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Demographic Challenges in the Alpine Space

The Search for Transnational Answers

Midterm Conference Proceedings

September 15th and 16th, 2011
in Monastero Bormida | Piedmont | Italy

Oswin Maurer and Hans Karl Wytrzens (Eds.)

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Demographic Challenges in the Alpine Space –
The Search for Transnational Answers
DEMOCHANGE Midterm Conference

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Freie Universität Bozen
Libera Università di Bolzano
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Editorial

This publication documents the papers and reports presented at the Mid-term Conference of the Project "DEMOCHANGE- Demographic change in the Alps: adaptation strategies to spatial planning and regional development" held in Monastero Bormida in September 2011. Additionally, this volume also contains documentations and discussions on Model Region Experiences, as well as the worksession summaries of the conference.

The project DEMOCHANGE is co-funded by the "Alpine Space Programme", the EU transnational co-operation programme for the Alps. It is aimed at better understanding the past, current, and future regional and spatial impacts of demographic change within the mountain regions of the Alps.

The conference brought together the expertise of planners, regional developers, decision-makers from the local and regional level in the fields of planning, economics, geography, anthropology, etc., to raise awareness among the general public, politicians and regional stakeholders for the importance of demographic change in the Alpine space.

The Mid-term Conference was also intended to create the start-up of a transnational DEMOCHANGE exchange network, which in turn should lead to an on-going transfer of DEMOCHANGE research results to all levels of regional, spatial planning and regional development.

Part 1 of this book presents the keynote speeches of the conference, as well as presentations on model region experiences. Bausch provides an overview on the project DEMOCHANGE, including the project's concept, its objectives, pilot area actions, strategies and interim results achieved within the different work packages of the project. An insight into major developments in demographic change in Europe, with a focus on the European Union's strategy, and into key challenges of demographic change for the Alpine Space for the future, are given by Fornara and Viazzo, respectively. Damyanovic outlines current and future challenges for housing and housing policies, complemented by the paper of Černič Mali on practical experiences and policies in the Slovenian model region of Upper Gorenjska.

Challenges for immigration in the Alpine space and particularly strategies and methods for monitoring the integration of immigrants at the local level are discussed by Ponzo, whereas Ceccarelli provides insights into the practical experiences with immigration in the model region of Aosta Valley, Italy.

If demographic shifts are either to materialise as a threat or an opportunity for tourism in the Alpine space, is discussed by Romeiß-Stracke from various perspectives and with differing implications and strategic options. In addition, Stotten and Durrer give insights into the practical experiences in the model region of Nidwalden, Switzerland, focusing on the relevance of demographic change on the economy, tourism, agriculture, social and labour issues in this geographical area.

Part 2 of this publication focuses on papers presented in specifically designed work sessions, covering the most important aspects of demographic change. This part of the book is structured along topical areas, whereas each topical chapter includes the presentation given as well as the documented results of expert group discussions held within each session.

Society, Culture and Integration in the Alpine Space - The Case of Salzburg model region Pinzgau-Pongau-Lungau by Wankiewicz gives insights into developments in that Austrian region, identifying key challenges providing for strategic answers to tackle them. This topical area is complemented by Mühlbauer's summary document of the expert work session.

On the topic settlement and housing in the Alpine space, Rieder discusses the case of Seetal Lucerne, discussing the implications of demographic change on settlement and housing and defining the pilot actions for region. The summary of the expert work session on topic 2 is provided by Hensold.

Topic 3 refers to mobility, infrastructure and supply in the Alpine space. In his paper, Ščavnicar summarises the pilot action implemented in Škofja Loka Hills in Slovenia and discusses how social cohesion in alpine settlements can be enhanced. Šimenc's summary of the work session on that topic provides further insights gained from the discussion with experts and their recommendations.

Health and nursing care in the Alpine space is presented by Valentin, Jud, Wytrzens and Maurer, using the case of care assurance system at the regional level in South Tyrol as an example. The follow-up expert discussion on this and related issues is summarised by Belardi.

The case of the Allgäu region is used by Anwander to portray the topic job market and qualification in the Alpine space, including objectives, measures and pilot actions. This contribution is supplemented and enhanced further by Martin's summary of the expert work session.

Part 3 contains the Model Region Posters which have been exhibited during the conference.

In summary, this publication brings together the most important aspects of demographic change in the Alpine space and contributes to the understanding of the growing set of issues relevant to a variety of economic, social, societal issues in regional areas.

It has been made possible by the dedicated and competent work of the contributing authors, the reviewers and the editorial team. We sincerely express our appreciation to the distinguished group of authors for their valuable contributions, and to the reviewers who provided valuable judgments and recommendations to the authors. Finally, we would like to thank two members of our editorial team, Matthias Jud and Emanuel Valentin, for efficiently and patiently working with us to ensure a high-quality result.

Oswin Maurer and Hans Karl Wytrzens

Editors
TOMTE - Competence Centre in Tourism Management and Tourism Economics
Free University of Bozen-Bolzano, Italy

Keynote speeches

2.1 Spatial Planning, Regional Development and Demographic Change: The DEMOCHANGE Project

Thomas Bausch[1]

Background of the DEMOCHANGE project

The last decade demographic change moved more and more into the focus of regional development and spatial planning within the EU and their member states. The European Commission states in its report REGIONS 2020: Demographic Challenges for European Regions (EC (2008)):

"There are, however, wide variations in demographic patterns between and within Member States. Regional variability will depend on various factors such as fertility rates, migration flows, gender, health, disability and the demographic patterns of ethnic groups. Three important processes – notably population decline, shrinking working-age population and an ageing population - will have a marked effect on regions. These variables have been combined in a demographic vulnerability index, mapping the regions which will be particularly vulnerable to demographic challenges."

Based on diverse demographic data, the study calculated a vulnerability index (see figure 1). This index combines three important processes: a shrinking working age population, an ageing society and finally a population decline. All three together will affect many regions strongly in their long-term competiveness because of missing work force in key economies, as well as higher demand of public services linked to higher financial engagements of the regions.

This background led to the question, in which way the Alpine Space as transnational cooperation area will get affected by demographic change, and how the regions can use spatial planning and regional development to set up strategies already nowadays to overcome potential problems. Furthermore, it is obvious that regions on the NUTS 2 level are mostly very large and therefore are not homogeneous concerning demographic change. Even in NUTS 2 regions with a low vulnerability index it is quite probable that there exist within districts, provinces or municipalities, with strong problems. As examples, Upper Bavaria, Land Salzburg, Upper Austria, or Lombardia can be given: strong metropolitans (Milano, Munich) or cities (Linz, Salzburg) hide the development on the micro level in the surrounding rural areas in the statistics.

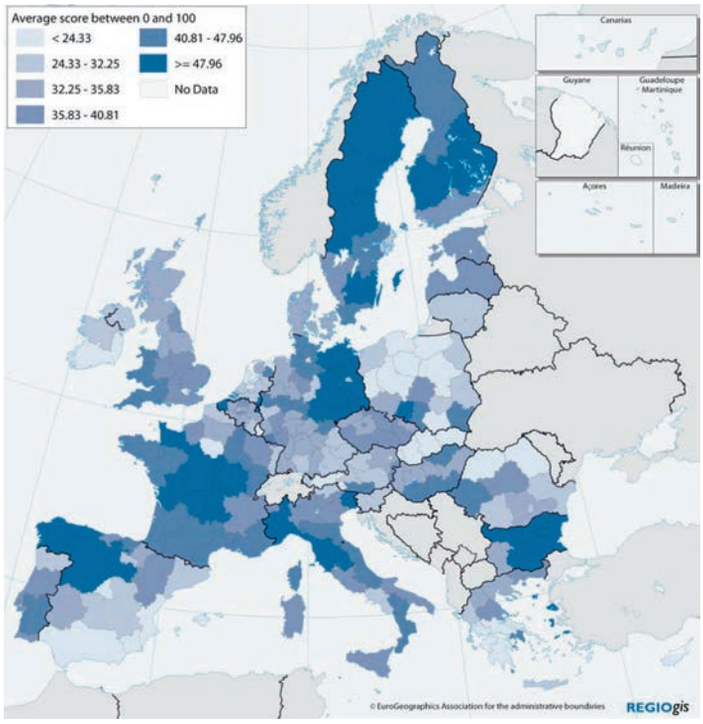

Figure 1. Demographic change vulnerability index (0-100) on NUTS II level (EC (2008))

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The project idea of DEMOCHAGE is to take a first detailed view to the Alpine Space in the field of demographic change. Therefore a tested and approved methodology to describe demographic change on the smaller scale level was needed as basis of analysis linked to different types of regions. In pilot areas of different size, from small village to a cluster of four districts, and different economic and structural situations local / regional steering groups should work on specific strategies using the analytical results, as well as a general methodology of participatory processes. The local and regional results then should be transferred by a synthesis step into generalized strategy elements, which can be used by all Alpine regions. By this, DEMOCHANGE should give an input to spatial planners, as well as regional developers, on how to treat demographic change in their daily work.

Project partners and model areas

DEMOCHANGE is a transnational project of 13 project partners from five Alpine countries:

Austria | Regional Government of Salzburg, Department of Spatial Planning and the University of Salzburg, Department of Geography and Geology

Germany | District Oberallgäu / District Garmisch-Partenkirchen and Munich University of Applied Sciences, Department of Tourism

Italy | UNCEM - National Union of Mountain Municipalities, Communities and Authorities - Piemonte Delegation, Aosta Valley Autonomous Region, economic and social observatory and the Free University of Bolzano, School of Economics and Management

Slovenia | UPIRS Urban Planning Institute of the Republic of Slovenia and RAGOR Regional Development Agency for Upper Gorenjska

Switzerland | Interface - Policy Studies Research Consulting and Lucerne University of Applied Sciences and Arts, School of Social Work Conference Swiss Central Cantons Luzern, Uri, Schwyz, Obwalden, Zug und Nidwalden

These partners choose ten model regions as shown in figure 2, covering parts of five Alpine countries. It is well visible that the model areas are a mixture concerning the following factors linked with regional development:

- Area size and number of inhabitants
- Relative location to high mountains and cities or metropolitans
- Economic structure concerning key economies (e.g. tourism, production, agriculture)
- Spatial planning and regional development systems as part of diverse policy approaches

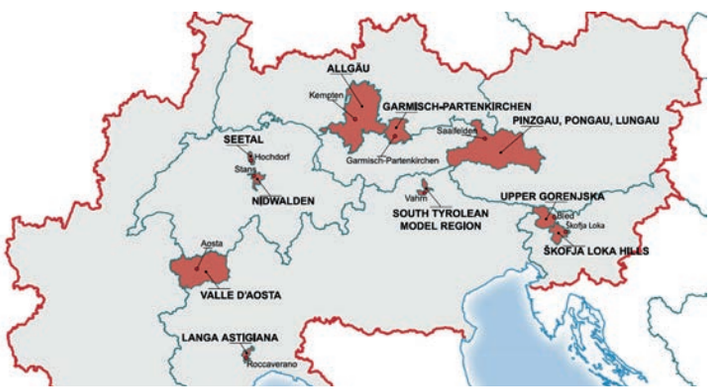

Figure 2. DEMOCHANGE pilot areas (UPIRS (2011))

These structural differences (see also table 1) are part of the project concept to get a comprehensive understanding of the different mechanisms between the structure of a region and the impacts of demographic change. Of course, these differences also have to be respected in the (currently pursued –or- future implementation of) regional strategies.

Table 1. DEMOCHANGE pilot areas (UPIRS (2011))

Model Region / Indicator	Allgäu (D)	District of Garmisch-Partenkirchen (D)	Pinzgau - Pongau - Lungau (A)	Aosta Valley region (I)	Langa Astigiana (I)	South Tyrolean Model Region (I)	Upper Gorenjska (SLO)	Škofja Loka Hills (SLO)	Nidwalden (CH)	Seetal (CH)
Territory										
Area size, km²	3,349 *2008*	1,012 *2008*	5,421 *2009*	3,263 *2009*	190 *2008*	200 *2006*	779 *2008*	512 *2008*	276 *2006*	109 *2006*
Density of population, inhabitants per km²	140 *2008*	85 *2008*	34 *2010*	39 *2009*	38 *2008*	56 *2009*	28 *2008*	81 *2008*	148 *2009*	240 *2009*
Share of mountains (%)	19	46	48	96 *	82	44	33 *	44 *	30 *	8

The DEMOCHANGE project concept

DEMOCHANGE consist of eight work packages, whereby the first deals with the project preparation, the second with project management. As an obligatory part of all Alpine Space projects, the third work package (WP) has its focus on information and publicity work. The operative work packages are:

WP4 Demographic Change Analysis: creation of an overview about the regional and spatial impact of the demographic change in alpine regions. In depth analysis of all model areas and synthesis to compare regional similarities and disparities. The result are transferred into the regional work in model areas (WP6), as well as into the internal project synthesis work (WP7 and WP8)

WP5 Adaptation Process Utilities: Demographic change is often seen as a general phenomenon without decisive regional impacts. The respective stakeholders and decision makers have to be mobilized and activated to start the discussion about demographic change on the regional level. With this work package, a set of utilities will be provided to support the work within regions.

WP6 Adaptation Pilot Actions: each partner from Austria, Germany, Italy, Slovenia and Switzerland will establish individual pilot actions in their model regions. The work in the model regions will be conducted together with regional steering groups, consisting of regional and local stakeholders. The development of pilot actions uses the analysis and data collection results of WP4.

WP7 Planning Regarding Demography: The work package analyses the pilot actions from all model regions to create generalized adaptation strategies, roadmaps and activities for the alpine space. The adaptation strategies are general suggestions for the rural and spatial development of alpine regions and communities, considering the economic, ecologic and social-cultural changes caused by demographic change.

WP8 Synthesis and Dissemination: results and procedures of the project will be discussed and strategies for rural and spatial planning in the alpine space will be disseminated.

Results of Demographic Change Analysis

The first step in WP4 was the definition of an indicator system to describe the structure of the model areas, as well as the specific development of demographic aspects. Some of the indicators do have a quite static character (e.g. area size), other ones are only usable in the analysis as time series. Those time series allow to describe the relative and absolute change of demographic factors. Their comparison among the model regions provide for first hints about general and specific changes, as well as their dynamics.

Nine areas were identified as relevant for the analysis: territory, housing, economy and employment, demography, age structure, households, education, projections (only demography) and connectivity, and public services. For each area several indicators, coming from the EUROSTAT system, were identified to

describe the model regions. In some cases short time series (10 years), in other cases long-term time series (30 years) seemed to be the best way to analyse the dynamics of change.

Table 2 shows the indicator system that has been defined in the projectto serve as basis for the Demographic Change Analysis:

Table 2. Demographic Change Analysis indicator system

topic	Indicators
territory	area size, km, density of population, inhabitants per km², share of mountains (%
housing	average purchase prices of land, €/m2, number of dwellings, index first year/ last year in STS, average living area, m² per person, average price €/m² for apt, index first year last year in STS, average price €/m² for house, index first year last year in STS
economy, employment	GVA/person or GDP/person in € (abs. number), VA/person or GDP/person in €, index first year/last year in LTS, GVA or GDP/employed persons in € (abs. number), GVA or GDP/ em-ployed pers. in €, index first year/lastyear in LTS, unemployment rate (%), unemployed persons, index first year/ last year in LTS, share of employed in 1st most important sector in % (NACE code), share of employed in 2nd most important sector in % (NACE code), share of employed 3rd most important sector in % (NACE code)
demography	population development (abs. number), natural increase / 1000 inhabitants per year, 1st year in LTS, natural increase / 1000 inhabitants per year, 2nd year in LTS, et migration / 1000 inhabitants per year, 1st year in LTS …

The results of the data collection, regional and overall analysis were compiled into the “Output 4.5 report” (UPIRS (2011)), a comprehensive documentation of all material and results of the analysis including:

- an overall summary comparing all model regions,
- Short regional reports to each model region (text and data),
- the methodological framework with indicator system and result tables.

Some additional general result from the demographic change analysis can be mentioned. First, there exist strong disparities between NUTS II, NUTS III and the level of municipalities or villages. Within the same district or province growing, stable and shrinking areas do exist. Therefore, generalized strategies on the level of districts or regions seem not to be appropriate in all cases. Second, a general, but already well known problem from other Alpine Space projects, is the missing comparability of data, in some cases even the availability of them. Hence, the local and regional experts’ qualitative knowledge often seems to be the better and more efficient source for a first round analysis. Finally, the mobilization of local stakeholders and politicians was strongly supported by hard fact data. Especially the projections were very useful to generate a higher level of awareness concerning demographic change.

The Public Participation Manual

The design of WP6 Adaptation Pilot Actions is based on the formation of local or regional steering groups. These steering groups participate in the analysis (local knowledge for a better understanding of data) and contribute to defining an adaptation strategy built by objectives and a set of measures to reach them. Finally, the steering groups also make decisions about priorities concerning the so-called pilot actions, which are already to be implemented or at least start during the project’s runtime. By this, DEMOCHAGE has a strong participatory component:

„By addressing the “demand for participation”, the Demochange project has incorporated a concern which has been articulated more and more for the past two decades. This call for increased civilian participation in policy-making decisions can be justified instrumentally-pragmatically as well as normatively.“ (Müller, E.; Stotten, R. (2011).

To support all project partners in this field, a public participation manual was developed. First, this handbook provides a comprehensive overview on the aspects of participation: the waves of participation, the aspect of formal and informal participation, known methods and typical fields of cooperation. Then the handbook addresses questions of participation in planning and particularly the question of problem recognition. The next part deals with participation in the implementation process, from planning to the concrete contracting. Finally, the question of evaluation and the right mixture of steering groups are discussed.

First experiences with the handbook show that the very systematic presentation of all aspects of participation and through all steps, from setting up a steering group to final decision making, is a very useful tool. Because of diverse cultures and traditions concerning participation, not all aspects can be transferred from region to region on a 1:1 basis. Switzerland has a long lasting tradition in participatory processes, as well as discussions of complex planning questions within the local and regional population. By this, planners and regional developers from the other alpine regions might get an idea of how new governance approaches could be used also in their daily work.

Pilot area strategies and pilot actions

The activities in work package 6: Adaptation Pilot Actions started in each pilot area with the installation of a local or regional steering group. This group was the core element for the pilot action and particularly its role to discuss the implications of the Demographic Change Analysis. One important part of the focus group discussion was the formulation of concrete focus questions of the regions. These focus questions vary between the pilot areas, as the starting point, as well as the impacts of demographic change are different. In a tourism region, as e.g. the district of Garmisch-Partenkirchen / Upper Bavaria, the question of the availability of future labour force is a focus question. In other areas, the future availability of local public services seemed to be a very important prerequisite to bind and make people stay in their region (Pongau / Lungau Austria).

To achieve comparable results and structured information for the work on generalized strategies and roadmaps, a WEB based SWOT tool was developed. The tool supports the analysis of strengths, weaknesses, opportunities and threats in regions in the following way:

1. Based on the results of the Demographic Change Analysis the main drivers coming from demographic change were defined as “external impact factors”. Typical drivers are: aging of the population, natural population development (balance birth/death cases), in- and outmigration, share of immigrants coming from foreign countries.

2. The steering group decides on the relevance of the drivers for their region

3. The steering group decides on the most important field of action, choosing from a set of options: labour market, health and care, integration, housing, key economy (e.g. tourism or agriculture), etc..

4. To each chosen field of action, a list of the major strengths and weaknesses is collected

5. Each strength and weakness discovered is evaluated in relation to the relevant drivers (see point 2): will the impact of the driver of a specific strength or weakness lead to an opportunity, to a threat or is there no relevant impact?

6. From the set of opportunities and threats discovered, the most important ones are selected by the steering group to discuss existing priority objectives linked to them. In a second step, options on how to use (opportunities) or how to overcome (threats) them are collected and ranked. A list of ranked measures is the basic result of this exercise, whereby the most important results are used to start the concrete planning and implementation, the pilot actions.

Through the WEB based SWOT tool, all results of the local and regional participatory processes are automatically documented in a central database. This allows in the proceeding steps of work (see WP7) to identify general objectives, which seem to be independent from a certain fields of action. Furthermore, also a comprehensive list of all pilot actions can be generated, as well as an analysis of strength and weaknesses linked to certain types of pilot areas.

Further steps in the project and expected output

A central aim of the DEMOCHANGE project is the provision of generalized strategies and roadmaps to other Alpine areas. The results already achieved by the already finalized work packages four and five, as well as first results of the work in the pilot areas, show the very broad diversity of demographic change situations and their impact on local and regional key questions. Therefore, the compilation of generalized strategies will only be possible at the same scale level (e.g. NUTS III) and in relation to certain and specific Alpine regional types. This will be done by a set of generalized roadmaps which support the work of planners and regional developers, as they in principle will provide a picture of their acting options.

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2.2 Demographic change in Europe: The European Union's Strategy

Matteo Fornara[1]

Introduction

This paper provides an outlook on population development and its economic consequences in Europe. Demographic change is a subject in which the European Commission has been increasingly interested in over the last few years. In the future, an even stronger role for European institutions in this sphere is foreseen. News headlines all over the world are full with stories related to demographic change, proving that it is indeed a global problem. In fact, many non-European countries are already confronting the social and economic impact of demographic change.

Demographic challenges and public policies

Demographic factors can influence public politics and trigger a series of government actions and initiatives. China is well known for having adopted draconian measures to limit population increase. The Russian government, on the other hand, has vehemently followed a policy in favour of raising the birth rate to reverse the most dramatic tendency in population decline.

In Europe, demographic challenges are not talked about in such drastic terms as it is done in developing countries or emerging economies, where both the growth and decline of the population can be quite spectacular. Nevertheless, it can be stated that the role of demographics has been underestimated as one of the factors which will shape the future of Europe, so far. In fact, when describing the demographic problem of Europe, two, not one, fundamental tendencies need to be mentioned.

First, the increase of longevity. Europeans now live longer and more healthily. This is obviously, good news and a strong reason not to paint an entirely black or grey picture. Second, the decline in the birth rate in almost all European Union member states. The birth of a child is essentially a completely private matter. Nevertheless, low fertility directly conditions the size and structure of the active age group in a population and influences the economic potential of a society which has to support older generations.

This is nothing new at all. The ageing of society is the backdrop against which public and political debate in terms of pension and health reforms, and an imminent shortage of labour, has long been concentrated. The question of ageing also appears as a fundamental element in the debate on immigration and on mobility within the EU, on the life-work balance, and the participation of women in the job market.

In any case, there are various reasons for the demographic debate today appearing to be more incisive than before and why it demands new intellectual but also political commitment:

1. Societies within the EU are at a turning point in terms of the balance between those who are working and those who have already retired. As from next year, the working age population in Europe will begin to decline. The challenge created by a stagnant and ageing population, combined with worsening health and requests for pensions, together with a contraction of the labour force is becoming increasingly tangible. In past decades, governments have found it easy to avoid difficult political decisions by passing them on to the next government. Nowadays, ´the next government´ is already in office.

2. The fiscal consequences of the economic and financial crisis have forced governments to administer the costs of demographic transition. All things considered, the implementation of adjustment measures to balance national finances and to put health reforms and pensions in place is politically demanding. The

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inability to find the right political combinations in the final analysis can lead to obstacles in bringing about fundamentally important reforms connected with ageing. Moreover, the politics of austerity can be damaging for systems of family support, despite the important role these have in raising the birth rate.

3. The crisis of the last few years and the consequent rise in unemployment are not a surprise, and has fuelled protectionist tendencies, in particular in terms of anti-immigration and xenophobic sentiments. The effects of migration and the so-called Arab Spring can push these sentiments to an irrational extreme. So while Europe is competing to keep hold of its quota of global talent to fill the gap in the work force caused by the mass retirement of the baby boomers (a baby boomer is a person born between 1945 and 1964 in the UK, the USA, Canada or Australia and after the second world war these countries displayed a great increase in their birth rates, a phenomenon commonly known as *the baby boom*), there is a growing tendency to close the door on immigrants. This, combined with prejudice and growing xenophobia, could lead to a curb on immigration.

4. Referring to tendencies in Europe, a look has to be taken on the differences within the union, and in particular at the drop in population in six new member states. This tendency is partly due to a painful transition in the market system, which could weaken the potential for economic growth in these countries. Moreover, these countries themselves are witnessing a rising exodus of highly trained workers (doctors, nurses, engineers, etc.) to other member states where income levels are higher. This is not just a challenge to national public policies (welfare, education, etc.), but is also one which affects economic, social, and territorial cohesion within the European Union itself.

The situation involves matters of such importance that they cannot be ignored any longer. Finding the right answers, both at a national and European level, and coordinating these approaches, is a matter of urgency.

Three action areas

There are three pivotal sectors in which action has been taken or supported to confront the challenges described.

The first point regards the **lengthening of the working life.** The necessity of a transition towards a longer working life and a gradual postponement of retirement was the almost unanimous conclusion reached at recent consultation on the pension system.

The European Commission has published a Green Paper on pensions last July and it is of high importance ascertain the vision of this which the EU could adopt to help the member states to ensure an adequate, sustainable and secure income during old age, now and in the long term. The Green paper has generated great interest and a great response from the EU member state governments, national parliaments, businesses, trades unions, society in general, and the pension sector.

The next step will be a White Paper on pensions, to be presented before the end of this year. European Commissioners Olli Rehn, Director of Economic and Monetary Affairs, Michel Barnier, Director of the Internal Market and Services, and Làslò Andor, Director of Labour, Social Affairs and Integration are working closely on this document.

Apart from directing Member States towards opting for the right type of reform, this White Paper will lead to several EU-wide initiatives, such as the transferability of pension rights and the regulation of pension funds, since a higher level of security is fundamental, especially if one wants to convince people to save more and or invest in private pension systems.

In the Annual Growth Survey, a Commission document published in January, the intention of establishing a link between life expectancy and pension age in the Member States has been discussed. National governments can reach this objective through the adoption of appropriate reforms. In general, people can be blamed for deciding to leave the job market early if the welfare state's tax and pension systems offer incentives for doing so. However confronting the challenges of population change also means rising the effective pension age.

Recently, Member States have adopted a series of measures aimed at encouraging senior workers to remain active by:

- limiting access to early pensions through stricter rules, as in France;
- augmenting disincentives for early pensions and sanctions, as in Greece, Portugal and the UK;
- worsening the tax conditions for early pensions, as in the low income countries
- subsidising work and providing financial incentives for employers, so that tasks for older workers are more attractive, as in Austria, Denmark, Spain and Sweden;
- raising contribution rates to keep the system sustainable and improving its adequacy, as in Cyprus, Germany and Italy;
- encouraging people to work longer through flexible pension options like part time jobs and a partial pension, as in Sweden;
- connecting pension age with the length of contribution period, as in France,
- connecting pension age with the increase in life expectancy, as in Denmark.
- Italian bill for rising the pensionable age

However, for a more active working life, it's not enough to tell or motivate people to remain in the job market longer. What is needed is to sustain this transition in various ways. There are two essential policies: health and education. Investment in both sectors are necessary for guaranteeing that older workers can continue to be productive and competitive, so that the demand for an older workforce can increase in the years to come.

The lengthening of the active working life period responds to the first component of the European demographic challenge. Is it also necessary to respond to the second component, the low birth rate? The answer is definitely yes. The right political response to low birth rates is to find a better balance between work and family life.

In this context maybe the most urgent question is to guarantee that women can return to the job market after having children. In Europe, France and Sweden provide good examples of high female employment and higher birth rates, and the correlation between the two.

Even though governments have no direct influence on people's fertility, they can at least attempt to promote a slightly higher fertility rate by creating a more favourable environment for families. In fact, it has been proved that the more family support there is the more children are born.

More job security for the young would also help. Youth unemployment in Europe needs to be combatted for many reasons. Housing policies can be connected with this, too.

There is also a positive correlation between this type of public expenditure (for example focusing on infants and accessibly-priced housing) and youth participation in the job market. Therefore, these sectors should be protected from budget cuts, or favoured through an increase in justified investments (for example expenses which strengthen the participation of women in the workforce).

Nevertheless, public spending is not the only way of influencing the life-work balance. There are also regulatory options which, if applied carefully, can contribute towards generating improvements. Data show that Member States with well-developed and conciliated measures (for example, the organisation of working hours) and non-discrimination generally tend not only to have the highest female employment rate, but also the highest birth rate. This shows that contemporary employment and family policies can play an important role in shaping demographic trends.

The European Union has a role to play, too:

- The European Commission has proposed to extend paid maternity leave from 14 weeks to 18 weeks, and it can be assumed that legislators, the European Council and Parliament will reach agreement on this legislation.

- Last summer, the Commission proposed an agreement between the relevant social parties regarding legal paternal leave to be signed by the Council.

- A better balance between work and family life should play a role in the discussion leading towards a new directive on EU working hours. At the moment, this dialogue is taking place between the relevant social factions (second consultation). Hopefully, both parties will agree to the proposal, since there is a need for more flexibility in the 21st century and the health and security of workers in the workplace remain fundamentally important. In return, this may help to reach higher employment levels and also extend the length of the active working life.

- Finally, there is a role of the European Structural Fund in supporting local initiatives in favour of the family. As far as the European Social Fund is concerned, it is envisaged to refocus the Fund's activities so that better and more adequate projects can be set up. The employment implications of today's discussion are closely linked to this effort. Neither of the two topics discussed, a longer active working life and a better life-work balance, is easy to put in place. In fact, fertility is too often considered to be a taboo, at least when it comes to public policies, whereas politicians are getting 'hotter under the collar' due to pension reforms all over the world.

Nevertheless, the third topic, migration, is the most controversial of all within the contemporary political discussion. Europe is not a closed entity, it never has been one, and the EU or European society should not be considered to be one.

Third-party (i.e. non-EU) migration already accounts for most of the European population growth and could continue to do so in the future, moderating the negative effect of the contraction in the working-age population.

At the same time, migration is causing concerns in society, which are very often connected to experiences and unsuccessful integration policies. The as yet uncertain implications of migrations into the South Mediterranean will definitely have an impact on the nature of any debate regarding European-level migration. In fact, they already do so, and the debate is not always going into the right direction.

In fact, this debate is all too often a surrogate for everything which is not migration: demagogy, political opportunism, and xenophobia. Even the traditional and moderate main political current shows a certain tendency towards supporting anti-immigrant rhetoric and extending this to the possibility of exclusively intra-EU mobility.

Nevertheless, it must be noted that migration remains an important source of rejuvenation for the age profile of the European workforce and it can contribute towards making up for the predicted long-term shortages in the workforce in general. It is also essential for dealing with immediate shortages, both in skilled and unskilled labour.

In the European Union, the main worry for employment policy is the high unemployment rate. In fact, it is still near the 10 per cent mark, and declining only slowly. However it can already be predicted that the economic upturn will about shortages in the work force in various Member States, sectors and professions.

The demand for workers will be startlingly serious. For example, recent reports indicate that the EU economy could be short of between 384,000 and 700,000 IT workers by 2015, and between 1 and 2 million staff in the health sector by 2020, which represents 15% of that sector at EU level. Even with the best of policies, it is highly unlikely that all these resources will be found within the Union.

It is important to remember that a distinction is made here between migration (people arriving from outside the EU) and intra-EU worker mobility. Despite judicial, cultural and other differences, these groups have one thing in common: both are necessary for the sustainability of our welfare system and the dynamics of our economy.

Conclusions

The ageing of the population is a great challenge and the consequences of it are often viewed with anxiety. The European Commission is working to transform this into a positive experience. For this reason, it has been proposed to declare the year 2012 as the European Year of Active Ageing and Inter-generational Solidarity. It should help to identify the right policies, create the necessary alliances, to combat stereotypes, to contest discrimination against older workers, and to mobilise resources for reforms and investments.

To work with the principles presented and to achieve the goals set, it is necessary to:

- reach macro-economic stability, without compromising the investments which can generate economic growth, prosperity and social cohesion.
- invest in the demographic renewal of Europe by supporting families towards a greater participation in the job market.
- invest in active ageing, to avoid poverty in old age, and to ensure long - term sustainability of the pension system.
- improve mobility inside the EU, but without worsening the imbalances within our integrated economic system.
- guarantee the fact that Europe remains a place which welcomes migrants along with their abilities, energies and ambitions, and which develops a greater capacity to manage migration and the integration of immigrant communities.

The ageing of the population is a challenge and it requires making Europe prosper within a new demographic reality. Demographic tendencies can be influenced, and along with this, the future of the European economy and society. The period Europe is emerging from, the longest recession since the war should also be a period, in which the European social model is constructed, based entirely on opportunity and solidarity.

Office installation in the house of sociologist Rosemarie Fuchshofer. It symbolizes the change of former, traditional living structures into an age of modern communication

Tamsweg, Austria, 2011. Author: Kurt Kaindl for Demochange

2.3 Demographic change in the Alpine space: Key challenges for the future

Pier Paolo Viazzo[1]

Abstract

Recent data show that the demography of the Alps is changing along unexpected trajectories. In particular, after more than a century of population decline, there are signs of a trend reversal in the French, and now also in the Italian Alps. Since growth is due more too net migration than to a positive natural balance, it is apparent that the population of many Alpine municipalities is not only increasing, but also undergoing significant structural changes. Immigration is an especially delicate issue in the Alps, as it raises questions about who should be entitled to learn, transmit and valorise local cultural heritage. These questions are akin to other dilemmas that arise when taking measures to curb the brain drain: should we primarily prevent young and educated inhabitants from leaving the mountains, or open the door to newcomers instead? Conditions need to be created that enable both, natives to stay, or to come back to their Alpine homelands, and potential immigrants to start a new life in these regions. Tailor-made policies, as exemplified by successful cases of local demographic and economic growth, can be crucial to reach and maintain new equilibriums between population and resources in the contemporary Alpine context.

Introduction

The initiation to the study of the Alps came through an extended period of ethnographic fieldwork carried out between 1979 and 1981 in Alagna/Im Land, a Walser settlement in Piedmont (Viazzo 1983). The availability of rich archival material for this region and other upland communities encouraged me to undertake intensive analyses of local demographic records which eventually developed into an ambitious attempt to reconstruct the population history of the whole Alpine region from the sixteenth century to the late twentieth century (Viazzo 1989). More recently, I have been asked to serve as President of the Working Group “Demography and Occupation” of the Alpine Convention, established by a decision of the Tenth Alpine Conference, held in Evian on 12 March 2009, and later confirmed by the Eleventh Alpine Conference, which met on 8-9 March 2011 in Brdo prj Kraniu. I am therefore addressing the question of demographic change in the Alpine space in a double capacity: on the one hand, as a scholar who has been delving into the past and present of Alpine demography for over thirty years; on the other, as coordinator of an international working group whose mandate is not only to shed light on current changes in the structure and composition of Alpine populations, and to examine the interrelationships between these changes and the job market, but also to assess the role of education and training and their effects on cultural transmission and the preservation of communities in both practical and symbolic terms.

It is apparent that, although methods and techniques are necessarily different, the working group I am chairing and DEMOCHANGE are bound to tackle issues that are largely the same – and to face the challenges these issues pose, both, to those who live in the Alps, and to the external observers who have been given the task to suggest possible ways of coping with such challenges. It is also becoming increasingly apparent that the demography of the Alps is not simply changing, but changing along rather unexpected trajectories. This makes it all the more urgent to identify changes and pinpoint trends as rapidly and, at the same time, as precisely as possible, paying due attention also to small-scale variations whose significance should not be overlooked.

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The demographic ageing of the Alps: change or continuity?

One of the salient trends to emerge from the survey of the extant evidence conducted by the working group has been that the population of the Alps is getting old. At first glance, this would seem to be just a regional instance of the much broader process of demographic ageing that is now being experienced by the whole European continent. But is it really so?

Yes and no. True, the preliminary report prepared by the Alpine Convention's working group contains a section where the similarities between the demographic ageing processes, currently underway in the Alps and at the European level, are highlighted. Nevertheless, it is important not to ignore the fact that the Alps have started to age *long before* the rest of Europe: indeed, concerns over the senescence of Alpine populations have been raised for so many years that one is tempted to see Alpine demographic ageing more as a *continuity* than a change. Secondly, it is equally important to notice that the causes of population ageing have not been exactly the same in the Alps and in Europe. The specificities of the Alpine demographic scene will become clearer if we concentrate on four points in time: the years 1951, 1981, 2001 and 2011.

Thirty years ago, it was mandatory for all those with an interest in Alpine demography to read an article by Germaine Veyret-Vernet that had appeared in 1971 in the *Revue de Géographie Alpine*, the prestigious journal of the Grenoble School of Alpine geographers. Its title was "Populations vieillies" – aged populations – and it was instrumental in popularising a number of demographic concepts and indicators that are in common use today. The article proposed a sequence of types ranging from "traditional" communities, where agriculture was still of primary importance and population was sharply falling, to the demographically much healthier tourist resorts, where increasing proportions of the inhabitants were engaged in service industries: all in all, it offered a desolate and alarming picture of an Alpine society whose structural ageing had been caused not only by a decline in fertility rates than by a massive process of mountain exodus (*depopulation*).

Still today, a fundamental demographic difference between the Alpine space and Europe as a whole is represented by the far greater weight of out-migration, mainly of men and women belonging to the younger age groups, as a factor conducive to structural ageing. It is a glaring difference and, maybe because it is so obvious, it is a difference that is neglected too often.

Another point worthwhile pondering is the ineluctability of mountain depopulation. We can now see more clearly than forty years ago that the overall picture provided by Veyret-Verner was strongly influenced by the specific features that had characterised the demographic evolution of the Western Alps between the end of the nineteenth and the middle of the twentieth century. It is sufficient to have a look at the map of Werner Bätzing (2005: 354) which graphically summarises the changes in total population calculated for each one of the approximately 6,000 Alpine municipalities between 1871 and 1951 to realise that the Alps had witnessed a variety of demographic evolutions. The Western Alps experienced a decrease of 35% to 92% in population numbers during this period, with only a few tourist areas gaining population. For the remainder of the Alps, Bätzing's map reveals that in most municipalities population size was roughly the same in 1951 as in 1871, or that population numbers had grown at a moderate rate. In contrast, the Bavarian Alps experienced a strong increase, exceeding 70%. The contrast between the Western and Eastern Alps is striking, and presumably amenable to a set of factors (political, economic, institutional, social and cultural) that had curbed mountain exodus and favoured the "rootedness" of local populations, especially in the German Alps.

In the early 1980s, things had changed a little but not necessarily for the better. As shown in another of Bätzing's maps, which measures variation in the population size of municipalities between 1951 and 1981, signs of a trend reversal can be detected for the French Alps. However, they were outbalanced by the depopulation from the Piedmontese mountains to the rest of the Italian Alps, most notably the valleys of Veneto and Friuli, and it was now possible to spot population decline even in some parts of the Germanic Alps (Bätzing 2005: 355). The demographic fate of the whole Alpine space, trapped in a spiral of depopulation and ageing, seemed to be settled. The next decades had, however, a few surprises in store.

The first surprise came from the French Alps. A comparison between the 1981 and 2001 censuses shows, that after more than a century of severe decline, that in this inter-censual period municipalities recording population growth were definitely more numerous than those whose number of inhabitants was still falling (Bätzing 2005: 361; cf. Heinrich 2008: 106-107). Admittedly, in the first years of the new millennium the French Alps displayed a rather heterogeneous pattern, with small-scale alternation of growth and depopulation, and

the old age dependency ratio (i.e. the ratio of people over 64 to those aged between 15 and 64) was still high, particularly in the southern municipalities (Bender 2008: 112). Nevertheless, the old to young age dependency ratio, which relates the number of over 65 to those under 15, was more favourable – a symptom of incipient rejuvenation mainly stimulated, directly or indirectly, by the arrival of new inhabitants from the outside. Besides being counterbalanced by persistent decline in most sectors of the Italian Alps, these gains were also partly offset by losses in Carinthia, Styria, Lower Austria and the Slovenian Alps. Still, they made a significant contribution to a general population growth in the Alpine space which was well above-average when compared, for instance, with EU-15 countries. They warned, above all, that perhaps the Alps were not demographically doomed as there was unmistakable evidence of dynamism, at least in some parts of the crescent.

The unexpected trend reversal observed in the French Alps created, on the other hand, a stark contrast with the continuing demographic decline and structural ageing of the Italian Alps. This seemingly divergent destiny has given cause for reflection and has spurred debate over the lack of adequate policies to promote economic and demographic growth in the Alps in Italy. However, the many diagnoses, and poor prognoses, put forward in the past decade have been called into question by latest data, which indicates that in the Italian Alps there are signs of a trend reversal after a century and a half of decline.

The most easily accessible figures are those for provinces. As shown by Table 1, which presents data for those Italian provinces only that are formally classified as “completely Alpine”, in the past few years growth has been ubiquitous and not limited to the provinces of Bolzano and Trento, where population had already been on the increase in the previous decades. These data also indicate that even in those provinces where the natural balance of births and deaths is positive, it is net migration that best explains population growth.

Table 1. Population growth in the “completely Alpine” provinces of Italy, 2006-2009.

Provinces	Birth rate (‰)	Death rate (‰)	Natural balance (‰)	Migration balance (‰)	Population growth (‰)
Aosta	10.1	10.0	0.1	7.7	7.7
Verbano-Cusio-Ossola	7.9	11.4	-3.5	5.9	2.4
Sondrio	9.0	9.7	-0.7	4.8	4.0
Bolzano/Bozen	10.9	7.6	3.3	7.3	10.6
Trento	10.3	9.0	1.3	9.5	10.9
Belluno	8.2	11.7	-3.5	5.4	2.0

Source: ISTAT (http://demo.istat.it/altridati/indicatori/index.html#tabreg - mainly estimates).
Elaboration: Working Group “Demography and Occupation” (Italian delegation). Date of extraction: 23 December 2010.

One is of course entitled to suspect that these growth rates are largely, or perhaps totally, a statistical artefact, since even the provinces that are classified as “completely Alpine” may actually contain sizeable urban centres, and the relative demographic weight of the highlands may therefore turn out to be fairly modest. Fortunately, very recent studies based on populations statistics collected at the municipal level (Steinicke 2011; Walder, Löffler and Beismann 2011) confirm that a tendency for upland villages to gain inhabitants is rather widespread. This is also the case for the municipalities on the Piedmontese side of the Western Alps, which in the second half of the twentieth century had become the sad emblem of mountain depopulation and abandonment.

Natural balance, net migration and the changing composition of Alpine populations

The evidence presented is a useful reminder that the Alps have long been, and still are, to a large extent, an area in which demographic ageing tends to be caused primarily by negative net migration rather than by fertility decline. This is not to say that the Alps do not share the challenges posed by the need to care for an elderly population with the rest of Europe. The size of this group is growing, not only in relative, but also in absolute terms, due to increased longevity. On the contrary, these problems are often exacerbated, since the ageing *of* the Alps is definitely affecting ageing *in* the Alps. Persistent depopulation easily results in a contraction of medical and social services, not to mention the disappearance of informal support networks, which may affect the possibility of ageing well in the mountains. Therefore, special measures are required which take into account the specific interactions between demographic ageing, population size and affordability of services that are distinctive of the Alpine area (Viazzo, Merlo and Zanotelli 2010).

On the other hand, in the past three decades the number of inhabitants of many municipalities has increased even in those areas of the Alps that had been affected by depopulation for over a century. Where this is happening, the demographic profile of local populations is moving towards more conventional shapes and in due course the natural balance of births and deaths might become more important than the balance between emigration and immigration. So far, however, there can be little doubt that the recent reversal of what had been a seemingly irreversible negative trend for many decades is to be attributed mostly to net migration, as illustrated by Table 1. An all-important point to be noticed is that the red colour signalling increase, which has replaced the deep blue of decrease on the maps of Alpine population geographers, provides a clear indication that in these municipalities population is not simply increasing but is also changing its composition.

The remote past Alpine communities have never been hermetically closed, or just open enough to allow their inhabitants to leave the mountains. For a long time, however, mining towns and villages had been the only high-altitude localities to experience flows of immigrants of some significance, followed in more recent times by tourist resorts. This is now extending to localities that had rarely received new residents from outside. In this respect, the Alps are far from being an exceptional case: especially in demographically anaemic countries such as Italy, the total number of inhabitants and the levels of fertility have both been boosted by immigrants' contribution. As outlined by Axel Borsdorf (2011) and other participants in the Alpine Space Forum, in Innsbruck in 2011, "migration is also related to the question of cultural identity, which is a particularly delicate issue in the Alps. Whether we refer to unique settlement structures, typical Alpine crafts and traditions, or regional dialects and creative work, the following question must be posed: who should be entitled to learn about and transfer, then promote and valorise local Alpine cultures?"[2]

It is no accident that another meeting ("Whose Alps are these? Governance, ownership and belongings in contemporary Alpine regions", Agordo, 22-24 September 2011) has been organised to address this and other closely related questions. Who owns the natural and cultural resources of the Alps? Who should have the right, and perhaps the duty, of learning about the Alpine cultural heritage and transmitting it to others? In a recent book, Marcella Morandini and Sergio Reolon (2010) convincingly argue that three conditions are necessary to promote what they term an "Alpine Renaissance": tailor-made models of development, the transformation of the Alps from a geographical region to a political system and, last but not least, the creation of instruments of self-government synthesised by the formula "The Alps to the Alpine people". But who are the people of the Alps today? We can no longer imagine the contemporary Alpine world as a mosaic – or a summation – of "local communities" that are internally homogeneous and totally (or almost totally) made up of men and women who descend from the original settlers and are by right of birth the holders of a cultural heritage that is transmitted within the family as well as the guardians of a single, uncontested memory. The compositional changes that are currently occurring all over the Alps are generating a complex set of questions concerning political, economic and cultural belongings.

2 Forum Report prepared by the Joint Secretariat ETC – Alpine Space Programme, p. 7. Available at http://www.alpine.space.eu/.

Brain drain: complexities and dilemmas

In her 1971 article on the "aged populations" of the Alps, Veyret-Verner blamed mountain exodus, and especially the haemorrhage of young educated people who migrated to the plains, for the loss of vitality of upland communities deprived of dynamism and lacking future-oriented perspectives. Brain drain, and more generally the drain of human resources, has certainly not stopped in the last fifty years. It is rightly perceived as one of the most serious threats to the economic and social development, or survival, of the Alpine area. Echoing Veyret-Verner's words, the final report on the 2011 Innsbruck Alpine Space Forum states that "the brain drain is often followed by a shrinking innovation potential and by depopulation", and "together with low income levels and little social appreciation in key sectors [it] can result in a lack of skilled workers" (Joint Secretariat ETC – Alpine Space Programme 2011: 11).

Despite its widely recognised importance, the contours of this phenomenon are still vaguely known. It turns out that only few accurate analyses have been conducted to explore this phenomenon. One of the rare studies on this subject has been conducted in Switzerland in 2003, in order to quantify the number of highly qualified people leaving the Alps. According to this report (Egger, Stadler and Wenger 2003), a close examination of concrete cases revealed an exodus from the Swiss Alps that looked far larger that suggested by official statistics. However, the same survey also underlined the presence of great differences at the regional level: in central Switzerland, the number of skilled people leaving was particularly high in Uri and Valais and much lower in Nidwalden, thanks to favourable taxation. Moreover, while some of the draining areas were located far away from the Alps, others were situated in urban or peri-urban areas within the Alpine perimeter, but offering greater opportunities compared to the uplands. Thus, brain drain appears to be affecting the Alpine space in different ways and through different pathways. This hardly allows for simple characterisations and simple counteractive measures: new studies are needed to fill the many knowledge gaps of this complex phenomenon.

Although our knowledge of brain drain in the Alps is still not as detailed as required, there are a few problems that have to be tackled immediately, or at least be made explicit. Two real dilemmas are whether it is right to keep young people in the mountains and, whether only locals should be encouraged to stay or efforts should be made to encourage the settling of the so-called "New Alpiners". At the 2011 Innsbruck Forum, one of the keynote speakers (Gløersen 2011) has advanced some provocative thoughts: "should we primarily prevent young and educated inhabitants from leaving the mountains for better job opportunities or should we instead open the door to newcomers who may find the mountains an attractive place? In this respect, the fear of brain drain stands in contrast to the hope for a socio-economic reality which might be more dynamic than the status-quo" (Joint Secretariat ETC – Alpine Space Programme 2011: 7).

These issues are discussed by Morandini and Reolon (2010: 70), who propose a 'middle of the road' solution. They argue that "it is necessary that young people are offered the possibility to stay in their home villages or alternatively to go away to study and receive advanced training, but then they should be able to come back bringing along what they have learned"; they should therefore not be locked into specially designed syllabuses enacted to meet local labour demands which are sometimes more imagined than real. On the other hand, they acknowledge that "it is likely that the mountains will increasingly belong to those who will decide to move to the mountains with the intention of settling there. […] For there is no right of primogeniture preventing those who are not born in the mountains from becoming mountaineers". They suggest "creating conditions that favour rootedness in the territory, enabling those who decide to stay, to come back or even to start a new life in the mountains to do it".

As a matter of fact, the symmetrical phenomenon of "brain gain" is now visible in many parts of the Alps. As pointed out in the Innsbruck Forum report, "recent municipal figures also show a current trend in the other direction: younger, highly educated people have increasingly started to move to the Alps. Many of them in search of a work-life balance and also encouraged by the combination of teleworking opportunities supported by rapidly developing information technology and urban centres within easy reach" (Joint Secretariat ETC – Alpine Space Programme 2011: 7). This is not to say that this process is proving easy and effortless, as recognised by the report itself. "Regardless of whether we are dealing with 'urban refugees', foreigners or 'amenity migrants', all different types of migrants most certainly require different services and policies. Moreover, the influx of 'New Alpiners' can cause social tensions" (*ibid*). Perhaps even more basically, one may wonder whether this flow of largely young people towards the Alps can persist, and their presence stabilise, unless the conditions evoked by Morandini and Reolon are created and preserved.

Miracle at Ostana? Or: small may be beautiful

Until the 1970s, it was commonly believed that in the "traditional past" emigration from the Alps had mainly consisted of disorderly attempts to escape hunger caused by poverty and overpopulation. Research carried out in the last three decades has shown otherwise. By revealing that Alpine population history was not characterised by high-pressure demographic regimes, but mostly by finely calibrated systems in which relatively low mortality was balanced by restricted nuptiality and fertility, these studies have cast serious doubts upon the canonical image of an Alpine population compelled to deliver its surpluses into the lowlands. A corollary of these findings is that until World War I emigration from the Alps was likely to be more a matter of choice than a flight imposed by necessity (Fontaine and Siddle 2000; Viazzo 2009). Over the past century, it has become increasingly rare for mountain dwellers to be in a position to *decide* whether they want to go, to stay or to come back, since the conditions that can enable individuals to exert real choices are more often than not simply absent, and migration is therefore forced by unfavourable economic and social circumstances. It is thus imperative to create these conditions. But how? Before tackling this question, it is useful briefly to go back to the demographic recovery (visible even in the Italian Alps), which is among the factors that concur to generate hopes for an "Alpine Renaissance", and to the *numbers* of this recovery.

If demographic recovery is gauged at the provincial level, for example by considering again Italy's "completely Alpine" provinces (Table 2), population increase is not really impressive. The same applies to the data available on the municipal level. Alpine municipalities whose populations have grown by more than 100% over the past decade are not an exception, but the magnitude of this percentage increase tells us immediately that we are dealing with small numbers, or possibly very small numbers, as in the case of a municipality in the Italian western Alps that has made local and national headlines in summer 2011.

Table 2: Population growth in the "completely Alpine" provinces of Italy, 2001-2010.

Province	Population 2001	Population 2007	Population 2010	Variation 2007-2010 (%)	Variation 2001-2010 (%)
Aosta	119,548	124,812	127,866	2.45	6.96
Verbano-Cusio-Ossola	159,040	161,640	163,121	0.92	2.57
Sondrio	176,856	180,429	182,709	1.26	3.31
Bolzano/Bozen	462,999	487,673	503,434	3.23	8.73
Trento	477,017	507,030	524,826	3.51	10.02
Belluno	209,550	212,365	213,876	0.71	2.06

Sources: ISTAT (2001: http://dawinci.istat.it/MD/index.html [census]; 2007 and 2010: http://demo.istat.it/ [estimates]).
Date of extraction: 20 December 2010.

The municipality in question is Ostana, an Occitan-speaking community in the upper Valle Po (one of the valleys in the province of Cuneo), cited by Morandini and Reolon (2010: 20) as an extreme instance of Alpine depopulation: -93%, from 1,187 inhabitants in 1921 to only 79 inhabitants recorded by the 2001 census. And it would seem, as reported by an article published in July 2011 and entitled "Miracle at Ostana", that the number of "true" residents was even smaller: in 1985 only five people, and all of them advanced in years, still lived in Ostana throughout the year (Dematteis 2011). The village was clearly on the verge of demographic extinction. However, a miracle has happened at Ostana: since 1985, the number of "true" inhabitants has gradually increased and "in 2011 it has broken the ceiling of 90 residents" – a very modest ceiling, but a stratospheric increase in relative terms. An increase to be credited, to initiatives that offer a paradigmatic, almost textbook illustration of tailor-made incentives, since they appear to have been patiently devised by local administrators and other parties to fit the exigencies and aspirations of single individuals or small groups interested in moving to Ostana and becoming "new Alpiners". As mentioned, in August 2011 Ostana has made headlines in newspapers as a symbol of the hundreds of small mountain municipalities which were threatened of suppression by the "financial manoeuvre" launched by the Italian government, and of the damages this would have entailed. The message conveyed by the newspapers was that by suppressing Ostana and other mountain municipalities faced with similar problems, the symptoms of demographic recovery and social rebirth emblematically exemplified by Ostana would have been stifled.

Concluding remarks

One concluding remark concerns numbers. In the 2011 Innsbruck Forum, some politicians and decision-makers frowned when they realised that the numbers behind the various graphs and maps signalling widespread demographic recovery were, in fact, small or even very small. Their objection was: is it worth investing resources to ensure a demographic increase which is, in absolute terms, tenuous? If it is good news to hear that even in the Italian Alps the haemorrhage has stopped, we may still wonder whether these positive trends, starting from very low levels, will be enough to drive these upland populations beyond the threshold which must be crossed to ensure sustainability. However, we should also wonder whether in such a diverse reality as the Alps the aggregate is a reliable sum of the parts. Most participants thought that it is not, owing to the complexity – as defined by complex systems theory (Lansing 2003) –of the Alpine situation. Thus, while it would be fanciful and senseless to imagine that Ostana could or should revert to the more than one thousands inhabitants it counted in the early twentieth century, it is perhaps not so senseless to think that population increases that are quantitatively modest but widely and uniformly diffused over the Alpine territory may be crucial to reach and maintain new equilibriums with the environment and local resources, admittedly at levels that are very different compared to the past, and yet adequate to meet the new situations. A message to be sent to politicians is that one should avoid thinking in dichotomous, extreme terms – either complete recovery, an impossible return to the population levels of the past, or collapse. Tailor-made policies may help keep population at intermediate levels which can nevertheless prove viable.

A similar strategy has been proposed by Morandini and Reolon (2010: 100), who call for political and administrative units whose size, may permit "to develop policies that are capable of reconciling the diverse needs of the territory". In particular, they complain that, in obedience to a company-minded and profit-oriented view, the legitimacy of mountain municipalities is more and more questioned "in favour of administrative mergers and territorial unifications that are functional to saving resources" (2010: 103): thus, any effort to ensure that all the Alpine space is inhabited, and not only the main valleys, is considered "not so much an investment answering common interests as a mere cost to be cut" (2010: 24). These words, written in 2010, sound almost prophetic in view of what has happened in Italy during the summer of 2011.

One of the most alarming findings to emerge from the survey conducted by the Working Group "Demography and Occupation" is, in fact, that a growing polarisation can be detected between the main valleys and the foothill belts, where population concentrates, and the communities located at higher altitudes or in the most secluded valleys, which are experiencing growing marginalisation. One of the most serious obstacles the Working Group is frequently stumbling across consists in the difficulty, and at times the impossibility, of getting hold of statistical data that adequately reflect the multifariousness and the local nuances of the Alpine world. Even the figures available at what is technically known as LAU-2, the "municipal" level[3], may prove insufficient to pinpoint the micro-demographic differences that exist within the territory of a single municipality. Although LAU-2 data are often a luxury not all countries can afford, they are mostly deficient with regard to phenomena that require to be watched in high definition, so to speak, if we are to avoid the risk of gross and dangerous distortions. This applies especially to the "New Alpiners", their subtle population dynamics and the services they need. It is no accident that some of the recommendations issued by the Innsbruck Forum point exactly in this direction: "there is a need to carefully investigate what kind of 'New Alpiners' are migrating to which locations in order to determine the services these people need. Field research – either geographical, sociological or anthropological – was found to be indispensable and should be encouraged. The idea of devising new and more accurate statistical methods for measuring migration and mobility was also underlined" (Joint Secretariat ETC – Alpine Space Programme 2011: 10). There are reasons to fear that processes of administrative and territorial merging, such as the ones that have been recently planned in Italy, might entail parallel processes of "statistical merging" which would make it even more difficult to produce and retrieve the finer-grained data of which there is, by all evidence, such a pressing need. It is to be hoped that a comparative research project like DEMOCHANGE, which privileges the detailed exploration of small pilot areas, may be useful both in demonstrating the importance of in-depth studies and in providing concrete examples of how fine-grained data may be generated and more appropriate indicators devised.

3 This category, largely used by Eurostat and other European bodies, refers to the lowest-level Local Administrative Units (LAU) in the various countries.

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2.4 Challenges for housing in the Alpine space

Doris Damyanovic[1]

Abstract

This paper is an evaluation of different housing types and their everyday life quality for users with different interests. In accordance with the challenges posed by demo-graphic change, the main focus is placed on the requirements of families, young adults and elderly people. The results presented are based on two case studies, both financed by the national program 'Upper Austria Space Saving Program' which relates to the sustainability strategy of the local Agenda 21. An important step in these case studies was the capacity building process with key stakeholders, such as planning departments, political representatives, cooperative building associations, and property developers. On the one hand, this knowledge brokerage process makes it possible to formulate new visions for sustainable housing to master the demographic challenge. On the other hand, it fosters political commitment which is an important factor for successful implementation.

Introduction

Demographic change in the Alpine space represents a challenge, but also an opportunity for strategic sustainable spatial planning and development to meet the different requirements and life situations of men, women, young and older people. In this paper, two Austrian case studies are presented which suggest ways of how to handle the challenges for housing in the Alpine space, using examples which focus on different housing types for different life situations (young and elderly people) and on affordable housing types for different everyday lifestyles. At the beginning of the paper, key theoretical concepts which underline the two case studies are introduced and finally some conclusions are presented.

The everyday life perspective as a bridging concept in spatial planning

"As a basic definition, the term 'everyday life' refers to those ordinary, taken for granted, habitual thoughts, activities and settings that are close and familiar to all of us but which are rarely measured by governments or scholars or endowed any particular significance. Henri Lefèbre also famously coined the phrase 'the familiar is not necessarily known' to capture the understanding that while an activity such as shopping or walking may be ubiquitous, it lacks meaning if it is not recognized – by naming, counting, researching and assigning value" (Jarvis et al. 2009). Therefore it is necessary to appreciate the everyday life of the different user groups with whom we are dealing in planning and spatial development procedures (Damyanovic 2007).

Important factors which affect the organization of the everyday life situations are, on the one hand, the housing situation and, on the other hand, the accessibility of the workplace, services and social infrastructures from the place of living. Furthermore, the mobility situation influences the management of time and space in our everyday life situation in this living environment enormously (Horelli 2006). In this context, "housing" is understood as places for working and living (Huelbusch 1981, Zibell 2006). This extended concept of housing defines the house as a place for shelter, recreation and participation in social life (Zibell 2006). Referring to Horelli (2009), supportive infrastructure for the everyday life of locally dependent groups includes a 'functional structure', i.e. housing, services, mobility and work. Furthermore, it includes a 'physical structure' which should be flexible and constructed according to human scale, for example access to meeting places, nature and technology. Moreover, a 'participatory structure' is necessary in order to support good governance and capacity building for these groups, with a 'cultural structure', such as community and social capital, is important for the sustainable development of municipalities.

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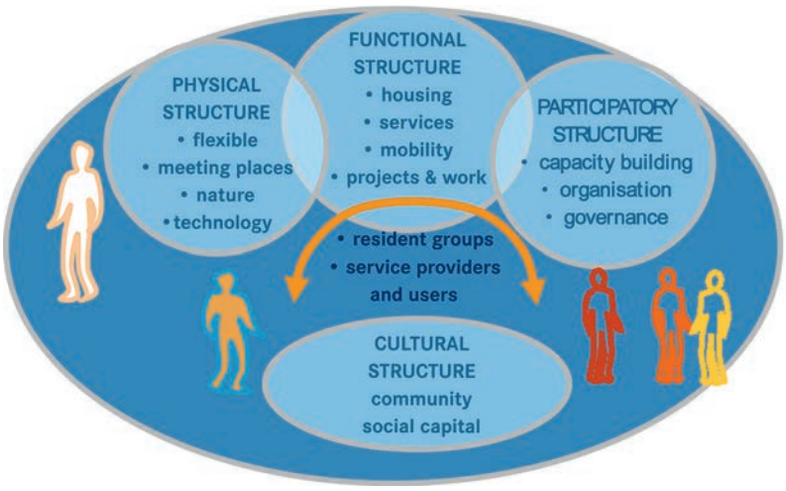

Figure 1: A supportive infrastructure of everyday life for locally dependent groups (Horelli 2009)

Different housing solutions for different requirements of women and men, young and older people

In the following, two case studies are introduced. The objective is to present housing solutions for the different needs of women and men, as well as young and old people. Both studies have been carried out in the Province of Upper Austria. The first case study area comprises the municipality of Lengau with around 5,000 inhabitants (Damyanovic and Reinwald 2008) with the second case study area being the medium-sized city of Wels with around 50,000 inhabitants (Damyanovic and Reinwald 2011). In both areas, the legal framework for planning is provided by the Upper Austrian Planning Act of 1994 (UAPA 1994). Important planning tools for spatial development and housing are the Local Development Concept (Örtliches Entwicklungskonzept) and the Land Use Plan (Flächenwidmungsplan).The local development concept is a strategic concept for the development of the municipality and includes analyses, strategies and measures for the next ten years. It is adopted by the municipal council and contains the building land concept (Baulandkonzept), the traffic planning concept (Verkehrsplanungskonzept) and the green space concept (Grünlandkonzept). The allocation of building land, traffic areas and green areas is defined in the land use plan (UAPA 1994).

The two case studies were financed by the national funding program “Upper Austria Space Saving Program” which relates to the local Agenda 21 strategy (Leitinger et al. 2006, Mandlbauer 200(). The sustainability strategy of the local Agenda 21 is based on the three pillars of sustainability. The first pillar is social sustainability, which focuses on the quality of everyday life of the inhabitants. The second pillar is ecological sustainability, which refers to the development of energy and space saving strategies. The third pillar is economic sustainability, which aims at saving costs for both the community and its residents. Both case studies were based on this strategy.

Case study one: “Together we develop our spaces” in the municipality of Lengau

Settlement activity within the municipality is concentrated around the municipality’s three main villages – Schneegattern, Lengau and Friedburg – and in the surroundings of technical and social infrastructure. The land-use patterns are characterized by agricultural land use on the one hand, and by small and medium-sized enterprises and the development of industrial sites on the other. The project included a knowledge-brokering process in which the mayor, members of the building committee, civil servants of the building authorities and the planning consultant took part. One main objective of the project was to provide affordable housing, especially for young as well as elderly people in this municipality. The capacity-building effort was based on the team’s preliminary and continued examination and evaluation of the land-use pattern, the planning laws, the different planning concepts of the municipality, good practice examples for area-saving and cost-saving building activities, and the actual use of space by men and women considered in dependence to their life situation and phase of life. The findings were presented in the form of pictures, digital and printed maps and

tables. The results of the project were synthesized into a handbook for the area-saving and cost-saving development of settlements and land for building in the municipality of Lengau. The strategies and measures were adopted unanimously by the municipal council.

The handbook includes an analysis of the everyday life quality offered by different housing types for users with different interests. In the following sections, three such housing types will are introduced and discussed.

Assisted accommodation as a means for elderly persons to remain in their neighbourhood

The first housing type is a building structure for assisted living of elderly people. It includes twelve apartments and was generously subsidized by the government of the Province of Upper Austria. It is located in the village centre of Friedburg. Each apartment is equipped with a living/dining room with a built-in kitchen, a bedroom, and a barrier-free bathroom. The architecture of the building facilitates barrier-free access to the house and the garden. Due to its location close to the village centre, residents may walk to local stores, coffee shops and the town hall, if their physical condition allows for this. Furthermore, the assisted living concept makes it possible for elderly people to remain in their familiar neighbourhood. In this case study area, on-going demographic change has led to a situation where most of the elderly persons are women, and many of them are living on a small pension. Especially for this demographic group it is crucial that authorities subsidize projects which allow them to stay in their municipality.

Sustainable development in the planning of single-family houses

In rural areas, the 'single-family, detached house' is the preferred type of dwelling. One important point of discussion in the case study was the question of how to deal with this building type in a sustainable manner, whereas in this case sustainability means reduced land consumption and lower development and maintenance costs for the municipality, but also for the residents, keeping in mind that their life situation evolves.

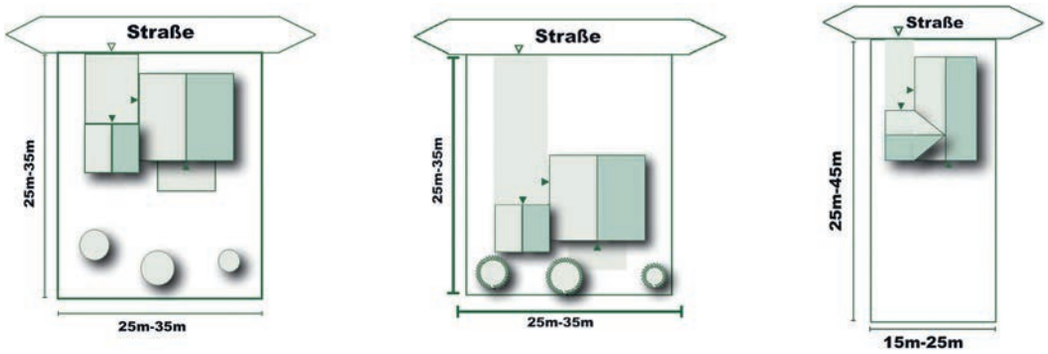

Figure 2: Different qualities of single family houses (Damyanovic and Reinwald 2008)

The project determined two criteria being key for sustainability: size and shape of the plot. As further important criteria, the position of the house on the plot and the location of the main entrance on the street-facing side were identified.

Table 1: Comparison of the cost of development of the maintenance of the plot (Damyanovic and Reinwald 2008)

Model calculation of the cost of development of the plot						
Per housing unit	House on square plot		House on oblong plot		Apartment block	
Local public infrastructure	75m²	8,625€	50m²	5,750€	14m²	1,610€
Water supply	15lm	1,875€	10lm	1,250€	3lm	375€
Sewerage	15lm	2,325€	10lm	1,550€	3lm	465€
Power supply	15lm	750€	10lm	500€	3lm	150€
Total		**13,575€**		**9,050€**		**2,600 €**
Model calculation of the yearly cost of maintenance of the plot						
Per housing unit	House on square plot		House on oblong plot		Apartment block	
Local public infrastructure	75m²	105€	50m²	70€	14m²	19.6€
Water supply	15lm	12€	10lm	8€	3lm	2.4€
Sewerage	15lm	27€	10lm	18€	3lm	5.4€
Power supply	15lm	26.25€	10lm	17.5€	3lm	5.3€
Total		**170.25€**		**113.5€**		**32.7€**

The average plot size in the municipality is around 900 m². A comparison of housing types showed that the cost of development for a 'house on oblong plot´ are around 3,500 Euro lower than for a 'house on square plot'. Moreover, also the annual maintenance cost is approx. 60 Euro lower for the 'house on oblong plot' (Gutsche 2006). The everyday-life quality offered by a house with private garden is also guaranteed by a smaller plot.

In rural areas, the minimum surface area of plots for single houses is around 600 m². Another conclusion of the survey conducted under the study relates to very large plots: as the residents of a house grow older, maintenance of a large garden tends to become a burden.

Alternative options for housing are semi-detached houses or terraced houses (row houses). However, the main problem is that these building types are not very appealing to people in rural areas. The dream of one's own detached house, with a surrounding garden, is still widespread.

Subsidized apartments as an opportunity for young adults and young families

Another important objective of the municipality Lengau is to provide affordable housing for young people. Quite often, young adults desire to move out of their parents' home as soon as they have turned eighteen. In order to keep those young people in the municipality, it is necessary to provide affordable housing for them. They may rent so-called 'starter apartments' (40 – 50 m²) from cooperative building associations or from the municipality. Such affordable apartments are also rented out to young families. However, at a later stage in their life these user-groups will most likely want their own detached house with garden.

Second case study “Space, cost and energy saving settlement development” in the city of Wels

A major aspect of this study addressed the issue of high building plot prices which drive people out of the city and into the surrounding hinterland. Especially young families cannot afford centrally located plots or apartments. As a result, the share of middle-class families in the total population of the city decreases, and with it the number of pupils which in turn has a negative effect on community life. One main objective has been to find solutions for attractive and affordable housing types for this group.

The analysis conducted in the study and the subsequent formulation of measures was based on four basic principles: first, the quality of everyday life, i.e. supporting and improving the living conditions of all inhabitants. In so doing, consideration is given to gender, age, social and cultural background of the inhabitants. Second, the reduction of land consumption and sealed soils as a contribution to maintain soil functions. Third, the reduction of development and maintenance costs, and fourth, the saving of energy, using renewable energies and ensuring security of supply.

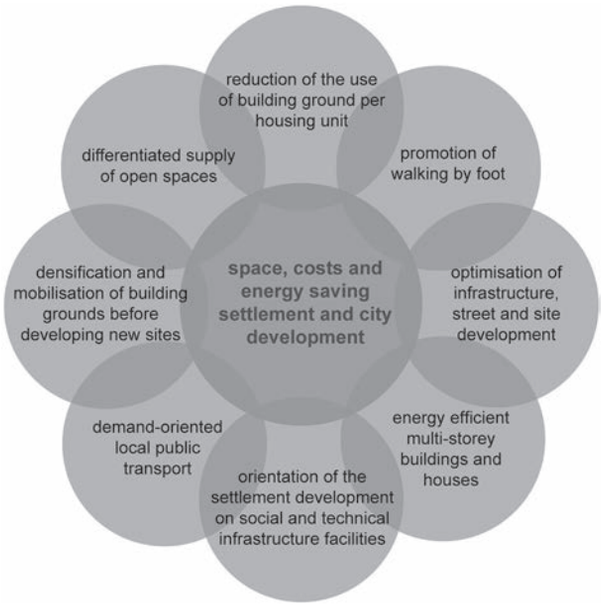

Figure 3: Principles for space, costs and energy saving settlement and city development (Damyanovic and Reinwald 2011)

First of all the survey aimed at evaluating common building practices in Wels. The exemplary landscape planning and open space field research was based on the comparison of multi-storey buildings, high-density low-rise housing structures, and detached houses in terms of the four principles mentioned above. The survey was supplemented by a qualitative survey on tenant and home owner satisfaction, asking residents about their everyday life quality and housing costs such as cost of rent, cost of loans, and running costs. An important part of this project was also the knowledge exchange which took place on different levels and included meetings with the urban planning department and the business and city development committee of the City of Wels. Furthermore, expert workshops were held with planning departments of the city, political representatives, cooperative building associations, and property developers. The project resulted in a ‘Guideline’ at the level of the city’s Local Development Concept which optimizes the interrelationship between energy-efficient buildings, low land consumption and cost reduction with regard to everyday usability.

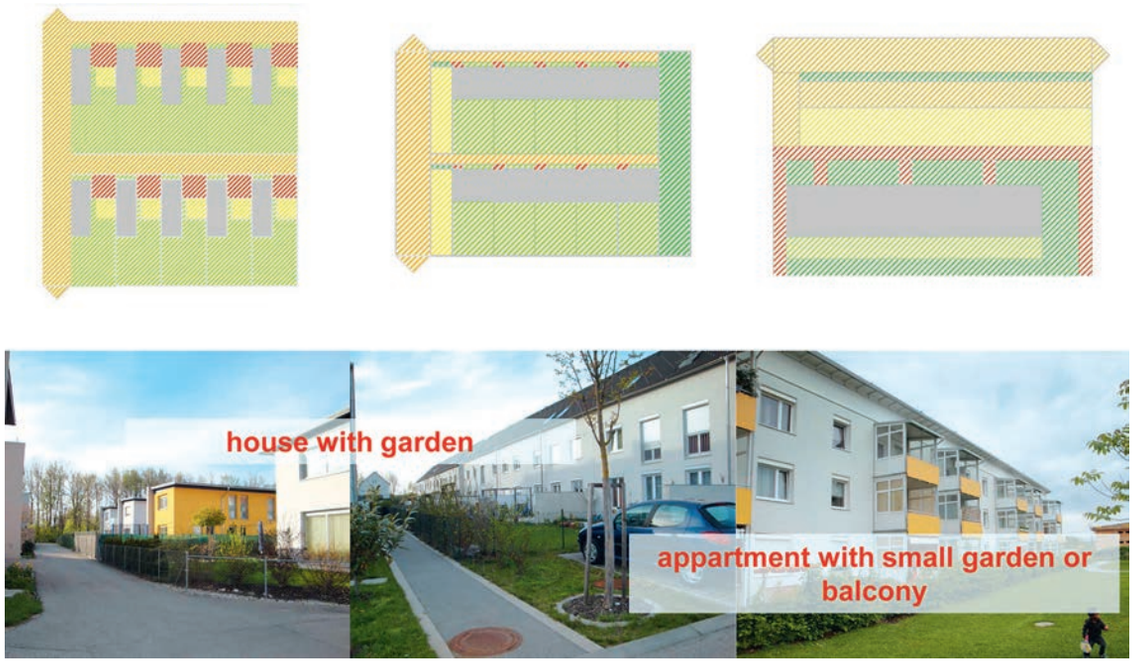

Figure 4: Different types of affordable housing (Damyanovic and Reinwald 2011)

Different types of affordable housing in urban environments

A home with a garden is also appealing to many city dwellers. In this study, three types of buildings meeting the requirements of quality of privacy and affordability were identified . The first example includes single-family detached houses on 300 m² plots. The low land consumption of this building type renders those houses affordable. The second housing type comprises the 'terrace (row) house' requiring a plot size of 150 to 200 m². The third type involves apartment buildings with small gardens at ground-floor level. All other floors have balconies; however, the residents may rent a small allotment garden on the common property. All three housing types can either be owned or rented. There is a general tendency that houses are owned while apartments are rented.

Conclusions on the challenges for housing in the Alpine space

An important factor to enable successful implementation of housing policies is political commitment (Damyanovic and Reinwald, 2011). Knowledge exchange and knowledge transfer support the diffusion of good practice examples, new methods of how to combine qualitative and quantitative aspects in planning, and new technology, e.g. energy-saving technologies. Capacity building for administrative authorities and decision-makers makes it possible to formulate new visions for sustain-able housing, with demographic change as a challenge for spatial planning duties on local, regional and provincial level.

In the case of liveable housing and building environment, the municipality or city needs an overall spatial planning strategy which combines the planning topics of housing, mobility and social infrastructure. Such a strategy has to consider different interests of men and women, which derive from gender, age, social and cultural background.

It is also important to provide public information and consultation for people who want to buy or rent a home.

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Childrens graffiti on a wall near the kindergarten.
It demonstrates the children's vision of the future building structures in their alpine environment.
Lend, Austria, 2011. Author: Kurt Kaindl for demochange

Practical Experience from the Model Region Upper Gorenjska

Barbara Černič Mali[1]

Introduction – Upper Gorenjska at a glance

The model area comprises four municipalities within Upper Gorenjska, which is located in the North Western part of Slovenia. The four municipalities Bled, Bohinj, Gorje and Kranjska Gora cover 779 km^2 with a total population of 21,584 (2010). The largest municipality in the model area is Bohinj (334 km^2, 5,260 people), followed by Kranjska Gora (256 km^2, 5,288 people), Gorje (116 km^2, 2,923 people) and Bled (72 km^2, 8,113 people).

The region is populated along the Sava river valley (Kranjska Gora), the Bohinj valley (Bohinj) and in the plains (Blejska dobrava, Blejski kot). The steep terrain limits the possibilities for larger towns and also influences the size and form of settlements – nucleus villages at lower altitudes and dispersed settlements with remote farms at higher altitude. The model region has no prevalent regional centre; however Bled is the largest town. The closest functional centre of regional dimension is Jesenice with administrative offices, a regional hospital, high schools, industry, social security offices, etc.

Figure 1: Map of the model region Upper Gorenjska; Cartography: Andrej Herakovič, 2011

The mountainous terrain with accompanying harsh conditions for settlement resulted in a low density of population of 28 inhabitants per km^2. Prevailing land use is forest which covers 72% of the whole area, followed by agricultural land with 11%, built up areas amounts for only 2%, and 16% are categorized as bare soils, water, roads, railways, etc. Land use changes include overgrowing of pastures and agricultural land which have resulted in a higher percentage of forest.

In its major parts, the model region Upper Gorenjska is very attractive and characterized by notable landscape diversity, and rather well preserved natural resources. The Triglav National Park covers 18% of the model region and influences the development in the area. Picturesque Bled with its lake, which is a Slovenian national symbol, has a tradition as a health centre from the 19th century onwards. In last decades it has also become well-known for its major sports events (rowing), whereas Kranjska Gora has become known for Alpine ski world cup races, and nearby Planica is famous for its ski-jumping and ski-flying competitions. On the other

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hand, tourism in Bohinj, which is largely located within Triglav national park, is more appealing to nature and sports lovers (hiking, climbing etc.).

The model region is not an independent administrative region, as the Slovenian administrative system consists of only two levels, i.e. the local and national level. The regions do only exist as statistical units, and since entering the EU, also as development regions which are in charge of the preparation of regional development programmes and policies in order to apply for EU structural funds. The actual model region is part of the statistical region Gorenjska.

Overall, the majority of people in the model region are employed in the tertiary sector (62% in 2002); the secondary sector follows with 32%, and the primary sector with 4% of total employment. However, substantial differences do exist within the model region. The accommodation and food service sector is the leading employer in Kranjska Gora (43%), and it also has a high share in Bled (24%). In contrast, the secondary sector still leads employment numbers in Bohinj and Gorje. Gorje is also the least tourism oriented and most agricultural municipality.

To put the economic development of the model region into a proper perspective, it needs to be pointed out that the area was in the past highly influenced by the neighbouring municipality and town Jesenice, with its heavy industries and accompanying activities. Ironworks Jesenice, which used to be the employment centre of the whole area, was hit hard by economic restructuring and so were other traditional industries that experienced downsizing and/or closures.

Due to the lack of jobs in local environments, the model region is heavily burdened with a high rate of daily commuting. The highest deficit of jobs is found in the municipality of Gorje, in which only 36% of the population find jobs in their municipality of residence. In Bohinj and Kranjska Gora, one third of all employed migrate daily. Bled is the only municipality with a surplus of working places with more people coming to the municipality to work than daily commute elsewhere.

With 81% of tourist accommodation of the whole Gorenjska region and 16% of the national total, tourism plays an important role in the economy of the model region, and moreover for employment. Problems in the tourism sector include obsolete facilities and infrastructures, lack of skilled labour, especially serving staff, seasonal imbalances, and lack of touristic offers in the spring and autumn season. The average length of tourist stays is short, with day tourism still prevailing, bringing about all its negative consequences, i.e. traffic congestions; low contributions to the local economy, etc.) Municipalities also struggle with incomers settling permanently in their second homes, and the share of elderly and retired people among them is significant.

From a social point of view, conflicts between locals and newcomers are also observed. The entire model region has a rather high local identity and shows, as in many Alpine areas, a rather reluctant attitude towards newcomers. Newcomers are often from much more urban environments and are not always willingly integrated into the local community.

The model region also suffers from a rather poor provision of commercial offers other than basic provisions. Small shops have been closed down, so citizens of small municipalities now rely on running shopping errands in larger regional centres, such as Jesenice. Public transport is insufficient in all municipalities, relying on buses only and due to the unsuitable railway track and train connections.

Demographic change

Absolute population numbers have shown either no change, or a slight decrease of two percentage points from 1993 (21,907) to 2008 (21,522). The largest loss of population is evident in Kranjska Gora which has lost 5% of its population during that period.

All four municipalities experience ageing, with the share of young people decreasing and the share of elderly people increasing. Age groups of 0-14, 15-24 and 25-49 years of age all show indexes of lower than 100 (1995-2007). With the exception of the municipality Gorje, where the process is slower (the index of aging totals 110), the aging indexes are relatively high in Bled (146), Bohinj (137), and Kranjska Gora (160) Actually, the average age of population in the model region increases faster than elsewhere in Slovenia

Changes in natural increase per 1,000 inhabitants show a positive trend during the decade 1997 to 2008. From minus four people per 1,000 inhabitants, the natural increase number grew to one person in 2008. The positive change in the natural increase is evident in all municipalities, except for the Bled municipality which is still losing population due to natural changes. A minor positive change in natural population increase can also be noticed at the national level. However, this is by no means a sign that the trend of an overall negative natural growth rate is now reverted. The present positive growth rate is rather temporary as is a consequence of high birth rates in the 1980s, with those children now becoming parents.

The migration process has intensified in last ten years, with the index totalling 120 for the model region (from 13 to 16 people per 1,000 inhabitants). At the local level, a significant difference between municipalities is observable. On the wider regional and national level, the year 1998 presents the last year of evident outmigration, and now both, the region and the state, experience immigration. However, rather optimistic figures for immigration should be observed with caution, as demographers are pointing out (Jakoš 2009). The majority of those who immigrated to Slovenia recently are young male persons, predominantly working in the construction sector and forming their families in their native countries. However, this may not be the case for parts of the model region, namely Gorje, which experienced substantial in migration of younger families, presumably due to favourable living conditions with lower real estate prices than in more tourist orientated places, and a rather good accessibility to jobs in the regional centre.

The fact that the number of male residents remained stable during the period 1997 – 2008, whereas the number of female residents decreased by 3% in the same period, may have further negative consequences on future fertility rates. It is projected that the net natural rate in the model region will decline and population will decrease by approximately 1,400 of males and 1,200 of females by 2030. The population influx is predicted to be too low to cover for the natural loss.

Contrary to the rather clear projections on the declining population by demographers, the results of focus group discussions suggest that inhabitants of the model region perceive demographic change with mixed expectations. The majority of locals do not agree to a decrease of population, which by their opinion will be compensated by immigration (e.g. foreigners looking for secondary homes, domestic population returning to spend the pension in the birth place). However, they see the major problem in the brain drain and the lack of labour force, followed by a significant aging phenomenon, and investments by foreigners.

Housing and households

The trends in households in the model region do not divert from general trends, i.e. increasing number of smaller households, consequently higher number of total households, and smaller average household sizes. Influencing factors are societal changes, such as a higher number of singles, delayed marriages, longer life expectancies which causes more single elderly households, etc. Furthermore, it can be observed that the number of elderly households is growing, as elderly are coming back to live in their birth places, and the owners of secondary homes are moving to their vacation homes for permanent residence.

The majority of housing units in the model region are single family houses. As in whole Slovenia, which is a nation of home-owners, the share of privately owned houses is very high in the model area (93.7%). Demand for rental and particularly non-profit (i.e. owned by municipalities) housing significantly exceeds supply.

Dwelling construction has constantly increased, with a minor slowdown noticed in the last two years, due to recession. In all municipalities the average number of dwellings per 1,000 inhabitants highly exceeds the national average of 408 (Kranjska Gora 644, Bohinj 598, Bled 462).

The disproportional increase of dwellings, if compared to the number of households, is well illustrated by the following facts: in the period 1991 – 2002 the number of households grew by 6% in Kranjska Gora, whereas the number of dwellings increased by 20%. Figures for the two tourism orientated municipalities of Bohinj and Bled are similar and it is evident that the large surplus is caused by holiday homes.

Real estate prices in those centres are among the highest in Slovenia. Average prices for building land was 130 EUR/m^2 (highest 354 EUR/m2 at Bled) in 2010, while dwellings cost between 2,300 EUR/m^2 (Bled, Bohinj) and 2,700 EUR/m^2 (Kranjska Gora). The disproportion between supply and demand is quite evident.

Implications and challenges of demographic change on housing and settlements

The experiences from the model region suggest the following implications and challenges on the topic given:

- Prices for housing are expected to remain high in the model area, given the competition between locals and wealthy and elderly amenity migrants.
- Newly constructed dwellings often suits to the needs of holiday-dwellers better, than to the needs of locals.
- Municipalities do not have sufficient stock of non-profit units to rent.
- The private sector prefers to rent dwelling units as tourist apartments for short time periods than to local young families for longer periods.

If the above stated challenges are not addressed adequately, young residents will continue to move out of the model region to the nearby municipalities of Jesenice and Radovljica, which are urban entities with lower prices and more diversified housing options (multi-dwelling structure with usually lower prices), which will further affect the demographic situation and development.

Additional issues to be tackled include:

- Lack of alternative choice of housing for the elderly.
- With elderly moving into their secondary homes for permanent residency, municipalities will soon face even higher demand for suitable services by elderly people.
- Newly built secure homes are too expensive for elderly locals and homes for elderly have sometimes high standards and consequently high monthly service fees, as both types are aimed at non-local newcomers.
- High prices of land also hamper economic development, since entrepreneurs, especially young and start-up, cannot afford the costs to buy business premises.
- Presently, there are no incentives to adapt to changed needs (barrier-free public buildings and spaces, sufficient housing of various types according to the changed population needs, etc.)
- There is lack of support (financial and organisational incentives) to the construction sector, tourist accommodation owners, and landlords to adapt infrastructure to the growing numbers of elderly tourists and residents with mobility constraints. Similarly, tourist sights and major attractions are often not accessible for these groups.
- Even though the impact of demographic change on spatial development has been recognised in municipal plans, it is not yet integrated sufficiently into the planning process.
- Spatial development and planning should be a guarantee for adaptation to the new demographic situation and for the provision of at least minimum standards of infrastructures and utilities, particularly in remote areas. Cooperation, participation and synergies are the key issues recognised by stakeholders and others involved in project activities within model region of Upper Gorenjska.

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Meeting point for young people on an empty access street to a commercial area just opposite of a McDonald's restaurant.

Zell am See, Austria, 2011. Author: Kurt Kaindl for demochange

2.5 Monitoring integration of immigrants at local level: Challenges and strategies

Irene Ponzo[1]

Abstract

The purpose of this contribution is to point out some of the main challenges posed by the integration of immigrants in European societies, with special attention to the Alpine regions. These challenges concern both, research and policy, and seem to require the development of a wider and deeper dialogue between these two levels.

Monitoring systems of immigrants' integration may represent crucial means for developing this dialogue, since they are knowledge tools developed on the basis of scientific criteria, but usually aimed at supporting decision making processes. They can be framed within the increasing demand of knowledge-based policies coming from the EU, national and local governments. As they are rather recent tools, they face many difficult challenges in terms of both, scientific reliability and actual employability for the policy-making processes. By reviewing some of the most interesting monitoring systems used in Europe, the main risks and solutions of the development of local monitoring systems of immigrants' integration are pointed out.

Introduction

Immigration is a structural phenomenon of European societies. However, it is increasingly challenging. The development of integration studies on the one hand, and dramatic events in traditional immigration countries – such as the Banlieue riots in France or the murders of Theo Van Gogh and Pim Fortyum in The Netherlands – on the other, have increased the awareness among scholars and policy makers of the complex nature of integration processes. It is now evident that integration is far from being a linear and natural process: it may assume diverse forms in different contexts and even within the same context, it concerns all the spheres of contemporary societies, it is shaped both by macro and micro dynamics, and influenced by international, national and local events and policies.

Old integration models, such as French assimilationism or Dutch multiculturalism, are under discussion, although there are no new distinct models to replace the old ones. The attempt to find new effective tools for managing integration is made even harder by the emergence of the crucial role played by local contexts: what happens at local level matters as much as, and sometimes even more, than what happens at national level. Marseille or Paris Banlieus are not France, integration in Manchester does not work as in London, and the immigrants' settlement in the Alpine regions or in small villages is different from settlements in big cities which research usually focuses on.

At the same time, challenges are becoming bigger due to the on-going economic crisis. Inclusion in the labour market, which represents a crucial aspect of immigrants' integration in receiving societies, is becoming more difficult. Several national and local governments in Europe are facing financial difficulties and are forced to decrease their expenditure on integration measures. Finally, these growing social changes and welfare cuts increase the competition between locals and immigrants, both in the labour market and for welfare services, hence providing a basis for social tensions.

Given this complexity, the governance of immigration increasingly requires the development of empirical and theoretical knowledge in order to build effective tools for managing integration processes. Research and policy are called to improve synergies for successfully coping with new challenges posed by immigration (Penninx and Scholten 2009).

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1. The theoretical challenge of integration: the lack of a shared definition

Immigration is challenging, not only from a social and cultural point of view, but also from a scientific perspective. Actually, a shared definition of integration does not exist, both at scientific and political level. However, an agreement on certain features of integration has been achieved (Zincone 2009; Caponio and Ponzo 2011).

Firstly, integration is now considered a multidimensional phenomenon, which concerns several areas. Esser (2001), for example, distinguishes four main forms of integration: (1) acculturation (or socialization), which is the process by which an individual acquires the knowledge, cultural standards and competencies needed to interact successfully in the receiving society; (2) placement, which means an individual gaining a position in society (for example in the economic systems); (3) interaction, that is the formation of relationships and networks by individuals and groups; (4) identification, that is the tendency of individuals or groups to see themselves as part of a collective body. In contrary, Entzinger (2000) distinguishes three spheres of integration: legal-political, cultural, and socio-economic. Giovanna Zincone (2009) has further explained the concept of integration by dividing it into three objectives (positive impact of immigration on the receiving country, immigrants and natives' wellbeing, positive interactions or, at least, low conflict interactions between natives and immigrants and among immigrant minorities), which are then structured in three areas of integration (socio-economic, cultural and religious, public and civil) and three levels (rights and policies, opportunities and real conditions, perceptions and identities). Although there is still no agreement on what the significant aspects of the concept of integration are, scholars have agreed on the fact that there are several relevant aspects and that they refer to all spheres of society.

There seems also to be agreement on the fact that the various dimensions develop in different and sometimes contradictory ways (Zincone 2009, Gans 1997, Portes and Zhou 1993, Zhou 1997, Alba and Nee 2000; in Europe: Esser 2000; Entzinger Biezeveld and 2003; Heckmann 2010). For example, when referring to the definition of Zincone (2009), it is clear that granting to immigrants the same social rights as to natives increases the wellbeing of the first group, but also tends to foster competition between the two populations on welfare, generating conflicting interactions. In the same way, immigrants can achieve a good level of wellbeing in the economic sphere through successful integration into the labour and housing market, without reaching cultural wellbeing, if they are subject to contempt, verbal abuse , and racist behaviour (Zincone 2009; Ponzo and Zincone 2010).

During time, scholars have also started to look at integration as a dynamic process that is being shaped over time and especially over generations (Brubaker 2001, Heckmann 2000) and that the passing of time and generations does not guarantee for integration to be successful. Actually, events which occurred in old European immigration countries during the last years, such as in France, the Netherlands, and Great Britain, have clearly shown that even second and third generation immigrants can fail to be integrated in the country where they were born and raised, showing an even greater unease than their parents. Thus, the integration process is not linear nor easily predictable.

Finally, integration is generally perceived as a two-way process, since it implies a change by both, the immigrants and the host society, although the effort to adapt to a changed environment is necessarily greater for the former (Jopkke 2006; Zincone 2009). The bi-directional nature of the integration process, firstly acknowledged scientifically, has been recognized at the political level, so that it has been included in the EU Common Basic Principles.

The emergence of this vision has been accompanied by a dual consciousness. First, it has become clear that the host society cannot avoid being transformed by immigration, that this process of transformation can be difficult and should therefore be accompanied and managed by policies. Secondly, it is important to recognize the active role of immigrants and the importance of the various strategies they implement, rejecting any deterministic and organicist approach (Brubaker 2001), in which immigrants would be passive subjects bound to be "absorbed" into the receiving society. If we conceive integration processes as the result of a complex interaction, it is clear that there may be several ways to being integrated and a variety of positive integration pathways. Besides those who tend to lose their ethno-cultural features, there may be others who keep such a strong attachment to their origins and are embedded in social or economic ethnic networks, even transnational. Neither of the two pathways rules out the possibility of being integrated.

To conclude, it can be said that there is an agreement on the complex nature of integration processes: it concerns various areas, it changes over time, it involves both immigrants and natives, and not only does it depend on macro factors, but also on individual strategies. As absurd as it may seem, the awareness of this complexity may hamper an agreement upon a shared definition of integration.

2. The spatial challenge of integration: the fragmented and diverse dynamics of integration

Consistently with the lack of a shared definition of integration, traditional European immigration countries have interpreted the term in different ways. Their integration policies can then be clustered around two broad opposite categories: assimilationism and multiculturalism. The assimilationist model is blind towards different cultures and religions, and it views integration as an individual process. On the contrary, the multicultural model defines a nation as a political community, featured by a cultural-ethnic heterogeneity and it maintains that newcomers can keep their cultural-ethnic heritage and autonomy, giving relevance to communities rather than individuals. These two models can be further distinguished, according to the degree of public intervention: the share of public values and by which means a certain cultural homogeneity can be achieved through state intervention (France), through market and society (United States), by public support of ethnic cultures (The Netherlands), or by society and its various communities (Great Britain) (Castles & Miller 2003; Zincone 2009).

This reconstruction of the models is based on the main immigrant laws and policies, but regardless of the differences that may arise at local level, and which are observable, if we consider the interventions implemented by cities in order to face concrete problems of integration. The problem of building positive relations with marginalized populations and the episodes of urban violence have brought about the adaptation of cultural mediation policies at local level, and the recognition of immigrants' associations in degraded neighbourhoods with high concentration of immigrants of many European cities – e.g. Kreuzberg in Berlin, Neckarstadt in Mannheim, Grand Mirail in Toulouse, the suburb of Handsworth in Birmingham, Hulme and Moss Side in Manchester, etc. (Caponio 2006). In this regard, Moore (2004) illustrates, how French cities, in their attempt to come to terms with young immigrants' unrest, do not act much differently from their English counterparts, whereas recruiting mediators in order to link up immigrant groups is officially pursued in the UK, in France it represents an established informal practice. Marques and Santos (2004) show that in Oeiras (Lisbon), although the Town Hall does not officially recognise immigrant or ethnic-particularistic demands, neighbourhood associations composed of immigrants represent the interests and channel the needs of the African resident groups. Ponzo (2008), Caponio (2006) and Campomori (2008) show, how integration policies developed in Italian cities have been strongly different according to policy legacy, networks of local actors, legal and financial constraints and opportunities and politics, i.e. 'colours' of local governments.

The importance of diversity management in urban districts was underlined also by the EU (see, for instance, the Ministerial Conference of April 2010 in Zaragoza). Indeed, comparative analysis of integration dynamics and policies at city level has also become a focus in some EU-funded research projects, such as in the projects MPMC (Multicultural Policies and Modes of Citizenship in European Cities), CLIP (Cities for Integration Policies), GEITONIES (Generating Interethnic Tolerance and Neighbourhood Integration in Urban Spaces), "Concordia Discors. Understanding Conflict and Integration Outcomes of Inter-Group Relations and Integration Policies in selected Neighbourhoods of Five European Cities".

Hence, at the scientific and policy level the local context is increasingly regarded as an arena where crucial integration challenges are coped with. It means that local governments have a relevant role not only in the implementation of national policies, but also in policy formulation (Zincone and Caponio 2006; Caponio and Borkert 2010). The local level, therefore, increasingly emerges as the place where the main immigration and integration challenges are dealt with, and, at the same time it is used as a kind of laboratory where public actors and the civil society can build new integration models.

2.1 The specific integration challenges of the Alpine regions

The attention for local processes is even more relevant for contexts characterized by specific features, like the alpine regions.

In these areas, immigrants represent an important resource not only because they meet the demand of labour force, but also because they curb the ageing of the population which is due to low birth rates and to the emigration of the young population in search of better education and job opportunities (Viazzo 2011). Hence, we can claim that immigrants represent an important factor for the local development of these areas.

The positive impact of immigration on the social quality and development of the territory cannot be taken for granted: even if it represents a cultural, social and economic resource of extreme importance. There is always the risk that it combines with exclusion and segregation phenomena and that it becomes a critical factor for social cohesion. Moreover, given the peculiarities of the alpine regions, the adoption of solutions and best practices developed in other contexts can turn to be self-defeating. If interventions aimed at fostering positive immigrant integration are planned, it is essential to carefully evaluate the specific potentials and criticalities of these territories.

From a cultural point of view, and since several alpine regions are located at countries' borders, they can take advantage from the concurrence of many linguistic-cultural traditions and from the presence of historical minorities, whose recognition and demands the regional and local bodies have always had to face, implementing proper instruments and regulatory-institutional devices which can act as a useful background for the development of solutions able to manage the cultural differences of foreign immigrants. On the other hand, the strong local identities, which characterize many alpine regions and their defence towards the risk of assimilation to national culture, can become a barrier towards individuals of different cultures.

From the point of view of economic integration, the greater and clear characterization of the economic pattern of each internal area (manufacturing activities, agriculture, tourism, etc.) compared to the mixed economic patterns of large cities, can represent an advantage for the policies of immigrants' economic inclusion, favouring the identification of demand and supply of immigrant labour force in each local context and conditions of integration in the labour market. At the same time, situations which are markedly different can generate extremely different outputs of the same policy, and make the transfer of good practices difficult from one area to another even in the same alpine region.

Finally, the settlement pattern of the alpine regions, featured by small municipalities, offers the chance to test and implement innovative policies and practices of integration more easily and rapidly than in large cities. Nevertheless, the scattering of settlements in the territory poses the risk to create a fragmentation of integration policies and obstacle the formation of networks among various actors, and consequently the development of a shared package of frames, knowledge and practices. Furthermore, the small dimensions of the settlements make it difficult to reach scale economies, and therefore the relation between the costs and benefits of interventions may be unfavourable.

3. The policy challenge: the construction of knowledge-based integration policies

As mentioned, immigrant presence represents an extremely relevant social and economic resource for the alpine regions. But, it can also generate exclusion and segregation phenomena and become a crisis factor for social cohesion. Local actors must then equip themselves for managing integration processes.

In this perspective, it is crucial to monitor integration processes in order to build knowledge-based policies. During the last few years, the development of policy evaluation culture, from the one side, and the increasing awareness of the various outcomes and paths of immigrant inclusion, on the other, have raised attention to the monitoring of immigrant integration by national and local governments. This trend has been partially encouraged by the European Union which, for a few years, has been underlining the need for Member States to elaborate comparable immigrant integration indicators.

That being stated, the purpose of the SSII project, conceived by FIERI and by the Social and Economic Observatory of the Valle d'Aosta Region within the project Demochange, is to build a monitoring system able to promptly register integration dynamics with the objective to:

- enable the regional institutions to carry out more accurate and undated analysis on integration processes;

- provide public decision makers with updated information which may enable them to create appropriate tools to face on-going social phenomena, and properly intervene in case of difficulties in immigrant integration processes.

The creation of this tool was preceded by a preliminary phase, consisting in the identification of similar monitoring projects, with the purpose of fostering learning processes and transferring good practices and know how. The identification of these initiatives occurred through three channels:

- a literature review;

- a web search, both through the use of key-words and specific websites (e.g. European networks of local bodies, EU funded projects, etc.);

- a Call for practices circulated through the FIERI website, Cittalia Foundation of ANCI (National Association of Italian Municipalities) and the European networks IMISCOE (International Migration, Integration and Social Cohesion) and CLIP (Cities for Local Integration Policy), where FIERI is a member.

Many of the materials identified through these channels are represented by traditional studies which have just undergone a simple terminological change: they are ad hoc and non-recurring investigations which analyse statistical sources or surveys' results available. It has been decided to put aside these projects and to concentrate on the analysis of local experiences, which are featured by recurrence and the use of integration indicators.

Below the most interesting monitoring integration projects carried out in Italy and in the rest of Europe are presented and in the next paragraphs the main theoretical and methodological issues are summarized which have come out during the implementation phase of these projects.

3.1 Italian monitoring projects

One of the few Italian experiences of monitoring immigrant integration that combines quantitative and qualitative integration indicators is the Barometro dell'integrazione dell'Agenzia per l'integrazione di Bergamo (Barometer of the Agency for integration of Bergamo), established in 2003, and published annually. It is a synthetic index, resembling a barometer and represented by an arrow located on a semicircle with two opposite poles, a positive and a negative one. The positioning of the arrow on the semicircle is determined by an analysis of articles on immigration published on the local newspaper Eco of Bergamo, classified by their extension, type and content, integrated by the opinion of key informants, and the census of intercultural initiatives promoted in the territory.

An interesting attempt to support integration monitoring, albeit indirectly, is the Immigration Data Base (Banca Dati Immigrazione - DIMMI) of IRPNET (Istituto Regionale per la Programmazione Economica della Toscana - Regional Institute for the Economic Planning of Tuscany). DIMMI is an online platform that brings together the main statistical sources available on immigrants, concerning the national or regional (Tuscany) level and divided into eleven thematic areas. It is a systematization of static sources. Each source is connected to DIMMI through links and accompanied by a guide for data reading which includes suggestions for building integration indicators derived from that database. Since integration indicators are not processed by DIMMI, the latter appears to be a tool which is unlikely to be used by service operators and policy makers. On the other hand, the choice of promoting direct access to databases, rather than providing indicators, lowers maintenance costs and makes it a flexible for multiple users who can decide which area and what local level to analyse.

Although it is a project which concerns the whole national territory, the integration indicators elaborated by IDOS and Caritas Migrantes annually, refer to regions and provincial capitals, hence to local contexts, and that's why it seems to be worthwhile mentioning them. The objective of this project is not to measure integration, but to register and compare the integration "potential" in the various territories, the structural conditions that

may favour a positive inclusion of immigrant workers and their families. The project is articulated in three main thematic areas and their respective indexes: 1) the index of territorial appeal, which measures the ability of each territory to attract and keep immigrant population; 2) the index of social inclusion, which measures the rooting in the local society and the level of access to the main services by immigrants for each territorial context; 3) the index of employment inclusion, which measures the level and quality of the employment inclusion of immigrants in the local labour market. The second and third indices contribute to build the total index of integration potential. Each index is elaborated on the basis of statistical indicators, based on official sources. Some indicators are provided also for Italian citizens, enabling the creation of comparative measures (relative indexes) which reveal the gap between the conditions of natives' and immigrants' social inclusion for each local context. The IDOS is also leader of the MITI project (Migrants' Integration Territorial Index), financed within the INTI Programme, and inspired by the above mentioned Italian project, although some indicators were modified in light of the different availability of data in the various countries involved (Italy, France, United Kingdom, Spain, Portugal).

Among the on-going monitoring projects for immigrants' integration, it is worth mentioning the system carried out by Regione Emilia Romagna and IRES Piemonte. Regione Emilia Romagna has formed a working group responsible for creating a list of 40 integration indicators which are divided into five areas: indicators of social stability, reflecting residential and legal stability; indicators of employment inclusion; indicators of competence acquisition, considered as an important element for the promotion of upwards social mobility; indicators of inequality as regards equal opportunities and achievement of wellbeing; indicators of access to services and welfare. IRES Piemonte, in contrast, is analysing the areas of Security, Tourism, Public Opinion, Health, and Immigration. The latter, which is still under construction, should provide indicators on the integration of immigrants at a regional and provincial level. Each of the indicators should be countersigned by a "sign" which says if the integration in that particular area has improved, worsened, or remained unchanged in comparison with the years before.

3.2. Monitoring projects in Europe

By looking at the experiences of integration monitoring in Europe, these projects seem to be more developed and able to connect theoretical and empirical formulation than the Italian ones, although they are fairly recent and are still at an experimental stage.

In Germany, as well as in Italy, the approach to monitoring of immigrants' integration has been developing just recently, although efforts in this field seem to be numerous. In particular, local municipalities and large cities have played a pioneering role in the development of monitoring systems for integration (Worbs, 2010). Wiesbaden, the state capital of Hessia, has developed an indicator-supported reporting system since 2003 which has been regarded as a model by many other cities. The federal Government and federal states only seized upon integration monitoring later on, especially after the microcesus of 2005 which used the concept of "persons with a migratory background" and allowed to analyse integration not only of foreigners, but of immigrants with German citizenship and their descendants. Also foundations and private research institutes have attempted to develop integration monitoring, such as: the Bertelsmann Foundation, which has built a data set on integration; the Expert Council of German Foundations for Integration and Migration which has constructed an integration barometer based on an annual survey, including items such as subjective experience, attitudes and expectations; the Berlin Institute for Population and Development, which has proposed integration ranks of migrant groups, federal states and cities. All these monitoring systems use pre-defined sets of indicators and their main data sources are official statistics, micro census and survey data (ibid).

One of the most interesting projects identified in Spain is represented by the Immigration Permanent Observatories, developed by the NGO Accem in the areas where it mainly works (Asturie, Sigüenza, Guadalajara, Girone, Alzira e Siviglia). These Observatories are based on partnerships made up of public and private institutions, NGOs, trade unions, associations, which are in charge of collecting, analysing and interpreting three kind of data: a) profiles and needs of immigrant beneficiaries of interventions; b) community resources, i.e. available services for immigrants' integration; c) contextual indicators which describe the target areas and their population. This monitoring system allows comparing demand and supply of services, evaluating the relevance of existing services, adapting them to immigrants' needs, and identifying the missing ones. The monitoring system is seen to be a tool to support the development of welfare services.

The Integration and Diversity Monitoring of the City of Vienna, published for the first time in April 2010, aims at putting integration measures and strategies on a knowledge-based decision-making process. It is based on two elements: a) integration monitoring, based on administrative, census and survey data, which is made up of 75 quantitative indicators examining the status quo of integration in Vienna/Austria and the reasons for changes related to immigration in different areas (demography, residence permit, education, employment, income, housing, health, participation and social climate), and the degree of equality of migration groups and the host society; b) diversity monitoring, based on interviews with senior officials and workshops in several departments and organizations of the City, analysing the status quo of diversity measures implemented by the City of Vienna, as well as the achievements of public administration in the adaptation of its services to immigrants' needs.

An interesting project that has been developed in the alpine regions is MigrAlps, an Interreg project carried out by EURAC (Istituto sui Diritti delle Minoranze – Institute for Minorities Rights) of Bolzano and ZeMiT (Zentrum für MigrantInnen in Tirol) of Innsbruck. The objective is to develop a monitoring tool of immigrant integration processes and local policies, based on the local peculiarities of North and South Tirol. For this reason, special attention is given to rural municipalities which represent the majority of municipalities in this mountain area. With this purpose, IMM (Integrations– und Migrationsmonitoring) has been realized, a monitoring system of the processes and polices for immigrants' integration built from the specific competences of municipalities, which are asked to provide both administrative quantitative data and answer questions on implemented policies. IMM is conceived to be used autonomously by Municipalities to determine the status quo of adopted integration policies, and to assess integration policies by comparing them to the policies implemented in the years before, and/or to the ones adopted by other municipalities.

From this brief review of the monitoring projects of immigrants' integration, it becomes clear that these are very recent approaches. The pilot project SSII developed within Demochange by the Valle d'Aosta Region and FIERI seems then to be strongly innovative, both in Italy and Europe.

4. Learning from experience: possible risks and solutions for integration monitoring

The above-mentioned monitoring projects raise many different issues, pose challenges and provide for possible solutions. The major issues are:

What are the objectives of monitoring systems?

Every monitoring system has to deal with a crucial trade-off: on the one hand, it must provide scientific based and reliable knowledge and, on the other, it must offer clear and useful information to its final users (scholars, decision makers, social workers, etc.), and it must be sustainable, i.e. periodically updatable. This trade-off is not easy to cope with, given that integration is a complex process which can hardly be reduced to a small set of simple indicators.

Furthermore, the aspiration of scholars and decision makers is always to understand what happens and why it happens. To answer to this, a monitoring system should allow for both, to describe and to explain integration processes, i.e. identify the main determinants of the described phenomena. This is a very challenging task, since factors that may affect integration processes are manifold. For instance, the human capital of immigrant population may rise for various reasons, such as immigrants' access to better education opportunities in the receiving countries, a restriction of immigration policies aimed at selecting more educated and qualified persons, or more selected emigration flows caused by socio-political changes in the country of origin. The worsening of immigrants' housing conditions may depend on growing economic difficulties of immigrant families, on the dynamics of the housing market (rising prices, smaller supply of houses, etc.), or on growing discrimination by landlords, as it happened after the 2001 terrorist attacks which raised Islamophobic backlash almost in all Western countries.

Given these considerations, the aim of the SSII monitoring system is more to describe integration processes taking place in the Valle d'Aosta Region, rather than to explain them. Since the SSII system is based on data gathered by regional offices in their ordinary activity, more ambitious goals are probably not sustainable. Identifying factors responsible for observed integration actually requires a deeper level of analysis than the one provided by the SSII system.

Which integration?

The identification and interpretation of integration indicators depends on the concept of integration they refer to. However, this is not always clearly determined in the monitoring systems identified. The lack of an explicit definition of integration, or the missing links between this and indicators are probably hampered by the lack of a shared detailed definition of integration as explained above.

In the SSII monitoring system we refer to the definition of integration formulated by Giovanna Zincone as President of the Commission for immigrant integration policies at the Presidency of the Italian Council of Ministers (Zincone 2000), further developed in research carried out by FIERI during the last few years concerning the local, national and international level (Golini 2006; Zincone, Caponio and Carastro 2006; Zincone 2009). As said above, this definition is made up of three main dimensions of integration, i.e. the aspects in which the concept of integration can be broken up into:

1. Wellbeing of immigrants and natives, i.e. the actual access to adequate living conditions, civil, social and political rights, and respect of personal and cultural dignity.

2. Positive interaction or at least a low level of conflict between immigrant minorities, on the one side, and between majorities and minorities on the other.; In this regard, we can distinguish positive interactions which imply the building of ethnically non segregated social networks, and mere tolerance i.e. acceptance of diversity, unless it disregards fundamental rights or is perceived as being destructive of civil life; perception of the 'Other' (immigrant or native) not as a danger for one's personal safety and social positions.

3. Positive, or at least not negative, impact of immigration on the receiving context defined as social, economic and political system of the arrival country/region. This dimension is referred, for instance, to the effects of immigration on demographic balance, on welfare services, on labour market, and so forth.

As Zincone (2009) underlines, these dimensions do partially overlap and are related with each other. For instance, immigrants' high rates of unemployment may have negative consequences on the wellbeing of immigrants, on the economic system of the receiving context, and on the interactions between locals and immigrants, reinforcing stigmata against the latter. On the other hand, and despite these links, the three dimensions of integration do not necessarily go hand in hand. For instance, granting foreigners the same social rights as citizens increases the wellbeing of the first group, but may raise competition on welfare resources for the second, producing negative consequences on the dimension of interaction (Ponzo and Zincone 2010). Hence, the same phenomenon may have different consequences on different dimensions, making it difficult to provide a univocal evaluation of integration processes.

After having explained the complex relations among the different dimensions of integration, some further complexity has to be added. Zincone (2009) breaks up these dimensions into different areas

1. Civic and public

2. Cultural and religious

3. Social and economic

and different levels:

a) Policy and laws

b) Opportunities and real conditions

c) Perception and identity

Like dimensions, also areas and levels may follow different directions (ibid). For instance, immigrants may achieve a good level of wellbeing in the economic area, but at the same time not in the public area, if they do not take part in civic society activities and are not involved in political participation processes. Considering

the different levels, integration policies may not be enough to increase actual opportunities and living conditions. The right of education granted to immigrant children (usually regardless of their legal status) does not mean that they have the same education opportunities as local children, since they are underrepresented in high schools and overrepresented in vocational schools. An advanced antidiscrimination policy, raising the awareness of not being treated equally, may produce a growth rather than a decrease of discrimination perception by immigrants.

Therefore, in the SSII monitoring system a rather detailed definition of integration is employed, since it is based on the idea that integration is multidimensional and the dimensions are not linked by linear relations. Nevertheless, it seems to be more appropriate to admit the limits of a monitoring system rather than to oversimplify the concept and process of integration to adapt them to the constraints of a monitoring system.

Integration of whom?

In monitoring systems, a legalistic approach often prevails, as they usually refer to foreign population, i.e. people with foreign citizenship. However, research on integration shows that obtaining citizenship does not assure successful integration. Therefore, the most useful choice for scholars and policy makers is probably to develop monitoring systems which refer to population according to ethnic background, made up of people born abroad, or with at least one parent born abroad. This choice has theoretical and practical advantages. First of all, the place of birth identifies a population that is sociologically significant, i.e. people who have experienced migration, whereas citizenship identifies a population defined on legal status which may change because of new laws rather than actual changes in integration process. Second, whereas the registration of citizenship by public offices is often introduced as consequence of the immigration process and then depends on the sensitiveness of public administration towards this phenomenon, the place of birth (firstly of natives) has always been registered by public services and offices and it is widely available. Greater problems concern parents' place of birth which is usually registered by Census only and thus cannot be included in the SSII monitoring system. Given this difficulty, SSII indicators refer to immigrant population in a strict sense, i.e. people who were born abroad and then moved to the receiving country.

Another crucial distinction to define the reference population concerns developed countries, as France or the US, and developing countries, such as the Philippines, Morocco, and also New EU Member States like Romania and Bulgaria. This distinction is often disregarded by monitoring systems and even by official statistics, although people coming from ADC obviously have motivations and resources to migrate which are very different compared to people coming from developing countries. These differences affect integration processes strongly and cannot be neglected. They are also significant for policies. Integration measures and programs are indeed conceived having in mind immigrants from developing countries, not from ADC. For this reason, the SSII monitoring system clearly distinguishes the two populations.

A final element which should be taken into consideration is the aforementioned bi-directional nature of integration processes, upon which scholars and policymakers generally agree. Although this aspect is often underlined by monitoring systems, it rarely shapes the sets of indicators employed, as well as their interpretation. Often, the local population is disregarded or, at most, employed as a benchmark for evaluating immigrants' integration. The local population is not a static entity, but it is dynamic and affected by immigration. In order to cope with this challenge, the SSII monitoring system provides all indicators, both for immigrants and natives as well, and tries to catch the impact of immigration in the receiving context, consistently within the definition of integration SSII refers to.

How many indicators?

Looking at the monitoring systems identified, two basic tendencies can be pointed out (Worbs 2010):

- the attempt to keep the number of indicators low, detecting some sort of "core indicators"
- the employment of a wide range of indicators

This choice depends on the users and goals of monitoring systems. If they aim at giving a synthetic view of the status quo of integration, the first solution is the best. The second option is probably preferable, if monitoring

systems are used by workers and policy makers of various departments of local administrations, in order to develop knowledge-based specific policies in many different sectors.

A second issue to take into account regards the idea of integration. Considering it to be a complex and multidimensional process, it's very difficult to examine it by using few indicators only. For instance, if economic and cultural integration are not considered as being strictly correlated, it becomes difficult to evaluate integration on the basis of inclusion in the labour market only. Or, impact of immigration on receiving system cannot only be investigated on the basis of fiscal contributions and welfare demands: although immigrants may pay through taxes more than what they get, natives may perceive immigrants as a burden for the welfare state, and this may raise tensions.

One of the major obstacles to the use of a large number of indicators is the availability of data. Whereas information on the legal status and on integration in the education systems and labour markets are usually provided by public offices and statistics, information regarding other aspects of integration, such as cultural aspects, participation in civic society, social networks, perceptions and identities, etc., is lacking. Given this situation, monitoring systems could point out those indicators for which data are not available: knowing what we cannot know may be a good way to avoid oversimplification and the risk to shape the concept of integration according to the available indicators, instead of identifying indicators on the basis of the definition of integration. Moreover, underling the lack of information concerning certain aspects of integration may stimulate the development of knowledge in these fields.

Concerning indicators to be included in a monitoring system, it has to be taken into consideration which measures to adopt, absolute ones or relative ones. As mentioned, in the Alpine Regions most settlements are small sized, with few residents only. It implies that a relatively small number of immigrants can constitute a large percentage of the population or of services users, amplifying the perceived dimension of the phenomenon. On the contrary, by looking at absolute values, there is the risk to underestimate processes related to immigration: in a small local community, a limited number of immigrant families can strongly influence social dynamics and cohesion. What can be a solution? Probably the best way to deal with this dilemma is to use both relative and absolute values, in order to estimate both, the size of immigrant presence, and its weight on small local communities.

When is integration achieved?

Even if sufficient data to build integration indicators is available, it is not easy to say which the values are that allow determining that immigrants are integrated. Therefore, integration is usually evaluated through comparison (Entzinger, e R. Biezeveld 2003).

Revisiting the monitoring systems selected, five types of comparisons can be mentioned, three of which have been employed by SSII:

- comparison over time, which allows to understand the direction of an integration process, i.e., if it worsens or improves;

- comparison between immigrants and locals, which helps to understand, if integration changes over time are due to specific conditions of immigrants or to the general context (e.g. how much the increase of immigrants' unemployment rate in the last few years is the consequence of their weaker position in the labour market, and how much is it related to the general economic crisis which also affects locals?);

- comparison among different local contexts, which supports the identification of integration difficulties in specific areas. This comparison is particularly relevant for the Alpine Regions which are internally fragmented and heterogeneous.

On the contrary, in the SSII monitoring system little relevance is given to:

- the comparison among national communities, since it risks attributing potential incongruities in integration to cultural differences assigned to whole national communities, disregarding the role of individuals in integration processes. Furthermore, policies are not often structured on the basis of nationality (e.g. they usually distinguish between citizens and foreigners, or EU and non-EU citizens, but not between single

nationalities); the comparison among national communities is then used by SSII only for monitoring those services which can develop different strategies according to the origin of users (such as employment of intercultural mediators, classes of mother tongue, etc.);

- comparison between immigrant generations, despite its relevance, since in Italy second generations are still too young to be compared to first generations.

Conclusion

In this paper, various challenges posed by the integration of immigrants in Europe, with special attention to the Alpine Regions have been presented. As a consequence of the failure of traditional models of integration implemented by traditional European immigration countries, both, scientific and political communities have become aware that integration is a more complex process than what it was imagined to be. In parallel to the failure of national integration models, the crucial implications of local dynamics have emerged. The relevance of public and private local actors, local labour and housing markets, local services and infrastructures, as well as local culture and society has become evident, making the picture of integration more realistic, but even more difficult to understand and manage, especially in contexts characterised by special features like the Alpine Regions.

Therefore, an increasing collaboration between science and policy is needed in order to cope with integration challenges (Penninx and Scholten 2009). However, this is hampered by the lack of a common definition of the term integration and which goals should be pursued with it. Even if there is agreement on some general features and objects of integration (such as the multidimensional and the bi-directional nature of integration and the crucial relevance of economic dimension of integration), a more comprehensive view is still missing.

The development of monitoring systems can be understood within this frame and seen as an attempt to reinforce collaboration between science and policy for the development of knowledge-based integration policies, increasingly called for by EU, national and local governments. However, the above mentioned vagueness of what integration is, makes it difficult to understand which integration should be measured, of whom, through which indicators, and how.

Monitoring systems, being conceived as some sort of bridge between science and policy, do suffer from all these difficulties. However, because of their strategic position, they may also provide a substantial contribution to this dialogue.

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Poster of an Austrian countrypeople youth organization with the headline „Land & Youth. We are worth something“. The farmhouse in the back is abandoned.

Street between Mariapfarr and Tamsweg, Austria, 2011. Author: Kurt Kaindl for demochange

SSII Services: Sensors of Immigrants' Integration

Dario Ceccarelli[1]

Introduction

The pilot project carried out by Aosta Valley Region consists in the construction of a monitoring system of immigrants' integration processes called SSII. This choice sprang from the awareness that the presence of immigrants in the Valley is rapidly increasing and becoming one of the most relevant current demographic changes

The project is both, research and policy oriented. First, given the increasing relevance of immigration in Aosta Valley Region, producing detailed and updated knowledge on integration processes is becoming a research priority. At the same time, one of the objectives of regional institutions is to develop knowledge-based policies, especially in fields like immigration which are particularly complex and challenging.

SII is developed starting from a review of similar projects carried out in Italy and the rest of Europe**,** in order to transfer know how and to learn from others' experience. However, the project also aims at developing innovative features taking into account the peculiarities of Alpine regions and of Aosta Valley in particular.

The pilot project

Aosta Valley Region, as well as other Alpine regions, presents special features if compared to other Italian regions. It has an area size of 3263 km^2 and it can be defined as an entirely mountainous region, since approximately 60% of its territory is 2,000 m above sea level. The population density is the lowest in Italy (approximately 39 inhabitants/km^2) and one of the lowest in Europe, too. It is composed of 74 municipalities, grouped (except for Aosta which is the principal town, with more than 10,000 inhabitants, an area of 21.38 km^2, and a population density of 1624 inhabitants/km^2.) into eight mountain communities. Population is concentrated (76%) in the 30 municipalities forming the non-mountainous central valley.

In this context, one of the most relevant demographic changes taking place over the last decades is immigration. Since the 1980s, the Aosta Valley Region has become a centre of attraction for immigrants. During the last decade, this trend has gone through a process of acceleration, which, between 2001 and 2011, increased the immigrant population by more than 200% (Istat). At the beginning of 2011, immigrants represent 6.8% of the resident population (Istat), and their percentage is even higher in some Municipalities, as shown in Figure 1.

Immigration flows have been attracted by the high labour demand and good economic performance of the region, since Aosta Valley is among the richest regions in Italy: GDP (at current prices) per inhabitant was about 32,784 Euro in 2009, an amount well above both the national average (25,237 Euro per inhabitants) and the North Western macro-region average (30,035 Euro). Regional value added is mainly based on the service sector with a contribution of approximately 75% to total value added, followed by the secondary sector (manufacturing) with 24%, whereas only 1% is generated by the primary sector (agriculture). Considering the economic point of view, it can be underlined that very small, individual, and often family owned firms are dominating Aosta Valley's industry structure. Major sectors are construction, hotel & restaurant business, public services, and social and personal services. The labour market is characterized by full-time job conditions, with occupational rates above the national average, also if recent data indicates a worsening of the general situation.

The numerical increase of the immigrant population goes hand in hand with gradual settlement in the territory, visible in the high incidence of minors (22% of the immigrant population) and in their increasing presence in schools (7.3% of school population in 2008/2009). Thus, it is clear that immigrants are now a structural element of the Aosta Valley society.

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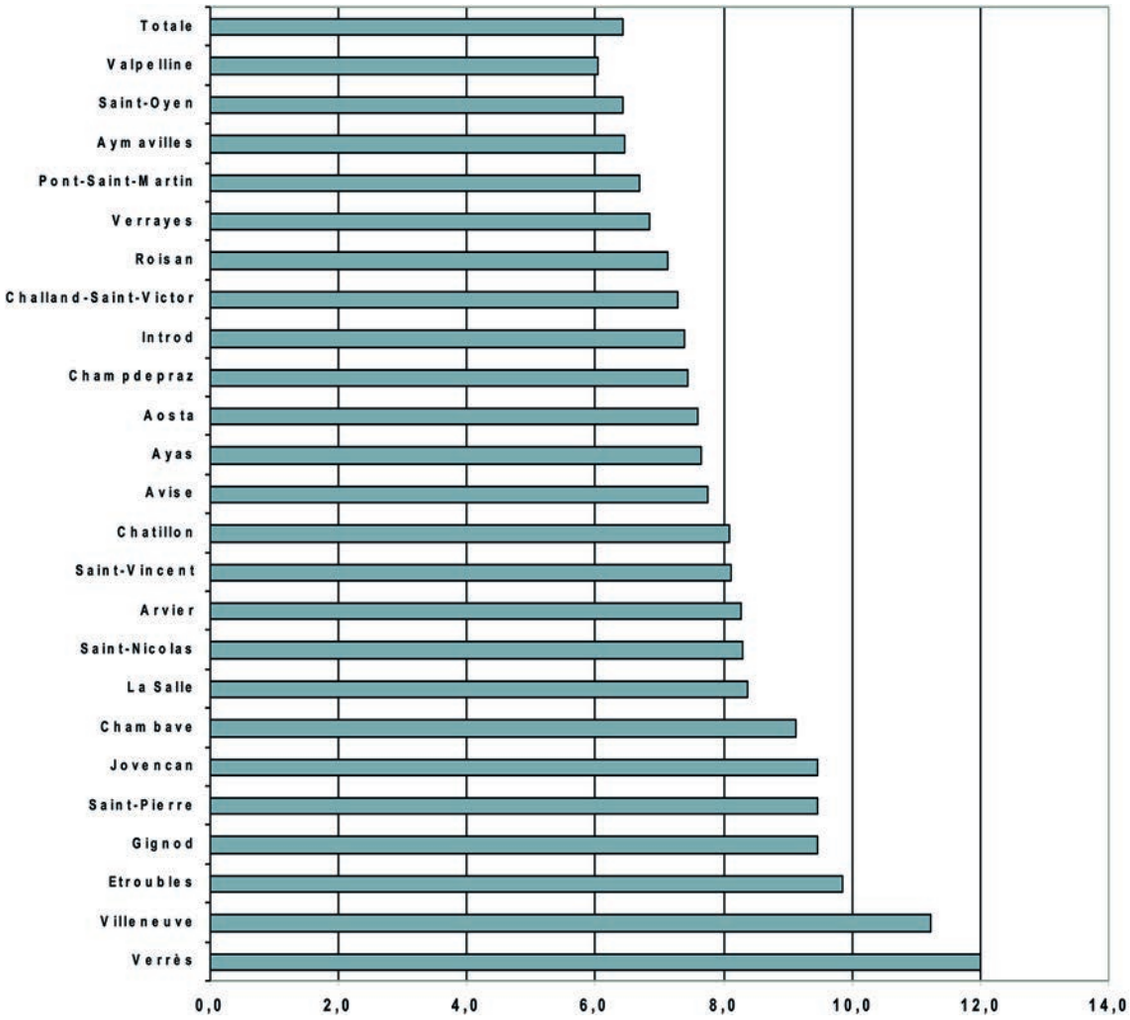

Figure 1: Rate of immigrant population in some Municipalities (2011), Istat

Nevertheless, the impact of immigration on the local society is not necessarily without problems. From the one side, the presence of immigrants represents an extremely relevant social and economic resource, from the other side, it can also generate exclusion and marginalisation and challenge social cohesion. Therefore, it is fundamental to carefully monitor the processes of immigrants' integration.

The purpose of the SSII pilot project is to build a monitoring system able to promptly detect the dynamics of integration. In particular, this monitoring system aims at:

- offering updated data on a phenomenon which changes rapidly, allowing to elaborate more accurate and dynamic analyses on trends of integration processes;

- allowing public decision-makers to build up knowledge-based tools of intervention and to adapt them to on-going changes.

The second objective is particularly relevant, since the role of regional and local actors in defining integration policies is crucial in Aosta Valley, given that it is a Special Charta Region. This fact implies, mainly owned to its geographic, economic and language characteristics, it self regulates some socio-economic areas (i.e. tourism, handicraft, etc.). The Region has legislative, programming and control functions, whereas Municipalities have administrative functions which can be integrated by other kinds of functions that regional or national legislation decide to delegate.

In particular, the project is based on the elaboration of a set of integration indicators established on the basis

of the definition of integration elaborated by Giovanna Zincone (2001 and 2009). This definition is articulated along various dimensions (positive impact of immigration on the receiving country; immigrants and natives' wellbeing; positive interactions or, at least, low conflict interactions between natives and immigrants and among immigrant minorities), levels (rights and policies, opportunities and real conditions, perceptions and identities), and areas (socio-economic, cultural and religious, public and civil).

While developing this monitoring system for integration processes, regional services and offices have been used as 'sensors'. The various regional offices deal with the immigrant population on a daily basis, registering social and demographic dynamics in real time. But, most of this information remains confined to the single services and are often not used. The elaboration and analysis of the data held by the single operators is actually a complex and expensive process, both in terms of time and money, especially for institutions which have been established for another purpose. The aim of the pilot project is thus to enhance the strategic position of welfare services as 'sensors' of integration processes.

Such an objective is not easy to achieve. The balance between scientific strictness and cognitive needs, from the one side, and the urge to answer to the needs of service institutions and not to impose too much work on them on the other, is difficult to find. Thus, the purpose is to develop a monitoring system which is scientifically rigorous and practically sustainable at the same time. Hence, the risk is to build a complex system which is difficult to maintain and update, or, the other way round, a system which is poor of information, has little scientific knowledge on integration issues, and is not very useful for services to develop strategies for intervention. For these reasons, this pilot project can be considered to be particularly ambitious and cutting edge.

It is clear that the necessity to combine the numerous requirements mentioned above needs a constant dialogue between experts and services included in the project. For this reason, a Steering Committee has been created. The local services involved in the pilot phase belong to the following sectors of the local and regional administration:

- Employment and training
- Health service
- Social policies
- Education
- Housing policies
- Prefecture
- Register offices

After the planning of the integration monitoring system, there will be a phase of training aimed at executives and operators who will have to use it, followed by a phase of experimentation and assessment of the system itself, in order to make it really usable for local and regional services.

Despite the strong participation of regional services and offices, as of today, a considerable part of the identified integration indicators are not available due to the lack of data. Information on social relations and perceptions and identities, for example, are not collected by services. Also, other data are not usable because they are not computerized. Other indicators are available only at national level and therefore they have been left out, given that the monitoring system concerns integration processes at the local level. However, for the monitoring system it has been decided to also include those indicators which are not yet available, in order to be aware of which parts of the integration process we are and which parts we are not monitoring, as well as to figure out possible future developments.

The monitoring system built within the SSII project will be actually available on an online platform, in order to make it easily accessible to several services. Furthermore, this solution may also allow the services themselves to update and directly include pieces of information in the future. As mentioned, one of the criteria that have led to the construction of the SSII is actually the will to create a flexible system, which can be both

changeable on the basis of future possibilities and needs, and potentially transferable and adaptable to other territorial contexts.

Summary

SSII is an on line monitoring system of immigrants' integration. It is developed on the basis of an intensive collaboration between experts and regional and local services according to some of the main EU priorities, such as the improvement of research-policy dialogue and the development of knowledge-based policies. The objective is to develop a tool which takes into account both, research and policy needs, and to foster exchanges and synergies between the two levels.

The collaboration between experts and policy makers is also relevant in order to face challenges such a pilot project poses. Integration monitoring systems are rather recent in Europe and many issues are still open, from the definition of integration to the construction and interpretation of indicators. In this regard, exchanges between experts and policy makers have a better chance to provide successful and sustainable solutions.

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2.6 More Elder Tourists – Threat or Chance for Alpine Tourism in the Future?

Felizitas Romeiß-Stracke[1]

Introduction

Statistical evidence of the last 20 years shows the growing proportion of the generation 60 + in nearly all western countries which will grow to up to more than one third of the entire population by 2030. This historically completely new perspective also affects tourism. Tourism experts and destination managers eagerly stare on the growing numbers of older people, especially those between 60 and 70, who are willing to travel more, and above all, spend more on traveling.

This paper is not emphasizing these quantitative aspects, but the socio-psychological ones. Of course, it is much easier to operate with statistics and figures, but these do not really lead to new insights and new strategies for this aspect of Alpine tourism.

Some important aspects concern the following issues:

- how will this age group feel, act, live in the next 10-15 years?
- will members of this age group travel to the Alps at all?

For more than thousands of years, old age was the exception in the human life cycle, and people above the age of 60 were held in high esteem in everyday life. This may be still the case in some Roman countries, but this societal esteem is decreasing, especially where young people see their chances for a good life in the future vanishing.

Anyway, the new demographic phenomenon in general provokes strong emotions. They range from geronto-phobia (the negative German term "Überalterung" for "aging of the population") to geronto-hype ("silver market" "generation gold"). Both, geronto-phobia and geronto-hype are a result of the Western Christian relationship to life and death: death as the end of terrestrial individual life and uncertainty about resurrection. Civilizations who teach people the eternal circle of becoming and fading get along much easier with old age and death.

Geronto-phobia, in its extreme, results in what is called "Alzheimerisierung" in German language. It reflects the general presumption that all people above a certain age, i.e. 70, are bound to become more or less mentally deficient ("gaga"), physically handicapped, and at the age of 80 end up in an old peoples home. That these presumptions are not a realistic picture of today's reality, hardly reaches the public perception. So, geronto-phobia toughly holds to its images.

Since about 15 years, many tour operators and destinations have contented themselves with that image of elder tourists, unconsciously resulting from the geronto-phobic view: low prices, collective organization, hotel rooms for handicapped people ("barrier free"), special menus ("Seniorenteller"), menu lists written in extra-large font size (some restaurants even provide goggles - by the way, a very intelligent service), and "Heimatabend" with old fashioned music, where old widows with thinly curled grey hair dance with each other in lack of male partners.

Geronto-hype, on the other hand, focuses on the tough, well-off and still beautiful "Best Agers", who continually "down-age", which means that they feel and behave 15 years younger than they actually are. They are intellectually alert, very sporty, interested in fashion and cosmetics, and even sex. Geronto-hype mainly looks at the economic potential for new products and services. It presumes that the generation 60+ has plenty of money to spend.

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Geronto-hype has arrived in the tourism business, too. Tour operators specialize on cultural trips, or sports-tours for the vigorous oldies, restaurants offer gourmet menus for the cultivated elder “connoisseurs”, companies sell special senior equipment for winter sports, etc.

However, the question arises what is a realistic way to cope with demographic change for the alpine tourism economy?

First of all, if a realistic view is to be adopted, three aspects need to be considered:

1. different periods of old age;

2. changes in objectives when growing old;

3. life-styles and traveling-styles of people who will grow old during the next 20 years.

Different periods of old age

For the main markets of alpine tourism it is absolutely inadequate to classify people above the age of 60 altogether as “old”, as many statistics do. For too long, the years after finishing the professional activity have been subsumed under just one term: “Ruhestand”, “riposo”, or more elegantly “troisième age”. This results from the industrial way of thinking: at the presumed age of no longer profitable physical utilization, at 60 or 65, people do and/or have to leave their profession and hence the production process. In this context is noteworthy, that the first old people’s homes have been installed in the boom years of industrialization in Europe at the end of the 19th century.

Nowadays, many people still work in industrial processes and are not prepared to actively work longer than to their sixties. But their physical condition is usually much better than that of their ancestors in the last century. Furthermore, the proportion of heavy industrial work is decreasing in all European countries. To be declared ‘old’ with 60 and being put into the one and only category of ‘old’ for up to 25 years is simply not adequate. At least three periods of senior age can be defined:

60 -70 years: mentally and physically still active and fit, subjective feeling of nearly no difference to the status of 50+, though first troubles occur;

70- 80 years: realization and acceptance of getting old, first physical restraints, psychological depression of getting really old, but also chance of real maturity;

80-95 years: identification with old age, not necessarily “gaga”, but clear physical restraints and changed mental priorities.

In tourism, there have to be carefully designed and differentiated offers for people in these different periods of old age in general. The 60-70ers do not at all want to be seen and treated as “seniors”. The 70-80ers already appreciate support for some physical and mental deficits. The 80-90ers do need assistance and help.

Over the last 40 years, tourism stakeholders have shifted into the “experience economy”. Enterprises sell good, enjoyable, exiting, or beautiful experiences, they “stage experiences”, as Pine/Gilmore put it. The conventional borderlines of “tourism-industry” (transportation, accommodation) become blurred. This concerns especially the right offers for 70+: tourism has to cooperate with the health economy (food, medical prevention, medical care) and the support economy (i.e. means to ease moving and communication).

Changes in objectives

With ageing, many physical constraints come along. They can be postponed for some time, but finally, they do appear.

All of the six human senses undergo wear and tear with increasing age. For instance, at the age of 60, visual acuity is on average 45 % of the one at the age of 20, and it decreases to 25 % at the age of 80. The same occurs to hearing and tactile senses; joints become less flexible, and blood circulation and blood pressure more fragile. The body needs less nutrition and toilets have to be more easily available.

Mentally, the tolerance towards rapid changes and uncertain situations decreases, due to the (even unconscious) admittance of physical weakness and in general, anxiety increases.

It is relatively easy for all tourism stakeholders and tourism destinations to react to these changes and support these groups by providing:

- “universal design” that is easy to handle, easy to go, easy to understand;
- adequate information, at the right time, at the right place, in the right words and type;
- safety and wellbeing in public and semi-public spaces through adequate lighting equipment, ventilation, materials etc.
- light meals and healthy food.

Not all objective changes coming along with growing old mean “less”, some of them also mean “more”:

Older people have much more need for space and calmness. This does not mean they do not tolerate social company, but they do so in a controlled way. Hence, rooms and spaces for retreat and calmness with a convenient atmosphere become more important. Exclusion of, or separation from, noisy families is legitimate. On the other hand, facilities for grandparents to enjoy a holiday with their grandchildren, or with the extended family, are also becoming more and more a requirement.

The affinity to nature, spirituality included, generally increases. For the present generation of the 60+, this also means a higher ecological sensitivity, bearing in mind that they came into frequent contact with ecological ideas during their lives. Nature conservation and reliable ecological efforts are crucial components of destination attractiveness, and this will even more increase with the coming generations 60+.

The consciousness of the time left to live a good life grows and with it the unwillingness to accept compromises. The question of the meaning of life arises more and more, especially when the former major source for this meaning of life has been a job or a profession which is now no longer available. The results are: critical citizens, critical consumers and critical tourists. Tourism operators have to take them seriously and embark on quality management programs (i.e. the Swiss Q-for you) with regularly feedback.

Life styles and traveling styles

In life style research, it is granted that the way in which a person spends time, money and emotions for the individual way of living is more or less finally determined at the age of 40 to 45 years of age. Hence, today’s generation of the 60-70 years old, who will be 70-80 years of age in ten years’ time, has been 40-45 years in the 1980s. They grew up in an economically prospering period, with growing individual freedom and many options of consumption. From a lifestyle perspective, they are individualists and they want to be considered as such.

More than half of the current generation 60 + has taken the opportunity to travel frequently, and hence has seen many parts of the world. As a result, they are rather sophisticated and experienced with regard to destinations, hotels and services. As their economically active life took place in the prosperous 1970s and 1980s, their financial reserves are more or less large enough to spend money on travelling, as surplus to an everyday good life.

About one third of the current generation 60+ has not been so well-off or less capable of travelling for various reasons, but still had the opportunity to take part in organized trips to European destinations. Only a small part of about 15 % of the current 60+ group exhibit the typical perception picture of old age, most of us still have in mind.

The present generation of 60+ still experienced a regular work schedule that gave days, weeks and years a clear structure and which is disappearing now. For many of them, travelling also means just getting away and passing time.

As this is the first generation of 60+ who has internalized the pressure of staying young and attractive all their lives, they invest money in wellness, beauty and prevention from ailments, and they will continue to do so. Only very slowly, the concept of dignified aging is getting into the public mind.

It is mainly this generation of 60+ that fuels the hopes for the emergence of a new market. Apart from the inevitable physical and psychological restraints they are and will be increasingly confronted with, they will try to keep their current way of life until they are in their 80s.

But, there are three uncertainties:

1. Most of the present 60+ do have children, now in their thirties or forties, and grandchildren at school age. This generation does not anymore experience the economic safety, their parents have had. Many of them live in precarious working conditions and do have little money to spare. Their parents may have a bad conscience for spending too much money for travelling, instead of supporting the children financially, as well as with time.

2. Some of the 60+ have seen enough of the world, and/or are just fed up with modern tourism. This generation has experienced the beginnings of modern tourism in the 1970s with “hidden places”, originality of destinations, and exciting journeys. The perfect organization and mass-customization of contemporary tourism is boring to them. If they travel, they seek highly original trips and “unspoiled” places. Their aesthetic and service perception is sensitive, since they do have extensive experience with hotels and restaurants and they do detest low comfort and poor service.

3. A remarkable amount of the 60+ generation have found a second home years ago, that corresponds to their idea of a good place, where they spend longer periods of time and which they can offer to their children and grandchildren as well as an affordable holiday destination.

Will the present generation 60+ go to the Alps for a holiday in the future?

Presently, this generation, at least in Germany, travel to Alpine destinations frequently. Many alpine destinations do even complain about too many “oldies” among their regular customers. They are afraid that they may die away someday, and nobody will replace them. This is certainly a difficult situation, and there are no easy solutions to it.

One advantage of nearly all alpine destinations is their natural environment, in summer, as well as in winter. Mountains and summits offer the feeling of space, distance and quietness, and the opportunity for spiritual experiences. The corresponding disadvantages are overcrowded valleys, too much traffic, and badly designed touristic infrastructures, at least in those alpine regions that profited from mass tourism in its early stages. An overall town/village renewal program is overdue anyway in those tourism destinations.

Other regions, i.e. in the far western and far eastern Alps, should develop and design their physical structures very carefully, by considering the trend for authentic, regional architecture, interpreting it in a modern way. This is particularly relevant when aiming at the 60+ customer groups, since aesthetics and beauty get even more important with age.

A second advantage of the Alps for generation 60+ tourism could be their distance to the main European agglomerations which are located north and south of them, since the tolerance levels for long journeys

decrease with increasing age. Presently, this proximity is however more of a disadvantage, as most alpine destinations are not accessible by plane and are only poorly connected to public transport, except in Switzerland. Traffic congestions are normal and turn away tourists, particularly those who are in search of tranquillity. On the other hand, it has to be kept in mind that the private car is a crucial part of the lifestyle of the present generation 60+, and it will be difficult to convince them to use public transport. Future generations 60+ will be much more tolerant in this respect.

The tendency to return to well-known places, where one has had a good time previously, drives demand for second homes in the Alps since many years. This demand will steadily increase in the years to come. Whereas in the Central Alps legitimate constraints against second homes (real estate speculation, empty houses off season, etc.) exist, the promotion of increased development of second homes, not only but also for the generation 60+, could be an option in those alpine regions where the population still declines. It needs to be augmented by additional services, such as house-keeping, shop to home delivery, telephone order options, and many other features of the support economy. Such a well-designed support economy provides for additional working opportunities and may keep a higher percentage of local and young people in those remote areas. It has to be pointed out, however, that a prerequisite for such a successful development is good planning, adequate architecture, and control of the process by the local community. Up to now, there are often too high expectations with regard to making quick money, and too much consideration is given to individual interests of landowners. To avoid this, the model of a local cooperative between hotels, landlords, retail, transport and medical care seems to be adequate.

Long range perspectives for tourism in the Alps

How will future generations of 60 to 70 years perceive the Alps as a tourism destination?

It is very hard to predict what will happen when the now 40 to 50 year old generation of Europeans will approach 60+. Whereas their life- and travelling-styles can be described today, the economic and technological circumstances affecting traveling of this generation in 20 years' time are not predictable.

There will probably be no radical differences to what has been said so far. Perhaps some trends will sharpen their profile, i.e. as this generation has been travelling more in their lives than their predecessors, they may even be more tired of tourism and they may look even more for original places and hideaways. Potentially, the Alps do have many locations with those characteristics!

Silvia (and her husband Franz) Ritzinger are the owner of the only restaurant in the alpine village Lend. They are close to retirement and cannot find a successor.

Lend, Austria, 2011. Author: Kurt Kaindl for demochange

Practical Experience from Model Region Nidwalden

Rike Stotten and Bea Durrer[1]

Introduction – Nidwalden at a glance

The model region of Nidwalden is located in Central Switzerland, its borders formed by Lake Lucerne and the Bernese, Uri and Obwalden Alps. Its principal geographic features consist of its mountains, the Engelberg Valley, and Lake Lucerne. It has a surface area of 276 km^2, which is composed of agricultural land (43.3%), woodland/forestry (31.1%, including wooded land), built environment (3.5%) and watercourses/bodies of water or areas free of vegetation (22.1%). Woodland grew by 8.8% between 1990 and 2009.

Figure 1: Map of Nidwalden
Source: Druckerei Engelberger, Stans

Nidwalden comprises 11 political municipalities, each one very different from the other and corresponding to six different types of municipality.[2] The canton's legislative body is its 60-seat parliament or Landrat (three political parties, the Swiss Peoples Party (SVP), Christian Democratic Peoples Party (CVP) and FDP. The Liberals, currently possess almost equal shares of 90% of the seats). The canton's executive body is its seven-strong government, which comprises two representatives from each of the three parties mentioned above. The judiciary is composed of the cantonal high court, the administrative court and the cantonal court. The canton's administration is spread across seven directorates: Finances, Construction, Justice and Security, Education, Agriculture and Environment, Health and Social Welfare, and Economy.

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Institute for Sociocultural Development, Lucerne, Switzerland (rike.stotten@hslu.ch; beatrice.durrer@hslu.ch).
2 cf. Switzerland's municipality topology, prepared by the Swiss Federal Statistical Office (BFS) in 2000:
'high revenue': Hergiswil, Stansstad; 'centres': Stans; 'periurban': Ennetmoos;
'suburban': Beckenried, Buochs, Ennetbürgen, Oberdorf; 'touristic': Emmetten; 'mixed agricultural': Dallenwil, Wolfenschiessen

Participatory Process in Nidwalden

During the last two years, a rather complex participatory process has been developed in Nidwalden. First of all, the contact to the canton has been established. Together, as a result of the stakeholder analysis, members of the steering group have been named. Members of the steering group are political representatives, as well as local stakeholders. During several meetings of the steering group, the topic of demographic change in the Alps and especially in the canton of Nidwalden has been broadly discussed. Afterwards, the topics of economy & tourism, agriculture and social & health issues have been focused upon in different working groups, which were made up of members of the steering group, as well as new participants in the DEMOCHANGE project. In this group, several project ideas have been developed: examples are “Platform 45+”, “‘Landdienst’ for elderly“, „Future living facilities”, “Revitalize old knowledge” and “On the spoor of culture and nature”.

Structure of the Participatory Process in Nidwalden

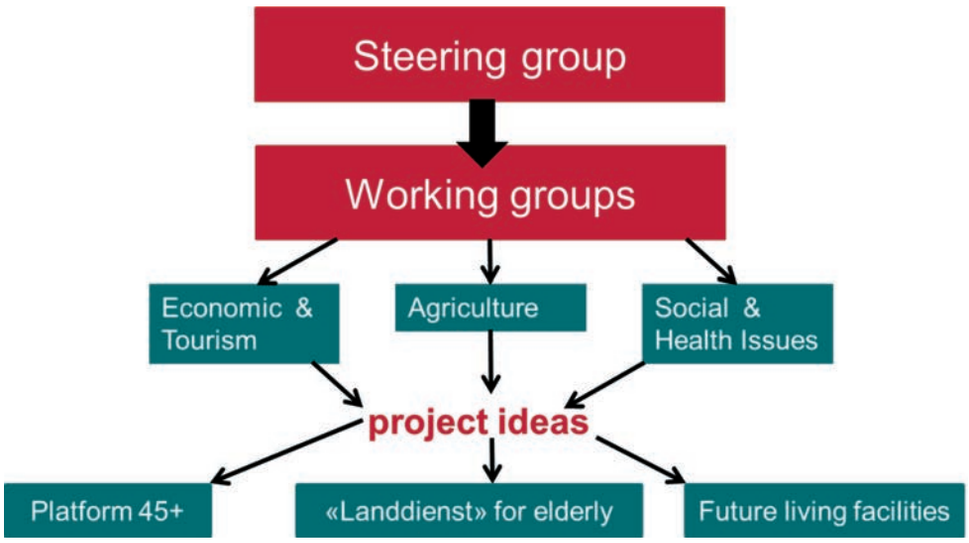

Figure 2. Structure of the Participatory Process Source: own depiction

Among businesses in Nidwalden, an online survey has been carried out in April and May 2011. The focus of the survey has been on the treatment of the growing number of older workforce. Just in 6% of the answering businesses (n=164), a concept for systematic support for older employees is existing. Another 7% do not have a concept, but awareness does already exist and it is planned to develop a concept. But the majority (87%) of businesses does not have a concept at all and it is also not planned to implement a concept. However, it remains questionable if small businesses with 2 or 3 employees need such a concept.

Concept for older employee's

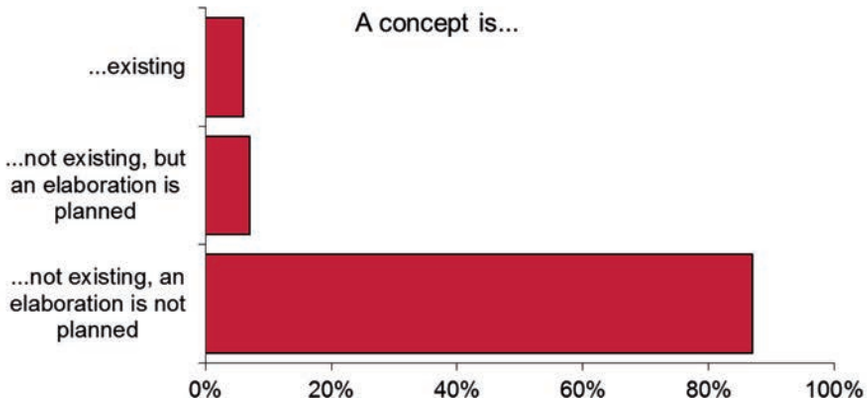

Figure 3. A concept is…Source: own depiction

On September 15th, 2011, a public event took place in the Swiss model region Nidwalden. In Stans, the capital of Nidwalden, 120 participants attended the event among which members of the cantonal government of Nidwalden, members of the specialist department of INTERREG Central Switzerland, as well as participants from the Federal Office of Spatial Development have been present.

At the beginning of the event, individual members of the three thematic working groups presented basic demographic data, due to their field of action for the canton of Nidwalden. Members of the three thematic working groups social issues, economic & tourism, and agriculture introduced their project ideas to the public. Afterwards, attendees discussed the eight different project ideas in small moderated groups. At the end of the event, three project ideas have been prioritized by attendees for the further development within the Demochange project. These prioritized projects are: 1. Future living facilities, 2. Revitalize old knowledge, and 3. On the spoor of culture and nature. Finally, interested volunteers have been engaged for further project work on all project ideas.

Further steps

At the beginning, the implementation of the three selected project ideas will be supported by Lucerne University of Applied Sciences and Arts. To ensure sustainability of the three actions after Demochange is being closed in late 2012, the three projects will be anchored on a local level.

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Work Sessions

Topical Poster Presentations & Summary Results

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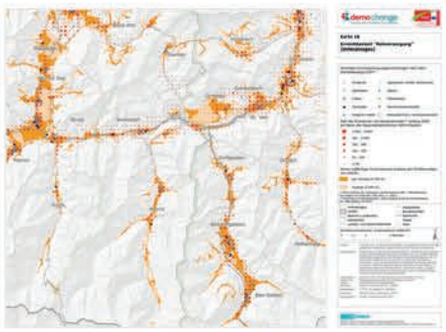
Society, Culture & Integration in the Alpine Space

The Case of Pinzgau-Pongau-Lungau



Inclusion & participation
- Young & Old
- Gender equality
- Immigrants
- People with disabilities

Work & apprenticeship
- Qualification level
- Life-long learning
- Knowledge transfer
- Gender Pay Gap

Provision of basic supplies
- Public & private services
- Care & health services
- Mobility for all
- Accessibility

Regional disparities
- Cooperation & communication
- Centres & periphery
- New governance

3.1 Society, Culture and Integration in the Alpine Space:

The Case of Salzburg Model Region Pinzgau-Pongau-Lungau

Heidrun Wankiewicz[1]

Portrait of the model region

Our model region is located in the Southern part of Salzburg, comprising three very different districts in size, accessibility and character with 184.000 inhabitants (approx. 40% of Salzburg's population) living in 68 communities. This means that 66 male and two female mayors with 68 local administrations and community councils are governing communities from 250 to 15.000 inhabitants. The region does have 8 regional centres with more or less urban housing, shopping and service structures. Not only the size, but also the landscape, settlement structures, accessibility, economic and social structure of the communities are highly diverse, from suburban situations with 30 minutes commuting time to and from the City of Salzburg to remote and peripheral situation with travelling distances of up to 2 ½ hours to the City of Salzburg.

Economically, the region is dominated by tourism, with a strong winter tourism industry. In some of the smaller communities the number of tourists per inhabitant is very high, e.g. in the ski resorts of Amadé, Obertauern, Kaprun-Zell/See, and Saalbach-Hinterglemm. There is also summer tourism linked to the "National Park Hohe Tauern", with hiking, climbing, mountain biking and trekking activities.

The region is also home to a considerable number of industrial and commercial enterprises, mainly in the building and construction sector, in metal manufacturing, plastic moulding industry, aluminium production and processing industry, and the ski manufacturing industry.

On the one hand, local culture and community life is a key asset for the regional identity, as well as for the touristic offerings. On the other hand, tourism is a strong driver for cultural change and cultural diversity: from traditional music, jodeling and "cattle crossing" to table dance and rave parties anything can be found in tourism in the model region. The same holds true for housing and the types of buildings which range from traditional housing and settlement types which provide for identity and character to the region, to no-name commercial buildings for shopping, industry, commerce and entertainment. There is a strong local and regional identity as well as a strong attachment to the local community, based on an intense community life with plenty of associations and NGOs.
In some regions, rehearsals, meetings and events of these organisations are scheduled during weekends in order to allow commuters to maintain an active membership in these associations.

Key challenges in Pinzgau-Pongau-Lungau

An ageing society

The population in the three districts has been growing within the last 20 years, and it is foreseen that until 2030 the population will stay stable. The only exception is the District of Tamsweg (Lungau region) which experiences a decrease in population.

The average age of the population is 40 years and it will rise up to 45 – 47 years in 2032. The declining amount of younger people and the increasing age group of 65 year and older will lead to a significant change in the age structure.

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Change in family models and working careers – migration movements and disparities between small communities and regional centres

Family structures are changing, with an increase of so called “patchwork families” with children of different parents and a rising number of divorces, single mothers and LAT partnerships (= “living apart together”) are driving these structural changes.

Female participation in the labour market – strongly demanded by the EU and Chambers of Commerce - is rising, but still restricted by motherhood issues: part time work and child care is still female, and full and part-time day care for children aged three and below is only offered in district centres. Day care for elderly, ambulant assistance and terminal “hospice” care are just at their beginning.

Strong migration movements from small communities to centres, loss of services and infrastructure in smaller communities, and growth of shopping areas and infrastructure in the regional centres can be observed. Furthermore, there is strong in-migration of work-force into tourism and industry from ex-Yugoslavia, Germany and Turkey since the 1970s, with further in migration of Germans, Dutch and British newcomers who bought secondary homes and stayed on as new residents which brings about diversity in lifestyles and family models.

Out-migration of young people is caused by better education and job opportunities, as well as the attractiveness of urban culture and lifestyle. This causes a mismatch between job demand and supply, and career opportunities of young people who seem to prefer secondary school education and academic careers instead of skilled technical training and apprenticeships. Skilled craftsmen and women do not have the image of being “highly qualified”.

Strategic answers to the challenges

First: An extended concept of “demographic change” (Zweckverband Braunschweig, 2005)

Besides on-going demographic trends (fertility rates, age structure, shrinking population), demographic change includes Social Change which is driven by

- feminism, progress in gender equality and new family and partner models
- individualisation, new lifestyles, polarisation within society, new family models
- migratory flows rural-urban, (central) European and Global
- change of labour & working conditions (precarity, careers with frequent changes)
- new information and communication technologies

Second: from challenges to opportunities with changes in society, the rich local culture and growing diversity in cultures and lifestyles being key assets

The rich social life and culture heritage as well as the influence of new residents as an asset for community life and social/ territorial cohesion have to be put in focus. Matching the educational careers of young inhabitants and migrants with the demand of the local enterprises is a key to overcome the lack of qualified workforce in industry. A partly strong competition between wealthy and elderly amenity migrants (from EU-countries) and young local families has been recognized. There is a need for a new housing policy and spatial planning strategy to secure affordable housing offers and to meet the different needs of societal groups.

Third: Six pilot actions addressing these key issues in a productive way

1) Welcome Service Oberpinzgau – the most remote area

Objectives: to counter the phenomenon “Brain Drain”. To face the mismatch between job offers and job aspirations, and to bring out-migrants back / or keep young professionals in the region.

Description: Constitution of a service facility supporting expatriates to come back

Measures: Address young people before and after leaving the region for higher education at university, technical schools, and business schools. Keeping contact, reminding them of the region and their identity, informing about job opportunities, helping with housing and child care needs etc. for those who want to come back or stay.

2) Citizen participation process in Unterpinzgau

Description: In two villages a communication process has been started, to which all groups of inhabitants have been invited to participate: young and old, migrant and local, etc.

Together with all people involved, basic and required needs with regard to infrastructure and the ways how to keep them are to be developed. New opportunities to keep quality of life and basic infrastructure are to be revealed.

Objective: to strengthen civil rights, to raise awareness, to develop new forms of governance for defining minimum standards of social infrastructure. Finally, to find sustainable solutions for maintaining infrastructure by public-private-people cooperation.

3) Gender Check for communities

Local communities have broad competences; even with the change of functional areas. They are deciding about housing and land-use, mobility offers and infrastructure, having a substantial impact on daily life.

Description: Local community boards will need to understand different needs and interests of women and men. A "gender check list" has been created and is to be tested and applied in two communities. Hence, local politicians will be enabled to envisage the impact of their decisions on daily life of women and men.

Objective: to assess the impact of decisions of local communities on women and men's daily life.

4) Sustainable Economy in a shrinking region

Description: Taking advantage of the brand "Biosphere Park Lungau" which is the smallest region with 15 communities, 20.000 inhabitants, the strongest loss of population and ageing is already highly progressed.

Objective: In two workshops with local entrepreneurs/SMEs, the potential for active regional (economic) development, based on local resources (biogenic resources, crafts, culture, creativity, human resources) are to be defined and a group of entrepreneurs will start two to three incubator projects for the region.

5) Dialogue workshops

Description: For mayors, regional managers, council members, NGOs, local and regional experts of the target region, a range of successful practice are to be presented and discussed, with:

- one example from outside of the region,
- one example from the model region,
- one Demochange example.

Showing and discussing practical examples, particularly how other communities and regions, have already implemented projects related to demographic change.

Objective: know-how transfer, supporting cooperation, activating.

6) Travelling exhibition – living with demographic change

Description: Seven roll-up posters, showing trends in Europe, in the model region and the impact of demographic change are used.

Objective: good practice examples are presented to support activation and know how transfer. The exhibition has opened in May 2011 with the first dialogue workshop and is now moving around the region and beyond.

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Society, Culture and Integration in the Alpine Space: Summary of the Expert Work Session

Andreas Mühlbauer[1]

Society, culture and integration is a very broad and crosscutting topic which touches all issues linked to demographic change: social change, change in family and partnership models, declining birth rates and more elderly people with a rising life expectancy. The capacity of local and regional communities to evolve with the needs of their people, young and old, new and old residents, women and men, traditionalists and non-conformists and innovators, will decide about the future of the Alpine space as living and working place providing for a decent quality of life. In its recommendations, the expert workshop highlighted the importance of a balance between conservatism (cultural traditions, costumes, community life, housing typology, crafts etc.) and openness (integrating new technologies, housing types, communication and marketing skills, lifestyles, new residents and workforce). With focus on the spatial dimension of the issue, local and regional governments have to provide a variety of affordable housing for all people, not only for the well-off ones, and co-develop and maintain the social, technical, mobility infrastructures to be able to evolve with the need of their people. Workshop participants see integration and social change as a permanent process which has to be supported by new forms of governance.

Introduction

Society, culture and integration is a very broad and crosscutting topic which touches all issues linked to demographic change. Using the extended concept of "demographic change", social change, the change of family models, the shift of societal roles of women and men, in- and outmigration linked to lifecycle and working opportunities, technological change, and changes in mobility have to be considered. Based on the presentation of the Austrian model region Pinzgau-Pongau-Lungau and the chosen pilot actions, the workshop discussions started with the question, if these topics are also relevant in other alpine regions.

Participants in the two sessions of the expert-workshops originated from across the Alpine Space: from Piedmont's mountainous regions to the French Alps, as well as Slovenian, German, and Austrian Alpine Space regions. They have brought in their expert knowledge and experiences as residents, as entrepreneurs, as politicians, civil servants, as scholars or as local activists.

The following chapters reflect these inputs and discussions.

1 Andreas Mühlbauer, regional responsible for the Territorial employment pact Pinzgau / District Zell am See, Salzburg.

Common and Regional Specific Strategy Elements – Typical issues for the Alpine Space?

Based on the presentation of the Model Region Pongau-Pinzgau-Lungau, its main challenges and opportunities for society, culture, and integration in the model region, the workshop facilitator presented six pilot actions to be implemented of the model region

1) Welcome Service Upper Pinzgau – strategies against out-migration and against brain-drain.

2) Citizen participation process in Unterpinzgau

3) Gender Check for communities

4) Sustainable Economy in a shrinking region (Lungau)

5) Dialogue workshops for activating

6) Travelling exhibition – living with demographic change – for activating and sensitizing

Participants in the workshop session reacted on this input by providing their experience and by highlighting the differences and similarities with the model region:

Applicability of Strategies in Other Alpine Regions

From the discussion, some of the most important issues identified are:

- it seems to be important to diligently evaluate structural features of the population and their context, i.e. age, cultural background, income situation, qualification, lifecycle stage, and lifestyle.
- developing strategies to face brain drain and the outmigration from small communities to regional centres and from the region to the bigger cities of the alpine regions.
- regions with intensive touristic activities need to address issues of seasonal workforce and low paid workers in tourism and services with regard to housing policies, social infrastructure, and supply which also address gaps in income, efforts to integrate new residents from families from EU member states and non-EU countries.
- improving strategies to integrate new residents, seasonal and permanent workforce in agriculture, as for example in Valle d'Aosta.
- advancing strategies to maintain basic infrastructures and to support work and family reconciliation, as well as female participation in the labour market.
- implementing housing policies and local spatial planning to provide a variety of housing offers, including the renovation and reuse of existing dwellings, as well as new housing developments. Competition for housing between local residents and well-off newcomers is an issue that needs to be addressed in some of the touristic and highly attractive regions.

Expert Recommendations

Expert recommendations can be summarised as:

- be aware of the traditions, but open for innovations and non-conformist ideas;
- administration, services and infrastructures should be based on the principles of openness and inclusiveness;
- take diversity of people (old-young, women-men, newcomers, old residents, EU-citizens, non EU-citizens) as an asset, not as a problem;
- consider the crucial role of spatial planning and housing policies for integration. i.e.by offering family friendly communities, a variety of affordable accommodation and experiment with new housing typologies which integrate new technologies (energy, communication, etc.) and innovative design;
- support involvement of citizens into the development and maintenance of infrastructures and community life;
- experiment with new forms of governance by cooperating with citizens, between communities, between villages, and regional centres.

Proposed projects, activities, measures

- Family friendly, youth friendly, age friendly and migrants friendly housing policy: offering a variety of affordable flats for young families, for seasonal and permanent employees from abroad.
- Future oriented and participatory local development: including the renovation and adaptation of existing dwellings, infrastructure (social, technical, mobility), design of houses and commercial/ industrial buildings, cultural landscape etc.
- Dialogue with children and young adults in the region and through education: what do these groups need in terms of having a future in their region, which image, services, culture?
- Support active citizenship through local and regional participatory approaches (as the Pinzgau project)
- Official meetings with new residents and mayors: inviting new residents to events, into associations, and to events that provide means for presenting their culture, music, crafts.
- Special projects for reconciliation of work and family life, as well as for the creation of care infrastructures for children whose parents care for the elderly.
- “Hiking with migrants”, as the project in Pinzgau which is aimed at getting to know each other, to show the local environment and to explain special local traditions.
- Rethinking tourism: to make it more sustainable, with a focus on social sustainability in regions with high tourism intensity.
- Broadband access in remote areas to compensate for distance and to provide access to the digital world.

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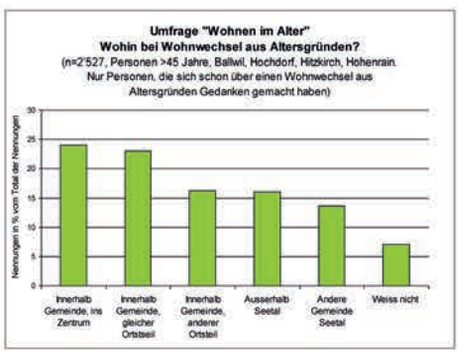
Settlement & Housing in the Alpine Space

Housing With Services in the Seetal (Lucerne, Switzerland)



Situation

Important growth of building zones
Individual planning of municipalities

Problem

Coordination of communal strategies in the field „housing with services“

Measure 1

Evaluation of the demand and needs for “housing with services“

Measure 2

Development of regional strategies for “housing with services”

3.2 Settlement and Housing in the Alpine Space: The Case of Seetal Lucerne

Stefan Rieder[1]

Introduction to the model region

The model region "Seetal" is located in the north-eastern part of the Canton of Lucerne in Central Switzerland. It is characterized by gently rolling hills and has a surface area of 108.6 km^2. The region consists of nine municipalities and has had a total population of 22,645 in 2009. While the number of residents will continue to grow slightly over the next two decades, mostly due to international immigration, the age structure of the region is projected to change considerably. The proportion of people aged 65 years and over is estimated to nearly double from approximately 16% in 2009 to 28% in 2050, at the same time as the proportion of people aged 20 years and younger is projected to decline from approximately 22% to 18%.

Implications of demographic change on settlement and housing

Focus groups and interviews with local authorities showed that demographic change has been widely recognized and incorporated, albeit to varying degrees, into the political agenda of all the municipalities in the model region. With the size of the population of the Seetal region set to continue to increase for at least two more decades, the most important consequences of change in the region's demographics was considered to be felt in its age structure. It is expected that the increase in the proportion of elderly people in the population will lead to changing needs for housing, as well as a growing demand for ancillary services, such as nursing care or domestic services. The interviews showed that most of the municipalities have already started to implement appropriate provisions, for example by planning suitable housing options for elderly residents, developing old-age policies or incorporating demographic change in the planning of their village centres. So far, however, planning mostly took place individually within each of the municipalities, with little coordination or collaboration with other municipalities.

Furthermore, the model region has seen an important growth of building zones, and has been actively promoting the area as a steadily growing residential location. Stakeholders expressed the desire to reach a balance between residential space and services for elderly residents and young families. Marketing activities have focused mostly on attracting young families, as well as wealthier residents to the area. One of the challenges for the region will be to continue to include the residential needs of the elderly population in their regional planning.

Pilot actions

Based on the results of data analyses, as well as the findings from focus groups with local authorities, two pilot actions were developed.

First, a market and needs analysis for housing with services was performed in four of the nine municipalities in the Seetal. This survey was aimed at analysing the potential demand for residential space for elderly people, as well as identifying the array of ancillary services that should be provided in assisted housing facilities. A separate survey was administered in a fifth community, which already has an assisted housing project underway. The goal of this survey was to assess the needs and expectations of the population in regard to the services provided in the assisted housing facilities, as well as to determine the willingness of residents to participate in the implementation of these services.

1 Stefan Rieder, Interface Policy Studies Research Consulting, Lucerne, Switzerland (rieder@interface-politikstudien.ch).

In a second pilot action, the findings of the surveys are to be presented and discussed in a workshop with local authorities, the regional planning agency, as well as experts in the area of regional planning, community development, and old-age policies. The workshop aims at encouraging participating municipalities to share their projects, ideas and experiences and to stimulate the coordination of communal strategies in the field of housing with services.

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Settlement & Housing in the Alpine Space: Summary of the Expert Work Session

Claus Hensold[1]

Settlement and housing are topics closely related to demographic change. Urban sprawl is a common problem all over Europe. Especially in the alpine region, there is only limited space for settlement and farming. Therefore, urban sprawl enforces the competition between economic and ecological land-use. The effects of demographic change on settlement and housing are mainly visible regarding the demands of an aging society, but additional measures towards an inner-municipal development and brownfield redevelopment are indispensible.

Introduction

Urban sprawl is a common problem in the EU. In 2009, the "Land Use/Cover Area frame Survey" LUCAS identified that 11 per cent of the surface of 23 EU-member-states is used for residential, commercial and industrial purposes (Germany 14%, France 12 %, Italy 13% Austria 10%, Slovenia 8%) (EUROSTAT 2010). Another survey identified an increase of artificial land of more than 600.000 hectares in 36 European countries between 2000 and 2006.

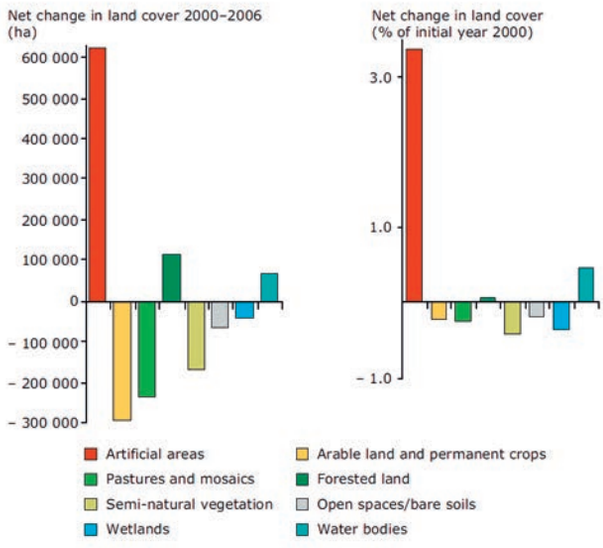

Figure 1. Net change in land cover: European Environment Agency (2010). The European environment. State and outlook. p. 12

Unfortunately, there are no transnational statistics about land-use in the alpine region. But common throughout countries in the alpine region is the limitation of settable land by mountains. To give an example: in Austria land available for settlement amounts to only 37 per cent of the territory, while this percentage decreases to only 12 per cent in Tirol (Lexer 2004). Hence, there is only little leeway to find a sustainable approach between the expansion of municipalities and the preservation of nature - not only for ecological reasons, but also for tourism.

1 Claus Hensold, Bavarian Environment Agency, Augsburg, Germany (claus.hensold@lfu.bayern.de).

Model Region Seetal, Lucerne, Switzerland

The Seetal region is characterized by farming, viniculture, and business. Population is growing and there is also an important growth of building zones. There is a competition among the municipalities to attract new inhabitants and companies.

The Demochange-project “housing with services” tries to offer new services for elderly people. To get an impression about the needs and demands of the target-group, a survey has been conducted. One important result was that elderly people preferred to stay in or near the quarter they currently live in.

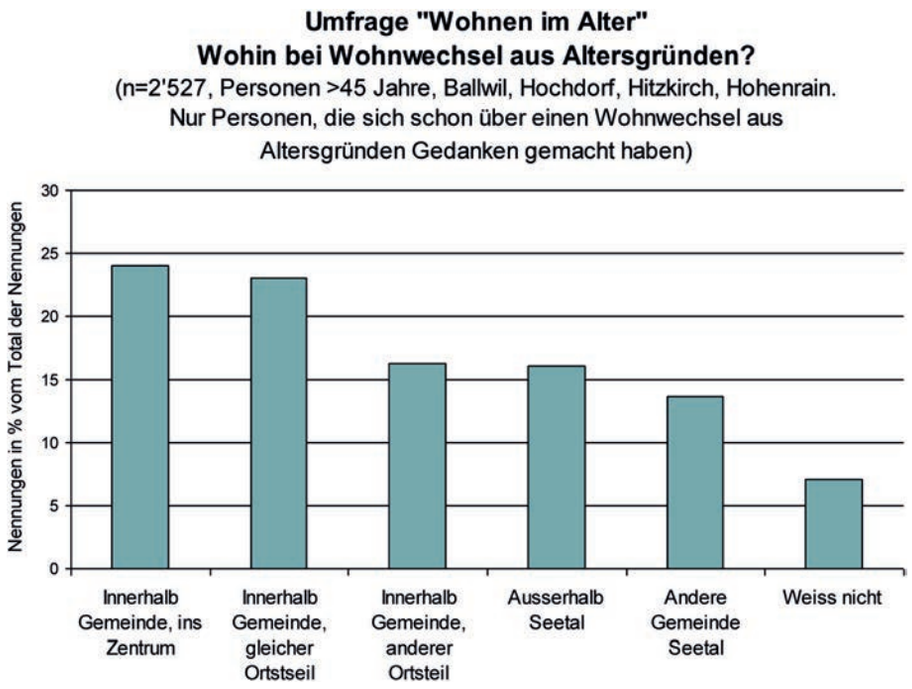

Figure 2: Personal conception about the place of residence when getting old in the Seetal region

The strategy of municipal planners is to build barrier-free houses near or in the centre of the city, where services and goods for daily needs are within short reach. Older people can supply themselves, being independent from individual or public transport, if those facilities are within walking distance.

The second measure of the project is to coordinate communal strategies in the field “housing with services” to avoid inter-municipal competition, and to adjust a coordinated strategy.

Common and Regional Specific Strategy Elements: Transnational Strategies

The effects of demographic change on settlement and housing are typical not only for the alpine region, but for most European countries. Often there is a different perception of the problem between prospering and declining regions. In declining regions, the increasing number of elder people is more obvious than in prospering regions where the number of younger people is more stable. In both cases there are new demands for living and housing of an elderly population. This comes together with a growing amount of old buildings in the centre of the municipalities, witch have to be re-used or/and renovated.

The involvement of stakeholders is an important step at the beginning of the planning processes. Without detailed knowledge of the specific ideas elderly people do have in mind about living and life-style, housing strategies will fail. For this reason, the evaluation of demands and needs for “housing with services“ gives a valuable idea for the further planning process.

The planning system and the municipal-based planning law result in a strong competition between municipalities. Spatial development, which is reasonable from the view of a single municipality, may enforce negative effects on the region when all municipalities act in the same way. Therefore a stronger inter-municipal cooperation is indispensible.

About the Applicability of Strategies in Other (Alpine) Regions

Both measures, ‘housing with services’ and ‘stronger inter-municipal cooperation”, are important steps towards a sustainable urban and/or municipal development. Settlement and housing are topics with a strong relationship to other fields of action in local planning processes. It’s often ignored that settlement and housing have a key function to mobility, daily supply and social interaction. So strategies for housing and settlement have a high priority in all alpine regions. The different initial positions and structures in the municipalities require specific strategies to cope for specific local situations. An early evaluation of the needs and demands of stakeholders involved in planning processes and a stronger inter-municipal cooperation have a universal applicability and can be recommended for a boundless application in alpine regions.

Expert Recommendations

The expert recommendations confirmed the importance of the strategies presented. It is reported that also in other alpine regions surveys give proof that elderly people do not want to leave their familiar surroundings. This demands an improvement of public transport and new mobile services for elderly people with restricted mobility. Goods for daily needs should be obtainable within walking-distance. In attractive alpine regions, there is an influx of elderly people who will live there for retirement. Due to the demands of those prosperous people, there is a high potential for services in the wellness and cultural business, as well as for social and medical services for people with fraying health. This is also a chance for new jobs.

Summary

Settlement and housing are vital aspects for a sustainable development of alpine municipalities and regions. The problem of urban sprawl needs to be stemmed and inner-municipal development has to become standard for municipal planning processes. Additional measures for a promotion of inner-municipal development, for example inner-municipal land management (Bavarian State Ministry of the Environment and Public Health 2010), or a stronger integration of inner-municipal development in existing funding programmes (Drago et al. 2011) have to be enforced.

Demographic change is a chance to promote a new, sustainable approach for settlement and housing. For local decision makers, the effects of demographic change, especially the growing number of elderly people, will raise the awareness for new demands for settlement and housing planning processes.

The relationship of settlement and housing to mobility, costs of maintenance of infrastructure, and the promotion of alternative energies are issues that need to be considered more intensively in planning processes. Therefore a new planning culture is needed.

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Resident of a retirement home.

Lend, Austria, 2011. Author: Kurt Kaindl for demochange

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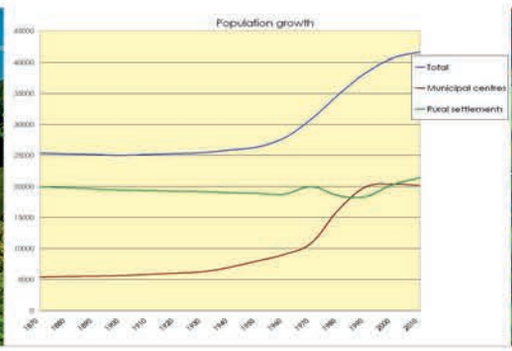
Mobility, Infrastructure & Supply in the Alpine Space

The Case of Škofja Loka Hills



Key Issues

Out of 180 settlements, 163 have less than 300 inhabitants

Insufficient access to essential goods and services

Traffic infrastructure & waste water treatment in remote settlements is problematic

Peoples with reduced mobility are more affected by lack of supply and services

Changed values: young people prefer pristine nature to job and services proximity

Objectives

To attain sufficient attractiveness of entire region for young people to preserve scattered settlement.

To preserve agriculture activity in remote areas

Measures

Setting up mobile services, stores and flexible public transport

Establishing local cross-generation socializing centres

Modernisation of public infrastructure

Liberalisation of land use policy in rural areas

Support existing subsidies to stimulate farming in harsher conditions

3.3 Mobility, infrastructure & supply in the Alpine Space: The Case of Škofja Loka Hills

Stevo Ščavničar[1]

The Model Region »Škofja Loka Hills« is situated along the valleys of Poljanska Sora and Selška Sora that are separated by hills of moderate height. There are 41,500 inhabitants living in four municipalities that are together covering 512 km².

Outstanding features of Škofja Loka Hills are a dispersed settlement structure and, in contrast to other alpine regions, high fertility rates and negligible migration. The model region shows substantial household sizes with 3.1 persons in the average household, which is significantly above the Slovenian average (2.8 persons). This can be explained by traditionally large, multi-generation rural families.

The infrastructure in Škofja Loka Hills meets rather high standards, despite higher maintenance costs due to dispersed settlement. Due to improved infrastructures, especially a high accessibility of broadband internet, the population numbers are increasing in most of the settlements, except for settlements in the most remote and hilly areas. Another reason might originate from the fact that traditionally these peoples are strongly attached to theirs homesteads.

According to the survey, the lack of social events for young people, the absence of kindergarten and primary schools in close vicinity to villages and “loneliness” of elderly are the most noticeable demographic change related characteristics, as seen by inhabitants of the hilly part of the region. The survey also shows that values of young people have recently changed: they prefer pristine nature to job and services proximity.

Substantial natural population increase does not exclude the region from problems related to demographic change: due to increased life expectancy, the population is getting older and the 65+/15- ratio is ascending. This is also the group that is most affected by “decreased mobility of one age group due to improved mobility of the other group” paradox: due to the increased affordability of personal means of transport and good road infrastructure, it is more convenient for active people to use their own means rather than public ones. The consequence of this fact is the withdrawal of public transport, thus affecting the mobility of elderly that cannot drive a car anymore. At the same time, small stores are no longer viable, since they cannot compete with easily accessible bigger ones in municipality or regional centres. The consequence of both facts is a rise of essential goods and services supply problem for elderly. This fact also emphasizes the main problem identified, loneliness, which is more prevailing in scattered settlements than in municipality centres.

To meet general the objective, “to enhance life attractiveness in remote areas”, and thus preserve scattered settlements, several pilot projects have been proposed that are believed to be also applicable in most of the pilot actions. However, the set is not complete, since it reflects the needs of one model region only. The most often cited measure, for instance, improving traffic infrastructure, should be reflected in corresponding project proposals to authorities of some of the regions, especially since this could by default also mitigate the job availability problems. But improving road infrastructure only (and not public transport at the same time) could in the case of scattered settlements result, due to deteriorating mobility of elderly, in worsening the main problems of elderly, which are loneliness and lack of supply availability.

Projects proposed are coherent with the Škofja Loka Hills test region, so they do not necessarily represent a generalization for all the Alpine space. Projects described are also just a subset of activities, related only to mobility, infrastructure, and supply issues.

1 Stevo Ščavničar, Development Agency Zgornja Gorenjska, Slovenia (stevo.scavnicar@ragor.si).

Improving basic service

The objective of this pilot action is to enhance life attractiveness in remote areas by improving living conditions for all inhabitants, but with emphasis on the elderly population**.** Loss of mobility, due to age and combined with remoteness of the living place, results in loneliness and in problems of how to obtain daily essential articles and services. Loneliness is partially mitigated due to the project "Elderly for elders"; lead by the Seniors' Association of Slovenia. The project attracted a substantial number of volunteers who are visiting older retirees on a regular basis. This is also true for another project that attracted the younger generation and which is aimed at improving the social life of elderly. In the pilot project, advantage of the already existing volunteers' base should also be considered.

The core of the project aims to set up a network of people who are willing to provide support or services on a voluntary basis and at those who might need it. Service providers will have to undergo some basic training, whereas all population should be informed about the availability services and the need for participants in the volunteer programme. A database needs to be set up to be able to record activities and participants, as well as the formation of a structure that takes over formal responsibilities. In essence, a "business model" needs to be established to take care of financial flows: though voluntary based, activities of "service providers" should be financed at least to the point of cost recovery.

It is expected that the network is set up in a sustainable manner, which basically means receiving regular funding from the municipality or other sources.

Enhancing social cohesion in alpine settlements

The objective of this pilot activity is to define attractive means and activities to promote social gatherings of diverse age groups in remote areas. Regardless of the availability of infrastructure for larger group meetings, social life in remote settlements is in decline. This is even truer for younger people. Being more mobile in general, these groups have better choices of social events available elsewhere, which results in exclusion of the less mobile older generation from social events. Finding contents that will attract older as well as younger generations is therefore of paramount importance for maintaining cross-generation cohesion.

The pilot project will include the creation of sub-projects and/or events that will be carried out in remote communities, using existing infrastructure. Emphasis will be set on cross-generation projects, like passing knowledge and experience from one generation to another, in both directions, or to attract younger to participate as volunteers in the "Improving basic service project".

Improving self-supply

The objective of the self-supply activity is to take advantage of eventual local agricultural food production surplus. For the Škofja Loka Hills, it is typical that people are improving their economy by engaging in farming besides performing their regular job. Sporadically, they produce some surplus, but not enough to sell it on the market, or they just have not enough time to do so. Occasionally, also farmers produce some surplus.

All such potential providers are to be contacted and, according to their interest, will be included in the booklet that will describe their products along with their address and phone number. The booklets of providers need to be delivered to every household of the region, thus providing all necessary data for eventual trade.

It is expected that both, producers and local inhabitants, will benefit, since such trade already exists on a smaller and informal scale. Since natural food of known origin is usually highly valued, this will promote local self-supply and thus overall quality of life.

Mobility, infrastructure & supply in the Alpine Space: Summary of the Expert Work Sessions

Rok Šimenc[1]

The basis of this summary is on the one side research carried out by the Development Agency RAGOR, and on the other side results of Demochange Midterm Conference sessions.

The Škofja Loka Hills are less affected by demographic changes than other partner's regions, but still it has to be noted, that in the last 15 years the share of young people in the region fell from 23% to 17%, whereas the share of the old people grew from 8% to 12%, mainly due to higher life expectancy. Hence, despite of the high fertility rate in the region, Škofja Loka hills are affected by demographic changes at least in one aspect: an increasing number of people who need and will need care.

Two main sets of conclusions have been derived from the discussion: first, setting up and/or adjust infrastructure for elderly, as well as for young people between 20 and 35 years of age, since this is a most decisive group affecting demographic changes in the region, because young people of this age group are either finishing their education, or starting a life of their own and therefore are in a phase to decide where to build their "new adult" life.

The results of the research group and the discussions include the following recommendations:

- to set up mobile services, stores and flexible public transport,
- to establish cross-generation socializing centres,
- to modernise infrastructure, particularly the internet infrastructure,
- to liberalise land use policy in rural areas,
- to provide mobile services to old people,
- to create a network of volunteers to mitigate loneliness problems.

These results were confirmed during the conference providing proposals for solutions, as for example "time bank". The idea of "time bank" is to introduce a time based currency as an alternative means of exchange, whereby the unit of exchange is a "woman/man hour".

1 Rok Šimenc, Director, Development Agency Sora Škofja Loka, Slovenia (rok.simenc@ra-sora.si).

From the Škofja Loka Hills perspective, the main issues of this focus region concern:

- young people are satisfied with their life in the Škofja Loka Hills, since they prefer life close to nature. Travel distances to schools or workplaces pose a minor problem.
- Slovenia is small country by size; hence travel time from any village to municipality centres is about 30 minutes. Mobility of people with their own means of transport is not a problem. As a consequence of increasing private car ownership, public transport means and frequencies are decreasing, negatively affecting the mobility of elderly who cannot drive a car anymore. This fact reinforces the main problem, loneliness, more in scattered settlements than in municipality centres.
- the same logic applies to the supply of goods for daily needs. Since the majority of people consider shopping in bigger stores in cities or regional centres to be more convenient, small village shops close down and thus affect the supply for the non- or less mobile group of inhabitants, making them dependent on other people.
- the age group 25 to 35 is mainly concerned about the lack of kindergarten and primary school places in close vicinity to the place they live.
- traffic infrastructure, water supply and waste water treatment are acceptable
- the younger generation is more mobile, but still would like to have youth centres, or at least meeting points, nearby.

Suggested measures, concerning infrastructure and mobility, are:

- to be able to take advantage of local solidarity, the “time bank” idea needs to be developed to provide means of transport, as well as supply of daily goods and services to less mobile age groups. This requires the creation of a network of volunteers who are willing to help their neighbours, but who are also expecting that at least their costs should be covered, hence, time they spend helping the elderly ones should be deposited in a “time bank”. This network can also to some extent contribute to remedy the biggest problem of older people, loneliness.
- in areas not yet covered by broadband internet, it should be introduced. Broadband internet availability is, along with living in pristine nature and in vicinity to the birthplace, a main factor for young people when deciding on where to start their independent adult life.
- one additional important measure would be entrepreneurship education, to develop entrepreneurial thinking. Currently, more than 70% of young people would like to work in the public sector and services, with only 6% showing an interest to work in the tourism and 5% in the agricultural sector, respectively.

Overall, the measures discussed seem to be applicable to other model regions.

Meeting point for young people in front of the only general merchandise store in the village.
Lend, Austria, 2011. Author: Kurt Kaindl for demochange

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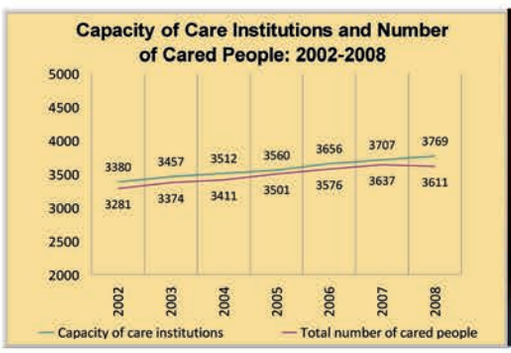
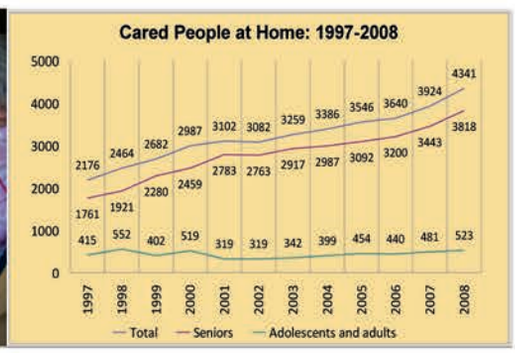
Health & Nursing Care in the Alpine Space

The Case of the Model Region in South Tyrol





Situation: Care Assurance

Family as decentralized institution of home care & assistance (Pflegesicherung)

Measure: Mobility & Supply Service

Promotion of independent living and prevention of social isolation through: home delivery service, improved mobility for older people and intergenerational activities

Measure: Health Ronda

Profiling of the region as intergenerational hiking region for both locals and tourists
Adaptation of touristic infrastructure to demography-determined changes of the population and tourist structure: Promotion of health through thematic hiking path;
Integration of hale seniors: former rescue collaborators (Red Cross, Mountain Rescue) as hiking guides & combination with innovative health check systems
Health related events (health fair, health weeks) & bundled supply with health services

3.4 Health & Nursing Care in the Alpine Space: The Case of South Tyrol

Emanuel Valentin, Matthias Jud, Hans Karl Wytrzens & Oswin Maurer[1]

Short Characterisation of the Region

The Province of Bozen-Bolzano, also called South Tyrol, is an autonomous region on the border to Austria in the North of Italy with more than 500,000 residents (30.06.2011 = 509,634). During the last century, the population of the region has duplicated. South Tyrol has a total area of 7,400 km² and is structured into 116 municipalities. Of these, four municipalities (namely Naz-Sciaves, Rio Pusteria, Varna and Rodengo), located at the crossways of Isarco and Pusteria Valley, have joined the Demochange-Project as pilot project partners. Hence, the South Tyrolean model region is relatively small, consisting of four neighboured municipalities covering an area of approximately 200 km² and being the home of 12,000 people.

With regard to some of the demographic trends, which are particularly relevant for the topic "Health and Nursing Care" within the Demochange project, South Tyrol, as well as the model region is experiencing an increase in population numbers. Although the number of inhabitants is growing continuously every year, the birth rate is decreasing, whereas it is notable that in relation to the overall population of South Tyrol there are fewer births in the model region. An increasing number of women do have children at a later age (in 1975, most women had children at the age between 25-29 years, whereas in 2008 between 30-34 years). In 2008, the total fertility rate, which indicates the average number of children per woman with child bearing potential, was at 1.6 children per woman. In order to sustain current population numbers, the average birth rate would need to be 2.1 children per woman. The mortality rate remains at 4.03 deaths per 1,000 inhabitants and is more or less constant in the model region.

Demographic changes have led to a general trend of over-ageing: in 1988 the average age of the population resident in South Tyrol has been at 36.4 years, increasing to 40.8 years in 2008. Both, in South Tyrol and the model region, the share of younger age groups (0-14 and 15-24) on the total population is declining. The share of 25-to-49-years-old remains rather equal in both, in South Tyrol and in the model region. The share of older population groups (50-64, but also the groups 65-79 and 80+) is increasing in South Tyrol and the model region. Since the number of older people is constantly increasing, the topics of health and nursing care become more and more important. An increased need and hence demand for health and care facilities is expected (Valentin et al. 2011).

Health and Nursing Care in South Tyrol: Care Assurance

In South Tyrol, the social system includes welfare aid and social services, health insurance, pension insurance and unemployment benefits. In 2007, a system of care assurance (Pflegesicherung), particularly for elderly and disabled people has been introduced at the regional level. The aim of this care assurance policy and system is the financial assistance of home care in order to promote, as far as possible, the independent living of those who need care, and the provision of this care within their familiar environment. Furthermore, financial assistance payments are seen as a kind of tribute to the families for their efforts in providing this care at home. Additionally, family care is assisted by professional services and care institutions.

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In South Tyrol, more than 13,000 people, comprising 2.4% of the total population, need care to a certain extent. Four different care categories, based on the health condition of the individual requiring care, have been defined which serve as a classification of eligibility levels for financial support. In 2008, direct payments to families with a person in need of care have been € 510, € 900, € 1350, or € 1800 for each of the categories, respectively. Two thirds of the persons in need of care are assisted at home, whereas one third is supported in care institutions. In total, the financial expenditure for care, including expenses for information and consultation, amounts to € 15 million per year and is financed through the budget of the province. However, despite the substantial budget for this specific aid, no additional levy and/or specific tax has been introduced (Autonome Provinz Bozen-Südtirol 2009).

The number of people in need of care will continuously rise in the upcoming years, due to the further ageing of the population. Already during the last decade an increase in the number of people in need of care can be observed, resulting in an extension of the capacity of care institutions (Fig. 1).

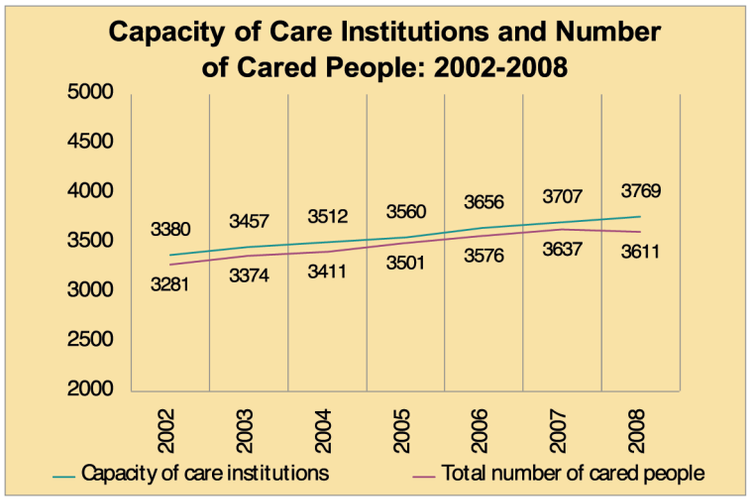

Figure 1: Capacity of Care Institutions and Number of People Cared of in Care Institutions, 2002-2008.

However, since the introduction of the home care/home assistance programme the number of people cared for in care institutions has decreased in South Tyrol, whereas the number of people in care at home has increased (Fig. 2).

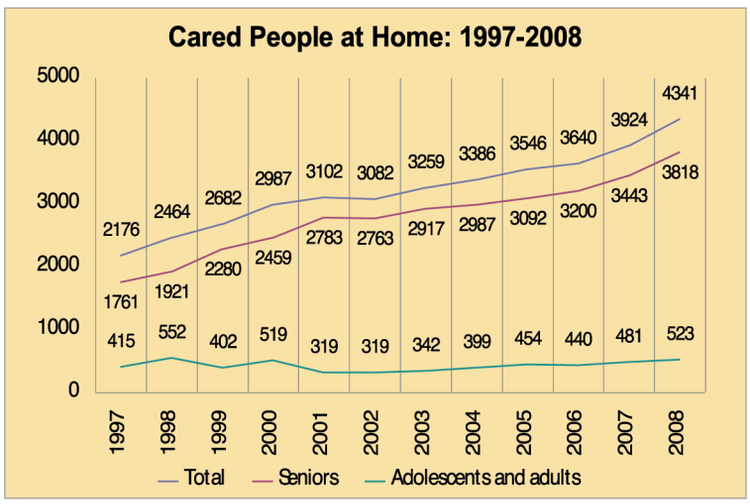

Figure 2: People in Home Care 1997-2008.

The care assurance system (Pflegesicherung) in South Tyrol is, according to the regional government, characterised by the following: simple and clear arrangement; the promotion of family atmosphere as part of the care services; independent use of the public money attributed to families for care; wide access to the system without dependency on income; high standards of care and modern structures; de-centralised and peripheral institutions of home care and assistance.

Demochange-Measures in the South Tyrolean Model Region

Due to the system of care assurance and the well-knit net of social prevention in South Tyrol, the topic "Health & Nursing Care" has been of high interest and importance to stakeholders in the model region, particularly in different kinds of projects which are to be implemented during the duration of the Demochange project. These projects are focussed on local supply and mobility of older people, intergenerational exchange, and the adaptation of public infrastructure.

Mobility and Supply Service for Integration of Older People

The constant process of over ageing of South Tyrol's society poses new challenges on the actual social and care system (Walter & Altgeld 2000; Sternberg 2010). On the one side, there are more and more people who need care, due to old age. On the other side, there is also an increasing number of seniors, who feel socially isolated and grow lonely. Due to this, the focus group "Social Services & Older People" has developed a project, which is not directly linked to health and nursing care, but its objectives are closely related to it. These objectives are: 1) the promotion of independent living; and 2) the prevention of social isolation of elderly people.

How will these objectives be reached?

1) Improvement of supply: through a home delivery service for older people shopping needs will be facilitated, hence providing older people with greater independence from the help of others or family members.

2) New forms of mobility: through a pick-up and return service which will help older people to travel within the region, particularly for medical visits, attendance of cultural events, shopping, etc.

3) Intergenerational activities: special events which promote communication and exchange between older and younger people, as for example intergenerational activities and competitions

4) A regional media campaign which will raise awareness for the valuable role older people can play within the society, as well as providing for information about events and the topic of growing older.

„Viattiva" – Adaptation of Infrastructure to Demographically Determined Changes of Tourism

In addition to the measures outlined above, the general trend of over ageing, both of resident population and of tourists, is accompanied by the fact that older people are becoming fitter and that they are sportive and active – not only during their holidays (see contribution of Romeiß-Stracke in this volume). These trends ask for adaptation of leisure-infrastructures, which include a maximum of barrier-freeness, sufficient rest areas, innovative emergency and rescue systems, but also attractions which will cater for the needs of young and old people at the same time, in order to promote intergenerational exchange.

The project of the focus group „Tourism" is to contribute to the profiling of the model region as intergenerational hiking region for locals and tourists, while focussing on the topic "health".

Objectives of the project “Viattiva”:

- The creation of a thematic hiking path, which connects all participating municipalities and which is dedicated to “Health” in the broadest sense.
- Adaptation of touristic infrastructures to demography determined changes in demand and requirements, catering for the local population and tourists as well. Profiling the region as “Intergenerational Hiking Region” for both, locals and tourists.
- Promotion of health, since the thematic hiking path will focus on the positive preventative and therapeutic effects of hiking.
- Integration of active seniors and former collaborators of the Red Cross, the Mountain Rescue Service, etc., who had to give up their employment or voluntary work with these organisations for age reasons, in supervising roles in outdoor activities.
- Introduction of innovative forms of health assessment through specialised personnel and/or new technologies (emergency call stations along the hiking path, smart phone applications etc.).
- The offer of health related products/services/activities such as 70+ health fair, health weeks, bundled provision supply of health services.

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Health & Nursing Care in the Alpine Space: Summary of the Expert Work Session

Nando Belardi[1]

After the poster presentation about South Tyrol a group came together to discuss *topic five* "Health and Nursing Care". The group members came from Austria, Germany, Switzerland, Slovenia, Piedmont and South Tyrol; the latter two from Italy. According to the planning structure there were *three questions* to answer:

1. Do you think these are typical issues for the Alpine Space?

On the *macrolevel*:
The following developments are nearly identical:

- demographic change,
- increase of the elderly population,
- political parties may have the tendency to serve the older generation more preferably than the younger one which could cause a clash between the generations,
- in the future there will be a free European labour market for care, but with very different wages. The highest wages are observed in Switzerland, and lowest ones in Slovenia (as well Poland, Hungary),
- high dropout rate of care labour force because of poor labour conditions.

There is an existing health care insurance in South Tyrol since 2007; not a fee-based insurance like in Germany or The Netherlands. This insurance is totally financed by tax revenues. This is quasi unique in the world and results from the highly developed state welfare system in South Tyrol. More than 13.000 persons receive financial benefits from this system. According to their needs they are categorized into four different classes. Two thirds of them get financial support for home care; the rest is living in institutions.

On the *microlevel*:
The gap between the needs of care for the elderly and the possibilities for their families to support them will be growing, because

- of social mobility. Many of the middle generation live away from their elders,
- besides that, families grow smaller, new family types are developing,
- in South Tyrol, the divorce rate is about 20 %,
- relatives need more information and support because of the growing number of patients with dementia or Alzheimer,
- especially the "isolated two-person-care" needs support from the outside: partners or daughters/ daughters-in-law are caring for helpless persons for years, often without assistance from the outside.

On the *mesolevel*
The *term mesolevel refers to intermediate systems between the macrolevel public system and families on the microlevel. On this mesolevel, different* support systems have been started:

- home delivery services,
- pick-up and return services,
- assisted housing,
- housing care,
- intergenerational services, as exchange learning, exchange helping, housing projects, time banking (ital.: bance tempo; ger: Zeitbank) for exchange services, etc.,

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- health round table (health ronda),
- integration of vigorous seniors as voluntary workers and/or multiplicators (for example: former Red Cross helpers, Mountain Rescue helpers, teachers, doctors, medical personnel, others),
- information offices in the cities, regions,
- office for self-support groups. In South Tyrol, there are more than 200 self-support groups existing, (in Germany there is also a working network system: KISS = Kontakt- und Informationsstelle Selbsthilfe).

Another issue raised was the question of elderly retired tourists spending a period of their lives in South Tyrol. Normally, they are not eligible to benefit from the services in that region.
Illness or care as an income source for the tourist industry as a “door opener” was said to be a difficult or problematic product.
This could be the subject of another conference. It should be held in conjunction with a comparison of the health systems of countries in the Alpine region.

2. Do you think these measures could be useful in all Alpine regions?

All the above mentioned measures could be very useful to cover many of the demographic problems of the future. It should be evaluated, whether they could be extended, or if they are not existing, they should be initiated.
But there are different representation levels of the welfare state within the Alpine region. Alpine regions also do have very different traditions with regard to family support systems. Italy, and especially South Tyrol, is (still) more family-based than Alpine regions in Switzerland, Germany and Austria.

3. Which measures would you recommend?

Based on the arguments mentioned above, the conclusions are very clear:
Provisions of support by governments of the Alpine region, according to the definition of a welfare state, are limited by the budget governments are able to spend. To remember: the financing of the health care assurance of South Tyrol is unique in the world.
Besides that, care assurance and other issues, as creating more and better trained personnel in the care sector, are very important. All states should establish or extend support systems, as mentioned above under question no. one.
Governments and the public should avoid a confrontation between the generations: *Youngsters with no perspective and powerful elderly*. Political parties could abuse the demographic challenge for their purposes. Not a “clash of generations”, but an integration of generations is necessary.
Finally there was a comment that the public should not any longer look at age as a deficit only. Aging and age is also a chance to develop and to understand life.
These ethic and humanistic aspects are very often forgotten in a purely economic-based debate.

The discussion was not only interesting and stimulating; it also revealed the existing substantial differences within these Alpine countries. But these differences are caused more by the type and level of the existing welfare state and traditional supporting systems, than by geography. Unfortunately the time for further debate was too short.

Model Region Poster exhibition during the Midterm Conference.
Author: FUB

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Job Market and Qualification in the Alpine Space The Case of Allgäu

The situation

Diverse region
Full employment
Future: aging and lack of trainees

Qualification of older employees

Measures
Online network for qualification
Manager for qualification of employees

Care for elderly people

Measures
Honorary care
Professional care

Top region of job market

Measures
„Emergency-plan"-guidance for a nursing case in the family
Cooperation between villages and companies

3.5 Job Market & Qualification in the Alpine Space: The Case of the Region Allgäu

Marion Anwander[1]

Situation

The Model Region Allgäu has quite diverse landscapes with mountains in the South and a hilly or flat landscape in the North. This is one of the main reasons for differences in the structure of the economy within the region. Economic foci in the Allgäu are on food production and packaging, engineering - especially in machine building – and tourism. There is a mix of small and middle sized business and large international companies.

There is nearly full employment in the region of Allgäu, which currently as well as in the future poses a problem for all companies. During the next twenty years, the number of potential employees is shrinking by around five percent, caused by demographic change. Additionally, the amount of persons of 50+ years of age will increase by about 15 percent while the inhabitants which are younger than 20 years of age will decrease by 25 percent. The Allgäu is an attractive region attracting more people to move into it than to leave it at the moment.

Objectives

To improve the situation in the job market and qualification levels in the Allgäu, the project team has developed a strategy which is based on three topical issues:

1. Care for elderly people: The objective is to qualify enough staff to manage the care for elderly people now and in the future.
2. Qualification of employees: The objective is to keep employees competent and interested in their jobs until their retirement.
3. Attractive working in the region: Sustainment of companies in case of childcare and private problems of employees.

Measures

Various measures are suggested to reach these objectives:

1. Honorary Care: Dementia care training offers and residents' consultation hours.
2. Professional Care: "Allgaeu Model: Technical Care Assistant Apprenticeship", a new apprenticeship combining nursing and technology.
3. Qualification: "Bildungsportal", an online network and service for qualification offers with personal consultation.
4. "Nursing Case Emergency Plan" – guidance in case of a sudden need for nursing in the family, designed for companies to help their employees.
5. Cooperation in childcare provision between villages and companies to offer employees adequate placement for their children.

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Pilot Actions

Two of these project ideas were chosen as Demochange Pilot Actions:

Honorary Care: Dementia care training offers and residents' consultation hours

Description

Many persons suffering from dementia are cared for by their relatives which is very time-consuming and emotionally demanding. These relatives need support and training to be able to better cope with this daily challenge.

The Pilot Action will improve related support and training offers in all parts of the region. Voluntary involvement in care for dementia patients will be strengthened by active recruitment and network building. There will be public events informing people about dementia. Regular consultation hours and training offers for those caring for dementia patients will be installed. Regional actors in dementia and municipalities will be involved in the design and implementation of the activities.

The Pilot Action will be implemented by "Familiengesundheit 21 e.V." (www.familiengesundheit21.de), an association which has realised similar services in a neighbouring region. Contact person is Stephan Vogt.

Professional Care: Allgäu Model: Technical Care Assistant Apprenticeship

Description

Ambient Assisted Living is more and more important in care for elderly people. At the same time, it is becoming more difficult to find enough trainees for professions in care.

By extending the classic geriatric nurse apprenticeship education with technical contents, additional persons will be won for the care sector (e.g. young men) through the Pilot Action. These trainees will be well educated for the increasing need for technical skill in care, hence have additional career opportunities. In the region, there are many small and medium enterprises in the fields of machine construction and electrical engineering, adequate for the practical parts of the technical education which would also profit from input about technical products demand in the care professions.

The Pilot Action will be implemented by University of Applied Sciences Kempten, Study Course Social Work (http://www.hochschule-kempten.de/studium/bibliothek/fachinformationen/sozialwirtschaft.html). Contact person is Professor Johannes Zacher.

Both pilot actions have started in October 2011 in cooperation with stakeholders which are specialized in care, nursing, honorary work and training.

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Job market & Qualification in the Alpine Space: Summary of the Expert Work Session

Angelika Martin[1]

In dealing with demographic change, the model region Allgäu set his focus on projects related to the subjects job market and qualification. The planning region is characterized by full employment and favourable living conditions. In its touristic southern part, the landscape is surrounded by mountains and lakes. In the pre-alpine northern part of the Allgäu, there is a diverse mix of small and medium enterprises. Leading economic industries are, apart from tourism and agriculture, automotive, electro-technics and mechatronics, packaging, forestry, engineering and environmental technologies.
There are several specific and interrelated key issues concerning demographic change, job markets and qualifications. In summary, the Allgäu has to cope with an ageing society, a decrease of youth, an ageing work force, and an overall decrease of the work force.
Due to this, a team of 50 experts developed a set of measures which would help to face the demographic change in the region. In six work sessions innovative and integrative ideas have been generated which do have a high probability of realisation.

Strategy

In the near future the region expects an ageing society and work force in addition to a decrease of youth and work force. To cope with this influences on the job market, representatives of the region agreed on three regional objectives:

- to become a top region with regard to work and employment opportunities
- to improve the qualification of older employees
- to develop care offerings for elderly people

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The strategy of the region Allgäu

Discussion

Are these typical issues for the Alpine Space?

Aging

In both discussions, participants agreed that in the near future there will be an ageing society, and due to this, a lack of future trainees and apprentices.

Full employment

Furthermore, the term full employment was critically analysed. In many regions, young and well educated people are forced to leave because the regional job markets are limited to a few industries and a lack of vacant positions.

Also the career prospects for qualified professionals are too little. In nursing and care, a lack of qualified personnel can already be observed in many regions.

Diversity of regions

The very characteristic of r the Alpine Space is the high diversity existing within the regions. This applies in particular to the Allgäu as the largest model region within the project Demochange.

Could these measures be useful in all Alpine regions?

Top region with regard to job markets

There are two ideas how to improve the work-life-conditions for employees and how to keep their work force high, even in exhausting situations. Both ideas, the *"Emergency plan for an urgent nursing case"* and the *"Approval of child care: cooperation of communities & companies"* – have been considered to be useful.

Qualification of older employees

The idea of an online network platform has been considered as a helpful and functional measure to qualify the ageing work force.

Care for elderly people

In many regions there is already a lack of nursing and care professionals for elderly people. To cope with this, two basic approaches are considered in the Allgäu: first, to improve the situation of honorary and professional care; second, in the field of professional care the idea of an innovative apprenticeship called Technical Care Assistant is discussed. Members of the other pilot regions have been very interested in this approach. In honorary care, a pilot action specialising in dementia care is considered to be useful.

Which measures would you recommend?

The members of the pilot action have been particularly interested in establishing the apprenticeship model of Technical Care Assistant. This interest is based on the lack of professionals in nursing and health care in most of the regions. The pilot action has positive effects in many ways. For young people, it is an interesting professional field, and elderly people benefit from adequate professional care supply. The regional society and economy profits as well, since employees will be relieved from exhausting situations within the family, caused by nursing case.

Summary

The expected demographic change has a very significant influence on the job market in the Alpine Space, with a number of effects on demand. To deal with this situations, it`s necessary to act at an early stage and in different fields. A package of measures, as developed in the region Allgäu, is considered to be useful.

Members of the DEMOCHANGE partnership institutions
at the Midterm Conference on September 16th, 2011.

Model region poster presentations

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Model Region „Upper Gorenjska“

Size: 779 km²
Inhabitants: 21,616 (2011)

The Model Region „Upper Gorenjska“ includes municipalities Bled, Bohinj, Gorje and Kranjska Gora. Prevailing mountainous terrain accompanied with harsh conditions resulted in low density, with larger settlements in the plains and nuclear and dispersed ones in higher altitudes.

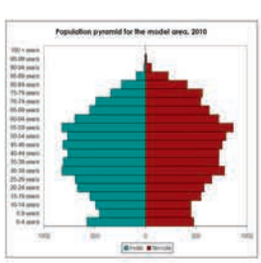
Key Issues

Demographic changes as a social phenomenon Changes of the values and the lifestyle through time / deteriorating intergenerational relations / decreasing population

Quality of life High quality of life due to attractive landscape / insufficiency of public transport / poor provision of services in small settlements / seasonality of cultural events / architectural barriers

Tourism Monostructural economic orientation / no alternatives outside tourism sector / development depends on tourism providers / labour market suffers seasonal gaps / no umbrella strategy to connect tourism offer of municipalities / change in the structure of tourists i.e. increase in the share of active tourists in age 50+

Migration and housing Brain drain - young people moving out due to high housing prices and lack of jobs / elderly people coming back either to live in their birth places or to live permanently in their secondary homes / increasing investments of non-locals in real estate / lack of non-profit rental housing



Pilot Actions

Title: Tourist routes and attractions accessible to all generations
Objective: To identify and promote routes to natural and cultural heritage sites which are suitable for all generations
Description: Elderly visitors are often reluctant to visit interesting sites or to do walks because they do not have information whether they are easily accessible. Some of the most interesting sites will be checked and then promoted on the web sites of municipalities and/or local tourist organisations as “DEMOCHANGE routes accessible for all generations”. If feasible, a brochure will also be printed.

Title: Guidelines for development of new tourism products suitable for the elderly
Objective: To improve and adapt tourism offer in the pilot region
Description: Even though demographic changes are recognised as important in existing municipal strategies and development documents in the model region, concrete measures are often lacking. Based on the analysis of the existing tourism offer, guidelines and recommendations for new products especially suitable for the elderly in the fields of culture, sport & recreation and education will be developed.

Title: It is never too late: Skills of the young for the needs of the old
Objective: To stimulate local youth to engage actively in tourism
Description: The observation of new patterns of living has shown that nowadays the elderly remain active and eager to learn new skills to a much higher age than before. However, the training of activities such as skiing, canoeing, canyoning etc. which is currently offered in model region is usually tailored for younger generations. Together with the local youth, already skilled and involved in such training, specially designed courses, adapted to the capacities and pace of the seniors will be designed. Additionally recommendation for the youth on how to implement these programmes will be provided.

Responsible Project Partner:
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Photo by: Judita Thaler

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Model Region „Aosta Valley“

Size: 3,263.25 km²
Inhabitants: 128,230 (2010)

The Model Region „Aosta Valley“, which is composed by 74 municipalities grouped (except for Aosta which is the chief town) in 8 Mountain Communities, is located in the North-West of Italy on the frontier with France and Switzerland.

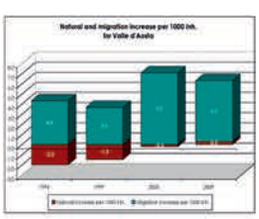
Key Issues

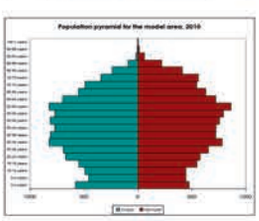
An ageing society Both actual data and projections underline a predominance of the population 50+ years old.

Labour market particularities Aosta Valley Region has full-job conditions and occupational rates above national average but presents: 1) negative trends for industry and independents; 2) positive trends for service sector; 3) immigration phenomena that in some cases (agriculture, cattle breeding, some handicraft productions, etc.) tend to cover a lack of local workforce.

Inhabitants concentration Aosta Valley is a quite entirely mountainous region, because approximately the 60% of its territory is sited above 2.000 m. The inhabitants tend to concentrate (76% of the population) on the 30 municipalities forming the non mountainous central valley and only Aosta has more than 10.000 inhabitants (approx. 35.000).

Increasing migration Until 2011 the Region has a slow but continuous increase of population due to immigration (permanent settlements and integration phenomena).
Anyway demographic projections are negative from 2013 to 2028





Pilot Action

Title: SSII - Services, Sensors of Immigrants' Integration
Objective: Realization of a system of "sensors" to prevent social tensions
Description: Aosta Valley Region is characterized by a phenomenon of immigrants permanent settlements which is continuous and growths year after year, as socio-demographic data and analysis confirm. The integration theme involves the intervention of different services linked to the Public Administration (social politics, labour market, public housing, education, prefecture's services, municipalities, etc.), but it doesn't exist at the moment the possibility to have a complete panorama of the phenomenon.

The pilot activity to be implemented aims to realize a system of "sensors" to be placed in every public service which will adhere the project in order to monitor the integration situation in its global way. The aim is to rationalize all the different input coming from immigrants towards the public administration and try to prevent tensions that should occur in the future.

Région Autonome Vallée d'Aoste
Regione Autonoma Valle d'Aosta
OES CAPO DELL'OSSERVATORIO ECONOMICO E SOCIALE

Responsible Project Partner:
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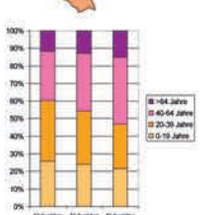
Model Region „Nidwalden“

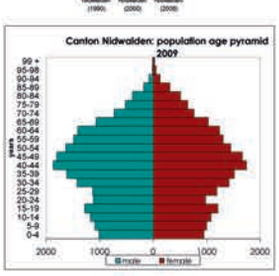
Size: 276 km²
Inhabitants: 40.000 (2009)

The whole canton is representing the Model Region „Nidwalden“ and is located in Central Switzerland. Its borders are formed by the Lake Lucerne and the Bernese, Uri and Obwalden Alps. It comprises 11 political municipalities.

Key Issues

An ageing society The trend of increasing population is combined with trend of over-ageing and decline of younger population in the canton of Nidwalden. While all 11 municipalities have grown in population since 1994, those bordering the lake have grown the most. The proportion aged 65 and older is set to rise from today's 15.6% to 31.4% in 2050, whereas the proportion of young people is set to decline from today's 21.3% to 16.3%.
Decreasing household sizes The households are becoming smaller. In 2005 the average was 2.33 persons for a private household and 2.25 in 2010 and is set to fall further to 2.02 in 2030.
Decreasing fertility and constant mortality rate The fertility rate in the model region is lower than on the national level and has decreased from 1.43 in 1995 until 1.32 in 2009.
Increasing migration The population growth of the canton is mainly a product of positive inward migration from other cantons of Switzerland and abroad.





Pilot Actions

Title: Platform 45+
Objective: Awareness raising of the phenomenon of demographic change in general and the meaning for oneself
Description: In the future there will be a raising number of elderly, and especially the number of elderly living in single households.. Therefore the elderly of the future should already look into the topic to actively create their own future. For that reason an exchange platform should be created, where project ideas can be developed and synergies be used.

Title: Future living facilities
Objective: Creation of affordable housing possibilities, especially for elderly as multi-generational living
Description: As there is a decreasing financially feasible living place in Nidwalden, a multi-generational living should be realised in all communities of Nidwalden. Those places should have a high level of possibilities of interaction and neighbourly help, so that elderly keep integrated in the society.

Title: Revitalise old knowledge
Objective: Preservation and revitalisation of ancient artisanry in the old convent and to make it accessible for the public
Description: The old convent Maria in Niderrickenbach / Nidwalden is an oasis of quietness. Though due to the ageing of the residents in the convent it runs the risk that ancient artisanry and knowledge get lost. Therefore different offers should be developed to preserve and diffuse the artisanry knowledge and also to rise the awareness level of the convent.

Title: «Landdienst» for elderly
Objective: Installation of an exchange platform, where farmer and voluntary elderly get in contact
Description: Relief of work for farming families through the voluntary workforce of elderly people, who are willing to carry out a meaningful work in the field of landscape protection. The aim of the project is to integrate elderly into a new social environment as well as to reduce seasonal work peaks on farms.

Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN
Soziale Arbeit

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Model Region „Pinzgau-Pongau-Lungau“

Size: 5.400 km²
Inhabitants: 184.000 (2010) in 3 districts and 68 communities

The three southern districts of province Land Salzburg shape the Model Region “Pinzgau-Pongau-Lungau”. The highly touristic mountainous area results in a great diversity in settlement structures and connectivity.

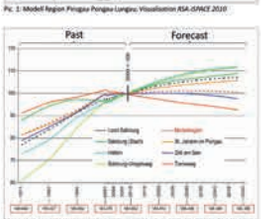
Key Issues

An ageing society
A lower rising of population due to a lower surplus of birth and in-migration in comparison with the past 20 years. The average age of the population is 40 years, 2032 it will rise up to 45 years. The declining amount of younger people and the rising age cohort of 65 year-olds and older will lead to a significant ageing of the population in the future.

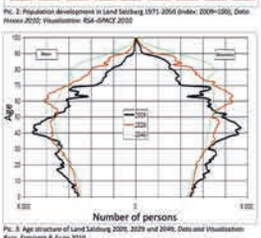
Labour market – location quality
The rich social life and culture heritage as well as the new residents as an asset for community life and social/territorial cohesion have to be put on focus. Match the educational careers of young inhabitants and migrants with the demand of the local enterprises is a key to overcome the lack of qualified workforce in industry.

A partly strong competition between wealthy and elderly amenity migrants (from EU-countries) and young local families has been recognized. There is a need for a new **housing policy and spatial planning strategy** to secure affordable housing offers has been recognized.

Pic. 1: Model Region Pinzgau Pongau Lungau, Visualisation RSA-ISPACE 2010



Pic. 2: Population development in Land Salzburg 1971-2050 (Index: 2009=100), Data: Census 2010; Visualisation: RSA-ISPACE 2010



Pic. 3: Age structure of Land Salzburg 2009, 2029 and 2049, Data and Visualisation: Kocij, Feistritzer & Fuchs 2010

Pilot Actions

Title: Welcome-Service-Pinzgau
Objective: Constitution of a service facility for supporting expatriates to come back
Description: To counter the phenomenon “Brain Drain” the aim is to start a dialogue with young professionals living in Pinzgau, as well as people which have already left.
Active invitation and professional support in search for jobs, child-care infrastructure, affordable housing etc. will be provided.

Title: Citizen participation process in Unterpinzgau Region
Objective: strengthening of civil rights, awareness raising, defining minimum standards of social infrastructure
Description: In two villages a communication process started, in which all inhabitants were invited to participate. By including all involved people in further local and regional development processes new opportunities to keep quality of life and basic infrastructure should be revealed.

Title: “Gender Check” for communities
Objective: Securing a higher women & men justice in decision making
Description: To understanding different needs and interests of women and men in community decision making, a “gender check list” has been created. This tool will be tested and applied in two communities.
Local politicians are coached to raise their gender competence and to assess the impact of their decisions on daily life of women & men.

Title: “Living with Demographic change” – A Flying Exhibition
Objective: Awareness-raising and activating
Description: Gives an overview on trends, challenges and strategies facing demographic change processes and offers good practice examples from other regions to activate.
Communities, schools and regional bodies are invited to use the exhibition as starting point for workshops and discussions within

Land Salzburg
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UNIVERSITÄT SALZBURG

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Model Region „Seetal Lucerne“

Size: 108.6 km²
Inhabitants: 22.645 (2009)

The Model Region „Seetal Lucerne“ consists of the municipalities of Aesch, Altwis, Ballwil, Ermensee, Hitzkirch, Hochdorf, Hohenrain, Römerswil and Schongau, situated in the north of Lucerne in central Switzerland.

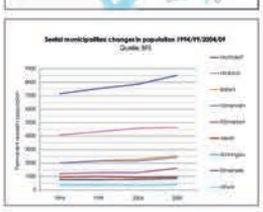
Key Issues

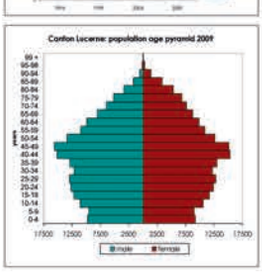
An ageing society Trend of increasing population is combined with trend of over-ageing and decline of younger population. The proportion of the population aged 65 and over is set to rise from today's 15.9% to 21.1% in 2050 in Canton Lucerne. Over the same period the proportion of young people (under 20) is set to decline from today's 22.0% to 17.7%.

Decreasing household sizes The households are becoming smaller. The average number of persons per private household was 2.73 in 2000 and is set to fall to 2.09 in 2030.

Slightly decreasing fertility and constant mortality rate The birth and death rates are gradually coming together. The fertility rate in the Canton Lucerne (1.54) is higher than on the national level. The birth rate will henceforth hardly bear on Canton Lucerne's population figures.

Increasing migration The canton's changing population figures over the next 25 years are mainly a product of positive migration from abroad.





Pilot Actions

Title: Development of the town centre of Hochdorf
Objective: Taking the demographical change into consideration for the development of the town centre of Hochdorf
Description: For the development of the town centre of Hochdorf a development plan has been designed. The project DEMOCHANGE was part of the project group and was therefore able to bring the themes of the demographic change into the process. These themes will also be taken into consideration in the new concept for the elderly population of Hochdorf.

Title: Market and needs analysis „Housing with services“ in the Seetal
Objective: Knowledge of the potential demand and the needs for “housing with services”
Description: First, statistical data of the municipalities Hochdorf und Ballwil were evaluated with regard to the distribution of the persons 64+ by wealth, income and home ownership. Second, a survey of the needs of persons 45+ for “housing with services” in the municipalities Hochdorf, Hitzkirch, Ballwil and Hohenrain was completed. The results will be used by the municipalities as the basis for planning and should stimulate the regional planning.

Title: Survey „assisted housing“ in the municipality of Römerswil
Objective: Knowledge of the needs and expectations of the population for the project „assisted housing “in the municipality of Römerswil
Description: To design an optimal offer of „assisted housing “ in the municipality of Römerwil, the project DEMOCHANGE together with the municipality of Römerswil, organized a survey of the needs and expectations of the population.

INTERFACE
Politikstudien Forschung Beratung

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Model Region „Škofja Loka Hills“

Size: 512 km²
Inhabitants: 41.500 (2009)

The Model Region »Škofja Loka Hills« lays in western part of Slovenia and consists of the municipalities of Gorenja vas – Poljane, Škofja Loka, Železniki and Žiri. Area is situated along the valleys of Poljanska Sora and Selška Sora with hills between them.

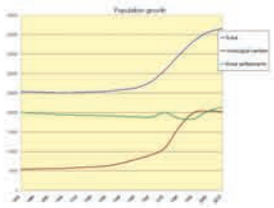
Key Issues

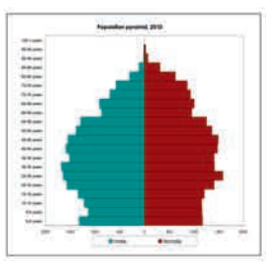
Vigorous population Škofja Loka hills are outstanding for high fertility rate, substantially above Slovenian average, and municipality Gorenja vas Poljane for highest in the state, 2,0; nevertheless, due to increased life expectancy, population is getting older.

Substantial household size There were 3,1 persons in average household, which is significantly above Slovenian average – 2,8; this could be explained by traditionally large, cross generation rural families.

Dispersed settlements Outstanding feature of Škofja Loka Hills is dispersed settlement. Due to improved infrastructure, population in most of the settlements is increasing, except for the settlement in the most remote and hilly areas. In spite of traditionally firm attachment to the homestead, peoples are moving to valleys because there are better opportunities for young families to buy or build a new home. Lack of social events for youth and loneliness of elderly is the most noticeable characteristic for the hilly part of the region.

Negligible migration Except for the daily commuting, there are virtually no migrations, or are, in some cases, even negative.





Pilot Actions

Title: Improving basic services in remote areas.
Objective: To enhance life attractiveness in remote areas by improving living conditions for elderly population.
Description: Frequent motive for decision to set up one's existence in bigger settlements with good infrastructure is anticipation of elderly population related problems in remote areas. Loss of mobility due to age, combined with remoteness of a living place results in loneliness and problems of how to obtain daily essential articles and services.
Loneliness was partially mitigated due to the project "Elderly for elders"; lead by senior's association, project attracted substantial base of volunteers that are visiting older retirees on regular basis.
Pilot project we will lean on existing volunteers base to upgrade their project by setting up mobile services and stores in remote areas. We expect that, with the help of volunteers, these services could be set up in a sustainable manner.

Title: Enhancing social cohesion in alpine settlements.
Objective: To define attractive contents for social gatherings of various age groups in remote areas.
Description: Regardless infrastructure availability for larger group meetings, social life in remote settlements is in decline. This is true even more for younger peoples: being generally more mobile, they have better choices of social events available.
Finding contents that will attract older as younger generations is therefore of an paramount importance for maintaining cross-generation cohesion.
Pilot project will consist of creating sub-projects or events that will be carried out in remote communities, using existing infrastructure. Emphasis should be given on cross-generation projects, like passing knowledge and experience from one generation to another, on both directions or to attract younger to participate as volunteers in "Improving basic service project".

RAGOR

Responsible Project Partner:
Razvojna Agencija Zgornje Gorenjske
www.ragor.si

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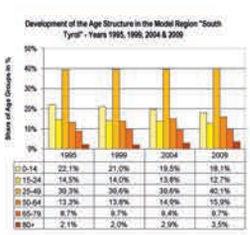
Model Region in South Tyrol

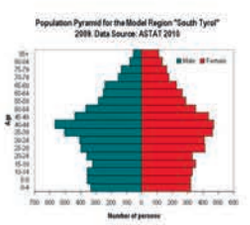
Size: 200 km²
Inhabitants: 12.000 (2010)

The Model Region in South Tyrol consists of the municipalities Naz-Sciaves, Rio Pusteria, Rodengo and Varna, which form a geographically closed model region, situated at the crossways of Isarco and Pusteria Valley at the centre of South Tyrol.

Key Issues

An ageing society Trend of increasing population is combined with trend of over-ageing and decline of younger population strata both in South Tyrol and the model region. Nevertheless, if we look the age-structure-coefficient, the model region shows a relatively young population, since all municipalities of the model region have a larger share of 0-14-year-olds than of 80+.
Decreasing household sizes The households are becoming smaller, the share of single-households is increasing, while households with 4 and more members are decreasing. Large Families are disappearing.
Decreasing fertility and constant mortality rate This determines the tendency to a decreasing birth surplus, which is constantly down oriented since the baby bust of the 1970s.
Increasing migration Regarding the percentage of foreign citizens, 3 of 4 municipalities of the model region appeared under the top-20 municipalities of South Tyrol.





Pilot Actions

Title: Health Ronda
Objective: Adaptation of touristic infrastructure to demographically caused changes of the structure of tourists
Description: Some municipalities of the model region are adhering to an ongoing profiling as "valley of tracks". Following this process, a hiking path dedicated to the thematics of health and agriculture will be installed, which will connect all model municipalities. Linked events will be organised, like an annual fair and a conference on health tourism, will supplement the action.

Title: Senior Taxi, local supply and intergenerational card game contest
Objectives: Intergenerational exchange through entertaining events; improve mobility and local supply in order to promote autonomous living of elderly people; Sensitizing the population for the topic "becoming elder" through local media;
Description: Better local supply and a collect and bring system for seniors shall improve autonomous living of elderly people. Together with events like an intergenerational card game contest this shall prevent their social isolation and promote the exchange between young and old. A "Senior Rubric" in the municipal newsletters shall inform about offers for elderly people and sensitise the population for the topic "becoming elder".

Title: Integration of migrants through media work and open-air cinema
Objectives: Survey of the situation of migrants and sensitizing the population through cinematic events and local media
Description: Due to the increasing number of migrants, actions have to be taken both against lack of integration, raising xenophobia and discrimination. A quantitative and qualitative survey of migration in the model region will be a first step in this direction. An intercultural open air cinema shall foster the intercultural encounter. A "Migration Rubric" in the municipal newsletters will inform about and sensitise the population for the topic the topic "migration/integration".

Freie Universität Bozen
Libera Università di Bolzano
Free University of Bozen - Bolzano

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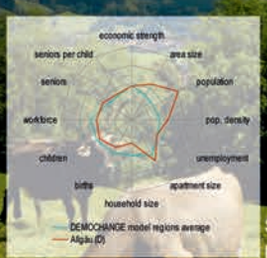
Model Region "Allgäu"

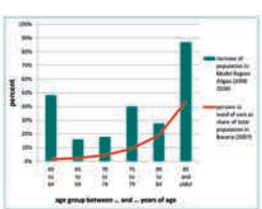


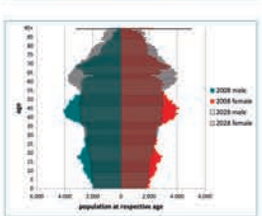
Size: 3,350 km²
Inhabitants: 470,000 (2008)

The planning region „Allgäu" is the largest model region within DEMOCHANGE. It is characterized by mountains and lakes in its touristic Southern part. In the pre-Alpine Northern part of the Allgäu there is a diverse mix of small and medium enterprises.

Key Issues

An ageing society At the moment, a high level of in-migration compensates low birth rates. Much of the immigration consists, however, of older people. The number of people with mobility constraints and diseases in the "Allgäu" will consequently grow. The health sector, local supply, ambulant services and concepts for alternative housing models are thus important issues for the region.
A decrease of youth While the population in total is still increasing, the younger population is decreasing. This is due to low birth rates, but also to out-migration for higher education.
An ageing work force With the aging of the strong generation of the "Baby boom", large parts of the personnel in the companies in the region are now reaching the age of 50 and older.
A decrease of the work force As the strong "Baby boom"-generation will continue to age, the number of people at working age in the region will decrease. This is especially significant for the health, gastronomy and hotel sectors.





Pilot Actions

Title: New apprenticeship in nursing and technology
Objective: Attracting young people for training in care professions
Description: More and more new technologies and technical devices are used in the care sector. At the same time there is a lack of well qualified staff meeting an increasing demand in the sector. The introduction of a new apprenticeship which combines the classical training for nursery staff with training in technical aspects shall increase the attractiveness for care professions (especially amongst young men).

Title: "Emergency plan" – guidance for a sudden nursing case in the family
Objective: Improving the family-friendliness of companies and reducing the absence of affected employees.
Description: "Family-friendliness" is an important issue when young families come to the decision of choosing the centre of their lives. Companies in the model regions have to find a way to attract young high potentials. Flexible working hours and good childcare offers are not the only factors. More and more families find themselves in the situation to have relatives in need of care. The "emergency plan" shall give direct initial support to the employees when it comes to a sudden nursing case in the family.

Title: Public consultation hours for relatives of dementia patients
Objective: Ensuring the support for care of dementia patients within their home on regional level
Description: Many persons suffering from dementia are cared for by their relatives which is very time-consuming and emotionally demanding. These relatives need help and support to cope with this daily challenge, but support services are located in major towns only. This pilot action will offer consultation hours and special training offers for relatives and volunteers at varying locations.

Oberallgäu
Landkreis

Responsible Project Partner:
District Oberallgäu, www.oberallgaeu.de, www.allgaeu.info

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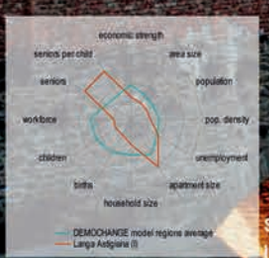
Model Region „Langa Astigiana“



Size: 190.16 km²
Inhabitants: 7.117 (2009)

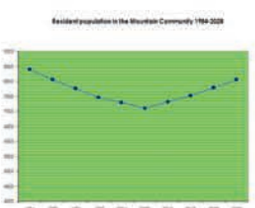
The Model Region „Langa Astigiana“ is composed by the 16 municipalities comprised in the Mountain Community Langa Astigiana Val Bormida, in addition to Canelli and Cortemilia, in a territory between the Provinces of Asti and Cuneo.

Key Issues

Agriculture Langa Astigiana is still a rural area: more than half of the active population (53,94%) works in agriculture, followed by the manufacturing sector (24,93%). Anyway, the number of farms has decreased in the last 20 years: they were 2299 in 1990, nowadays, after a substantial decrease, they are 1220.

Distance Infrastructures and services are not well developed. Today to reach Torino, capital of the region, it takes on average 1 hour and 42 minutes, the roads are poor and in need of modernization.

Enterprise and young people It is difficult to set a new entrepreneurial activity, because of the lack of services and the distance from possible markets. For this reason the population is ageing and many young people left the territory in the past years: from 1994 to 2009 the number of people aged between 15 and 64 years decreased while the number of people aged over 65 years remained constant.



Pilot Action

Title: Network of operators
Objective: Creation of a network between different operators for the promotion of the territory
Description: The pilot action will be organized in different points that together will try to reach the goal of a combined promotion of the territory and its main hotspots. The valorisation of the economical structure will take into account the suggestions coming from the interpretation of demographic change and the difficulty for young people to set entrepreneurial activities and to promote some niche agriculture products that are appreciated but not yet well known. The environment and the agriculture will be the core of the strategy that forecasts:

-a promotion campaign about the territory and its products;
- the constitution of a formalized network of continuous cooperation between local public and private stakeholders;
- the implementation of an incoming agency;
- the organization of package vacation;
- the institution of a highly recognizable producers' consortium or association for marketing and test of combined product selling.

The strategy is based upon the requests for more coordination between different stakeholders, trying to overcome the individuality that, in the model region, is seen as an obstacle for the development of the territory and to attract new inhabitants.

Unione Nazionale Comuni Comunità Enti Montani
UNCEM
Delegazione Piemontese

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Model Region „Landkreis Garmisch-Partenkirchen“

Size: 1,012 km²
Inhabitants: 86.476 (2008)

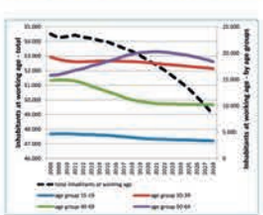
The Model Region „Landkreis Garmisch Partenkirchen (GAP)“ is divided in a northern part situated in the pre-alpine foothill zone and a southern inner alpine part. The latter consists of three river valleys (Isar, Loisach and Ammer). The region's settlement is rather disperse and has its centre with the "Markt Garmisch Partenkirchen" in the Loisach valley.

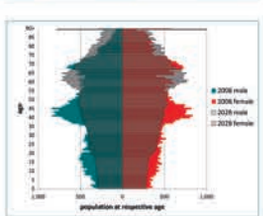
Key Issues

Ageing society The population of people above 65 years and older is growing in the Model Region "Landkreis GAP" although it has already nowadays an above-average share of almost 25% of the total population. At the same time the average age of the population of Germany is also increasing.

Decrease of young people and people at working age Despite the growth of people aged 65 years and older the total population will decrease by about 4% within the next 25 years. Besides a low level of births, this is linked to out-migration of people in the age group between 25 and 49 years of age. The number of young families will decrease.

More residents with migration background Although starting from a low level, the share of residents with a migration background will constantly grow from now on for the next decades. Especially young people and young families will increasingly have a migration background.





Pilot Actions

Title: Adaptation of the tourism sector
Objective: Promotion of health tourism[1] / Maintenance of the cultural landscape[2] [still to be defined]
Description: [1]Establishing a regional family brand for health tourism responding to the needs of the ageing society
[2]Making it more attractive for young people to keep maintaining the local cultural landscape, as it is essential for tourism

Title: Adaptation of care / nursing sector and social affairs
Objective: Promotion of barrier-free building[1] / Improvement of child care[2] / Coordination of offers for senior care[3] [still to be defined]
Measures: [1]Adapting planning and building to barrier-free standards as a need of the ageing society
[2]Extending child care offers in order to improve job opportunities of parents employed in care / nursing
[3]Improving the distribution of senior care services as the demand will increase

Title: Adaptation of the economy
Objective: Establishment of continuative education possibilities[1] / Promotion of settling of business companies[2] / Creation of affordable living space[3] [still to be defined]
Description: [1]Providing local education possibilities as qualified personal is already lacking in tourism, nursing and some handcrafts
[2]Providing adequate labor opportunities for young university graduates in order to reduce the brain drain
[3]Giving young families better chances to get established despite expensive living space

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Additionally, this volume also contains documentations and discussions on Model Region Experiences, as well as the worksession summaries of the conference.

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