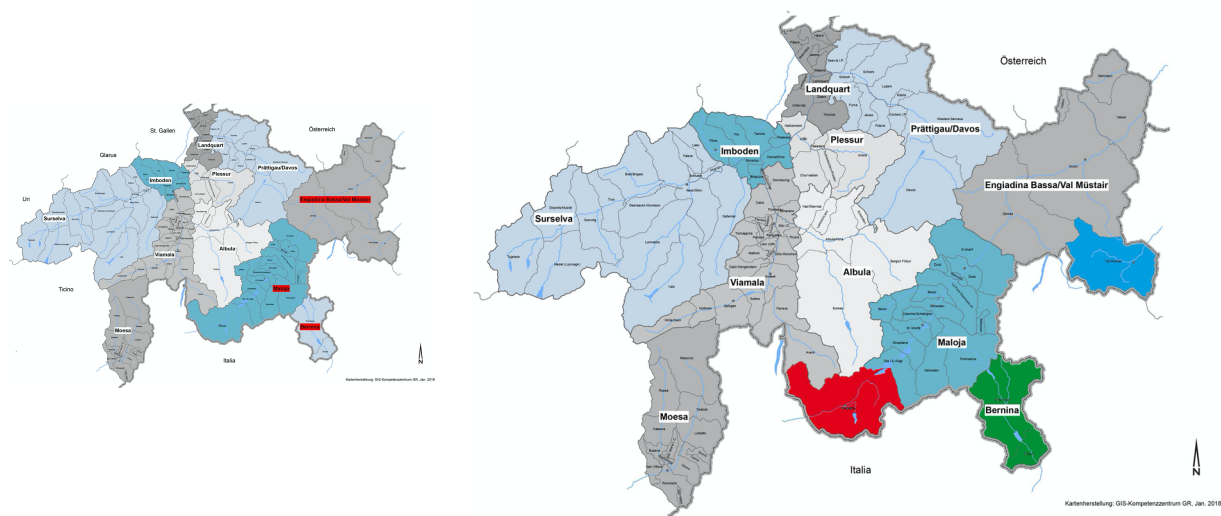# Anticipate Future Jobs on Alpine Remote Areas

Work package 5.2

Job skills forecast

Valposchiavo Comuni di Poschiavo e Brusi

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Summary

Note

Complete each table with some of expected and possible personal skills and competences of a young people who initiated his/her activity in 2019 and hypothetically will enrich them by 2030 through life- and wide-long learning in order to remain in the business and linked value chain as well as in the selected area. Wherever useful, references to the previous WPs from which the elements of the CV 2030 have been deduced are reported.

Local Agro-Food and Forest value chain

Personal skills and competences	2019 - Renzo, organic farmer	2030 - Renzo, organic farmer
Language	- Italian, German	- Italian, German, English
Communication skills	- Dealing with costumers and local restaurants - Dealing with employees	- Dealing with costumers and restaurants (mostly online) - Dealing with employees - Presence of the business on social media[1] - Hosting tours to the farm for tourists[2]
Organisational / managerial skills	- Planning the work - Accounting - Organising chores for employees	- Planning the work - Accounting - Organising chores for employees - Being able to supply the demand of local restaurants[3]
Job-related skills	- Caring for livestock - Caring for few buckwheat fields - Knowledge of organic practices - Being able to use old seeds	- Caring for livestock - Caring for buckwheat, barley, rye and vegetables - Knowledge of organic and bio-dynamic practices[4] - Being able to cultivate a vast range of plants - Promote biodiversity - Climate change mitigation (water harvesting)[5]
Digital skills	- Every day computer skills - Accounting	- Selling the products on the local shopping platform[6] - Managing the profiles on social media of the company
Other skills	-	- Storytelling (how the food its produced, local traditions)[7]

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[1] In WP 4.2. stakeholders recognized the importance of marketing for the valorization of local businesses, social media are a good marketing platform for small businesses without large resources.

[2] In WP 3.2. stakeholders mentioned that intersectoral collaboration (tourism-agriculture) would benefit the local economy.

[3] As many times stated in WP 2.2. stakeholders believe in the project 100% Valposchiavo, part of the project focuses on local food production and its valorisation in local restaurants.

[4] Stakeholders mentioned the implementation of bio-dynamic practices in WP 4.3.

[5] In WP 4.2. stakeholders talked about climate change mitigation practices such as water harvesting in order to deal with global warming.

[6] In WP 4.2. stakeholders talked about the realization of an online shop for local products.

[7] As often stated in WP 4.3. the local agricultural practices are seen as an important part of local identity.

Renzo studied for nine years at the local compulsory school, then left for Landquart and studied 3 years at Plantahof, the agricultural school of the canton. During these 12 years he acquired the skills contained in the 2019 CV, which guaranteed Renzo a job in the farm managed by his parents. His dad was near to retirement, so Renzo's job became more and more important for the farm. The agricultural sector in Valposchiavo was flourishing in 2020, thanks to the investments in infrastructure and the marketing strategy. Renzo quickly realized that in order to have a more stable income it would have been better to sell his products on the local online shop, so that he would not have intermediary. The few informatic lessons he had during his school years did not guarantee enough skills to manage the online shop, but luckily Polo Poschiavo organized informatic courses where he could learn how to use the selling platform. In the following years Renzo's business did well, but in 2024 a strong drought ruined almost all of his harvest. It was a wakeup call for Renzo, he had to diversify his plantations and start to develop strategy to safe and collect water. Several farmers in the region felt the same way, so Polo Poschiavo organized in collaboration with Plantahof several courses and workshops about biodiversity and climate mitigation. This helped Renzo's business, but for him it was not enough. He decided he would further diversify his income sources and started to collaborate with his friend Marcello, a hotel owner. They started holiday packages where people could see how the food offered in the hotel was produced. In order to guarantee a better service and to improve the image of his business Renzo took some online marketing and Storytelling courses provided by SUPSI. Now in 2030, thanks to his update CV Renzo can look at the future without fear.

Arts-Craft (manufacturing) value chain

Personal skills and competences	2019 - Grace, carpenter in local business	2030 - Grace, carpenter in local business
Language	- Italian and German	- Italian, German and English
Communication skills	- Dealing with costumers - Collaboration with colleagues	- Dealing with costumers in person and online, - Dealing with other sectors (forestry, chestnut producers) to get local raw materials8
Organisational / managerial skills	- Being able to work in group in big projects - Accounting, - Planning the work	- Being able to work in group in big projects, - Accounting, - Planning the work - Managing online shop9
Job-related skills	- Being able to crate quality objects with wood - Creativity	- Being able to create quality objects with local wood that - Creating personalized artefacts on request - Creativity - Creating more products valorising waste produced in other sectors (using wood produced by the chestnut value chain)10
Digital skills	- Everyday computer skills - Accounting	- Being able to run the website and social media account of the businesses11 - Online marketing to reach new clients - Being able to use highly technological work tools (3D printer)12
Other skills	- -	- Finding a niche market in order to better compete with other businesses

After finishing compulsory school, Grace studied for three years at the local vocational school, where she learned the profession of Carpenter and acquired the skills of the 2019 CV. Grace found job in a local carpentry and worked with other three employees. The company quickly started to sell its products on the local online platform for the same reasons as Renzo did. Grace, having the best computer skills in the company was put in charge to sell the products on the platform. Happy to take the new challenge Grace took the course offered by Polo Poschiavo. She immediately realized that without reaching to clients outside the valley it would have difficult to sell a lot of artefacts, so she took an online marketing course and created an Instagram profile of the business in order to

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[8] In WP 3.2. stakeholders mentioned that intersectoral collaboration would benefit the local economy.

[9] In WP 4.2. stakeholders talked about the realization of an online shop for local products.

[10] In WP 4.3. the group discussed the importance of a local circular economy.

[11] In WP 4.2. stakeholders recognized the importance of marketing for the valorization of local businesses, social media are a good marketing platform for small businesses without large resources.

[12] In the strategic scenarios of W.P 2.3. new technologies and digitalization are an important variable for local businesses. In WP 4.3. the group talked about the skills necessary to use such technologies.

reach more people. Grace even took an English course at Polo Poschiavo in order to be able to communicate with more possible costumers. Grace's strategy worked pretty well, and the carpentry had a stable income. This enabled the company to make some investments and to buy a 3D printer so that it would be possible to realize more unique products. Grace took a course organized by Polo Poschiavo in order to learn how to use the printer. During the course she met Carlo, a local farmer who produced a lot of chestnuts. He attended the course mainly to see if the new technology would give him the opportunity to valorize the waste products of his cultivation. Grace, who always had a very creative mind saw an opportunity to work with a cheap but valuable resource. After some attempts, she started to make cooking utensils with the wood provided by Carlo and the 3D printer. Now, in 2030 Grace is the best carpenter in the valley and in a couple of years she will take over the business.

Tourism (including recreational and outdoor activities) value chain

Personal skills and competences	2019 - Marcello, hotel owner	2030 - Marcello, hotel owner
Language	- Italian, German, English, French	- Italian, German, English, French
Communication skills	- Welcoming guests - Being able to explain local history and culture	- Welcoming guests - Storytelling about the local food heritage and culture[13] - Explaining and showing where the food is being produced
Organisational / managerial skills	- Managing employees - Accounting - Dealing with providers	- Managing employees, accounting - Dealing with more local providers (majority of the food will be produced locally)[14]
Job-related skills	- Create a variated menu - Organising cultural and sport activities for the costumers - Make sure that the costumers are comfortable	- Create a seasonal and local menu. - Organising cultural, sport and activities related to food production (in collaboration with farmers)[15] - Making sure that the costumers are comfortable
Digital skills	- Accounting - Updating the website of the hotel - Online booking - Managing social media profiles of the business	- Accounting - Updating the website of the hotel - Online booking - Managing social media profile (Business will be more active online)
Other skills	- Being able to make the costumers feel like at home	- Being able to make the costumers feel like at home - Offering more options also for different type of clients (vegans)

After finishing the hotel school EHL Marcello returned to Valposchiavo to work in the hotel owned by his family. Fresh out of studies Marcello had an enviable CV in 2019. Marcello worked at the hotel for some years, and he quickly realized that people were really interested in the local culture. During his training he learned all he had to know about running a hotel, marketing and satisfying the clients needs, he just needed to apply it to the local contest. Thanks to the many contacts with local suppliers it was not difficult for Marcello to start gathering information about the ingredients his chef was using and the tradition behind the recipes proposed in

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[13] As seen in WP 4.3. the local cultural heritage is seen as an important resource, storytelling enables to valorize it.

[14] As many times stated in WP 2.2. stakeholders believe in the project 100% Valposchiavo, part of the project focuses on local food production and its valorisation in local restaurants.

[15] In WP 3.2. stakeholders mentioned that intersectoral collaboration (tourism-agriculture) would benefit the local economy.

his restaurant. Marcello started to integrate this aspect more and more in his touristic offer and started to collaborate with Renzo, in order to create a more unique experience. In order to be able to guarantee a good quality service Marcello took an internet storytelling course provided by SUPSI. Thanks to his collaboration with Renzo, in 2030 Marcello is able to offer a unique holiday package and can work in a reliable niche market.

Services sector (other than tourism, such as education (teaching, …), health (healthcare, …), social work (social security, welfare, …), PC services, …)

Personal skills and competences	2019 - Francesco, Partner at a software engineering company	2030 - Francesco, Partner at a software engineering company
Language	- Italian, German, English	- Italian, German, English
Communication skills	- Dealing with costumers - Promoting the company mostly locally	- Dealing with costumers both in person and online (distance work) - Promoting the company to new, more distant customers16 - Working in a team with other businesses on software and apps - Working in interdisciplinary teams (local employees with partners in urban centres of knowledge and research17
Organisational / managerial skills	- Managing employees - Accounting	- Managing more employees (business will probably grow since more people will need informatic support) - Accounting - Coordinating the teamwork (both online sessions as well as in person)18
Job-related skills	- Informatic support and general advice - Graphic and design - Engineering apps and software - Creating websites and domains	- Informatic support and general advice - Graphic and design - Engineering apps and software - Creating websites and domains
Digital skills	- Master's degree in computer sciences - Deep and full understanding of digital technologies	- Master's degree in computer sciences - Deep and full understanding of digital technologies
Other skills	- Being able to introduce and explain informatic services to local businesses (convincing them to go digital)	- Competing in a more saturated market (more and more businesses will work in this field)

After finishing a master degree in computer science at the University of Zurich, Francesco decided to come back to Poschiavo and to open a new business. Thanks to his University degree Francesco did not have to attend courses but acquired new knowledge mostly through networking. Between 2020 and 2030 Francesco regularly attended various meetings, events and conferences and managed to built good connections. Thanks to the new connections Francesco managed to expand his business outside the valley

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[16] In WP 4.2. stakeholders often talked about marketing as a good way to expand local business to new markets.

[17] In WP 3.2. the group discussed the potential of collaboration between business in the valley as well as with business coming from outside.

[18] Long distance work has been mentioned by stakeholders in WP WP 4.3.

and was able to collaborate with other business and knowledge centers on various projects. Now, in 2030 Francesco owns a flourishing business with several employees.