Model Region „Pinzgau-Pongau-Lungau“

Key Issues

An ageing society
A lower rising of population due to a lower surplus of birth and immigration in comparison with the past 20 years. The average age of the population is 40 years, 2032 it will rise up to 45 years. The declining amount of younger people and the raising age cohort of 65 year-olds and older will lead to a significant ageing of the population in the future.

Labour market – location quality
The rich social life and culture heritage as well as the new residents as an asset for community life and social/territorial cohesion have to be put on focus. Match the educational careers of young inhabitants and migrants with the demand of the local enterprises is a key to overcome the lack of qualified workforce in industry.

A partly strong competition between wealthy and elderly amenity migrants (from EU-countries) and young local families has been recognized. There is a need for a new housing policy and spatial planning strategy to secure affordable housing offers has been recognized.

Pilot Actions

Title: Welcome-Service-Pinzgau
Objective: Constitution of a service facility for supporting expatriates to come back
Description: To counter the phenomenon “Brain Drain” the aim is to start a dialogue with young professionals living in Pinzgau, as well as people which have already left. Active invitation and professional support in search for jobs, child-care infrastructure, affordable housing etc. will be provided.

Title: Citizen participation process in Unterpinzgau Region
Objective: strengthening of civil rights, awareness raising, defining minimum standards of social infrastructure
Description: In two villages a communication process started, in which all inhabitants were invited to participate. By including all involved people in further local and regional development processes new opportunities to keep quality of life and basic infrastructure should be revealed.

Title: “Gender Check” for communities
Objective: Securing a higher women & men justice in decision making
Description: To understanding different needs and interests of women and men in community decision making, a “gender check list” has been created. This tool will be tested and applied in two communities. Local politicians are coached to raise their gender competence and to assess the impact of their decisions on daily life of women & men.

Title: “Living with Demographic change” – A Flying Exhibition
Objective: Awareness-raising and activating
Description: Gives an overview on trends, challenges and strategies facing demographic change processes and offers good practice examples from other regions to activate. Communities, schools and regional bodies are invited to use the exhibition as starting point for workshops and discussions within