DEMOGRAPHIC CHANGE IN THE ALPS: ADAPTATION STRATEGIES TO SPATIAL PLANNING AND REGIONAL DEVELOPMENT

RESULT BOOKLET
Project Background

Evolving with the needs of our people

The needs of the population – elderly people, young people, tourists, immigrants and local people: DEMOCHANGE addresses the general needs of the changing population in Alpine areas; it also recognizes the reaction to changes within the population of certain areas with specific requirements.

By involving stakeholders from local authorities, politicians, business and social institutions, the project aims at creating a governance process to develop adaptation strategies for local key issues. The project is based on regional sustainable development. DEMOCHANGE has the necessary impetus to face the issue of demographic change regarding spatial and local planning.

The principal objectives of DEMOCHANGE are that of showing by “master” processes in different areas how to react to demographic changes and how to make use of such changes in a positive way.

Our future starts now

This booklet shows some DEMOCHANGE project work and thus gives the reader an insight into the challenging issue of demographic variations. The example strategies are thus a useful starting point for both debate and transfer to various other Alpine regions coping with demographic change and are also a useful tool for creating interest and awareness in this topic.

Demographic change is especially marked in rural areas in Europe where services, employment and entertainment for young people are lacking.
Approach and workflow

In each participating country, model regions were selected in order to develop concrete regional strategies and implementation measures. Within the ten selected regions, work began with an analysis module, consisting of analysis of basic demographic data of the region and in-depth analyses of issues of special relevance to the model region, e.g. demography and tourism. The first results of the basic analyses were presented in the participating regions and were discussed with regional actors. Thus specific regional challenges were identified which then led to a discussion about the creation of special measures.

The next step was the establishment of a regional steering group and supporting focus groups including regional stakeholders, administrators and decision makers. SWOT-analysis was carried out with the supporting partner institutions of applied sciences and ad hoc objectives and measures were then created.

During the implementation of these pilot actions, the aim was to learn from the model region results and to identify regional and transnational common issues and priorities. This resulted in the development of potential roadmaps and strategies applicable for planning and regional development in other Alpine regions.

Public events like conferences and expert dialogues were also part of the project strategy to raise awareness of the issue of demographic change and to set up a cross-linking process. This process involves regional and transnational experts in spatial planning and regional development. The project will conclude with the set-up of a transnational DEMOCHANGE expert network.
Demographic change analysis

Changing population, transforming services – demography data analysis in selected Alpine regions

In order to get a more detailed insight into the phenomenon of demographic change and to design corresponding pilot actions in the model regions, an in-depth analysis of demographic changes has been carried out. Firstly, numerical data regarding demographic and spatial development trends (economy, housing etc.) of the last 20-30 years were examined; specific issues were also analysed. Secondly, workshops for focus groups in respective regions were organized. These groups, consisting of regional actors, were asked to comment about and discuss the demographic situation in their region. Afterwards, researchers identified similarities, specific data and factors which influence demographic development. The findings (data, tables and charts) have been published in a summary report and in short regional reports and are also visible on the project’s webpage.

What we learnt about selected regions

Participating regions vary in size: the largest is Pongau-Pinzgau-Lungau -5,420km² (Austria) and the smallest is in Switzerland, Seetal- 108km²; the average size is 1,511km². There is similar diversity regarding the number of inhabitants: the largest area is Allgäu -467,969 (Germany) and the smallest is Langa Astigiana in Italy -7,177. As is common in Alpine regions, population density is low and in 4 out of 10 regions, the figure is even lower than 40 inh./km². In terms of land use, there is major division between the regions with a greater share of agricultural land (40% and more) and those with only up to 10% terrain which is devoted to agriculture.

Selected regions are not necessary subject to administrative borders and as is the case of Slovenia, they could be only “formulated” for this project. Similarly spatial planning systems differ significantly with regional planning being introduced in Switzerland and Germany, while in Italy different forms of administrative frameworks exist, such as independent regions. The majority of regions adapted an umbrella document prescribing general planning objectives, e.g. Bavarian state spatial planning concept in Germany.

Although it was difficult to generalise population development in regions of heterogeneous size, many similarities exist between the regions. Overall, the population in the period from mid 90s to the present has been stable in Allgäu and Garmisch-Partenkirchen; it has increased in Aosta, South Tyrol, Nidwalden and Seetal, and there has been a population decrease in Upper Gorenjska, Langa Astigiana and Škofja Loka Hills. The corresponding fertility rate- similar to the European trend- has dropped significantly to 1.4 on average; however life expectancy has increased. The structure of age groups has dramatically changed in most regions. The decline of the younger population 0-14 in the period from mid 90s to the present accounts for 30% or less in Salzburg, Upper Gorenjska and Škofja Loka hills; the exception was Aosta where the younger population has increased by 11%. The majority of all the participating regions highlight an increase in inhabitants of 65+. 

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Regarding the future, four regions predict population increase while three expect population decline; no or only slight changes are expected by a further three areas. If there will be an increase in population it will be mainly because of immigration and its comparably higher fertility rate. In terms of household size, regions indicate general trends i.e. an increasing number of smaller households and a consequently higher number of total households. These trends are influenced by changes in family formation such as more singles, marriages at later age and longer life expectancy.

As figure 2 shows, people in Alpine regions participate in similar economic activities (tourism, manufacturing of ski equipment, small business etc.). Tourism has been quoted as an economic activity in 8 out of 10 regions, however its importance varies.

Key issues about economy, housing and provision of services have been explored in participative discussions and the following points have been highlighted:

- Variations in the demographic structure are also caused by the phenomenon of immigrant workers and the presence of well-off pensioners; these factors also influence the relationships between locals and newcomers.
- Mobility problems resulting from the closure of public transport, insufficiency of the railway network, transport network aimed at car drivers and not to the variety of users, and no driving licence renewal for the elderly.
- Closure of services in remote areas.
- Lack of alternative choice of housing for deprived groups such as elderly and young families.
- Existing products and services of health care not in line with the demand.
- A mismatch between offered workplace conditions/qualifications and desired workplaces.
- Difficulty in finding suitable successors for agricultural activities due to young people’s common disinterest in farming.
SWOT analysis in regions
Challenging but worthwhile “homework”

How does SWOT analysis work?

SWOT analysis is a strategic planning method which originates from classic economics. It identifies specific objectives of a project (or business) on the basis of the cross analysis of internal and external factors that are linked to the planned subject. **SWOT** stands for **Strengths – Weaknesses, Opportunities – Threats.** The internal analysis primarily evaluates the Strengths and Weaknesses of a brand or product – or in this case, of a certain region. The second step is the identification of external factors – potential Opportunities and Threats which may impact upon a specific region and its development i.e. the lack of qualified employees caused by a decreasing regional population. The combination of internal and external factors creates a structured matrix that enables regional decision makers to elaborate strategies for future regional development.

The web-based SWOT-tool – a sustainable project result

DEMOCHANGE project partners from Universities and institutions of applied sciences supported regional stakeholders in their consideration of components for in situ analysis. In order to simplify and structure the procedure for other regions, the project developed a web-based solution. The SWOT-tool allows each region, district or institution to implement its own SWOT analysis. The results can be saved and extracted and used for further strategy development.

Considering demographic trends and progression

As overall analysis was not feasible, DEMOCHANGE concentrated on demographic aspects. This innovative approach features a tool with pre-formulated trends and progression. Regarding external analysis, users may choose which demographic dimension or external factor relating to demographic population development applies for any specific region. Examples of relevant questions may be as follows: How will the average size of households develop? Is the number of children and young people in our region decreasing, increasing or stable? How will this affect the region in the mid-term or long-term or is the trend consistent?

Opportunity or Threat?

Choices are made by regional stakeholders, decision makers and politicians. After entering the identified Strengths and Weaknesses and the external analysis by determination demographic dimensions, internal and external factors are automatically combined. At this step users are asked...
to decide for their region if the combination of a specific Strength of Weakness with one of the external factors leads to an Opportunity, to a Threat or to no relevant impacts for the development of the region (see figure 3). Afterwards, the regional working group can create strategies for significant combinations; this allows for the formulation of objectives and measures regarding analysis results.

Figure 2
Screenshot of the DEMOCHANGE SWOT-Tool (external analysis)

Figure 3
The combination of an internal factor with a specific external factor may either create an Opportunity or cause a Threat.
Definite web-address for the SWOT-tool was not present at the time of the editorial. Please refer to www.demochange.org, where you will find the link to the SWOT-tool.

**Figure 4**
Screenshot of the DEMOCHANGE SWOT-tool (result matrix with assigned objectives and measures)
Local stakeholder knowledge
A participatory approach to cope with demographic change

Involving local stakeholders in project implementation in model regions

The DEMOCHANGE project requires participation for its success and Lucerne University of Applied Sciences and Arts, School of Social Work and Interface – Institute for Policy Studies Research were responsible for the guidance and support of project partners to implement a participatory approach in the various model regions. Steering groups including citizens, experts and politicians, were set up in all model regions in order to create as wide a knowledge base as possible. The procedure was established by Swiss project partners with the Public Participation Manual (Download at www.demochange.org) and was presented in an international, interactive project workshop with representatives from all project partners of the DEMOCHANGE project. The main points are presented below.

Reasons for a participatory approach

By addressing the “demand for participation,” the Demochange project has focused on an issue that has been debated for the past two decades. There has been talk of a “participatory revolution” in the new millennium. This refers to involving a broader spectrum of persons concerned in order to utilize endogenous potential and local knowledge. Since the 1990s, participation has also gained impetus within the context of sustainability, amongst other things as a means for initiating a learning process or defining goals for complex social or political issues.

How to set up a steering group to integrate local knowledge?

Within any given region the first point is to start with a systematic analysis of the situation. Thus typical components as data, facts, materials and advice are gathered to assist in the choice of methods and instruments; existing resources and stakeholders also have to be analysed. As many local stakeholders had already reached their limits regarding their workload, it is necessary to find synergies with existing knowledge and experiences, interest and completed or on-going projects. Those existing resources have to be considered for the work at local level.
For the installation of a steering group, a local main-stakeholder should be fixed, to guarantee anchorage at regional level. A verbal or written contract with the main-stakeholder might be helpful to clarify and fix crucial points for project cooperation. To go further a detailed analysis of stakeholders has to be performed in cooperation with the main-stakeholder to choose the members of the steering group who will supervise the project at local level. The project leader should take some essential issues into account at the first steering meeting (see box). As people with varying different backgrounds are part of the steering group, communication may be very challenging and thus a common language understood by all participants must be used.

**Experience and Lessons Learned**

This participatory approach is aimed at sensitization of the general public as well as of local stakeholders. Work within the model region of Nidwalden highlighted the need for time to attune, motivate and activate people regarding the subject of demographic change. Therefore, sustainable anchorage at regional political level is crucial.

**Important questions**

What is the problem the steering group wants to solve?  
Who should you discuss the problem with first?  
How can you get their assistance?  

**Calling a meeting**

What is the best day, time and place to hold a steering group meeting?  
Who is responsible for the proposed meeting place?  
Who is the best person to act as the chairperson for the meeting?  
Does he or she have the respect of the people who are likely to attend the meeting?  
Who should ask that person to act as the chairperson?  
What do you hope to achieve by holding a meeting?  
Should there be an agenda for the meeting?  
What are the objectives of the meeting?  

**Formation of a group**

Does the group require a committee?  
How do you decide what is the correct number of members for a committee?  

**Meetings**

What are the three most important reasons for having meetings?  
When people are too nervous to speak in a big group, would it be a good idea to split several parts of the meeting up into small discussion groups?  
What other ways can be used to get people to take part in a meeting?  

**Meeting agenda and minutes**

How detailed should the agenda for the meeting be?  
How detailed should the minutes of the meeting be?  
Within what time should the participants arrive?  

**A participatory approach in practice – the example of Nidwalden**

1. First contact to main-stakeholder (September 2009)  
2. 1st steering group meeting 17th March 2010  
3. Focus groups May – June 2010  
4. 2nd steering group meeting 28th June 2010  
   Elaboration of focus groups  
6. Public Conference 15th September 2011  
   Presentation of Pilot Action Ideas to the public  
7. Implementation of the Pilot Actions by working groups since October 2011
Transnational strategies to cope with demographic change in the Alpine area
Roadmaps for spatial planning and regional development

Roadmaps are used for the development of strategies and the planning of long-term policies. They are based on detailed analysis and include the development of guidelines in combination with short, medium and long-term measures in order to reach pre-established objectives. Concrete roadmaps show how spatial planning and regional development can react strategically to demographic change.

Aim of the DEMOCHANGE roadmaps

The Roadmaps, as an instrument for the provision of the future, show how the challenges of population change may be faced at regional level. They are suitable as regional guidelines by enabling various zones to:

- identify their starting position in respect to demographic change
- define objectives and priorities for coping with demographic change in spatial planning and regional development
- find ways (measures and sets of measures) in order to react adequately with spatial planning and regional development to demographic change

Strategy development

Determine the demographic status quo of a region

Roadmaps help the user to find their way based on the identification of one’s own starting point and these roadmaps describe the steps how to identify any given demographic situation. Furthermore they allow for the comparison of a region with the area of the Alpine Space. A complex Alpine typology of regions serves for classification of single regions (on the basis of a cluster analysis). This is oriented on indicators like population density, population development, net migration and share of different age groups. The main types of Alpine regions have been identified (Figure 2 and infobox):

Typology of regions

Urban areas: Urban influenced spaces dominated by medium-sized cities or suburban areas and densely populated large valley areas as well. Rather high population density. Higher share of people in working age (15-65 years), share of older residents (above 65 years) clearly below the average. Average population growth caused through a slightly natural growth and immigration.

Dynamic city and rural: Larger NUTS 3 units with a rather high total population, but usually only one large centre surrounded by sparsely populated rural areas. Significant population growth driven by very high in-migration and positive natural population growth.

Ageing areas: Average densely populated regions usually away from the major metropolitan areas or in the transition areas to the mountain region. Significant ageing of the population due to marked negative natural population growth with a low proportion of under 15- and 15-65-year-olds and high in-migration of older people; overall slight increase in population. Migration balance and age group shares gives some evidence for brain-drain effects.

Rural areas with out-migration in parts: Sparsely populated NUTS 3 regions of smaller size (clearly below average); slightly negative natural population growth and low (up to negative) in-migration result in population stagnation or decline and partly out-migration.

Rural growing areas: Overall large population in large but less densely populated regions with a high share of under 15 year olds and significantly positive natural population growth, as well as in-migration and total population development.
Define objectives and priorities

In order to plan a good route it is necessary to define unequivocal and clear objectives. To this aim a review of current planning documents can help. A systematic review of European, national, regional and municipal documents (from EU, Austria, Germany, Italy, Slovenia and Switzerland) delivered an extensive overview of principles and aims in spatial planning and regional development, which focus on demographic change. All identified objectives have been compiled into four objective trees that have been proofed by international experts. These are to:

- “reach economic growth”
- “ensure sustainable development of infrastructure”
- “promote social inclusion”
- “develop social infrastructure and regional societies”

These objective trees (see a much generalised overview in figure 3) help regions to identify priorities and in turn generate further objectives.
Implement innovative measures

Finally, measures have to be taken in order to target pre-established objectives. The Roadmaps deliver tools and guidelines as to how regions can define their own measures by proposing a pattern, which stimulates creativity for developing concrete measures (see table 1). The user will find a systematic series of examples for measures (prescriptions, incentives, information). Several simple future scenarios show what may happen if a given measure is implemented or not.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measure Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stop out-migration and loss of infrastructure</td>
<td>Prescription</td>
<td>Obligatory minimum offer of infrastructure</td>
</tr>
<tr>
<td></td>
<td>Incentive</td>
<td>Manifold grants of aid for home buying, primarily for young families in municipalities endangered by out-migration</td>
</tr>
<tr>
<td></td>
<td>Information</td>
<td>Campaign on successful return migrants</td>
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<td></td>
<td></td>
<td>Obligation for municipalities to provide certain numbers of care places depending on the share of senior citizens</td>
</tr>
<tr>
<td></td>
<td>Incentive</td>
<td>Awards for successful business start-ups</td>
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<tr>
<td></td>
<td>Information</td>
<td>Special educational programmes for people taking over businesses</td>
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<td></td>
<td></td>
<td>Minimum certification of areas for children’s playgrounds</td>
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<td></td>
<td>Incentive</td>
<td>Special investment grants for companies</td>
</tr>
<tr>
<td></td>
<td>Information</td>
<td>Consultation centre for people who want to stay in the region</td>
</tr>
</tbody>
</table>
Pilot actions - overview

In the context of the DEMOCHANGE project, 27 pilot actions were put into practice in the partner countries. Switzerland has implemented the most pilot actions with 8 projects, followed by Austria, Italy and Slovenia with 5 projects each and Germany with 4 pilot activities. The pilot actions cover a wide range of topics and many pilot actions address more than one topic. As shown in figure 1, about a half of all pilot actions have a focus on society, culture and integration, followed by tourism and hospitality (11 mentions). The topics, settlement and housing, mobility, infrastructure and supply, health and nursing care and job market and qualifications (each with 9 mentions) assume a prominent position within the pilot action orientations. Only education and child care is not covered very well by pilot activities.

Each of the pilot actions tries, in its own way, to develop strategies for adapting demographic change to the demographic dynamics in the pilot action regions.

Figures 2 and 3 show examples of the demographic dynamics which apply to the implemented actions in ten Alpine model regions. It is clear that “stable structure” in both aspects – out-migration and ageing – were dominant for most pilot actions. However, ageing seems to be a major problem in several regions. Almost half of the pilot actions were affected by “marked ageing” of the population.

It is an important task for the future to develop strategies and measures to cope with demographic change and specifically focus on ageing societies. The pilot actions implemented by DEMOCHANGE may be used as “good practice”-examples for coping with the challenge of demographic change.

In the following extract only a selection of pilot actions from each country can be shown to give an impression of the variety of activities in the model regions. The pilot action search tool gives a full overview with detailed information about every pilot action on www.demochange.org.

\[\text{Figure 1}\]
Number of topics covered by pilot actions

\[\text{Figures 2 and 3}\]
Demographic dynamic
Out-Migration
Demographic dynamic
Ageing

Pictograms indicate at the following pages the link to these issues:

Tourism
Settlement and housing
Agriculture
Social infrastructure and Society
Job market and qualifications
Allgäu is the largest DEMOCHANGE model region. The touristic southern part of this area is characterized by its mountains and lakes. In the pre-Alpine northern part of Allgäu there is a diverse mix of small and medium enterprises.

Size: 3,350 km²
Inhabitants: 470,000 (2008)
Density of Population: 139.95 Inh./km²

Pilot Actions

Title: Public consultation hours and training for relatives of patients suffering from dementia.
Objective: Extending infrastructure for people suffering from dementia and their relatives.
Results: A professional and experienced project manager has contracted to built up a network in order to support dementia patients and their relatives and carers. The network now consists of 24 local partners in seven villages. 150 volunteers and relatives have received 40 hours training each. New initiatives in five other villages have started. The project manager supported two partner initiatives for finance and professional skills and this work has had the positive knock-on effect of strengthening networking and publicity for the region.

Title: Technical Care Assistant Apprenticeship (Allgaeu Model)
Objective: Increase of well-qualified staff for the caring professions in the region.
Results: More and more new technologies and technical devices are used in the care sector. At the same time there is an increasing lack of well qualified staff to match an ever-increasing demand. Improved training aims at attracting more young people and especially more young men to the caring professions. The 3rd September sees the start of the new apprenticeship period of 1 year in Immenstadt /Allgäu. It also provides trainees with additional career opportunities.
The model region “Landkreis Garmisch-Partenkirchen” (LRA GAP) consists of 22 municipalities. Geographically, the model region is divided into a southern inner Alpine part and a northern part which is dominated by hills.

Size: 1,012 km²
Inhabitants: 86,336 (12/2010)
Density of Population: 85 Inh./km²

Proper professional training is a key element to tackle the challenges of demographic change in the LRA GAP.

**Pilot Actions**

**Title:** Raising attractiveness of LRA GAP for trainees  
**Objective:** Motivate young people to come to LRA GAP for their professional education  
**Description:** As there are already few young professionals in LRA GAP, local companies are facing problems regarding quality and costs. The creation of excellent training schemes aims at facing this problem and thus enables both young professionals and future employers in decision making. Further measures like the provision of affordable living space or discounts for public transport and leisure facilities will be granted to the trainees.  
**Transferability:** Due to comparable outsets, this model can be transferred to other Alpine regions.

**Title:** Information campaign on nursing and social professions  
**Objective:** Increase the number of young local people employed in the caring professions.  
**Description:** The campaign was set up in collaboration with the local job center, schools, nursing and social facilities. In spite of the lack of qualified professionals, the demand for nursing and social services is constantly on the rise. The aim of this campaign is to show the advantages of an occupation in one of the target fields, i.e. secure employment with long-term prospects, multiple development options and good income opportunities. Getting professionally involved in nursing and social professions is a way of ensuring that young people stay in LRA GAP.  
**Transferability:** This model may be used effectively in partner regions.

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Model Region “Pinzgau-Pongau-Lungau”

Awareness rising Participation Quality of Life

The model region “Pinzgau-Pongau-Lungau” is located in the southern part of Land Salzburg. The 68 municipalities are situated in 3 districts which vary in size, accessibility and character. 40% of Land Salzburg’s population lives in this area.

Size: 5,400 km²
Inhabitants: 184,100 (2011)
Density of Population: 33,90 Inh./km²

Pilot Actions

Title: Citizen participation process in Unterpinzgau Region
Objective: strengthening of civil rights, awareness raising, defining minimum standards of social infrastructure.
Description: Two small villages hosted a project focusing on improving communication with all the local inhabitants. The aim was to encourage people to participate in regional development processes and to raise awareness of demographic change. Household surveys, small group discussions and future workshops opened up new opportunities for the communities to maintain the quality of life and ensure a basic infrastructure.
Transferability: This project is easily transferrable. Dedicated political acceptance, the respect of local people’s decisions and the co-operation of academic institutions are essential for making this project work.

Title: Flying Exhibition – Living with demographic change
Objective: awareness raising, knowledge transfer
Description: A set of 7 posters was produced to sensitize and to facilitate knowledge transfer regarding demographic trends, visions and possible strategies. The posters show the current trends in demography in Europe, in Salzburg and within the model region and focus on the specific problems of selected communities. Special attention was drawn to ideas and pre-existing measures. The roll-ups toured through the region and started up discussion on demographic aspects and enabled all inhabitants to see the bigger picture.
Transferability: Action can easily be transferred. Costs for storyboard, graphs and roll-up production as well as tour schedule and transport organization are required.

Pic. 3: Age structure of Land Salzburg 2009, 2029 und 2049; Data and Visualisation: RAOS, FERSTERER & FILIPP 2010

Discussion at the future workshop in Lend/Austria

Responsible Project Partner:
Salzburg University - Dept. of Geography and Geology; Land Salzburg - Spatial planning department, Salzburg/Austria
Aosta Valley is composed of 74 municipalities grouped into 8 Mountain Communities, except for Aosta, which is the county town. It is located in the north-west of Italy on the border with France and Switzerland.

Size: 3,263.25 km²
Inhabitants: 128,230 (2011)
Density of Population: 39,3 Inh./km²

Model Region “Autonomous Region of Aosta Valley”

Immigration  Social inclusion

Pilot Actions

Title: Services, Sensors of Immigrants’ Integration (SSII)
Objective: Creation of a monitoring system for the integration of immigrants in Aosta Valley.
Description: The monitoring system was created by involving regional welfare services and the 7 municipalities with the highest number of immigrants. Data was collected for systematic and synchonic analysis and then organised into 3 main areas of integration: public and civil; cultural and religious; economic and social. These areas have been cross-analysed at 3 levels and regard the following: norms and policies; opportunities and actual conditions; perception and identity. The concept of integration, and accordingly data sets are intended as exact pairs for immigrants as well as for the local population.

The impact of the pilot action is positive on many grounds. 1. it has supported the establishment of a network connecting services and councils aimed at carrying out common analysis on the immigration phenomenon and supporting integrated policies. 
2. a web site that includes updated data sets and cross institutional analysis has been set up for services to be able to constantly monitor integration; 
3. the first pilot edition of a summer school on the topic is planned in Aosta Valley for September 2012, involving stakeholders and academics at national level.

Transferability: The pilot action can be easily transferred to other Alpine regions.
The Langa Astigiana model region, located in an area between Asti and Cuneo, comprises the 16 municipalities that form the Mountain Community Langa Astigiana Val Bormida, in addition to Canelli and Cortemilia.

Size: 190.16 km²  
Inhabitants: 7,117 (2009)  
Density of Population: 39.61 Inh./km²  

Typical agricultural products from the Langa Astigiana - cheese and wine

Pilot Actions

Title: Network of operators  
Objective: Creation of a network connecting various operators working for the promotion of the territory.  
Description: The pilot action has been based upon the requests for more coordination between different stakeholders; the aim is to increase tourism and to face the challenge of the individuality of this area that is considered an obstacle for its territorial development. Whilst trying to attract more inhabitants to this area, the goal is also to promote the area, its main hotspots, niche agricultural products and environmental tourism.

The following actions have been organized:
• meetings with local stakeholders in order to identify the possibilities of networking in the pilot region and the hotspots to focus on;
• collaboration with different public institutions to evaluate different financing opportunities for various environmental matters.

Important players are as follows:
• Italian Environmental Ministry, Piedmont Region, Asti Province, IRES Piedmont, Regional Agency for Environmental Protection for the implementation of a common pattern for the Emas and Ecolabel certification for local tourist structures, S.M.E.S. and local authorities;
• the presentation of possibilities for package holidays;
• a promotion campaign about the territory, its environment and its products.

Transferability: successful transfer is only possible to regions with similar characteristics.

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Model Region “South Tyrol”

Adapting infrastructure  Active ageing  Intergenerational cooperation

The South Tyrolean model region comprises four municipalities: Naz-Scaiaves, Rio Pusteria, Rodengo and Varna, all situated on the borders of the Isarco and Pusteria valleys.

**Size:** 199 km²  
**Inhabitants:** 11,369 (2011)  
**Density of Population:** 57.1 Inh./km²

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**Viattiva**

**Title:** Viattiva - Discover the treasures of the Isarco and Pusteria valleys.  

**Objectives:**
- to promote the active ageing concept for tourists and local population to adapt the hiking infrastructure  
- to the needs of both older and younger people.

**Description:** The share of elderly tourists especially from Germany and Italy is expected to double during the next decades. The Viattiva hiking path as a specific infrastructure (barrier freeness, rest areas, sanitary arrangements) will attract both elderly people and young families. The Viattiva hiking path employs local seniors as supervisors and hiking guides. A group of communication design students from the Free University of Bolzano developed this concept with an accompanying hiking book, a Smartphone-App and a trivia quiz game.

**Transferability:** This pilot project can be adapted to other similar Alpine regions.

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**Intergenerational exchange**

**Title:** Senior Taxi, local supply and intergenerational events  

**Objectives:**
- intergenerational and inter-communal exchange via various events;  
- improve mobility and local supply in order to promote independence for elderly people.

**Description:** A pick up and delivery service will enable elderly people to be more independently mobile and this in tandem with events like an intergenerational card contests, or knitting meetings will prevent social isolation and promote social interaction between the young and the old. A “Senior’s Column” in municipal newsletters will sensitise the population to the “growing older” topic and provide information about how old and young people can spend time together.

**Transferability:** This pilot project can be adapted to all model regions.

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**Responsible Project Partner:**  
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The model region Upper Gorenjska includes the municipalities Bled, Bohinj, Gorje and Kranjska Gora. It is characterised by mountainous terrain and such harsh conditions have resulted in low density, with larger settlements in the plains and nuclear and dispersed ones at higher altitudes.

**Size:** 779 km²  
**Inhabitants:** 21,616 (2011)  
**Density of Population:** 28 Inh./km²

**Pilot Actions**

**Title:** Tourist routes and attractions for all ages.  
**Objective:** Identification and promotion of routes suitable for all ages.  
**Description:** Elderly visitors are often reluctant to visit interesting sites or to do walks because they don’t have adequate information regarding accessibility. A list of potential sites has been checked with local elderly people and checked out for both accessibility and attractiveness. Given that the walks must be suitable for people with specific needs, they must be universally accessible. Booklets with descriptions and maps of selected routes will be available at local tourist offices and promoted on the web pages of municipalities and tourist offices under the title, “Routes for all generations”  
**Transferability:** Action is transferrable to other (non-) Alpine touristic areas, municipalities or regions.

**Title:** Guidelines for the development of new tourism products suitable for the elderly  
**Objective:** Analysis of existing tourist policy and adaptation of tourism products.  
**Description:** Demographic changes are mentioned, yet not widely recognized in the national, regional and local strategic (tourist) documents, e.g. development programmes, local master plans, as analysis has shown. Therefore, based on the analysis of existing tourism, guidelines and recommendations for new products in the fields of culture, sport and recreation and education have been developed with particular attention being paid to the needs of the elderly. They have been integrated into strategic documents for municipalities that provide guidelines to adapt the offer to the exact needs and expectations of elderly visitors.  
**Transferability:** Action is transferrable to other Alpine regions.

**Label indicating “Routes for all generations”**

**Responsible Project Partner:**  
Urban planning institute of the Republic of Slovenia, Barbara Černič Mali, barbara.cernic@uiirs.si
The model region Škofja Loka Hills is in the west of Slovenia and consists of the municipalities of Gorenja vas – Poljane, Škofja Loka, Železniki and Žiri. It extends along the valley and hills of Poljanska Sora and Selška Sora.

Size: 512 km²
Inhabitants: 41,733 (2011)
Density of Population: 81,51 Inh./km²

Market for locally produced food in Škofja Loka

Catalogue of local food providers

Objective: To improve economic conditions in scattered Alpine settlements.
Description: The objective will be reached by boosting demand for high-quality local food and thus improve chances for small producers. Such producers are typically younger retirees who can sell their surpluses directly to customers: regular markets are not interested in their products due to small quantities and irregular delivery. Demand will be increased by raising awareness of the importance of consuming locally produced food. Local producers can advertise their wares in the local magazines. This magazine, which will be delivered to all households in the pilot region, will help to develop direct contact between producers and consumers.

Transferability: Can be transferred to each Alpine region with similar pre-conditions.

Connecting volunteer associations

Objective: To set up a role model of how a local community can support voluntary organizations and how to co-ordinate work.
Description: Guidelines were prepared, based on organisational structures, training and databases needed by voluntary organizations to improve the lives of the elderly. Legal restrictions and optimal interfaces with other institutions with same or similar missions were also outlined. Voluntary organizations in the model region were provided with sufficient funds for four months to determine necessary costs.

Transferability: Transferable only under similar conditions to the model region.

Responsible Project Partner:
Development Agency for Upper Gorenjska, Jesenice/Slovenia, info@ragor.si
The model region Nidwalden is a canton in central Switzerland and consists of eleven municipalities. It borders on Lake Lucerne and the Bernese, Uri and Obwalden Alps.

Size: 276 km²  
Inhabitants: 40,911 (2010)  
Density of Population: 170 Inh./km²

Revitalise Old Knowledge

Objective: Preservation and revitalisation of ancient artisanry in the old convent and support of gentle tourism.  
Description: The old Maria Rickenbach Convent in the small mountain village of Niederrickenbach in Nidwalden is an oasis of tranquility. However, due to the ageing of the residents in the convent it runs the risk that its ancient artisanry and knowledge (for example for weaving) may eventually disappear. Therefore local stakeholders are working together to develop a way of linking these resources with local tourism; these objectives will be stated within the articles of the local tourist association.  
Transferability: The basic idea of this Pilot Action can be transferred only under similar conditions to this model region.
Model Region “Seetal Lucerne”

Housing and services Regional Cooperation
Needs assessment

The model region-Seetal Lucerne consists of the municipalities of Aesch, Altwis, Ballwil, Ermensee, Hitzkirch, Hochdorf, Hohenrain, Römerswil and Schongau, situated in the north of Lucerne in central Switzerland.

Size: 108.6 km²
Inhabitants: 22,645 (2009)
Density of Population: 206 Inh./km²

The picture shows the communal room in a new apartment complex offering “housing with services” in a community in “Seetal”

Pilot Actions

Title: Market and needs analysis, housing services in Seetal.
Objective: Obtain knowledge regarding potential demand for “housing with services” in the model region.
Description: A written survey was administered to the inhabitants of five communities in the model region. The survey showed that there will be an increase in the search for new housing opportunities in the region for people aged 65 and over. A moderate demand for “housing with services” can be expected in the future. Furthermore, in one community willingness of volunteers to participate in the provision of services for elderly people could be noted and steps to actively engage them in the planning and implementation of the services were taken.
Transferability: Can be implemented in other Alpine regions.

Title: Workshop: Regional Cooperation.
Objective: Encourage cooperation in the field of “housing with services” and create synergies and ensure the efficient use of resources.
Description: A workshop was organized to discuss possible areas of cooperation and coordination among the communities. The regional planning authority, as well as representatives from all five communities involved in the market and needs analysis, participated at the event. The discussions showed that while certain aspects will have to be handled locally (e.g. volunteer engagement; planning housing for elderly), cooperation could be beneficial in other areas (e.g. exchanging knowledge and experiences; regional spatial planning; development of services and infrastructures in the region).
Transferability: Can be implemented in other Alpine regions.

Responsible Project Partner:
IIPS, Interface Policy Studies Research Consulting Lucerne/ Switzerland, nieder@interface-politikstudien.ch

Density of Population, Births, Household Size, Area Size, Apartment Size, Unemployment, Economic Strength
Objective and approach

The Alpine Space region is subject to specific demographic challenges. This requires specific applications with respect to social, economic and cultural infrastructures. Establishing regional and transnational network communities that are inter-connected, allows for the grouping of experts from many different fields who are thus in turn able to share their experiences and learn from each other. This expert network provides a unique opportunity for the spreading of innovative ideas and the discussion of strengths and weaknesses in any given region (Figure 1). The network encompasses local knowledge and regional experience regarding demographic change with the consequential impacts for spatial planning and regional development.

How to join the DEMOCHANGE expert network

The DEMOCHANGE expert network has been designed as an open network; institutions and individuals are invited to participate. Regional organizing committees will be established in every model region. They function as a local hotspot and regional mediator when interconnected to a transnational DEMOCHANGE expert network (Figure 2).

Expert Dialogues

In summer 2012 the first DEMOCHANGE Expert Dialogues took place in Italy, Germany, Austria and Slovenia; all these events were dedicated to a specific topic (see www.demochange.org). The Expert Dialogues were organized in order to offer a primary networking opportunity. Participants focussed on existing pilot actions and specific and general strategies to deal with demographic change. This transnational approach resulted in fruitful discussion.

Joining the network

Send an E-Mail to the coordinator of your regional organizing committee. Coordinators are listed at www.demochange.org. In order to benefit from your expertise, please describe briefly your professional background, your reasons for joining the network and your expectations.
Imprint

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