



# YURA News

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NEWSLETTER OF THE CENTRAL EUROPE PROJECT YURA

DECEMBER 2010

## 1 With full steam ahead!

**INTERERG IV B Central Europe project YURA took off and initiated successfully 1<sup>st</sup> activities**



The YURA project team in Magdeburg, Germany in June 2010 (Source:core-consult)

Dear Reader

Welcome to the 1<sup>st</sup> edition of our new YURA newsletter. It will be published from now on regularly. Tackling demographic change will be one of the most challenging tasks for regional, economic and social development in the coming years. Hence, YURA will directly target youngsters and aims at developing transnational transversal youth strategies. This will counteract demographic change and a resulting brain-drain from our home regions.

I am convinced that within the coming three years of cooperation we will be able to identify and deliver concrete answers and proposals to face these challenges and to present valuable results and outputs.

"Merry Christmas" and a "Happy New Year 2011".

Magdeburg, December 2010

Yours sincerely  
Wilfried Köhler  
Head of Department  
Ministry of Regional Development and Transport of Saxony-Anhalt

## Exhibition available



In preparation of the EUREGIA 2010 in Leipzig, Germany and the CE Annual Event in Prague, Czech Republic YURA developed the first part of the transnational YURA exhibition as well as a project flyer in English language. The exhibition itself is based on a mobile "roll-up exhibition system" and starts with 4 posters showing a general presentation of the YURA project aims, its partner structure, objectives and pilot activities. All PPs are invited to present their regional contributions to the Lead Partner. All posters as well as the exhibition will be kept at the premises of the LP and are available for use by all PPs upon request.

## Corporate design manual finalized



Project partner no. 2, Ústí Region presented in October 2010 the YURA corporate design manual. The manual comprises of detailed information concerning the color range, the project logo and design templates. The corporate design manual will be made available to all project partners of the YURA project to be considered in all further information and publicity activities.

## Upcoming events

**10-11 February 2011**  
Wroclaw (PL)  
Meetings of Steering Committee, Transnational Management Group and WP Leaders

**May 2011**  
(Austria, Poland, Czech Republic, Germany)  
YURA – pilot actions workshops



# 1st YURA Dissemination Conference, Novara (Italy)

160 international participants discussed new and innovative solutions tackling demographic and social change



More than 160 international participants followed the invitation of the Province of Novara, Italy to discuss new and innovative solutions to tackle the challenges of demographic and social change (Source: core-consult)



PROVINCIA DI NOVARA

With the aim to present the YURA project approach and to discuss different aspects of handling challenges caused by recent demographic and social trends YURA project partner 7, Province of Novara, invited more than 160 international guests to the 1<sup>st</sup> YURA dissemination conference to Novara (Italy) on 31 August 2010.

## President of Region Novara stressed need for transnational cooperation

President of Province of Novara Mr. Diego Soziani stressed the importance for a better cooperation of public and private actors in the field of education and professional training. New and innovative cooperation models targeting schools, companies and youngsters will help to fight recent emigration tendencies especially of young and

highly qualified youngsters from regions concerned.

The international project YURA will help to exchange such experiences, to develop new and innovative pilot projects for cooperation and will raise certain awareness for these regions.

## YURA project partners presented best-practices

To exemplify the envisaged pilot actions Mr. Cezary Glusek (PP10), Ms. Claudia Krobath (PP5), Mr. Imre Enyedi (PP8) as well as Mr. Jörg Perrmann (PP2) presented best practice projects that had already succeeded in their regions. Ms. Kerstin Mogdans informed about an Internet platform for job seekers in Saxony-Anhalt.

### Contact and more information

Provincia di Novara  
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## Central Management Unit contracted



Following the approval of the final Application Form the Lead Partner launched an open tender to externalize the foreseen Central Management Unit (CMU). The tasks of the CMU comprise project management, finance management and communication services to ensure a smooth and effective project implementation. The contract was awarded to core-consult GmbH & Co. KG, Dresden. Mr. Gerald Stöger took the position of project and financial manager and Mr. Peter Schlenker the position of communication manager. The CMU became fully operational in the beginning of May 2010.

### Contact

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## SWOT – Analysis finalized



The SWOT analysis is the first joint transnational output of the YURA project. Coordinated by Dr. Rainer Lüdiger from the isw Halle the analysis provides a comparative description of the current situation regarding demographic change in all six participating project regions

The study reveals significant differences concerning the underlying problems and trends in regions analyzed. Mr Lothar Schädlich, Managing Director of isw-Halle, stressed the importance of common and coordinated research concerning demographic and social change.

For more information and a short abstract see also page 4 of this newsletter.

# YURA Partner Regions Saxony – Anhalt (Germany)

**Saxony-Anhalt looks back on an ancient history and has developed reputation as innovative business centre in the field of regenerative energy production (solar panels) and chemical industries**



“Ferropolis”, with its famous “Iron-Skyline” turned out as an important concert and event location in Germany (Source: Ferropolis GmbH, Andreas Kehrer)



Saxony-Anhalt is one of 16 member states of the Federal Republic of Germany. It was first established as one of the new East German federal states in October 1990 but has a very ancient history, which dates back to the very dawn of the ‘German’ state. Since the rule of the Ottonians in the 10th century, the area has been an important backdrop against which the history of the ‘Empire’ established during that period –“the Holy Roman Empire of the German Nation” was played out.

With an area of about 20.5000 km<sup>2</sup> Saxony-Anhalt is bordered by Brandenburg in the northeast,

Saxony and Thuringia in the south and Lower Saxony in the northwest. Saxony-Anhalt`s population amounts to nearly 2,4 Mio inhabitants. The state capital and seat of government is Magdeburg.

Research and innovation have a long tradition in Saxony-Anhalt. Otto von Guericke, famous for his experiments with vacuums and, in particular, for the “Magdeburg hemispheres” experiment which he presented in 1654, was also for many years the mayor of Magdeburg. Hugo Junkers built the first all-metal aeroplane at the Junkers works in Dessau, a pioneering innovation which was to spread the fame of Dessau around the world in the 1920s.

Since reunification in 1990, Saxony-Anhalt has developed a reputation as an innovative business centre. Especially in the field of regenerative energy production (solar panels) and chemical industry Saxony-Anhalts hosts some of world’s leading producers.



▲ The Burglenlandkreis in Saxony-Anhalt looks back on an ancient history and old viticulture tradition (Source: Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH)



▲ Since decades the of economical backbone of Saxony-Anhalt –Industry (Source: Lafarge Zement GmbH)

Successful attempts have also been made in Saxony-Anhalt to increase the international profile of its colleges and universities. In 2005 there were 4,483 foreign students studying in Saxony-Anhalt.

## Migration, ageing ans skill shortages as major challenges for future economical development in Saxony - Anhalt

“As a rather sparsely populated federal state without major urban agglomeration areas, Saxony-Anhalt is hit especially hard by the population decline triggered by suburbanisation, deindustrialisation and demographic change.

The demographic change presents specific social challenges and already impacts on politics, the economy and culture. Alongside growth regions, there will always be areas where population decline prevails, despite every endeavor. This coexistence is also evident in the cities; at the same time, structural reform is progressing in industry and the service society.

Saxony-Anhalt has lost approximately 17 per cent of its population since 1989. The decline has yet to be capped. Saxony-Anhalt is therefore representative of a social present-day that has already arrived in other states and for a future, which still awaits many. The shrinkage processes call for a far-sighted urban redevelopment strategy that responds to both vacancies and the financial crisis” (Source: IBA Saxony-Anhalt 2010).

**Demographic Trap:**  
21 yrs. old trainees and 65 yrs. old 2008–2025



▲ Saxony-Anhalt will face severe future challenges in the field of skill shortages due to recent emigration negative natural population development (Source: Ministry of Regional Development and Transport Saxony-Anhalt)

# The Central Europe Project YURA

## Youth in demographic change – Development of transnational solutions

### Background

Dealing with social and demographic change is to be considered as one of the major challenges of European regional development in the coming decades. Especially regions in Central-Eastern Europe will face a significant decrease of birth rates and over ageing of population as well as severe emigration tendencies. These developments causes major problems in the field of skill shortages and missing highly qualified experts in these regions of origin. However, these developments are neither unexpected nor sudden. Todays population structure in Central Europe is a result of a long lasting and well known population development. Regions such as Saxony-Anhalt in the last 20 years lost about 0,5 Mio inhabitation, nearly 50% of them by emigration and it is to be expected that until 2025 Saxony-Anhalt these region will loos another 0,5 Mio inhabitants. Hence, alone Saxony-Anhalt until 2025 will loose inhabitants equalling the population of cities like Cologne or Naples (see also page 3 of this newsletter).

### Challenge

In light of this, municipalities and regions are facing a growing and tougher competition on inhabitants, vocational opportunities, attractive living conditions and in general good location quality. Regional and local companies, especially those in regions of emigration are facing the additional challenge to recruit and tie qualified staff. It should be overall aim of all European regions to qualify young staff in the best way in by this to keep them in their home region. Hence, public and commercial human resource development needs new adjustment and has to focus especially on this close-running human resource. Only those business companies will be long-term competitive and realise sustainable profits which already today start with implementing new and innovative solutions.

### The project

YURA has the overall aim to support those innovative solutions to handle effects of social and demographic change, here especially skill shortages for local and regional industry. Hence, YURA will, beside the accomplishment of a regional benchmarking analysis and drafting of transnational youth strategy targeting European, national and regional stakeholders, support a closer cooperation between educational institutions such as schools and regional industry.

YURA will foster training partnerships between those educational institutions and the industry. This will not only lead to better vocational perspectives in their home region but also to secure a and tie young and skilled staff for the local and regional industry. YURA will especially focus on youngsters, as they are the main target group for future regional development and innovation.

In order to implement the aims and objectives, YURA will especially support the following pilot activities:

- Initiation of cooperation and learning partnership between regional industry and educational institutions
- Accomplishment of transnational summer schools and camps in project regions under the motto „Your region - your future“
- Coordinated and structured youth participation models in the field of local and regional development.



▲ The promotion of collaboration in the field of vocational training constitutes one of the core elements of YURA

**Our project team**

- **Lead Partner**  
Ministry for Regional Development and Transport of the Federal State of Saxony-Anhalt, Magdeburg (Germany)
- **PP02**  
District Administration Burgenlandkreis, Naumburg (Germany)
- **PP03**  
IWK - Institute for Structural Policy and Economic Development, Halle (Germany)
- **PP04**  
Eco-Regional Management South-West Styria, Wanzdorf an der Sulz (Austria)
- **PP05**  
Innovation Region Styria Center, Graz (Austria)
- **PP06**  
Regional Authority of Ziel Region, Ziel nad Labem (Czech Republic)
- **PP07**  
Province of Novara, Novara (Italy)
- **PP08**  
Association for Students and Civil Society in the County of Hajdu-Bihar, Debrecen (Hungary)
- **PP09**  
Lancet Student Volunteering, Wrocław (Poland)
- **PP10**  
Foundation of International Education, Moscow (Russia)

▲ 10 institutions from all over Central Europe joined the YURA partnership

# YURA SWOT-Analysis

## Short abstract

### Demographic Development

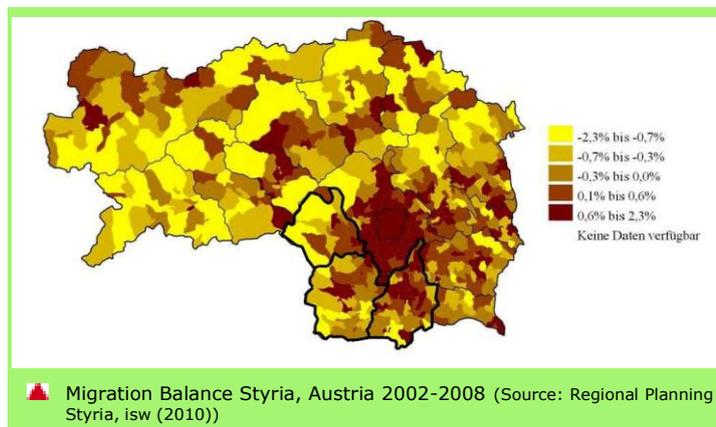


The process of an over-aging of the population is to be observed in nearly every region that is participating in the Central Europe project YURA.

Normally, connected with this fact is a decrease in population as a whole. Especially in the Burgenlandkreis (Germany) these tendencies have developed. One exception is Lower Silesia (Poland). They experienced an increase of childbirth within the past few years.

Another exception is Novara (Italy) with an increasing population. Regardless of these tendencies, the population is on average younger in most of the participating regions than their higher-ranking territorial units (counties or provinces). Some regions point out the fact that the development of population is dependent on the areal location (South West Styria, Austria; North Great Plain, Hungary).

### Migration



The development of migration is carried out differently within each individual region. We have to keep in mind, that there is a major connection between migration and areal location. Large and partially mid-sized cities show gains from migration, while especially peripheral territories show some significant losses from migration. Nearly all regions record a net outward migration, except for the Usti region (Czech Republic) and Novara.

The gender specifics have to be differentiated as well: while the Burgenlandkreis has to report a clear net migration loss, especially among young women, the Usti region is reporting a net migration loss among young men. In North Great Plain the tendencies, in regards to net outward migration, intensified over the past years. Lower Silesia experienced a trend reversal (2009: immigration gains among men), and accordingly the net migration loss came to a halt.

### Economic structure

The participating regions in the project are mainly affected by the high shares of gross value added in the production industry (especially the manufacturing industry). Partially it is about old industrial regions, which were subject to a significant transformation process (Usti, Burgenlandkreis). At the same time, the processes of diversification of the economic structures are far advanced, especially the service sector gained in relevance (varying by region).

The economic growth shows differences in each individual region (Lower Silesia very dynamic, North Great Plains more moderate). In general, the economic performance is more or less clearly below the respective country and regional averages. In other words: the regions show structural weaknesses.

The unemployment rate is particularly high in Usti, Burgenlandkreis and Lower Silesia, but the tendency is falling in nearly every region (except for North Great Plain with an increasing unemployment rate).

### Consequences of demographic change

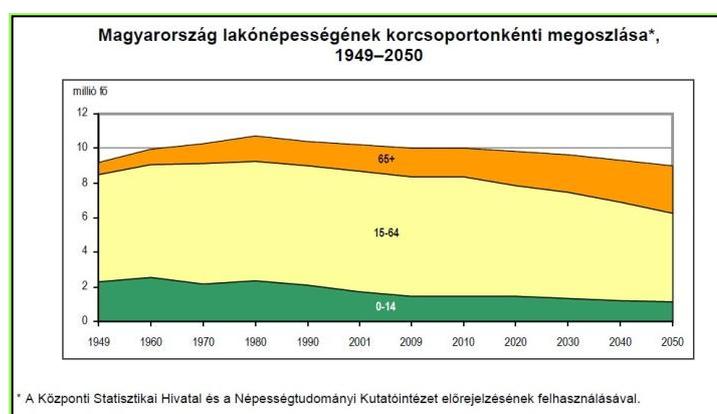
The majority of the participating regions are forecasting a decrease in population ranging from minor to significant (except Novara). All regions are also assuming a continuously aging population. At the same time, an increasing urbanization and accordingly suburbanization is anticipated (except for Lower Silesia). Overall, an increasing territorial differentiation is expected.

The essential conformations of the infrastructure (e.g. education, healthcare), in regards to preparation and implementation, are assessed differently. The development of the population carries consequences for the development of the labor market. Most regions assume a shortage of skilled workers, at least in some occupational groups. The exception to the rule, amongst others, is North Great Plains with a very young population comparatively, as well as the Burgenlandkreis with a high surplus on men in the age group ranging from 25 to 45 years old.

### Characterisation of the education infrastructure

The educational system shows the same basic structure in all participating regions. Within the project this pertains to the particularly important transition from the school system to apprenticeship, as well as the transition from grammar school to university. The distinct characteristics are to be taken into consideration with a possible adoption of "best practices".

The figures of student enrollment have developed differently, but almost as anticipated with respect to the population development which is consequently declining in most regions. However, there is a significant increase of students reaching matriculation standard, which can be observed in nearly all regions.



 Hungarian current population forecast by age group and sex, 1949-2050 (Source: isw (2010))

The infrastructure of schools is partially dependant on their territorial location (North Great Plain). In some regions a bigger interest in technical occupations can be noticed (North Great Plain, Lower Silesia). The Burgenlandkreis is pointing out specific issues with boys.

### Characterisation of the training scheme

The dual system of professional education is the main form of the initial training in regions of South-West Styria (Austria) and the Burgenlandkreis. The training in corporations is therefore being connected with vocational schools, partially even with full-time vocational schools, and continuing education and academic studies in varying forms. The varying forms are to be accounted for when adapting and implementing "best practices".

In all regions specific target groups are considered while offering vocational school (the highly gifted, the handicapped, the slow learners etc., e.g. North Great Plain). The decrease in student enrollment is viewed as one of the reasons for developing new models of connecting regular school, vocational school and professional training (South-West Styria, Burgenlandkreis).

The second hurdle, meaning the transition into the working life, is estimated to be partially problematic even for the higher qualified. Which begs the question of a possible falling apart of supply and demand.

Professional training and lifelong learning are named to be requirements in all regions. The implementation shows a significant regional differentiation, but all regions have to deal with this subject increasingly.

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