



Anticipate Future Jobs on Alpine Remote Areas



Work package 4.3

Report on local roadmapping exercise

LAG "Murau"

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1. The workshop: participants and related sub-systems

The road mapping exercise has been compiled based on various interactions with the stakeholder group in Murau. Reason for this is that a reunion of all stakeholders at the same time in the same building has turned out to be impossible. These interactions and communication took place on: 01.03.2019 and 12.03.2019. The text contains also some information provided in context of the stakeholder workshop on 14.11.2018 and in May 2019 to ensure inputs also from those inhabitants of the Murau region that were not available for the roadmapping exercise.

The text parts used were compiled using notes from the sessions as well as audio recordings in German language. This have been translated into English for this report.

The group tackled provides the following societal background:

- Female, Age: under 30, Local administration,
- Female, Age: around 35 Teacher,
- Female, Age: around 45 Head of home for elderly people,
- Male, Age: under 30 Student,
- Male, Age: 50 Local administration,
- Male, Age: 30 Business - Service sector,
- Male, Age: teenager at school Student at High school,
- Male, Age: 40-50 Part-time farmer and employee,
- Male, Age: around 50 Head of local unit for regional development.

2. The vision: long-term aspirations of the organization*

The aspirations outlined by the Murau citizens have been sorted in the five subthemes community, education, job market, technology, resources:

Community

Intercommunal cooperation:

- The mutual benefit is visible.
- One community has balanced the weaknesses of the other, both in terms of knowledge as well as financially.
- Estate management of smaller organisational units within the region has been set up with intercommunal financial compensation.

Trend to come back:

- Murau is cheaper than nearby cities and metropolitan areas and persons retired or young families have returned.

Work distribution

- The work was distributed evenly, with fewer hours per person, but more people working.

Young People

- The needs and life realities of adolescents (at the age when they usually move away) have really been recognized and taken seriously, appropriate countermeasures have been taken. (this affects: privacy, places specific for young people, having fun, work-life balance).

Education

(Boarding) School foundation:

- A boarding school with focus on mathematics and chemistry.

- A boarding school with focus tourism or nursing professions has been founded.

Knowledge export:

- Through the international marketing of (hand) craft knowledge, other craftsmen moved to the region.

Mindset:

- The population bases their decisions rather on their strengths instead of envy and competitiveness.

Job market,

IT Jobs

- IT jobs were put in the middle of attention and support, attracting software developers to the region.
- Taking advantage of digitization.
- Providing financial support for broadband connections.
- Enabling robotics and autonomous production.

Technology,

Product range

- The local brewery Murauer beer expanded its products with health products.

Resources

Investments in infrastructure:

- The federal and state governments have invested, the rural area has been funded in the same level as cities.
- Routes (traffic and data transfer) were set up, broadband expansion has been implemented.
- Entrepreneur-friendly support was important for the regional government.

Nature:

- Calm areas and natural surroundings contribute to a notion of “feeling at home”.

Energy vision

- Has been implemented: the region is constantly energy self-sufficient and also exports energy.

3. The past: key influences and events

The following locally relevant events from the past were outlined as decisive for the present and future situation in Murau.

Community

- Move of shops from Hauptplatz to shopping centre – through the foundation of a new shopping centre shops moved from Hauptplatz to the shopping centre and left the Hauptplatz with fewer shops.
- The shopping centre promises higher frequentation of customers and a joint marketing/advertising strategy.
- Regionale 12 (art festival) and „Stubenrein“ (art festival): These art festivals are remembered as large initiatives to strengthen the local art offer. They took place in 14 private rooms in 14 communities in the region Murau.

Education

- Renovation of local schools and the acquisition of material for teachers and students.

Job market

- LKH Stolzalpe: as lung sanatorium funded has developed to orthopaedic hospital.
- Murtalbahn: The planned renovation and improved interval timing are crucial for the region.

Technology

In the past some decisions in relation to touristic infrastructure were taken and the participating citizens of the region named the following decisions as relevant:

- Decision against the fusion of skiing resorts.
- World Championship in Snowboarding at Kreischberg.
- Decision against the naturally embedded ski jumping hill.
- Landesausstellung (national exhibition) 1995 und establishment of trademark „Holzwelt“.
- Wintertourism and Sommertourism plus their infrastructure.
- Energy sufficiency – Energievision.

Resources

- Energy: The region is in establishment of the so called “Energievision” This is a roadmap for the establishment of local energy plants. Activities related to the “Energievision” involve also training courses in energy and climate efficiency.
- Gemeindenstrukturreform (combining smaller communities).
- Flood disasters and landslides of the past years have left traces in Muraus´ society.

4. The now: current situation

The following themes were outlined as decisive:

Community

- In the region there are too few doctors with a public insurance contract, so often one has to pay for the doctor.
- All families are affected by the population loss.
- “Narrow-mindedness” of the local population is a problem for some of the young.
- Few opportunities to have “a date”, to get to know someone for young people.
- Having privacy is hard / anonymity is not possible (parents know all you do).

Education

- The decreasing number of pupils and students is seen as problematic.
- Kindergartens: reimbursement of costs as well as contributions by the state for communities are structured to fit large cities with a growing population rather than small cities with a shrinking population.

Job market

- Health: Stolzalpe KH – citizens of Muraus sometimes are afraid that this important employer in the region might be closed.
- The existent nursing homes need to be expanded because old farmhouses are not suitable for daily care and family members often work abroad. New jobs!
- Brain drain & Pension wave: through the declining population and the coming pension wave too little number of workers in future

Technology

- Gemeindenreform was an advantage, but it is difficult to derive any disadvantage in terms of financial compensation from the number of residents.
- Housing conditions: Trend towards smaller units, flats.
- Infrastructure: (broadband internet), Bus, train, Muraltalbahnhof Taktung, bus connections are bad, no car no progress.
- Broadband network problems.
- The Koralmbahnhof might bring even more disadvantages.

Resources

- Work: Loss of available jobs, work strongly agricultural and forest dominated, low number of industry jobs, lack of new and innovative branches, lack of new foundations.
- The municipalities are overwhelmed with their compulsory expenditure in the social sector.
- Lack of funding.
- Offer of events and cultural performances.
- Protection of the environment.
- Climate Change adaptation and threats resulting from climate change (flooding, landslides).

5. The short-term decision: 1-year or “budget” horizon

Community –

- The community improves the route and timing of the buses between the municipalities of the region.
- Organisation of an information event on the topic of sustainable renovation and conversion of old buildings.

Education

- The community improves the route and timing of the school buses in consultation with the school and the parents.

Job market

- Murau installs a free broadband WIFI at central places in Murau (Central Square, railway station,..) to support tourism and small businesses.
- Resources: The municipality of Murau continues the regional development plan "Holzwelt Murau" in order to further promote regional forestry, biomass and energy management.

Technology

- Citizen consultation on improving Internet infrastructure.

Resources

- Continue self-sufficiency of the region and export energy.

6. The medium-term plans: 3-year or “strategy” horizon

Community

- The municipality searches for and subsequently provides a formerly vacant building at a reduced rate for the establishment of a joint practice for medical doctors of general state health insurance.
- Expansion of the existing day-care centre for children in full-day operation and offering the possibility of looking after children during the school holidays.
- offer for persons to “come back” via projects.

Education

- Promotion of closer cooperation between vocational schools and the Stolzalpe Clinic with the aim of developing a curriculum for vocational training in the social sector.
- Better offer of vocational schools in the region
- Promotion of closer cooperation between vocational schools, the "Holzwelt Murau" development plan and local forestry and energy companies with the aim of developing a curriculum for further vocational training in forest and energy management.

Job market

- Creation of shared offices in former empty buildings for start-ups and self-employed people.
- Projects to deal with pension wave.

Technology-

- Implement smaller housing units.
- Implement good broad band connection.

Resources

- Continue self-sufficiency of the region and export energy.

7. The long-term scenarios: 5-year or “radar” horizon

Community

- Maintain the day-care centre for children in full-day operation and offering the possibility of looking after children during the school holidays.
- Strengthen existing associations.

Education –

- Continue promotion of closer cooperation between vocational schools and the Stolzalpe Clinic with the aim of developing a curriculum for vocational training in the social sector.
- Continue promotion of closer cooperation between vocational schools, the "Holzwelt Murau" development plan and local forestry and energy companies with the aim of developing a curriculum for further vocational training in forest and energy management.

Job market –

- Creation of shared offices in former empty buildings for start-ups and self-employed people.
- Projects to deal with pension wave and projects to invite former inhabitants “to come back”.

Technology-

- Promote & maintain smaller housing units.

Resources –

- Continue self-sufficiency of the region and export of energy.

8. Learnings

Was the approach new to you?

The approach was new to the team.

What were the main difficulties in doing so?

The main difficulty was that a reunion of all local stakeholders at the same time was not possible. Questions raised during the interview sessions came up again, which is obvious, as the main themes of the region have been worked through. The region has a clear roadmap for example for the implementation of the Energievision.

The team did not take pictures which is regrettable.

What were the main interesting results?

It has to be emphasized that the inhabitants of the Murau region have so many good ideas for their region and were willing to invest their free time into the project. Currently energy sufficiency is seen as major theme of the region and implementation steps are taken in this direction leading to Murau being an energy sufficient region for more than 5 years planning towards export of energy.

Would you be willing to use this approach?

Yes. With the insights gained re-use of the approach is very likely. Repetition of the tasks in other regions requires less preparation.