



PADIMA

Policies Against Depopulation In Mountain Areas

PADIMA seminar on Territorial Marketing
24 May 2011, Trysil, Norway

Background document for speakers and participants 1st Draft version

The PADIMA project

PADIMA is a project of exchange of best practice in fighting depopulation in mountain areas. 8 partners from 5 European countries are engaged in a 3-year collaboration and will produce policy guidelines on successful methods to attract new inhabitants to mountain areas.

In order to be able to satisfy inhabitants' needs and to attract new population, mountain regions need to be able to provide them with good living conditions. The population needs to find diverse employment opportunities, to be offered public services, education and training facilities of good quality. Regions must also be able to communicate about themselves in order to be known by people who could be interested in moving there.

Building on this analysis the project partnership has decided to focus its work on three aspects:

- education and training;
- territorial marketing;
- economic diversification.

These three themes will be addressed successively during the course of the project which started in January 2010 and will end in December 2012.

Activities, objectives and timing of the project are presented at length in the project brochure and on the project website www.padima.org.

PADIMA's work on territorial marketing

Territorial marketing is the second of the themes tackled by the PADIMA project.

In this part of the cooperation, PADIMA partners carried out a survey to collect data on the overall situation of the study areas regarding depopulation, conducted an analysis of Strengths, Weaknesses, Opportunities and Threats regarding the territorial marketing in mountain areas and exchanged on instruments and initiatives they have implemented and that led to:

1. an **increase of the awareness and pride of current inhabitants** regarding the identity of their home land and the quality of life it provides;
2. a **better communication towards external people of the characteristics of these territories** as good places to live and work;
3. an easier and larger setting-up **and integration of new comers** to these areas



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The analysis of these initiatives leads us to recognize the existence of two types of policies:

- a) policies addressing permanent inhabitants (keeping people in the region);
- b) policies to encourage people to move to the region (bringing people in the region).

The seminar is the next and very important step in the implementation of this part of the project. After the seminar, results of the discussions will be compiled and associated to the material assembled throughout 2011 in a good practice and policy recommendations guide on territorial marketing in mountain areas. This document will be available on-line on PADIMA website. A digest of results and recommendations will be made available through a newsletter that will be widely disseminated.

The results will then of course be presented in the final conference of the project in Brussels in June 2012, together with the results of the other themes assembled in an integrated approach.

Objectives and content of the seminar

The objectives of the seminar are to:

1. **offer a framework** on how to address depopulation and repopulation issues in mountain areas through territorial marketing aspects,
2. **deepen the exchange** of views on how to improve the attractiveness of mountain regions via better communication of positive assets of these regions,
3. **enrich the final outputs** of the project with the thoughts of the participants,
4. **enhance the adoption of successful policies against depopulation** by improving participants' awareness of potentially successful practices.

In order to achieve this goal, the seminar will:

- **communicate the results** of the work carried out so far on territorial marketing, on analysis of study areas, on good practices collected and on first policy recommendations;
- **underline possible solutions** against depopulation to be applied in different territorial policies starting from marketing initiatives;
- **put in evidence the opportunities and difficulties** that characterize these territorial marketing initiatives in mountain areas;
- **provide a time and place for discussion** of the relevance of these findings during the round table.

We will seek feedback of participants especially on the good practices that have been identified by project partners. This will be done in plenary session and round table discussion where all participants will be given the floor. The assessment by participants of the relevance and transferability of these practices will guide the elaboration of the policy recommendations that will be carried out in the first semester 2011.

During the seminar, it is important to have the following guiding questions in mind:

- What are the key levers for the success of territorial communication in mountain area?
- What are the difficulties that emerge in this field in a mountain context?
- Are the good practices presented offering an interesting way forward? Can we find others in mountain territories and where?
- How can successful initiatives be transferred and implemented from one region to another?



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The selection of good practices

The project has identified 28 good practices about territorial marketing initiatives. A print of a short description of main elements currently available regarding each one of these 28 practices will be distributed to the participants during the seminar (and the pdf will be send in advance by email).

In order to focus the discussion, 7 good practices have been selected by the partnership. Our work during the seminar will be focused on these 7 good practices, although feedback will be welcome as well during and mostly after the seminar on the other practices.

The 7 best practices which have been selected are:

1. **Light in windows**, large project encouraging the transfer of unoccupied farm to young people, Buskerud, Norway
2. **Creation of a strong regional brand**, Dalarna, Sweden
3. **Regional agency for mountain settlements**, Torino, Italy
4. **HABITATE**, joint strategy to attract, support and integrate exogenous population, Teruel, Spain
5. **Albergo Diffuso di Ornica**, increasing touristic presences in remote villages, ERSAF, Lombardy, Italy
6. **Move to the mountain region**, marketing campaigns, Hedmark, Norway
7. **Welcome policy in Limousin Area**, communication, settling, integration campaigns – Region of Limousin, Massif Central, (UCCIMAC), France

Each good practice will be object of a first presentation in the plenary session in the morning of the conference. One person from the region where the good practice has been implemented will present the key elements of the initiative in 15 minutes with support of a powerpoint presentation of **maximum** 10-12 slides or an oral speech. There will be room for questions and discussion about this in the plenary session, during the day.

Guidelines for fruitful discussion during the round table

The round table will address the topic of successful good practices implementation. It will be organised as follows:

- **Introduction** (5x5 minutes = 25 minutes): participants will present themselves orally, (no PowerPoint Presentation foreseen) in a very short speech, 5 minutes maximum for each speaker.
 - Focus on their experience and interest in the territorial marketing,
- **Discussion with round table participants** (40 minutes) around the following questions:
 - **Relevance and transferability of good practices:** Did they find interesting ideas in the morning presentations? Were the good practices interesting? Do they think they are transferable? Why, why not? Would they fit in different regional strategies of participants in the room?
 - **Communication:** How to get inspired? Where can we find interesting initiatives? With whom shall PADIMA partnership share these initiatives in the future in order to get a



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maximum impact?

- **Implementation:** What are the difficulties in the implementation of these good practices? (we should look at the different political aspects but also regional/national/European legislation, etc.)
 - **Funding:** What positive experiences in financing such initiatives? Regional, National or EU funding available and used by some for this?
 - **Experiences:** maybe someone has good ideas to share on this topic?
- **Questions shall be taken from the room** (45 minutes)
 - **If no questions from the room, the partnership must be ready to intervene and ask questions**
 - **Conclusions** (5 minutes): the chairman wraps-up the discussion by telling what he/she has retained from the discussion for the future.

The chairman will have the responsibility to guide the discussion. Participants may want to spend more time on one aspect and less on another. They may want to discuss in priority transferability or policy recommendations whose improvement are ended our aim within this project. **Every comment will be welcome and useful and the discussion should not be too constrained.**

The chairman should ensure however that every aspect is covered and discussed at least for a few minutes but the proportion of time spent on each part of the debate may vary on the audience interest.

We kindly ask chairman to ensure that everyone willing to speak gets a chance to do so.