



**EURUFU**



## **EURUFU Mail Letter 07/2012**

**July 2012**

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## 1 EURUFU underway!

After a great launch since the EURUFU project started in May 2011 it is underway! A lot of ideas were worked out to find solutions for the problems that rural areas deal with. Challenges like declining and aging population, reduction of social and healthcare services, brain-drain and insufficient public transport don't seem unsolvable any more. The EURUFU-network works hard on these issues to find solutions and answers.

The EURUFU project is not at the period of beginning any more, it is underway and more successful than expected.



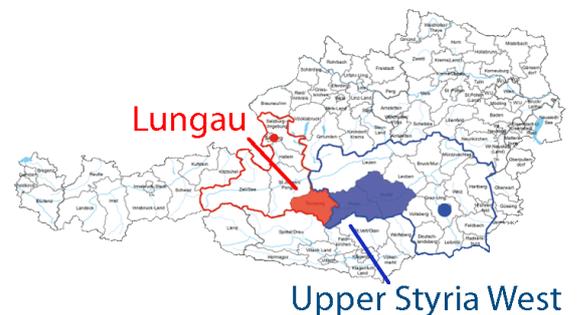
The EURUFU project partners searching for inspiration and creative ideas at the Regionale 12 in Upper Styria West

## 2 About this Newsletter

This is the second edition of the EURUFU newsletter. It gives you information about the current status of the project, the latest meetings and shows you an overview to the upcoming events. We also invite you to visit our website [www.eurufu.eu](http://www.eurufu.eu) to keep informed. There you can also register for it. Any comments to the editors (see the end of the newsletter) are warmly welcome.

## 3 Presentation of the Pilot regions Lungau and Upper Styria West

The authors of this newsletter EU-Regional Management Upper Styria West and SIR – Salzburg Institute for Regional Planning and Housing would like to present briefly their pilot sites Upper Styria West and Lungau.



The pilot sites Lungau and Upper Styria West and their location in Austria

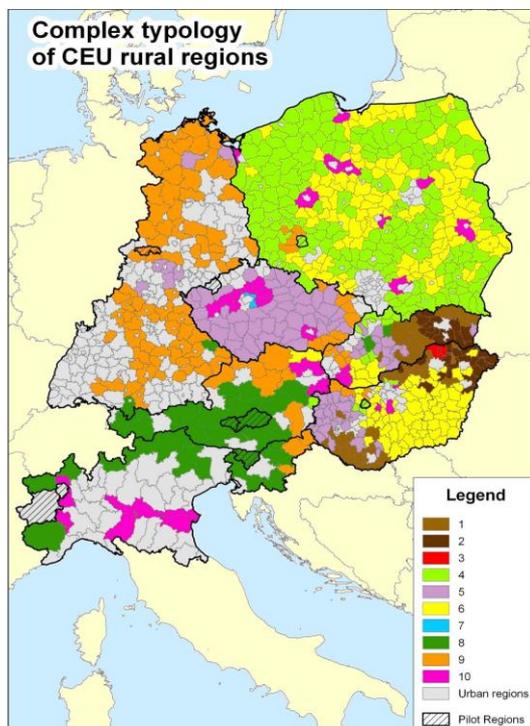
Upper Styria West is located in the centre of Austria has an area of around 3.000 km<sup>2</sup> and around 100.000 inhabitants. It's neighbour region Lungau has 1.000 km<sup>2</sup> and a population of 21.000 inhabitants.

Although the regions belong to different federal states they have many common characteristics. Both regions are remote and rural areas with insufficient public transport, lack of job opportunities for qualified people and due to this a high commuting rate and emigration of young people. However, both regions have a high quality of life what may be a chance for the future development. They benefit from a healthy environment and beautiful landscape, a high social cohesion and a high participation in volunteer work as well as from a good educational level.

## 4 What has been done so far?

One of the main aims of the past months was to identify rural potentials. Therefore an extensive amount of data was collected and analysed by the partners. Workshops were organised, best practice examples were collected and exchanged and the situation of health and social care, education, economy and job opportunities as well as mobility in the regions was examined. This enabled us to define and categorize rural areas in Central Europe and to find common strengths, weaknesses, opportunities and threats of rural areas in Central Europe.

### 4.1 Definition of rural areas in Central Europe



- |                          |                                |
|--------------------------|--------------------------------|
| 1 Deprived Roma villages | 6 Poor farmers                 |
| 2 Deprived Roma children | 7 Migration magnet             |
| 3 Crisis regions         | 8 Wealthy elderly green alpine |
| 4 Poor polish youth      | 9 Unattractive serious ageing  |
| 5 Ageing small villages  | 10 Wealthy suburban            |

### 4.2 SWOT-Analyses

The analyse of the regional SWOTs showed that some of the mentioned strengths, weaknesses, opportunities and threats are similar in the pilot regions.

#### Common strengths:

- Attractive landscape as a condition for tourism
- Satisfactory cultural offers and free time facilities
- Good supply with educational institutions
- High or increasing level of education
- Favourable location (border to other countries, axis of high-ranking traffic...)

#### Common Weaknesses:

- Lack of staff and money in health care services
- Aging population
- Decrease number of school-age children
- Brain drain
- Educational program does not meet the needs of the economy
- Insufficient public transport

#### Common opportunities:

- Greater importance of voluntary work and cooperation in social and healthcare services
- Adaption of the education to the needs of the regional economy
- Demand-oriented public transport
- Expansion of railway

#### Common threats:

- Deterioration of social and health care services
- Migration of young and qualified people
- Decreasing educational level
- Public transport becomes difficult to finance due to little demand and fiscal cuts

## 5 The EURUFU Pilot actions

### Pilot action of TMBLV (DE)

To improve the health care infrastructure in the pilot region Kyffhäuserkreis a region wide system of mobile nurses shall be established to support the doctors. Besides this doctors shall be supported in finding a successor for their ambulances.

### Pilot action of FH Erfurt (DE)

The inhabitants of Kyffhäuserkreis will profit from another project. Volunteer mobile agents will inform citizens personally and in detail about the mobility offer in the region. They will help them with the tickets, prizes and schedules.

### Pilot action of Usti Region (CZ)

In Usti Region language courses shall be installed for two target groups. On the one hand they shall help unemployed persons to find a job in tourism and service sector. On the other hand they help migrants to integrate themselves better.

### Pilot action of SIR (AT)

In Lungau a summer school shall take place where international students bring their knowledge and innovation to the region. They will work interdisciplinary on projects that are useful for the region and for their experience so that there will be a win-win-situation.

### Pilot action of KDRFU (HU)

The Hungarian partners want to strengthen the community in Mór by bringing the generations together and helping the citizens to get to know each other. Therefore a social time card shall be implemented and interactive events like common cooking shall take place in the region.

### Pilot action of LAMORO (IT)

In the Italian regions Sordevolo and Cirié social housings shall improve the housing access especially for young people.

### Pilot action of RA SORA (SL)

The inhabitants of Gorenjska shall be supported in starting businesses to give unemployed people the chance to stay in the region.

### Pilot action of BC NAKLO (SL)

BC Naklo works together with RA Sora to support people in starting businesses. Therefore informations about entrepreneurship skills, legislation, found rising and identification of needs shall be prepared for the future entrepreneurs.

### Pilot action of EUREM (AT)

The region Upper Styria West will benefit from three projects. The social and health care services for elderly people shall be improved by a retirement home and different projects with its inhabitants. Besides this a training program for innovative skills will be initiated. Last but not least a competence centre for burn out prevention shall be installed in the region.

### Pilot action of Brzeg Dolny (PL)

In the municipality of Brzeg Dolny a partly derelict building will be renovated to create a common room and a social recreation area in the village.



Workshop with picnic at the property of the building.

## 6 Reports on Meetings

### 6.1 Second Consortium Meeting in Upper Styria West and Lungau

From 26<sup>th</sup> – 29<sup>th</sup> June 2012 the second EURUFU Consortium Meeting in Upper Styria West and Lungau took place. The variety of workshops, interesting lectures, conferences and practice showcases gave the participants the chance to produce new ideas. The four days were used for intensive work and knowledge exchange.



The Project partners at work

The partners had also the chance to visit the "Regionale 12", an art festival that deals with the topic of demographic change and migration in rural areas. One of the most meaningful art projects you can see on the picture below. The chairs on which the EURUFUs are sitting on this picture represent the people who left the region in the past 5 years.



The project partners at the Regionale 12 in Upper Styria West

### 6.2 Excursion "Shared Space" in Vorarlberg and Switzerland

The Excursion "Shared Space" in Switzerland and Vorarlberg picked out the input of traffic planning and road-building aspects on economic issues as a central theme. Many cities and towns in Austria are facing the challenge that traffic makes their centres unattractive for pedestrians, cyclists and therefore also for the economy. The aim of this excursion was to give examples of successfully realized projects that solved this conflict with the "Shared Space" traffic concept.

## 7 Upcoming events

### 7.1 3<sup>rd</sup> Consortium Meeting in Slovenia

The 3<sup>rd</sup> Consortium Meeting will take place in November in Bled.

### 7.2 Symposium „Reife Leistung & vitale Gesundheit 2012“ at Stift St. Lambrecht

The event will take place from 22<sup>nd</sup> to 23<sup>rd</sup> November 2012 in the Monastery of St. Lambrecht. It is about age-friendly and healthy work environments in the age of demographic change.

#### Impressum

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