



EUROMONTANA

Youth employment in mountain areas

Blandine Camus

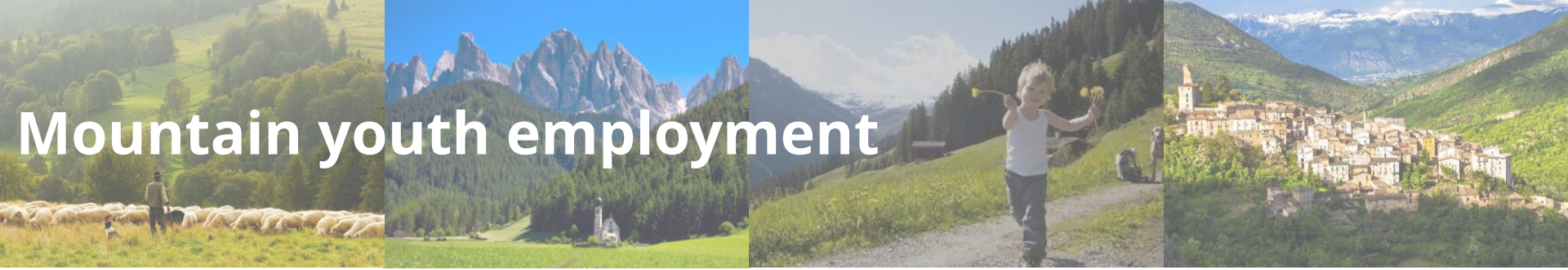
Communication & Policy Officer of Euromontana

20 Avril 2023, Informal discussions - Thematic Group on Rural Youth Employment



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Mountain youth employment



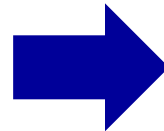
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JEUNESSE ET MONTAGNE

**SYNTHÈSE DES TRAVAUX
PRÉPARATOIRES MENÉS
PAR EUROMONTANA**
EN VUE DES VIII^{ÈMES} ASSISES
EUROPÉENNES DE LA MONTAGNE

LES JEUNES AU SOMMET :
LA VOIE VERS L'AVENIR DES MONTAGNES
2-4 OCTOBRE 2012

 **EUROMONTANA**  **Rhône-Alpes**



Being young in a mountain area

**Mountain youth's needs in 2022 and
aspirations for the future**

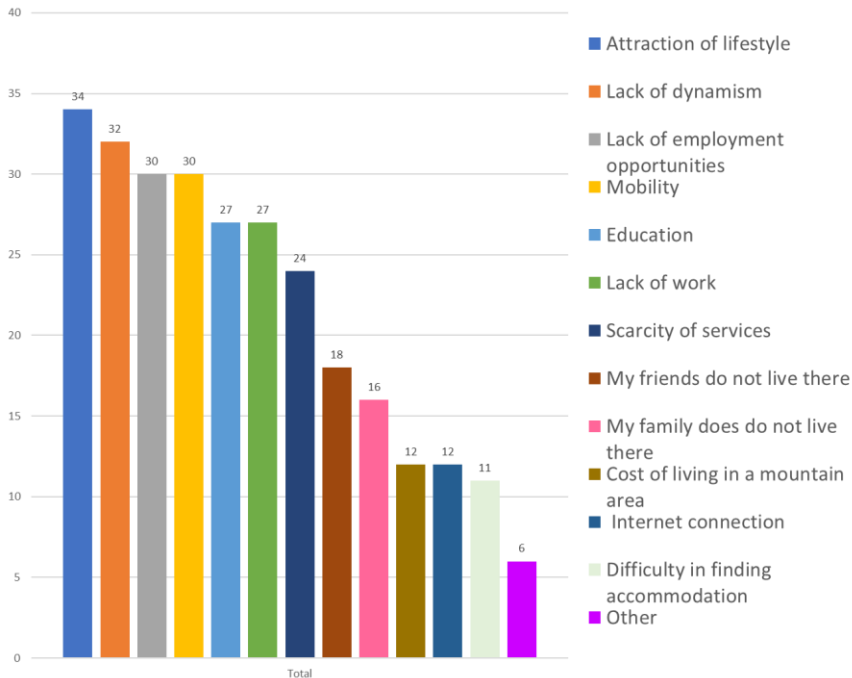


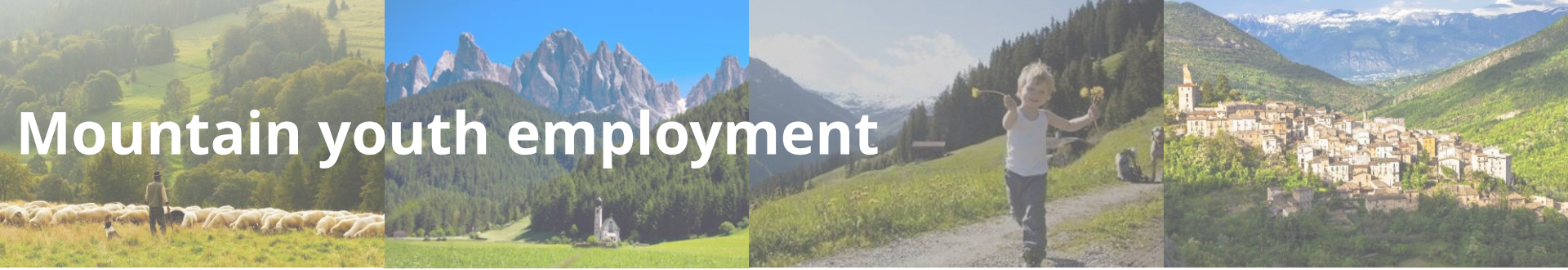
- ▶ 1134 questionnaires
- ▶ 18 European countries



Mountain youth employment

► Young people want to live in mountain areas but are struggling to find a job. The lack of jobs is the 3rd most important reason mentioned by young people who do not want to live in the mountains (no change since 2012)





Mountain youth employment

- ▶ **18% want to start their business (up to 44% in RO)**
 - Entrepreneurship often perceived as a solution to the lack of employment opportunities
- ▶ **22% want to be able to do remote working in the mountains**
 - Strategies needed and reflection on rural-urban linkages, taxes etc.
- ▶ **29% of young people would like to leave their area and return later**
 - Strategies respecting young people’s life cycle to attract them back later on (housing, quality of life, services)
- ▶ **12% want to do a “traditional mountain job” (up to 37% in ES)**
 - Need for economic diversification to retain more young people
 - Many young people deplore the lack of jobs outside the tourism and agriculture sectors

Youth entrepreneurship in the Italian mountains



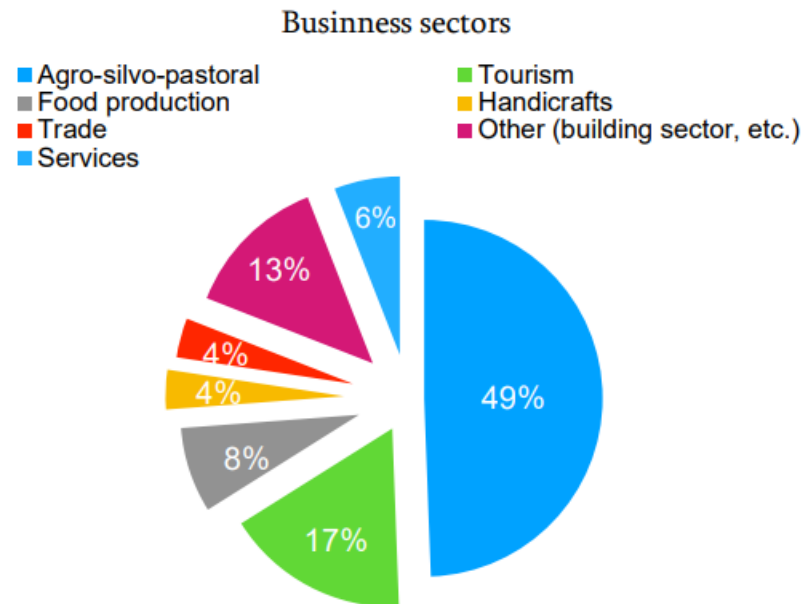
- ▶ Study “Giovani Imprenditori in Montagna”
- ▶ Online survey conducted between October 2022 & February 2023 among young entrepreneurs in Italy’s mountain areas (between 18 and 40 years old)
- ▶ 297 respondents



Youth entrepreneurship in the Italian mountains



- ▶ Average profile: +/- 30 years old, with medium-high education background
- ▶ Agriculture related business
- ▶ Most businesses are young (COVID-19 was not determinant)



Youth entrepreneurship in the Italian mountains



► Reasons for creating their business in a mountain area:

- Proximity of the family (economic support)
- Attachment to the mountains
- Connexion with the natural environment
- Attachment to the local community / local traditions
- Low population density / availability of space

► Obstacles to youth entrepreneurship:

- Administrative burden
- Access to funding (both initial and post-start-up)
- Access to business support services & public services
- Access to land (for agriculture-related businesses)
- Social context (ways of functioning of local networks, sector associations and consortia)

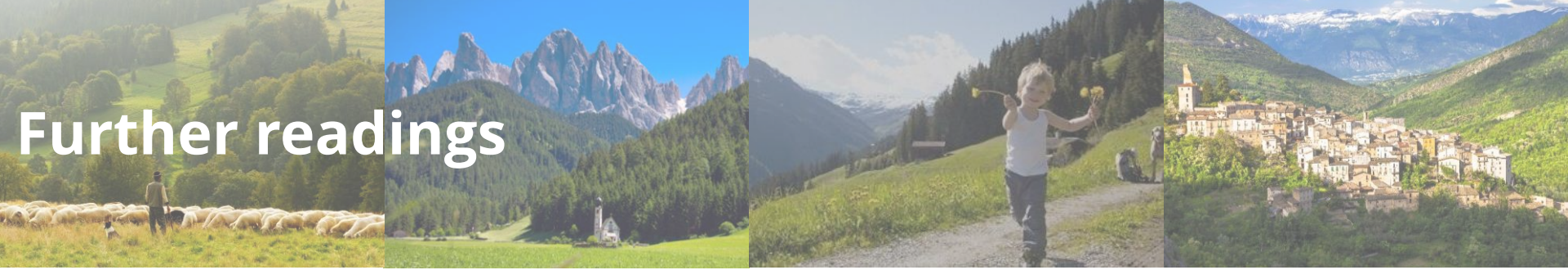
Youth entrepreneurship in the Italian mountains



► Areas of improvement to better support youth entrepreneurship:

- More economic support to young entrepreneurs
- Better infrastructures (transport and Internet)
- More networking, exchange and training opportunities or structures

Further readings



- ▶ Euromontana, [Being young in a mountain area](#), 2022
- ▶ Euromontana, [Contribution to the European Commission consultation on brain drain](#), June 2022
- ▶ Riabitare l'Italia, [Giovani dentro : uno sguardo alle prospettive e ai bisogni dei giovani delle aree interne](#), 2022
- ▶ Institute for economic research of the Chamber of Commerce of Bolzano, [Brain Drain - Brain Gain: How attractive is South Tyrol's labour market?](#), 2019
- ▶ PADIMA, [Good Practices on Education and Training](#), 2014
- ▶ Preliminary results of the Italian study “Giovani Imprenditori in Montagna” available upon request

A man in a dark blue jacket and black pants is hiking on a grassy mountain ridge. He has a child strapped to his back in a grey and red baby carrier. The child is wearing a black beanie and dark clothing. The background features a vast mountain range under a blue sky with scattered white clouds. The foreground is filled with tall, golden-brown grasses.

Thank you !

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Let's keep in touch

