

ALPJOB

Anticipate Future Jobs on Alpine Remote Areas



Work package 2.3

Report on Local Strategic Scenarios

LAG "Holzwelt Murau"

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1. Common Decision Focus

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

(See Guidelines *“Tuning local strategic scenarios”* slide 7.)

2. Common Key Decision Factors

- Digitisation
- Demography
- Borders
- Agricultural policy of EU
- Climate Change

See Guidelines *“Tuning local strategic scenarios”* slide 8. (see also question 6 of the questionnaire)

3. Common Driving Forces

See Guidelines *“Tuning local strategic scenarios”* slide 9.

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

See Guidelines *“Tuning local strategic scenarios”* slide 10.

5. Critical uncertainties for the local system (SELECTED AREA)

See Guidelines “*Tuning local strategic scenarios*” slide from 20 to 25

Predetermined	(truly) Uncertain
agro-policies Social atmosphere Education Demography Economy Infrastructure public services local mentality	local politics & international relations connecting technologies

Explanation of truly uncertain items

The list below shows frequently mentioned uncertainties by the interviewees. All uncertainties have in common that they are difficult to predict for the next 10 years. (Up to 2030).

Local politics & international relations

As in many countries, the political climate in Austria is rather divided. For the future it is difficult to predict which political blocs will take power. Rapid political change at the local level may lead to rapid changes in social, housing and education policies. Political change at national, EU and international level can also lead to rapid changes, especially in the economic field. The importance of local and international politics have been frequently mentioned by the interviewees in Murau.

Connecting technologies

Many interviewees see the need to catch up with technological progress. Especially in terms of communication technologies Murau is behind the average progress in Austria. However, future developments in the field are difficult to estimate.

Horizontal ranking over uncertainty degree (only for items who are uncertain)

local politics & international relations	connecting technologies
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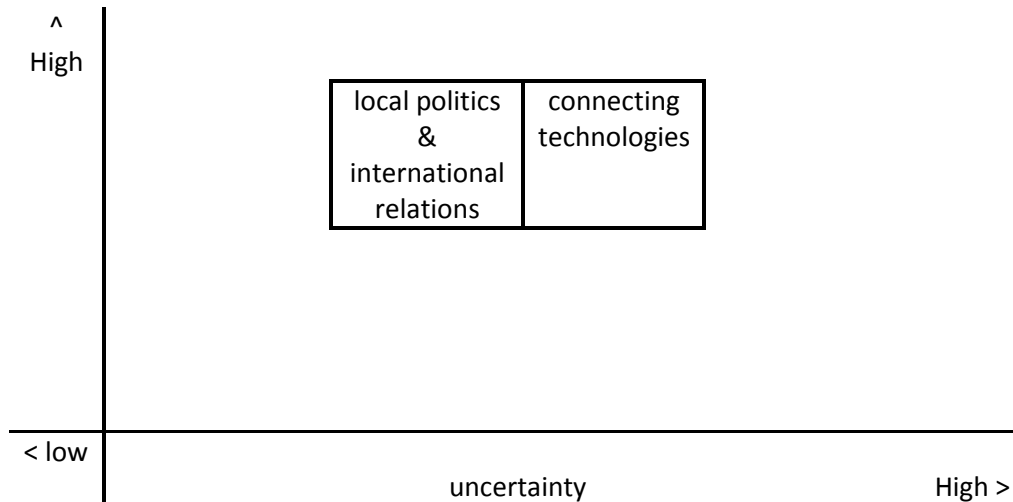
< low

uncertainty

High >

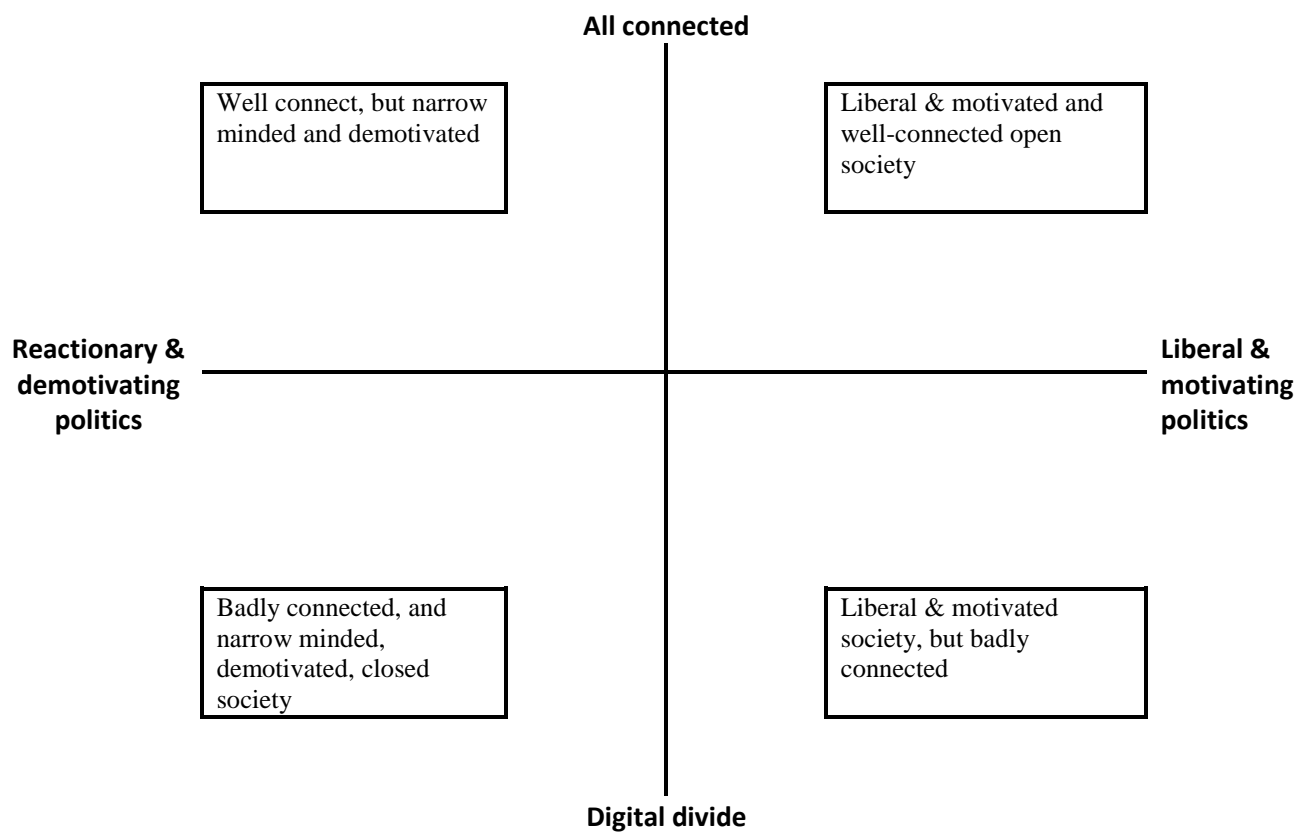
In terms of a time horizon until 2030, changes in local politics and international relations as well as connecting technologies are very likely. However, radical changes with high impact are improbable. Therefore, both terms are in the middle range of uncertainty.

Vertical ranking over degree of impact



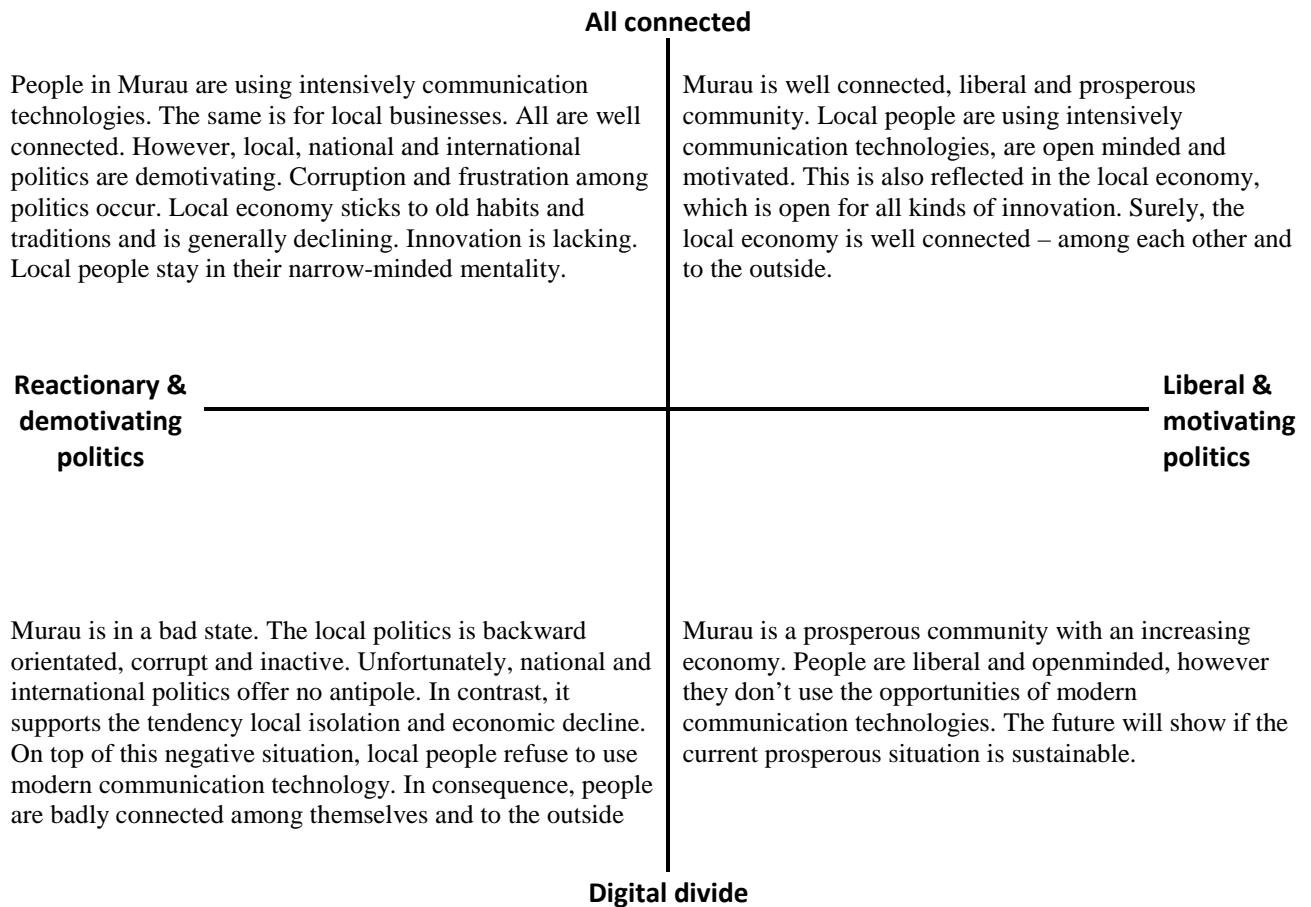
The local politics and international relations as well as connecting technologies have a great influence on the social and economic life in Murau. For example, the educational offer is very dependent on local and national political decisions and directives. As well as developments in communication technology have a strong influence on the local economy, e.g. internet technology.

6. Scenario Framework for the local system



7. Scenario Characteristics for the local system

See Guidelines “*Tuning local strategic scenarios*” slides 14, 15, 16, 29 and 30.



All connected & liberal and motivating politics.

- The local population in Murau is open and interacts with other communities and areas. International relations are intense.
- Local politics is well connected with other communities and regions. Intermunicipal cooperation is intensified. Local authorities are innovative and use modern communication technologies for their services. Thanks to technological development, public services are available to the entire population. As in politics, the authorities cooperate with each other and with other areas.
- Communication technology: Modern communication technology is used in all areas. High-speed Internet is available everywhere.
- Sustainability: A strong awareness of climate change has established new green jobs and a sustainable way of managing the area.
- Agricultural policy: Agriculture is sustainable, biological/biodynamic and high-tech. Agricultural policy supports this type of agriculture.
- Family issues: Innovative intergenerational housing concepts have been developed. Family problems.
- Education system: The education system adapted to the new needs and developed innovative courses to maintain sustainability.

Digital divide & Reactionary & demotivating politics

- The local population is narrow-minded and does not work together, local companies only have a local market. International relations do not exist.
- People leave the area.
- Public services: Public services have been reduced and many services are no longer available in the region. Many authorities have been closed. Official cooperation does not exist. Modern communication technology is not used.
- Local politics: Local politics is reactionary and corrupt. Innovations are not considered. There is no intercommunal cooperation. International relations are not used, on the contrary, local politics is separated from the outside world.
- Modern communication technologies are not used, neither by the authorities, the economy nor by the local population.
- Agricultural policy: Only traditional agricultural methods have survived. Agricultural policy is neither innovative nor sustainable.
- Family services have not been particularly developed, making the area unattractive to families.
- No awareness of sustainability with effects on health and quality of life.
- The education system offers only a basic education that is not innovative and based on traditional knowledge.

- Short narration, approx. half-page, of the two possible worlds (scenarios 1 and 3 of the scenario quadrant) in 2030 (referring to realistic persons/roles in that reality)

See Guidelines "Tuning local strategic scenarios" slides 16 for an example

Positive scenario

Linda, 32, is from Murau. She is a forester and loves the forest. As part of her training at the local University of Applied Sciences in Murau, she spent several semesters in Buenos Aires and Auckland to expand her expert knowledge. Back in Murau, Linda, founded a forestry cooperative together with other colleagues from the Murau University of Applied Sciences. The cooperative aims at supporting local wood processing through joint and sustainable use of natural resources.

Linda's diary is overflowing. Several times a day she uses her smartphone to conduct video conferences with local wood processing companies via "WebTalk". Often, however, personal contact with local companies is also necessary. With her new e-bike, she is on the move a lot and keeps fit at the same time. When time permits, she picks up her youngest son with the bike trailer at the daycare center and rides him into the woods. Her partner, Anita, whom she met in Argentina, is a teacher at the local and newly founded comprehensive school in Murau. She teaches Spanish and mathematics. At the same school there is also the older son Robert, who is currently in Georgia as part of a student stay.

Linda has a lot of contact to local politicians in Murau and the surrounding area. She is a valued member of the local council and is supported by everyone. She is currently preparing, together with the community members and other groups, the annual three-day festival "Wood-Timber-Murau", which takes place in various barns in the region.

Linda's family lives in a formerly empty house directly on the main square of Murau. Two years ago they dared to buy and renovate this house together with an older couple in pension. The house community is a complete success. The house has been lovingly renovated and living together beyond age limits is warm. A year ago, a farm shop with an attached café opened in the ground floor. Linda and Anita are regular guests there.

Negative scenario

Linda is 32 and lives with her parents in Murau. She had to complete her forestry studies in Vienna, as there is no further training in this field in Murau. After her studies she actually wanted to stay in Vienna, but her sick parents in Murau persuaded her to return to Murau. She has taken over her parents' wood business, which is managed by the third generation. Forestry is a difficult business. The current price for wood is low, so the business is going badly. Linda will soon have to announce her first layoffs.

Her life partner, Manfred, is currently unemployed. In a shrinking city like Murau, it is difficult to find a job in gastronomy. One restaurant after another closes its doors. Tourism is declining in the region for years. Due to the warm winters of recent years, winter tourism in the nearby ski area has also collapsed. Manfred would like to train as a masseur, but he would have to commute over an hour and a half to get to the training centre.

It is also questionable how he can manage the time spent on training with his family life. The youngest son goes to kindergarten in the morning only. Private childcare in the afternoons is unaffordable. Unfortunately, Linda's parents can't step in. Linda and Manfred live with Linda's parents in the house. A house or apartment of their own is too expensive for both of them.

A few weeks ago Linda gave up her commitment to the Murau local council. She is the only woman who no longer feels comfortable there. In general, the current atmosphere in the local council is very conservative and listless.

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

Positive Scenario

Threats:

- Technological development is not taken up by the local population.
- The population is generally reserved about changes in modern communication technology and education.
- The positive effects of sustainable regional development are often only visible many years later. Politicians and the local population are often reluctant to wait that long.
- The local education system and the authorities could be resistant to changes.
- Climate change is faster than technological development and the awareness of the local population.
- Local authorities are not interested in taking a risk to change the current system.

Opportunities

- Qualified job and educational opportunities due to new technology and its integration into all value chains.
- Opportunity to create new competence centres connected to innovation.

Winners:

- Young skilled people.
- Society as a whole.
- Innovative businesses.

Losers:

- Nonskilled people.
- Traditional minded people.

Allies:

- Local businesses developing local innovation projects.
- Education institutions developing cooperation with privates and offering innovative courses for new competences.

Opponents:

- Traditional business and people who are not willing to innovate.

Negative Scenario

Threats:

- Unemployment and lack of qualified work places.
- Decrease of attractiveness and of quality of life.
- Further decrease of population. Depopulation

Opportunities

- Reals estates are affordable for local people.

Winners:

- Traditional minded and unskilled people.
- Few traditional companies.

Losers:

- Nonskilled people.
- Traditional minded people.

Allies:

- Traditional minded and unskilled people.
- Few traditional companies.

Opponents:

- Public local authorities because the bad economic situation leads to less tax income.
- Innovative businesses, because the of the bad conditions for developing the business.