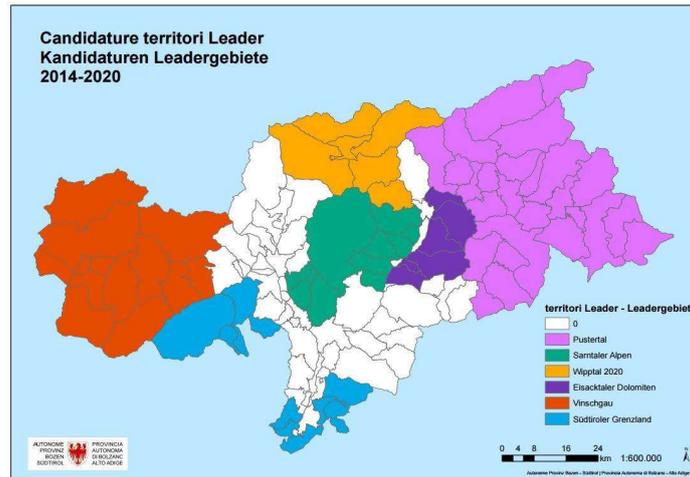




## Anticipate Future Jobs on Alpine Remote Areas



Work package 5.2 and 5.3

# Report on dissemination and local restitution

LAG "Vinschgau"

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## 1. Dissemination Activity

Dissemination activities are listed in the following table<sup>1</sup>:

DATE	ACTIVITY
21.10.2019	Press-release: Plattform Land: Nachhaltigkeit ist Jahresthema 2020. <a href="https://www.unsertirol24.com/2019/10/21/plattform-land-nachhaltigkeit-ist-jahresthema-2020/">https://www.unsertirol24.com/2019/10/21/plattform-land-nachhaltigkeit-ist-jahresthema-2020/</a>
23.10.2019	Press-release: L'Unione nuovo membro della Piattaforma per il rurale. La sostenibilità è il tema dell'anno per il 2020 <a href="https://www.unione-bz.it/it/informazione/l-unione-nuovo-membro-della-piattaforma-per-il-rurale/71-289031.html">https://www.unione-bz.it/it/informazione/l-unione-nuovo-membro-della-piattaforma-per-il-rurale/71-289031.html</a>
4.12.2019	Press-release about ALPJOBs Final Conference: <a href="https://www.sbb.it/home/news-detail/index/2019/12/04/alpjobs-jugendliche-f-r-die-zukunft-fit-machen">https://www.sbb.it/home/news-detail/index/2019/12/04/alpjobs-jugendliche-f-r-die-zukunft-fit-machen</a>
10.12.2019	Press-release in local newspaper about ALPJOBs Final Conference: <a href="http://www.vinschgerwind.it/windzeitung-gesellschaft/item/29215-arbeiten-alpen-schlanders-drususkaserne-basis-vinschgau">http://www.vinschgerwind.it/windzeitung-gesellschaft/item/29215-arbeiten-alpen-schlanders-drususkaserne-basis-vinschgau</a>
3.2.2020	Press-release to support motion in south tyrolean parliament to establish rural coworking-spaces as discussed in ALPJOBs: <a href="https://www.plattformland.org/2020/02/03/plattform-land-unterstuetzt-co-working-raeume/">https://www.plattformland.org/2020/02/03/plattform-land-unterstuetzt-co-working-raeume/</a>
5.2.2020	Oral presentation: Participation to the event „ <i>Bleiben und Kommen-LAG Project: Allianz zur Entwicklung des Südalpenraums-SAR</i> “ organised by LAG „Pustertal“, Museum Ladin Ćiastel de Tor, St. Martin in Thurn (BZ). <a href="https://www.rm-pustertal.eu/de/news/2020-02-07/will-kommen-will-bleiben-ein-kurzbericht-zur-veranstaltung">https://www.rm-pustertal.eu/de/news/2020-02-07/will-kommen-will-bleiben-ein-kurzbericht-zur-veranstaltung</a>
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.

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

## 2. Local restitution

The meeting took place on the 10<sup>th</sup> of October 2019 in Schlanders. In total 7 persons from education, economy, society as well as the target group of young people (16-35) took part in the workshop:

- Female, manager of Upper Secondary Centre in Silandro,
- Female, representative of “Ernährungsrat Südtirol” Cooperative,
- Female, representative of Young Employers Association of South Tyrol,
- Male, mayor of Glurns,
- Male, district’s chair South Tyrol-Economy (Wirtschaftsring),
- Male, director of project BASIS,
- Male, director of Service to Youth of Obervinschgau.



After a short presentation of the participants an overview of the activities and results of ALPJOBs was given, reassuming the most relevant conclusions of the different work packages.

There was some discussion on the selected treasures of the region, namely

### *Tangible capitals*

- BASIS Business and Service Incubator Schlanders (Silandro).
- Bioregion Obervinschgau - "Der obere Vinschgau kooperiert smart" (Upper Val Venosta/Vinschgau cooperates smart).

- Sustainable tourism in combination with natural and cultural heritage.
- Laas marble as ambassador of the region, stonemason school.

*Intangible capitals*

- Obervinschgau citizens' cooperative.
- Cultural activities.

One participant complained that important economic sectors, like the advanced apple production in the lower parts of the main valley, were missing in this list.

Another one noted that the intensity of tourism activities was low compared to other parts of the province and tourism therefore should grow in any case.

Another contribution stressed the importance of possibility of working at home and doing telework.

But generally, it was acknowledged that the identified treasures indicated the right direction. Sustainability and differentiation from mass tourism and agricultural production should become a distinguishing characteristic of the Vinschgau Region.

Then all participants received the future job profiles/competences from all ALPJOBS pilot regions, and a discussion started. The participants quickly agreed on the job-profile related findings of competences (although not complete). However, they missed the more general competences (for all kind of future jobs).

They also focused for the pilot region Vinschgau more on young people between 18-20 years, because that was seen as a critical age to choose a job and to decide if that would remain or leave the region. An orientation year related to the assets and companies of Vinschgau was seen as something very useful. This should then be combined with the learning of general skills (soft skills like self-organising, self-empowerment, languages, empathy).

The school representative also mentioned that some important personal and social assets were at risk in the youngest generation, especially resilience in case of frustrations but also open-mindedness towards new experiences and independent thinking. In addition, self-responsibility and empathy should be supported because generally young people nowadays tended to be determined mainly externally.

Finally, the importance of linguistic competences was stressed by more than one participant. This does not only refer to foreign languages, especially Italian and English, but also to the standard version of German because the everyday language is a quite strong local German dialect.

Another obstacle was seen in the fact that the different levels and types of schools, in particular general education and vocational training lacked to cooperate in a productive way.

Some general trends were discussed:

- A high level of expertise is still required, which must be further developed in step with technological innovations.

- A whole bundle of "soft skills", including foreign language skills, are gaining in importance.
- Many areas of activity are subject to digital transformation and are changing accordingly.
- Sustainability and social compatibility are becoming cross-sectional competences.
- Interdisciplinary cooperation and basic knowledge in other related fields are becoming increasingly important.

#### Examples:

- Expertise: Precision agriculture, use of assistance technology, biographical work and cognitive stimulation.
- Soft skills and organizational skills: Communication, storytelling, teamwork, work organisation, customer orientation, social intelligence, intercultural competence, entrepreneurship, foreign language skills.
- Digitisation: use of social media for marketing, online sales and purchasing, telecare, photography.
- Sustainability and social compatibility: water management, life cycle thinking, knowledge of healthy nutrition.
- Interdisciplinary competencies: cooperation in the value chain, knowledge of local/regional history and culture, basic medical knowledge.

#### Questions:

- Can non-occupational competences also be acquired in inter-professional training courses (or in other educational institutions such as youth and cultural centres, internships, stays abroad, voluntary projects)?
- Who prepares curricula, who coaches young people on their way to work?
- Where is room for the desire for meaningful work and a good work-life balance?

### 2.1. Personal commitment

Since the sustainability of the project results relies on personal commitment the participants were asked to answer the following questions:

- Do you have concrete proposals for the implementation of the lessons learned from ALPJOBS
- How can you (in your organisation) promote future competences?

When I came to personal commitment some restraints were instantly mentioned, the lack of personal and financial resources especially when new experimental initiatives should be developed and carried out. However, the ALPJOBS workshop format of diverse stakeholders and target groups were seen as useful and the participants are committed the meet again, if a concrete idea of future competences initiative could be discussed.

## 2.2. Two concrete measures

### *A year of professional orientation, volunteering and acquisition of knowledge about the Vinschgau region*

This idea started from a similar initiative in the Graubünden region in Switzerland, called “Bündner Sozialjahr”. It combines three months of school education with a few weeks of social work in a family context and a half year of internship in a social institution. But the adaption of this example should not be limited to the social sector but focus on professional orientation in general.

### *“Bildungsforum Vinschgau”*

This is the proposal to implement a continuous committee at the regional level coordinating new approaches of professional orientation and vocational training and developing educational offers also outside the specialised institutions. Its components should include representatives from the major economic sectors and from education institutions but also young people and cultural or youth workers and therefore establish permanently the format of the ALPJOBS Workshops in the region. It was proposed to initiate a next informal meeting of the interested people for such a forum in the beginning of 2020, but it was seen as compulsory to have at the same time a concrete project proposal in this field (e.g. the Vinschgau orientation year).

## 2.3. Final event of the ALPJOBS project in the Vinschgau region

The local final event of the 21<sup>st</sup> of November at 6 p.m. at BASIS Schlanders was presented. The provisional programme is:

1. Welcome,
2. Short presentation ALPJOBS,
3. Report of a participant of the ALPJOBS-Workshops on resulting projects and benefits from Poschiavo/Switzerland,
4. Moderated panel discussion:
  - a. Political representative
  - b. Business Representative
  - c. Education representative
  - d. Young people (participant from ALPJOBS workshop)
5. Drink and performance by young artists

The organiser thanked the participants and invited all to take part in the local final event taking part in the panel discussion.

### 3. Final Conference

The key speaker Lorenzo Heis from Switzerland Poschiavo moved to St. Gallen and Zurich and then again back to Poschiavo. He gave a good inside for his motivation to go back to remote alpine areas and also the learnings and outcomes of his participation in the ALPJOBS Workshops in Poschiavo. The main reason for him to return to the remote alpine valley was the opportunity to find there a job, which is meaningful for him to follow his passion. Another important motivation was to return to his social and cultural roots and the possibility to (re-)construct his own house with the prospective to engage also in farming at a lowscale.

In the following panel discussion of representatives from education, economy and also young people – moderated by Dr. Hermann Atz – it emerged that one of the key future competences was passion for the work to become resilient and not to give up too quickly.



Apart from a lot of technical-digital know-how also openness to new developments as well as openness of society was seen as another key competence to attract people, who have been away for study or work reason and to give them an interesting opportunity in their home region. Most of the participants of the panel discussion have been abroad or outside the region themselves and then came back, because they have seen a professional opportunity in Vinschgau. However, courage was needed, because there were no guarantees that this would work.

The possibility to gain practical experiences in different economic sectors of Vinschgau was also seen as very useful, because often young people do not only not know what will be their preferred profession but also don't know what kind of professional opportunities are offered in their home region.

Thus, one of the concrete outputs of the project ALPJOBS is the establishment of the Vinschgau education forum between diverse stakeholders and young people like in the ALPJOBS workshops to develop a (professional) orientation year in Vinschgau. During this year young people towards the end of school or ones they have finished can experience diverse job opportunities in Vinschgau.

Especially for agriculture a vast range of competences was mentioned to be important in the future: from seeding and harvesting to precision farming. One member of the panel discussion stated that due to

severe weather conditions lately also same very basic know-how (like how to make fire or food) was essential in case of a blackout.

To sum up the focus on future competences was mainly on soft skills and not so much on the often-discussed digitalization. Some of the above-mentioned competences are also very old ones so that one could say they are timeless, like courage, openness, resilience, adaptability, empathy.

On top the importance of a good work-life-balance was stressed, something especially companies should think about if they want to attract and keep high competence collaborators, and also the existence of good job and career opportunities for women in rural areas.

All agreed that a cross-sectorial professional orientation for young people is needed and that schools in combination with companies could offer such an orientation period in Vinschgau.

After the discussion the participants grouped together accompanied by local beer and music to foster the informal network in Vinschgau. For this the location BASIS was seen as a very good potential to provide an open space for future cooperation.

In the end BASIS Vinschgau could provide the platform for the future "Bildungsforum Vinschgau" to develop the Vinschgau orientation year.

Annexes

*Flyer Final Conference in cooperation with BASIS Schlanders and their EFRE-Project (who financed the flyer)*



Plattform **LAND**  
Piattaforma per il rurale

**ALP**  
JOBS

EUSALP  
EU STRATEGY FOR  
THE ALPINE REGION



This project is  
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European Union

# Arbeiten in den Alpen

ALPJOBS Abschlussevent/Chiusura progetto „Fit for future?“  
Impulsreferat/Relazione: Lorenzo Heis (CH)



21.11.2019, ore 18:00 Uhr  
Kortscher Straße/Via Corces

BASIS Vinschgau Venosta  
Schlanders/Silandro



AUTONOME  
PROVINZ  
SÜDTIROL  
BOZEN  
AUTONOMA  
DI BOLZANO  
ALTO ADIGE

## ALPJOBS Abschlussevent/Chiusura progetto: «Fit for future?»

Hallo + Begrüßung!

Was ist ALPJOBS?

Impulsreferat von Lorenzo Heis (CH):  
Rund um die Welt und am Ende zurück  
zu den Wurzeln

Es wird diskutiert!  
Mit der Politik, der Wirtschaft,  
der Schule, der Jugend

Erfrischung von Probiern, Snacks  
und Feines vom Plattenteller!



21.11.2019, ore 18:00 Uhr      BASIS Vinschgau Venosta  
Kortscher Straße/Via Corces      Schlanders/Silandro



AUTONOME  
PROVINZ  
BOZEN  
SÜDTIROL



PROVINCIA  
AUTONOMA  
DI BOLZANO  
ALTO ADIGE