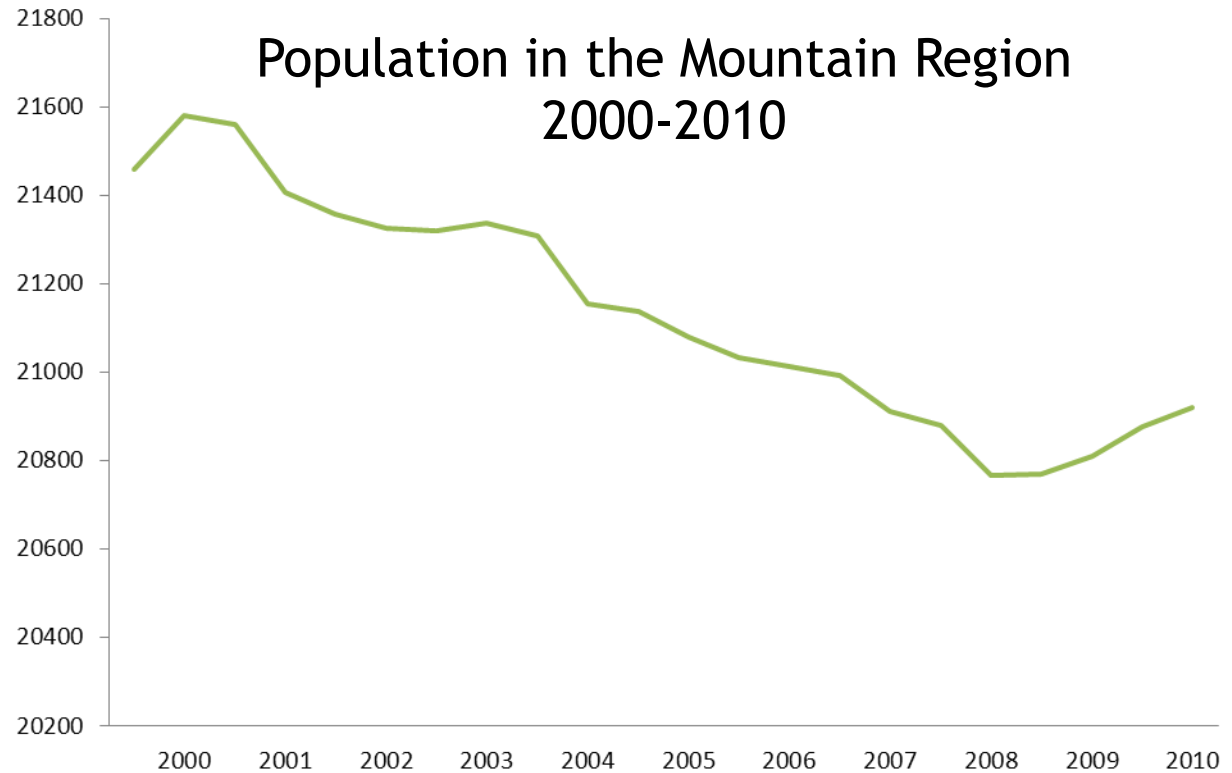
How to involve 7 different municipalities with several hundreds key-persons?



Depopulation is difficult to change. Local projects will always be small compared to the global trend of centralization.

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# Does it work?



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# Does it work?



- Even more important:
- The region has improved public service and information.
- Local proudness has increased. We are proud to be a Movehere-region.
- Regional website, newcomer hosts, and work against depopulation will continue also after the project period is over.

# Single initiative/Strategy?

This project is part of a national strategy against depopulation of rural districts.

Anyway: The initiative to Movehere has come from the lokal and regional governments.

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# Transferability to other areas

YES!



- Movehere and The Mountain Region is used as an example for other rural regions with depopulation.
- Many similar projects are started in different parts of the country.