

# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
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How to make our territories attractive and  
future-oriented?

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**Youth Entrepreneurial Spirit  
specialists**



Trolltunga («troll tongue») in Hardanger  
Vestland, Norway



# CHALLENGE



**How to maintain (skilled) jobs all year round in the mountains?**

**Invest in Youth Entrepreneurial Spirit!**



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# YESPECIALISTS PROJECT IN SHORT

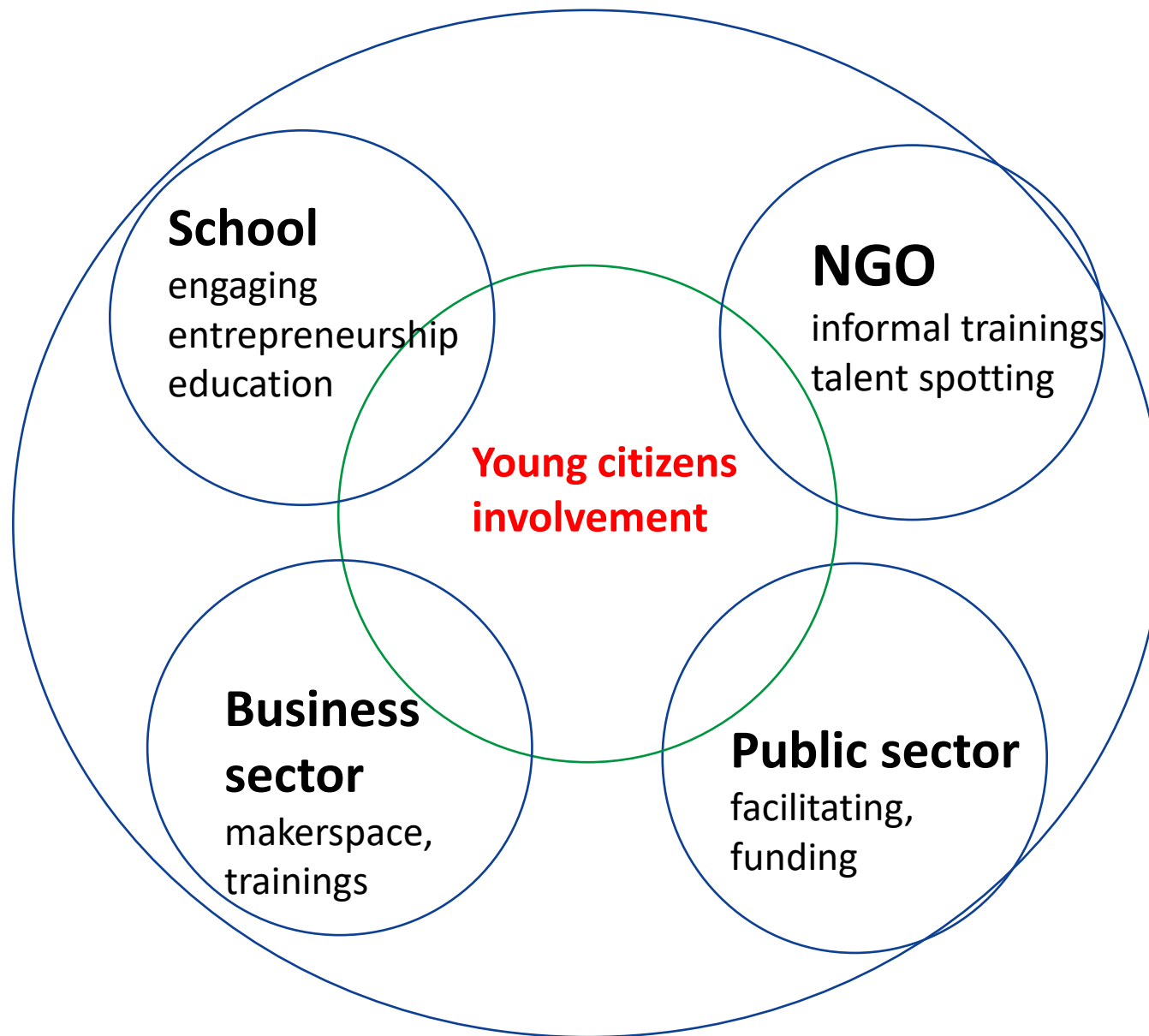


## Invest in Youth Entrepreneurial Spirit!

Strengthening the entrepreneurial mindset of young people,  
so they can start-up businesses and take initiatives in mountain areas

by:

- more and better **entrepreneurial education and trainings**
- creating a **local ecosystem of good helpers: «YES specialists»**



# LISTEN TO OUR YOUNG CITIZENS!



## Young citizens tell us that they would like:

- the local politicians/leaders to tell more positive stories about living in rural area
- that you show them the opportunities and support them in their initiatives
- informal meeting places for young people
- better public transport and affordable housing in the mountains
- more youth involvement, like in community planning



# GOOD PRACTICES



- Assets Based Community Development (ABCD)
- Linking young people to planners
- Entrepreneurship week + TikTok
- Fab Lab
- LAN party
- Entrepreneurship education and training
- Gul Stue & sustainability





# KEY MESSAGES



- listen to your young citizens (as they are the future population in the mountains)
- let them explore the world! (and then returning to their families in the mountains with new ideas)
- many young people love mountains and it is part of their identity. This is your competitive advantage! So focus on the lifestyle when you want to attract skilled workers and young entrepreneurs.
- good local networks (ecosystems) is of high importance for sustainable mountains
- young people are experts and see potential in the future development of sustainable mountain tourism and local food production. Let them help your smb's with new ideas!
- Rural areas: go green (renewable energy) and make rentals more affordable for young entrepreneurs

**Make more out of the resources (people/natural advantages) that are already there in the mountains!!**

# THANK YOU / MERCI / GRAZIE!

