



Strategies to increase the attractiveness of mountain areas: how to approach depopulation in an integrated manner?

Final report

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Foreword:

PADIMA is a project of exchange of best practice in fighting depopulation in mountain areas. European mountains are spaces with an extraordinary development potential. Living in a mountain area is about a dream and a better quality of life: beautiful landscapes, proximity to nature, fresh air but also the possibilities of jobs in local economy and, thanks to broadband connections, elsewhere in the world. **So why do people leave? What would they need more in order to stay? And how to help those coming in to feel at home?** These were the questions tackled by the 8 partners from 5 countries assembled in the PADIMA partnership.

To answer these questions and try to identify solutions, partners have chosen to focus on human and social capital as a pivotal value to promote a greater demographic dynamism in mountain areas. Three themes related to human capital have been identified as key structural, inter-related elements of a policy against depopulation:

- **Education and training:** the offer of education and training must be coherent with current and future needs of the local economy and provide young people and adults with the skills development programmes they need;
- **Territorial marketing:** despite the fact mountain areas can provide a quality of life that is better than in some lowlands; these areas tend to suffer from a negative image of remoteness and cultural isolation. Attractiveness depends on the capacity of these areas to restore their inhabitants' pride and to renew their image;
- **Economic diversification:** some mountain economies tend to be highly dependent on traditional sectors (agriculture, winter sports, etc). Diversification of available jobs, and securing the transmission of existing businesses to younger generations is essential to remain attractive to working age population.



Key components of attractive mountains

These three themes have been addressed individually in the course of PADIMA work and the partnership has produced, on each one:

- a collection of data trying to characterize the problem;
- a collection of good practices, documented via interviews;
- a thematic report capitalizing on the analysis of collected information as well as on exchanges conducted in the framework of a thematic seminar.

All these outputs are available on the project website www.padima.org.



Through this last report, the partnership aims at wrapping-up and combining the results of thematic work to answer the initial question of the project: **How to increase the attractiveness of mountain areas? How to counter depopulation trends? How to improve regional policies in that respect?**

Answering these questions requires assembling the lessons learnt and conclusions on the following issues:

- How to **approach the issue of depopulation** in one mountain region? Which questions must be asked, what data assembled? Are mountain areas really depopulating? Can we identify different types of mountain regions as regards demographic trends?
- How to **build an integrated strategy** for fighting depopulation? Where to start? Are there different approaches to be recommended depending on the regional context? Or should we approach different groups within the population?
- What **practices** can be regarded as best examples to include in regional action plans? In what context are they most efficient?

To communicate our results efficiently, we have subdivided our report in three sections:

1. **How to approach the issue of depopulation in mountain areas?** Population trends overall and in partner regions;
2. **Integrated strategies to fight depopulation:** key actions and good practice examples likely to increase the attractiveness of mountain areas for different target groups;
3. **Final recommendations and conclusions on what PADIMA results can contribute to better formulation of policies for 2014-2020.**

Until the end of the project in 2012, the PADIMA partnership will produce targeted communication and practical tools aiming at improving dissemination of the results to different target groups. These tools will be made available on-line at www.padima.org. We hope they will be useful for all mountain regions in Europe.



Introduction

Demographic change is happening everywhere in Europe, in mountain areas as well as in the whole of Europe. Ageing is a common trend as well as increasing urbanisation and concentration of population in ever growing agglomerations. Demographic change is therefore considered to be one of the main challenges for the near future¹ of the European Union as a whole. Both the European Commission and the European Parliament have taken steps to debate these facts and to elaborate a certain number of documents².

Mountain areas face the demographic challenge in their own way. Their population density is lower than in other parts of the territory and, in many cases, population has fallen or is at risk of falling below a critical mass where services can no longer be provided. The picture is really varied across Europe, between different massifs and inside these massifs and even inside the individual regions. Some dynamic urban or touristic centres tend to gain population when the most remote parts lose population. Increased ageing and selective out-migration of young people and women is also of quite great concern.

But on the other side, we see also some positive trends here and there. More and more people are leaving the big urban centres in search for a better quality of life. A beautiful environment, a quieter life, close to family and friends, are given an increasing value. Some even move from one country to another. There seems to be a competition for people moving out from the Netherlands to mountain areas of Massif Central or Sweden! The recent economic crisis emphasizes these movements, and in some case in a positive way for mountain areas, with people moving back to their abandoned houses and opening small businesses there, bringing their fresh mind-set to the mountain area.

The PADIMA partnership approached **demographic change as a challenge for mountain areas and not 'only' as a problem**. The problem lies in the hesitating attitudes from national, regional or local authorities faced to this change and in the lack of quality infrastructures and public services to offer to mountain inhabitants. It certainly does not lie in the insufficient number of people wanting to live in mountain areas: our findings confirm that, if only we provide mountain people with sufficient infrastructure and services and a proper strategy, we might well be able to stabilize the population decline and even reverse it.

Several regions in the PADIMA partnership see their population increase again after years of decline. Teruel and Dalarna for example, thanks to a dynamic strategy and targeted actions, have managed to become attractive destinations for new inhabitants, especially migrants. Other, like the most remote parts of Norwegian mountains are still in difficulty. Through PADIMA, we wish to bring out some ideas that will help all mountain authorities to approach the population challenge in an efficient way. Close to 100 good practices identified during the project should be helpful in that respect. We provide in this report a cross-cutting analysis of the lessons learnt and guidance for integrated strategies to fight depopulation.

¹ European Parliament report Demographic change and its consequences for the future Cohesion Policy of the EU, 2010/2157 (INI), adopted by the European Parliament on 15/11/2011

² See the bibliography of this report.

Chapter 1: How to approach the issue of depopulation in mountain areas?

In this chapter, we will try to answer the following questions:

- **What are the demographic trends in mountain areas in general and partner regions in particular?** Are mountain territories depopulating to a similar extent? Is the age structure changing a lot or in a different way as compared to other areas? Are some areas encountering a sort of "rural renaissance" characterized by a higher attractiveness for new "permanent" inhabitants?
- **Who is moving in and out?** Who are the people who came to settle in mountain areas in the last years? Do they represent a specific category of people and in that case what are their interests & expectations? Who are the people who leave and for what reasons?
- **How to characterize the dynamics of depopulation in one mountain region?**

PADIMA is not a research project and does not pretend to be able to produce exhaustive scientific knowledge that would be immediately applicable to all European regions. What we communicate here is what we can conclude from the work carried out in the framework of a territorial cooperation project which looked at 7 study areas.

1. What are demographic trends in mountain areas?

a. What are demographic trends in general in European mountains?

Demographic trends have been analysed in several reference reports on mountain areas.

Figure 5.5. Population density in mountain municipalities

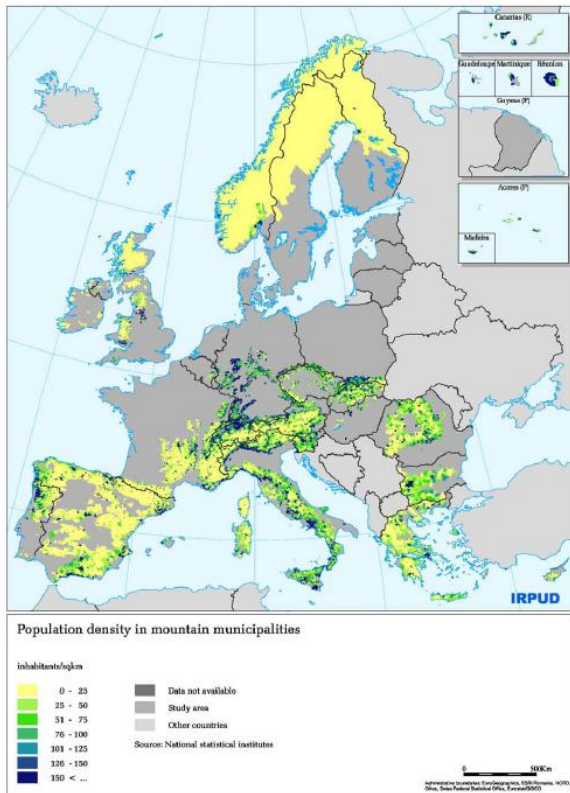
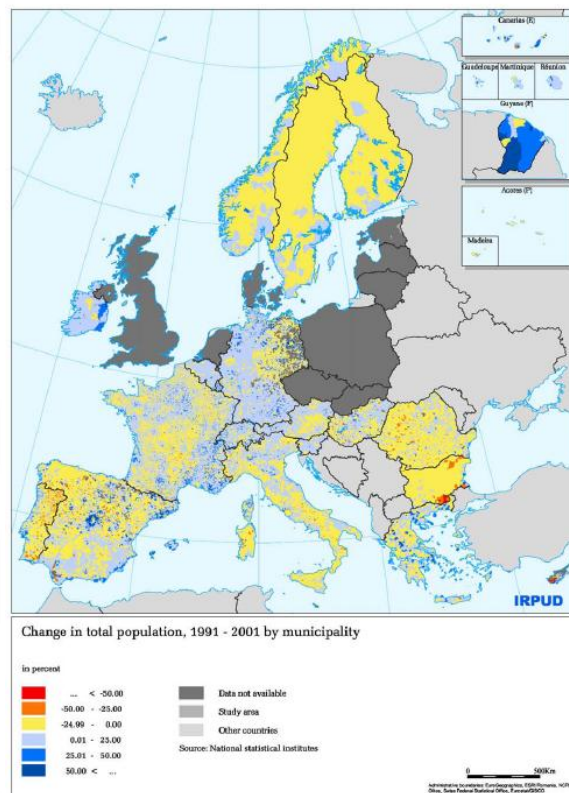


Figure 5.10. Change in total population, 1991-2001, by municipality



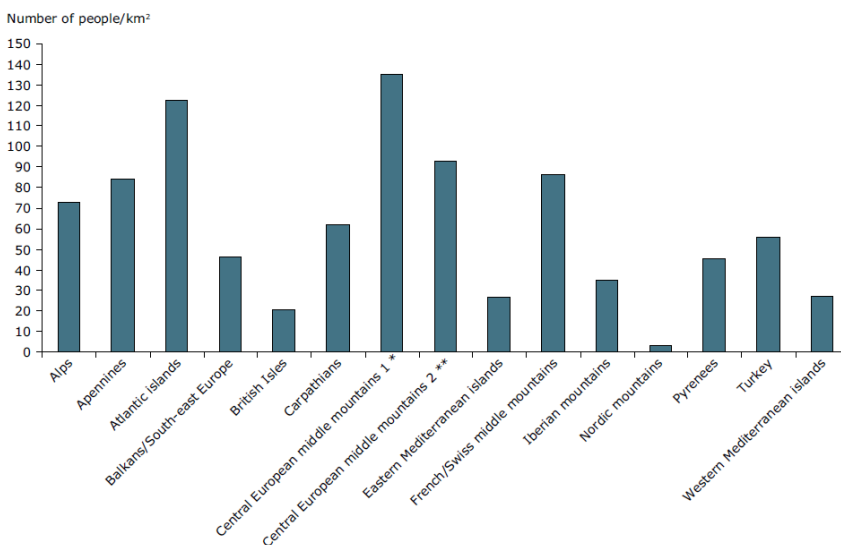


In “*Mountain areas in Europe*” (European Commission, 2004), researchers identified that, overall (with some exceptions), the **population density was lower in mountain ranges compared to low lands and national averages** (see map 5.5 from the report). Regarding the age structure, the report mentioned a diverse picture across countries with no real significant pattern, although a higher proportion of elderly people was reported namely in the Balkans, Portugal, much of the Alps, French mountains; UK, Ireland and Nordic countries.

Finally, the report acknowledged that **depopulation rates in the period 1991-2001, observed at municipal level, were higher in mountain areas in most countries**. The most marked differences were in Norway (66.6% instead of 31.5%) and Cyprus (62% instead of 16.7%). There were also some areas of relative growth for example in the French Alps or Murcia. When looking at the components of demographic change it appeared that the proportion of area characterised by negative natural growth was at least 10% higher than in lowlands. Outmigration was also at least 10% higher. Finally overall population trends were considered to be very variable and largely dependent on national trends.

In “*Europe’s ecological backbone: recognizing the true value of our mountains*” (EEA, 2010), the European Environment agency updated this analysis. Population density in EU mountain massifs (2008) was evaluated at **50.3 inhab/km², compared to 137.8 for areas outside mountains** and 112.5 on average. In Norway, densities were 5.2 in mountain areas, 43.6 outside mountain areas and 13.7 on average. The report confirms that population densities are lower in mountainous parts of the countries than in lowlands, though the difference is less significant in countries with mountain population over one million people.

Figure 2.1 Population density in mountain massifs, 2008



Population density in mountain massifs was evaluated at 50.3 inhab/km² compared to 137.8 in lowland areas

Note: * = Belgium and Germany; ** = the Czech Republic, Austria and Germany.

Source: LandScan™ Global Population Database. Oak Ridge, TN: Oak Ridge National Laboratory. Available at www.ornl.gov/landscan/. Mountain massif delineation as defined for this study.

The analysis of the evolution of the population density over the period 1990-2005 shows a varied picture. Population density evolution followed in general the national trends, with few exceptions. Density increased by 2.1% in Italian Alps, 2.5% in French middle mountains, 3.8% in Norway, 0.4% in Spanish mountains. It decreased by 14.6% in Swedish mountains. Severe decreases were observed in most Carpathians, in Apennines, in Sweden and many Balkan countries.

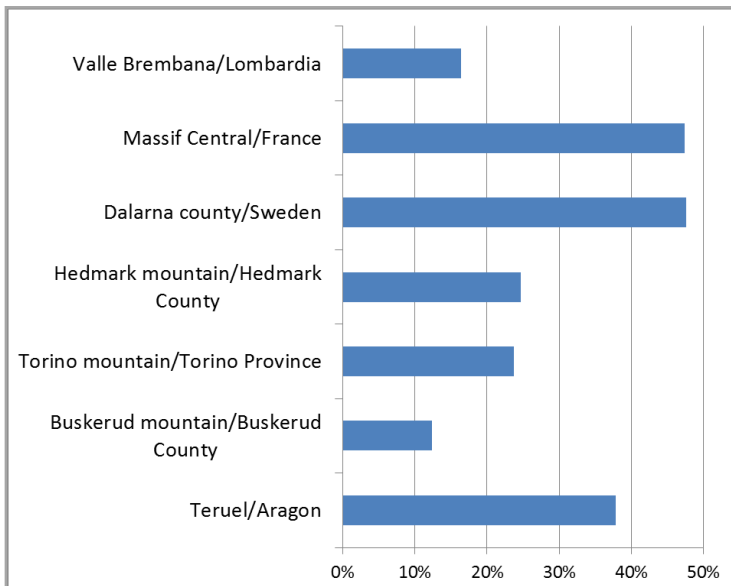


b. What are demographic trends in partner regions?

Each one of the 7 partner regions is presented in a fiche in appendix 1 of this report. An analysis of population trends has also been carried out in work package one and results can be observed in the report on line on www.padima.org.

Population densities lower than the nearby areas or national average

Our findings confirm that **mountain regions within the partnership experience a lower population density compared to the national average and lowlands nearby**. However, they are depopulated to a very different extent if we compare alpine areas with Nordic mountains, middle mountains in the center of France with the remote province of Teruel. However, despite these differences, PADIMA partners assembled around the same goal and recognised themselves as regions facing depopulation. This shows that **it makes at least as much sense to approach depopulation in relative terms, i.e. in comparison with national trends or nearby lowland areas, than in absolute terms**. The following graph represents population densities in our study areas in proportion of the density of the immediate higher administrative level.



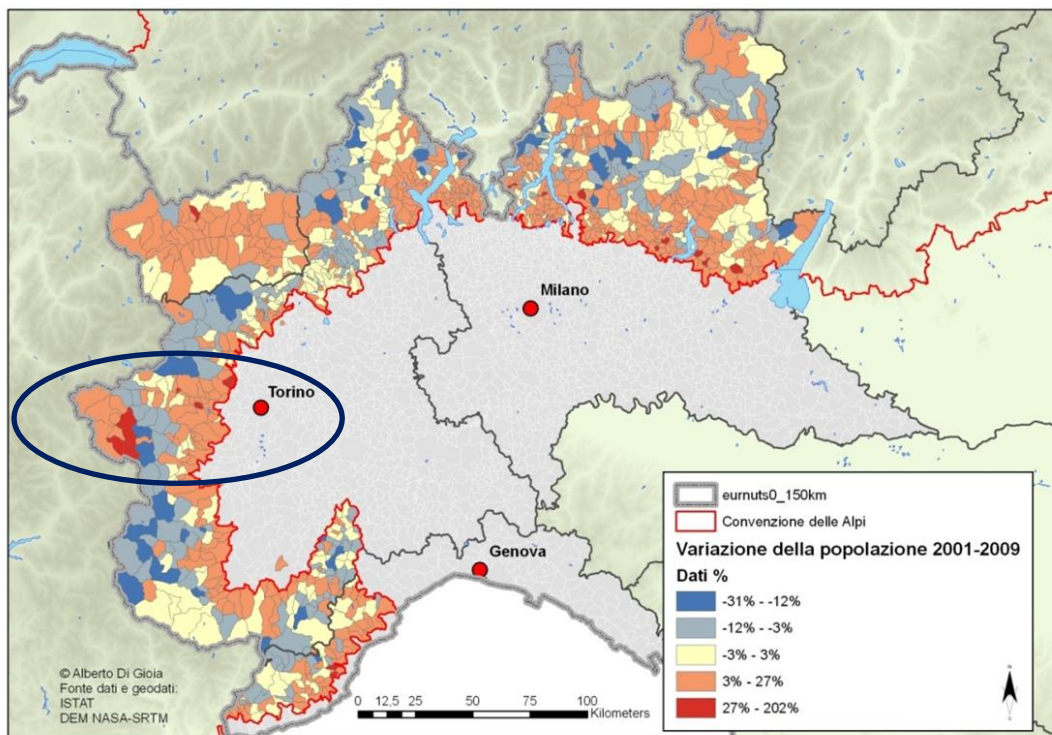
This being said, the problems related to more severe levels of depopulation or very small population densities, namely insufficient critical mass of population to secure the provision of essential services must be looked at also in absolute terms. We come back to that in our typology.

Population change: a varied picture

All partner regions witnessed **population losses** in the last decades, although more positive dynamics have been observed lately in many of them. This must be looked at with a critical eye. In many depopulated areas, a very limited increase of population can result in a big percentage without necessarily being a long term sustainable trend. But there are good signs that several mountain areas are attractive enough to gain inhabitants. Overall recent population change figures are positive – although inferior to population increase in nearby areas - in all partner regions except Norwegian study areas, very positive in Teruel and Torino and Massif Central as a whole, and neutral in Lombardia's mountains which seem to be quite at risk of demographic decline.

The issue of scale is also critical. Looking at demographic trends at the scale of a whole study area tends to hide the infra-regional disparities. When looking at municipal figures, we see very clearly that **many municipalities or sub-regions are losing population when others are increasing their population**. We notice, in our partner regions, infra-regional polarization in favour of main urban centres or touristic centres at the expense of more remote areas. In Massif Central for example, the Aubrac Lozérien lost more than 3% of its population when Massif Central as a whole gained approximately 2%. Internal polarization of mountain regions was also a phenomenon highlighted in [ESPON Territorial diversity report](#) (May 2010), and an issue of great concern for regional authorities and for territorial cohesion.

The map below, representing population change in Italian Alps perfectly illustrates the issue of internal polarisation. In the circle representing roughly Susa Valley, we see clearly middle mountains depopulating while higher altitude touristic mountains are gaining population as well as areas closer to Torino.



Migration explains positive dynamics where population is increasing

Most municipalities within the regions are confronted with **negative excess of births over deaths**. When population increases, it is mostly thanks to in-migration. In-migrants come from domestic origin (from the same country) in majority but also in quite significant proportions from foreign countries, with a pattern of origin varying from one partner region to another (see appendix 1).

Most partners witness that the municipalities which are mainly growing are the major urban centres within the mountain region. These urban centres are more attractive to young people, especially if they offer university infrastructures. They can be more attractive to working age population also for job reasons, at least as a point for first arrival in a region. Outside urban centres, municipalities concentrating tourism industry and related economic activity tend to be the most attractive, with an important impact of seasonal workers.



2. Who is moving in or out and why?

a. Who is moving in?

As mentioned above, it is hard to communicate a pan-European picture in that respect. Between people moving in, we can identify groups of different origins, in and outside the EU, northern or south and south-eastern Europe. Refugees are an important group in many partner regions. When available, information is detailed in partner fiches in appendix 1. What we must highlight is **that people can come from everywhere to the mountains**. Different people may demand different type of welcoming services and the analysis of who is moving in must be central to the formulation of strategies.

b. People move in looking for a better quality of life

Surveys on reasons for moving in or out have been conducted in many regions. Motives for moving in or out can slightly vary from one region to another, depending on the specific characteristics of the region, and on the profile of migrants. However, there are some common trends. Motivations for moving to mountain areas include the desire for **a better, safer, simpler, quieter life, close to family and friends. Job opportunities** are also mentioned as important conditions for moving in. Then **quality of the surrounding environment and possibilities for outdoor activities** are also among the main reasons why people chose to move to mountain areas. In the surveys, we have noticed structural change in preferences as compared to similar surveys carried out several decades before: career prospects are not as important as in the past and quality of life is gaining importance.

The **conditions are there for the rural renaissance we are starting to see in the most dynamic mountain regions**. Prospects are quite positive provided mountain areas manage to provide their inhabitants with sufficient housing, facilities and services. Partners also mentioned that migrants who move to mountain areas, especially foreigners, prepare themselves in advance, learn the language, establish some companies when they arrive, get involved in community life. If the local population is open enough to integrate them, they bring a change of mindset and fresh thinking which is very positive for the local dynamics and likely to bring innovative developments.

c. People move out to study or to find other job opportunities than the ones offered locally

Our findings also confirm that a lot still remains to be done to secure a sufficient attractiveness for mountain areas. Even where the migratory balance is positive, we still observe in many municipalities and regions in general a trend to **selective out migration of young people and of women**.

Young people tend not to find in the area the education they are looking for. They leave quite early, around 14-16 years old to go and study in a place from which they might not come back. This must not be regarded negatively if these young people come back at a later stage, with enhanced skills and entrepreneurial spirit. But that is not always the case.

Women move out for education and work purposes more than men. Selective out-migration of women has been mentioned explicitly in Nordic countries and Spain. Economy tends indeed to be excessively reliant on traditional sectors like agriculture or forestry or quite masculine sectors like building construction in Teruel.



Then other reasons to move out include:

- lack of access to services,
- long distances to work and to services,
- lack of cultural activities,
- too small communities (too “transparent” society),
- harsh climatic conditions,
- search for better or more diversified job opportunities.

Partners also mentioned that in-migrants, who have come to mountain areas without having roots there at first, do not necessarily stay there. They tend to move again out if they find better opportunities elsewhere. In Teruel migrants can encounter also some problems with renewing their papers.

3. How to characterize the dynamics of depopulation in one mountain region?

a. The imperious necessity of a diagnosis

Any region willing to counter depopulation trends should, as PADIMA partners did, conduct a prior diagnosis of the situation aiming at characterizing the following elements:

- Population level, population density and population change per municipality
- Age structure and trends in evolution of the age structure (selective in/out-migration)
- Migratory trends detailed by age structure and professional profile
- Economic structure (by sectors, by type of companies) and employment rates and evolution trends
- Perception of the area by the inhabitants: why would/do they stay or leave (preferably - detailed by age group, to anticipate future trends and enquiring about their career aspirations)
- Perception of the area by migrants

This diagnosis must help local or regional authorities to identify the key components of the depopulation problem and to further specify the strengths and weaknesses of the area.

To this end, PADIMA partnership will propose a **sample depopulation survey** listing the questions that have been explored by the partners in the course of the project and can be useful for any mountain region wanting to tackle the depopulation problem.

b. Different types of mountain regions regarding depopulation?

As we mentioned earlier, depopulation is not at the same level in all regions. We believe useful for the analysis to try to have a sort of typology of mountain areas in that respect taking into account, at least :

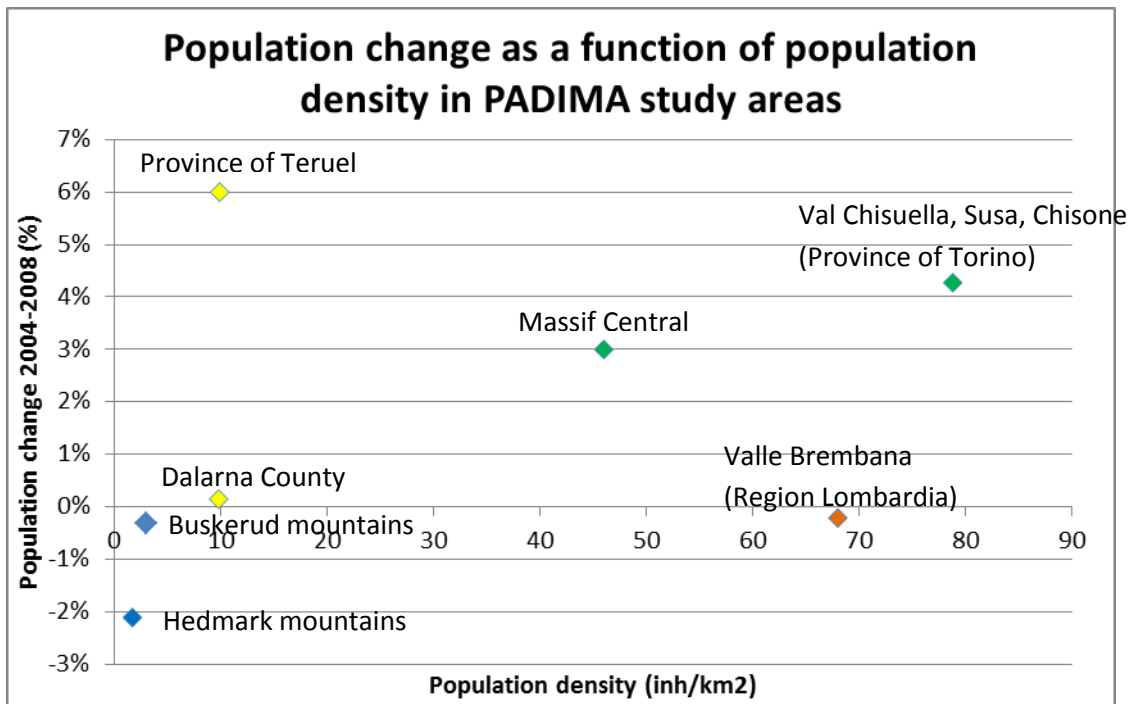
- **population density** (above or below 12 inhab/km²)
- **population change** (negative or positive)

Based on our observations, we could propose four categories of areas:

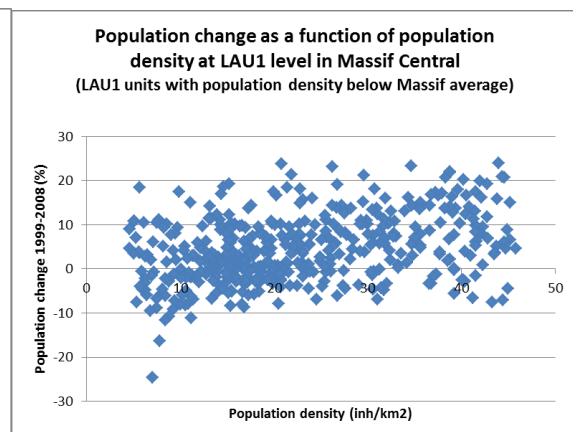
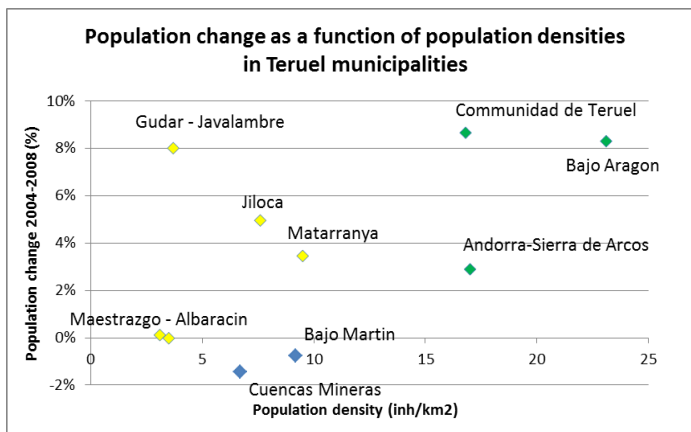


	Low population density (below 12 inhab/km ²)	Higher population density (above 12 inhab/km ²)
Population decreasing	Severely depopulated areas	Declining areas
Population increasing	Recovering areas	Dynamic areas

If we represent our partner regions study areas **population change** in the period 2004-2008 as a function of **population density**, we obtain the graph below, showing to which category each partner region research area (mountain areas) could be associated.

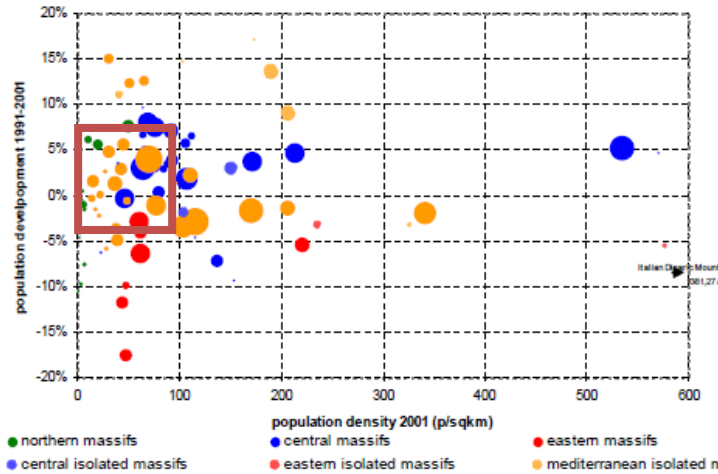


Looking into **individual sub-regions** would now bring a more detailed picture for tailored local and regional policy. For example, if we represent population change as a function of population density in Teruel municipalities we find variations. Doing the same at LAU1 level in Massif central less densely populated counties, we observe a wide variety of situations, with LAU1 units belonging to all four categories (source: INSEE-RP, Mountain Observatory).



A similar representation was used in EC (2004) “Mountain areas in Europe”, covering a much wider range of figures (the red square corresponds to our partnership graph).

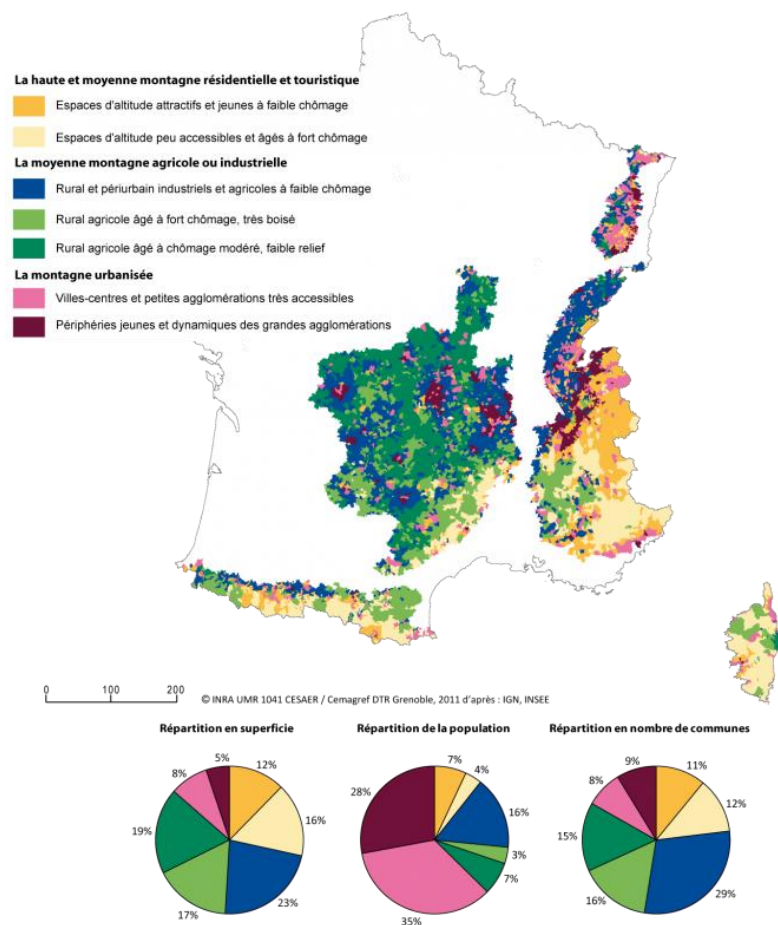
Figure 5.15. Change in population 1991-2001 and population density, 2001 per massif



Seeking to further deepen the analysis in the framework of future projects, other factors like level of economic diversification and age structure could be taken into account in a more complex typology.

This sort of mountain typology has been developed in some partner countries, like in France where DATAR has defined a mountain typology³ representing 3 categories of areas:

- High and medium residential and touristic areas (yellow): dark yellow representing young attractive areas and light yellow ageing and less accessible areas
- Agricultural and industrial medium mountains:
 - Rural and peri-urban with low unemployment (blue)
 - Rural agricultural ageing with high unemployment (light green)
 - Rural agricultural with moderate unemployment, low relief (dark green)
- Urbanised mountains:
 - City centres and very accessible small agglomerations
 - Young and dynamic peripheries of large agglomerations.



³ <http://www.datar.gouv.fr/observatoire-des-territoires/es/typologie-de-la-montagne>



c. Different groups within mountain populations to target in regional policies?

The trends that we observed in the data collection and the way regional and local authorities act to counter depopulation trends lead us to define different **target groups** for formulating strategies to increase attractiveness of mountain areas.

We propose to differentiate the following groups depending on **age, gender and origin**.

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>		
		M/F	Working age adults - domestic	working age adults -	
	Retired	M/F	Retired people		

Depending on the picture revealed by the initial diagnosis, one mountain locality or region should be able to decide **what groups should be at the centre of their strategy**.

In the following chapter, we propose strategies to increase attractiveness of mountain regions for these different target groups with indicative actions that can be undertaken, inspired by the good practices collected from partner regions on education and training, territorial marketing and economic diversification.

Regions seeking to deepen their analysis could consider refine the typology a little more, trying to distinguish for example permanent inhabitants and temporary inhabitants and looking at their own reasons to stay or leave. We have identified for example the following more detailed categories⁴:

- Permanent inhabitants:
 - Mountain peri-urban migrants (people who move a little further away from the city centres)
 - Returnees (those who were from the mountains and come back there)
 - Creative class (people who can easily work remotely thanks to ICT, artists...)
 - Immigrants for condition
 - Neo-rural
 - Multi-local dwellers
- Temporary inhabitants
 - Second home owners
 - Seasonal workers...

⁴ For more details see Corrado F., (2012), “What demographic trends has been observed during the last 20 years in the study area?”, Dislivelli Newsmagazine on line, n. 30, www.dislivelli.eu ; Corrado F., (2011), “Il fenomeno dei nuovi abitanti nelle Alpi e in Europa” in Dematteis G., eds., Montanari per scelta. Indizi di rinascita nella montagna piemontese, Franco Angeli, Milano



Chapter 2: Integrated strategies to fight depopulation

As we have seen in chapter 1, depopulation affects to a varying extent different population groups and the PADIMA partnership considers useful to approach strategy formulation 'target group by target group'. Addressing a specific group of people at once would permit the development of specific measures intended to improve the quality of life quality of those people and to reply directly to their expectations using appropriate tools and actions.

In this chapter, we will provide suggestions, for each target group, on:

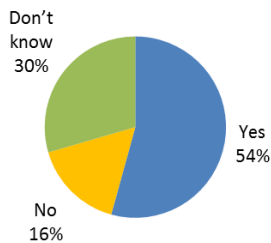
- **How to define a strategy to improve attractiveness of the mountain region for this specific group**
- **Main objectives that should be formulated**
- **Ideas of key actions to implement**
- **References to best practices that have been identified in PADIMA.**





1. Strategy to increase mountain attractiveness for young people

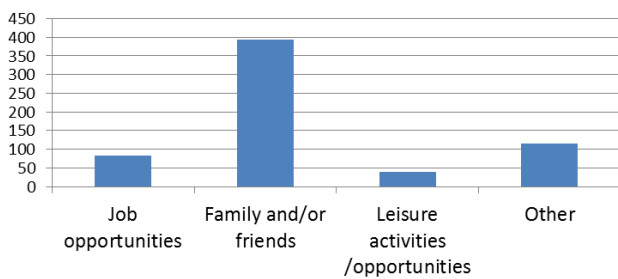
Would you consider living in your region when you have finished education?



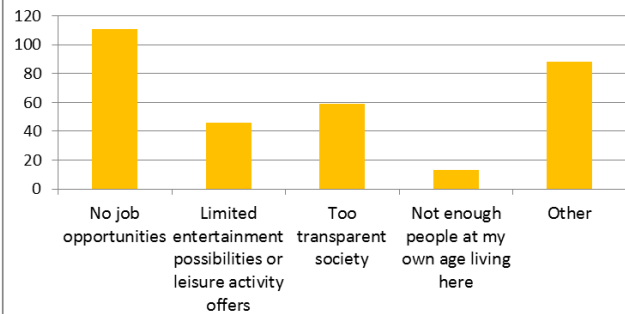
Young pupils in secondary school have been surveyed in 4 PADIMA partner regions on their vision of their future in mountain regions⁵. In these surveys, we have seen that, maybe counter intuitively, **young people are quite positive about living and working in mountain regions**. When asked if they would like to live in their regions after finishing their education, only 16% reply negatively.

Exploring the reasons which make them rather positive or negative, we discovered that **'families and friends' are the main reason why they would stay**, and **'lack of job opportunities' is the main reason why they would leave**.

If yes, what would be the most important reasons?



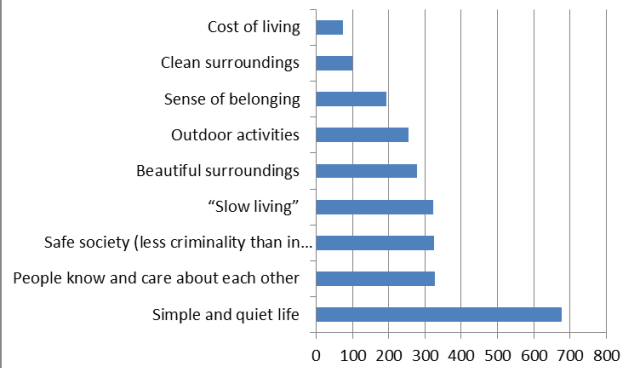
If no, what are your reasons?



Digging a little further, young people rank the reasons why they care about living in mountain areas as shown in the graph below. A quiet way of life, in a place where people care about one another, well connected with nature is what they appreciate the most. We can therefore expect these values are those which can drive their education, professional and life choices in the future, if they are not distracted towards other values as they move for their studies, which they often have to do.

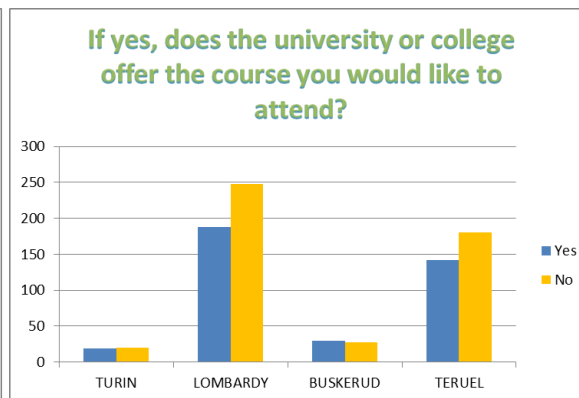
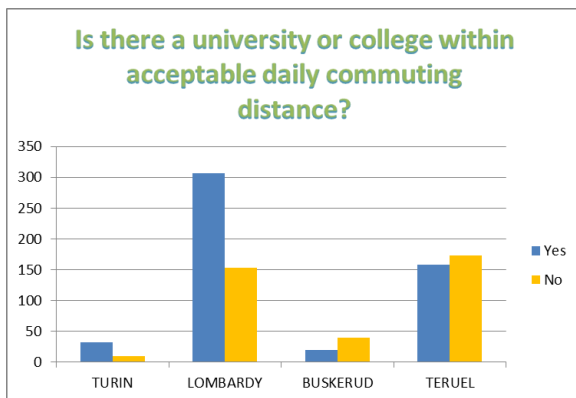
Indeed, **due to the time-distance to schools and universities or to the low diversified offer of education at local and regional level, many young pupils need to leave home at the age of 14-16**. Pupils also mentioned that the university branches present at the regional level do *not* always offer their preferred courses⁶, so pupils who have not left by their 16th year, would leave once they start University. Once they have left, many of these young people will find a first job in the city or the area they are already living in and they will not go back to their homes. There is a significant body of research and empirical evidence suggesting that the geographical location of an individual's first job after finishing (higher) education determines, to a large extent, her/his future place of residence. Our observations from PADIMA confirm that trend.

What main qualities of life do you appreciate most?



⁵ Surveys carried out in the 1st semester 2010 with young people aged 14-19 years, doing their studies in 5 regions. Pupils were asked about their opportunities for education and jobs in the region – 97 respondents in Secondary School (35 from the province of Turin and 62 from Buskerud County) and 992 in the Upper secondary School: Turin (47), Lombardy (481), Buskerud (62), Teruel (402).

⁶ But in Buskerud and Turin there is no clear tendency. Italians and Spanish must travel less than 2 hours to find their preferred course, while Norwegians have to travel over 2 hours.



It seems thus obvious that, to meet the challenge of depopulation, mountain regions **need to get young people to choose to live in the mountain areas**. In addition to this, the **in-migration of young pupils/students** (what we will call the subgroup of “young migrants”) should be looked at as a key element to examine in regional policies, trying to rebalance the age structure as well i.e. to attract young people as much as retired people.

Strategic objectives

We recommend thus each region to consider the following **strategic objectives** when it comes to mountain attractiveness to young people:

- **prevent selective out-migration** of young people
- **provide young people locally with the education they desire** so that they do not leave for their studies
- **ensure that young people are fully aware of the career opportunities** the area can offer, so that they come back in case they leave
- use the **education system as a vehicle to prepare young people** to enter and develop the local economy
- **promote quality of life** as a reason to live in mountain areas
- seek to **attract students from other areas** which would eventually stay afterwards.

Key actions related to education and training

In terms of concrete actions, in order **to maintain young people in one area**, several things seem important and need to be ensured by the appropriate institutions. First of all, action needs to be taken in the field of education and training in order to:

Diversify the offer of education and vocational training available

- **Offering a larger offer of specialisations, better adapted to young people’s expectations**

For the moment the education offer in the study areas tends to be too general, or too much oriented towards traditional ‘mountain’ sectors like agriculture, wood, tourism or industry. **Young people manifest today an interest for ‘modern’ sectors**, like ICT or services and the enterprises in mountain areas working in these “modern sectors” report having difficulties in recruiting skilled staff. Schools, universities and training institutes in the mountain areas need to offer education in a much bigger variety of sectors, as this will permit to a number of young people who leave now to be educated locally and to work locally.

The province of Teruel is Spain is a front runner in that respect, with several initiatives of training and education developed. We mention here the creation of the classes in car maintenance, electricity, management and computing created at the Secondary School “Southern Aragon” (Good Practice 1, WP1), that interest many young people and permits them to work locally.



- **"Relocating" branches of university or specialisations in the rural and mountain areas**

Universities tend to be increasingly concentrated in big agglomerations and to provide 'place-blind' education. It is the exact contrary that we must seek to increase mountain attractiveness: **open and maintain centres of academic excellence working in close relation with the realities and specificities of mountain environment and economy.** We have noticed successful examples in partner regions and there are many more outside the partnership. Certain universities have chosen to develop specific courses in rural and mountain areas in order to attract themselves new students and to work on specific issues important for these areas.

In the province of Teruel, for example, a training class has been created for young curators and restorers under 25, to work on Paleontological issues directly on site (Good Practice 5, WP1). The Hedmark County as well developed several branches of higher education in the following fields: engineering, nature and cultural tourism, law, finance and creative use of the ICT in kindergartens in the municipalities of Tynset, Røros and Trøndelag (GP 38 WP1).

- **Using the Information and Communication technologies (ICTs) to provide access to specific courses via distance learning and foster business creation by young people**

Access to diversified higher education is made difficult by several factors. Firstly a critical mass of students is often lacking to offer courses in a specific specialisation. Secondly, students have to travel quite far and finance housing far away, which is not always possible. Many young people stop after secondary school as a result. And finally teachers are not always accessible locally. **ICT have a great potential to shrink the distance between potential students, teachers and education content.** Much has already been done in this field and insisting on this might seem repetitive for some actors. But it is massively important, at education level as well as at business creation level.

In 2002, Dalarna University started to offer distance learning for county residents with the objective of permitting them to learn without leaving their social environment (GP 21 WP1). What started with 5 courses and a nursing programme became today the rule at Dalarna University: all programmes and courses in the area that do not require practice during the class (but also health and social care) are offered today via internet based learning. Students from 62 countries attend the course (with a majority of Swedes living abroad) and through these classes learn not only science, but also about what is happening in Dalarna.

ICT have a great potential to shrink the distance between potential students, teachers and contents

Provide education opportunities in coherence with local businesses' job offers and with regional specificities

The surveys undertaken by PADIMA partners both with students⁷ and enterprises⁸ identified a **big mismatch between the offer of jobs available in mountain areas and the training courses proposed** to young pupils. We identified also in some cases that young people can have a distorted image of some economic sectors or are poorly informed about job opportunities in their region. There is a need to **connect well the enterprises' needs with the education and training sector and to enhance communication between businesses and schools.** Several partners have taken action in that respect.

It is the case of Buskerud County who organised a joint platform for wood enterprises and young pupils (GP 33 WP1): wood industry representatives have presented their profession and interested young pupils to the sector by letting them design and produce their own little furniture. The practical exercise attracted 30 applications for new internships/jobs from pupils who were not initially planning to work in wood/crafts. The meetings have been repeated several times and within the partnership, this initiative attracted the interest of several regions (province of Torino, UCCIMAC, Dalarna and ERSAF).

⁷ Same survey cited earlier

⁸ The survey of enterprises has been carried out in the 1st semester 2010 in 6 regions: Lombardy, Turin, Massif Central, Teruel, Hedmark and Buskerud and was answered by 61 respondents. The sector and the type of enterprise varied from one region to another.



Focus on young migrants: how to use education as an attraction for young people?

Schools and universities are a good way of attracting young people to mountain areas that would become young workers afterwards. As many young people choose their first job close by/in the area where they have studied, attracting students is a good strategy to increase the number of potential future inhabitants. There are several ways to improve attractiveness for students and young workers.

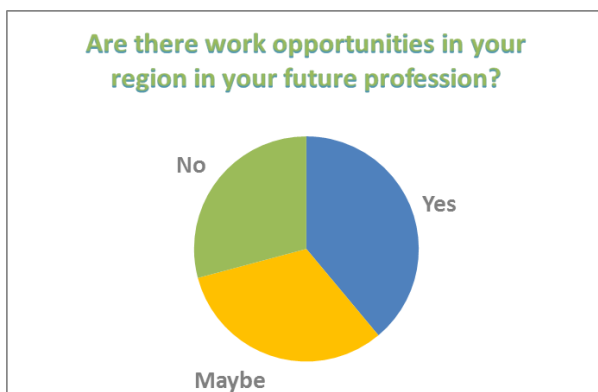
First, a **clever use of ICT** can help to attract students from outside the area: through the classes followed remotely, students also have the opportunity to find out more about an area they did not know about before. Maybe they will decide to take an additional year of studies and to do it on-site this time. Or maybe they can find out about job opportunities on-site through the website of the university or of university's partners.

Secondly, we believe a good way to attract new (foreign) students to an area is to develop **partnerships between universities**. We have not encountered in the good practices examples of partnerships with foreign universities, and we consider this as a gap and a potential to be exploited further by all partner regions.

Key actions related to territorial marketing

Beyond the improvement of the offer of education and training, retaining young people or attracting young migrants also depends on the capacity of the territory to **communicate positive values** to young people. They must be proud of their area of origin and convinced they have opportunities awaiting them. To try to reach that objective, we believe the following key actions are of outmost importance.

Raise young people's awareness on education and career prospects in the area



We introduced earlier the results from surveys undertaken with pupils and enterprises showing a mismatch between young people's expectations regarding work opportunities and the offers available at local level. **But results also show that pupils are not always well aware of the possibilities or can have distorted images of some economic sectors.**

To be positive about mountain areas, young people need to be aware of the existing offer of education, of the jobs they could get after graduating, of how to contact businesses.

Two key actions seem essential and are illustrated with good practices from the partner regions:

- **Since school, inform pupils about the job offers available in the area and about the needs of enterprises**

This is successfully done in Hedmark, where the **regional youth enterprise organisation** (Ungt Entreprenørskap) creates networking opportunities directly between high school pupils and regional enterprises in order to inform the pupils about job opportunities in the area. This way, when they grow older, they will know what jobs they can find in the region (GP 37 WP1).

- **Inform about the specificities and advantages of training and education provided locally**

In region Dalarna this is part of the regional strategy to promote the territory. Dalarna branding strategy included a **specific programme dedicated to young people**, "Contact 3" where amongst other things the education and training offer available in the different municipalities was highlighted. (GP8 WP2).

Improve and promote quality of life in areas that are important for young people

As we saw previously, a large majority of young people interviewed is positive about living in their region in the future, and what they appreciate the most about living there is the **warm social life**: "family and friends" and that people know and care about each other; **a diverse and accessible offer of outdoor activities**, and the fact there is **less criminality than in big cities** are cited as well. **So it seems young people are quite aware they can get a good quality of life in mountain areas.**



However, there are some distinctions between men and women. A lot of well-developed outdoor activities that are traditional to mountain areas involve men (like fishing and hunting – almost exclusively reserved to men). Young women need a wider cultural horizon and are more likely to leave if the offer of cultural activities is too poor. In such conditions, local and regional institutions need **to develop a rich offer of leisure time activities, both cultural & sportive. This can be achieved for example via better organisation of organisations and institutions in charge of cultural activities.**

In Buskerud County, 3 mountain municipalities decided to pool all their cultural activities and institutions together in order to develop new activities: the common museum was consolidated, a stronger marketing campaign was developed using a new brand “the Valley of Artists” and various courses were developed for actors involved in promotional activities (GP 25 WP2).

Promote positive achievements of people from the area: make young people proud of their area

We have collected through PADIMA quite interesting examples of marketing campaigns communicating well about the specificities of the area and the quality of life. However, these marketing campaigns address people from outside the area and it seems that some more efforts need to be put in **targeting more specifically young people from the area by making them proud of their origin.**

We have one example coming from Hedmark, Norway, (GP4, WP2) where the regional authorities have used in the marketing campaign “local heroes”, successful young entrepreneurs, as a teaser for new comers and indicator of the dynamism and opportunities in the area.

We believe more potential exist locally and regionally to look for **successful “regional ambassadors”** and raise the confidence of young people in their capacity to have a successful life in mountain areas.

Key actions related to economic diversification

Last but not least, to stay in mountain areas, young people need to find jobs. The survey conducted by the partnership with young pupils in upper secondary school shows that **a small majority of pupils is optimistic about work opportunities when they finish upper secondary school**, except in Teruel. The respondents do not point out the tourism or the classical industry as the sector with most possibilities for them⁹ and would rather have wider opportunities. Those who will take higher education have decided upon their future profession. They are uncertain, but rather positive about finding work in the region after they have graduated. How to facilitate young people integration in the economic sector?

We recommend thus regional authorities to:

Support the recruitment of young people in local businesses

Matching businesses’ needs with the local offer education of training, as exposed earlier with the example of the technological platform between young people and wood enterprises (GP33 WP1) can ease recruitment. In addition, some actions kind be beneficial like the development of a **complete and well-advertised platform of available jobs**. Businesses should be involved in them and advertise their positions easily.

Dalarna Region has established in 2009 a regional platform for cooperation between education providers, industries and labour market partners in order to improve the match between the education and labour market requirements (good practice 23 – WP1). The competences platform ensures that education institutes deliver the classes needed by main employers and avoid a skills shortage in the area.

Foster young people creativity, encourage entrepreneurship and simplify the business creation process

In Hedmark the initiative SANN (School, employment, local environment, innovation) (GP39 WP1) developed by the county and the Koppang High School, focuses on giving students in the first year of high school the opportunity to reflect and to create products in work related situation, not only in an educational environment. Students can do short internships with a specific innovation related objective. The programme is running since 2002 and has had a big success both in terms of involvement of young pupils (+200% growth) and teachers, but also by increasing pupils’ self-confidence and capacities.

⁹ For those who chose a sector: In Buskerud they chose tourism rather than industry. In Lombardy they chose industry rather than tourism.

2. Strategy to increase mountain attractiveness for working age people

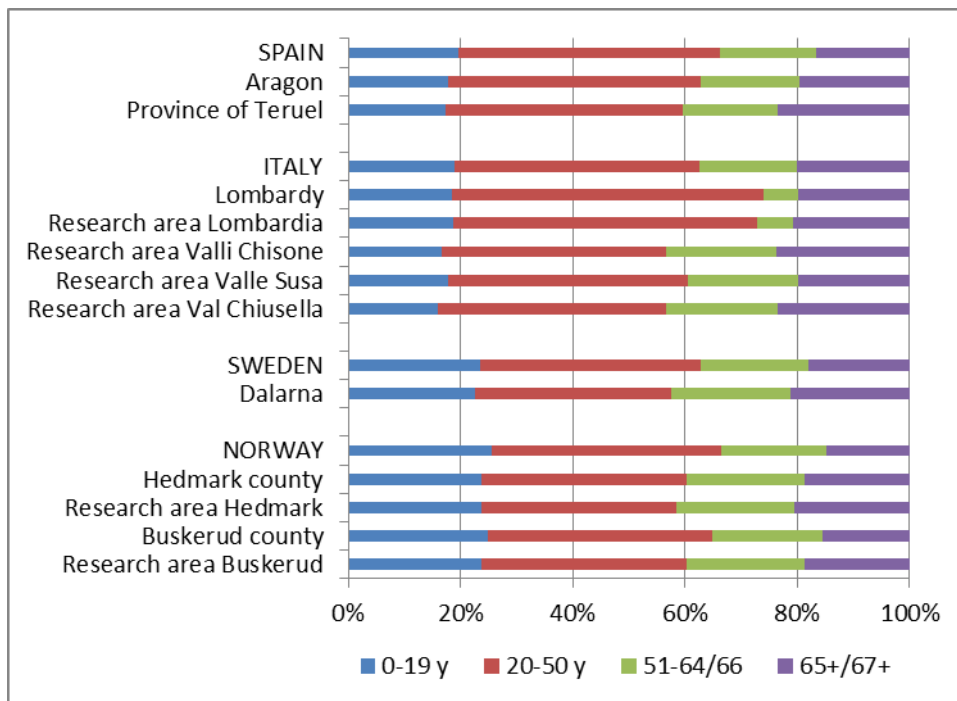
A good proportion of working age population, balanced in gender, with different cultural and professional backgrounds, is essential to a good vitality of the mountain societies and economies. We call “working age people” individuals aged 25-60/66, employed or unemployed. We think useful to segment two subgroups within this target group: **women** and **foreigners**.

The proportion of working age people in mountain areas tends to be smaller than at the superior administrative levels

We have considered that **women** need particular attention as we observed, within study areas - and within mountains in general – that the economic and social structure is not always favourable to the cultural and professional accomplishment of women. Several solutions have been identified within our good practices and we will present thus some particular objectives and tools for this subgroup.

We have made as well a distinction between working age adults who are originally **from the area**, from **the same country** or from **foreign countries**. People from the area or from the same country have been addressed together as we did not notice great differences. However, foreigners need special actions in terms of language training, competence equivalence and cultural integration. Several solutions have been identified here also within our good practices.

When looking at the following graph showing the age structure within some of the study areas (ones that have provided comparable data) we observe that it is vital to attract and settle more working age people in mountain areas both for economic reasons (contribution of local taxes that will support public infrastructures and services, development of economic activities within the territory) and for maintenance of a critical number of service users (for schools, hospitals, shops, etc.).



Graph: age distribution in study areas compared with the superior administrative units



Strategic objectives

A strategy to improve attractiveness of mountain for working age population should adopt at least the following objectives:

- **develop the local economy via business creation and transmission;**
- **foster acquisition by working age people of the skills they need to find a job in the local economy;**
- **ease recruitment in the local economy, supporting people who are looking for a job;**
- **enhance the quality of life of working age population**, especially through provision of the services they need.

We have seen in the first chapter which reasons make people move in or out a mountain region and determine they will stay. Working opportunities are on an equal level with quality of life. We will concentrate on measures that create economic and life conditions for all working age people to stay longer or on a permanent basis in mountain areas, starting with economic conditions.

Key actions related to economic diversification

Mountain areas economies must be as dynamic and diversified as possible if they want to be attractive to skilled workers. In mountain areas as well as in many rural areas, the share of services is increasing at the expense of employment in the primary sector. Our findings confirm that **the services sector is the first one in number of employees in all areas and in number of enterprises in 4 areas out of 7**. 29 good practices in economic diversification have been identified and analysed by the PADIMA partnership. The result of this analysis can be read in the report “ [PADIMA project – Economic Diversification – Final report and policy recommendations](#)”. We will only mention here the general actions that seem relevant for our target group.

Services is the biggest emerging sector in mountain areas

Within the study areas, some regions have carried out **broad programmes, with an integrated territorial approach with the aim of supporting a wide variety of new activities**, not sectorially focused. This has given successful results.

We can quote for example the Mineral Plan in the Province of Teruel, supporting business development in alternative sectors to the closed mining activities. In support of this programme, the Association for the Promotion and Business Development of Teruel Ltd. (SUMA) has been created with the aim of supporting the investment and cash flow for (new) companies and business involvement in the region.

The economic diversification can be fostered further through individual actions like the ones mentioned below.

Encouraging diversification at SME level

Mountain economies are dominated by small businesses, often operating in traditional sectors. Diversification strategies can target the provision of new products by these companies or these companies can expand their activities beyond their traditional sector. This must be encouraged.

A good example is the cooperative Ardelaine in Ardèche, Massif Central. Ardelaine is a success story of innovation: in a declining, traditional sector (wool processing) a group of workers of a closing enterprise have gathered in a cooperative to reorganise the factory (1982). They have decided to insist on the patrimonial value of the buildings they have inherited, on the traditional aspects of wool production, on the new methods of product creation and selling methods. Thus they have started with the production activity but diversified further in the cultural sector (creation and management of two local museums) and touristic activities (opening of a bookstore cafe and a restaurant for the visitors, management of several shops and several collaborations with the Regional Natural Park Monts d'Ardèche).



Encouraging the entrepreneurship and simplifying the business creation process

A lot of reflection is on-going on that aspect considered as pivotal to boost European economy in the context of the economic crisis. As a result, we expect to see quite a lot of initiatives at European level. For example, the Programme for the Competitiveness of Enterprises and SMEs (COSME) should run from 2014 to 2020, with an expected budget of €2.5 bn (currently under negotiation). There are probably chances to take for mountain business-men and women.

This program should:



- Facilitate access to finance for Small and Medium-sized Enterprises (SMEs)
- create an environment favourable to business creation and growth
- help small businesses to operate outside their home countries and improving their access to markets

The main beneficiaries should be existing entrepreneurs (small businesses in particular) who will be given easier access to funding for development, consolidation and growth of their business as well as **future entrepreneurs** (including young people) through assistance in setting up their own business. **The regional and national institutions** will be targeted as well with the objective of simplifying the administrative burden in business creation and creation of tools for effectively reforming policy. For more information visit: http://ec.europa.eu/cip/cosme/index_en.htm

We encourage regional authorities to increase their knowledge and ownership on this programme.

Ease recruitment in local economy and help businesses find their ideal workforce

The surveys with businesses and public bodies (in their quality of employers) done by the partnership have confirmed the fact that, even though the offer of jobs within mountain areas is already diversified, **enterprises do find difficulties in recruiting skilled staff** that would stay. To ease recruitment, we suggest the following actions:

- **Advertise available jobs through well updated platforms**

Platforms of available jobs will ease the contact between business and job seekers. PADIMA partner regions have developed several initiatives in that respect. One of the success factors for this type of communication is the involvement of businesses: **they need to be involved actively, to gain ownership of the concept, and to advertise their positions systematically and easily.**

In Buskerud County, through the “placement and immigration programme” (GP19 WP2) six municipalities of the mountain region have put their efforts together to create a platform of job offers available for people who look for a job in the region. People working on the initiative have reported that the biggest challenge has been to get involved all type of business and to propose a variety big enough of job offers (most of the offers they got were for unskilled jobs).

- **Accompanying the partner of a person moving in to find a job or to create a business**

Through PADIMA good practices we have noticed that we can talk about successful and long term settlement only if both partners of a couple have satisfying professional opportunities in the area. Distance work is not always suitable in the long run and companies risk losing time and money with short-term employees.

In region Dalarna, Sweden, the Teknikdalen Foundation and some business have created a public-private association The Recruitment Consultancy which has the aim of facilitating the recruitment of husband/wife of people already working in the mountain area (GP12 WP2). The company reports to the Recruitment Consultancy

Couples settling in mountain areas often need two jobs. Helping the partner in his/her job search secures a longer stay



information about the partner of their employees who are in the search of job. Further to a personal meeting, the recruitment Consultancy will help the candidate to target the right companies in the area and will contact them as well, forwarding the application with a recommendation.

Key actions related to education and training

Having interesting job opportunities for both partners is a pre-condition for settling of working age people in mountain areas, but is not sufficient. We have found that the availability of services is also crucial, especially when it comes to childcare and broadband, but for all services in general. We will detail here only the provision of education and training services for working age people and their children – aspects we have studied in depth through the project.

Provide working people's children with sufficient childcare and education services

Mountain municipalities are in general confronted to difficulties in providing education facilities in small municipalities. In some countries like Romania (not partner in this project) the national authorities try to centralise kinder gardens and schools in the closest cities or in big villages. But young people need to take the bus for some 30 minutes twice a day, even in the very early ages. This requires additional expenses, organisation within families and a lot of additional stress and tiredness for children. In the long run, families move to the city and mountain areas loose people. The partnership has also visited a school in Hedmark who opened a class for just 2 pupils. Although the situation can be difficult, **innovative solutions exist**, and those highlight the specificity and the quality of life existing in the mountain areas.



In province of Torino (Italy), several medium farms located in the mountain area have created a service of kinder garden / nursery for children aged 0 – 6 years from the villages and cities around. Farm keepers follow a specific training and the farm building needs some adjustments in order to offer a proper room for small children. This type of farms is very appreciated by parents as on one side it keeps the continuity of educational services in areas where essential services can be difficult to guarantee and at the same time offer to children, in addition to a classical educational experience the opportunity to discover the environment where they live through the contact with nature (fruits, vegetables, animals..), its observation in different seasons and a development of their creativity and 5 senses. The settlement of this kind of kinder gardens in Torino was financed only by private funds (farmers); for families it represents no additional cost as compared to a classical private kinder garden (thanks to a regional aid from the province of Torino equivalent to 20% reduction it is even cheaper). However, an important barrier was encountered in Italy – the procedure to establish such a kinder garden can take 3 years of bureaucratic work.

Diversify the offer of training to allow people to improve their skills

Lifelong learning, the "lifelong, voluntary, and self-motivated" pursuit of knowledge is today needed for either personal or professional reasons. As such, it not only enhances social inclusion and personal development, but also competitiveness and employability. But it is **not always easy to access life long-learning when living in areas with a low population density** and even an even lower density of training institutions.

- **Establish specific training centres**

In Dalarna, Sweden, the Salen learning centre **offers diverse possibilities for life-long training** (GP 28 - WP1). This learning centre became necessary in the context of the area's development as major touristic area with important needs to recruit and to retain skilled staff. The learning centre offers locally a large choice of secondary education for adults and students – with particular accent on skills and certifications needed within the regional touristic sector – main employer. It was noted that thanks to the



complete offer of training some people have been able to cumulate several competencies, which permit them to find jobs year round within Salen municipality. In Hedmark County, Norway, Trysil Academy (GP34 WP1) offers a wide range of competence rising courses with the same objective as in Dalarna.

- **Provide targeted on-site training**

But sometimes it is not possible to have an offer of local training close by and enterprises or individuals have to spend big amounts of money to have the training they need, outside the area. This was the case in Massif Central, France where the small and medium sized enterprises had difficulties in sending their employees to big cities to get the training needed to continue their activities.

The Chamber of Commerce and Industry of Lozère developed a range of some 300 **training programs they proposed to organise within companies, on-site** (GP11 -WP1). The programmes have been developed in close relation with companies in order to reply to their expectations. Of course, once developed, courses have also been offered to several companies at the same time to reduce training costs.

- **Encourage companies to better use ICT to offer employees professional training**

In Massif Central, the Chamber of Commerce and Industry Auvergne has developed a method of remote training, preventing unnecessary travel and bringing training closer to companies (GP10 - WP1). The objective is to diversify the teaching methods and to permit trainees to advance each at their rhythm and availability. This training method has been very appreciated by the business sector as effective and cheap, but users have stressed that it is effective only in specific fields (technical, related to initial training). Remote training is a complementary approach to classic pedagogy, which nonetheless can replace it.

- **Encourage adults and enterprises to diversify and to offer innovative training, taking better stock of regional strengths**

We have underlined earlier the diversification brought by the agri-schools for young children in Torino Province. Province of Torino has encouraged as well the creation of didactic farms (GP didactic farm - WP3) which implies having farmers getting familiar with introducing students and teachers to rural activities (environmental education, product culture, etc.). For more information, refer to the Good practice guide on economic diversification, page 94.

Key actions related to territorial marketing

In addition to quality services, mountain areas need to improve their image and to promote more the quality of life people can access when they choose to live there. From a territorial marketing point of view, three types of actions seem essential in order to settle working age people:

Promote the area as a nice place to live and work

It is essential to involve all regional and local actors in the development and communication of a **positive image of the area**, associated if possible with symbols, a logo, a motto, something defining an identity. Then inhabitants must be the first ambassadors of their area: they must know about their region and communicate positively about it.

- **Training Ambassadors of the area**

In province of Teruel and in Hedmark County two training actions (GP8 in WP1, GP35 in WP1) designated to the attention of people working in touristic sector have aimed at developing firstly the knowledge people have of their own region and then, forwarding in an efficient and appetising way positive information to clients, friends, tourists, etc. These actions have encountered a lot of success firstly amongst the “students” who became prouder of their area, and had, further, positive impact on the image of the territory through contact with tourists and new-comers.



- **Marketing campaigns and welcoming policies**

Marketing campaigns are also very useful to promote the quality of life in the area –examples from PADIMA territories are numerous in that sense, be it from *France (welcoming policy in Limousin region)* or from *Sweden (Regional Brand of Dalarna)*. In addition to raising the awareness of the target audience on a territory, attracting new inhabitants within the area, marketing campaigns have a positive impacts on current inhabitants as well, making them proud of living in an attractive area.

- **Communicate well the job offers available in the area**

We have insisted within the first part of the strategy on the interest of having a dynamic and diversified economy in order to attract new inhabitants and to settle the existing ones. The available positions must be advertised properly, both within the area and outside through networks, job fairs, Internet platforms, social media's groups, etc.

Region Dalarna, through Welcome and relocation service (GP21 WP2) gives potential migrants information about positions within the county, housing opportunities, both using traditional channels (job fairs, newspapers) and innovative ones (phone calls, animation on social medias etc.)

Strengthen links with people who have moved out

People who have moved out are not necessarily final about their decision. They might come back. And while they are away, they talk about the region. For both these reasons, it is important to develop "institutionalised" relations with the diaspora: keep them informed about main news happening within the area, about the working opportunities and main projects developed recently, etc.

In region Dalarna, Sweden, through the campaign called "Contact" (GP3, WP2) the region has actively involved inhabitants of the region (by asking them contact data of their relatives, friends who have left the region and involving them as ambassadors of the regions in the further contacts with the diaspora).

The "MoveHere" campaigns organised in Hedmark have been also quite successful. Politicians from the municipalities have all called people who had moved out, on the same day, to tell them they were missed and tell them also what sort of life they could get if they came back. Some people moved back as a result!



Focus on foreigners

In addition to the different points highlighted here for all working age adults, some specific actions are needed for foreigners in terms of language training, competences equivalence and cultural integration. Several solutions have been identified within our good practices and we will present the most significant of them here.

Teruel Province as well as Dalarna region have developed specific training courses to the attention of immigrants arrived recently in the country and who needed language classes or specific competencies to find a job easily (GP6 and GP 20 WP1).

In terms of cultural integration, several new comers in the study areas of the project have stressed the role that "immigrant hosts" working within municipalities in mountain areas have in helping new comers to settle down (through assistance in administrative tasks, but also facilitating contacts with inhabitants of same profile, etc. GP 22 WP2).



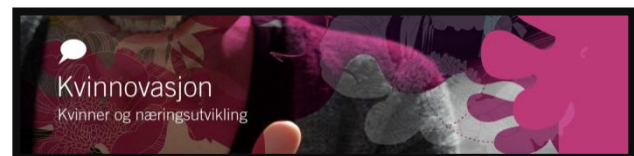
Focus on women

As said earlier in the report, the long-term retention and installation of women in mountain areas represents an additional challenge. Each region wanting to increase its demographic dynamism shall add to its strategy the following strategic objectives: **prevent selective out-migration of women and take full advantage of women creativity to diversify and strengthen the local economy.**

To permit a professional accomplishment of women, **their involvement in the local economy needs to be fostered.** Within PADIMA, partner regions have taken action by supporting the development of niche sectors in which women could get a job/create a business.

The initiatives Albergo Diffuso di Ornica Bed & Breakfast, in Lombardy region – WP3, or the Route of the Iberians in Southern Aragon GP9 in WP1 have contributed to the employment of women in the touristic sector, developing at the same time the highlight of the area.

*The initiative **Womeninnovation** from Buskerud, Norway presented in WP3 has put the accent on the **specific creation of business by women** (in a context where at national level only 28% of the entrepreneurs were women, even less in mountain areas). The initiative involves several aspects and is about **competencies development, networking and product release on the market.** The “classes” and research activities are specifically tailored to women interests: they explore design sector, social medias, human resources development and permit local adjustments to the community for increased chances of success. After a first year, the result indicators of the programme were very encouraging (20 business creation, well-known companies “wanted” even in Oslo) and this permitted the continuation of the programme.*



3. Strategies to increase attractiveness of mountain areas for retired people

One could say retired people are sufficiently numerous in mountain areas, where ageing is significant as a result of selective out migration of young people. Attracting retired people is therefore not necessarily an objective as such. BUT, mountain areas happen to be attractive for retiring people because of the quality of life they provide. And retired people are in many cases wealthy, in demand for services, and likely to contribute to the local economy. PADIMA partners have reflected on how to turn this attractiveness for elderly people as an opportunity.

Strategic objectives

Regions interested in this target group should include in their strategy the following objectives:

- To **take full advantage of economic opportunities arising from a high proportion of elderly people:** development of related economic sectors (health care and everyday services), and volunteering;
- To seek to provide a **sufficient level of public and private services** to retired people;
- To **develop inter-generational links to strengthen the mountain community.**

Specific key actions

A lot of what has been said for working age people in terms of territorial marketing and promotion of the quality of life works equally for retiring or retired people. The specificity of that target group lies mainly in two sectors:

- **Care services**
- **Volunteering**



Develop a high quality health and care service sector in mountain areas

Care services can be approached from two angles. Local people must be trained to provide good quality level of health and care services. And an important need for care services must be seen as the opportunity to develop specific know-how and regional excellence in that sector. A dynamic approach to these issues requires both training and innovation.

- **Qualify mountain people for care services**

In the context of an ageing population, regions need more people qualified in the field of care services. They also must use new health-care technology. With a higher number of retired people, mountain areas have a higher challenge to fulfil.

In region Dalarna, through the initiative Health and Social Care College (GP27 WP1), private employers, training providers and public authorities have decided to face the challenge of providing high quality services for retired people by training people locally. The accent is being put on practical issues: quality of the care service, attention for patients and availability of the staff. The initiative aims at developing and adapting the skills development of existing staff but also at training younger generations so that they can excel in care service. Training is provided both directly in the hospitals and on-line.

- **Develop an innovative care service sector**

The experience achieved in PADIMA study areas shows an interesting trend of migration of “young retired people” to the mountain areas where they seek to enjoy a good quality of life, proximity to nature and leisure activities while they are in good health. However, in some areas, “older-retired” people tend to leave mountain areas for cities – where they can get specialized medical follow-up and care services for days when they get weaker. To permit mountain residents to be able to continue living in their home regions, care sector needs to be reinforced: hospitals in the small cities need to be maintained. Progress allowed by the use of ICT need to be used in a more generalized way. In this sense, the INTERREG IVC project [PEOPLE](#) has provided a lot of knowledge and successful initiatives on the use of ICT: we recommend to check their website. The IMMODI INTERREG IVC project has also investigated widely on the subject of **e-health services in mountain areas** and identified several good practices reported on the [IMMODI website](#).

In the PADIMA partnership, innovation in the care sector has not been observed as such, but we have seen examples of initiatives to promote the installation of retired people; like for example the municipality of Rättvik, Sweden, that attracts older retired people from the big cities by combining the attraction of beautiful surroundings and lively culture with a good network of hospitals that they market proactively.

Promote inter-generational links through involvement as volunteers

- **Promoting volunteering in the education and training sector**

Retired people have a great experience of life. **They are knowledgeable and skilled in many fields. They have energy and spare time too and some are interested in remaining active, in contact with younger generations.** As a result they often get involved in cultural activities, non-governmental associations and leisure clubs. The report elaborated during our territorial marketing survey showed the importance of volunteering work in mountain areas, where the links between generations are stronger than in other areas.

Furthermore, we imagine retired people’s volunteering can have a positive impact on education of young people. Several things can be envisaged: migrants from abroad could give language classes in their mother tongue language, successful retired specialists can intervene in technical classes bringing specific insights and highlights on things and attitudes that matter in the professional context. They can give hints on how to find a good job and how to keep it, etc. We see here a lot of interesting opportunities to be studied in a context of “transfer of experiences between different generations”.

PADIMA partners have not identified specific good practices in that respect but recognise here a potential interesting way forward. We recommend approaching this in a strategic way, with a good communication of the initial intentions, attention to the selection of volunteers; careful programming of the content of exchanges thanks to the involvement of for example responsible teachers.



- **Promoting volunteering in other sectors**

The voluntary sector is of great importance for quality of life in mountain areas and is very intense, especially in Northern countries, Norway and Sweden. This is a strong point for mountain areas as people unite and work in their own organizations for their values or interests; this is an important democratic and social development function for the counties, both from a democratic and from a social point of view.

We cannot present the total number of associations or how many volunteers are active in our study areas but they are numerous! And healthy retired people play their full part in them. Some of the associations are communicated through municipalities' websites or on the county councils websites, but that does not show the whole picture. Survey responses include a wish to utilize this force for purposes of local image-building, being part of the local identity and as a tool to improve aspects of migratory patterns, with a 'human touch' in the form of hospitality.

The benefits of the voluntary sector for the in-migratory process are quite evident and should be further exploited by the public and private organisations from mountain areas. **Making involvement easier improves the image of the community, the offer of cultural, leisure activities and would have a positive image on the quality of life in the area**, thus could increase the inflow. The logic is evident as receiving the in-migrants requires a lot of local positive attitudes, creating a basis for home-coming, returning. This can be a basis for future return migration¹⁰.

¹⁰ PADIMA Final Report and Policy recommendations on Territorial Marketing, made with the contribution of professor de Souza, Hedmark College.



Chapter 3: Main lessons learnt and conclusions: how can future regional development programmes contribute to improved attractiveness in 2014-2020?

PADIMA brings a lot of good news to the mountain areas.

The first good news is that many people are positive about living in mountain areas. And they will do provided they can combine the good quality of life associated with a natural and beautiful environment, with intense community life and with cohesive communities, with sufficiently modern infrastructures, services and work opportunities. This means it is possible to achieve territorial cohesion: it is even the will of a significant – and maybe growing- proportion of the European population. This is illustrated by the recent positive trends of population increase in several of the study areas, mainly due to in-migration: people returning from big metropolises or newcomers to the mountain areas. We must balance this message recalling that this positive recent trend comes after decades of depopulation and in areas where population density has fallen below critical levels.

The second good news is that there are plenty of good ideas out there in the regions of how attractiveness can be improved. We have tried to quote several examples of the 99 good practices identified by PADIMA and how these can be clustered into strategic approaches and key action lists targeting different target groups.

Now how can PADIMA outcomes contribute to better regional policies in the future?

The partnership has derived policy recommendations related to the three thematic activities on education and training, territorial marketing and economic diversification. We will not take the risk of oversimplifying these by quoting only some of them and encourage regional authorities to look into the newsletters and reports of these three themes. We would like to highlight however a few essential points and put them in relation with the priorities of EU2014-2020 policies and process envisaged for their implementation.

First and foremost, attractiveness of mountain areas depends on multiple factors. PADIMA has studied only some of them. Every region has its own identity, specificity, strengths and its own weaknesses. The demographic trends are not fully universal, nor are the assets of each region. An ex-ante diagnosis of the situation of the area, including demographic, economic, human capital and skills, perception, gender and age issues, is essential to formulating a sound strategy for territorial development. In that respect we recommend that the elaboration of territorial development strategies and partnership contracts for implementation of policies EU 2014-2020 relies strongly on prior territorial analysis.

This being said we observe that mountain regions share strengths that are quite clear in people minds and are related **equally to environmental and social positive attributes**. Territorial development strategies for mountain regions must secure hand in hand the preservation and smart and innovative use of the environment and the maintenance and development of modern mountain communities.

Both strong communities and beautiful environments provide a strong basis to build, restore and maintain **a positive image of mountain areas**. Working on territorial image and communication of this image via all sorts of media, including people themselves as ambassadors, or the diaspora of people originating from the mountain areas, must be at the core of any strategy for improved attractiveness. This must be organised with strong **involvement of stakeholders and cooperation between different levels of governance**: the whole community must recognised itself in the symbols and words adopted. Finally, gender issues and age-specific communication (young people, retired people) must be taken into account in a much bigger extent.

Then, policies must allow unleashing the development potential of these areas in various ways.

Creating the conditions for economies to function successfully and for people to live the modern way of life they seek is the first objective. This requires improvement of accessibility by transport and access to very efficient high-speed broadband networks. Internet can be the death of distance: it is most needed in the most remote parts of the territory. ICT are likely to solve many of the problems leading to depopulation: access to wider variety of education and training contents, visibility from



the other areas, access to e-services which cannot be provided physically for economic reasons (including health), access to culture, networking, easier relationships between people and businesses which are far away by road, improved communication towards tourists and potential migrants, territorial marketing etc...

All common strategic framework funds should be used to guarantee development and uptake of ICT by mountain people, companies and schools. This means that no cap should be put on the use of funding for development of broadband and that remote and sparsely populated territories should be central in the European digital agenda. Preventing the decline of public services is also essential and minimum service levels must be defined and respected. Solutions for cheaper, well adapted ways for service delivery must also be explored and once again, there are plenty of good ideas out there.

Then mountain development depends, as European development in general, on education, research and innovation. But the structure of the economy is specific as is the environment. To allow the full exploitation of mountain assets, to retain young students in mountain areas and to attract qualified people in mountain areas, it is essential to **support the existence of high-level education facilities and university branches in mountain areas.** We therefore recommend that member states and the European Commission insist on the **territorial dimension of knowledge creation and innovation** in the pursuit of smart growth.

As we have seen, diversification of employment opportunities is essential in mountain areas. It is a condition to meet young people and women career expectations and to attract working age population.

Policies must seek in that respect to **support diversification from traditional activities such as agriculture and forestry:** creation of new products, supply chains or new activities, different marketing strategies. We believe there is a great potential in that respect for **European Innovation Partnership** in the field of sustainable agriculture. Stronger marketing of mountain products and services is also likely to benefit the mountain areas, both directly (economic return) and indirectly (image improvement). Territorial branding associated with promotion of mountain assets should be a successful cocktail in that respect according to the EuroMARC Research project. In the definition of development programmes, authorities will have to adopt a targeted approach in that respect, selecting as best as possible the measures within European rural development and regional development regulations that are likely to bring the highest added value. All measures supporting collective approach and cooperation are likely to be beneficial.

But policies must seek also **more widely to encourage entrepreneurship development and creation of new types of businesses in general.** We learn from the good practices that this requires strategic thinking, infrastructures, and training. We have seen very interesting examples of practices targeting women innovation of young people innovation. All CSF funds will be needed to achieve these objectives and **Horizon 2020 will also have to support rural and social innovation widely.** We recommend that the ex-ante analysis carried out to elaborate programmes and partnership contracts draws and inventory of needs for support in this field. To facilitate this, regions must have the possibility to grant operating aid and investment aid to SMEs that start in mountain areas. The process of modernisation of state aids must take this into account, considering these SMEs rarely impact the single market.

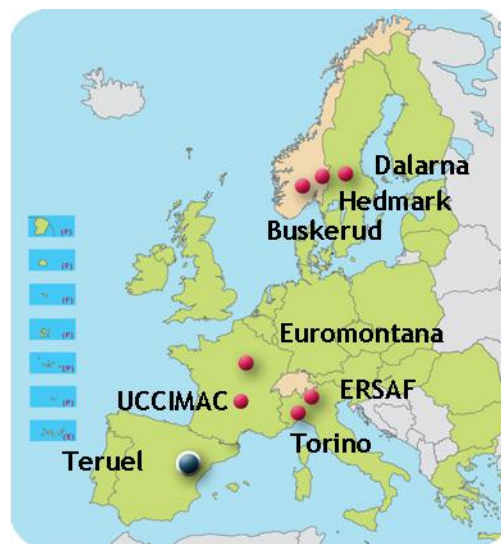
Moreover, the links between education and economic sectors, between schools and employers must be strengthened, to match the gap between businesses needs and students expectations and foster innovation. Clusters, networks, all sorts of communications must be encouraged to ease the flow of information on education and job opportunities.

Finally, we strongly believe in the **importance of working in an integrated way**, across economic sectors, across generations, across “policy fields”, across the usual segmentation urban/rural. PADIMA confirms, if needed, that actions implemented in the framework of European policies must be included in a wider reflection, in an **integrated territorial strategy.** The proposals for European policies EU2014-2020 provide for a variety of integrated approaches that can be tailored for mountain areas: joint action plans, integrated territorial investments, rural development thematic sub-programmes and community-led local development. Regional authorities must examine these possibilities carefully to build **targeted regional policies for territorial development of mountain areas integrating the objective of greater attractiveness.**



Appendix

Partner regions individual descriptions



Map: Interreg IV C Joint Technical Secretariat



Massif Central, France

Massif Central, a complex mountain range experiencing new demographic dynamism

UCCIMAC

Institutional aspects

Massif Central extends over 6 administrative regions: Auvergne, Bourgogne, Languedoc-Roussillon , Limousin , Midi-Pyrénées, Rhône –Alps. Regions, whether they are partly or entirely included in Massif Central, are involved in collective approaches aiming at its territorial development. The six regions can also be involved in specific actions/approaches at more local level (county level for example). This results in a quite complex geography from a territorial and administrative point of view, even if the Massif Central as a whole benefits from coordinated governance through a “Massif convention”.

Demographic trends

Massif Central is a middle mountain range, as large as Ireland, constituted by a mosaic of territories. It has a total population of 3,85 million inhabitants (2007), 62% of which live in mainly urban areas. The overall population density of Massif Central is **46 inhabitants/Km²** (against 113h/Km² on average in France). The Massif Central represents 15.5% of the area of metropolitan France but it was inhabited only by 6.2% of its population in 2006. The demographic weight of Massif Central has steadily declined over the years. In 1999, 6.4% of French people were living there. They were 7.0% in 1982 and 8.2% in 1962. However, thanks to a renewed attractiveness of the area, population decrease recorded in Massif Central in the past decades seems to have been stopped. In 2006, with 3,835,000 inhabitants, the Massif Central had gained almost 100,900 residents since 1999, an average 14 400 persons/year. Nevertheless, 18-29 years old people represent 43% of people moving out from Massif Central. The massif has lost 4.200 young people each year between 2001 and 2006, as a result of migration trends between other parts of France and Massif Central.

Attractiveness: are people moving in and who are they ?

In terms of age structure, we note a positive balance for all ages, especially people in retiring age, with the exception of young people aged between 16 and 24.

Table: Migration in relation with age (2001/2006)

Massif central	Movement in metropolitan France		
	Moving in Massif central	Moving out Massif central	Migrant balance
Total	268 701	218 604	+ 50 097
5 / 15	37 664	25 359	+ 12 305
16 / 24	44 259	60 761	- 16 502
25 / 39	89 646	77 882	+ 11 763
40 / 54	45 710	29 221	+ 16 489
55 / 69	36 168	15 009	+ 21 159
Over 70	15 254	10 371	+ 4 883

In terms of origin then, Massif Central is a territory with an important turnover of French people - 7,4% moving in (268.700 persons) and 6,1% moving out (218.600 persons) during the period 2001-2006, with a resulting positive balance over the last years.

In the same period, 39250 persons moved to Massif Central originating from foreign countries. The majority of newcomers are European (50%, when the national ratio of Europeans moving in is 41% only). Most of them come from United Kingdom (7.000 people representing more than 1/4 of in-migrants), followed by Netherlands (2.100 people), Portugal (1.400 persons) and Belgium (1.200 persons). New comers from Northern Africa represent 18% of migrants when the national ratio is 24%.



Where did they settle?

In Central Massif, the residential mobility is closely correlated to 3 main periods in life:

- access to higher education,
- access to the first job,
- access to home ownership.

For access to higher education and first jobs, the 3 main urban centres in Massif Central (Saint-Etienne, Limoges and Clermont-Ferrand) show the greatest attractiveness for young population, mainly students. The 3 cities have 34% of their population aged 16-25 years old – 20 points above Massif Central's average.

67% of municipalities in Massif Central saw an increase of population between 1999 and 2006, and this was related to the access to houses at attractive prices. Most of the people buying a house and moving to Massif Central stay there and 78% of the municipalities having gained population observe a positive balance between in and out migration. More generally, we can also observe great differences in annual population fluctuation between mainly rural (+0,8%) and mainly urban (+0,2%) areas in terms of apparent migratory balance in the same period.

What is important for people who wish to move in?

The “Aconcagua” survey done for UCCIMAC in 2000, mention some of the criteria that were determinant in the relocation of business executives who would like to move:

- 1) Possibility to find jobs easily,
- 2) Housing supply and prices,
- 3) Ensuring broadband access,
- 4) Landscape quality,
- 5) Inhabitants hospitality and friendliness.

Nevertheless, today, it appears that in Auvergne the internet coverage is the first demand and children care services arrive immediately after, for family choices.

What do migrants bring to the territory?

A survey undertaken by CEMAGREF and the Regional Agency for Territorial Development of Auvergne in 2010 explored the economic impact of new migrants in Auvergne region between 2001 and 2006. Here are the main outcomes:

- New inhabitants have spent directly on the territory where they moved in, on average, 70 millions €. Figures vary from 20 million € for the less attractive territories to more than 300 million € for most attractive territories such as “Grand Clermont”. But if we calculate the contribution for 100 new entrants in each territory, the hierarchy changes because it better reflects socio-professional categories of the 100 newcomers, which are very country specific (for example: students...).
- In terms of employment, newcomers permit to create or to maintain an average of 6% of local employment if we take into account direct and induced effects.

More generally, migrants also:

- create and acquire companies or activities, bringing their own investment capacity, or
- contribute to the maintenance of schools or shops (critical mass) from a social point of view,
- diversify the activities in the area and contribute to the cultural life by getting involved in local associations and also by bringing new mind-sets.



Dalarna County, Sweden

Institutional aspects

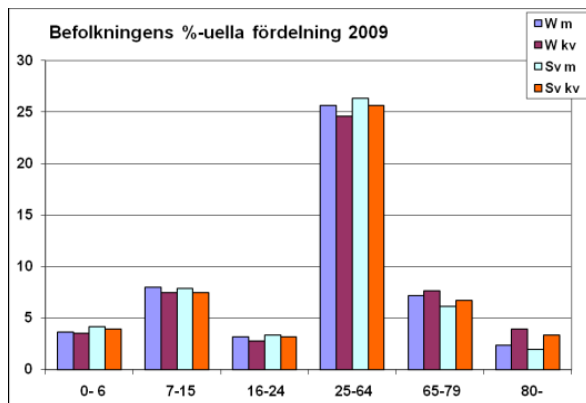
The county of Dalarna consists of 15 municipalities and the whole territory was taken into account for surveys carried out in PADIMA as the thematic was relevant not only for the two “strictly” mountainous municipalities but for the whole region.

Demographic trends

The population in Dalarna increases, as a whole. At the end of 2009, the number of inhabitants was 276 454 people and at the end of year 2010, the population increased to 277 047 people. Two municipalities, Borlänge and Falun (the county’s largest municipalities) benefited the most from this population increase.

The graph below shows the percentage break down of the population in Dalarna and Sweden.

Graph: Structure of the population by age group and gender in Dalarna & Sweden



Legend:

Wm= men in Dalarna , Wkv= women in Dalarna

Svm= men in Sweden, Svk= women in Sweden

The graph shows that, despite the low population density as compared to the national level, Dalarna county has almost the same structure as the rest of Sweden in terms of population, with a slightly smaller proportion of men and women in the working ages (25-64) and a larger proportion of elderly people (65-80-).

The main reason for the total population increase in the past time is the net in-migration from Sweden and foreign countries. However, the constant birth deficit continues with the exception of biggest municipalities, Falun and Borlänge.

Attractiveness: who are the people moving in?

In 2009, out of the total number of foreign born people (23.201 persons) 68% were born in European countries (Finland, Norway, Denmark, Holland, Germany). The top 10 countries for people in-migrating in Dalarna are in order: Finland, Somalia, Iraq, Norway, Germany, Thailand, Turkey, Poland, western Balkans and Iran.

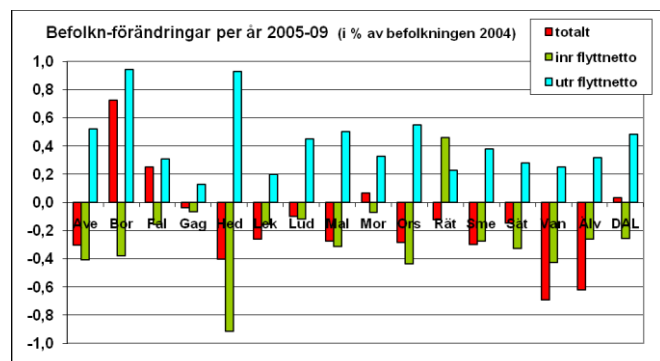
The immigration from these “top ten countries” depends mainly on labor immigration or refugees.

The profile of the refugees varies a lot, both in term of age and qualification/skills. There are many well trained people coming from Iran for example (working the health and care sector, engineers) but also people with lower skills, who need to follow training courses in Dalarna so that they can find a job.



Where did they settle?

Net migration in Dalarna municipalities (red, total, green in-migration, blue out-migration)



The graph above shows a positive net-migration only for Borlänge, Falun and Mora municipalities over the last 5 years, due to positive net migration from abroad. Only Rättviks municipality shows a positive domestic net migration.

We think that the attractiveness of each municipality depends on the effort that this municipality puts in the communication and hosting of new comers in general, as well on the “limits” that each one puts to receiving new immigrants. Borlänge for example has chosen to have doors largely open for immigrants. Rättvik municipality attracts older retired people from the big cities because they communicate on their beautiful surroundings, cultural opportunities and quiet life.

What is important for people who wish to move in?

The main reasons for moving in were the following:

- The possibility of realising **nature activities** like hiking, skiing etc.
- A **life quieter**; less time in traffic jams, less stress; more time for the family.
- **Cheaper and better housing**, better living environments.
- **Family, friends living already in the area**
- Nice people in Dalarna are often mentioned as well¹¹.

For immigrants from abroad who moved to Dalarna in the past five years, the main reason for coming in were socio-professional: improving their habitat, good work and social conditions. It has been noticed that people from the neighboring countries who decided to move to Sweden came both for **quality of life** and **attractive job opportunities**. Most of them prepare well in advance their arrival, learning Swedish in advance, buying houses in the country side.

There are some interesting differences between women who moved to Dalarna and who refer mainly to life environment, social reasons and following their life partner, followed on fourth place by the work opportunities, when men come primarily for job offers and the rest is more or less in the same ranking¹².

What do migrants bring to the territory?

They contribute to the development of the region rather fast as they are motivated and well prepared.

¹¹ Information from Carina Arnberg, destination service, “Move to Dalarna” –project, Region Dalarna

¹² Region Dalarna Life environment survey 2008-2009 (Dalarnas Forskningsråd February 2010 – 2983 respondents)



Mountain municipalities in Buskerud County, Norway

General description and institutional aspects

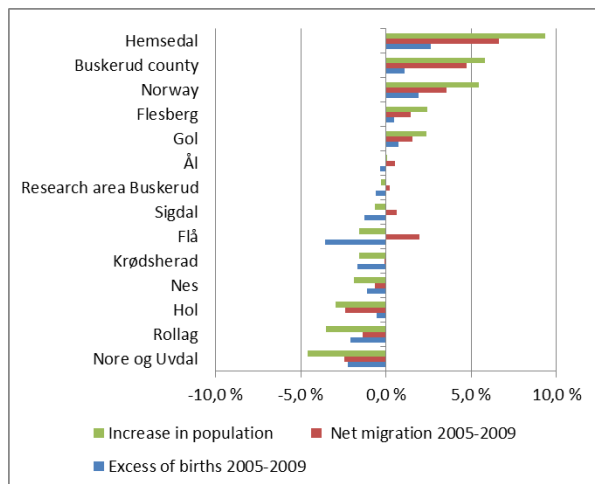
Buskerud county is situated in the Southern part of Norway, West of Oslo. It has 265.164 inhabitants (2012). The Southern part is rather flat, relatively populated, and has approximately 87% of the inhabitants on less than 20% of the land, with growing population and innovative industries. The Northern part of the county, the area on which we focused for this project, is mountainous and scarcely populated with only 3 inhabitants per km² in average.

Demographic trends

The population in the county of Buskerud, as a whole, has increased steadily since the 60's. Since 2000, population growth has been of 8.8%, whereas the average population growth in Norway during the last 10 years was 7.5%. Births have been an important contribution to this development. But the most important cause of the population growth is immigration. However Drammen region (largest city and county centre), is the only area in the county of Buskerud that has a growth in population above average in Norway.

Focus on Northern Buskerud

During the period 2000-2011, Northern Buskerud can be characterized by a large proportion of elderly people, low birth rates and young people moving out. The birth rate in the county of Buskerud (as a whole) is inferior to national level, and is 1.16% (1.26% at national level). With a death rate, in Norway, of 0,93% and in Buskerud of 0,98%, only three municipalities from the study area have a natural surplus: Flesberg in Numedal, Gol and Hemsedal in Hallingdal.



In 2011, following attraction policies developed by the county and the municipalities, the tendency has been slowly reversed as compared to 2010 and Northern Buskerud has had an increase in population. Out of the 10 municipalities' object of the population survey, nine had a population increase as compared to the previous year. This is due to immigration mainly.

Attractiveness: who are the people moving in?

The mountain municipalities from the region are above average in number of immigrants from Western countries and below average on number of immigrants for non-western countries, when compared to county of Buskerud and Norway at large.

In Norway as a whole, immigration accounts for 9,6% of total population (2,4 % from Western countries and 7,2% from non-Western countries). The figures for the county of Buskerud are 2,5% from Western countries and 8,3% from non-Western countries. Looking at Northern Buskerud there are variations. **The tourist destinations in Hallingdal have a large share of Western immigrants** (mainly seasonal workers): Hemsedal 12,1% and Hol 8,8% and hardly any from non-Western countries.

For non-Western immigrants it is the opposite, the numbers are below national and county level. Nore Uvdal, in Numedal has 0,7% immigrants from non-Western countries. Gol in Hallingdal has the highest rate at 6,4% .



There seem to be a potential to increase the number of non-Western immigrants. The area of Hallingdal has launched a project (started in early 2011) focusing on how to improve integration and inclusion of immigrants from non-Western countries. Hopefully this will contribute to integrate immigrants and further increase their number in this area.

What is important for people who wish to move in?

The motives¹³ mentioned by people moving in were related to **education and work possibilities, family situations, health, housing but also the location and environment of life**. What is interesting to point out is that a similar survey was conducted in 1972. When comparing the replies, it seems that, in Norway, people are today less concerned about finding a job than in 1972. At that time 37% of the respondents claimed they moved to find a new job, today this number has dropped to 20.3%.

Today many people seem to **move to be closer to their family**. Whereas only 13% said they moved to be close to family in 1972, this number has risen to 27% in 2008. There is a general trend today in Norway to live closer to one's family, ie. parents, children and other relatives. This is stronger among single parents and stronger among women than men.

The surveys also reveal that there is a stronger focus on territorial attractiveness and environmental conditions today. Work is important, but not sufficient to motivate newcomers and others to settle. However, when the job offer is poor it can determinate people to move out. **To attract new inhabitants, industry and municipalities must focus on** improving and facilitating work and working conditions as well as other aspects of living such as **attractive housing, public services, hobbies and cultural activities**. This is particularly for people "without roots" in the area, who will not move until they find these qualities elsewhere.

¹³ NIBRs national survey on moving motives 2008



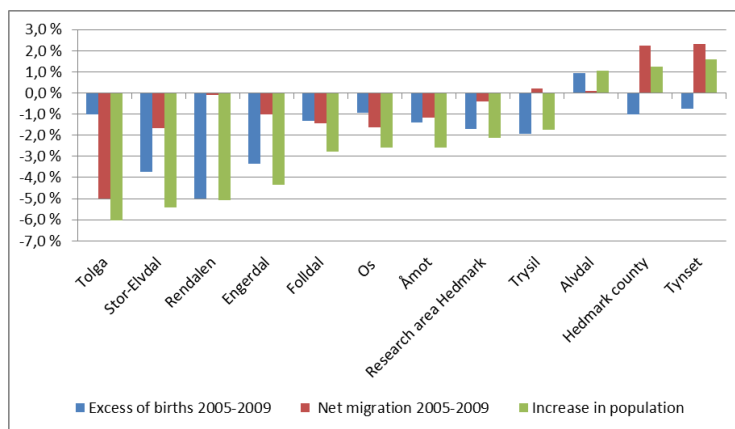
Hedmark County, Norway

General description and institutional aspects

The mountain region of Hedmark consists of 10 municipalities. The mountain region is located in the northern and eastern part of the county. The area of this mountain region is 18155 km² and the population on 1st of January 2010 was 30463. This represents a density of only **1,7 people per km²** and correspond to an extremely scattered population.

Demographic trends

The mountain region has suffered from depopulation most of the past 60 years. The graph represents the figures for the period 2005-2009 10 mountain municipalities and the county as a whole.



As the graph shows, almost all the municipalities have suffered from depopulation these last years, except the municipality of Tynset, which is the regional centre, a dynamic urban area and which benefited from a population growth of 30% during this long period. But as a whole, the mountain area of Hedmark county has lost 16.6% of the population since 1951.

We have identified three reasons why this area is depopulating: the **out-migration**, the **poor attractiveness of the area for immigrants** and the **negative balance between the number of births and deaths**. We have not analysed all the figures from 1951, but from 1997 to today, almost all the municipalities have every year a birth deficit. Most of the municipalities have also had a negative migration rate these years.

In addition, these municipalities have a **large percentage of the population older than 80 years** (6% of the population whereas at national level the figures are 4,5%).

In these municipalities, like in the mountain areas of Buskerud, there seem to be a potential to increase the number of young active people and new comers, both nationals and immigrants.

What is important for people who wish to move in?

We can reply to this question thanks to a “moving survey” done by the Norwegian Institute for Urban and Regional research (NIBR) in 2009 and a specific report on mountain municipalities done in 2008.

The survey from Nord-Østerdal is based on interviews with 42 families who have moved to the mountain region the last few years. They represent in total 129 persons.

- 30% of the people want to “**move home**”
- 25% answer **nature, childhood environment** as important moving motives
- 30% means that the possibility to get a job was the largest barrier for realising the moving dream.



The general results about moving motives show that the work place related motives are very strong in Hedmark (Nord-Østerdal) and the housing is another necessary factor for moving. When these 2 factors are clarified, the factors about environmental qualities and family are the most important.

A short conclusion of motives for moving to the mountain region is that work, housing and family are the most important factors.

Some of the conclusions and challenges from this survey are that:

- most people asked enjoy living in the mountain region;
- the largest challenge is how to integrate young people without a network and children;
- new comers appreciate the “host-man” employed by the municipalities;
- colleagues, neighbours need to be more open to invite and include newcomers;
- voluntary associations must be more visible and more accessible for people coming to the mountain region;
- the companies need to make visible their free jobs.

Why do people move out from these areas?

Motives of moving out from the mountain region can be divided in different ways:

- **people born in the mountain region**, having their roots there, are moving out for education as starting from the age of 14 years old. Women are moving out for education more often than men.
- **people who had moved to the region without having their roots there** move further when they have more interesting working possibilities elsewhere.



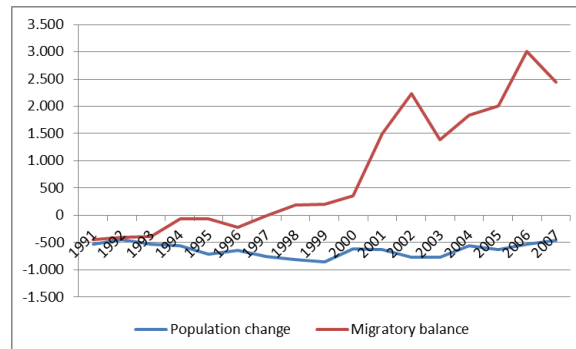
Province of Teruel, Spain

General description and institutional aspects

The province of Teruel consists of 236 municipalities gathered into small groups called *comarcas* meaning “regions”. The area of the province is 14.810 km² and the total population the 1st of January 2010 was of 145.277 inhabitants (9,9 inhab./km² while Spain has 90,9 in average).

Demographic trends

Region	Population 1 January 2009	Density of population
Bajo Martín	7 311	9,2
Jiloca	14 584	7,6
Cuencas Mineras	9 386	6,7
Andorra-Sierra de Arcos	11 542	17,0
Bajo Aragón	30 146	23,1
Comunidad de Teruel	47 016	16,8
Maestrazgo	3 789	3,1
Sierra de Albarracín	5 014	3,5
Gúdar-Javalambre	8 692	3,7
Matarraña / Matarranya	8 894	9,5
Provincia de Teruel	146 374	9,9



The region of Teruel has encountered a loss of population of some 42% over the last 50 years. However, in the past years, **migrations, and especially from the South and East of Europe, have proved to be essential in revitalising the province.** The graph above shows the yearly variation in population and the evolution of the migratory balance.

Only five regions – Southern Aragon, Teruel, Maestrazgo, Gudar-Javalambre and Matarraña– experienced a positive demographic evolution, while the other regions – Southern Martin, Jiloca, Cuencas Mineras, Andorra and the mountain range of Albarracín – lost inhabitants.

In general, the growth of the regional population has been very masculine and unbalanced. The percentage of the male population has grown from 101.69% to 106.63%. This rate is related mainly to the job offers, in majority in the building sector which is a highly masculine economic sector. The low proportion of women has been a reason for mass out-migration. In order to reverse this trend, the province has implemented a policy to help more women settle in the rural area.

Population growth has been mostly polarized around three towns: Teruel, Calamocha and Alcañiz, which have concentrated two thirds of the increase of inhabitants observed in the region. This equals to 10,620 inhabitants in 11 years. It is remarkable the increase of three municipal districts of the county town, which have grown to 104%, 76.8% and 70.8% respectively, as a result of the property boom.

What is important for people who wish to move in?¹⁴

The reasons that make people come to Teruel are, in this order:

- **socio-economic reasons:** they look for a job or a better quality of life
- **political reasons and safety:** people who come from some areas in Pakistan or some regions in South America – move here in order to find a quieter life.
- **family reasons** – coming closer to the ancestors
- **quality of life:** there are families which abandon a higher income level in exchange for enjoying a more natural environment, which they identify as a higher quality of life.

Why do people move out from these areas?

Reasons identified for people to leave Teruel after they had move in where the following:

- **Legal and economic reasons:** Impossibility of renewing their documents for some emigrants
- **New opportunities in their area/country of origin**

¹⁴ Opinions collected from the contributions of the *Asociación Turolense de Emigrantes Solidarios* Association for Solidarity with Migrants in Teruel

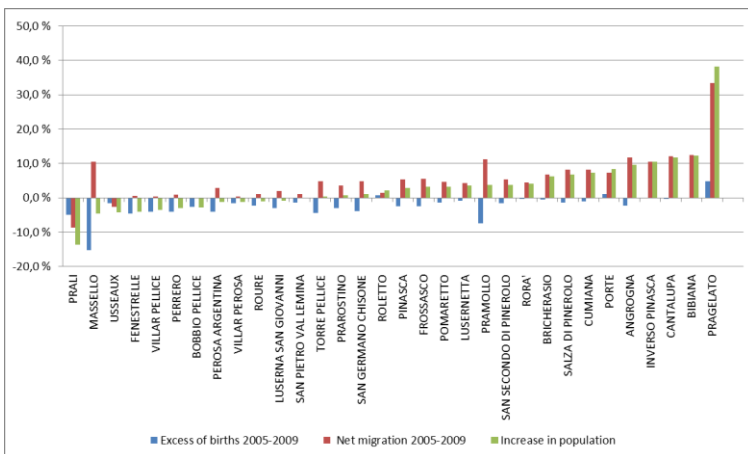


Province of Torino, Italy

General description and institutional aspects

Turin is a province in Piedmont region, North-Eastern Italy. Its capital is the city of Turin. It has an area of 6,830 km² and a total population of 2,277,686 (31.12.2007). There are 315 municipalities in the province – the biggest number for a province in Italy. The research area of the province within PADIMA includes 3 different mountain areas: **Val Chiusella, Sacra e Dora Baltea Canavesana** (24 municipalities), **Valle Susa e Sangone** (43 municipalities) and **Valle Chisone, Germanasca, Pellice e Pinerolese** (32 municipalities). These areas had combined a population of 202.815 inhabitants (31.12.08 numbers). Population density, although high compared to other partner regions, is very low compared to the regional average.

Demographic trends



Region	Population 1 January	Density of population
Val Chiusella, Sacra e Dora	22 655	73,6
Valle Susa e Sangone	115 524	90,5
Valli Chisone, Germanasca,	64 636	65,4
Research area	202 815	78,8
Provincia di Torino 2001	2 297 598	336,4
Piemonte 2001	4 446 230	175,1
Italy 2001	60 340 328	199,9

Graph representing population change in the period 2004-2008

Since 1991, all the municipalities of this area, and especially the ones well connected by infrastructures with the Torino city, notably increased their population, due to the attraction of tourism and winter sports.

In the “metropolitan” section of the valley (and closest part to the city) the positive growth rate continued, while the middle part of the valley went on losing population, with the most negative trend in the municipalities of Chiomonte and Giaglione.

The villages of the middle sections of the valleys, at a considerable distance from the metro pole and less well connected to it, did not benefit from this growth, and the areas of the towns Susa and Bussoleno, even lost part of their total population.

Attractiveness: who are the people moving in?

Regarding the origin of newcomers in the mountain area, we could find information only from the people who moved to the area from abroad. For the study area, it was much harder to have statistics about Italian people who move from a town or a village to another.

The biggest part of foreign new-comers come from Eastern Europe and Russia, with foreign population representing a particularly high proportion in those municipalities which are best connected to the metropolitan area of Torino. In the same area we found the highest proportion of people from southern continents, even if many of immigrants from these continents also live in the highest section of the Susa Valley.

In the Olympic area, focused on winter sports, ie in the municipalities with the stronger touristic economy, we encounter a stronger presence of people coming from Western Europe (notably United Kingdom).



What is important for people who wish to move in?

Attractive factors to move in include:

- 1) direct contact with nature, landscape, less pollution, possibility to have leisure activities or an environment adapted to the job people desires to have (agriculture, breeding, tourism);
- 2) intellectual activities linked to the problems of the mountain context;
- 3) job offer, often in a sector that does not require a lot of qualifications;
- 4) a life cheaper than in the cities.

Why do people move out from these areas?

Reasons mentioned for moving out include:

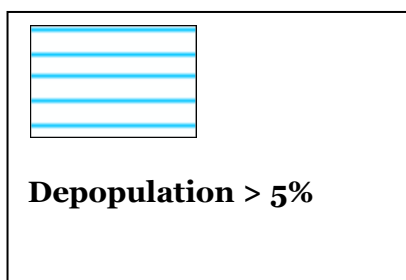
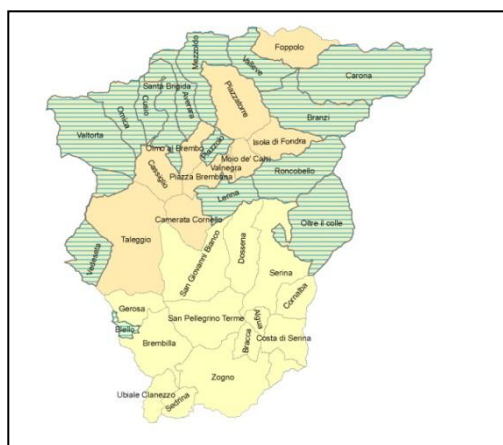
- 1) hard climatic conditions with cold and much snow;
- 2) the isolation and the difficulties to integrate in local social life;
- 3) long distance to public services and to work;
- 4) the lack of services (education, public transport).

Valle Brembana, Lombardia region, Italy

Regional Agency for Services to Agriculture and Forestry (ERSAF)

General description and institutional aspects

Valle Brembana is the study area selected by ERSAF in Lombardy region, Italy. Valle Brembana is a mountain area in the middle of Orobie Alps, in Lombardy, in the north of Italy. It consists in 38 municipalities. It is sparsely populated compared with the other low-land municipalities in the North of the Italy, however having some 68 inhabitants/km².



Demographic trends

From 1998 to 2008, the total population of the study area increased by 0.6%. However, this growth benefited only to municipalities which are within proximity of big cities, or well connected with them. In the other municipalities, a drastic depopulation has been observed in the same period. The villages far from the urban area of Bergamo have lost 20-30% of their inhabitants (Vedeseta, 28,3%, Ornica 22%, Piazzolo 21,6%).

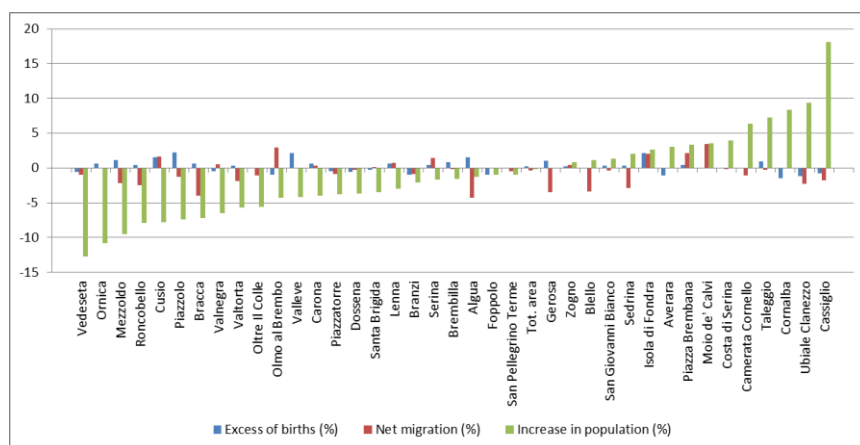


Fig. 1 Municipalities of Valle Brembana. Source: Lombardy Region

In the future, the perspectives are alarming for the entire territory, as the age of the population is advanced (20.8% of the population is over 67 years old), especially in the more isolated municipalities. In the research area, the percentage of young people (0-19 years) is similar with the Lombardia's average, but people in fertile ages (20-39 years) are less numerous than in Lombardia in general.



Attractiveness: who are the people moving in?

Our data about the population movements are informing about the period 2004 – 2008. During this period, the immigration fell by 0.31 percentage points; out-migration has remained unchanged (+0.05%). The people who moved to the study areas are represented by 86% of Italians, and some of them moved from one municipality of the study area to the other, and not necessarily come from outside. In Lombardy, we observe, in the same period, a decrease of in migration (-5%) and out migration (-3%). In general, largest town of Valle Brembana have experienced higher rates of immigration, attracting people from the smallest mountain villages and persons from abroad (presumably non-EU workers employed in the area).



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¹⁵ Texts adopted, P7_TA(2010)0400

¹⁶ OJ C 184 E, 6.8.2009, p. 75

¹⁷ OJ C 292 E, 1.12.2006, p. 131

