



Anticipate Future Jobs on Alpine Remote Areas



Work package 5.2 and 5.3

Report on dissemination and local restitution

LAG "Murau"

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1. Dissemination Activity

Dissemination activities are listed in the following table¹:

DATE	ACTIVITY
24.09.2019	Oral presentation, Vienna, EAA, Barbara BIRLI, AlpJobs report on local restitution.
14.10.2019	Oral presentation Peter TRAMBEREND presentation of ALPJOBS project, activities and results at workshop session Alpine Space-Links4Soils, Tirol/Innsbruck. https://www.alpine-space.eu/projects/links4soils/en/project-results/alpine-soil-forum
16.10.2019.	Oral presentation Peter TRAMBEREND presentation of ALPJOBS project, activities and results in context of Bodenforum Österreich – Bundesländerrunde. https://www.alpine-space.eu/projects/links4soils/projectresults/finalconference/alpinesoilforum_agenda_english.pdf
April 2020	Battistel G.A., Scolozzi R., Gretter A., Furlanetto A., Mallosek A., Klemenčič-Kosi S., Birli B., Tramberend P., Isepponi D., Poli, R., 2020: Skills for jobs in the 2030 Alps: participatory foresight for alpine remote areas, the pilot project ALPJOBS. Mountain Research and Development Journal. International Mountain Society (IMS) Ed. To be submitted.

¹ All activities and documents will be published on ALPJOBS web page <https://eventi.fmach.it/alpjobs>.

2. Local restitution

Local restitution in the region Murau took place on 12.09.2019 at the Holzwelt Murau office.

The agenda consisted of a brief introduction by Barbara Birli (EAA) followed by a group discussion with the three LAG Murau representatives. Issues of discussion were futures literacy, the job profiles and in particular the value chains.



Roland Horn, Barbara Birli, Nathalie Hoffmann and Harald Kraxner

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After a break a joint video conference with representatives from Vinschgau (Andre Mallosek, Hannes Götsch) took place.

Last agenda item was dissemination of project results.

2.1. Contents

1. Value Chains Discussion

After a brief discussion of futures literacy, each value chain has been discussed to understand in how far Murau is represented in it and also whether future scenarios might include these chains.

For Murau energy production is of high importance as it is a Smart Microgrid. In addition to the local biomass heat networks, the number of green electricity plants in the region has continuously increased in recent years. Murau is a sunny, wooded region, which is why future investment will not only be in more small hydropower plants as planned but also in biomass and photovoltaics. The degree of self-supply for the entire region is just under two thirds.

So additionally to the existing value chains

- Local Agro-Food and Forest value chain,
- Arts-Craft (manufacturing) value chain,
- Tourism (including recreational and outdoor activities) value chain,
- Services sector.

The participants of the Murau local restitution see a clear need to add

- the energy production/export value chain

to see Murau represented.

2. Skills of value chains

The group then went through the skills tables, that had been compiled at the meeting in Poschiavo.

All skills tables have been worked through and discussed. The group took some time to read through all the existing skills and in some discussion in how far the inhabitants of the region have all these skills. This led to a general discussion about persons that are not capable of following new developments. For example in the past a woodworker in the forest did not need specific technical knowledge, he did not have to use a machine. Nowadays he has to be capable of running a harvester or other large machines supporting his work. The participants emphasised that there are people who are not able to follow this development and are in danger of losing their job for that reason. They need someone who guides them while using a large machine, they need explanations for the various digital tools available.

So the group defined the new skill: *instruct/guide "digitization losers"*

As the groups does not want to offend these persons, maybe this skill has to be renamed.

In the then following discussion, the importance of schools has been emphasised, in particular the need for a training in economy. Reason for this is that even as employee one sometimes has to think as employer. Many jobs exist because people are active in setting up little initiatives, little offices, they put their ideas into practice and so create new jobs. This kind of thinking has to be thought at school.

So the skill: *"entrepreneurial thinking"* should be added.

The representatives of the region strongly argue for setting up a higher education school, (Fachhochschule) in the region Murau.

Then the group talked about the general need to be able to adapt to new situations (skill change management) and the necessity to promote the own issues. There were various examples given by the audience proving the need to gather likely minded (on regional development) to then promote topics and issues of the region on the next hierarchical levels.

The skill *remain active* has been defined as well as the skill *ability to build up a network*

Exchange with Vinschgau

The next agenda item was exchange with the region Vinschgau. Via Skype the group talked to Andre Mallosek from Platform Land and heißt Hannes Götsch, Projektlead of BASIS (<http://basis.space>)



Region Murau has been presented by Harald Kraxner, the head of Holzwelt Murau. He described the main facts of the region. Hannes Götsch described the development of his project BASIS.

Comparable facts and problems as well as strengths were evident and the exchange turned out to be beneficial for both sides.

After the Skype Meeting, the then smaller group talked about possible next events in the region to promote the Alp Jobs project.

WP2. IDENTIFICATION OF CHANGING NEEDS FOR NEW JOBS

WP2.2 STATISTICS

For Murau statistical data has been collected on levels NUTS AT AUSTRIA - AT22 Steiermark - AT226 and local socio-economic trends have been identified. (see WP2.2)

WP2.2 STRATEGIC QUESTIONS

In summer 2018, interviews with residents from the Murau region were carried out in the Holzwelt Murau building. The interview partners were asked about conditions for good employment opportunities in the region using standardized expert interviews.

A wide range of topics was mentioned here, such as the transport infrastructure but also the low capacity of the internet connections. Health issues were also mentioned by many of the residents as a particularly important topic, the Stolzalpe State Hospital was outlined as an important employer. Among the problems the low number of doctors with a public health insurance contract were mentioned. So too home and institutional care were issues of concern.

In one of the sessions the stakeholders were invited to imagine they were the “Kings of Murau” and were in a position to enable “everything”. This type of questioning made it possible to think freely and to express ideas that might not seem feasible at first glance, but are nevertheless worth listening to and thought through.

Many of the immediate actions mentioned concerned the infrastructure, i.e. an improvement of the rail, road and internet, but also the existing development, for example by proposing to buy private houses, to renovate them and either to make them available to culture professionals or to turn them into sophisticated start-up centers or in modern care units.

Regarding the educational institutions, there was also a number of concrete ideas, for example to set up a high-quality boarding school, to found a vocational school with a focus on wood only (related to HOLZWELT), or to create a really attractive children's leisure offer that offers excellent and comprehensive childcare for working people in Murau and is also for tourists.

WP2.3 SCENARIOS

Positive and negative scenarios were elaborated. Inter-municipal cooperation was mentioned often in the positive scenario. "Because you worked together in the region", because the strengths of one community balanced the weaknesses of the other. As an example, a common business administration with inter-municipal financial compensation was mentioned.

The negative scenario was described as a result of false investments, a region not capable to free itself from the downward spiral and existing public funds to be misused. Lack of courage and narrow-mindedness as well as weak politicians were also mentioned, and that the image of the region was sold poorly to the outside world, because only negative messages were sent out and tourism was therefore weakened.

WP2.4 EMERGING NEEDS

Among the most emerging needs are

- that a new vocational school opened in Murau, integrating higher education and vocational training. All young adults can now choose from a wide range of tailor-made educational offers. Most of the courses are well connected with the local economy in order to ensure that graduates can stay in Murau and find employment there;
- that Murau becomes a hotspot for innovative start-up-companies and offers all sorts of qualified jobs. Just finished graduates can easily find a job at local companies;
- that the municipality of Murau and all local companies established family programme where parents can easily combine their working life with the daily family duties, such as child care at companies, old age care centers, etc.;
- that a fair housing market offers flats and houses which are affordable to buy or to rent;
- that the local politicians and actors of Murau intensively interact with their counterparts in the surrounding municipalities. Inter-municipal cooperation;
- that the town of Murau and the surroundings are an attractive and culturally vibrant place for the locals and tourists;
- that a joint initiative by municipalities, local companies and provincial government is established to create an educational programme in the Murau Region for higher education in applied science and vocational training (e.g. medical training or forestry);
- that a network of public and private social organisations, companies, municipalities and the provincial government arises to establish a family programme to support the work-live-balance;
- that high-speed-internet is available in Murau Region.

WP3 IDENTIFICATION OF FUTURE JOB PROFILES AND CONTEXTS

Many of the stakeholders were of the opinion that Murau in 2030 could expand and develop well through investments in infrastructure and entrepreneurial behavior, for example by actively inviting software developers into the region and making good use of digitization, funding broadband connections, enabling robot technology and autonomous production. One of the main projects of the region - the energy vision - needs to be implemented in their opinion. This development becomes possible when inhabitants and politicians are willing to take risks. Because the failure of projects was accepted as normal and not “every shot has to be a hit”.

WP3.3 PROMISING LOCAL CAPITALS, VALUES AND COMPETENCES

Local treasures have been elaborated. Among the most important are:

- Wood and Fibre.
- Regional crafts.
- Food.
- Experience & time out (sports activities).
- Art and culture.
- Social living space / education.
- Energy self-sufficiency / mobility.

Among the intangible capitals were

- Local associations: Inhabitants of Murau are well connected in local associations. This supports mutual understanding and supports the local identity.
- The working morale in the region is high. In particular the will to produce high quality products has been outlined.
- Stakeholders outlined the beauty of the landscape and the high quality of water, air and soil.

With the old town along the Mur, the Schlossberg and individual contemporary buildings, the town has a high potential in terms of quality of life and tourist use. High touristic potential and attractiveness along the Mur river (cycling, water sports, running/movement), good links to mountain areas.

WP3.2 PARTICIPATORY MODELLING OF DESIRED FUTURES FOR LOCAL SYSTEMS

Among the most important issues elaborated with locals were:

- Politics - the general political tendency to invest in cities is criticized. So too the trend to implement laws and regulations that fit better for densely populated areas than for remote areas.
- Businesses and Workplaces - For local entrepreneurs the low internet connection is a major problem.
- The energy sector is seen as THE future branch and combinations of education in energy efficiency together with foundations of new firms are welcomed by the locals.
- Infrastructure and mobility - Workshop participants see a huge potential using the empty buildings of the region. They admit that help is needed in particular when house owners are old. Inter-municipal cooperation has been outlined as important and obviously citizens are sure that cooperation is the solution to keep services despite the lower number of inhabitants. They are aware that there need to be someone feeling responsible for this.
- Education - Among the major problems of the region is obviously the need to “have to leave” the region to acquire a higher education. Parents of the region would like to see their kids close to them, it is hard for them to choose in between “keeping the kids around” or “offering the kids a good higher education”. The desired future includes better local training facilities.

- Cultural and Social Identity - The role of women in the region was of high importance in the workshop. The future should bring them wide opportunities and substantial support for their family duties.

SUITABLE CONTEXTS AND SKILL PROFILES FOR THE LOCAL JOB OPPORTUNITY

- Work performed by humans and work performed by machines and algorithms have to be wisely implemented in the local systems.
- Locals need support to adapt to digitalization and autonomous working.
- Lifelong learning: “train the trainers” or “train the heads” need to be better implemented.

WP4 RECOMMENDATIONS FOR THE IMPLEMENTATION OF MEASURES TO MATCH FUTURE LABOR DEMAND AND OFFER

- Broadband Internet.
- An educational offer for a professional secondary school.
- Better offers for children and elderly care.

WP4.2 BACKCASTING

Backcasting is a strategic planning method that asks a group of stakeholders to create ideal future scenarios. In a second step the group works backwards to figure out needs for desirable futures.

In Murau the “futures” focus mainly on four thematic areas:

- vocational education for young adults,
- innovative economy incl. energy sector,
- family-friendly and tourist-friendly environment with good living conditions,
- good intercommunal cooperation.

WP4.3 ROADMAPPING

The aspirations outlined by the Murau citizens comprise:

- community,
- education,
- job market,
- technology and resources.

The past: key influences and events, the now current situation as well as 1 year, 3 year and 5 year horizons were elaborated. For the region Murau implementation of projects is currently in focus.

For the region one of the main themes for their future is the energy sector. Murau is self sufficient and plans as the next large step to export energy.

WP5 AWARENESS RAISING BY TRAINING, DISSEMINATION OF RESULTS

JOB SKILLS FORECAST

FL is a capability. It is the skill that allows people to better understand the role that the future plays in what they see and do. People can become more skilled at ‘using-the-future’, more ‘futures literate’, because of two facts.

One is that the future does not yet exist, it can only be imagined.

Two is that humans have the ability to imagine. As a result, humans are able to learn to imagine the future for different reasons and in different ways. Thereby becoming more 'futures literate'.

A number of institutions have an interest in skills development: these include, among others, various government institutions, education and training facilities, and employer and worker organisations. The generally high level of schools and training institutions offer a good basis for Murau. The cooperation in between educational institutions and the labour market could be further strengthened.

JOB SKILLS EXERCISE

Tables with competencies for each subject area were developed for 2019 (now) and 2030 (future:)

- Language.
- Communication skills.
- Organisational / managerial skills.
- Job-related skills.
- Digital skills.
- Other skills.

Local Tourism Branch: Skiing instructor – Personal outdoor trainer

	2019 - Lena	2030 – Lena
Language	English, Czech, Hungarian	English, Czech, Hungarian, Chinese, Spanish (on low level - most important words for communication with clients) ²
Communication skills	Sportive, empathetic, patient, taking responsibility, flexibility, entertaining, perfect in dealing with people of different backgrounds	Sportive, empathetic, patient, intercultural competences
Organisational / managerial skills	Being on time,	Being on time, Collaborative planning of work with other outdoor trainers
Job-related skills	Perfect skier, handling the equipment, knowledge of area and risks	knowledge of area and risks ³ , Basic medical knowledge, entertainment knowledge, good knowledge about customer demand, use of roboters,
Digital skills	Basic knowledge related to organisation and marketing	Related to organisation, book-keeping software, marketing skills
Other skills	Good handling of children and adults with low ability in skiing	Additional training in health issues, meditation, Yoga, mindfulness, breathing, Ayurveda, knowledge of demands of senior tourists

² In the local restitution sessions stakeholders emphasised the growing number of international guests.

³ In 3.2, stakeholder workshop effects of climate change on the region have been outlined.

Forestry value chain

	2019 - Karl	2030 – Karl
Language	English, German	English, German,
Communication skills	Team leading, taking responsibility, flexibility, perfect in dealing with people of different backgrounds (e.g. local people, Chinese investors,...)	Team leading, taking responsibility, flexibility, perfect in dealing with people of different backgrounds (e.g. local people, Chinese investors,...) Inter-cultural knowledge,
Organisational / managerial skills	Good management skills, overview of needs of costumers	Very good organisational skills, ability to deal with various tools and players, higher complexity
Job-related skills	Degree in Forestry or related subject, knowledge about climate change,	Technical and management skills related to energy production, knowledge about automatisaton (robots) Climate change adaptation
Digital skills	Driving licence for using “tree harvester” and other forest machines	Artificial intelligence
Other skills	Ability to instruct workers	change management, ability to instruct persons with low education and low knowledge in the use of “high end” forestry machines ⁴

⁴ In the local restitution event 5.2, this was of particular interest, the role of persons with no particular education, that nowadays work in the forest. In future, it is expected that more and more work will be done by specialised machines. However there are still workers available and they need instruction and support in using “complicated” machines.

Energy Expert

	2019 - Herbert	2030 – Herbert
Language	German, English	German, English
Communication skills	Good relations to all national stakeholders plus relations to international experts to gain knowledge, understanding customer needs	Good relations to all national stakeholders plus relations to international experts to gain knowledge, understanding customer needs
Organisational / managerial skills	Good knowledge in organisation, management and finance incl financial calculations	Good knowledge in organisation, management and finance, incl financial calculations
Job-related skills	<p>Knowledge on all aspects of electronics, energy sufficiency, Good knowledge in circular economy</p> <p>Ability to compile comprehensive technical documentations,</p> <p>Understanding of sustainable energy production ⁵</p>	<p>Knowledge on all aspects of electronics, energy sufficiency⁶, Expert knowledge in circular economy. Knowledge of regional and local energy plans and development</p> <p>Ability to compile comprehensive technical documentations, maintenance of machines</p> <p>Adaption to new technologies (battery systems, ...)</p> <p>Management of small scale energy providers</p>
Digital skills	Broad knowledge of software, programming of specific software	Broad knowledge of software, programming of specific software, Artificial intelligence
Other skills	Ability to learn from mistakes	Ability to learn from mistakes, change management

⁵ As outlined in 4.2, the region is already energy self-sustaining.

⁶ In 4.2 energy export has been outlined as a future demand.

Arts-Craft (manufacturing) value chain

	2019 – Nadine	2030 – Nadine
Language	German, English	German, English
Communication skills	Good communication skills with potential customers and funding organisations,	Good communication skills with potential customers and funding organisations, understanding of senior/elderly clients incl. tourists as clients
Organisational / managerial skills	Delivering on time, ability to sell hand crafted products, marketing and advertising	Delivering on time, ability to sell hand crafted products, marketing and advertising
Job-related skills	Hand Crafting, ability to combine new and traditional technologies and materials	Hand Crafting, ability to combine new and traditional technologies and materials, Ability to adapt to demand from an ageing society ⁷
Digital skills	Use of social media for advertising	Digital skills related to craft and marketing
Other skills	Creativity, thinking beyond borders, being provocative in a positive sense	Creativity, thinking beyond borders, being provocative in a positive sense Integration of hand crafts and deceleration Change management

⁷ The regions is aware, that future tourists may be rather old and need particular assistance when on holidays.

2.2. Discussion

During the local restitution event the proposed subject areas were elaborated. Main issue of discussion was the extent to which these issues fit to the Murau region and adaptations that are necessary:

- Local Agro-Food and Forest value chain.
- Arts-Craft (manufacturing) value chain.
- Tourism (including recreational and outdoor activities) value chain.
- Services sector.
- Education (teaching, ...).
- Health (healthcare, ...).
- Social work (social security, welfare, ...).
- IT services, ...

Adaptions were done in the energy sector, as this branch is essential for the region.

The group took some time to read through all the existing skills and in some discussion in how far the inhabitants of the region have all these skills.

A general discussion about persons that are not capable of following new developments lead to the conclusion that they need someone who guides them to a certain extend. For example while using a large machine, or when using digital tools and devices because the ability for self-training is low or self confidence is low and guidance welcome.

So the group defined the new skill: *instruct/guide "digitization losers"* As the groups does not want to offend these persons, maybe this skill has to be renamed to *"support training of unqualified persons"*

In the then following discussion, the importance of schools has been emphasised, in particular the need for a training in economy. Reason for this is that even as employee one sometimes has to think as employer. Many jobs exist because people are active in setting up little initiatives, little offices, they put their ideas into practice and so create new jobs. This kind of thinking has to be thought at school.

So the skill: *"entrepreneurial thinking"* should be added.

The representatives of the region strongly argue for setting up a higher education school, (Fachhochschule) in the region Murau.

Then the group talked about the general need to be able to adapt to new situations (skill change management) and the necessity to promote the own issues. There were various examples given by the audience proving the need to gather likely minded (on regional development) to then promote topics and issues of the region on the next hierarchical levels. In particular, a "futures literate" region requires a strong network.

The skill *remain active* has been defined as well as the skill *ability to build up a network*

2.3. Conclusion

The project team was surprised by the high level of interest by locals and the many interesting themes they brought up in the interview sessions and the workshops. The stakeholder input provided innovative ideas coming from the locals which made clear that they took the tasks seriously.

Murau has repeatedly been outlined as an example of good practice for example for its activities around energy efficiency and export. Further to this Murau has implemented various innovative touristic methods and approaches to promote their local values and goods. One example is the newly introduced “Global Beer walk” that takes you around the city. At a total of nine stations in the old town, tourists learn more about the long history of beer in Murau. Various other methods and approaches are available here: <https://www.holzweltmurau.at/de/aktuelles/aktuelles.html>

The region however is dependent on political actors to set the policy framework for their innovations in particular in the energy sector. A further challenge is the shrinking population that will most likely lead to labor shortage.

Thanks are due to the local partner Holzwelt Murau for the continued support and the provision of room for workshops and interviews.

Annex

Example innovative promotion of local goods: Murauer Beer

