

# Alpine Pluralism Award 2018

Call for good practice examples

Wolfgang Pfefferkorn

PlurAlps partner meeting  
Lyon, 21/22 November 2017



# Background and aims

- Capacity building among PPs and stakeholders
- Learning from each other, not re-invent the wheel
- Discover practical as well as strategic ways of cooperating between (Alpine) regions on this topic
- How: Desk research and an Alpine wide open call
- Previous “Award experiences”: CIPRA 2004, 2008, Constructive Alps (2011-2017), Arge Alp 2016
- Strategic co-operation with EUSALP AG3



# Expected results and added value

- Overview on ongoing activities related to migration in the Alps: frameworks, out-comes and success factors
- Make visible implementation projects
- Stimulate follow up co-operation
- Raise awareness in the field of migration via positive messages and success stories (Mid-term conference)
- -> Positive framing!

# Framing: considering mental concepts in (political) communication

- Highly emotional and political issue
- Communication is crucial
- Don't "fight back", use other frames!

<b>Migration as ...</b>	<b>Migrants as</b>
<p>Migration wave, stream</p> <p>-&gt; frame: natural disaster</p> <p>-&gt; needs dams, walls</p>	<p>-&gt; individuals, enriching Alpine societies socially and economically</p> <p>-&gt; We have a lot in common</p> <p>-&gt; "Wir schaffen das", "Yes, we can"</p>

# PlurAlps key statements for project communication

- (1) Knowledge of the integration of migrants enables development.
- (2) The know-how of new workforce contributes to economic innovation.
- (3) Migration is a chance to develop the management of Alpine landscapes.
- (4) Social planning fosters the cohesion of Alpine municipalities.

# Award concept, 1

- Who can participate
- What can be handed in: 4 categories
  - Management of social change with mutual benefits
  - Integration into the labour market / entrepreneurship
  - Build on immigrants´ skills to improve landscape management and nature protection
  - School-work transition and dual educational system
- Evaluation criteria (4+4) and weights
  - PR, innovation, transferability, part of a strategy
- Evaluation process: internal pre-check -> jury
- Award ceremony -> Mid term conference

# Award concept, 2

- Why participating: benefits: price money, publicity (Mid term conference, PlurAlps website, transfer events, consultancy support)
- Timeline:
  - Call announcement: 19.9.2017
  - Reminder: 27./28.11. 2017
  - Call closure: 18.12.2017
  - Pre-check: Jan 2018
  - Selection (jury): Feb/March 2018

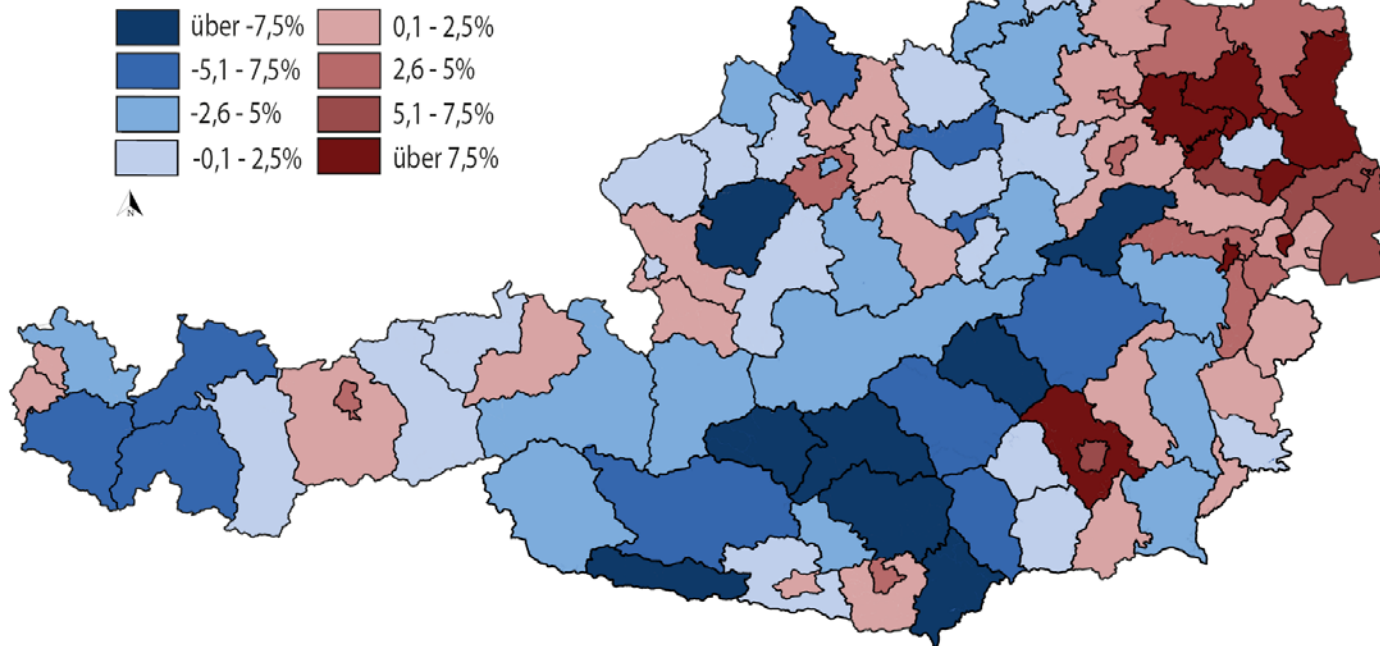
# Study on regions with population decline in Austria





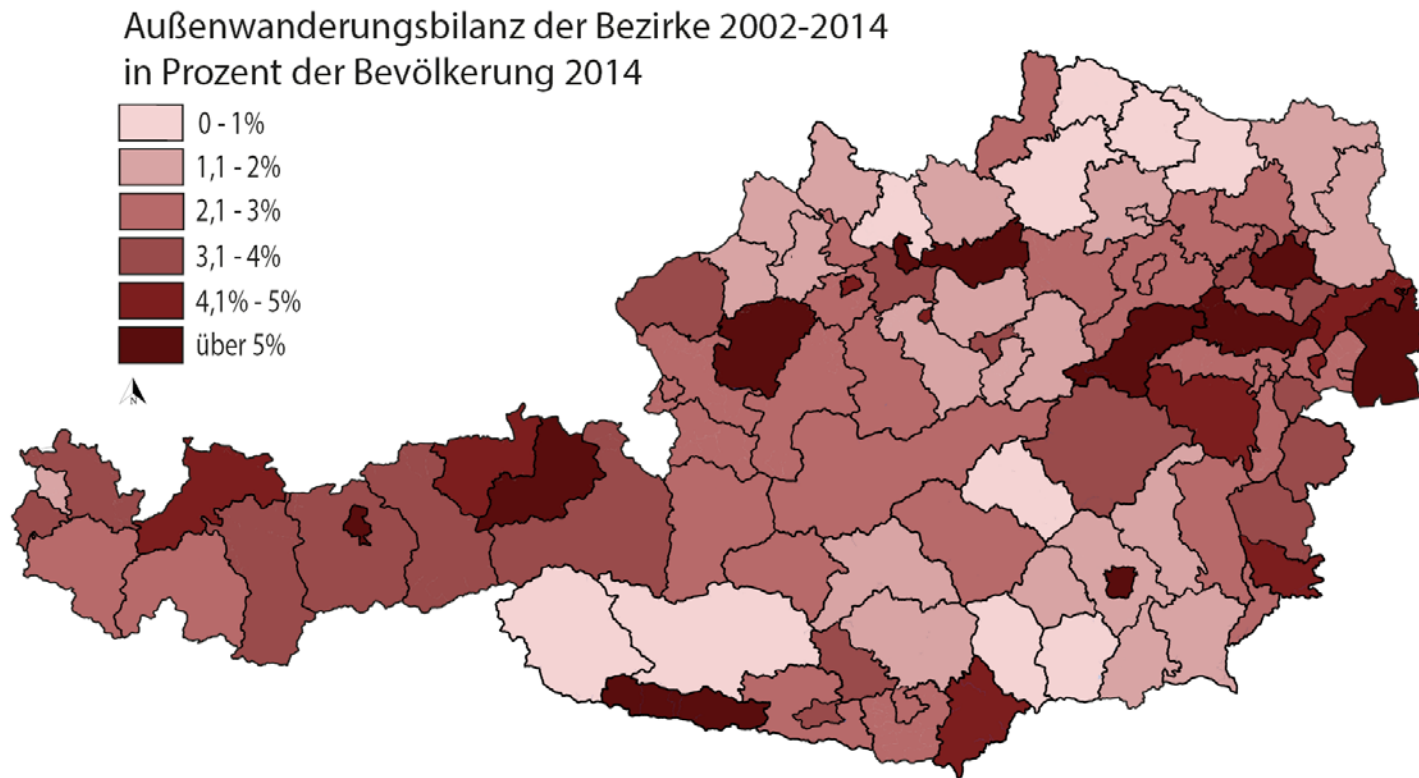
# Migration within national borders: negative in 50% of the districts

Binnenwanderungsbilanz der Bezirke 2002-2014  
in Prozent der Bevölkerung 2014



Quelle: Statistik Austria (2015): ÖROK-Regionalprognosen 2014-2030, Teil 1: Bevölkerung  
Darstellung: Vincent Linsmeier

# International migration: All districts have a positive balance



Quelle: Statistik Austria (2015): ÖROK-Regionalprognosen 2014-2030, Teil1: Bevölkerung  
Darstellung: Vincent Linsmeier

# Key findings

- Decline of population in many Austrian regions
- Birth rate is the decisive factor
- All regions with decline have immigration at the same time
- Young women are the first ones who leave
- Regional centers have a stabilizing function

# Recommendations

- You cannot prevent them from leaving, so make them come back!
- Improve the regional knowledge base, human and social capital, learning regions
- Improve soft factors: quality of life, housing, leisure
- Regional innovation is crucial: openness, external networks, brain circulation
- Institutional and governance structures, inclusion, participation, gender aspects, regional development structures and projects

# Internal pre-evaluation

- By the “call team”
- Based on excel grid (CIPRA)
- 2 pre-evaluators per measure
- Ranking per category (top 5-7 plus ca. 5 others)  
sent to jury

## Call team:

- LP: Robert
- CIPRA: Wolfgang, Caroline, Elisa
- Piemonte: Nuria, Priscia
- EUSALP AG3: Boglarka, Ilaria

# Jury, members

- Members (proposal, incl. chair)
  - 1 Lead partner (Robert Moosbrugger)
  - 1 Partner with scientific expertise: HSLU?
  - 1-2 EUSALP AG3: Tyrol; Jasmin Wimmer (int. relations)
  - 1 Observer
  - 1 Integration expert
- Further selection criteria:
  - Geographical balance
  - Balance in gender, age, private/public

# Jury, work process

- Preparation (desk work), ca. 1 day
  - Read through pre-selected projects: ca. 30
  - Select top 3 per category
- Jury meeting (1 day)
  - Compare top 3 proposals and agree on winners
- Award ceremony in Turin (half day)
  - 2-3 Jury members

# Next steps, 1

What	Output	Who	When
<b><i>Call reminder</i></b>			
Prepare reminder, send it to target groups via project partners	Reminder sent	CIPRA, all	28.11.17 30.11.17
<b><i>Pre-evaluation</i></b>			
Prepare pre-evaluation grid and send it to call team	Grid sent to call team	Wolfgang	20.12.17
Pre-evaluation skype training	Common understanding	Call team	
Carry out pre-evaluation	Pre-evaluation completed		
<b><i>Jury</i></b>			
Fix jury members	Jury fixed	Wolfgang	20.12.17
Send guideline to jury members	Guideline sent	Wolfgang	20.12.17
Fix timeline for jury work	Timeline fixed	W., Jury	29.12.17



# Next steps, 2

<b>What</b>	<b>Output</b>	<b>Who</b>	<b>When</b>
<b><i>Award ceremony</i></b>			
Inform winners	Winners informed	Call team	
Prepare award ceremony	Agenda fixed	Wolfgang, call team	Apr 18