ALPJOBS

Anticipate Future Jobs on Alpine Remote Areas

Candidature territori Leader
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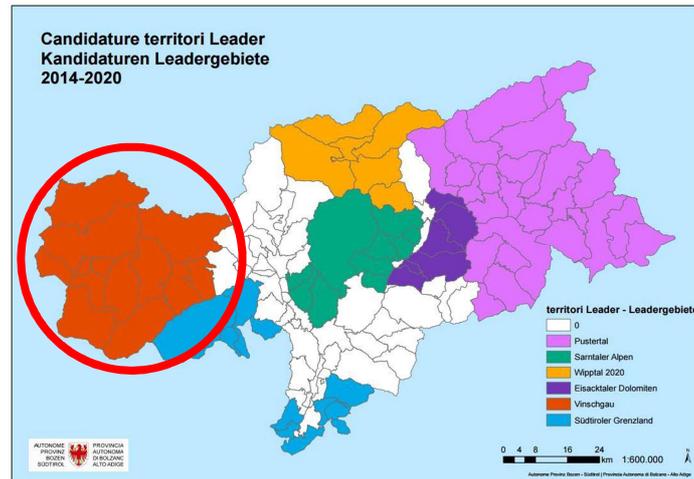
Work package 2.3

Report on Local Strategic Scenarios

LAG "Vinschgau"

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Summary

1. Common Decision Focus

Consistent with EUSALP AG 3 and 6 what long-term opportunities for <u>remote alpine areas</u> should partner pursue that will provide the basis for <u>coordinated policy</u> improving the adequacy of competences through <u>education and training (systems) for the labour market by 2030</u>.

2. Common Key Decision Factors

- Digitalisation
- Demography
- Borders
- Agricultural policy of EU
- Climate change

3. Common Driving Forces

As discussed on the last workshop the common driving forces were written down.

4. Common Clusters of Driving Forces

- agri-policy
- family issues
- local politics
- connecting technologies
- international relations
- migration issues
- land use dynamics
- sustainability issues
- education system
- public services

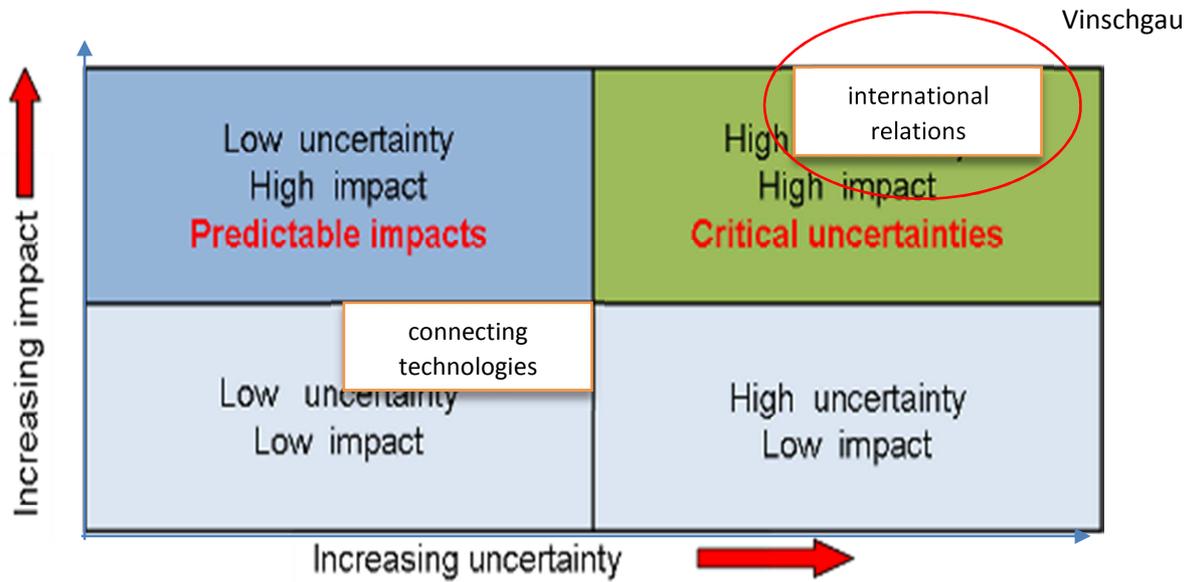5. Critical uncertainties for the local system (Vinschgau)

Predetermined	(truly) Uncertain	
agri-policies family issues education systems public services migration issues land use dynamics local politics sustainability issues	connecting technologies international relations	Vinschgau

Apart from the connecting technologies only the international relations are seen as truly uncertain for the Vinschgau, being mainly a conservative area and society with a relatively stable local political system. Also agricultural policy is quite predictable depending on the long-term EU subsidies. Even migration issues are more predictable being not so affected by the refugees in recent years as well as having even during the economic crisis not so many emigrants. The education system in South Tyrol and therefore in Vinschgau is also relatively stable based on 10-year plans in professional education. Sustainability issues are somewhat more influential however not seen as so uncertain, as the warming (already in recent years) will continue and until 2030 no mayor general conditions are expected (the glaciers and therefore water will still be there).
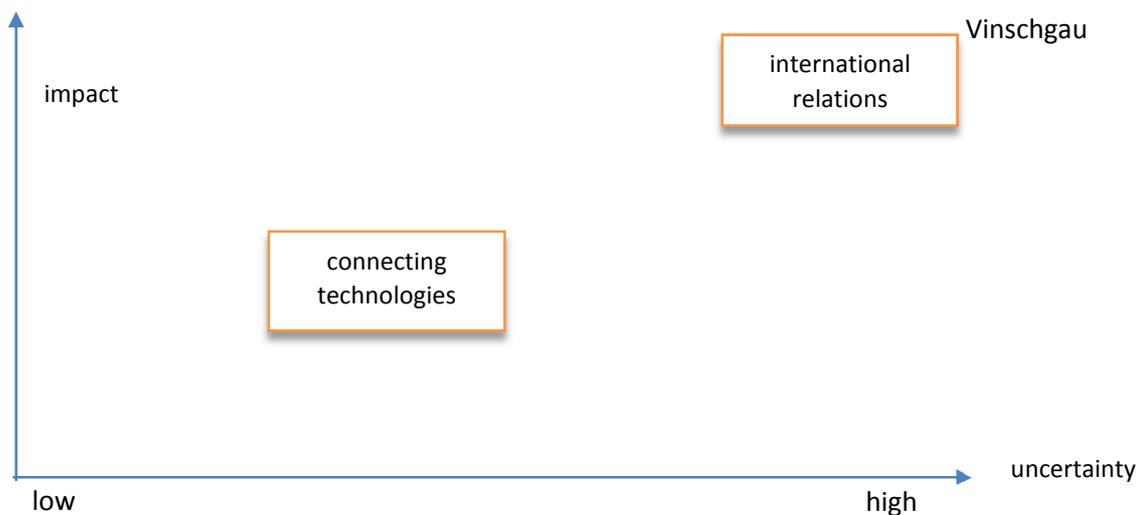
So in case of Vinschgau international relations were chosen as the most uncertain and influential factor due to the important export market especially in agricultural products, apples ☐ and the importance of the tourism, which provides quite some jobs in Vinschgau. Due to the recent international developments (e.g. Brexit, border controls…) the future developments are even more uncertain and the dependency of the local companies and job market (especially in tourism and agriculture) is quite high in Vinschgau.

Vinschgau

Low uncertainty
High impact
Predictable impacts

High
High impact
Critical uncertainties

international relations

connecting technologies

Low uncertainty
Low impact

High uncertainty
Low impact

Increasing impact

Increasing uncertainty

6. Scenario Framework for the local system

This leads now to the following scenario framework:

(Common) critical uncertainty 1
connecting technologies

All connected

Just local ← → Total global

Digital divide

Vinschgau

critical uncertainty 2
international relations
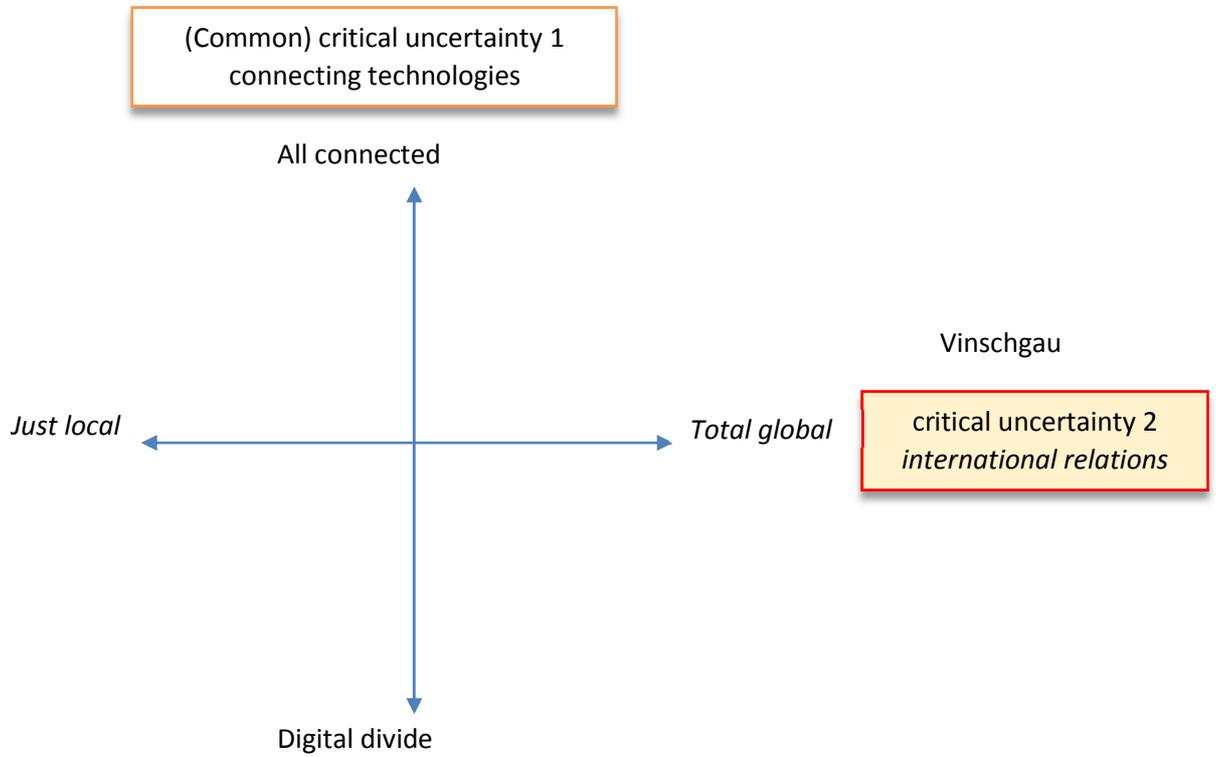
In the partly predetermined scenario (the connecting technology axes is fixed) the international relations were seen between the two extremes of "just local" meaning a market and therefore jobs mainly focussed on Vinschgau and neighbouring regions, especially South Tyrol, and "total global" where companies and young people are not only up-to-date in connecting technology, but also participating in the mainly European and partly world-wide market and exchange programmes.

Vinschgau

All connected

In but out
Connected but out of global market

In and in
All in the open market

Just local — Total global

Out and out
Local & Traditional

Out but in
Open but offline

Digital divide
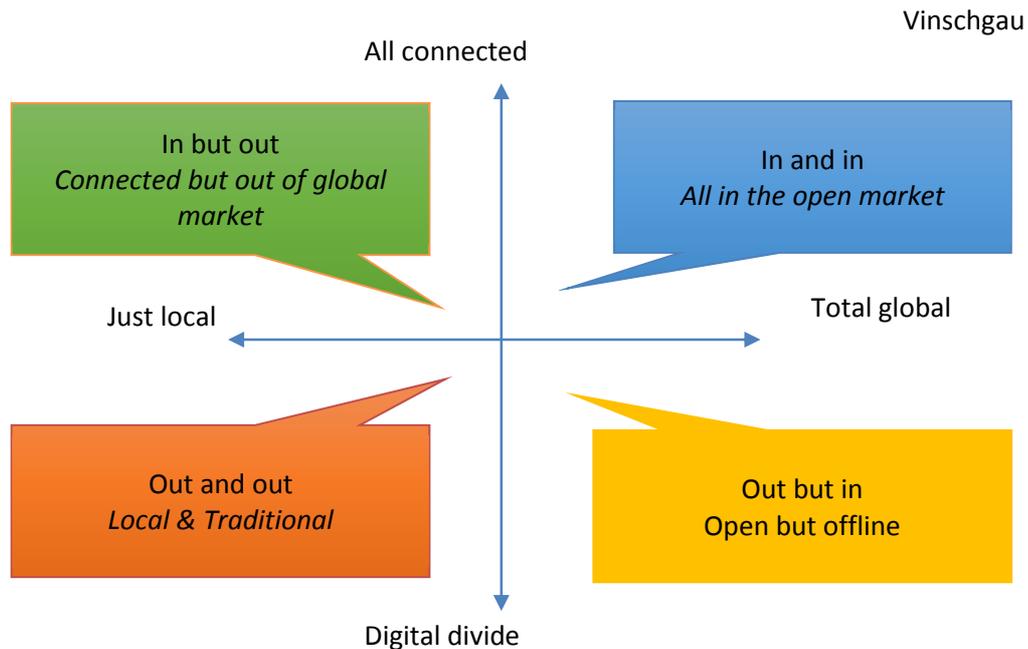
In but out means, that young people have all modern technology available, but cannot access the global market (not even the European) due to lack in competitivity of the companies or the lacking focus on the European market.
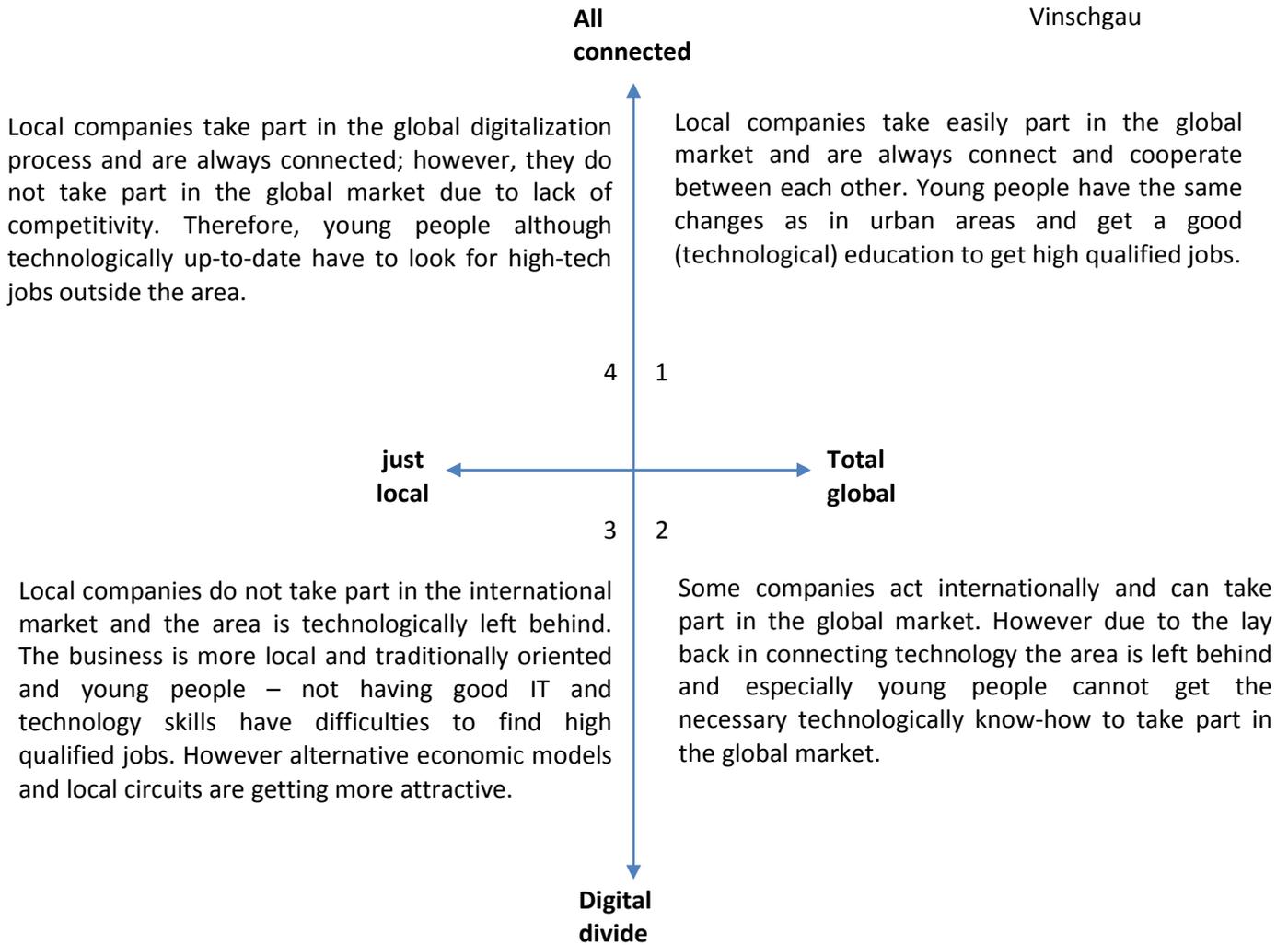
In and in means that not just all connecting technology is up-to-date and used by companies and young people, but that they also can participate in the European and global market, e.g. that they have a perspective to participate even if they – after an international exchange period – are going back to Vinschgau.

Out but in means that they participate in the global, mainly European market, especially joining the traditional international sectors like tourism and (export) agriculture in Vinschgau, but that the technological gap is hindering them to be technologically speaking up-to-date and take part in the developing jobs together with further digitalization.

Out but out means, that the companies and young people are referring mainly to the local, Vinschgau/South Tyrol market and that the required skills are more traditional. There is few/ or no opportunity to get up-to-date technological know-how or even use it, so that people who want to use and work with it have to look for jobs elsewhere.

7. Scenario Characteristics for the local system

All connected

Vinschgau

Local companies take part in the global digitalization process and are always connected; however, they do not take part in the global market due to lack of competitivity. Therefore, young people although technologically up-to-date have to look for high-tech jobs outside the area.

Local companies take easily part in the global market and are always connect and cooperate between each other. Young people have the same changes as in urban areas and get a good (technological) education to get high qualified jobs.

4 | 1

just local ←——————→ **Total global**

3 | 2

Local companies do not take part in the international market and the area is technologically left behind. The business is more local and traditionally oriented and young people – not having good IT and technology skills have difficulties to find high qualified jobs. However alternative economic models and local circuits are getting more attractive.

Some companies act internationally and can take part in the global market. However due to the lay back in connecting technology the area is left behind and especially young people cannot get the necessary technologically know-how to take part in the global market.

Digital divide

Scenario 1

- Agriculture is export-oriented and highly technological using e.g. drones. Due to precision farming pesticides are used more accurate, however local protests against the use of it is still continuing. Agri-policies sustain precision farming. -**Agri-policies.**
- All needed services are digitally available. Innovative intergenerational housing concept have been developed. -**Family issues.**
- Local authorities are innovative and provide high technological services and are open to cooperation with other surrounding areas, especially cross-borders. -**Local politics.**
- In all sectors technology has been integrated, high speed internet is available everywhere. -**Connecting technology.**
- Local society is open and interacts with other communities and areas in neighboring regions as well as internationally. -**International relations.**
- The availability of qualified jobs created the necessity of working forces from outside the area and the development of integration policies, migrants are partly seen as an advantage although some local objects it fearing for their jobs and traditions. -**Migration issues.**
- The development is strongly connected to the agriculture and craft sectors and this implicates an awareness about land use and landscape. The land use is still quite high and the EU goal of no net land take is not achieved. -**Land use dynamics.**
- Strong awareness about climate change developed new green jobs and a new smart way to manage the area, the society adapts to the new climate conditions, planting new agricultures and developing new tourism concepts. -**Sustainability issues.**
- The education system adapted to the new needs and developed innovative courses to sustain know-how in high-tech and internationalisation, including exchange programmes not just to institutions but also to companies and using high-speed internet for university courses in the area. Locals who cannot cope with the technological development are trained to enter low level technological jobs, rarely appreciated. -**Education system.**
- Public services are still digitally available to the entire population. -**Public service.**

Scenario 3:

- Agriculture is becoming more sustainable, organic/biodynamic, but not technological. Apart from this the traditional intensive agriculture still exists but hardly exports their products. Agri-policies sustain both types of agriculture. -**Agri-policies.**
- All needed services are not more available due to closing of offices and centralisation. Generations are only partly cooperation due to emigration and partly chosen different live goals not always achievable in the area. -**Family issues.**
- Local authorities are looking mainly only at their own and surrounding municipality and are struggling to maintain basic services. -**Local politics.**
- high speed internet is only available in the centres, the biggest part of the countryside has only an average internet connection at a higher cost than in cities. -**Connecting technology.**
- Local society is traditional and conservative not cooperating much with other regions in the EUSALP area. -**International relations.**
- The lack of highly qualified jobs, especially linked to digitalisation leads to a higher emigration of young people who want to work with them. The area is not attractive for outsiders if they want to work there online however some eco-tourism emerges for people looking for "offline" destinations -**Migration issues.**
- The development is strongly connected to the business development, which being more local, less dynamic and to some extent organic farming leads to lesser land use, also abandoned areas are reused and the EU goal of no net land take (by 2050) might be achievable. -**Land use dynamics.**
- The awareness about climate change and especially organic business is rising due to the merging opportunities seeing in this fields by the locals, the lack of a growing international business (including export) leads to an alternative economic model stressing more sustainability and local circuits. -**Sustainability issues.**
- The education system is still quite traditional and not much connected to other (further) education institutions, exchange programmes are still quite rare and hardly used by the people. Only very basic online courses are available and this only in the main villages in the area. -**Education system.**
- Public services are only in the main villages in the valley floor available due to centralisation and closing down by the provincial government, in the remote villages e-services are provided but due to slow internet connections only part of the e-services are working well. -**Public service.**

Scenario 1:

Markus is just returning from an international exchange programme for young "explorers" where he could spend time in inter-sectorally working companies and farms in cooperation with his on- and offline university studies in international co-working creativity, which is partly done from his home in the Martelltal (a side valley of middle Vinschgau) where he has high speed internet and partly done in universities and companies in the EUSALP area. He will use his knowledge and network for his new start-up business the "high level mountain school" for young international students and workers to show them the local values, job opportunities and international connectivity in the remote alpine areas - like the Vinschgau. He gets support not just by EU funds and public services for start-ups but also from his local and international community thanks to crowdfunding. His parents are proud of him that he won an Euregion-star with his idea and had the opportunity to show the home-area live at the EUSALP conference including live-comments from local and international participants via the high speed interactive videotool "connectus". His parents said: "We are happy for him, that he found a challenging job opportunity and at the same time can also broaden his mind and get out of the valley without losing touch. His idea to build a start-up and bringing young people to the Alpine area is even more an advantage for the remote valley. Who knows if they see the beauty and the job opportunity, maybe someone else decides not to come just as a tourist, but to stay and work here – like our son".

Scenario 3:

Stefanie and Andreas have just finished the normal education career after they finished high school in Vinschgau. Whereabout Andreas tries to get a job in a local cooperation which sells organic food to the people of the surroundings and to eco-tourists, Stefanie wants to study international trade management which is becoming more requested due to the new customs and trade barriers implemented in recent years. Andreas is clearly focussed on the local market and network, because for him his ties to the local area and the people (friends and family) are they most important values and he is willing to have a lower payment as long as he can get enough (organic) food and can live in a new intergenerational shared flat project on the ground of the community which also takes care of the surrounding organic agriculture. He might also be able to contribute to the new eco-tourism concept of the community they want to set up in the forest and fields "backtonature". His activity is partly supported by local politics, which helps young people to stay and find a job in local circuits or sustainable tourism.

Stefanie indeed is thinking about moving permanently away from Vinschgau, not just that she can only study far away (there is no high-speed internet or online courses) but also that the companies who still are working in an international environment are all located in or nearby of big cities like Munich, Vienna or Milan and the job offers there are more appealing to her, because they are much more challenging. Apart from this being the only one in her class to speak 3 languages, she would like to use these also in her future job. Her divorced parents are living in Vinschgau (her father, who owns the land of the family farm in Schnalstal) and nearby Salzburg (her mother, an architect). "My mother always supported my career", she said, "whereabout my father would have liked, that I stayed in the valley…however I don't want to become a farmer…it's really boring…and apart from this there is no service, guesthouse or pub in the valley!"

8. Scenarios to Strategy for the local system – Implications, Issues & Options

The scenarios for South Tyrol are referring to the province from the point of view of the province (the subject of the scenario) so the allies/opponents of the province to achieve the (desired) scenario.

8.1 Looking at the threats and opportunities

In Scenario 1 "In and in – All in the open market"

- The opportunities are lying in the informal education which can establish new alliances between businesses and schools (all connected professional schools, with internationally operating companies as well as further education institutions including universities) thanks to the always available high-speed connections. Also, the creation of a new innovation center that connects companies in the value chain are an opportunity.
- The threats instead could be that the local education system could become partly obsolete and public authorities and educational authorities could be resistant to change.

In Scenario 3 "Out and out – Local & Traditional"

- The opportunities are lying in a little decreasing price of productive or residential buildings and the easily available Workforce (in the short period). Also, the development of alternative economic and social models which are then leading to new local based jobs and companies could emerge.
- The threats instead could be that the unemployment, especially the youth unemployment is rising which leads to emigration or that several small jobs/part-time are required and in consequence people have less time for community services. Another threat is that companies are closing which will lead to some extent to decreasing values in the real estate sector

8.2 Looking at the winners and losers

In Scenario 1 "In and in – All in the open market"

- The winners are youngers (15-34 years) more skilled (in IT-technology, languages for the European market), companies and municipalities ready for the global respectively the European market
- The losers are non-skilled people (in IT-technology and languages) and people who do not want to take part in "always online" and international businesses

In Scenario 3 "Out and out – Local & Traditional"

- The winners are speculators (especially in the real estate sector), companies and farms engaged in local circuits, employees linked to local value chain and informal skilled people (not having to compete with required skills for the global market like in scenario 1)
- The losers are employees, linked or willing to work for international value chain companies and the public administrations (supporting export with subsidies)

In Scenario 1 "In and in – All in the open market"

- The allies are local companies, who are developing innovation projects and products for the European/global market, education authorities (developing cooperation with companies focused on internationalization), the chambers of commerce and business associations with a similar focus
- The opponents however are education and public bureaucracy (hampering cooperation between companies and schools) and small local companies and farms who are not willing to produce for global market and focus on local circuits

In Scenario 3 "Out and out – Local & Traditional"

- The allies are public authorities, who are providing subsidies for companies and farms engaged in local circuits and support unemployed people, further the traditional education system (which doesn't have to adapt)
- The opponents instead are the education authorities, who are closing schools and business associations as well as the chamber of commerce who are focusing on (subsidies for) the global market