



## Anticipate Future Jobs on Alpine Remote Areas



### Work package 4.3

# Report on local roadmapping exercise

LAG "TOTI LAS"

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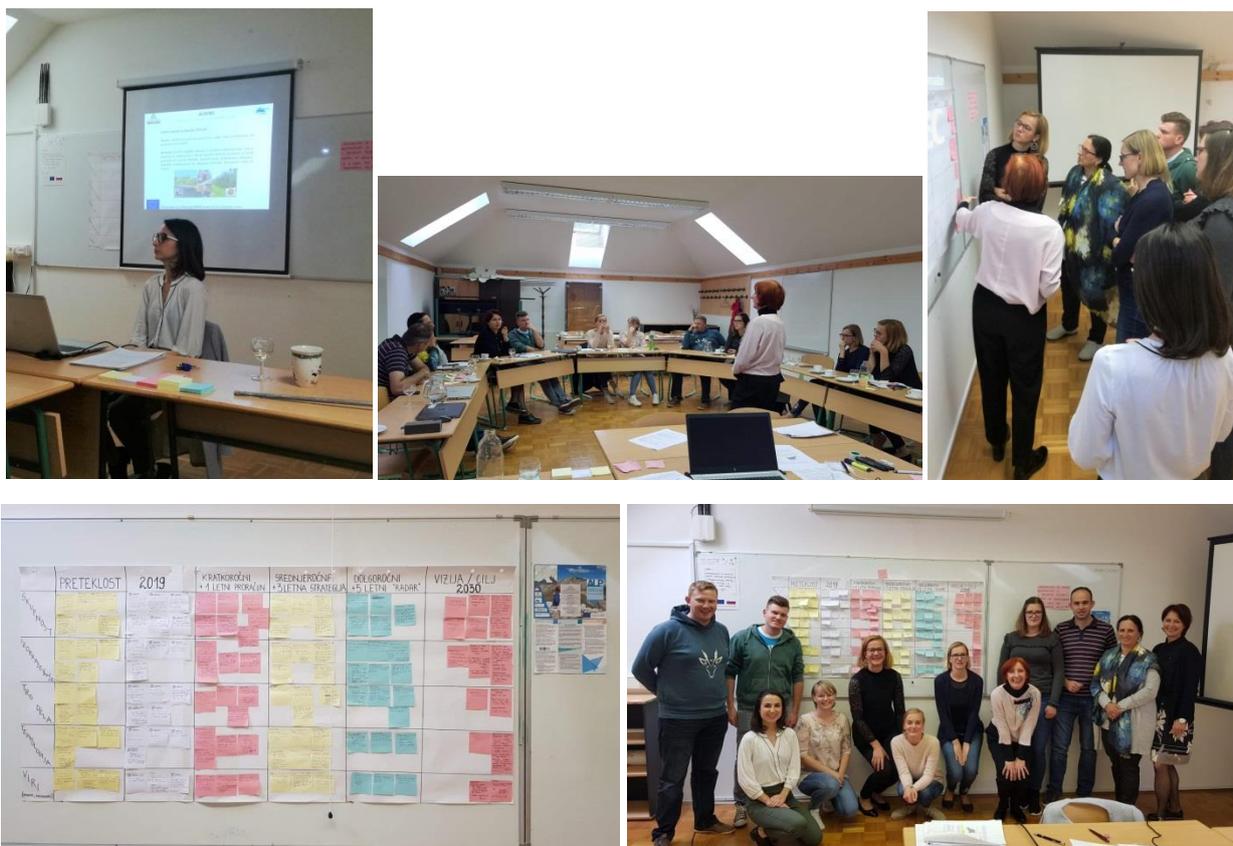


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## 1. The workshop: participants and related sub-systems



The “Roadmapping” workshop has been held in Agriculture Institute in Maribor, on May 28<sup>th</sup>. Eleven people participated in the workshop. Eight women from the age of 28 years to 55 years, and three men ages from 28 years to 35 years old. Most of all participants live in Toti Las or near, therefore they are especially familiar with the problem of emigration of young people from this region to the bigger cities or even to the other countries. The participants were put in groups of two and only one group had three participants.

Participants:

1. Female, 43, Representative of the public programs and projects in municipality Maribor;
2. Female, 35, Assistant from neighbouring region Bresternica – Gaj in office municipality Maribor;
3. Female, 30, Vice dean for student affairs on Faculty of Agriculture and Life Sciences Maribor;
4. Female, 45, Manager and controller of eco-nutrition schemes KON-CERT;
5. Female, 29, Assistant for plant protection office Maribor;
6. Female, 32, Trainee for Healthy food production in Agriculture Institute Maribor;
7. Female, 58, Head of Laboratory for Agriculture Institute Maribor;
8. Female, 43, Head of Public farm advisory service in Agriculture Institute Maribor,
9. Male, 34, Assistant at the project office of Agricultural Institute Maribor;
10. Male, 33, Trainee for Department of environment, spatial planning in Agriculture Institute Maribor;
11. Male, 28, Assistant for Agriculture department in Agriculture Institute Maribor.

## The vision: long-term aspirations of the organization\*

### Community:

- Regular subventions for young families and financial support for buying real estate are something commonplace;
- Inhabitants of this area cooperate as one big company – for common good. They share and complement the offer, activities and ideas;
- Intercultural and intergenerational coexistence;
- Kitchen sharing space is established;
- Local community “breathes with the countryside”;
- The local policy takes into the account the inhabitants;
- Less administrations.

### Education:

- Upgrading formal and non-formal practical education on environmental themes, local producing food, biogas, energy efficiency. Literacy and raising awareness about Toti Las;
- KGZMB is collaborating with the Institute for employment and offers non-formal education and training about sustainable agriculture;
- Established education system that follows the needs of the market.

### Job market:

- Technologically and ecologically oriented area “Smart Green Toti Las” is an opportunity for “smart green jobs” – most jobs are “green” related (green tourism, eco farming, IT support for robotization, mechanization, app support system...);
- Toti Las is officially interdisciplinary;
- Remote job from Toti Las;
- Circular economy providing jobs for local farming-local spending (especially food), local recycling (inventing products for tourists), circular education system – nurse, educator, tutoring at home;
- Logistically supplied local food for the locals;
- Connecting elders with farmers for better work support;
- KGZMB is collaborating with Institute for employment and providing non-formal education and training about sustainable agriculture, providing jobs and preparing participants for the needs of the job market.

### Technology:

- Technologically advanced smart village with HIS, IKT, app supporting system, data agro lab, robotization, mechanization;
- All Toti Las area is covered by HIS, IKT;
- E-store for local products, food (local basket);
- Regulated infrastructure, public transport, renovated roads, renovated building heritage, sports center (indoor, outdoor), renovated cycling trail, hiking trails which are supported by the app system for tourism;
- Horseback riding for tourist and training purposes.

### Resources:

- Tangible: Environmentally friendly local organic food, craft products;

- Intangible: Thematic events (wine road/festival, eco market, traditional open cuisine on modern was festival) in collaboration with the city Maribor, with other regions, and independent events.

## 2. The past: key influences and events

### Community:

- The community focused only on the city core of Maribor;
- Not enough projects for the community;
- A bad attitude towards people coming from the countryside. A farmer is inferior in comparison to the citizen;
- There was no connection between local actors, inhabitants and policy makers;
- Negative thinking about development and success of neighbors.

### Education:

- The Ministry of Education made bad decisions to shorten the practical training;
- Insufficient information about education and job opportunities;
- The problem of the central orientation of the school system;
- A general sentiment that education in rural areas is worse and less quality.

### Job market:

- Once the most important industrial area for Yugoslavia;
- After the collapse of the industries, jobs were only available in large cities – centralization;
- At the farm, one member (husband or wife) stayed at home, while other had to find another job.

### Technology:

- There was no connection with outside world (lack of social networking);
- There was no HIS, IKT;
- Mobile data does not provide a signal;
- There was no drawing money for the repair of old buildings and roads.

### Resources:

- Natural food sources (wine, fruit, vegetables, honey);
- Lack of financial resources;
- Lower incomes – more modest life;
- Tradition was very important.

## 3. The now: current situation

### Community:

- Local actors, farmers, tourism providers, inhabitants are already aware of each other, but the community lacks cohesion;
- Inhabitants are aware of the problems of this area, depopulation being one of them;
- Inhabitants want better future for Toti Las and they are welcoming youngsters;
- Insufficient collaborations because of different interests and because of prioritization;
- Inhabitants are still under-involved in political decisions.

### Education:

- Too many studies that lack interdisciplinary and have no practical effects or applications;
- KGZMB is offering non-formal education and training;
- A lot of non-formal and formal education offers study about healthy lifestyle (wellness, safe food...).

### Job market:

- We are not using enough funds from European projects;
- Youngsters don't want to work on farm;
- Mentality about farming is still very bad and the young don't see the importance, the meaning and the beauty of it;
- Young people are looking for work in the neighbouring country, Austria – brain drain;
- Tourism is getting support from inhabitants and farmers are slowly becoming tourist providers.

### Technology:

- Cultural heritage has not yet been restored;
- Roads are still not renovated;
- Communal unregulated area;
- Bad internet connection, most of the area don't have internet yet;
- Elders don't support the development of technology and internet;
- Technological and infrastructural bias towards the cities;
- Technology in agriculture is developing.

### Resources:

- Farmers have more possibilities for subsidies, financial support through projects;
- Still too much administration and paperwork for farmers to get financial support.

## 4. The short-term decision: 1-year or "budget" horizon

### Community:

- The municipality is doing strategic plans with connecting people and small entrepreneurs through projects;
- Inhabitants force the municipality and the local community to subsidize the purchase of real estate;
- Raising awareness of all stakeholders in terms of well-being, climate change, sustainable agriculture; healthy food production, green tourism, energy efficiency;
- Creation of youth associations - youth centre;
- Local market for connecting local people on weekends.

### Education:

- Formation of educational tours and workshops at farms (for tourists, children...);
- Raising knowledge in terms of well-being, healthy food chain, climate change, sustainable agriculture through small events on common dinners, talk events in some local coffee shop etc;
- Awareness in kindergarten about healthy food production (for teachers and children);
- Subjects in primary school for healthy food production, sustainability (agro, energy...);
- KGZMB educates its eco-food processing consultants;
- KGZMB is offering (through European, municipal projects) examples of good practices;
- KGZMB is connecting with primary schools in Toti Las for educational days about sustainability, healthy food production, eco food, energy efficiency, healthy planet earth...).

### **Job market:**

- KGZMB is collaborating with Institute for employment and offering non-formal education and training about sustainable agriculture and further offering jobs or prepare them for farm jobs;
- Organising two thematic events that provide a job at least two (Municipality financing) and connecting also young volunteers and giving them the chance to learn through practice for organising etc;
- Marketing organisation take care for tourism of Toti Las – at the beginning employed at least one;
- Non-refundable financial resources for eco farming helps youngsters to become more independent at the beginning of setting up a farm company.

### **Technology:**

- The inhabitants are pressing onto the Municipality for the development of infrastructures and the Internet;
- Signatures for optical internet are collected;
- Infrastructure is starting to develop.

### **Resources:**

- Get the financial support for energy resources;
- Inventing the ideas for craft products with youth organization of this area – collaborating with primary school, vocational school for design Maribor;
- A business plan for weddings on Dreisiebner is made. The offer of a strategic plan is presented to Dreisiebner family.

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

### **Community:**

- Subsidies for real estates are available (young families can get the financial support from municipality to buy or build/renovate apartment/house);
- A cultural society, led by young people in cooperation with the elderly population, is established;
- KGZ-KONCERT-Municipality of Kungota and Maribor are collaborating for awareness raising about healthy food production, eco farming.

### **Education:**

- KGZMB is still collaborating with Institute for employment and offering non-formal education and training about sustainable agriculture;
- Educational system is under pressure of the people / youngsters for change (follows to the needs of market and be aware on the topic of technological development and sustainability);
- Workshops, excursions for children on farms are carried out in cooperation with education and privately, as a (local) tourist;
- Optional subject in primary school “Produce yourself” (Practical) & “Sustainable agriculture” (Theoretical) / “Healthy food production means healthy planet and healthy man”;
  - Horseback riding is also one of the touristic offerings.

### **Job market:**

- KGZMB is still collaborating with Institute for employment and offering non-formal education and training about sustainable agriculture and offers traineeship to the young employee;
- Work from distance is possible because internet has reached the locals;

- Marketing organization for tourism of Toti Las is successful, tourism is expanding, three people are employed in this organisation;
- Horseback riding is providing jobs to at least three people (family farm);
- Dreisiebner heart touristic point is providing job to at least five to ten people.

#### **Technology:**

- Infrastructure is developing (main roads, bike trails, hiking trails, heritage building are renovating);
- Tourist “trains” – on the road from one farm to another – for this needs tidy roads;
- HIS, IKT is 70% coverage;
- Community provides Eco farming technology (mechanization, robotization) for sharing use (farmers mostly);
- Bus lines are better connected to the city;
- Financial resources are obtained for kitchen sharing space;
- E-shop for local food and crafts is established.

#### **Resources:**

- Craft products are selling in an e-shop and on craft shop located in Kungota;
- On the Dreisiebner heart began organizing wedding in collaboration with Faculty of Tourism Maribor.

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

#### **Community:**

- Kitchen sharing is connecting the local farmers, chefs, tourists and locals;
- Community is connected and inhabitants are collaborating with each other through business (education-agriculture-tourism);
- This area is gaining recognition for “smart green village”;
- Intercultural and intergenerational coexistence.

#### **Education:**

- Educational system is adjusting to the needs of the state / local market because of the pressure of the people / youngsters;
- Cross-border and regional school exchanges are ongoing;
- Municipal scholarship for eco-agronomy studies.

#### **Job market:**

- Eco farmers are expanding because of excellent marketing. They need new staff;
- Vet clinic is providing a job of at least three people;
- Project groups successfully operate and provide a job to at least three people.

#### **Technology:**

- Developing of infrastructure is continuing;
- HIS, IKT is connected everywhere;
- One old building is renovated for kitchen sharing, the organised workshops can begin;
- Apps for touristic trails are ready to use.

#### **Resources:**

- Project groups successfully operate and develop wedding tourism, eco-tourism, adventure tourism, sports tourism, eco food (local) chain, crafts.

## 7. Learnings

### **Was the approach new to them?**

The approach was new to all participants, none of them had even heard about it before.

### **What were the main difficulties in doing it?**

According to the participants, the most difficult part was to create a plan, a strategy with a meaningful and realistic sequence of events that will lead to the goal. Usually, we set the goals that we cannot realize, or we think that everything will be done tomorrow. The expectation of immediate realization can hinder the “roadmapping” process thus participants must think about plan realization in temporarily-gradual terms.

The main difficulty was also to develop intermediate steps by STEER analysis.

### **What were the main interesting results/insights?**

This kind of concept provides a visible structure that enable cross-functional dialogue, changes and consequently development. The participants liked the idea of flexibility e.g. that changes in the middle of project are possible. This kind of concept provides a flexible ‘lens’ that can support reciprocal dialogue, communication and decision making at all levels, from early stage exploratory applications through to implementation.

### **Would they be willing to use this approach in their activities or to further develop the exercise done?**

Representative of the municipality Maribor were positive about this concept and she is willing to introduce it to the project office.

We will also use this concept for development of the Institute.